

# **You're Missing Data! Leverage Player Research to Drive Revenue**

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Monday, January 28

1:45 pm – 2:30 pm

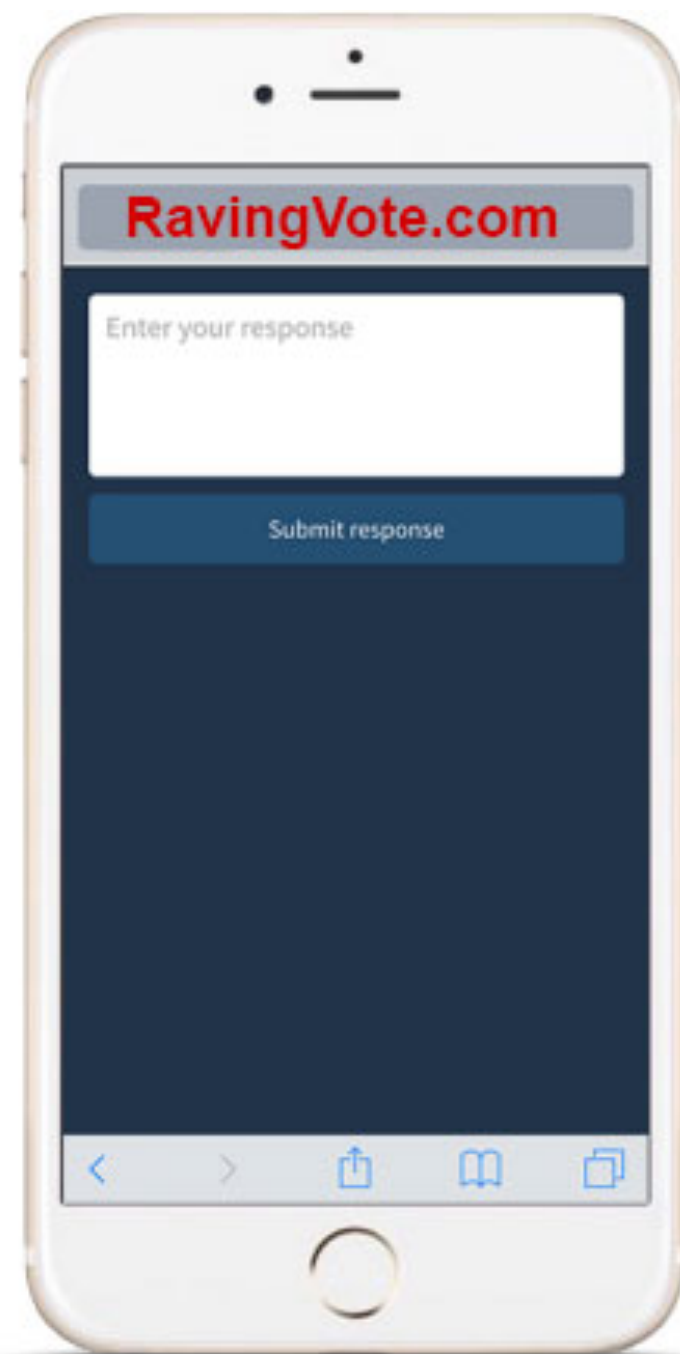
**Raving**  
**NEXT**

# A Market-oriented Approach to Opportunities

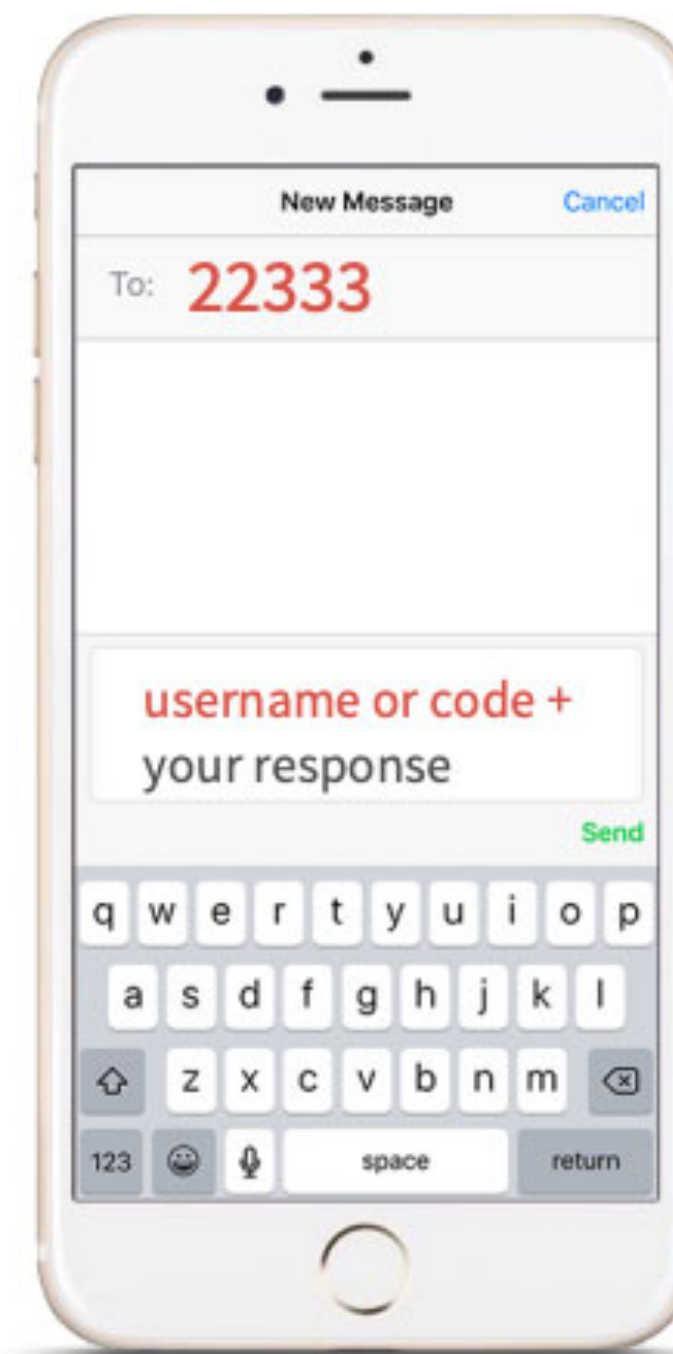
**Go to RavingVote.com or text *RAVING* to 22333**

**Web Enabled Device**

**SMS Text Messaging**



Web voting



Text voting

**wifi login: Diamond Network  
wifi password: Pechanga777**



**Overall, our gaming market is best described by the  
word \_\_\_\_\_.**

**VIEW END OF REPORT FOR  
POLLING RESULTS**



# Raving **NEXT**

**In addition to your (main) casino, how many other competitive casinos are in your gaming market?**

None **VIEW END OF REPORT FOR POLLING RESULTS**

One

Two to Five

# Roving NEXT

**How far away is your nearest gaming competitor?**

Less than 5  
miles

**VIEW END OF REPORT FOR  
POLLING RESULTS**

5 to 20 miles

21 to 40 miles

40 or more

**Do You Know How Much Time Your  
Players are Willing to Travel in Your  
Market?**



# Roving **NEXT**

**Fill in the blank: "In our gaming market, our casino's main distinctive factor is \_\_\_\_\_; that is how we differentiate and brand ourselves."**

**VIEW END OF REPORT FOR  
POLLING RESULTS**



# Do You Reward Player Loyalty?

***“Customer loyalty indicates the extent to which customers are devoted to a company’s products or services and their tendency to select one brand over the competition.”***

