



Metrics Marketing developed a new customer prospecting program for Seminole Casinos that has improved campaign management while generating outstanding lift for both conversion rates and Return on Investment (ROI).



Seminole / Hard Rock Casinos Prospecting Program Case Study

January 2009

The Challenge

Seminole Gaming serves the Florida market with six distinct properties, including two Hard Rock Casinos, one in Tampa and the other in Hollywood. Each property is responsible for obtaining new customers with help from the corporate marketing group. Before coming to Metrics Marketing, prospecting efforts were often disjointed with inconsistent targeting approaches. Seminole Gaming asked Metrics to improve the management of the customer-acquisition process as well as improve profitability and ROI.

Metrics Marketing Group

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The Solution

Metrics Marketing provided a two phase solution:

1. Targeting optimization:

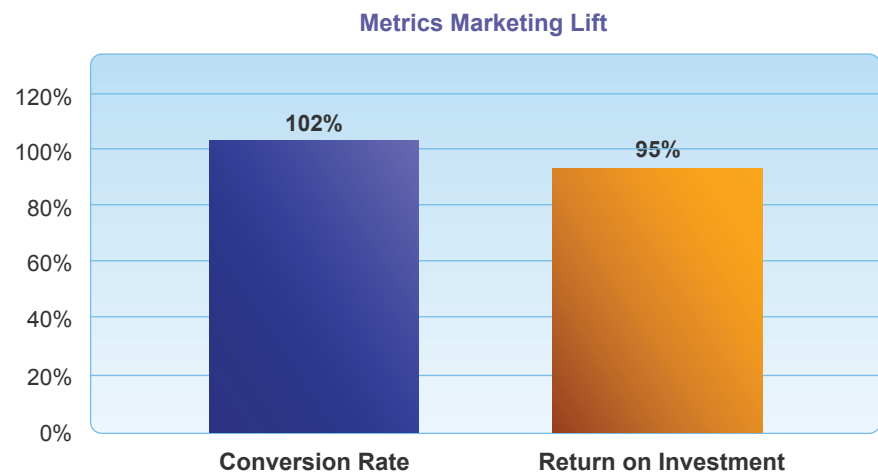
- a. Metrics conducted direct marketing list test, including multiple “gaming” lists as well as a general population list
- b. Metrics also developed multiple acquisition models to account for different casino property types

2. Prospect database

- a. Metrics developed and maintains a prospect database to serve Seminole corporate marketing and each individual property
- b. The prospect database contains scored prospects and provides a platform for analysis and reporting

The Results

Program results have been exceptional:



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