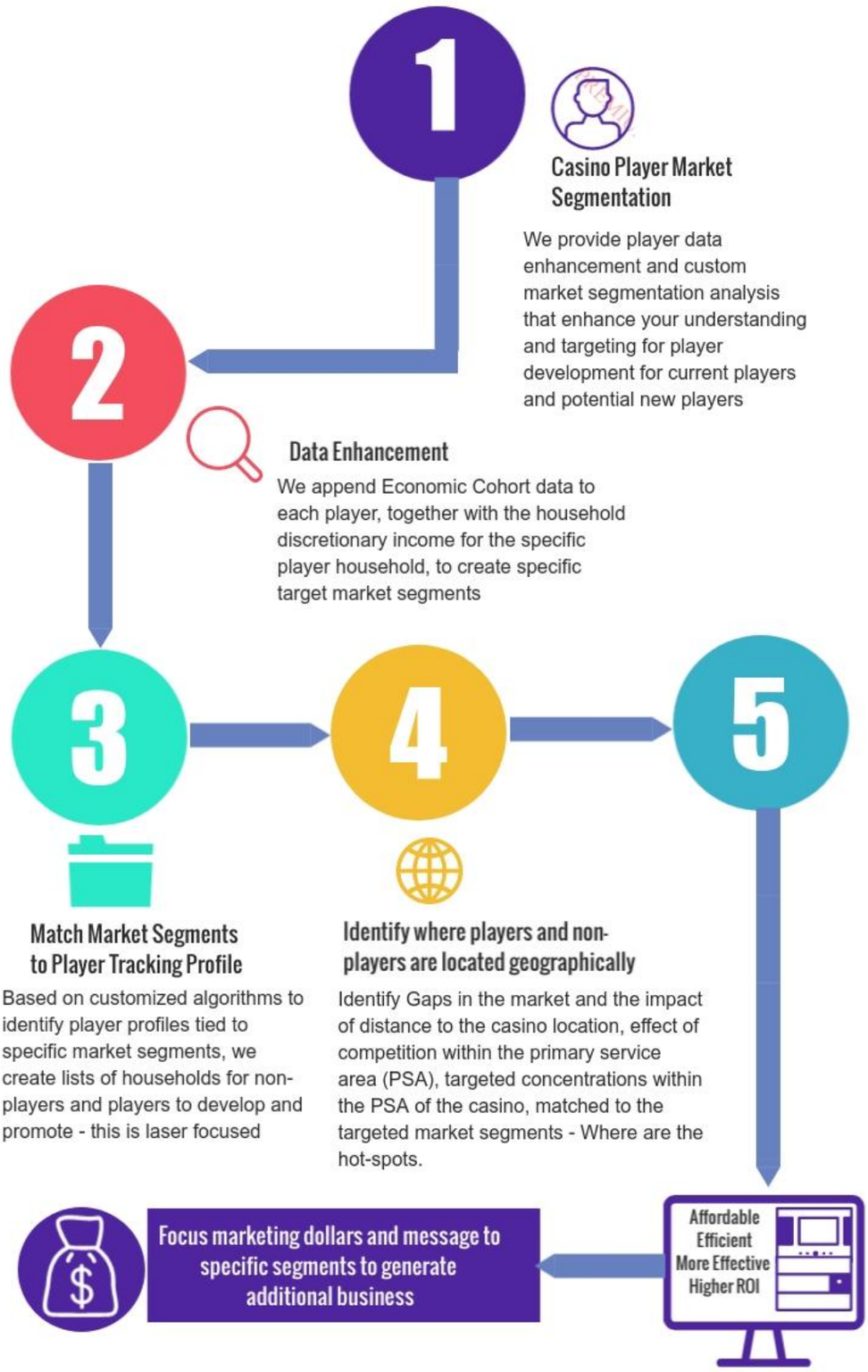
Casino Player Management
Data Enhancements with GIS
Market Segmentation
and
Why Do You Need It?


1
Casino Player Market Segmentation
We provide player data enhancement and custom market segmentation analysis that enhance your understanding and targeting for player development for current players and potential new players
2
Data Enhancement
We append Economic Cohort data to each player, together with the household discretionary income for the specific player household, to create specific target market segments
3
Match Market Segments to Player Tracking Profile
Based on customized algorithms to identify player profiles tied to specific market segments, we create lists of households for non-players and players to develop and promote - this is laser focused
4
Identify where players and non-players are located geographically
Identify Gaps in the market and the impact of distance to the casino location, effect of competition within the primary service area (PSA), targeted concentrations within the PSA of the casino, matched to the targeted market segments - Where are the hot-spots.
5
Affordable
Efficient
More Effective
Higher ROI
Focus marketing dollars and message to specific segments to generate additional business