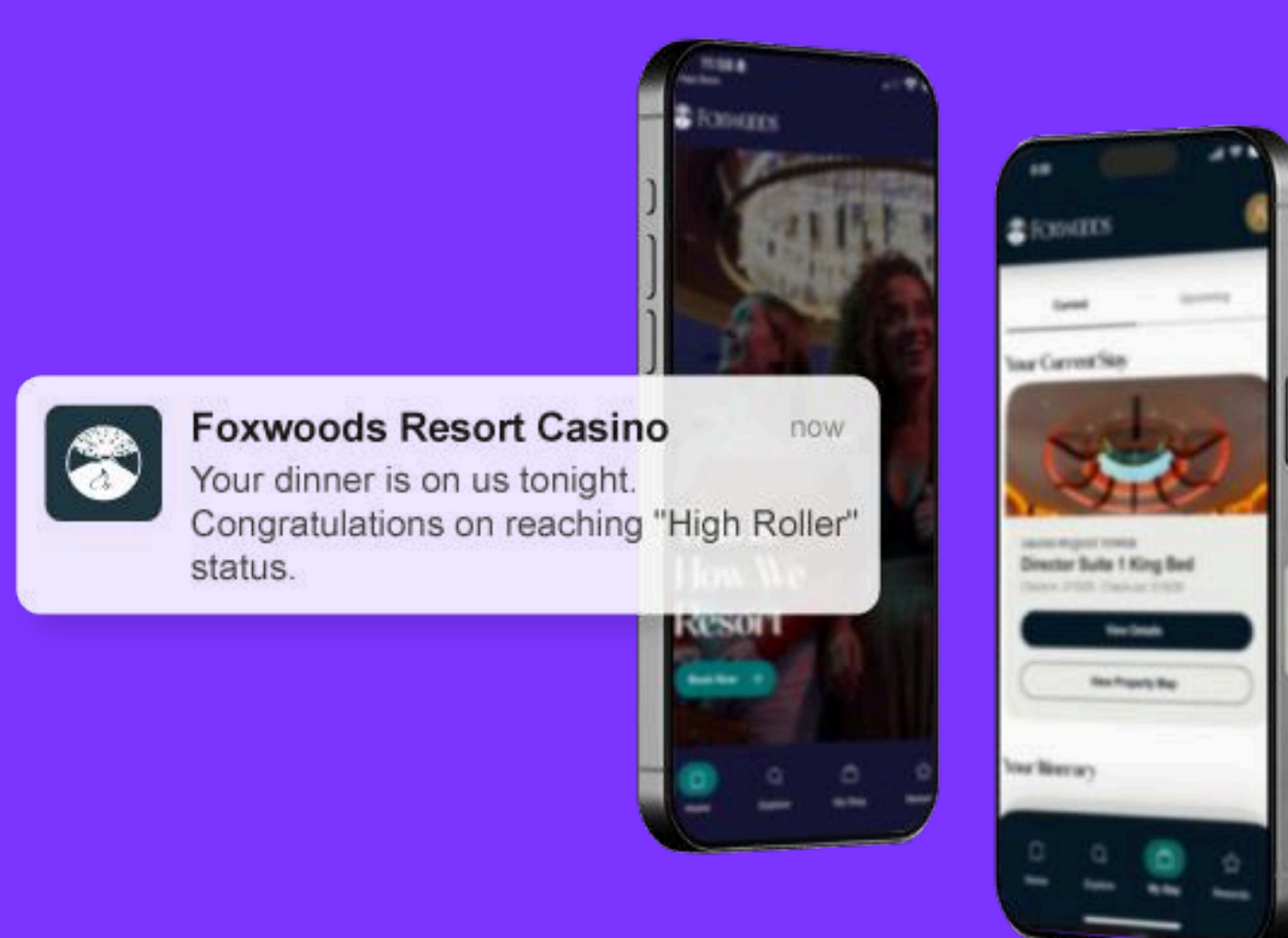


Betting on Real-time: How Foxwoods is Elevating the Guest Experience



ABOUT FOXWOODS

Foxwoods Resort Casino is one of the largest resort destinations in North America. Gaming, hotels, dining, entertainment, and retail: all under one roof, built around the guest. What sets Foxwoods apart on property is how personal it feels. Guests aren't moving through a generic resort experience. They're getting something tailored to them, across every touchpoint.



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fueled

A STRATEGIC PARTNERSHIP: FUELED X MOENGAGE

To bridge the gap between Foxwoods' hospitality and digital experience, they partnered with FUELED and MoEngage to modernize guest engagement. Fueled migrated Foxwoods' email and messaging to MoEngage by rebuilding existing templates, connecting data sources, and helping them shift away from one-size-fits-all mass emails toward smaller, more targeted campaigns based on real-time customer behavior. By automating personalized messaging for promotions, check-ins, and check-outs, and by setting up dynamic content that adapts to each customer, Foxwoods created a scalable, data-driven operation that prioritized individual customer needs over broad segment-level assumptions.

