

## CASE STUDY: BETFAIR

# Betfair doubles up on its success with Mediaplex & Commission Junction

### The Client



Betfair is a world-leading online sports betting exchange with an established games portfolio, including Betfair Poker, Betfair Casino and a number of exchange-enabled games.

### The Problem

As part of the gaming industry, Betfair is under pressure to deliver time-sensitive content to a competitive market that requires match-specific information and match odds in real-time updates. Tight production schedules had limited the scope for match-specific banner ads to be rolled out in time for their corresponding fixtures, diminishing the opportunity for conversion uplifts. In addition, Betfair were suffering from the inability to recruit affiliates outside of its in-house network, which meant that the program was not maximising its potential.

### Betfair's Objectives

- increase the number of new customer accounts opened
- increase the value of customer accounts
- maintain a low cost-per-acquisition
- increase brand awareness
- target new markets
- to be able to update offers and web-content in 'real-time'
- to get the best conversion rates at all times
- deliver time-sensitive promotions to consumers faster and increase conversion rates through up-to-the-minute marketing, increasing campaign return on investment and lowering cost per acquisition
- save time and avoid high costs of frequent creative amendments
- multi-channel tracking of online advertising
- geo-targeting on Betfair's international websites
- keyword targeting on Betfair's search marketing landing pages

### The Solution

#### Commission Junction's Approach

Betfair selected to work with Commission Junction, the established affiliate marketing network and its publishers, to initiate a greater outreach across the market sector on its Vantage program. As a Vantage (full service) client Betfair receives strategic account management to help grow and shape the program, which means that a dedicated team works with Betfair to produce the best possible results for its affiliate marketing activity.

#### Mediaplex's Approach

Betfair selected Mediaplex to integrate its unique MOJO Adserver software with e-Business messaging to Betfair's program. This selection of tools offers Betfair a truly bespoke online advertising and aderving solution that allows up-to-date content in 'real-time' to be rolled out seamlessly across international affiliate partners.

### The Success of an Established Affiliate Marketing and Aderving Program: Betfair

“Despite a more competitive climate in the gambling industry we are continuing to attract a substantial volume of new customers through the program largely due to our partnerships with Commission Junction and Mediaplex. We are able to keep our banner ad campaign lively with a constant flow of up-to-date and timely information across an extended quality network, and as a result Betfair's online activity continues to be successful and profitable.”

**Nick Kenn, Senior Marketing Manager, Betfair**

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### The Program Strategy

#### October 2002 - Betfair and Commission Junction Launch the Affiliate Marketing Program

"We made the decision to work with Commission Junction because of its positive track record and previous experience in the sector. Since we began working together in 2002, Commission Junction has brought us growth year on year. It's been a very successful program and continues to be so."

#### Nick Kenn Senior Marketing Manager, Betfair

Commission Junction launched the program by partnering Betfair with the leading betting publishers on its network. The program was then rolled out further across the other leading publishers in areas including retail, finance and email, successfully widening its ability to scale the activity. Commission Junction has now taken the program to an international level by providing Betfair access to affiliates on its European network.

Commission Junction has had a working relationship with Betfair for over five years and is continuing to work with them to expand the publisher base. Its dedicated account management team works closely with not only the online marketing team but also with its offline marketing team for maximum outreach for key sporting events such as the Grand National, Cheltenham races, the Ashes, Wimbledon, the World Cup and other sporting events.

#### January 2006 - Betfair Launches its Ad-serving and Tracking Program with Mediaplex

"Investing with Mediaplex has been an integral part of our campaign. Real-time updates are a must-have in this industry - after all, we all know there's nothing more frustrating than seeing an ad, clicking through to the advertiser's website, and finding that the offer isn't available any more."

#### John De Pree Head of Marketing, Creative and Design, Betfair

Mediaplex initiated its program with Betfair by implementing the MOJO Adserver e-Business Messaging tool, a tool which creates template ads and combines different combinations of text, images and rich media as they are placed. Due to the nature of betting odds and their ability to change every second, Mediaplex created a solution that allowed Betfair to be ready with new information as and when it was needed.

To achieve this, Mediaplex developed a template containing Betfair's entire creative schedule. Each of these creatives feed through to Betfair, who then pass the live odds into the banner specific to the match in play - this ensures that all data is updated in real-time. The end result is that Betfair has been able to lower its cost per acquisition (CPA) and re-invest that money back into additional media buying. Mediaplex has consolidated Betfair's disparate channels into a single tracking solution, and by migrating each channel onto the ad serving platform it made its conversion attribution accurate. This multi-channel tracking capability has allowed Betfair to gauge the true success of each affiliate by apportioning the ROI more intelligently, saving Betfair significant amounts of money.

