Social Point Uses Mobile Push to Keep in Touch
with More Than 50 Million Avid Gamers

socialpoint

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Customer Overview

Social Point is one of the world's top developers of social games, currently played by over 50 million monthly active users across Facebook™ and mobile devices. Their mission is to "connect the world via awesomely fun gameplay." The company was founded in Barcelona in 2008 by Andres Bou and Horacio Martos and has since released several hit games.

Dragon City, an addictive viral game focused on growing and hatching dragons, is their most popular. It is one of the Top 40 revenue grossing games worldwide.

Social Point chose Mobile Push from Teradata's Digital Marketing Center to keep gamers engaged with individualized in-app messaging powered by data-driven marketing. Teradata's Digital Marketing Center enabled the company to improve customer experiences and ignite gaming revenue through individualized insights.

> "We needed a simple and hassle free solution to help improve app engagement. They understand the needs and processes of our games and are completely engaged in the delivery of the best solution. Using the platform, we see a nice increase in revenues."
>
> – Albert Custodio Martinez
> Operations Manager
> Social Point

Challenges

- Drive increased revenue and app usage with promotions and special offers
- Optimize push notification open rates by sending messages at local time and in users' native language
- Test different offers to optimize activations and revenues

Maximizing Special Offers

As a social gaming company focused on continuously delighting its users, Social Point runs a variety of special offer campaigns to keep users engaged. While they use an in-house system for local notifications inside the Dragon City game, when it comes to offers, Social Point wanted a push messaging platform that could quickly scale to support their growing user base.

Social Point uses Teradata Mobile Push to manage its big weekly special offer campaigns. They typically offer discounts on in-app purchases (e.g., 30-50% off gems, dragons, or buildings) giving their users sufficient time to buy.

Also key to Social Point's success in achieving high open rates is delivering messages in the user's local time zone, which ensures that they can deliver offers at times when their users are most receptive to them. Since Dragon City has a diverse user base across both US and Europe, Social Point currently delivers localized messages in six languages (English, French, Spanish, Italian, Portuguese, and German) in order to maximize open rates.

Fig. 1 – Examples of targeted push messages sent by Social Point to their app users, based on actual user status. Users get an attractive bonus if they re-visit the app (left), special time-limited offers (top right), or messages reflecting the last app access (bottom right).
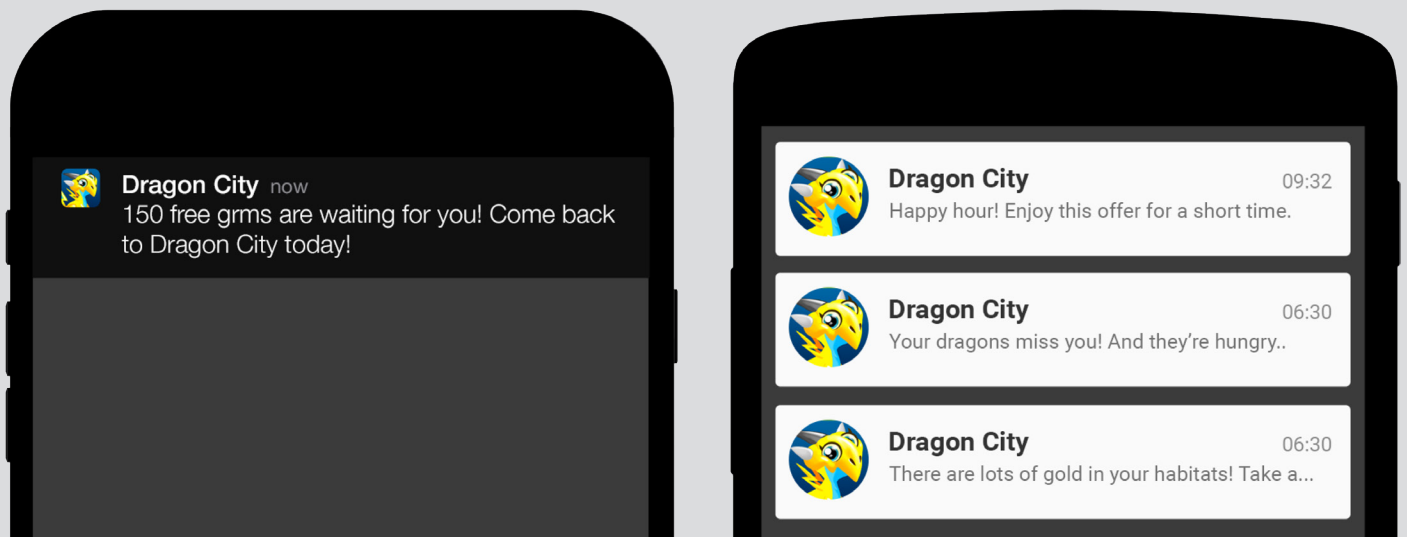
What would you do if you knew how to increase engagement, retention and revenues?

Teradata Mobile Push is a mobile marketing automation platform that has been designed by marketers for marketers. We provide personalized, targeted and automated push and in-app messaging services for your apps. The service is used by leading brands, agencies, and publishers, serving more than 400 million users worldwide with more than one billion messages per month.

Extend Your Reach Beyond the Mobile Channel with the Teradata Digital Marketing Center

Mobile Push is a core component of the Teradata Digital Marketing Center, which delivers the agility you need as a marketer. This all-in-one digital marketing solution gives you the benefit of individualized insights into customers so you can deliver tailored digital messages to them at the right time and in the most effective way. Now you can segment your customers with ease and run highly-targeted campaigns using any digital channel—email, mobile, social, and web.

Teradata Digital Marketing Center belongs to the Teradata Integrated Marketing Cloud, which enables you to reach your customers individually, and on any channel, online and offline. You have the data you need to know more about your marketing, the agility and tools to ignite action, and free up resources to improve brand management.

Power your marketing with individualized insights from Teradata. Simplify marketing through holistic, deep and actionable individual insights. Empower efficient processes through our integrated and flexible platform. Deliver customer engagement through dynamic, real-time experiences.

We Power Marketing.

For more information on the Teradata Digital Marketing Center please visit **marketing.teradata.com**

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