

CASE STUDY: Gaming & Casinos

Ensuring Campaign Success from Concept to Delivery

Promoting Customer Retention through Direct Mail and Relationship Marketing

What people are saying...

"We value OneTouchPoint as an indispensable partner. Their expertise not only in printing, but in the mail, fulfillment, programming, design, and customer service, have made us consistently successful in meeting stringent state requirements."

Director of Marketing

"We commend OneTouchPoint and its team for its clear understanding of our business needs and mission. From your friendly staff to the spirit of partnership you have shown us, we are truly appreciative."

Vice President of Marketing

"OneTouchPoint and ZipTek Services have consistently met or exceeded our expectations when processing our direct mail projects. They have been timely, accurate, and professional, even when faced with difficult challenges we have given them."

Colorado Director of Marketing
Jacobs Entertainment, Inc.

"OneTouchPoint and ZipTek are by far the best mailhouse that I have ever worked with. They know their business and they know how to make it work for us."

Director of Marketing
Bullwhackers Casinos Black Hawk
Penn National Gaming

From concept to delivery, we help ensure the success of your marketing campaigns!

The Gaming Industry is unique in that it is extremely rare that we have to pitch the strengths of direct mail or relationship marketing.

Virtually every casino we begin working with has a well established client retention program already in place. The trick is making the dollars spent on these programs work harder and more efficiently than ever before. Casino mailing programs are always time-sensitive and highly data-driven.

If ever there were a time to select a vendor that can provide an extremely competent, turn-key solution, it's for this industry. Why suffer through rounds and rounds of proofing when you can work with one vendor who not only understands direct mail marketing, but also all of the printing and postal requirements?

OneTouchPoint and ZipTek Services have been processing mailings for the gaming industry since 1998. We are proud to say every gaming client we've ever worked with is still working with us.

We invest the time to get to know you, your business, and your goals!



OneTouchPoint