

Earning our Customers' Loyalty

Johanna Åberg, Head of Marketing, ATG

17th April, 2021

ATG[®]

OUR HISTORY – A COMPANY WITH A CENTRAL ROLE IN SWEDEN’S HORSE RACING INDUSTRY

1974 – ATG IS FOUNDED

ATG is founded with the mission to guarantee the long-term development of the Swedish trot- and gallop sport through offering a responsible gaming alternative



2006 – ATG.se launches

ATG breaks new ground through the launch of a new digital experience and way of playing – ATG.se



2015 – Digital takes lead

For the first time in the company’s history and nine years after the launch of ATG.se, sales is mainly stemming from online



2019 – Sport and casino

ATG expands its core offering with two new service areas – Sport and Casino, which marks a new era and trajectory for ATG

1974-2021 HORSE RACING INDUSTRY’S ENGINE

The entire company’s surplus goes back to the horse industry via the owners, Svensk Travsport and Svensk Galopp, which are central organizations for trotting and galloping in Sweden



VISION

Worlds best gaming experiences



CUSTOMER PROMISE

Exciting, responsible and smooth gaming experiences



MISSION

Horse industry motor and gaming industry compass

ATG: A COMPANY ACTIVE IN THREE SERVICE AREAS

340 million USD

to the horse racing in 2020