**~ Source: Accounting Dictionary**



Quarterly Worth to Property  
= \$1,000



Quarterly Worth to Property  
= \$100

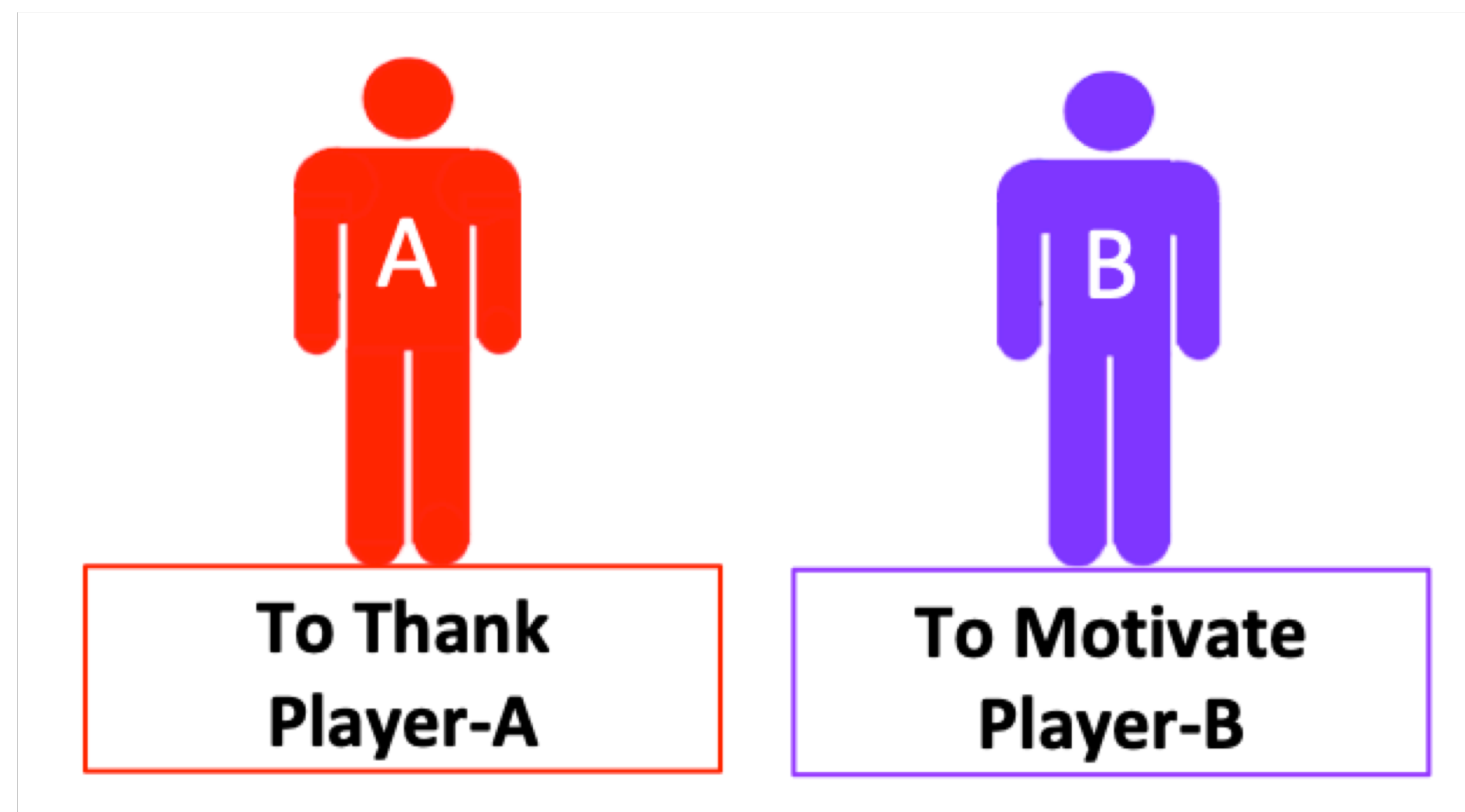
**Who do you reward more?**

Percent at Property  
= **100%**  
Quarterly Worth in Market  
= \$1,000

Percent at Property  
= **1%**  
Quarterly Worth in Market  
= \$10,000

**Who is more loyal?**

# So, Why Are Players Club Programs Often Called Loyalty Programs?





# Roving **NEXT**

**Does your casino currently measure customer loyalty;  
that is, the percentage of gaming time that your  
customers select your casino over the competition?**

