

CUSTOMER
SUCCESS
betcris



LEADING ONLINE GAMING COMPANY BETCRIS REDUCES DELIVERY COSTS BY 60% WITH MITTO AND LABRYS

BETCRIS

Founded in 2006, **Betcris** is a leading multi-platform online sportsbook offering casino games, horse racing, e-sports, and sports simulations to players across Central and South America. Headquartered in San Jose, Costa Rica, Betcris operates 100 walk-in shops throughout Latin America. The company has partnered with many global sports broadcast organizations and networks, including Major League Baseball (MLB), the National Football League (NFL), the Mexican Football Federation, and Liga Pro.

USE CASE

Marketing Campaigns
Notifications

PRODUCT

Oracle Responsys Integrations
SMS API

CHALLENGE

In the cutthroat online gaming world, it can be challenging for brands to stand out. With **98% open rates**, Betcris knew that SMS effectively engages users with personalized communications at scale. It's also a powerful tool for informing players about upcoming betting opportunities, prompting them to return to Betcris repeatedly.

Betcris leverages the Oracle Responsys marketing platform to automate tasks, optimize retargeting campaigns, boost conversion and retention rates, and deliver engaging experiences to every customer across all channels and touchpoints.

Unfortunately, Betcris' previous communications provider lacked Oracle Responsys integration capabilities and cost-effective SMS solutions. Betcris needed a better partner to stay ahead of the competition while delighting their diverse audience with direct, personalized messaging. They found that in Mitto.

SOLUTION

Mitto was recommended to Betcris by our Integration Partner, **Labrys**, a Middle Eastern consultancy agency that offers customer experience (CX) technologies and strategies to businesses across numerous industries. Being the only provider serving every country where the consulting agency operated, Mitto was Labrys' communication vendor of choice, helping them generate significant revenue.

Mitto's SMS solution is easily integrated into the Oracle Responsys platform, enabling Betcris to leverage SMS within their already existing tech stack.

Betcris trusted Labrys' advice because they were one of the agency's many satisfied customers.

Mitto paired Betcris with a dedicated account manager who guided them through the integration onboarding process. The company also received 24/7 support from our globally dispensed team of multilingual customer advocates.

KEY RESULTS

After implementing Mitto's solutions, Betcris boosted SMS deliverability by 15% while reducing costs by up to 60%. The company also saw a 35% uptick in traffic and engagement.

Contact us today to learn how Mitto can help you save money while maximizing marketing ROI.



WORKING WITH MITTO HAS BEEN AN INCREDIBLE EXPERIENCE. THEY ARE COMMITTED TO HELPING OUR BUSINESS GROW NO MATTER HOW BIG OR SMALL OUR REQUIREMENTS ARE. TRANSPARENCY, KINDNESS, TRUST, AND PARTNERSHIP ARE KEY FOR BETCRIS IN EVERY RELATIONSHIP, AND THOSE VALUES ARE TRANSLATED TO OUR CUSTOMERS WHO BENEFIT FROM HIGHLY TARGETED AND PERSONALIZED CAMPAIGNS WHILE ENSURING GREAT DELIVERABILITY RATES ACROSS ALL CAMPAIGNS.

NAYITH DÍAZ,
CUSTOMER RELATIONSHIP MANAGER AT BETCRIS.

"Mitto's customer care is amazing. They are always kind and willing to help. Mitto emailed daily usage metrics to help me oversee outgoing campaigns and control costs," said Nayith Díaz, Customer Relationship Manager at Betcris.

In addition to stellar customer support, Mitto's proprietary AI-routing platform helped Betcris maximize SMS deliverability and significantly reduce costs.

This was possible because our advanced technology:

- Runs simulations to find the best message routes possible
- Continuously monitors our global carrier networks to resolve issues before they arise
- Analyzes and prioritizes traffic to deliver the fastest delivery speeds at the lowest price



www.mitto.ch

Mitto is a leading provider of global, omnichannel communications solutions, supporting business growth with advanced customer engagement technology and 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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