Business Need

Foxwoods knew how to create a great guest experience. The problem was translating that on-property experience to digital.

Email, SMS, and push were each run by separate teams. That meant campaigns were built in silos, coordination took longer than it should have, and the team ended up spending most of their time on execution rather than actually shaping the experience.

Guests felt it. One visit could trigger a handful of unrelated messages — each one technically relevant, but delayed, and with no throughline connecting them. The digital experience didn't reflect what Foxwoods was actually delivering in person.



Having everything in one place is amazing for us. We can finally make sure guests are getting exactly what they want to see, instead of sending the same message across every channel.

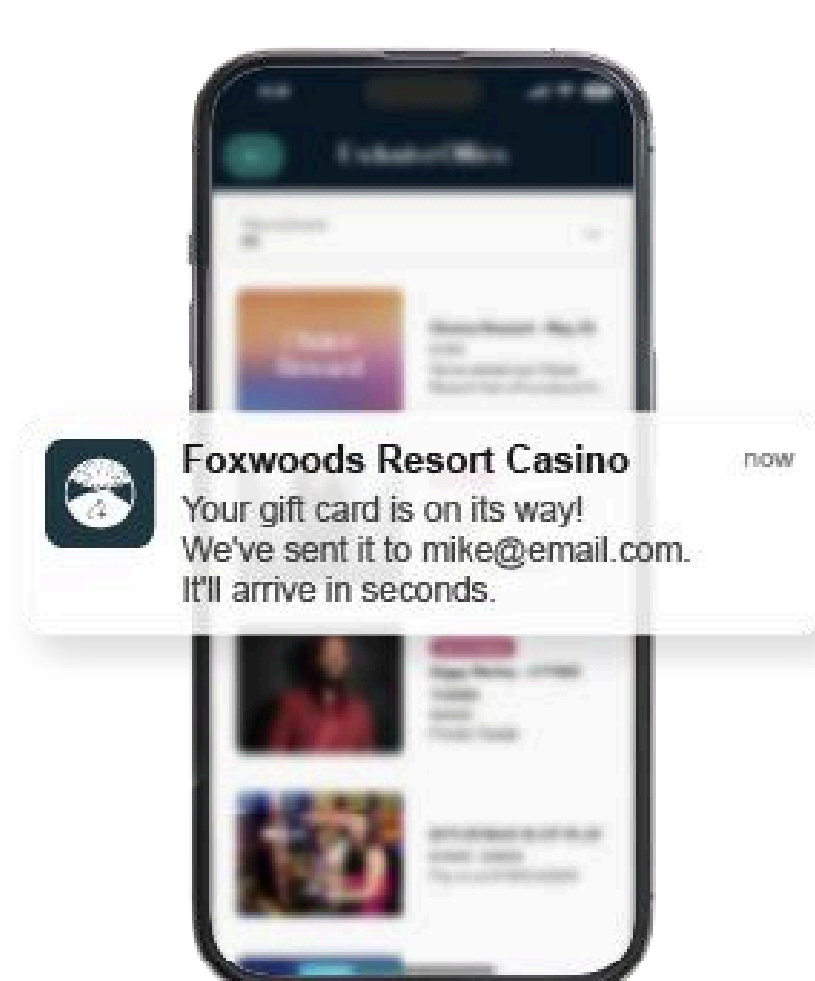


Blair Bendel
SVP, Marketing

The Solution: Unifying Channels to Create a Single Guest Experience

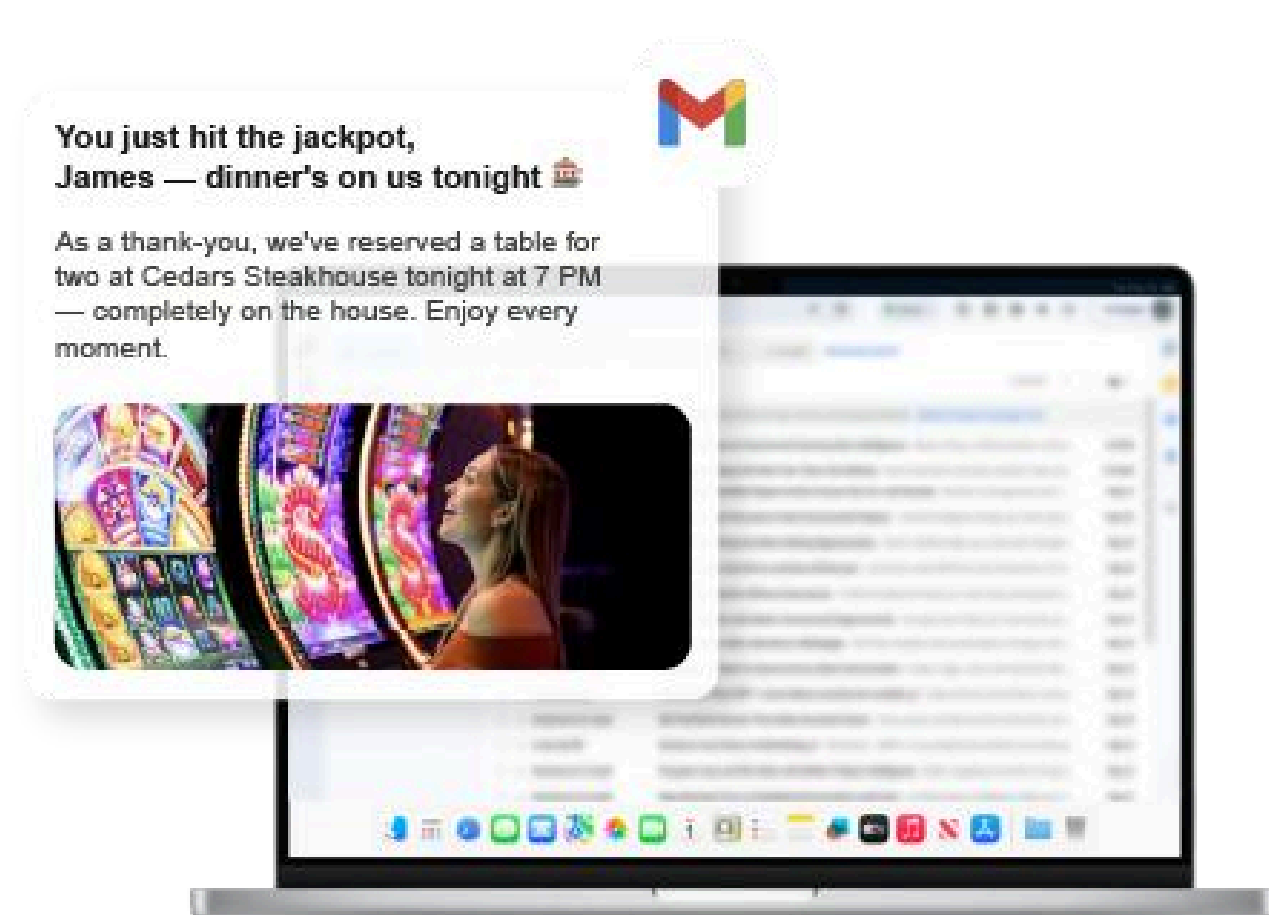
Foxwoods moved email, SMS, and push onto a single platform on MoEngage. No more separate teams running separate campaigns in separate systems.

That consolidation created something more useful than efficiency. It gave the team a unified view of each guest. Communication could finally be coordinated across channels rather than fired off in pieces. A guest who purchases a digital gift card now receives it instantly, as part of a connected flow. Previously, that required manual coordination and happened outside of a coherent communication sequence.



The Solution: Enabling Real-Time, Coordinated Engagement

Foxwoods replaced manual campaign execution with messaging triggered by guests' actual behavior. New member onboarding, loyalty tier changes, key moments in the guest journey — these used to take days to reach guests, sometimes up to a week. Now they go out in real time, without manual setup. The team isn't reacting after the fact. They're responding in the moment, across channels, within a single coordinated flow, rather than treating every message as a standalone campaign.



