

The Wild West of Digital Advertising: Does it Really Make a Difference to Your Bottom Line or do You Just Think You Need to be There?

Presenters: **Mark Astone, Strategic Raving Partner, Branding, Advertising and Media Services and CEO, Catalyst Marketing Company**

Vikki Pass, Senior Media Director, Catalyst Marketing Company

Josh Williams, Client Services Director, Catalyst Marketing Company

Wednesday, January 30

2:15 pm – 3:00 pm

Raving
NEXT

How much time do you think US adults spend connected to media per day?

A: 5 hours 29 minutes

B: 7 hours 45 minutes

C: 9 hours 10 minutes

D: 10 hours 24 minutes



How much time do you think US adults spend connected to media per day?

Text **1** 5 hours 29 mi

Text **2** 7 hours 45 mi

Text **3** 9 hours 10 mi

Text **4** 10 hours 24 mi



+ Text



Start



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Instructions

swift

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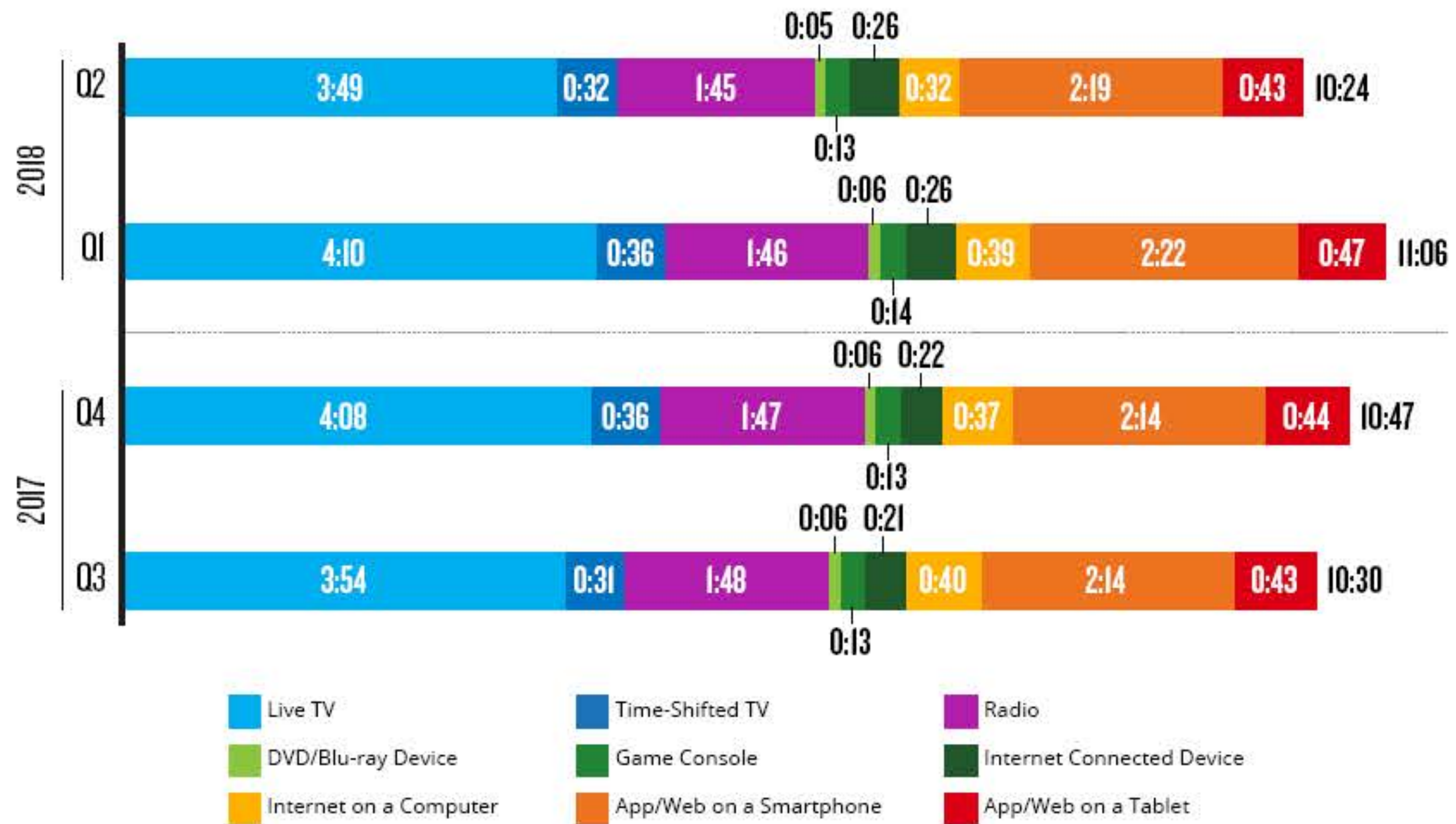
Source: <https://pollitem.com/s/presentation/poll7>

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AVERAGE TIME SPEND WITH MEDIA

Per Adult 18+ Per Day
Based on Total U.S. Population



Which age demo spends the most time with media per day?

- A: 18-34**
- B: 35-49**
- C: 50-64**
- D: 65+**



Text your vote to: (857) 763-5606 or go to
swiftpolling.com & enter S4251



Which age demo spends the most time with media per day?

