

SUCCESS STORY

HARRAH'S CHEROKEE CASINO RESORT HITS THE JACKPOT

109% ROOM BOOKING CONVERSIONS & 143% FOOT TRAFFIC LIFT WITH ADVANCED REPORTING IN THE VIANT DSP

SUMMARY

To drive awareness, increase room bookings and attract new visitors for their client, Harrah's Cherokee Casino Resorts, agency 62Above partnered with Viant® to create a unique DSP offering specifically for hotels, casinos and DMOs.

62Above utilized the Viant DSP and Viant's Household ID™ technology to execute an omnichannel campaign for Harrah's Cherokee, including display ads on contextual gambling sites and a CTV spot aimed at competitive conquest audiences who had previously visited a casino in four key states.

With real-time results available through Viant's Conversions and Foot-Traffic Attribution reports, Harrah's Cherokee expanded their KPIs to include conversion lift and actual foot traffic attributed to the campaign. Results showed the campaign achieved a 109% year-over-year increase in conversions for room bookings and 143% overall foot traffic lift, along with a significant decrease in cost-per-visit and cost-per booking.

This was also a groundbreaking win for CTV. With Viant's cookieless ID matching, 62Above saw a 313% lift in Harrah's Cherokee foot traffic for those who were exposed to CTV spots.

GOALS

- Elevate performance by focusing on metrics tied to incremental business results.
- Drive incrementality in visitor engagement and room bookings.

SOLUTIONS LEVERAGED

- Foot Traffic Reporting
- Conversions Reporting
- Competitive Conquest Segments
- CTV/Display Retargeting
- Viant® Household ID™ Technology

VIANT.

62ABOVE

RESULTS

+109%
YOY ROOM BOOKING
CONVERSIONS

-87%
YOY COST PER ROOM
BOOKING CONVERSIONS

313%
CTV FOOT
TRAFFIC LIFT

143%
OVERALL FOOT
TRAFFIC LIFT

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