



# CASINO CAMPAIGN Case Study

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## About the Campaign

This Marketing Campaign ran for the period:

- **Between 25/01/2020 to 04/02/2020**
- **For a total of 11 days**
- **On customers in segment B**
- **Between the ages of 25-40 y.o**



# Key Performance Indicators (KPIs)



Gross Revenue

50.450 €

Customer  
Segmentation

93%

Average  
Customer Spend

110€



Customer  
Retention

56%

Mean & Median  
Customer Visits

8 & 3 visits



# Campaign Evaluation (1)

01

**Total Targeted Customers: 5586**

02

**Total Active Customers: 5217**

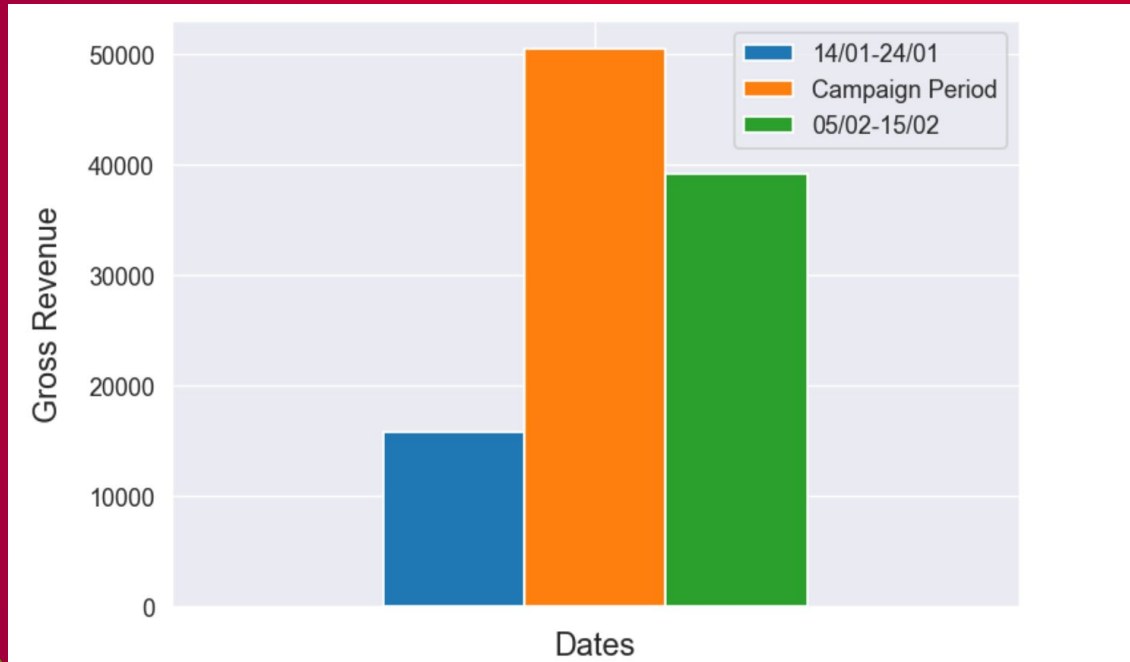
03

**Average Deposit: 11.50 €**

04

**Average Gross Revenue per Customer: 10 €**

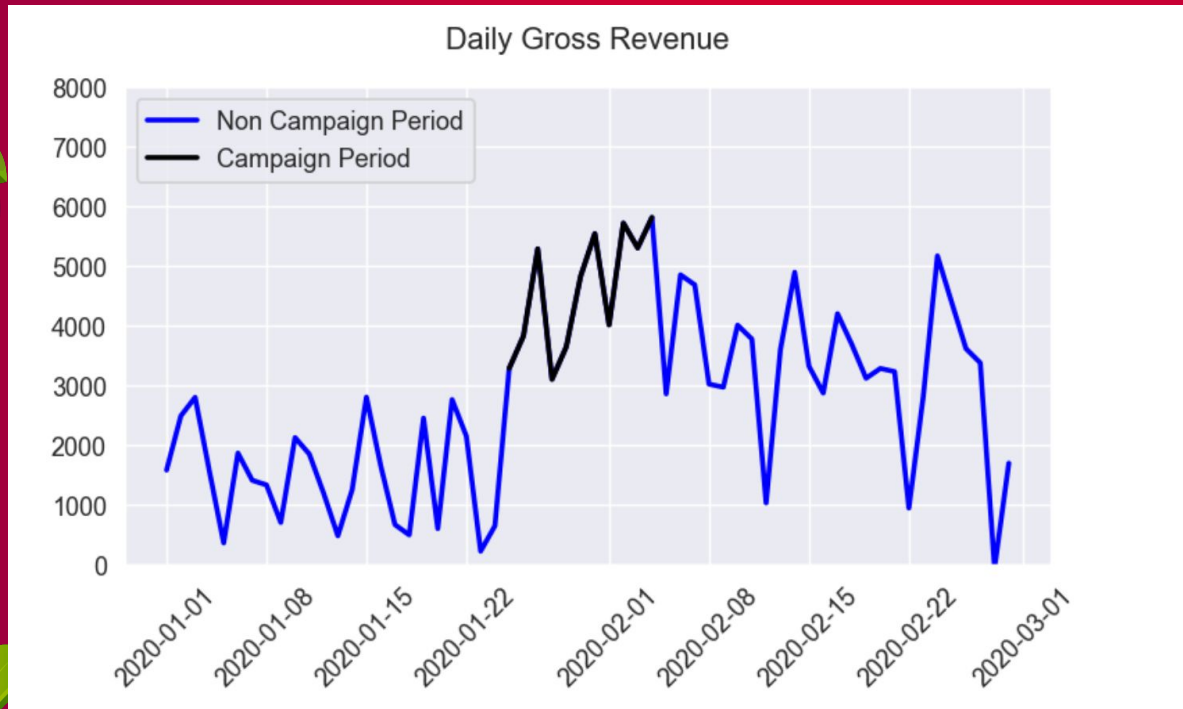
## Campaign Evaluation (2)



