



**Paddy Power**  
BOOKMAKER

## Paddy Power Doubles Down and Wins Big with Push Notifications

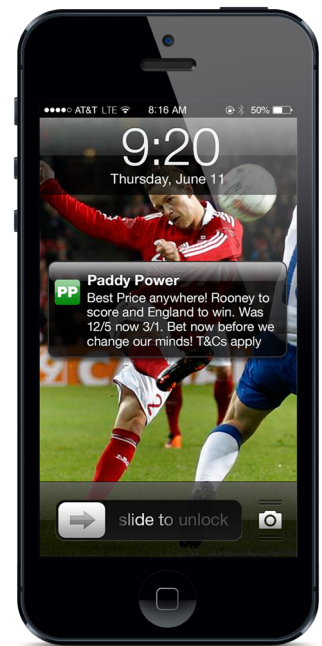
### Paddy Power's Objectives

- Automate score and settlement alerts via push notifications
- Reduce broader communication and grow more targeted relationships with segmented notifications
- Drive awareness of new gaming content and increase multiple-game play
- Drive high-touch contact with push notifications through each phase of the customer lifecycle

As the largest and most successful bookmaker from across the pond, Paddy Power partners with Urban Airship to keep the bets rolling in—using push notifications to engage mobile users with location segmentation, reclaim previously inactive gamers with high-touch contact and stay ahead of the competition with immediate action.

Dominating the e-gaming and sports betting market with 80 mobile games and 6 sports streams, Paddy Power reports that 55 percent of all customer gaming is completed on mobile. With such a high volume of app traffic, push notifications ensure that no customer gets lost in the crowd. Each app user is uniquely touched, engaged and motivated to place bets.

Push notifications are present throughout the entire customer lifecycle. When mobile users download the app, a push notification is sent requesting user preferences — a critical component in the fact that mobile's retention rate is four times more successful than all other media



*Paddy Power beats the competition with push notifications, engaging gamers with hard-hitting deals and betting insights.*

### RESULTS

**↑ 5x**

Spike in bets made after a push notification was sent.

**20%**

Total mobile bets that came from push notifications.

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*“The customer contact possible through push notifications is the biggest benefit, because that is just not possible with SMS. Partnering with Urban Airship has created another user touch point—we are now more targeted with our push notifications and contacting users that we’ve never been able to reach before.”*

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channels. User preferences, combined with behavior tagging and location segmentation, provide Paddy Power with insights to what gamers want, transforming an interruption into a valuable call-to-action.

In the game of chance, Paddy Power serves relevant and user-focused push notifications with Urban Airship’s mobile engagement platform. For app users who have previously played the slots, the bookmaker sends an audience-specific push with details of the current jackpot value. High-value customers receive VIP treatment with exclusive push notifications and offers that are targeted to keep the bets rolling in. With success stories from games/casino, Paddy Power’s sports team apps plan to initiate audience segmentation in their mobile engagement strategy in the near future.

With more than two times the amount of apps than any of its competition, Paddy Power is positioned better than all other gambling brands. But its expansive control of the betting market also increases the risk of trading personalized customer experiences to low-touch, generic gaming. Push notifications keep mobile intimate, sending the right content to the right people at the right time.

And with Urban Airship’s mobile engagement platform, Paddy Power doesn’t need to worry about always being first. Keeping a close eye on the competition, the bookmaker has learned that sometimes a hard-hitting response is better than a vulnerable offense. If a competitor advertises a special spread for a football match, the business team can craft and send a rebuttal in a matter of minutes. Without bringing in the development team, Paddy Power uses Urban Airship to offer a better deal and win over the attention of customers.

To ensure that all users who place bets meet government

regulation, geolocation tracking and behavior tagging are critical for player eligibility. Allowing play for only players located inside a UK geofence and collecting ages from the user’s Preference Center, Urban Airship strengthens Paddy Power’s defense against non-eligible play.

“We first launched push notifications with the Cheltenham app and then Euro 2012. We worked with Urban Airship to add functionality, then implemented push notifications within the Premier League app. With more and more use cases, it became clear that high numbers of conversions were occurring immediately after a push notification was sent. So we decided to roll Urban Airship out and now we are using push notifications in casino and game apps, which are both resulting in similar success.”

“The future plan for our mobile engagement strategy is rolling in more advanced engagement features—we want to continually be developing the new possibilities with rich content, segmentation and advanced geolocation. And with our high volume of e-gaming and sports apps, working with Urban Airship to create brand-consistent templates that newly released apps can immediately drop in has a positive impact.”

“Time is so imperative with live sports. Push notifications are immediate and powerful. When you sign up with Paddy Power, we identify you 24 hours later with a betting bite to take the race with us. This helps establish trust early.”

“For high-value customers in games/casinos, we send specific and frequent messages to enhance the customer experience. If a customer hasn’t played a game in months, then they are going to want an experience that pertains to their new gaming habits. Push notifications allow us to change our tone depending on our audience.”