

## *Ladbrokes*

“ Qubit helped build the capability for recommendations. In the backend, they bring together data from our API, our algorithm and the live odds for any given sporting event. In the browser, they have built the look and feel of how this experience is deployed, and how each individual customer can interact with it. In this example, we’ve taken personalization down to a minute level, uploading about 20 tailored recommendations per customer.”

Bhavik Patel  
Head of Analytics & Optimization

## About Ladbrokes



3,500

Number of shops across UK



£2bn

Total net annual revenue



25,000

Number of employees



230

Years of heritage

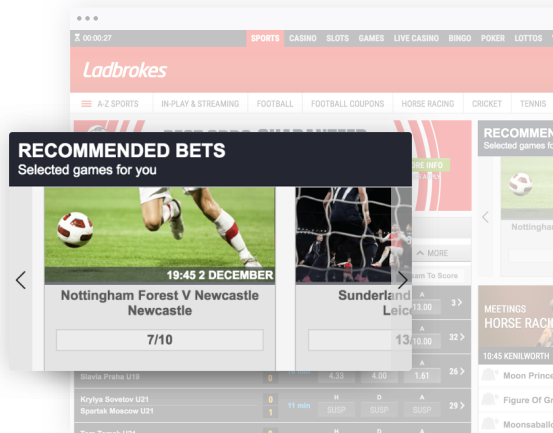
## The Ladbrokes goal

Netflix and Spotify have disrupted entire industries by delivering one-to-one experiences through tailoring recommendations and messaging to each individual customer. Ladbrokes wanted to apply this strategy, and mindset, to their egaming offering by using existing customer journey data to improve the experience online.

In such a competitive market it's essential for a company like Ladbrokes to differentiate to increase retention, build on new customer acquisition, and create loyalty with their brand.

## Recommendations: surfacing the most relevant betting options

Recommendations is Ladbrokes' first step toward achieving their one-to-one goal. To that end, a proprietary recommendations engine was developed based on user behaviours. Qubit ingest both this recommendations data and the relevant live odds into the Visitor Cloud, and the top recommended bets are displayed to individual customers.



# Live-streaming: driving users onsite via push notifications

Mobile has changed the way consumers watch sports and how they place bets. Ladbrokes offers a streaming service for every sports' market, where users can place bets before games start, as well as in-play.

To ensure their users never miss an event, and allow them to take advantage of the betting in-play functionality,

Ladbrokes worked with Qubit to drive users onsite via push notifications. Using mobile instead of email was vital not only from a timeliness perspective, but also to ensure that the customer experience was contextually relevant and consistent to the device used by the consumer.

↑ 9%  
increase in live streaming on app





## Homepage optimization: tailoring the experience with customer data

Sports betting sites have a wealth of choice which for some users can be overwhelming. This negatively impacts the ability for users to find what they're interested in, and the effectiveness of the content.

Ladbrokes addressed this issue from the ground up, starting with a consolidation of the homepage, before moving to a more sophisticated experience that tailors what a user sees on arrival, based on their previous betting behavior.

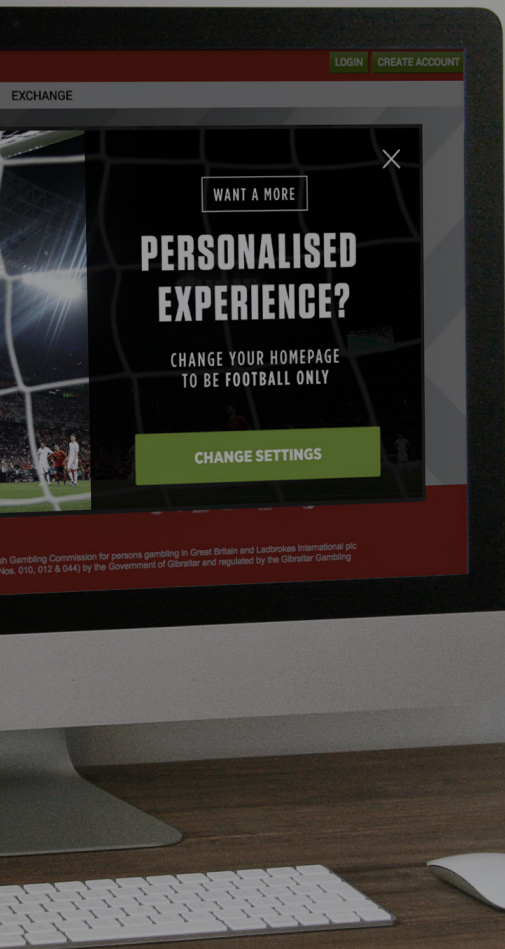
## Personalizing the homepage based on betting history

**Insight:** Ladbrokes identified those users who consistently placed bets on one type of sport.

**Action:** Once users placed their 5th bet they were asked if they wanted to customize their homepage to their favoured sport.

