



CASE STUDY

FINDING THE GUESTS MOST LIKELY TO PLAY, STAY & ENGAGE

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.

FINDING THE GUESTS MOST LIKELY TO PLAY, STAY & ENGAGE

THE CHALLENGE

A casino and resort came to Source Path Digital with a familiar audience problem.

The advertiser wanted to reach **legal age adults in its market who were likely casino gamblers**, but gaming propensity alone was not enough.

Its strongest customers also engaged with the broader resort experience, including:

- Luxury vehicle promotions and giveaways
- Golf
- Live entertainment
- Dining
- Hotel stays
- Premium experiences and offers

The advertiser also served a diverse, multicultural market. Some of the audience characteristics it considered important, including **language and multicultural market composition**, were difficult or unavailable to use consistently within native advertising platforms and traditional big data targeting menus.

That left the advertiser with a gap. It knew the kinds of guests it wanted to attract, but conventional targeting tools often reduced those people to isolated criteria such as **Casino interest, Income, Age, or Geography**.

The advertiser needed a more complete way to identify consumers whose **gaming behavior, lifestyles, spending patterns, entertainment preferences, and resort interests** aligned with its strongest customer opportunities.



THE INITIAL INSIGHT

Source Path Digital believed the strongest casino audience should not be defined by gambling behavior alone. A high value resort guest may represent several overlapping opportunities.

GAMING

Casino visitation • Gambling propensity • Gaming entertainment

DINING & NIGHTLIFE

Restaurants • Premium dining • Bars • Social occasions

LIVE ENTERTAINMENT

Concerts • Performances • Events • Nightlife

TRAVEL & LODGING

Hotels • Weekend trips • Resort stays • Destination experiences

RECREATION

Golf • Leisure activities • Social outings

PREMIUM & ASPIRATIONAL SPENDING

Luxury products • Automotive affinity • Premium experiences • Discretionary spending

The opportunity was to identify the **intersection of those behaviors** rather than depend on a single casino interest checkbox. That would allow the advertiser to build audiences around not only who might gamble, but **how different consumers might experience the property.**



THE ANALYSIS



Source Path Digital conducted a market analysis to understand the consumer characteristics associated with casino and resort opportunity.

The analysis went beyond basic demographics and examined combinations of:

- Casino and gambling propensity
- Entertainment and live-event behavior
- Dining preferences
- Hotel and travel activity
- Golf and recreation
- Luxury and automotive interests
- Household and financial characteristics
- Lifestyle and consumer Personas
- Language and multicultural market context, where appropriate and permitted
- Geography

Rather than treating each signal independently, Source Path Digital evaluated how they worked together.

This made it possible to distinguish between a consumer who simply showed some gaming interest and a consumer whose broader lifestyle suggested potential value across **gaming, dining, entertainment, lodging, recreation, and premium promotions.**

FROM CASINO INTEREST TO RESORT VALUE

The analysis revealed that there was no single definition of the ideal casino guest. Different consumer groups represented different opportunities for the property.

CORE GAMING AUDIENCES

Adults demonstrating stronger propensity for casino gaming and related entertainment.

ENTERTAINMENT-DRIVEN GUESTS

Consumers whose live music, events, nightlife, and social behaviors made the property relevant beyond the casino floor.

PREMIUM & PROMOTIONAL AUDIENCES

Higher discretionary spend consumers with affinities aligned to premium offers, luxury products, and aspirational promotions such as vehicle giveaways.

GOLF & RECREATION AUDIENCES

Consumers whose golf and leisure behaviors created opportunities for resort packages, events, and cross-property engagement.