Text **1** 18-34

Text **2** 35-49

Text **3** 50-64

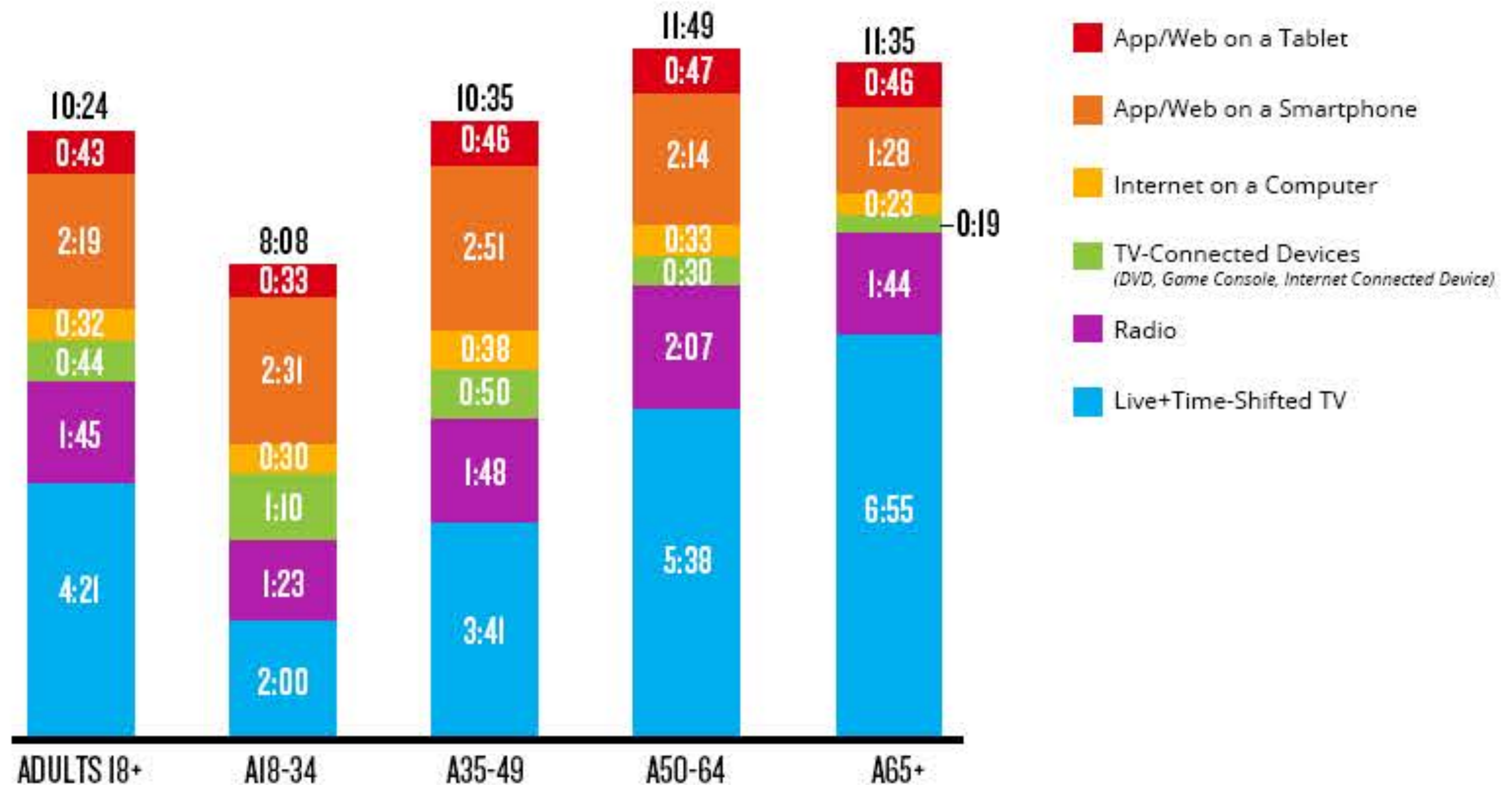
Text **4** 65+



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DAILY HOURS: USAGE BY AGE

Based on Total U.S. Population

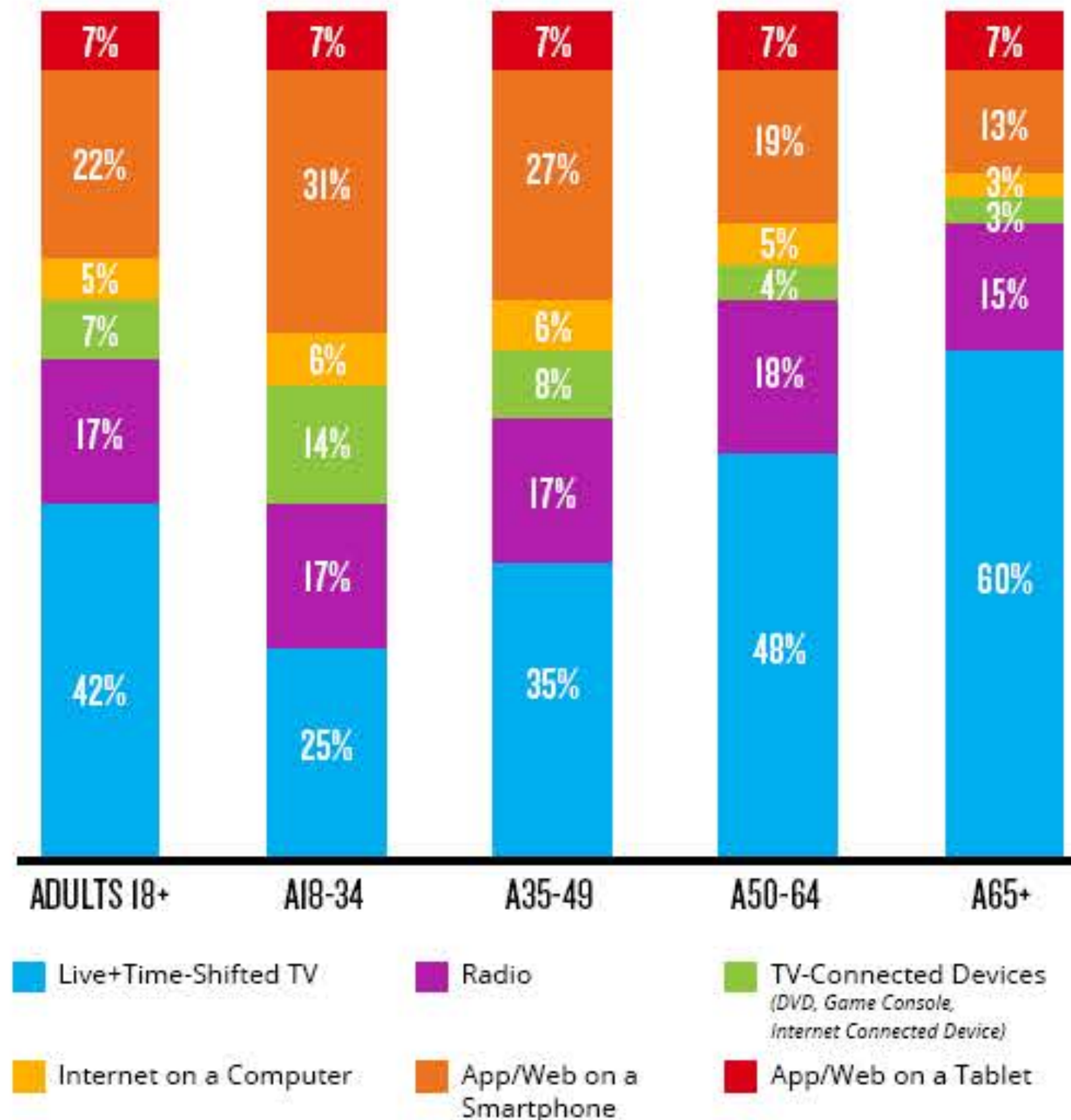


Age 50+ - Casino's bread and butter



DAILY TIME SPEND BY PLATFORM

Based on Total U.S. Population



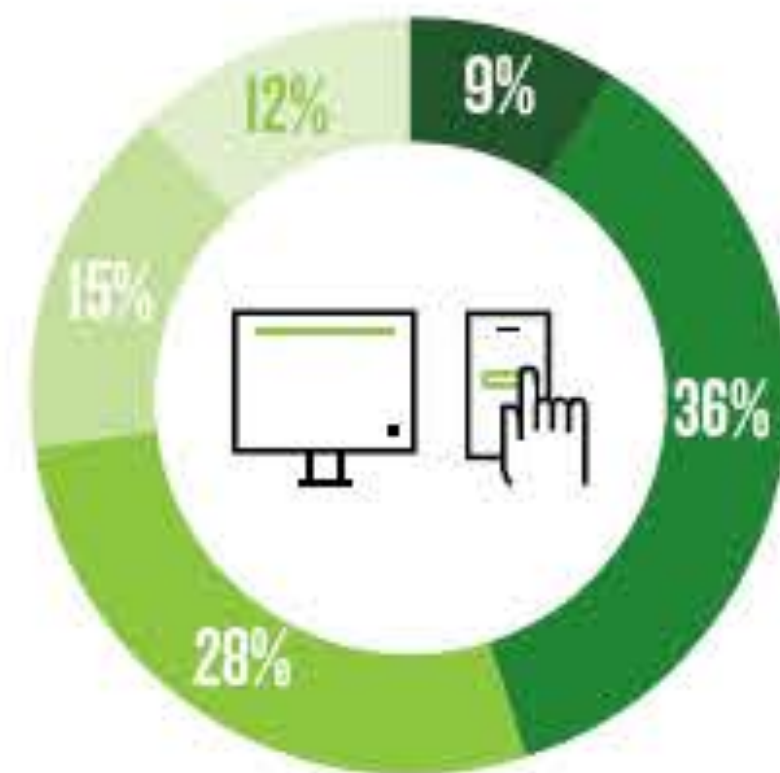
**Younger demo (Millennials, Gen Y) just wait...
they will become their parents soon!**

Source: The Nielsen Total Audience Report – Q2 2018

SIMULTANEOUS USAGE OF DEVICES

SIMULTANEOUS USAGE - TV AND DIGITAL

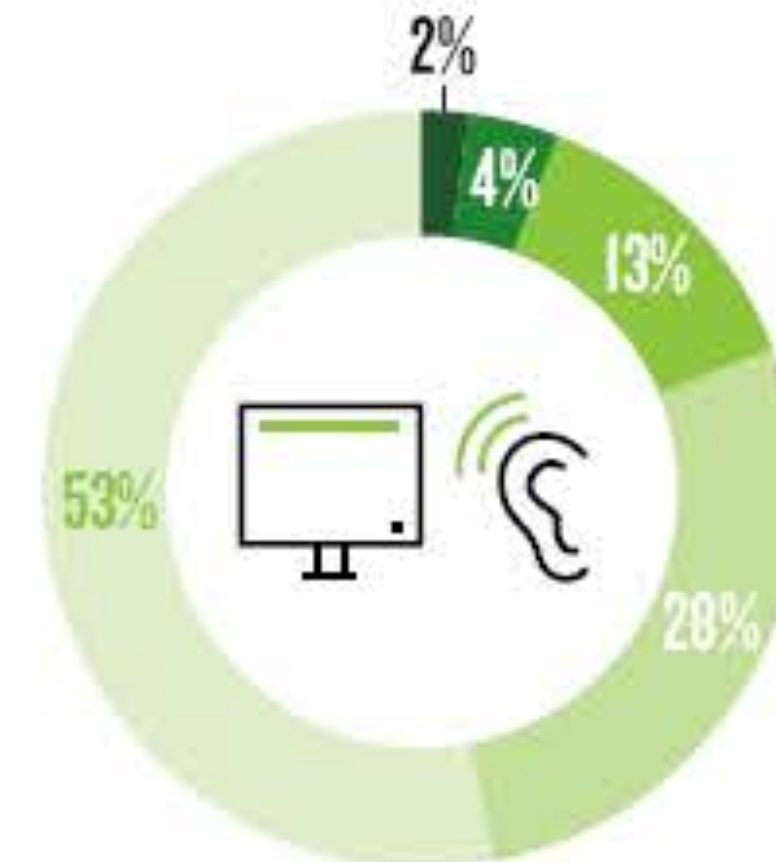
How often do you watch TV and use a digital device simultaneously?



Always Very Often Sometimes Rarely Never

SIMULTANEOUS USAGE - TV AND AUDIO

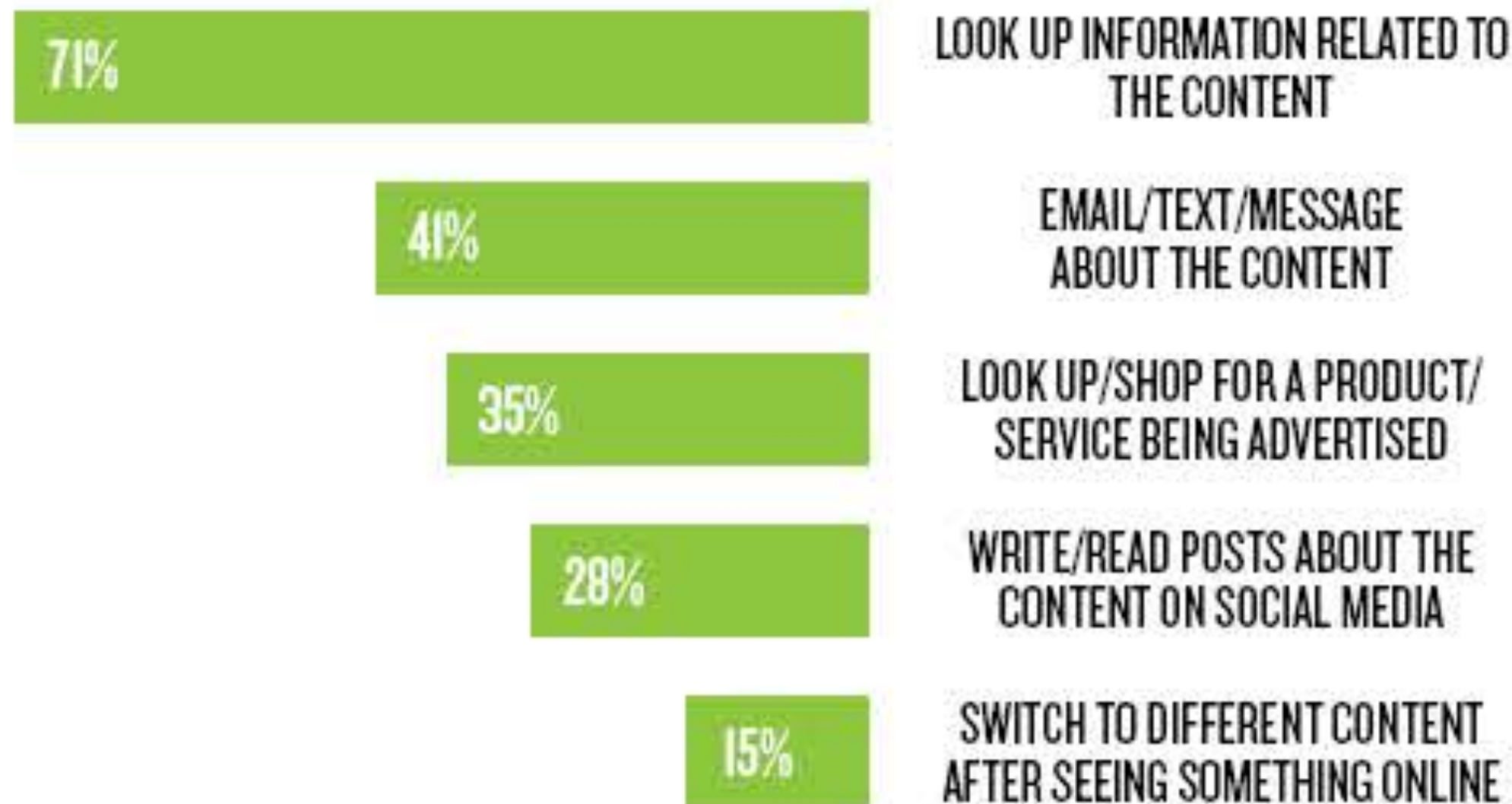
How often do you watch TV and use an audio device simultaneously?



