

Creating Innovative Customer Experiences Leads to Many Impressive Results for LEGOLAND

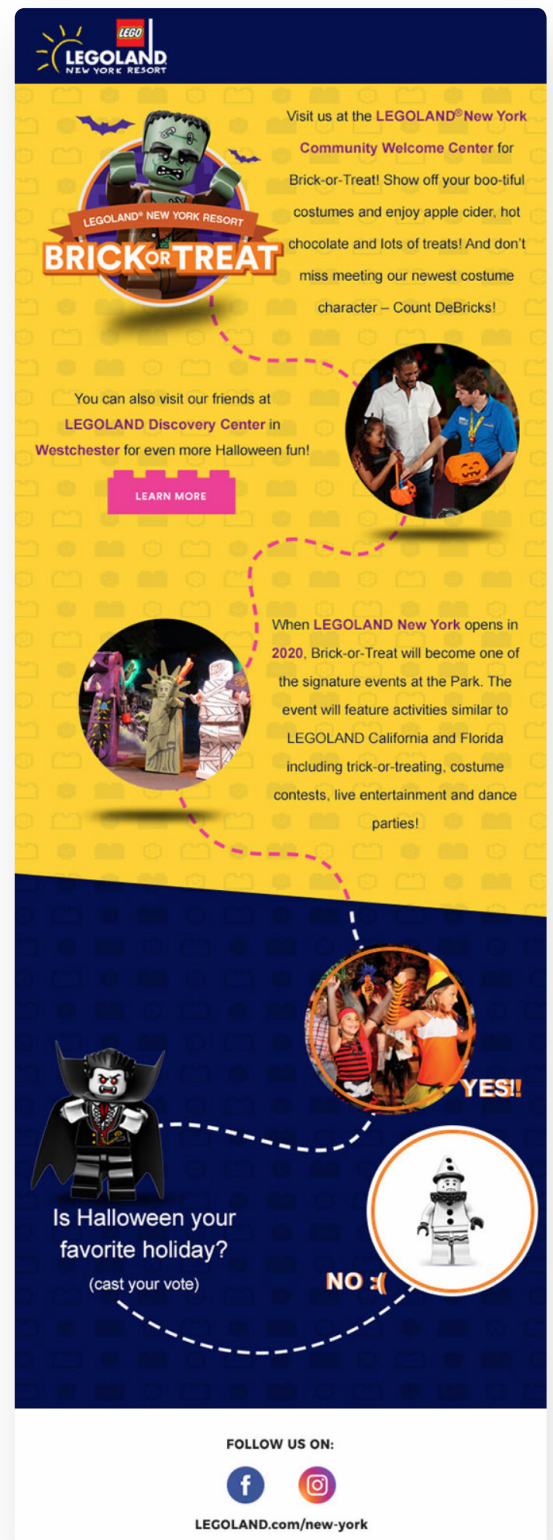
About Merlin Entertainments and LEGOLAND

Merlin Entertainments is a global leader in location-based family entertainment. As Europe's number one and the world's second-largest visitor attraction operator, Merlin now operates over 120 attractions, 18 hotels and 6 holiday villages in 25 countries and across four continents. Merlin currently operates eight LEGOLAND parks in seven countries, including the most recent new openings in Dubai and Japan, and plans to open a ninth LEGOLAND New York in 2020.

Increased Click-Through Rates, Customer Engagement, Revenues, and More

As a prominent brand looking to attract new prospects and engage existing customers, LEGOLAND has always sought marketing technology partners who could drive its marketing performance to new levels. This mindset led LEGOLAND to select Liveclicker and its RealTime Email platform. Specifically, LEGOLAND was looking to create much more engaging emails by delivering dynamic, highly personalized content in innovative new ways, and Liveclicker was the perfect partner.

There were a number of considerations that led to this decision. First, LEGOLAND wanted a proven vendor with an industry-leading solution, and after reviewing several competitive products, the company determined that Liveclicker provides the best real-time personalization technology on the market. LEGOLAND also liked the fact that the RealTime Email platform was extremely easy to set up and use, so its marketing team could start using it immediately. Finally, LEGOLAND was impressed by a human element: Liveclicker's account management and support teams who acted as proactive extensions of its own employees.