1 900 stores

from north to south

1 400 000

registered customers

22 %

of the Swedish gaming market



85% of net sales

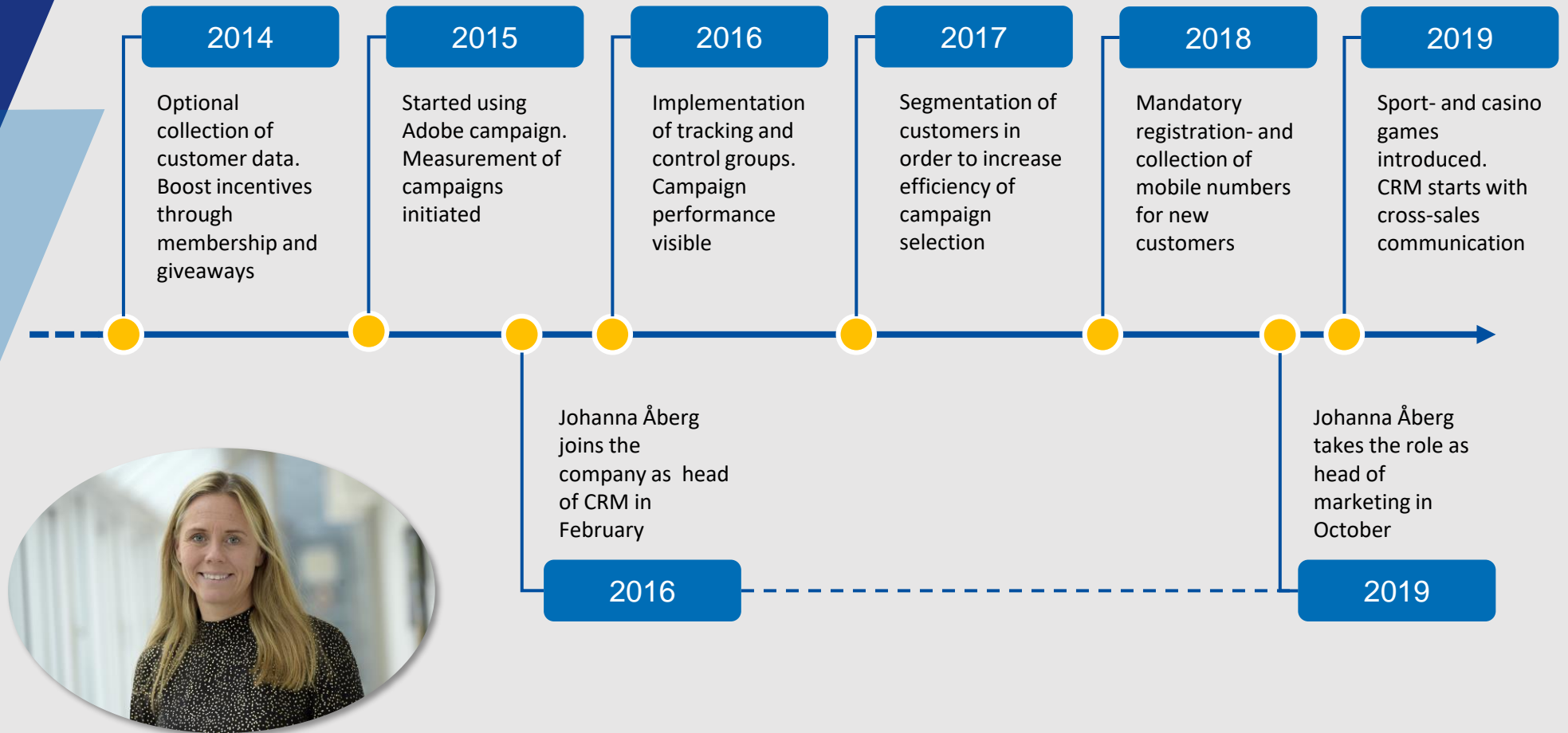


8% of net sales



7% of net sales

OUR CRM HISTORY IN BRIEF



ATG'S CRM BASE IS ABOUT 10% OF SWEDEN'S POPULATIONS

Totalt number of registered customers: 1,400,000

Total number of accounts to contact: 1,000,000



Share email: 49%



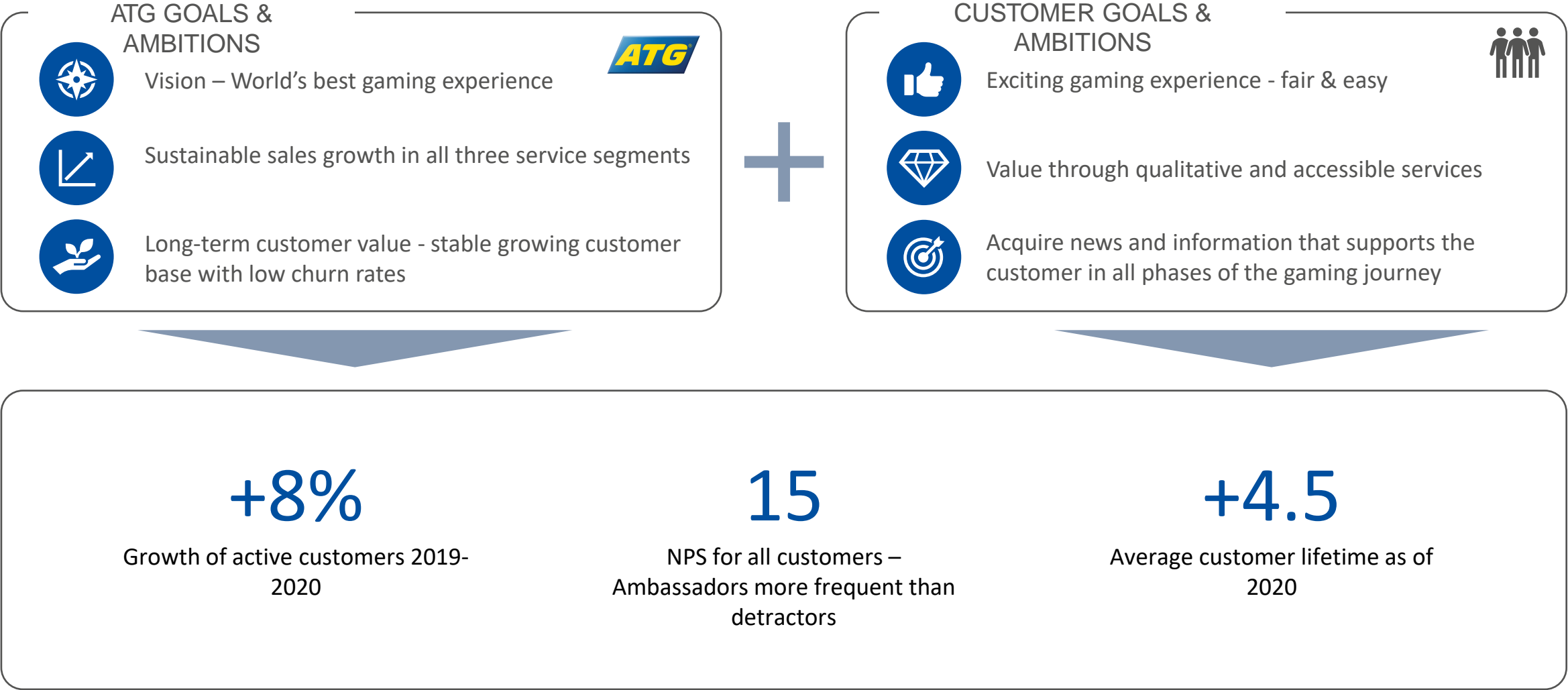
Share SMS: 79%



Share postal: 96%



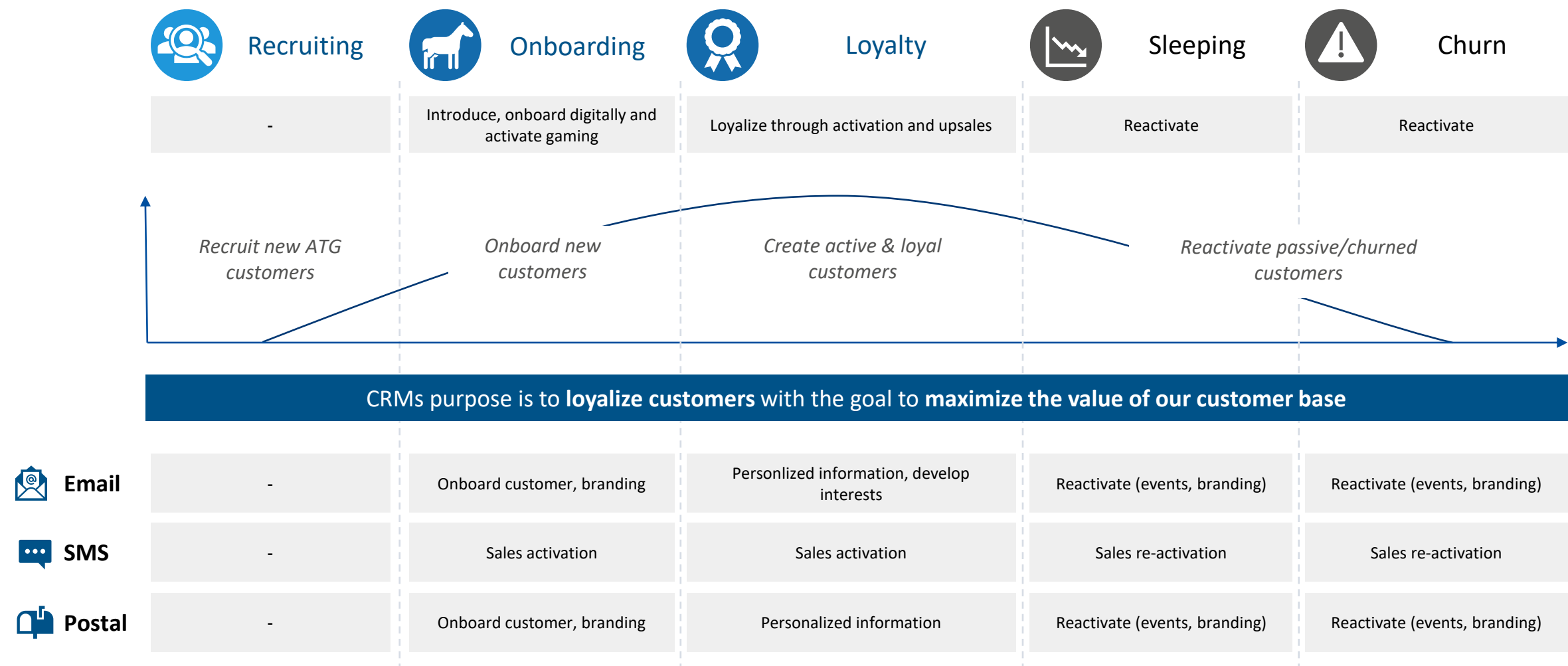
OUR CRM OPERATIONS NEEDS TO BALANCE ATG'S VISION AND THE CUSTOMERS GOAL IN ORDER TO SUCCEED



