



Palms Resort Casino

Las Vegas, Nevada  
[www.palms.com](http://www.palms.com)



SapientNitro  
[www.sapient.com](http://www.sapient.com)

#### Results

- Revamped image to engage more experienced, sophisticated travelers
- Dovetailed online experience with stunning new brand
- Created responsive site that works seamlessly across devices
- Integrated interaction with social channels directly into the site, including Twitter and Facebook
- Redefined online user experience around convenience and ease of use
- Enabled business users to make updates on their own to reduce administrative overhead

## Palms Casino Resort A sure bet

Palms Casino Resort redesigns and redefines the digital user experience across devices by working with agency SapientNitro and using Adobe Experience Manager

Internationally recognized for its exceptional accommodations, high-energy clubs, extravagant pools, world-renowned restaurants, and celebrity following, Palms Casino Resort captures all the excitement and energy of Las Vegas in one vibrant setting. Recently, the Palms underwent a \$50 million property renovation that includes redesigned rooms, new culinary offerings, reimagined gaming areas, and more distinctive nightlife and daytime experiences. The renovation not only gave the Palms a refresh of its physical assets, but also supported a broader strategy to appeal to a more sophisticated, more affluent demographic.

A critical component of the Palms reinvention effort included a refresh of its existing digital experience including [www.palms.com](http://www.palms.com). As a primary channel driving Palms Casino Resort promotion, consumer awareness and bookings, [www.palms.com](http://www.palms.com) available across devices needed to be as visually stunning and engaging as the renovated resort.

While the Palms digital marketing organization had a web content management solution in-house that supported its existing website, the technology was not well suited to enabling instant updating of digital content. In addition, with more people visiting [www.palms.com](http://www.palms.com) using a variety of digital devices, the resort wanted to adopt a solution that streamlined creating and delivering content for people across devices.

To support its goals, the Palms worked with SapientNitro, an agency that integrates brand communications, digital engagement, and omni-channel commerce to help clients worldwide redefine how they engage today's connected consumer. Working with the Palms team, the agency redesigned [www.palms.com](http://www.palms.com) and recommended that the new digital presence be built upon the Adobe Experience Manager solution, part of Adobe Marketing Cloud.

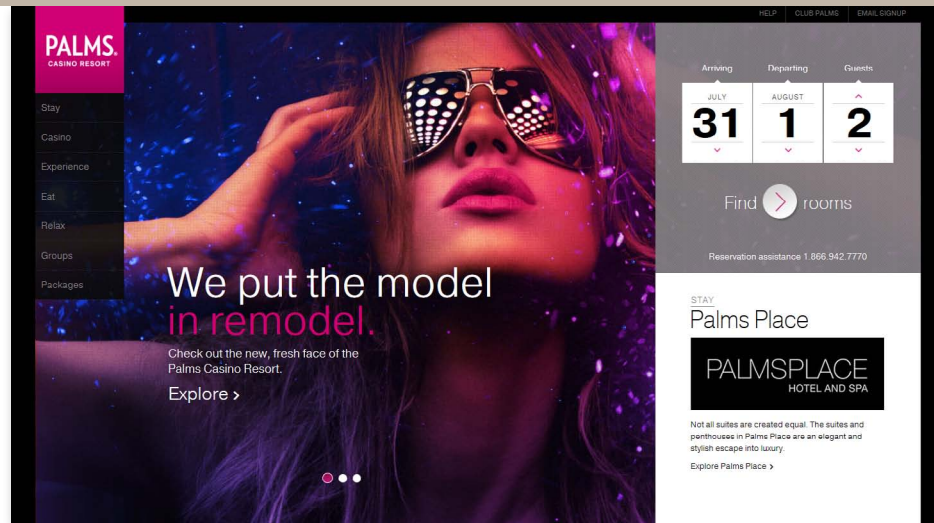
"We needed to refresh our overall brand, and we had to be sure that the Palms Casino Resort digital experience mapped to the elegance of being on the property. From top to bottom and physical to digital design, this was an overall reinvention of our brand and our image to cater to more experienced, sophisticated travelers and provide them with engaging, immersive content," says Erin Lezvow, executive director of Hotel Marketing and eCommerce for the Palms Casino Resort.

### An engaging, consistent customer experience

SapientNitro and the digital marketing team at Palms wanted visiting the site to be an easy, compelling, and enjoyable experience for guests—one that would generate visitor traffic, revenue, and room bookings, as well as create demand for dining and nightclub reservations.

Another objective for the new website was to enable a personalized experience that would cater to each individual based on what stage a person is in his or her journey towards booking a stay at the Palms. The goal was to enable a site visitor to have different experiences on the website if he is exploring the casino resort for the first time versus another visitor who knows exactly what she wants and is ready to book right away.

With Adobe Experience Manager, Palms Casino marketers are engaging new and returning guests with personalized, targeted experiences that help drive bookings and revenues.