The dynamic creatives that comprise Betfair's ad-serving program are also dispersed across Betfair's affiliate program with Commission Junction, which means that Betfair is in full control

of the creative schedule, rotation and weighting, thus ensuring that affiliates are always displaying the correct and most up-to-date ads.

The last piece in the puzzle was to offer geo-targeting on Betfair's international sites. Mediaplex has created the automatic functionality to target country-specific creative and promotional offers to users accessing Betfair from 15 different European countries.

### Results

"We have developed and maintained an excellent working relationship with Betfair, and have constantly strived to create value and further opportunities for its online program. We work closely with Betfair's internal teams to provide best practice and training for all of the international web teams which means that we are all working towards the same goal."

#### Alison Guise UK Managing Director, Mediaplex and Commission Junction

#### Overall Program 2006-2007

Through the Mediaplex platform, Commission Junction has tracked a 94.6% increase in confirmed new registrations to Betfair which highlights a significant growth in activity.

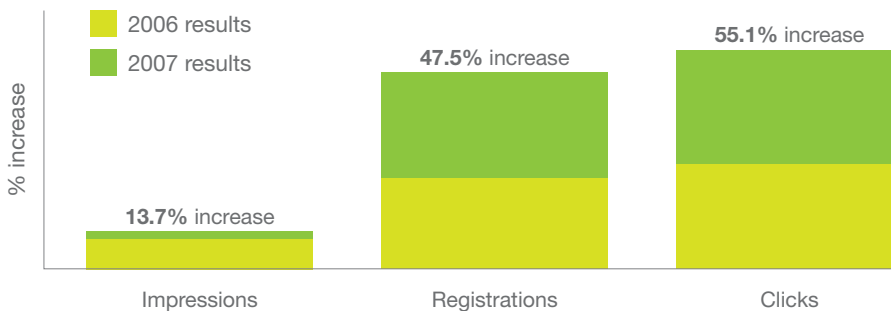
#### Match-Specific Creatives - Achieving the Results During Events

Match-specific creatives have been a resounding success for Betfair and have enabled them to capitalise on the popular, high-traffic sporting events. Mediaplex has provided an indispensable tool for generating entire schedules of football, ice hockey and basketball games dynamically and instantly with live odds passed seamlessly into each advert. This frees up more time and budget in order for Betfair to concentrate on acquiring more users, and is reducing the production cost of existing advertising executions.

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### Specific Sports Events

An important objective for Mediaplex and Commission Junction is to support Betfair during seasonally popular times. According to Mediaplex reporting, the Grand National activity that ran in April 2007 delivered a 13.7% increase in impressions, a 55.1% increase in clicks and a 47.5% increase in confirmed registrations compared to the results for 2006.



To support this activity, Betfair's own marketing team ran press ads in national newspapers and in the Racing Post, as well as billboard advertising and online network advertising for the two weeks prior to the Grand National. The messages within the creatives are complimentary but the overall objectives are to build brand awareness and drive traffic to the Betfair website. During the World Cup in 2006, Mediaplex measured the conversion uplift between May 2006 and June 2006 - registrations increased by 1084% and first time deposits increased by 775%.

### Measuring Betfair's search engine marketing activity

Mediaplex tracks Betfair's pay-per-click search marketing across its entire portfolio of products, including sports books, poker and casino, which are managed and optimised by respective search agencies.

The granularity of Mediaplex's reporting allows Betfair to determine which search terms drive successful registrations and funded accounts on each search engine, along with other useful metrics such as length of conversion time (the time taken between a user interacting with a sponsored listing and when they sign up to a Betfair service).

This insight has been so helpful to Betfair that recently Mediaplex began tracking all natural search traffic driven to its 'betting.betfair.com' portal. This gives Betfair visibility of what keywords users have inputted into a search engine in order to find Betfair, as well as additional reporting on the subsequent actions of the user.

"It's really been a fantastic past few years, and the numbers speak for themselves. We are looking forward to taking our online marketing with ValueClick even further this next year."

**Nick Kenn,**  
Senior Marketing Manager, Betfair

registrations increased **1084%**

deposits increased **775%**