



Transforming Customer Engagement and Offer Management for a Premier Las Vegas Casino Resort with Adobe Campaign Classic V8



Integrated Adobe Campaign with an external Offer Management system, eliminating manual interventions and creating a single source of truth.



Built a strong IP reputation, enabling the delivery of over one million emails per day.



Created customized offers for over 800,000 individuals, combining three unique offer components into one holistic offer.



Consolidated multiple data sources, including internal tables and CRM platforms, into Adobe Campaign for a comprehensive view of each recipient.



Client

Our client is a premier casino resort on the Las Vegas Strip, renowned for its multiple luxury properties and exceptional customer experience opportunities. Committed to modernizing their internal systems, the client aims to empower customers to seamlessly redeem offers, rewards, and book online. As a luxury brand, they highly value customer interactions and experiences, striving to ensure every guest has a positive and memorable stay.

Challenges



1. CREATING A NEW MARKETING AND OFFER MANAGEMENT ECOSYSTEM

Manual Interventions

The existing processes relied heavily on manual interventions. This included compiling data from multiple sources, creating offer categories and tiers, and establishing eligibility rules for each recipient. These offers were then manually entered into a digital marketing platform for distribution.

Parallel Development

Developing offer management capabilities within Adobe Campaign while ensuring alignment with their new in-house offer management system. This parallel development required synchronization so that offers could be created within Adobe, redeemed through the in-house system, and communicated back to Adobe to prevent future marketing redundancies.



2. MODERNIZING BRAND AND CUSTOMER EXPERIENCE

Operational Optimization

The client aimed to optimize operations and reposition themselves as industry leaders. This included executing a plan to modernize their entire brand experience and operations.

Customer Loyalty and Engagement

They sought to heighten their brand experience by reintroducing past customers and strengthening loyalty through seamless, enjoyable processes. Expanding their rewards program to offer customized, digitally redeemable offers was a key focus, aimed at improving customer retention and visit frequency.

Solution

System Mapping and Transition: Planning Munvo began by mapping the client's existing systems to gain an in-depth understanding of their current marketing and offer practices. This assessment informed the creation of a detailed transition and development plan, ensuring a seamless shift from the old ecosystem to the new one without operational losses or pauses.

Building IP Reputation: We built the client's IP reputation from the ground up for their new domains, facilitating a smooth transition and enabling high-volume email delivery. This ensured that their email campaigns could reach their audience effectively right from the start.

Data Integration: Munvo established data connections and integrations to centralize all marketing data. This integration enabled the client to consolidate multiple data sources, ensuring effective outreach across various channels and lead generation tools.

Custom Offer Engine: We customized Adobe's offer engine to handle multiple offer components in various configurations. This customization allowed for the creation of a single assignable offer tailored to each customer's qualifications, ensuring they received the best possible offer combination.

Real-Time Campaign Updates: Munvo connected the client's offer management system to Adobe Campaign. This connection enabled real-time updates on offer assignments and redemption statuses, ensuring accurate and timely campaign management.

Training and Support: To ensure the client's team could effectively navigate and deliver campaigns, Munvo provided desk-side coaching and training. This support empowered them to use existing campaigns and prebuilt templates to meet their current marketing needs efficiently.



Benefits



Munvo's solution enabled the client to optimize their level of service, **attracting more and better-qualified casino patrons** through an agile, collaborative approach. This transformation provided a direct line of communication with customers about upcoming offers, coupled with enhanced data collection and transparency, leading to deeper insights into customer marketing habits. **Offers became easier to redeem**, with increased customization options ensuring that each customer received the most suitable offer. Additionally, the client gained full access to their integrated marketing ecosystem, **allowing them to fully leverage each component** and optimize their marketing strategies for better results.



Results



Increased capabilities to run custom offer campaigns.

- Over 80 offer segments with 4 variable offer parameters built and assigned to over 800,000 recipients.
- Streamlined and simplified the customer experience, ensuring a positive interaction with tailored offers.



Consolidated and centralized customer data for more effective campaign targeting.

- Centralized over 10 different data sources, supporting more effective outreach and retention campaigns.
- Captured over 2 million prospective customers in outreach campaigns and 800,000 loyalty customers receiving custom offers.
- Enabled the sending of over 3 million emails weekly, providing multiple touchpoints and seamless offer redemption online.

Quote from Client



Thank you so much for all your partnership and support throughout this project! We literally could not have done it without the Munvo team.

— VP CRM

Quote from Munvo



Munvo is thrilled to have supported our casino resort client in enabling their overall business and marketing objectives, to the point where we were delighted when they requested Munvo to continue supporting them on an ongoing basis. Built on excellence of service and trust, we look forward to continuing this collaboration and partnership for years to come.

— Amit Desai, Client Partner



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