

MAILER:

Caesars Entertainment

OBJECTIVE:

Caesars Entertainment faced the challenge of increasing reservations at all of the newly renovated Caesars Las Vegas resorts.


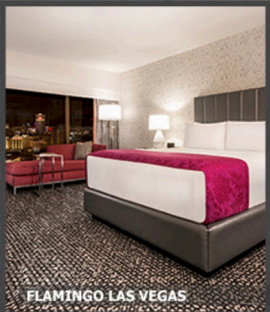
SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign that reached travel agents and travel planners who are responsible for booking hotels and vacations for their clients. eTargetMedia strategically selected the American Travel & Hospitality Professionals file and selected travel agents who are the key decision makers in recommending hotels and resorts to their clients for Las Vegas getaways. The creative was designed to promote the extensive renovations that were recently completed at all of Caesars Entertainment's Las Vegas resorts as well as promoting the new culinary experiences and entertainment options that have been upgraded at the hotels and provided a private link for travel agents to get exclusive rates at the resorts for their clients.

OUTCOME:

The email campaign had a high open rate and delivered a strong number of click throughs which resulted in a highly successful campaign promotion.

MAKING THE BEST BETTER














Dazzling renovations will transform your client's next Las Vegas resort getaway. Select from an extensive list of room types, amenities, views and experiences at any Caesars Las Vegas resort.

Caesars Entertainment will have renovated more than half of its Las Vegas room inventory, ensuring that the in-room guest experience perfectly aligns with the extraordinary entertainment and culinary offerings that the company has developed and upgraded in recent years. Book a Las Vegas experience today!

NEW ROOMS. NEW EMPIRE. LAS VEGAS.

For news and updates, check out CaesarsTravelAgents.com
CaesarsTravelagents.com is available in English, Spanish, Chinese and Portuguese.

Must be 21 or older to gamble. Know When To Stop Before You Start.® Gambling Problem? Call 1-800-522-4700.
Caesars License Company, LLC.

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