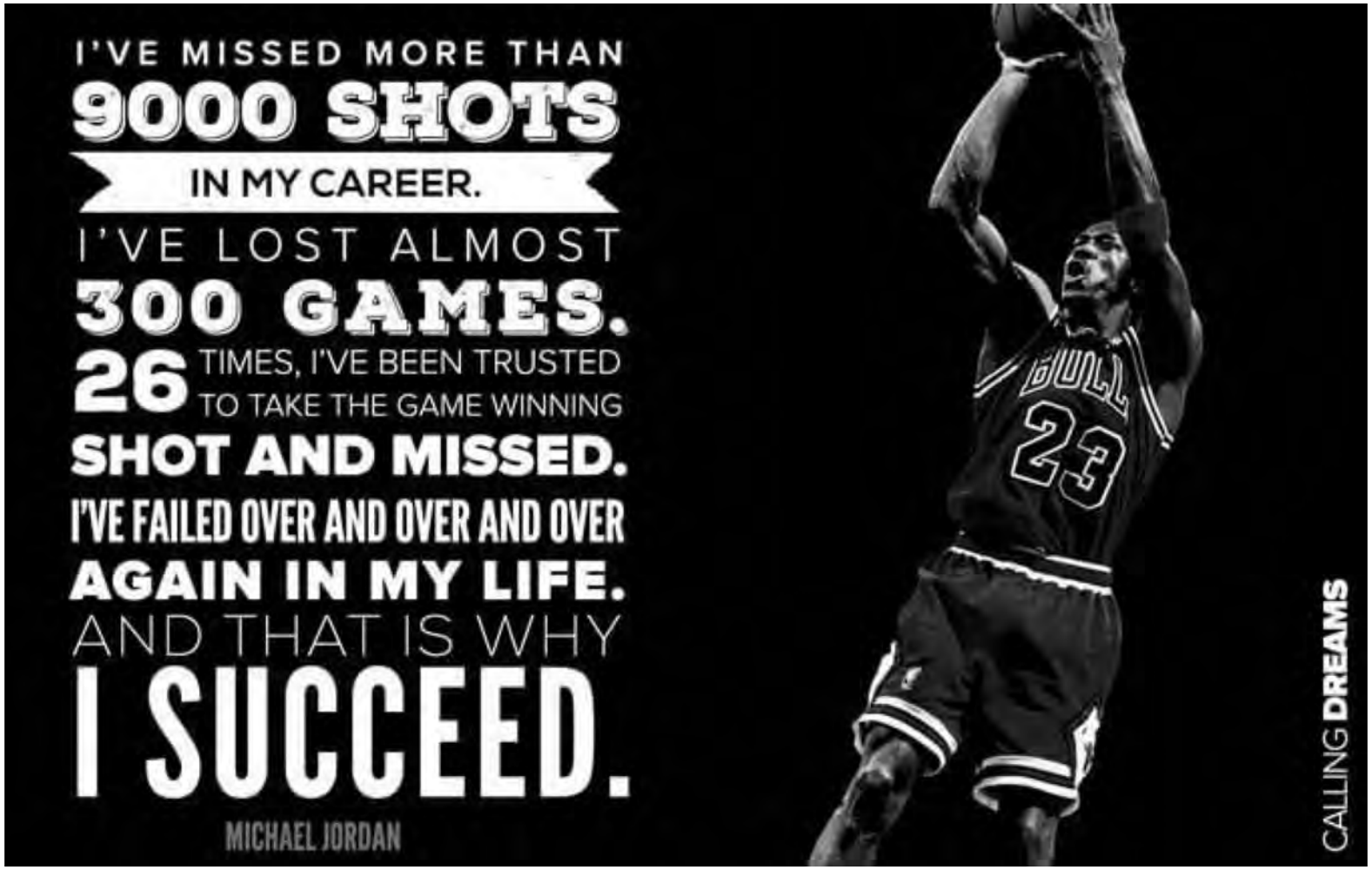
Welcome to
Raving NEXT: Indian Gaming Analytics & Marketing Conference!

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

Raving NEXT Think Tank

Tuesday, January 28
8:30 am – 10:30 am


I'VE MISSED MORE THAN
9000 SHOTS
IN MY CAREER.
I'VE LOST ALMOST
300 GAMES.
26 TIMES, I'VE BEEN TRUSTED
TO TAKE THE GAME WINNING
SHOT AND MISSED.
I'VE FAILED OVER AND OVER AND OVER
AGAIN IN MY LIFE.
AND THAT IS WHY
I SUCCEED.
MICHAEL JORDAN
BULL
23
CALLING DREAMS

“No matter when or where, always bring your ‘A’ game, Because you never know when it will open doors for you.”

Simon Sinek
Author *It Starts with Why*

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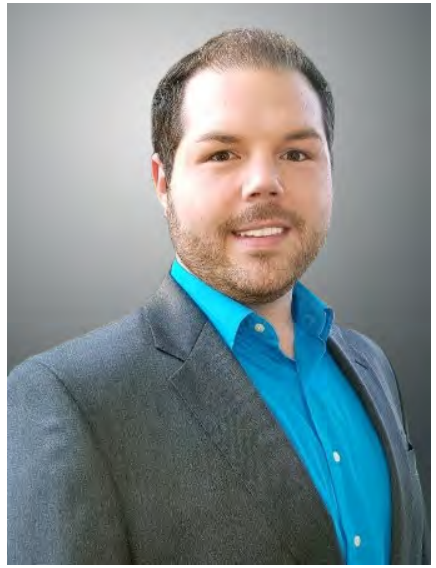
Tribal Scholarship and Mentorship Program Winners



Richard Picard
Director of PR & Advertising
Cypress Bayou Casino Hotel

Jillian Rentfro
Marketing Analyst
Indigo Sky Casino

Claudine Flores
Marketing Coordinator
Isleta Resort & Casino

Julius Baker
PD Manager Trainee
Sky Ute Casino Hotel

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SSID: RavingGaming
Password: r@v1ng2020

How many Raving conferences have you attended?

Almost all of them!

Where are you from?

Raving play

ENGAGED Nation

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INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

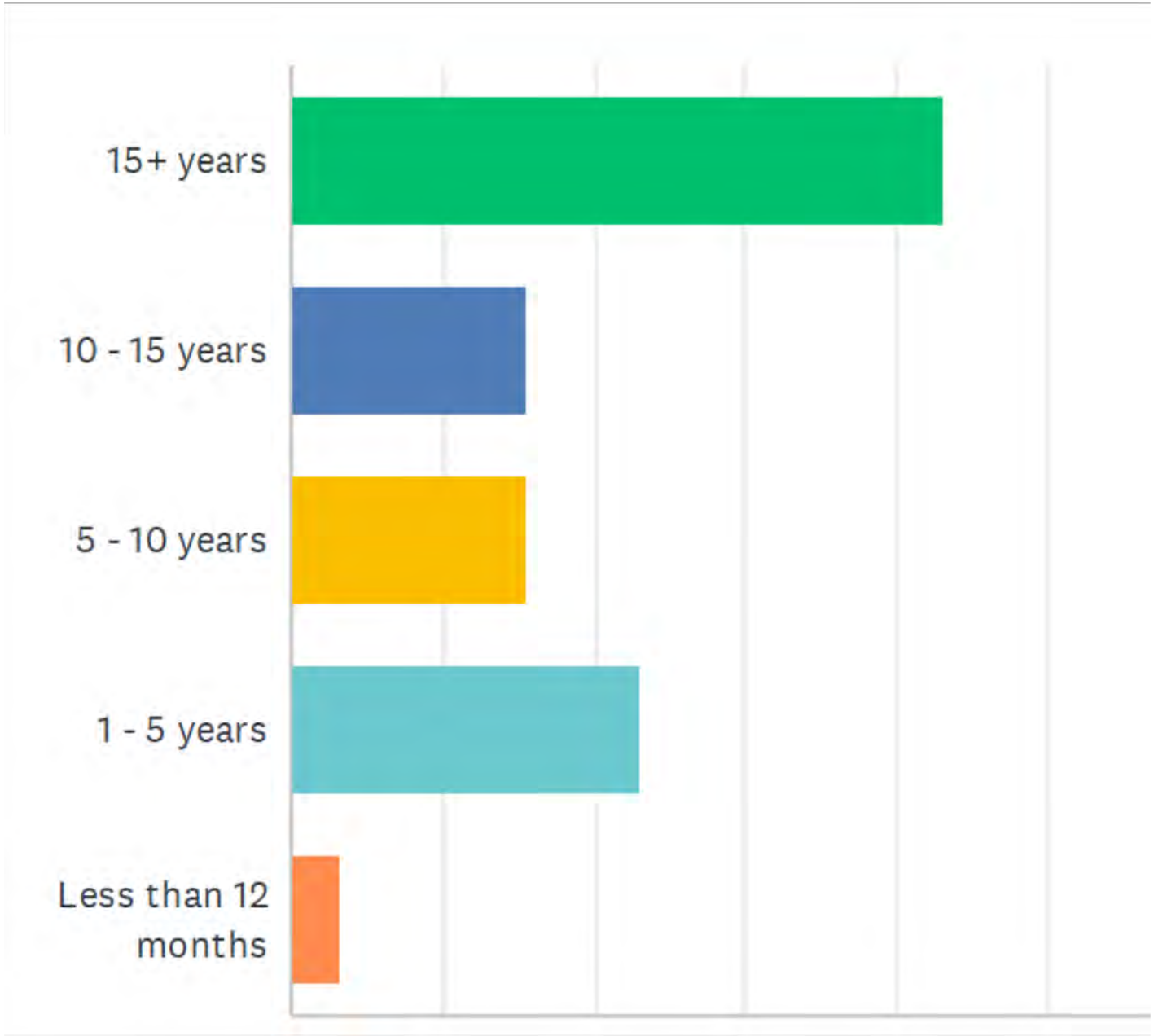
TG&H™

TRIBAL GAMING AND HOSPITALITY

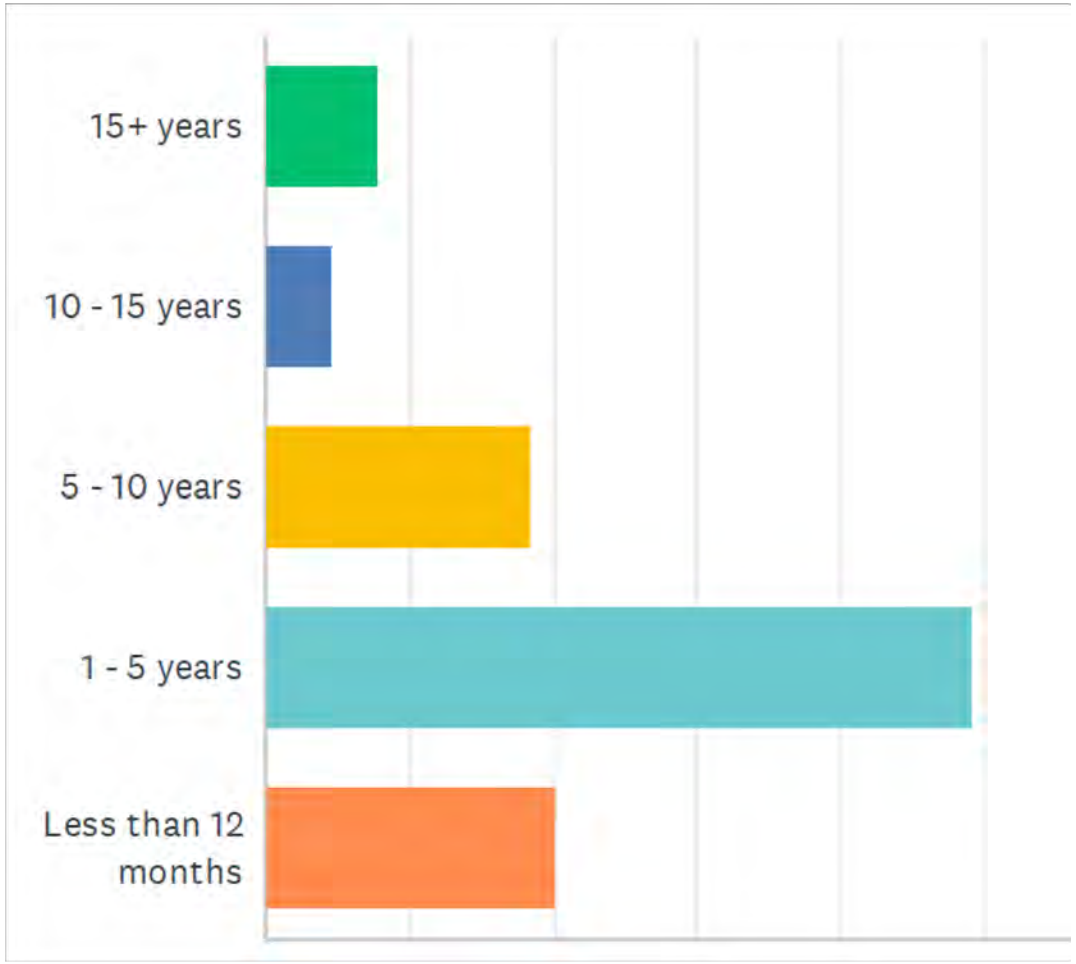
Type in a word (or emoji!) to describe how you feel about Isleta and Albuquerque:

