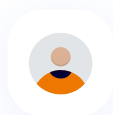


Serbian Gaming Operator Increases Deliverability and Expands to Viber With MessageWhiz

Replacing leading CPaaS vendor for additional channel support and increased deliverability and clickthrough rates



About the Customer

A Serbia-based online gaming and betting operator serving players nationwide. With a workforce of more than 1,000 employees and a large, high-frequency user base, the company relies on digital messaging to engage players, deliver promotions, and support retention.



Challenge

As the customer's business expanded, the CRM team needed stronger messaging performance and more personalization across channels. Their previous CPaaS providers supported SMS and email, but lacked the flexibility and technical capabilities required for modern player engagement.

Key challenges included:

- Limited technical capabilities
- Need for better personalization
- Delivery rates averaging only 74%
- Desire to add Viber, a widely used player channel
- Difficulty ensuring consistent campaign performance

The search for a new omnichannel communication solution began when the company prioritized personalization, channel expansion, and higher-performing outreach.

"With MessageWhiz, we significantly improved message delivery and the overall quality of communication. It has become a key part of our customer targeting strategy."

CRM Manager, leading sports betting and online gaming company



Solution

The company selected MessageWhiz for its performance, deliverability, flexible pricing, strong reporting, and ease of use.

Additional factors that influenced the decision included:

- Excellent cooperation, availability, and fast issue resolution
- Smooth onboarding, going live within 1-2 months
- Full integration with Optimove CRM for centralized, data-driven campaigns
- Exclusive support for Viber as the only Optimove partner offering Viber messaging
- Expansion to a true multichannel setup across SMS, Viber, and email
- Highly responsive support team
- Proactive deliverability optimization



Results

Performance Improvements

- Higher click-through performance
- Delivery rate increased by 3%
- Positive customer feedback reflected in improved NPS

Business Benefits

- More reliable routing
- Consistent deliverability
- Better customer experience
- Higher satisfaction overall

Operational Metrics

- Fast campaign launch time at 5-10 min. with efficient monthly team workload remaining at ~8 hours
- Costs per delivered message stayed consistent
- Seamless CRM workflow through Optimove integration

Channel Expansion

- Viber became a major driver of engagement
- Viber cited as the biggest business impact
- Full multichannel support across SMS, Viber, and email



About MessageWhiz

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.