

Global Gaming Brand PlaySQR Doubles Its User Base With WebEngage In 6 Months

Industry
Gaming

Founded in
2023

HQ
Philippines

About PlaySQR



PlaySQR, a global gaming brand, seamlessly blends technology and gaming passion to provide an unrivaled player experience worldwide. With a commitment to delivering the best sports betting odds for global events, PlaySQR offers a diverse gaming repertoire encompassing slots, table games, and video poker, all featuring captivating graphics and progressive jackpots powered by industry-trusted brands.

Prioritizing players, PlaySQR goes beyond gaming, offering enticing bonuses and promotions. The gaming experience extends to mobile devices, ensuring accessibility anytime, anywhere. Backed by a 24/7 Live Chat and Customer Service, PlaySQR stands ready to address player queries and concerns. Furthermore, the brand champions responsible gaming, creating an environment that enables confident play while promoting responsible gaming practices—a testament to PlaySQR's commitment to secure and enjoyable gaming for all.

“At PlaySQR, I've navigated various tools, but WebEngage stands out for its simplicity and effectiveness. The unique click-through and conversion rates from web campaigns have exceeded our expectations, and the results speak volumes. Moreover, their Customer Support has significantly improved our customer engagement. WebEngage has become an indispensable part of our marketing arsenal, enabling us to create engaging and targeted campaigns that resonate with our diverse player base. ”

David Simons

Commercial Director

Key Features Used



Email



Journey



User
Segmentation

PlaySQR's Objectives



Launch and Recognition: PlaySQR embarked on a journey to introduce a new brand to the market, with a primary focus on creating widespread brand awareness. Its objective was clear – to position itself as a market leader.

Customer Loyalty Building: Understanding that offering market-leading products was just the beginning, its emphasis extended to fostering lasting relationships, laying the foundation for a seamless and interactive experience.

Onboarding Journeys and Product Experience: At this initial stage, attention was directed toward building onboarding journeys and product experiences that could forge strong connections with customers.

Journey Automation: Automation emerged as a crucial aspect to streamline and automate interactions through customer journeys. The goal was to create personalized pathways for users, enhancing their overall experience.

Company's Challenges In Driving The Objective



Omnichannel Communication

A key challenge faced by PlaySQR was the need for an omnichannel platform capable of automating and customizing communication across multiple countries. The solution sought to seamlessly handle diverse communication channels and allow for personalized interactions.



Multifaceted Segmentation

The company operates in multiple languages and countries, with varying product and device preferences among its user base. Achieving truly relevant and tailored offers necessitated a level of content customization that could effectively cater to this diverse landscape.



Multilingual and Multinational Dynamics

The complexity of operating across multiple languages and countries added another layer of intricacy to content customization. PlaySQR faced the challenge of not only translating content but also ensuring that the nuances and cultural sensitivities were preserved.

Why Did PlaySQR Pick WebEngage?

Ease of Use and Scalability: The intuitive back-office and flexible packages of WebEngage appealed to PlaySQR, offering a seamless starting point for a company aiming to scale up activities. The platform accommodated the company's growth trajectory, allowing it to utilize features as its customer database expanded.

Personalization for Increased Engagement: WebEngage's emphasis on personalized content and suggestions aligned with PlaySQR's goal of keeping visitors on their website/app for longer durations. The potential for increased engagement translated into higher chances of conversions and deposits.

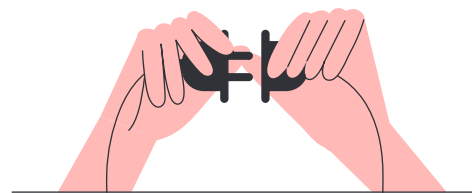
Extensive CRM Platform Comparison: PlaySQR conducted a thorough comparison of various CRM platforms, considering both industry-specific and generic tools. Their evaluation focused on ease of use, feature richness, and support for automation, personalization, and segmentation analysis.

Industry-Specific Needs Addressed: In the dynamic environment of real-time events and multi-channel, multi-product support, WebEngage emerged as the solution that best aligned with the specific needs of PlaySQR's industry.

Previous Unsuccessful Solutions: PlaySQR had experimented with other solutions, but the extensive training required and the specialized nature of these tools made them less suitable for smaller teams. Some solutions also lacked support for all communication channels.

Comprehensive Channel Support: WebEngage's omnichannel communication platform played a critical factor in its selection, ensuring that PlaySQR could seamlessly integrate its messaging across various platforms for a cohesive marketing strategy.

WebEngage In Action



How did PlaySQR use WebEngage's Web Personalization feature?

