

Betfair refines its communications strategy with Durrants social media solution

Betfair, which launched to consumers in 2000 is the world's first and largest legal betting exchange. The website handles over 6 million transactions per day.

Background

Betting exchanges are an online-only model that allow two customers with different views about the outcome of an event to be matched with each other. This was a revolutionary proposition - for the first time consumers could decide their own odds and get better value because a bookmaker wasn't setting the odds.

The Challenge

Betfair wanted to understand online consumer reaction to their print and web promotions and services, and in particular to their betting exchange offering. Specifically the objective was to track the discussion of Betfair (its services, promotions and sponsored events) across all online blog, forum and social media coverage in order to:

- Identify and track substantive discussion and isolate it from the high level of "noise" typical of most consumer postings about online gambling.
- Let Betfair identify the influential commentators with whom they should engage.

The results would assist the company in refining its communications strategy.

The Solution

An integrated strategy was devised to cope with the scale of posts and sheer volume of consumer generated content sources. An online social media monitoring dashboard enabled the capture, filtering and initial scoring of consumer posts from across the social media spectrum. This material was then evaluated by human analysts to eliminate "noise" and apply human judgment, informed by an understanding of Betfair's communications objectives, to the topics that were deemed substantive and significant.

To complement the full service evaluation already taking place for Betfair's offline media coverage, Durrants worked closely with Betfair's communications team to devise a brief and report that met their requirements. The resulting analysis provided Betfair with a benchmark report that identified the top sites where Betfair was mentioned and also where more influential discussions about Betfair were taking place.



Company Name:
Betfair.com

Industry Sector:
Gaming

Durrants Solution Components

- Award Winning Web Service
- Durrants Monitor
- International Monitoring
- Broadcast Monitoring
- Broadcast Streaming
- Durrants Evaluation Tools
- Full Service Evaluation
- Durrants Mobile
- Article Summaries
- Durrants Dashboard
- Durrants Plan
- Durrants Social Media



- Gold for Best Use of Communication Measurement - Business-to-Consumer (Betfair)
- Bronze for Best Use of Social Media Measurement (Betfair)

Durrants analysts identified four main types of substantive discussion. This analysis enabled Betfair to establish the factors that would encourage gamblers to use Betfair by identifying which gaming operator was seen as the leader in each area and why, and which factors could be addressed through better communication.

“Our members are highly internet savvy and active on many websites. It is crucial to Betfair that we learn immediately about consumer discussions regarding our services in order that to respond quickly and appropriately. Durrants’ approach of an online dashboard supplemented by human analysis of consumer posts allows us to cut through the noise to identify the real issues and assist us in refining our marketing messages.” Robin Marks, Head of Marketing & Communications, Betfair.

Key Benefits

Online dashboard providing high level overview of consumer coverage

The online dashboard was updated continuously and provided filters to allow the customer to isolate coverage from consumers. Users were able to drill down to the underlying posts from this screen.

Top sites where Betfair is mentioned

Durrants evaluators analysed coverage to identify a 'signal-to-noise ratio' across all sites during the reporting period. This analysis enabled the Betfair communications team to focus on only the most important posts.

Issues report highlight key areas of discussion

Through thorough evaluation Durrants evaluators identified four main areas of substantive discussion. Reporting highlighted active threads of discussion for a given week across all blog and forum coverage.

Influential Betfair opinion leaders identified

The automated element of the service provided a daily dashboard of Betfair mentions and allowed for spikes in coverage to be picked up rapidly and investigated by the Durrants’ team. The analysts identified the key discussion leaders and tracked the reaction to Betfair promotions.

About Durrants

Durrants is the market leading supplier of media monitoring, planning and evaluation designed to empower communication professionals throughout the UK by providing fast, accurate and reliable information backed up by exceptional customer support.

Durrants also provides an award winning social media solution. This service is the most effective solution available offering a combination of automated monitoring, human analysis and authored reporting.

Durrants Social Media allows you to understand what consumers are saying about your company enabling you to engage, inspire and influence those conversations.

“Durrants approach of an online dashboard supplemented by human analysis of consumer posts allows us to cut through the noise to identify the real issues and assist us in refining our marketing messages.”

Robin Marks, Head of Marketing & Communications, Betfair.

Contact Durrants

Discovery House
28-42 Banner Street
London
EC1Y 8QE

T. 020 7674 0200
F. 020 7674 0222

sales@durrants.co.uk
www.durrants.co.uk

> **durrants**