



Smoothing the path to registration for valuable first-time visitors

“ We all know that people are impatient online; our new visitors just want to claim their bonus and start playing. Insider really helps us secure long-term relationships with these players by making sure they get a seamless, hassle-free experience. The results of this experiment were noticeable. We didn't have to change our registration offer, simply work with what we already had to make it easier for visitors to access. In the competitive environment every % of improvement counts - thanks to Insider we were able to achieve statistically significant difference.

Łukasz Świerk,
Head of Customer Service



The First Step on the Path to a Valuable Relationship

About STS

Star-Typ Sport (STS) is Poland’s largest betting company and sponsor of Polish National Football Team, with a hugely popular web and mobile site through which customers can bet on a wide range of sporting and socio-political events. STS also streams around 1,000 live sporting events per month on its site – free to registered users – including football, tennis, volleyball and basketball. Founded in 1997, the company has more than 420 physical stores across the country.

Online betting is a highly competitive industry, with many different sites vying for players’ attention. It’s common industry practice to offer registration bonuses – where a new player is rewarded for signing up with a bonus amount of credit in their account. This can be a very effective first step in building a valuable, long-term relationship with a customer.

But with so much choice for potential players, how can online betting businesses make their offer stand out? STS wanted to explore this, with the aim of increasing new player registrations. They turned to Insider for advice.

OLD vs NEW

ZAŁOŻ KONTO PRZEZ INTERNET

Przejdź do formularza rejestracji w punkcie STS

1. Dane osobowe

Imię:

Nazwisko:

Kod pocztowy:

Ulica i numer:

Odpowiedz:

Numer PESEL:

Kod kraju:

Kod promocyjny:

ZAŁOŻ KONTO W PUNKCIE STS

Przejdź do formularza rejestracji w punkcie STS

2. Dane konta

Podaj adres email (ogól):

Powtórz adres email:

Hasło:

Powtórz hasło:

Telefon i kategorie:

Numer konta bankowego:

Pytanie dodatkowe:

Odpowiedz:

Kod promocyjny:

ZAŁOŻ KONTO

Przejdź do formularza rejestracji w punkcie STS

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Nazwisko:

Podaj adres email (ogól):

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Simplicity is Key

People are easily put off by complex web forms, which is why these pages often have a high bounce rate. The first step for STS was to optimize their registration form, making it appear quick and easy to complete. Using Insider, the original, more complex, form was replaced with a simple three-step version that required minimal effort from users and made it easy for them to claim their bonus and start playing.

After the form had been optimized, the next step was getting new players to visit it. Using Insider, STS created a “first-time visitor” segment for visitors that had not been to the site before. Visitors from this segment were shown a prominent banner, encouraging them to register and claim their bonus. After clicking on the banner, the visitor was taken directly to the new-look form where they could quickly complete their registration.

Results

The activities were a huge success, resulting in a 9% uplift in registrations.



Insider is a multi-channel digital experience platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage personalization, predictive segmentation and real-time technologies to boost loyalty and digital growth.