

# Digital Ad Network (DAN)

## Hollywood Casino Perryville



### Objective

Increase awareness of all things happening at Hollywood Casino Perryville including, but not limited to, live music, events, monthly promotions, and amenities.

### RESULTS

February 2018

Ad Impressions: 344,018

Clicks: 259

CTR: 0.08%

### Solutions

Targeted online advertising with a focus on those who are 21+ and live within a 50 mile radius of Hollywood Casino. Typically with an interest in gambling, live music, food and drink. 3 branding ads were put into rotation, each with a different focus on Hollywood Casino Operations



Ad Impressions: 115,137  
Clicks: 84



Ad Impressions: 114,285  
Clicks: 101



Ad Impressions: 114,596  
Clicks: 74