



**Adda52, India's No. 1 Poker
site, witnesses over 85%
increase in repeat cash
game players**

Adda52 is India's No.1 Poker site with 3 million+ players. Founded in 2011 and currently operating under Delta Corp, Adda52 hosts all popular Poker game variants from Texas Hold'em Poker, Crazy Pineapple to Pot Limit Omaha and more.



Goals

- Boost mobile app engagement and stickiness
- Increase the number of repeat cash game players



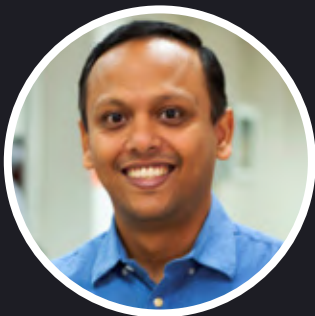
Challenges

- Optimizing the bonus management system
- Building various segments and figuring out the right communication



Solution

Using capabilities like API call and RFM Analysis helps Adda52 accelerate its mobile app engagement and retention initiatives. The team Adda 52 also leverages the WebEngage Journey Designer to deliver data-backed, hyper-personalized campaigns at scale.



Retaining cash game players was a big challenge for us. Since the time we have been leveraging WebEngage's full-stack Retention Marketing OS, we've been able to retain maximum players, increase our CLTV & revenue. We have witnessed over 20% growth in our overall revenue and we continue to grow it even further. The Onboarding, Customer Success & Support teams at WebEngage are our true growth partners.

- Krishnendu Guha
Chief Marketing Officer, Adda52

Introduction

The online skill-based Real Money Gaming (RMG) market in India has seen a paradigm shift over the last few years. Many brands have entered the market to offer an RMG experience on web/app and continue to grow exponentially.

Adda52 goes by the motto 'India's no. 1 poker site' and believes in providing non-stop poker fun to its players. Besides Poker, Adda52 is also India's leading online rummy site.

Adda52 Rummy offers 13 card and 21 card formats exclusively tailored for Indian rummy lovers. Players can enjoy rummy with millions of other players on Adda52's app and website.

Adda52 has been certified by iTech Labs (an ISO/IEC 17025 certified testing laboratory for online gaming systems). The certification ensures that the games offered by Adda52 comply with all relevant standards and are fair, reliable and resilient.





The Objective

Adda52's primary objective is to offer the most secure and seamless poker gaming experience to its players. To continue delivering unique experiences to millions of players, the Product & Marketing teams at Adda52 wanted a scalable retention marketing platform through which they could:

- **Enhance** the online gaming experience to match the players' expectations
- **Retain** cash game players to drive optimum business growth

After vetting a few retention marketing platforms available in the market, the teams at Adda52 decided to choose WebEngage.

So why did Adda52 choose WebEngage?

The teams at Adda52 chose WebEngage to:

- Store and manage the players' data in one place i.e. on the WebEngage dashboard.
- Automate engagement campaigns across the players' lifecycle.

As the [onboarding](#) and integration processes were seamlessly completed, the Customer Success Manager (CSM) at WebEngage started working closely with the teams at Adda52.

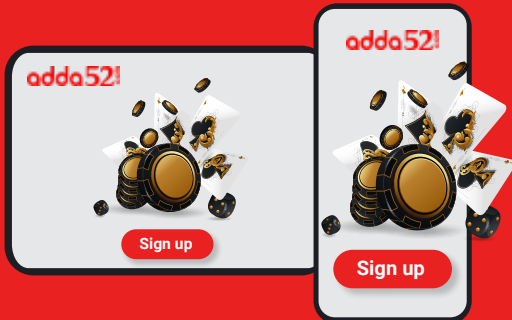
Before we get into how Adda52 leverages WebEngage, let's first understand how user journey on the Adda52 app/website looks like:



Adda 52's user journey

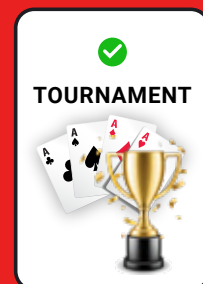
1

User signs up on Adda52's app/website



2

User selects the relevant poker game variant to play



3

User starts playing





Goal #1

Boost mobile app engagement and stickiness

Mobile app engagement is a result of how your players experience your product. Player experience in an RMG depends on many factors like brand awareness, the security of transactions, game rewards, product usability, and so on. However, out of the mentioned factors, game rewards play a crucial role in offering a competitive and thrilling gaming experience.

