



SOLUTIONS

TRAVEL &
HOSPITALITYCross-Channel
Orchestration

Located in Connecticut, Mohegan Sun is a vast casino, hotel and entertainment complex that uses multiple channels to drive personalized and relevant content and offers.

Challenges

- Orchestrating when and how to communicate a smarter, personalized message at scale
- Reducing lead time between the concept and campaign execution stage
- Synchronization of offers across multiple customer touchpoints

Key Results



Higher customer engagement rate through targeting and relevancy



Automation INCREASED campaign velocity 50%



Better accuracy and reduced error rates thanks to a user-friendly interface



Through templating email campaigns, as well as using templated workflows for quick execution, Mohegan Sun realized numerous benefits and efficiencies in driving visitors to their casino, 10,000 seat arena, arcade, several nightclubs and restaurants, indoor and outdoor pools, solarium, spa, shopping, and 18 hole golf course.

