National Casino Chain

Case Study

Consumers are looking for memorable experiences for their vacations and weekend trips, while travel destinations look to drive repeat business. A national casino chain was tasked with driving repeat visits to their multiple destinations across the United States. Leveraging their first-party data collected from all site visits, past room bookings, and existing CRM databases, they engaged with these audiences through digital marketing.

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The Objective

- The transition of direct media buys to real-time buying (RTB) technology to scale digital advertising strategies
- Effectively use first-party data to increase repeat visits
- Increase brand awareness to drive booking rates

The Solution

Transitioning from direct media buys to real-time buying (RTB) technology comes with many advantages for scaling digital advertising strategies. A national casino chain was looking for new ways to leverage their robust collection of first-party data from all site visits, past room bookings, and their existing CRM databases to power effective digital marketing campaigns. Using Choozle, they created a solution to launch several campaigns that would target consumers through first-party data onboarding across display and video to drive performance and brand lift. This strategy allowed them to focus on driving repeat business across all of their properties while improving overall brand awareness.

As a result, the overall campaign achieved a 280% lift in brand awareness over the six-month campaign by using a combination of display and video advertising. More importantly, the casino brand saw a 45% increase in landing page visits when compared to direct buys. This led to a rise in monthly booking volume by 15% and a decrease in CPA by 45%.

Key Results

280%
lift in brand awareness

45%
increase in landing page visits

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