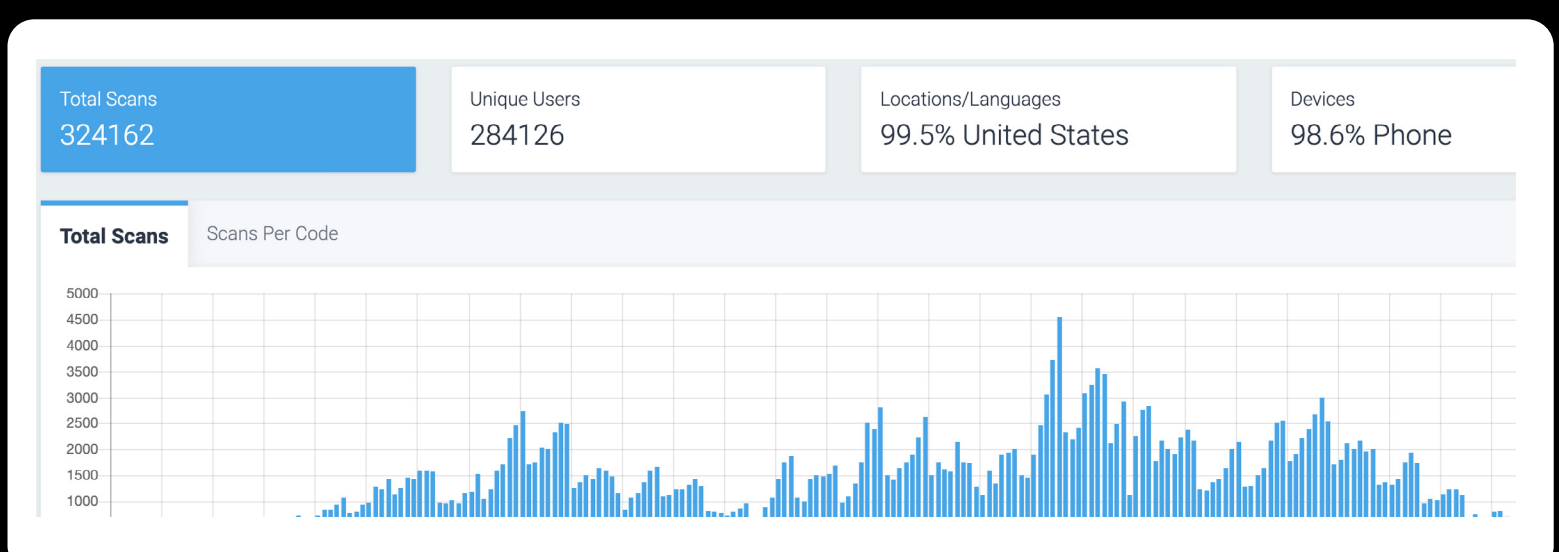
AMERICA'S CARDROOM: CASE STUDY

OPENFORTUNE

CAMPAIGN LENGTH:
6 MONTHS

CAMPAIGN SPEND:
$1.1 MILLION

QR SCANS



324,000+
Total QR Code Scans

3,100,000+
Website Visits

10.8
Searches Per Scan

SOCIAL MEDIA ANALYSIS

4,810,000
COOKIES IN MARKET

153,920
UNIQUE SOCIAL POSTS

8X SITE VISITORS
FOR EVERY SOCIAL POST

423,280
KEPT SLIP
After Meal

230,880
TOOK PHOTO
of Slip

134,680
SHARED SLIP
via App/Text

Sean Patrick Quintos-Felten
@FeltenSean

Check please! I gotta go see what this is all about @acr_poker

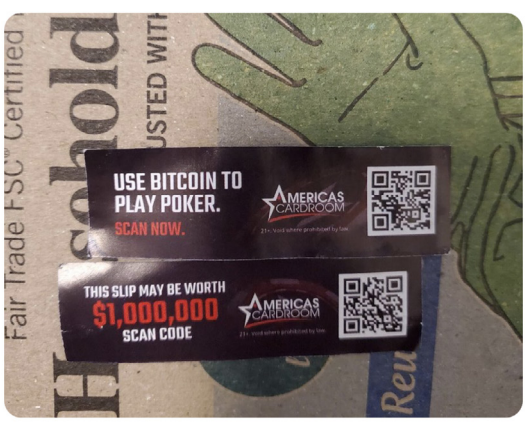
Tricia Fredrick
August 1 at 2:16 AM

We needed something to do after dinner. This is more exciting than playing scratch-off games.
AmericasCardroom.eu

Violet Asani
How you play it
4 mos Report

Tricia Fredrick
Go to AmericasCardroom.eu on facebook.

CosmoLatina
@Cosmo_Latina

This is being sent to my poker group chat @acr_poker. As you know, sharing is caring.

May the best women win 🏆 ✌🏾