

Case Study:



Eldorado Doubles Down on Its Email Database

DON'T GAMBLE WITH YOUR CUSTOMER DATABASE

Over the past twenty years, Eldorado Resorts has had a successful customer loyalty program, which, until a few years ago, relied heavily on direct mail to communicate with its members. Within each of the three properties, there were 8 separate "legacy" systems for hotel reservations, retail stores and entertainment and sports venues -- and until recently, none of these services were synchronized for marketing purposes. As a result, 24 separate databases were being used to send emails to customers, creating the potential for overlapping and conflicting messages to its target audience. Working together with its ESP, Eldorado's E-Commerce team was able to synchronize those 24 databases and create a single, consolidated email database.

THE PROBLEM: NO EMAIL ADDRESSES TO BET ON

With one consolidated database now in place, Eldorado's Director of E-Commerce and Internet Marketing, Chad Hallert had a ready-made opportunity to segment and target relevant content to specific customers. But Chad's E-Commerce team found they lacked email addresses for much of its existing customer database. And since another marketing goal was to reduce costs by transitioning its customers from direct mail to online marketing channels, it was clear what needed to be done.

THE SOLUTION:

Having heard that FreshAddress successfully works with a number of resort casinos to help them build, clean, and update their email databases, Eldorado reached out to FreshAddress to see what solutions it recommended. The most cost effective resolution to fill in the gaps created by missing and inactive email

addresses was FreshAddress's Email Appending service in combination with its patented Email Change of Address (ECO) service.

B2C (BUSINESS TO CONSUMER) EMAIL APPENDING

By using FreshAddress's Email Append technology and service on a quarterly basis, Eldorado hoped to gain deliverable email addresses for its customer postal records. FreshAddress's match rates and data accuracy rely on a proprietary internal database of over 750 million opt-in records, multi-source matching against the opt-in databases of other leading providers, and its comprehensive email list hygiene, permission messaging, and double-scrubbing processes.

On the first Email Append Eldorado performed using FreshAddress, Eldorado was able to gain deliverable email addresses for 20% of its customer file. Since then, it has added email addresses for 1/3 of its database through the appending process. Better yet, Eldorado found that the new email addresses have been performing on par with the addresses it had gained in-house through organic opt-in channels.

"FreshAddress's services have allowed us to expedite our transition from traditional postal mail to more environmentally and economically sustainable digital communication channels."

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

ECOIA (EMAIL CHANGE OF ADDRESS)

Considering that typical email address attrition rates are as high as 30% per year, many of the email addresses Eldorado had collected over the years were out-of-date or no longer in existence, causing many of them to bounce, or, worse yet, to have become spam traps. FreshAddress's patented ECOIA (Email Change of Address) technology updates 8% to 15+% of the bouncing or inactive email addresses in a file. Then through automated quarterly processing, FreshAddress clients can expect to double these results in the first year.

Eldorado's first ECOIA service generated a 21+% match rate of guaranteed deliverable addresses.

"Last year we tried FreshAddress's ECOIA service and found that it delivered email addresses that have performed even better than the appended addresses. This has allowed us to reconnect and gain face time with guests who, for one reason or another, had not informed us of their email address changes."

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

NO MORE ROLLING THE DICE

With email campaigns segmented across all 24 systems, Eldorado now can use relevant segmentation, such as behavioral and geographic targeting, to match special promotions and events with the right audiences and communicate more frequently at less cost. And while gaining a high percentage of email addresses for its customer base was important, Eldorado found that the performance of these email addresses was the real jackpot.

"FreshAddress's Email Append and ECOIA services have provided us with a cost-effective method to maintain the growth and integrity of our email database over time."

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

ABOUT ELDORADO:

Eldorado Resorts, LLC owns and manages three resort casinos. In Nevada, it operates the Eldorado and Silver Legacy Casinos, and in 2005 it opened another property in Shreveport, Louisiana. The three properties contain 19 unique restaurants and eateries, 2,900+ hotel rooms, 200,000 sq.ft. of 24-hour gaming with 5,200 slot machines and 236 gaming tables, 90,000+ sq.ft. of convention and meeting space as well as top-name entertainment venues and lounges, award-winning health spas and exclusive and unique boutique shopping.

ABOUT FRESHADDRESS

FreshAddress provides a comprehensive suite of industry-leading services to help companies and nonprofits build, clean, and update their email address lists.

Founded in 1999 and based in Newton, Massachusetts, FreshAddress is the original developer and U.S. patent holder of email change of address (ECOIA) technology. Other services include B2C email appending, B2B email appending, postal appending, email list audit services, real-time email address correction services, and email database consulting.

To learn more about the email database services offered by FreshAddress, visit www.freshaddress.com