SIMULTANEOUS USAGE OF DEVICES

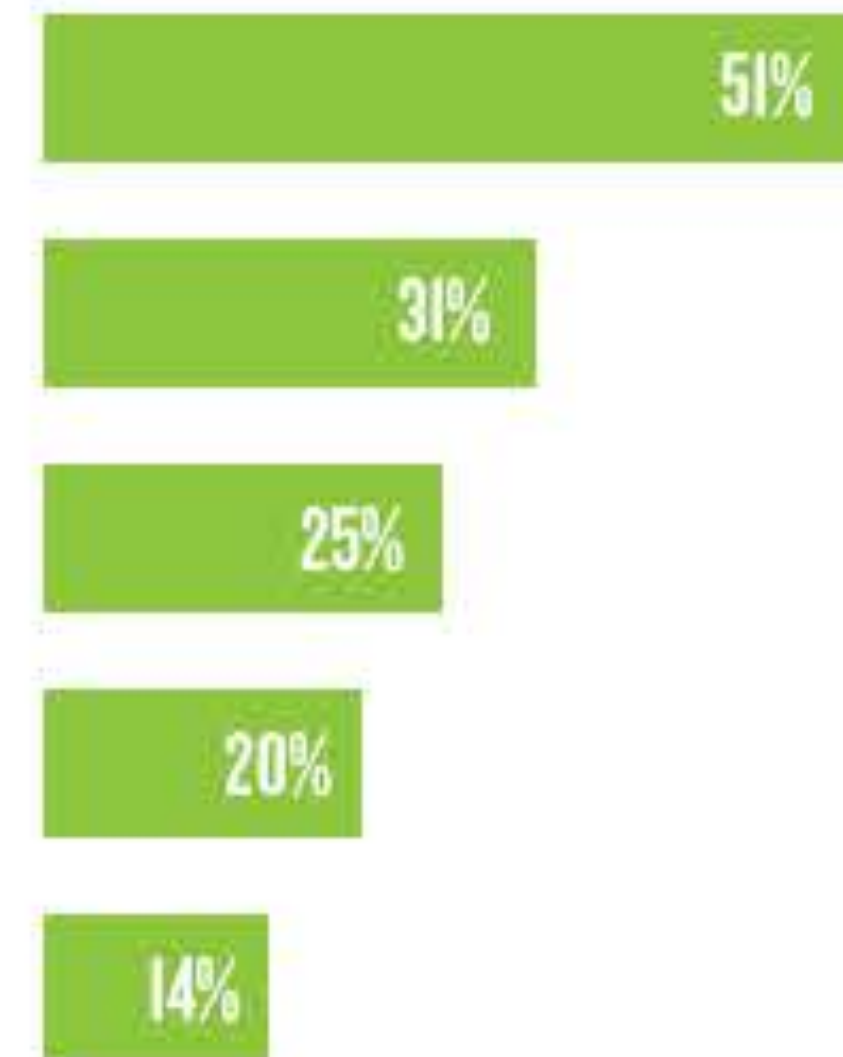
DIGITAL USAGE WHILE WATCHING TV

In what ways have you used your digital device to engage with the TV content you were watching?



DIGITAL USAGE WHILE LISTENING TO AUDIO

In what ways have you used your digital device to engage with the audio content you were listening to?



SO WHAT?

- **Digital media is here to stay**
- **No longer new media..it is THE media**
- **Complements all other media**
- **Leverage the most trackable media to date**



What percent of your current marketing budget is allocated to digital?

A: 0-10%

B: 10-20%

C: 21-30%

D: 31-40%

E: 41%+



Text your vote to: **(857) 763-5606** OR go to **swiftpolling.com** & enter **S4251**



What percent of your current marketing budget is allocated to digital?

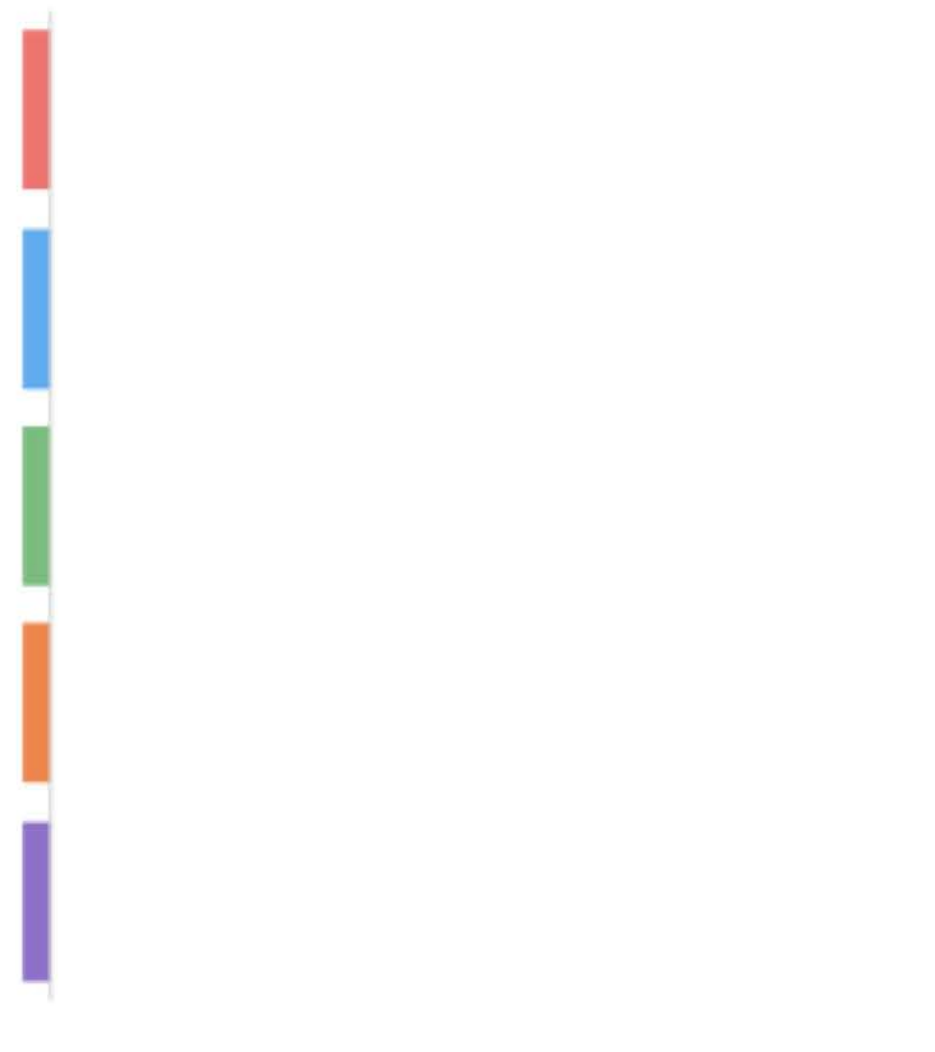
Text **1** 0-10%

Text **2** 10-20%

Text **3** 21-30%

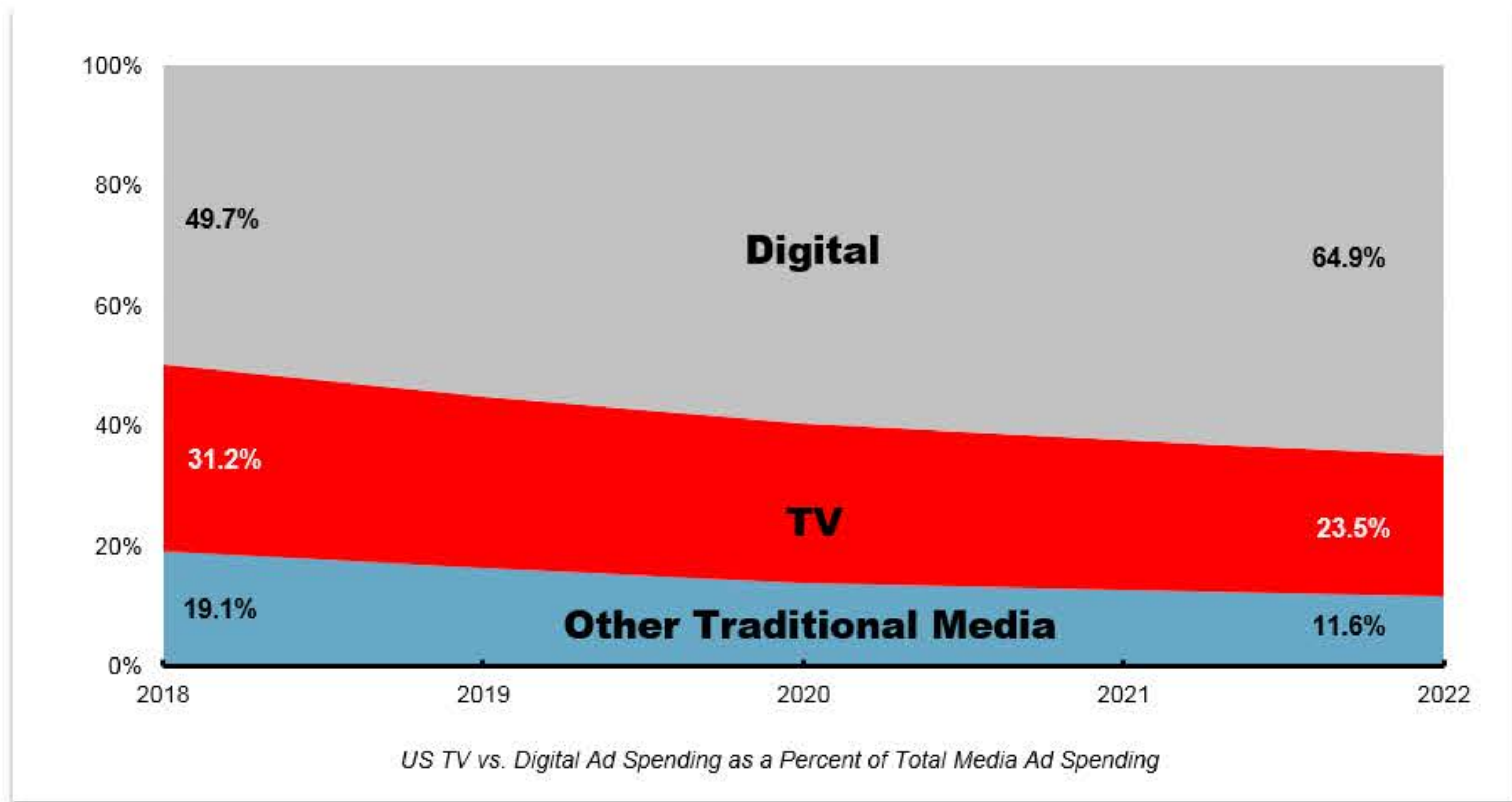
Text **4** 31-40%

Text **5** 41%+



The poll is inactive, please Start to start presenting

OVERALL AD SPENDING



What digital media are you currently utilizing?

- A: SEM**
- B: Display Banners**
- C: Mobile**
- D: Pre-Roll**
- E: Native**
- F: Retargeting**
- G: IP Targeting**
- H: OTT (Over the Top)**
- I: Social Media**



Text your vote to: **(857) 763-5606** OR go to
swiftpolling.com & enter **S4251**



What digital media are you currently utilizing?

0

SEM	Display Banners	Mobile	Pre-Roll	Native Ads	Retargeting	IP Targeting	OTT	Social Media
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Source: [https://p.excitem.com/s/presentation/poll?](https://p.excitem.com/s/presentation/poll?ald=59bdc73e783702e17e300eb6e39ed2f4fb6bd4272233f40df82dcf0d81d1)

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DIGITAL LANDSCAPE – ALWAYS CHANGING



SOME THINGS STAY THE SAME..



MAKE YOUR DIGITAL BUYING CASINO FOCUSED

SEM

- Keywords
- Ad Groups
- Markets
- Certificate
- Copy

Display

- Behavioral
- Markets
- Sites
- Messaging
- CTA

Pre-Roll

- Behavioral
- Markets
- Sites
- Length
- VTR

Retargeting

- CTR
- Messaging
- Bookings
- Tickets
- Frequency

Xx% of all digital ads are mobile

Avoid negative/sensitive content

Are you currently using native ads?



Text your vote to: (857) 763-5606 or go to
swiftpolling.com & enter S4251



Are you currently using native ads?

0%

0%

Text 1  Yes

Text 2  No

The poll is inactive, please Start to start presenting

Source: <https://p.uexcitem.com/b/presentation/poll?>

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Are you currently using native ads?

Text 1 Yes



Text 2 No



Navigation bar containing icons for a menu, bar chart, pie chart, globe, and a plus sign. A green 'Start' button is present. To the right are 'Dark Mode' and 'Instructions' toggle switches, and the 'swift' logo.

