Industry Practice Expo Invited Talk

The Power of Analysis and Data

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ABSTRACT
Caesars Entertainment, the largest provider of branded casino entertainment, captures a wealth of data for 40 million+ customers through its Total Rewards program. In-depth data analysis has helped Caesars weather the economic downturn by prioritizing marketing spend, expense savings targets and identifying new revenue opportunities. This talk will describe how closed-loop marketing, state-of-the-art user segmentation, and ongoing experimentation via test and control groups have enabled Caesars Entertainment to achieve all-time high customer satisfaction scores and outperform the competition in a challenging economic climate. The lessons learned are generic and apply across multiple industries. Insights will also be provided on the next wave of challenges to be answered analytically.

Categories and Subject Descriptors
H.2.8 [Database Management]: Data Mining.

General Terms
Algorithms, Experimentation, Human Factors, Management, Measurement.

Keywords
Large-scale data mining, predictive analytics, market segmentation, revenue optimization.

Bio
David Norton is the Senior Vice President and Chief Marketing Officer at Caesars Entertainment, which operates more than 40 casinos nationwide and 10 others worldwide and has been recognized for its outstanding marketing practices by the Wall St. Journal, Info Week and CIO Magazine. HET’s brands include Caesars, Horseshoe, Harrah’s, World Series of Poker, Paris, Flamingo and several others. Norton is responsible for the company’s direct marketing strategy, Brand Management, Promotions, Alliances, Research, VIP marketing, revenue management, the Total Rewards loyalty program, Internet marketing, multi-cultural marketing, mobile initiatives, Retail, Entertainment, Sales and Travel Services. Prior to joining Harrah’s in October of 1998, Norton worked in the credit card industry with American Express, Household International and MBNA. He has a B.S. in Finance from Boston College, an MBA from Loyola College and a Masters in Management of Technology from the University of Pennsylvania and the Wharton School.