

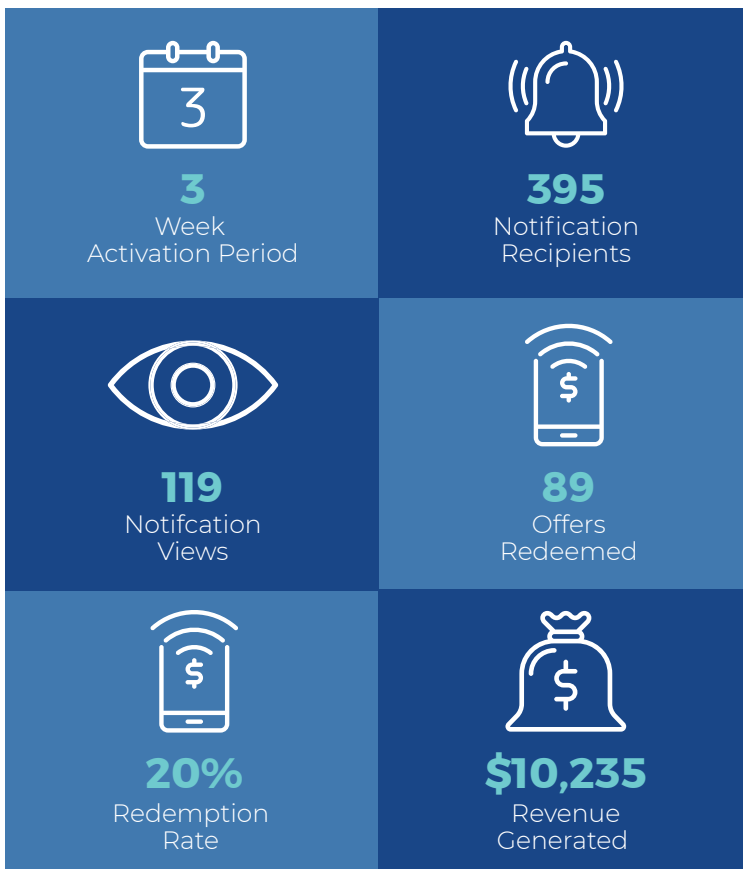
## Challenge

Evergreen Casinos wanted to know which competitive casinos their players were patronizing and encourage those players to visit to an Evergreen Casino instead.

## Approach

Using the LighthousePE platform, geofences were placed around Evergreen's competitors. Next, an automated push notification was created with a frequency delivery setting to ensure it wouldn't be sent to each customer more than once per week. When a player entered the geofence around a competitor's parking lot, a push notification was sent to their smart phone with a compelling "turnaround" offer from Evergreen that was valid for one hour only.

## Results



## Sample Notification



## Key Takeaway

A single automated push notification from LighthousePE, which took less than 5 minutes to set up, generated **\$10,235 in additional revenue** that could have easily been spent at competing properties.

