

1:1 Cross Media Campaign Increases Hotel Occupancy from 33 to 89 Percent

Personalized Marketing Increases Overall Customer Response



LithExcel Marketing Services Provider proactively secured business by solving a common challenge with a unique cross-media marketing solution powered by XMPie software. Educating the client and implementing a holistic personalized marketing campaign were critical factors towards the incredible success of this ongoing campaign.



AT A GLANCE

Customer

Native American Casino and Vacation Resort situated in New Mexico, USA

Provider

LithExcel Marketing Communications specializes in conducting one-to-one marketing campaigns through print, digital, and cross-media techniques. They were one of the first companies in the United States to utilize variable data marketing strategies.

The Challenge

To create and maintain a high rate of hotel occupancy and maximize customer spending across all entertainment facilities despite the resort's remote and isolated location.

The Solution

Multiple personalized one-to-one cross-media direct mail campaigns utilizing targeted data, PURLs, segmented special offers and matching entertainment offerings to the data.

Equipment

Xerox iGen 150
Xerox iGen diamond
Canon/OCE 6320
Canon/OCE 6320
Neopost 1200 Intelligent Inserter
XMPie PersonalEffect Enterprise Cross-Media

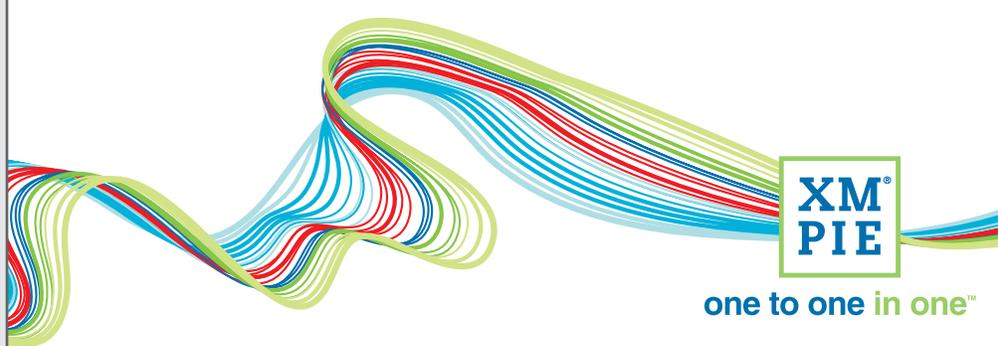
The Results

Increased room occupancy rate from 33 percent to 89 percent within 2 years.

Background

From 2004 - 2006 a Native American casino and idyllic vacation resort situated on an Indian Reservation in southern New Mexico was facing severe difficulties. Surrounded by panoramic snowcapped mountain views, the resort featured an abundance of entertainment options - including a large casino for gambling, a spa, fine dining in six different restaurants as well as outdoor activities. Yet for the last few years the resort was unable to attract enough customers and the business was struggling to be profitable.

Identifying a business challenge that he could solve, Waleed Ashoo from LithExcel reached out to introduce his personalized variable data marketing services to the tribal council's management team during a National Indian Gaming Association (NIGA) event. He explained how the resort could massively optimize their marketing budget by implementing one-to-one cross-media direct marketing campaigns and achieve a much higher return on marketing investment (ROMI). Crucially Ashoo demonstrated the importance of executing a holistic campaign whereby the data would be paramount to both prospect targeting and event planning in order to attract high spending guests.



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Challenge

LithExcel was tasked with creating and maintaining a constant, high rate of occupancy and increasing customer spending across all entertainment facilities, even though the resort is located in an extremely remote location with no local airport (nearest commercial one is 180 km away) and is nowhere near a population center.

“The casino’s previous approach was totally through ad hoc outbound methods such as billboards, TV ads, radio ads – there was no focused inbound strategy and nothing was personalized to targeted prospects,” says Waleed Ashoo, LithExcel CEO, *“Before we came on board the casino had been spending \$5 million per year for the last three years on marketing and they still couldn’t improve their average occupancy rate above 33 percent.”*

