

# Gaming



A gaming or entertainment site follows the same basic principles as a marketing site for driving demand (converting visitors to customers and encouraging repeat visits), even though the approach is different than that of other websites. It is still critical to 'listen' to what visitors are saying based on their interactions with the site and 'talk' to them in a way that will resonate with them by personalizing every interaction. This will increase the chances of conversion and customer loyalty that will keep visitors coming back to your site, instead of going to the competition.

By understanding where your visitors are in the customer journey, you can help them reach their destination faster and more efficiently.

## How to use these articles

The following articles offer best practices for using Evergage to optimize your gaming campaigns and increase conversions.

Journey Stage	Qualification Criteria	Strategy	Playbook Number/Name
Top	New to the site	Personalized homepage; education; personalization based on referring site or offer	*103 - Personalize your homepage for different personas *181 - Educate first-time visitors 161 - Continue the conversation from an email campaign 222 - Continue the conversation from a Google ad campaign 160 - Continue the conversation from social media
Middle	Engaging with content; return visit	Promote games based on other interests; incentive offers	107 - Highlight games of most interest to visitor (by browsing behavior) on the homepage
Bottom	Signed up for a trial; placed a bet	Promote games based on geolocation	*195 - Message visitors within 'x' miles of a location and encourage them to play
New Customer	Recently became a customer	Personalized gaming for new customers	106 - Increase revenue by presenting personalized games or bets 237 - Add countdown time to create a sense of urgency
Active Customer	Existing customer who visits often	Make VIP clients feel valued	114 - Message VIP clients

\* Playbook example is from another industry, but can easily be applied to Gaming.