

Welcome to
***Raving NEXT: Indian Gaming Analytics &
Marketing Conference***

**Setting the Stage: Your Issues, Your Input,
Your Conference**

Raving NEXT Think Tank

Monday, January 28, 2019

8:30 AM – 10:30 AM

Raving
NEXT



the whole point, was to be original



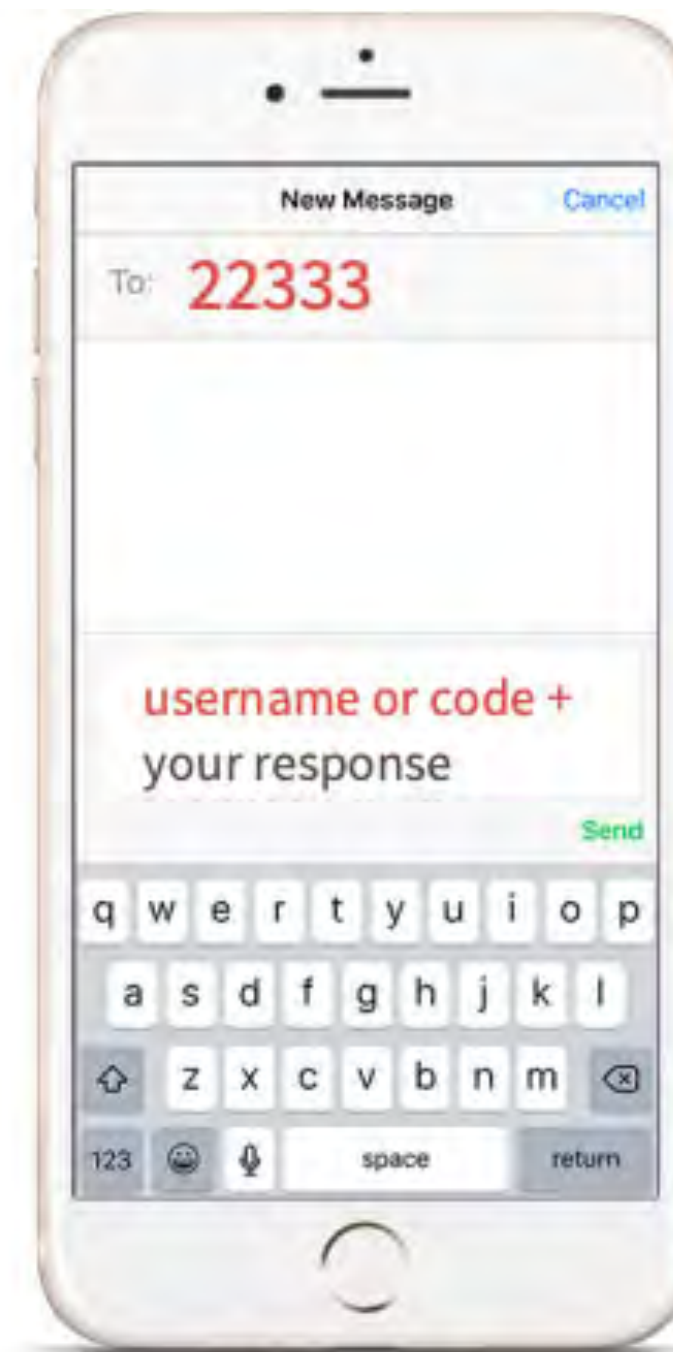
Go to RavingVote.com or text *RAVING* to 22333

Web Enabled Device

SMS Text Messaging



Web voting



Text voting

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



Raving **NEXT**

What rock music star are you feeling like right now?

**VIEW END OF REPORT FOR
POLLING RESULTS**

How many Raving conferences have you attended?

This is my
first one! **A**

VIEW END OF REPORT FOR 2 - 7 **B POLLING RESULTS**

8 - 12 **C**

12+ **D**

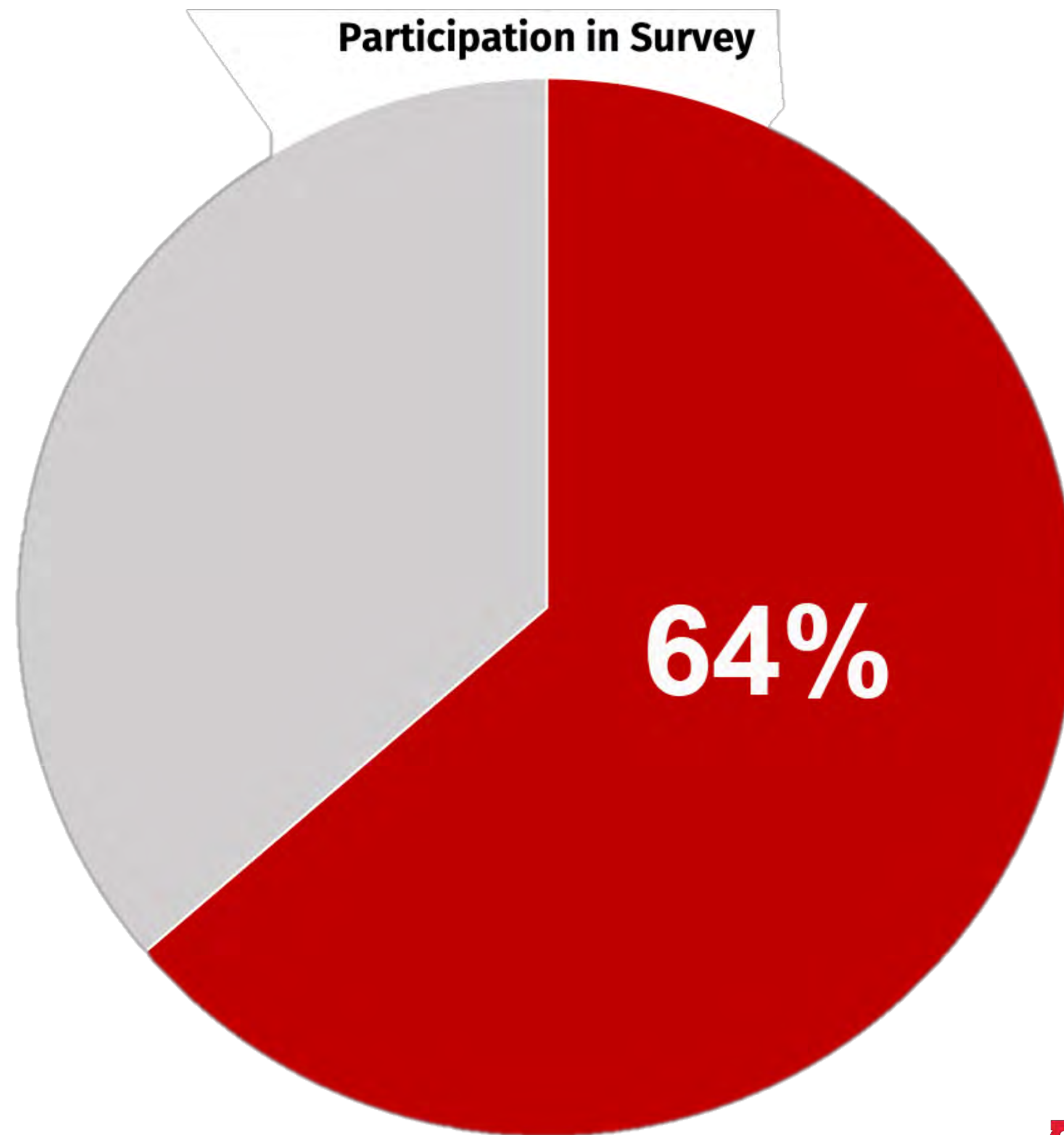
Where did you travel from?

**VIEW END OF REPORT FOR
POLLING RESULTS**

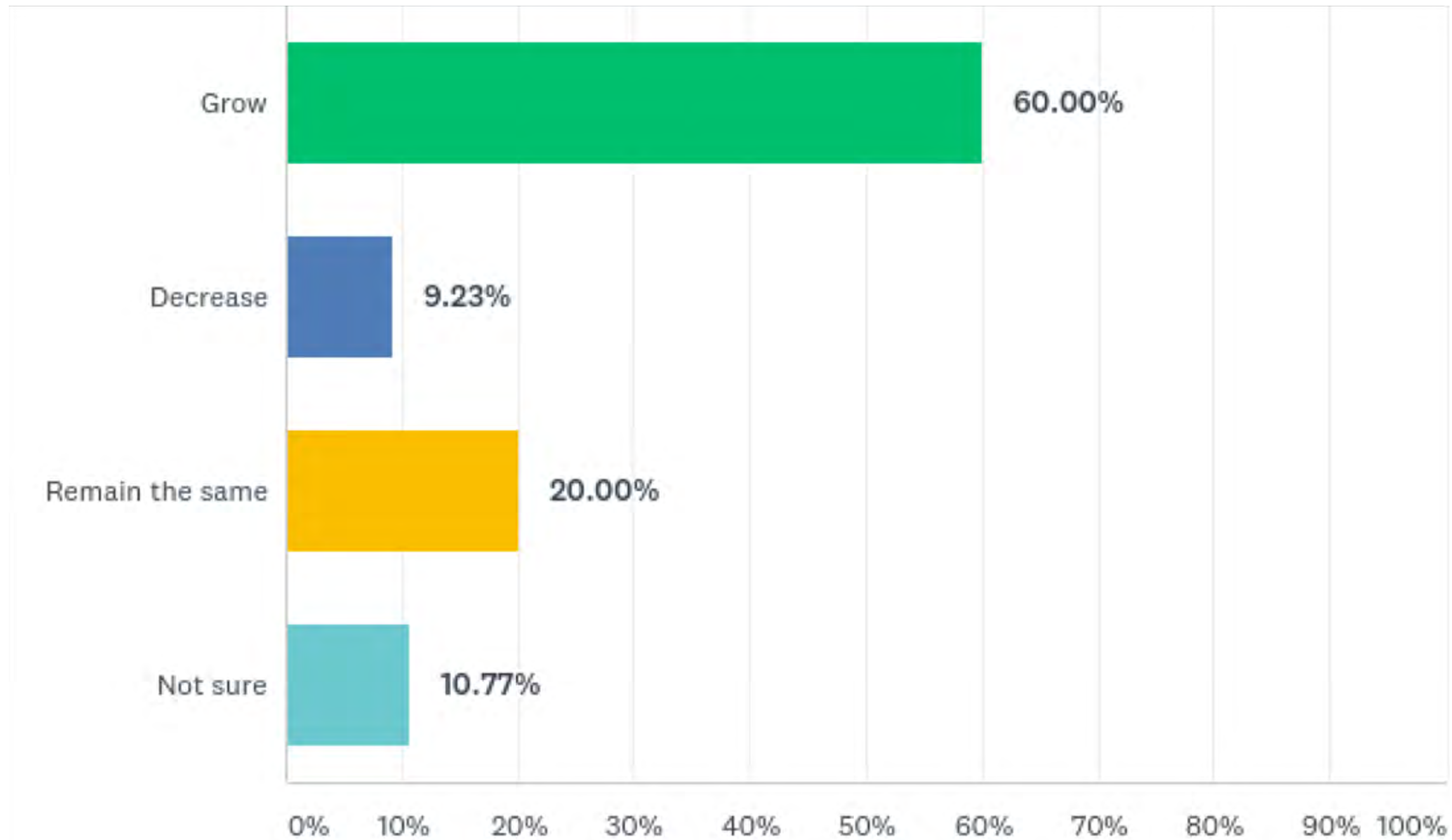




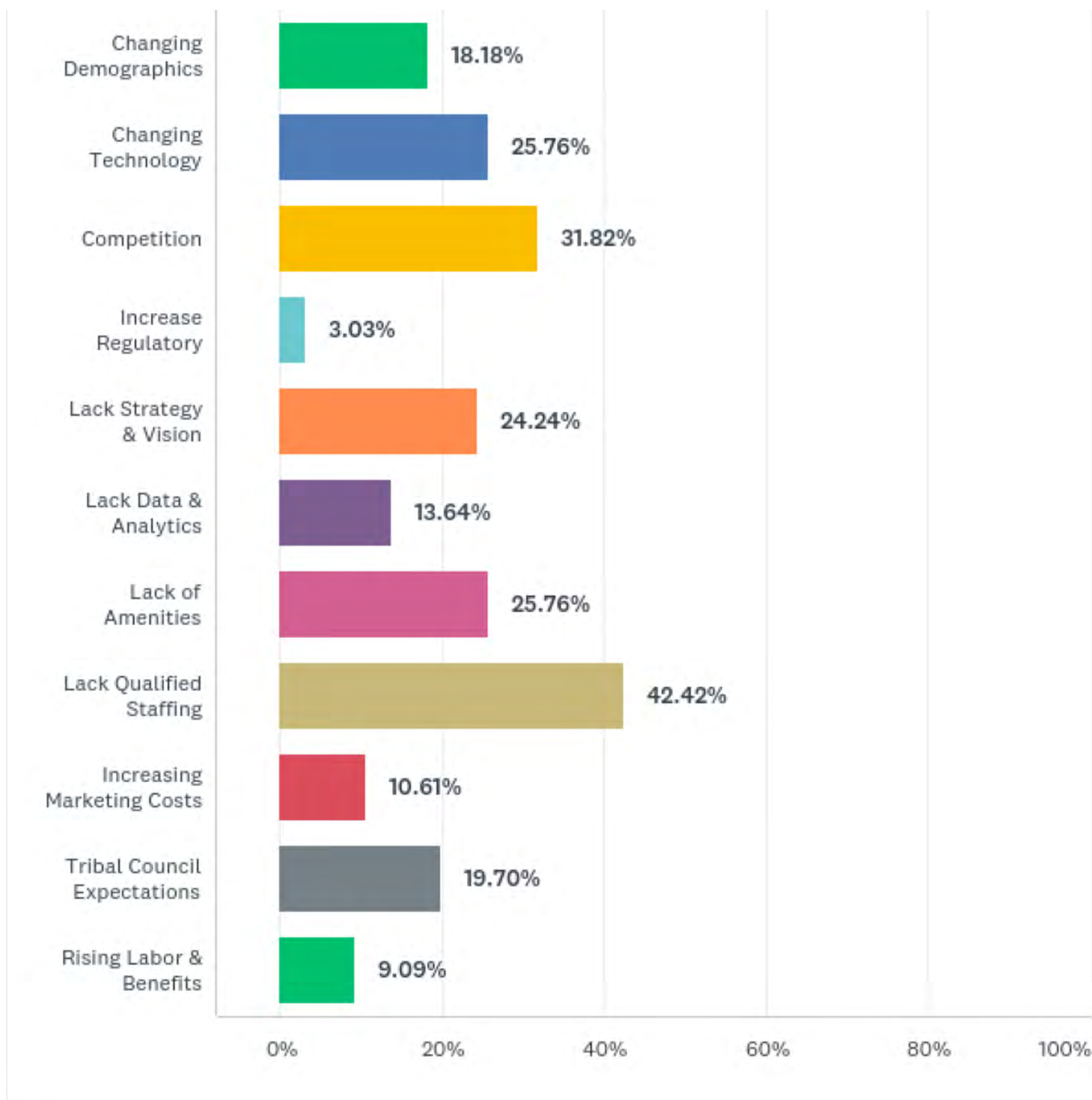
Raving NEXT Industry Challenges Survey



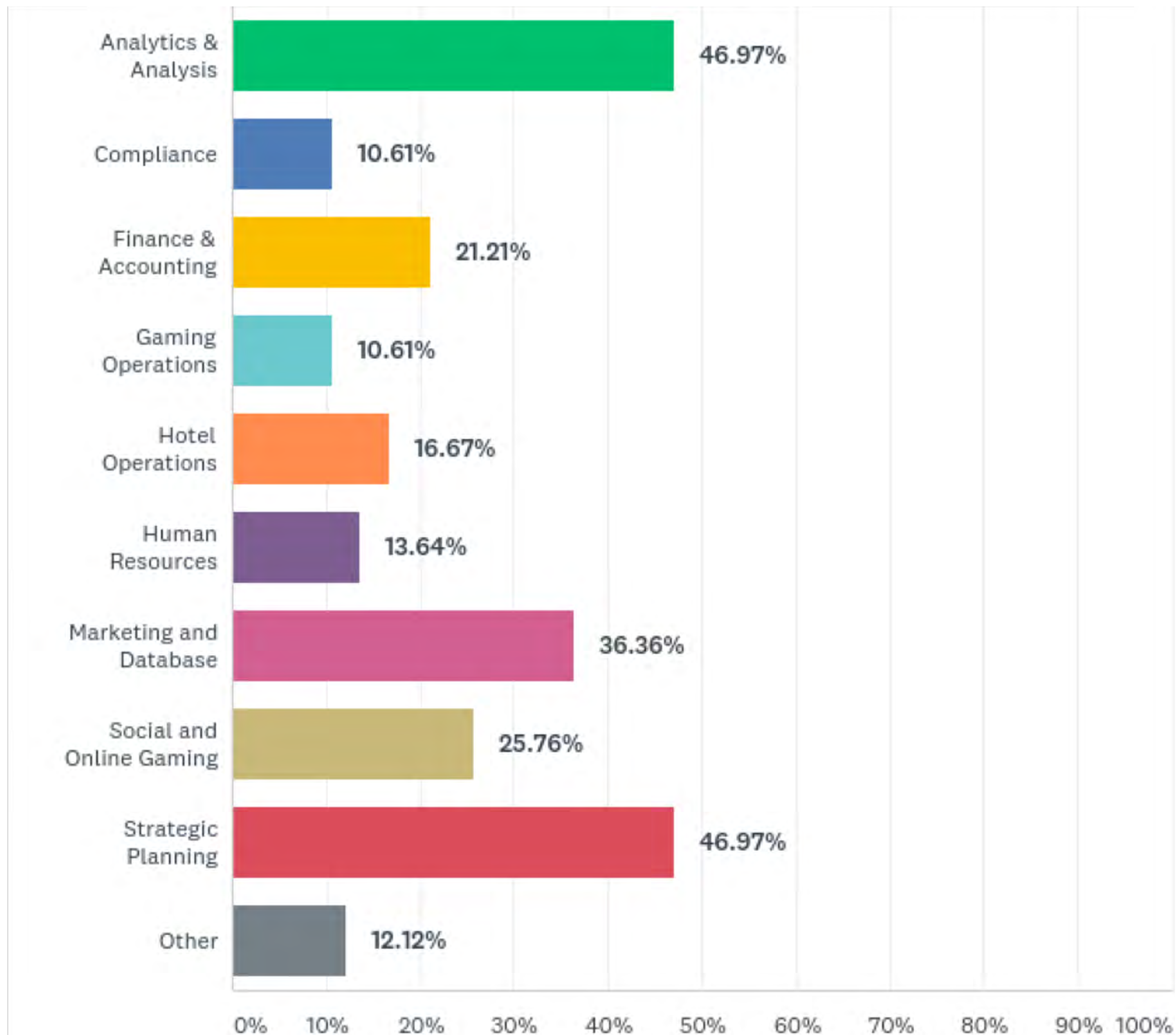
As a property did your revenues grow, remain the same or decrease?



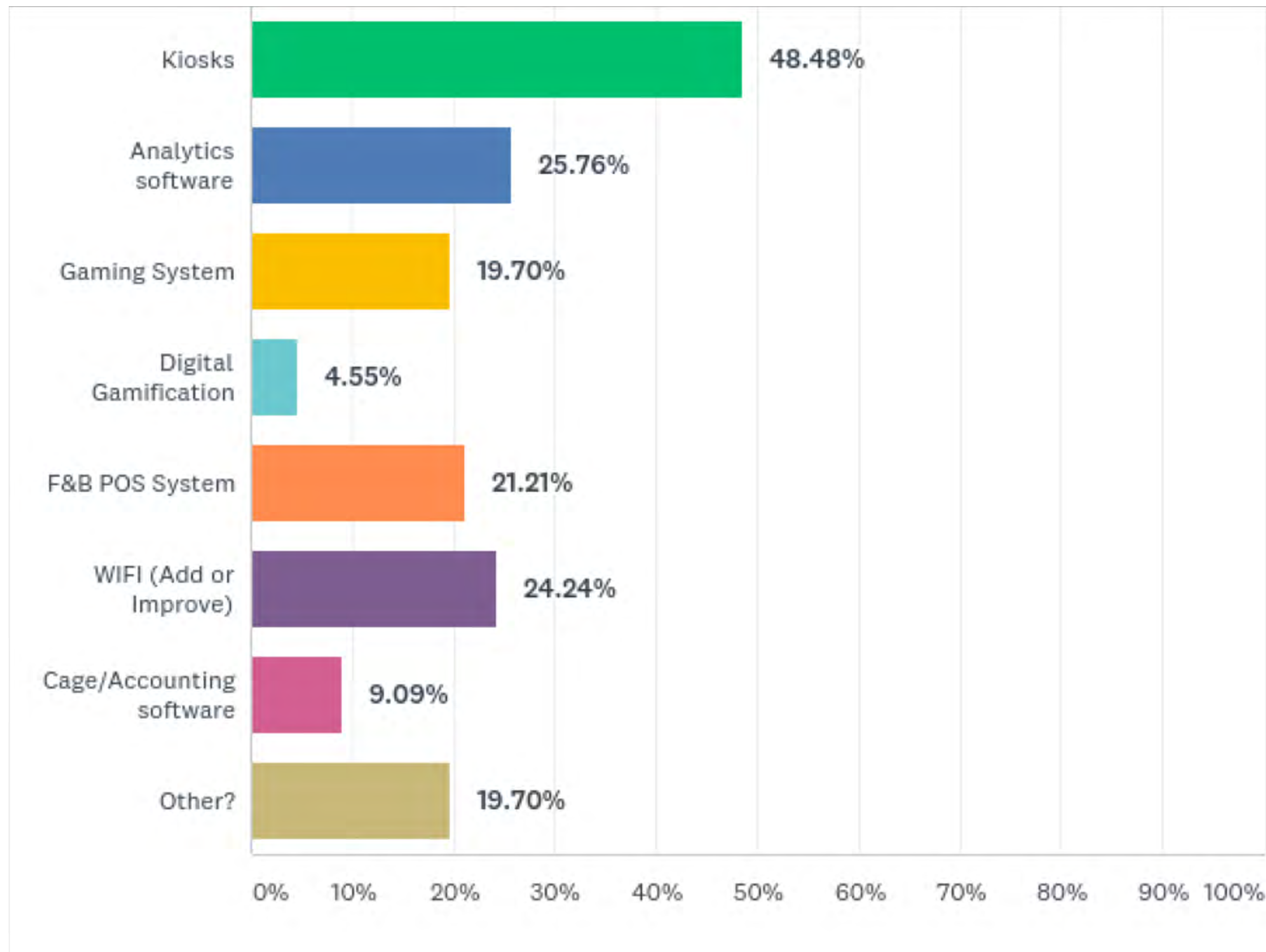
What are the top three issues facing your organization?



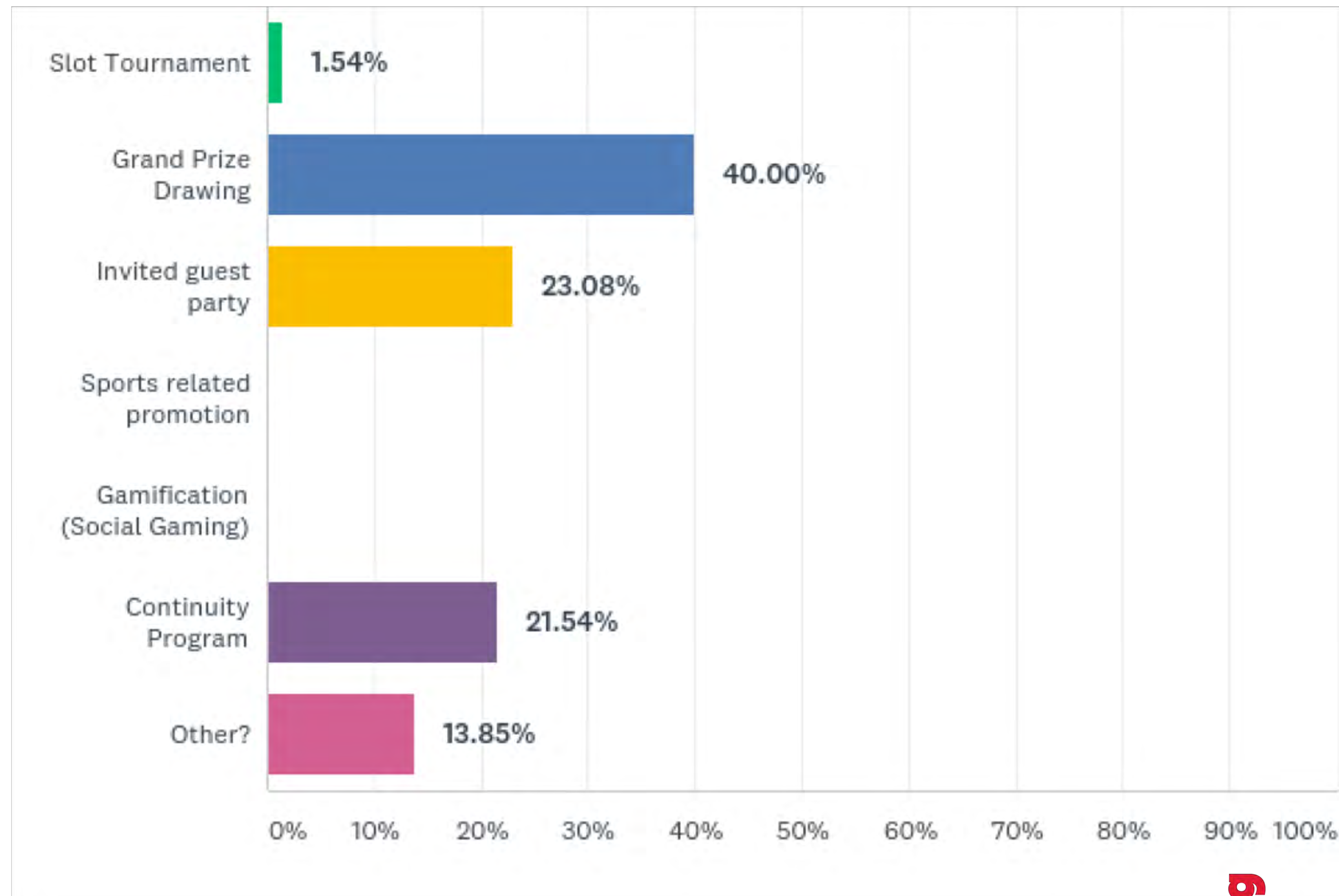
Select three areas of expertise you wish you had more of at your property



What are the top technology additions implemented in the past 12 months? Select up to three that you're seeing the best results.



What was the marketing promotion that drove the most ROI within the last 12 months?



Think Tank Challenge Group Project Assignment

TABLE 1 & 2	Tips for finding qualified staffing with limited resources
TABLE 3 & 4	Identify best practices for kiosks
TABLE 5 & 6	Identify Key Performance Indicators that should be used to evaluate marketing programs
TABLE 7 & 8	Identify ways properties without amenities can be competitive
TABLE 9 & 10	Identify key elements to create a successful grand prize drawing
TABLE 11, 12, 13	Marketing or operational ideas that properties who are struggling should consider that drive more revenue to reduce costs

Group Exercise:

1. Introductions

- Your position (pass out business card)
- Overview of your property
- Why did you come to the conference?

2. Select a recorder (Who will fill out the form?)

3. Select a facilitator (Who will present to the audience?)

4. Leave Think Tank Challenge form on the table when done.

Group Project Results

TABLE 1 & 2	Tips for finding qualified staffing with limited resources
TABLE 3 & 4	Identify best practices for kiosks
TABLE 5 & 6	Identify Key Performance Indicators that should be used to evaluate marketing programs
TABLE 7 & 8	Identify ways properties without amenities can be competitive
TABLE 9 & 10	Identify key elements to create a successful grand prize drawing
TABLE 11, 12, 13	Marketing or operational ideas that properties who are struggling should consider that drive more revenue to reduce costs

190128_Mon_0830_SettingTheStage_SCOTT

Current run (last updated Feb 4, 2019 11:50am)



3

Polls

84

Participants

44

Average responses

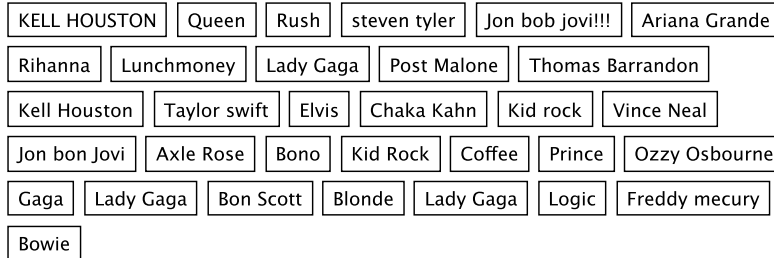


Average engagement

What rock music star are you feeling like right now?



Responses

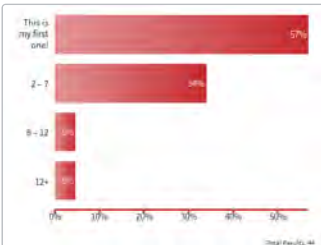


Engagement

32

Responses

How many Raving conferences have you attended?



Response options

This is my first one!

2 - 7

8 - 12

12+

Count

Percentage

25

57%

15

34%

2

5%

2

5%



Engagement

44

Responses

Where did you travel from?



Response options



Count

Percentage

57

100%



Engagement

57

Responses

Player Reinvestment: Is There a Secret Sauce to Avoid Over-Investment?

Nicole Barker

Senior Raving Partner, Database & Loyalty Marketing

Monday, January 28

11:00 am - 11:45 am



Our our existing reinvestment toolset is failing us miserably.



Reinvestment Toolset Epic Fail #1:
Benchmarks



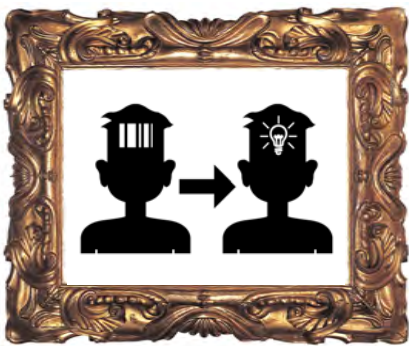
Reinvestment Toolset Epic Fail #2:
ROI



Reinvestment Toolset Epic Fail #3:
Post-formas



Reinvestment Toolset Epic Fail #4:
Ronco Rotisserie Approach to Reinvestment



Goal: *Ask the right reinvestment questions*
Action: *Annually review your reinvestment*
High Level Change: *Shift your reinvestment focus forward*

YOUR ANNUAL REINVESTMENT ASSESSMENT
track the money we put towards each customer...

Programmatically

How much are we spending against what we are receiving?

Tactically

Who are we reinvesting in?

Individually

How is our reinvestments being used?

Experientially

What are we trying to achieve with the customer?



Programmatically

How much are we spending against what we are receiving?

OVERVIEW

Question: All-in, who gets what?
Report: Kitchen Table Analysis
Purpose: This is about *our* cost.



Tactically

Who are we reinvestment in?

OVERVIEW

Question: How do we make our money?
Reports: Worth Segmentation
Frequency Analysis
Purpose: This is about where reinvestment starts and stops.



Individually

How is our reinvestment being used?

OVERVIEW

Question: What more should I give?
Reports: Redemption
Segmented Post Forma
Point Balance
Comp Reports
Incliner/Decliner
Purpose: What next?



Experientially

What are we trying to achieve with the customer?

OVERVIEW

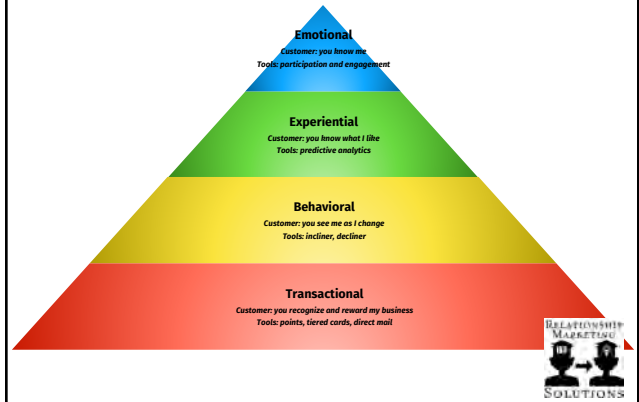
Question: Why???
Report: Barker's Hierarchy of Engagement
Purpose: Dynamic reinvestment

Maslow's Hierarchy of Needs



[https://www.simplypsychology.org/maslow-hierarchy-of-needs\(1\).gif](https://www.simplypsychology.org/maslow-hierarchy-of-needs(1).gif)

Barker's Hierarchy of Engagement



In sum, do an annual review to track the money we put towards each customer

Programmatically

Where are we allocating resources across all our programs?

Tactically

Who are we directing our reinvestment at?

Individually

How are our reinvestments being used?

Experientially

Have we saved enough room for dynamic reinvestment?

190128_Mon_1100_PlayerReinvestment_BARKER

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

2

Polls

56

Participants

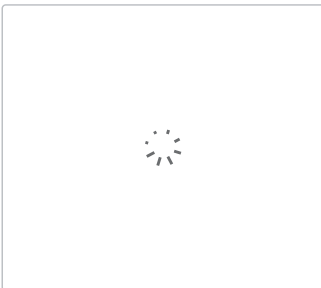
28

Average responses



Average engagement

How many of you know how much money you have left over to spend with your guests after points, coupons, comps, tiered club benefits, and Free Play?



Response options	Count	Percentage
I DO	0	0%
I DON'T	0	0%

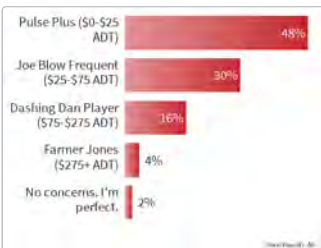


Engagement

0

Responses

What group do you have the most concern about layered costs?



Response options	Count	Percentage
Pulse Plus (\$0-\$25 ADT)	27	48%
Joe Blow Frequent (\$25-\$75 ADT)	17	30%
Dashing Dan Player (\$75-\$275 ADT)	9	16%
Farmer Jones (\$275+ ADT)	2	4%
No concerns. I'm perfect.	1	2%



Engagement

56

Responses

Luncheon Keynote
**How Data Science Changed Major
League Baseball: What the Gaming
Industry Can Learn from Batter Up!**

Ari Kaplan
Sports Analytics

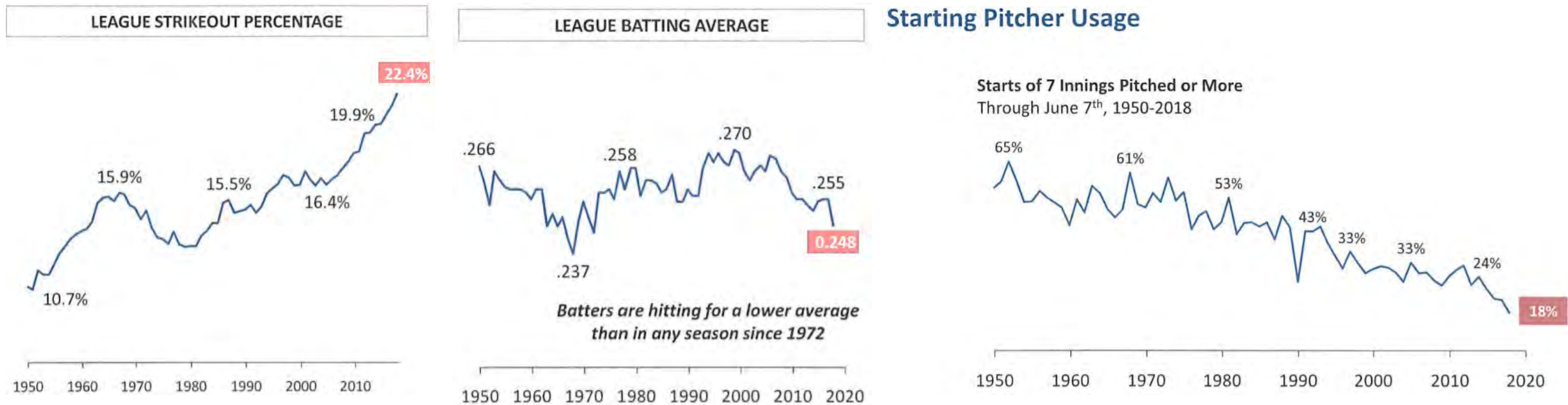
Monday, January 28
11:45 am – 1:15 pm



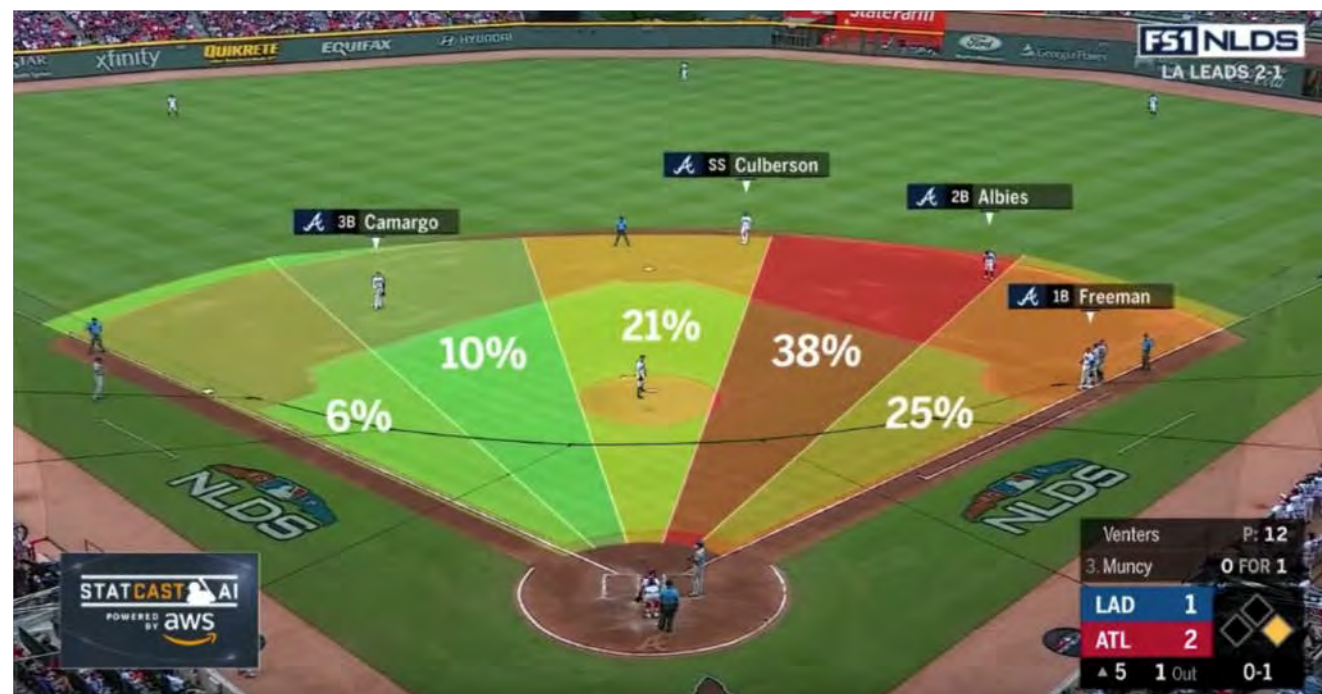
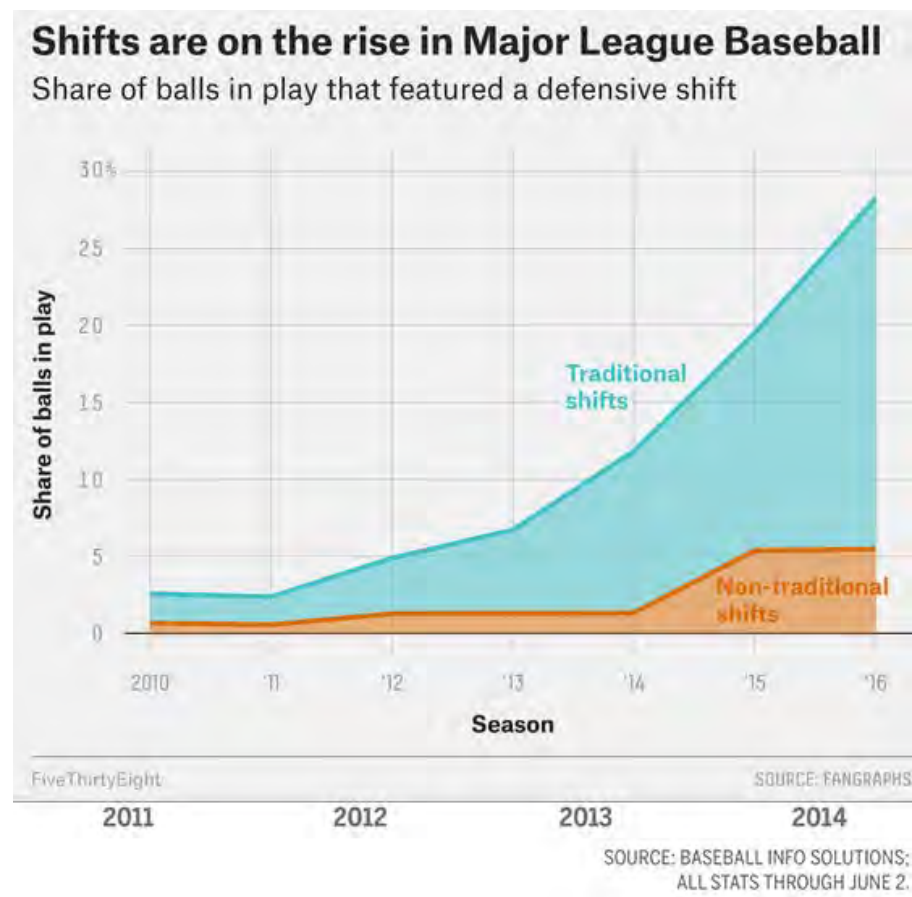
Contact Ari Kaplan:
kaplanari@hotmail.com or connect with him on [LinkedIn](#)

Analytics changing how the game is played

Highest SO% in history, lowest BA since 1972



Most shifts in history



“THE GAME” and Gaming Industry

MGM Resorts will also gain access to MLB’s treasured statistical data, albeit on a non-exclusive basis. However, some enhanced stats will be provided to MGM on an exclusive basis.

M.L.B., Once Averse to Gambling, Strikes a Deal With MGM Resorts



On Tuesday, James Murren, chief executive of MGM Resorts, and Rob Manfred, M.L.B.’s commissioner, announced MGM becoming baseball’s official gambling industry partner. Seth Wenig/Associated Press

DraftKings Gives NFL Fans First Taste Of In-Stadium Sports Betting In U.S.



Win!

**“What’s more important than the will to win is the will to PREPARE to win”
– Coach Wooden**

Prepare to win!



Seek open-ended questions ...

Why is a batter struggling?

Why aren't we attracting gamers as much as we thought?

Is an injury affecting a pitcher's mechanics?

What would happen if we lowered our F&B prices?

What should our next steps be?

... then give actionable answers.

