

Lifecycle Retention Campaign

Context: Retention-focused CRM content designed for an online casino platform within the SoftSwiss ecosystem.

Objective: Increase repeat activity and long-term engagement through loyalty messaging, cashback, recurring weekly offers, and gamified campaigns.

Flow Overview

1. Loyalty / VIP introduction
2. Midweek cashback
3. Weekly recurring offers
4. Tournament communication
5. Monthly lottery reminder

VIP/Loyalty Program Email

Banner

Every Bet Counts 
Discover The XXXBet Loyalty Program
DISCOVER IT

Email

Subject:  Unlock Exclusive Rewards With The XXXBet Loyalty Program!

Main Body:

Hi (Username),

At **XXXBet**, every bet brings you closer to something bigger.

Our **Loyalty Program** rewards you for every spin and wager, helping you progress through exclusive VIP levels from Bronze to Diamond!

★ Each level offers special rewards such as Bonus Spins, Cash Prizes, Monthly and Weekly Bonuses, and even Personal Cashback.

Start earning points today and stand a chance to unlock the next level of your XXXBet experience.

BECOME DIAMOND

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★ Your Journey To VIP Status Starts Here!

Hi **(Username)**! Earn points with every bet and climb through exclusive XXXBet levels from Bronze to Diamond. Unlock rewards, bonuses, and personal cashback along the way!

EXPLORE REWARDS

REGULAR OFFERS

Monday Spin Boost

Banner

New Week, New Spins 🎯
Choose Your Monday Boost
CLAIM NOW

Email

Subject: 🎰 Start Your Week With Bonus Spins!

Main Body:

Hi (Username),

Mondays feel better with Spins on your side! Choose your boost:

- **Deposit R200** – code **MON45** – get 45 Spins
- **Deposit R350** – code **MON90** – get 90 Spins
- **Deposit R500+** – code **MON180** – get 180 Spins

💰 Make your deposit today and stand a chance to unlock your Monday boost at XXXBet.

Start your week strong!

GET SPINS

Bonus T&C

Offer: Up to **180 Bonus Spins** based on Monday activity

Details:

- Deposit **R200** and use the code **MON45** – get **45 Bonus Spins**
- Deposit **R350** and use the code **MON90** – get **90 Bonus Spins**
- Deposit **R500+** and use the code **MON180** – get **180 Bonus Spins**

Bonus code: **MON45/MON90/MON180** (based on the minimum deposit chosen)

Wager: x40 (Spins winnings)

Spins games: Buffalo King Megaways, 5 Lions Megaways, Book of Tut Megaways (Pragmatic Play)

Spin activation duration: 1 day

Bonus Spins Validity: 7 days

Spin result duration: 7 days

Eligibility: Only for players who have completed all Welcome Bonuses. Available once per week on Mondays

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Monday Boost Is Live!

Hi (Username), kick off your week with Spins! Deposit **R200** to receive **45 Spins** (MON45) | Deposit **R350** to receive **90 Spins** (MON90) | Deposit **R500+** to receive **180 Spins** (MON180).

DEPOSIT NOW

Midweek Cashback on Wednesday

Banner

Midweek Means Cashback 💰

10% Back On Your Losses

GET CASHBACK

Email

Subject: 💰 It's Time For Your Midweek Cashback!

Main Body:

Hi (Username),

Here's something to keep your week smooth: **10% cashback** up to **R10,000!**

It's credited automatically every Wednesday between **07:00 and 08:00 SA** time for all players who have already completed their welcome offers.

Play your favourite titles knowing that part of your balance always comes back to you! 

CLAIM CASHBACK

Cashback T&C

Offer: 10% cashback up to **R10,000**

Max Cashback: R10,000

Wagering Requirement: x25

Cashback duration: 7 days

Cashback activation duration: 3 days

Eligibility: Cashback is credited on **Wednesday once a week** from **07:00 SA time to 08:00 SA time** for players who have already used the welcome package bonuses.

Minimum losses for the previous 7 days should be **R1,000 in Slots**.

Availability: Once per week on Wednesday

Time zone: South African Standard Time (SA time)

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 **10% Midweek Cashback Is Live!**

Hi **(Username)**, enjoy **10% cashback** up to **R10,000** every Wednesday between 07:00–08:00 SA time. Keep playing and stay rewarded!

CLAIM NOW

Friday Lucky Wheel

Banner

Spin The Friday Wheel 

Rewards Waiting For You

SPIN THE WHEEL

Email

Subject:  Spin The Friday Wheel For Rewards!