Adda52, being an established brand in the online gaming industry, understands the importance of game rewards. Hence, it wanted a mechanism using which the rewards (poker bonus) could be credited to the players' account in real-time.

What is a bonus?

A bonus is a reward that players receive for making a deposit to play on poker tables. Bonuses add more fun and thrill to an overall gaming experience.

Challenge #1

Optimizing the bonus management system

With a growing player base, it was important for the teams at Adda52 to optimize the bonus management system to credit bonuses in players' accounts in real-time. Without any optimization, the process could lead to:

- Unpleasant gaming experience
- Mismatched bonus credits

The teams at Adda52 had to solve the complexity of crediting bonuses to the players' accounts without any manual intervention.





Solution #1

Setting up a reliable bonus management system using an API call

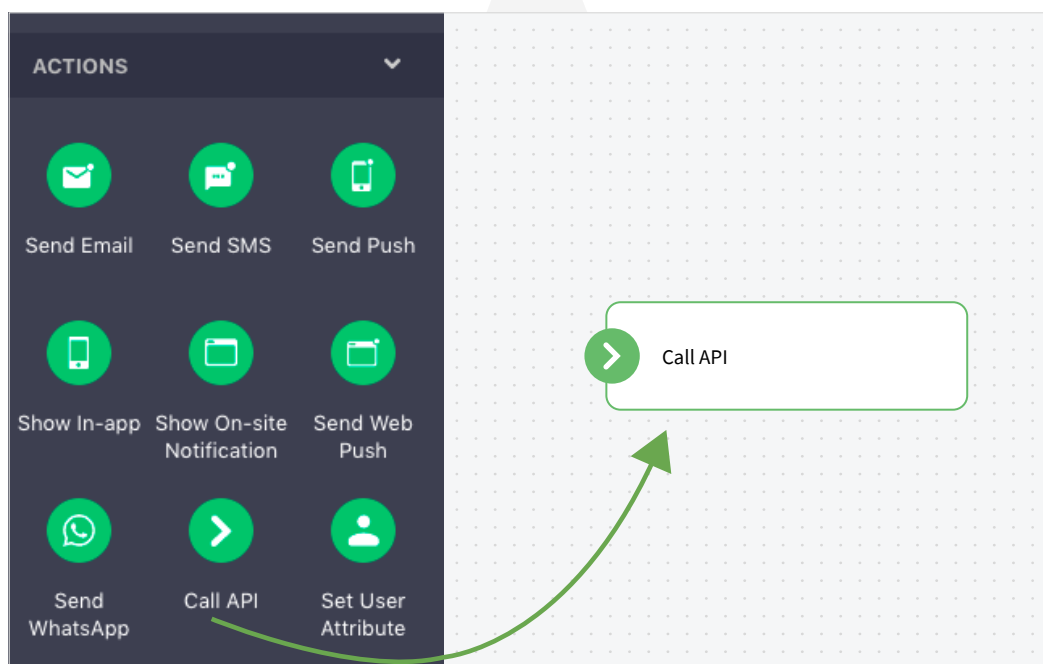
The Customer Success team at WebEngage collaborated with the teams at Adda52 to get an in-depth understanding of the player lifecycle, the goal, and the challenges.

Both the teams then came up with a scalable solution of crediting bonuses to the players' accounts using the Call an API functionality on the WebEngage dashboard.

Why is an API call used to credit bonuses to the players' accounts?

When the players make a deposit to play poker on Adda52's app/website, their attributes like Player ID and bonus amount are stored in Adda52's backend system.

To fetch these attributes and credit bonuses to the players' accounts, an API is called from the WebEngage dashboard, establishing a connection between Adda52's backend system and WebEngage.





Calling an API from the WebEngage dashboard is a simple 3-step process:

API Call Process

Step
1

Drag and drop the 'Call an API' block on the Journey Designer canvas.

Step
2

Click on it to build the API request.

Step
3

Branch out the journey from the block to continue the journey for a player, based on the API call status.

Setting up the API call has been a one-time exercise for the teams at Adda52.

