



# Integrated Marketing Solutions that You Can Bet on Results.

CASINOS: DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



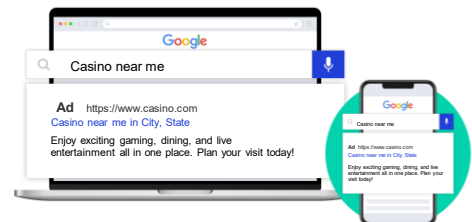
## Our Approach:

- We prioritize what we know about your audience and goals to deliver full-funnel, data-driven marketing solutions.
- We harness the power of analytics to develop platform-agnostic media 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 casino visitors.
- **Inspire consideration with Connected TV ads**, using sight, sound, motion and emotion to engage more senses and drive excitement.
- **Shared mail inserts** can cost-efficiently create trip consideration by highlighting seasonal gaming and hotel packages, entertainment calendars, and exclusive offers for dining experiences.
- Use **paid social** to reach casino-ready and travel-intender audiences, including affluent couples, sports bettors, 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.



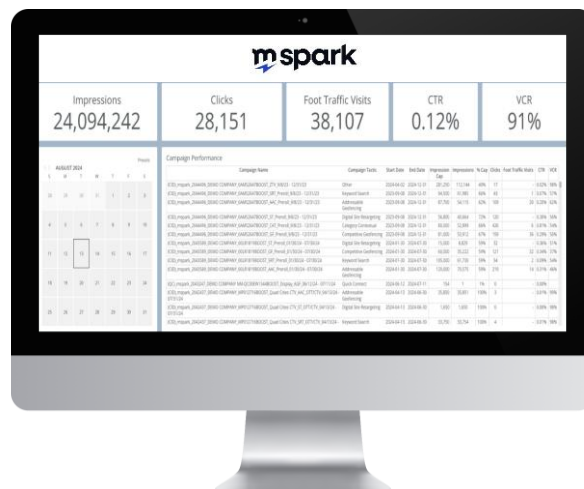
Let's Discuss the Audiences That Drive Your Results.

Get started today at [mspark.com/contact](https://mspark.com/contact)

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- 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 company that delivers measurable campaigns with guaranteed ROI. We enable audience-based targeting through multichannel marketing with full-device attribution for precise insights. Our full-funnel approach ensures that our clients optimize their marketing budgets while driving profitable growth.

Founded in 1988, we've spent 38 years building audiences and customer relationships.

Audience data points for use in reaching and creating target audiences for your campaigns.

Targeted reach across  
135 million households  
through our digital and  
mailbox solutions.

Over 3,000 clients trust us to build full-funnel campaigns and achieve their marketing goals.

MSPARK.COM

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

