



## GAME CHANGERS

# How VeliEDGE Transformed Marketing Game for Rival Fantasy

### About the client:

Rival is a Fantasy Sports provider that offers fun and unique sports gaming experiences. With over 1,700 players daily the company offers new experience in fantasy sports both for seasoned enthusiasts and individuals embarking on their journey in this captivating realm.



## The Challenge:

Rival Fantasy faced a daunting challenge: effectively managing player retention and engagement in a resource-draining environment. Traditional processes, such as handling spreadsheets and managing email lists, led to errors and inefficiencies. Existing marketing platforms offered an overwhelming array of features without truly addressing the unique needs of Rival Fantasy. Add to that the mounting challenges from sports betting competitors and advertising restrictions, and the Fantasy Sports industry landscape became increasingly complex.

## The Solution:

Rival Fantasy's ambition was not just to survive but to thrive – aiming to create a more transparent, accessible, and engaging fantasy gaming environment, asserting itself as an industry frontrunner.

To address Rival Fantasy's challenges, our team implemented VeliEDGE, an all-in-one solution that streamlined marketing and client engagement processes.



Automate communication processes.



Establish comprehensive omni-channel flows.



Send timely emails, web push notifications and SMS messages.

Our team initiated a comprehensive solution by automating the fundamental processes, which included the "Welcome flow" and "Transactional notifications" for deposit and withdrawal processes. As the VeliEDGE team scaled up the efforts, advanced workflows were introduced, such as the "Bonus for first-time depositors" and "Referral campaigns," augmenting a unique approach to user engagement.

Additionally, based on particular understanding of customer interests in specific game categories or types of sports, our team set up reactivation workflows, ensuring a seamless and personalised experience for each player.

VeliEDGE empowered Rival Fantasy to launch tailored marketing campaigns, retain customers, and drive lifetime value. The platform's capabilities allowed for personalised touches across various channels, ensuring a seamless and engaging experience for players. By automating communication and delivering targeted campaigns, Rival Fantasy is making strides towards a prominent position in the industry, capturing new opportunities for growth and establishing a proper foothold.



## The Implementation:

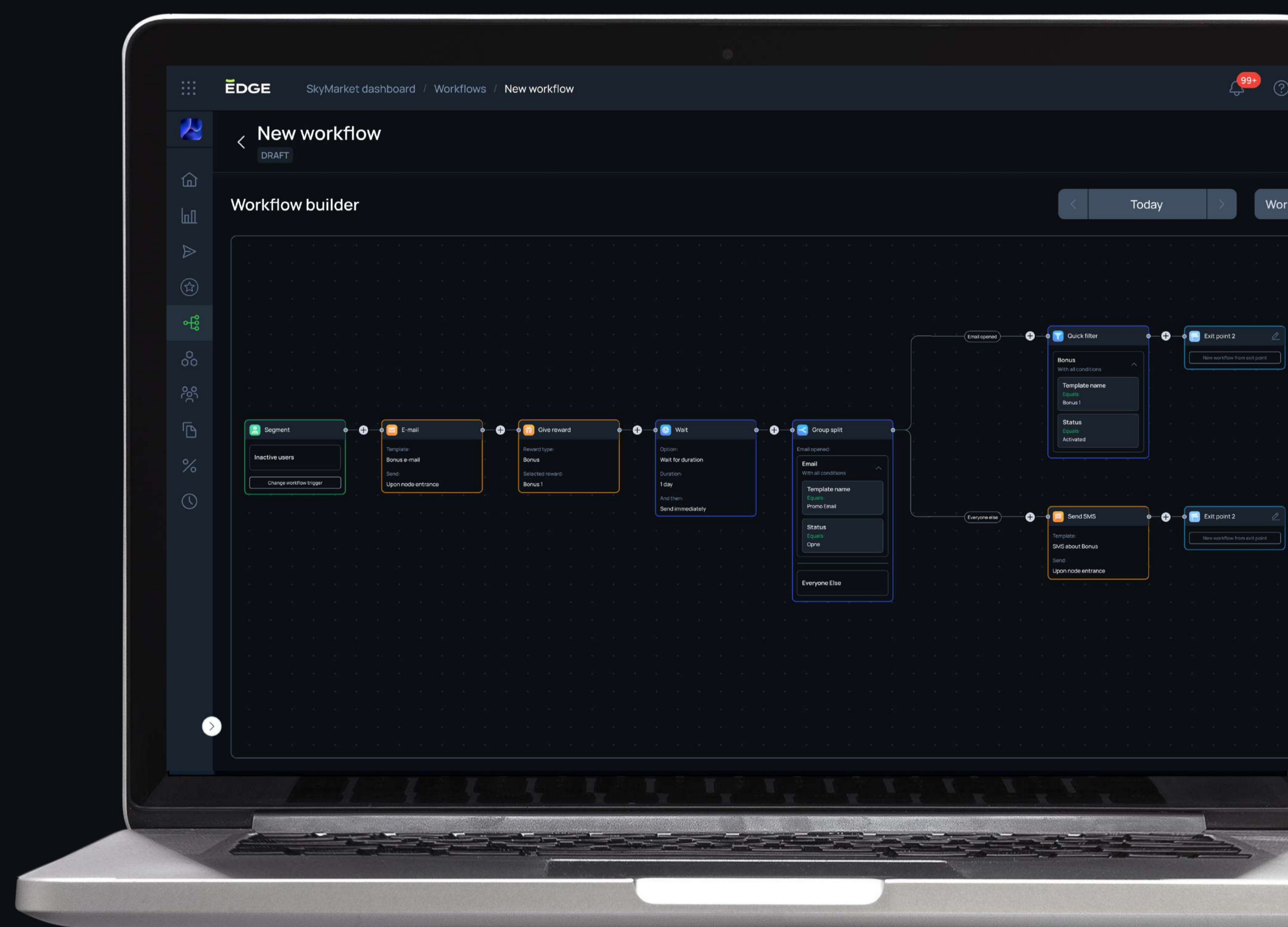
The implementation of **VeliEDGE** was a turning point for the Rival Fantasy team. It liberated the Client from mundane tasks like manually entering data into spreadsheets, allowing them to focus on what would keep their business entrenched in the marketplace. Rival Fantasy leveraged the capabilities of the VeliEDGE platform, benefiting from several of its robust features:

