

Many casinos use “retail” email service providers for the player emails, and most are unaware their service can be terminated without notice if they are caught sending gaming or sports betting content.

This happened to Colonial Downs Group (CDG), operator of Colonial Downs Racetrack and the Rosie’s Gaming Emporiums in Virginia in March 2022.

Problem

CDG’s provider abruptly locked their account, forcing them to switch to three other retail email providers. This led to fragmented tracking, different sending domains and reputations, confusion for ISPs and hurting email deliverability and visibility. Costs went up and player satisfaction cratered.

This was unsustainable both financially and with internal resources.

Solution

Engaged Nation quickly provided CDG with a single, responsive enterprise platform and immediately began to manage email strategy, automation, campaigns, and data collection. We also provided CDG with self-service access.

Additionally, EN’s partnership with The Printer, Inc. (TPI) enabled CDG to create advanced player offer campaigns that were not possible with retail providers.



Results

- All 90-day improvement goals reached in 30 days
- Deliverability soared to 98.67%
- The average open rate surged to 39.12% from 13.91%
- Significant monthly cost reduction through consolidation
- All other metrics surpassing previous results

“Engaged Nation has gone above and beyond to build a working partnership with our team in Virginia. Through ongoing collaboration, E.N. has shown an outstanding sense of awareness for current email marketing strategies. Rosie’s & Colonial Downs truly value their expertise in the digital advertising field.”

- Nate Mize, Director of Marketing at CDG