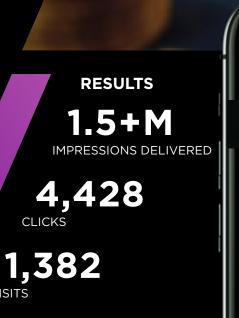
## WE DROVE 1.5+ MILLION IMPRESSIONS

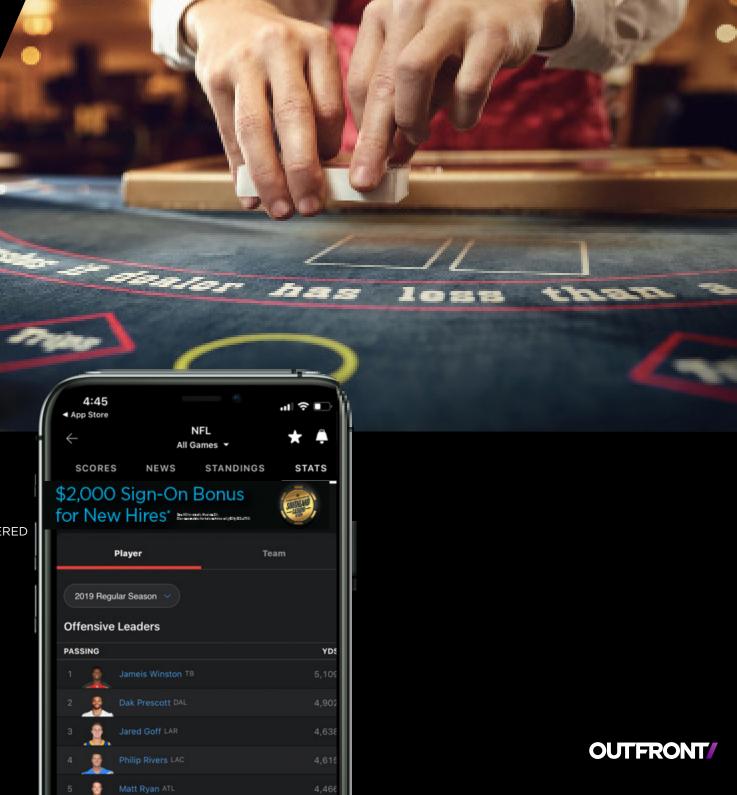
Southland Casino ran a 4 week-long campaign using proximity targeting in Memphis TN to reach applicants and increase awareness to the casino. This campaign yielded such great results, they increased their budget and implemented audience targeting as well as proximity targeting. Their goal was to increase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







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), OF REVENUE.