



## SOLUTIONS



## TRAVEL &amp; HOSPITALITY



## Personalized Customer Journeys

In the competitive Las Vegas market, The Cosmopolitan looked to reimagine not only how they could improve operations, but also the digital experiences being delivered.

## Challenges

- Replace legacy systems that debilitated the team with inefficiency, lack of access to data, and manual processes.
- Align digital marketing message with the in-person experiences at the resort
- Access and leverage more data to increase personalization and improve content and offers to audiences, based on behaviors and interests

## Key Results



Adobe Campaign allows the team to align offers to individuals rather than audience segments. Instead of large groups of customers, individuals are targeted with personalized offers.



Increased the number of and types of campaigns 50-fold. Campaigns run weekly, rather than monthly



Increasing loyalty through behavior-triggered messaging with customers, keeping them engaged longer and away from competition.



*We were getting the mail out. That was our job. But, now we're analysts. We spent 5 days a week getting the mail out and not even on a timely basis. Now the team are analyzing campaigns and finding opportunities in the business where we can grow revenue."*

Brian Gress  
VP Customer Relationship Management  
Cosmopolitan Resort of Las Vegas

[Watch the Video](#)

