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CATEGORY: DATA DRIVEN MARKETING



THE PROGRESSIVE ANALYTICAL SUCCESS STORY OF NINJA CASINO/BOOST CASINO - MACHINE LEARNING POWERED WITH KNOWLEDGEABLE HUMAN TOUCH CAN DRIVE AMAZING BUSINESS RESULTS

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DESCRIPTION

2022 Q2 Online gambling market has been in decline. Our task was to find a solution to keep/possibly win SOM through business-goal based media solutions. With existing data strategy and data set we quickly switched to weekly machine learning modelling based media solutions - changing market needs accordingly dynamic media executions: optimal visibility/budgets; channels not only with high ROI but with high sales impact; flightings. **Results: SOM from 5,5% to 8,9%.**

1. PURPOSE OF THE WORK

Ninja Casino/Boost Casino are one of the top brands in online gambling and betting market. Online gambling market has been in decline from the start of Q2 in 2022. This is prompted due to the effects of covid decreasing (less restrictions that decrease the possibility to take in part of other leisure activities-covid in the first periods helped to grow online gambling significantly due to that factor), inflation and very significant increase in energy prices.

Our goal was to find an analytical solution to help the brand to grow and win more market share in declining market through efficient and business goal-oriented media solutions.

2. EXECUTION

STEP 1: STRATEGIC MASSMEDIA MODELLING FOR STRONG KICK-START

We applied statistical modelling to simulate each main KPI for Ninja Casino/Boost Casino to grow in the current market situation. The KPI-s were Betting activity (bringing new customers to play and increasing the current customers betting activity), FTD (First Time Depositors – people who deposited money to the account to play) and CLV (Customer Lifetime Value - to ensure that the player that we brought were responsible and long lifetime value). In total we ran 1,5 billion simulations (multivariate linear modelling with Lasso regression looping) to work out the best statistical models for the three KPI-s to find the incremental effect each of the media channels provided for each of the KPIs. In later also general Deposits model was added to the analysis.

STEP 2: DYNAMIC MONTHLY MODELLING FOR FINE TUNED MEDIA EXECUTION

Market and competitive situation is always and quickly changing. Therefore the models need to be as up to date as possible to secure the best business results. The first strategic model was continuously updated each month by our proprietary machine learning platform “Accelerator” to provide most up to date market information and also in regard to each month’s campaign goal. Different strategic media/channel mix and optimal brand visibility/investment levels for each month were created from the results. Therefore, the analysis was used to actively lead databased decisions from month to month to achieve the set goals.

Detailed media efficiency and statistical ROI curves for the ROI of each medium in online by detailed channel provided useful optimization with the synergetic effects from upper funnel channels to provide uplift to performance channels.

3. BUSINESS RESULTS: INCREASING MARKET SHARE IN DECLINING MARKET

Due to that the Q2 (where the implementation started) helped Ninja Casino/Boost Casino to not only take market share, but also still grow in a declining market.

NINJA CASINO/BOOST CASINO GROWTH OF SOM WAS FROM 5,5% TO 8,9% (+62%)

2022	Change in Q2
Olybet	-44%
Optibet / Nutz	-16%
Betsafe / SuperCasino	-22%
Paf / NoAccountBet	-24%
Ninja Casino / Boost Casino	8%
StayCool / Coolbet.ee	-100%
GrandX	-24%

The results were exceptionally well in the fact that our analytical approach did not only help to make media more efficient, but also showed how analytical and mathematical approach works when the market situation is in a downtrend. With the help of advanced analytics there is possibility to take even market share in the downward trend market and to grow with long term approach. Analytics is not a cost, but an investment, especially in more tougher times. Anybody can grow in growing market, but growing in a downtrend market shows the efficiency of that approach.

4. WHY THIS PROJECT:

Market and competitive situation is always changing. Therefore marketing and media can not stay as steady forms too - they need to be dynamically + analytically evolved and executed fast to drive the most out from them. This case clearly shows that most progressive big data analytics + media execution can deliver amazing business results if done properly:

- Progressive marketing and media analytics needs proper data strategy
- Best results are achieved when machine learning is complemented by human knowledgeable touch to make artificial insights relevant
- The best analytics must be fast to follow continuous changes of market situation (minimum monthly if not weekly/daily)
- Execution of media changes need to be fast
- **Ninja Casino/Boost Casino growth of SOM was from 5,5% to 8,9% when everyone else's volumes dropped, even our other brands' (Optibet/Nutz) with whom we did not use this analytical approach.**

"Our group has 4 brands in the Estonian market and naturally we need different strategies for all of them. NinjaCasino was one of the brands that we got when we acquired another company and one of the challenges was to find the perfect balance between our other brands. Ninja is a sport related brand as Optibet, but we didn't want to repeat same pattern as we already used as well as the brand is more dynamic due to different technology (meaning - we needed to catch different customers within the same demographic group). So planning through econometric modeling approach seemed like a logical choice that gave us a different set of opportunities. There was high immediate impact and possibilities to change as our all market changes, so we are happy with this choice."

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