

Planet Hollywood Adds to Player's Club and Boosts Revenue with SMS Campaign Generates 13.5% New-Player Conversions



Client

Planet Hollywood Resort & Casino is one of the newest additions, and a towering centerpiece, to the world famous Las Vegas Strip. With over three acres of gaming floor, including everything from poker, slots, tables, and sports betting, Planet Hollywood offers much more than endless gaming. The resort offers guests eight restaurants, a unique shopping experience with over 170 stores and boutiques at the Miracle Mile Shops, the Planet Hollywood Spa by Mandara, and over 2,500 stylish guest rooms and suites, offering something for everyone for a truly unique Las Vegas experience.



Challenge

Like most casinos, Planet Hollywood was looking for innovative opportunities to bring new customers in, keep them gambling, and encourage sign-ups to its "A-List Player's Club" rewards program. In doing so, the casino wanted a solution that could be rapidly deployed, easily trackable, and provide measurable ROI along the way. With SMS offering all these capabilities and more, it was a logical choice to boost player incentive, encourage sign-ups, and keep players on the gaming floor. mobileStorm's premiere SMS marketing platform was chosen to achieve the objectives, based on years of experience in providing a wide-range of successful SMS campaigns. Planet Hollywood worked with mobileStorm to develop a test campaign to prove the effectiveness of the medium and mobileStorm's dedication to success in meeting any and all campaign objectives.



The Launch

Four SMS calls-to-action were placed around the property, prompting users to text-in to a different keyword for each placement. Using the favored double opt-in approach, users were encouraged to text-in for a chance to win various prizes, receiving a second opt-in triggered auto-response which included the following gaming offer: "\$10 in FREE slot play for new A-List sign-ups. Visit the Player's Club booth & show this msg to redeem." Offering customers free money in slot play gave incentive to join the A-List Player's Club, which is very valuable for the casino, and represented the overall objective of the test campaign. Requiring no casino support in terms of staff on the gaming floor, the promotion also represented a true "set it and forget it" campaign for Planet Hollywood.

Results

At the end of the short pilot program, the calls-to-action generated a total of 514 text-ins and 348 total opt-ins for Planet Hollywood, resulting in a 70% success rate. Out of the total opt-ins, 237 were served the gaming message encouraging Player's Club sign-up and offering \$10 in free slot play. With 34 new sign-ups total, Planet Hollywood realized a 13.5% new player conversion, with 17 of those playing beyond the \$10 in free play associated with the campaign. In the end, the casino generated \$2,809 in new revenue along with 34 new additions to its Player's Club program.

Conclusions

In utilizing SMS and mobileStorm's highly effective marketing platform, Planet Hollywood quickly realized a solid return-on-investment during a very simple and short-lived test campaign. Planet Hollywood generated enough revenue to justify the entire cost of the program with automated players-club sign-ups executed through SMS, setting the stage for success across campaigns that addressed other revenue centers of the property. Through only one component of a potentially comprehensive SMS campaign, Planet Hollywood generated enough revenue to cover the program within 28 days of launch. Building on its results, the casino now plans to boost its mobile promotion strategy to continue building awareness, new sign-ups, increased revenue, and a clear path to incomparable ROI using mobileStorm SMS.

About mobileStorm

Based in Los Angeles, with more than a decade of email and mobile messaging, mobileStorm has successfully delivered more than three billion messages on behalf of thousands of premier customers such as Overstock.com, NASCAR, American Idol, Kaiser Permanente, and Ashley Furniture HomeStore. mobileStorm is at the forefront of the digital marketing revolution, providing a turnkey SaaS email and mobile messaging platform. mobileStorm has created the most complete solution available while providing expert advice, legendary customer service, and marketing technology that drives ROI and revenue lift for mobileStorm's customers.

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