After a successful API call, Adda52 uses a multi-channel communication approach to notify the players that bonuses have successfully been credited to their respective accounts.

Here's how the bonus credit communication sent to the players on different engagement channels looks like:





Mobile Push Notification

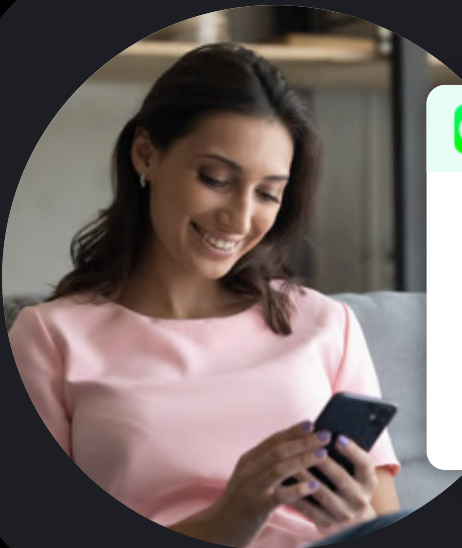


adda52

Richa, bonus gift waiting for you!

Login before it expires today.

SMS



MESSAGES

11:50 AM

ADDA52

Nikisha, bonus gift waiting for you! Login before it expires & play cash games on Adda52. Join a table now on

<https://www.adda52.com/poker>





Web Push Notification



Bonus gift added to your account Nishant!

Login before it expires today.

Google Chrome • offers.adda52.com

Email



adda52.com

Gaurav, grab your Bonus!

Get the thrill of Playing more, just login to Adda52 & enjoy the gift.

Claim the bonus before it expires today to play cash games and win more cash.

Don't lose time & join a table right away.

Play Now





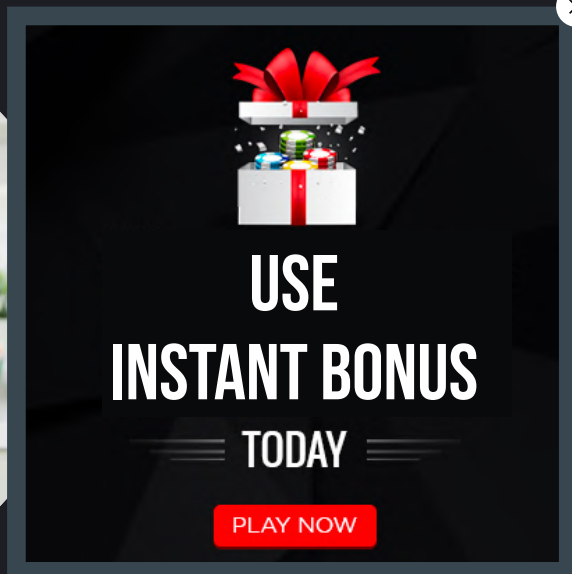
In-app Notification



adda521

Arnav, bonus gift credited to your account!
Use it now.

