

## Caesars Entertainment

# Winning marketing solution



### Caesars Entertainment

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

#### Results

- Reduced time for monthly reporting from weeks to hours
- Quantified subjective design decisions to optimize content and visitor experiences
- Optimized website interface for 70% higher conversion rate
- Increased signup rates for loyalty program by 10%

## Caesars Entertainment hits the jackpot by increasing conversion and marketing effectiveness with Adobe Marketing Cloud

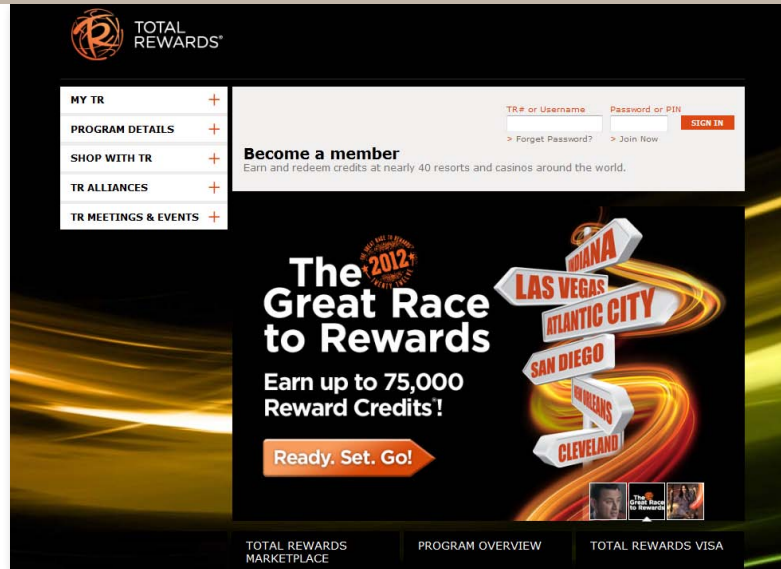
Luxurious hotels and exciting games have become synonymous with the Caesars Entertainment brand. And over the last few years, value can be added to that list as the company works even harder to bring guests from around the world to its properties via online and mobile channels. Using Adobe Marketing Cloud, the digital marketing team at Caesars optimizes web design, online experiences, and marketing campaigns to boost conversion and gain marketing efficiencies.

"Our digital marketing strategy centers around our ability to personalize the customer experience to make every interaction with our online properties relevant for our customers," says Greg Cannon, corporate vice president of digital marketing for Caesars Entertainment. "Our ability to create an engaging experience through our more than 60 web properties and across devices will increase engagement with our best customers, and ultimately support revenue growth around our most profitable businesses. Adobe products are instrumental in enabling us to execute on this strategy."

Since its beginnings more than 75 years ago, Caesars Entertainment Corporation now owns, operates, or manages 53 casino resorts in seven countries, as well as several golf courses. The company owns resorts under famous brands—such as Caesars, Harrah's, and Horseshoe—that light up the Strip in Las Vegas and entertain guests around the world. With annual revenues of almost US\$9 billion, Caesars Entertainment is the world's most geographically diversified gaming company.

As a gaming and leisure company, Caesars' revenue and growth are tied to the overall performance of the economy—and times of economic insecurity can discourage potential customers from booking vacations or visiting a property. "Our number of visitors year over year was flattening out," says Chris Kahle, web analytics manager at Caesars Entertainment. "To increase our booking and gaming revenue, we needed to do everything we could to boost online conversions."

Adobe Marketing Cloud enables Caesars to create and execute on highly personalized digital campaigns that help maximize the value of every interaction customers have, on any device, with the company's more than 60 online properties.



### Challenge

- Improving conversion rates and membership for the Total Rewards loyalty program
- Increasing efficiency of web analytics to optimize web experiences and marketing campaigns
- Expanding reach of brand across social media sites and mobile devices

### Solution

- Leverage multiple products of Adobe Marketing Cloud to integrate analysis, testing, and reporting across multiple web properties
- Implement Adobe CQ to streamline creating and publishing digital assets delivered across devices and channels

### Systems at a glance

Adobe Marketing Cloud. Products used include:

- Adobe CQ
- Adobe SiteCatalyst
- Adobe Discover™
- Adobe Social
- Adobe Genesis™
- Adobe TagManager
- Adobe Test&Target™
- Adobe DataWarehouse™
- Adobe DigitalPulse™

One step for increasing conversion was to increase membership in the company's Total Rewards program. By offering access to special deals, the program encourages loyalty to the company's brands, and history shows that customers active in the Total Rewards program ultimately account for 75% of the total online bookings.

Caesars Entertainment leverages a full range of Adobe Marketing Cloud products to assist and automate analytics for all 36 properties supported by more than 60 websites under the Caesars umbrella. With the efficiency gained through Adobe Marketing Cloud, the company is successfully optimizing the web experience and increasing conversion rates for dozens of online properties with only two full-time staff.

### Data-driven marketing initiatives

When developing or evaluating the success of its marketing programs, Caesars needs to understand what customers—both Total Rewards members and non-members—are looking at on its websites, what purchases they are making, and what steps they took along the way. Caesars Entertainment took its first step with Adobe Marketing Cloud by implementing Adobe SiteCatalyst® for multichannel analytics, segmentation, and reporting.

SiteCatalyst forms the foundation of reporting at Caesars, collecting anonymous visitor information about where visitors go on the web properties and how they reached the web pages. The data can also be segmented by property, market, or across the enterprise to give marketers a clearer view of who its customers are in aggregate and how they respond to site content. "Adobe SiteCatalyst clearly tells us whether visitors are coming from email campaigns, paid search links, or other channels," says Kahle. "We can then use this detail to see how well campaigns are performing against key performance indicators and adjust as needed to boost conversion."

