



AdRetriever

Alberta Casino Wins in Time And Revenue Lottery



Grey Eagle Resort and Casino

Industry: Entertainment and Events

Grey Eagle Resort & Casino, in partnership with the Tsuut'ina First Nation and Sonco Gaming (Alberta) Ltd, stands as one of Alberta's premier hospitality and casino destinations with a bustling lineup of events and shows.



The Problem

Grey Eagle faced the challenge of continuously updating their advertisements to reflect the latest showtimes and ticket prices. They also needed a solution to boost early ticket sales, drive attention to lesser-known shows, and support events that needed an extra promotional push.

The Solution

AdRetriever presented a cost-effective and efficient way to promote their wide array of events. With dynamic, attention-grabbing ads requiring minimal manual effort, Grey Eagle could effortlessly showcase all their shows.

The Result

Grey Eagle leveraged AdRetriever's capabilities to run video and display ads on competitor concert and event websites. This strategic move enabled them to reach music enthusiasts with precisely tailored ad content, including messaging, show availability, and creative elements.

9:1

Overall ROAS

17:1

Peak ROAS

The Conclusion

AdRetriever seamlessly integrated with Grey Eagle's existing ad-serving platforms, allowing them to pivot their advertising strategy with ease, optimize their ad spend, and significantly increase their return on investment.

AdRetriever emerged as the behind-the-scenes hero in Grey Eagle's journey towards more effective event promotion, providing a streamlined solution for their dynamic advertising needs.