

# LEGOLAND® Sees 400% Increase in Click-to-Open Rate During Black Friday

## Challenges

- Stand out in busy Black Friday inboxes
- Instill the LEGOLAND quality experience in an email
- Develop an interactive pathway to purchase

The LEGOLAND California Resort is very passionate about delivering fun and memorable experiences to guests throughout their time at the park. With over 60 rides, shows, and attractions it is not difficult to keep guests entertained. The Carlsbad, California attraction also contains an aquarium with over 5,000 different creatures, a 250-room hotel, and a water park with seven slides.

*“Implementing the LiveReveal in combination with the ‘add-to-calendar’ feature gave guests an interactive resource to consider the offers, while also providing a natural pathway to purchase, along with a gentle nudge! We believe the results really speak for themselves!”*

- Adrian Evans, CRM Manager for Merlin Entertainments PLC

As a brand, the challenge was to bring the fun of a LEGOLAND Park into an email. Creating an engaging email is



especially important during the holiday season when inboxes flood and guests are actively searching for their next family vacation. RealTime Email was used to integrate scratcho ticket and add-to-calendar interactivity to the Black Friday campaign.

Using LiveReveal and add-to-calendar interactivity, Merlin Entertainments increased the click-to-open rate four times over average! Combining the two interactive elements made for the most successful Black Friday and Cyber Monday emails in the company's history. Merlin looks to continually add more contextual data-driven content to each of its email campaigns.



### Results

- 400%+ increase over average click-to-open rate
- Most successful Black Friday email in LEGOLAND California history
- Most successful Cyber Monday email in LEGOLAND California history

### About Merlin Entertainments PLC

Merlin Entertainments PLC is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 111 attractions, 12 hotels/4 holiday villages in 23 countries and across four continents. The company aims to deliver memorable and rewarding experiences to its almost 63 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and employees. Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.