*Zrinity*

# Eldorado eCommerce Research Team Chooses Zrinity Systems

## Delivery & Click rates skyrocket, unsubscribes plummet

*"The Eldorado E-Commerce Team's stringent requirements for their new in-house email delivery servers and systems were heavily tilted toward Zrinity based upon recommendations by other email delivery industry colleagues."*

*- Chad Hallert, Corporate E-Commerce Manager, Eldorado Resorts*

## Results – Email Metrics:

**Delivery Rate: 99%**

**Open rates: 86%**

**Click-throughs: 11%**

**Spam Complaints: 0%**

**Unsubscribes: 0%**

**Revenue: Increased by 95%**

## About Eldorado Resorts

Eldorado Resorts owns and operates two resort casinos, the Eldorado Hotel Casino in Reno, Nevada, and the Eldorado Resort Casino in Shreveport, Louisiana. Both feature luxurious rooms and suites, award-wining dining, world-class amenities and the Eldorado's signature brand of guest service. Eldorado Resorts uses email communications as a primary means of enhancing the relationship between both properties and their loyal guests. Learn more at EldoradoSpaResorts.com.

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# Eldorado Resorts Chooses Zrinity

The Eldorado Resorts' E-Commerce Team began their search for a better email marketing system in Q4, 2007. The team's goals were gain the feature set associated with ASP email service providers, but have complete in-house control of their business critical data.

> *"The Eldorado E-Commerce Team stringent requirements for their new in-house email delivery servers and systems were also based upon the extensive feature set provided by Zrinity Systems."* - Chad Hallert, Corporate E-Commerce Manager, Eldorado Resorts

**Mission Critical Goals:**

- Complete in-house control of email systems

- Reduce the complexity and of email campaign builds

- Better and more flexible integration with in-house business systems

- Decrease cost associated with email campaigns

- Increase delivery and acceptability rates

- Begin to plan behavioral email marketing campaigns

## Eldorado Resorts' Business Needs

Eldorado Resorts owns and operates two resort casinos, the Eldorado Hotel Casino in Reno, Nevada, and the Eldorado Resort Casino in Shreveport, Louisiana. Both feature luxurious rooms and suites, award-wining dining, world-class amenities and the Eldorado's signature brand of guest service. Eldorado Resorts uses email communications as a primary means of enhancing the relationship between both properties and their loyal guests.

Email communications is highly critical to the entertainment industry, especially in the casino and gaming industries; since many of the paying customers always seek a deal before they determine where they will go for entertainment.

One of the key problems that exist for entertainment companies is that email is difficult to deliver when many of the marketing messages sent include specials, deals, etc.—phrases and offers that are notorious for triggering spam filtering systems. In order to get over these delivery hurdles, email senders require impeccable reputations and email delivery tools that keep spam scores low.

ASP (ESP) systems share IP's and you business data is spread about amongst many systems, people, etc. This increases the risk that third-parties might gain access to highly sensitive business intelligence. This increase of potential risk is unacceptable for the eCommerce team at Eldorado.

**Before Zrinity**

Eldorado used an outsourced ASP (ESP) system prior conducting their research into other solutions. They quickly learned that they needed to adapt their strategy since with the system that they had no control over they were losing critical business intelligence and metrics that would be important for Eldorado to strengthen their lists as well as increase revenue from email campaigns. Eldorado's eCommerce team concluded that it would be necessary to bring their email campaigns in-house in order to achieve all their email and business goals.

The Eldorado E-Commerce team stringent requirements for their new in-house email delivery servers and systems consisted of the following: Recommendations by other email delivery industry colleagues; Features provided by other ASP email systems; Complete in-house control over company assets, data, etc.; Includes all reports, plus custom reports, provided by other services; Flexibility with ability to customize applications; Tier 1 training from email delivery industry experts; and Tier 1 support from email delivery industry technical experts.

The team performed extensive research on the Internet and via discussions with colleagues to evaluate which email delivery products offered high performance, a high level of support and a reasonable cost. We purchased three Zrinity products: the XMS mail server, ActivMail and Campaign Intelligence because they offered all of the bells-and-whistles available through ASP services at an affordable price. We were looking for solutions that would allow us to maintain complete in-house control over our valuable customer database and still have all of the reporting and management functions of the leading services.

*"The Eldorado eCommerce team conducted an extensive research project in order to choose Zrinity as our new provider."*
Chad Hallert,
Corporate
E-Commerce Manager,
Eldorado Resorts

## Zrinity, Inc.

Zrinity is a leading provider of email systems for Global 2000 businesses as well as email service providers (ESPs). Zrinity provides its customers with high-performance email delivery server and systems. Zrinity, in Central New York, serves a wide variety of industries such as banking, education, government, health care, retail and B2B. Customers include The Pentagon, ADT Security, PGA, Boeing, Pfizer, Duke University, Penn State and more.

**Zrinity, Inc.**
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## Conclusion & Results

The trend in email delivery systems is that people seek flexibility, whether hosting their delivery systems in-house, and even sometimes more so, when they opt to use the ASP/hosted systems. Flexibility is a result of superior coding, database connectivity (ACID Compliant Databases) as well as the ability to connect to numerous types of database systems and scenarios.

*"The Zrinity delivery expert staff members were essential in helping our in-house team gain expertise in this dynamic field."* - Chad Hallert,

Corporate E-Commerce Manager,   Eldorado Resorts