**VIEW END OF REPORT FOR  
POLLING RESULTS**

Yes

No

Unsure



# Roving **NEXT**

**Do you know your share of the total gaming wallet in  
your market?**

VIEW <sup>Yes</sup> END OF REPORT FOR  
POLLING RESULTS

No and we would like to know

No but we have a good enough  
sense of our place in the market

If You Wanted to Increase Your  
Market Share, How Might You Do It?

Where's the Opportunity?

Where's the  
"Biggest Bang for the Buck?"



**VERSUS**





# Roving **NEXT**

**Which group of people offers the greatest opportunity for you to increase your market share?**

People who are currently non-gamblers

**VIEW END OF REPORT FOR  
POLLING RESULTS**

Players who gamble in your market but have never gambled at your casino

Your high value club members who are extremely loyal to you





**FOUR OPTIONS**  
**to identify your club members who**  
**gamble very little with you but a lot**  
**somewhere else in your market**

# Option One – Shared Data

*You could ask all the other casinos  
in your market to share their  
player databases with you.*



## Option Two – Stealth Observation

*You could hire a network of private investigators to follow and track the gaming behaviors of each of your club members for one month.*



## Option Three – Ask Your Casino Hosts

*You could ask your casino hosts which players they think have the greatest potential for additional gaming revenue.*



## Option Four – Ask All Your Club Members

*You could ask all your club members directly – usually via a survey – about their general gaming behaviors in the market.*



