

Predictive Insights in Consumer Marketing:

A Guide for
the Gaming Sector



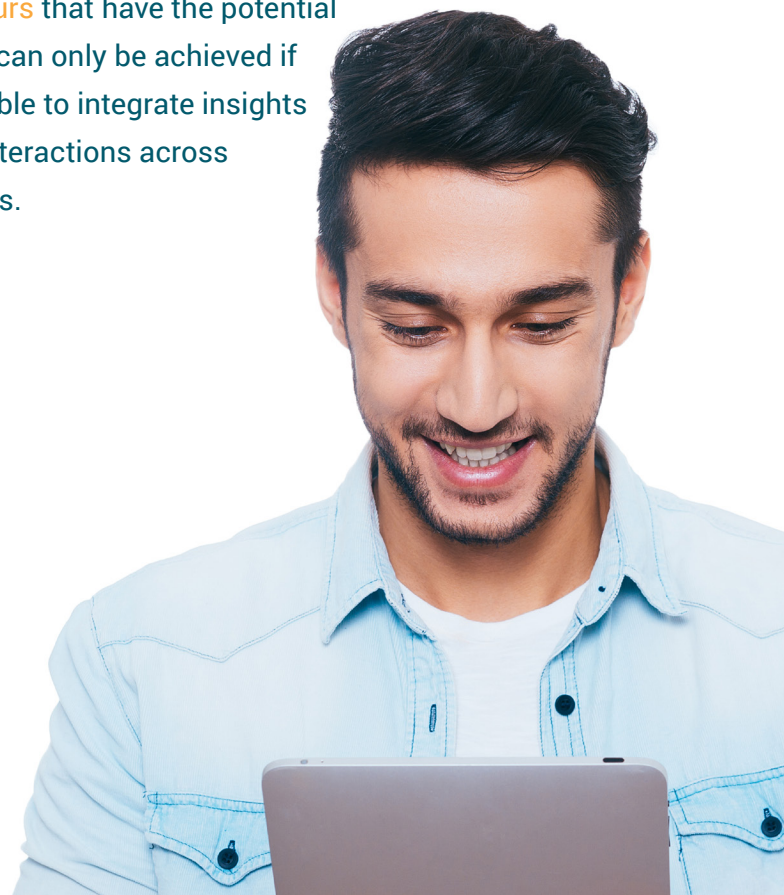


For as long as modern humans have roamed the earth,

gambling has been a fixture of daily life. Games of chance date back to as early as 2,300 BC, where rudimentary pieces were used as part of a lottery. Gaming has since evolved into a multi-billion-pound industry enjoyed by many across multiple platforms.

Due to the multitude of offerings available, keeping users entertained across the entire customer journey remains a challenge. Disengaged users can easily flip between companies if their experience is suboptimal or if enticed by compelling offers, increasing customer churn. The ultimate aim is to **provide a consistent customer experience** to maintain enjoyment and keep the user engaged during their time on the platform, increasing the chances of repeat custom and maximising revenue per customer.

At the same time, it is important for responsible gaming companies to support their customers by **identifying problem behaviours** that have the potential to escalate. This can only be achieved if the company is able to integrate insights from customer interactions across multiple platforms.



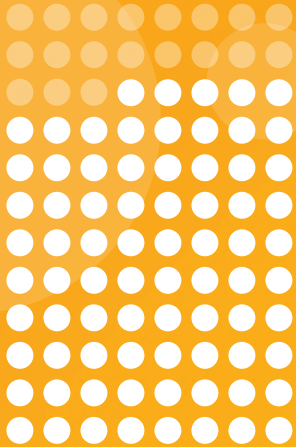
Building a complete picture

Customer data holds the answer to optimising the user experience, ensuring responsible gaming practices and driving revenue. Every time a user interacts with a platform, insights can be gained into their preferences and response to incentives: from how long they continue to play, to when they call it quits, to how easily they can be enticed back onto the platforms with offers. Customer data offers a treasure trove of information, which can be mined for nuggets of information to help personalise marketing strategies and tailor the user experience.

However, the landscape in the gaming sector is changing, as smaller companies are being acquired by larger outfits. As a result, data can remain siloed and problems around integration arise. This means that creating a holistic picture of the individual can be challenging as data is split across websites, mobile applications and even brick-and-mortar stores.

Accurate, personalised, effective marketing demands integrated data. Bringing this information together into the Tealium AudienceStream Customer Data Platform will bring benefits across the entire organisation; its value can be used by multiple teams through myriad technologies, building a more customer-focused and responsive business. Using this data, gaming companies can alter recommendations and product suggestions to be more in line with the customer preferences based on previous history.

Organising the vast amount of customer data that gaming companies hold can represent a significant challenge, especially when it comes to connecting the dots. Applying the intelligent analysis of data using artificial intelligence (AI) and machine learning (ML) will add more value and help companies to deliver the optimal experience. The past behaviour of customers acts as an accurate predictor of



80%

of organisations believe that personalisation driven by AI and ML will be welcomed by customers over the next few years.¹





In a survey conducted in 2020, when asked about significant barriers to adopting or getting value out of AI/ML in their organisation, respondents flagged: ²

A LACK OF SKILLS OR KNOWLEDGE

31%

POORLY INTEGRATED DATA AND SYSTEMS

28%

AND A LACK OF TRUST OR CONFIDENCE

23%

future behaviour. Machine learning measures the behaviours of an individual customer today against the past behaviour of millions, to allow gaming companies to steer that customer towards a better outcome. Companies can also harness the power of predictive technology to **identify problem behaviours** before they become harmful for users. In this way, companies can better support customers on the platform and help improve their overall gaming experience.

The value of insights

Applying these insights allows gaming companies to focus their efforts on activities that drive conversion rates and tangible results. This could include flagging when to nudge users towards completing a bet, **halting ineffective advertising** by predicting if the consumer is just browsing, or intervening if certain behaviours are observed.

The use of data will play a central role to future-proofing the gaming sector. It's time for gaming companies to put the data it holds on its customers to good – **and profitable** – use.



Connect Data So You Can Connect With Your Customers

[Tag Management](#) | [API Hub](#) | [Customer Data Platform and Machine Learning](#) | [Data Management](#)

Tealium connects customer data— spanning web, mobile, offline, and IoT devices— so brands can connect with their customers. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable, and secure. Tealium Predict ML uses the power of machine learning to predict the likelihood of any customer behaviour you're tracking in the Tealium AudienceStream Customer Data Platform. With Predict and AudienceStream, you can anticipate when a customer will make a purchase and take action to increase revenue, or identify prospects who won't purchase and suppress them from advertising to save costs. Power your whole tech stack with predictive machine learning insights when you choose a machine learning-powered customer data platform.

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Tealium Predictive Insights in Consumer Marketing : A Guide for the Gaming Sector.

^{1, 2} - Artificial Intelligence and the Future of Marketing, Econsultancy & Tealium, 2020.