

# WE DROVE 1.5+ MILLION IMPRESSIONS

Southland Casino ran a 4 week-long campaign using proximity targeting in Memphis TN to reach applicants and increase awareness to the casino. This campaign yielded such great results, they increased their budget and implemented audience targeting as well as proximity targeting. Their goal was to increase awareness of available job opportunities, as well as bring an increased awareness to the casino.

## STRATEGY & TACTICS

- Drove awareness & consideration for job seekers to apply to open positions
- Used proximity targeting
- Used audience targeting



## RESULTS

**1.5+M**  
IMPRESSIONS DELIVERED

**4,428**  
CLICKS

**1,382**  
VISITS