# What Do You Need to Find Out?

***Four Things ...  
one of which you can look up in  
your own database;  
the other three you need to ask.***





***ASK: “What percent of your total gaming time in this market is spent at our casino?”***



***ASK: “Over the past 90 days,  
how many days did you gamble  
anywhere in the market?”***



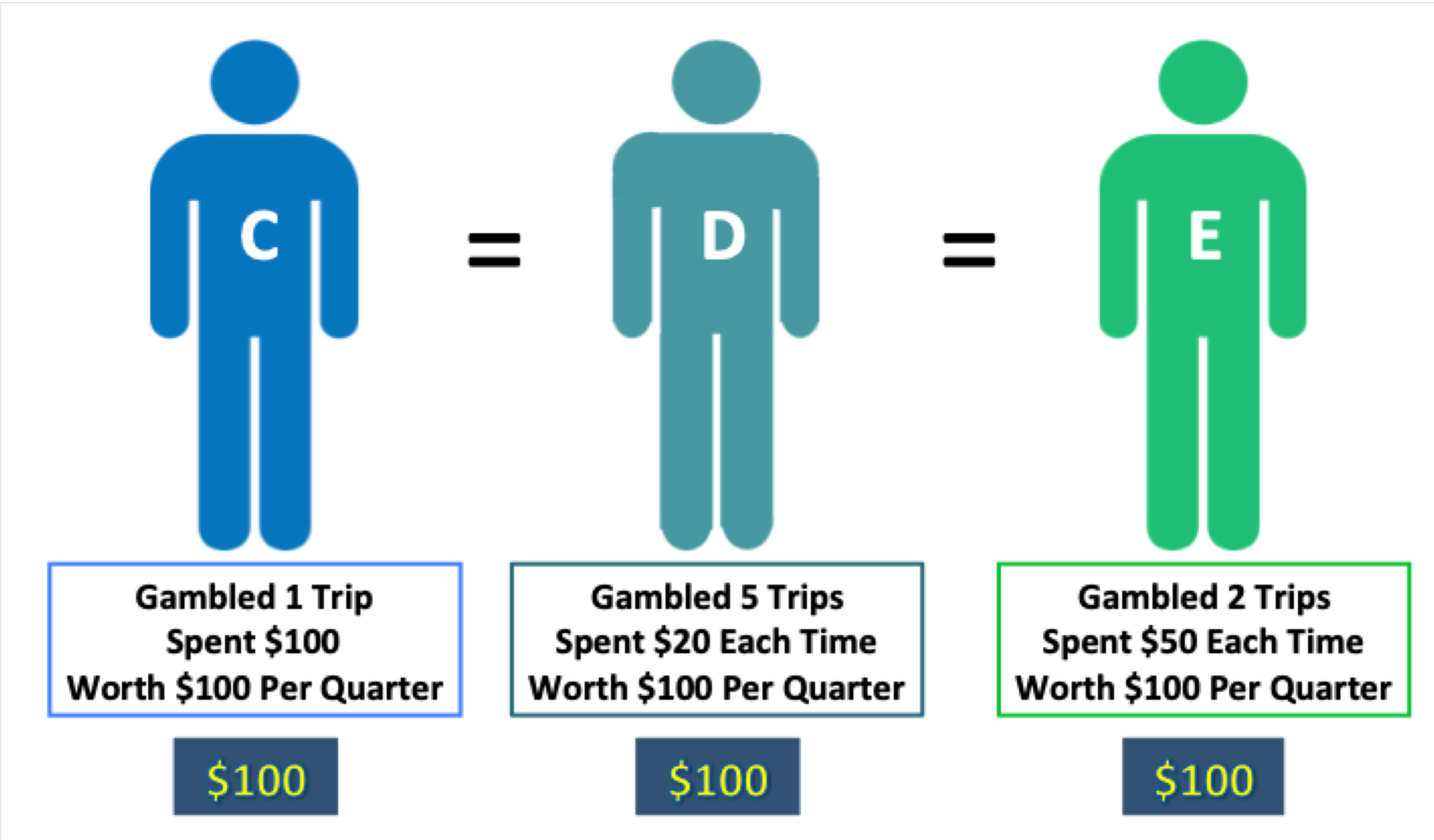
**3**

**LOOK UP: *Each club members  
Average Daily Theoretical (ADT)  
value at your casino.***

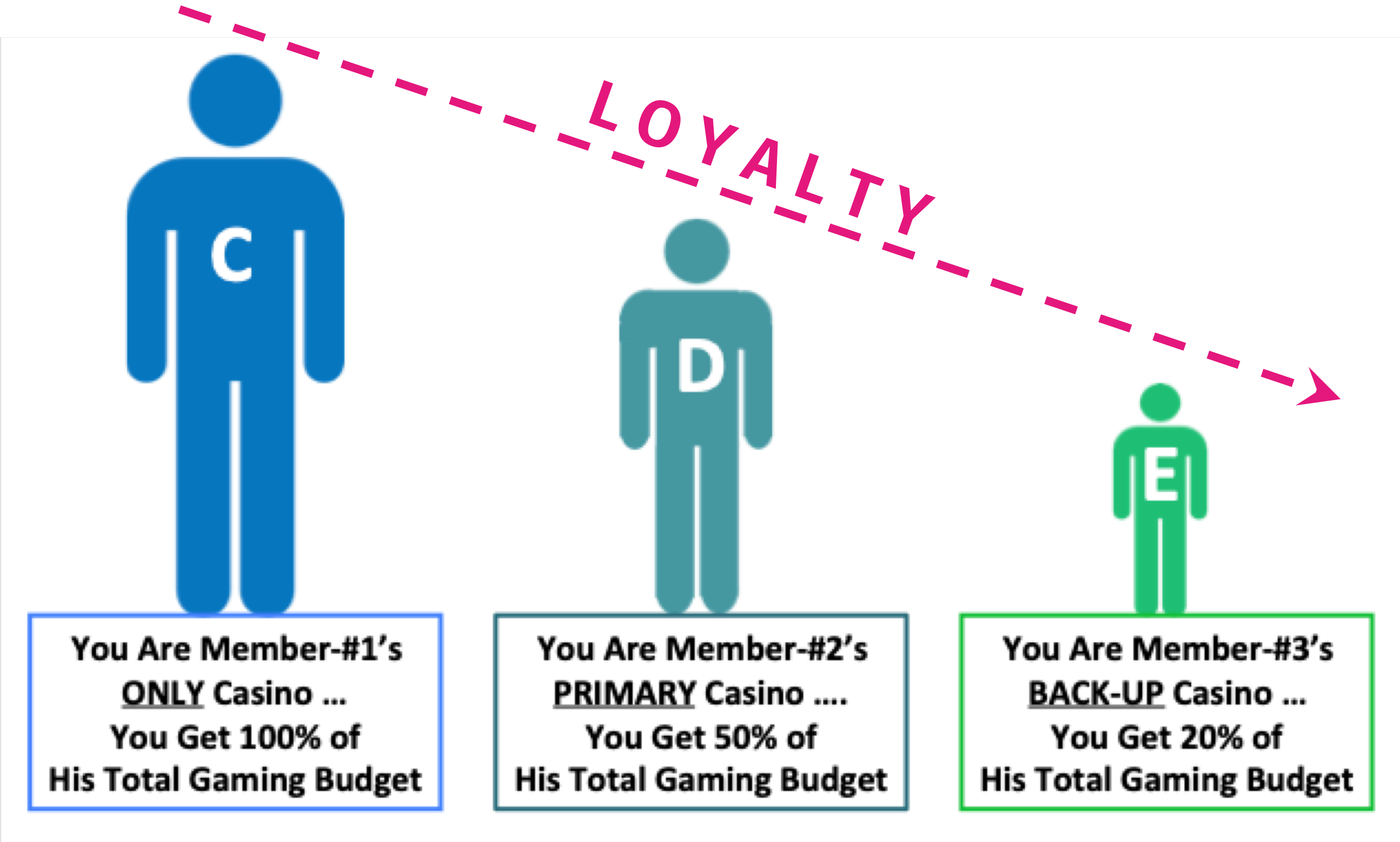
# Imagine Three Different Active Club Members at Your Casino



# What Do You Know about Their Gaming Behavior Over the Past Quarter?



# What If You Knew More about Their Total Gaming Behaviors in the Market?



# What is the Opportunity to Capture More of Their Total Quarterly Gaming Budget (QBG)?

*Assuming gaming behavior is generally similar across properties, multiply their known ADT times their number days gambled anywhere in the market.*



# Create a 3x3 Grid Based on Two Factors

1. Estimated total gaming budget spent anywhere in the market

*(Divide respondents into thirds – high, mid, and low)*



2. Estimated percentage of gaming budget spent elsewhere in the market

*(Divide respondents into thirds – high, mid, and low)*



# Create an “Opportunity Chart” of Your Active Club Members

OPPORTUNITY CHART OF ACTIVE CLUB MEMBERS		Estimated Total Annual Gaming Budget Spent Anywhere in the Market		
		Lowest-Third (Low-Value in Market)	Middle-Third (Mid-Value In Market)	Highest-Third (High-Value In Market)
Estimated Percent of Gaming Budget Spent Elsewhere in Market	Highest-Third: Spend Most of Their Budget Elsewhere	1/9 <sup>th</sup>	1/9 <sup>th</sup>	1/9 <sup>th</sup>
	Middle-Third: Spend Some of Their Budget Elsewhere	1/9 <sup>th</sup>	1/9 <sup>th</sup>	1/9 <sup>th</sup>
	Lowest-Third: Spend None or Very Little Elsewhere	1/9 <sup>th</sup>	1/9 <sup>th</sup>	1/9 <sup>th</sup>