### 01 Dynamic Payloads Integration

VeliEDGE built-in feature supports dynamic payloads in webhooks. This allowed Rival Fantasy's players to seamlessly receive referral bonuses.

### 02 Engagement Boost through Multi-Event Triggers

With VeliEDGE, Rival Fantasy could craft single workflows that are triggered by multiple events. This empowered them to design campaigns perfectly in sync with their customer preferences, thereby boosting engagement.



### 03 Precise Push Notifications with External ID Integration

Thanks to the in-built integration of the OneSignal ID, Rival Fantasy was equipped to dispatch push notifications more accurately and efficiently.

### 04 Improved App Navigation with Additional Data in Mobile Pushes

The VeliEDGE platform offers a feature for including extra data in mobile pushes. Rival Fantasy utilised this to redirect users to specific pages via push notifications, enhancing the app's overall user experience.

### 05 Interactive Mobile Pushes with Enhanced Buttons

Using VeliEDGE inherent feature of incorporating multiple buttons in mobile push notifications, Rival Fantasy designed engaging messages, facilitating users to interact with their content effortlessly.



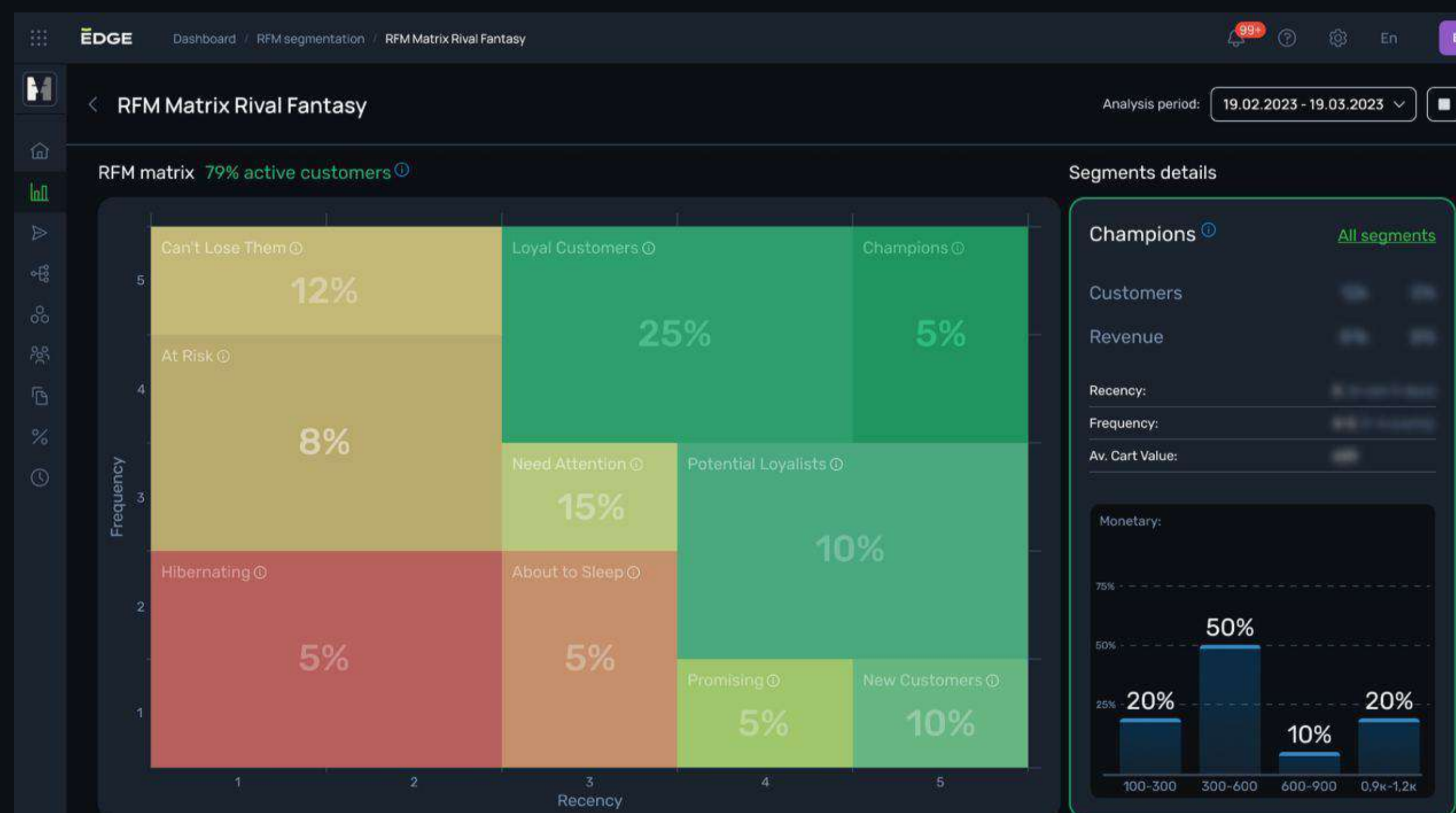
## The Results:

### 01 Streamlined Decision-making with Rich Historical Data

Rival Fantasy can now make informed decisions using a rich archive of historical data, enabling them to gauge their growth journey and evaluate the impact of VeliEDGE over time.

