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CUSTOMER STORY:

ATLANTIS

PARADISE ISLAND, BAHAMAS™

Enhancing the Guest Experience
and Driving Revenue



A TRAVEL CASE STUDY



Guests at Atlantis Paradise Island, a luxurious tropical resort in The Bahamas, enjoy an amazing guest experience: the resort boasts pristine white-sand beaches, luxurious accommodations, a world-class casino, a 140-plus acre water park, and the world's largest open-air marine environment. Atlantis wanted to drive anticipation and deeper engagement with guests before they even set foot on the island by improving the pre-arrival experience. SundaySky SmartVideo enables Atlantis to take a strategic, multi-touch engagement approach to enhancing the pre-arrival period with personalized video communication to assist guests in fully preparing for their vacations.

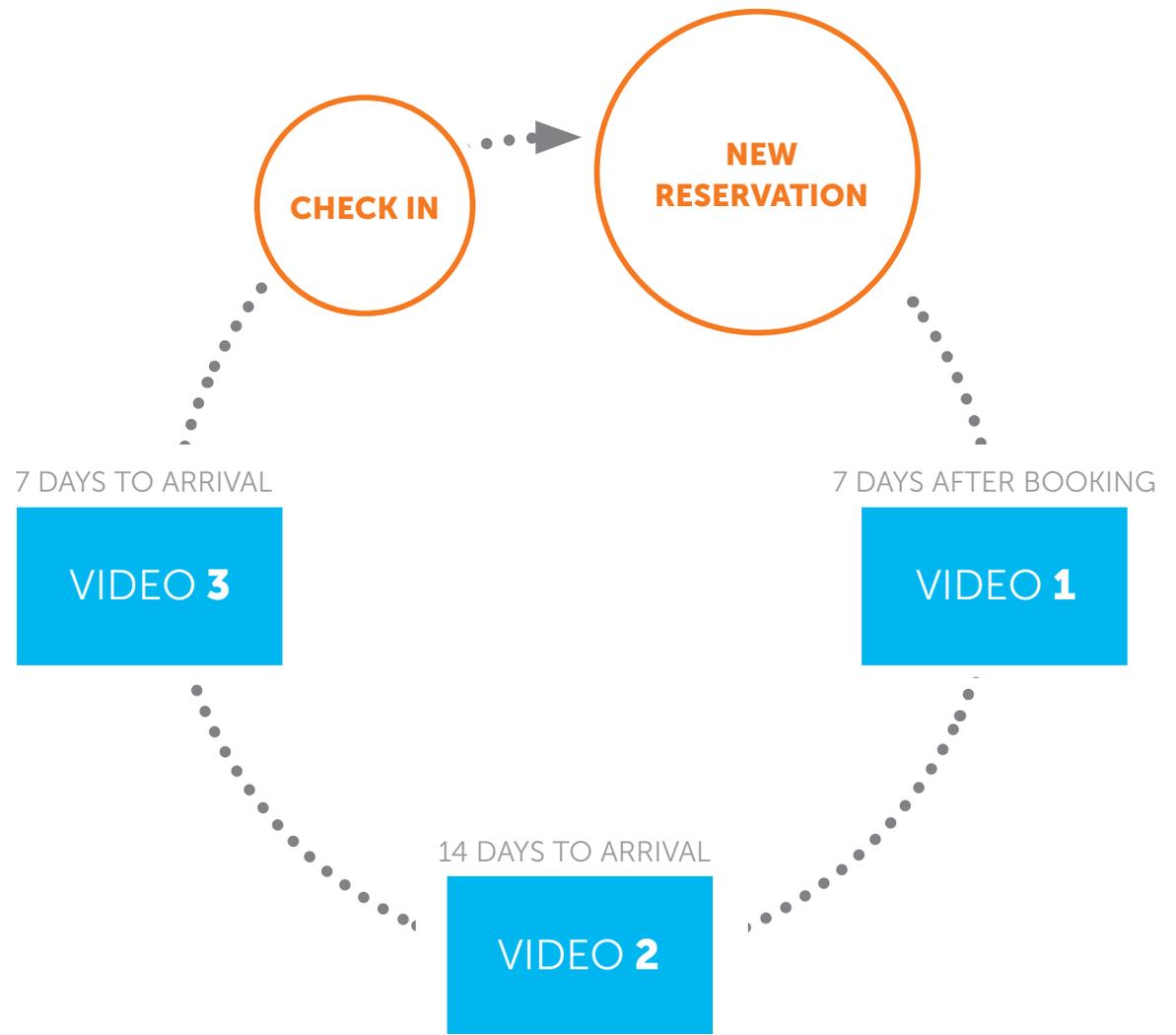
Atlantis launched its pre-arrival SmartVideo program with **the goals of increasing revenue per booking and lifting guest engagement with Atlantis email campaigns.** The SmartVideo platform allows Atlantis to add a dynamic video component to its existing pre-arrival email campaign that simultaneously engages guests with its wow factor and encourages guests to book add-on activities.

