

ARTS & ENTERTAINMENT CASE STUDY

OVERVIEW

Client

Casino

Campaign Length

Nine months

Total Investment

\$67,500

Geography

Population Size Reached: One million

Objectives

To increase foot traffic to the client's table games.

Products Used

Device ID

Programmatic Video

Streaming TV

RESULTS

1,500

Average number of unique visitors per month recorded through Device ID Foot Traffic Attribution reports.

20%+

Increase in foot traffic after adding Streaming TV to the strategy.

STRATEGY AND SOLUTIONS

- The client doubled their campaign budget when they realized the results and sustained the \$15,000 spend through the end of the year.
- Once the NFL season started, we were able to target fans of the local team, which led to an increase in the budget as well.



PRO TIP

Our research shows that campaigns are the most successful when three or more products are used.