Raving NEXT: Think Tank

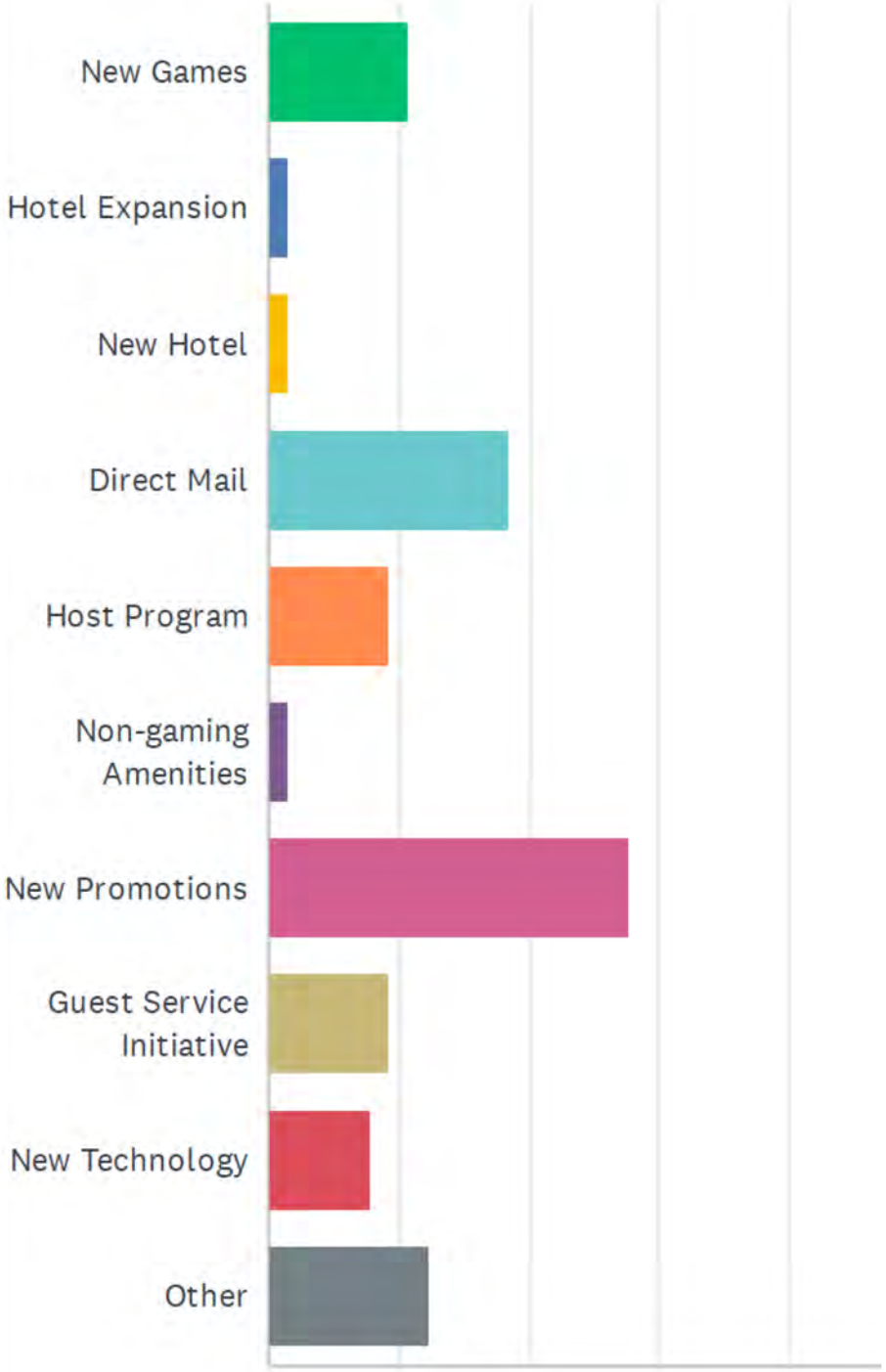
How many years have you been in the gaming industry?



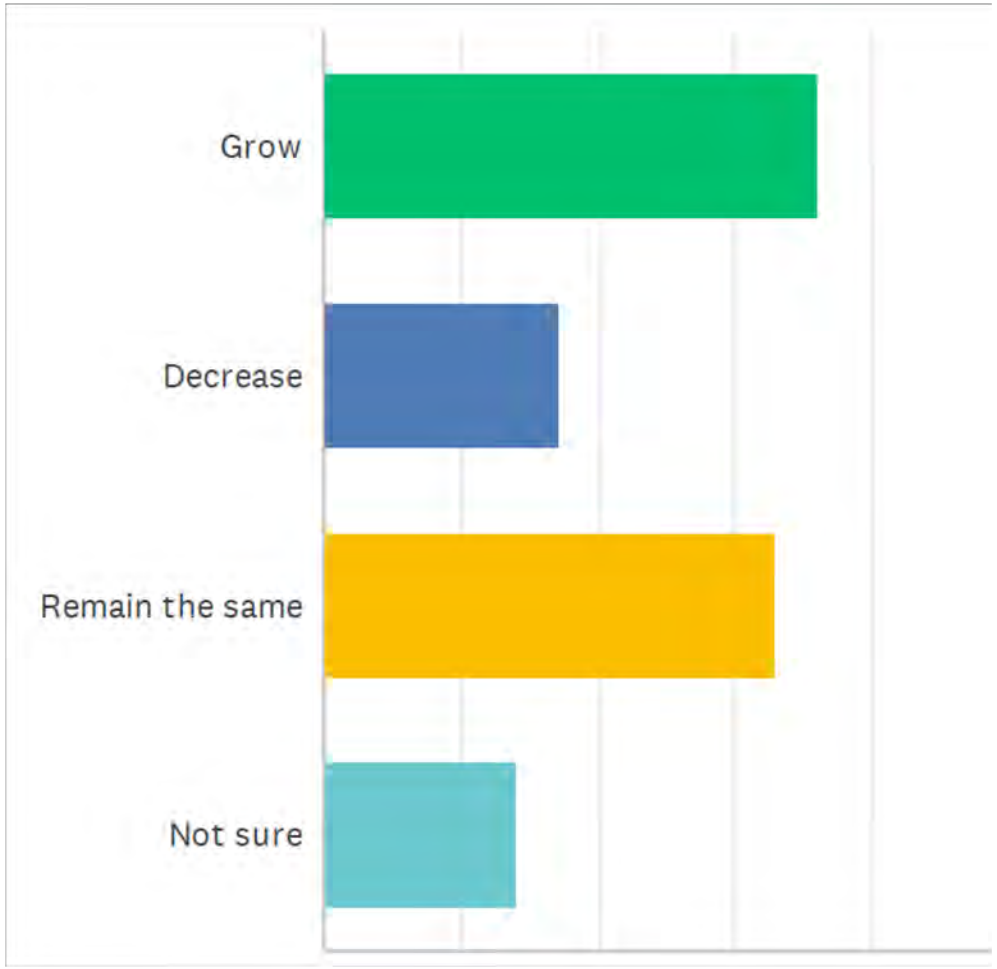
How many years have you been your current position?



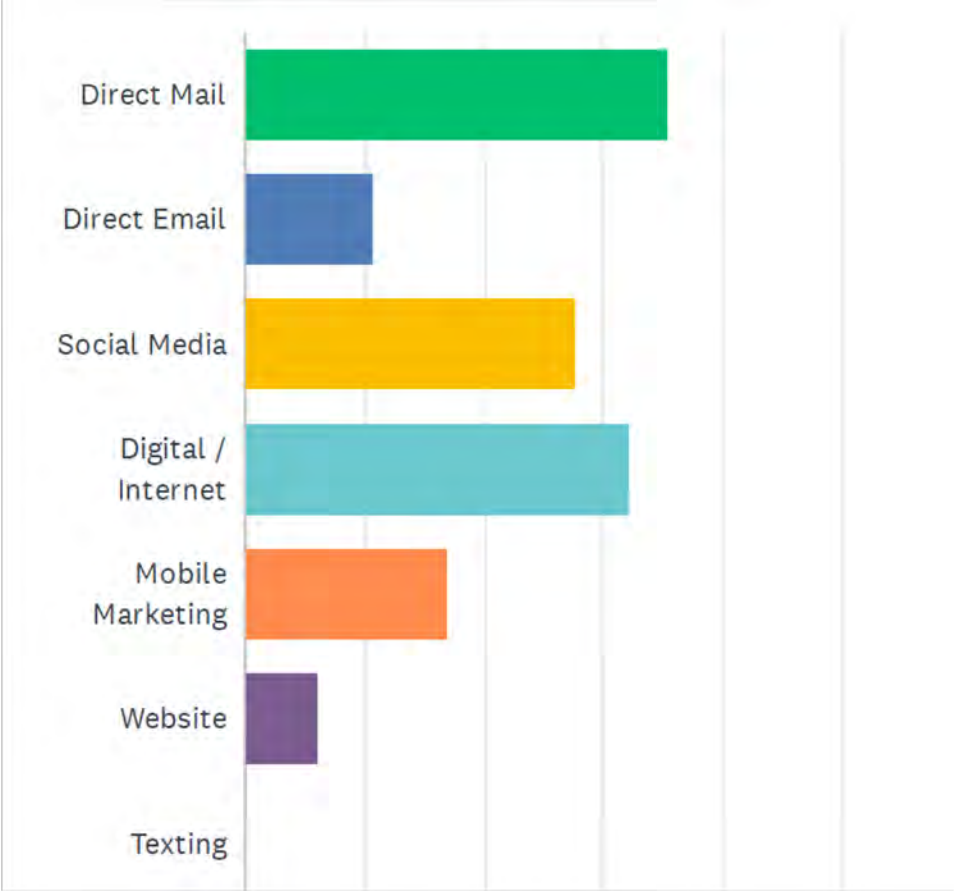
Choose one initiative that you believe moved the needle for your organization in 2019

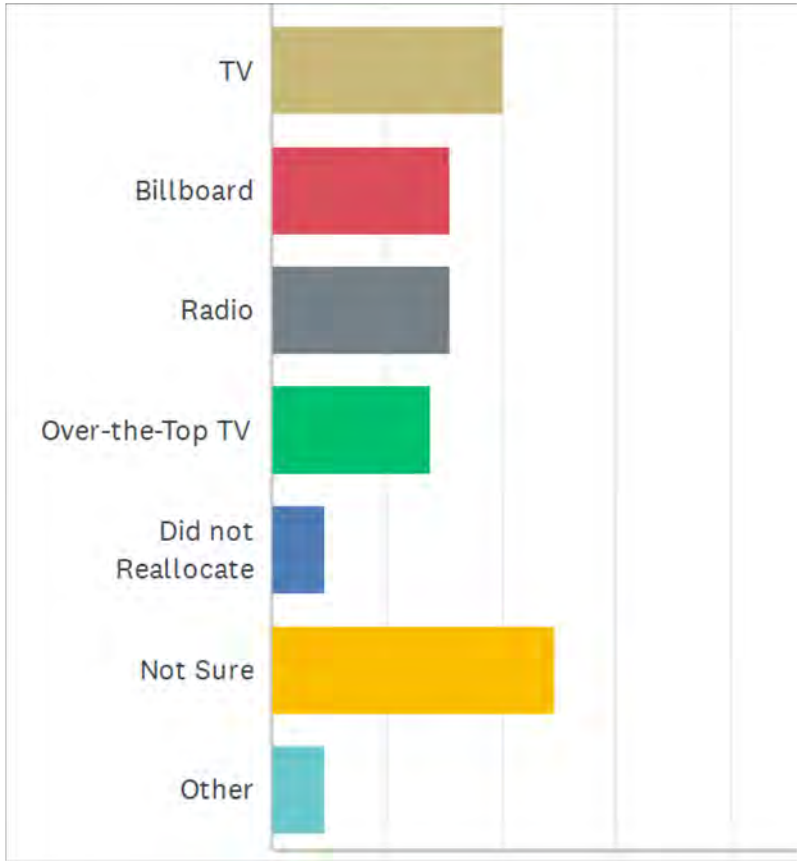


Did your marketing budget grow, remain the same or decrease?