Main Body:

Hi (Username),

Fridays at **XXXBet** come with a twist! Deposit **R200** or more and use code **WHEEL** to spin for random rewards, including:

- **20–100 Spins** on top titles
- **R200, R500, or R1,000** cash rewards

Make your Friday count: deposit, use your code, and stand a chance to claim your reward! 🎡

CLAIM NOW

Bonus T&C

Offer: Friday Lucky Wheel with multiple rewards

Rewards: 20 Spins (weight 40%), 35 Spins (weight 25%), 50 Spins (weight 12%), 75 Spins (weight 8%), 100 Spins (weight 6%), R200 (weight 5%), R500 (weight 3%), R1,000 (weight 1%)

Minimum deposit: R200

Bonus code: WHEEL

Wager: x35

Bonus validity: 7 days from activation

Spins games: Sugar Rush 1000, Big Bass Bonanza, Sweet Bonanza 1000 (Pragmatic Play)

Spins Distribution: All spins credited at once

Spin activation duration: 1 day

Bonus Spins validity: 7 days

Spins result duration: 7 days

Activation: Automatically credited after qualifying deposit and code entry

Availability: Once per week on Friday

Time zone: South African Standard Time (SA Time)

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🎡 Spin The Friday Wheel!

Hi **(Username)**, deposit R200+ and use **WHEEL** for a chance to get Spins or cash rewards. Friday's always better with XXXBet!

SPIN NOW

Saturday Weekend Bonus

Banner

It's Time To Recharge 💎

Weekend Bonus Now Active
RECHARGE NOW

Email

Subject: 🔥 Your Saturday Weekend Bonus Is Live!

Main Body:

Hi (Username),

Your weekend starts with a bonus you can't miss:

• **50% up to R10,000 + 100 Bonus Spins (50x2)** – use **SAT100**

✈️ Spins available on *Aviator* (Spribe) — an adrenaline classic!

Deposit today and stand a chance to enjoy your Saturday with an extra spark.

CLAIM NOW

Bonus T&C

Offer: 50% Bonus up to **R10,000 + 100 Bonus Spins (50 + 50)**

Minimum deposit: R100

Bonus code: SAT100

Wager: x35 (Bonus), x30 (Spins winnings)

Bonus validity: 7 days from activation

Spins games: Aviator (Spribe)

Spins distribution: 50 Spins on deposit + 50 Spins credited the following day

Spins activation duration: 1 day

Bonus Spins validity: 7 days

Spins result duration: 7 days

Activation: Automatically credited after qualifying deposit and code entry

Availability: Once per week on Saturday

Time zone: South African Standard Time (SA Time)

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☀️ **Your Weekend Bonus Is Waiting!**

Hi (Username), get **50% up to R10,000 + 100 Bonus Spins (50x2)** using **SAT100**.
Make your Saturday shine brighter with XXXBet!

CLAIM NOW

Sunday Lucky Box

Banner

Sunday Surprises Await 📺

Open Your Lucky Box

OPEN NOW

Email

Subject: 📺 Your Sunday Lucky Box Is Ready

Main Body:

Hi (Username),

Every Sunday, **XXXBet** delivers something special.

Deposit R200 or more and use **code LBOX** to open your Lucky Box with random rewards, including:

• **30 Spins, R200, R500, R1,000, or even R2,000** cash prizes

📺 Deposit now, enter your code, and stand a chance to discover what's inside your Lucky Box today!

CLAIM NOW

Bonus T&C

Offer: Sunday Lucky Box with multiple random rewards

List of rewards: 30 Spins (weight 50%), R200 (weight 30%), R500 (weight 10%), R1,000 (weight 8%), R2,000 (weight 1%)

Wagering Requirement: x35

Minimum deposit: R200

Bonus code: LBOX

Spins game: Hot Hot Fruit (Habanero)

Spins distribution: All spins credited at once

Bonus validity: 7 days from activation

Spins activation duration: 1 day

Bonus Spins validity: 7 days

Spins result duration: 7 days

Eligibility: Available once per week on Sunday only. Make deposits from Saturday to Sunday to receive a bonus.

Time zone: South African Standard Time (SA Time)

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📺 Open Your Lucky Box Today!

Hi **(Username)**, deposit **R200+** and use **LBOX** to open your Lucky Box. Get Spins or cash rewards on *Hot Hot Fruit* this Sunday at XXXBet!

OPEN NOW

TOURNAMENTS

Weekly Tournament (XXXBet Winner of the Week)

Banner

Take The Lead This Week 🏆

Join The XXXBet Weekly Challenge

JOIN NOW

Email

Subject: 🏆 Join This Week's XXXBet Challenge!

Main Body:

Hi (Username),

Each week, **XXXBet** hosts a special challenge for our most active players.

Every real bet brings you closer to the share of **R15,000 + 350 Spins** in total rewards!

Play *Big Bass Splash* and *Sugar Rush* (Pragmatic Play) to collect points. The more you play, the higher your position climbs.

Make your moves this week and stand a chance to become one of the top **XXXBet** players! 

JOIN NOW

Tournament T&C

The awards are distributed as follows:

1. R5,000
2. R2,500
3. R2,500
4. R2,000
5. R2,000

6. R1,000
7. 100 Spins
8. 50 Spins
9. 50 Spins
10. 25 Spins
11. 25 Spins
12. 25 Spins
13. 25 Spins
14. 25 Spins
15. 25 Spins

Terms and Conditions:

XXXBet Winner of the Week starts on the first day of the week at 00.01 (SA time) and ends on the last day of the week at 23.59 (SA time). XXXBet Winner of the Week repeats every week.

