

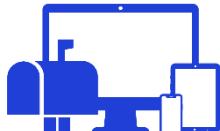
Integrated Marketing Solutions that You Can Bet on Results.

CASINOS: DATA-DRIVEN, AUDIENCE-CENTRIC SOLUTIONS



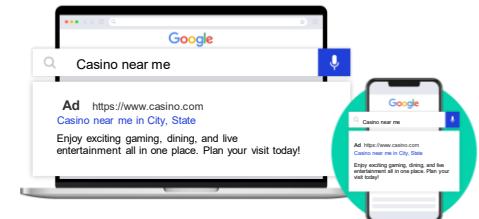
Our Approach:

- 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

m **Actionable Results.**

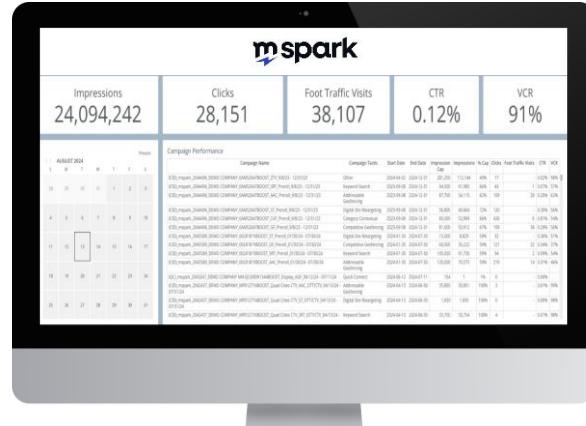


Our campaign reporting brings your strategic story to life.

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 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.

38 years

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

30,000+

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

135M

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

3,000+

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

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

mspark

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