

Southern California Resort & Casino

A destination resort and casino with a hotel, 2,000 slots, 60 table games, 10 F & B outlets, a spa, a showroom and a RV Resort was navigating **market difficulties as a result of COVID**.

2.8%

Player Reactivation Rate

62%

Gross Marketing
Profit Margin

49%

Decrease In Reactivation
Campaign Expenses

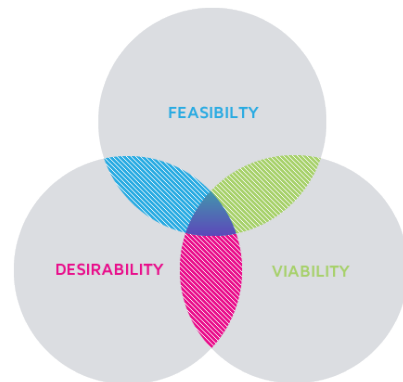
About The Client

Industry: Gaming, Hospitality & Entertainment

Company Size: A destination resort and casino with a hotel, 2,000 slots, 60 table games, 10 F & B outlets, a spa, a showroom and a RV Resort was navigating market difficulties as a result of COVID.

Location: Southern California

Focus: Data Driven Digital Marketing



Challenge

A top California casino resort property with over 2,000 slots and destination level amenities experiencing a major financial downturn as a result of **COVID**. **California is the largest Native gaming market in the U.S. and highly competitive**. Capacity restrictions along with the need to continue with the closure of key amenities such as food and beverage outlets posed additional challenges. The property held a large player database and **a high volume of the consumer database was inactive**.

Solution

An reactivation campaign was developed leveraging:

1. **Unique offer set** with a **reformulated player reinvestment** approach and segmentation.
2. **Highly personalized creative and copy** sets were created based on **historical behavior patterns** to yield maximum response.
3. **Facebook was leveraged** as the core rollout platform with enhancements via other mediums such as email, SMS and automated Player Development notifications for follow up.

Result

A 2.8% reactivation rate (industry standard hovers at about 1%), 62% gross marketing profit margin, 49% decrease in reactivation campaign expenses.

To learn more, contact Thrive Marketing Science now.

P: 949.230.7873 • E: info@thrivemarketingscience.com • W: thrivemarketingscience.com

A: 2429 West Coast Hwy #221, Newport Beach, CA 92663

