

# WE DROVE 300+ VISITS TO THE POINT CASINO

OUTFRONT

The Point Casino is an Indian gaming casino and hotel located in Kingston, Washington that opened in 2002. The casino boasts winning jackpots with over 650 slot machines, Bingo nights, and tabletop games. The casino and its connecting hotel offers a wide selection of restaurants, food trucks, and bars. Through mobile targeting, the Point Casino wanted to increase in-person visits, drive more traffic to their website, and raise brand awareness.

## STRATEGY & TACTICS

- **Zip Code Proximity Targeting:** A seven-to-ten-mile radius was set around two locations near the casino to reach their target audience and generate brand awareness. Audiences included movie goers, music lovers, fitness enthusiasts, and more.
- **Creative Excellence:** The Point Casino utilized multiple banner sizes to promote their entertaining games and winning jackpots.
- **Web Linked Banner Ads:** Featured a Bingo-themed animation with the enticing message, “Play Bingo at The Point. Great payouts!” The bright red ads directed users to their website with more information. This resulted in 307 visits from mobile engagement alone.



## RESULTS

2,006,580  
DELIVERED IMPRESSIONS

6,254  
CLICKS

0.31%  
CTR

4%  
LIFT IN CTR OVER  
BENCHMARK

THE POINT  
CASINO & HOTEL

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.

