

CASE STUDY

Addition of SMS Channel Grows Brand and Increases Strength of Customer Relationships



INBET GAMES

Inbet is a betting platform founded in 2018 that focuses on building a user-centered community and educating bettors by providing daily exclusive content and betting advice across Portugal, Brazil and Mexico. Set up as an all-in-one shop, Inbet offers its community exclusive sweepstakes, educational content and betting suggestions derived from 1,000+ games every month. Committed to growing its community and developing close relationships with their users, Inbet attracts a wide range of sport audiences.

USE CASE
- Marketing SMS

PRODUCT
- SMS

- Present in Portugal, Brazil, and Mexico
- Advise over 1000 bets every day

CHALLENGE

Inbet's main user communication channels were email and chatbots on social media. With policy updates limiting the company's use of chat bots to engage with their growing audience, they sought new solutions that could perform as or more effectively in solving problems for their users – and measuring their ability to do so. Inbet wanted to find a way to stand out more from competition and easily grab the attention of their audience.

SOLUTION

Inbet turned to Mitto for a simple communications solution that could support ongoing engagement with a growing audience of bettors. Mitto's easy-to-use Dashboard made reporting on effectiveness of communications with users much easier while Mitto's industry-leading routing platform ensured streamlined communication at an optimal price.

The addition of a reliable new channel via SMS meant that Inbet was able to get closer to their audience and create more personal, trusting relationships through daily, real-time communications – like the "bet of the day." Mitto's SMS solution also enabled the Inbet Customer Support team to send screen recordings via SMS, creating an advanced user experience– strengthening Inbet's brand and differentiating the company from the competition.

KEY RESULTS

Inbet continues to expand their global audience by building lasting relationships that strengthen their brand via communications sent through new, unsaturated channels. As a trusted SMS partner, Mitto's platform and customized support have enabled Inbet to continue growing as a recognized and trusted brand among the global sports betting community. Inbet continues to seek out new ways of utilizing more of Mitto's offerings to help build even stronger relationships.

The synergy between Inbet and Mitto has led to:

- › **Streamlined operations across all countries**
- › **A stronger brand reputation**
- › **A more advanced & unique messaging experience for all Inbet users**

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WE WANTED TO BE CLOSER TO OUR USERS AND HAVE A WAY OF COMMUNICATING WITH THEM THAT WOULD YIELD BETTER SHORT AND LONG-TERM RESULTS THAN CONVENTIONAL COMMUNICATIONS. AS SUCH, WE WERE LOOKING FOR A SOLUTION THAT WOULD ALLOW US TO DIFFERENTIATE OURSELVES IN AN INEXPENSIVE, EFFECTIVE AND FLEXIBLE WAY.

MARTIM ROLL
INBET CEO



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Mitto is a leading provider of global, omnichannel communications solutions, supporting business growth with advanced customer engagement technology and messaging enablement. Offering easy-to-integrate SMS, Voice, and Chat App APIs, next-generation business messaging, and end-to-end phone number management, Mitto's platform ensures the world's largest brands and MNOs ready for what's next.

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