+ Text

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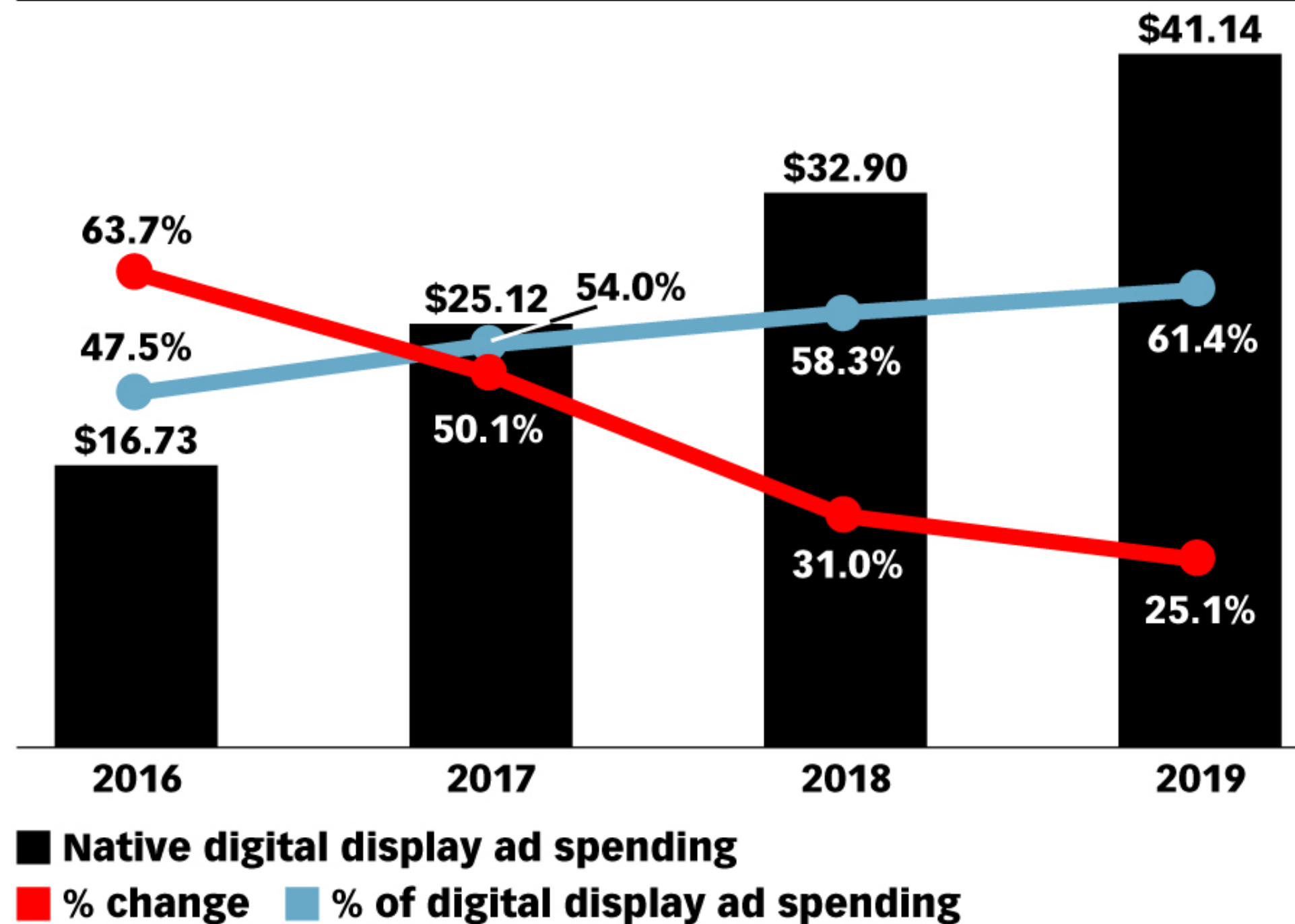
Source: <https://p.uexcitem.com/b/presentation/poll7>

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NATIVE AD GROWTH

US Native Digital Display Ad Spending, 2016-2019
billions, % change and % of digital display ad spending



Note: includes digital display ads that follow the form, feel and function of the content of the media on which they appear

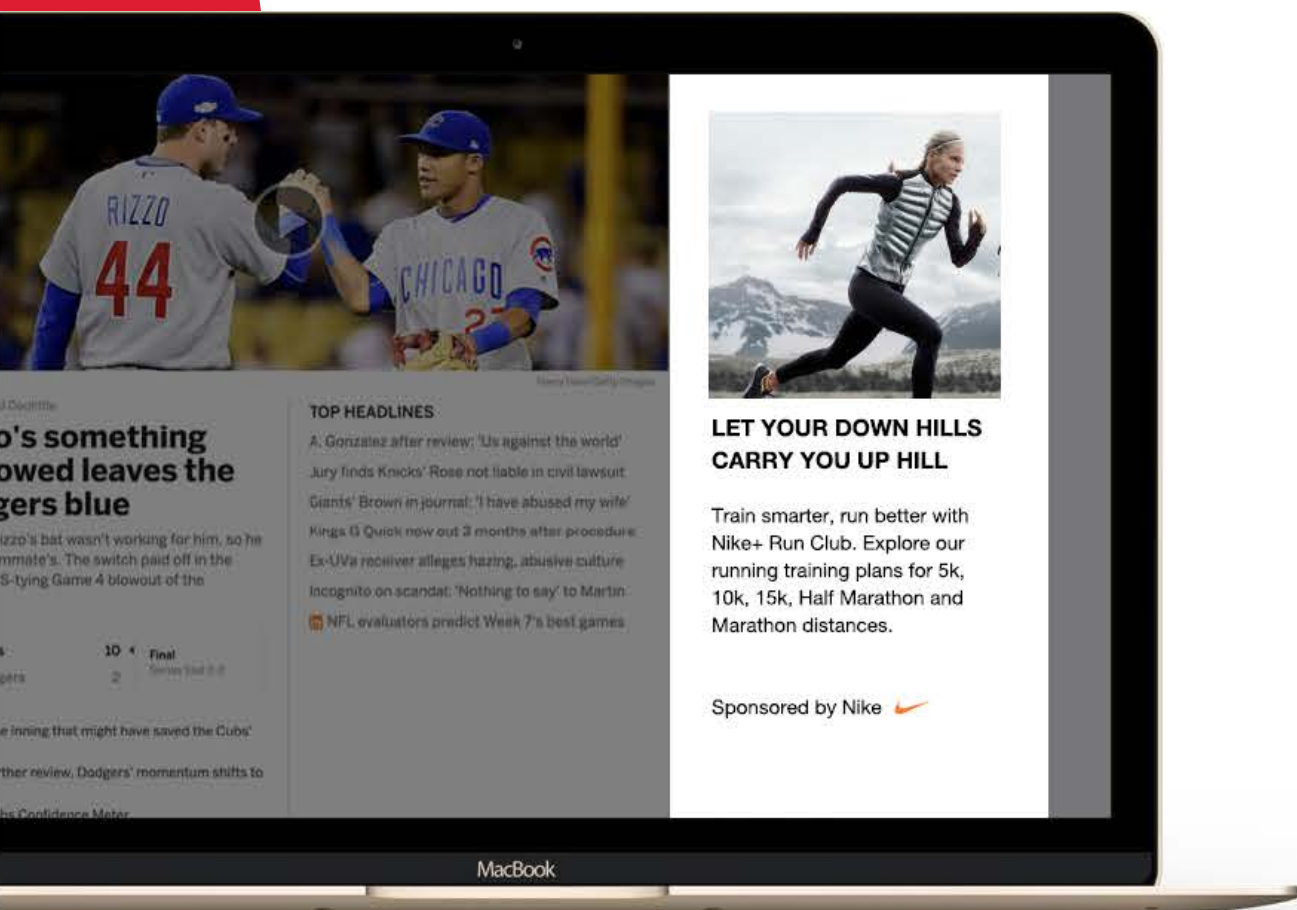
Source: eMarketer, March 2018

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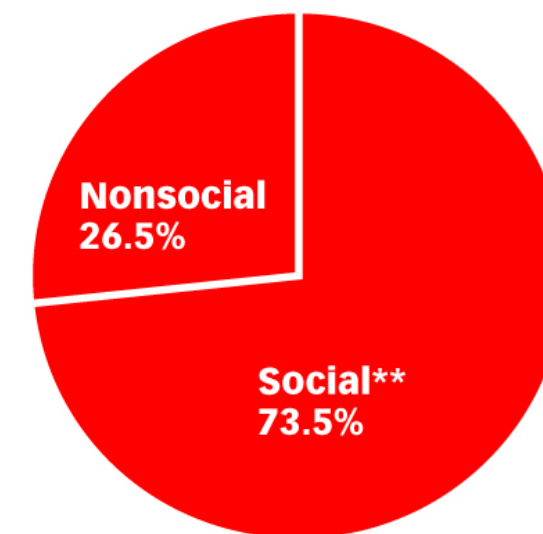
www.eMarketer.com

REASONS TO USE NATIVE ADS

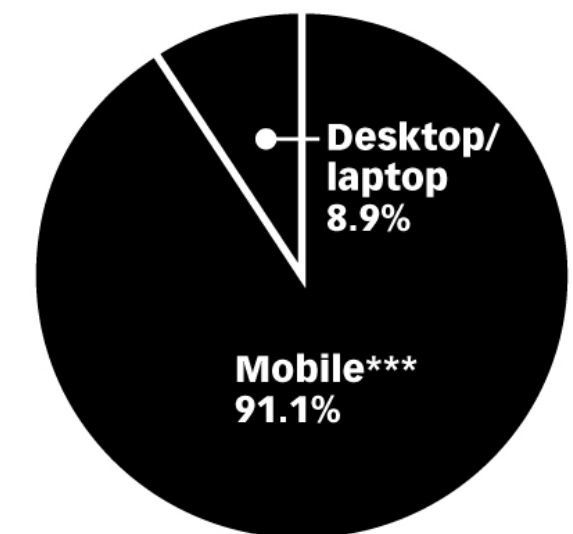
- Higher Click-Through Rates
- Cost Efficient
- Non- Disruptive
- Industry Wide Adoption



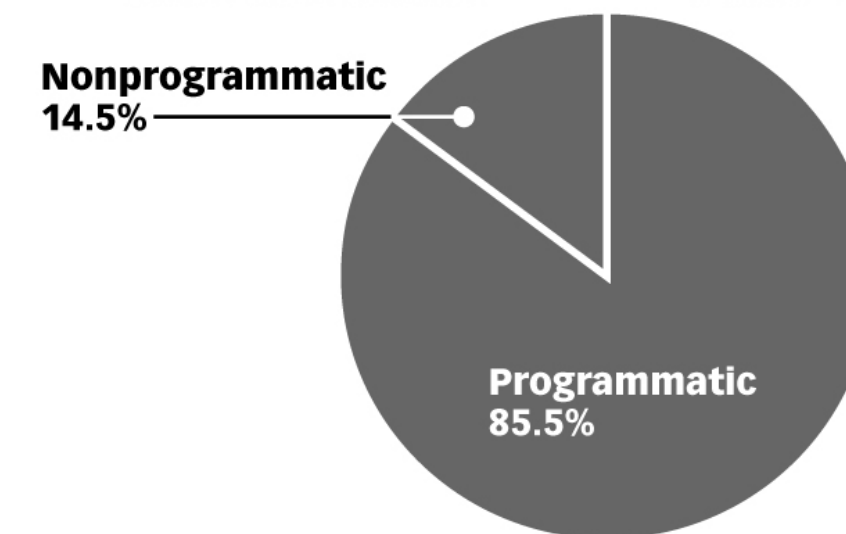
US Native* Digital Display Ad Spending Share, by Type, 2018
% of total



Social vs. nonsocial



Mobile vs. desktop/laptop



Programmatic vs. nonprogrammatic

Note: *includes digital display ads that follow the form, feel and function of the content of the media on which they appear; **includes native digital display ads appearing within social networks, social network games and social network apps; ***includes native mobile phone and tablet display ads

Source: eMarketer, March 2018

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www.eMarketer.com



NATIVE ADS FOR CASINOS

Leverage native's ads benefits to your advantage...