Apply analytical models again and again to get answers

Above the Field

Player forecasting
Economics of contracts
Roster modeling
Trade-deadline analysis
Drafts

On the Field

Game preparation: advance scouting
Pro-scouting
Amateur scouting
International scouting
Player development
Injury prediction and management

Structured data sources (externally collected)

Play-by-play (MLB Advanced Media)

3	Koenig	6	FB	FB	FB	
4	Ruth	9	BB		1B	2B
5	Gehrig	3	HR		BB	FB
6	Meusel	7			2B	FB

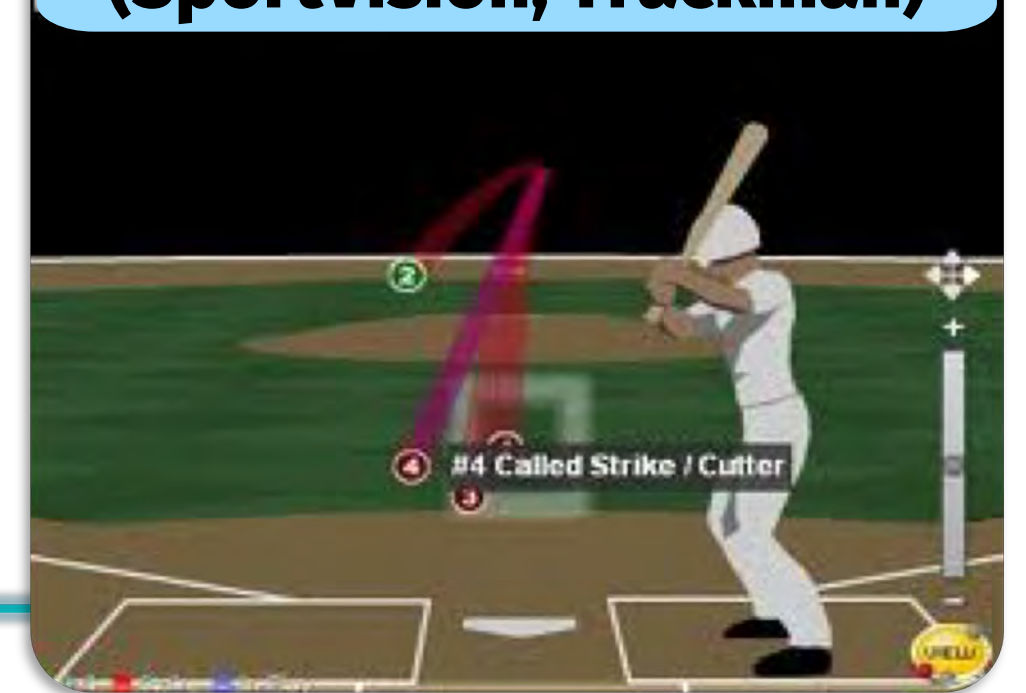
Statistics (MLB, STATS, AriBall, Inside Edge)



Defense (BIS, Statcast)



Pitch & hit mechanics (SportVision, Trackman)



Contracts & Financials (eBIS, Stadium operations)

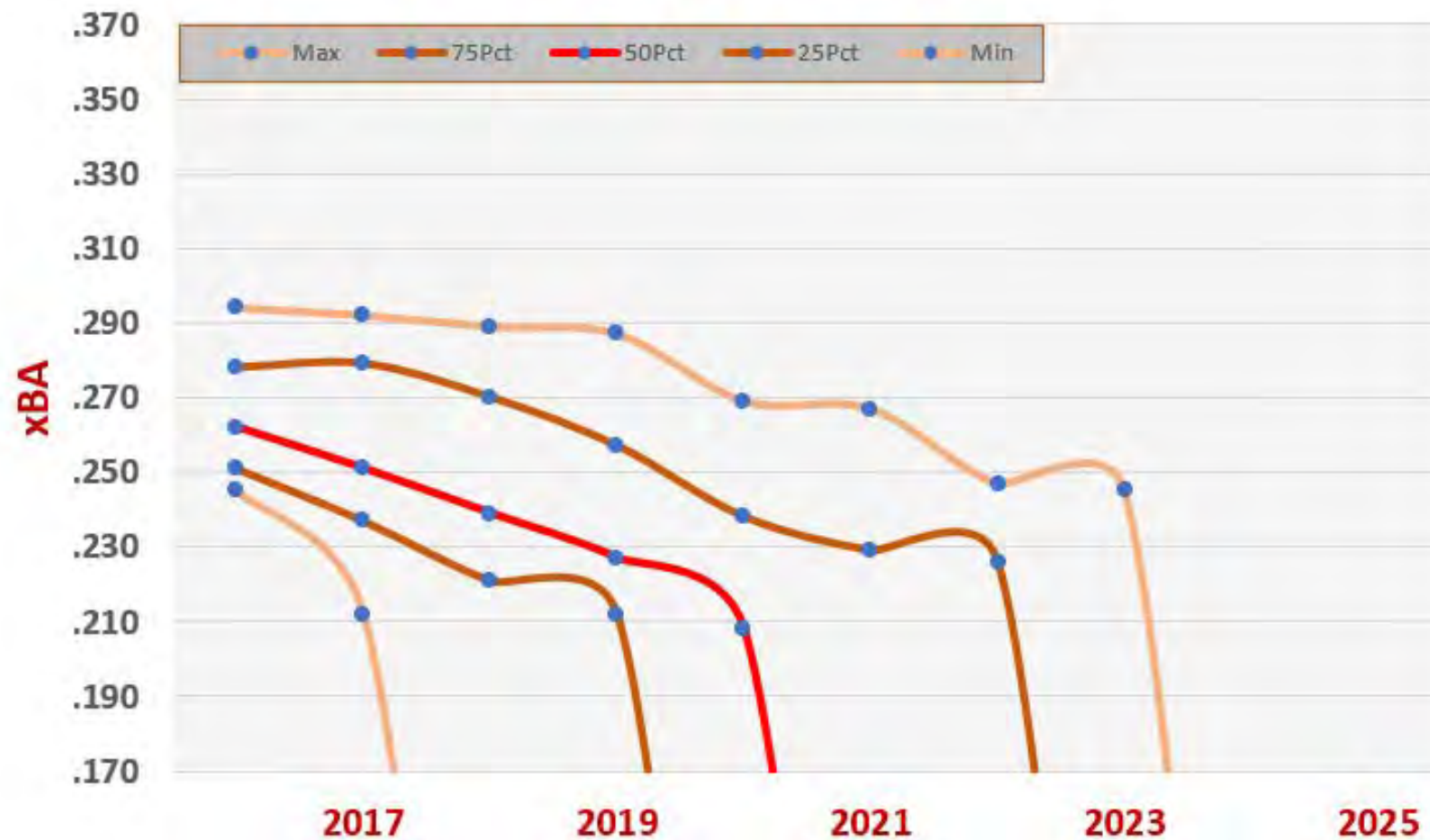


Multi-structural data sources (internally collected)

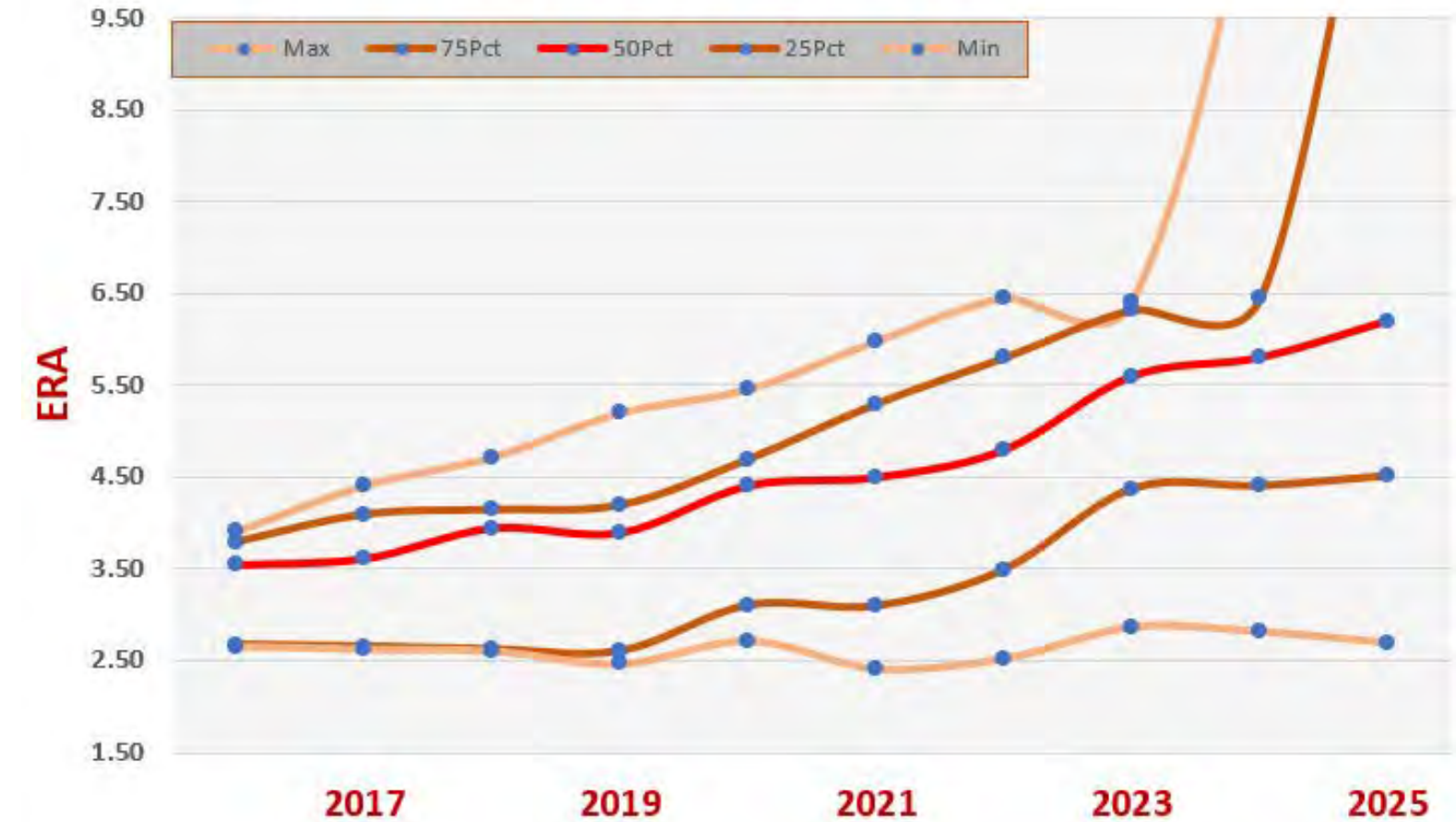


Understand and manage risks

Ten-Year xBA Forecast



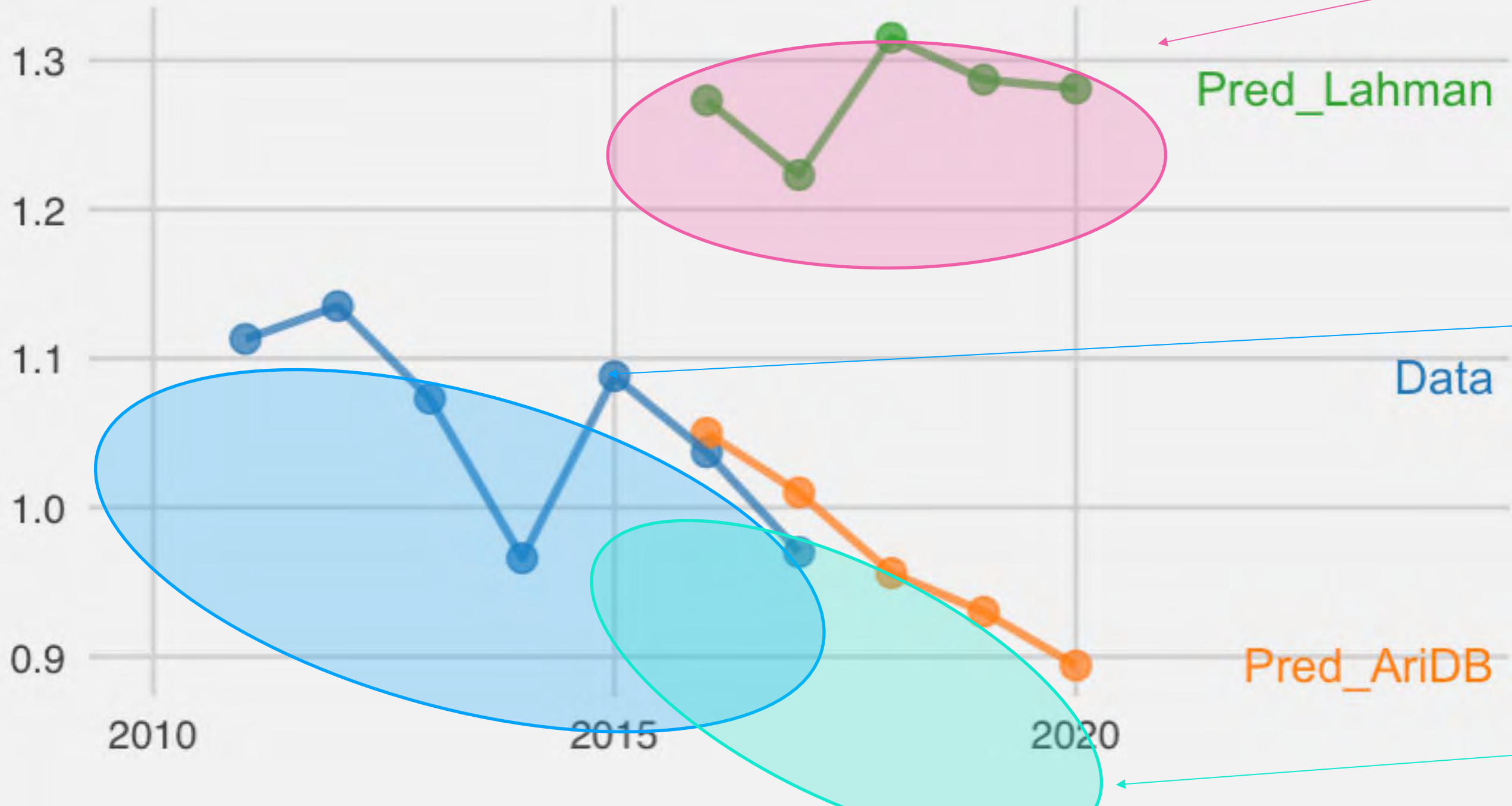
Ten-Year ERA Forecast



MGR														
Pos	Player	Age	AB	OBP	SLG	Bat	RC		Pitcher	Age	IP	ERA	RA	
1-SS	[REDACTED]	21	575	0.359	0.428		85		SP	[REDACTED]	30	221	3.67	98
2-CF	[REDACTED]	33	475	0.339	0.428		67		SP	[REDACTED]	34	214	3.83	99
3-1B	[REDACTED]	33	475	0.354	0.473		76		SP	[REDACTED]	28	201	4.12	100
4-3B	[REDACTED]	33	475	0.342	0.498		78		SP	[REDACTED]	32	133	4.80	77
5-LF	[REDACTED]	35	450	0.317	0.474		67		SP	[REDACTED]	28	133	4.06	65
6-RF	[REDACTED]	25	425	0.307	0.471		61		S/R	[REDACTED]	24	114	5.03	69
7-C	[REDACTED]	28	425	0.373	0.486		72							
8-2B	[REDACTED]	25	425	0.327	0.372		51		CL	[REDACTED]	28	83	3.14	31
9-P	pitchers		300	0.170	0.159		1		RP	[REDACTED]	28	68	3.84	31
									RP	[REDACTED]	34	62	3.48	26
OF	[REDACTED]	34	400	0.367	0.431		61		RP	[REDACTED]	32	50	4.28	26
UT	[REDACTED]	29	325	0.336	0.448		48		RP	[REDACTED]	27	45	5.00	27
C	[REDACTED]	31	200	0.287	0.343		20		RP	[REDACTED]	26	34	5.03	21
IF	[REDACTED]	25	175	0.294	0.291		15		RP	[REDACTED]	25	22	5.71	15
OF	[REDACTED]	29	125	0.368	0.344		16							
	others		250	0.285	0.325		23		others		60	5.63	41	
	totals		5500				740		totals		1440		726	
	Forecast WPctq:													0.51
	Forecast Wins:													83
	Forecast Losses:													79

Statistical Analysis: predicting from Lahman & Statcast

Walk+Hits per Inning Pitched
WHIP: Lower = Better



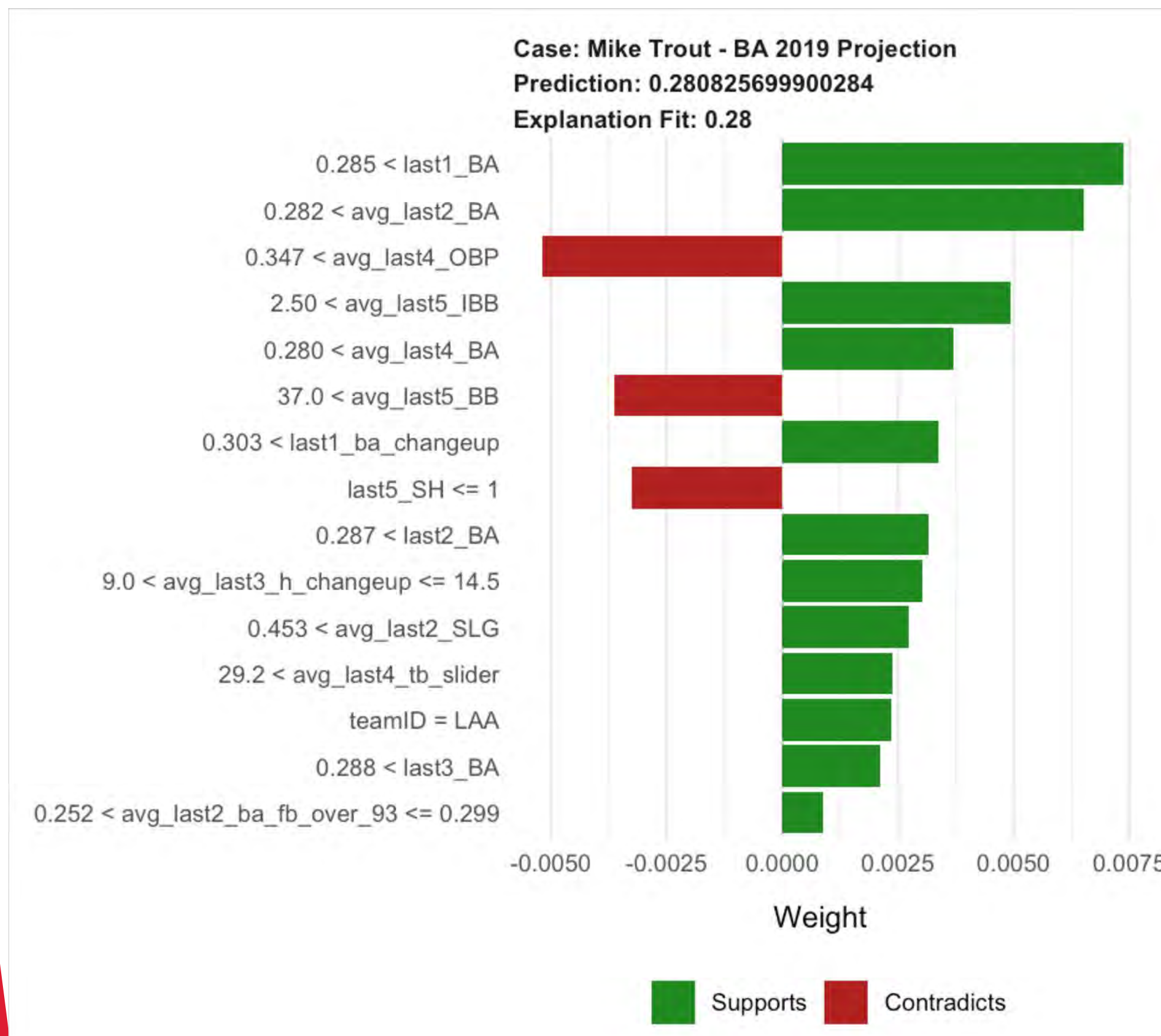
Results from models based on Lahman data only

Historical player performance data

Results from models based on final dataset (Lahman + Trackman)

Statistical Analysis: predicting from Lahman & Statcast: LIME

LIME – Local Interpretable Model-agnostic Explanations



- Approximate reasoning of complex ML models (ensembles).
- Most important attributes and their contributions to the predictions.
- Validated the models with his baseball domain knowledge.

```
# Install 'lime' from CRAN
install.packages('lime')
```

Refocus workers from the mundane to the strategic

What happened? What is happening? What will happen?

Scoutable™ reports: based on full coverage of every pitch, every game. The reports are presented in the same formats that many scouts and organizations use today.

- **Habits: threw FB whenever there was a 3-ball count. Never threw consecutive pickoff moves.**
- **Strengths: changeup had a big fading action. Kept first-pitches down 48% of the time (25% was avg). Plus control of his FB.**
- **Summary: Threw FB 91-94 (34% of all pitches), cutter 88-91 (12%), sinker 91-94 (28%), curveball 75-78 (13%), changeup 85-87 (13%)**
- **Last game compared to before: threw sinkers 16% less often and cutters 14% more often**

Text Analysis of Scouting for predictive analysis

Scouting Report

Pos Seen	LHS	Ht/Wt	6' 3" / 200	DOB	0 / 21/199	*Pres/Fut Role	1 - 2
Future Pos	LHS	Bats/Throws	Left / Left	Age	23	Interest (given Role grade)	Low
MLS	0 + 000	Next Level	2A	High Future	ML	Conviction	6
Agent							

Physical Description long legs, sloped shoulders

Scout Name	Entered	Team Name	Organization	Level
	0 / 12/201			1A

Pitcher Evaluation

Date of Last Game Seen	05/07/2015	Innings Seen	14.0
Games Seen	2.0		

Fastball			Radar			Miscellaneous (other than Out Pitches/Optimal Role, all grades should be present grades)	
Tools	Present Abilities	Future	Low	High	Comfort Zone		
Fastball ()	4	4	84	91	89	Arm Angle	High 3/4
Movement in the Zone	4	4				Arm Action	Plunge, Quick, Recoil, Wrapper
Fastball Command	5	5				Direction (stride)	Straight
FASTBALL VALUE	4	4				Direction (toe)	Straight
						Delivery	Plus
						Plane	Avg
						Deception	Avg
						Pitchability/Feel	Plus
						Overall Athleticism	Avg
						Field	
						Holding Runners	Plus
						Release Times	1.12 (FB) 1.16 (CB) ()
						Slide Step Times	1.05 () 1.09 () ()
						Out Pitch RHH	Change
						Out Pitch LHH	Change
						Optimal ML Role	Emergency Extra

Secondary Pitches			Radar		Command	
Tools	Present Abilities	Future	Low	High	Present	Future
Curve (Down, Roller)	4	4	68	74	5	5
Slider (Slurve, Tilt)	3	3	77	81	3	3
Change (Circle)	5	6	76	79	4	5
Splitter ()						
Other ()						

Overall Control	6	7
-----------------	---	---

Overall Makeup:

Player Summary:

Pitched from far 3B side of the rubber in first start and was pitching from 1B side of the rubber a month later and much more effective from that angle. Balanced, consistent delivery with upright finish and some recoil. Delivery is not deceptive but efficient and repeatable. Everything from same arm speed. Doesn't throw balls. Jamie Moyer - Barry Zito type, with big curve ball as feature pitch. Decent athlete and plus poise on the mound. Mixes up pitches well and pitches to contact. Everything is around zone. Tougher on LHH, gets called 3rd strikes and fools them. Lots of pick-offs with average move and a quick, step-back pick. Incorporates a quick pitch too.

FB - tails, more horizontal action than vertical. In first start - 2 seam is 84-86 sits 85. 4 seam was 86-88, sitting 87 but very hittable. In second start FB was 88-91, sat 89-90. Doesn't maintain velo well as a starter. Hit a wall after 70 pitches (sat 83 in 6th inning of first start).

CB - big bending, swing and miss offering to RHH. Not much deception, relies on movement to be effective. Will start off LHH with it. Won't play up against hitters with avg to plus pitch recognition.

SL - Slurve has some tilt, tendency to leave up, worst offering. Junked it completely by 2nd outing.

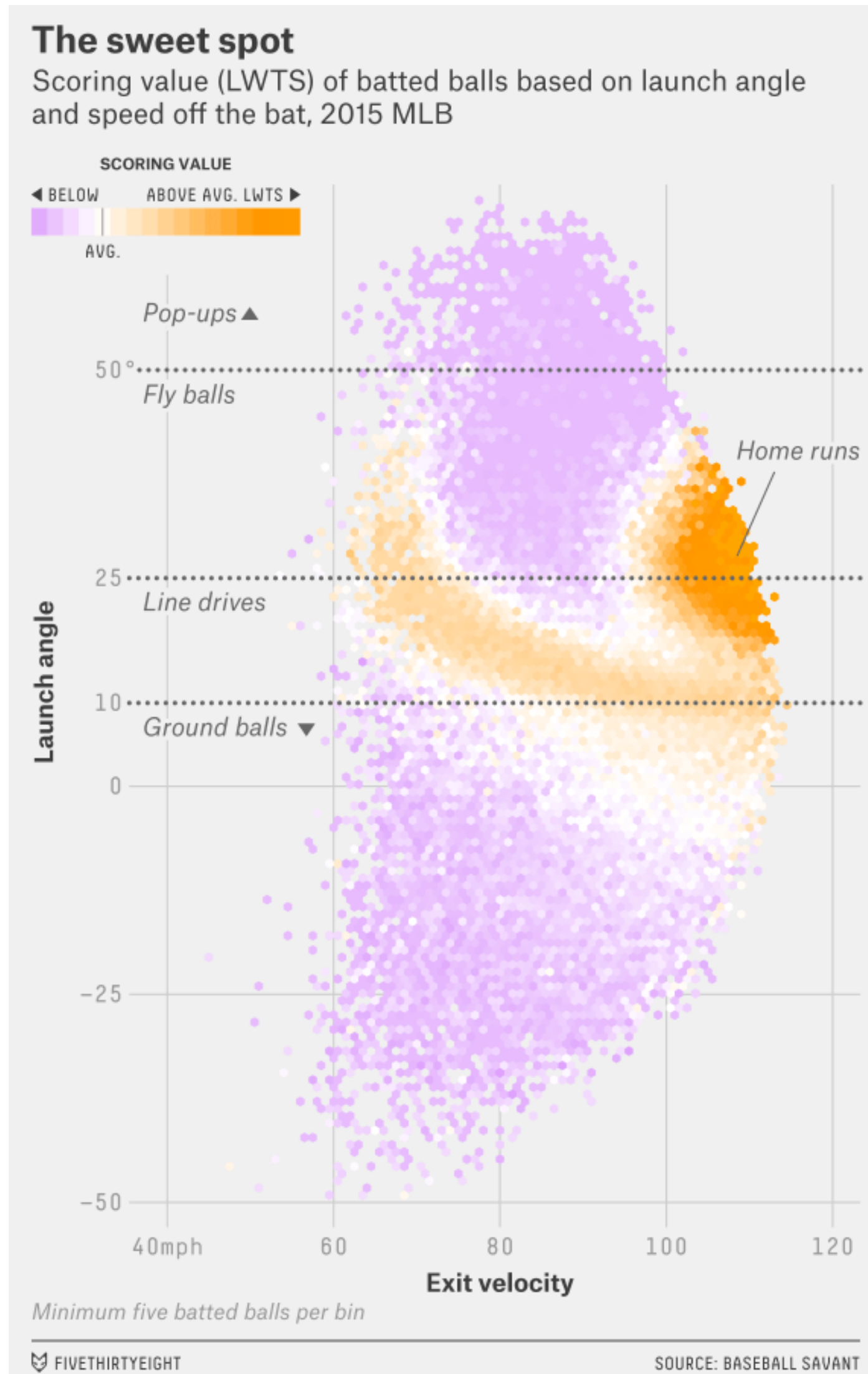
CH - lots of weak contact against it. Will throw it first pitch to RHH and backs it up. Consistent to low and away location to both RHH and LHH. Will go low and in to LHH. Has drop and abv average movement with deception. Swing and miss offering to RHH. Sometimes has too much sink, also a little cut.

Type: Profiles as a finese pitcher with plus control and one abv average pitch (CH). Will do well against below avg minor league hitters that can't pick-up 3-4 pitch mix, and can be effective vs. better hitters with slow mix and avg deception, keeping hitters guessing and off-balance. At upper levels lack of velo and lack of abv avg off-speed command of hitting spots will be detrimental to advancement. Not especially tough on LHH. Best suited in long relief role out of pen with FB/CH combo.

One-Line Summary:

Upper minors finese longman, emerg extra at peak

Goal of Statistics: separate value from luck

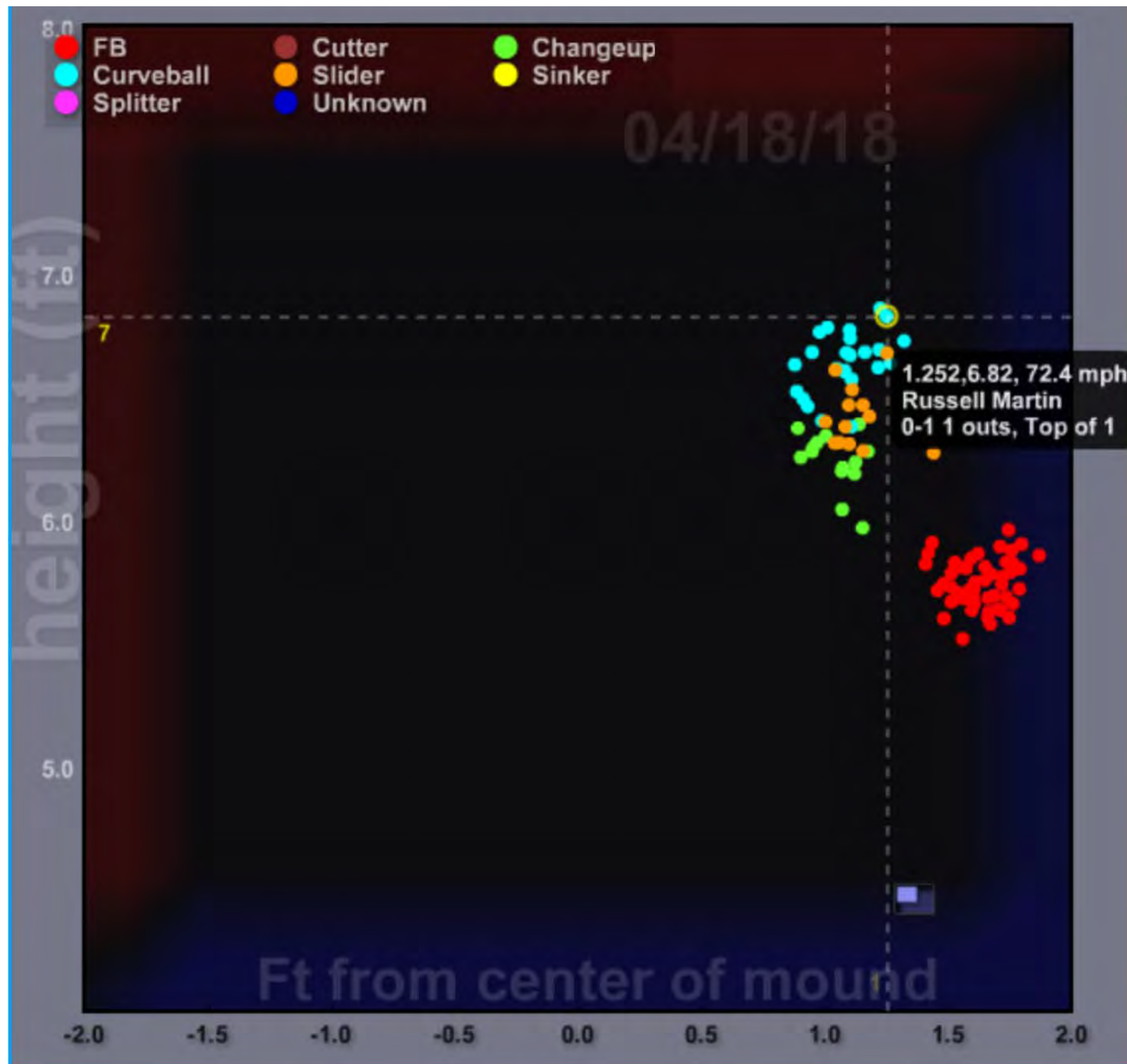


Hang Time	#	Out%
1.5 to 3.0	15,952	19.5%
3.0 to 4.0	11,749	58.3%
4.0 to 5.0	14,719	71.3%
5.0 to 6.0	16,717	84.7%
6.0 plus	6,281	93.3%

$$xFIP = \frac{13(xHR) + 3BB - 2K}{IP} + C$$

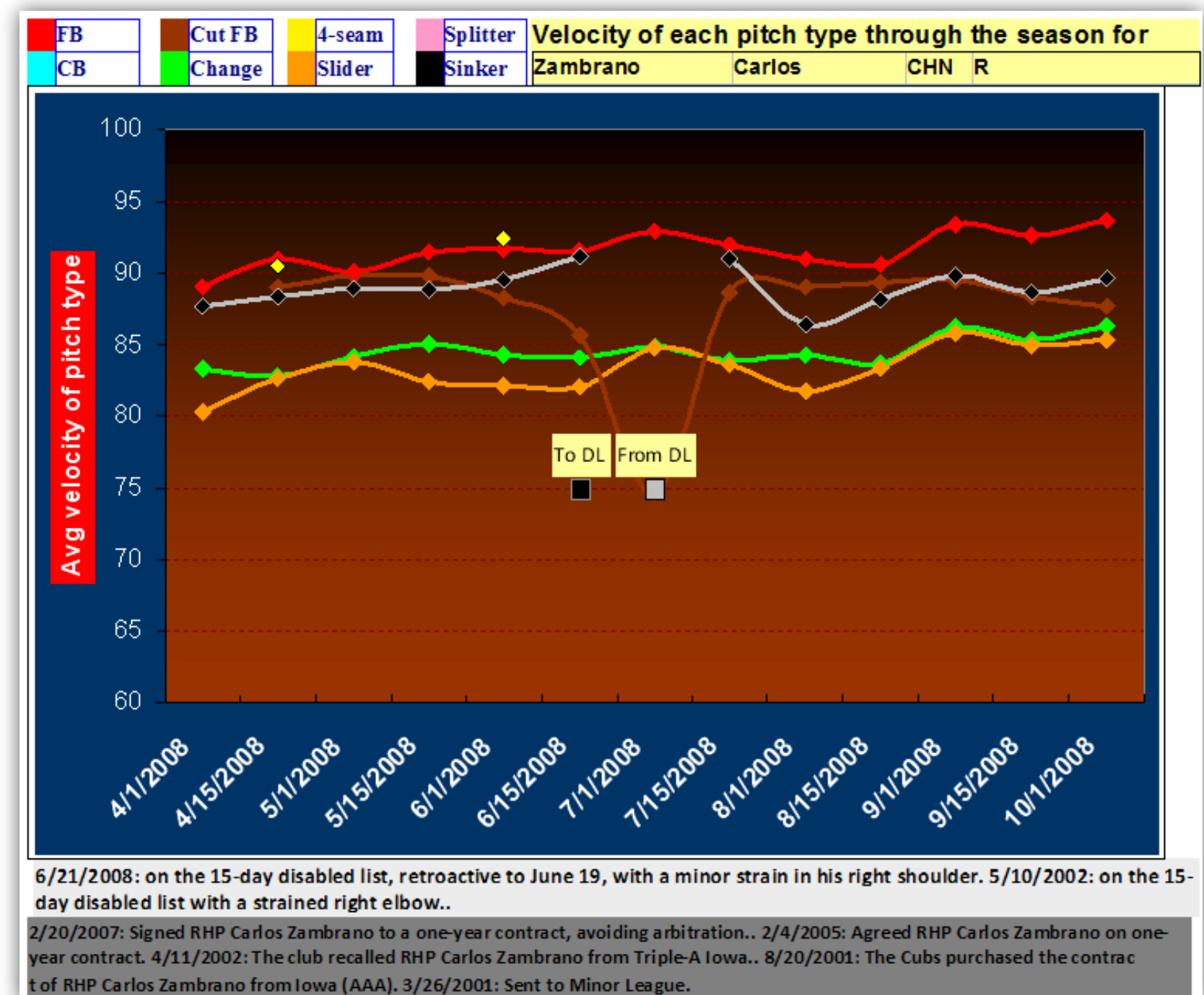
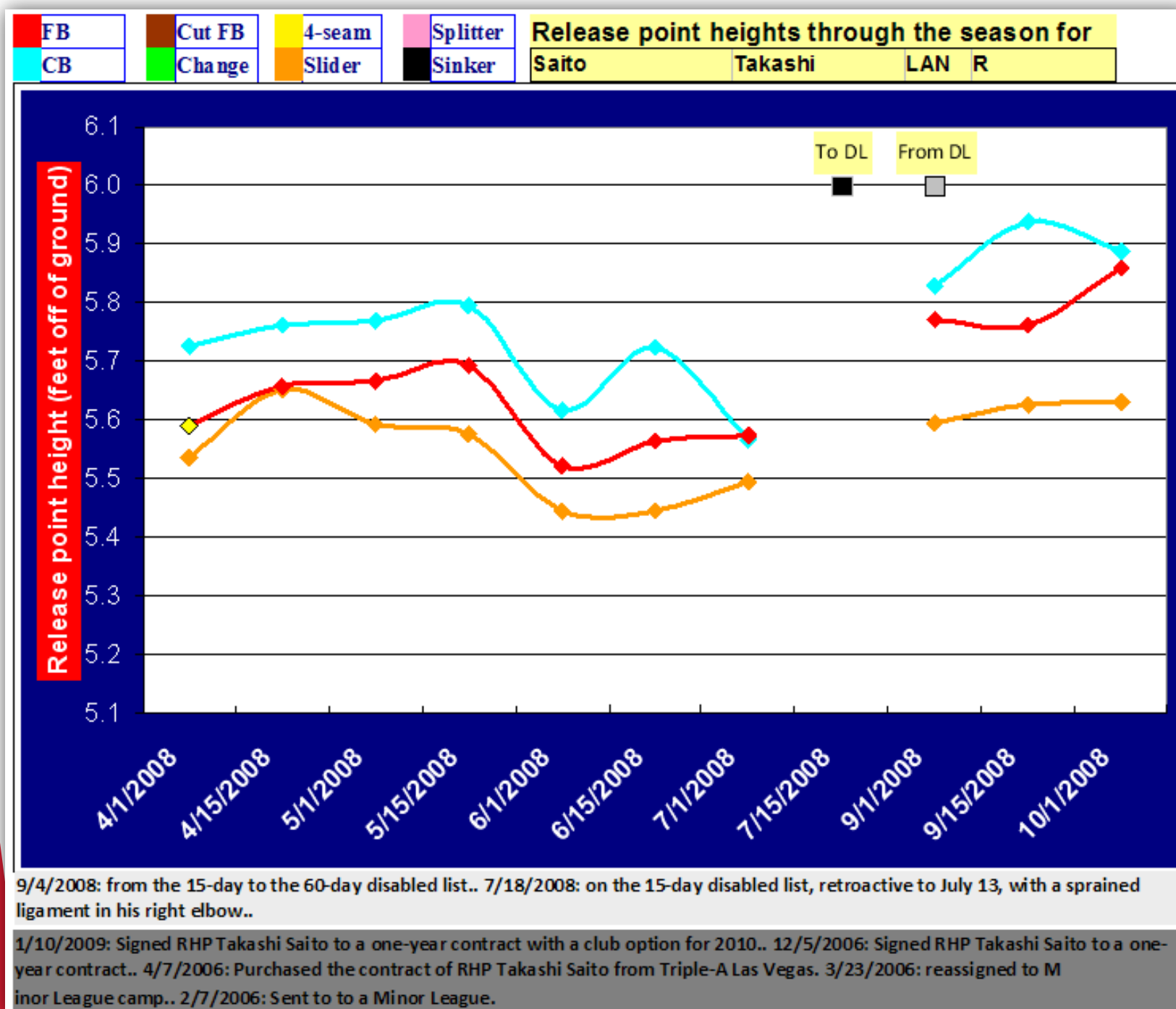
Find actionable patterns in the data

Fastball release points come down and over a foot



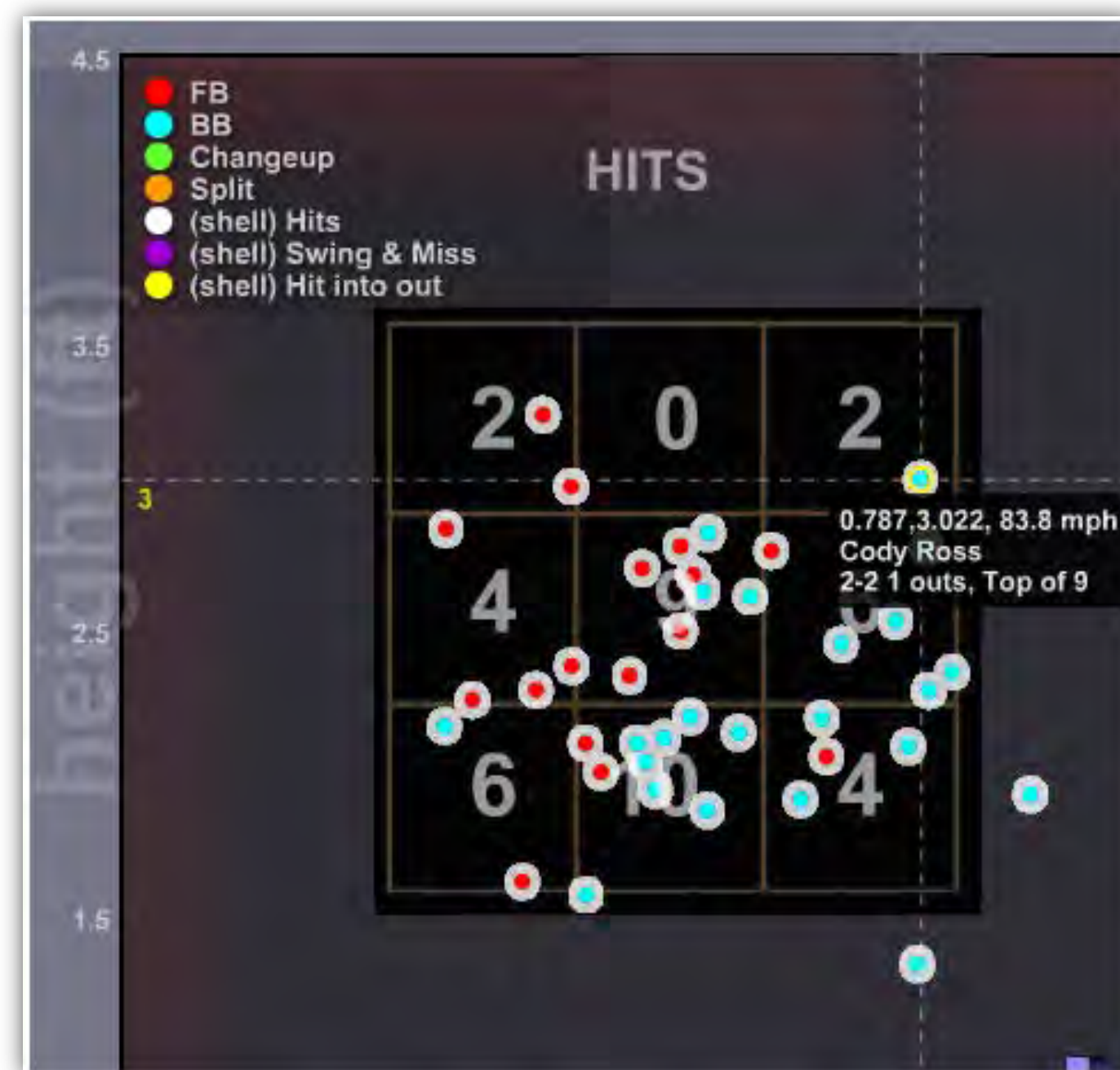
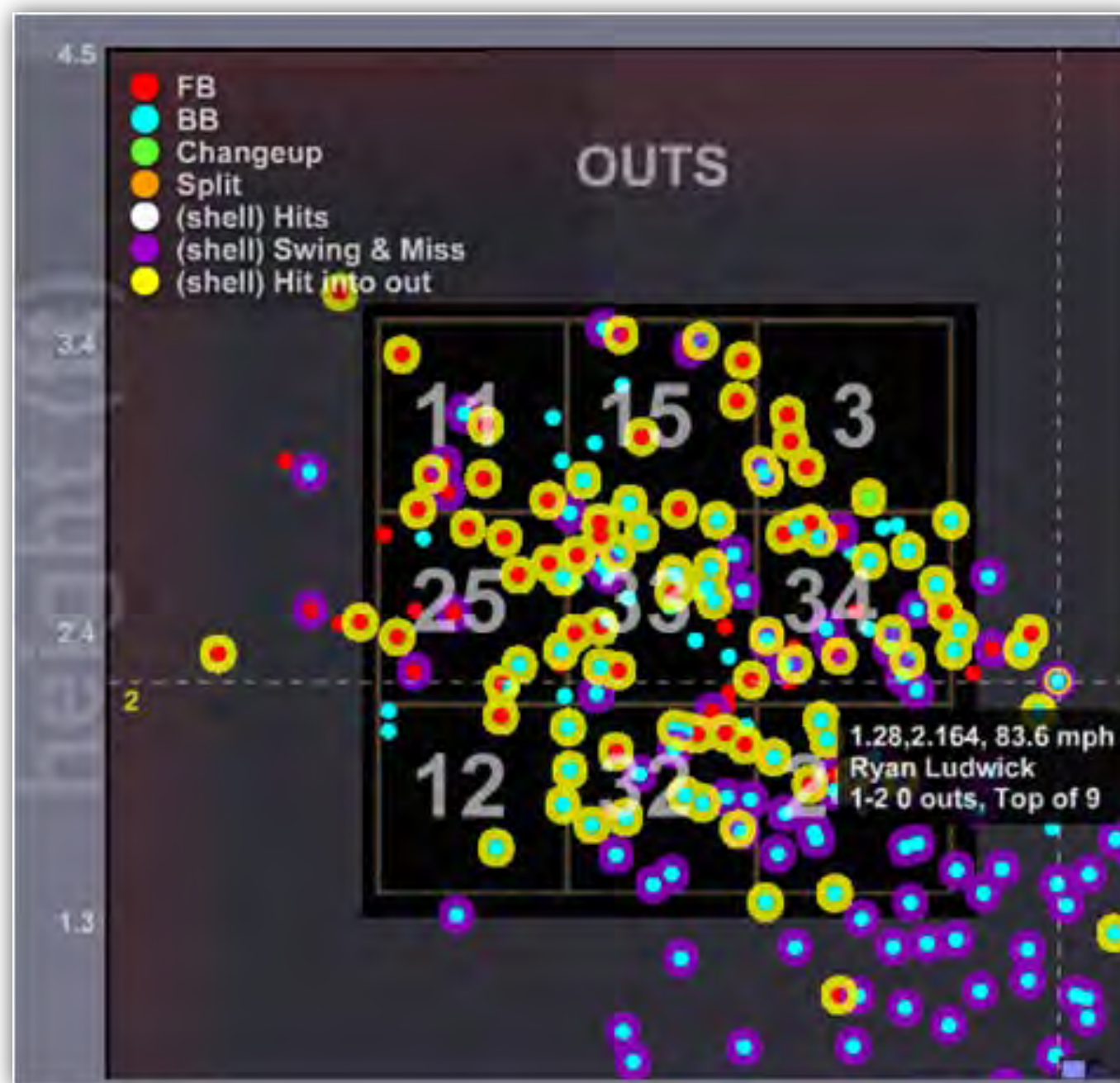
Find events preceding a business issue

Track consistency and deception of release points and velocity as the season progresses. See how injuries, trades, or assignments from the Minors affect mechanics.