# Which Boxes Have the Lowest and Highest Opportunity for Additional Gaming Revenue?

OPPORTUNITY CHART OF ACTIVE CLUB MEMBERS		Estimated Total Annual Gaming Budget Spent Anywhere in the		
		Lowest-Third	Middle-Third	Highest-Third
Estimated Percent of Gaming Budget Spent Elsewhere in Market	Highest-Third	1/9 <sup>th</sup>	1/9 <sup>th</sup>	1/9 <sup>th</sup>
	Middle-Third	1/9 <sup>th</sup>	1/9 <sup>th</sup>	1/9 <sup>th</sup>
	Lowest-Third	1/9 <sup>th</sup>	1/9 <sup>th</sup>	1/9 <sup>th</sup>

*Why? ... Large Quarterly Gaming Budget PLUS You Get a Little, But Not Much of It*

**Highest Opportunity**

**Lowest Opportunity**

*Why? ... Small Quarterly Gaming Budget PLUS You Already Get Most of It*



# Example Opportunity Chart (n=1,400)

OPPORTUNITY CHART OF ACTIVE CLUB MEMBERS		Total Annual Gaming Budget Spent Anywhere in the Market <i>(Estimated)</i>			
		Lowest-Third	Middle-Third	Highest-Third	Totals
Percent of Gaming Budget Spent Elsewhere <i>(Estimated)</i>	Highest-Third	\$24,000	\$180,000	\$1,800,000	\$2,004,000
	Middle-Third	\$4,800			
	Lowest-Third	\$80			
	Totals	\$28,880			

**Among 1,400 active club members surveyed, 65% of the opportunity for additional gaming dollars came from just 200 of them (14%).**

**Of these 200, 160 were in the LOWEST tier at the property.**

**Who, specifically, are these 200 club members?**

4

***ASK: What, if anything,  
would motivate you to  
gamble at our casino more?***

# What Can You Do with a List of “Highest Opportunity” Players?

# Rowing NEXT

**Would you utilize a list of your current "highest opportunity" players if you had it?**

Yes, definitely

Maybe, it depends

Probably not but thanks for asking

VIEW END OF REPORT FOR POLLING RESULTS



## **Some Do-It-Yourself Methods**

- a. Have hosts ask hosted players if your casino is their primary casino in the market
- b. Add market-oriented questions to your existing data collection methods if possible
- c. Conduct your own in-house research

## **Engage Gaming Industry Experts**

- a. Gaming and hospitality resources Like Raving
- b. Market research companies

**Thank you for attending this session!**  
**Your bonus code is:**

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Current run (last updated Feb 4, 2019 11:47am)

8

Polls

76

Participants

52

Average responses

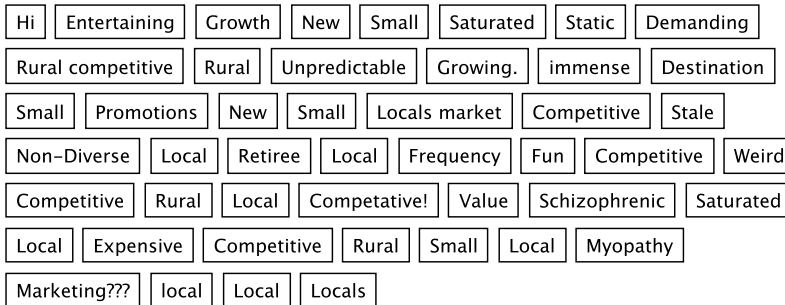


Average engagement

Overall, our gaming market is best described by the word \_\_\_\_\_.



Responses

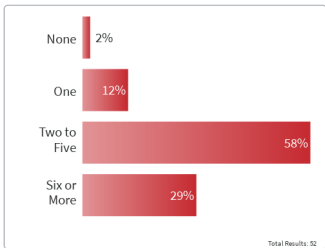


Engagement

47

Responses

In addition to your (main) casino, how many other competitive casinos are in your gaming market?