01 | Web Took Center Stage

- ~15% of PlaySQR's total revenue for the month of May can be attributed to the web channel alone. This marked achievement underscores the efficacy of a single campaign, outperforming even SMS, the second-best conversion channel, by a notable 4%.
- Unique clicks and conversion rates on their web surpassed those of email and SMS, validating the impact of WebEngage's tailored solutions in driving user engagement and conversion.

02 | Explosive User Growth

- Over the past six months, PlaySQR witnessed a remarkable two-fold increase in its user base. Notably, this growth coincided with the successful launch of their mobile app, further expanding their digital footprint.
- PlaySQR's inaugural web campaign within a 30-day span garnered an impressive click-through revenue of ~Rs. 1 Lakh, with the overall conversion revenue reaching around Rs. 4 Lakh. This triumphant initiation speaks volumes about the immediate and substantial returns realized through WebEngage's intervention.

03

Elevated Email Performance

- Recognizing the pivotal role of email in conversion, PlaySQR has adopted a proactive approach. A/B testing of emails and the integration of control groups have become integral to their strategy, ensuring continuous optimization of this primary channel.

04

Harnessed AI/ML Power

- WebEngage's predictive segmentation has empowered PlaySQR to leverage the capabilities of artificial intelligence and machine learning. The active integration of these advanced technologies into campaigns has yielded more nuanced and personalized user experiences.

05

Precision Targeting

- Segmentation has emerged as a linchpin in PlaySQR's campaign strategy. A thorough understanding of the target audience through segmentation precedes every campaign or user journey, ensuring a more effective and personalized flow
- **Noteworthy is the fact that 15% of PlaySQR's revenue for the month of May emanated from a targeted approach, focusing on a mere 7% of the total Monthly Active Users (MAU).**

The Way Forward



On a product level:

The PlaySQR team plans on using AMP Emails, going forward.

AMP emails allow you to serve a range of interactive and dynamic email content, including carousels, accordions, purchase buttons, and other call-to-actions, without opening an additional tab to visit a website.

Moreover, the team wants to explore features like Custom Alerts, App Personalization & Push notifications to further increase engagement and personalization for users.

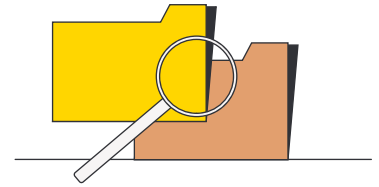
On a company level:

On the company front, the PlaySQR team has now launched their app to expand their adoption in the audience.

They have some very exciting use cases coming up, and with the implementation of further personalization with the WebEngage dashboard, there's a lot in store for them.

We wish them all the best in their future endeavors.

Use Cases



Still not convinced? Here are some use cases you can implement using the WebEngage dashboard.



Personalized Onboarding Journeys

Leverage the WebEngage dashboard to create personalized onboarding journeys for new players. Tailor the experience based on their preferences, gaming history, and platform usage to ensure a seamless and engaging introduction to your gaming platform.



Real-Time In-Game Promotions

Implement real-time, in-game promotions using WebEngage. Trigger targeted promotions or bonus offers based on a player's in-game behavior, achievements, or milestones. This dynamic approach enhances player engagement and encourages continued gameplay.



Abandoned Cart Recovery For Virtual Goods

Utilize the dashboard to set up abandoned cart recovery campaigns for virtual goods within your gaming platform. Remind players about items left in their virtual cart, offer special incentives, and encourage them to complete the purchase, enhancing both player satisfaction and revenue.



Cross-Sell And Up-Sell Strategies

Implement cross-sell and up-sell strategies through targeted notifications. Analyze player preferences, gaming patterns, and purchase history to suggest relevant in-game items, expansions, or premium features. This approach maximizes revenue opportunities while enhancing the player experience.



Event-Specific Engagement Campaigns:

Leverage the WebEngage dashboard to create event-specific engagement campaigns. Whether it's a special in-game event, holiday-themed promotions, or a new game launch, tailor communication to inform, excite, and involve players, fostering a sense of community and loyalty.

About WebEngage



WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. Get a unified view of your customers with a robust customer data platform, engage them across 12+ channels with automation workflows, and hyper-personalize their experiences with a state-of-the-art personalization engine, all backed by a solid analytics framework.

WebEngage goes above and beyond a marketing automation platform and powers the user engagement for thousands of enterprise brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, and Online Retail. The key clientele includes marquee brands like Adani, Bajaj Auto, IKEA, MakeMyTrip, Yes Securities, L&T SuFin, Eureka Forbes, Akasa Air, etc.

With a mission to humanize the world's websites & apps, we now power over 1 Billion messages sent every day for our customers across 50+ countries and 20+ industries.

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CREDITS



Written by
Prakhya Nair |



Designed by
Dinesh Nainani |



Customer Success Manager
Nikita Aggarwal |