



Monte-Carlo Société des Bains de Mer (SBM) Deepens Their Customer Knowledge and Boosts Engagement Through Personalized Campaigns

ABOUT MONTE-CARLO SOCIÉTÉ DES BAINS DE MER (SBM)

Since 1863, Monte-Carlo SBM has the finest collection of one-of-a-kind experience in Monaco. The group operates 4 casinos (like the prestigious Casino de Monte-Carlo), 4 luxury hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), 3 spas (including Thermes Marins Monte-Carlo), and more than 30 restaurants. A mecca for nightlife, they also offer a fantastic range of events, including the Monte-Carlo Sporting Summer Festival and the Monte-Carlo Jazz Festival.

In early 2019, Monte-Carlo SBM completed a four-year transformation of the Hôtel de Paris Monte-Carlo and the new district One Monte-Carlo, offering luxury residences, shopping, restaurants and a conference center. SBM's vision is to make Monte-Carlo the most exclusive experience in Europe.



THE CHALLENGES

The wide range of establishments and experiences available at SBM make it possible to set up a variety of marketing campaigns and promotional activities, defined by the company's strategic business goals. Although each division (hotels, games, etc.) is organized in a silo, SBM has been moving towards a "resort vision," placing the «resort Customer» at the heart of all marketing and communication activities.

To achieve this objective, otherwise known as the "Unified Customer Vision", they needed to overcome the challenge of collecting and unifying data from all the different sources (i.e., the different establishments), in order to use it for marketing and commercial purposes. The team in charge of SBM's Relationship Marketing piloted this project, using Mapp's campaign management tool to activate their data and orchestrate personalized marketing campaigns through advanced targeting.

KEY CHALLENGES

- Offer customers a consistent and homogeneous experience, and a seamless journey, in all the group's sectors of activity
- Personalize the messages sent to clients according to their interests and preferences
- Effectively target customers to increase conversions, including reservations, upsells and cross-sells
- Manage marketing campaigns for activation and loyalty purposes, targeting both B2C and B2B customers in various verticals.



THE SOLUTION

In 2011, SBM chose Mapp Cloud as its digital marketing platform. When they decided to launch their "Unified Customer Vision" project in 2016, SBM continued its collaboration with Mapp to help them complete this transformation. Mapp's open and flexible data architecture, reinforced by various data security standards, has enabled SBM to structure its marketing data by Single Contact. Each contact can, therefore, be activated in a personalized way in marketing messages.

Using real-time customer data, SBM executes cross-channel marketing campaigns via email and SMS. Some of these are automated, triggered by a customer's action or a certain event, like for their loyalty program. Others are tactical campaigns, triggered according to the context and the events to be promoted, such as personalized monthly newsletters personalized, highly targeted event campaigns, and exclusive offers reserved for loyal members.

In response to the recent economic challenges, which has motivated brands to deepen their knowledge of their customers, SBM and Mapp developed a strong, "all-in-one" customer engagement scenario, based on the combination of email, landing page, recommendation engine, and data collection. The objective of this project was to create a one-to-one "in touch" exchange between the brand and the customer, who was able to share their motivations and expectations to (re)visit the SBM Resort (read the campaign details below).

Mapp Cloud's statistics and reporting modules allow SBM to closely follow the reactions of their customers and measure conversions for each campaign. SBM continuously optimizes their communications by personalizing messages according to their profile, interests, and lifecycle.

The campaign results show an average email open rate of 25% for all types of campaigns. Better yet, messages addressed to loyal customers see their opening rates jump to 50% with an average click rate of 8%. Although SBM is using various channels in parallel with email campaigns, via social networks and programmatic advertising, email marketing remains the primary conversion channel.

CAMPAIGN SPOTLIGHT: "ESCAPADE À MONACO"

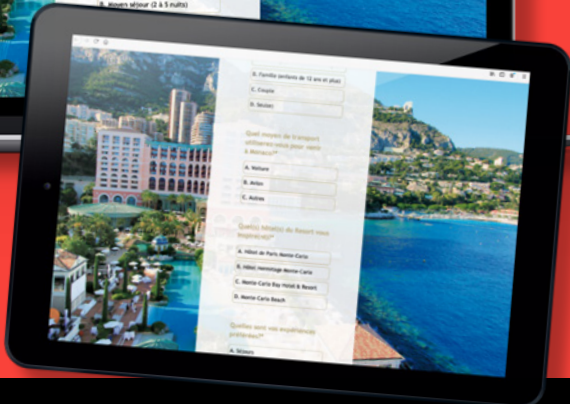
The "Escapade à Monaco" ("Getaway in Monaco") campaign was launched in June 2020, in the context of the international health crisis. This campaign aimed to get in direct contact with recipients through a short questionnaire that allowed customers to share their travel aspirations. The collected answers contributed directly to the deepening of the SBM's customer knowledge.

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Mapp assisted with this campaign by developing a landing page with questions and answers to be ticked off with a simple click. Depending on the answers given by the participants, a page of recommendations for holiday offers was launched. This made it possible to offer the package best suited to the respondent, guaranteeing full satisfaction in finding the offer that met their expectations and interests.

Aurélien Tarro-Toma Latore, Relationship Marketing Manager at SBM, was satisfied with the implementation of this system, as it met the objectives that had been set prior to the project:

"To get to know our customers better in order to target them better, by offering them services that correspond to their aspirations and encouraging them to (re)visit the SBM Resort."



CAMPAIGN OBJECTIVES:



TO IMPROVE CUSTOMER KNOWLEDGE

- Know the travel aspirations of customers in the Covid-19 context
- Find out their preferences for hotels, travel and interests
- Understand where they come from



DEVELOPING THE CUSTOMER DATABASE

- Acquire new customers
- Assess the quality of customer data



GENERATING INCOME

- Create new website traffic
- Promote personalized travel offers based on the answers to the quiz

CAMPAIGN RESULTS:

- **1500** answers to the quiz
- **55%** of participants are members of the SBM Group's "My Monte-Carlo" loyalty program
- **50%** of participants have given their consent to receive future communications
- **15000** clicks, **19000** interactions and more than **500** participants on social media
- **66%** of Facebook participants gave their consent to receive future communications
- **1800** visits to websites generating a turnover of more than 25K€



// We work with Mapp in tandem. They support and advise us and transfer their knowledge to us. That's exactly what I expect from a software vendor. //

*Aurélie Tarro-Toma Latore,
Relationship Marketing Manager at SBM*