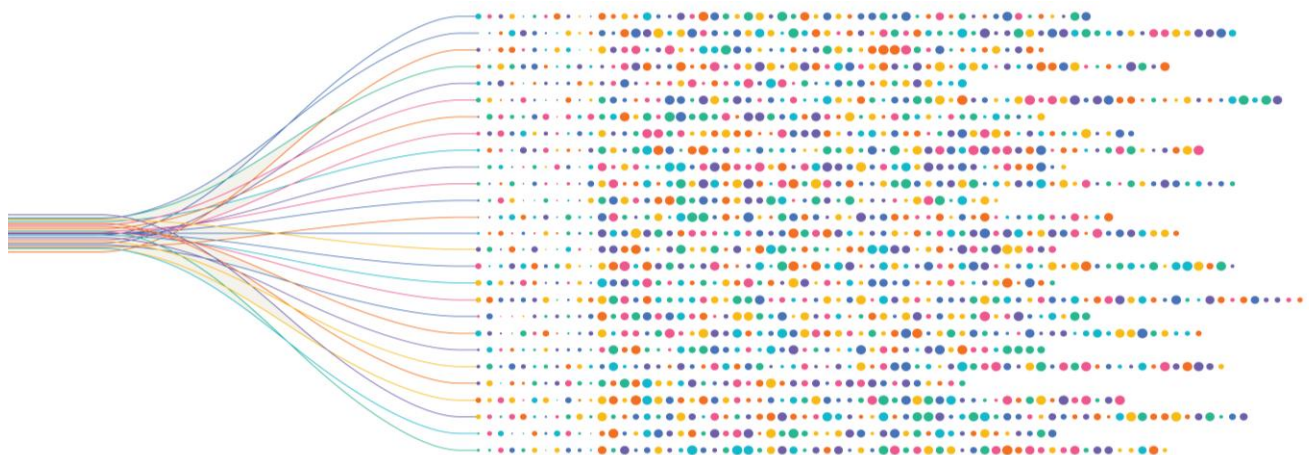
DINING & SOCIAL AUDIENCES

Guests whose restaurant, nightlife, and social patterns indicated potential for dining led visits and broader resort spending.

HOTEL & DESTINATION AUDIENCES

Travel oriented consumers with stronger lodging and getaway behaviors who could view the property as more than a local gaming destination.

The value was not simply identifying more gamblers. It was understanding the different reasons high-potential consumers might choose the resort.



SOLVING THE TARGETING GAP

One of the advertiser's biggest challenges was that some of the characteristics it used to understand its market were not easily translated into standard media platform targeting options.

Native platforms and conventional audience catalogs can be useful, but they do not always provide the combinations of consumer characteristics needed for a highly specific market.

Source Path Digital helped bridge that gap by moving from **isolated targeting checkboxes to curated audience construction**.

Instead of asking:

"Which platform segment gives us our ideal customer?"

The process became:

Define the customer → Identify the relevant consumer signals → Analyze the market → Curate the audience → Prepare for activation

This allowed the advertiser to build audiences around the **overall consumer profile** rather than being limited to whatever individual categories happened to be available inside a media platform.

For **multicultural considerations**, audience development and activation must remain subject to applicable law, gaming industry requirements, and individual platform policies. The objective is to support relevant market outreach without relying on prohibited or inappropriate use of sensitive personal information.



THE AUDIENCE STRATEGY

Source Path Digital translated the market analysis into practical audience groups that could support different campaigns.



CASINO ACQUISITION

Reach legal age prospects demonstrating stronger gaming and casino propensity.

RESORT & HOTEL

Promote overnight stays, getaway packages, amenities, and destination experiences to travel-oriented prospects.

DINING & ENTERTAINMENT

Reach consumers whose restaurant, nightlife, concert, and event behaviors make the property relevant even when gaming is not the primary motivation.

PREMIUM PROMOTIONS

Build audiences around consumers whose lifestyles and discretionary spending better align with premium offers, luxury giveaways, and high value promotions.

GOLF & RECREATION

Identify consumers for golf related offers, packages, events, and cross property experiences.

MULTICULTURAL MARKET OUTREACH

Develop market strategies that account for the property's diverse customer base and communication needs while respecting applicable legal and platform restrictions.

The result was a **portfolio of audiences built around distinct customer motivations rather than one generic casino segment.**

THE OUTCOME

The advertiser started with a clear understanding of what made its resort attractive, but limited options for translating that knowledge into media-ready audiences.

Source Path Digital provided the missing audience layer.

The advertiser gained:

- A clearer picture of the consumer behaviors surrounding casino and resort demand
- Audiences built around more than gambling propensity alone
- Distinct opportunities for gaming, entertainment, dining, hotel, golf, and premium promotions
- A more flexible way to address a diverse local market
- An audience strategy that was not confined to native platform targeting menus
- Immediately actionable prospect audiences for awareness, promotion, and customer acquisition

The result was not simply a larger casino audience. It was a **more complete model of the guests most likely to create value across the property.**

THE TAKEAWAY

Casino resorts compete for more than gaming spend. They compete for **nights out, weekend trips, dining occasions, entertainment dollars, recreation, celebrations, and discretionary experiences.**

That means the best potential customer may not be defined by one casino interest signal.

Source Path Digital helps identify the broader combination of **gaming propensity, lifestyle, spending behavior, entertainment interests, travel, recreation, and consumer context** that makes different prospects relevant.

For this advertiser, the strategy evolved from:

“Find people who gamble.”

to:

“Find the adults most likely to value everything this property has to offer.”

That creates a much stronger foundation for **customer acquisition, promotion, cross-property engagement, and long-term guest value.**

LET'S EXPLORE WHAT'S POSSIBLE

The strongest resort audiences are rarely defined by one behavior.

Source Path Digital helps casino, hospitality, and entertainment marketers understand the broader consumer patterns surrounding their best customers and turn those insights into actionable audiences for **gaming, lodging, dining, entertainment, recreation, premium promotions, and customer growth.**

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

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