

LEADING GAMING WEBSITE DRIVES 2.8X ENGAGEMENT BOOST WITH EMAIL PERSONALIZATION

About:

Founded in 1996, the gaming website provides news, reviews, previews, downloads, and other information on video games. In addition to the information produced by its in-house staff, the site also allows users to write their own reviews, blogs, and post on the site's forums.

CHALLENGES:

- » Converting fleeting readers into active, engaged regulars.
- » Keep regular users coming back for more.

SOLUTION:

- » Automation of content population and delivery of emails. Personalization of the content based on each subscriber's behaviors and interests.

RESULTS:

- » Total emails sent - 10M+
- » Lift in CTR - 32%
- » Lift in CTOR - 180%



10M+
Total emails sent

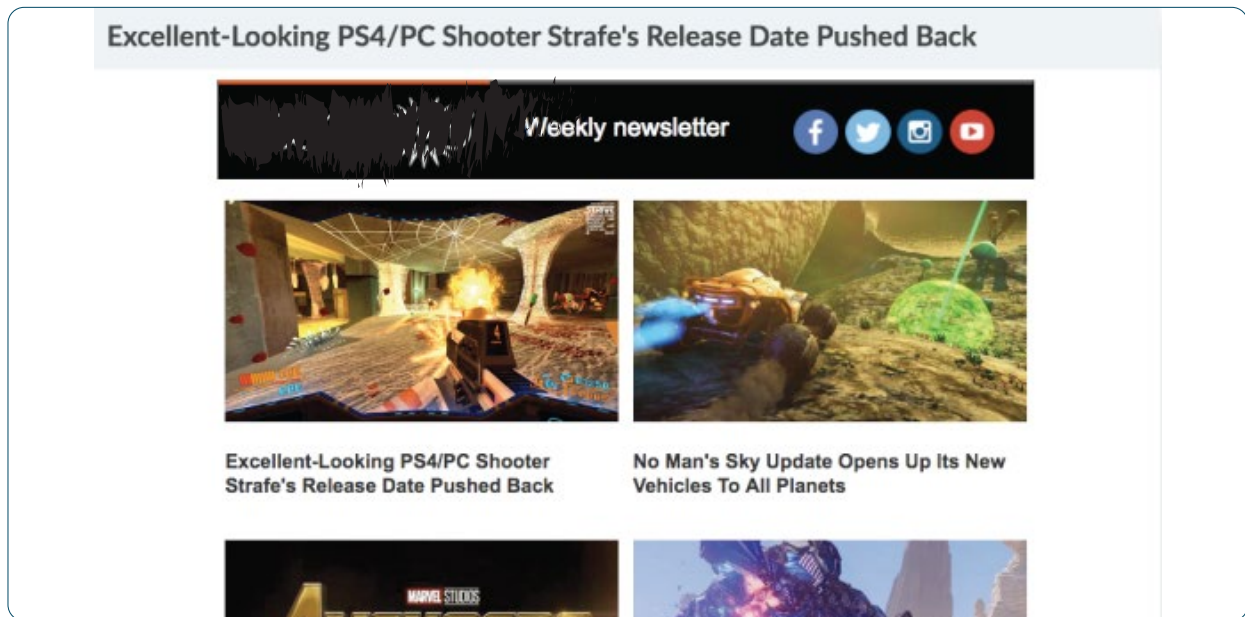


32%
Lift in CTR



180%
Lift in CTOR

Case Study



METHODOLOGY

ZetaHub's machine learning technology used a deep understanding of the website's visitors to create unique, one-to-one personalized emails.

See how Zeta CRM helps today's marketers achieve their most critical goals.

Call 781-863-8117 to learn more, or visit us at zetaglobal.com.