

## Case Study

# Midwest Casino and Hotel Sees 64% Increase in New Site Visitors



<b>Industry:</b>	Casino and Hotel
<b>Company:</b>	Midwest Casino and Hotel
<b>Product:</b>	Search Engine Marketing, Mobile, Video Advertising, Digital Audio, Retargeting







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<b>64%</b> Increase in New Site Visitors	<b>95%</b> Listen-Through Rate	<b>\$0.01</b> Average Cost Per Listen	<b>112%</b> % Delivery
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### COMPANY PROFILE

Midwest Casino and Hotel is a top-rated casino and hotel in southwestern South Dakota. Surrounded by breathtaking, sweeping views of the prairie and natural wonders like the Badlands, the Black Hills, and Mount Rushmore, this exciting casino offers a wide variety of games, including over 380 slot machines from old favorites to new releases, blackjack, bingo, craps, roulette, and more. The hotel features a large swimming pool, hot tub, and fitness facility, and the restaurant has a wide variety of dining options with buffets, catering, and ever-changing holiday specials.

CHALLENGES	
	Generating Brand Awareness
	Reaching New Audiences
	Driving High-Quality Traffic
	Increasing Conversions

SOLUTIONS	
	Video Advertising and Digital Audio
	Mobile
	Search Engine Marketing
	Retargeting

## CHALLENGE

The casino did a phenomenal job of retaining customers with promotional offers and loyalty programs, but they wanted to reach and attract new patrons from farther away who would also book hotel rooms and spend time dining at the restaurant. South Dakota attracts a fair amount of tourists, but it was a challenge to draw them into the casino. The main goal of our campaigns was to help establish Midwest Casino and Hotel as South Dakota's premier entertainment destination. The obstacles were low traffic to the website and a low conversion rate (phone calls and reservations) from traditional campaigns.

## OUR PROCESS

A multichannel approach was vital to establishing Midwest Casino and Hotel as South Dakota's go-to destination. By implementing a full-funnel marketing strategy, we were able to target the casino's audience at every stage of the customer journey. Mobile, video advertising, and digital audio drove brand awareness and reached new consumers at the top of the funnel. We leveraged demographic targeting to reach people over the age of 21 who had an annual household income of over \$35,000. We also layered in behavioral targeting to identify and serve ads to people interested in gaming, card, casino, and table games casinos, and buffet restaurants. Our search engine marketing campaign reached people who were searching for casinos and hotels within 75 miles.

We updated the creative monthly to promote events and specials and to attract guests to the casino and hotel. To reinforce our message and further influence consumers to convert, we served website retargeting ads to Midwest Casino and Hotel's recent site visitors across all devices.

Within weeks, the quality of the casino's website traffic improved dramatically. The casino saw a 57% increase in visitors to the site, a 64% increase in new visitors, and a 60% increase in web sessions. The campaigns created touchpoints on multiple channels including video, audio, mobile, search, and retargeting. This combination created an influx of new and high-intent audiences who were much more engaged and closer to becoming customers.

## RESULTS

Over four months, we achieved 112% impression delivery serving around 2.5 million digital ad impressions. At an average cost per view of less than \$0.10, we were able to generate more than 265,000 video completions and over 490,000 audio completions at an average cost per listen of just \$0.01. The listen-through rate was above 94.96%. The display campaigns achieved an average CTR of 0.19%, including the bonus retargeting campaigns. As the casino grew busier, they increased their marketing budget by 65% in just three months.

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Increase in New Site Visitors

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Average Cost Per Listen

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% Delivery