

Company/Organization	The Borgata Hotel, Casino & Spa
Industry	Travel/Hospitality
Business Need	Capture and use visitor information to encourage repeat visits to facility
Direct Marketing Solution	<p><i>Description</i></p> <ul style="list-style-type: none"> • Each day, the hotel captures customer transaction data from three different sources: the hotel system, the casino system and the food and beverage system • Based on their spending habits, customers are assigned to a tier • These tiers, used in combination with the customer transaction data, helped guide the selections of the images and special offers made to each customer <hr/> <p><i>Variable Information</i></p> <ul style="list-style-type: none"> • The resulting Welcome Bounceback mailer was fully variable • In addition to name and address information, it had twelve rectangular panels that were variable • Six of these panels contained variable images and the remaining six had variable text elements • Each row in the mailer contained one text and one image panel • Depending on the customer information, the content of the row varied • Possible selections included special offers for spa services, dining, shopping, hotel upgrades and the casino • Tens of thousands of combinations of offers and images were possible <hr/> <p><i>Production Process</i></p> <ul style="list-style-type: none"> • Every day, the hotel transmitted the data it captured in the previous 24 hour period to their agency – where this information was stored in a CRM application • The Borgata sales and marketing staff used this CRM database to analyze customers’ purchasing patterns to develop the best offer for each individual to encourage return visits • The first piece included full-color variable targeted images and relevant offers based on activities chosen on the initial visit to attract guests back for a second visit • The piece was printed and mailed within 72 hours after the guest had left the property
Results	<ul style="list-style-type: none"> • Response rate has been double to triple compared to other programs using traditional direct marketing (Note: In the gaming industry, response rates are calculated on the basis of how many people return and spend money at the facility)

