

# WE HELPED GILA RIVER DRIVE AWARENESS AND VISITS TO THEIR CASINOS

Gila River Resorts & Casinos has been operating three locations in Arizona for over 25 years: Wild Horse Pass, Lone Butte, and Vee Quiva. The resorts are Four-Diamond accredited, and include full casinos, hotels, and entertainment features at each location.

## STRATEGY & TACTICS

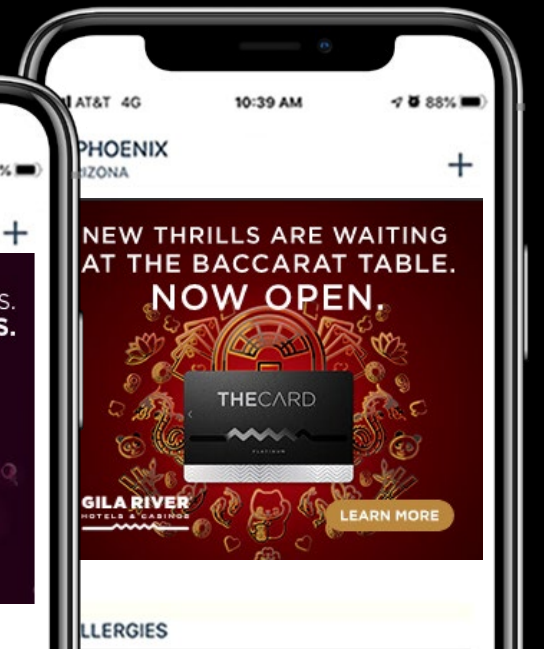
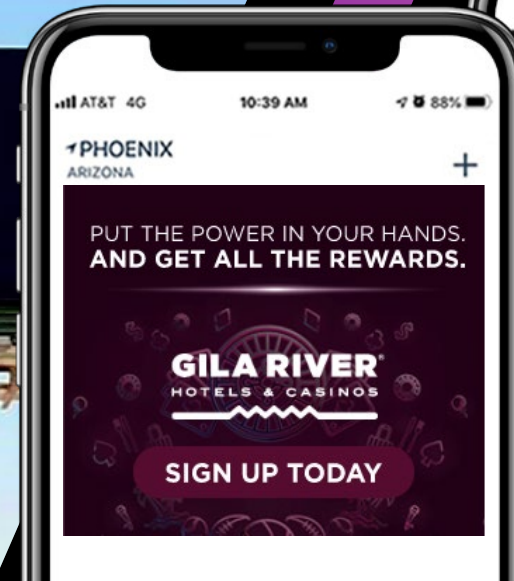
- **Strategically Placed:** Mobile creative was sent to 7 different geographic locations throughout Phoenix. The areas were chosen based on proximity to their 3 casino locations, as well as targeting areas where visitors normally come from.
- **Updated Creative:** The creative was constantly updated to match their traditional OOH, as well as expand on current promotions as they happened.
- **Targeting:** Zip codes were monitored to find out where most casino visitors came from to help target those areas with future mobile and OOH campaigns.
- **Visits:** The Mobile campaign works hand in hand with the traditional OOH to help track how successful each promotion is based on visits to the casinos and mobile engagement.

**GILA RIVER**<sup>®</sup>  
HOTELS & CASINOS

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vee quiva • wild horse pass • lone butte

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE. OR SECONDARY ACTION RATES), OR REVENUE.



**OUTFRONT**

**RESULTS**

**1,399**

TOTAL CLICKS

**313,058**

IMPRESSIONS DELIVERED

**0.45%**

CLICK THROUGH RATE

**50%**

LIFT OVER CTR BENCHMARK

**458**

VISITS