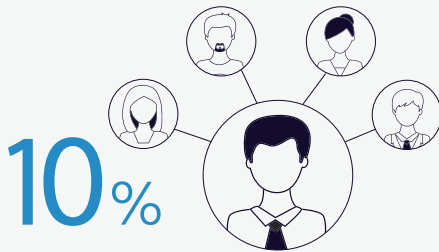


# A Player's Personalized Video Poker Story: Increase Engagement by Sharing Personal Gaming Stats

## RESULTS



Increased brand awareness as 10% of players share their video on social networks



Increased engagement supported by the anticipation of receiving the video



## THE NEED



Gambling giant, **888.com**, was looking for a new way to increase player engagement for their poker games. They wanted to entice players to return, and inspire them to share their poker stats. They were emailing photos to poker players that showed the breakdown of their stats, until they discovered Treepodia's dynamic personalized videos.

## SOLUTION



Replace the static photo of player stats with an individual personal movie: a dynamic video that presents each user's information in an exciting and engaging way. Treepodia is preparing 1M videos for 888.com, all shareable on social media.



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## FEEDBACK

We had great feedback. They write on their Facebook walls: **'Wow, it's so cool, I want to use it again.'**

**Amir Levy**  
Client Value Manager



Players have been thrilled to receive their own personal movie, which includes 21 different types of stats such as best hand and player ranking countrywide. Levy says that players are excited to share their videos on social media and look forward to receiving their weekly video. If a glitch delays their video, they call support asking why they didn't receive their personalized video—a true indication of interest and engagement.