

MaxBet Lifts Player Engagement Through Seamless MessageWhiz and Fast Track Integration

Removing CRM Friction and Scaling Player Communication in the Balkan Region



The Client

MaxBet is one of Southeast Europe's leading sports betting and iGaming operators and a prominent member of Flutter Entertainment - the world's largest online sports betting and gaming company. Operating primarily across the Balkan region (including major operations in Serbia), MaxBet competes at the top of a fast-moving, mobile-first regional market. In this highly competitive landscape, player experience, retention strategies, and communication reliability serve as direct drivers of daily engagement and revenue.



The Challenge

MaxBet's Customer Relationship Management (CRM) team possessed both the strategy and the analytical insights to increase player engagement; Fast Track provided them with real-time player data and the capability to trigger communications at precise lifecycle moments. However, the team faced operational friction when deploying SMS as a marketing channel. What they lacked was a reliable messaging layer that could execute at scale without adding a new, complex technical integration to their tech stack.

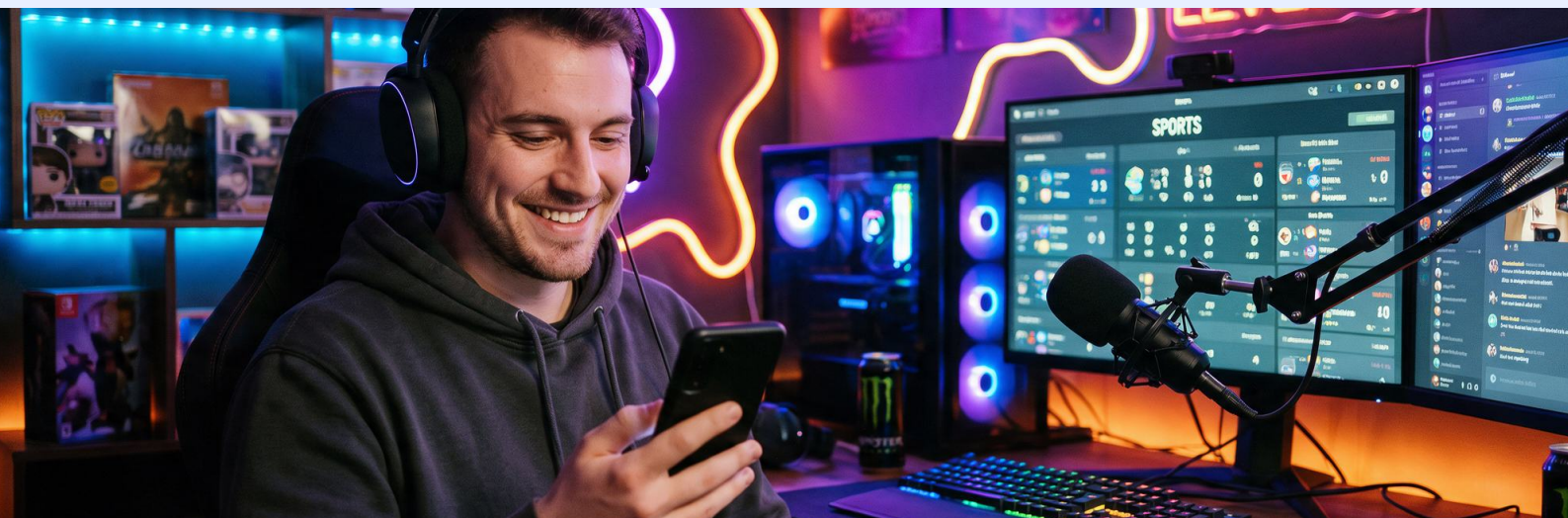
Specifically, the team sought to utilize automated SMS for high-impact activities: re-engaging inactive players, distributing deposit incentives, and delivering personalized, event-triggered promotions (with a particular focus on basketball and football wagering events) directly through Fast Track's automated engine. They needed a proven provider who could integrate with Fast Track and hold up under peak message volume during live betting windows.



The Solution

MessageWhiz integrated seamlessly as a verified SMS provider within the Fast Track partner ecosystem. This allowed MaxBet to activate a fully integrated SMS channel directly from within the Fast Track interface without adding a single line of custom code or additional development resources. To optimize this channel, the CRM team deployed automated campaigns targeting key player lifecycle milestones, such as re-engaging inactive accounts and driving deposit incentives ahead of major regional sporting events. Backed by MMDSmart's carrier-grade backbone, the messaging platform actively maintained high SMS delivery rates and 99.999% network uptime across regional telecommunication networks. This ensured that time-sensitive promotional messages were dispatched and delivered without delay.

Furthermore, MessageWhiz provided real-time delivery receipts and complete routing visibility, giving the marketing team absolute confidence that campaigns were successfully reaching their intended recipients.





The Result

Since activating the native MessageWhiz integration, MaxBet has achieved measurable performance gains across its automated player campaigns. SMS triggered through Fast Track has matured into a reliable, high-performing vertical for re-engaging players and supporting deposit incentives.

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Since we plugged **MessageWhiz in through Fast Track**, we actually picked up a marketing SMS channel that's actually bringing players back, without adding a single line of code on our side. It freed our CRM team to focus on campaigns instead of chasing delivery issues.

– Ivan Krmek, Head of CRM MaxBet

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By removing the operational friction that had previously restricted execution speed, the integration has enabled MaxBet to run its CRM strategy at full pace. With SMS communications flowing through a single, reliable pipeline, the team spends far less time troubleshooting deliverability and more time crafting highly effective player campaigns.



About MessageWhiz

MessageWhiz is an enterprise messaging app developed by MMDSmart.

MMDSmart is a global communications technology company that delivers AI-powered voice and messaging solutions and services to carriers and enterprises worldwide. With the mission to make every customer experience count, the company's portfolio combines global telecom capabilities with CPaaS and cloud-based call center solutions.

Ready to achieve the same results for your business? Contact the MessageWhiz team to learn how our OTP and messaging solutions can secure your customer journeys.