

Addressable TV Campaign Hits the Jackpot

GOALS

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.

Incremental Lift in Visitors

EXPOSED VISITOR RATE

.049%

UNEXPOSED VISITOR RATE

.041%

19%

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

TARGETED HOUSEHOLDS

605,651

TOTAL IMPRESSIONS

2.1M