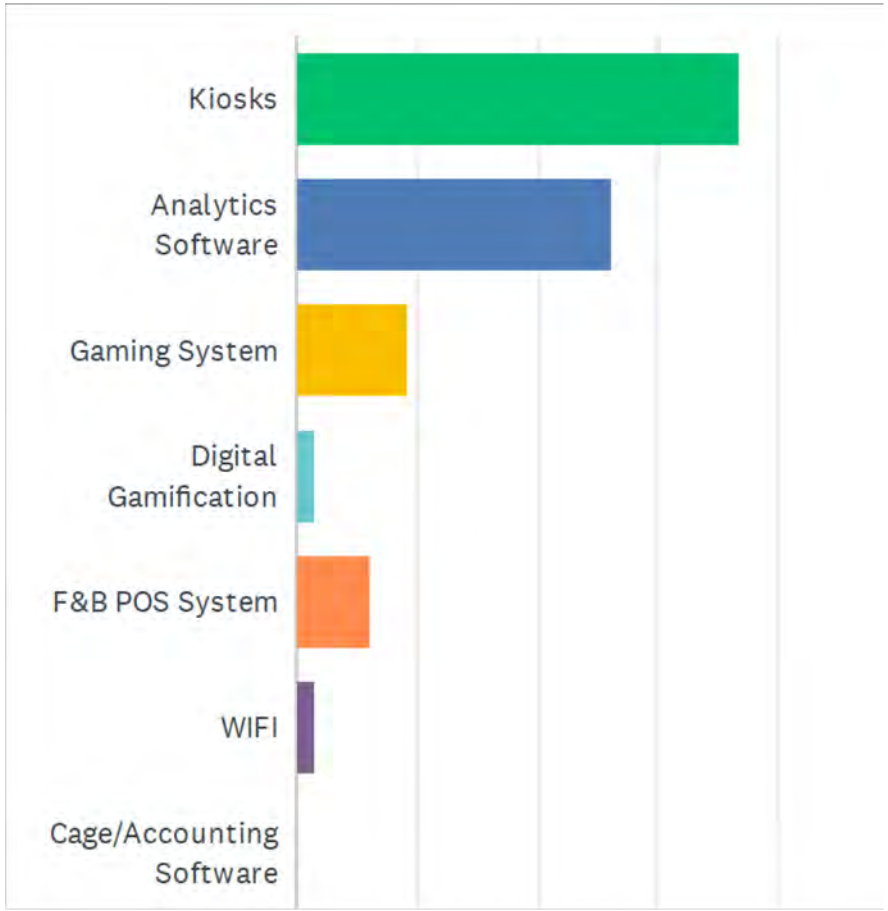


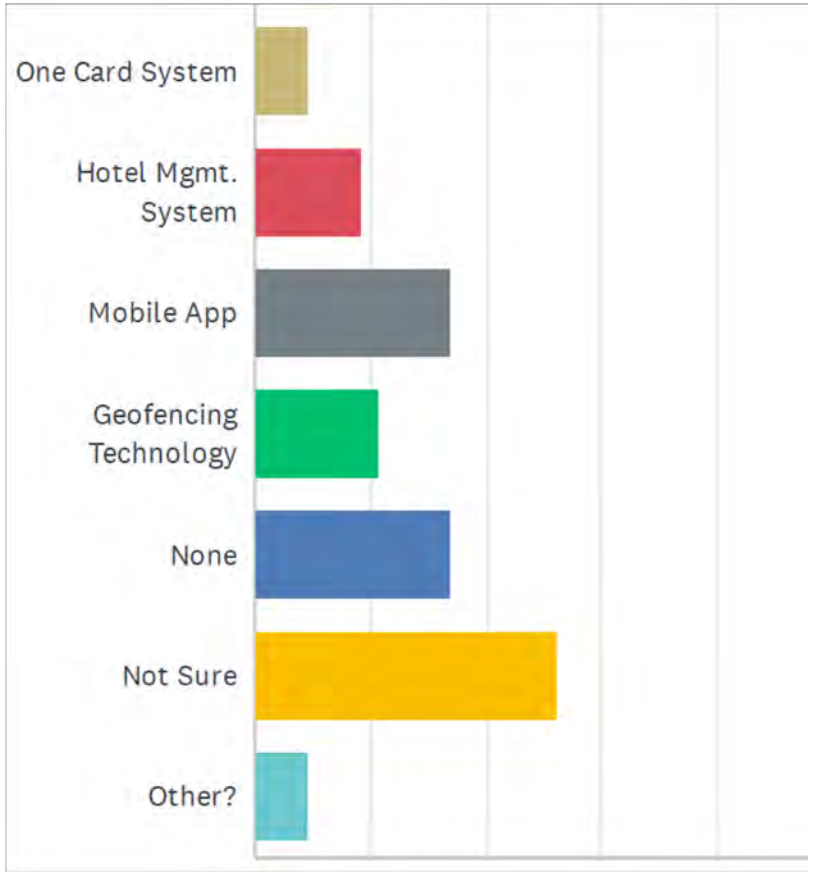
Did you allocate more of your budget to any of the following marketing channels in 2019?



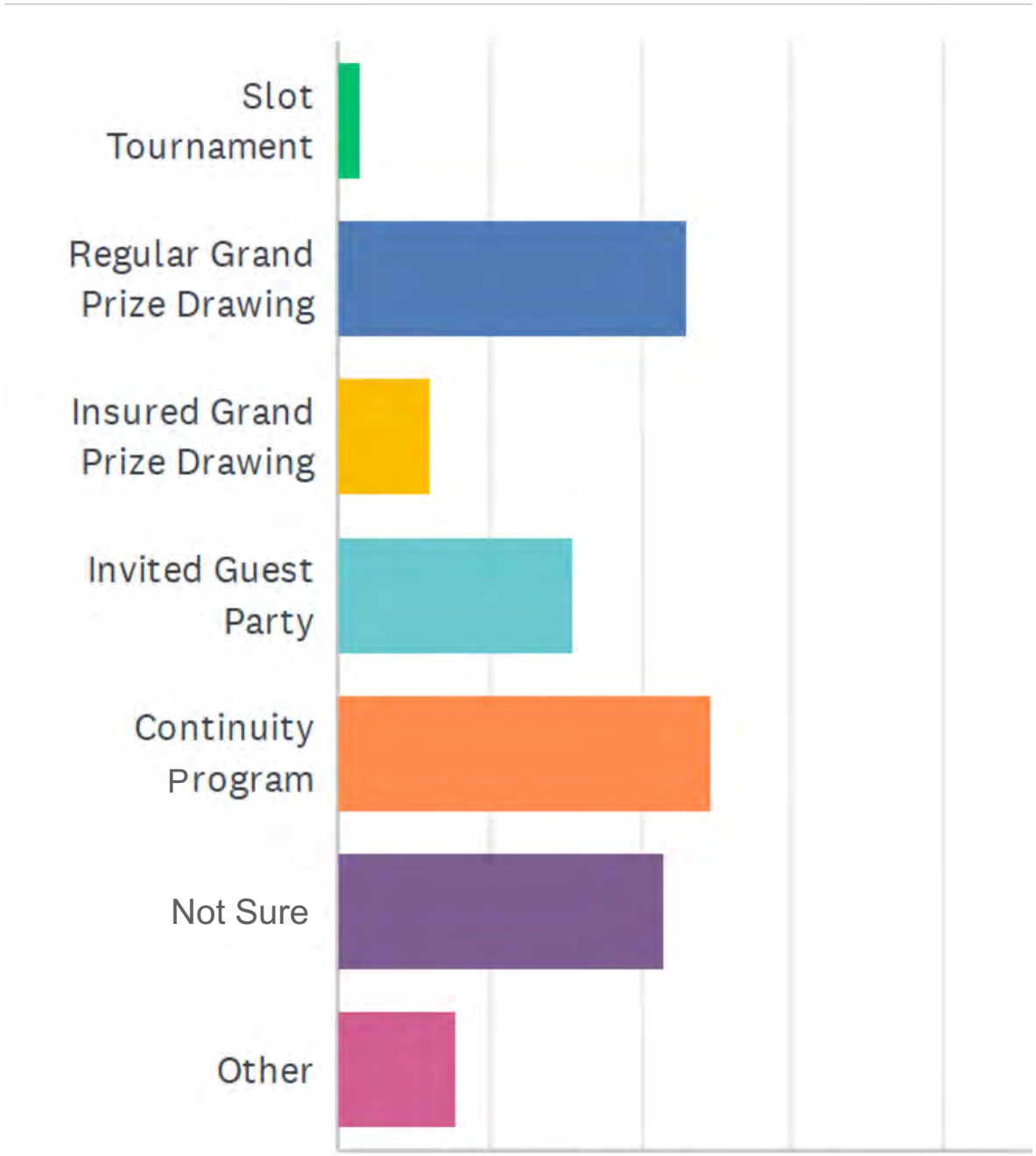


What types of technology contributed to your marketing success and drove additional revenue?

