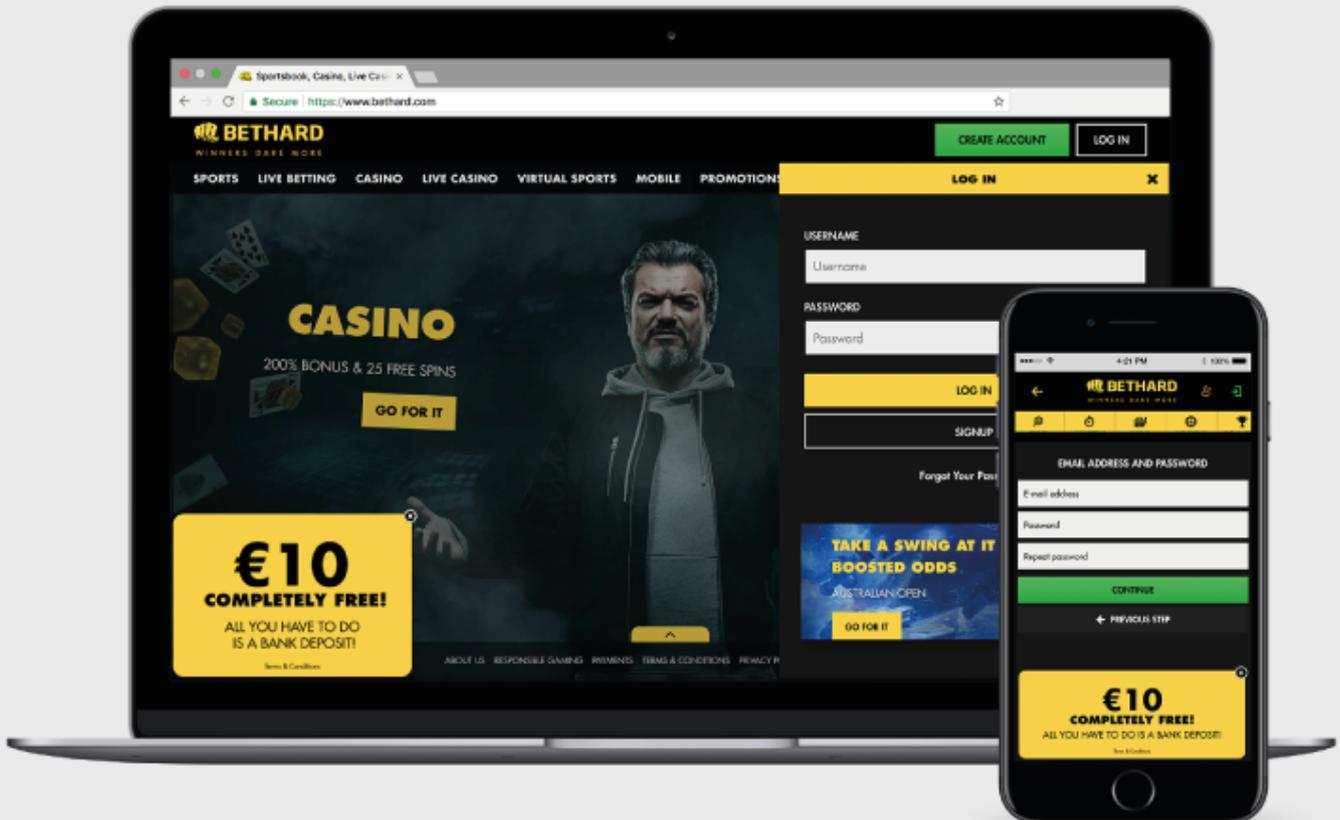




Driving deposits with Bethard

Case study



ABOUT BETHARD

Founded in 2012 by industry veterans, Bethard is an iGaming company that offers sportsbook, casino and live casino betting online. With a disruptive brand identity, it strives to constantly break the mould for online gaming and deliver the best experience in the business.

CONVERTING IN NEW MARKETS

Headquartered in Sweden, Bethard approached 2018 with a challenging goal: entering new markets across Europe, the largest online gambling market worldwide.

With soft launches in late 2017, the team had the challenge of not just winning new customers in new markets – but getting them to engage and commit.

With the World Cup on the horizon as one of the betting industry's biggest opportunities, the game was on to get new players up and running.

AN OPTIMISED CUSTOMER JOURNEY

For online gaming getting new users to register is a challenge, but it's really only the beginning of a story that encompasses multiple microconversions.

The challenge that Bethard faced was to ensure that new users not only registered but started depositing into their new accounts. Creating this customer journey requires smart, highly-targeted activity to continue momentum beyond registration towards loyalty.



“As a partner, Yieldify delivers a rare combination: speed and smarts. Their team not only analysed our customer journey to tap the perfect solution but even negotiated with third parties to make it happen – and the tech moves so quickly that you can test, learn and see the impact fast.”

