Harnessing CRM Segmentation to Optimize Meta Campaigns

SG Digital
ACADEMY

Executive Summary

In the dynamic landscape of online engagement, harnessing the power of customer relationship management (CRM) segmentation has become pivotal for organizations seeking to enhance their outreach strategies.
In this test summary, we delve into the results of several A/B tests conducted on Facebook, aimed at measuring the efficacy of employing a lookalike audience versus a broad-interest audience for several lotteries' advertising endeavors.

The primary objective in each study was to leverage high-value player segmentation, utilizing player data to craft a tailored lookalike audience, and subsequently testing it. The hypothesis driving this exploration proposes that the strategic use of customer relationship management (CRM) segmentation to form a lookalike audience will drive the attention and engagement of high-value players. The focus is on quality over quantity, with the anticipation that sacrificing a portion of registrations will be offset by a considerable increase in revenue. If successful, the subsequent phase involves a nuanced examination of how to further segment this audience and deploy curated creative content for optimal engagement.

For the full report, please email lottery.communications@scientificgames.com