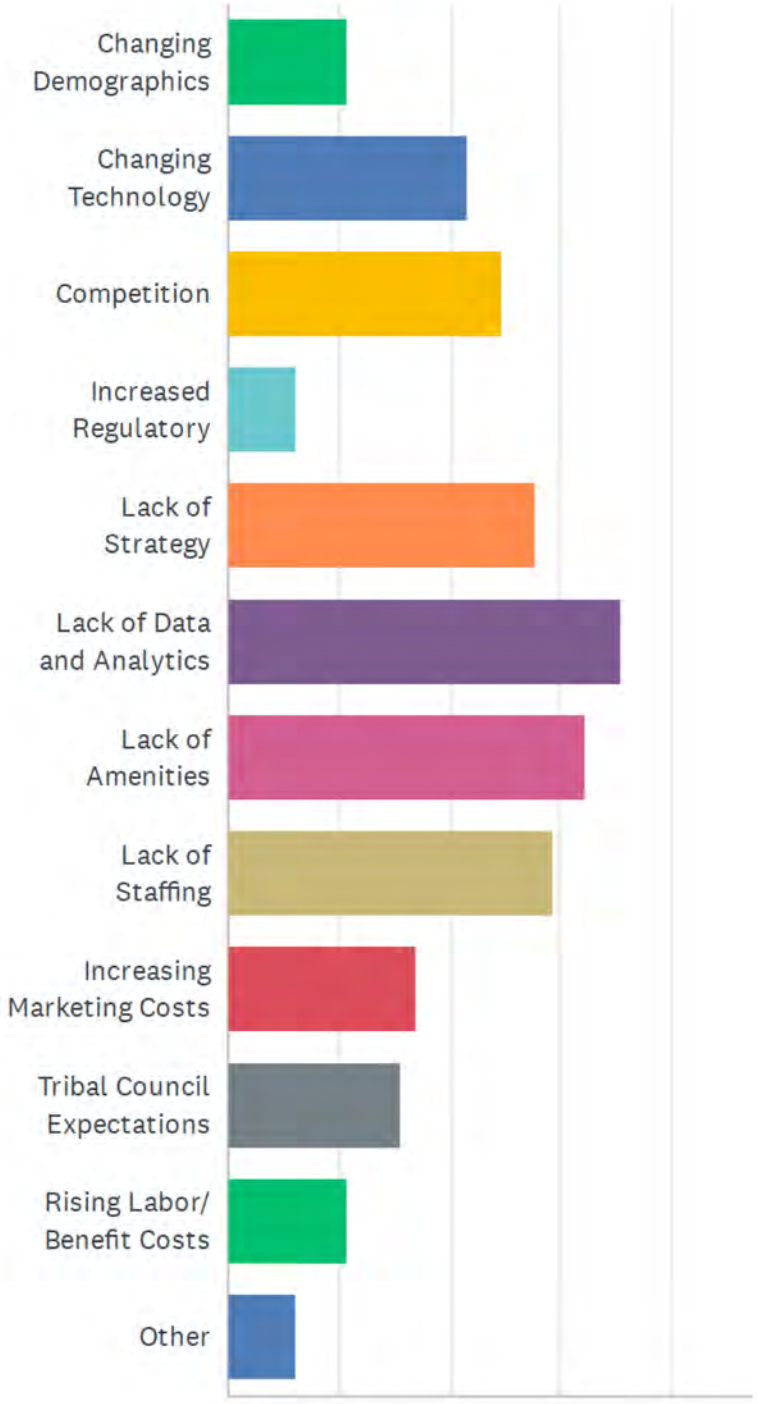




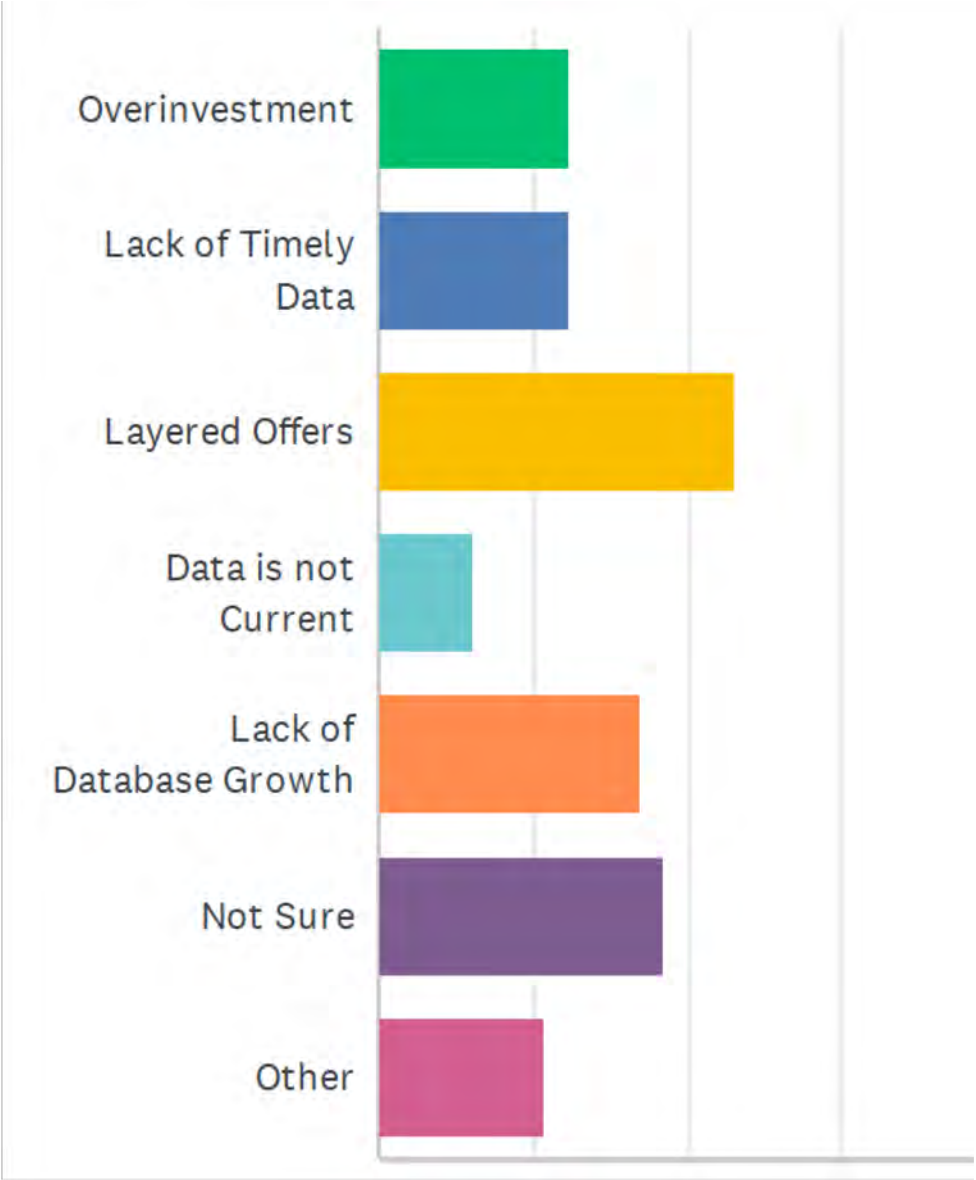
What was the marketing promotion that drove the most ROI within the last 12 months?



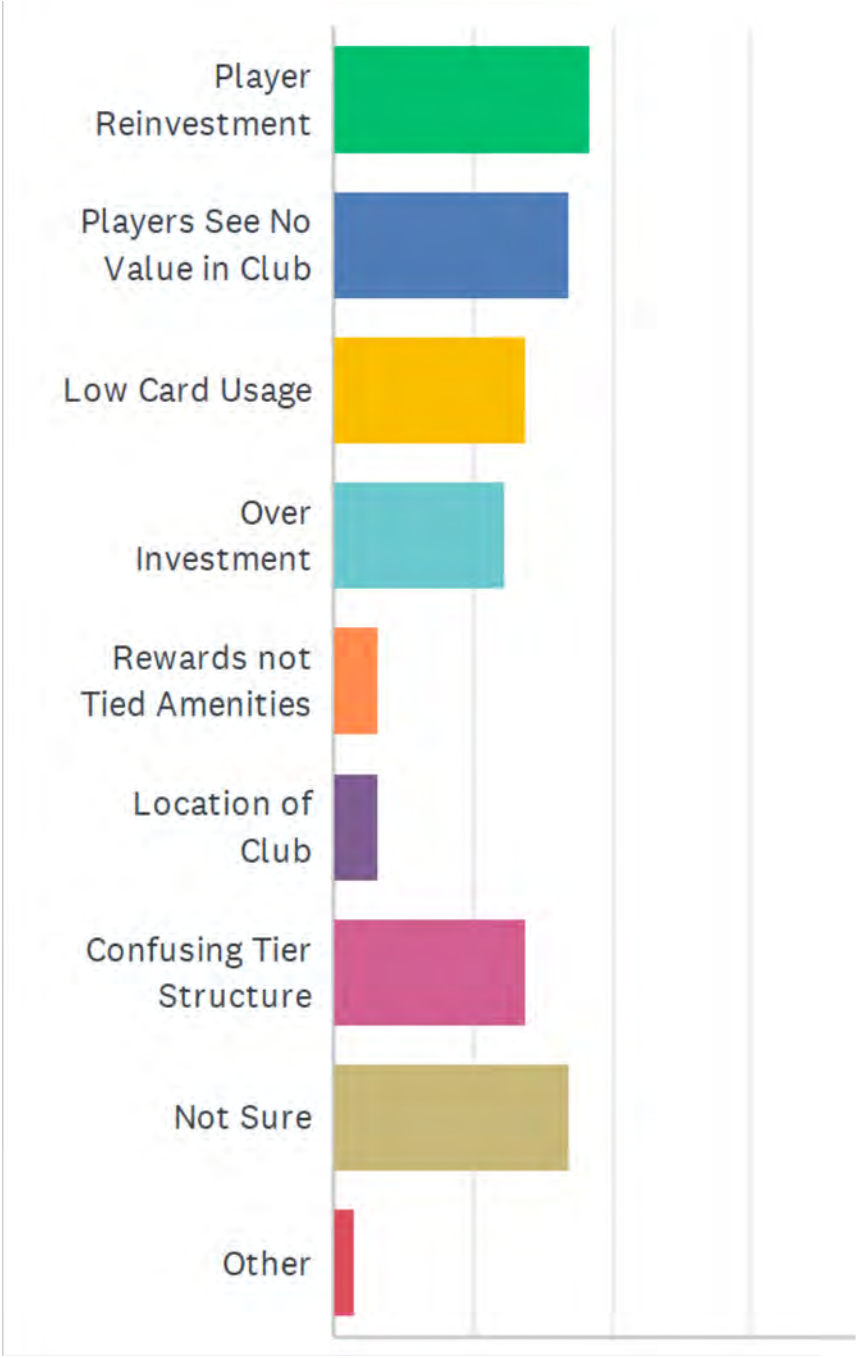
What do you see as the biggest issue facing your property?



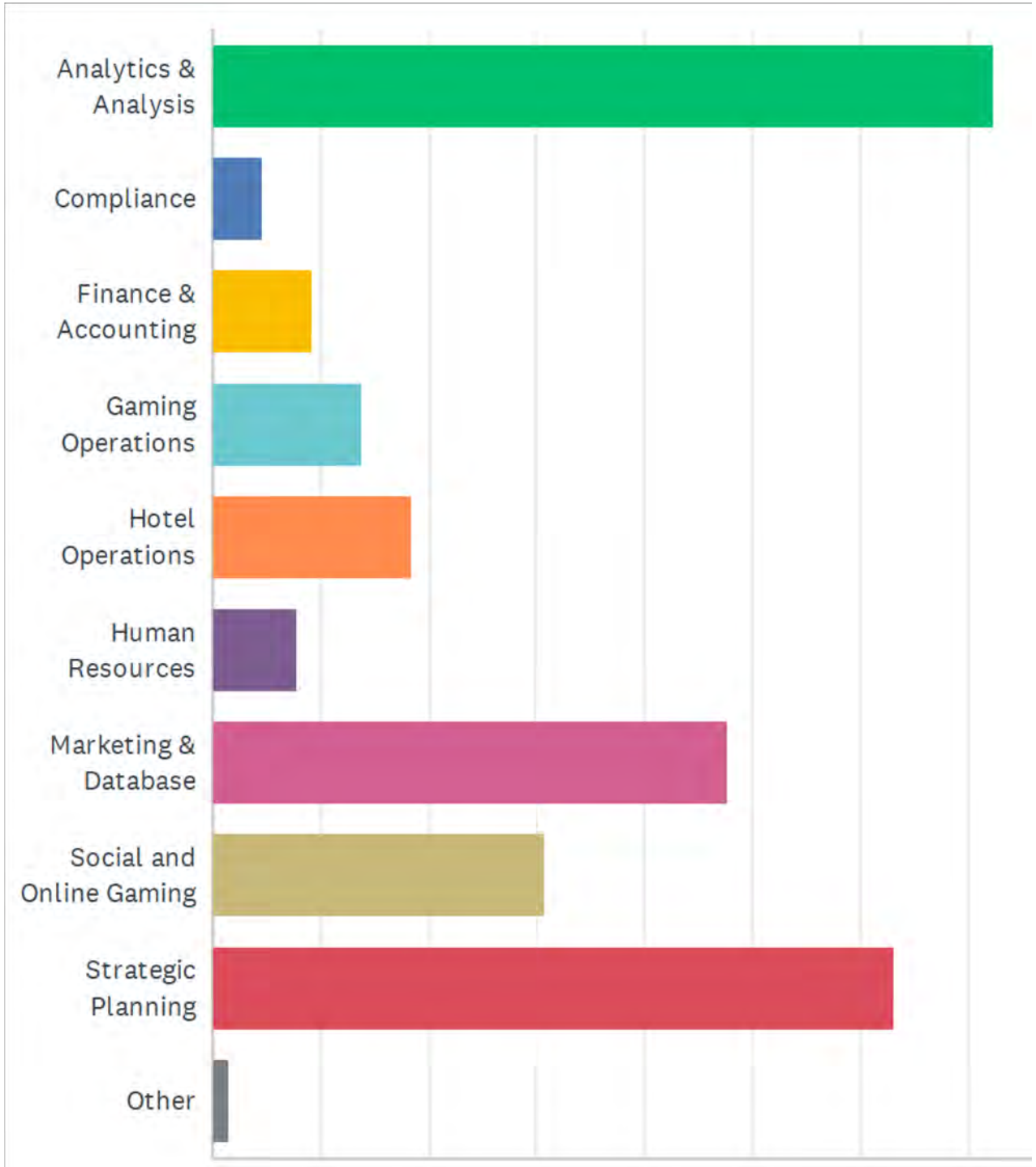
What is the biggest struggle you face in your direct mail program?



