

CASE STUDY: ENTERTAINMENT

Casino promoted events and concerts with awareness campaign.

Included multiple display ad sizes

Local Casino wanted to create awareness of upcoming concerts and events.

Multiple short three weeks campaigns for several events. Targeted A35-60, live music fans, concert goers, country and rock concert fans. Ad messaging and audience targeting changed frequently based on event. Focused on specific zip codes within a one-hour drive to casino.

Budget: \$42,500

Run Dates: 4 months (Sept.-Dec.)

Contracted Impressions: 4,450,000

Impressions delivered: 4,640,550

Creatives: Multiple display ad sizes.

Devices: Desktop, mobile & tablet.

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Small campaigns promoting different events

.13%

AVERAGE CTR
(.05% above industry average)

4.6M+

Impressions Delivered