

Listen. Predict. Engage. Convert. Growing a business starts by capitalizing on the connected world and the data it generates – and taking a smarter approach to marketing. By tracking digital behaviors, marketers can predict what their customers want next. And be right there to deliver it.

Lyris customers are utilizing powerful predictive engagement to build loyal communities. Here's how.

LYRIS

Eldorado Resorts Uses Segmentation to Drive Relevancy to Compete with the Bigger Players

Database consolidation enables segmentation and increased email relevancy, driving campaign open rates as high as 80% and increasing revenues by 23%

ABOUT ELDORADO RESORT & CASINO:

Eldorado is a rapidly growing group of resort hotels and casinos in the Nevada and Louisiana markets. Boasting nearly 3,000 hotel rooms, 19 unique restaurants and eateries, award-winning health spas, 50,000 square feet of convention space and 84,000 square feet of gaming excitement, Eldorado resorts operate like small cities with near constant action around the clock. On any given day, meals are served in dozens of locations, conventions move in and out, brides arrive for their wedding receptions, kids play in the pool and there's ongoing play on the casino floor – a virtual hive of activity.



BUSINESS CHALLENGE:

This “hive” of activity is critical to overall profits. While many people think casinos make the bulk of their revenues from the gaming side of the business, this has changed in recent decades. Gaming is still a vital element, but more and more revenues are coming from things like hotel rooms, retail outlets and special events. From a marketing perspective, this means Eldorado needs to attract visitors to its properties and work to keep them there for meals and entertainment – a challenge given larger competitors, like Harrah's in Reno.

To effectively market all of its products, Eldorado needed to understand how guests were interacting with its different facilities. The good news was that data was being collected from 24 individual “touch points” including hotel check-in, the resort 800 phone number, casino floor loyalty registration, and restaurant, retail outlet and concert hall purchases. The challenge was that each touch point had its own database, so there was no consolidated view of customer behavior. This made it difficult to segment its client base and coordinate marketing programs.

CUSTOMER CASE STUDY

ELDORADO

HOTEL • CASINO • RENO

Location:

Reno, NV

URL:

www.eldoradoreno.com
www.eldoradoshreveport.com
www.silverlegacyreno.com

Industry:

Hospitality

Product:

Resort & Casino

Results:

Segmentation and increased relevancy drove open rates of up to 80% and increased revenues by 23%

“We aren't as big as some of our competitors in the market so we have to be lean and mean and leverage flexible, nimble strategic partners that will work to get our message out...partners like Lyris”

- Peter Broughton,
IT Director, Eldorado

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SOLUTION:

Eldorado turned to Lyris HQ because it needed an email solution that would help it:

- Merge multiple independent databases into a single view of the customer
- Develop relevant, compelling HTML-designed emails
- Segment its customer database based on rich demographic and behavioral data
- Target individual customers with special offers
- Establish triggered automation programs to create efficiencies in its marketing organization

INITIATIVE #1: CREATE A SINGLE VIEW OF THE CUSTOMER

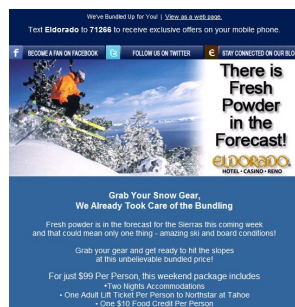
The first step for Eldorado was to combine its 24 individual databases into a single database to provide a holistic view of the customer. Using the Lyris API, Eldorado was able to quickly implement a simple solution that not only created a central database but allowed for a two-way interface so new information could be collected and updates made automatically as the database grew.

INITIATIVE #2: SEGMENT THE USER BASE

Once the database was created and linked to the Lyris system, Eldorado was able to segment its users and create tailored campaigns based on specific demographic and behavioral data. For example, customers who purchased tickets to the performance by a well-known female vocalist received an email invitation to an on-site after party. Open rates for the upsell email offer were 80 percent.

INITIATIVE #3: COMPLETE THE SALES CIRCLE

Segmentation also meant Eldorado could create more relevant communication messaging. For example, when meteorologists predicted fresh powder for an upcoming weekend in Nevada, Eldorado targeted past ski-package purchasers who lived within a three-hour drive for a special weekend promotion. This targeted, relevant offer drew a 60 percent open rate.



INITIATIVE #4: AUTOMATE

Lastly, Eldorado used Lyris HQ to automate many of its core email campaigns. Everything from welcome and thank you programs to special birthday promotions and offers are now triggered based on

specific events like a purchase or a birthday. Automation has saved the lean Eldorado marketing team both time and money.

THE RESULTS

With Lyris HQ, Eldorado was able to create a single view of its customers and then segment those customers with timely, relevant messaging. As a result, Eldorado now enjoys open rates as high as 60 to 80 percent, which have driven revenues up 23 percent. And with automated trigger campaigns, Eldorado estimates it has reduced the time needed to maintain its email marketing program by 25 percent, saving hundreds of hours in program management time every year.

“With our new solution, we’ve seen a 23% increase in email marketing revenue, making email marketing that much more critical to our business.”

- Chad Hallert, Director of E-Commerce & Internet Marketing

READY TO GET STARTED?

Lyris HQ has the advanced features to take your email marketing program to the next level.

- **Create newsletters and HTML messages.** Deploy newsletters and email campaigns in minutes.
- **Manage email lists.** Upload your lists and manage up to 250 different demographic categories.
- **Schedule email sends.** Distribute campaigns whenever you want.
- **Trigger messages.** Automatically send messages based on subscriber events or behavior.
- **Segment and target emails.** Send personalized messages to different subscriber groups.
- **Improve email delivery and reputation management.** Use built-in analytics to find and fix bounces, unsubscribes and spam complaints.
- **Leverage reports.** Instantly track campaign conversions, revenues and A/B test results in real time to determine how to drive ROI.
- **Integrate.** Connect with marketing tools, databases and CRM systems including Salesforce.
- **Access Web Analytics.** Obtain relevant performance metrics that drive informed decisions.
- **Leverage our expertise.** Get expert advice to solve your toughest challenges.

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