

Casino Drives Online Traffic With Major Impact on Foot Traffic



OVERVIEW

A prominent west coast casino partnered with Strategus to increase brand awareness and drive additional foot traffic to its casinos. Despite strict targeting parameters to a niche audience within concentrated geographic zones, the Strategus team drove **52,862 in-person visits** to the casino through a thoughtful full-funnel strategy.

STRATEGY

This casino partner required exact specifications for its budget allocation based on geography. In response, the Strategus team had to meticulously organize the campaign strategy. On top of the tight geos, there were also audience targeting restraints that restricted ad spend. Despite the niche targeting, Strategus was able to serve budgets in full via CTV, Online Video, and Streaming Audio. Furthermore, we attributed online conversions and foot traffic measurements to each specific audience, geo, and tactic.

SUCCESS

Over 5 months, this campaign drove **52,862 in-person visits** to the casino. CTV drove 27,180 visits, Online Video drove 13,238 visits, and despite Streaming Audio only running for 2 months, it drove 12,444 visits. The Strategus team provided transparency into inventory partners and performed effectively under budgetary restrictions. In-person visits were tracked through Foot Traffic measurements for each tactic. In sum, the overall success of this partnership was based on the immense control advertisers gained over CTV and omnichannel campaigns with Strategus.

OBJECTIVE

- Increase Brand Awareness
- Drive Foot Traffic to Casino

KEY RESULTS



52,862 In-person Visits
 – 27,180 Driven by CTV
 – 13,238 Driven by Online Video
 – 12,444 Driven by Streaming Audio



98% Video Completion Rate for CTV



97% Listen-Through Rate for Audio