

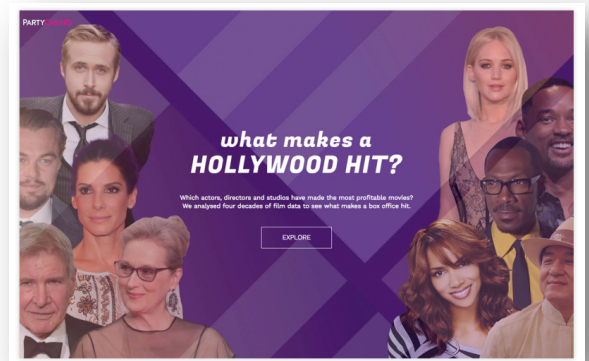
CASE STUDY

Client: Party Casino

Campaign: [What Makes A Hollywood Hit](#)

Markets: UK

Services: Creative Campaign Development,
Strategic Outreach and Tech SEO



The objectives:

Party Casino approached Verve Search asking us to create a campaign that would:

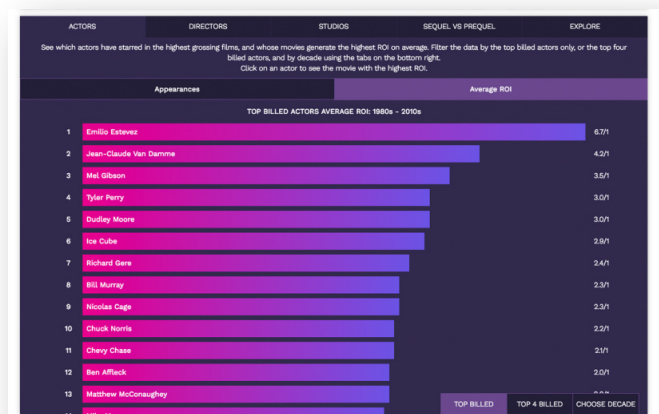
1. Achieve a minimum LinkScore* of 4,000
2. Increase organic visibility by 25%
3. Increase non-branded organic traffic by 35%

What we did:

We analysed the top 100 films over the past four decades for PartyCasino, discovering the return on investment for every single one. We did this to determine which actors, directors and studios deliver the movies with the greatest return on investment domestically. By doing this we were able to ascertain which individuals, gender and genres have the best return. The outcome was:

- **Simple** – We've uncovered which actors, directors and studios are most profitable
- **Unexpected** – Emilio Estevez tops the table as the most profitable actor
- **Concrete** – We tell you exactly how actors, directors, and studios compare with each other
- **Wide ranging** – By cutting the data in a variety of ways we were able to generate a number of stories from just one campaign

By putting these stories together in a series of shareable, interactive graphs we were confident that we would get a LOT of coverage. And we weren't wrong.

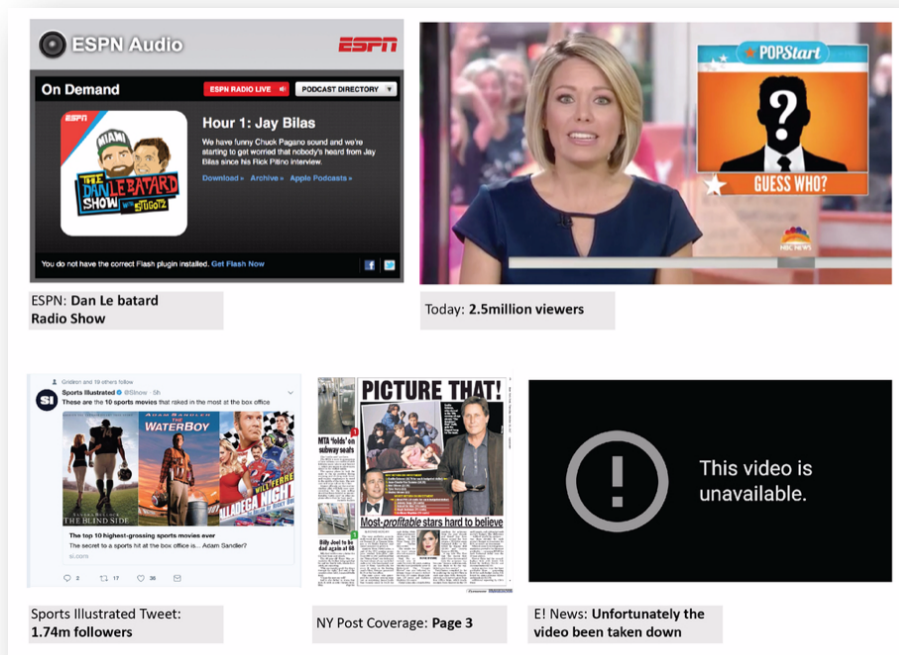
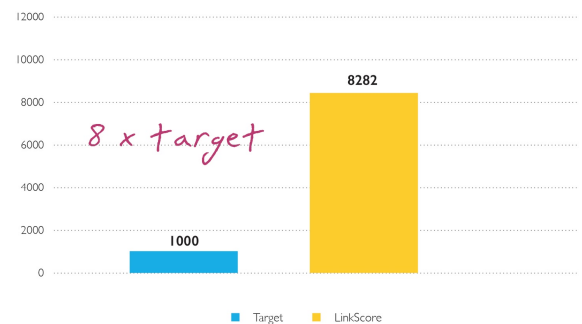


