

betfair inplay newsletter



Betfair is the world's leading online betting exchange. Taglab designs and produces their monthly "In-Play" newsletter. The newsletter combines an e-mail and microsite, achieving consistently high clickthrough rates. In a recent issue, 36% of those opening the email clicked through to the microsite.

the brief

Betfair is the world's leading online betting exchange, with 95,000 active monthly users placing a total of more than 300 bets a second. Since their launch, Betfair's e-mail communication with registered users had been limited to customer services information and tactical communications.

insight

Betting exchanges offer significant benefits over traditional high street bookies, including better odds and in-play betting. However, the complexities of betting exchanges are off-putting to unsophisticated punters. As a result, Betfair punters tend to be a sophisticated and intelligent audience who are passionate about sport and keen to develop their betting skills by learning more about Betfair.

solution

Taglab developed a format and identity for a new monthly newsletter called "In Play". The In Play newsletter consists of an e-mail transmitted once a month to active users, supported by a microsite, which is updated monthly. The e-mail features teasers for articles, with links through to the full articles on the microsite. The contents include opinion pieces, event previews, community content, analysis, competitions, hints and tips.

results

Taglab have produced an In Play newsletter for Betfair every month since its launch in 2004. The newsletter has proved to be hugely popular, generating consistently high click-through rates. This popularity has translated into increased betting - a recent test revealed c.£250k of incremental income over 3 months as a result of the activity.

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