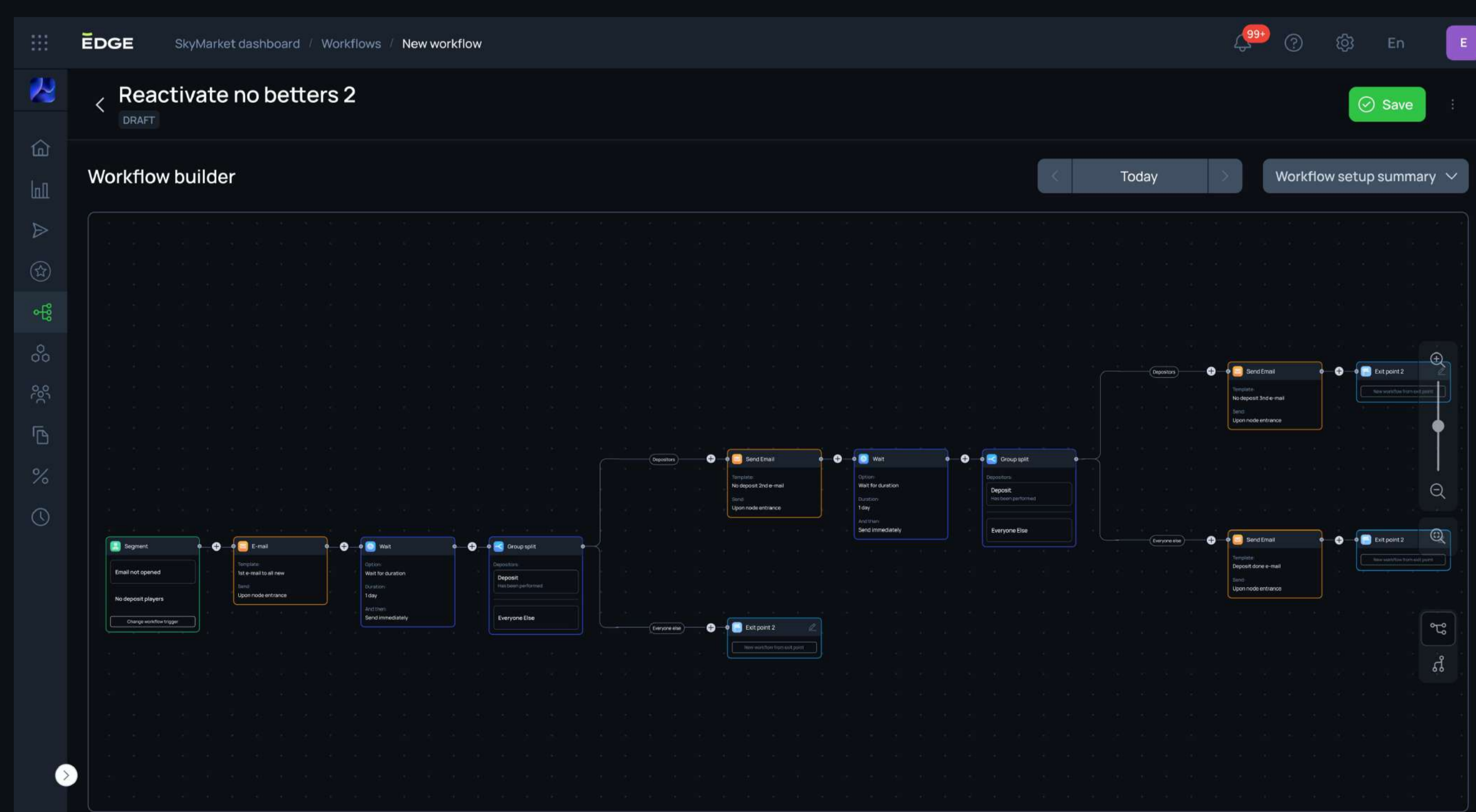
### 02 Strategic Customer Segmentation for Proactive Retention

VeliEDGE RFM segmentation (Recency, Frequency, Monetary Value) gave Rival Fantasy unparalleled insights into player behaviour. This empowered them to promptly spot and re-engage players showing signs of fading interest and strengthen the bond with loyal users.