### Challenge

- Match online experience to \$50 million investment in resort property
- Cater to growing multi-device users
- Integrate with social networks
- Improve website stability and ease of use

### Solution

Partner with SapientNitro and use Adobe Experience Manager within Adobe Marketing Cloud to create and deliver a high-performance website that reflects the elegance and renewed spirit of the Palms' brand to customers across devices

### Systems at a glance

Adobe Marketing Cloud, including Adobe Experience Manager. Capabilities used include:

- Web content management

"We cater to three different audiences through our digital experience," says Levzow. "Individuals who know Palms Casino Resort well and are looking to book right away, individuals who are considering staying at the Palms but need to be persuaded to book, and those who know nothing about our resort and are looking for education and incentives to stay. We wanted to make sure our digital channels delivered that experience for all three targets in an engaging way."

Critical to the Palms' objective of delivering its casino resort experience through its website is the ability to keep content current and fresh. Prior to implementing Adobe Experience Manager, Palms marketing staff had to rely on technical resources to make even the smallest site changes. This prevented the Palms from effectively incorporating the services available on the website into the guest experience while at the resort. Things such as updated restaurant menus, events, and special promotions were challenging to provide to guests through the website while they were staying at the casino resort, which resulted in lost opportunities.

"When we saw how we could make updates in Adobe Experience Manager easily without IT support and how anything that we updated on the desktop web experience would be reflected in the experience across devices, we were genuinely amazed," says Levzow. "We knew we could put this into the hands of our marketing staff and take simple content updates off the web team's long list of things to do."

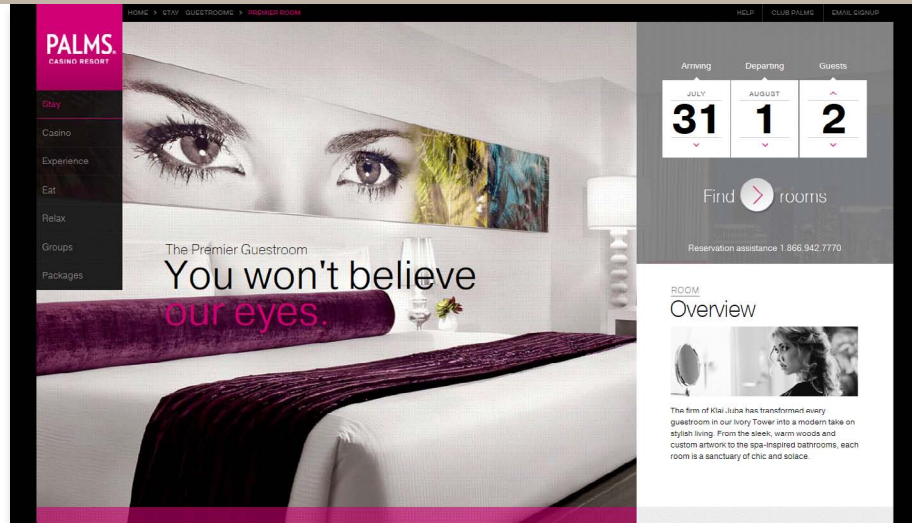
The resort wanted the site to deliver a consistent appearance across platforms—desktop, tablet, or other mobile device—without maintaining separate sites for each device. Links to social sites such as Facebook and Twitter were also important, since word of mouth is among the most powerful ways Vegas vacation-goers share their experiences and recommend resorts, rooms, meals, drinks, and events to others.

### An end-to-end customer-experience partner

The Palms chose to partner with SapientNitro because of the agency's ability to create innovative models, award-winning multichannel experiences, and design concepts using Adobe Creative Suite® software. At the same time, SapientNitro offered expert technical implementation and hosting through a managed services model that would help ensure high performance and minimal maintenance. This "one-stop" approach appealed to Levzow and the rest of the Palms team because the project, initially, seemed very daunting.

SapientNitro quickly got to work recreating the resort's main homepage, and helping ensure that it would work across all devices. With Adobe Experience Manager, the process for getting the homepage live took SapientNitro roughly six weeks, and the new platform was visually beautiful and in concert with the new resort brand. "Our development approach was based solidly on responsive design principles, HTML5, and CSS so that any changes would ripple across platforms, providing a consistent experience for the connected consumer across all devices," explains Jeremy Coleman, director of technology for SapientNitro.

Palms marketers can create and deliver consistent brand experiences across platforms—including desktop, tablet, or mobile devices—quickly and easily using Adobe Experience Manager.



*“From top to bottom and physical to digital design, this was an overall reinvention of our brand and our image to cater to more experienced, sophisticated travelers and provide them with engaging, immersive content.”*

Erin Levzow,  
Executive director of Hotel  
Marketing and eCommerce,  
Palms Casino Resort

After relaunching the homepage, SapientNitro continued to migrate the rest of [www.palms.com](http://www.palms.com) over to Adobe Experience Manager. SapientNitro applied its creative, technical, and design expertise to deliver a website that was more than just well performing, but also more stable and easier to update. It was SapientNitro's objective to deliver a website that would offer a digital experience that emulated almost exactly the experience that an individual would have when they arrived on property. The experience needed to be engaging, fun, reflective of the property renovations and persuasive, resulting in bookings.

