



SOLUTIONS



MEDIA & ENTERTAINMENT



Fan Engagement & Satisfaction

Eurobet acquires new users, retains business, and propels revenue to move up 4 positions in their industry, based on market share

Challenges

- Attract and convert new users through digital marketing
- Amplify the message and benefits to retain users
- Increase cross-selling and conversion in both online and offline channels through orchestration
- Improve visibility into customer behaviors and preferences and use insights in messaging

Key Results



MOVED UP to the 2nd position in its market in terms of sports betting from 6th position after instituting changes with Adobe Campaign, Analytics, and Target



REDUCED Churn by 3% overall



20% INCREASE in cross-sell and upsell conversions



Rather than sending out a blast message to all of our customers, we spend our time communicating with each segment in meaningful ways. Adobe Campaign helps us create thoughtful conversations with customers, for everyone's benefit. As a result, our customers are more loyal and engage with us more frequently, whether or not they're betting."

Alexis Grigoriadis
Online Marketing Director, Eurobet

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