Use intelligence to find opportunities

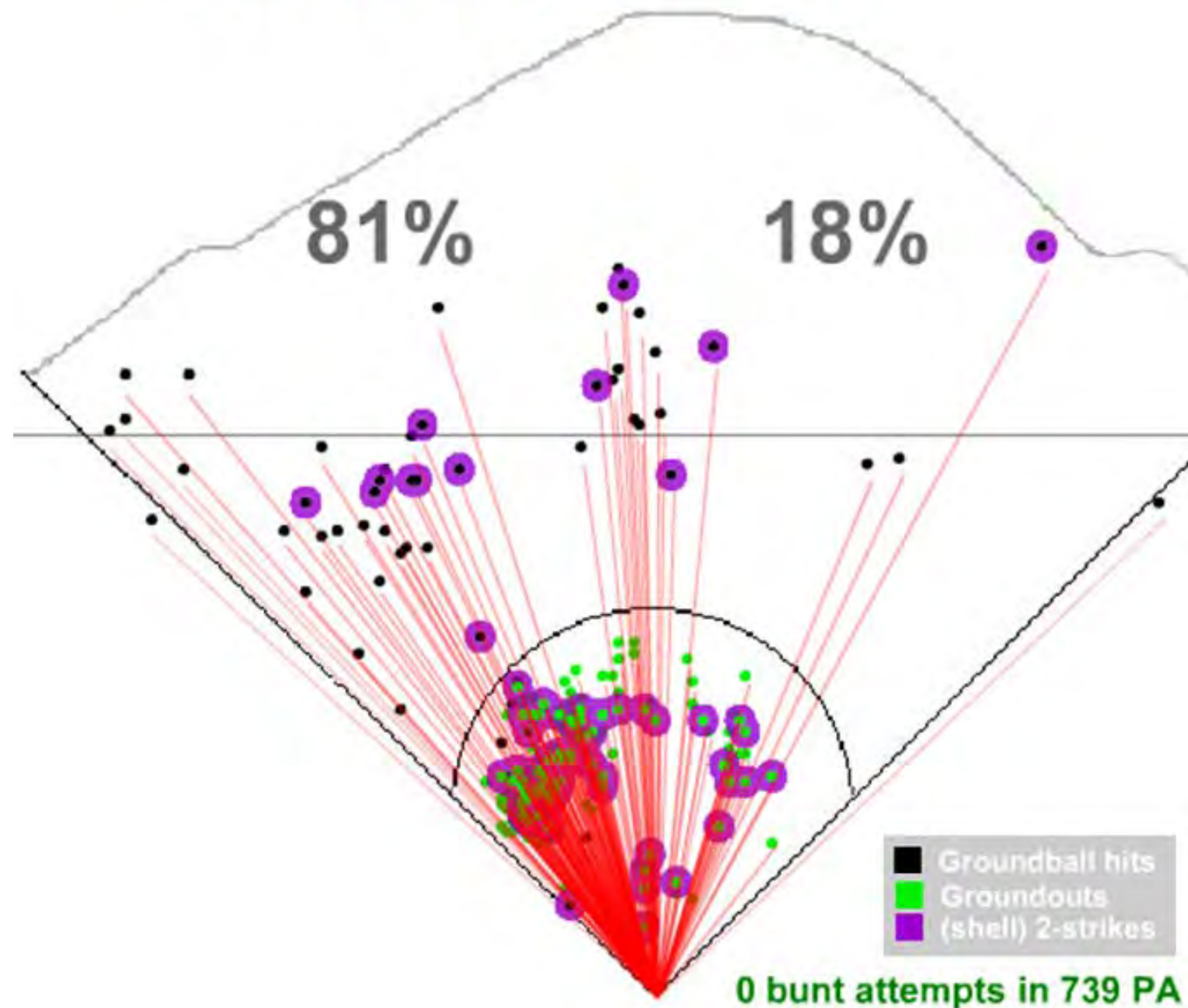
- Where did a pitcher generate outs? What pitch types and locations? Below shows FB up and slider low/away.
- Where did he allow hits? FB inner half, BB up in zone outer half.
- These reports can be for pitcher/batter matchups, across years, and much more



Use intelligence to better “defend” yourself

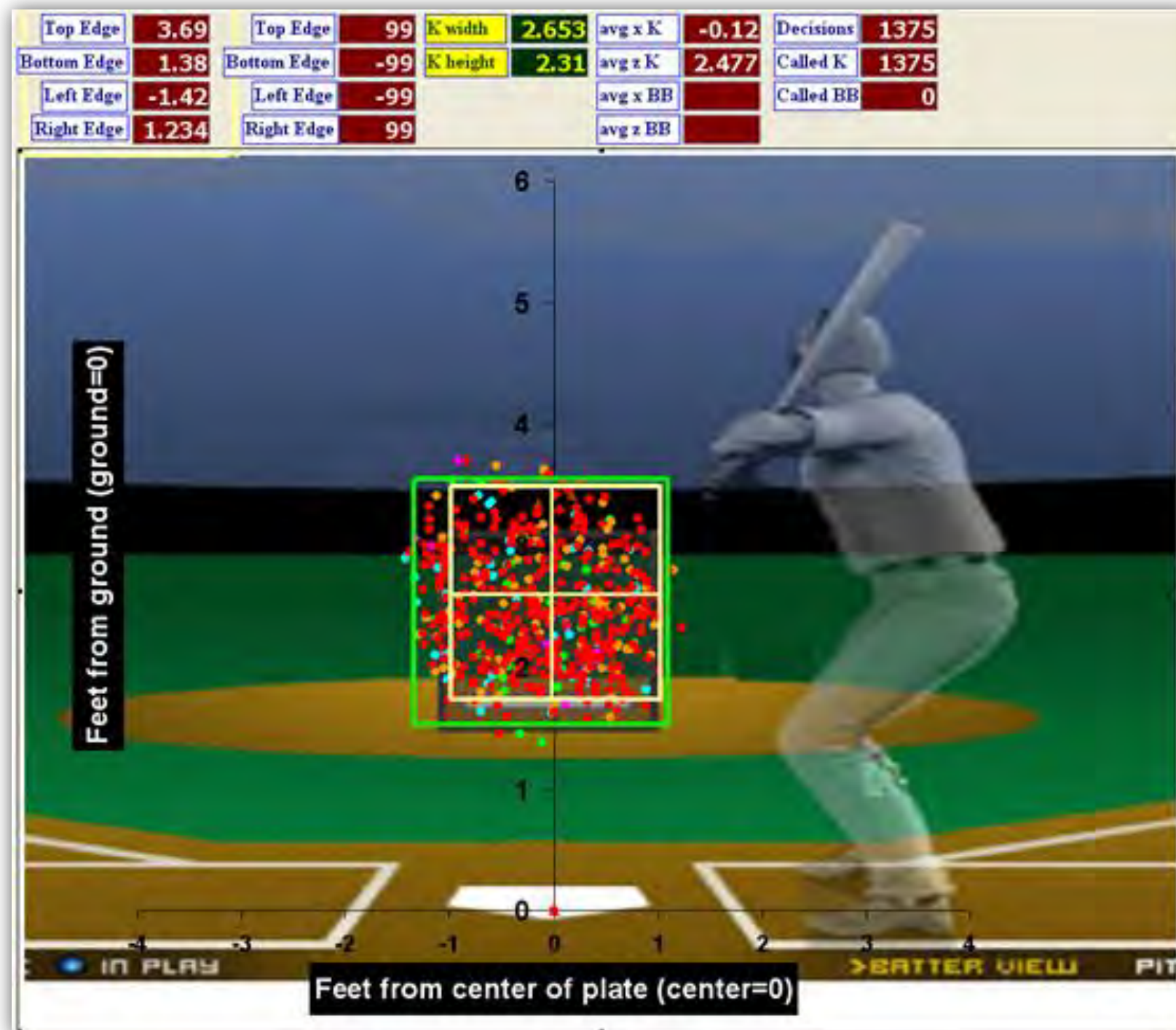
Be “positioned” to win

Albert Pujols vs RHP



The “Human Element”: Quantifying the subjective Umpire Strike Zones

Which umpires made the most frequent bad calls?



What was Hunter Wendelstedt’s strike zone?

Umpire	% overall missed	Total calls	Balls called	Missed ball calls	Strikes called	Missed strike calls
Mike Reilly	6.71795	1950	1273	90	677	41
Eric Cooper	6.64613	2272	1481	115	791	36
Derryl Cousins	6.60935	1861	1264	91	597	32
Casey Moser	6.59341	182	127	10	55	2
Charlie Reliford	6.53144	2465	1656	80	809	81
Jim Wolf	6.53114	2312	1525	100	787	51
Mike DiMuro	6.51571	2164	1435	91	729	50
Jim Joyce	6.50919	1905	1259	78	646	46
Mike Muchlinski	6.49351	308	196	6	112	14
Tim McClelland	6.42796	2318	1591	109	727	40
	6.40632	2279	1537	101	742	45
Jeff Kellogg	6.35246	2440	1663	107	777	48
Dan Iassogna	6.27490	2008	1317	66	691	60
CB Bucknor	6.26884	1659	1082	74	577	30
Phil Cuzzi	6.01141	2279	1526	96	753	41
Kevin Causey	5.97826	184	121	7	63	4
D.J. Revburn	5.67010	194	135	9	59	2
Mark Carlson	4.96894	161	114	5	47	3
Chris Tiller	3.90071	564	383	15	181	7

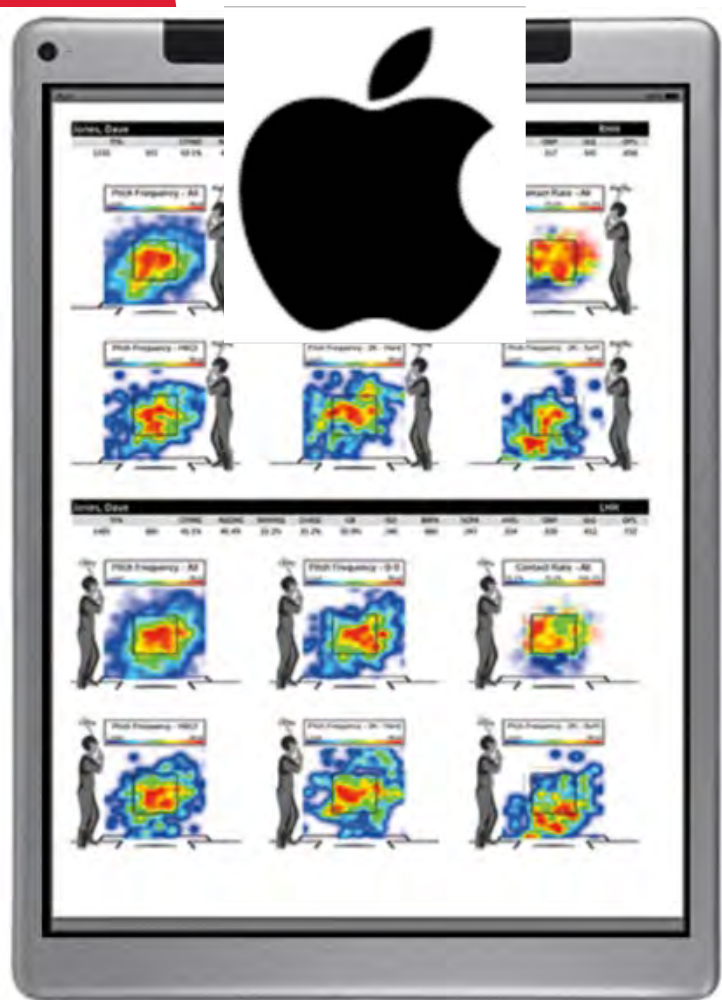
Combining Subjective and Analytic: Misplays

DEFENSIVE MISPLAYS: LOG

Result	Date	Inning	Batter	Fielding Pos
Failing to reach a pop foul	4/1/2016	6	Cruz, Nelson	3B
Failing to make the tag	4/5/2016	4	Braun, Ryan	3B
Ground ball through infielder	4/11/2016	5	Kershaw, Clayton E	3B
Ball stuck in glove	4/12/2016	2	Loney, James	3B
Bad throw	4/13/2016	4	Jay, Jon	3B
Losing the Double Play (Lead man)	4/27/2016	4	Utley, Chase	3B
Ground ball through infielder	4/27/2016	7	Alvarez, Pedro	3B
Failing to catch a line drive	6/19/2016	8	Weeks, Jemile	3B
Mishandling ball after safe hit	6/21/2016	1	Ruiz, Carlos	3B
Failing to catch the throw	7/3/2016	7	Turner, Justin	1B
Slow to recover	7/4/2016	8	Maybin, Cameron K	3B
Ground ball through infielder	7/4/2016	8	Maybin, Cameron K	3B
Losing the Double Play (Lead man)	7/22/2016	2	McGehee, Casey M	3B

The Future

Movement to Mainstream



**Bloomberg
SPORTS**



Roving NEXT
INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

BIG DATA & AI LANDSCAPE 2018

INFRASTRUCTURE

HADOOP ON-PREMISE
cloudera, Hortonworks, MAPR, Pivotal, IBM InfoSphere, bluedata, jethro

HADOOP IN THE CLOUD
aws, Microsoft Azure, Google Cloud, IBM InfoSphere BigInsights, TREASURE DATA, DUBALE, altiscale, CAZENA, CenturyLink

STREAMING / IN-MEMORY
aws, databricks, streamio, confluent, GridGain, ORACLE, dataArtisans, hazelcast, TERRACOTTA, KIX, FASTDATA, Wallaroo LABS

NoSQL DATABASES
Google Cloud, aws, ORACLE, Microsoft Azure, mongoDB, MarkLogic, KEROSPIKE, DATASTRX, ArangoDB, Couchbase, redislabs, SCYLLA

NewSQL DATABASES
SAP, Clustring, Pivotal, NUODB, Cockroach LABS, Cloud Spanner, MEMSQL, influxdata, MONITORA, FUSCALE, VOLTDB, citusdata, paradigm4, Taladro, TIBD

GRAPH DBs
neo4j, Amazon Neptune, IBM, ORACLE, OnemDB, InfinisGraph, Objectivity

MPP DBs
TERADATA, VERTICA, IBM Data Warehouse Systems, Cation, Kognitio, Exasol, dremio

CLOUD EDW
aws, Google Cloud, Microsoft Azure, Pivotal, snowflake

DATA TRANSFORMATION
talend, pentaho, alteryx, TRIFACTA, tamr, Pakata, StreamSets, UNIFI

DATA INTEGRATION
SAP Data Services, Informatica, Mulesoft, snapLogic, TEALIUM, Segment, enigma, podium, aloomo, xplethy, ZALONI, Stitch, Import.io, Infoworks, ATTUNITY

DATA GOVERNANCE
Informatica, IBM, SailPoint, McAfee Skyhigh Security Cloud, collibra, Alation, Waterline, IMMUTA, OKERA

MGMT / MONITORING
aws, New Relic, octrio, rubrik, APPDYNAMICS, WAVEFRONT, dynatrace, VMware, splunk, SignalFx, druva, Moogsoft, unravel, pagerduty, Numerify, Arodos

STORAGE
aws, Google Cloud, Microsoft Azure, PURE STORAGE, AI LUXIO, nimblestorage, Cumulo, panasas, COHERITY

CLUSTER SVCS
aws, Kubernetes, docker, MESOSPHERE, CoreOS, asperdata

APP DEV
Lightbend, Keen IO, rainforest, DASK

CROWD-SOURCING
amazon, mechanicalturk, upwork, appen, floure, eight, scale, HIVE

HARDWARE
Google TPU, arm, intel AI, GRAPHCORE, IBM Power Systems, MYTHIC, NVIDIA, Cerebras, Movidius, WAVE, HALO

GPU DBs
kinetica, SREAM, blazinqdb, brytlyt PG-Strom

ANALYTICS

DATA ANALYST PLATFORMS
Microsoft, pentaho, alteryx, Digital Reasoning, GUAVUS, AYASDI, ATTIVO, Datameer, Quid, incorta, interana, ClearStory, Origami, ASPIRE, ENDOR, MODE, Bottlenose, switchboard

DATA SCIENCE PLATFORMS
IBM, KNIME, dataiku, DOMINO, rapidminer, CONTINUUM ANALYTICS, ALGORITHMIA, DATAWATCH, JANGSS, sas

BI PLATFORMS
Microsoft, aws, SAP, Wave Analytics, looker, THOUGHTSPR, ARCADIA DATA, ATSCALE, Information Builders, GoodData, SISENSE, MicroStrategy, birst

VISUALIZATION
tableau, Google Cloud, SAP, Qlik, Periscope Data, ZEPL, VCOMDATA, plotly, CHARTIO, TOUCAN TOCO

MACHINE LEARNING
aws, Google Cloud, H2O, DataRobot, gamalon, ELEMENT, VERSIVE, VISENZE, deepjudo, bonsai

COMPUTER VISION
Microsoft Azure, Amazon Rekognition, clarifai, EVER AI, deepomatic, twentybn, neurale

HORIZONTAL AI
IBM Watson, Cortana, Face, 旷视, sentient, Voyager, Affectiva, PRIMOSEE, Numenta, PETUUM, narologies, CURIOUS AI, OSARO, BLUE VISION

SPEECH & NLP
Google Cloud, twilio, Amazon Alexa, narrative science, semantic machines, Mobvoi, Eigen Technologies, SoundHound Inc., voicebot, Mindfield, nuance, snips, yldio

SEARCH
elasticsearch, ORACLE, ENDECA, EXALING, COVEO, Lucidworks, ATTIVO, swiftype, algolia, alphasense, MAANA, omni:us, SINEOJA, kibana, logzio

LOG ANALYTICS
splunk, sumologic, LOGGLY, TIMBER, kibana, logzio

SOCIAL ANALYTICS
Hootsuite, sprinklr, NETBASE, synthesio, trackr, simple reach, bitly, predata, SimilarWeb

WEB / MOBILE / COMMERCE ANALYTICS
Google Analytics, mixpanel, AMPLITUDE, sumall, Airtable, RESCI, SIGOPT, granify, custora

APPLICATIONS - ENTERPRISE

SALES
ensign, CHORUS, INSIDESALES.COM, conversica, GOING, clari, aviso, tact.ai, fusemachines, TROOPS

MARKETING - B2B
RADIUS, App Annie, EVERSTRING, Lattice, MINTIGO, sense, tubular, DataFox, Reflection, ENGAGIO, mrp

MARKETING - B2C
zeta, bloomreach, SendGrid, BlueYonder [PERSADO], kahuna, ACTIONIQ, SALTHRU, BLUECORE, QUANTIFIND, mparticle, Amperio, amperity, SIMULON, Simon, Lytics

CUSTOMER SERVICE
MEDALLIA, zendesk, CLARABRIDGE, Gainsight, NGDATA, DigitalGenius, afiniti, AUTOMAT, frame.ai, msgai, INTERCOM, CallDesk

HUMAN CAPITAL
HireVue, entelo, hiq, GIGSTER, textio, RESTLESS HARBOR, Wade & Wendy, Stella, mya, UNICORNWORKS

LEGAL
RAVEL, QSeal, Everlaw, JUDICATA, EBREVIA, IRONCLAD, PREMONITION, ROSS, CASETEXT

FINANCE
Anaplan, ZUORO, SAP HANA, TRADESHIFT

ENTERPRISE PRODUCTIVITY
slack, ORACLE, lumina, DIFFBOT, clara, talla, butter.ai, Kasisto

BACK OFFICE AUTOMATION
UiPath, blueprism, Captricity, AppZen, WorkFusion

SECURITY
TANiUM, StackPath, illumio, CODE42, CipherCloud, DARKTRACE, ANOMALI, ThreatMetrix, VECTRA, Guardicore, DATAVISOR, siftscience, SCENIFYD, SentinelOne, SecurityScorecard, SOCURE, BlueTalon, Recorded Future, feedzai, CyberX, ARPA, sparkcognition, Infort Cybersecurity

APPLICATIONS - INDUSTRY

ADVERTISING
AppNexus, MediaMath, Oracle, MOAT, theTradeDesk, Adgredients, TAPAD, dataxu, gumgum, yieldmo

EDUCATION
Lullstump, KNEWTON, Clever, Declara, kidaptive, PANORAMA, knowre, gradescope

GOVERNMENT
OPENGOV, mark43, GRIDSMART, LiveStories, Passport, SmartProcure, STREETLIGHTDATA, OpenDataSoft

REAL ESTATE
REDFIN, Opendoor, VTS, CREDIFI, reonomy, COMPSTAK, CAPE

FINANCE - INVESTING
KENSHC, Dataminr, Quantopian, ADDEPAR, NUMERA, ISENTIUM, ALGORIZ, RavenPack, APAGAYA

FINANCE - LENDING
ondeck, Affirm, Kreditech, AVANT, INSIKT, upgrade, 100Credit, WubL, Wecash, MoneyLion, ActiveAI, aire, cignifi

INSURANCE
Metromila, Lemonade, CYENCE, Shift Technology, IPRAT, ABBI

HEALTHCARE
flatiron, Clover, KYRUS, HealthTap, METABIOTA, Gingerio, Glow, babylon, 3D Med, zebra, Patna, ovio, TEMPUS, patientsihome, AiCure, recursion, prognos, entic, image, Qventus, BAYLABS, ARBYE, MEDX, IMAGEN, Kong Health, PAIGE, DATAVANT

LIFE SCIENCES
ZscanMe, color, BenevolentAI, verily, WuXiNextCODE, ZEPHYR HEALTH, Clear Labs, SEQRN, freonoma, MANAPORE, DNAnexus, Phosphorix, CITRINE, twoXAR, Atomwise, sleep genomics, ZEPHYR, OWKIN

TRANSPORTATION
UBER, TESLA, CLEARPATH, nuonomy, drive.ai, nauto, AMOVIO, PILOT.AI, NIO, PTIMUS, moovit, nrexar, comma.ai, netradyne, Civil Maps, Open Access

AGRICULTURE
FARMERS, Granular, JOHN DEERE, BLUE RIVER, FarmersEdge, FarmLogs, TARANIS, GAMAYA, Terraviva, prospera

COMMERCE
instacart, STITCH FIX, Dia & Co, Fretail, HowGood, heuritech, FarmLogs, ByteDance, BUXEVER, VERIDIGIS, duetto, Unbabel, Jukard, Secure, remesh, ASAPP

INDUSTRIAL
AVEVA, SIEMENS, PREDIX, GIGOT, UPTAKE, TACHYUS, SCORTEX, other: eharmony, stem, rethink, robotics, Amper, hoppers, select, VERIDIGIS, duetto, Unbabel, Jukard, Secure, remesh, ASAPP

CROSS-INFRASTRUCTURE/ANALYTICS

aws, Google Cloud, Microsoft, IBM, SAP, Hewlett Packard Enterprise, sas, IO10DATA, vmware, TIBCO, TERADATA, ORACLE, NetApp, syncsort, MAPR, cloudera

OPEN SOURCE

FRAMEWORK
hadoop, HADOOP HDFS, HADOOP MAPREDUCE, YARN, TEZ, Flink, MESOS, Spark, CDAP

QUERY / DATA FLOW
Spark, SQL, presto, SLAMDATA, APACHE DRILL, Google Cloud Dataflow, Flink

DATA ACCESS
cassandra, nifi, mongoDB, CouchDB, OPENTSDB, riak, HBASE, Cloud Spanner, accumulo

COORDINATION
talend, Apache Zookeeper, Apache Ambari, Apache Airflow

STREAMING
Spark, APEX, Flink, beam, kafka, druid, STORM

STAT TOOLS
python, ScalaLab, SciPy, julia

AI / MACHINE LEARNING / DEEP LEARNING
TensorFlow, theano, MADlib, Caffe, Microsoft Cognitive Toolkit, OpenAI, DM TK, Keras, PyTorch, FeatureFu, mxnet, Chainer, VELES, DIMSUM, WEKA, neon, DSSTNE, mllib, DL4J, MAHOUT, Aerosolve

SEARCH
elasticsearch, Solr, FLUCON

LOGGING & MONITORING
elasticsearch, kibana, logstash, SENTRY, Prometheus

VISUALIZATION
BeakerX, Rodeo

COLLABORATION
jupyter, Zeppelin, ANACONDA

SECURITY
Apache Ranger, KNOX, Sentry

DATA SOURCES & APIs

HEALTH
Apple, VALIDIC, practicefusion, fitbit, GARMIN, HUMAN API, kinsa

IOT
GE Digital, UPTAKE, thingworx, helium, samsara, AUGURY, estimote

FINANCIAL & ECONOMIC DATA
Bloomberg, THOMSON REUTERS, DOW JONES, S&P CAPITAL IQ, CBINSIGHTS, xignite, Quandl, ENVESTNET YOOLEE, PREMISE, estimote, SECOND MEASURE, Eagle Alpha, StockTwits, PLAID, Thinknum, earnest

AIR / SPACE / SEA
Orbital Insight, planet, SKYCAT, Airware, AEROBOTICS, spire, kespri, WINDWARD, telluslabs, DroneDeploy, MoxioTraffic

PEOPLE / ENTITIES
acxiom, experian, EPSILON, InsideView, Crimson Hexagon, Quantcast, BASIS, SAFEGRAPH

LOCATION INTELLIGENCE
FOURSQUARE, mapbox, sense360, plinneybowles, HEXAGON, PlaceIQ, esri, factual, CARTA, Mapillary, Streetline, cuebiq, A Radar

OTHER
qualtrics, DATA.GOV, dataworld, enigma, mobilewalla, CRUX, HIGHCHART

DATA RESOURCES

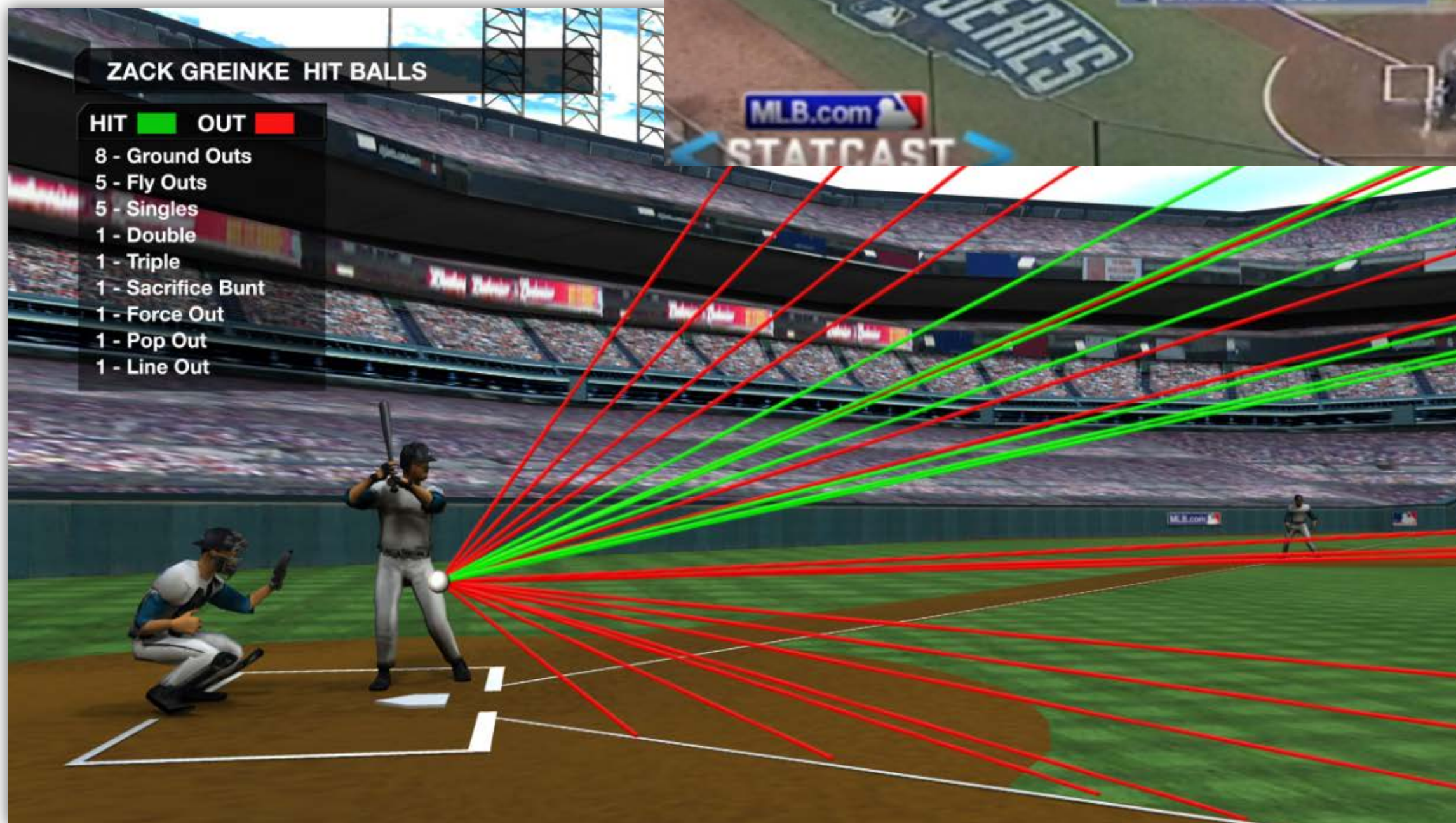
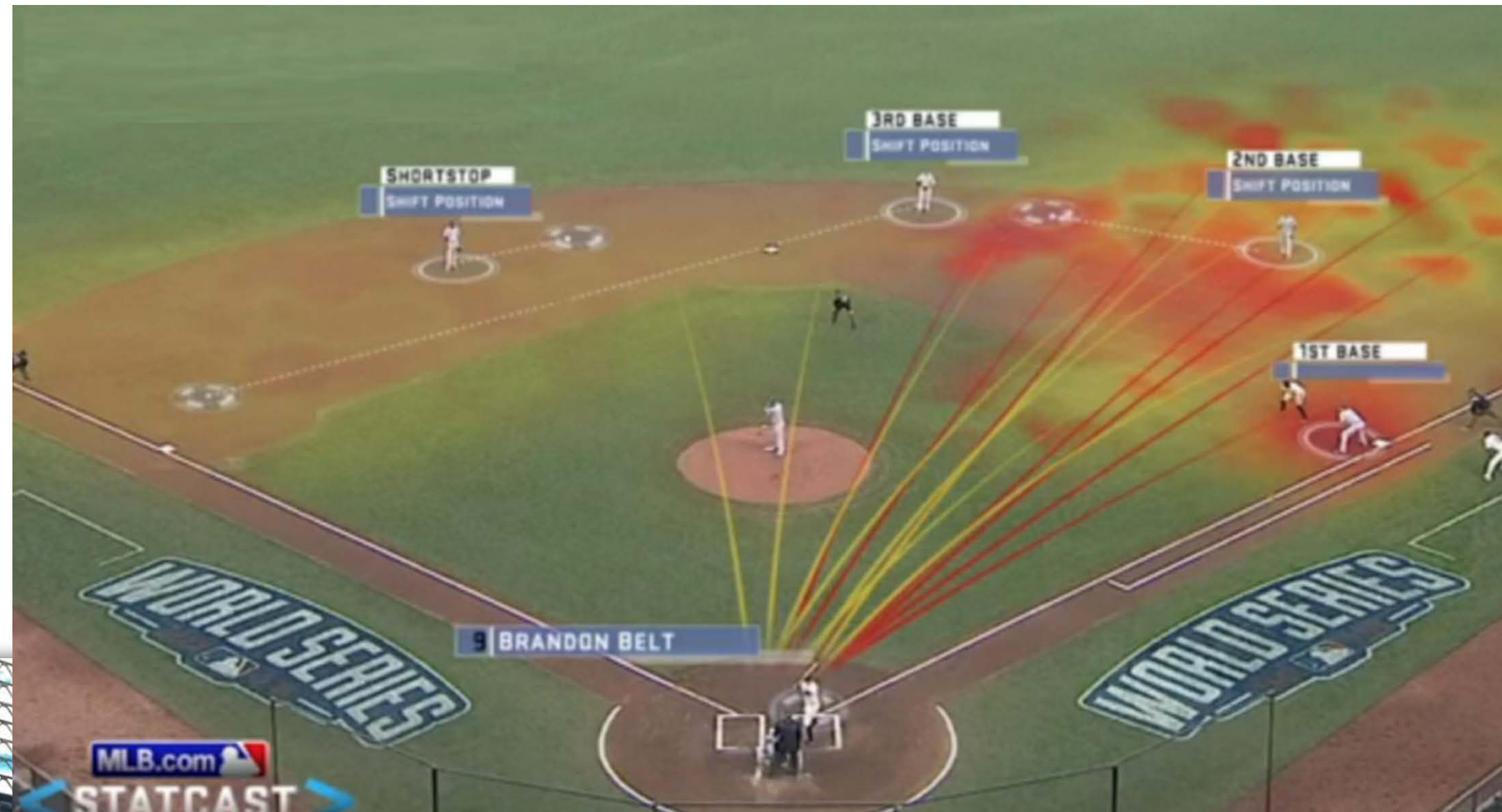
DATA SERVICES
Palantir, OPERA, DATA SCIENCE, fractal, kaggle, DataKind, EXL, INNOPLCUS

INCUBATORS & SCHOOLS
PLURALSIGHT, GA, galvanize, DataCamp, DataElite, INSIGHT, The Data Incubator, METIS

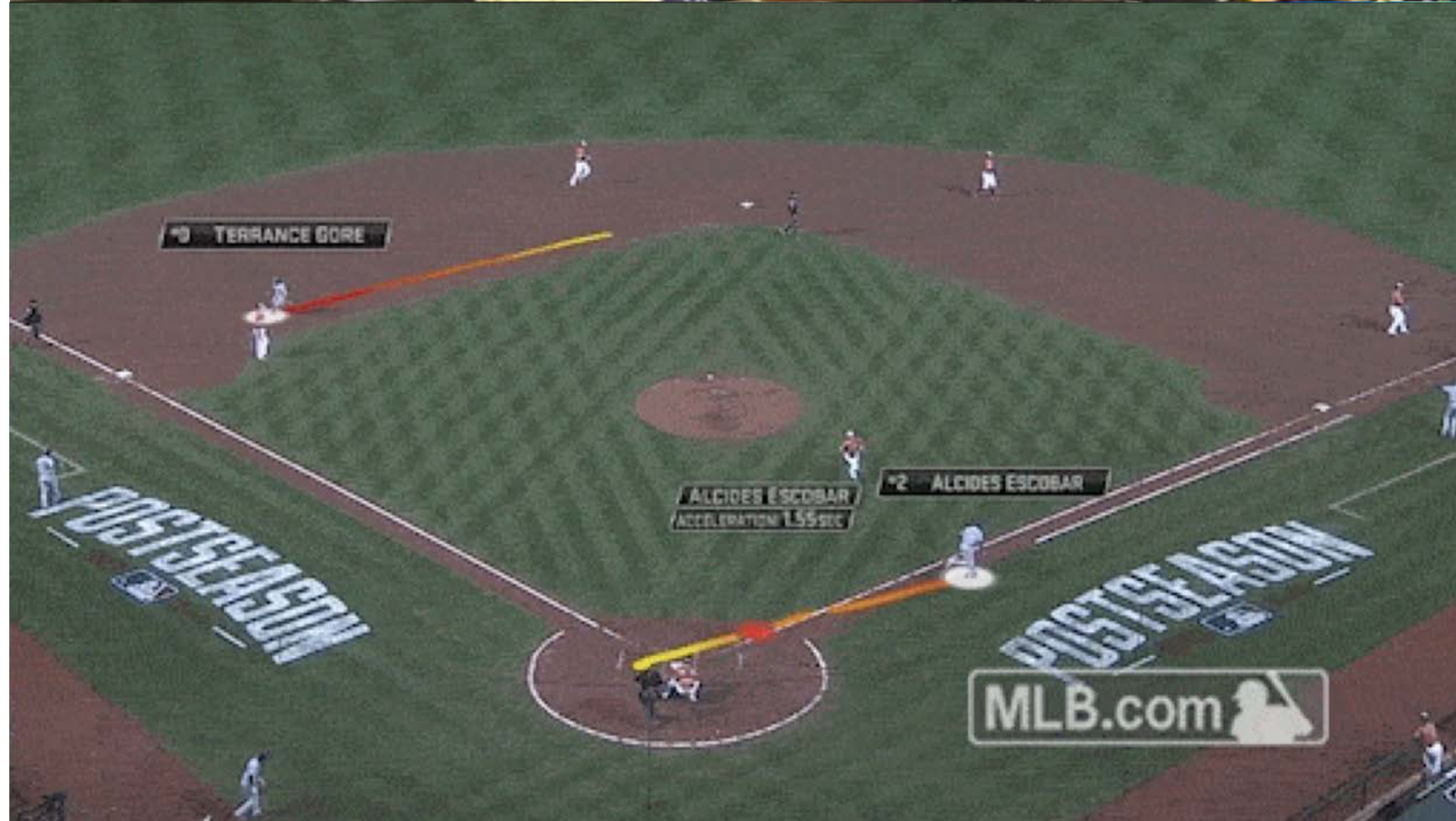
RESEARCH
facebook research, OpenAI, facebook research, MIRI, MIRA, VECTOR INSTITUTE, AI2, ALLEN INSTITUTE FOR ARTIFICIAL INTELLIGENCE



The future of sports analysis

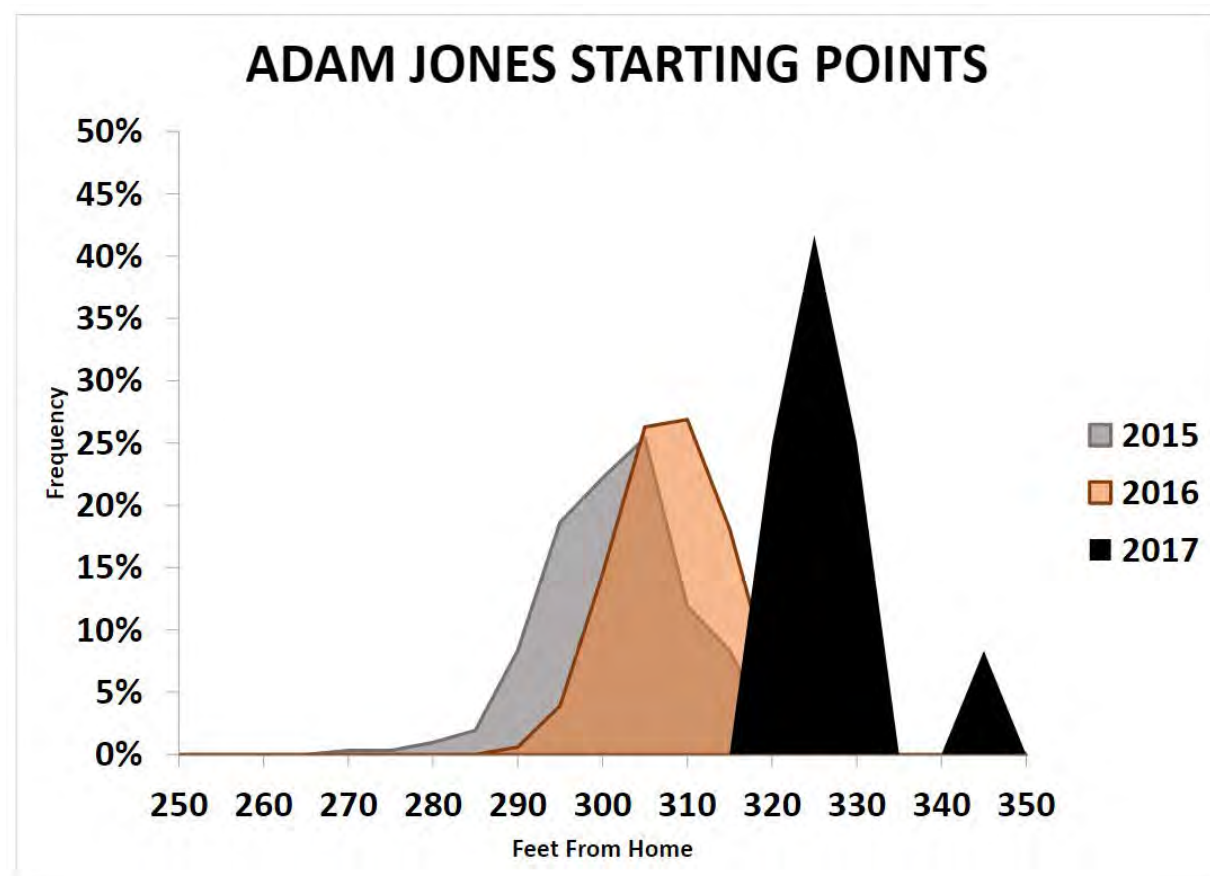


Create the ULTIMATE Game Plan



Example of Success: Adam Jones

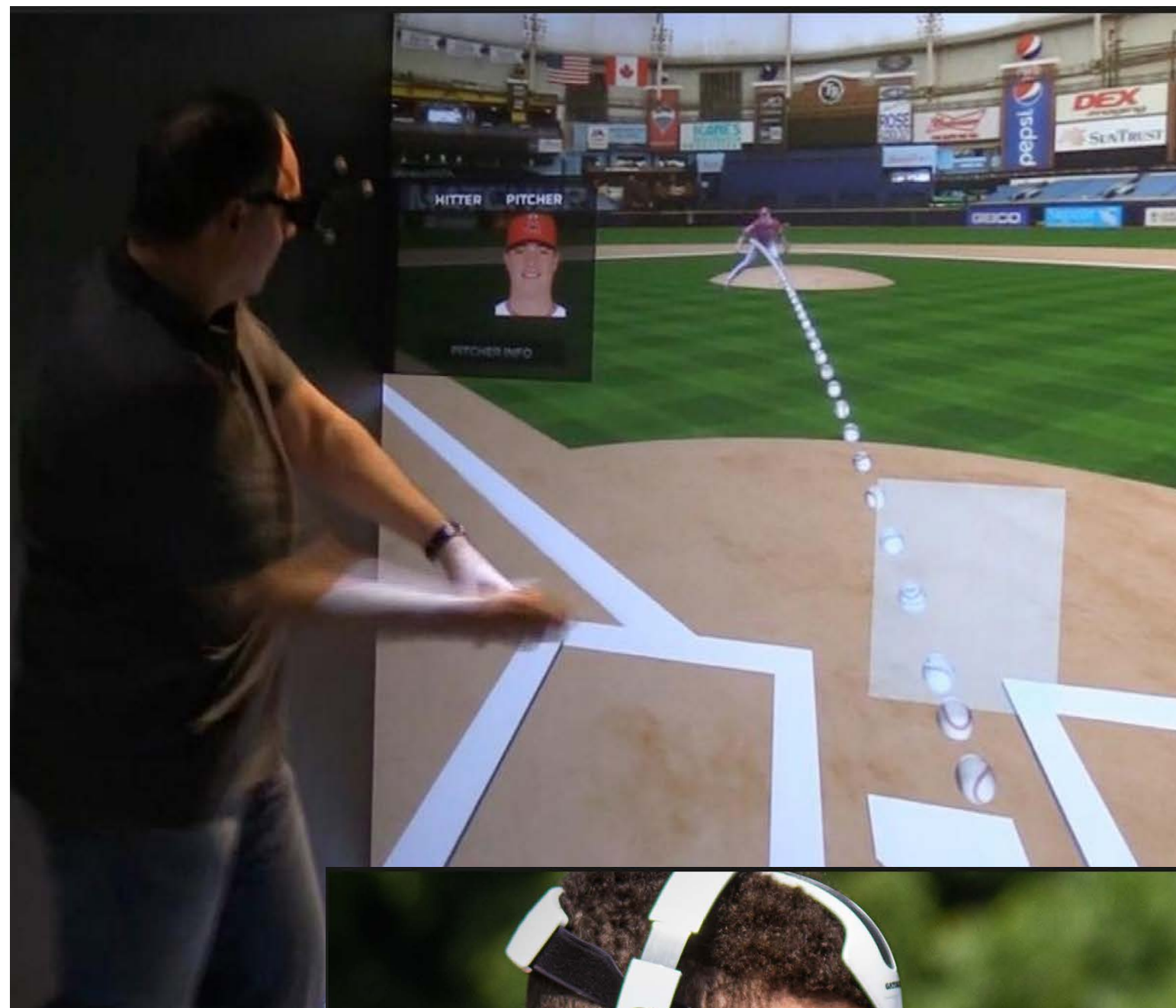
Adam Jones move back 15 feet in the outfield 2018



- 2017: Jones was positioned 303 feet away from home plate. Richie Shaffer crushed the ball 393 feet. Jones was unable to track it down losing the game.
- 2018: Kevin Pillar hit a similarly-angled ball a projected 398 feet away, Jones was positioned 330 feet deep. Only needed to run 68 feet vs 90 feet. Not only did Jones manage to get there, he made it look so easy that he blew a bubble while hauling it in.

"The number guys are smarter than the players," Jones told MLB.com when asked about the change this week. "It's weird playing a little deeper, but that's the way our front office wants me to play. I'm not insubordinate. I will do what they ask and sacrifice in other areas. That's what they see in the data."

