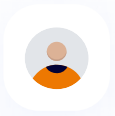


Bringing Players Back to the Game

97% of all messages were opened

43% of recipients clicked on a link in a message



About the Customer

Our customer was a video game publisher based in the United States. They had a small catalog of games.



Challenge

The video game publisher had created a sequel to one of its most popular titles. However, they had a limited marketing budget, and believed that SMS might offer them a cost-effective opportunity to connect with their former players.



Solution

MessageWhiz proposed a multi-channel messaging solution that included SMS and WhatsApp messages.

Both groups received a series of messages highlighting the new challenges in the sequel. SMS messages included a link to a landing page with an exciting promotional video and links to purchase the game, while WhatsApp messages had the video embedded in the message, and a link to purchase the game.





Results

The initial messages were sent to 1,000 players using A/B testing on each channel. Once the messages were optimized, messages were sent to the 14,000+ former players in the database.

Stats:

97% of all messages sent were opened

43% of all recipients clicked on the link at least once.

The publisher continued to modify their distribution list, removing players who signed up for the game, which changing the messaging for those who clicked the link but didn't convert into players.



About MessageWhiz

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.