

betfair poker website



Redesign and redevelopment of Betfair Poker site. The site targets both existing customers and prospects. Content is regularly updated using Taglab Publisher 2 content management system.

the brief

Originally launched in 2004, Betfair Poker has grown rapidly to become one of the busiest poker rooms in Europe. The site was originally hosted on the main Betfair platform. Whilst this allowed for tight integration with user account functionality, there was limited scope for content management.

insight

Selecting which poker room to join is a bit like selecting which neighbourhood to move into – you want to get a feel for the neighbourhood before you commit. Are all the necessary services there? Are the neighbours friendly? Are there lots of interesting events taking place? That's why regular site updates, high quality community content and an effective content management system (CMS) are essential in order to effectively market a poker room online.

solution

Taglab designed, built and host the new Betfair Poker site, which is maintained using our Taglab Publisher 2 CMS. The design features dynamic, flexible templates, supporting rich media and time-sensitive content. Event information and community content is presented prominently on the home page, and clear, enticing calls to action to download the Betfair Poker application are made consistently throughout. The CMS also provides extensive support for affiliate marketing activity, including acquisition tracking and tailored, joint-branded content.

results

The new site performs substantially better than its predecessor – conversion rates to funded accounts have increased significantly. The new site has also played host to some highly successful acquisition campaigns, such as 12 Plays of Christmas. The new affiliate functionality has provided an attractive platform to recruit significantly more affiliates than had previously been achieved.

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