- **Ad Relevance – travel, hotel, golf, spa**



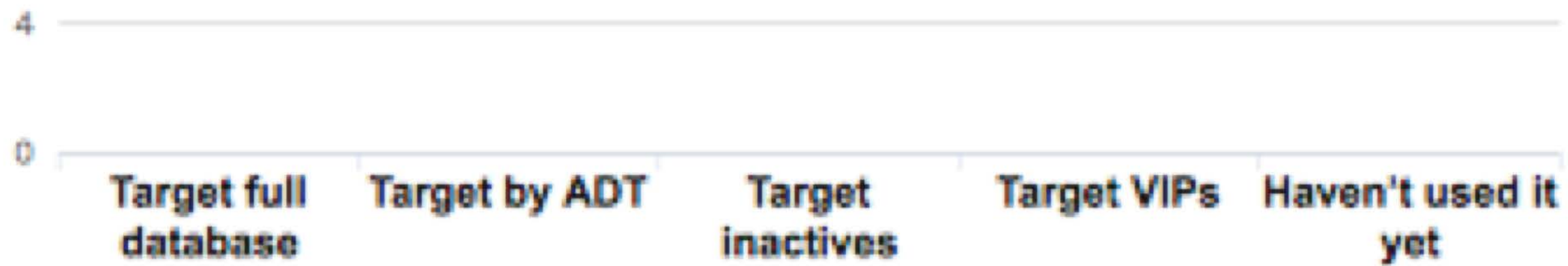
- **Develop creative specifically for the tactic**
- **Conversational messaging**
- **Be selective in placement**







How have you used IP targeting to date?

- A: Target full database**
- B: Target by ADT**
- C: Target inactives**
- D: Target VIPs**
- E: Haven't used it yet**



How have you used IP targeting to date?



• Text     **Start**  Dark Mode  Instructions **swift**

• Text

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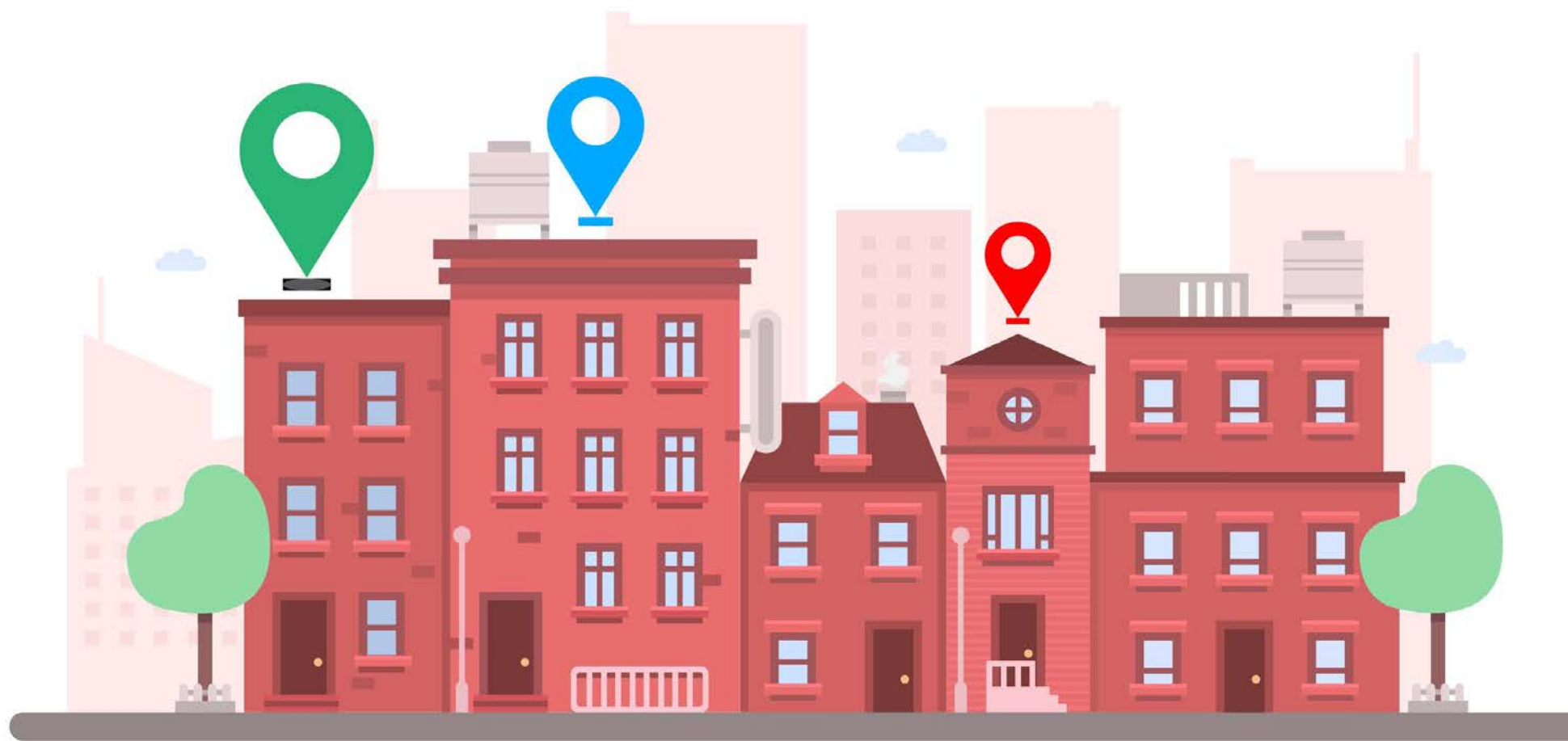
Source: [https://p.exceltem.com/s/presentation/poll?](https://p.exceltem.com/s/presentation/poll?poll=7081-429600-0260581780-03-02-449-58992-01011634925)

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REASONS TO USE IP TARGETING

- **Target an existing database**
- **Ads run across multiple devices**
- **Custom target– custom message**
- **Very high append rates**



IP TARGETING FOR CASINOS

- **Rich database can be segmented in a variety of ways**
- **Match message with segment**
- **Deliver strong call-to-action**
- **Track success back to revenue**



Have you run any OTT (Over-the-Top) video to date?



Have you run any OTT (Over-the-Top) video to date?

0%

0%

Text 1 Yes

Text 2 No

• Text
• Text
• Text



Start



Dark Mode



Instructions

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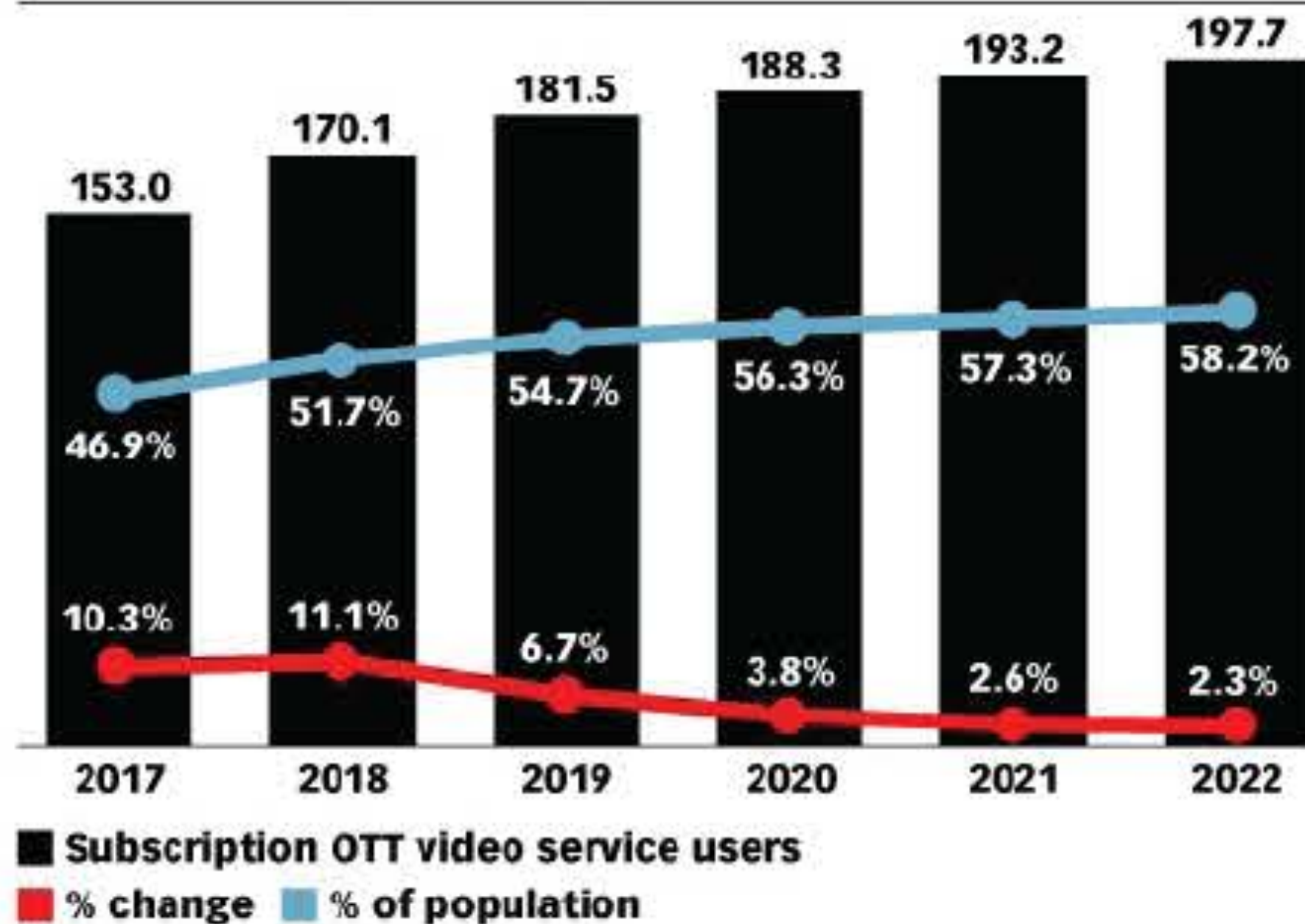
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OTT SUBSCRIPTIONS

