



## Loyalty Program Improved With Variable, Targeted Offers

**Challenge:** The marketing director of a local hotel/casino was seeking a way to improve their customer loyalty program. She wanted to reward their customers based on how much they had spent at the hotel or casino within the past year, and entice them to visit on their birthday and more frequently throughout the year. She came to us to help her develop a birthday program.



**Solution:** First, we evaluated the database information the hotel/casino had collected about their players. Then, we created a birthday card to mail monthly to all customers with a birthday that month. The card included special offers on free food, cash and other incentives. The offers varied for each customer based on the amount of money they spent in the prior year, as well as their behavior or habits while they were on property. For example, if a customer frequently had breakfast in the restaurant but never lunch, they were offered both a coupon for breakfast and one for lunch to entice them to stay on the property longer.

The variable birthday card offers had up to eight different fields and a bar code that the casino could scan upon redemption for further tracking. We worked with the hotel/casino to develop offers appropriate for all player levels.

**Results:** The variable birthday card proved to be a great way for the hotel/casino to get their customers to revisit the property to redeem the offers and play more. The coupon bar code helped them track redemptions as well as the effectiveness and timeliness of the birthday card program.

