

Coral utilises Facebook to acquire customers and increase online and mobile bets

The Gala Coral Group is a betting, bingo and casino operator with over 1,700 licenced betting offices in the UK. With the increase of online gaming and the ever -growing user base of consumers placing bets on mobile, Facebook provides a fantastic audience for Coral to reach an engaged and device- specific base of potential customers. Coral works with Experian Marketing Services as part of an 'always on' approach to Facebook, ensuring that they can continuously grow and engage their customer base.

Challenge

Coral approached the Experian Marketing Services team with two goals in mind:

- To increase the number of followers and fans to improve brand awareness and create brand ambassadors
- To increase the number of new depositors and players so they can directly attribute revenue from Facebook.

Due to the nature of the sporting industry, the Coral team needed to be responsive to changing in-game results and sporting events quickly and efficiently.

Solution

Coral managed their creative and campaigns through the Alchemy Social ads Manager platform which gives them advanced reporting and enabled the team to quickly and easily update campaigns based on results.

They were also able to use a variety of other data sets to help find the right kind of customer:

- Facebook age, location and keyword targeting ensured that Coral were only attracting prospective clients who are old enough to gamble, based in the UK and had a high likelihood of being interested in Coral's services.
- Using the insight from Hitwise, Coral could create campaigns based on relevant keywords and find which sites their target audience were visiting.

Using the Alchemy Social ads platform, the Coral team were able to:

- Publish tailored adverts to existing clients using their news feed page, and reach new customers with private news feed posts
- Report on and attribute revenue from new registrations and first time depositors to provide further insight into the value of the customers being driven from Facebook.

Working with the Experian Marketing Services' team, Coral could rely on the team's experience to provide a strategy, reporting services and weekly meetings to ensure that their goals were hit.

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Results

Using Facebook and the Alchemy Social marketing platform, Coral has been able to continuously improve their results month-on-month.

Key results include:

- Cost per fan reduced by **60%**
- **55.5%** growth in fan base
- **88.4%** reduction in cost per action
- New fans now account for **64.76%** of total fan base.

Coral's most recent monthly customer survey revealed that the continued use of social in their overall marketing mix has improved:

- Over the last 10 months, the number of survey respondents who have placed a bet online has increased by **48.9%**; for mobile this is **131.7%**.
- Since the last survey, the number of respondents that hadn't previously placed a bet with Coral has reduced by **27%**.
- The number of respondents using multi-channels to place bets has also continued to rise, with a **55.3%** increase in respondents now using two channels, and **74.9%** more using three channels.

“Experian Marketing Services has delivered strong results over an extended period. Their solution delivers measurable ROI.”

– **Tania Seif**, Head of Social Marketing, Coral

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