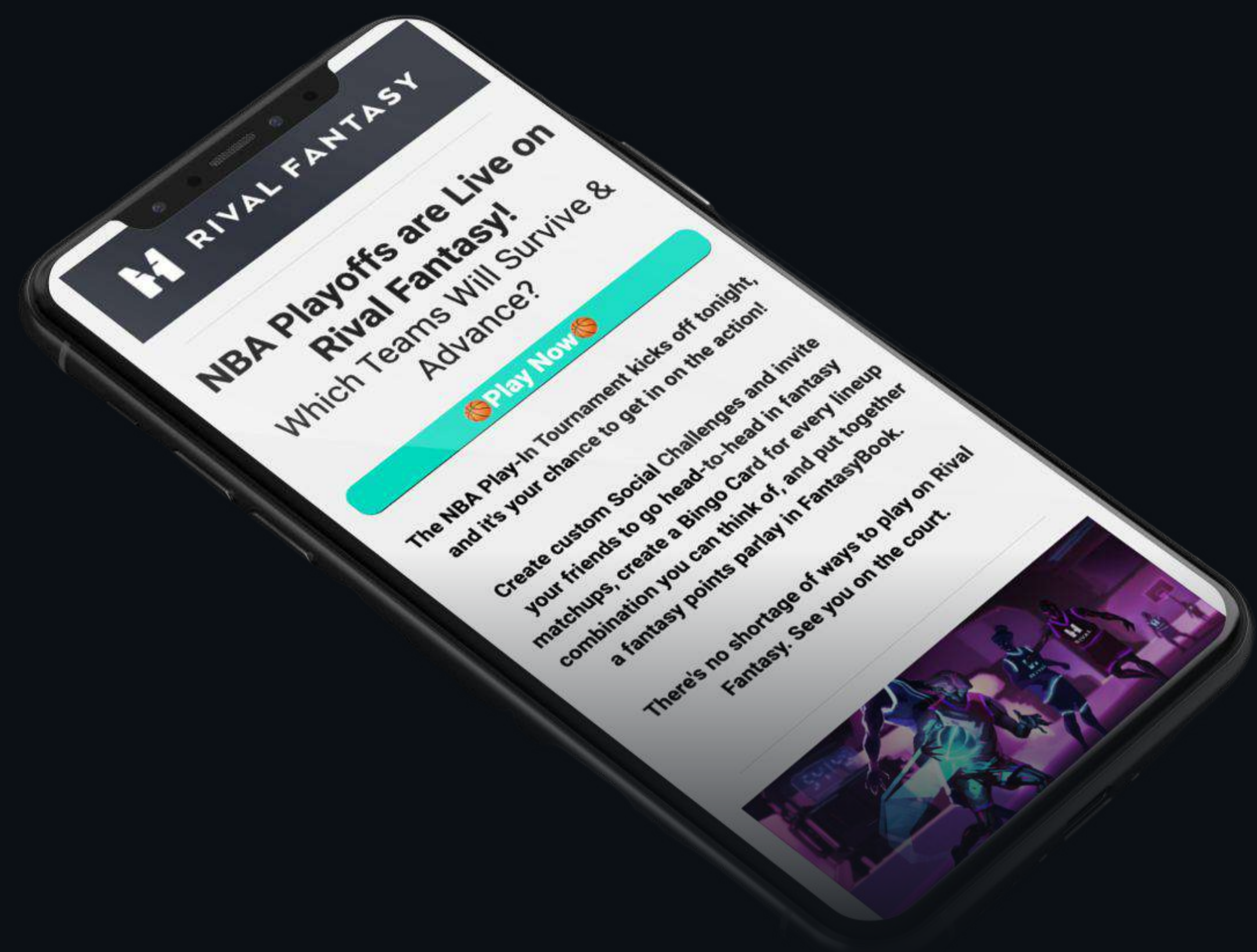


### 03 Bespoke Campaigns Tailored for Distinct User Segments

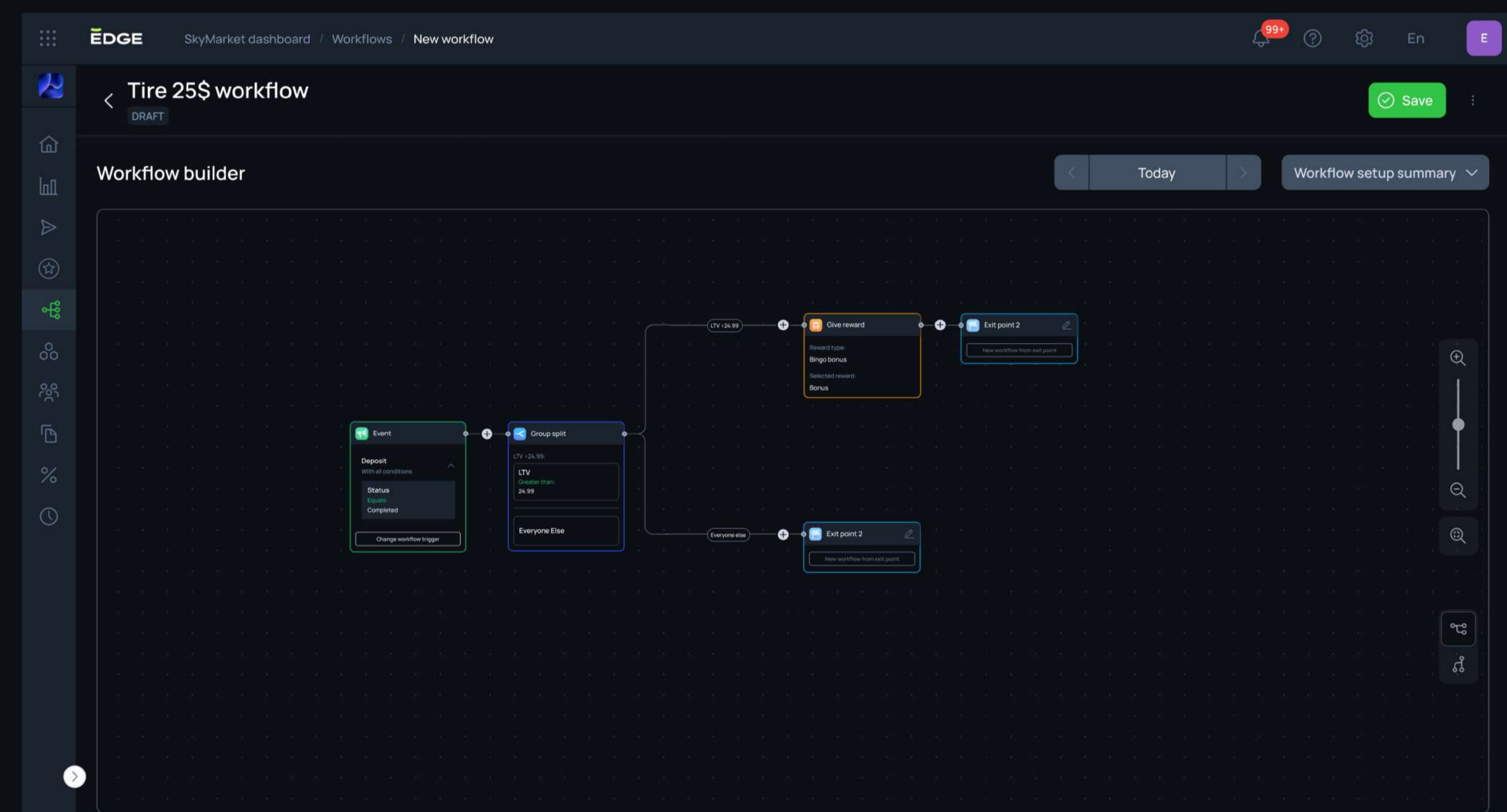
**Reactivation of Inactive Players:** By dispatching personalised offers, bonuses, and other incentives, Rival Fantasy successfully rekindled the interest of inactive users, urging them to revisit and re-engage with their platform.



