

CASINO RESORTS

# Integrated Marketing Solutions that You Can Bet On for Results.



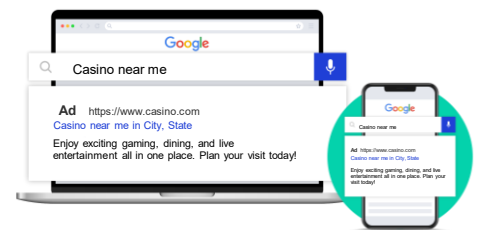
## Our Approach

- We prioritize what we know about your audience and goals to curate fully-integrated media campaigns.
- We harness the power of analytics to develop data-driven strategies that reach the right customers at the right time.



## Activation Opportunities

- Drive awareness with **Digital Display** and **Digital Out-Of-Home** with target audiences within the ideal geographies you're most likely to acquire new visitors.
- Inspire consideration with **Connected TV** ads, using sight, sound, motion and emotion to drive engagement and recall.
- **Shared Mail** inserts can cost-efficiently create trip consideration by highlighting seasonal gaming and hotel packages, entertainment calendars, and more.
- Use **Paid Social** to reach casino-ready and travel-intender audiences, including affluent couples, entertainment seekers, or lookalike audiences from past visitors and player databases.
- Use **Search Engine Marketing** to capture high-intent queries like "casino packages in [month]," or convert later with display ad keyword retargeting and dynamic creative.



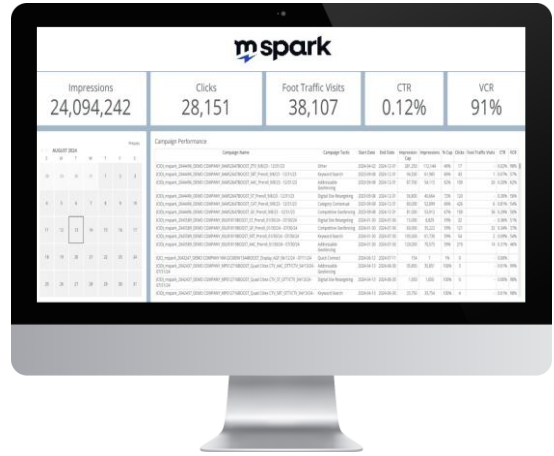
Let's Ignite Results for Your Business.



# Actionable Results.



**Our campaign reporting brings your strategic story to life.**



- 01. Continuous Improvement:** We analyze performance across media, audiences, and geographies to enhance it further.
- 02. Collaborative Data Sharing:** Sharing data, like CRM, store performance, or redemption data, helps us understand how your campaigns are performing.
- 03. Enriched Insights:** By allowing us to enrich your data with our resources, we uncover who's engaging with your campaigns, who isn't, and how to refine our strategies for greater impact.



## ABOUT US:

**Mspark** is a results-driven media marketing partner built for accountability. Our teams plan, activate, and measure fully-integrated media campaigns – anchoring strategy and audience intelligence directly to performance through client-first service.

### 135M

Targeted reach across all U.S. households through our direct mail and digital media solutions.

### 30,000+

Audience data insights leveraged in proprietary data models and custom audience curation.

### 38 yrs.

A media mainstay for nearly four decades—we've evolved alongside the national, regional, and local brands we serve.

### 3,000+

We have over 3,000 clients who trust us to build full-funnel campaigns to achieve their marketing goals.

# Stack the Odds. Let's Get Started Today.

[mspark.com](http://mspark.com)

