[PERSADO]

How Caesars Entertainment Dazzles the Customer Experience

Overview

When it comes to direct digital marketing, gut intuition can only take you so far. Marketers can only consistently surpass their best-performing work with the use of data. With Persado's cognitive content platform, marketers can now design messages with the precise words, phrases, and images to inspire any audience to act every time.

Caesars Entertainment is a data-driven organization and an early adopter of Persado. Caesars has seen firsthand how the right words and phrases can increase customer engagement. This practice has dramatically increased open and lift rates and continues to improve business results every day.

Key Insight

Persado takes the guesswork out of content creation.

Sophisticated marketers are always on the lookout for analytical approaches to improve campaign performance by getting as close as possible to the best message. Persado finds that the difference between the best and worst performing message can be more than 500%.

> The **difference** between the **best and worst** performing message can be upwards of **500%**.
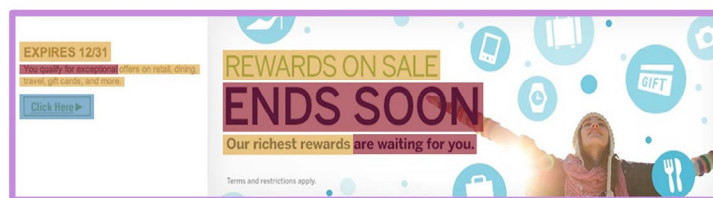
The right words and images, in the right order, can connect emotionally with customers. And emotional connections produce significantly better results.

Persado uses math, science, and machine-learning to replace intuition in content creation. Persado understands what content elements will increase response rates and improve the customer experience.

The Organization and Structure of a Message

- Descriptive
- Emotional
- Functional
- Imagery

EXPIRES 12/31
You qualify for exceptional offers on retail, dining, travel, gift cards, and more.
Click Here ►

REWARDS ON SALE
ENDS SOON
Our richest rewards are waiting for you.

Terms and restrictions apply.

To illustrate, see how Persado's cognitive content platform views a digital impression in the banner ad below.

Persado's engine looks at content across multiple dimensions.

- **Descriptive:** Different ways of describing an offer and its specifics, or a product and its features.
- **Emotional:** Words and phrases that have emotional impact.
- **Functional:** Language that directly impels or prompts a specific action, response, or process.
- **Imagery:** Imagery that evokes an emotional response and can affect the content's effectiveness.

Unique to Persado and of particular importance is the ability to pinpoint the emotional triggers that cause an audience to act. Research shows that the most effective way to maximize customer value is an emotional connection. Doing so, you tap into the fundamental motivations for buying behavior and engagement. Persado has found that emotional response accounts for over 60% marketing campaign performance.

Case Study — Caesars Entertainment

Caesars Entertainment has been at the forefront of data-driven marketing since the early 1990s. Digital marketing has become even more important as Caesars' business has evolved beyond gaming to entertainment. Caesars embraces innovation and sophisticated marketing technology; leveraging automation, dynamically generated templates, trigger campaigns, and more. Caesars has explicit digital values and strategies to achieve these values.

Caesars' Digital Values

- **Customer experience.** Caesars wants guests' online experience to be as valued as in-person experiences.
- **Personalization.** Caesars ensures guests have a unique experience, regardless of channel.
- **Relevancy.** Caesars wants guests to receive relevant content through the most appropriate channel.
- **Data driven.** This is the cornerstone of Caesars' digital values. Data drives decisions.

How Caesars Achieves & Maintains These Values

- **Focused targeting.** Caesars hyper-targets communications, which drives greater value.
- **Data analysis.** Everything Caesars does has measureable objectives, and Caesars uses data to prove its methodologies.
- **Innovative technologies.** Caesars is open to innovative technologies.