SOLUTION

SMARTVIDEO FOR GUEST PRE-ARRIVAL

Atlantis chose SmartVideo as a strategic platform for lifecycle engagement. The resort incorporated SmartVideo into its existing email-based pre-arrival lifecycle – from reservation confirmation to check-in – using timing-based touch points as sending triggers.

Atlantis delivers personalized video stories embedded in emails at three different touch points between trip booking and a guest's arrival: at seven days after booking, 14 days and seven days prior to arrival. The videos recap accommodations and trip package, then encourage guests to use Atlantis' online planning tool to add activities to their travel plan, make advance restaurant reservations and upgrade their rooms.



SOLUTION

PERSONALIZATION EXPERIENCE

The video scenes, content and creative assets are personalized to the viewer both overtly and subtly, so a family with young children staying at one of Atlantis' family-friendly accommodations will have a different video experience than a couple who booked a luxurious suite at The Cove. Each video is generated in real-time

from the moment the viewer presses play, so the story is always up-to-date based on actions the viewer has taken between touch points. For example, if a guest books a dolphin interaction after watching the first video, the scene will then be excluded in favor of one that prioritizes the next best action for the guest.

By altering the experience and messaging for individual guest segments, Atlantis **ensures high viewer engagement and ultimately, can drive the key desired actions** of increased dining and activity reservations, room upgrades and on-property spending.

OVERT PERSONALIZATION ELEMENTS:

- Guest name
- Family name
- Booking details
- Trip add-on details
- Last-minute tips
- Activity recommendations

SUBTLE PERSONALIZATION ELEMENTS:

- Family or non-family
- The Cove or non-Cove booking
- Activity recommendations

SOLUTION

ATLANTIS PERSONALIZED STORY VARIATIONS

Below are sample Atlantis SmartVideo scenes and data variations for a family traveling with children staying at the Royal Towers and for a couple who reserved a room at The Cove. The engaging creative design fully leverages the brand's existing assets, images and video clips within the personalized video.

- Sent: 7 Days After Booking
- Booking Details: Initial
- Goal: Excite Guest / Reserve Dining
- Highlight: What's Included
- Dining: Reserve Now
- Online Planning Tool: Yes
- Mobile App: No

- Sent: 14 Days Before Arrival
- Booking Details: Updated
- Goal: Trip Add-ons
- Highlight: What You Can Do
- Dining: Not Presented
- Online Planning Tool: Yes
- Mobile App: Yes

