

PRAIRIE BAND CASINO & RESORT

Prairie Band Casino & Resort is a large Native-American owned gaming and entertainment complex.

IN THEIR WORDS

“NextPage understands the everyday needs of our business, and that direction changes at a moments notice. NextPage’s quick turn times and the constant drive to exceed our expectations keep us coming back.”

*Joy Willich, Database Marketing Manager,
Prairie Band Casino & Resort*



THE PROBLEM

HOW TO TAILOR AMENITIES TO CUSTOMER WANTS AND RETAIN PLAYER PARTICIPATION

Prairie Band Casino & Resort competes with local and national gaming and entertainment companies. To survive, it has to continually adapt and expand its offering to match its gaming customers’ changing preferences and desires.

Prairie Band needed a way to gather information about its players as well as a method of enticing visitors and improving player retention rates.

THE SOLUTION

A PLAYER SURVEY USING A PURL TO COLLECT PLAYER DATA

NextPage developed a player survey using a [personalized URL \(PURL\)](#) to collect data on Prairie Band players and gather their email addresses. By delivering the survey through a PURL, it was possible to customize the survey with unique messaging and offers based on Prairie Band’s segmented player database.



THE SOLUTION, CONT.

The information was used in Prairie Band loyalty mailers, including a personalized promotional message that drove players to their unique PURL.

Players were then greeted by their name, [personalized content](#) and the option to receive email promotions.

THE RETURN

A 62.4% INCREASE IN DAILY AVERAGE PLAYER PARTICIPATION IN PROMOTIONS

Both personalized direct mail pieces achieved a 9.8% response rate, and 7.3% of all recipients completed the survey. The insight gathered with the PURL survey has helped Prairie Band tailor its amenities and promotional tactics to match its players' preferences, resulting in increased player satisfaction and revenue. Its daily average participation in promotions has increased by 62.4 percent. The email addresses captured with the PURL survey have also been used by Prairie Band to quickly mobilize promotions to increase hotel occupancy and floor traffic for weekends that might otherwise have been slow.