The results:

- We created an **original asset** which covered multiple angles that exceeded our clients expectations.
- **211 linking root domains** from some of the biggest authority sites including: [Yahoo](#), [AOL](#), [Forbes](#), [iHeart](#), [DailyMail](#), [EOnline](#), [FastCompany](#), [Daily Telegraph](#), [NME](#), [Grazia](#), [HuffingtonPost](#)

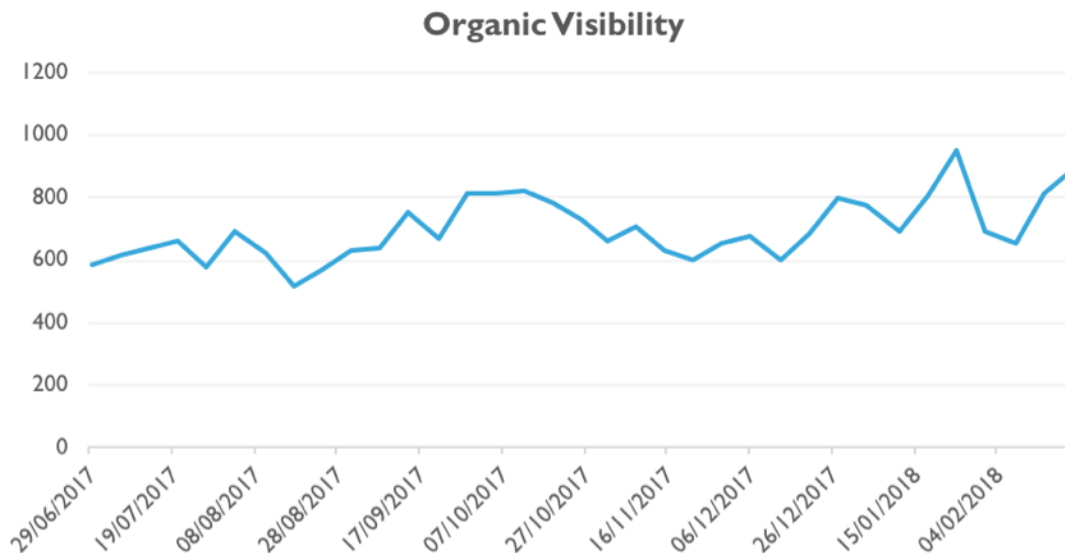


- Linkscore of **8,282** points.
- The campaign was viewed **1,468,327** times
- **Over 6,447** on social media through the coverage it gained; as well as through the campaign page itself (Twitter data counted until they implemented tracking changes).
- This campaign also received a lot of offline coverage featuring in print newspapers, radio and on TV.



Impact for the client:

- We achieved an **increase in organic visibility of 53%** (more than double our target) (Graph uses SearchMetrics data).



- We achieved an **increase in non-branded organic traffic of 69%** (almost **double our target**). 'Casino' is a hero term in PartyCasino's market – searched 74k times a month on Google in the UK. When we started working with PartyCasino, they were ranking at position 17, occasionally appearing at position 24, for the term. By 25th January (towards the end of our engagement with them), they moved to position 10, climbing to page one for the first time ever.

What did they client say?

“

We had a pretty ambitious target which was to get onto page 1 for “Casino” related search terms and in just 4 months we've achieved that. We are extremely happy with the coverage and links that Verve Search has been able to secure for us, as well as the added PR value which has been a real added bonus!

David Winter, SEO Manager

Party Casino

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