

## CASINO MARKETING

Casinos are perhaps the most marketing and analytic driven businesses there are. They track and measure everything. And they are unique. In what other industry can you have your entertainment and walk out with more money than you walked in with?

For almost 15 years we have been working with properties throughout the country. We have developed predictive and response models, created lead generation programs, managed email and direct marketing programs, and analyzed defection, risk, and profitability.

We understand actual vs. theoretical, cumulative vs. ADT, self-eviction, and all of the issues that challenge their marketing efforts. Our experience in the field, along with our ability to deliver fast, cost-effective insights, make The JAY Group a perfect solution for your casino and entertainment marketing issues.

### INSIGHTS

#### PREDICTIVE MODELING & ANALYTICS

- |                        |                           |
|------------------------|---------------------------|
| New Member Value Model | Response Modeling         |
| At Risk Player Model   | Segmentation Studies      |
| Profitability Analysis | Cluster Analysis          |
| Denomination Analysis  | Prospect Modeling         |
| Market Trend Analysis  | Geo-demographic Profiling |
| Competitive Analysis   | Geo-penetration Analysis  |

#### REPORTING

- Database Statistics
- Dashboards
- Attrition/Decliner Mapping
- Customized Reports
- Gain/Loss Mapping

#### MARKET RESEARCH

- Awareness Research
- Guest Satisfaction
- Competitive Analysis
- Attitudinal Research
- Exit Survey Research

### MOTIVATION

#### EMAIL MARKETING

#### DIRECT MAIL

#### TEXT MESSAGE MARKETING

#### DIGITAL MARKETING

#### BRAND DEVELOPMENT

#### ADVERTISING CAMPAIGNS

#### MEDIA STRATEGY/PLACEMENT

## CASE STUDY: CASINO NEW MEMBER MODEL

### OPPORTUNITY

Client needed to optimize marketing so they could maintain or improve response while trimming the budget

### APPROACH

- Score all new guests following their first visit
- What is their likelihood of returning 2+ times within 12 months and spending at least \$100?
- Determine the offer, creative, and delivery method based on the model score
- Logistic regression analysis utilized
- “Good” member definition: Returned 2+ times within 12 months and \$100+ in total spending
- “Bad” member definition: Did not return to casino within 12 months

### RESULTS

- Offer tests based on model scores showed 10% increase in ROI (over \$50K in total revenue/month)
- Depth of mailing adjustments cut 12% of marketing costs (over \$10K/month)