

Sizmek in-ad survey provides Mr. Green game-changing input from 3K+ players

GOAL

Gather key insights to inform company strategy

With entertainment, fun, excitement, and fairness as its foundation, Mr. Green is an online gaming provider with one of the widest ranges of games in the market. On behalf of Mr. Green, digital media agency Harvest Digital partnered with Sizmek to execute a user experience survey. Harvest Digital is the UK's oldest independent digital media agency, using digital marketing to drive measurable results for clients.

The online gaming platform wanted to:

- Gain a better understanding of what Mr. Green customers view as their key priorities when using the site and what they generally like and dislike about it. The goal was to collect data to guide feature enhancements and maximize customer lifetime value.
- Reach customers of competitors to understand why they prefer those brands.

Sizmek executed a survey-based insights campaign using its AI-driven media platform to target customers of both Mr. Green and competitors. Five survey questions were served within an MPU 300x200 display ad asking gamers about usage features, games, offers, and loyalty.

This cost-effective data collection solution provided a targeted way to get insight from a specific audience, which would have been pricey and slow using traditional market research methods.

SOLUTION

Serve survey-based insights (SBI) in Sizmek display ads

What kind of offer attracts you most:

- High street vouchers
- Free spins
- Deposit bonus
- Cash back if I lose
- Random cash drops

Vote

Sizmek

Which of the following casino brands do you use:

- Mr Green
- Casumo
- 32RED
- LeoVegas
- Other

Vote

Sizmek

What are the most important features when using a gambling site:

- Exclusive games available
- Trust/Security
- Big jackpots
- Sign Up offer
- Other

Vote

Sizmek

Sizmek was able to collect nearly 3,500 responses from a wide range of gaming customers. The study revealed that Mr. Green players think “Trust/Security” is a crucial feature when using a gambling site. As a result, Mr. Green has made terms and conditions clearer on the ads and launched Green Gaming creative assets, a responsible gaming initiative, on video on demand (VOD). The company also plans to introduce more big jackpots in response to customer interest.

RESULTS

Nearly 3,500 responses guide product roadmap

Which of the following are you more likely to play:

- Bingo
- Sports betting
- Live casino
- Slots
- Poker

Vote

Sizmek

“Sizmek was able to reach relevant users with genuine interest in gambling experiences, products, and competitor brands. This made the results both statistically significant and usable for making informed decisions on the product roadmap. The analysis was much deeper and simpler to obtain using five easy questions. It allowed us to understand what triggers may impact a customer depositing, and it was great to see how we measure up to competitors.”

ALEX BEECHAM,
UK COUNTRY MANAGER, MR. GREEN

About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients’ media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at go.sizmek.com/contact.