

Fontainebleau Hotel Miami Beach



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The historic Fontainebleau Hotel Miami Beach is one of the largest and most significant properties on the East Coast. Featuring 1,500 rooms, dozens of restaurants, spas, pools and music venues, the “bleau” has hosted every celebrity you can imagine, including Elvis, The Rat Pack and Justin Bieber. High-end clientele from all over the world mix with locals visiting the beautiful, oceanfront hotel for spa days, anniversaries and late-night celebrations.

THE CHALLENGE

“Fontainebleau was looking for an easy way to segment, organize, and collect all the pertinent data available for customers and prospects,” said Josh Herman, Director of Marketing & PR at Fontainebleau.

“We wanted to understand key insights and use that data to treat our loyal guests in the best way possible and find more guests just like them.”

THE SOLUTION

After searching for a solution for some time, Fontainebleau ultimately selected Cendyn due to a “combination of technology and people,” Herman said. “We shopped around, but couldn’t find a CRM that was as easy, simplified and pulled together as Cendyn. You didn’t need a Computer Science degree to use it. And the great Cendyn account team proactively guided us through the process, so we could actually use the information gleaned.”

WHY CENDYN

Herman said it came down to three clear reasons why the mega hotel chose Cendyn over other CRMs in the hospitality market and beyond.

Trust – “A lot of companies can sell you with a great pitch, but I had the confidence and trust that the Cendyn team would carry through on all their promises.”

Simplicity – “Cendyn makes my life easier. The system is easy to use and handles a lot of things that are time-consuming otherwise.”

Transparency – “Having all of the systems integrated together with transparent access to reports and metrics in a very clear, concise way we can review and interpret is great.”

THE CENDYN MIX

Fontainebleau is one of many clients utilizing Cendyn's CRM and digital marketing services. The combination gives Herman and his team the ability to integrate both data and marketing in a very nimble way.

“I've seen lots of companies run their marketing in a silo, but by using Cendyn's CRM and digital marketing services together, it allows us to really direct our efforts to what the data is telling us,” Herman said. “We can spend our dollars on what is most effective. It takes the guesswork out of a lot of things. It's so beneficial to have them integrated together.”

GOALS ACHIEVED WITH CENDYN

Focus – “Cendyn has allowed us to really focus and grow our channel mix. We've exceeded our goals in the channels most profitable to us.”

Growth – “Since we've partnered with Cendyn, we've doubled the size of our database.”

Targeting – “Cendyn's advanced targeting has helped us find the right customers for the right experiences.”

Strength – “Miami Beach is an extremely competitive market. Cendyn has allowed us to be extremely nimble and use our advertising dollars to reach more of the customers we want.”

Innovation – “Fontainebleau prides ourselves on being cutting edge. The team at Cendyn allows us to test and try new things easier than we otherwise could.”



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