



# GOZONE WIFI HELPS TOP PERFORMING CASINOS ENROLL PLAYERS AND GROW REVENUE FROM COAST TO COAST



*"GoZone is the best new player acquisition tool we've ever invested in. Compared to other solutions we've used in the past, GoZone excels in every category..."*

**READ FULL REPORT** 

# TABLE OF CONTENTS

**INTRODUCTION** ..... 03

**THE VALUE OF A LOYAL PLAYER** ..... 04

**INTRODUCING GOZONE WIFI** ..... 05

**RECORD-BREAKING ENROLLMENT** ..... 06

**A TOP PERFORMING MARKETING CHANNEL** ..... 07

**ENHANCING MULT-CHANNEL MARKETING** ..... 08

**CONCLUSION** ..... 09

**APPENDIX** ..... 10



# INTRODUCTION

Leading casinos are continuously seeking innovative marketing channels to cultivate long-term relationships with players and effectively target those who have previously shown interest in their brand. Traditional advertising channels, while familiar, can get the job done but often come with high customer acquisition costs (CAC) and diminishing returns.

To address these challenges, many forward thinking casinos are turning to cost-effective and creative activation campaigns that focus on building sustainable revenue and enhancing loyalty programs, including the golden KPI: **Player Card Enrollment**.

This white paper explores how casinos across the United States are leveraging GoZone WiFi's Marketing4WiFi platform to grow sustainable revenue from highly engaged and dedicated players.

By offering guests a seamless Guest Wi-Fi experience, casinos are experiencing significant growth in their loyalty programs, increased enrollment in marketing initiatives, and a rise in monthly recurring revenue.

# THE VALUE OF A LOYAL PLAYER

The gaming industry is witnessing an explosive period of growth. Domestic commercial gaming revenue, including casino slots and table games grossed a record **\$66.5 billion in 2023, a 10% increase from 2022** <sup>[1]</sup>. This growth is mirrored on a state level, with 19 out of 27 traditional gaming markets reporting record annual revenue according to the American Gaming Association.

Additionally, this surge in revenue is happening as over 20 states have legalized sports betting since 2018, leading to heightened casual gambling interest across the nation.

Sportsbooks like FanDuel and DraftKings are catching the attention of young adult players, who in-return are increasingly turning towards slots and table games. **In Q1 2024, Sports Betting GGR was up 22%, alongside Table Games, which was up 3% over Q1 2023** <sup>[2]</sup>.

In this period of increased interest, the importance of converting non-carded players into carded players is paramount. The average gambler spends approximately \$1,027 annually, with the median spend around \$120 when excluding high-volume players <sup>[3]</sup>. In the same period, **26% of American adults are reporting that they personally visited a physical casino in the past year** <sup>[4]</sup>, highlighting the significant opportunity to convert these visitors into loyal sources of revenue.



Despite this potential, many casinos miss out on low-cost channels that effectively engage on-site guests that are most likely to convert, offering higher click-through rates (CTRs) and lower CAC. Traditional advertising methods, while still valuable, often fail to capture the full potential of these highly engaged audiences.

## **INTRODUCING GOZONE WIFI**

GoZone WiFi partners with casinos across the nation to transform new players into club members, enhance marketing engagement, and build sustainable recurring revenue streams.

The Marketing4WiFi platform empowers casinos to offer guests a streamlined Wi-Fi experience, collect valuable customer data, and drive loyalty program enrollment.

**Casinos utilizing GoZone's platforms have reported immediate increases in player card enrollment and other revenue-driving benefits. Let's dive into a few notable success stories.**



**"GoZone is the best new player acquisition tool we've ever invested in. Compared to other solutions we've used in the past, GoZone excels in every category..."**

**JAMIE R. | DIRECTOR OF MARKETING**

# RECORD-BREAKING ENROLLMENT

In 2023, A prominent regional casino well-known for its vibrant atmosphere sought innovative ways to enhance its recurring revenue streams. Collaborating closely with GoZone WiFi, this esteemed casino aimed to elevate its player card enrollments and turned to GoZone’s streamlined guest Wi-Fi experience, offering guests multiple options for signing in, including social media, email, or phone, ensuring easy and accessible connectivity.

Upon launching this enhanced guest Wi-Fi experience, the casino immediately began to see significant benefits. **Within six months they cultivated a contact database of over 50,000 guests, all opted into marketing promotions.**

Utilizing the smart SMS and email campaign builder provided by GoZone’s Marketing4WiFi platform, the casino specifically targeted these 50,000+ guests with personalized messaging promoting player card enrollment.

## THE RETURN

The results are remarkable. Every week, **over 100 new players** sign up for player cards through Smart SMS and email campaigns, **generating more than \$20,000 a month** in addressable revenue from returning players.

**50,000+ CONTACTS ADDED** 

**100+ / WEEK ENROLLMENTS** 

# A TOP PERFORMING MARKETING CHANNEL

Casinos consistently find Marketing4WiFi to be one of the highest-performing channels in their marketing portfolio. Characterized by high CTRs and low CAC from contacts originating from Guest Wi-Fi connections, Marketing4WiFi offers a compelling alternative to traditional advertising methods.