For instance, one high-profile Total Rewards campaign sponsored free concerts featuring world-renowned artists at venues around the United States and streamed live over the web. Not only did the concert make the news, but analysis with Adobe SiteCatalyst also helped prove its marketing success by showing a spike in Total Rewards signups and increased traffic during the concert.

Using Adobe SiteCatalyst, Caesars Entertainment can create detailed reports that integrate into Microsoft Excel. With the custom reports, the web analytics staff can combine metrics from Adobe SiteCatalyst and other applications to create reports that meet the precise needs of different executive and marketing groups. "Monthly reporting previously took two weeks and trips to different groups to compile all of the required information," says Kahle. "With Adobe Marketing Cloud, this process is done in hours and results in much more comprehensive reports."

*“Adobe Marketing Cloud gives us a flexible environment to deliver and test new digital strategies and continually refine our work to optimize experiences for our customers and returns for Caesars.”*

Greg Cannon  
Corporate vice president of digital marketing,  
Caesars Entertainment

### **Game-changing test product**

For the busy and inventive analytics team at Caesars, Adobe Test&Target has turned out to be a game changer that is revolutionizing the company's marketing culture. As a part of Adobe Marketing Cloud, Test&Target enables managers at Caesars to easily optimize webpage content or messaging through real-time A/B testing or multivariate testing. By quantifying the results of these changes, Caesars is moving from working from hunches to using solid metrics to back up what is working and not working online.

“In the past, when planning changes to webpage design or elements, the winning design was often decided by the highest-ranking person in the office,” says Kahle. “With Adobe Test&Target, people's personal opinions aren't the deciding factor. We can look at the numbers, see the results, and clearly identify the best-performing design.”

For example, the Total Rewards webpage plays a critical role in driving business by providing loyal rewards members with deals on stays at properties. By using Adobe Test&Target along with Adobe SiteCatalyst and Adobe Discover, Caesars compared performance of a newly proposed interface versus the existing interface. Adobe Test&Target revealed that the new offer interface increased the conversion rate 70% over the old interface, proving that the new design was indeed better.

Another test looked at whether users who type *www.totalrewards.com* into their browsers should be directed to the main Caesars homepage or the Total Rewards homepage. By testing the two options, Caesars discovered that the conversion rate remained the same for either option, but the Total Rewards signup rates improved 10% when directed to the Total Rewards homepage. Analyzing the change from several angles enabled Caesars Entertainment to choose the best strategy.

The success that Caesars enjoys using Adobe Marketing Cloud is aided in part by Adobe Consulting, which offers continued support as the company creates and analyzes test results. “Adobe Test&Target is a new way of thinking about design for us, so Adobe Consulting was invaluable in helping us get up to speed,” says Kahle.

### **Integrating social media**

With social media growing in importance, Caesars wanted to find more effective ways to tap into the consumer reach this channel provides to drive more loyal customers to its websites. By using Adobe Social to actively monitor the performance of social media pages, as well as to measure and collect data from social channels, Caesars can determine what information resonates with audiences.

The growing popularity of social media is giving Caesars new ways to attract and engage customers. Using Adobe Marketing Cloud, Caesars is actively monitoring the performance of social media pages and measuring data across social channels to better determine where traffic and subsequent bookings are coming from.

*“Adobe CQ blew us away with its ability to quickly create webpage templates and customize content to meet our high-quality brand standards. We can manage digital assets more effectively and then easily integrate content with advanced analytics.”*

Chris Kahle  
Web analytics manager,  
Caesars Entertainment



Caesars can now look at how posts are performing by social media site and determine how much traffic or how many bookings they are driving, which helps marketers optimize campaigns. “What sets Adobe SocialAnalytics apart is its tight integration with other Adobe digital marketing products,” says Kahle. “I can see every step visitors take from our Facebook page to our booking page. This streamlines reporting and gives us a clear view of what it means for our business when someone interacts with our social media posts.”

### Bringing mobile sites to life

In addition to social media, one of the newest marketing challenges is the influx of mobile devices, including smartphones and tablets, which allow visitors to search web pages and book hotel stays anywhere at any time. Even without a website optimized for mobile devices, 11% of the traffic to Caesars Entertainment’s properties comes from mobile devices. “We’re seeing exponential mobile growth, so we knew that we needed to optimize our website for mobile devices,” says Kahle. “We decided to standardize on Adobe CQ to optimize our properties for any device.”

With only a small team supporting so many websites, Caesars Entertainment implemented Adobe CQ, also part of Adobe Marketing Cloud, to provide efficient digital asset management and content publishing functionality. Rollout of Adobe CQ is slated for later in 2012. “Adobe CQ blew us away with its ability to quickly create webpage templates and customize content to meet our high-quality brand standards. We can manage digital assets more effectively and then easily integrate content with advanced analytics,” says Kahle.

The Adobe CQ implementation will also be supported by Adobe TagManager, to manage tags for Adobe and third-party applications, and Adobe DigitalPulse to scan links and manage the health of the website. “We work with many other partners and agencies, so managing third-party tags is a huge challenge,” says Kahle. “Once we implement Adobe TagManager, we expect that the automated management will reduce the time spent on tags by 60%.”

Adds Cannon, “Like digital marketing overall, our digital initiatives are constantly evolving to meet changing customer demands and new market opportunities. Adobe Marketing Cloud gives us a flexible environment to deliver and test new digital strategies and continually refine our work to optimize experiences for our customers and returns for Caesars.”

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

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