Technology: Augmented Reality



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



MLB

Go to www.RavingPlay.com to enter this code!
Powered by Engaged Nation visit booth #12 for info

Appendix for Q&A



Statistical Analysis: Predicting Issues

- Injury database: <http://www.spotracc.com/mlb/disabled-list/2018>
- 2018 injuries cost \$746 million ; 574 players ; 34,126 days on DL
- 2017 injuries cost \$614 million ; 528 players ; 31,344 days on DL
- 2016 injuries cost \$691 million ; 475 players ; 40,617 days on DL

Reserve/Disabled List By Team

TEAM	PLAYERS	DAYS	2016 PAYROLL
Los Angeles Dodgers	26	2,551	\$82,862,281
Los Angeles Angels of Anaheim	19	1,988	\$48,851,243
Texas Rangers	19	1,693	\$46,128,077
New York Yankees	18	1,888	\$42,321,434
New York Mets	17	1,401	\$41,765,396

REASON	PLAYERS	DAYS	2016 PAYROLL
Shoulder	89	7,787	\$147,179,794
Back	38	2,435	\$75,698,930
Hamstring	44	2,585	\$73,157,013
Knee	38	3,187	\$53,000,638
Elbow	54	5,973	\$50,651,053
Elbow Tommy John	21	3,222	\$49,757,019

Reserve/Disabled List By Position

POSITION	PLAYERS	DAYS	2016 PAYROLL
Starting Pitcher	106	9,801	\$264,114,970
Relief Pitcher	168	15,101	\$122,327,845
3rd Base	18	1,627	\$62,076,883
Left Field	34	2,740	\$42,508,634
Center Field	29	2,030	\$40,588,411
Designated Hitter	7	572	\$40,587,720

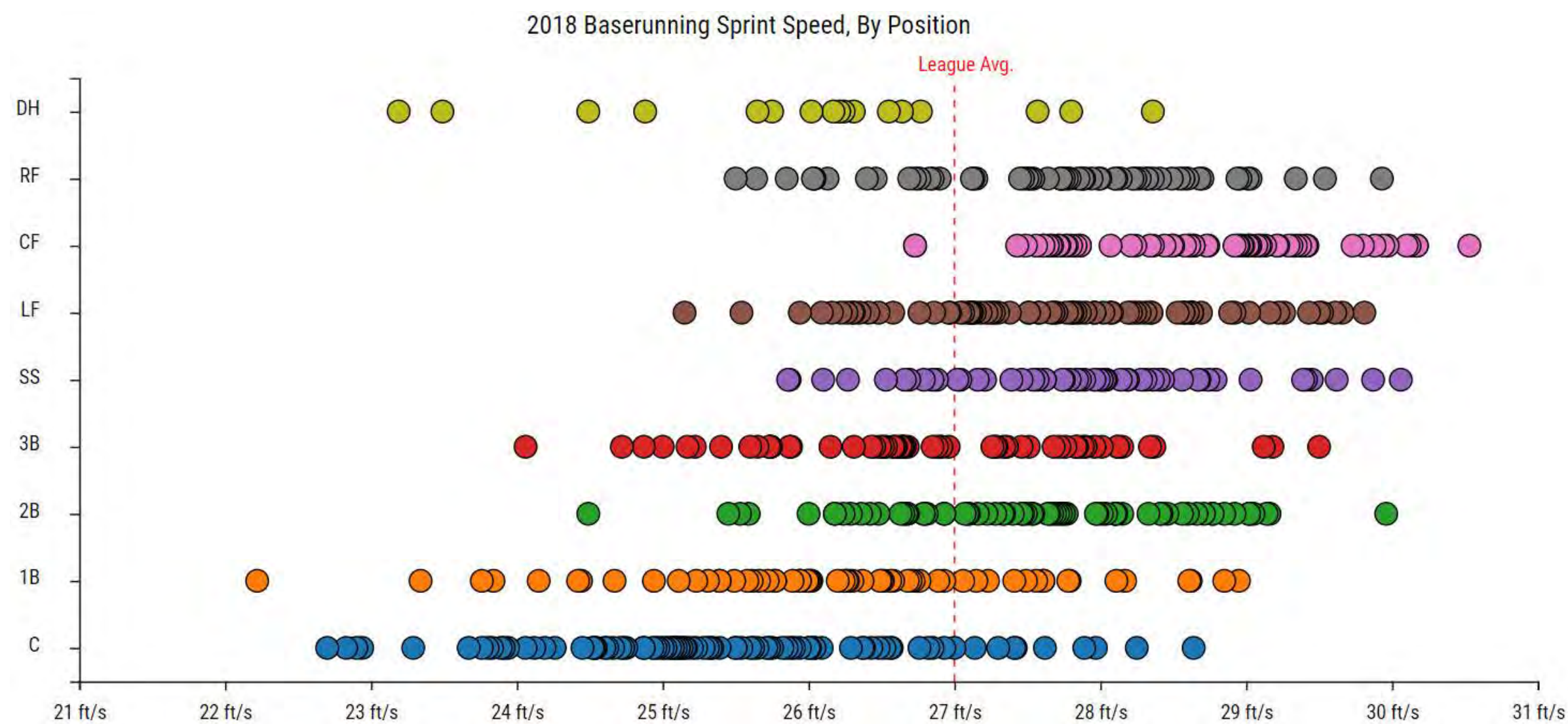
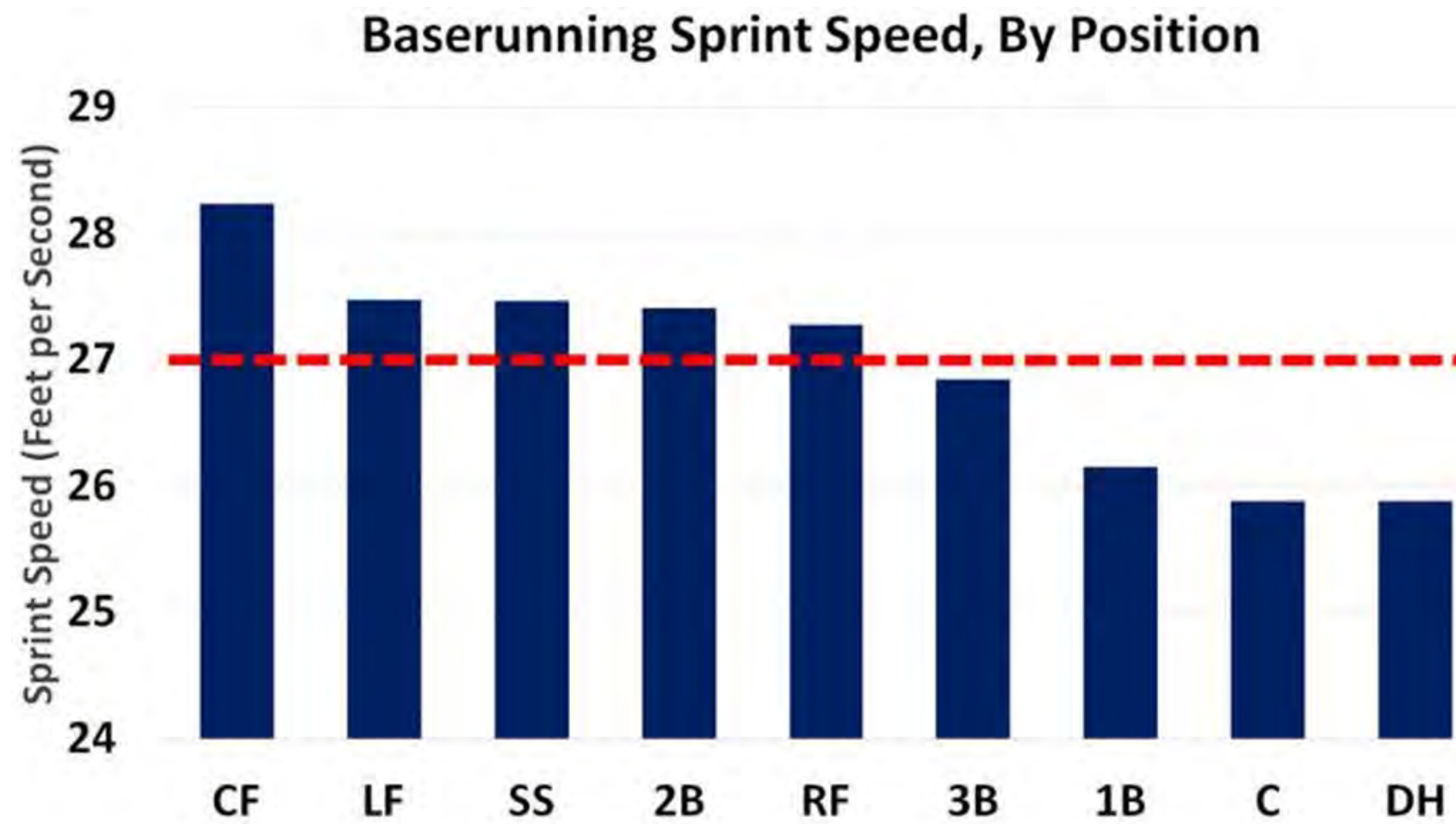
Reserve/Disabled List By Player

PLAYER	POS	TEAM	REASONS	DAYS	2016 PAYROLL
C.J. Wilson	SP	LAA	Shoulder	232	\$25,355,280
Alex Rodriguez	DH	NYN	Hamstring	200	\$21,858,000
Pablo Sandoval	3B	BOS	Shoulder	222	\$21,350,850
David Wright	3B	NYM	Neck	175	\$19,125,750
Matt Harrison	SP	PHI	Back	232	\$16,480,816
Andre Ethier	CF	LAD	Leg	160	\$15,737,760

Statistical Analysis: Predicting Injuries

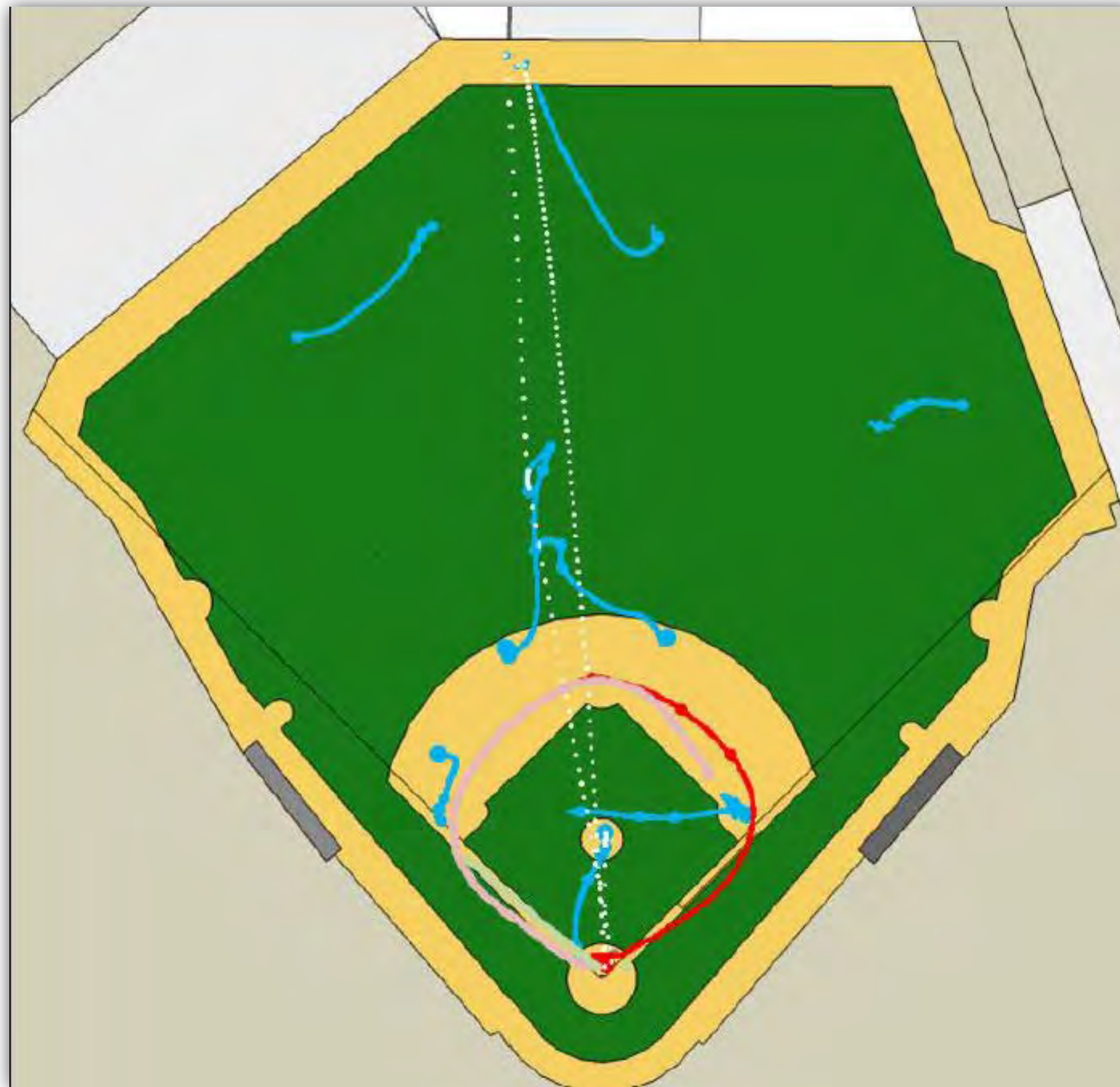
	COEFFICIENTS	STANDARD ERROR	P-VALUE
Intercept	1.6319	0.27	0.00
Average of LHP?	-0.1847	0.07	0.01
Avg Arm Slot STDDEV	1.6667	0.54	0.00
Arm/Shoulder?	0.0110	0.00	0.00
Previous TJS?	0.2981	0.07	0.00
Hard Pitches	0.0001	0.00	0.15
ERA-	-0.0020	0.00	0.04
Age	-0.0524	0.01	0.00

StatCast: Baserunning Sprint Speed

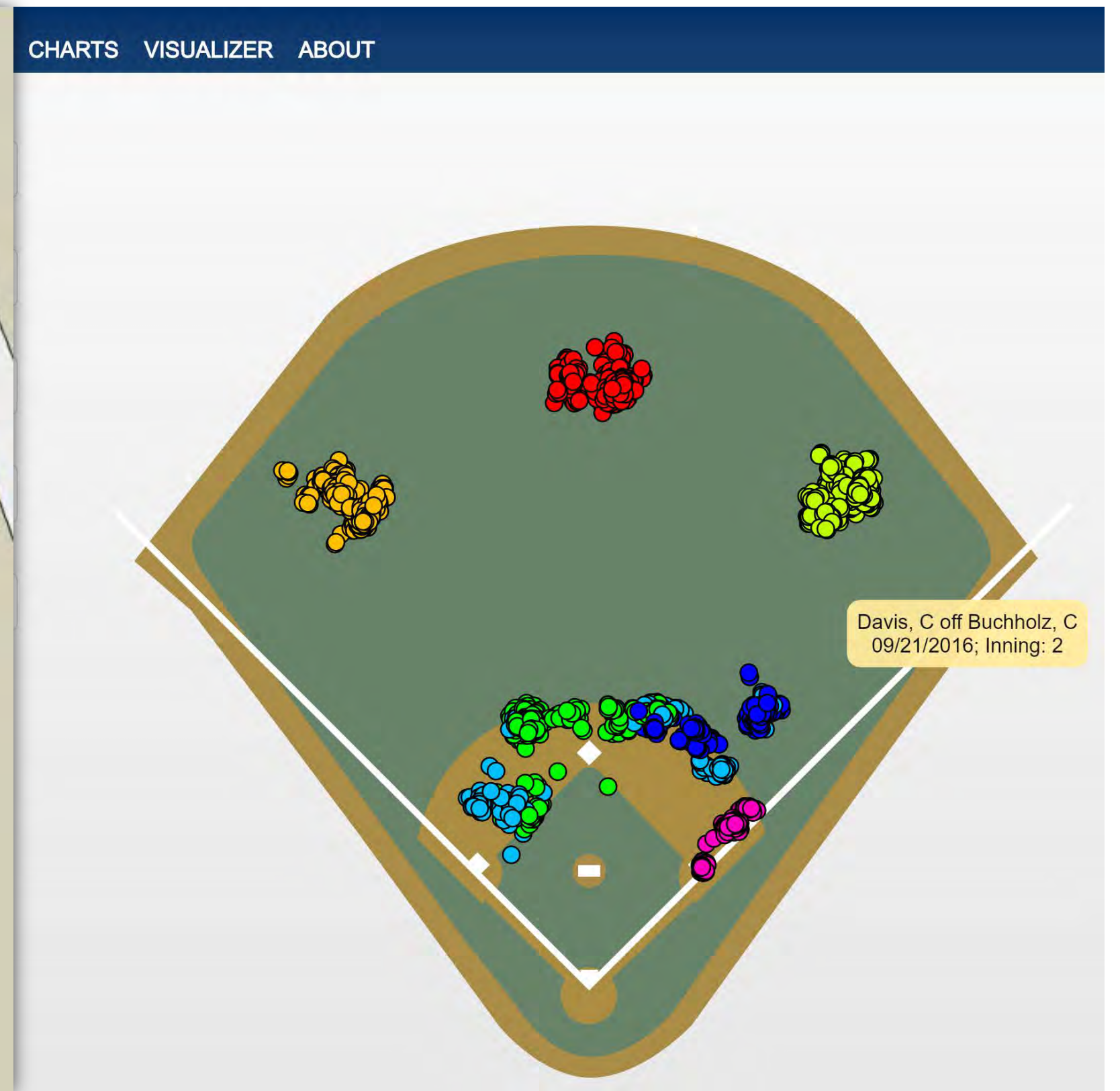


Create the ULTIMATE game-plan

FieldFX: Tracking every fielder



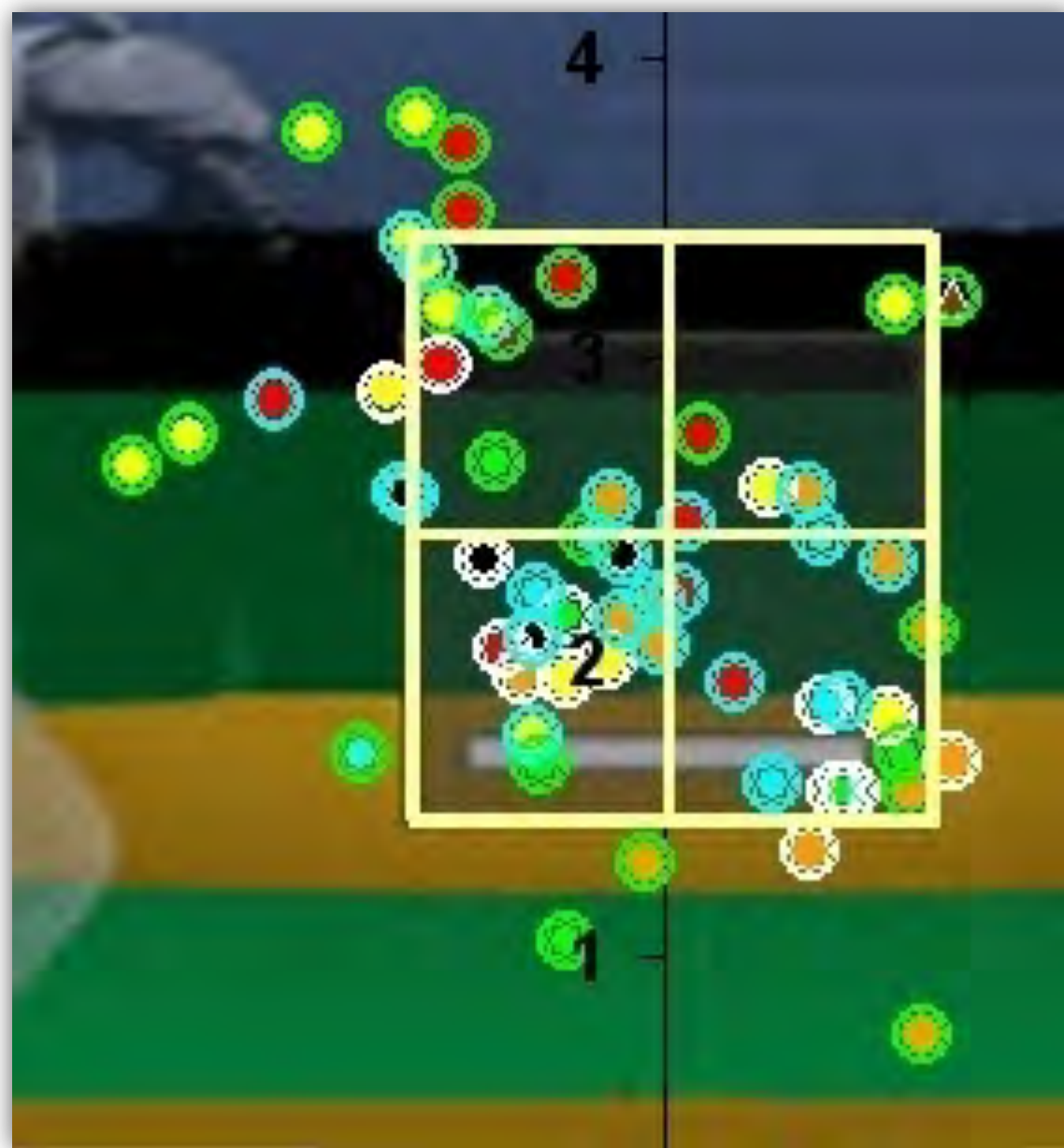
StatCast: Measuring the Shift



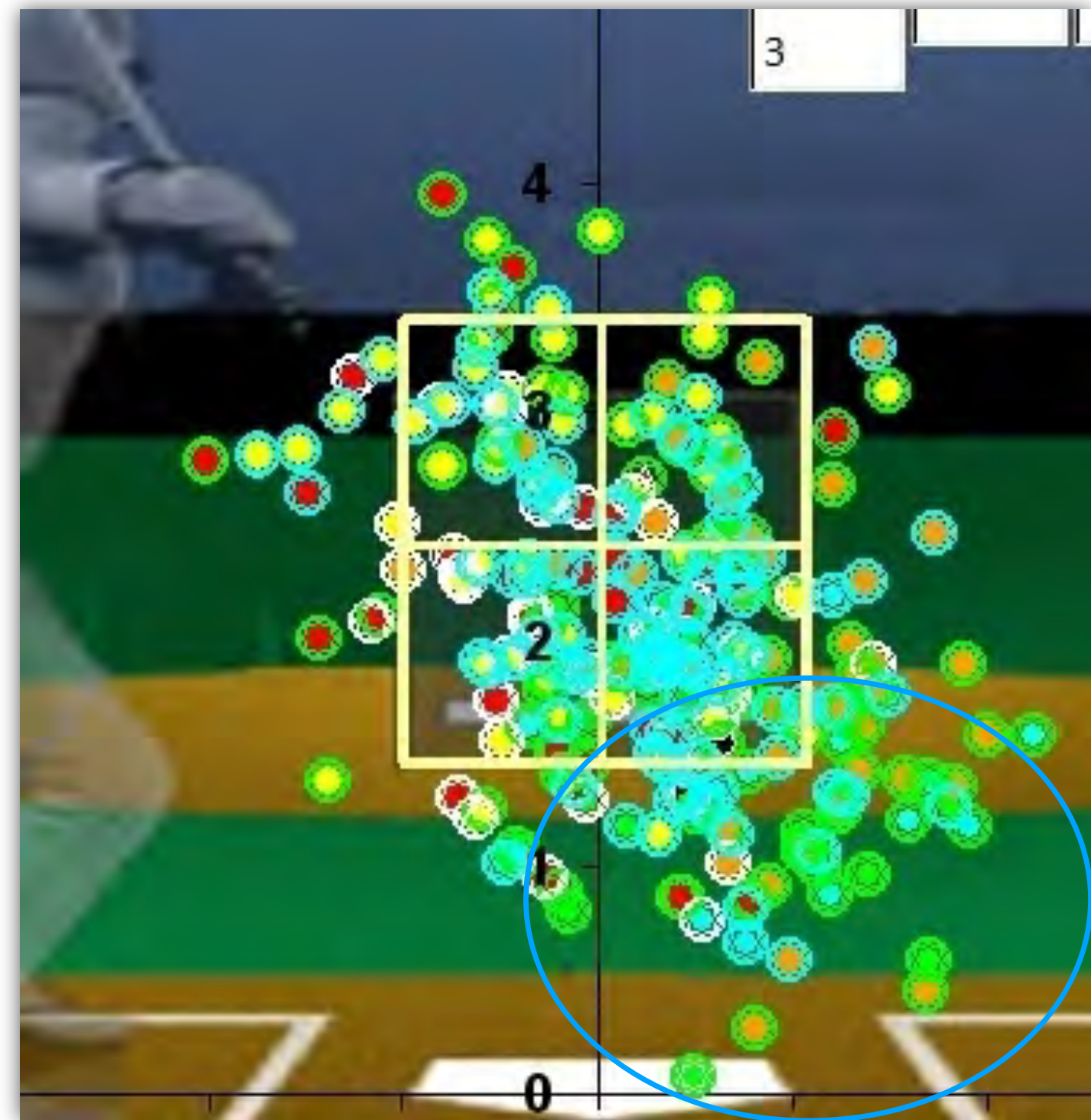
Find the “signal from the noise”

Example: is a player’s hurt knee affecting their swing?

Before injury: white circles are hits, green are misses

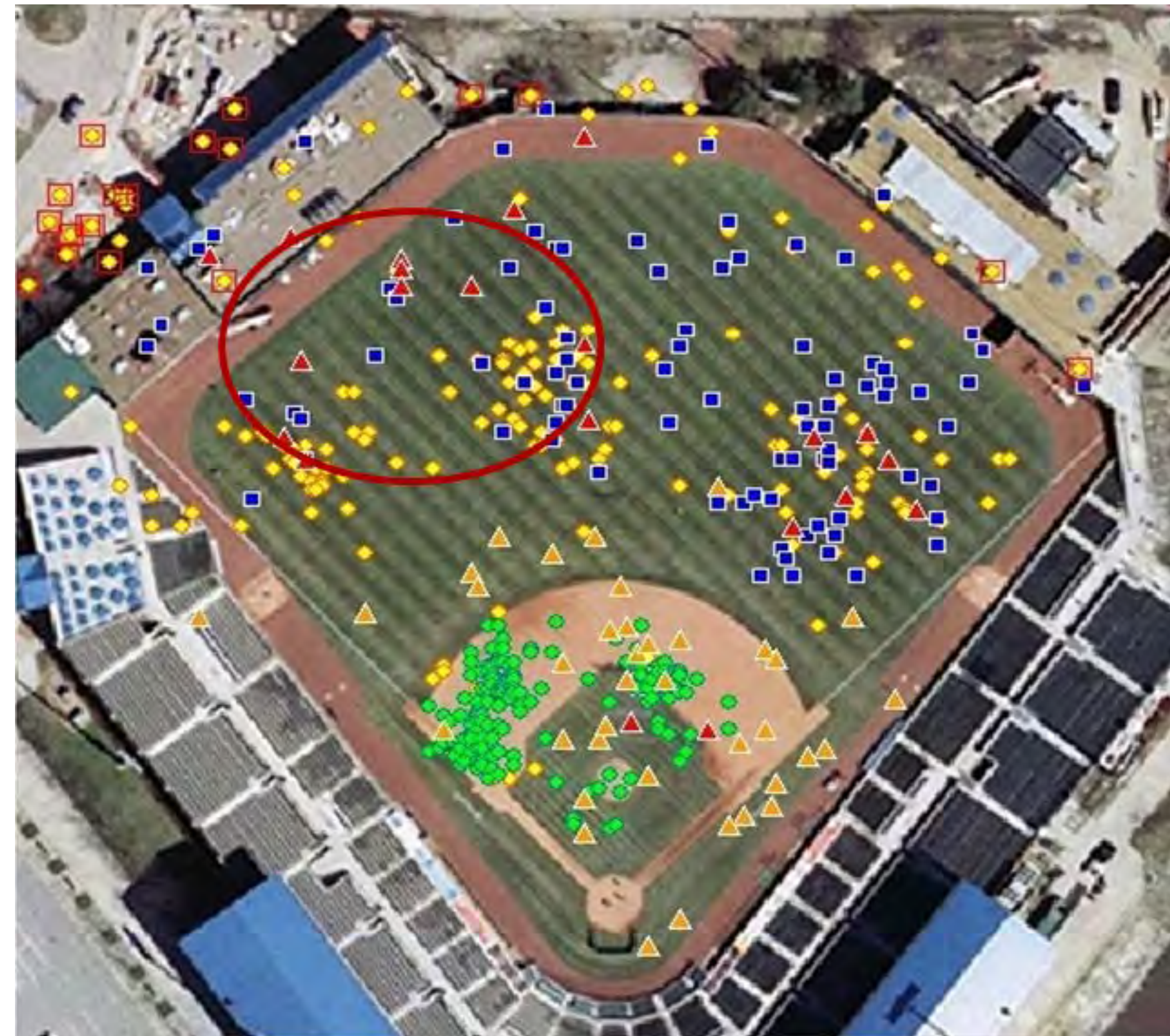
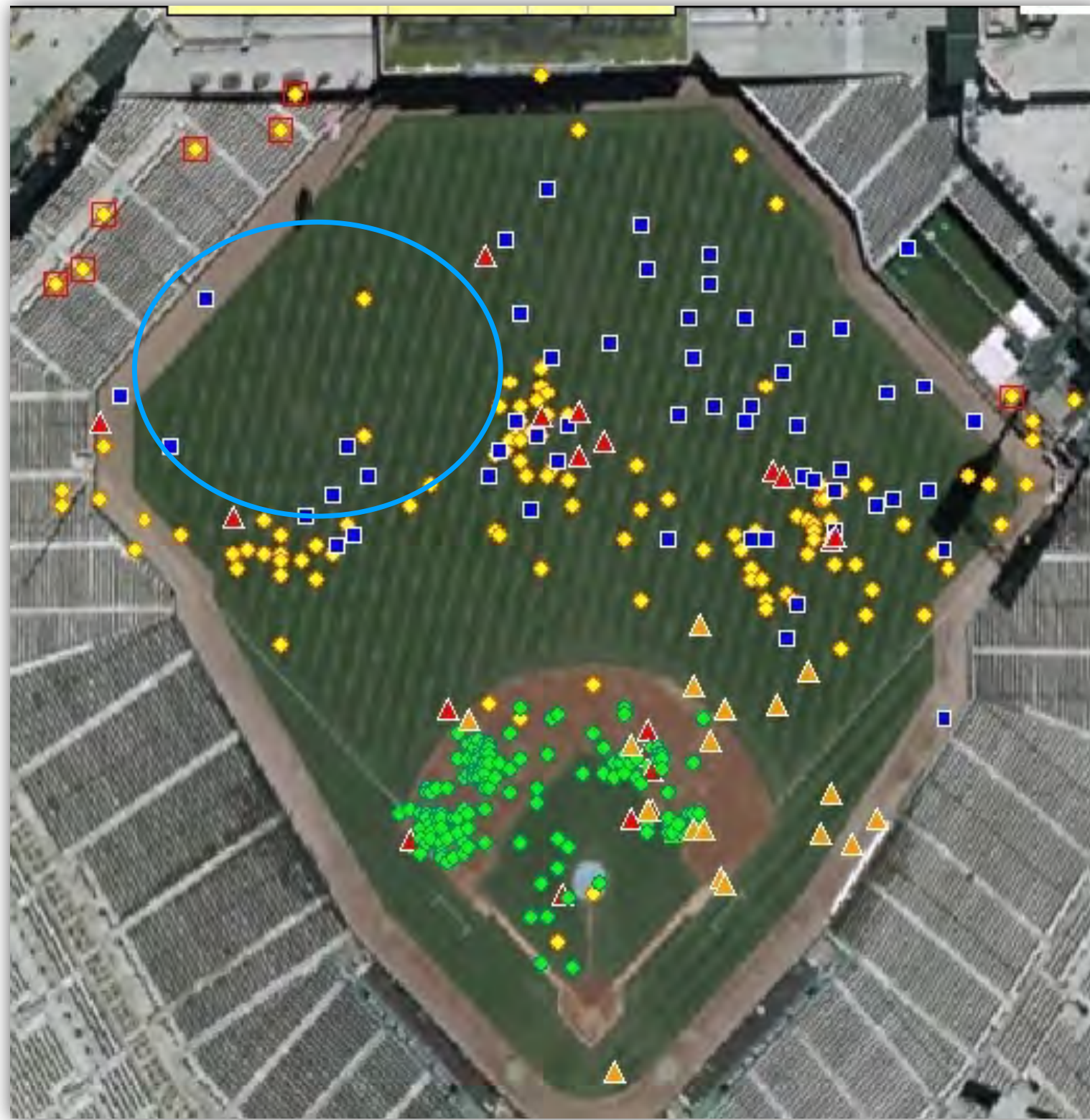


After injury



Use intelligence to better “defend” yourself

Be “positioned” to win



Analytics for past, present, future

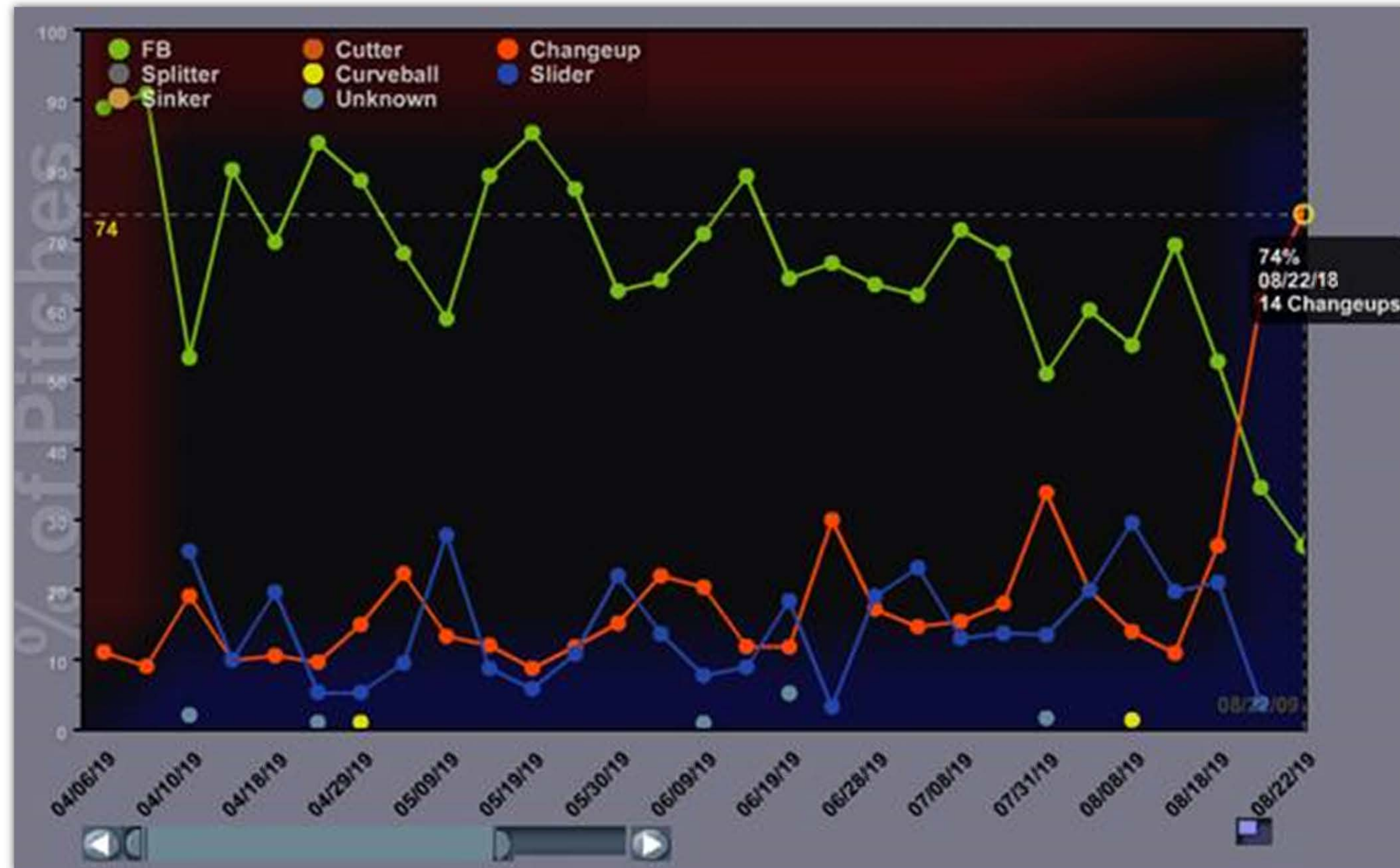
Learn these three points:

What has happened?

What is happening?

What will happen?

Predict what might happen from time-series information



Advanced Scouting: data collection for predictive analysis

PITCHER
 NUMBER 28 THROWS L DATE 4/17/2009 p.2/12

Notes: 3/4 delivery. Good command of three pitches including 88-91 FB that runs in on RHHs. Good CB and SL that is improving. Jams RHHs with hard SL. Not overpowering, relies on movement and keeping his pitches down in K-zone. Good job of working both sides of plate. These pitches do not work up to 2nd base, if 2nd base quick step throw to 1B.

PITCH	FASTBALL		CURVE		SLIDER		CHANGE		OTHER	
	B	S	B	S	B	S	B	S	B	S
0-0	4	7	2							
1-0	2	2								
2-0	1									
3-0										
0-1	2								2	
1-1	4	3								
2-1	1	2								
3-1										
0-2										
1-2										
2-2										
3-2										
TOTAL	15	21	2	2	2	3	= 43			

RIGHT-HANDED HITTERS

PITCH	FASTBALL		CURVE		SLIDER		CHANGE		OTHER	
	B	S	B	S	B	S	B	S	B	S
0-0	10	2	3							
1-0	2	2								
2-0										
3-0										
0-1					2				2	
1-1									2	
2-1	2									
3-1										
0-2										
1-2					2				2	
2-2	1									
3-2										
TOTAL	13	14	6	5	7	2	= 57			

LEFT-HANDED HITTERS

FB SF SL CB CH

Action	FB	SF	SL	CB	CH
7971			3/4	3/4	
7271					
7475					
7877			80-83	73-77	
7879					
8081					
8283					
8485					
8687					
8889					
9091					
9293					
9495					
9697					
9899					

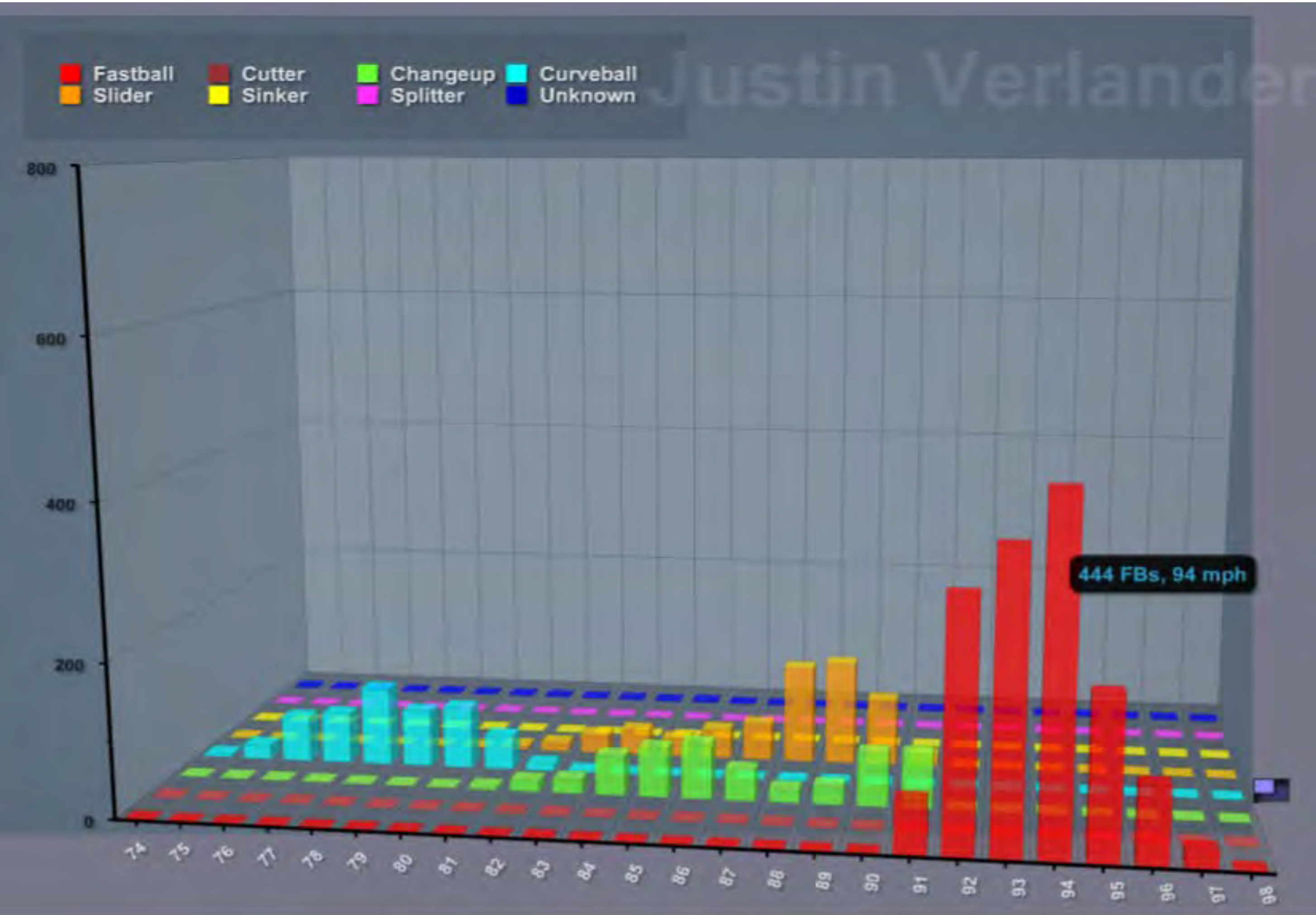
RELEASE TIMES: 1st 1.55 1.52-1.72, 2nd 1.57-1.73 1.56-1.71, SS 1.27

K Pitch SL Command 55 Control 55

Quick pitches Johnson caught 2-2 called a ball to 1st.

1st & 3rd big dip back 1 slow release

Statistical Analysis: Histogram



The future of fielding analysis

The pivot: 6-4-3 Double plays

Play #	Time from SS to 2B*	Pivot time**
1	.60	.60
2	.40	.40
3	.27	.60
4	.53	.40
5	.53	.40
6	.53	.53
7	.67	.33

Competition: put yourself in their shoes



Sample Data Feed

```
▼<atbat num="67" b="2" s="2" o="2" start_tfs="031021" start_tfs_zulu="2016-11-03T03:10:21Z" batter="434658" stand="R" b_height="5-10" pitcher="547973" p_throws="L" des="Rajai Davis homers (1) on a line drive to left field. Brandon Guyer scores. " des_es="Rajai Davis batea jonrón (1) con línea por el jardín izquierdo. Brandon Guyer anota . " event_num="561" event="Home Run" event_es="Jonrón" play_guid="013f9eac-3005-4a7c-af8b-29c5f6678c63" score="T" home_team_runs="6" away_team_runs="6">
  <pitch des="Ball" des_es="Bola mala" id="550" type="B" tfs="031032" tfs_zulu="2016-11-03T03:10:32Z" x="84.26" y="152.06" event_num="550" on_2b="446386" sv_id="161102_231341" play_guid="9becfc37-b779-4d95-b9d0-b0b81895d000" start_speed="98.4" end_speed="90.5" sz_top="3.37" sz_bot="1.47" pfx_x="5.35" pfx_z="12.04" px="0.859" pz="3.212" x0="1.145" y0="50.0" z0="6.136" vx0="-2.792" vy0="-144.158" vz0="-7.131" ax="11.264" ay="33.637" az="-6.766" break_y="23.8" break_angle="-51.6" break_length="2.6" pitch_type="FF" type_confidence=".896" zone="12" nasty="79" spin_dir="156.093" spin_rate="2797.029" cc="" mt=""/>
  <pitch des="Foul" des_es="Foul" id="551" type="S" tfs="031050" tfs_zulu="2016-11-03T03:10:50Z" x="123.48" y="186.99" event_num="551" on_2b="446386" sv_id="161102_231359" play_guid="1275d0a1-5868-4c56-8aa1-c463fbf51738" start_speed="97.8" end_speed="90.0" sz_top="3.3" sz_bot="1.48" pfx_x="6.07" pfx_z="12.06" px="-0.17" pz="1.918" x0="0.974" y0="50.0" z0="6.12" vx0="-5.458" vy0="-142.934" vz0="-10.603" ax="12.574" ay="32.58" az="-7.121" break_y="23.8" break_angle="-50.1" break_length="2.9" pitch_type="FF" type_confidence=".881" zone="8" nasty="34" spin_dir="153.349" spin_rate="2845.189" cc="" mt=""/>
  <pitch des="Foul" des_es="Foul" id="552" type="S" tfs="031118" tfs_zulu="2016-11-03T03:11:18Z" x="147.23" y="175.9" event_num="552" on_2b="446386" sv_id="161102_231428" play_guid="fba777ca-7b3c-4e2c-89df-e5c7a5045f05" start_speed="97.1" end_speed="89.9" sz_top="3.3" sz_bot="1.48" pfx_x="4.23" pfx_z="10.47" px="-0.793" pz="2.329" x0="0.838" y0="50.0" z0="6.148" vx0="-6.132" vy0="-141.94" vz0="-8.853" ax="8.693" ay="30.225" az="-10.577" break_y="23.8" break_angle="-30.8" break_length="2.9" pitch_type="FF" type_confidence=".850" zone="13" nasty="47" spin_dir="158.076" spin_rate="2379.559" cc="" mt=""/>
  <pitch des="Ball" des_es="Bola mala" id="553" type="B" tfs="031150" tfs_zulu="2016-11-03T03:11:50Z" x="58.53" y="158.73" event_num="553" on_2b="446386" sv_id="161102_231500" play_guid="abc1fd59-6ba4-4f75-a0ea-2f7e8596e501" start_speed="99.8" end_speed="92.4" sz_top="3.3" sz_bot="1.48" pfx_x="5.04" pfx_z="11.69" px="1.534" pz="2.965" x0="1.045" y0="50.0" z0="6.183" vx0="-0.484" vy0="-146.192" vz0="-8.173" ax="10.988" ay="32.177" az="-6.611" break_y="23.8" break_angle="-52.3" break_length="2.6" pitch_type="FF" type_confidence=".902" zone="12" nasty="30" spin_dir="156.741" spin_rate="2761.252" cc="" mt=""/>
  <pitch des="Foul" des_es="Foul" id="554" type="S" tfs="031210" tfs_zulu="2016-11-03T03:12:10Z" x="147.3" y="195.66" event_num="554" on_2b="446386" sv_id="161102_231520" play_guid="4282228a-48a4-4f9e-8095-58017d003f56" start_speed="98.1" end_speed="91.0" sz_top="3.3" sz_bot="1.48" pfx_x="3.1" pfx_z="10.98" px="-0.795" pz="1.597" x0="0.914" y0="50.0" z0="6.031" vx0="-5.998" vy0="-143.389" vz0="-11.003" ax="6.504" ay="30.614" az="-9.053" break_y="23.8" break_angle="-24.8" break_length="2.4" pitch_type="FF" type_confidence=".875" zone="13" nasty="61" spin_dir="164.290" spin_rate="2430.133" cc="" mt=""/>
  <pitch des="Foul" des_es="Foul" id="555" type="S" tfs="031238" tfs_zulu="2016-11-03T03:12:38Z" x="73.55" y="169.15" event_num="555" on_2b="446386" sv_id="161102_231547" play_guid="0ad971b5-f3e6-48a7-864e-5d4105645882" start_speed="99.6" end_speed="92.6" sz_top="3.3" sz_bot="1.48" pfx_x="5.48" pfx_z="10.04" px="1.14" pz="2.579" x0="1.08" y0="50.0" z0="6.123" vx0="-1.891" vy0="-145.881" vz0="-8.484" ax="11.947" ay="30.852" az="-10.224" break_y="23.8" break_angle="-43.9" break_length="3.1" pitch_type="FF" type_confidence=".896" zone="12" nasty="51" spin_dir="151.443" spin_rate="2485.314" cc="" mt=""/>
  <pitch des="In play, run(s)" des_es="En juego, carrera(s)" id="556" type="X" tfs="031324" tfs_zulu="2016-11-03T03:13:24Z" x="128.93" y="195.18" event_num="556" on_2b="446386" sv_id="161102_231628" play_guid="013f9eac-3005-4a7c-af8b-29c5f6678c63" start_speed="97.1" end_speed="90.7" sz_top="3.3" sz_bot="1.48" pfx_x="4.99" pfx_z="9.51" px="-0.313" pz="1.615" x0="0.909" y0="50.0" z0="6.023" vx0="-5.281" vy0="-142.002" vz0="-10.245" ax="10.341" ay="27.709" az="-12.383" break_y="23.9" break_angle="-33.1" break_length="3.3" pitch_type="FF" type_confidence=".826" zone="7" nasty="44" spin_dir="152.414" spin_rate="2281.354" cc="" mt=""/>
  <runner id="446386" start="2B" end="" event="Home Run" event_num="561" score="T" rbi="T" earned="T"/>
  <runner id="434658" start="" end="" event="Home Run" event_num="561" score="T" rbi="T" earned="T"/>
</atbat>
▼<atbat num="68" b="1" s="0" o="2" start_tfs="031418" start_tfs_zulu="2016-11-03T03:14:18Z" batter="424825" stand="R" b_height="5-10" pitcher="547973" p_throws="L" des="Coco Crisp singles on a ground ball to left fielder Ben Zobrist. " des_es="Coco Crisp pega sencillo con rodado a jardinero izquierdo Ben Zobrist. " event_num="566" event="Single" event_es="Sencillo" play_guid="b3f55581-6f58-4b12-b9fd-3a1b6d597773" home_team_runs="6" away_team_runs="6">
```

Fielding Metrics

- **First step**: Measure the time elapsed from time of bat-on-ball contact to the fielder's first movement toward the ball.
- **First step efficiency**: Measures the angle of deviation from a straight line to the ending point of a batted ball trajectory vs. the actual initial path taken toward the ball.
- **Max speed**: Measures the maximum speed at any point while tracking any ball hit into play.
- **Acceleration (outfield)**: Measures the time elapsed from time of bat-on-ball contact to max speed at any point while pursuing any ball hit into the outfield.
- **Total distance**: The total distance covered from batted ball contact to fielding the ball.
- **Arm strength**: Measures the maximum velocity of any throw made by any fielder.
- **Exchange**: Measures the time from the point a fielder receives the ball to releasing a throw.
- **Pop time**: Measures the time elapsed from a pitch reaching catcher's glove, to throw, to receipt of the ball by fielder at the intended base on all pickoff throws and steal attempts.
- **Pivot**: Measures the time elapsed between receipt of the ball and release of throw on double-play attempts.
- **Route efficiency (outfield)**: Divide the distance covered by the fielder by a straight-line distance between the player's position at batted ball contact and where the ball was fielded.

Baserunning Metrics

- **Lead distance:** Measures the distance between the base and the runner's center of mass at the time the pitcher goes into his windup on a pitch or pickoff attempt.
- **Secondary lead:** Measures the distance between the base and the runner's center of mass when the ball is released by the pitcher on a pitch or pickoff attempt.
- **First step:** Measures the time elapsed from time of bat-on-ball contact to the runner's first movement toward next base.
- **Stealing first step:** Measures the time elapsed from the pitcher's first movement in the stretch to the runner's first movement toward the next base on a steal attempt.
- **Acceleration:** Measures the time elapsed from time of bat-on-ball contact to the runner's max speed at any point ball is in play.
- **Max speed:** Measures the maximum speed at any point for all players while the ball is in play.
- **Dig speed:** Measures the time from bat-on-ball contact to the point where the batter-as-runner reaches first base on an infield ground ball.
- **Extra bases:** Measures the time of bat-on-ball contact to the point the runner advances an "extra" base (first to third or home, or second to home) on all hits (excluding over-the-fence home runs).