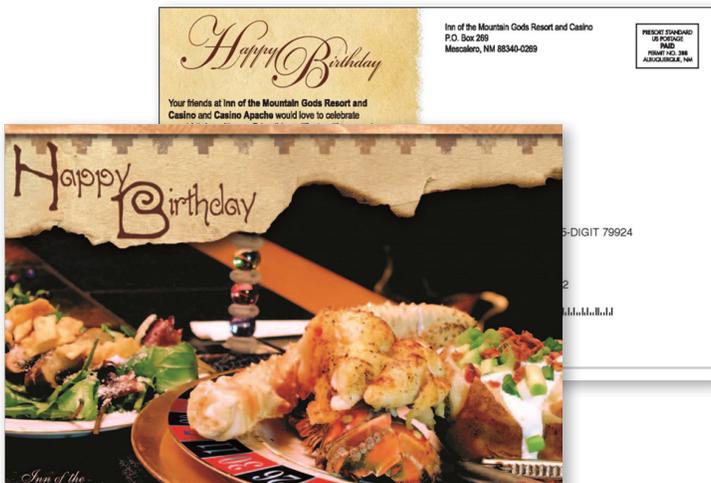


Solution

LithExcel headed the implementation of a multifaceted targeted strategy, harnessing XMPie’s advanced cross media capabilities working closely with the resort and ad agencies to ensure success. To begin with, LithExcel purchased a specialized database including prospects within a 400 mile radius and 6-8 hour drive time from the resort location. The data was mined and segmented carefully to ensure correct targeting not just to those interested in gambling but also to the rest of the family. A loyalty-club program enabled customer activities to be intelligently tracked so that LithExcel could build a complete profile for every visitor. Each follow up offer and event promotion was appropriately attuned to the individual’s preferences.

Critically, LithExcel also advised on multiple business development initiatives to optimize the success of these one-to-one cross-media campaigns, including working closely with an events booking company to ensure that special events booked by the resort would be popular with

the target audience as identified by the new database. Events such as music shows, comedy shows, slot tournaments, Black Jack tournaments and cooking demonstrations by world famous chefs - of interest to the whole family and not just the main target gamer - were booked and promoted.



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Multiple personalized marketing campaigns powered by XMPie cross media software were launched and directed at each family member, including monthly newsletters targeted with specific offers, room discounts, free gifts and entertainment options to attract each particular recipient and gain more detailed information for future campaigns. Personalized URLs ensured optimum efficiency and allowed recipients to respond at very little inconvenience to themselves.

Surveys were used extensively to assess customer feedback and amend marketing tactics as more critical information was gathered throughout the campaign cycle: *“We asked customers during their visit for feedback, for their preferences, how they heard about the resort and their intent to return. Personalized surveys were also sent out via email along with further offers to encourage recipients to return to the resort,”* says Ashoo.

Results

In the first year hotel reservations went up from 33 percent to 76 percent, rising to 89 percent in the second year. The campaign is still going strong and helping to fuel profits from increases in the number of meals sold, concert tickets sold and Golf outings.

- Print Volume: 300,000 pages per month for just this one casino with 90 -92 percent variable data
- Emails: 35,000 - 50,000 per month
- Web site visits and coupon redemptions: 8,000 -10,000 per month
- Social media: Facebook, Twitter and LinkedIn activity: up to 4,200 hits per month



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Critical Success Factors

1. Robust data is paramount

Extensive data mining and segmentation was crucial to perpetuating the campaign and ensuring optimum prospect engagement and outcome.

2. Be proactive with clients

Since resort management had no prior knowledge or experience with cross-media marketing, it was critical for LithExcel to educate and demonstrate the potential benefits of such a cross-media campaign in order to win the contract.

3. Personalize the campaign to all family members

By reaching out to all prospects simultaneously with targeted attractive offers tailored to each individual, LithExcel was able to strengthen the campaign's multiple calls-to-action and increase response rates.

4. Enrich data at every opportunity

Taking advantage of every opportunity to grab data and information from current and new customers through customer surveys and player loyalty programs was a decisive factor for building the campaign for the long term.

5. Take a holistic approach

Campaign success was bolstered by the efficient synchronicity and joint planning of both the marketing campaigns and the onsite events and entertainment.

Lessons Learned

1. Cross-media is a force multiplier

There is no one piece of the marketing puzzle that will provide success, but the sum of all cross-media efforts is greater than any one isolated touchpoint.

2. Every situation requires its own strategy

Traditional advertising such as billboards, radio and print ads are simply ineffective for a resort and casino that is so remotely located and isolated, and therefore a new strategy was needed.

3. Data is key

The collection of data and the deep mining of data were crucial to success.

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To speak to a sales representative call (212) 479-5166 or send email to: marketing@xmpie.com