

# CASINO CASE STUDY

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

A Casino wanted to let people visiting the other casinos in adjacent communities know about its gaming, and the great deals it had to offer. With Geo-Conquesting, we targeted several nearby rival casinos, and were able to show our ads to people visiting these competitors. The ads were able to bring over 3,000 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

<b>eCPM</b> \$5.58	<b>eCPC</b> \$1.62	<b>Cost</b> \$2,218.79
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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.

Created on December 05th, 2017 02:28 EST. Copyright ©2017. All Rights Reserved

Key Performance Indicators (KPI)

<b>Impressions</b> 3,978,296	<b>Clicks</b> 13,737	<b>eCTR</b> 0.345%
<b>Conversions</b> 3,146		
<b>Geo-Conquesting - All Brands</b> 11014 (Your Company)		
<b>Geo-Conquesting - Green Valley Resort</b> 10179 (793 Converted)	<b>Geo-Conquesting - Silverton</b> 8477 (568 Converted)	<b>Geo-Conquesting - South Point</b> 26100 (1,332 Converted)
<b>Geo-Conquesting - Red Rock Casino Resort &amp; Spa</b> 14788 (453 Converted)		