US Subscription Over-the-Top (OTT) Video Service Users and Penetration, 2017-2022

millions, % change and % of population



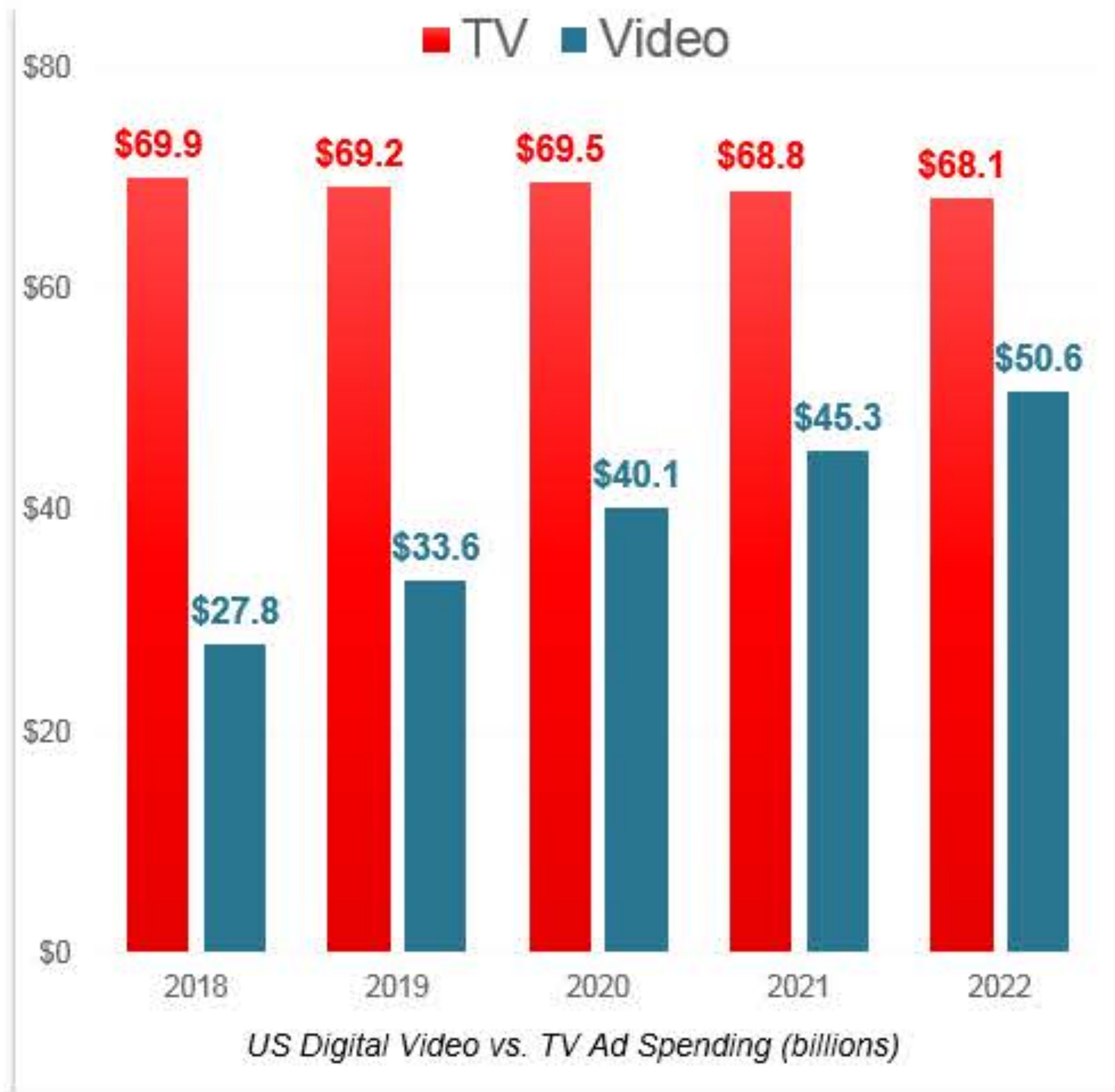
Note: individuals of any age who watch video via any app or website at least once per month that provides paid subscription access to streaming video content over the internet and bypasses traditional distribution; examples include Amazon Video, HBO Now, Hulu, Netflix, Sling TV and YouTube Red

Source: eMarketer, July 2018

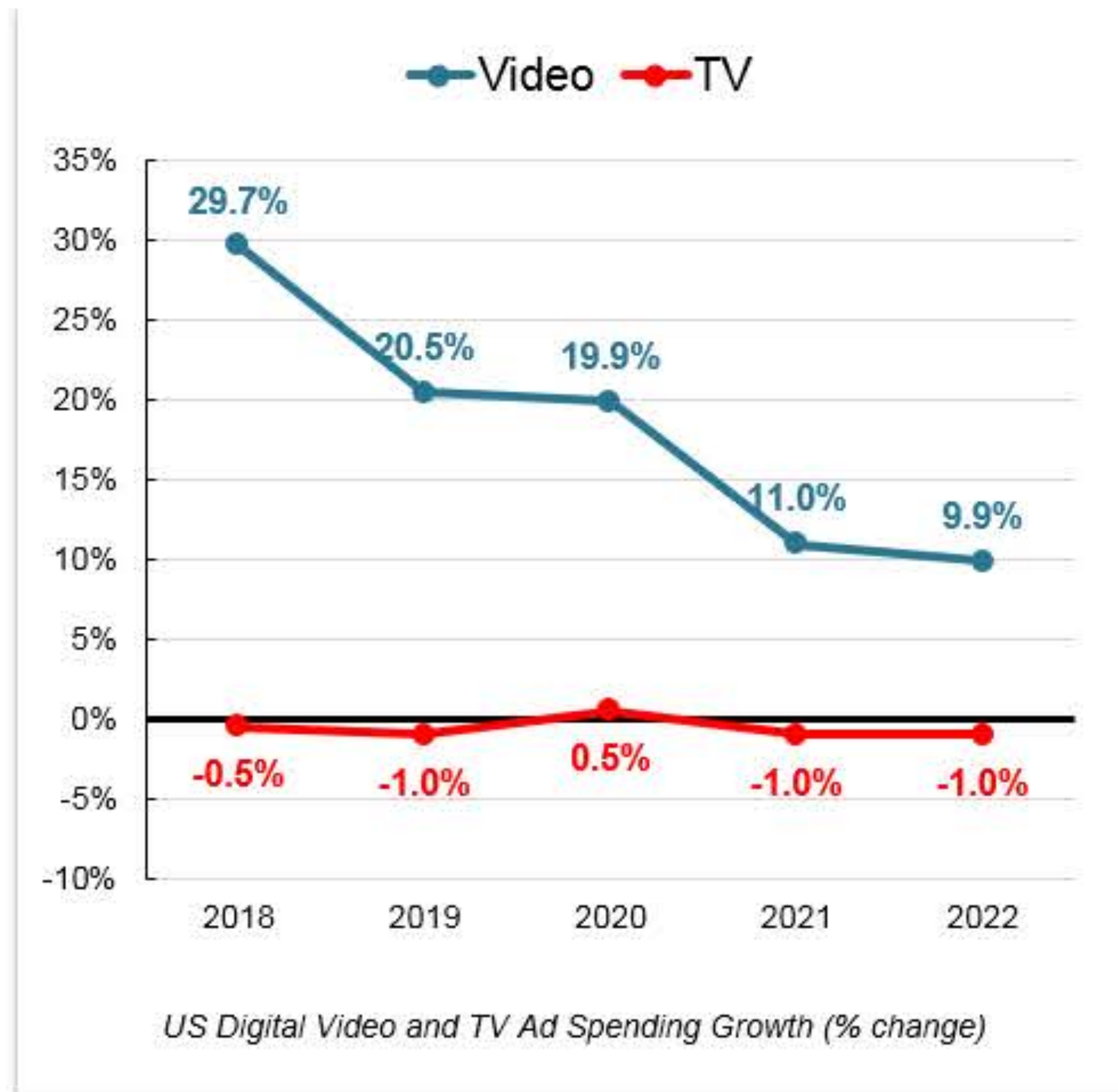
239938

www.eMarketer.com

TV AD SPENDING



VIDEO AD SPENDING



Source: eMarketer 2018, digital includes social media video

POLLING QUESTION

How many people in the room subscribe to one of the following?

A: Yes
B: No

ROKU[®]