On-site Notification



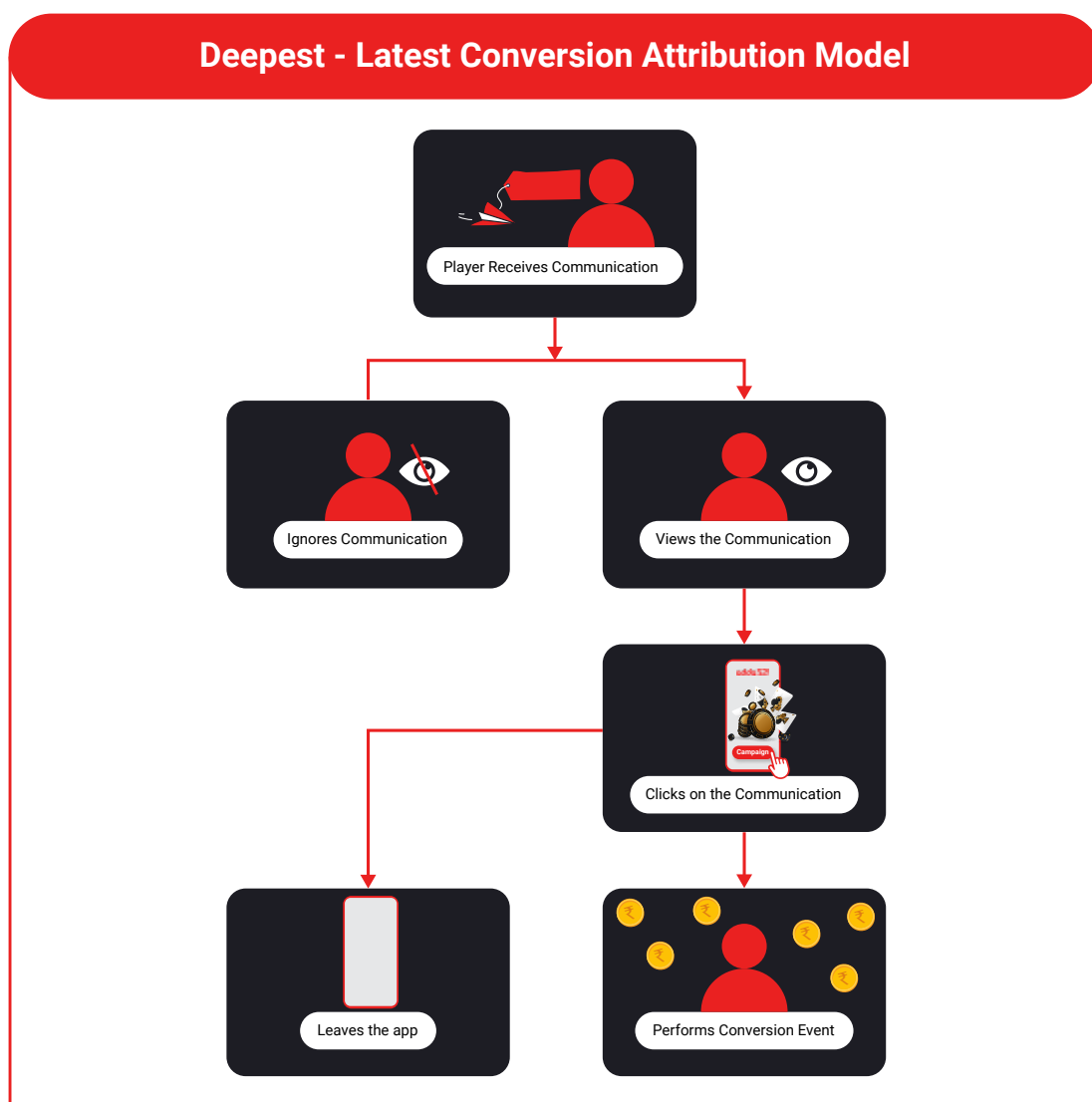


An interesting bit about the multi-channel communication journey is that the team at Adda52 has enabled [Conversion Tracking](#) on the WebEngage dashboard. A conversion event or an end goal can be defined for the entire journey and is tracked through all its campaigns.

You might ask how are conversions accurately attributed when players receive several campaigns through multiple channels, each campaign nudging them to perform a similar action?

Let us make it clear.

WebEngage has devised a two-step conversion attribution model, [Deepest - Latest](#), that helps attribute each player's conversion to the right campaign.





WebEngage automatically tracks several actions that players perform while interacting with the campaigns as Campaign Events. This includes several metrics like Clicks, Views/Impressions, Dismisses, Failures and so on.

For each Campaign Event, several System Attributes are tracked that provide more context about when, where and how a player performed the action. This includes several details like Date, Time, Location, Device, Browser, OS and so on.

Thus, a combination of all the data gleaned for each player, in real-time makes it possible for the WebEngage system to attribute a conversion to a campaign accurately.

Result

Crediting bonuses to the players' accounts using Call an API functionality helps Adda52 save manual efforts and deliver exceptional gaming experiences to millions of players.

As a result, more than **15% of total players started playing cash games using bonuses.**

Goal #2

Boost mobile app engagement and stickiness

Cash deposits are the holy grail of the [Real Money Gaming](#) businesses. An RMG business needs to estimate if and when the players would make their 1st deposit, 2nd deposit and so on. Subsequent cash deposits also indicate that the players find value in the product and want to play more.

