

Player Journey

Guide players towards specific goals

Guide players towards specific goals using an intuitive **Birdeye view** canvas, creating a **tailored** lifetime-cycle experience, with **Player Journey** – a key component in Playtech's Engagement Centre.

Create multi-stage journeys to engage with the player at crucial points, using multiple conditions and A/B Test the effectiveness of various approaches as you go.

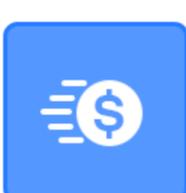
Whether your goal is encouraging newly signed-up players to deposit, re-engaging lapsed players or retaining VIPs, Player Journey has everything you need to plan each stage of that process, complete with automated communication and bonus awards along the way.



Flows



Player Details



Bonus Block



Message Block

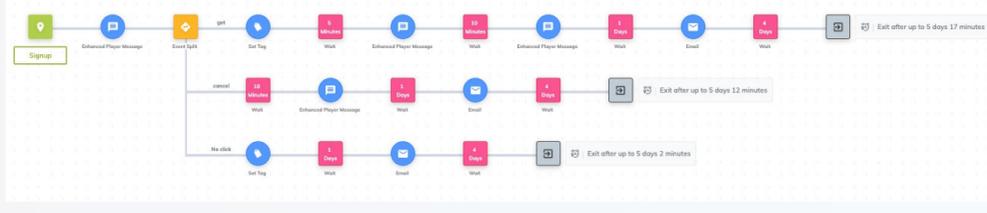
Milestones

With Player Journey's Milestones feature, you can engage with the player along the way to encourage players to complete their journey, including engagement messages reminding players how close they are to a goal, or incentives to keep them engaged; for example, 10 free spins to get them closer to the goal of 50 spins.

Potential use cases

New Player journey

A licensee wants to encourage a player to make his first deposit during his first session, send engagement message and based on the interaction of the player in real time decide the right time to engage again. Add an offline engagement to be sent following the session end as a reminder. Player is part in flow for the next 5 days since signup and leaves that journey on deposit or time elapsed.



Bonus offer following second deposit

In this case, all players receive an enhanced message featuring a special offer. An event split occurs when players either accept or decline the offer, with those who decline later receiving an enhanced offer via SMS.



Tracking sign-up to deposit

This is an example of a "silent journey" – a simple exercise tracking the time taken for players to deposit after registration. Players enter the journey after sign-up and exit as soon as they have made a qualifying deposit.



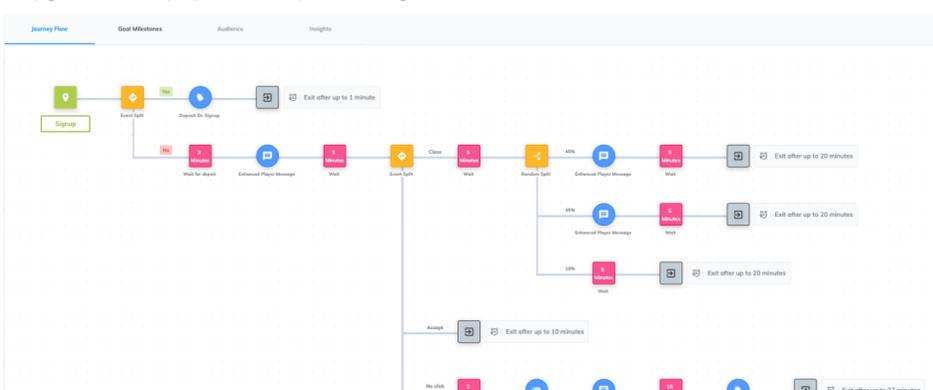
Mobile



Any differences in both speed and success rate between desktop and mobile can identify "pain points".

Free Spins to Deposit

An example of the effective use of A/B testing. The target group are those who received a no deposit free spin bonus. Players enter the journey after using their first free spin and are randomly split into test groups who receive different messages. The journey goal is that the player makes deposits totalling £10 or more.

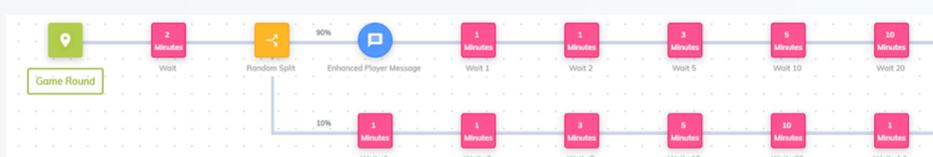


Incentivise player participation



New game launch

Players enter the journey after one spin on an existing game. After two minutes, 90% of players are tagged with having an in-game message advertising the new game. If a player plays the new game within 80 minutes, they are tagged as having done so and exit the journey, while those who do not play will re-enter the journey.



Slots escalator

Using Player Journey's Milestones feature, it is easy to create an "Escalator" style promotion for slots, with players given a wagering target on a single game or a selection of games, and rewards issued at various completion milestones to keep them incentivised.



To find out more about Player Journey, please speak to the Consultancy team.