

## CASE STUDY

# Greenhouse + Toto

## Greenhouse and Xandr Invest Help Toto Tailor Its Marketing Strategy To Football Bettors

“Xandr Invest’s easy workflow, powerful and customizable optimization and quality supply has given us all the resources we need to maximize our performance and deliver tailored results.”

Peer van Kemenade, Greenhouse,  
Programmatic Technology & Data Strategist

“Xandr Invest empowered us to understand our customers’ behaviors and usage patterns and then design a tailored buying strategy to reach those customers at the most optimal moment.”

Eric Waardenburg, Lead Online Marketing,  
Toto, sportsbook brand of De Nederlandse Loterij

### The Challenge

Toto needed a combination of data science expertise and customizable technology to engage sports bettors in the perfect setting

As a brand and performance agency that partners closely with clients to create a shared vision for success, Greenhouse sought to improve the programmatic performance of its client Toto, the only legal provider of sports betting in the Netherlands. Toto wanted to engage existing customers and bring new players to its betting app by reaching them with personalized mobile ads at the times when they were most likely to make a wager.

Greenhouse had several challenges. First, it needed to better understand Toto’s customers by assessing their behaviors and usage patterns. Next, it needed to use this information to build a tailored buying strategy to reach those customers in the optimal settings. Finally, it needed a technology platform that could be customized to execute this bespoke strategy in an automated fashion as many popular sporting events take place on weekends when traders are not around to tweak campaigns.



## The Solution

Toto and Greenhouse use Xandr Invest to drive conversions at the optimal matchday moments.

Greenhouse chose to run a targeted and extremely efficient mobile campaign on Xandr Invest.

Greenhouse analyzed Toto's customer transaction data to find trends that might help it target users more effectively. It learned that a majority of Toto's customers bet most frequently on weekend football matches, either right before or during halftime.

Greenhouse used these insights to develop a custom model that could identify and deliver dynamic creatives based on the most popular games at that time. The bidding strategy was to target relevant sports platforms across apps and the mobile web, and deliver personalized creative messages based on the teams that were playing that day.

The campaign was successfully delivered via Xandr Invest. The platform's flexibility enabled Greenhouse to ingest a large amount of data from their client's analytics tools to develop insights about user behaviors around important matches and execute a bidding strategy that met Toto's specific goals. In addition, targeting the premium supply available on Xandr Invest allowed Greenhouse to reach the right audiences at key moments, across a host of quality mobile publishers.

"Xandr Invest allowed us to realize our vision for a data-driven campaign tailored to the unique habits of Toto's football bettors," Peer van Kemenade, Programmatic Technology & Data Strategist at Greenhouse. "The platform empowered us to capitalize on the full scope of our client knowledge and data-science expertise."

## The Results

**+30%**

increase in CTR

**-18%**

decrease in  
cost-per-click\*



Xandr Invest  
empowered  
Greenhouse to fully  
capitalize Toto's data

\* As compared to its regular retargeting line items