When compared to social media advertising, which often incurs higher costs and lower engagement rates, Marketing4WiFi stands out.

For instance, one luxury casino partner leveraged Marketing4WiFi to target non-carded players that had previously connected to their Guest Wi-Fi.

**48% CAMPAIGN OPEN RATE** 

**8% - 10% CTR** 

Over 12 months, the casino reported a 48% open rate among non-carded players, a demographic they've struggled to single out and reach in the past.

---

During the same period, they sent monthly offer-based advertising SMS and email campaigns to all Guest Wi-Fi users with a 8-10% CTR, a notable increase from their existing Geofencing efforts.

---

Participating casinos confirm audiences that originate from GoZone's Guest Wi-Fi platform are consistently more engaged and more likely to convert than traditional advertising audiences.

# ENHANCING MULTI-CHANNEL MARKETING EFFORTS

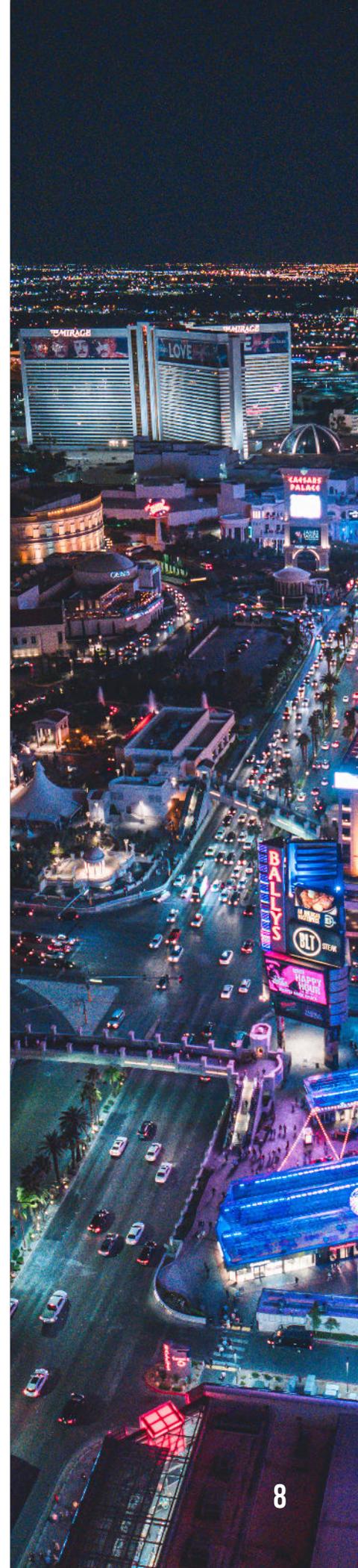
Marketing contacts originating from Guest Wi-Fi represent a highly engaged audience. These visitors have been on-site, often include new guests, are opted into marketing, and have connected to your guest Wi-Fi, indicating their intention to stay connected and potentially post about your brand.

This golden audience is primed for targeted marketing efforts, offering casinos a unique opportunity to reach a receptive and engaged group.

Participating casinos are integrating Marketing4WiFi with their Customer Relationship Management (CRM) systems, allowing this valuable audience to be tapped into across their entire campaign portfolio.

**Our casino partners confirm that audiences originating from guest Wi-Fi continue to be an effective mix of majority non-carded players & highly engaged in the brand marketing.**

- ✓ Tap Into a Unique, Highly Engaged Audience
- ✓ Leverage Streamlined Direct CRM Integration
- ✓ Discover & Communicate to Non-Carded Players



# CONCLUSION

- Brands are successfully enrolling thousands of guest Wi-Fi users into player card programs through streamlined captive portals, leading to significant recurring revenue growth.
- Marketing contacts originating from GoZone WiFi provided guest Wi-Fi consistently exhibit higher open rates and lower CAC compared to traditional advertising methods.
- Insights gathered from guest Wi-Fi usage inform other marketing channels, contributing to record-breaking revenue across participating casinos.



**TALK TO AN EXPERT. SCAN OR CLICK TO  
DISCOVER HOW ANY CASINO OR VENUE  
CAN BENEFIT.**

# APPENDIX

[1] Press, AGA. "2023 Tracker Results, AGA Commercial Gaming Revenue Tracker." American Gaming Association, [www.americangaming.org/resources/aga-commercial-gaming-revenue-tracker/](http://www.americangaming.org/resources/aga-commercial-gaming-revenue-tracker/). (AGA 1, 7).

[2] Press, AGA. "Q1 2024 Tracker Results, AGA Commercial Gaming Revenue Tracker." American Gaming Association, [www.americangaming.org/resources/aga-commercial-gaming-revenue-tracker/](http://www.americangaming.org/resources/aga-commercial-gaming-revenue-tracker/).

[3] Marder, Andrew. "2024 NerdWallet Gambling Report." NerdWallet, 6 Feb. 2024, [www.nerdwallet.com/article/investing/2024-gambling-survey](http://www.nerdwallet.com/article/investing/2024-gambling-survey).

[4] "American Attitudes towards Gaming 2023." American Gaming Association, 9 Oct. 2023, [www.americangaming.org/resources/american-attitudes-2023/](http://www.americangaming.org/resources/american-attitudes-2023/).