From a technical perspective, SapientNitro integrated the Palms' new website with back-end booking and ticketing systems. The firm also brought a sophisticated social media strategy to life by integrating both Facebook and Twitter, through their native APIs, into pages on the site, allowing guests to use popular social platforms to engage with the property through the website as they were experiencing it. This allows Twitter and Facebook comments to appear on the site immediately, down to what people are saying about specific rooms, nightclubs, bars, and even favorite drinks available.

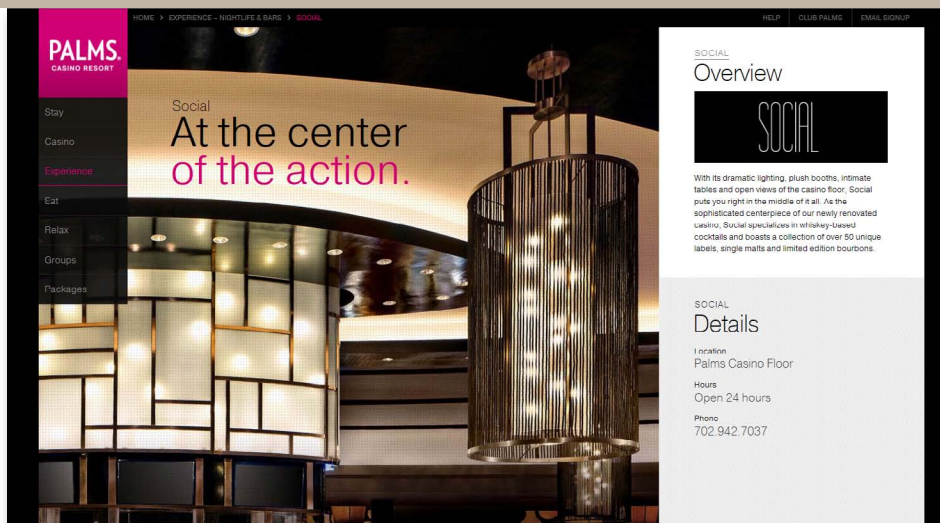
“A guest can now visit our new center bar, SOCIAL, read the Signature Drinks menu online on their mobile device, then order a drink from the bartender, enjoy it, and share the experience with their friends on Facebook,” says Levzow. “The Facebook comments appear on the SOCIAL bar webpage in moments. This adds an element of fun and communication to our overall resort experience that wasn't possible before.”

Using the personalization capabilities in Adobe Experience Manager, [www.palms.com](http://www.palms.com) now also supports personalized, targeted promotions based on market. For example, visitors to Las Vegas are presented with different online promotions than individuals who live in the area, which helps customize messaging and ultimately drive conversions.

Among the many outstanding and unique features SapientNitro built into the site is effective visual brand communication of every type of room and the experience it offers. Beautiful photography guides potential guests so they can fully grasp the experience of staying in various rooms and be confident that they have made the right decision before they arrive. Iconography, which uses graphical icons for features like room amenities, are applied throughout the room selection experience, so that guests can visually compare room amenities, which is much easier than trying to compare text-based lists from room to room.

“We work with a lot with hospitality leaders, and one problem we often see is the lack of effective brand experiences about room types. The goal is to empower visitors to make better and quicker booking decisions,” says Coleman. “Palms never wants a guest to arrive at the property and think ‘this room is nothing like the picture.’ With the new site, Palms can give guests excellent insight into the type of experience they can expect when they arrive at the resort.”

By integrating its website with back-end systems, ticketing, and social media, Palms Casino Resort is creating a richer, more interactive brand experience that adds an element of fun for guests and increases engagement.



*"With the new site, Palms can give guests excellent insight into the type of experience they can expect when they arrive at the resort."*

Jeremy Coleman, director of Technology, SapientNitro

### Self-service streamlines updates

Palms marketing managers can use simple, drag-and-drop templates and components in Adobe Experience Manager to easily update the website homepage. The intuitive, component-based nature of Adobe Experience Manager supports efficient, modular designs and streamlines delivering content adapted to different device form factors, eliminating the need for staff to redesign templates.

For Levoz, there are clear benefits to enabling business users to push live changes to the site quickly, which helps ensure that site visitors always have information about the latest restaurant menu selections, night club events, and other offers. In addition, the interactive team can then refocus their time enhancing the site with new features, including helping ensure the website's responsive design works flawlessly across every desktop, tablet, or mobile device.

"We are undergoing a significant effort to create an entirely new brand and extend it into the digital realm," says Levoz. "With the expertise of SapientNitro and Adobe Experience Manager, we are redefining our overall image, our online brand, and our customers' digital experiences."

### For more information

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

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