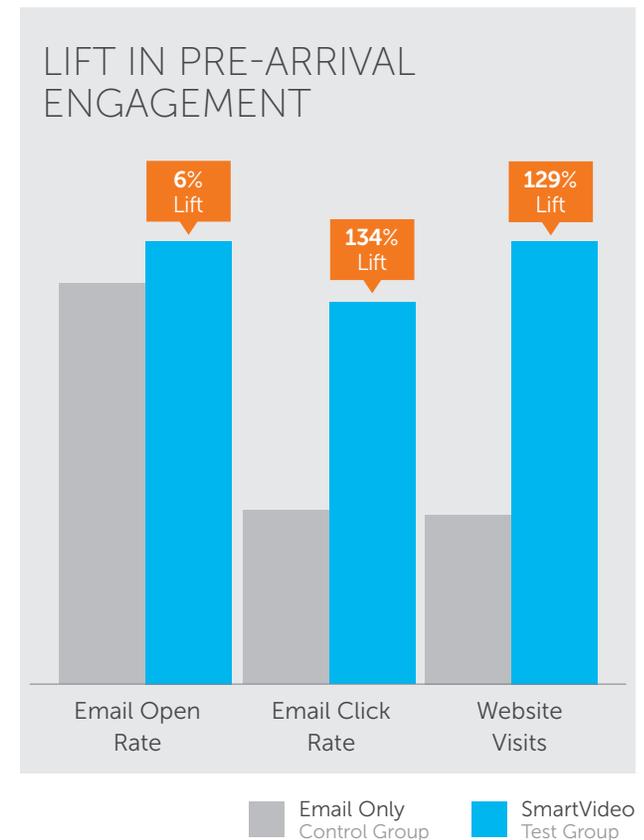
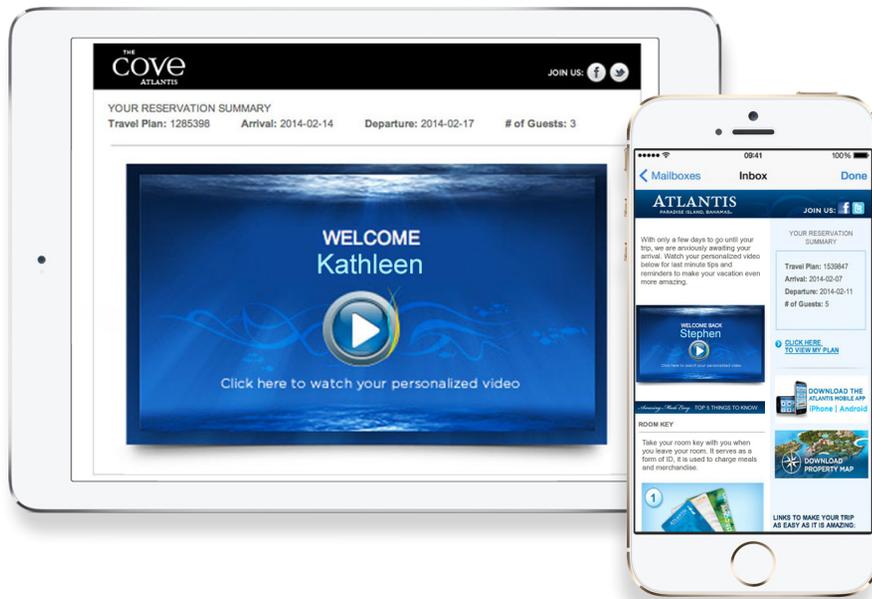
- Sent: 7 Days Before Arrival
- Booking Details: Updated
- Goal: Final Upgrade
- Highlight: Don't Forget To Do
- Dining: Not Presented
- Online Planning Tool: No
- Mobile App: If Not Downloaded

RESULTS

BOOSTING EMAIL ENGAGEMENT AND SITE TRAFFIC

Atlantis and SundaySky used a control group methodology to measure incremental impact, allocating 80% of guests to a test group that received personalized videos and 20% to a control group that received the existing emails. By incorporating personalized videos into its email campaigns,

Atlantis improved upon its already-high open rates and **drastically increased click rates by 134%**. The higher engagement within email **lifted the number of all pre-arrival guest website visits by 129%**, and ultimately led to incremental guest spend.