**Tailored Engagement for Active Players:** Real-time, personalised messaging allowed Rival Fantasy to further bond with their active players, offering them a curated gaming experience based on their recent activities.



**Enhancing Engagement with LTV-Driven Incentives:** Using VeliEDGE automation, a custom workflow at Rival Fantasy calculates a user's LTV upon deposit. If the LTV hits 24.99 USD or more, they receive a webhook with 5 free bingo cards. Beyond rewards, this strategy reinforces our Client's commitment to valuing users, encouraging larger deposits and boosting Rival Fantasy's revenues.



In conclusion, by leveraging the transformative capabilities of VeliEDGE martech platform, Rival Fantasy was able to overcome the challenges of managing retention and engagement processes.

With increased efficiency and a newfound ability to concentrate on core business objectives, Rival Fantasy positioned itself as the premier fantasy sports app, offering unparalleled experiences and captivating a growing user base.



VeliEDGE is a platform that we know is ready and willing to grow with us. They continue to make remarkable updates to the platform that have made our lifecycle marketing needs easier to meet. With a team always willing to provide support and optimise the experience, VeliEDGE is an easy choice for scaling companies.

Bryan K. Oldham, Chief Marketing Officer at Rival Fantasy

At VeliTech, we're passionate about creating innovative gaming products that drive engagement, increase revenue and deliver the best possible experience for players.

Our team is made up of experienced and knowledgeable iGaming professionals who understand the industry inside out. We've been providing cutting-edge solutions to our clients, working with both established operators and emerging brands to help them achieve their business goals.

<p><b>280</b> Payment methods</p>	<p><b>30 K+</b> Games integrated</p>	<p><b>135</b> Integrated game providers</p>
<p><b>50+</b> Years combined experience in iGaming</p>	<p><b>40 M+</b> Users served with our iGaming products</p>	<p><b>200+</b> Bright minds engineering our solutions</p>

## Bet Big on retention with VeliTech product suite

Transform your brand and enthrall your players with our dynamic platform suite. Whether you're running a casino, sportsbook, game aggregator or need cutting-edge client engagement tools, VeliTech has everything you need, and more.



Let our team of experts tailor a winning strategy exclusively for you. Whether you're looking to boost player engagement, supercharge your marketing efforts, or streamline your operations, we've got you covered.

## What is VeliEDGE? Powering Next-Generation iGaming

VeliEDGE is a dynamic, revolutionary client engagement and marketing automation tool to boost your customer retention.