What is the biggest challenge you face with your loyalty club?



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



Think Tank Challenge Group Project Results

TABLE 1, 2, 3	Identifying and managing layered offers
TABLE 4, 5	The how and why of creating an effective direct mail program
TABLE 6, 7, 8	Outline best practices when faced with these loyalty club struggles
TABLE 9, 10	Identify best practices for a successful continuity program
TABLE 11, 12	Outline the framework for a successful big prize giveaway
TABLE 13, 14, 15	Lack of staffing

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

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INDIAN GAMING ANALYTICS AND MARKETING CONFERENCE

Think Tank Challenge Group Project Results

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Data Analytics Part I

Are We Leaving Money on the Table?
Let's Dive into Your Players Club

Lynette O'Connell, Raving VP of Data Science and Operations

Tuesday, January 28
11:00 am – 11:45 am

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Three Steps to Finding the Money

Step 1 – Data Mapping

Step 2 – Customer Potential

Step 3 – Position

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Step 1 – The Mapping

Two Maps

- Worth Segmentation
- Frequency Segmentation

Worth Segmentation allows us to understand the spread of spend across the database in a visual representation. The chart allows us to quickly see how we should be communicating to our customers and who that message should be coming from.

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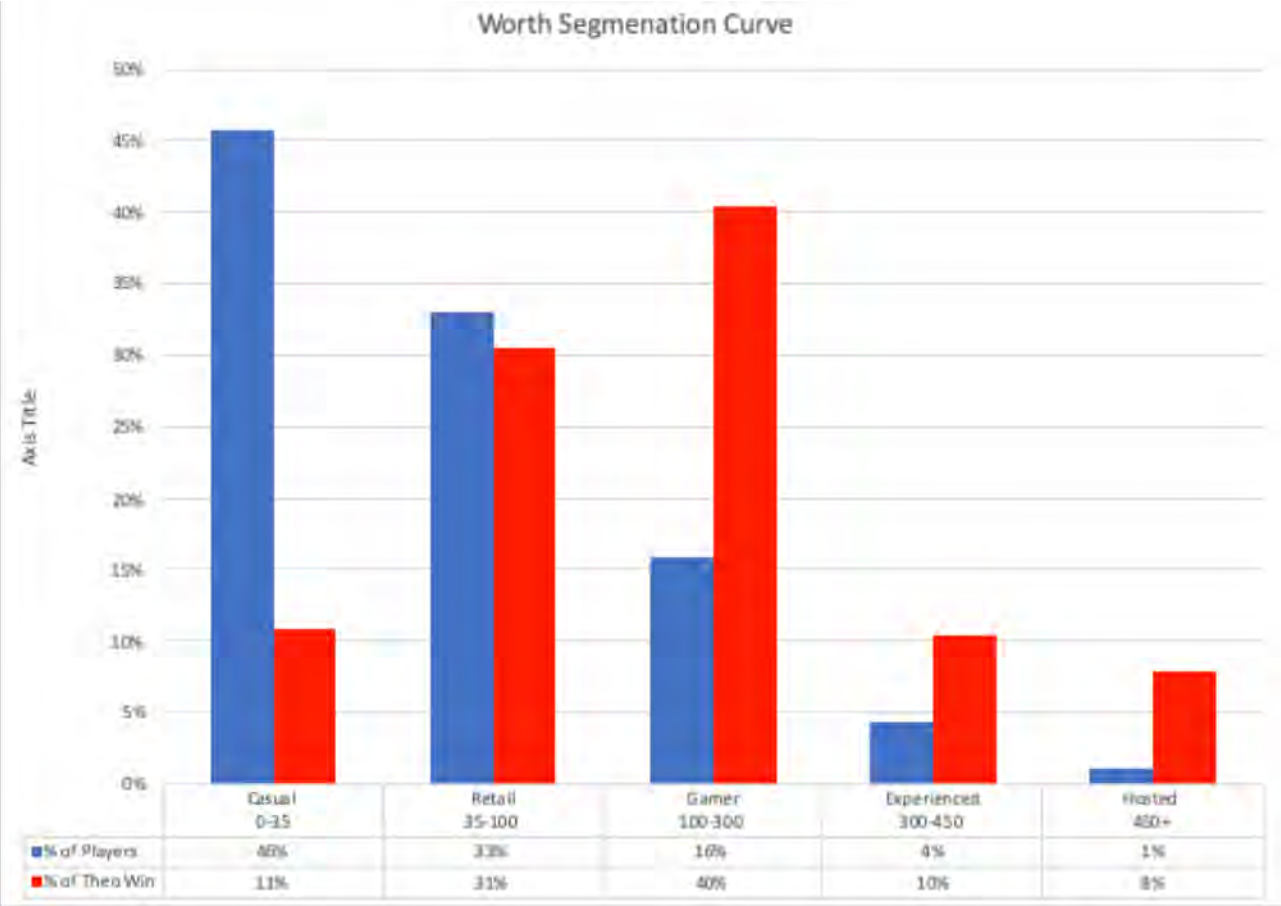
Step 1 – The Mapping

Worth Segmentation



Step 1 – The Mapping

Frequency Segmentation

Frequency Segmentation allows us to understand the spread of visitation across the database in a visual representation. The frequency chart allows us to quickly see the definition of high and low frequency at the casino and identify which segments benefit from driving incremental visits and which segments may have discounted trips.

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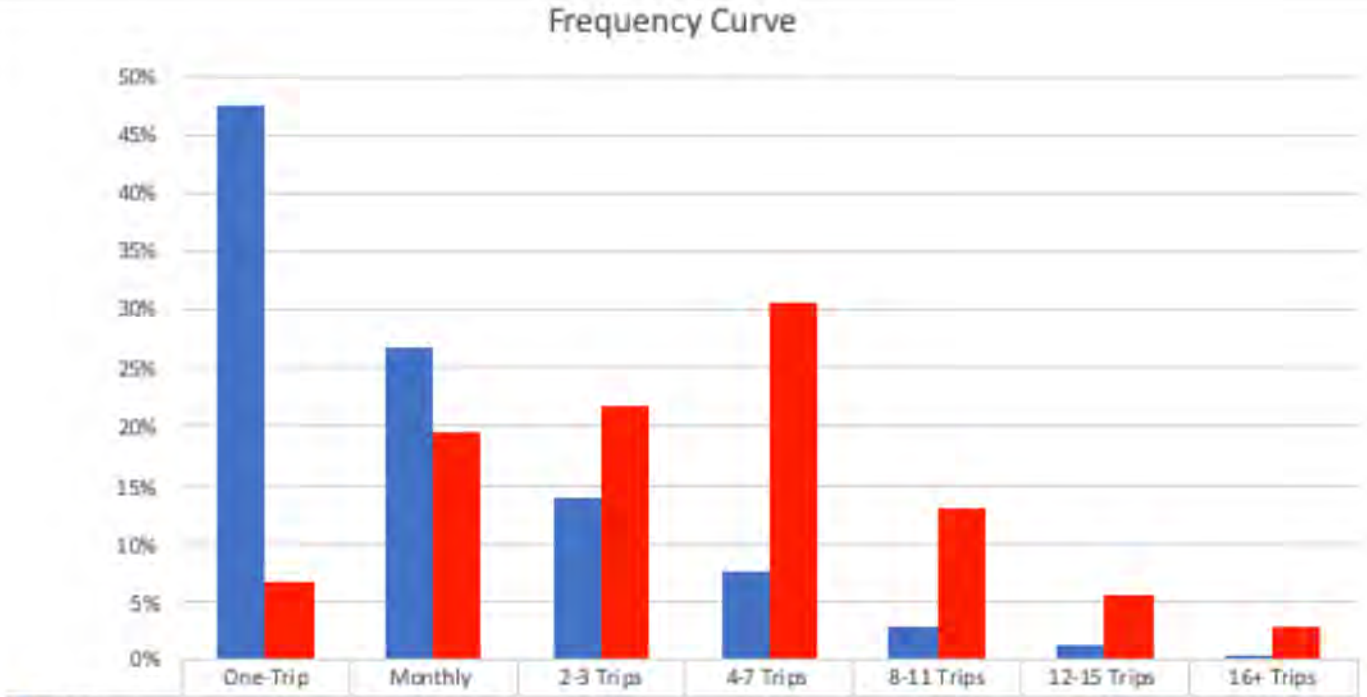
Step 1 – The Mapping

Frequency Segmentation



	One-Trip	Monthly	2-3 Trips	4-7 Trips	8-11 Trips	12-15 Trips	16+ Trips
% of Players	48%	27%	14%	8%	3%	1%	0%
% of Theo Win	7%	20%	22%	31%	13%	5%	3%

Step 2 – Customer Potential

Where is customer potential

- Frequency & Geography
- New Member Conversion

Looking at this information will guide where you need to look to grow your database. This is necessary for a strong players club database.

Step 2 – Customer Potential

Frequency & Geography

Local, low frequency players are another place to look at potential.

Oct - Dec 2019						
Distance	Freq	Players	90 Day Theo	Avg Visits	Avg Visits Improved	Theo Increase
Local	LF1	7,500	$800,000	1.1	1.5	$290,909
Local	LF2	5,000	$2,000,000	2.59	3	$316,602
Regional	LF1	10,000	$1,500,000	1.07	1.5	$602,804
Regional	LF2	5,000	$3,000,000	2.49	3	$614,458
Total 3 month lift						$1,824,773
Total 1 month lift						$608,258

Step 2 – Customer Potential

New Member Conversion

Managing to a conversion percentage goal will grow your database.

Signed up in November 2019, Converted through Dec

	Player Count	Conversions	Conversion %	TheoWin
1. ADT 450+	15	1	6.67%	$20,000.00
4. ADT 300-450	25	3	12.00%	$15,500.00
5. ADT 100-300	150	8	5.33%	$50,000.00
6. ADT 50-100	200	20	10.00%	$25,000.00
7. ADT 35-50	600	15	2.50%	$20,000.00
9. ADT 0-35	750	25	3.33%	$5,000.00
Grand Total	**1740**	**72**	**4.14%**	**$135,500.00**

This is your Sweet Spot! You want good conversion #'s here.

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Step 3 – Position

Now What?

- Promotions
- Tier levels
- Benefits
- Reinvestment
- Communication methods

Challenge

Submit what you did to use data analytics to find money you were “leaving on the table” in your players club by August 2020.

Winner will be featured in an article in *Tribal Gaming & Hospitality Magazine* about their amazing work!

