

Hit the
Jackpot
With
Effective
Marketing



Digital Marketing
for **Casinos**

 **excelerate**[®]

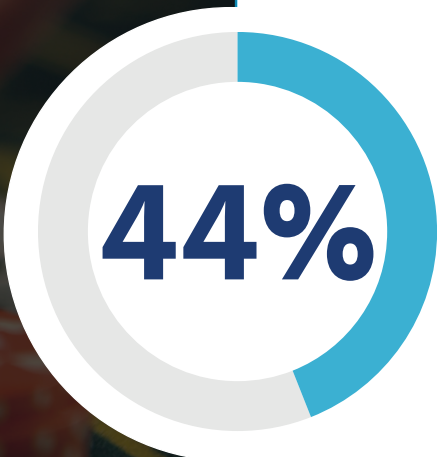


The Stakes Are High

Marketing casino properties is fiercely competitive and complex. The multi-faceted nature of the industry presents numerous venues and attractions to promote to varying target audiences.

From gaming promotions and hotel packages, to entertainment, restaurant and bar specials, to meetings and event services, there's no shortage of opportunities to attract and **engage customers**. The real challenge however, is converting online traffic into foot traffic, especially during this time when social distancing and coronavirus have kept people from venturing out. That's where you'll **hit the jackpot** by partnering with excelerate.

Our digital marketing experts not only understand how to attract a steady stream of players to your casino floor, we also have a deep understanding of marketing for the tourism, hospitality and entertainment industries. Plus, our team can **help you navigate** the unique challenges you're facing as a result of the pandemic by pivoting your campaign strategy and messaging. This **winning combination** of expertise helps your campaigns pay out in the form of increased engagement, conversions, revenue and market share.



44% of American adults **visited a casino** in the last year.*

Source: *American Gaming Association



124 million American adults say they will visit a casino to gamble over the next 12 months.*

Leave Nothing to Chance

When it comes to campaign strategy, targeting the right audience and achieving results, we don't play around.

Using innovative research tools, we gain insights about your competitors, **consumer behavior** and casino industry trends to craft a custom, multi-platform media plan to effectively connect with high-intent customers on the digital platforms they use most.

Your campaigns are continuously evaluated by our platform experts, which allows us to make adjustments that drive **optimal performance** and reinforce your casino's brand at every stage of the customer journey. The end result is a sure bet for a **steady stream of foot traffic**, hotel reservations, loyalty club memberships, event bookings and more.



Digital Media Capabilities

- Branded Content
- Creative Services
- Digital Audio
- Digital TV
- Email Marketing
- McClatchy News Website Advertising
- Programmatic Display & Video
- Reputation, Listings & Review Management
- Search Engine Marketing
- Search Engine Optimization
- Social Media Advertising
- Social Media Management
- Website Development
- YouTube Advertising

Source: *American Gaming Association



Winning Results

Stack the odds in your favor by placing your bets on excelerate. Some examples of the success we've helped our clients achieve include:

DOUBLING DOWN TO WIN BIG

Analytics and solid strategic guidance were our aces in the hole, providing key insights to reach and convert their target market, surpass competitors and drive results.

RESULTS: (Jan 2019 - Dec 2019)

Campaigns built awareness in targeted markets, delivering **24.9** million impressions across all platforms. Website traffic increased **40%**. My Club Red members increased month-over-month, with **60%** growth in sign ups during the most recent six months.

UNBRIDLED BOOST IN ROI

Our holistic approach to each campaign has been successful right out of the gate. With each stride, we continue to drive traffic and revenue.

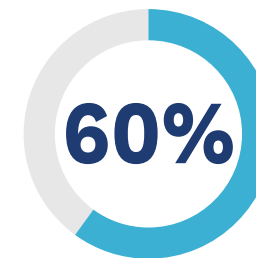
RESULTS:

Campaigns significantly boosted revenue with an ROI of **900%**. Total conversions continue to increase month-over-month. January, 2020 was the strongest month to date, with significant gains in Club Wild sign-ups, which grew by **82.4%**. Calls rose **8.1%**. Geofencing location visits jumped **15.4%**. Hotel reservations & ticket purchases increased by an impressive **87.2%**

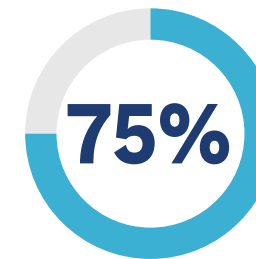


GAME PLAN WINS MARKET SHARE

Shifting the casino's marketing strategy from locally focused, traditional media to digital campaigns targeting expanded geographic and demographic audiences is how our team hit the jackpot. Our experts uncovered opportunities to gain increased market share by reaching younger couples, families and Spanish-speaking audiences. Campaign results show our strategy won over both new and existing audiences, as the casino's website traffic and foot traffic increased.



of recent casino visitors saw a concert, show or other type of live entertainment.**



of casino resort patrons visit the restaurants.**

Source: **AdMall Local Intelligence Report



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