Adda52 wants to retain as many cash game players as possible to:

- Ensure a higher Customer Lifetime Value (CLTV)
- Reduce Customer Acquisition Cost (CAC)
- Build brand loyalty





Challenge #2

Creating various segments and figuring out the right communication

Different types of player segments in an RMG can be:

- **Free Players:** Registered but did not make any cash deposits
- **Cash Game Players** (Active & Inactive)

(i) Active Players: Deposited cash at least once & were recently active

(ii) Inactive Players: Deposited cash once & were not recently active

As the teams at Adda52 identified D0-D6 as the appropriate time window to nudge the players to play more cash games, the challenge was to identify the active cash game players' segment who have made their 1st deposit.

Identifying the active cash game players' segment is essential because these players often prove to be profitable in the long-term compared to other players' segments.

Solution #2

Identifying the active cash game players' segment using RFM analysis

The teams at Adda52 wanted to engage the active cash game players' daily from D0-D6 (i.e., Day 0 - Day 6, where D0 is the day when the players make their 1st deposit) and nudge them to play more cash games.

Why did Adda52 decide to engage the players for 6 days from D0-D6?

The teams at Adda52 carefully analyzed the players' lifecycle using historical data. They concluded that 6-days after the players make their 1st cash deposit is the 'window of opportunity' to quickly nudge the players to play more cash games.

Basis this understanding, the teams at Adda52 decided to segment its players using RFM segmentation on the WebEngage dashboard.



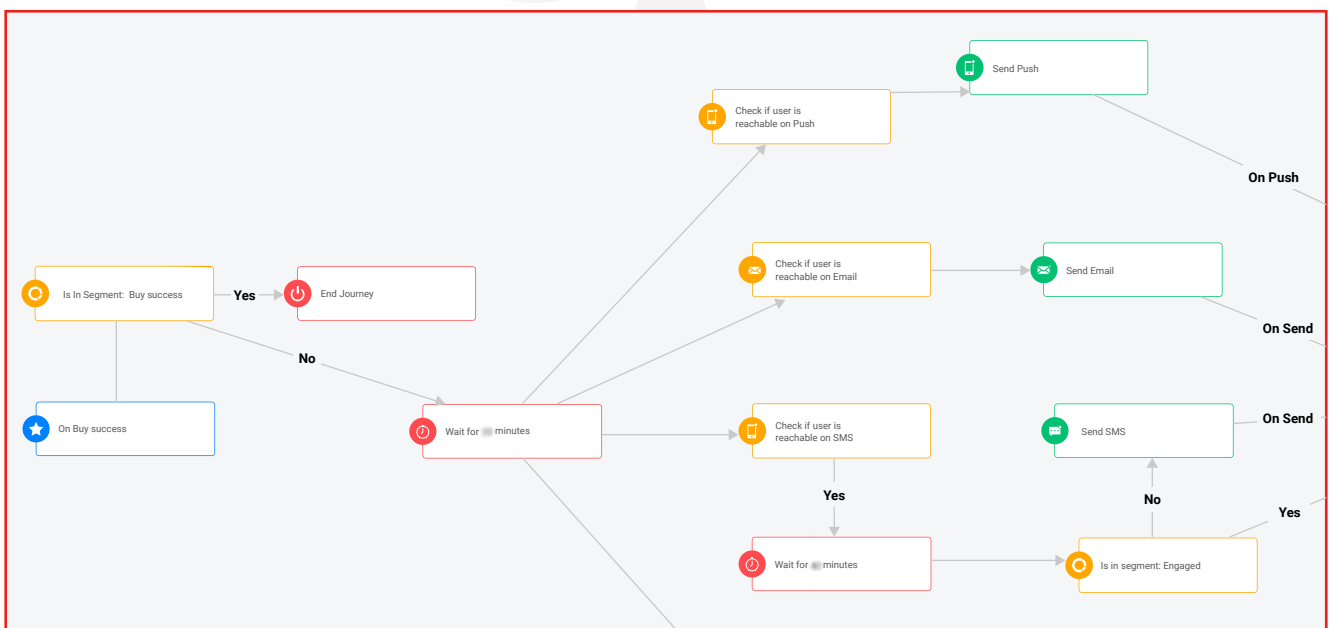


[RFM](#) (Recency Frequency Monetary) is a type of segmentation that allows Adda52 to segment its players into buckets of active cash game players, inactive cash game players, free players, VIP players and big spenders.