NETFLIX

hulu

Samsung

SMART TV

CRACKLE

sling



XBOX ONE

DIRECTV NOW

dish
ANYWHERE

apple tv

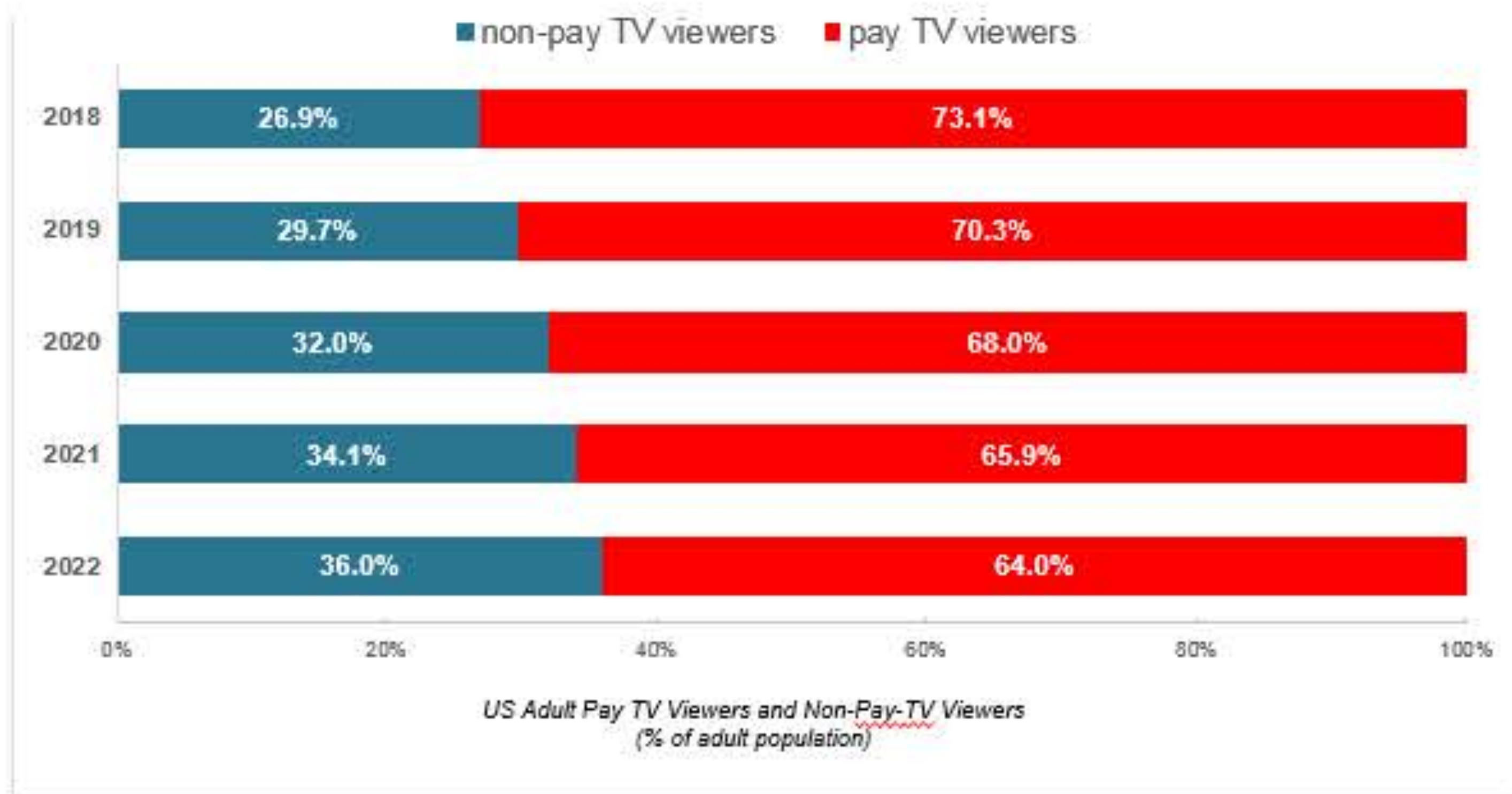
amazon
fireTV

chromecast

Raving
NEXT

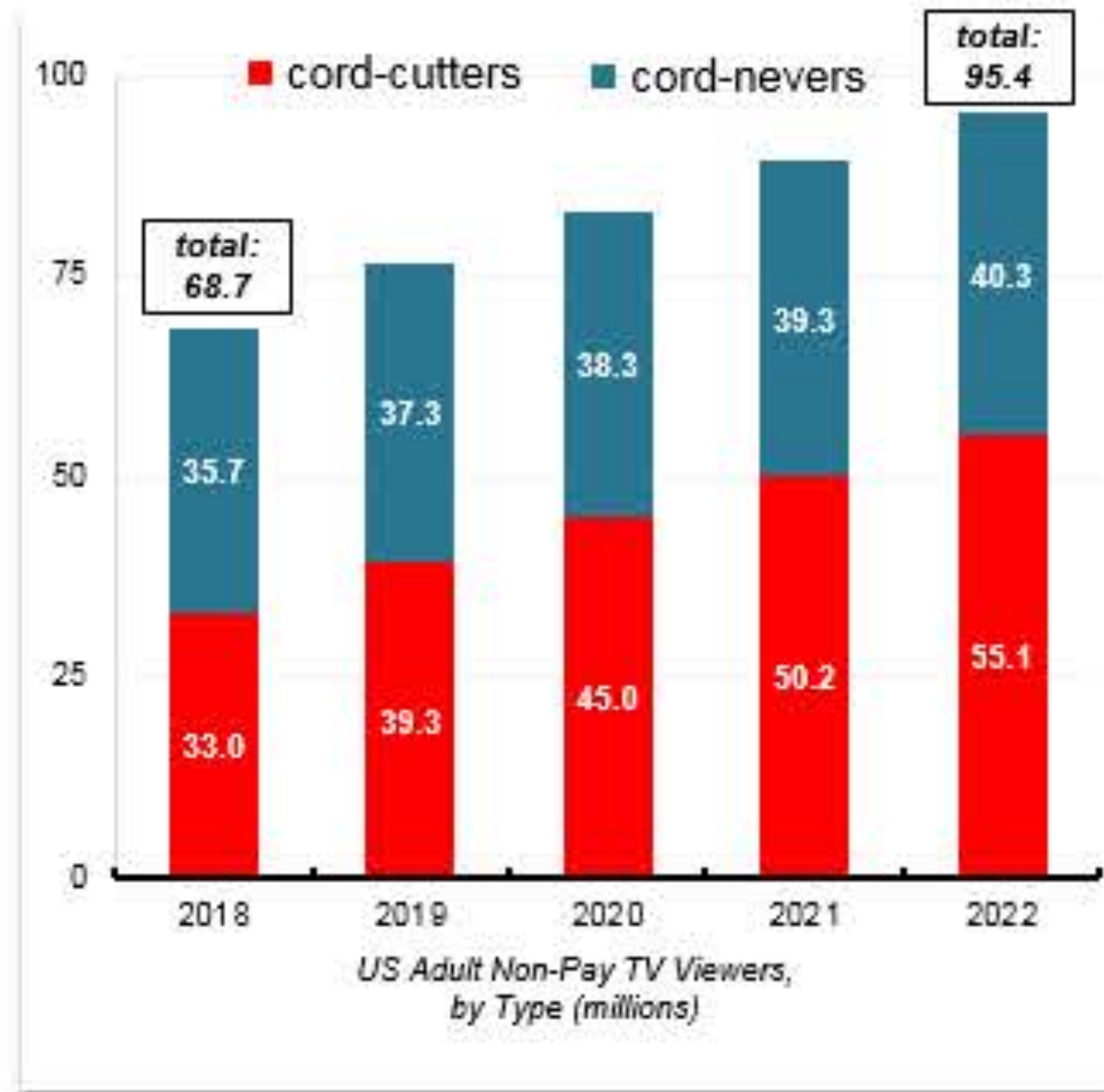
INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

NON-PAY TV GROWING – GOING DIGITAL



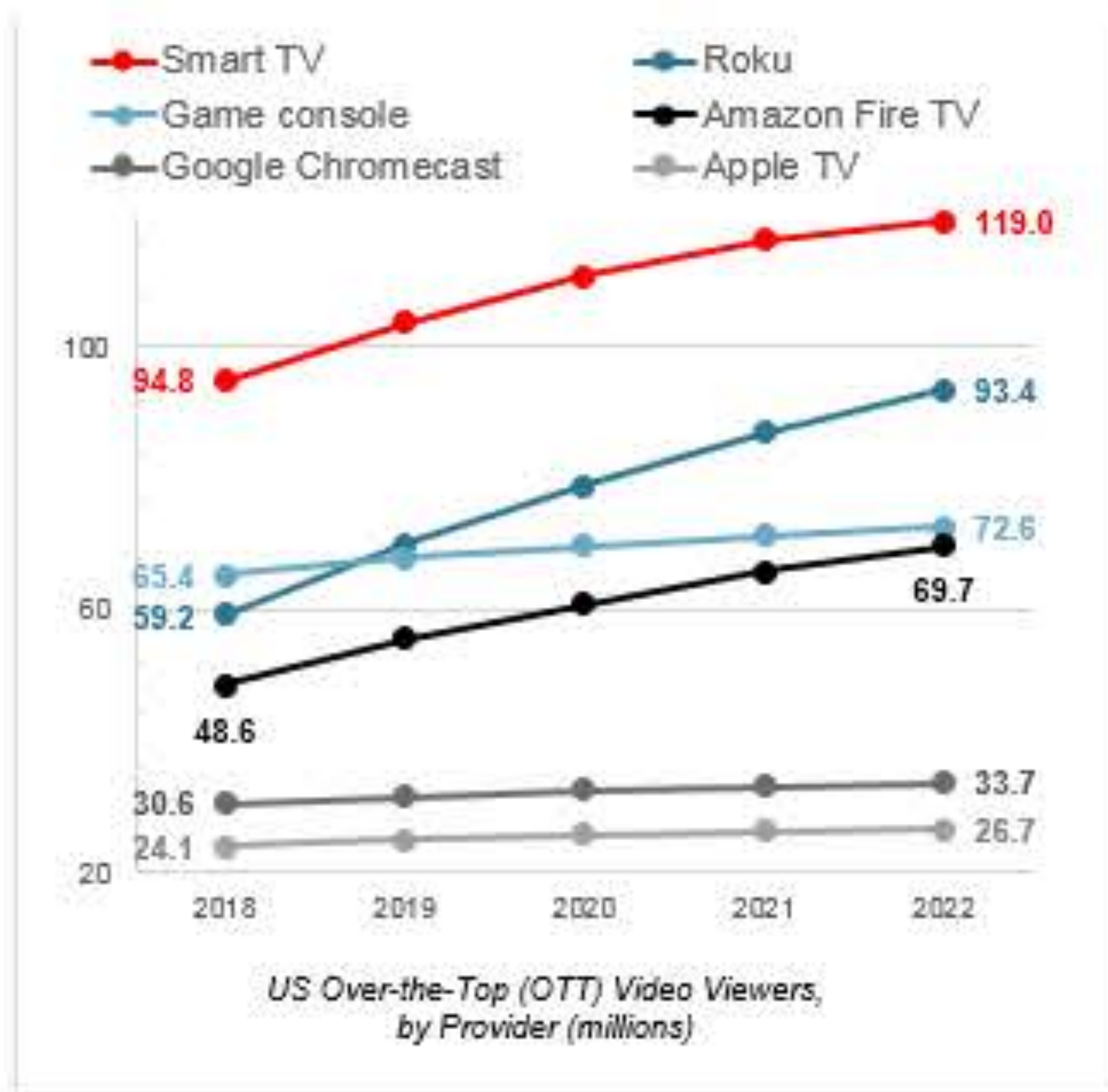
Source: eMarketer 2018

NON-PAY TV – MORE CORD-CUTTERS



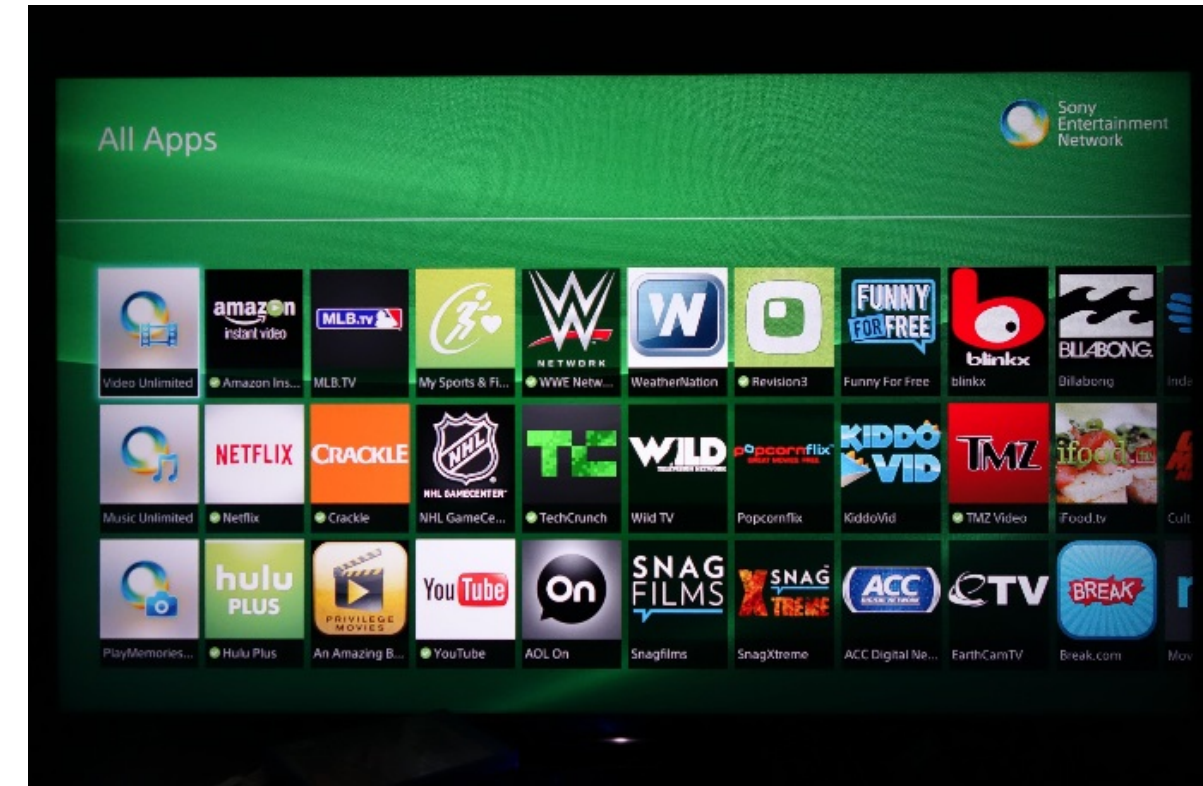
Source: eMarketer 2018

SMART TV MOST PREVALENT DEVICE



REASONS TO USE OTT

- **Fewer commercial pods**
- **Non-skippable ads**
- **More targetability – demo and geo**
- **Purchased like digital – greater reporting**
- **Appointment viewing**
- **Quality content**
- **Getting difficult to ignore**