Hitting Metrics

- **Exit velocity:** Velocity of the ball off the bat on batted balls.
- **Launch angle:** The vertical angle at which the ball leaves the bat on a batted ball.
- **Vector:** Classifies the horizontal launch direction of the batted ball into five equal zones of 18 degrees each.
- **Hang time:** Measures the time from bat contact to the ball either hitting the ground/wall or contact by a fielder.
- **Hit distance:** Calculates the distance on the ground of the actual landing point of any ball hit into play, ground/wall or contact with fielder, regardless of outcome.
- **Projected HR distance:** Calculates the distance of projected landing point at ground level on over-the-fence home runs.

Pitching Metrics

- **Release**: Measures the time from pitcher's first movement out of the stretch to the release point of the pitch.
- **Extension**: Measures the distance of the release point of the pitch from the front edge of the pitching rubber.
- **Velocity**: Measures the peak velocity of a pitch at any point from its release to the front edge of home plate.
- **Perceived velocity**: Velocity of the pitch at the release point normalized to the average release point for MLB pitchers. For example, a 90-mph pitch at a 54-inch release point will seem faster to the batter than a pitch of the same velocity thrown from a 56-inch release point.
- **Spin rate**: Measures the spin rate of the ball at the point of the release from the pitcher's hand.

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

Sara Hart, Ph.D.

Director of Research, InfoSearch International

Monday, January 28

1:45 pm – 2:30 pm

Raving
NEXT

A Market-oriented Approach to Opportunities

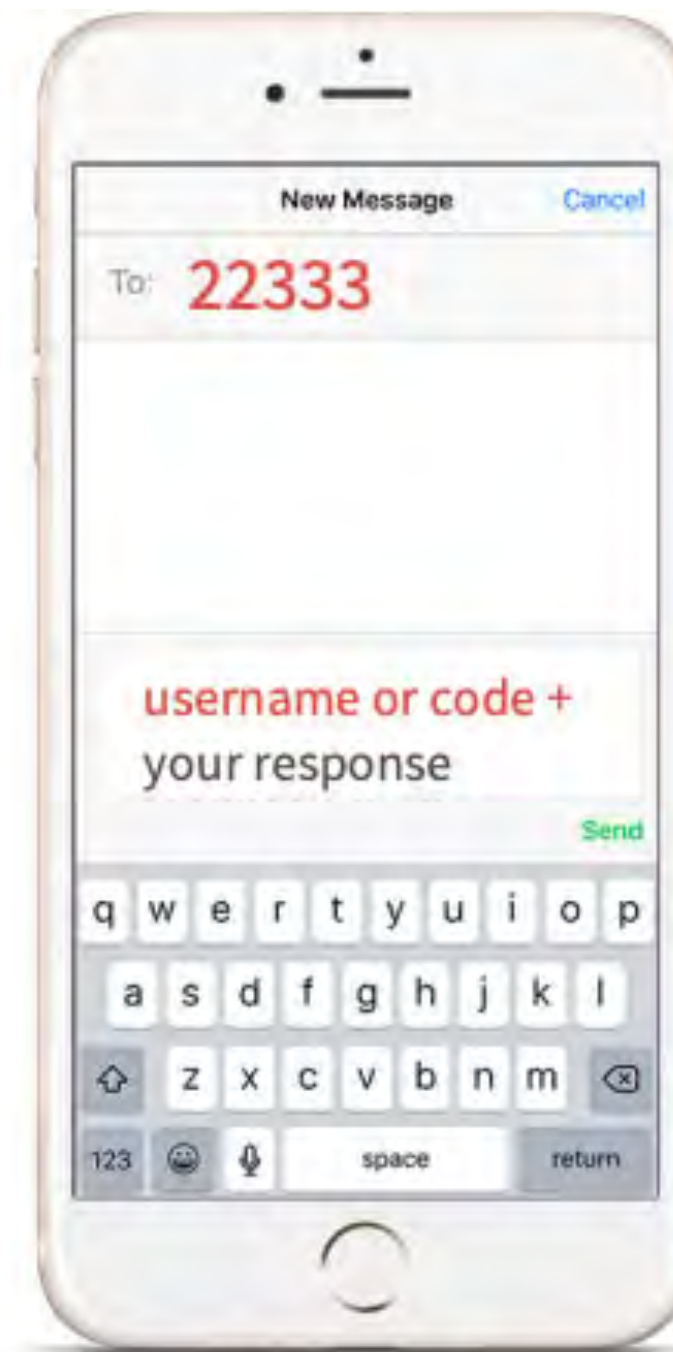
Go to RavingVote.com or text *RAVING* to 22333

Web Enabled Device

SMS Text Messaging



Web voting



Text voting

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

Raving **NEXT**

**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

5 to 20 miles **POLLING RESULTS**

21 to 40 miles

40 or more

Start the presentation to see live content. Still no live content? Install the app or get help at PolleEv.com/app

Total Results



**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

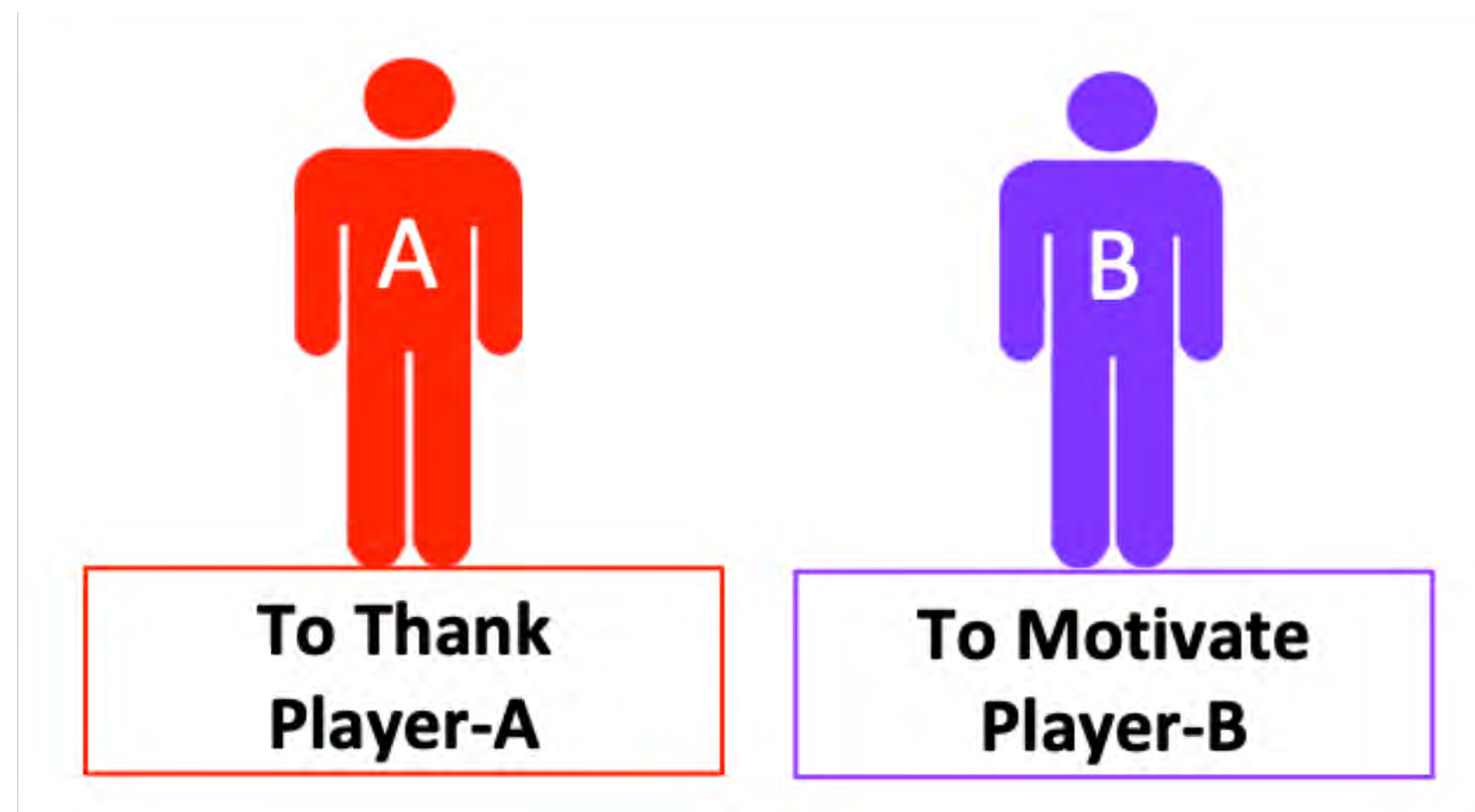
Who do you reward more?

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 ^{Yes} 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?”***

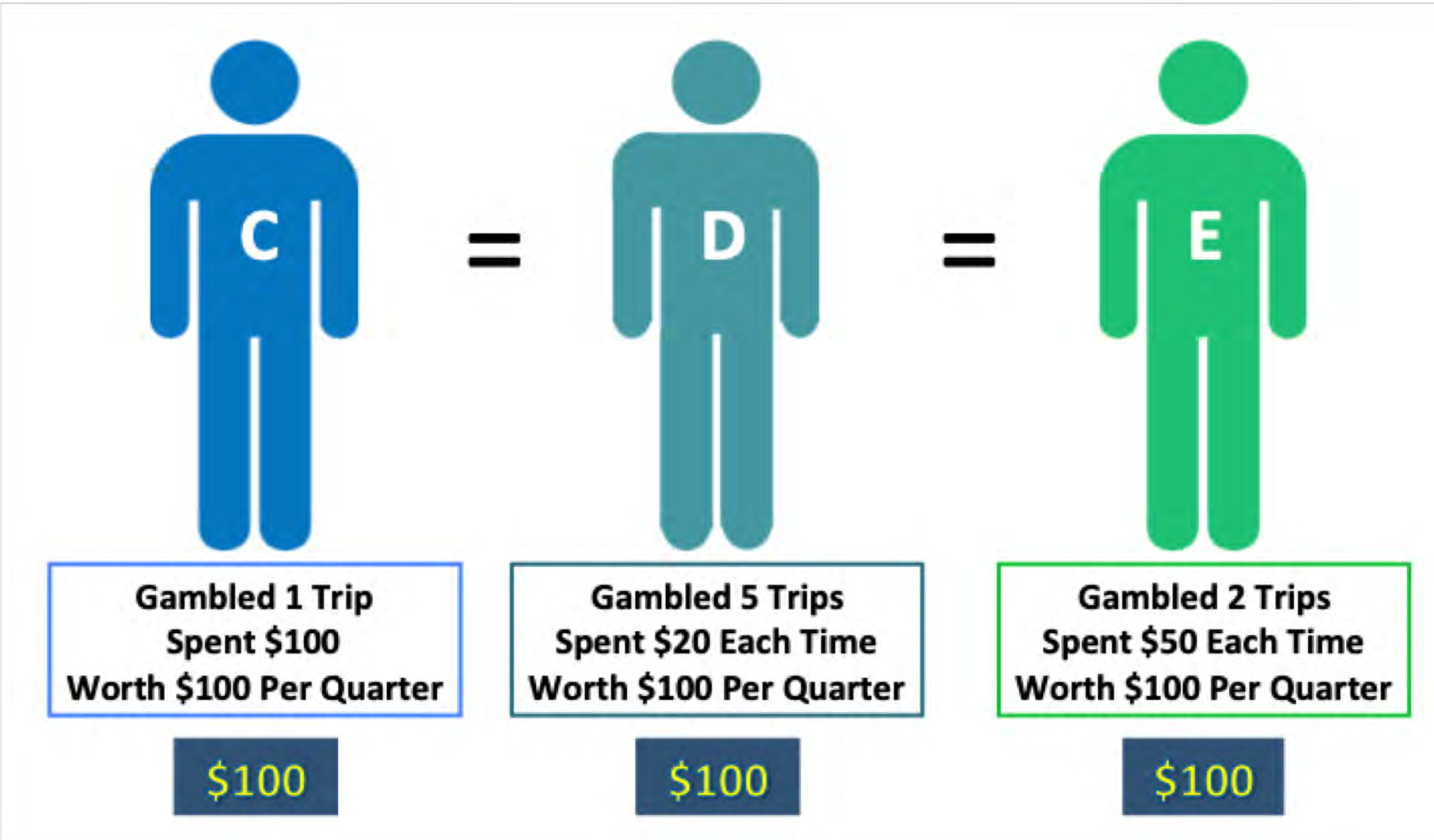
3

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

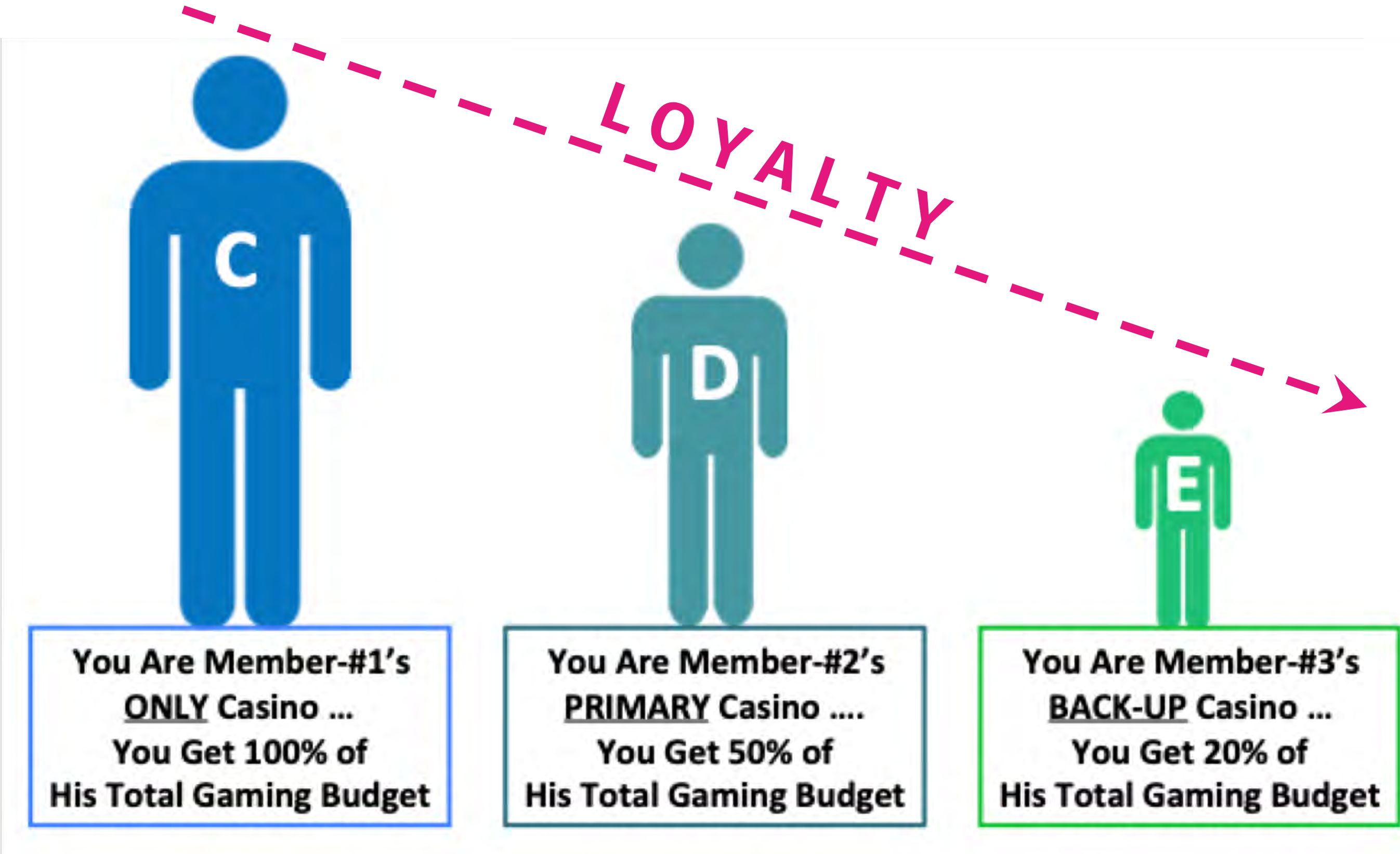
Imagine Three Different Active Club Members at Your Casino



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 th	1/9 th	1/9 th
	Middle-Third: Spend Some of Their Budget Elsewhere	1/9 th	1/9 th	1/9 th
	Lowest-Third: Spend None or Very Little Elsewhere	1/9 th	1/9 th	1/9 th

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 th	1/9 th	Highest Opportunity
	Middle-Third	1/9 th	1/9 th	1/9 th
	Lowest-Third	Lowest Opportunity	1/9 th	1/9 th

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:

LEVERAGE

Go to www.RavingPlay.com to enter this code!
Powered by Engaged Nation visit booth #12 for info

190128_Mon_1345_YoureMissingData_HART

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

- Hi Entertaining Growth New Small Saturated Static Demanding
- Rural competitive Rural Unpredictable Growing. immense Destination
- Small Promotions New Small Locals market Competitive Stale
- Non-Diverse Local Retiree Local Frequency Fun Competitive Weird
- Competitive Rural Local Competitive! Value Schizophrenic Saturated
- Local Expensive Competitive Rural Small Local Myopathy
- Marketing??? local Local Locals

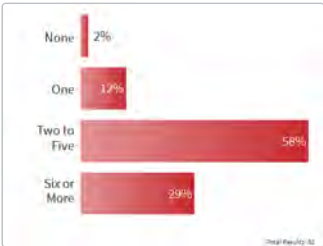


Engagement

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

Count	Percentage
1	2%
6	12%
30	58%
15	29%

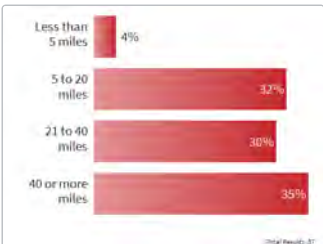


Engagement

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

Count	Percentage
2	4%
18	32%
17	30%
20	35%

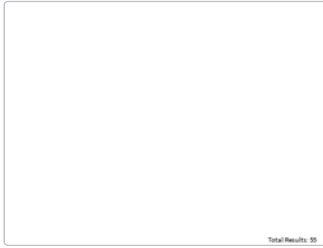


Engagement

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."



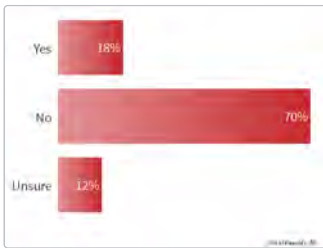
Responses

- 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 Experiance 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 sevice 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

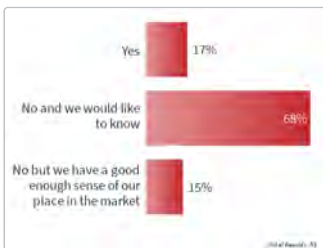
6

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

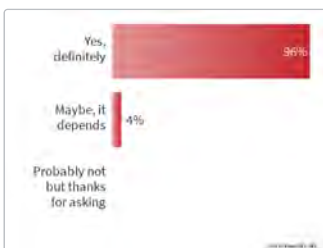
8

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

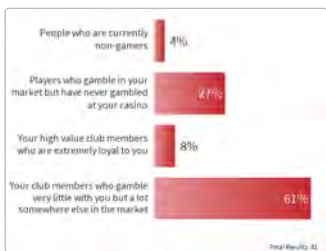
0

0%

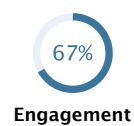


49
Responses

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



Response options	Count	Percentage
People who are currently non-gamers	2	4%
Players who gamble in your market but have never gambled at your casino	14	27%
Your high value club members who are extremely loyal to you	4	8%
Your club members who gamble very little with you but a lot somewhere else in the market	31	61%



Engagement

51 Responses

Test and Control: Why It's the Most Profitable Analytical Technique in Gaming

Lynette O'Connell
Raving VP of Operations

Tuesday, January 29
10:00 am – 10:45 am

Raving
NEXT

Agenda

- Past challenges
- Implementing Test & Control
- Testing recommendations
- Successful examples

Marketing Myth

- A postcard to 10,000 players contains a \$10 offer
- 4000 players redeem that offer (\$40,000 expense)
- Casino generates \$100,000 of play the day they redeem

Myth:

**The program has a profit of \$60,000
and an ROI of 150%**

Common Pitfalls

- Target high frequency guests with an offer they will redeem just because they're in the building
- Miss opportunity to drive incremental play from low frequency guests
- Favor programs that drive redemptions over those that drive profitability

Introducing Test & Control

- **What is it?** A method to test effectiveness of marketing programs by withholding a random sample (or control group) from mailing
- **How?** Compare mailed group's performance to control group's and evaluate how much the program drove incremental ...

–Players

–Visits per players

–Play per visit

–Expenses



**INCREMENTAL
PROFIT!**

The Challenge

- Creating the Test and Control segments correctly
- Analyzing correctly
- How to get started

Implementing Test & Control

Segmentation

- 1:1 marketing
- Segments characteristics
- “Core Mailers” must have “Core KPIs”
- Segments must reflect the goals of each marketing campaign
- **Statistic Validity** – As a rule of thumb, a segment should be able to produce at least 200 gaming visits for the duration of the campaign for enough data for statistical significance.

Identify Marketing Opportunities

They're everywhere! Establish a process to identify the best ones:

- Start by looking at customer behavior and dimensions
- Review a YOY report to measure performance across key metrics, and identify what's working and what needs fixing
- Look at campaigns that cover the customer lifecycle

Plan Your Test

- **Every month, find multiple non-overlapping segments to test**
- **Create your pre-forma and your matrix**
- **Run your segmentation and create a well-balanced test and control**
 - Don't assume that only selecting a random sample will give you a balanced test
- **Analyze your results**
 - Normalize your results to take into account outliers
 - Did it work?
 - Why did it work?

Testing Recommendations

Where to Begin?

- **Start with your core mailer**
 - What segments are testable?
 - Are segment KPIs meaningfully related to campaign goals (drive a trip, retain play, increase wallet on a visit)?
 - Are the offers meaningfully related to campaign goals?
 - Is reinvestment optimized?
- **Is there room to layer on top of the core mailer?**
 - TEST!
 - Appointment marketing
 - Triggered offers

Upside of Testing

- Test & Control builds on past success
- If you increase profits by \$10,000/month, your total profit increase is NOT \$120,000 it is \$780,000
- Testing motivates marketers to come up with new, innovative ideas

Success Happens

Casino in a highly competitive market

- Play “Earn and Get” test program
- Increased visitation and ADT
- \$200,000 Annualized Net Theo Win

Casino with a very locals market

- Created test on offer cadence: two/month to five/month on their high frequency segmentation
- Increase visitation and ADT
- \$300,000 Annualized Net Theo Win

Success Happens

Large Midwest Casino

- Create test to add food offers to their Inactive mailer
- Increased number of players
- \$60,000 Annualized Net Theo Win

Small Southwest Casino

- Tested adding a new mailer as part of customer lifecycle
- Added Decliner program
- \$400,000 Annualized Net Theo Win

Winning Results

- 600+ Slots
- Two marketing team members executed first Test & Control
- Ran “Earn and Get” program and successfully got low-end guests to “play up”
- For just two segments (\$15-\$25 and \$25-\$50 ADT)
- Marketing estimates Annualized Net Theo profit of \$500,000

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



CONTROL

Go to www.RavingPlay.com to enter this code!
Powered by Engaged Nation visit booth #12 for info

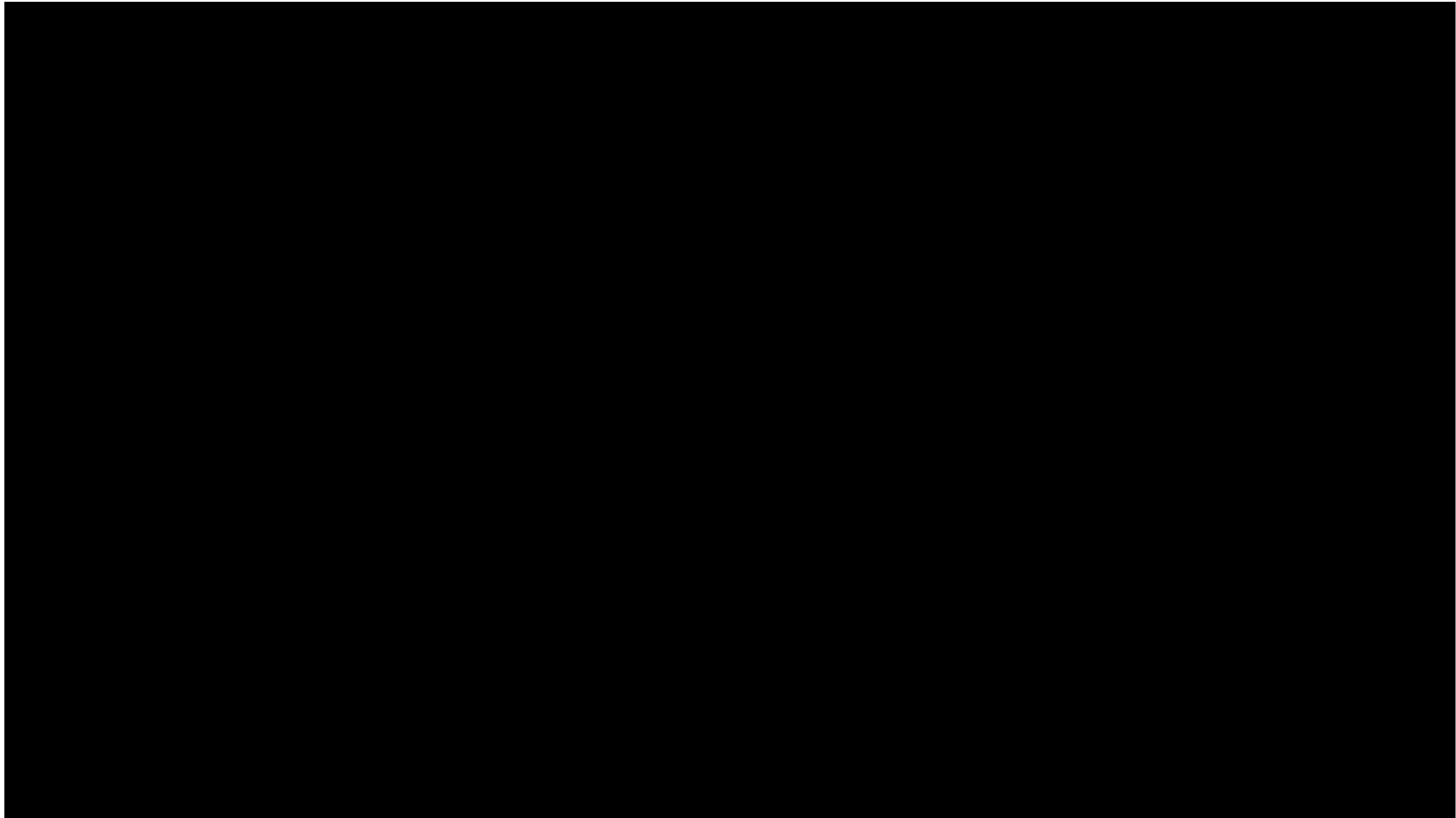
Creating Intentional Culture: Outperform Your Competition and Attract and Maintain Amazing Talent

Paula Allen

**Raving Partner
Strategic Partner with Learning Point Group
Leadership and Tribal Development and
Enrolled Tribal Citizen
of the Jamestown S’Klallam Tribe**

Tuesday, January 29
11:15 am – 12:00 pm





Most Noble of Professions

“Management is the most noble of professions if it’s practiced well. No other occupation offers as many ways to help others learn and grow, take responsibility and be recognized for achievement, and contribute to the success of a team.”

-- Clayton M. Christensen
How Will You Measure Your Life

Thank you ... seriously

- You have had an impact on my career in a positive way and I'm sure my family benefitted from my experience working with you.

What created that success?

- Focused time
- Genuine care
- Authentic interest in your development

**When a plant doesn't grow we don't
demand the plant to grow ...**



We change the environment!

What does your environment feel like?

- How supported am I by my supervisor?
- Are you developing me for the next level?
- What is my experience working here?



If you are in a leadership position, you are required to spend 70% of your time coaching and giving feedback.

Why is this such a successful model?

Disney Institute

Top Places to Work and Why

- “**Bain** fosters a really supportive and fun work environment. My colleagues are my mentors, confidantes, and closest friends.”
- “At **Zoom**, you can’t wait to come to work because you feel ‘cared for.’”
- “At **In-N-Out Burger** you have great opportunities to advance.”

**Who Are Our Most Vulnerable,
Most Expensive?**

Entry level jobs

No team member left behind



Who Is In Charge of Their Success?

Front-line Leaders

“Our front-line is our bottom-line.”

-- Disney

Front-line Leaders Need a Plan

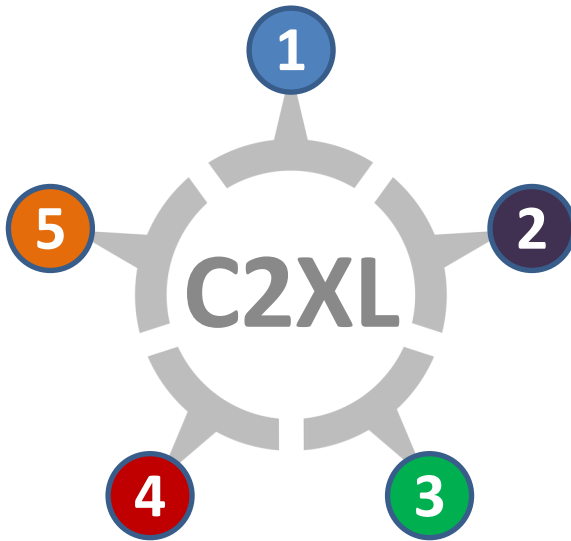


6 Core Leadership Skill™
Learning Point Group



1. Own Your Role
2. Build Relationships
3. Interact with Impact
4. Coach for Success
5. Build Your Team
6. Lead Change

The Dishwasher Scenario

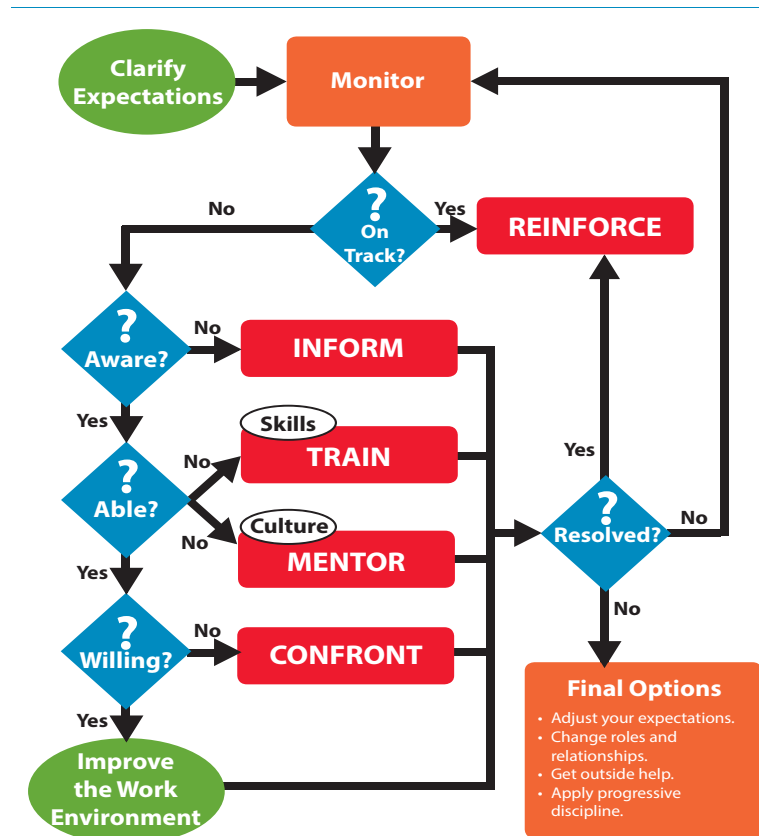


Coach Method

LEARNING
POINT
GROUP

1. Set the Context
2. Create the Plan
3. Coach to the Plan
4. Coach to the Need
5. Review Success

Coaching Roadmap



Coaching Discussion Template



Coaching Discussion Template™

LEARNING
POINT
GROUP

Raving
NEXT
INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

Coaching Worksheet



Coaching Worksheet

Name: _____

Date: _____

Step
1

Headwork

Define Situation

Current Situation (Status)

Desired Situation (Goal)



Ess Key Factors

Helping Factors

Hindering Factors



Coaching Worksheet™

LEARNING
POINT
GROUP

Raving
NEXT
INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

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



CULTURE

Go to www.RavingPlay.com to enter this code!
Powered by Engaged Nation visit booth #12 for info

The Power of Understanding Consumer Expectations and the Principle of Behavioral Economics

Christian Goy – Co-founder & Managing Director

Behavioral Science Lab

📞 @GOY909

TEN YEAR CHALLENGE



2008



2018

“Data is the new oil. It’s valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc to create a valuable entity that drives profitable activity; so must data be broken down, analyzed for it to have value.”

- Clive Humby, UK Mathematician and architect of Tesco’s Clubcard, (2006)



McDonald's



©2015 Behavioral Science Lab, LLC. All rights reserved.

© Behavioral Science Lab LLC. All rights reserved worldwide.

Raving **NEXT**



i'm lovin' it[®]

To become a part of people's lives, we not only have to engage with consumers at a deeper level, but also ask the question, **“Why do some products and services mean something to us while others don't?”**

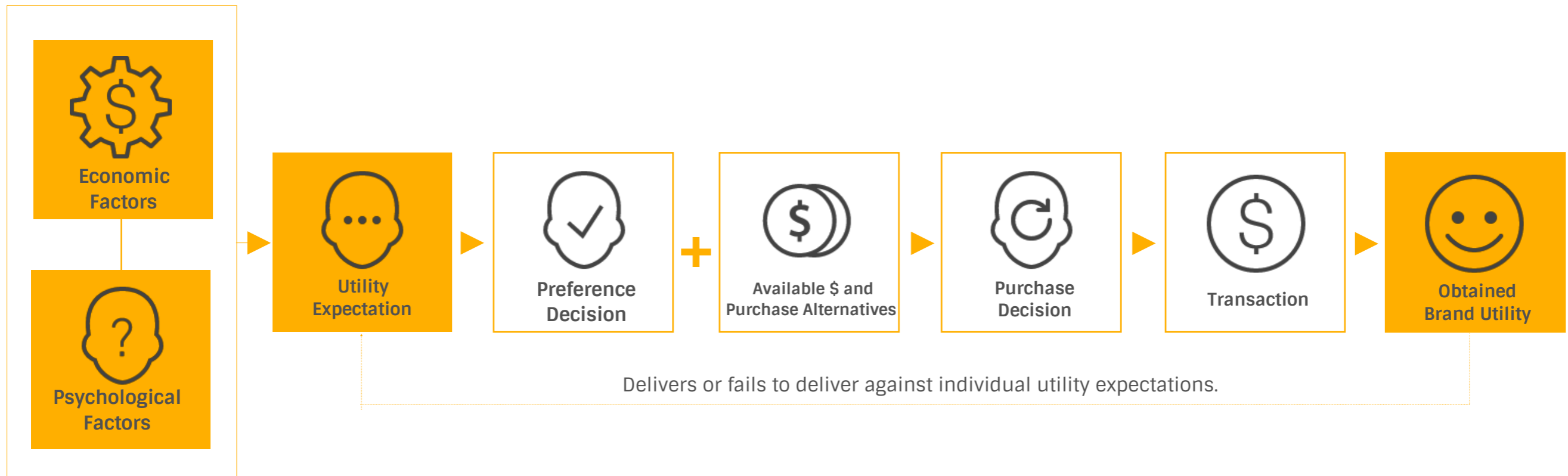
- Patrick Hanlon (Forbes)

GOOD

NEWS

IS COMING





Fees

Services Offered

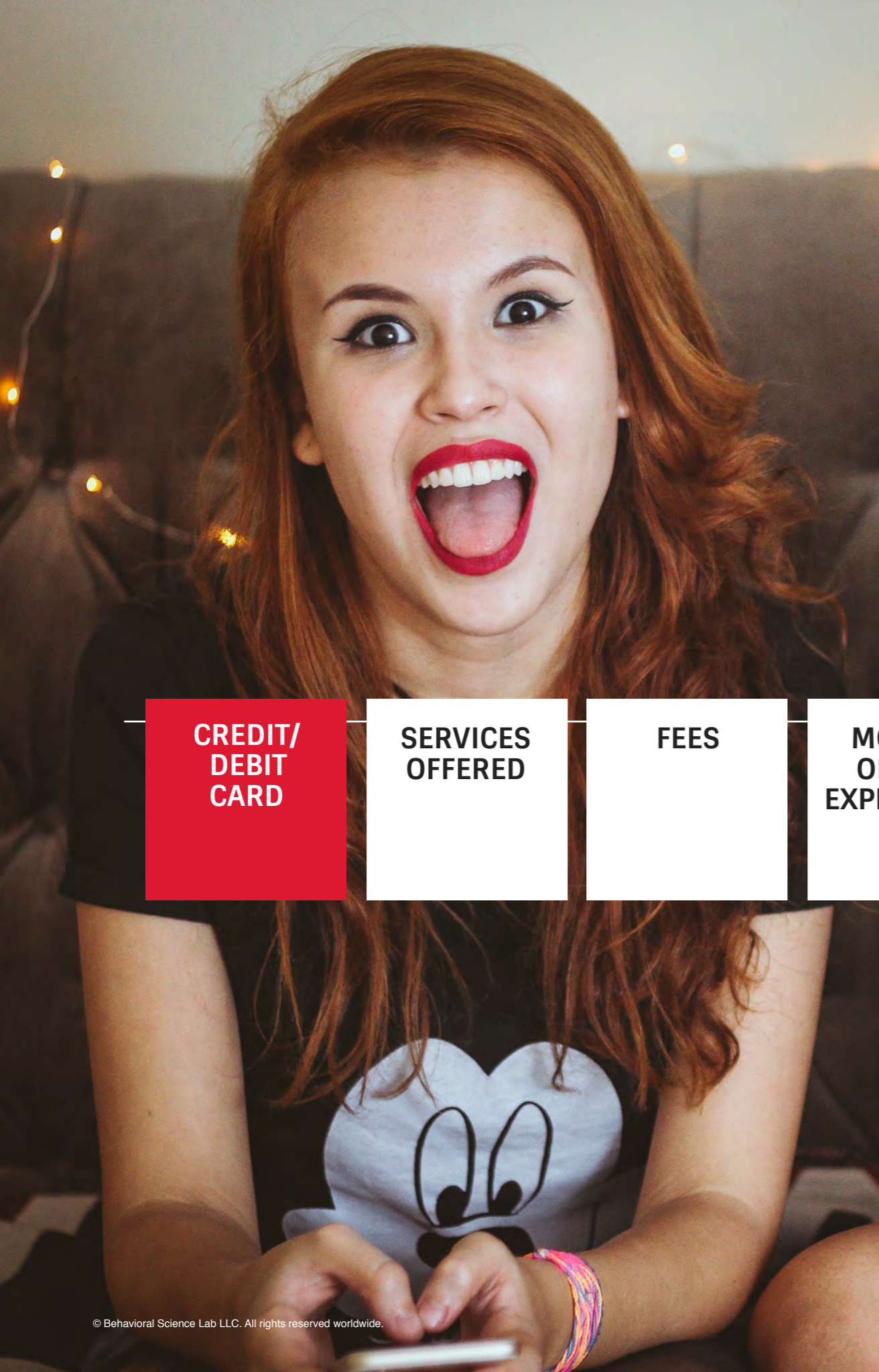
**Credit/
Debit
Card**

**Mobile/
Online
Experience**

**ATM
Locations**

**Experience
with
Employees**

**In-bank
Atmosphere**



**CREDIT/
DEBIT
CARD**

**SERVICES
OFFERED**

FEES

**MOBILE/
ONLINE
EXPERIENCE**

**ATM
LOCATIONS**

**EXPERIENCE
WITH
EMPLOYEES**

**IN-BANK
ATMOSPHERE** →

**IN-BANK
ATMOSPHERE**

**EXPERIENCE
WITH
EMPLOYEES**

**SERVICES
OFFERED**

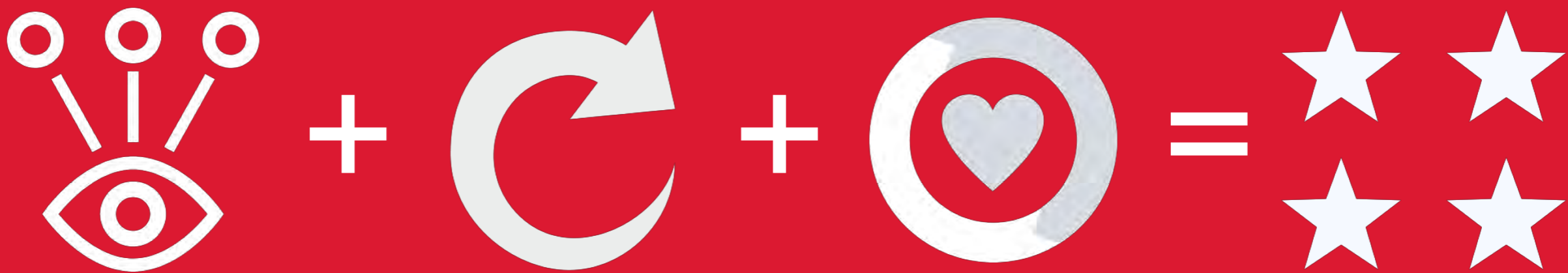
**ATM
LOCATIONS**

**CREDIT/DEBIT
CARD**

**MOBILE/
ONLINE
EXPERIENCE**

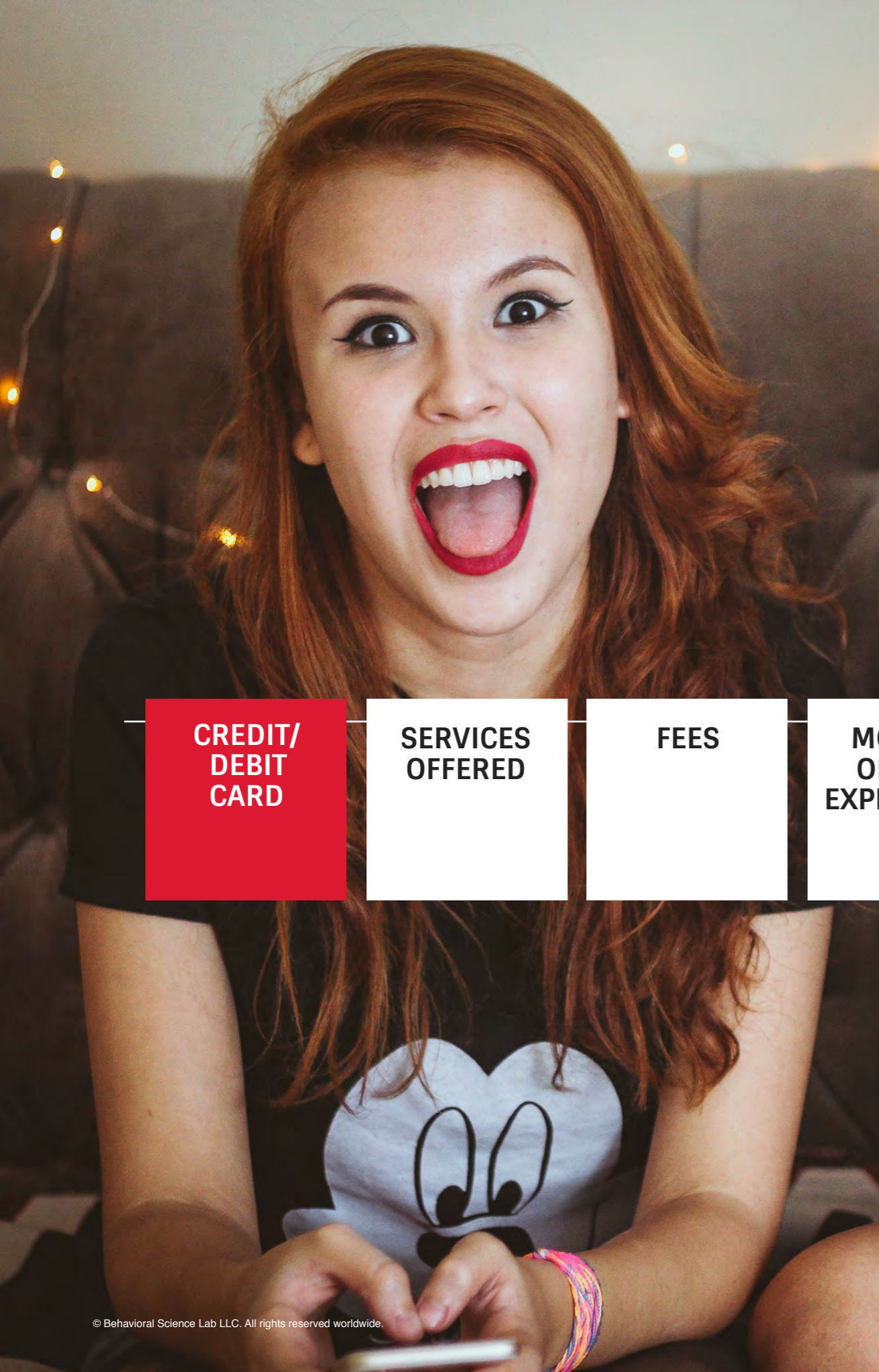
FEES →







**I need to see myself in the
brand.**



**CREDIT/
DEBIT
CARD**

**SERVICES
OFFERED**

FEES

**MOBILE/
ONLINE
EXPERIENCE**

**ATM
LOCATIONS**

**EXPERIENCE
WITH
EMPLOYEES**

**IN-BANK
ATMOSPHERE** →



The brand needs to reaffirm it.