Compared to 11-day periods **before** and **after** the campaign

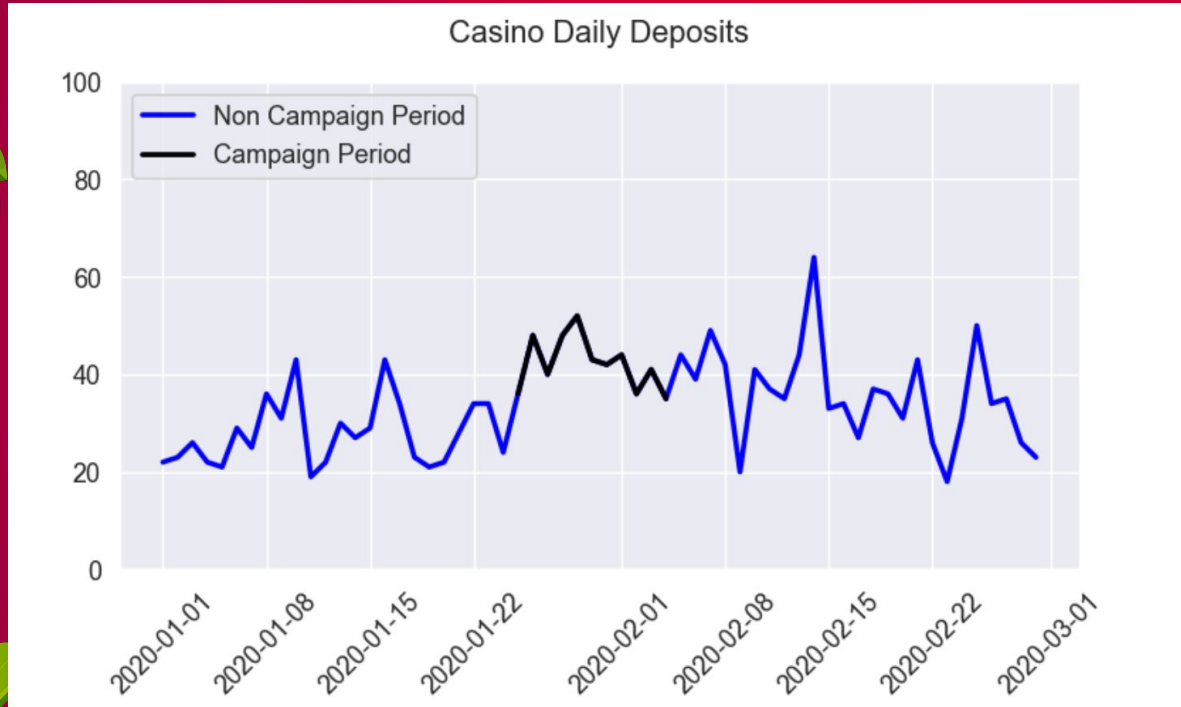
**219%** increase in Gross Revenue on the same target group

# Campaign Evaluation (3)



We see **great results** in Daily gross revenue for the whole two month period of the available data

