

# REFINITION

NETWORK MEDIA GUIDE / **GAMBLING**



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## DATA FRESH DAILY/ GAMBLING NETWORK

**SPEND LESS – SELL MORE – REPEAT OFTEN**

### REFINITION- The Gambling Network

Refinition captures more gambling enthusiasts than any company in the US. Whether you are an online casino, want to know more about your customers or those of your competitors, we deliver just the active gamblers currently in the market.

### ACTIONABLE – In Market Intenders

Encompassing

**598**



casinos

**90**



horse tracks  
nationwide

Last 12 months

**22,006,659**



unique qualified  
intenders

Representing

**102,600,000**



total visits

### THE DATA OF INTENT – Showing up Matters

Real people showing up outweighs an online click. We have an ongoing device relationship with 75% of the adult, US population – over 300 million reachable consumers for your campaigns.

### DATA FRESH DAILY – Widest Aperture, Superior Accuracy, Curated Locations

Utilizing a continuous, all-in vs opt in process allows us to see more mobile devices at virtually any location in the US. Accuracy down to 1.11 meters.

Our gambling network identifies devices of real people at every casino and horse racing track in the US and can be segmented geographically and demographically for digital or direct mail campaigns to support your brand.

**UNDERSTAND MORE & DRIVE CONVERSION** – Better Research, Refined Audience, Enhanced Results

**ALL IN VS. OPT-IN** – Wider Audience, Any Location, Just Real People