

## Case Study



# Optimove and YesPlay:

## Driving Growth Through Personalization and Automation

### Top-Line Benefits

A year after partnering with Optimove:

- Unique Monthly Players increased by 334%
- Net Revenue grew by 354%
- Churn reduced by 17%
- Total Bet Amount Uplift of 8%

### Executive Summary

YesPlay, one of South Africa's leading iGaming platforms, partnered with Optimove to support its rapid growth and evolving marketing strategy. By integrating Optimove's orchestration and personalization capabilities, YesPlay successfully transitioned from manual campaign execution to a highly automated, data-driven marketing approach. This enabled YesPlay to deliver tailored customer experiences, resulting in significant business growth and improved engagement.

### Customer Introduction

YesPlay is a top-tier iGaming brand in South Africa, offering an extensive range of entertainment—from slots and sports betting to crash games and casino experiences. As one of the fastest-growing platforms in the region, YesPlay caters to a broad audience looking for diverse and exciting gameplay backed by top-level customer service and cutting-edge technology.

## Challenge

With a rapidly growing customer base, YesPlay needed a solution to help scale marketing operations without increasing the team size. The brand sought to ensure total customer coverage, test campaigns against control groups, and automate frequent marketing activities while still driving personalization.

After implementing Optimove in 2023 to support customer conversion and data-driven marketing, YesPlay set its sights on even deeper personalization—looking to optimize the experience for each individual user while maintaining a lean CRM team.

## Process

Recognizing the need to move beyond manual and generic campaigns, YesPlay leveraged Optimove's micro-segmentation, orchestration, and testing tools to evolve its marketing operations. The platform empowered YesPlay to create highly relevant campaigns that were sent automatically to granular customer segments across multiple channels.

This shift enabled YesPlay to utilize machine learning and predictive analytics to tailor messaging to each customer based on their behaviors, preferences, and lifecycle stage.

## Solution

*"Customer segmentation is both the foundation and a key driver of successful retention. Having this capability readily available—refined by a team of professionals—significantly increases your chances of success. Personally, my favourite aspect is predictive analytics, as it enables precise targeting of customers with specific value potential or associated risks.."*

— Peter Gumenchenko, Head of CRM at YesPlay.

With Optimove's real-time data access and automation capabilities, the YesPlay team could quickly identify opportunities and deploy impactful campaigns with minimal manual effort—allowing the CRM team to focus on strategic growth initiatives.

## Results

*"Optimove has allowed us to shift focus from day-to-day execution to high-level strategy, driving impactful results. Whether managing a handful of customers for a tailored experience or managing tens or hundreds of thousands of engaged customers, our lean CRM team continues to operate efficiently without compromising performance."*

— Peter Gumenchenko, Head of CRM at YesPlay.

## A year after implementing Optimove:

- Unique Monthly Players increased by 334%
- Net Revenue increased by 354%
- Churn decreased by 17%
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YesPlay now benefits from smarter segmentation, real-time engagement, and an agile marketing operation that's built for scale.