**The brand needs to continue
to develop the relationship.**



+

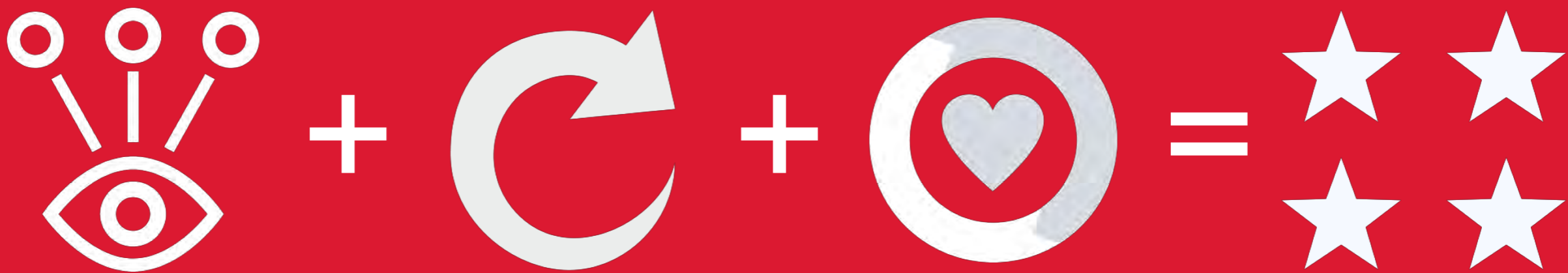


+



=







What does it all mean for **YOU?**

The Predictive Power of Utility Expectation

Demographics

Behavioral
Factors

Psychographics

Utility
Expectations

LOW PREDICTABILITY

LEVEL OF UNDERSTANDING AND PREDICTING

HIGH PREDICTABILITY



LITTLE LINKAGE TO
PURCHASE
DECISIONS



SOME LINKAGE TO
PURCHASE
BEHAVIOR



PARTIAL LINKAGE TO
PURCHASE
DECISIONS



DIRECT LINKAGE TO
PURCHASE
DECISIONS

Utility Expectation dictates our perspective.
And our perspective dictates our **experience.**

**PRICE
DISCOUNT**

**HOUSEHOLD
MEMBER
INFLUENCE**

**PRODUCT
QUALITY**

**SHOPPING
BUDGET**

LIST/PLAN

**IN-STORE
SHOPPING
EXPERIENCE**

**SHOPPING IN
MULTIPLE
STORES**

**STORE
SELECTION**

**TIME SPENT
SHOPPING**

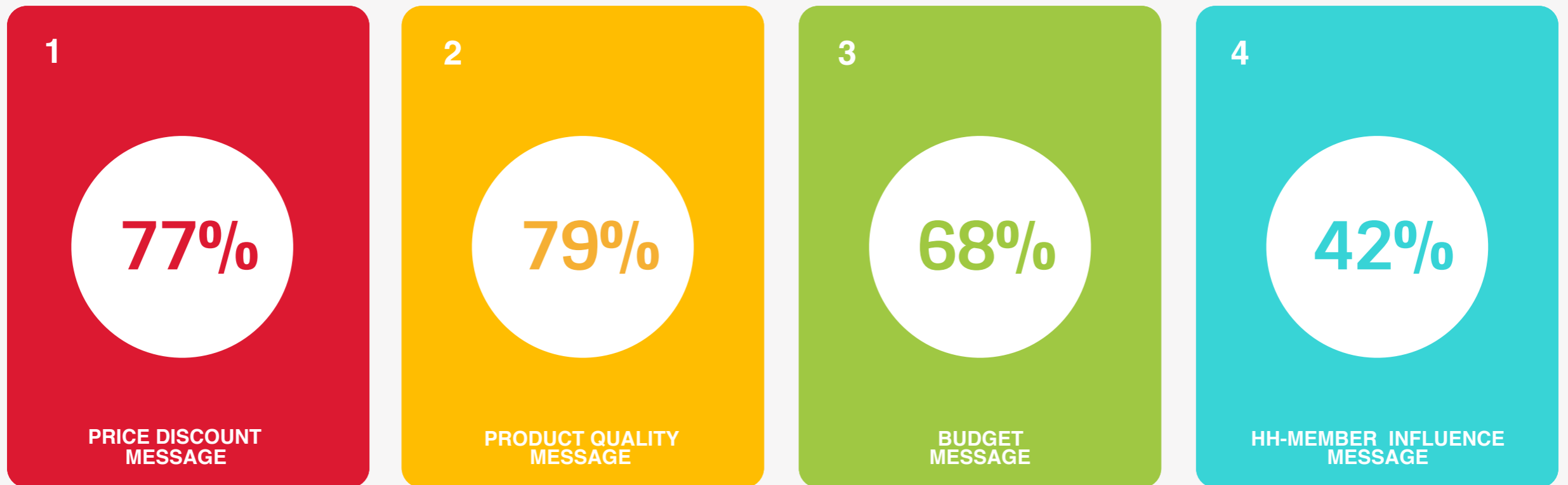
**WHEN YOU
SHOP**

Study sample: 540 Female Head of Households | Age 25-49 | \$35K+ HH income | National sample balanced on age, ethnicity, region and HH income.

MARKET SEGMENTATION BY DECISION TYPE

Primary Need Trigger	Secondary Need Trigger										MARKET SIZE
PRICE DISCOUNT	PRODUCT QUALITY	HH-MEMBER INFLUENCE	BUDGET	WHEN YOU SHOP	IN-STORE EXPERIENCE	LIST PLAN	STORE SELECTION	MULTIPLE STORES	TIME SPENT SHOPPING		19%
PRICE DISCOUNT	HH-MEMBER INFLUENCE	BUDGET	PRODUCT QUALITY	WHEN YOU SHOP	LIST PLAN	IN-STORE EXPERIENCE	STORE SELECTION	MULTIPLE STORES	TIME SPENT SHOPPING		11%
PRICE DISCOUNT	BUDGET	LIST PLAN	PRODUCT QUALITY	HH-MEMBER INFLUENCE	WHEN YOU SHOP	STORE SELECTION	IN-STORE EXPERIENCE	MULTIPLE STORES	TIME SPENT SHOPPING		10%
HH-MEMBER INFLUENCE	PRICE DISCOUNT	BUDGET	PRODUCT QUALITY	LIST PLAN	WHEN YOU SHOP	STORE SELECTION	IN-STORE EXPERIENCE	MULTIPLE STORES	TIME SPENT SHOPPING		10%
HH-MEMBER INFLUENCE	BUDGET	PRICE DISCOUNT	WHEN YOU SHOP	LIST PLAN	PRODUCT QUALITY	IN-STORE EXPERIENCE	STORE SELECTION	MULTIPLE STORES	TIME SPENT SHOPPING		7%
HH-MEMBER INFLUENCE	PRODUCT QUALITY	PRICE DISCOUNT	BUDGET	IN-STORE EXPERIENCE	LIST PLAN	STORE SELECTION	WHEN YOU SHOP	MULTIPLE STORES	TIME SPENT SHOPPING		2%
PRODUCT QUALITY	PRICE DISCOUNT	BUDGET	HH-MEMBER INFLUENCE	IN-STORE EXPERIENCE	WHEN YOU SHOP	LIST PLAN	STORE SELECTION	MULTIPLE STORES	TIME SPENT SHOPPING		12%
PRODUCT QUALITY	HH-MEMBER INFLUENCE	BUDGET	PRICE DISCOUNT	IN-STORE EXPERIENCE	WHEN YOU SHOP	LIST PLAN	STORE SELECTION	MULTIPLE STORES	TIME SPENT SHOPPING		8%
BUDGET	PRICE DISCOUNT	PRODUCT QUALITY	HH-MEMBER INFLUENCE	LIST PLAN	STORE SELECTION	WHEN YOU SHOP	IN-STORE EXPERIENCE	MULTIPLE STORES	TIME SPENT SHOPPING		10%
BUDGET	HH-MEMBER INFLUENCE	PRICE DISCOUNT	LIST PLAN	WHEN YOU SHOP	STORE SELECTION	PRODUCT QUALITY	IN-STORE EXPERIENCE	MULTIPLE STORES	TIME SPENT SHOPPING		7%
LIST PLAN	STORE SELECTION	TIME SPENT SHOPPING	WHEN YOU SHOP	PRICE DISCOUNT	BUDGET	PRODUCT QUALITY	IN-STORE EXPERIENCE	HH-MEMBER INFLUENCE	MULTIPLE STORES		4%

CONCEPT TEST



MARKET SEGMENTATION BY DECISION TYPE

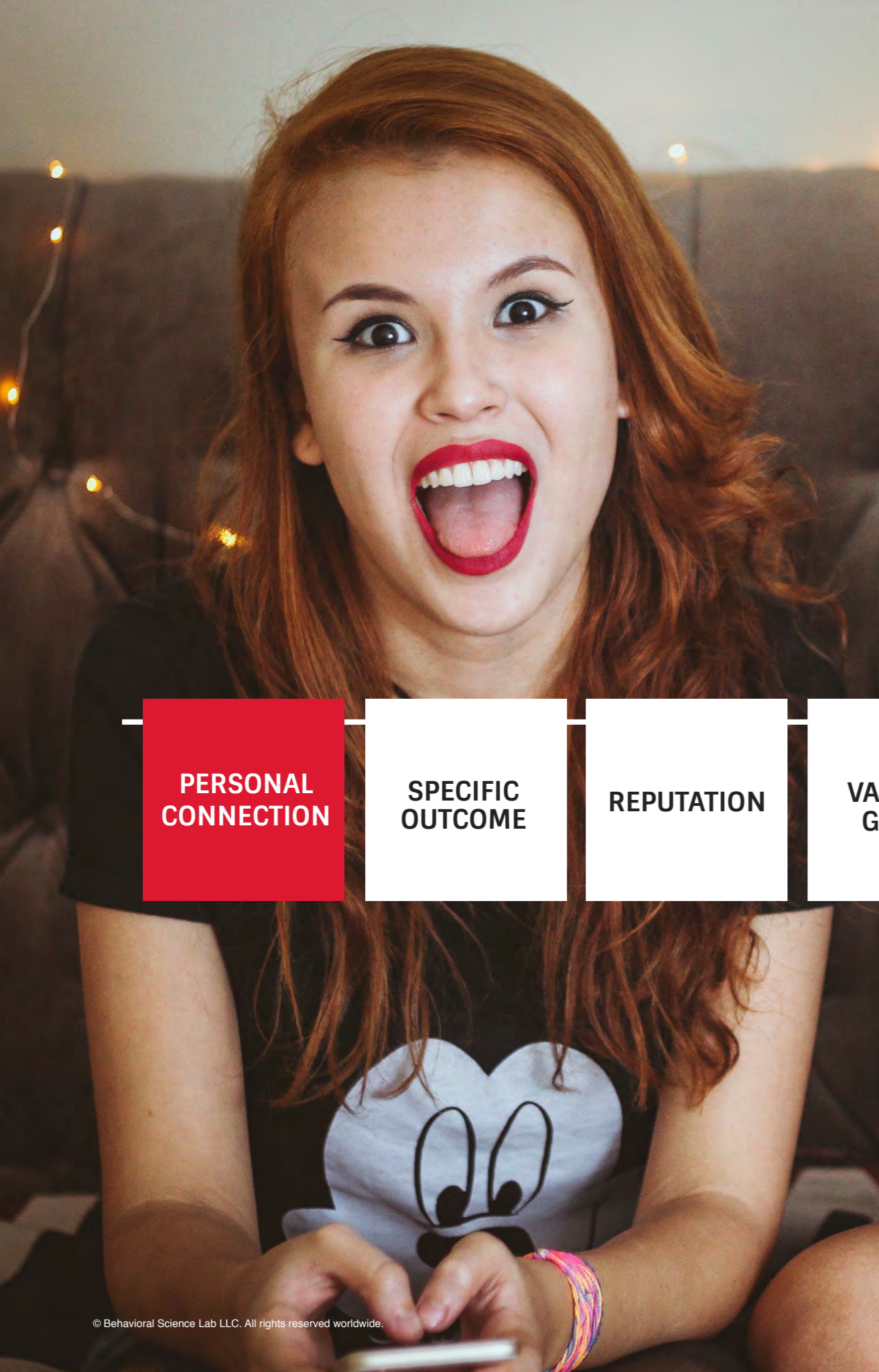
Primary Need Trigger	Secondary Need Trigger										MARKET SIZE
PRICE DISCOUNT	PRODUCT QUALITY	HH-MEMBER INFLUENCE	BUDGET	WHEN YOU SHOP	IN-STORE EXPERIENCE	LIST PLAN	STORE SELECTION	MULTIPLE STORES	TIME SPENT SHOPPING		19%
PRICE DISCOUNT	HH-MEMBER INFLUENCE	BUDGET	PRODUCT QUALITY	WHEN YOU SHOP	LIST PLAN	IN-STORE EXPERIENCE	STORE SELECTION	MULTIPLE STORES	TIME SPENT SHOPPING		11%
PRICE DISCOUNT	BUDGET	LIST PLAN	PRODUCT QUALITY	HH-MEMBER INFLUENCE	WHEN YOU SHOP	STORE SELECTION	IN-STORE EXPERIENCE	MULTIPLE STORES	TIME SPENT SHOPPING		10%
HH-MEMBER INFLUENCE	PRICE DISCOUNT	BUDGET	PRODUCT QUALITY	LIST PLAN	WHEN YOU SHOP	STORE SELECTION	IN-STORE EXPERIENCE	MULTIPLE STORES	TIME SPENT SHOPPING		10%
HH-MEMBER INFLUENCE	BUDGET	PRICE DISCOUNT	WHEN YOU SHOP	LIST PLAN	PRODUCT QUALITY	IN-STORE EXPERIENCE	STORE SELECTION	MULTIPLE STORES	TIME SPENT SHOPPING		7%
HH-MEMBER INFLUENCE	PRODUCT QUALITY	PRICE DISCOUNT	BUDGET	IN-STORE EXPERIENCE	LIST PLAN	STORE SELECTION	WHEN YOU SHOP	MULTIPLE STORES	TIME SPENT SHOPPING		2%
PRODUCT QUALITY	PRICE DISCOUNT	BUDGET	HH-MEMBER INFLUENCE	IN-STORE EXPERIENCE	WHEN YOU SHOP	LIST PLAN	STORE SELECTION	MULTIPLE STORES	TIME SPENT SHOPPING		12%
PRODUCT QUALITY	HH-MEMBER INFLUENCE	BUDGET	PRICE DISCOUNT	IN-STORE EXPERIENCE	WHEN YOU SHOP	LIST PLAN	STORE SELECTION	MULTIPLE STORES	TIME SPENT SHOPPING		8%
BUDGET	PRICE DISCOUNT	PRODUCT QUALITY	HH-MEMBER INFLUENCE	LIST PLAN	STORE SELECTION	WHEN YOU SHOP	IN-STORE EXPERIENCE	MULTIPLE STORES	TIME SPENT SHOPPING		10%
BUDGET	HH-MEMBER INFLUENCE	PRICE DISCOUNT	LIST PLAN	WHEN YOU SHOP	STORE SELECTION	PRODUCT QUALITY	IN-STORE EXPERIENCE	MULTIPLE STORES	TIME SPENT SHOPPING		7%
LIST PLAN	STORE SELECTION	TIME SPENT SHOPPING	WHEN YOU SHOP	PRICE DISCOUNT	BUDGET	PRODUCT QUALITY	IN-STORE EXPERIENCE	HH-MEMBER INFLUENCE	MULTIPLE STORES		4%











**PERSONAL
CONNECTION**

**SPECIFIC
OUTCOME**

REPUTATION

**VALUE OF
GIVING**

**WHAT I GET
FROM
GIVING**

**INFLUENCE
OF OTHERS**

**HOW MUCH
I GIVE**







monzo

2000 0000 0573

08/19



PREPAID

Outfits for all occasions

A smarter way to get dressed. We make it easier for you to put your pants on one tap at a time.

[DOWNLOAD THE APP](#)







Mercedes-Benz

Mercedes-Benz

Mercedes-Benz

Mercedes-Benz







Utility Expectation dictates our perspective.
And our perspective dictates our **experience.**

In other words,
delivering on peoples' **expectation**
will be the new oil.



**Become
customer centric.**

Deeply understand what drives the expectation of your customers



**Redefine
your customer.**

Define buyers by how they make purchase decisions



**Address
specific needs.**

Create specific communications and channels to address buyers' psychological and economic needs

Thank **you.**

For more information contact:

Christian Goy

512.299.0564

christian@behavioralsciencelab.com

Thank you for attending this session!
your bonus code is:


EXPECTATIONS

Go to www.RavingPlay.com to enter this code!
Powered by Engaged Nation visit booth #12 for info

behavioral
science
lab

Tomorrow's thinking.™

Predict peoples' choices and why they happen, **today.**



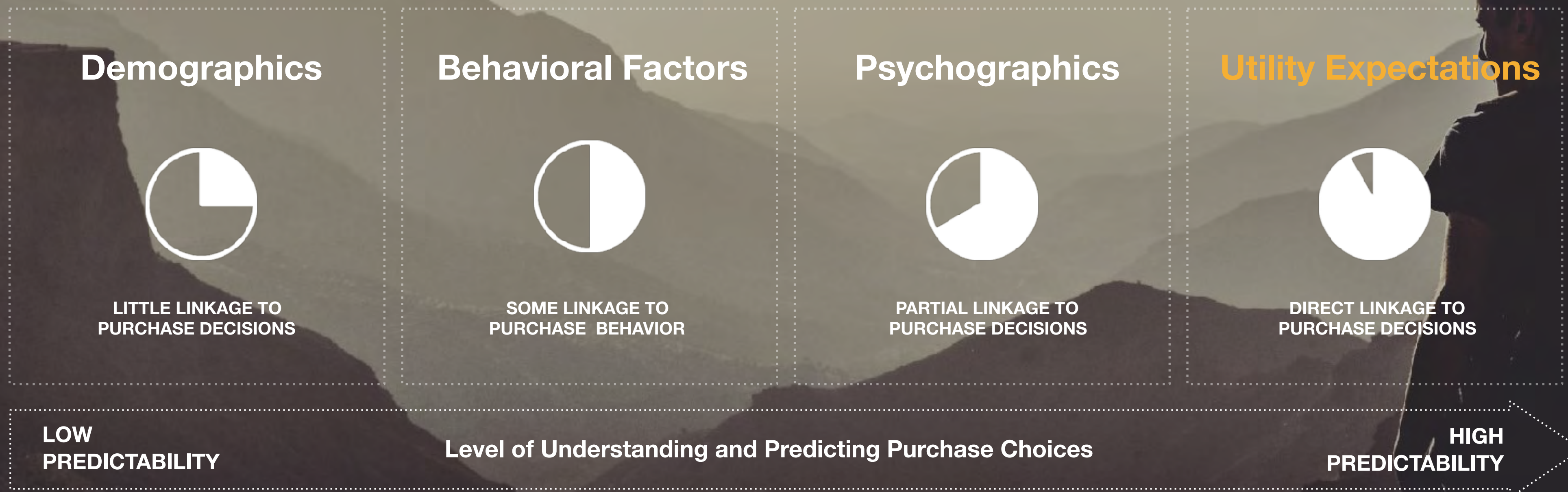
We are a team of **decision scientists**, who provide you with a clear understanding of how and why people make the choices that they make, while predicting and measuring the consequences of those choices.

We know that current market research techniques can tell you the who, what, when and where, but not why people buy or will buy your product or service in the future. That is why we developed **BrandEmbrace**[®] — the first of its kind validated behavioral economics tool; it provides consumer centric, clear and predictive understanding of how purchase choices are made while measuring the degree to which a brand choice satisfies **Buyer's Expectations** (Utility Expectation) for any class of product or service.

The BrandEmbrace[®] Metric is successfully being used to predict demand and product adoption across a wide range of consumer and B2B categories, and has been certified by MASB (Marketing Accountability Standards Board) to be a valid, reliable, sensitive and calibrated predictor of brand preference i.e. marketshare.

The power of predicting people's choices by understanding their **Utility Expectation**.

Understanding consumers' Utility Expectation, in other words, what people expect from a product or service and how those expectations are fulfilled provides the deepest level of understanding "why" consumers make the choices that they make; because only consumers' Utility Expectation describes how individual consumers use product specific psychological and economic drivers to make purchase choices.



What if you would understand peoples' Utility Expectation, then you could:



**MATCH THE RIGHT
CUSTOMER WITH THE
RIGHT PRODUCT
SOLUTION OR MESSAGE**



**PREDICT THE "WHY"
BEHIND CHURN AND
GROWTH POTENTIALS**



**DEFINE COMMUNICATION
OR NUDGE STRATEGIES
THAT WILL INCREASE
ENGAGEMENT
OPPORTUNITIES**







**PREDICT CHOICE
CONSEQUENCES THROUGH
HIGHLY ACCURATE
BEHAVIORAL ECONOMICS
MODELS**



**PREDICT THE "WHY"
MARKET ADOPTION,
LOYALTY AND
SWITCHING OCCURS**

Some of the industries and clients who have battle tested our products and gaining actionable insights to drive business results today.

 TECHNOLOGY	 CPG	 TELECOMMUNICATION	 AUTOMOTIVE	 FINANCE	 INSURANCE
					

INTRODUCING
Brand**Embrace**[®]

Valid, actionable, measurable and bias-free decision science tool:

BrandEmbrace® provides a clear, valid and reproducible view of how purchase decisions are made, while measuring the degree to which a brand, product or service is satisfying customer's expectation in driving demand, purchase and loyalty.



How we do it?

We created a certified consumer-centric, structured and reproducible qualitative and quantitative methodology that is based on these four disciplines:

Phenomenology

Study of mental constructs based on first-person experiences.

Hermeneutics

Interpretation of any text or communication from the vantage point of the author.

Decision Theory

Science of understanding and predicting human decisions.

Systems Theory

Study of multiple variables and interaction leading to an outcome.


Comparison of BrandEmbrace® to other Utility Expectation or choice assessment techniques

EVALUATION CRITERION	BrandEmbrace®	Nielsen BASES®	Nielsen Affinova®	Conjoint Measurement/ Choice Modeling
Utility Expectation Factors Provided by Consumer	Yes	No (By Researcher)	No (By Researcher)	No (By Researcher)
Likelihood Ratio Improvement	4X	2-3X	2-3X	—
“Forecast” Accuracy (Predictive Validity)	80%	—	—	—
Result Repeatability (Re-test Reliability — Pearson Correlation)	0.87	—	—	—
PREDICTIVE OF:				
Brand Share	✓	✓	—	—
Volume Forecast	✓	✓	—	—
Preferences	✓	—	✓	—
Loyalty and Switching	✓	—	—	—

✓ Proven — Unknown

BrandEmbrace® avoids all known biases while bringing unique and consumer-centric insights that provide actionable, measurable and predictable understandings on how people make purchase choices.

	BrandEmbrace®	Big Data	Online Surveys	Ethnographies	Focus Groups
Eliminates Groupthink	●	●	●	◐	◐
Eliminates Research Bias	●	◐	◐	◐	◐
Imputation Of Results	●	●	●	◐	◐
Precise & Accurate	●	●	◐	◐	◐
Takes Into Account Individual Differences	●	◐	◐	◐	◐
Valid & Predictable Results	●	◐	◐	◐	◐
Actionable Results	●	◐	◐	◐	◐
Reliable & Repeatable	●	◐	◐	◐	◐
Combines Qual. & Quant.	●	◐	◐	◐	◐



MASB (Marketing Accountability Standards Board) **Certified**



“The MASB MMAP audit is the only independent, completely objective assessment for the validity of a marketing metric. BrandEmbrace®, by successfully addressing the MMAP set of empirical evaluation protocols, has entered an elite group of metrics with proven ties to financial outcomes.”

Frank Findley, MASB Executive Director and Chief Advisor to the MMAP Center

“BrandEmbrace® is the first metric assessed that has a qualitative component explaining brand preferences. This is a potentially valuable new option for marketers to understand their categories and discover motivating selling propositions.”

Tony Pace, MASB President and CEO

Other MASB MMAP Assessed Organizations and Techniques: (1) Kantar Millward Brown: Link Copy Test (2017), (2) Nielsen: BASES (2016), (3) MSW•ARS: Brand Preference/Choice in Tracking (2016), (4) Customer Equity (& Customer Lifetime Value) applied to CPG (2012), (5) Corebrand Equity Construct (2011), (6) ARS: APM Facts (2007 & 2009)



For more information,
please contact:

Christian Goy

Co-founder and Managing Director | +1.859.539.1166 | christian@behavioralsciencelab.com
500 West Second Street, 19 Floor Suite 183, Austin, Texas 78701, U.S.A.

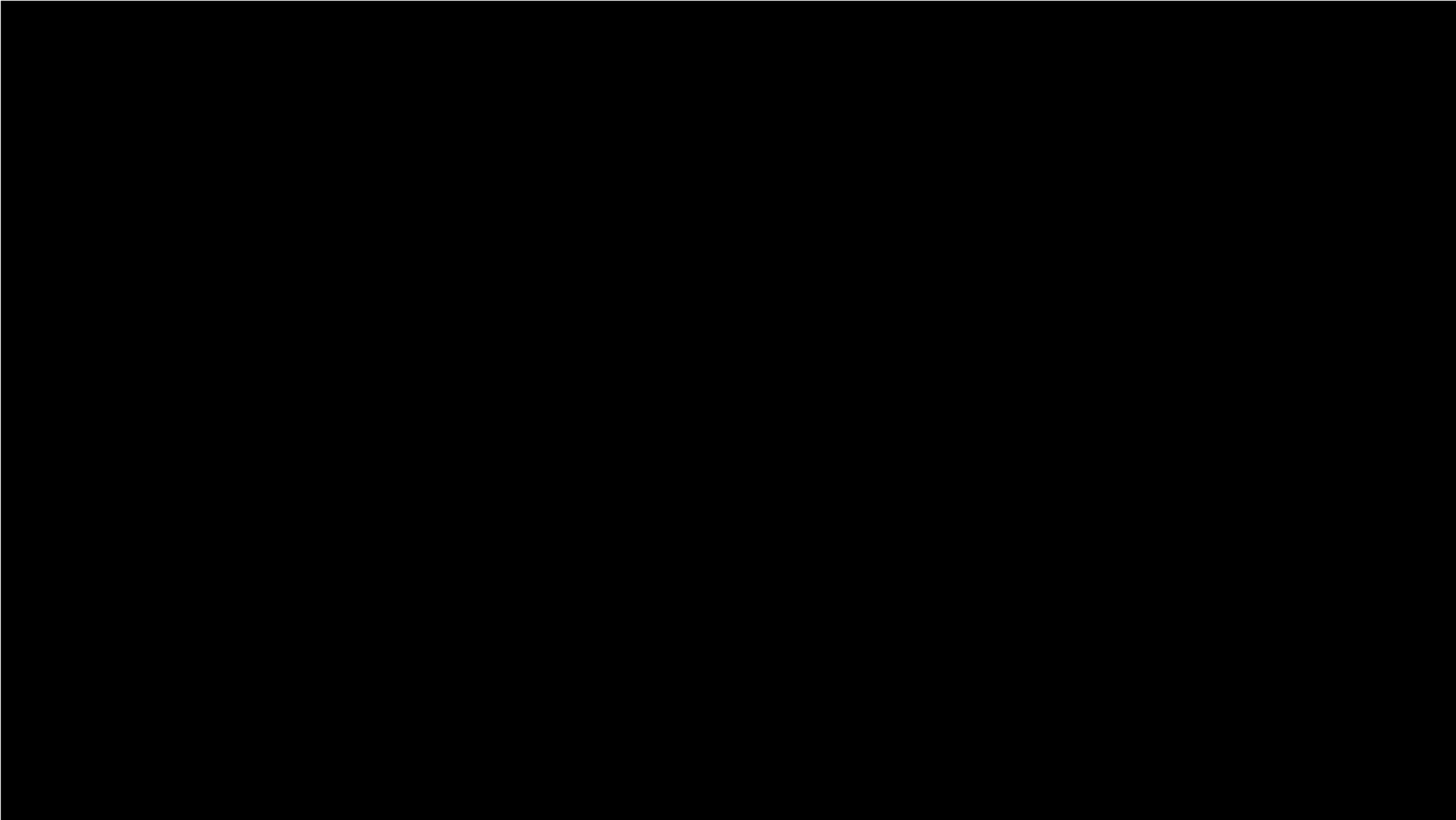
Creating a Power Relationship Between Marketing and Slots: How to Maximize Return and Minimize Over-Investment

Moderator: Deana Scott, Raving CEO

Panelists: Michael Minniear, Assistant Director of Business Strategy Development,
Pechanga Resort Casino
Nicole Barker, Senior Raving Partner, Database & Loyalty Marketing
Kevin Parker, Raving Partner, Gaming Operations & Technology

Wednesday, January 30
8:30 am – 9:15 am

Raving **NEXT**



Lets Get Ready to Rumble!



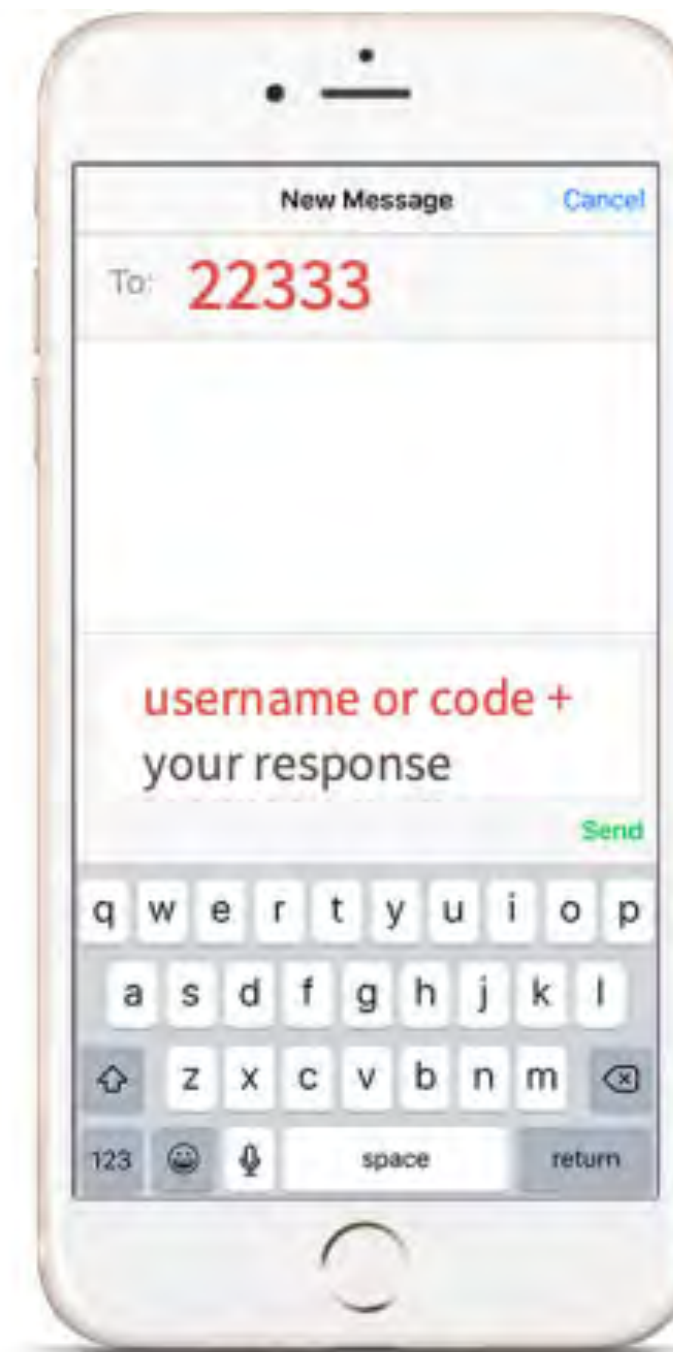
Go to RavingVote.com or text *RAVING* to 22333

Web Enabled Device

SMS Text Messaging



Web voting



Text voting

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



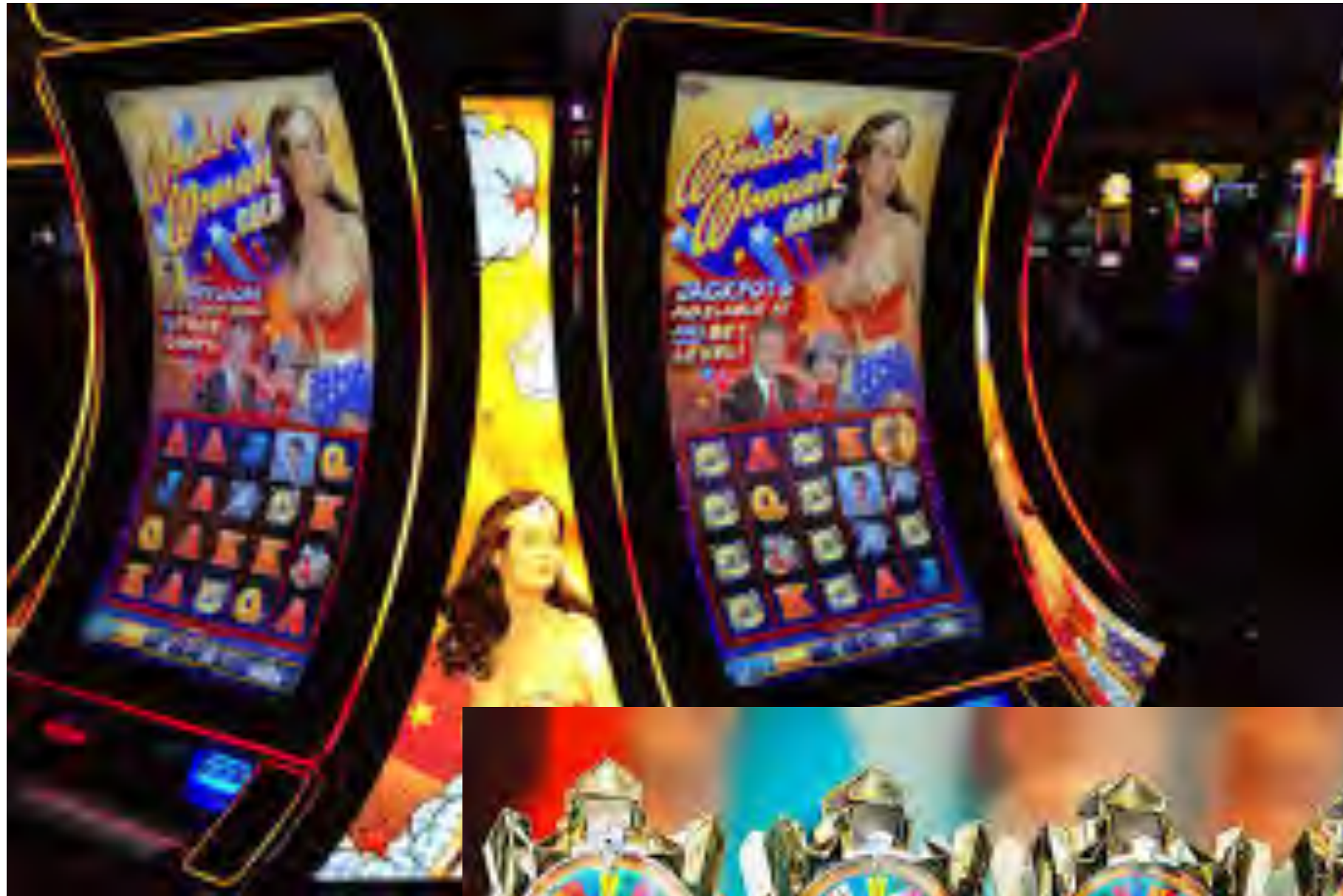
Roving **NEXT**

At your property, does the marketing department assist in determining the slot floor mix and hold?

**VIEW END OF REPORT FOR
POLLING RESULTS**

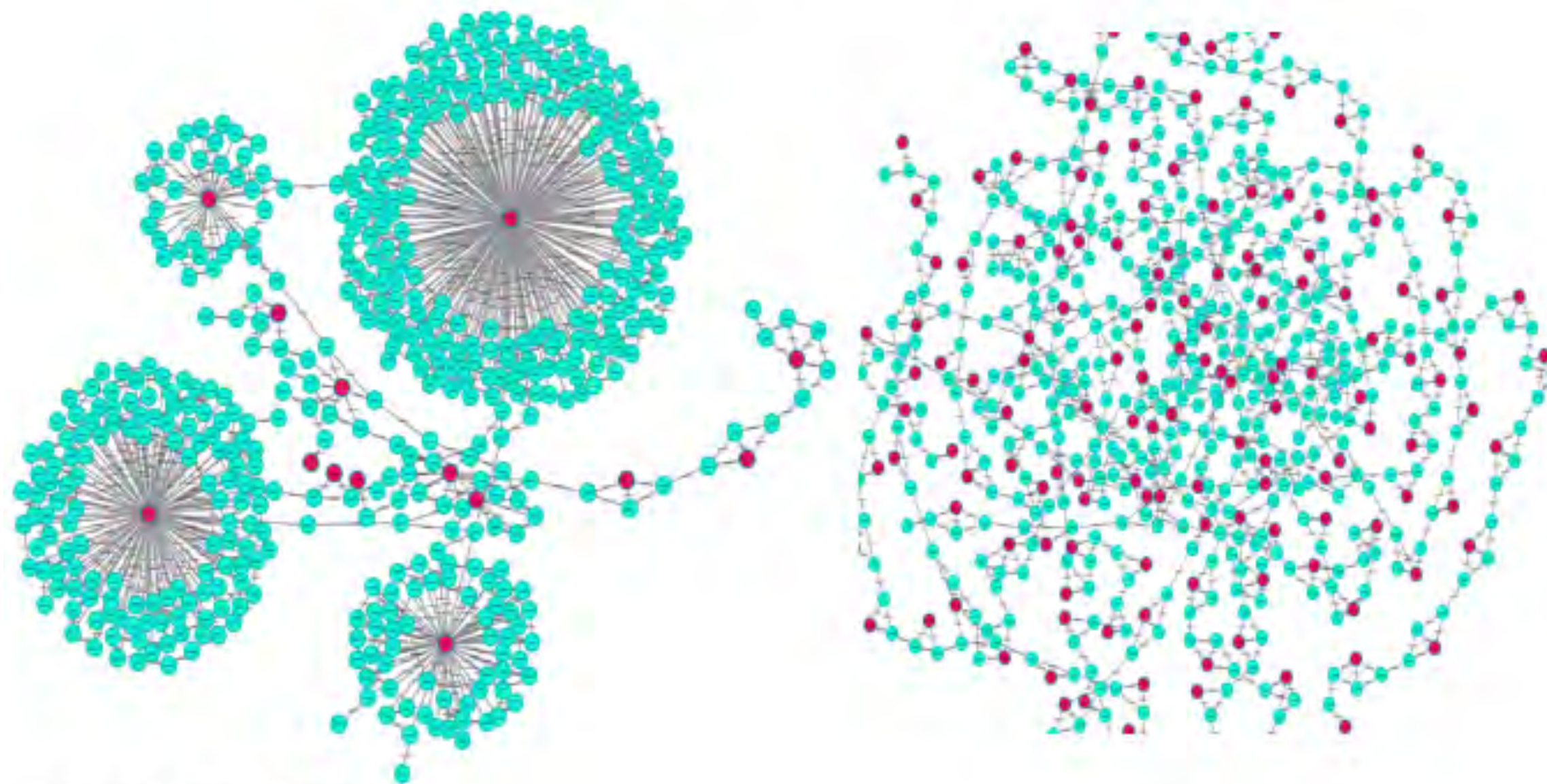
Yes

No



Visual Representation of a Player's Experience

Compare and Contrast Slot Play

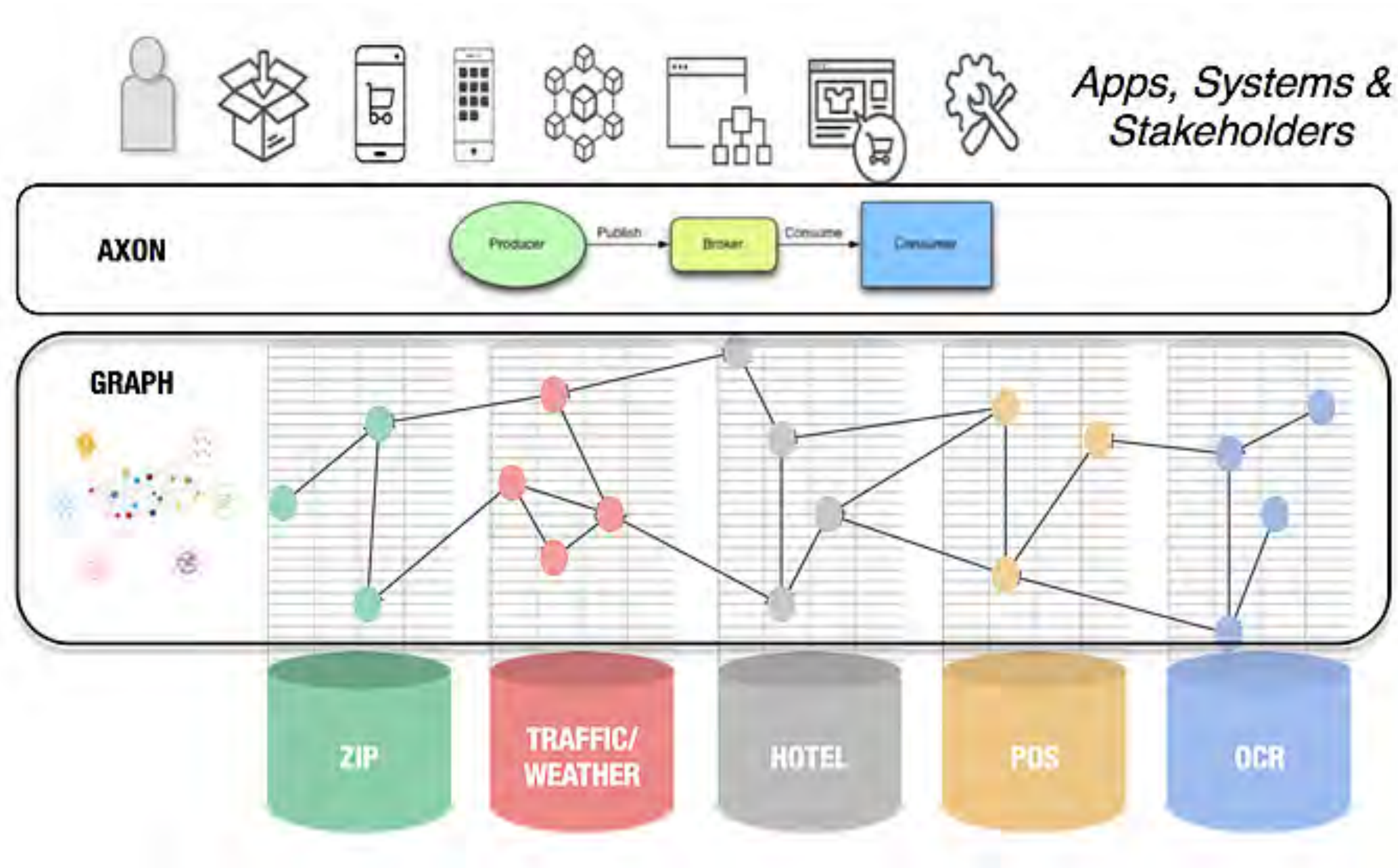


Node Color Code:

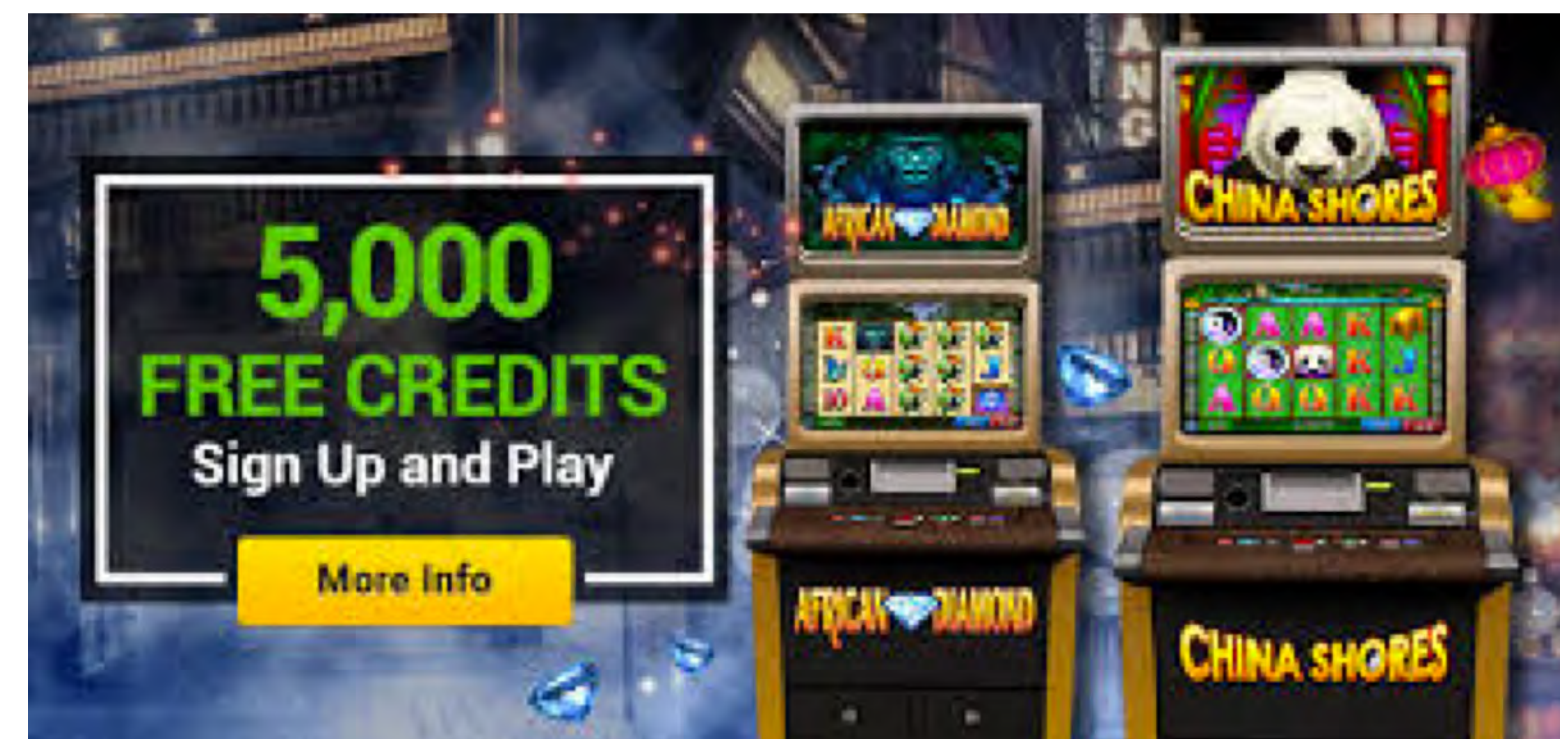
Red: Slot

Green: Play

New Ideas in Segmentation, Evaluation & Worth?



Marketing ideas that work for both departments!



At your property, does the marketing department assist in determining the slot floor mix and hold?

Current run (last updated Feb 4, 2019 11:48am)

1

Polls

41

Participants

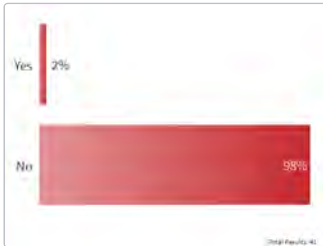
41

Average responses



Average engagement

At your property, does the marketing department assist in determining the slot floor mix and hold?



Response options

Yes

Count

1

Percentage

2%

No

40

98%



Engagement

41

Responses

Free Slot Tournaments and Mega Slot Tournaments: Players Love Them, But Do They Work?

Moderator: Deana Scott, Raving CEO

Panelists: Amanda Hopkins, Director of Marketing, Sky Ute Casino Resort
Tony Phongsavath, Promotions, TournEvent® by Everi
Rita Contreras, Director of Promotions and Events, Valley View Casino

Wednesday, January 30
9:45 AM – 10:30 AM

Raving
NEXT



Keep it Poppin' Slot Tournament Saturday 6 P.M. to 9 P.M.

Never played? No problem! We'll show you how. 🤪



\$10,000 SLOT TOURNAMENT



Select Wednesdays 10AM - 2PM
January 2, 16 and 30 for your chance to WIN CASH & FREE PLAY!
Sign up on the day of the tournament to participate. Visit The Club for details.

