

You already know your players.

Now find *more* like them.

Your player card is the richest first-party data in your market. Adduro matches it to real households to bring known players back, and uses it to find new ones who look and play like your best guests, across streaming TV, audio, and display.

TARGET

Reactivate the players you already know, and find new ones in your market who look and play like your best guests.

Player Card Data

Loyalty Tiers

Lapsed Players

Lookalikes

In-Market Players

New Movers

DEPLOY

Reach both groups across every screen they use after they leave the floor, from the living room TV to the phone in their pocket.

Streaming TV (CTV)

Streaming Audio

Podcasts

Digital Display

Web & Mobile

Local Programming

MEASURE

Connect ad exposure to real property visits and play, so you see what actually moved players, not a panel estimate.

Loyalty Player Visits

New Players Acquired

Reactivated Players

Offer Redemptions

Website Visits

Event Bookings

WHY ADVERTISERS USE ADDURO

- ✓ Reactivate lapsed players before they visit a competitor
- ✓ Reach new players in your market who look and play like your best guests
- ✓ Frequency managed across channels, so you are not overspending on your best players
- ✓ Amplify your direct mail by reaching the same players on TV & audio around the drop

Reach Customers Across Every Screen & Speaker

Run campaigns across streaming, live and on-demand programming audiences watch & listen to every day.