Players with at least one deposit take part in the Winner of the Week.

Each R10 real money bet brings you 1 point.

The amount of Winner of the Week points defines the winners: the more points you have, the closer you are to win.

Only bets in slots are taken into account; bets in table games and games with dealers are not taken into account.

The awards will be added automatically after the Winner of the Week ends.

The awards shall be played through **30x** times for money and spins awards.

Master of the Month spins are credited on Big Bass Splash, Sugar Rush (Pragmatic Play).

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Be The XXXBet Player of the Week!

Hi **(Username)**, place your bets on *Big Bass Splash* and *Sugar Rush* for a chance to earn your share of **R15,000 + 350 Spins**. Every bet counts, so play now!

JOIN NOW

Monthly Lottery (XXXBet Lucky Draw)

Banner

A New Month, New Rewards 🎯

Enter The XXXBet Lucky Draw

ENTER NOW

Email

Subject: 💎 Your Chance To Join The XXXBet Lucky Draw!

Main Body:

Hi (Username),

A new month brings new opportunities!

Join the **XXxBet Lucky Draw** and stand a chance to share **R20,000 + 500 Spins** in monthly rewards. 🎰

Every deposit earns tickets:

- **R100** = 1 ticket
- **R200** = 4 tickets
- **R300** = 8 tickets
- **R400** = 12 tickets
- **R500+** = tickets at R25 each

The more tickets you collect, the higher your chance to win. Make your deposits this month and secure your place in the draw!

JOIN NOW

Lottery T&C

The XXXBet Lucky Draw starts on the first day of the month at **00.01 (SA time)** and ends on the last day of the month at **23.59 (SA time)**. XXXBet Lucky Draw repeats every month.

For every R100 deposit players will get 1 ticket. For every R200 deposit players will get 4 lucky draw tickets. For every R300 deposit players will get 8 lucky draw tickets. For every R400 deposit players will get 12 lucky draw tickets. For every R500+ deposit each ticket will cost R25.

The more tickets a player has, the higher his chance to win.

The awards shall be played through 40x times.

Prizes are credited automatically after XXXBet Lucky Draw ends.

Spins are credited on Gates of Olympus, Gates of Olympus 1000, Sweet Bonanza 1000 by Pragmatic Play.

Prize Pool: R20,000 + 500 Spins

Prize Distribution

1. R5,000
2. R4,000
3. R2,000
4. R1,500
5. R1,500
6. R1,500
7. R1,000
8. R1,000
9. R1,000
10. R500
11. R500
12. R500
13. 100 Spins
14. 100 Spins
15. 75 Spins
16. 75 Spins
17. 50 Spins
18. 50 Spins
19. 25 Spins

20. 25 Spins

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Join The XXXBet Lucky Draw!

Hi **(Username)**, every deposit this month earns tickets for a share of **R20,000 + 500 Spins**. More tickets mean more chances — start collecting now!

JOIN NOW

Monthly Lottery Mid-Month Reminder (XXxBet Lucky Draw)

Banner

Halfway Through The Month 

Still Time To Collect Tickets

COLLECT NOW

Email

Subject:  You're Still In Time To Join The Lucky Draw!

Main Body:

Hi (Username),

Half the month is gone but there's still plenty of time to join the **XXxBet Lucky Draw!**

Keep depositing to collect tickets and stand a chance to earn a share of **R20,000 + 500 Spins** in rewards. 

Don't wait until the end, start collecting now and boost your chances.

COLLECT NOW

Lottery T&C

The XXXBet Lucky Draw starts on the first day of the month at **00.01 (SA time)** and ends on the last day of the month at **23.59 (SA time)**. XXXBet Lucky Draw repeats every month.

For every R100 deposit players will get 1 ticket. For every R200 deposit players will get 4 lucky draw tickets. For every R300 deposit players will get 8 lucky draw tickets. For every R400 deposit players will get 12 lucky draw tickets. For every R500+ deposit each ticket will cost R25.

The more tickets a player has, the higher his chance to win.

The awards shall be played through 40x times.

Prizes are credited automatically after XXXBet Lucky Draw ends.

Spins are credited on Gates of Olympus, Gates of Olympus 1000, Sweet Bonanza 1000 by Pragmatic Play.

Prize Pool: R20,000 + 500 Spins

Prize Distribution

1. R5,000
2. R4,000
3. R2,000
4. R1,500
5. R1,500
6. R1,500
7. R1,000
8. R1,000
9. R1,000
10. R500
11. R500
12. R500
13. 100 Spins
14. 100 Spins
15. 75 Spins
16. 75 Spins
17. 50 Spins
18. 50 Spins
19. 25 Spins
20. 25 Spins

Monthly Lottery Final Reminder(XXxBet Lucky Draw)

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Last Chance To Join The Lucky Draw!

Hi **(Username)**, only 2 days left to earn tickets for a share of **R20,000 + 500 Spins**.
Keep depositing and secure your place before the month-end!

JOIN NOW