RFM Analysis On The WebEngage Dashboard: What Every Segment Indicates

NEW USERS <i>(Acquired within the selected time frame & moderate spends)</i>	HIBERNATING <i>(Rarely performed RF event & low spends)</i>			LOST <i>(Did not perform RF event & low spends)</i>		ABOUT TO SLEEP <i>(Highly likely to go into hibernation)</i>
	PROMISING <i>(Performed RF event recently and made purchase)</i>	CANNOT LOSE <i>(High spenders who have become inactive)</i>	POTENTIAL LOYALISTS <i>(Highly likely to stay around in future)</i>	AT RISK <i>(Highly likely you will lose them in future)</i>	LOYAL CUSTOMERS <i>(The biggest indicator of long term growth)</i>	CHAMPIONS <i>(Your biggest spenders)</i>
		NEED ATTENTION <i>(Slipping into 'risk' zone)</i>				

Using the RFM model, Adda52 identifies the active cash game players' segment who have made their 1st deposit and engages them from D0-D6 using an RFM based engagement journey. Here's a glimpse of the RFM based engagement journey created by Adda52 on the WebEngage dashboard:





How does the RFM based engagement journey work?

The journey starts with an event trigger 'Buy success.' 'Buy success' is a custom event that is triggered when the players make their 1st deposit on Adda52's app/website.

After the event occurrence, the journey employs a segment check with the following logic:

Segment **Buy Success** contains **all** users

```
├ --- with User attribute,  
│   ├── user type does not equal to free  
│   ├── sms opt in does not equal to false  
│   ├── email opt in does not equal to false  
└ --- who have  
    ├── performed the event, Buy Success count greater than 1
```

The segment logic is based on the RFM model and allows only the active cash game players' to enter the journey who have made their 1st deposit.

Subsequently, using the message blocks in the journey, a hyper-personalized communication is sent to the players nudging them to make their 2nd deposit and play more cash games.

Here's how the communication sent from the RFM based engagement journey looks like:





Mobile Push Notification



adda52

Utilize your bonus today!

Hi **Shipra!** Start playing now & win cash.

SMS



MESSAGES

11:50 AM

ADDA52

Ashish, our games start for as low as Re. 1! Join a table using your bonus & start winning today. Take a seat on <https://www.adda52.com/poker>





Web Push Notification



adda52

Utilize your bonus today!
Start playing now & win cash.

Google Chrome • offers.adda52.com

Email



adda52

Hey Akanksha,

There's a lot you can do with your bonus. Explore our wide range of games and experience thrilling poker action on adda52.

To begin with, join a table and start winning today.

Play Now





The interesting bit about this journey is that Adda52 has enabled Revenue Mapping on the WebEngage dashboard. [Revenue Mapping](#) is a simple one-time setup that allows Adda52 to draw a correlation between certain player actions (prompted by a campaign) and the business revenue.

Additionally, Adda52 has also enabled a control group to measure the campaigns' effectiveness. A [Control Group](#) is a small portion of a campaign's target audience that is randomly selected, represents the entire segment's behavior, and does not receive the campaign.

Results

As a result of RFM segmentation, the teams at Adda52 have been able to successfully identify the active cash game players' segment and contextually nudge them to play more cash games on the app/website. Adda52 also witnesses some impactful results.

More than **85%** of players play repeat cash games
Over **20%** growth in overall revenue via WebEngage
~10% improvement in D1, D3, D7 retention
~8% increase in Daily Active Users (DAUs)



The WebEngage Effect on

adda52^{me}.co

More than **85%** of players play repeat cash games

Over **20%** growth in overall revenue via WebEngage

Close to **8%** increase in Daily Active Users (DAUs)



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WebEngage is a customer data platform and retention operating system that makes user engagement and retention simplified and highly effective for consumer tech enterprises and SMBs. The platform helps brands drive more revenue from their existing customers and anonymous users through highly contextual, hyper-personalized engagement campaigns across 10 communication channels.

Product and marketing practitioners, across the world, design intuitive user lifecycle journeys on the WebEngage dashboard to convert existing users through data-backed, timely omnichannel engagement campaigns. The platform offers in-depth product and marketing analytics for brands to track growth metrics and campaign performance effectively.

WebEngage powers the user engagement for thousands of brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

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