



A MarTech Success Story: Helping a Casino Client Reach New Heights of Profitability



Enabled fast turnaround (2-4 weeks) for new campaign initiatives



Flexible offer creation and redemption



Deployment of nearly 1 million messages weekly



Client

Our client is a luxury resort and casino located in the heart of Las Vegas. It boasts over 3,000 rooms, multiple restaurants and bars, a full-service spa, and a sprawling casino floor with various gaming options. The resort also features a variety of entertainment options, including live performances and nightlife venues. Overall, it is a popular destination for tourists and locals looking for a luxurious and exciting Vegas experience.

Challenges

Since 2013, Munvo has partnered with the client, initially creating and designing their marketing campaigns. Throughout the 10-year engagement, the client faced numerous challenges, with the top three being:



Finding a long-term, reliable partner

who could deliver on their vision and become an expert in their business to facilitate growth.



Integrating various aspects of the operation

including the hotel booking system, casino management system, website, and analytics.



Technical expertise

While the client understood its marketing objectives well, they needed external technical expertise to realize their vision.

Solution

We worked closely with the client to develop a custom code that enabled seamless integration between their casino systems and Adobe Campaign Classic (ACC), laying the foundation for the client's future marketing initiatives. As we continued our partnership, we provided ongoing guidance for new campaign and initiative development, recommending strategies for better leveraging Adobe Experience Manager (AEM) for email creation. We also conducted regular upgrades and cloud migrations to ensure the client's Adobe Suite remained current with the latest and most advanced versions. Our technical expertise and support helped the client achieve their marketing objectives and maintain a competitive edge in their industry.



Benefits



Our partnership with the client allowed them to build a small but highly effective marketing team with just four members and 1 Munvo consultant. With our guidance, the client delivered more complex marketing than some clients with teams of 20 or more people. By leveraging better **1-1 personalization** and more granular segmentation and targeting, the client consistently achieved high profitability with **occupancy rates of 80%** or more. Our streamlined marketing approach also helped **keep costs low**, enabling the company to run 4 to 5 different campaigns and outreaches every week while staying lean.



Results

- ✓ **Provided unparalleled expertise** with support that was hard to come by in the market.
- ✓ **Assisted the marketing team** in establishing its place within the organization and promoted its contributions to the enterprise.
- ✓ **Delivered essential support** on the technical side to help the client achieve its goals.

Quote from Munvo



The client is a prime example of the potential of a small team utilizing Martech solutions correctly. They consistently achieve more in a week than some of our clients with teams 2-3X their size.

— **Artour Kitbalian, VP of Adobe Practice**