

INDUSTRY: Casino

GOAL: Increase Awareness / Measure Success Through Website and Casino Visits

# Casino Finds Success

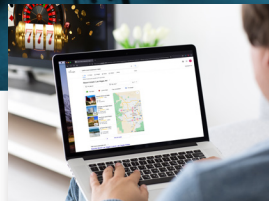
## IN REBUILDING THEIR BRAND AWARENESS AND DRIVING WEB/FOOT TRAFFIC VIA CTV CAMPAIGNS



**98%**  
VIDEO  
COMPLETION RATE



**4,784**  
FOOT TRAFFIC VISITS TO  
THE CASINO/PROPERTY



**47,310**  
POST-VIEW  
WEBSITE VISITS

### OVERVIEW:

A casino was looking to increase awareness of their property as a First Class destination for gaming, entertainment, and as a resort getaway.

They were interested in expanding their advertising strategy beyond linear television and into the OTT/CTV space. As a result, the casino partnered with Strategus for a three-month test to determine how OTT/CTV could play a role in their future marketing plans and measure success to increase gaming, attendance at shows, sporting events, and resort stay.

### THE CHALLENGE:

The casino was extremely wary about investing their budgets into OTT/CTV advertising, especially considering their comfort and familiarity as a heavy linear TV advertising buyer.

On top of that, the client also needed proof that the OTT/CTV advertising worked towards achieving their marketing goals.

STRATEGUS WAS ABLE  
TO SUCCESSFULLY  
ADVANCE CTV AUDIENCE  
TARGETING, ENCORE  
CROSS-DEVICE  
RETARGETING, POST VIEW  
WEBSITE ATTRIBUTION,  
AND FOOT TRAFFIC  
ATTRIBUTION

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## THE SOLUTION:

Strategus partnered with the casino to conduct a three-month Full Funnel CTV campaign. This campaign focused on building brand awareness among potential customers and driving people to their website and casino.

Their strategy included advanced CTV audience targeting, Encore Cross-Device Retargeting, Post View Website Attribution, and Foot Traffic Attribution.

The casino campaign implementation:

1. Serve users ads on their CTV device leveraging a blended targeting approach:
  - a. **Audience Targeting** — i.e., Gambling and Gaming Enthusiasts, Casino Visitors, Interest in Poker / Slots / Bingo / Etc., Interest in Nightlife, Date Night.
  - b. **Location-Based Retargeting** — retargeted users who visited the casino or those who visited the casino's 13 competitors' locations.
  - c. **Website Retargeting** — retargeted users who had visited the client site.
2. Leverage **Encore Cross-Device Retargeting** to serve Online Video and Display ads to these same users with a clickable call-to-action on their smartphone, laptop, desktop, tablet, or other personal devices.
3. Utilize **Post View Website Attribution** to track the number of users who viewed the client's ads and visited their website.
4. Engage **Foot-Traffic Attribution** to identify users who viewed the client's ads and later visited the casino.



## THE SUCCESS:

The client experienced a boost in foot traffic and website visits due to the Strategus campaign.

This strategy enhanced the casino's in-person interactions and brand awareness in shows, sporting events, and other popular date night destinations. As a result of this success, the client has shifted a sizable portion of their linear tv ad budgets over to CTV, and they continue to run monthly ads campaigns for their business with Strategus.

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