Submit entries to lynette@betravingknows.com

Top Five Things We're Getting Wrong Financially and How to Fix Them

Moderator: Deana Scott, Raving CEO

Panelists: Kevin Huddleston, CPA, CGMA, CFF, Raving Strategic Partner, Accounting and Auditing, and Partner, Finley & Cook; John Cirrincione, CEO, Santa Ana Star Casino Hotel; Harold Baugus, CEO, Isleta Resort & Casino

Wednesday, January 29
8:30 am – 9:30 am

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Top Five Things We're Getting Wrong Financially and How to Fix Them

#1 Don't Confuse Being Busy with Making Money

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#2 Analysis Should Be Wholistic

#3 History is Important, BUT Not Always Accurate

#4 Promotional Drafting

Top Five Things We're Getting Wrong Financially and How to Fix Them

#5 Don't Let the Budget Run the Business

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Bonus!
Believing We Know What is In Our Customer's Wallet

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Data Analytics Part II

Are We Leaving Money on the Table? Let’s Dive into Your Slot Floor

Michael Minniear, Raving Partner, Data Analytics

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

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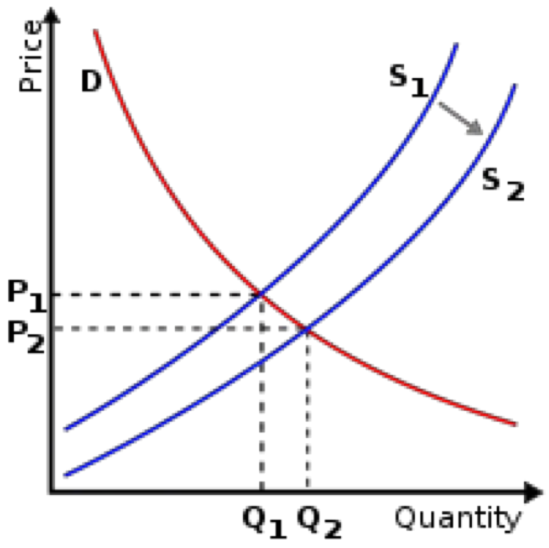
Are We Leaving Money on the Table?
Let’s Dive into Your Slot Floor

- Qualitative analysis needed in your slot department
- How marketing player information is going to start affecting our selections of slot products, floor design, and marketing offers
- What slot data can help your marketing efforts beyond ADT
- At a high level what’s beyond ADT and win ratings

Qualitative analysis needed in your slot department

- Supply and demand analysis of slot floor by slot and customer segments
- How do we measure supply and demand of our slot product and determine the right number of games?
- What are our options for controlling the supply and pricing
- How to optimize floor design for maximum profitability



Slot Supply and Demand Metrics

Slot Supply Metrics

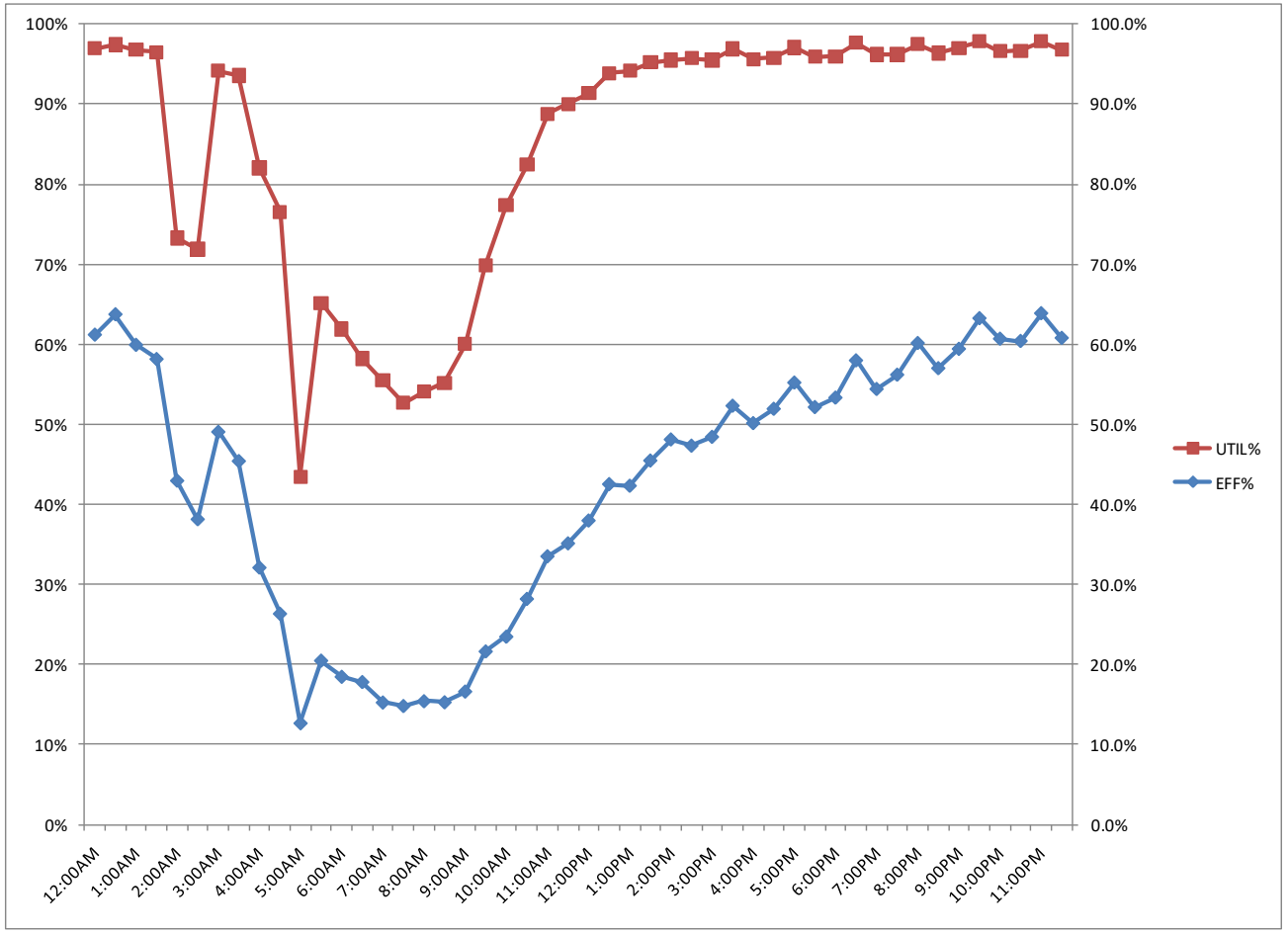
- Slot games available
- Total available handle pulls – slot pull speed x time

Slot Demand Metrics

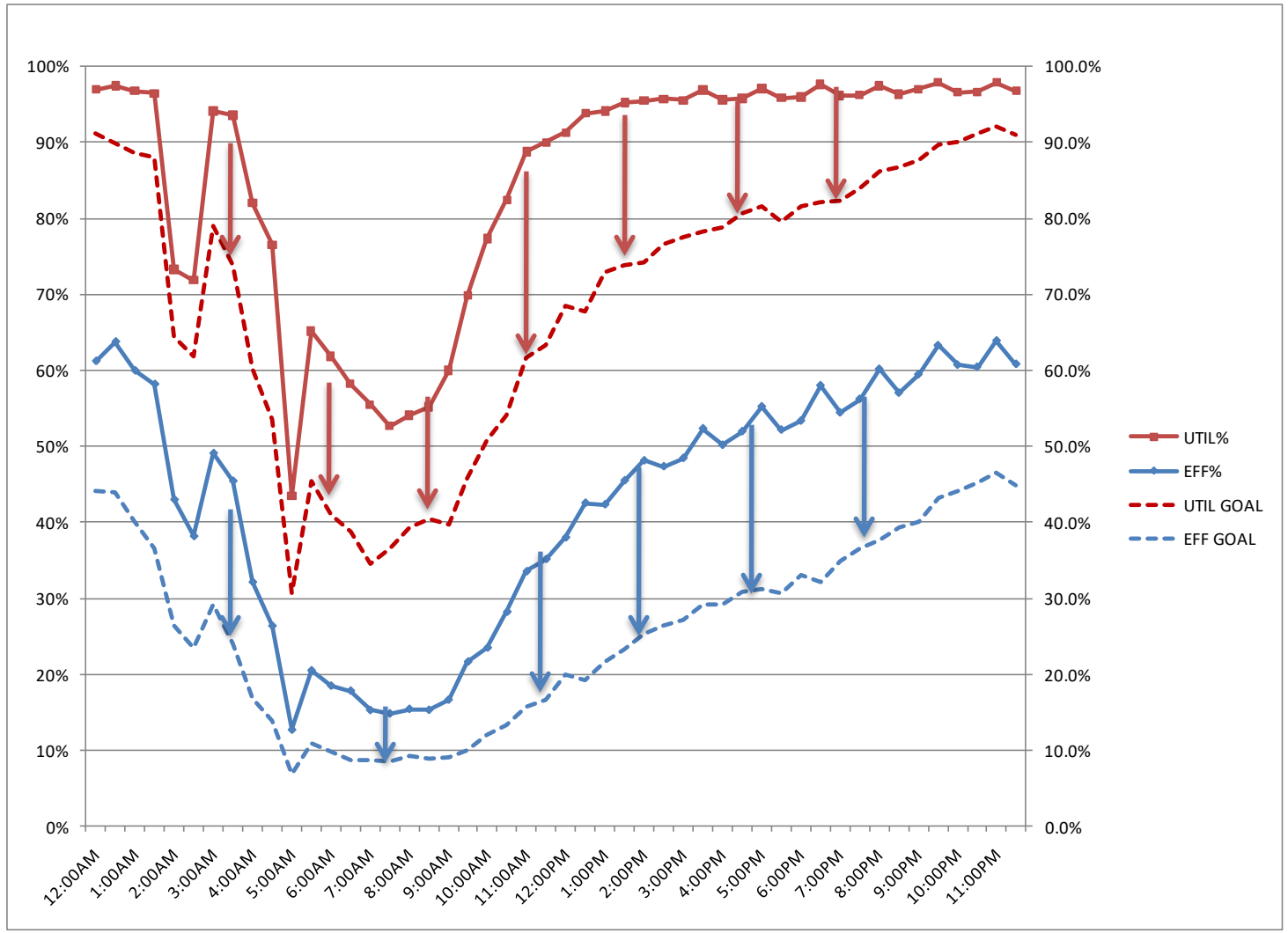
- Total occupied seats as % of floor over time. If there are 1,000 slots and 900 at a specific time or period, the occupancy would be 90%
- Total pulls used. If pull speeds are 10 pulls/minute, machines have 600 pulls an hour or 14,400 pulls a day available for sale

Plot Slot Demand Over Time by Day by Segment

Slot Demand Constrain



Option 1 – Add more games



Option 2 – Increase the Price

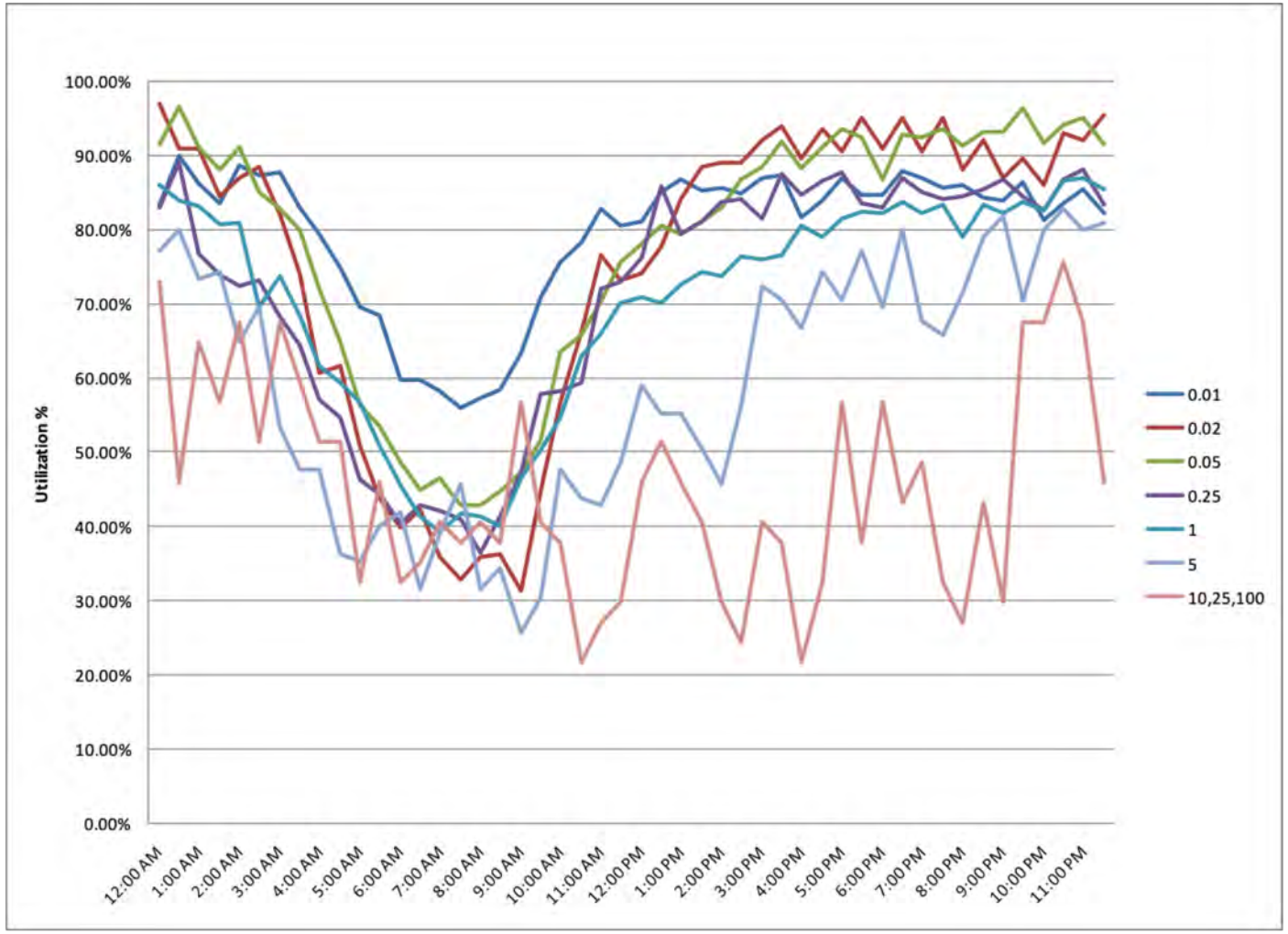
- Increase the minimum bet to play
- Change from multi to fixed or increase min denom
- Raise denomination
- Increase the house advantage