A SHORT INTRODUCTION THE CUSTOMER JOURNEY



CRM'S ROLE IN THE CUSTOMER JOURNEY CENTERS AROUND LOYALIZATION



FOCUS ON LONG-LASTING AND SUSTAINABLE CUSTOMER RELATIONSHIPS IS PART OF ATG'S SUCCESSFUL GROWTH



+36%
Growth of operating profit
2019-2020

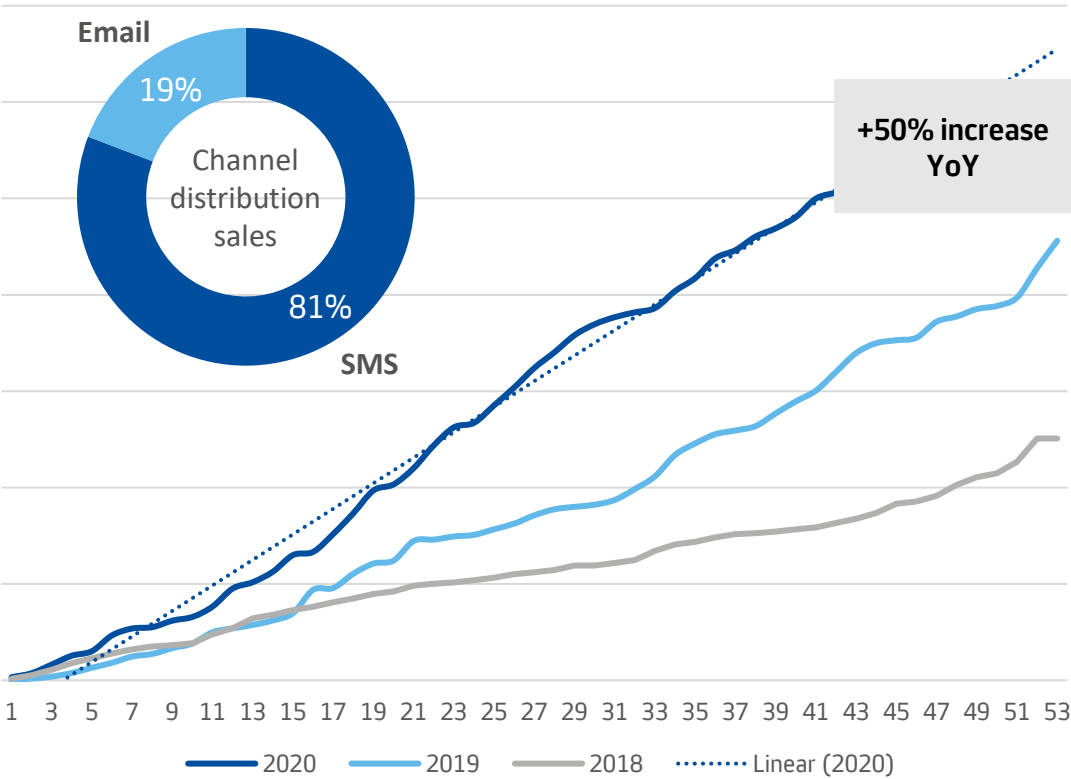
Goal
Keep

+13%
Growth of market share
2019-2020

Goal
Boost

ADDITIONAL NET SALES THROUGH CRM ACTIVITIES IS ON A RISE – MAINLY DRIVEN THROUGH SMS CAMPAIGNS

Aggregated additional net sales over weeks*



Campaign metrics 2020 per business area

	# Campaigns	Opening rate email
Horse	568	38.9%
Sport	208	22.5%
Casino	91	23.8%

Source: CRM follow-up 2020-01-01 – 2020-10-28
*Estimated additional net sales compared to control group

SELECTED EXAMPLES OF SUCCESSFUL CAMPAIGNS



Double jackpot V64

SMS 

type of campaign

+11,110

contribution to playing customers

+76%

contribution to playing customers

Drivers: Timing; Communication - Double jackpot



Exclusive casino games
at ATG

SMS 

type of campaign

+783

contribution to playing customers

+39%

contribution to playing customers

Drivers: Timing – beginning of the week to enable large playing base



Jackpot V86