OTT FOR CASINOS

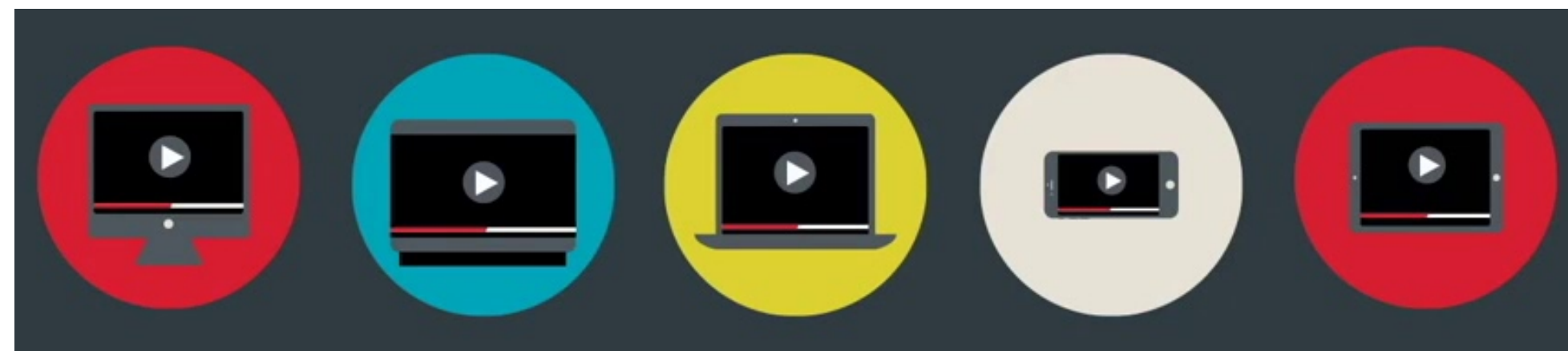
- **Target directly to casino gamers**
- **Narrow geographical reach**
- **More affordable than TV**
- **Strong sports influence**
- **Strong reach complement**



ADDRESSABLE GEO-FENCING



- **Target homes by address**



Display – OTT – Pre-Roll – Mobile – Tablet

- **Via multiple devices**

Do you plan to run OTT before the end of the year?



Text your vote to: (857) 763-5606 or go to
swiftpolling.com & enter **S4251**



**Do you plan to run OTT before the end of the
year?**

4

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Yes

No



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Do you use any paid social media beyond Facebook?

A: Twitter

B:

Instagram

C:

Pinterest

D:

Snapchat



Do you use any paid social media beyond Facebook?

0

Twitter

Instagram

Pinterest

Snapchat

• Text



Start



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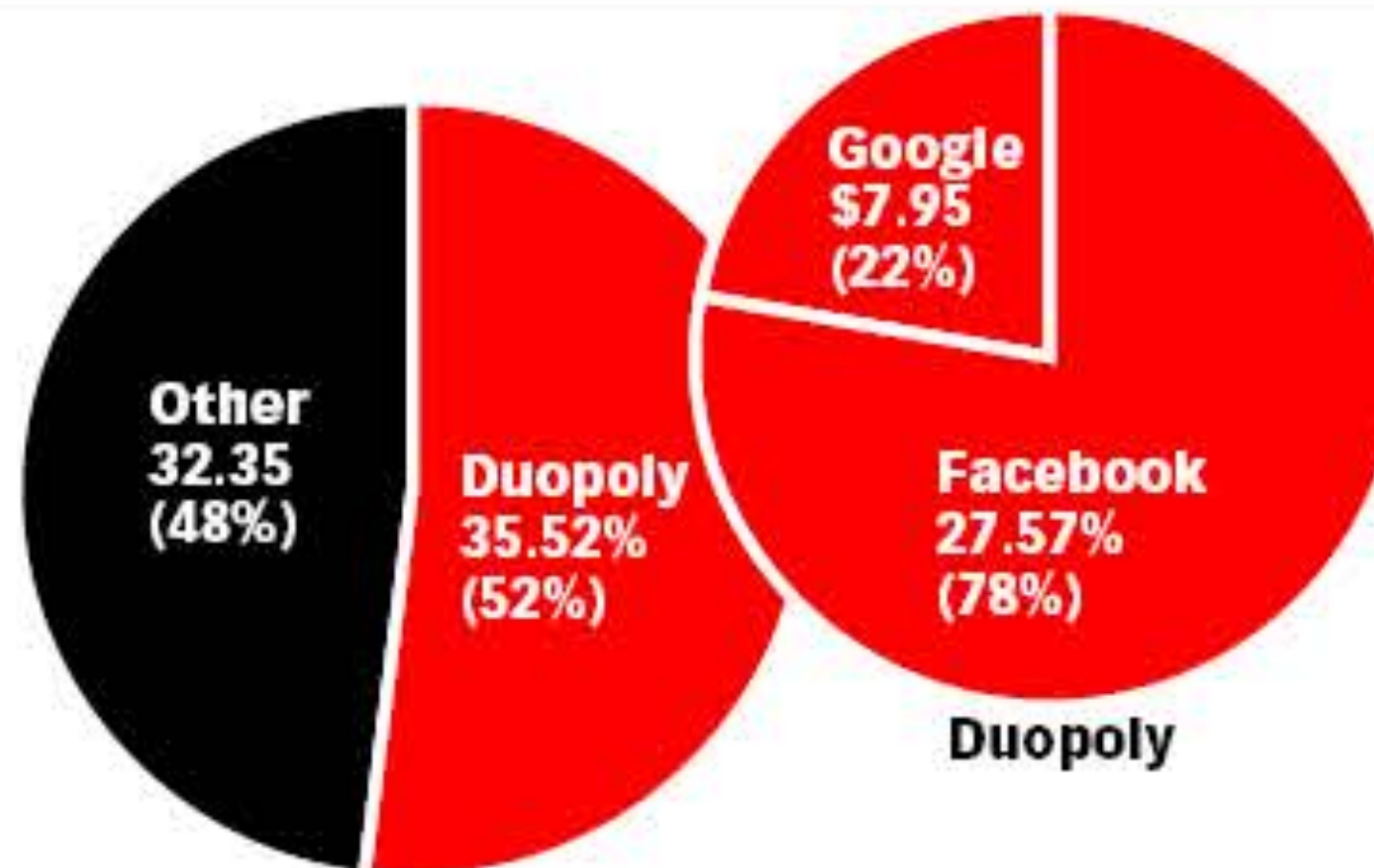
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GOOGLE AND FACEBOOK DOMINANCE

US Digital Display Ad Revenues, Duopoly vs. Other, 2019

billions and % of total



Total US digital display ad spending=\$67.87 billion

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices on all formats mentioned; includes banners, rich media, sponsorships, video and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; Facebook includes Instagram advertising revenues
Source: eMarketer, Sep 2018

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www.eMarketer.com

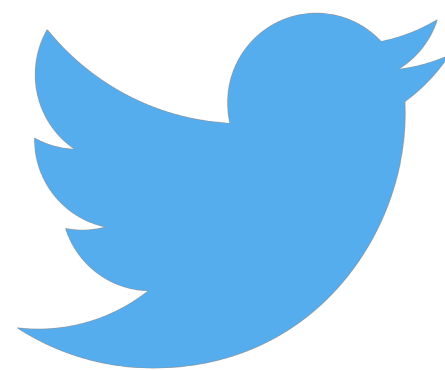
SOCIAL MEDIA RELEVANCE

EVERYDAY REACH

- Highest reach
- Most targeted
- Ideal message platform
- Strongest engagement



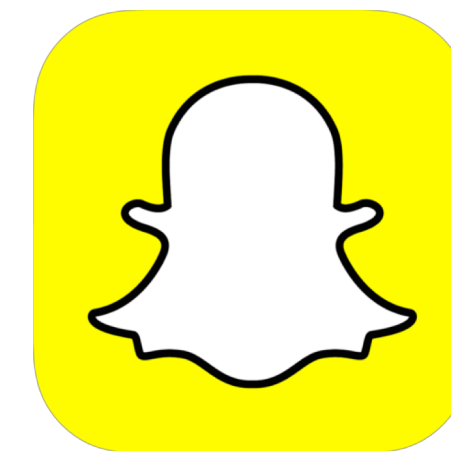
- Large reach
- Very targeted
- Visual message may take some getting used to
- High level of engagement
- Up and coming as younger audience ages



- Specialized reach
- Strong for hotels



- Specialized reach
- Strong for weddings



- Specialized reach
- Strong for events

OCCASIONAL REACH

NOTICABLY ABSENT?



- **More digital advertising than social**
- **Akin to pre-roll**
- **Targeted similar to SEM**
- **Ad format less social, more ad focused**

REASONS TO USE SOCIAL MEDIA

- **Significant audience universes**
- **Strong targetability**
- **Geographic segmenting**
- **Softer approach to marketing**
- **Easy/changeable messaging format**
- **Direct conversations with customers**
- **Gives company human feel**





SOCIAL MEDIA FOR CASINOS

- **Facebook strongest format**
- **Message/communication is king**
- **Should be unique to platform**
- **Show more of your human side**

**Do you use your player data to
measure/determine digital success?**



Text your vote to: (857) 763-5606 or go to
swiftpolling.com & enter S4251



**Do you use your player data to
measure/determine digital success?**

0%

0%

Text 1  Yes
Text 2  No



 Stop



Dark Mode



Instructions

swift

Source: <https://p.exceltem.com/s/presentation/poll?poll=4251&code=8577635606>

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PLAYER DATA IS KEY

- **Use data to identify key markets**
- **Measure growth by market – match back to digital buy**
- **IP Targeting and Addressable Geo-Fencing**
- **Allow enough time to make an impact**
- **Build specific campaigns based on need**

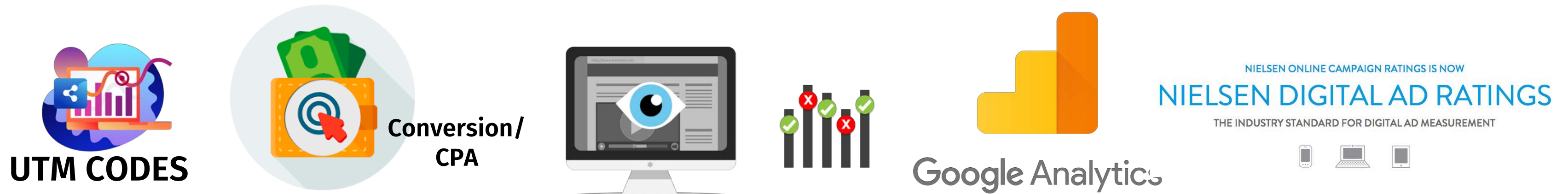


MARKET TARGETING

- **Geographical location is imperative**
- **Local vs. Destination – distinct messaging**
- **Allocate spend appropriately**
- **Measure back to player data**
- **Unique offers help measure revenue**

MEASUREMENT

- **Define prior to campaign starts**
- **Build measurement components prior to start**



- **Optimize frequently**
- **Establish the appropriate benchmarks**
- **All media works together – everything contributes to revenue lift**

Thank you for attending this session!
your bonus code is:



COMMUNITY

Go to www.RavingPlay.com to enter this code!
Powered by Engaged Nation visit booth #12 for info