What Makes It Work – Segmenting Slots

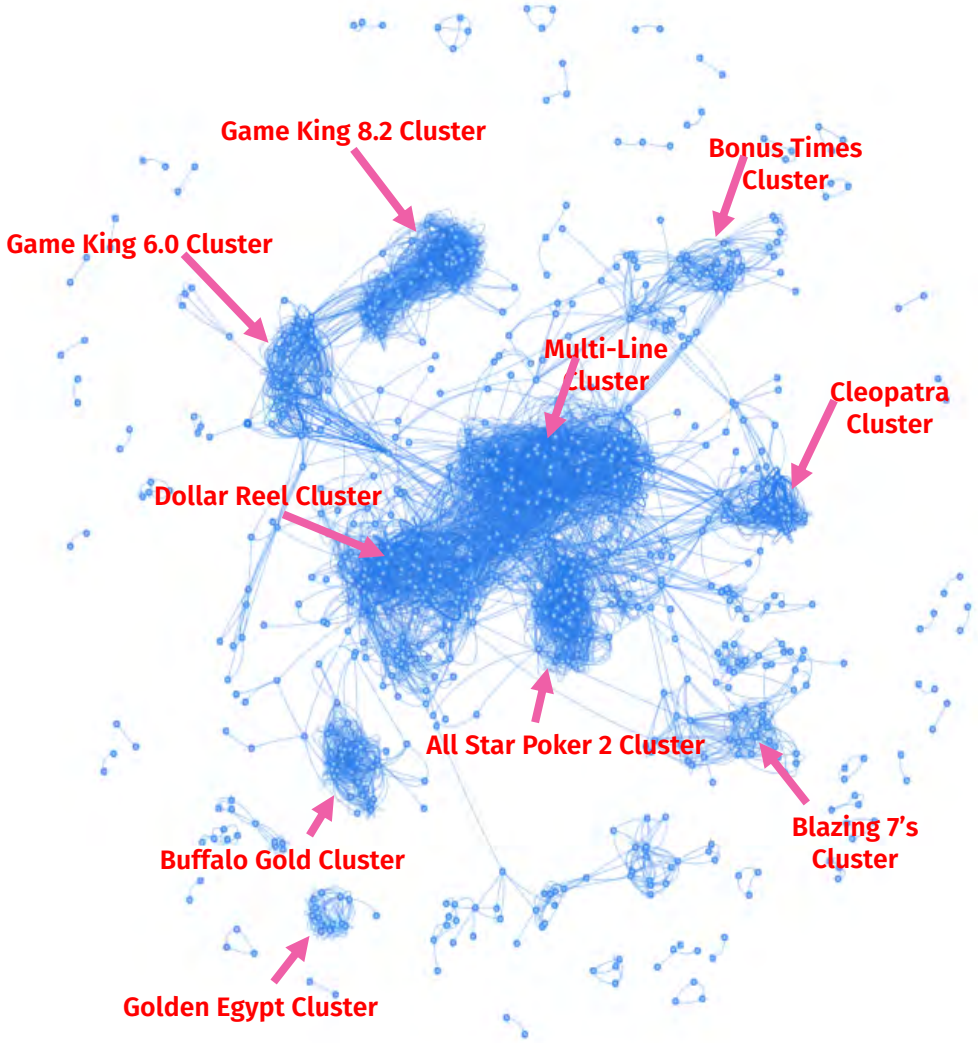
You're trying to find constrain, you may have to dig by segmenting your games…

- Denomination
- Zone
- Type
- Player Segment

Segmenting Slots by Denom



Game Clusters by Customer Segment



How marketing player information is going to start affecting our selections of slot products, floor design, and marketing offers

- Know what games are *needed*
- By grouping slots by player segments we can begin to “market basket”
- Group games into appropriate gaming areas for segments
- Set prices to maintain availability for preferred segments
- Better forecast WPUPD estimates and expectations
- Steeper acceptance curves by marketing games directly to targeted segments

What slot data can help your marketing efforts beyond ADT and win ratings?

What's wrong with ADT?

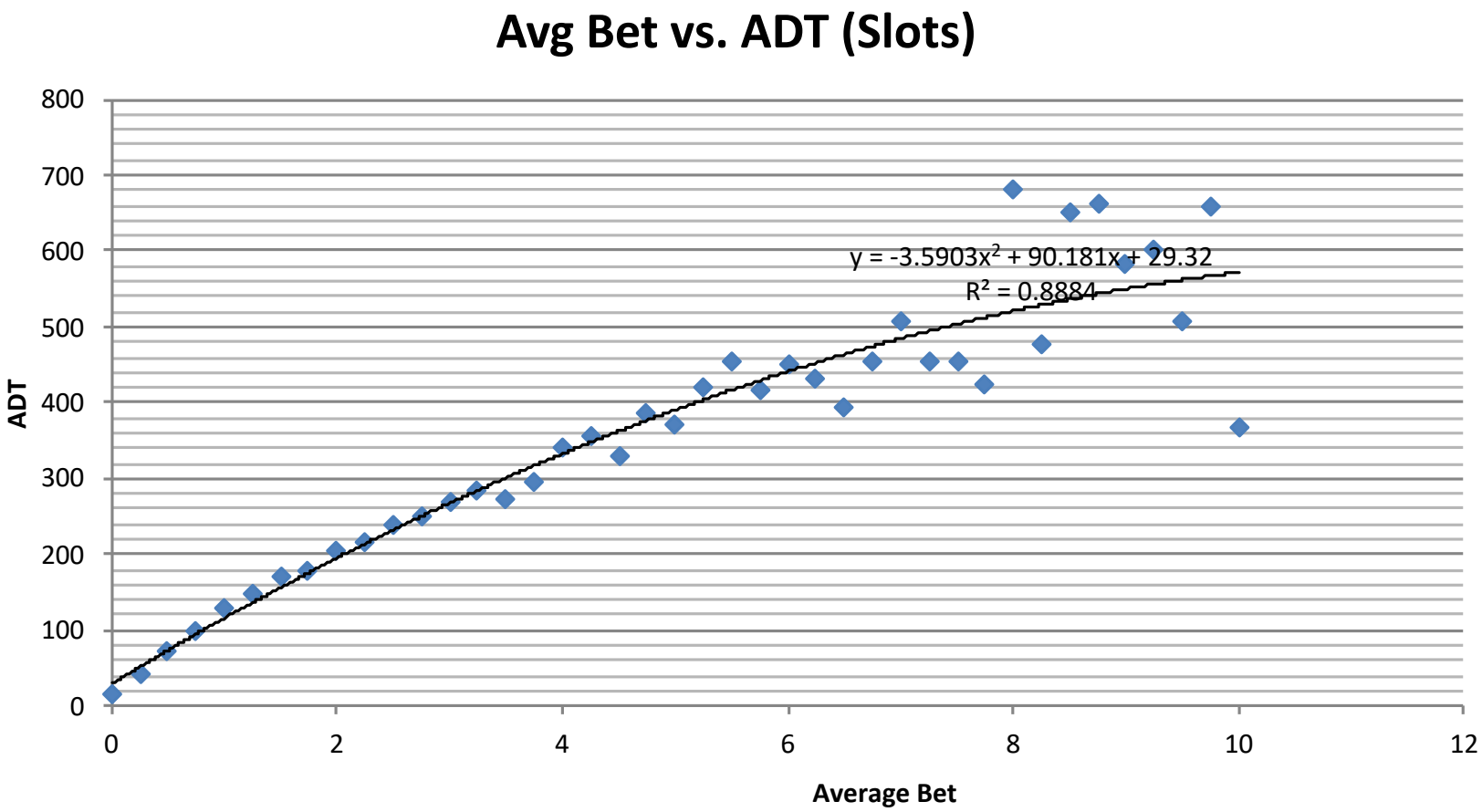
- ADT = Average Daily Theoretical
  = (Theoretical Win / Rated Days)
  = (Coin In * House Advantage) / Rated Days
  = (Avg Bet * Handle Pulls * House Advantage)/ Rated Days
- The quick loss problem – ADT too low
- The big win problem – ADT too high
- Players "win" in only about 1 in 5 trips
- Roughly 2/3 of your database likely has less than 3 visits in your rating period, and about half have 2 or less
- Players are often bad at rating themselves (don't use cards, don't use full trip)

What’s the solution? Predictive Modeling

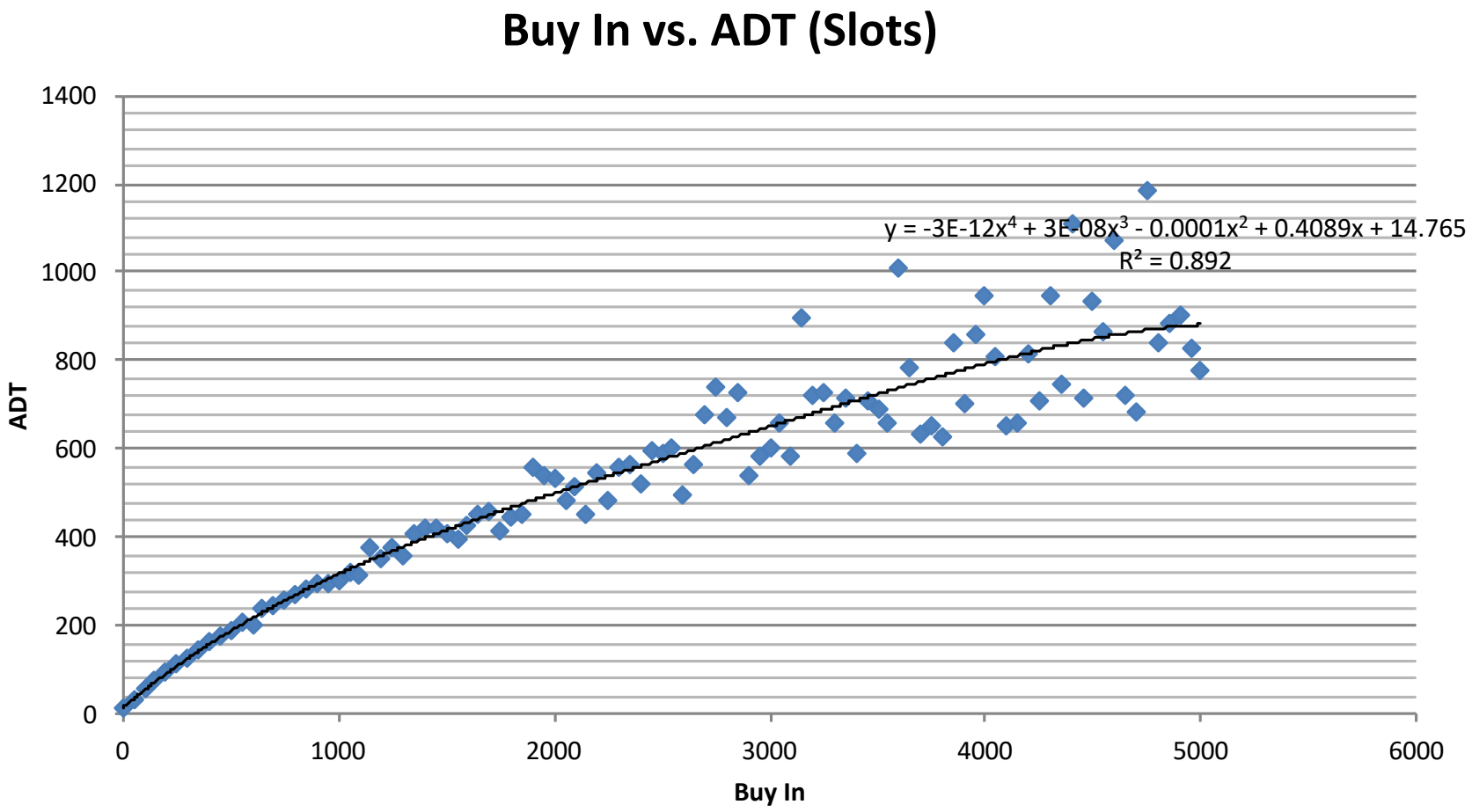
Identify correlations in slot metrics and ADT levels such as…