Products Used

- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).
- Email**
Create personalized [emails](#) that land in-the-box.
- In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- MoEngage Inform**
Manage and scale [Transactional Messaging](#) efforts with minimal developer dependencies.
- Push Notification**
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
- Segmentation**
Personalize experiences by creating nuanced [segments](#) based on behavior and action.

The Results

Foxwoods unified its communication channels on MoEngage and achieved the following:

- Email open rates increased by 5 percentage points within the first few months
- Consolidated Email, SMS, and Push into a single platform
- Eliminated manual coordination across separate channel teams
- Automated previously manual campaigns, including real-time guest notifications
- Enabled real-time messaging for key guest moments (e.g., tier upgrades, new member offers)
- Reduced time spent on campaign execution, allowing the team to focus more on strategy
- Began testing and learning guest channel preferences to improve communication relevance

About MoEngage

MoEngage is an insights-led customer engagement platform for consumer brands that empowers marketers and product owners with AI-driven insights to create cross-channel experiences that customers love. Trusted by 1,350+ global consumer brands such as SoundCloud, Poshmark, Citi, Nestlé, Domino's, McAfee, Samsung, 7-Eleven, Deutsche Telekom, and more, MoEngage powers personalized and seamless digital experiences. Consumer brands across 60 countries use MoEngage to power digital experiences for over 1 billion customers every month.

To learn more, visit www.moengage.com.