

SapientNitro Delivers State-Of-The-Art Digital Platform to MGM Resorts
Wednesday, November 04, 2015 01:00:00 PM (GMT)

Omni-Channel Marketing And Commerce Platform Extends Personalized Guest Services to Online and Mobile Touchpoints

SapientNitro, part of Publicis.Sapient, announced today that it has helped MGM Resorts International (NYSE: MGM) launch a new omni-channel marketing and commerce platform to extend the world-class experience of MGM Resorts' properties to its online and mobile touchpoints. Designed and delivered by SapientNitro, the platform was introduced through a new [MGM Grand](#) Las Vegas website and is scheduled to be rolled out to all of the MGM Resorts' Las Vegas Strip properties by year end.

"Our goal is to continue to offer our guests a differentiated and world-class experience at every touchpoint," said John Bollen, Senior Vice President and Chief Digital Officer of MGM Resorts. "In turn, we expect to drive engagement, increase online booking, and expand share of both market and wallet."

The new state-of-the-art omni-channel platform, currently being used by MGM Grand, extends the resort's personalized guest services to the digital space with an immersive, responsive and functionally rich experience that spans devices and properties to serve up information based on time, location and guest preferences. The redefined experience makes it easier for guests to filter, find and act on the content for which they are searching. For example, the booking process now allows visitors to explore and reserve a hotel room, secure a restaurant table, and discover and purchase tickets to entertainment anytime, anywhere and over any device.

"Our goal for MGM is to create a cohesive guest experience across all physical and digital touch points, to enhance guests' experience of MGM before and during their resort visits," said RJ Hilgers, Managing Director, SapientNitro. "The new platform is helping MGM Grand deliver that unified experience, and does so in a way that is immersive, personal, engaging, and delightful to resort guests."

The new platform also offers significant future benefits to marketers of MGM Resorts' 20+ properties, who are currently managing independent digital experiences for each resort. The ultimate goal is to leverage content and commerce as a service over one scalable platform that streamlines all technologies, content, and data across all parts of the organization into one consolidated system that powers guest interactions across a variety of channels.

The platform, based on SapientNitro's Integrated Experience Architecture (IEA), takes full advantage of the Adobe Marketing Cloud. Its modular design applies the reusable templates, content and digital assets of Adobe's Experience Manager and integrates them with the data collection and assessment tools of Adobe Analytics. As a result, the experience that MGM Grand can now create for guests is highly personalized and the tools allow the resort to finely tune, optimize and validate the guest experience using Adobe's Targeting Tools to drive A-B testing campaigns.

"With Adobe Marketing Cloud, our strategy is to continually innovate to provide the industry's most comprehensive set of best-of-breed, yet highly integrated, marketing solutions," said Jay Sampson, Vice President, Global Partners, Adobe. "But we also partner extensively with advanced agencies like SapientNitro to combine our technology with their marketing strategy and deployment expertise. With a visionary company like MGM, we see how this strategy can change industries and accelerate digital transformation."

About MGM Resorts International

MGM Resorts International (NYSE: MGM) is one of the world's leading global hospitality companies, operating a portfolio of destination resort brands including Bellagio, MGM Grand, Mandalay Bay and The Mirage. The Company is in the process of developing MGM National Harbor in Maryland and MGM Springfield in Massachusetts. The Company also owns 51 percent of MGM China Holdings Limited, which owns the MGM Macau resort and casino and is developing a gaming resort in Cotai, and 50 percent of CityCenter in Las Vegas, which features ARIA Resort & Casino. For more information about MGM Resorts International, visit the Company's website at www.mgmresorts.com.

About SapienNitro

SapienNitro®, part of Publicis.Sapient, is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it our Storyscaping® approach, where art and imagination meet the power and scale of systems thinking. SapienNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit www.sapiennitro.com.

SapienNitro and Storyscaping are registered service marks of Sapient Corporation.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20151104005106/en/>

--30-- JO/BO

Contact:

SapienNitro
Nova Halliwell, 917-657-0164
nhalliwell@sapient.com

Copyright Business Wire 2015
1.2

Industries: Entertainment, Casino/Gaming, Technology, Data Management, Software, Travel, Vacation, Lodging, Mobile/Wireless, Communications, Advertising, Marketing

Languages: English

Primary Identifiers: MGM-US

Related Identifiers: MGM-US

Source: SapienNitro

Subjects: Contract/Agreement, Product/Service