Response options

None  
One  
**Two to Five**  
Six or More

Count Percentage

1 2%  
6 12%  
**30 58%**  
15 29%

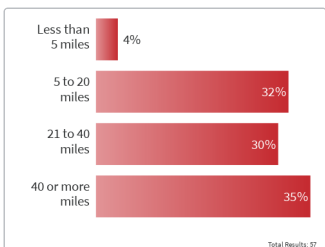


Engagement

52

Responses

How far away is your nearest gaming competitor?



Response options

Less than 5 miles  
5 to 20 miles  
21 to 40 miles  
**40 or more miles**

Count Percentage

2 4%  
18 32%  
17 30%  
**20 35%**



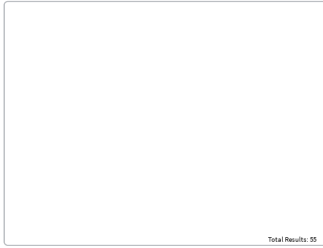
Engagement

57

Responses



Fill in the blank: "In our gaming market, our casino's main distinctive factor is \_\_\_\_\_; that is how we differentiate and brand ourselves."



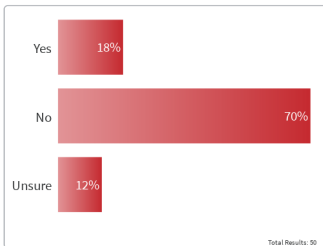
Responses

- Above and Beyond promotions Intimacy Offers Value Proposition Classy
- Longevity New games Concert Mom and pop Customer service Locality
- Guest service Fun, Exciting Resort Experience Experience Free ice cream
- Friendly Relationships People Grand Amenities Guest service Location
- Bingo Promotions Payout Guest service highest payout percentage
- Atmosphere Engagement CX Experience Location Core values
- Exceptional Guest Service Guest service Guest service Noncorporate
- Resort Property Promotion giveaways Guest Service Full experience Lakes
- Customer Service Customer service Entertainment Service Service
- Entertainment Food and beverage Guest service New Customer service
- Guest Service Our People



55  
Responses

Does your casino currently measure customer loyalty; that is, the percentage of gaming time that your customers select your casino over the competition?



Response options

Yes

Count

9

Percentage

18%

No

35

70%

Unsure

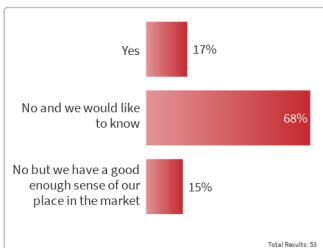
6

12%



50  
Responses

Do you know your share of the total gaming wallet in your market?



Response options

Yes

Count

9

Percentage

17%

No and we would like to know

36

68%

No but we have a good enough sense of our place in the market

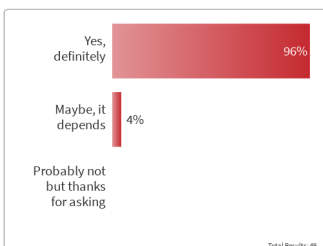
8

15%



53  
Responses

Would you utilize a list of your current "highest opportunity" players if you had it?



Response options

Yes, definitely

Count

47

Percentage

96%

Maybe, it depends

2

4%

Probably not but thanks for asking

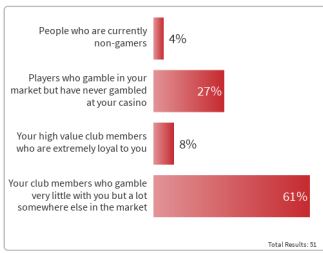
0

0%



49  
Responses

# Which group of people offers the greatest opportunity for you to increase your market share?



## Response options

- People who are currently non-gamers
- Players who gamble in your market but have never gambled at your casino
- Your high value club members who are extremely loyal to you
- Your club members who gamble very little with you but a lot somewhere else in the market**

## Count Percentage

Count	Percentage
2	4%
14	27%
4	8%
<b>31</b>	<b>61%</b>



Engagement

**51**  
Responses