Monday WINNERS SLOT TOURNAMENT

Mondays 5 - 7PM

1st place wins \$500 in free Slot Play* **2nd to 21st place wins \$25 in free Slot Play***

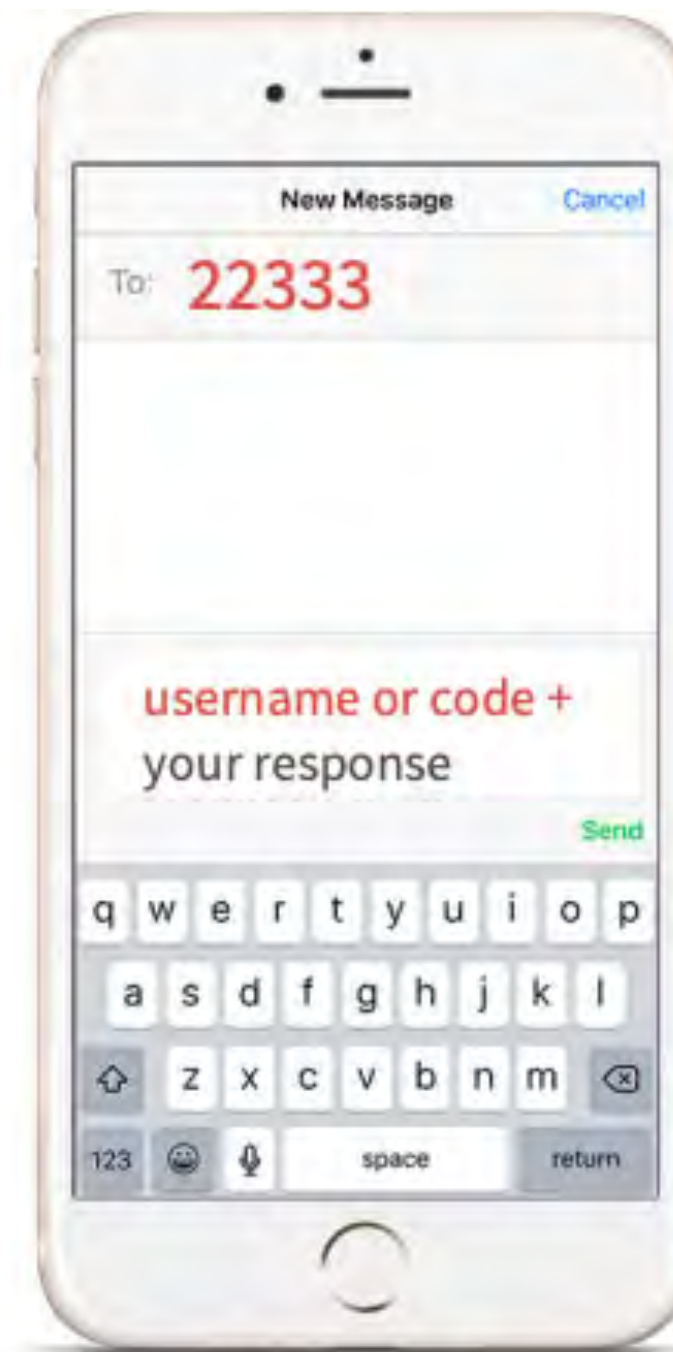
Go to RavingVote.com or text *RAVING* to 22333

Web Enabled Device

SMS Text Messaging



Web voting



Text voting

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



Roving **NEXT**

Do you offer slot tournaments at your property?

Yes

**VIEW END OF REPORT FOR
POLLING RESULTS**

No



How often do you hold tournaments?

Weekly

Monthly

Quarterly

Annually

**VIEW END OF REPORT FOR
POLLING RESULTS**



What was your most successful tournament?

Invited VIP

Free
**VIEW END OF REPORT FOR
POLLING RESULTS**

Mega Tournament

Buy-in

Multi-day



It's HEATING UP!

PIN-FERNO

TOURN X TREME

EVERY WEDNESDAY
Signups 12p (noon) ~ Start 12:30p

\$250
SLOT TOURNAMENT
PLUS OVER \$300 IN FREE SLOT PLAY!

10th
ANNIVERSARY
CELEBRATION

SLOT

777

TOURNAMENT

**WIN UP TO
\$750 IN SKY UTE LOOT!**

**TUESDAYS, NOVEMBER 6-27
NOON AND 6PM**

Bear Club Members must earn 10 base points each Tuesday starting at 8AM to receive a voucher for one entry into the slot tournament. Each participant will be allowed to enter 1 round per week. Players will not be allowed to participate in both the morning and evening rounds. Entry into the tournament is free for all Platinum & Platinum Elite card holders. Rules apply. See Players' Club for details. Sky Ute Casino Resort reserves the right to modify or cancel promotions at any time without notice. Must be 21 or better to enter casino.

Lucky Friday

SLOT TOURNAMENT

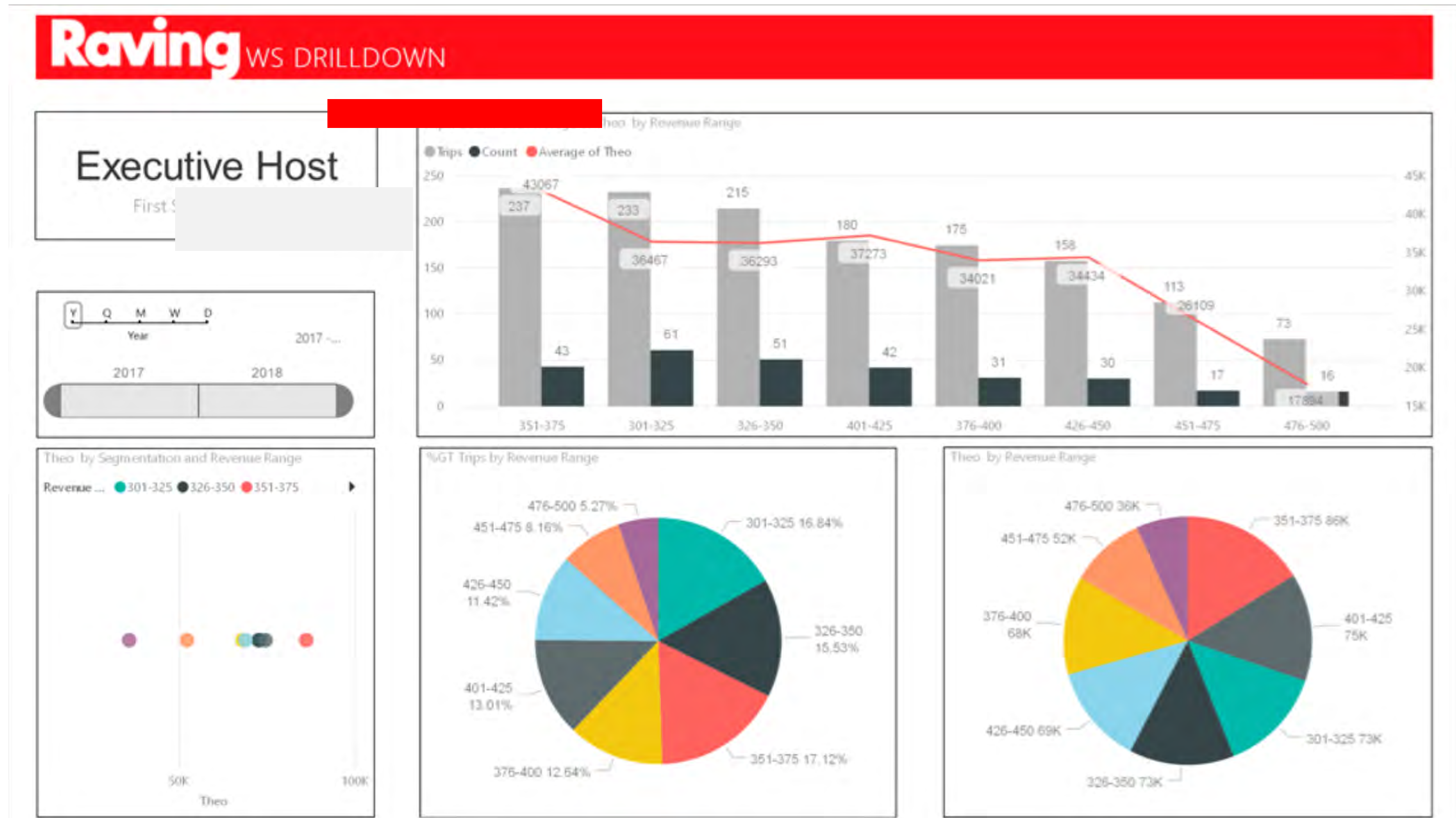
Fridays, 4pm – 8:45pm

Earn 20 points then swipe your card at the kiosk for your entry. Bring your entry ticket to the registration table (near Cashier's Cage) starting at 3pm. The Top 30 scores will share in \$6,000 in Free Slot Play. Session winners will receive \$25 in Free Slot Play.

Management reserves the right to modify or cancel promotion at any time. See Fantasy Rewards Club for details.



How do you evaluate ROI?



190130_Wed_0945_FreeSlotTournaments_SCOTT

Current run (last updated Feb 4, 2019 11:50am)



3

Polls

55

Participants

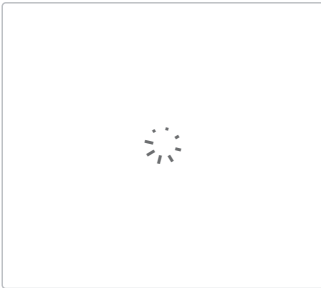
46

Average responses



Average engagement

Do you offer slot tournaments at your property?



Response options

Yes

No

Count

39

2

Percentage

95%

5%

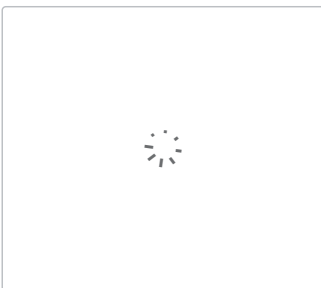


Engagement

41

Responses

How often do you hold tournaments?



Response options

Weekly

Monthly

Quarterly

Annually

Never

Count

12

13

14

8

2

Percentage

24%

27%

29%

16%

4%



Engagement

49

Responses

What was your most successful tournament?



Response options

Invited VIP

Free

Mega Tournament

Buy-in

Multi-day

Count

21

9

12

4

1

Percentage

45%

19%

26%

9%

2%



Engagement

47

Responses

The Wild West of Digital Advertising: Does it Really Make a Difference to Your Bottom Line or do You Just Think You Need to be There?

Presenters: **Mark Astone, Strategic Raving Partner, Branding, Advertising and Media Services and CEO, Catalyst Marketing Company**

Vikki Pass, Senior Media Director, Catalyst Marketing Company

Josh Williams, Client Services Director, Catalyst Marketing Company

Wednesday, January 30

2:15 pm – 3:00 pm

Raving
NEXT

How much time do you think US adults spend connected to media per day?

A: 5 hours 29 minutes

B: 7 hours 45 minutes

C: 9 hours 10 minutes

D: 10 hours 24 minutes



How much time do you think US adults spend connected to media per day?

Text **1** 5 hours 29 mi

Text **2** 7 hours 45 mi

Text **3** 9 hours 10 mi

Text **4** 10 hours 24 mi



+ Text



Start



Dark Mode

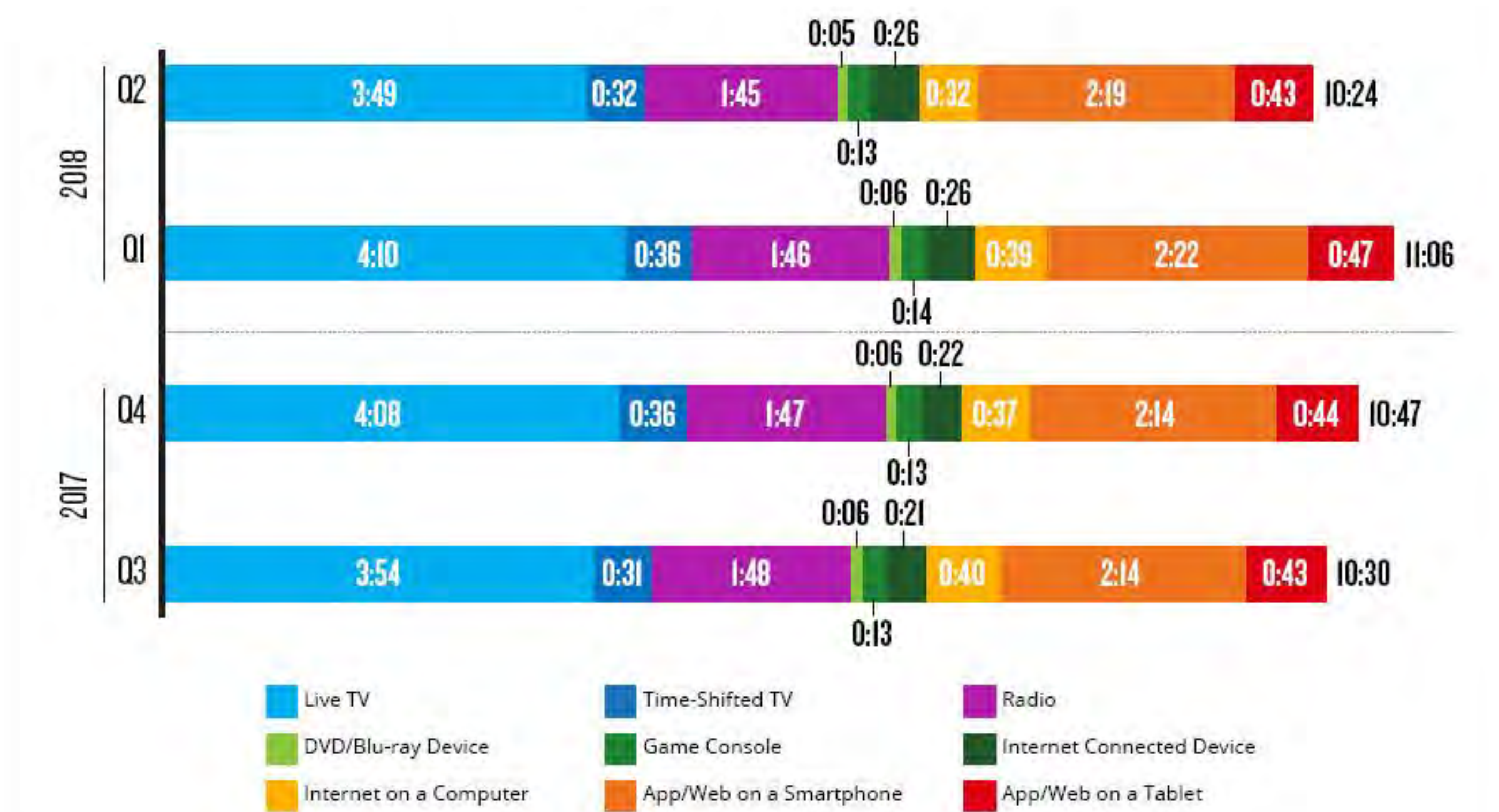
Instructions

swift

The poll is inactive, please Start to start presenting

AVERAGE TIME SPEND WITH MEDIA

Per Adult 18+ Per Day
Based on Total U.S. Population



Which age demo spends the most time with media per day?

- A: 18-34**
- B: 35-49**
- C: 50-64**
- D: 65+**



Text your vote to: (857) 763-5606 or go to
swiftpolling.com & enter S4251



Which age demo spends the most time with media per day?

Text **1** 18-34



Text **2** 35-49



Text **3** 50-64



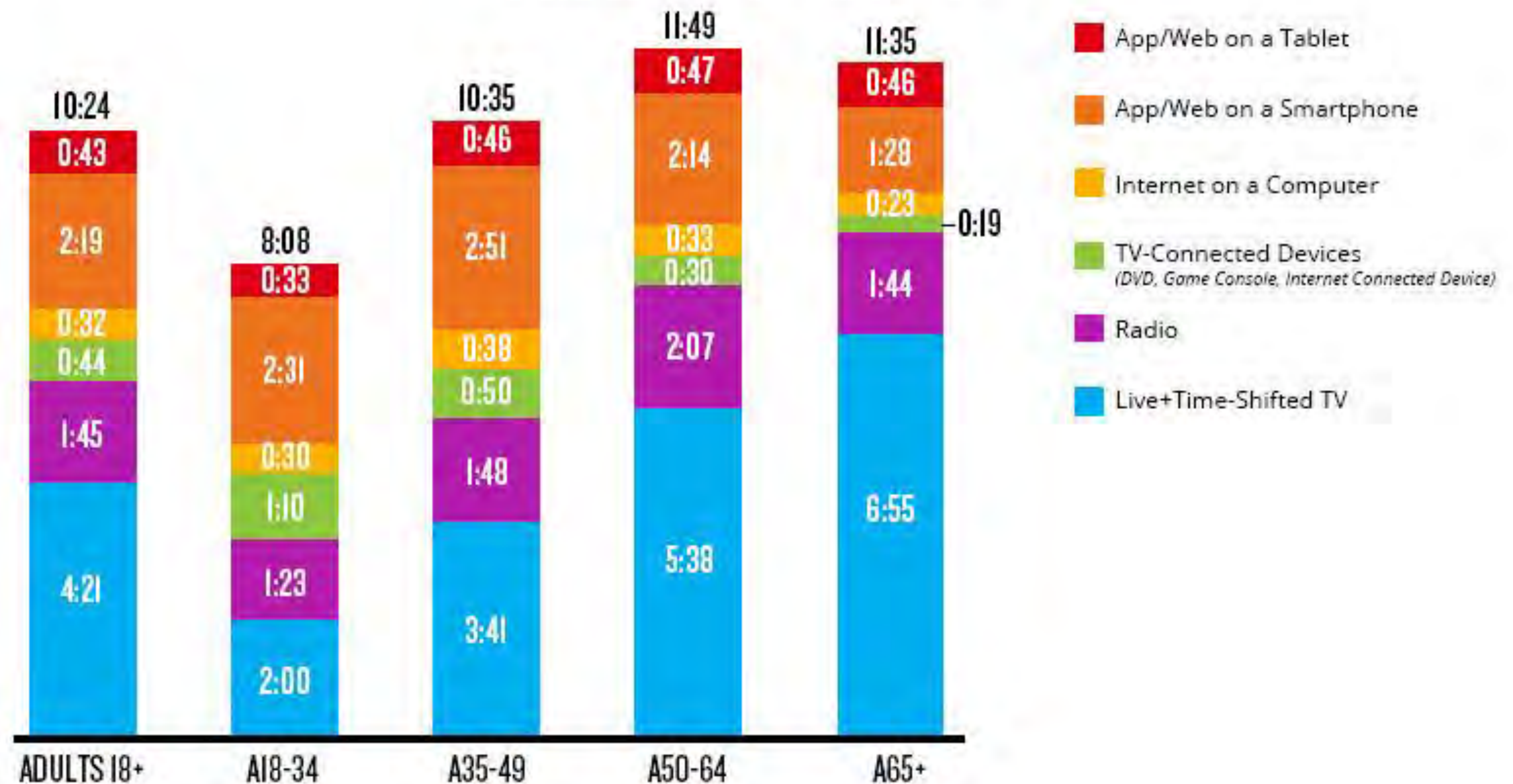
Text **4** 65+



The poll is inactive, please Start to start presenting

DAILY HOURS: USAGE BY AGE

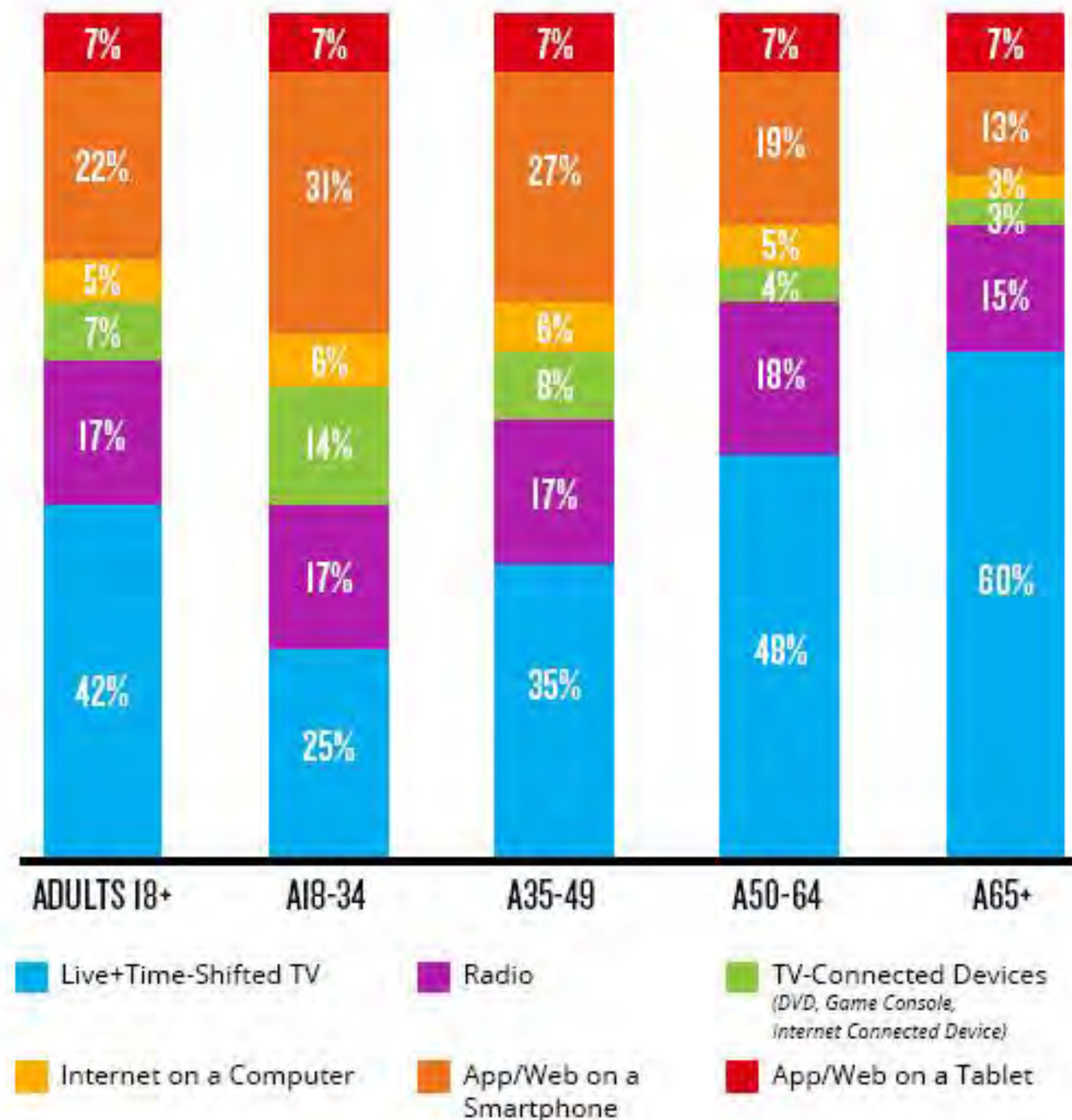
Based on Total U.S. Population



Age 50+ - Casino's bread and butter

DAILY TIME SPEND BY PLATFORM

Based on Total U.S. Population



**Younger demo (Millennials, Gen Y) just wait...
they will become their parents soon!**

Source: The Nielsen Total Audience Report – Q2 2018

SIMULTANEOUS USAGE OF DEVICES

SIMULTANEOUS USAGE - TV AND DIGITAL

How often do you watch TV and use a digital device simultaneously?



Always Very Often Sometimes Rarely Never

SIMULTANEOUS USAGE - TV AND AUDIO

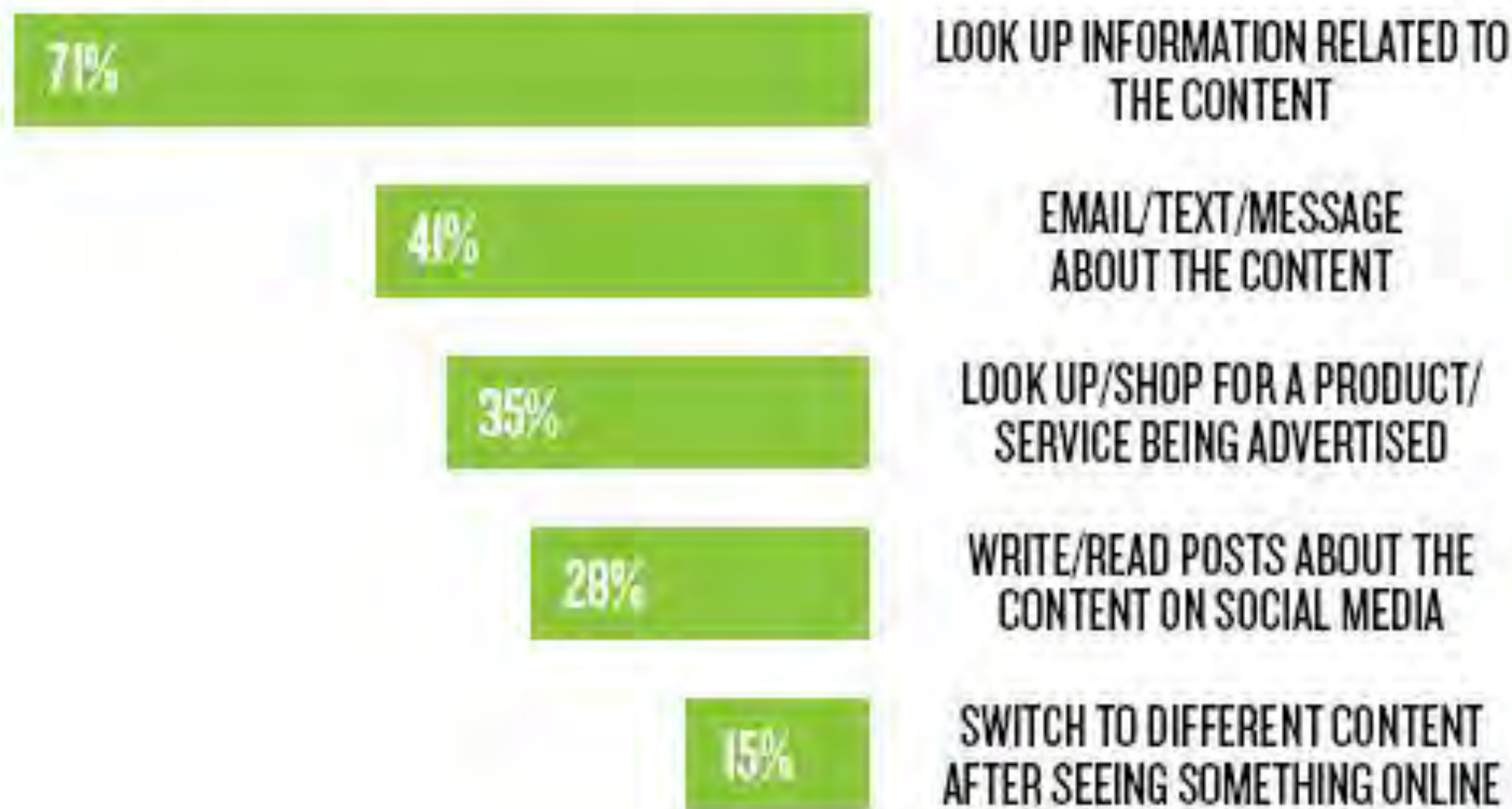
How often do you watch TV and use an audio device simultaneously?



SIMULTANEOUS USAGE OF DEVICES

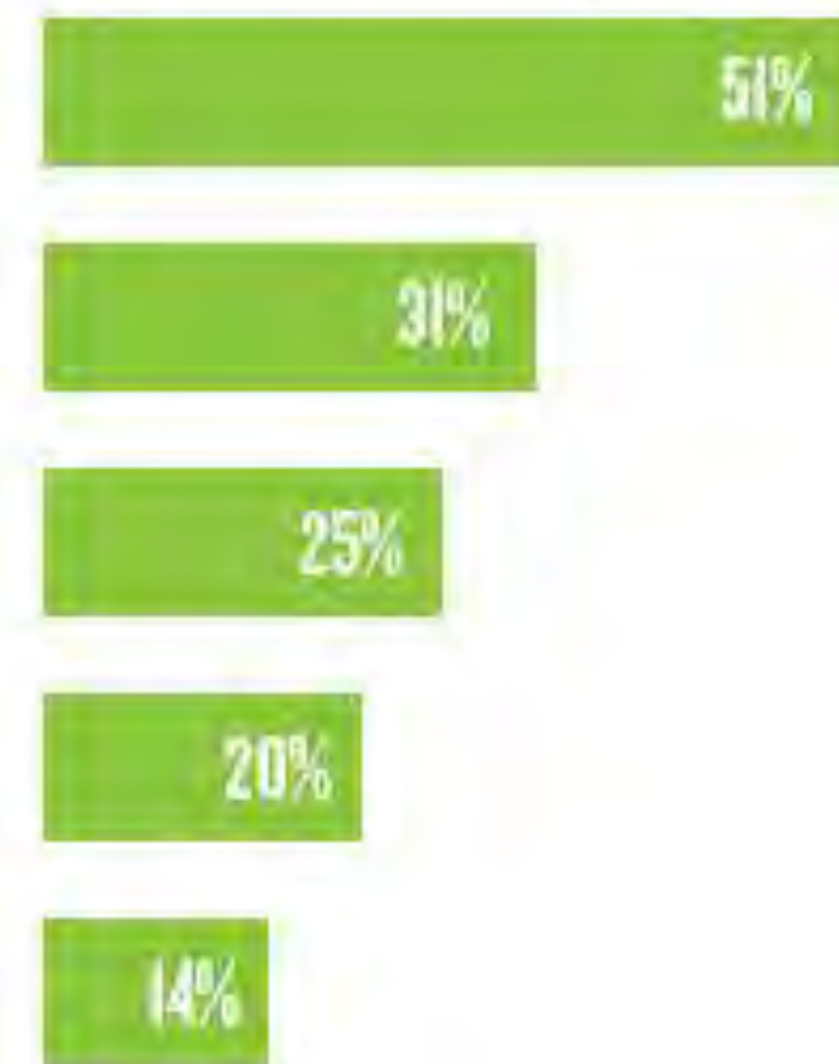
DIGITAL USAGE WHILE WATCHING TV

In what ways have you used your digital device to engage with the TV content you were watching?



DIGITAL USAGE WHILE LISTENING TO AUDIO

In what ways have you used your digital device to engage with the audio content you were listening to?



SO WHAT?

- **Digital media is here to stay**
- **No longer new media..it is THE media**
- **Complements all other media**
- **Leverage the most trackable media to date**



What percent of your current marketing budget is allocated to digital?

A: 0-10%

B: 10-20%

C: 21-30%

D: 31-40%

E: 41%+



Text your vote to: **(857) 763-5606** OR go to **swiftpolling.com** & enter **S4251**



What percent of your current marketing budget is allocated to digital?

Text **1** 0-10%

Text **2** 10-20%

Text **3** 21-30%

Text **4** 31-40%

Text **5** 41%+



0

The poll is inactive, please Start to start presenting

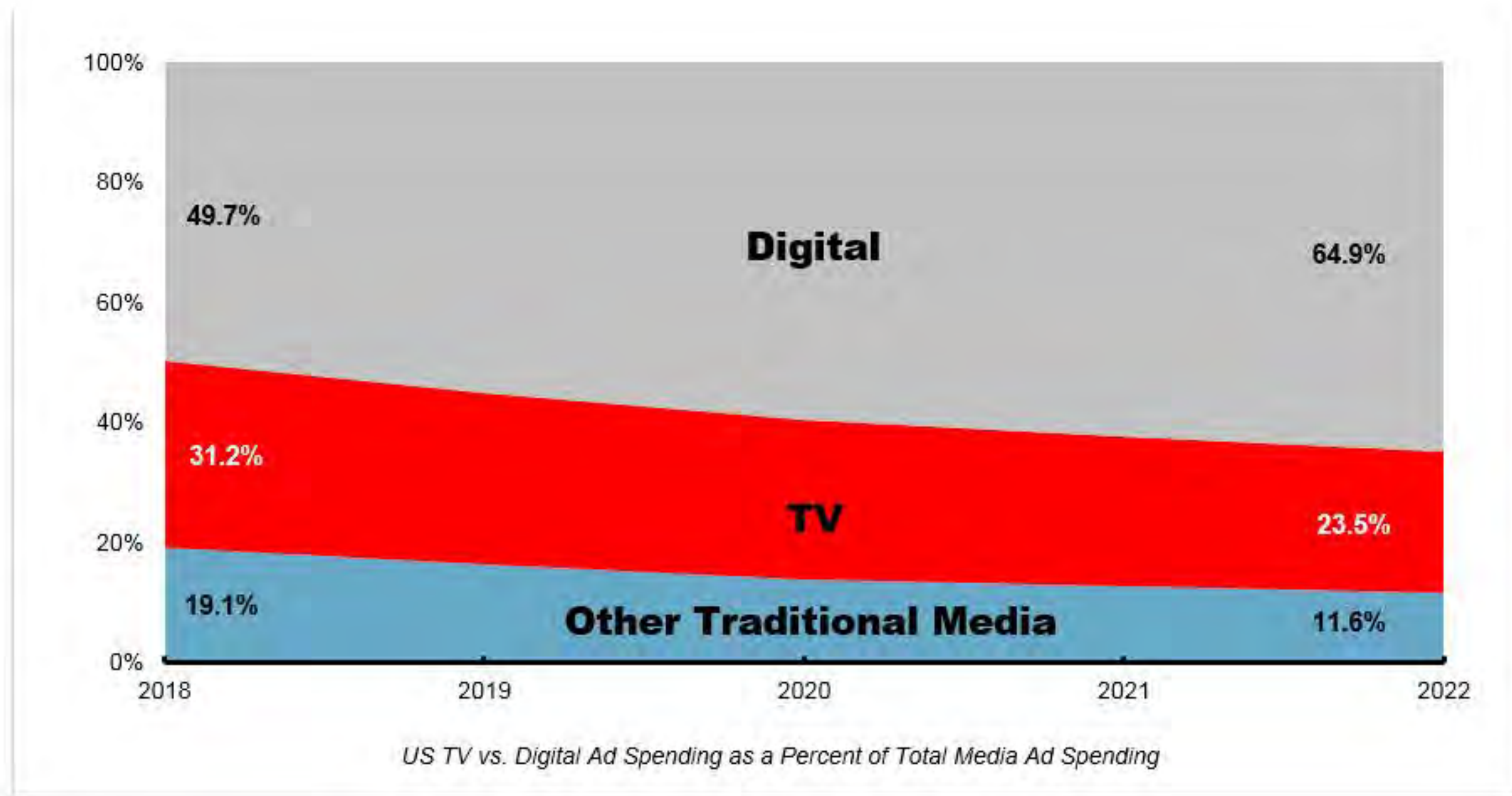
Source: <https://p.excitem.com/s/presentation/poll?>

aid=ee870a5d79202fb3e8c045fc4e3b7312b60fb88f2f9755e60504080dd039

[Web Viewer Terms](#) | [Privacy & Cookies](#)

[Edit](#)

OVERALL AD SPENDING



What digital media are you currently utilizing?

- A: SEM**
- B: Display Banners**
- C: Mobile**
- D: Pre-Roll**
- E: Native**
- F: Retargeting**
- G: IP Targeting**
- H: OTT (Over the Top)**
- I: Social Media**



Text your vote to: **(857) 763-5606** OR go to **swiftpolling.com** & enter **S4251**



What digital media are you currently utilizing?

0

SEM	Display Banners	Mobile	Pre-Roll	Native Ads	Retargeting	IP Targeting	OTT	Social Media
-----	-----------------	--------	----------	------------	-------------	--------------	-----	--------------

The poll is inactive, please Start to start presenting

Source: [https://p.excitem.com/s/presentation/poll?](https://p.excitem.com/s/presentation/poll?ald=59bdc73e783702e17e300eb6e39ed2f4fb8bd4272233f40df82dcf0d81d1)

[Web Viewer Terms](#) | [Privacy & Cookies](#)

Edit

DIGITAL LANDSCAPE – ALWAYS CHANGING



SOME THINGS STAY THE SAME..



MAKE YOUR DIGITAL BUYING CASINO FOCUSED

SEM

- Keywords
- Ad Groups
- Markets
- Certificate
- Copy

Display

- Behavioral
- Markets
- Sites
- Messaging
- CTA

Pre-Roll

- Behavioral
- Markets
- Sites
- Length
- VTR

Retargeting

- CTR
- Messaging
- Bookings
- Tickets
- Frequency

Xx% of all digital ads are mobile

Avoid negative/sensitive content

Are you currently using native ads?



Text your vote to: (857) 763-5606 or go to
swiftpolling.com & enter S4251



Are you currently using native ads?

0%

0%

Text 1  Yes

Text 2  No

The poll is inactive, please Start to start presenting

Source: <https://p.uexcitem.com/b/presentation/poll/>

[Web Viewer Terms](#) | [Privacy & Cookies](#)

[Edit](#)

Are you currently using native ads?

Text **1** Yes



Text **2** No



Navigation bar with icons for chart types, a plus sign, a green **Start** button, a **Dark Mode** toggle, an **Instructions** toggle, and the **swift** logo.

+ Text

The poll is inactive, please Start to start presenting



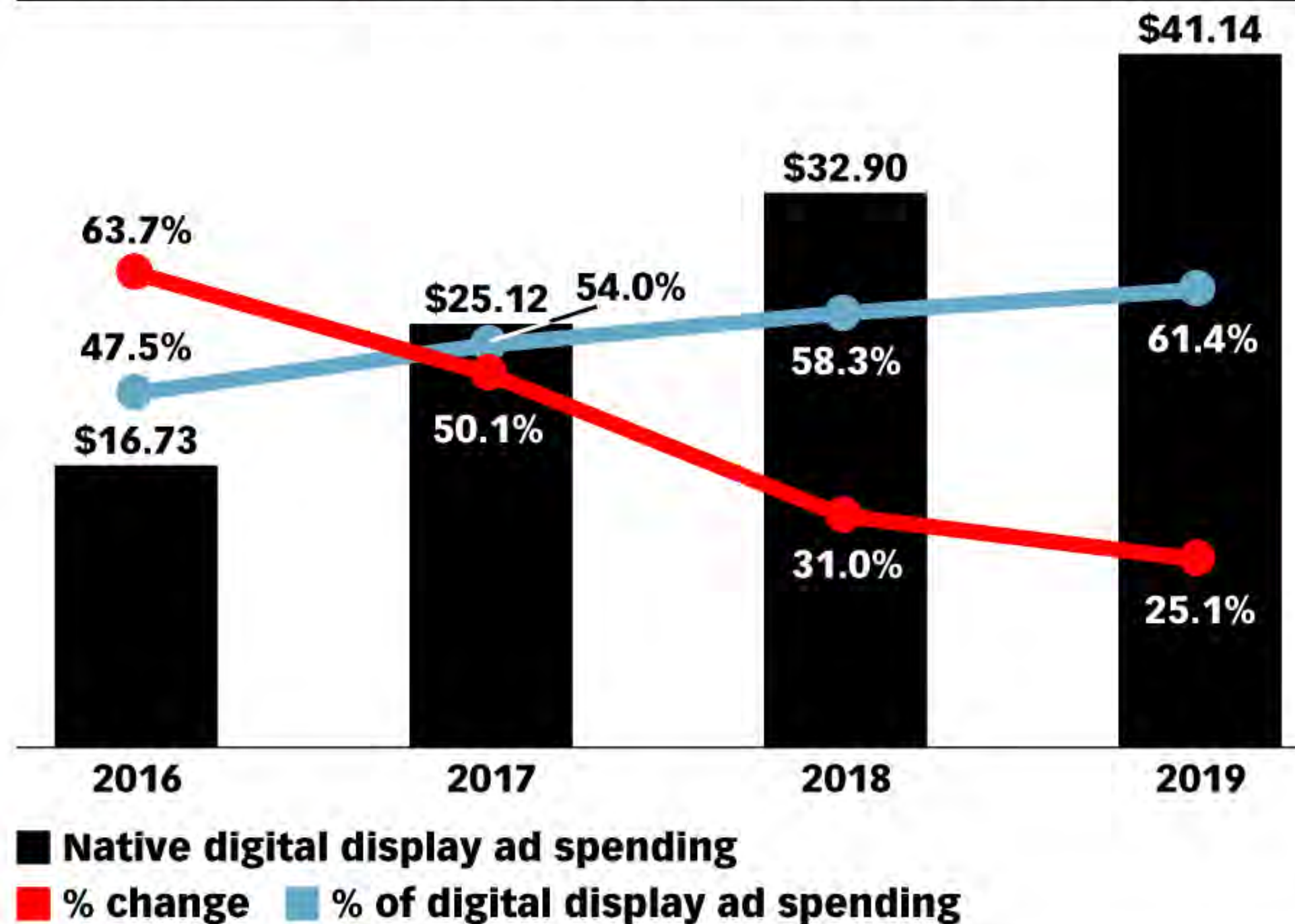
Source: <https://p.uexcitem.com/b/presentation/poll7>

[Web Viewer Terms](#) | [Privacy & Cookies](#)

[Edit](#)

NATIVE AD GROWTH

US Native Digital Display Ad Spending, 2016-2019
billions, % change and % of digital display ad spending



Note: includes digital display ads that follow the form, feel and function of the content of the media on which they appear

Source: eMarketer, March 2018

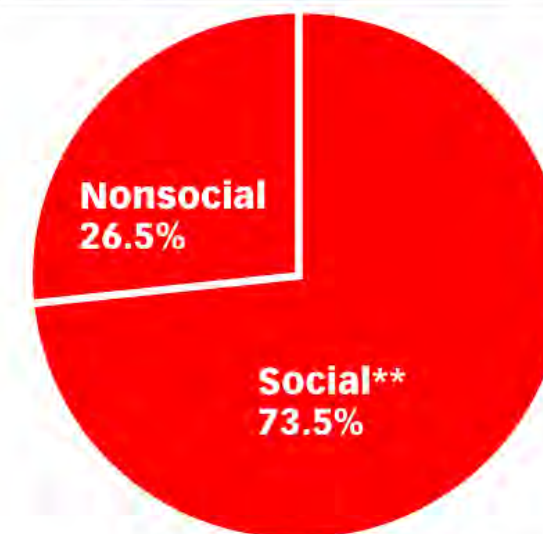
235945

www.eMarketer.com

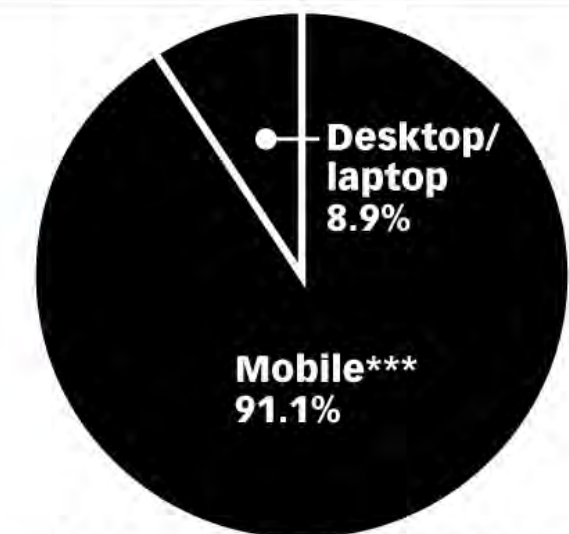
REASONS TO USE NATIVE ADS

- Higher Click-Through Rates
- Cost Efficient
- Non- Disruptive
- Industry Wide Adoption

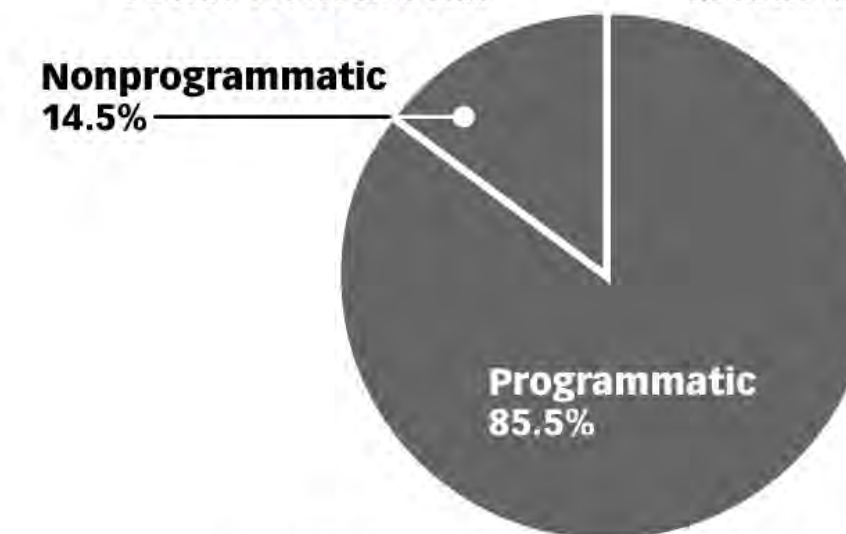
US Native* Digital Display Ad Spending Share, by Type, 2018
% of total



Social vs. nonsocial



Mobile vs. desktop/laptop



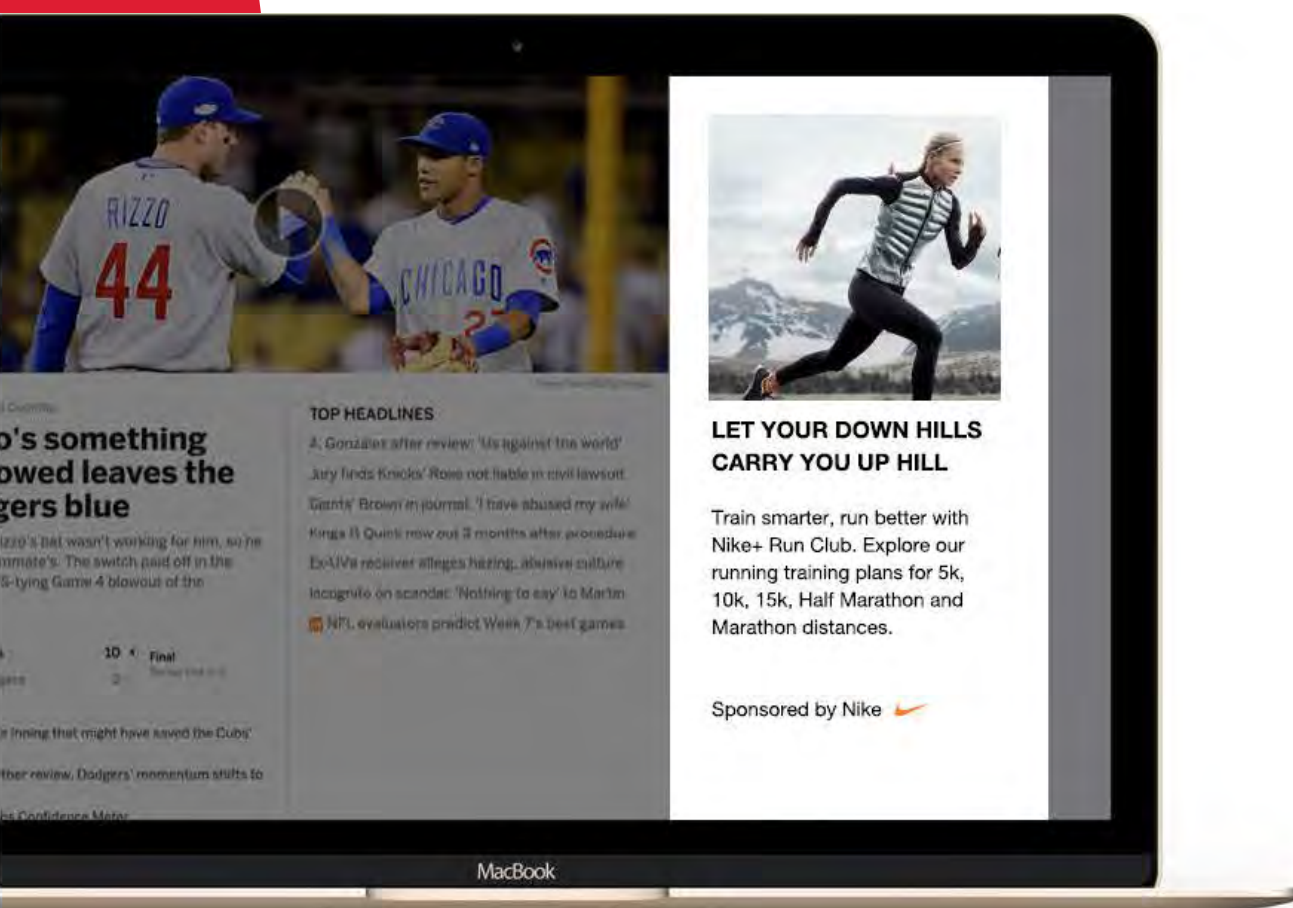
Programmatic vs. nonprogrammatic

Note: *includes digital display ads that follow the form, feel and function of the content of the media on which they appear; **includes native digital display ads appearing within social networks, social network games and social network apps; ***includes native mobile phone and tablet display ads

Source: eMarketer, March 2018

235948

www.eMarketer.com



NATIVE ADS FOR CASINOS

Leverage native's ads benefits to your advantage...

