

Addressable TV Campaign Means Happy Traveling

GOAL

A casino/resort was looking to utilize TV to drive overall visits to their NY-based location.

TARGET

Four Segments based on:

- Net worth
- Gamers
- Looking for fun
- Seeking out entertainment

SOLUTION

Addressable TV:

Commercials were shown to households, according to target segments chosen by the client.

RESULTS

Incremental Lift in Visitors



- 19% Incremental Lift in Visitors
- 32% Incremental Lift in Visits
- 11% Incremental Lift in Visit Duration



TARGETED HOUSEHOLDS

605,651



TOTAL IMPRESSIONS

2.1M