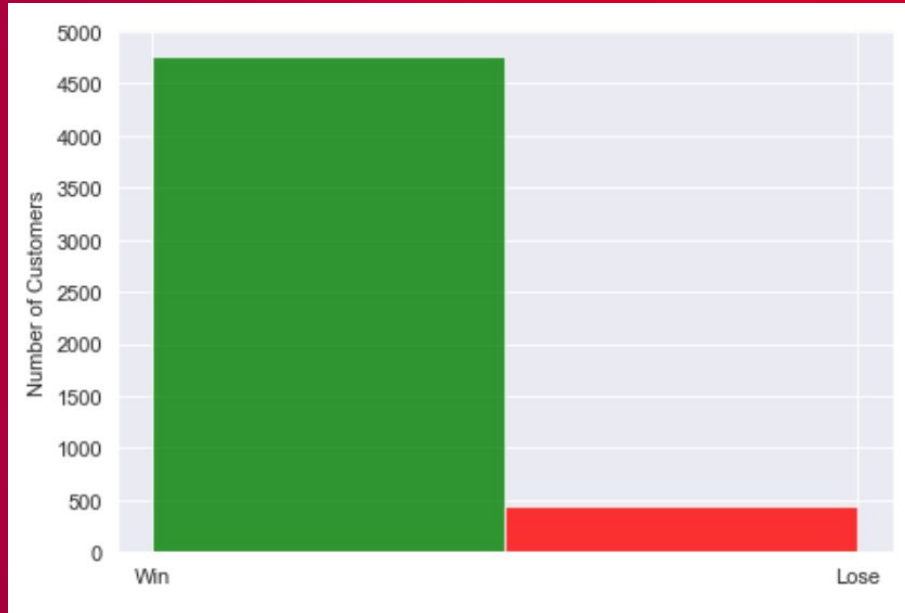
# Campaign Evaluation (4)



We also see a **boost** in daily casino deposits for the targeted group, during and after the campaign

