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Gavin Goh | Data Warehouse Team Leader | Centrebet

Centrebet is a leading international online betting and gaming company, offering up to 4,000 international sports and horse racing markets per week and an extensive list of state-of-the-art gaming products, including online poker and casino sites. The adoption of Futrix has empowered Centrebet with in-depth knowledge of customer behavior to develop effective marketing campaigns and gain a competitive edge.

Previously, the marketing team at Centrebet had to resort to time-consuming traditional query and reporting tools to conduct analysis on customer behavior. They were unable to retrieve information in a timely fashion to form effective marketing campaigns.

Now, the team can create successful marketing campaigns using information gathered from Futrix. As Futrix allows users to view data at their desired level, marketers can examine patterns in customers’ past behavior to target each marketing campaign. Sharing and reporting results among the team is easy with Futrix’s web-based reporting. Staff at all levels can access the same results from one centralized location, which avoids inaccuracies and duplication of effort.

Futrix also empowers users to explore data intensively. Being able to see data from different angles and at various levels, marketers find it very stimulating to investigate data in their own way. From this exploration, they generate marketing initiatives, which attract new customers, increase customer transactions and retain existing customers.

In the competitive online betting and gaming industry where every second counts, fast answers are the key to Centrebet gaining the competitive edge. Centrebet is impressed with Futrix’s ability to generate speedy information. The company utilizes this capacity to form pricing strategies that are more attractive than their competitors and meet the demand of a fast moving market. “With Futrix, we are able to get information quickly and respond in a timely fashion to stay ahead of the field” said Gavin Goh, Data Warehouse Team Leader at Centrebet.