LEGOLAND
NEW YORK RESORT

Visit us at the LEGOLAND® New York Community Welcome Center for Brick-or-Treat! Show off your boo-tiful costumes and enjoy apple cider, hot chocolate and lots of treats! And don't miss meeting our newest costume character – Count DeBricks!

You can also visit our friends at LEGOLAND Discovery Center in Westchester for even more Halloween fun!

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When LEGOLAND New York opens in 2020, Brick-or-Treat will become one of the signature events at the Park. The event will feature activities similar to LEGOLAND California and Florida including trick-or-treating, costume contests, live entertainment and dance parties!

Is Halloween your favorite holiday?
(cast your vote)

YES!!

NO :(

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A Commitment to Excellence Leads to Liveclicker

LEGOLAND creates individual ad-hoc email campaigns as well as automated triggered emails that use Liveclicker's RealTime Email platform and advanced experience capabilities. Thanks to Liveclicker, LEGOLAND has been able to improve its ability to engage consumers, keep them engaged, and deliver information its customers need at every step of their booking journey.

Better email marketing has led to a number of significant results, too. LEGOLAND reports that it has increased click-through rates and overall engagement, while also creating more urgency. All of this has helped the company generate new sales and increase revenues. In fact, at this point, *LEGOLAND's highest performing emails are created using Liveclicker technology.*

Advanced Email Experiences

- **LiveForecast:** LEGOLAND uses the LiveForecast element to embed weather updates and forecasts into its automated booking journey campaigns. With this information, guests have a better sense of what to expect during their stay.
- **LiveTimer:** The company also uses LiveTimer to count down to a particular flash sale or other event. These new experiences create excitement and urgency—and generate higher results than traditional marketing messages.
- **LiveVideo:** Embedding video directly in email enabled LEGOLAND to give customers a preview of its brand new Castle Hotel, which generated awareness and interest in a whole new way.
- **LiveReveal and LiveCalendar:** LEGOLAND used the LiveReveal and LiveCalendar elements as a way to create much more compelling emails for its Black Friday and Cyber Monday campaigns. These email creatives included a scratch-to-reveal special offer as well as an add-to-calendar option to give guests an interactive resource as well as a natural path to purchase.
- **LivePoll:** The marketing team also uses LivePoll to ask customers questions, get their feedback, and increase their overall engagement with the brand. For example, LEGOLAND's recent Halloween



ON OPEN IMAGE



ON RE-OPEN IMAGE

email asked recipients if Halloween was their favorite holiday and displayed trend results directly in the email upon reopen as well as on its Facebook page. This Halloween email also promoted the opening of its new LEGOLAND New York park in 2020, keeping subscribers engaged for 18 months before the park opens.

LEGOLAND reports that all of these emails were extremely engaging and made a significant impact with its customer base.

“As a business, we need to make sure we’re maximizing revenue in our existing estates,” said Barbara Puskiewicz-Cimino, Senior CRM Manager North America, Merlin Entertainments. “To achieve this goal, we need to increase personalization and interactivity with our subscribers to keep their communications memorable. It is so important to improving engagement with customers to keep them interested and coming back for more.

“Liveclicker has been instrumental in helping us achieve our goals—and increase revenue. Our executive team has been in awe at Liveclicker’s ability to consistently exceed our sales and engagement goals.”



Results

- Increased click-to-open rates by 600% for Black Friday and Cyber Monday emails using scratch-to-reveal promotions
- Increased conversions by 43% for these same emails
- Reduced campaign production time for countdown emails by 80% for 17 different locations by creating a single re-usable element instead of creating different templates
- Exceeded sales goals—and executives’ expectations

About RealTime Email

Leading brands choose Liveclicker’s RealTime Email solution to drive message engagement, conversions and sales. The intuitive platform leverages real-time data from multiple sources so that marketers can deliver truly personalized content, simply and at scale. Liveclicker’s flexible integration architecture, rich partner ecosystem and extensive email expertise help clients execute highly relevant email marketing programs that respond to each recipient’s constantly changing personal context.