Despite an advanced digital marketing strategy, Caesars Entertainment found that important performance metrics such as open rates and click rates had plateaued over time and were on par with industry averages. Flat results led Caesars to explore ways to improve email performance; research led them to Persado.
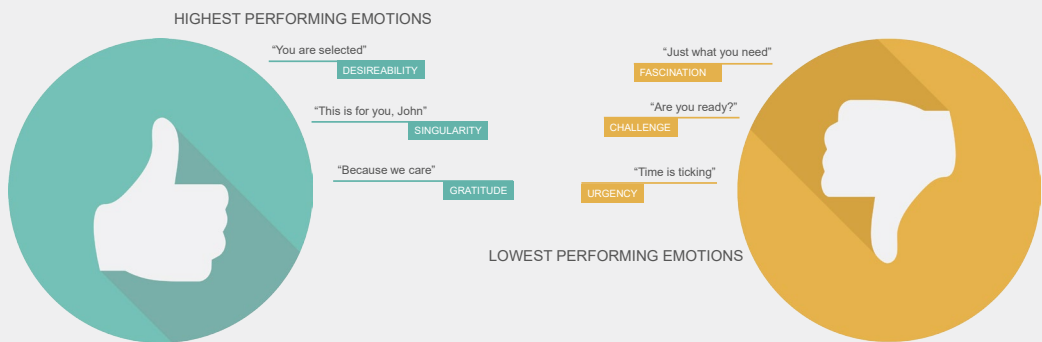
As an email veteran, Chris Jenner, Caesars' VP of Digital Marketing, was initially skeptical about Persado. But what he learned led him to run a small test of email subject lines. He said, "I knew my control subject lines were going to destroy their tests. But I got spanked."

> "We ran a couple of campaigns through Persado to see if it would perform. Bar none, it was the most effective change I've ever implemented in my email marketing career. These response rates are through the roof."
> *Chris Jenner*

Prior to using Persado, Caesars' subject lines had historically produced a 19% open rate. However, with Persado, Caesars achieved open rates of 30%, with click rates and conversions increased by even more. These results have driven unprecedented business value.

The key to improving the impact of Caesars' marketing messages is using Persado's machine learning to reveal the most effective emotional motivators for each audience, tailored to exactly where they are in their customer lifecycle. Caesars found that emotional words and phrases have a 55% contribution to message performance for their audience. Shown below are Caesars' highest and lowest performing emotions.

Insights on Emotional Performance

HIGHEST PERFORMING EMOTIONS

"You are selected"
DESIREABILITY

"This is for you, John"
SINGULARITY

"Because we care"
GRATITUDE

"Just what you need"
FASCINATION

"Are you ready?"
CHALLENGE

"Time is ticking"
URGENCY

LOWEST PERFORMING EMOTIONS

Since implementing Persado, Caesars' email response rates have stayed elevated and continue to improve. Shown below are results from more than 40 subject line experiments done by Caesars in partnership with Persado. These experiments showed an average 24% lift in open rates and a 46% lift in click rates.

> "While we have seen the winning emotions change over time, our results continue to stay elevated because the tests are adapting with the audience."
> *Chris Jenner*

+40   Subject Line Experiments 2015

+4M   Exploration Emails Sent

+17M   Validation Emails Sent

TOP OPEN RATE LIFT
+35%

TOP CLICK RATE LIFT
+75%

	Average Open Rate Lift	Average Click Rate Lift
Validation Experiments	+24%	+46%

Also, while Caesars' initial use of Persado focused on email, learning has now been leveraged in other channels and types of communication, including direct mail. This helps Caesars provide consistent, relevant content through all channels.

> "A more focused approach using data analysis is going to drive exponentially greater long-range value."
> *Chris Jenner*

Conclusion

For many digital marketers, even sophisticated ones, results tend to plateau. Marketers are looking for new tools and approaches that engage customers and improve marketing and overall business performance to drive revenue and profit. Persado's unique cognitive content technology provides a data-driven approach to creating smarter, more personalized content, imbued with the most effective emotional words, phrases, and images.

Caesars Entertainment, a sophisticated data-driven business, in partnership with Persado, has gained important insights on precisely which emotions inspire customers' actions. Caesars has used these insights—along with Persado's platform—to increase email open rates and click rates to previously unthinkable levels. Use of Persado has also helped Caesars create an even more engaging, intimate customer experience and generate both immediate and long term business value. In addition to email marketing, the company is also leveraging insights from Persado to derive additional business value from other digital channels.