

# Prairie Wind Casino Multichannel Approach

– Case Study –

## Overview

Prairie Wind Casino does a phenomenal job of retaining customers with promotional offers and loyalty programs, but they wanted to reach and attract new patrons from farther away who would also book hotel rooms and spend time dining at the restaurant. The obstacles were low traffic to the website and a low conversion rate (phone calls and reservations).



## Approach

A multichannel approach was vital to establishing Prairie Wind Casino as South Dakota's go-to destination. By implementing a full-funnel digital marketing strategy, we were able to target the casino's audience at every stage of the customer journey. Mobile, video advertising, and digital audio drove brand awareness and reached new consumers at the top of the funnel.

Within weeks, the quality of the casino's website traffic improved dramatically. The casino saw a 57% increase in visitors to the site, a 64% increase in new visitors, and a 60% increase in web sessions. The campaigns created touchpoints on multiple channels including video, audio, mobile, search, and retargeting. This combination created an influx of new and high-intent audiences who were much more engaged and closer to becoming customers.

## Conclusion

Over just a few months we achieved a 112% impression delivery serving around 2.5 million digital ad impressions at an average cost per view of less than 10 cents. We were able to generate more than 265,000 video completions and over 490,000 audio completions at an average cost per listen of just a penny. The listen-through rate was almost 95%! The display campaigns achieved an average CTR of 0.19%, including the bonus retargeting campaigns.

## RESULTS:



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**LET'S WORK TOGETHER**

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