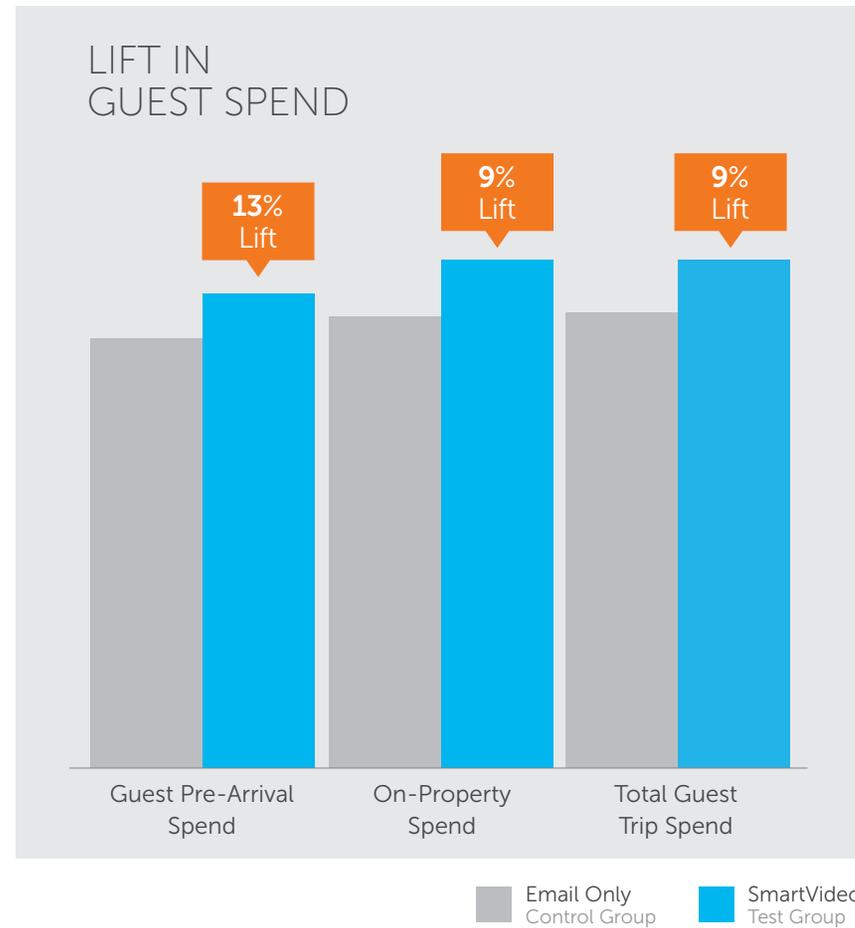


RESULTS

IMPROVING GUEST EXPERIENCE AND INCREASING REVENUES

A goal of Atlantis' SmartVideo program is to extend the resort experience to guests prior to their arrival. With relevant messages aimed at helping guests make the most of their vacations and time at the resort, **89% of viewers reported the videos were helpful in planning their trips.**

The personalized videos encouraged guests to book add-ons and reservations prior to their trip so they could enjoy more of Atlantis while on property. Atlantis saw a **13% lift in pre-arrival guest spend** and a **9% increase in overall trip spend.**



RESULTS

WHAT PEOPLE ARE SAYING

“SundaySky’s SmartVideo has not only transformed our communication with guests before they vacation with us, but initiated a strategic way for us to think about our communication throughout our customer lifecycle. Our guests love the personalized, exciting nature of SmartVideo, and we see true value and revenue impact to our business, largely due to the fact that SundaySky is entirely committed to our success.”

Adam Darnell

Executive Director
CRM at Atlantis Paradise Island

VIEWER REACTIONS

“It was great to see and get the family even more excited! Thank you!”

“It’s a nice touch. We are more excited about our visit because of it.”

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ABOUT SUNDAYSKY

SundaySky is transforming the relationship between brand and customer through personalized video. Our platform, built on proprietary SmartVideo technology, combines the power of video with personalized storytelling at scale to foster long-term customer relationships. The SmartVideo Platform lets marketers communicate to an audience of one and easily create, manage and optimize real-time personalized video programs throughout the customer lifecycle. AT&T, Comcast, Allstate and other industry-leading brands partner with SundaySky to engage prospective and current customers, resulting in higher revenue, lower costs and deeper loyalty. SundaySky is headquartered in New York City with offices in Tel Aviv and Tokyo.



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