Case Study

Stardust Casino and Optimove

Scaling Growth with Data-Driven CR

Top-Line Benefits Since Partnering with Optimove

- Unique Monthly Players increased by over 3x

- Unique Monthly Depositors grew by 37%

- Net Revenue grew by 51%

- 6.4% Uplift in Total Deposit Amount

- 6.4% Uplift in Total Bet Amount

Executive Summary

Stardust Casino, operated by Boyd Interactive, partnered with Optimove from January 2024 through December 2024 to support the growing scale and complexity of its CRM marketing operations. By implementing Optimove's data-led journey orchestration, real-time personalization, and micro-segmentation capabilities, Stardust successfully transformed its CRM strategy. The shift away from manual campaign execution toward automation and strategic targeting drove significant uplifts in engagement, retention, and overall business performance.

Customer Introduction

Boyd Interactive is a top-tier real-money and social gaming brand in North America. It operates under the Stardust Casino name across New Jersey, Pennsylvania, and Ontario. After acquiring Pala Interactive in 2022, Boyd Gaming—one of the largest

land-based casino operators in the U.S.—expanded its digital presence through the Stardust brand.

With a rapidly expanding customer base and competitive pressures in the online gaming sector, Boyd Interactive sought a marketing technology solution to scale its CRM efforts while enhancing player experiences across multiple markets and channels.

Challenge

As Stardust Casino's player base grew, so did the need for operational efficiency and intelligent marketing. The team faced challenges in:

- Scaling personalized CRM without straining internal resources
- Reducing reliance on manual campaign execution
- Gaining deeper insights into player behavior
- Automating segmentation and engagement strategies

 overall player engagement—all while maintaining a seamless CRM operation.

Process

To achieve its goals, Boyd Interactive used Optimove's customer-led marketing platform with enhanced access to unified customer data, allowing the marketing team to:

- Segment players based on behavior, lifecycle stage, and affinities
- Replace generic communications with hyper-personalized, real-time messaging
- Automate CRM journeys across multiple touchpoints
- Test and optimize campaigns for maximum uplift

This strategic transformation allowed the team to move beyond basic automation toward true journey orchestration, enabling smarter, scalable marketing that adapts to each player.

Solution

Through powerful segmentation, automated workflows, and AI-based decisioning, Optimove empowered Stardust to deliver highly relevant marketing experiences. Campaigns were triggered based on real-time behavior and tailored to each player's unique profile—helping build stronger, longer-lasting relationships.

"By leveraging Optimove's customer intelligence and insights, we can drive a strong increase in key CRM metrics," said Alexander Angelo, CRM Director at Boyd Interactive.

"Optimove reduces our dependency on manual work as the platform's optimization and decisioning helps us identify opportunities to increase uplift."

The Results (Speak Louder Than Words)

Since adopting Optimove's platform:

- Unique Monthly Players increased by over 3x
- Unique Monthly Depositors grew by 37%
- Net Revenue grew by 51%
- 6.4% Uplift in Total Deposit Amount
- 6.4% Uplift in Total Bet Amount

These gains reflect the team's commitment to intelligent CRM, data utilization, and a customer-first approach. With Optimove, Stardust Casino now runs a high-performance CRM engine capable of delivering scalable personalization with measurable business impact.

In Summary

Through its partnership with Optimove, Stardust Casino modernized its CRM strategy to better serve an expanding player base. By combining data access, smart segmentation, and journey orchestration, the team created more engaging, effective campaigns, increasing its unique monthly players and depositors and overall net revenue.