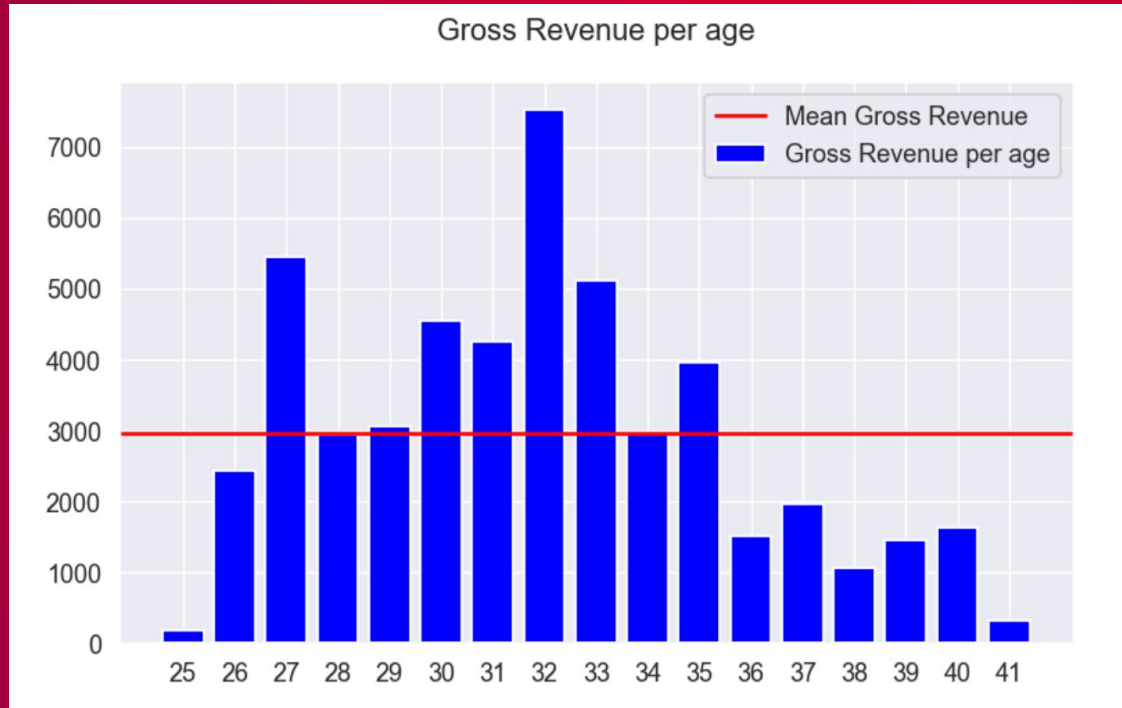


# Campaign Evaluation (5)



From **91.5%** of the targeted customers we generated **positive gross revenue**

# More Key Findings (1)



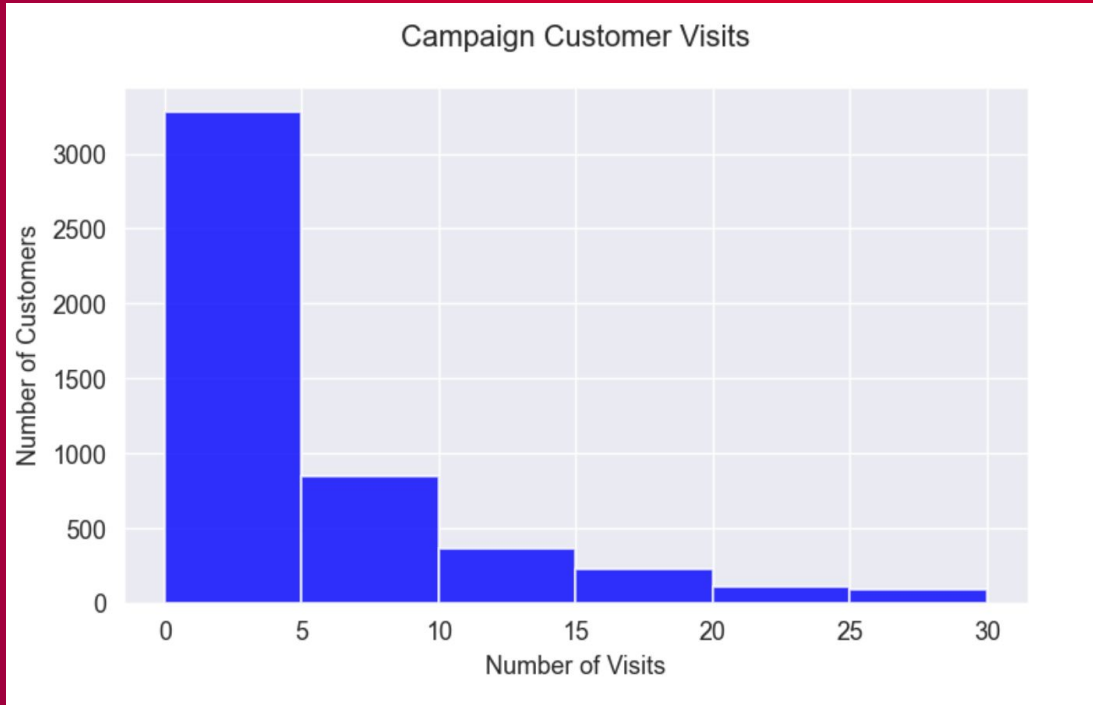
Age group between 30-35 was the **most profitable**



Age group between 36-40 was the **least profitable**

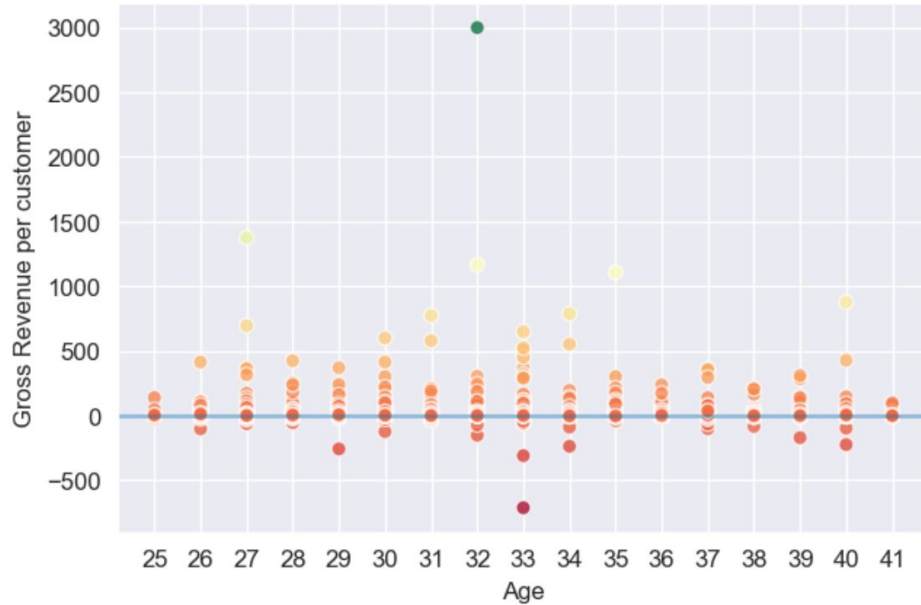


## More Key Findings (2)



Most targeted customers  
visited the casino  
between 1-5 times

## More Key Findings (3)



Through this graph we can find customers that generated huge gross revenue and retarget them.

# Further Analysis we can conduct

**Comparison to industry  
benchmarks**

**Analyze different  
segments to see if the  
campaign will perform  
the same or even better**

**Analyze if the casino  
campaign had an  
impact on the activity in  
other services  
(Sportsbook, Virtuals,  
Fantasy Leagues)**



# THANKS!

Do you have any questions?  
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