



## Midwest Casino and Hotel Sees 64% Increase in New Site Visitors

<b>Industry:</b> Casino and Hotel	<b>Company:</b> Midwest Casino and Hotel
<b>Product:</b> Search Engine Marketing, Mobile, Video Advertising, Digital Audio, Retargeting	

<b>64%</b> Increase in New Site Visitors	<b>95%</b> Listen-Through Rate	<b>\$0.01</b> Average Cost Per Listen	<b>112%</b> % Delivery
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### COMPANY PROFILE

Midwest Casino and Hotel is a top-rated casino and hotel in southwestern South Dakota. Surrounded by breathtaking, sweeping views of the prairie and natural wonders like the Badlands, the Black Hills, and Mount Rushmore, this exciting casino offers a wide variety of games, including over 380 slot machines from old favorites to new releases, blackjack, bingo, craps, roulette, and more. The hotel features a large swimming pool, hot tub, and fitness facility, and the restaurant has a wide variety of dining options with buffets, catering, and ever-changing holiday specials.

CHALLENGES	
	Generating Brand Awareness
	Reaching New Audiences
	Driving High-Quality Traffic
	Increasing Conversions

SOLUTIONS	
	Video Advertising and Digital Audio
	Mobile
	Search Engine Marketing
	Retargeting