Robin Olsson Bethard

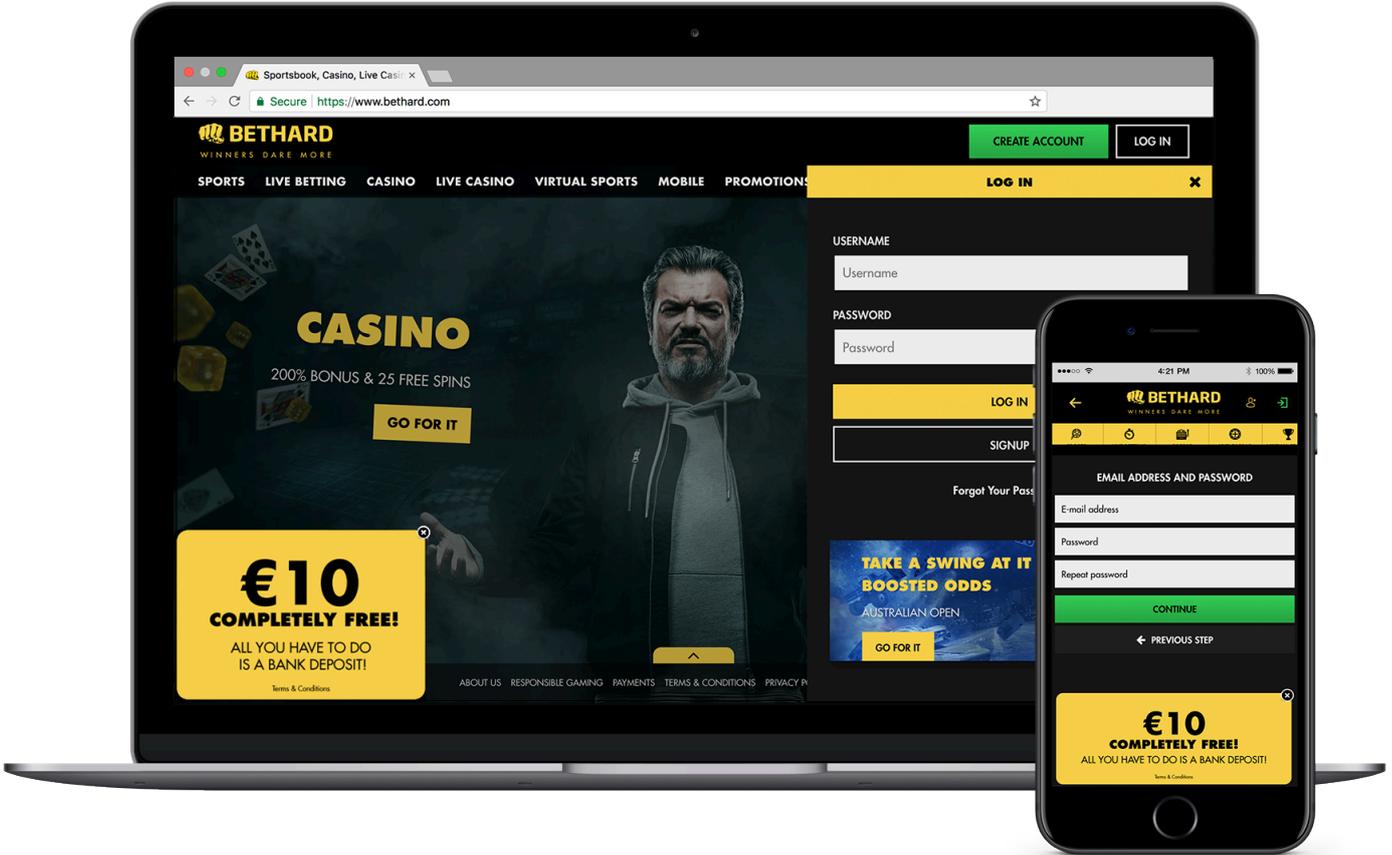
Success Story

As one of many campaigns developed to enhance and optimise the Bethard customer journey, Yieldify targeted the registration funnel in order to tackle the joint issues of registration abandonment and registrations without deposits.

The key was in forming a partnership with Trustly, an online payments provider used by Bethard to enable it's customers to make instant payments directly from their bank accounts.

Yieldify worked with Trustly and Bethard to create a special incentive of €10 free credit for first-time registrants who used Trustly to make a deposit. With the incentive provided by Trustly, Bethard was able to increase both registrations and deposits without impacting on its own bottom line.

This appeared as a Notification on a timer, automatically applying the incentive to the menu options for every user who saw the message, taking away the need to interact with the Notification in order to redeem the offer, thereby removing a barrier to entry and minimising interruption.



Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

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