**Results:** Users placed more bets, and bet faster, without cannibalizing their bets on other sports.

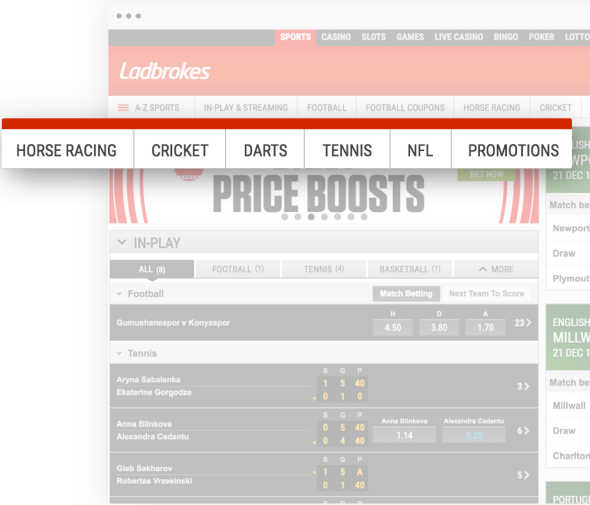
↑ 10%  
increase in betting activity  
post-personalization vs. customers  
who did not personalize



# Using seasonality and behavior to optimize navigation

**Insight:** Seasonality is key with the sporting calendar. Ladbrokes wanted to understand which products were driving value within the top navigation bar.

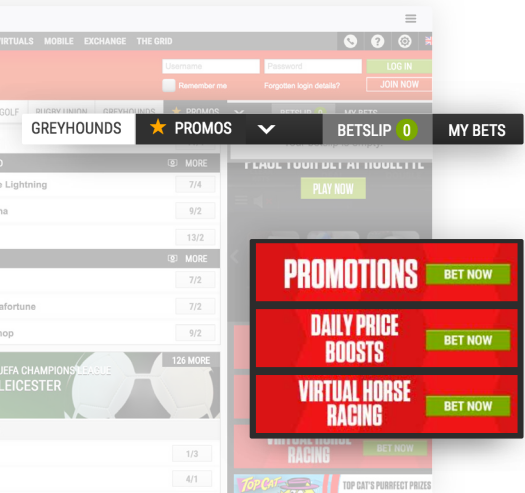
**Action:** Ladbrokes personalized the website based on granular analysis of the navigation bar, for example knowing that American Football became the 3rd most popular sport during NFL season meant they could push this at the right time.



# Creating a tailored homepage experience

**Insight:** Ladbrokes' own analysis of their site showed that the homepage side banners took up 20% of the real estate, but only 3 of 8 banners were performing well

**Action:** Combining the insights from this analysis with the Qubit platform meant that Ladbrokes were able to streamline the homepage and tailor the banners to each visitor.









↑ 25%  
increase in traffic to promotions

↑ 9%  
increase in traffic to greyhounds

## Looking ahead

Ladbrokes continue to innovate in their journey toward delivering a best in class eGaming experience, working with Qubit they plan to:

-  Continue their quest to provide valuable one-to-one experiences to their visitors and customers
-  Launch experiences that support their business goals around acquisition, retention and engagement
-  Action churn prediction data, by creating a 'high risk customer' segment, and targeting them with experiences to find out why they're not engaging
-  Capitalize on the ability to ingest CRM data into the Visitor Cloud through Qubit Live Tap
-  Build on the success of push notifications, rolling out across other sports such as tennis and horse-racing
-  Innovate further on their recommendation engine, improving the algorithm and design to track and influence even wmore user behavior

## About Qubit

Qubit is the pioneer in delivering context-driven customer experiences.

Qubit offers a digital experience management platform, which transforms the way businesses understand and influence their customers using Qubit Visitor Cloud, a customer data platform that fuels experiences across all your brand touchpoints leveraging an elastic customer record.

## Some of our clients



NET-A-PORTER.COM