SMS 

type of campaign

+9,665

contribution to playing customers

+19%

contribution to playing customers

Drivers: Timing - shared start with Norway previous week made people skip that round; Communication - Jackpot

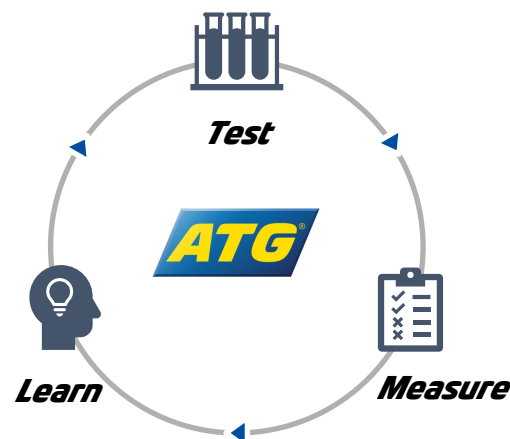
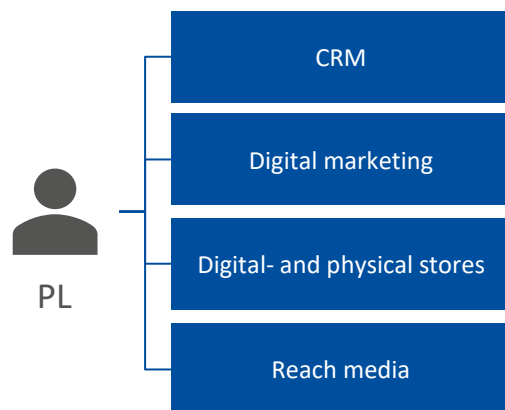
ATG'S CRM- AND MARKETING SUCCESS FACTORS

1. One project lead per campaign across all marketing channels

2. Experimental ways of working

3. Targeted communication for all customer segments throughout the customer journey

4. Emphasis on self-assessment test and sustainable play



Customer journey



Responsibility reminders throughout customer journey

Excluding risk-zone customers from marketing campaigns

Omni-channel prompt to conduct self-test

Sustainable relationships as a KPI

KEY TAKEAWAYS: HOW TO BE SUCCESSFUL WITH YOUR CRM OPERATIONS



Be relevant in your communication with the client



Integrate CRM in the overall marketing plan to drive consistency



Think long-lasting & sustainable relationships



Get started to collect contact-information



Test and analyze outcomes to drive efficiency and quality of campaigns

ATG[®]

FÖRVÄNTA DIG MER[™]