



SUCCESS STORY

Sky Racing World, a subsidiary of Tabcorp, Australia's biggest wagering and entertainment company, is proud to partner with the best in wagering and horse racing to bring fans top quality live streaming and advanced-deposit wagering on International horse racing.

Sky Racing World holds mostly exclusive rights to market and distribute live horse racing from Australia, New Zealand, South Africa, South Korea, Japan, Singapore and Hong Kong to territories in the Americas, Caribbean, and certain parts of Europe. The simulcast offerings have also recently expanded to include Australian harness racing and greyhound racing.

SRW promotes major international races throughout the Americas, in collaboration with premier digital platforms to provide ideal betting opportunities to North American handicappers. Sky Racing World's advanced-deposit wagering partners include reputable brands like TVG, BetAmerica, TwinSpires, Xpressbet, HPiBet, WatchandWager and NYRA Rewards.

They also remain the leading digital source for premium tipping content from the Southern Hemisphere's leading race markets and live video broadcasts.



THEIR GOALS



Grow the subscriber list for SRW's Newsletter, provide more timely updates, and **increase the overall reach of SRW through newsletter marketing.**



Continue to **attract new followers to SRW through both paid and organic social media campaigns.**



Further the momentum from the launch of the Sky Racing World live racing app, SRW Live, by focusing on **increasing app visibility and downloads.**



Strengthen the community of users in newly entered and emerging markets, like South Korea and Japan, along with new verticals like greyhound racing.

Income Access and Sky Racing World have partnered for over a decade, which has led to plenty of success for both parties and the continued growth of Sky Racing World's brand. That sustained progress is expected to be achieved through innovative newsletter management, optimized social media campaigns and the distribution of media releases to relevant outlets.

The focus is to educate new users about SRW's product, sustain SRW's current userbase, while providing them with consistent and relevant content that keeps them coming back consistently to the SRW site or app. With IA's dedicated management of SRW's newsletter and social media campaigns, the hope is to provide greater visibility to the SRW brand and attract new horse racing enthusiasts to the site.

STEPS TO TAKE

Partner with the IA marketing team to provide newsletter management, optimize the performance of each newsletter sent, and continue to grow the subscriber list.

Collaborate with the IA marketing team to execute social media campaigns and run user acquisition ads.

Continue to promote the SRW Live app and its exciting features to horse racing enthusiasts.

There are a variety of objectives that Sky Racing World and Income Access are looking to achieve together, which will require an effective approach. **One of the main focuses for SRW is to build out their newsletter subscription list and our teams are looking to achieve this in several ways.** Firstly, they've worked extensively to optimize the content, from the text to visuals by revamping the template to ensure that the funnel for users to connect with SRW is as simple as possible for them. From there, the goal is then to provide more consistent updates to users by sending out a second weekly newsletter. This second mailer will outline additional important horse racing events and news that users are craving, with the hopes that they will tune in those events through SRW and then place wagers with their ADW partners.

There are also strides to be made over social media, where IA provides paid campaign strategies for Sky Racing World's Facebook page. Together with SRW, an extensive strategy has been created to continue to highlight SRW's exciting work in the horse racing world and bring more eyes to their app through boosted posts and paid campaigns on Facebook.

RESULTS

Income Access and Sky Racing World's continued partnership has provided valuable results, as both parties consistently work to bring new users to Sky Racing World's exciting offering of products. One tool that has provided plenty of value is a dedicated newsletter management strategy. **The results are evident, as since the start of 2020, the number of subscribers to SRW's newsletter has increased from 11,500 to over 39,000 for an increase of over 27.5k subscribers in less than two years.**

Over the last three months, a further adjustment was made, as the decision was made to send out a second weekly mailer, which has helped lead to tangible increases in valuable metrics. **When looking at September to November of 2021 compared to June to August in the same year, the amount of newsletter opens increased by just under 20,000, while the amount of link clicks within the newsletter increased by nearly 1,500 clicks. Typically, when an additional mailer is sent out, that can lead to a decrease in open rate or click rate, but both have remained steady, while the bounce rate actually dropped to 0.1%.**



The work done by SRW and Income Access on social media has also led to exciting results and increased visibility for the SRW brand. **For example, over the last 3+ years, social media campaigns managed by Income Access have led to over Sky Racing World reaching nearly 1.8 million users and over 150,000 link clicks to the SRW site or app.** With those stats, the brand value of SRW is consistently increasing, as horse lovers are made aware of the terrific products they have on offer.

Going into 2022, Income Access and Sky Racing World will strive to continue increasing SRW's visibility within the horse racing world, using a variety of strategies that have proven effective over the course of this partnership.

MAILING STATS

27.5K+
new subscribers
since 2020

20K+
increase in
newsletter opens
over the last
3 months

SOCIAL MEDIA STATS

1.8M
million users
reached and

150K+
link clicks over the
last 3+ years