

CASINO CASE STUDY

- ✓ Costs for Period
- ✓ Key Performance Indicators (KPI)
- ✓ Retargeting Group Segments

A Casino wanted to let people who visited other casinos in adjacent communities about their gaming and the great deals they had to offer. With Geo-Conquesting we targeted several nearby rival casinos and we were able show ads people visiting these competitors. The ads were able to bring over 3000 new customers to our client from the other casinos... So you can legally steal customers from your competitors.

Geo-Conquesting was able to bring in new customers for only \$10 each!



⊙ Costs for Period

eCPM \$5.58	eCPC \$1.62	Cost \$27,683.79
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Above is a breakdown for the costs for this period. Note this costs only include the ad spend for the period. All management fees are not included in these numbers.
ECPM - Cost Per Thousand - Effective cost per 1000 impressions served. This number varies widely, this number is the average for the period.
ECPC - Cost Per Click - Effective cost per click on a banner. This number varies widely, this number is the average for the period.
Cost - The total amount of ad spend for this campaign and this period.

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⊙ Key Performance Indicators (KPI)

Impressions 3,978,296	Clicks 13,737	eCTR 0.345%
		Conversions 3,146
Conquesting - Grand Valley Resorts 10179 (793 Converted)	Conquesting - Silverton 8477 (568 Converted)	Conquesting - All Resorts 11014 (Your Company)
Conquesting - Grand Beach Casino Resort & Spa 14788 (453 Converted)		Conquesting - South Beach 26100 (1,332 Converted)