- **Ad Relevance – travel, hotel, golf, spa**



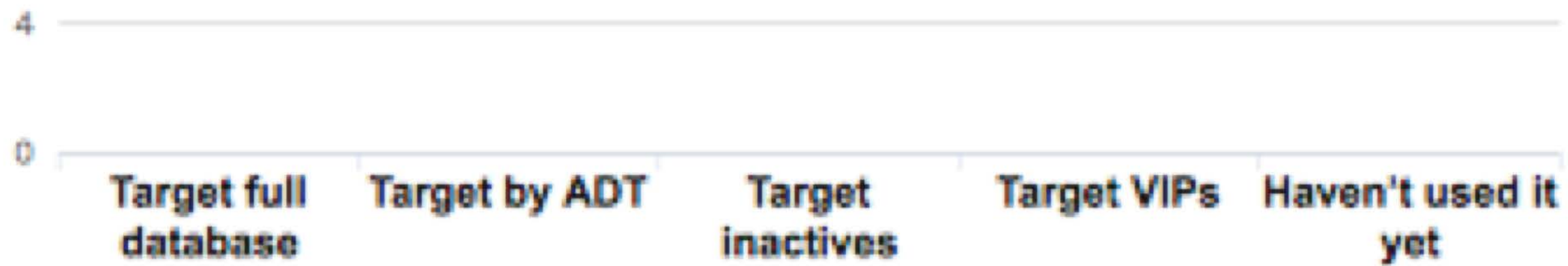
- **Develop creative specifically for the tactic**
- **Conversational messaging**
- **Be selective in placement**







How have you used IP targeting to date?

- A: Target full database**
- B: Target by ADT**
- C: Target inactives**
- D: Target VIPs**
- E: Haven't used it yet**



How have you used IP targeting to date?



• Text     **Start**  Dark Mode  Instructions **swift**

• Text

The poll is inactive, please Start to start presenting

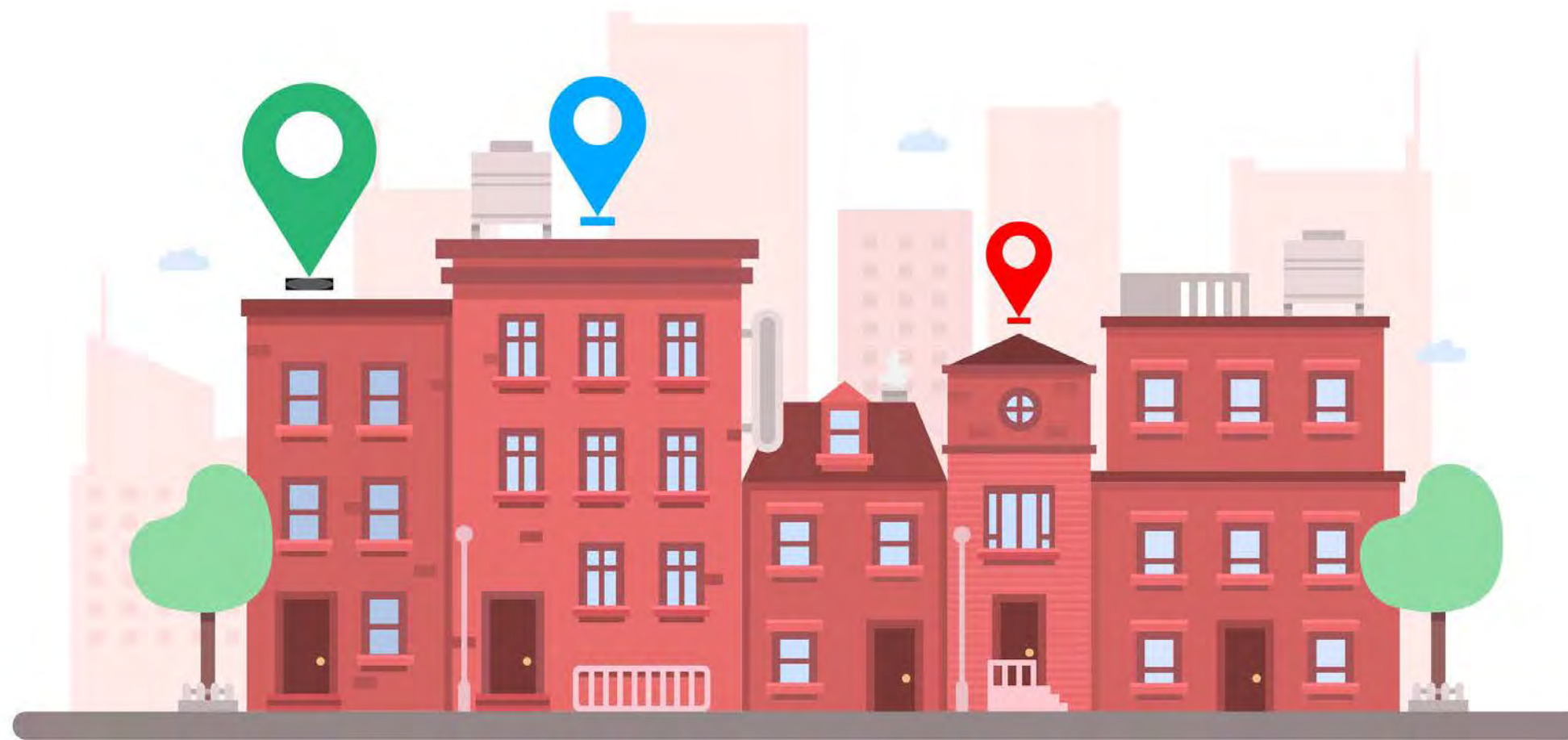
Source: <https://p.excelam.com/s/presentation/poll?url=https://www.excelam.com/s/presentation/poll?url=https://www.excelam.com/s/presentation/poll>

[Web Viewer Terms](#) | [Privacy & Cookies](#)

[Edit](#)

REASONS TO USE IP TARGETING

- **Target an existing database**
- **Ads run across multiple devices**
- **Custom target– custom message**
- **Very high append rates**



IP TARGETING FOR CASINOS

- **Rich database can be segmented in a variety of ways**
- **Match message with segment**
- **Deliver strong call-to-action**
- **Track success back to revenue**



Have you run any OTT (Over-the-Top) video to date?



Have you run any OTT (Over-the-Top) video to date?

0%

0%

Text 1 Yes

Text 2 No

• Text
• Text
• Text



Start



Dark Mode



Instructions

swift

The poll is inactive, please Start to start presenting

Source: <https://p.excelitem.com/s/presentation/poll?sit=ch&id=ad&h=7&id=2000015000&id=990001&id=1000000&id=1000000&id=1000000>

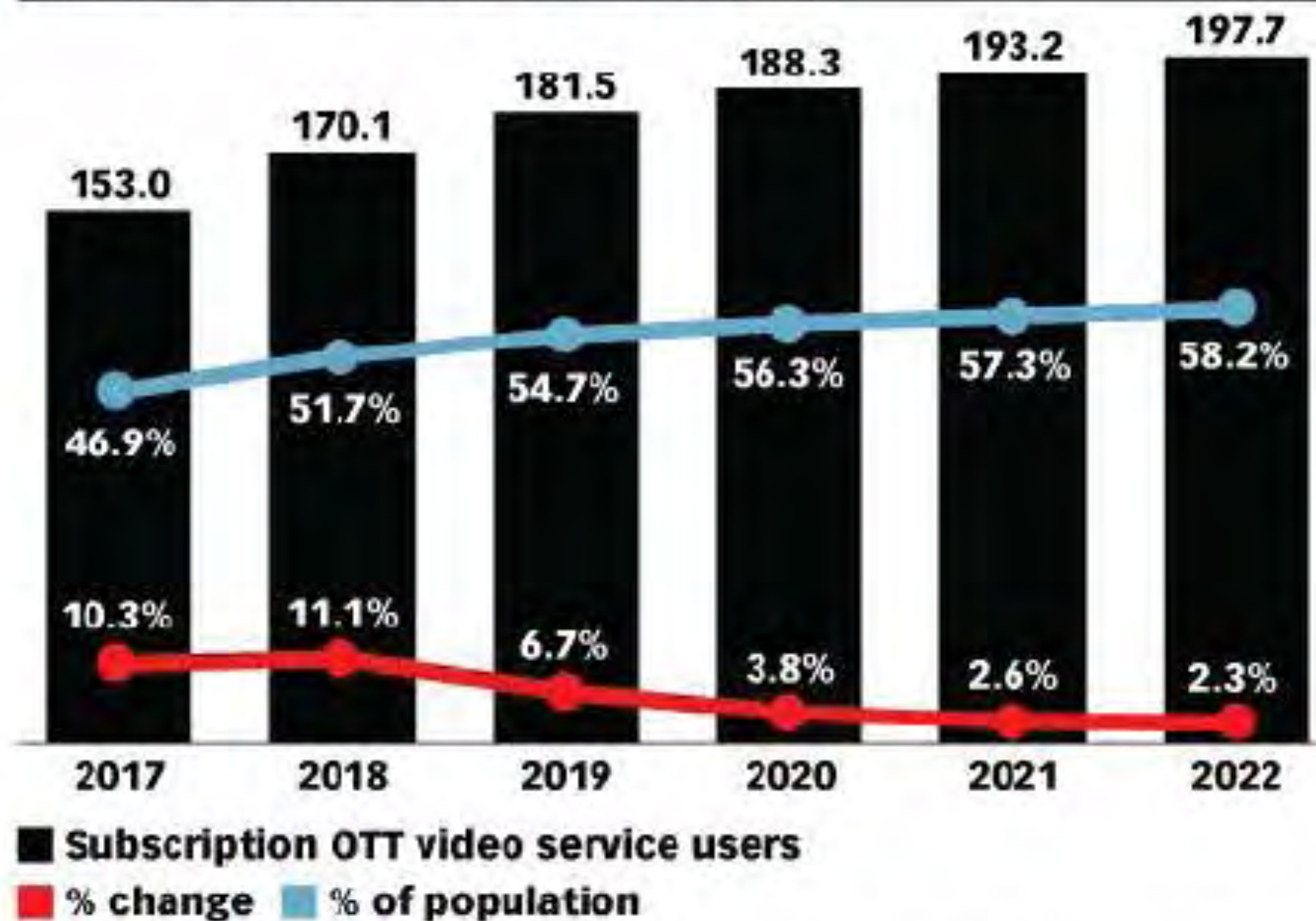
[Web Viewer Terms](#) | [Privacy & Cookies](#)

[Edit](#)

OTT SUBSCRIPTIONS

US Subscription Over-the-Top (OTT) Video Service Users and Penetration, 2017-2022

millions, % change and % of population



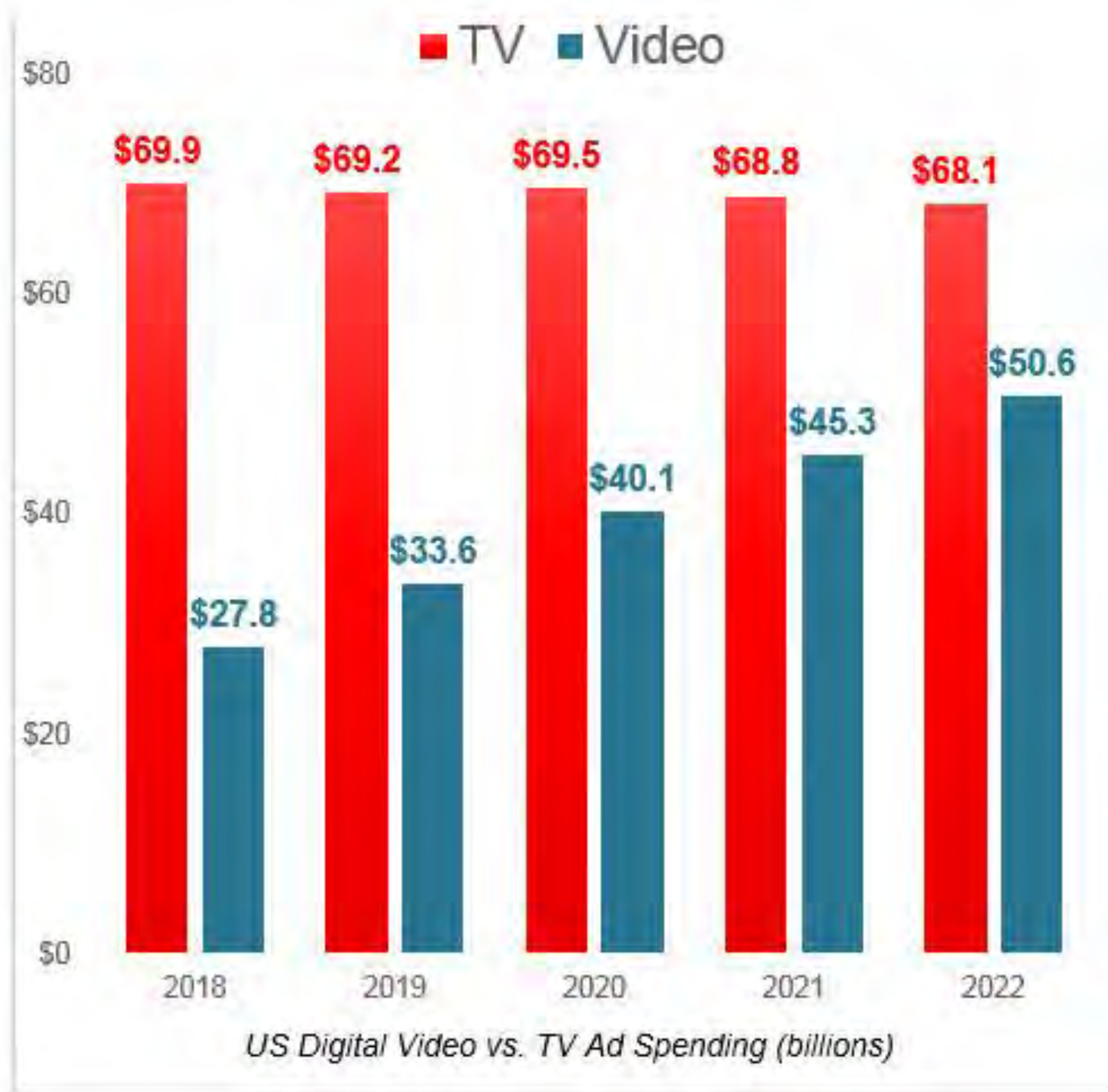
Note: individuals of any age who watch video via any app or website at least once per month that provides paid subscription access to streaming video content over the internet and bypasses traditional distribution; examples include Amazon Video, HBO Now, Hulu, Netflix, Sling TV and YouTube Red

Source: eMarketer, July 2018

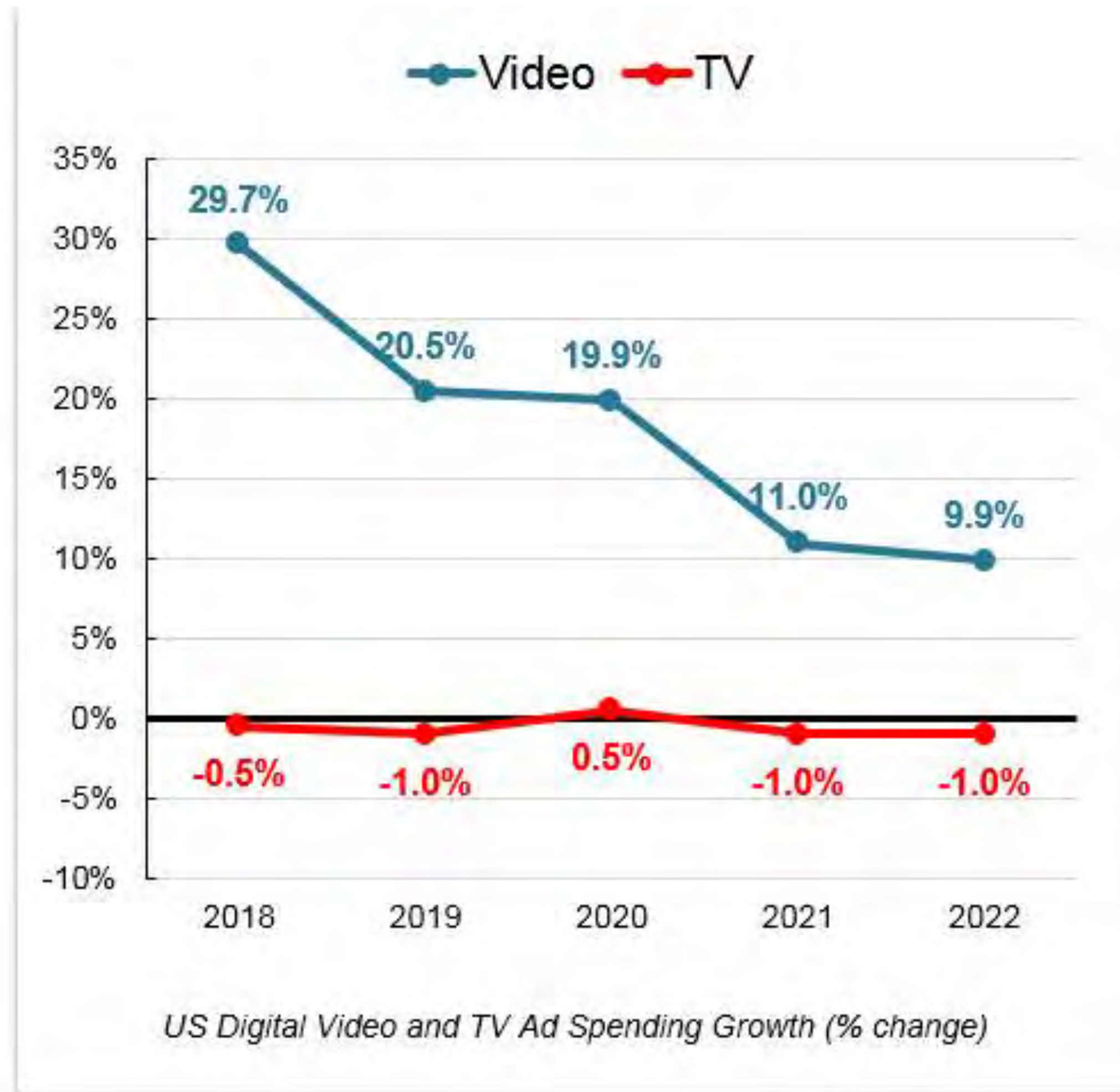
239938

www.eMarketer.com

TV AD SPENDING



VIDEO AD SPENDING



Source: eMarketer 2018, digital includes social media video

POLLING QUESTION

How many people in the room subscribe to one of the following?

A: Yes

B: No

ROKU

NETFLIX

hulu

Samsung

SMART TV

CRACKLE

sling



XBOX ONE

DIRECTV NOW

dish
ANYWHERE

apple tv

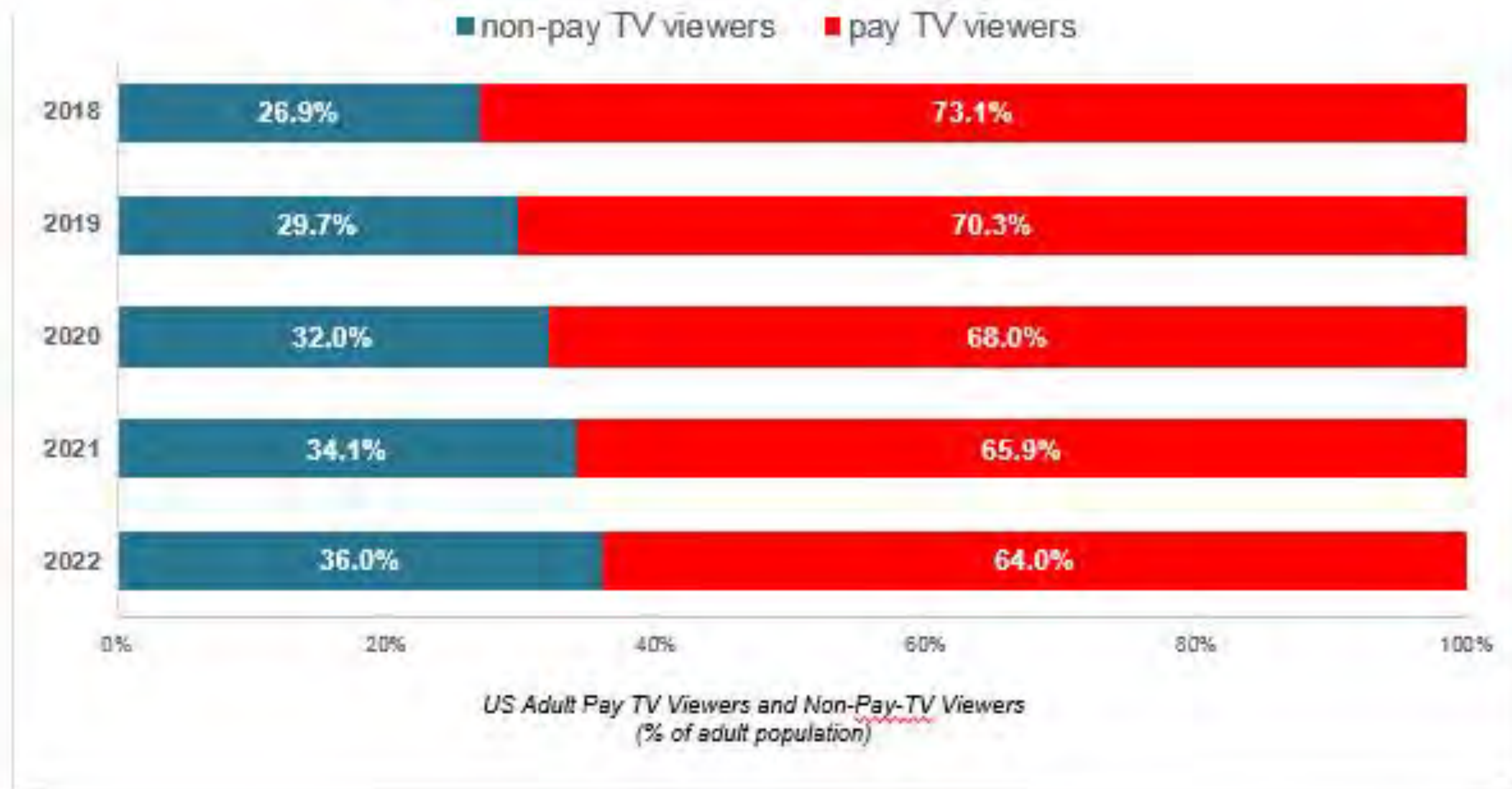
amazon
fireTV

chromecast

Raving
NEXT

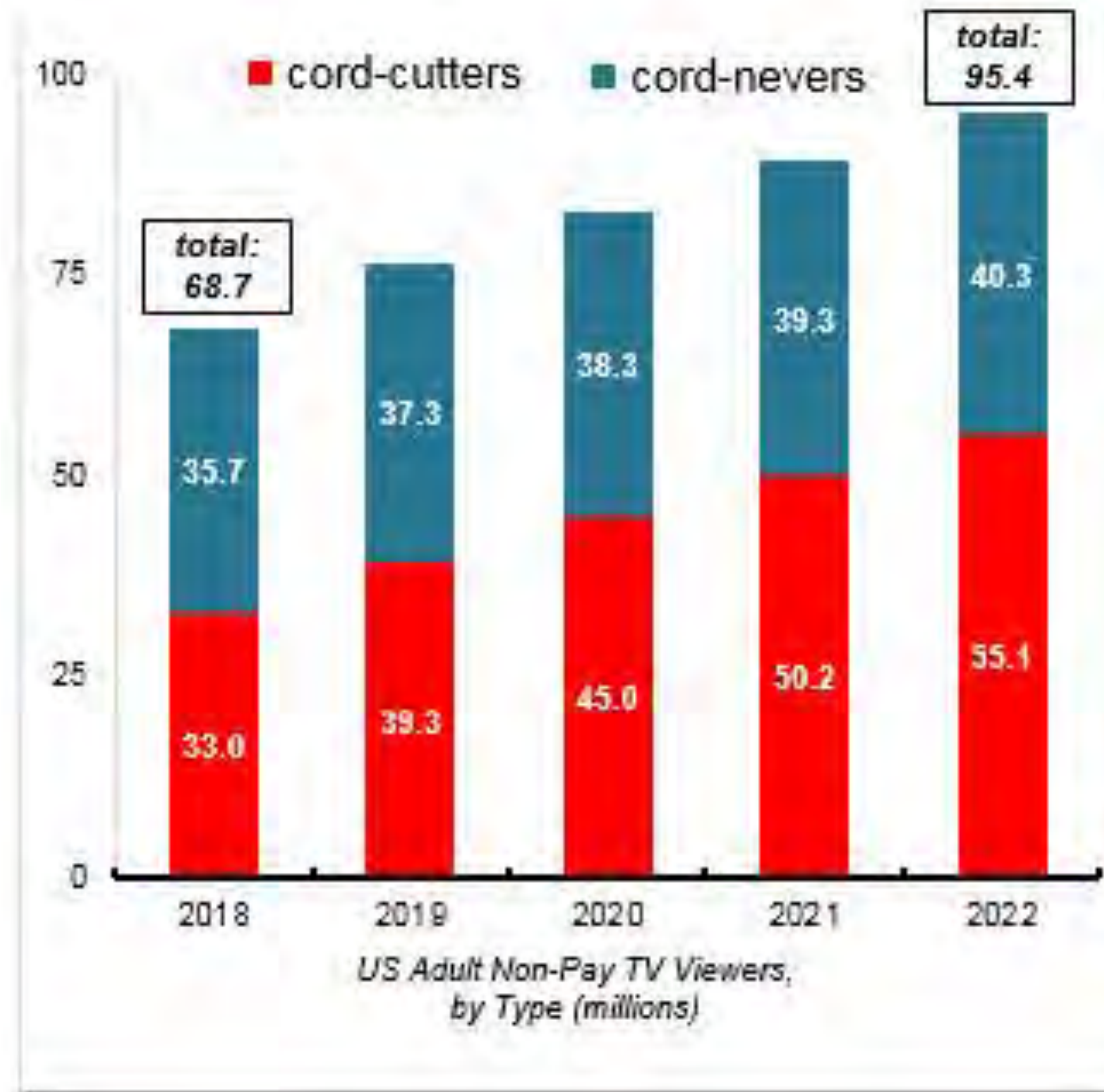
INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

NON-PAY TV GROWING – GOING DIGITAL



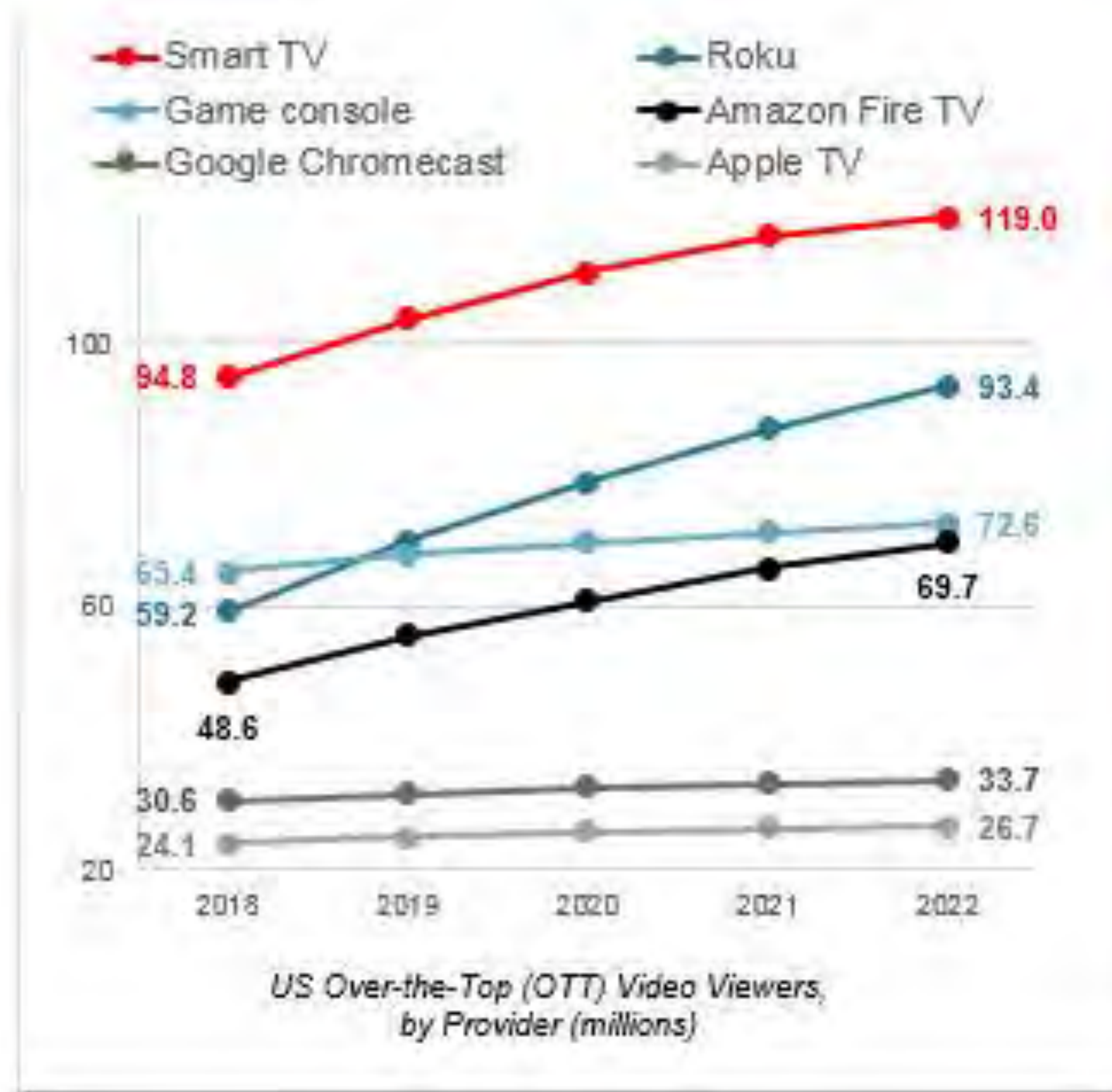
Source: eMarketer 2018

NON-PAY TV – MORE CORD-CUTTERS



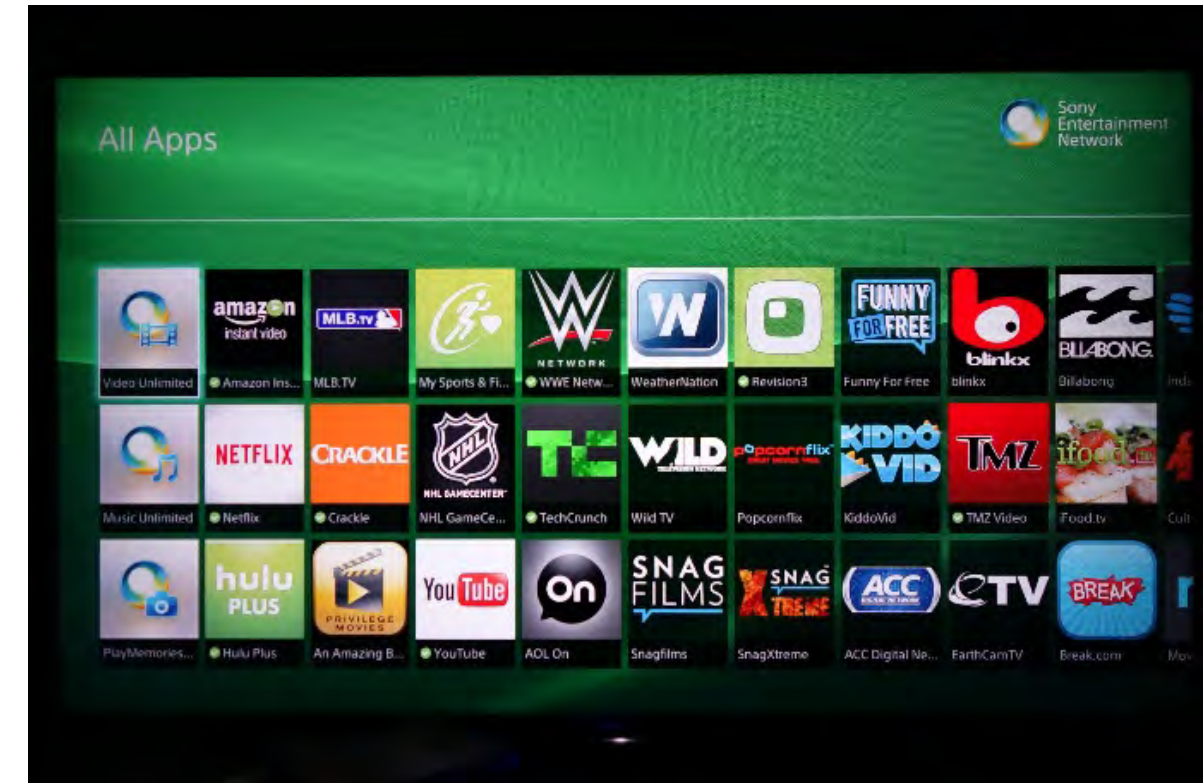
Source: eMarketer 2018

SMART TV MOST PREVALENT DEVICE



REASONS TO USE OTT

- **Fewer commercial pods**
- **Non-skippable ads**
- **More targetability – demo and geo**
- **Purchased like digital – greater reporting**
- **Appointment viewing**
- **Quality content**
- **Getting difficult to ignore**



OTT FOR CASINOS

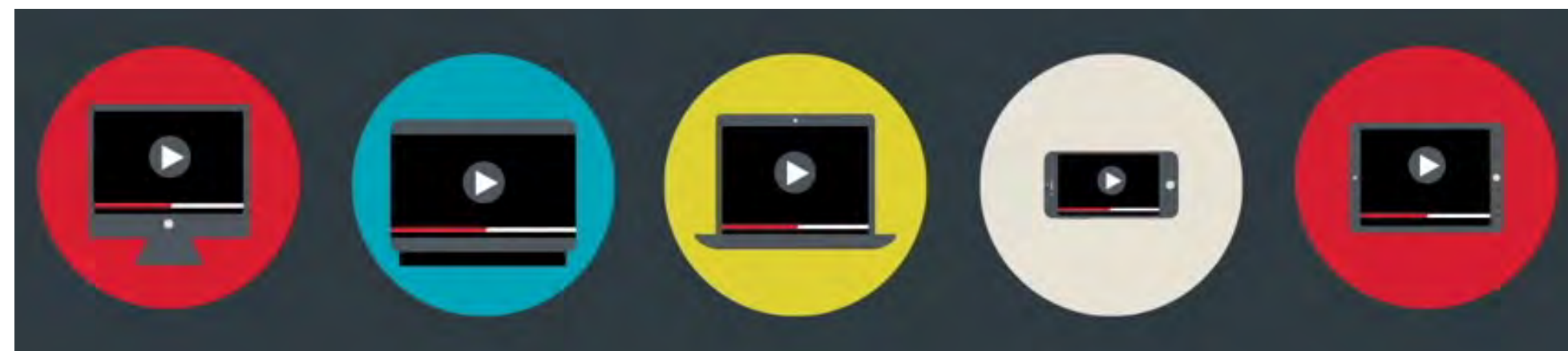
- **Target directly to casino gamers**
- **Narrow geographical reach**
- **More affordable than TV**
- **Strong sports influence**
- **Strong reach complement**



ADDRESSABLE GEO-FENCING



- **Target homes by address**



Display – OTT – Pre-Roll – Mobile – Tablet

- **Via multiple devices**

Do you plan to run OTT before the end of the year?



Text your vote to: (857) 763-5606 or go to
swiftpolling.com & enter **S4251**



**Do you plan to run OTT before the end of the
year?**

4
0

Yes

No



the poll is in

Start

art prac

Dark Mode

Instructions

swift

Source: <https://p.exclitem.com/s/presentation/poll7>

[View Poll](#) | [View Results](#) | [View Questions](#) | [View Comments](#) | [View History](#) | [View Settings](#)

[Web Viewer Terms](#) | [Privacy & Cookies](#)

[Edit](#)

Do you use any paid social media beyond Facebook?

A: Twitter

**B:
Instagram**

**C:
Pinterest**

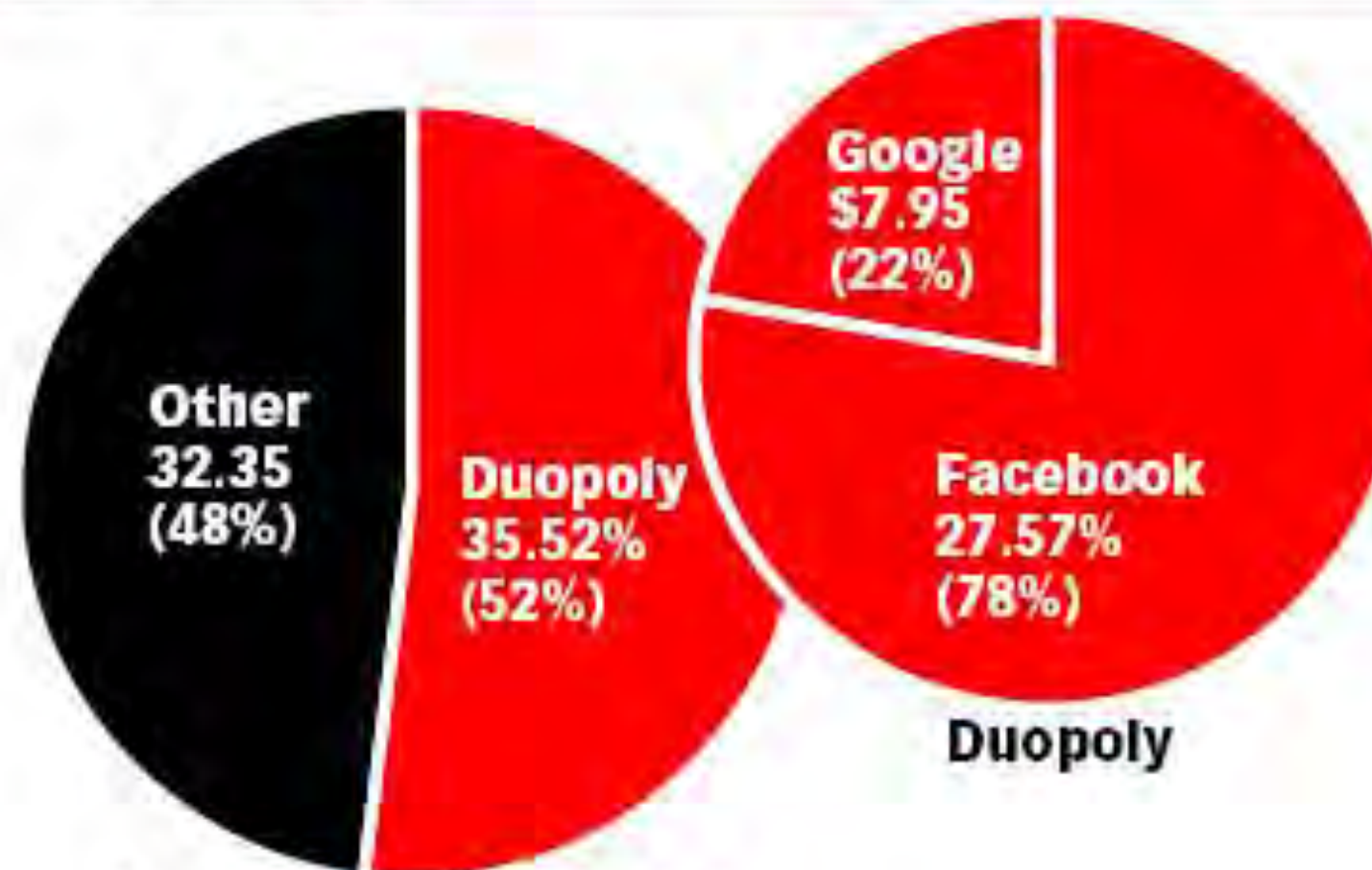
**D:
Snapchat**



GOOGLE AND FACEBOOK DOMINANCE

US Digital Display Ad Revenues, Duopoly vs. Other, 2019

billions and % of total



Total US digital display ad spending=\$67.87 billion

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices on all formats mentioned; includes banners, rich media, sponsorships, video and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; Facebook includes Instagram advertising revenues
Source: eMarketer, Sep 2018

244371

www.eMarketer.com

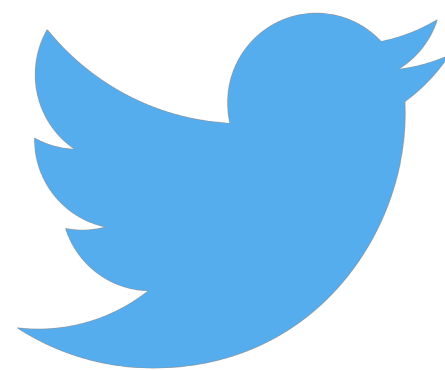
SOCIAL MEDIA RELEVANCE

EVERYDAY REACH

- Highest reach
- Most targeted
- Ideal message platform
- Strongest engagement



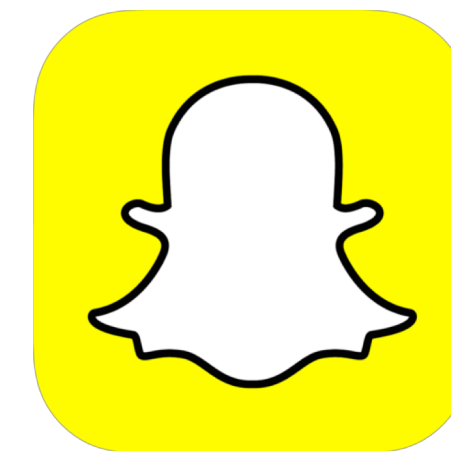
- Large reach
- Very targeted
- Visual message may take some getting used to
- High level of engagement
- Up and coming as younger audience ages



- Specialized reach
- Strong for hotels



- Specialized reach
- Strong for weddings



- Specialized reach
- Strong for events

OCCASIONAL REACH

NOTICABLY ABSENT?



- **More digital advertising than social**
- **Akin to pre-roll**
- **Targeted similar to SEM**
- **Ad format less social, more ad focused**

REASONS TO USE SOCIAL MEDIA

- **Significant audience universes**
- **Strong targetability**
- **Geographic segmenting**
- **Softer approach to marketing**
- **Easy/changeable messaging format**
- **Direct conversations with customers**
- **Gives company human feel**





SOCIAL MEDIA FOR CASINOS

- **Facebook strongest format**
- **Message/communication is king**
- **Should be unique to platform**
- **Show more of your human side**

**Do you use your player data to
measure/determine digital success?**



Text your vote to: (857) 763-5606 or go to
swiftpolling.com & enter S4251



**Do you use your player data to
measure/determine digital success?**

0%

0%

Text **1**  Yes
Text **2**  No



 Stop



Dark Mode

Instructions

swift

Source: [https://p.uexcitem.com/s/presentation/poll?](https://p.uexcitem.com/s/presentation/poll?poll_id=5502&poll_code=5502)
[poll_id=5502&poll_code=5502](https://p.uexcitem.com/s/presentation/poll?poll_id=5502&poll_code=5502)

[Web Viewer Terms](#) | [Privacy & Cookies](#)

Edit

PLAYER DATA IS KEY

- **Use data to identify key markets**
- **Measure growth by market – match back to digital buy**
- **IP Targeting and Addressable Geo-Fencing**
- **Allow enough time to make an impact**
- **Build specific campaigns based on need**

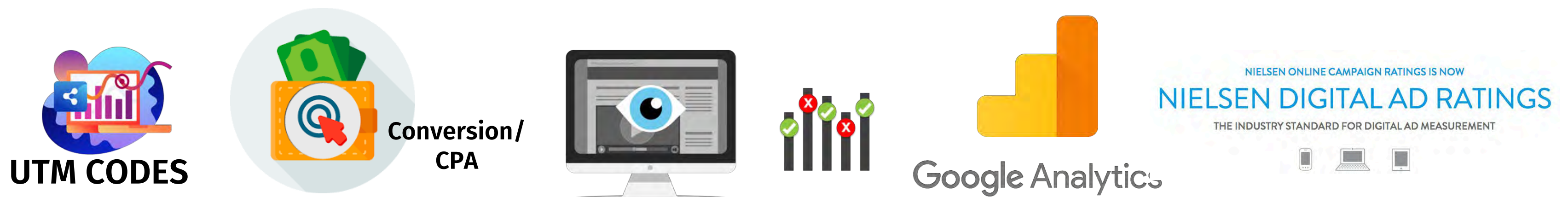


MARKET TARGETING

- **Geographical location is imperative**
- **Local vs. Destination – distinct messaging**
- **Allocate spend appropriately**
- **Measure back to player data**
- **Unique offers help measure revenue**

MEASUREMENT

- **Define prior to campaign starts**
- **Build measurement components prior to start**



- **Optimize frequently**
- **Establish the appropriate benchmarks**
- **All media works together – everything contributes to revenue lift**

Thank you for attending this session!
your bonus code is:



COMMUNITY

Go to www.RavingPlay.com to enter this code!
Powered by Engaged Nation visit booth #12 for info