- Average Bet Per Spin
- Rated Slot Drop (Cash Buy In)
- Game Selection (“VIP” games from market cluster)
- External Demographic Data (Age, Income, Ethnicity, Zip Code, etc.)
- Psychographic Data

Comparing Average Slot Bet to ADT



Comparing Average Slot Drop to ADT



Predictive Modeling Possibilities

Identify correlations in slot metrics and ADT levels such as…

- Better promotions/offers at signup
- Targeted social media campaigns to public databases
- First visit prediction scores that trigger marketing and player development actions real time
- Better initial core offers and promotional campaigns
- Add consistency and protect the player form themselves

Three Strategies and Three Truths:

Tribal Executives Share their Most Successful Digital Marketing, Geofencing, and Gamification Campaigns

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

Panelists: Glenn Connolly, Executive Director of Marketing, Navajo Nation Gaming Enterprise; Ryan Frohberg, Chief Marketing Officer, Casino Del Sol; Wendi Long, Marketing Director, Indigo Sky Casino & Resort

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

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MODERATOR

CEO

CATALYST MARKETING

PANELISTS

EXECUTIVE DIRECTOR OF MARKETING

NAVAJO NATION GAMING ENTERPRISE

CMO

CASINO DEL SOL

MARKETING DIRECTOR

INDIGO SKY CASINO & RESORT

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What is Digital Marketing?

Utilizing digital technology to serve advertising and marketing messages through a mobile phone, laptop, tablet, PC or other digital device.

Banner Ads, Website Takeovers, SEM, SEO, Email, Social Media, OTT, etc...

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Digital Marketing Definitions

Geofencing: A virtual perimeter such as a radius around a location or a predefined set of boundaries.

Competitors, Local Hotels, Nearby Businesses and Event Centers that Attract Gamers

Geotargeting: The method of determining the geolocation of a website visitor and delivering different content to that visitor based on their location.

Target Specific Locations, Zip Code, County, State, Radius to Property

IP Targeting: The process of targeting internet advertising to specific households or businesses based on their IP address.

Your Guests or External Database based on Email, Physical Address, Demographic or Interest

Behavioral Targeting: Targeted advertising that is directed towards audiences with certain traits or behaviors.

Narrowing your Digital Buys to Gamers, Concert-Goers or Travelers

Gamification: Utilizing game play to increase engagement and motivate people to reach goals

Promotions, Sports Betting or Customer Acquisition

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BEST DIGITAL MEDIA CAMPAIGN

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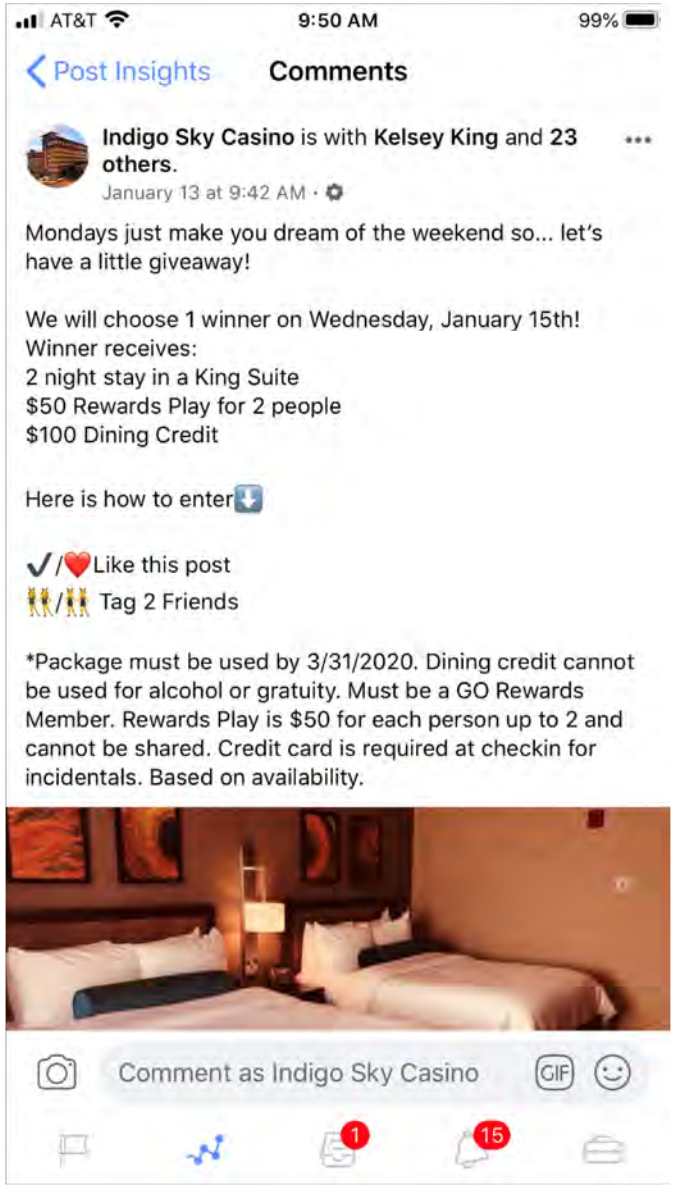
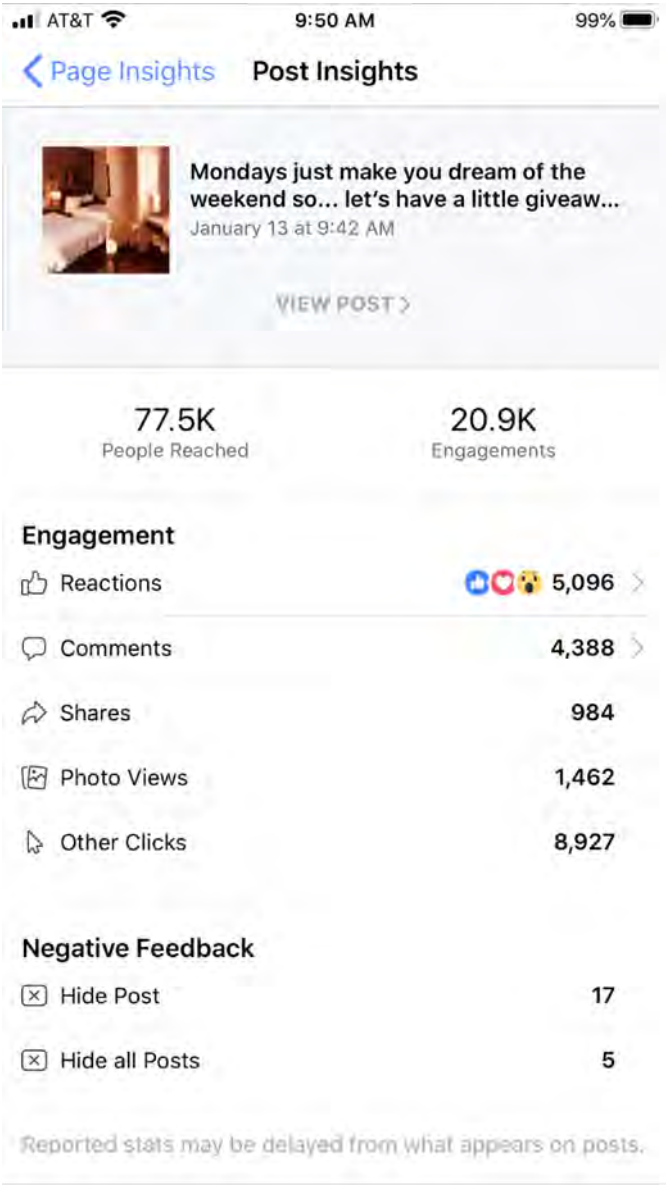
Indigo Sky

Social Media Giveaway





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Flash E-Mail

Sandia Resort & Casino

- Need to fill hotel rooms for upcoming two weeks, “last minute” driver.
- Using Konami was able to directly access player database and send reminders of offers, identify new/improved players, as well as send rate offers.
- Was during the first year of operation, so was a fresh approach and new to our patrons; and managed to fill over half of the available rooms

Red Hawk Casino

- Low RSVP rate for a VIP event, found out was competing with competitor event.
- Sent dynamic email out with reminder of offer, and direct phone number for their host.
- Also included additional players by lowering threshold for ADW a
- Took it from 25% to 80% of original goal for attendance

E-Mail / Digital Strategies

Stand Alone Emails Have Lost Effectiveness

Need To Manage Your Own Volume and Pace

Make Sure Sending Pertinent Messaging

Start Leveraging Other Channels to Reinforce Messaging

Multi-Channel vs Omni Channel

Engage Customers; Ownership of Choices

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BEST GEOFENCING CAMPAIGN

BEST GAMIFICATION CAMPAIGN

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Indigo Sky

Total Email Results

- *Weekly Emails Sent: 11*
- *Unique Email Open Rate: 42.02%*
- *Unique Click Thru Rate: 23.58%*
- *Bounce Rate: 1.29%*
- *Unsub Rate: .05%*
- *Delivery Rate: 98.71%*

ENGAGED Nation

Total Online Engagement

- *Logins: 10,590*
- *Activities: 23,117*
- *Drawing Entries Earned: 77,344*

ENGAGED Nation

Casino Del Sol

App Scratch Fever

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On-Line Football Challenge

Benefits Compared to On-Property Kiosk

- Highly engaged players.
- Must come to property and play to earn bonus picks and must activate their picks on property Tuesday – Saturday.
- Opportunity to drive additional trips with drawing for on-line participants on Sundays.

Results

- Delivery results of emails sent 99%.
- Unsubscribe rate of .1%
- Open rate 38%; Click thru 11%

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How to Factor in Free Play to Your Overall Player Reinvestment

Michael Minniear, Raving Partner, Data Analytics

Wednesday, January 29
2:00 pm – 2:45 pm

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Four Key Areas of Free Play

- What it costs
- How to factor it in reinvestment
- How much to give
- How to maximize it

... wow that's a lot, come to the workshop to talk more in depth!

Costing Free Play

- It’s a lot like cash, but not quite … it must be bet, but once it’s converted to cash, machines lose track.
- How much can we estimate we’ll win back? How much do we estimate players keep in actual cash?
- Used free play will increase a player’s theo win, but how much? Should we reduce theo?
- It also affects the player’s actual win, so how do we get a player’s actual revenue?
- What about opportunity cost?

Costing Free Play

- **Free Play is not free.**
- **In aggregate we will get *at least* the slot hold % back in win, because it must be bet.**
- **BUT I propose we get more than that back by the nature of players, quick loss, jackpots, etc. and it can be estimated mathematically … hold on to your seats (or take a nap).**
- **It does affect player value and there are multiple ways to handle it.**

Because slot machines track ALL the win created by free play, please know if you want to get the actual net win, it is accurate to subtract free play from casino actual win (your financials are right, it's called contra-revenue).

Estimating Actual Costs

The World's Worst Casino Promo!

Free Play Only Day This Saturday at Myx Casino!

For one day only, we're not accepting cash!!
We're giving out a total of $1,000,000 in Free Play to guests as they come in to play on our slots!

Myx Casino (Slot Floor Hold = 10%, Cash Hold = 25%)

What It Costs

The World's Worst Casino Promo – COST

- When you come in on Sunday, how much money walked out the door yesterday?
- What's the TRUE cost of $1,000,000 of Free Play to the casino?
- Is it $1,000,000? $0? Assume 10% hold, is it $900,000? Somewhere in between?

How do casino guests treat their own cash?

Cash Hold %

There are two "holds" in slots, the house advantage and the cash hold %

- **<u>House advantage is the amount held on total *bet:*</u>**

Win = Bet * House Advantage Hold%
OR
House Advantage Hold% = Win/Bet (usually between 5-15%)

- **<u>Cash hold% is the amount held of *total cash buy-in or drop (in Table Games its called Drop):*</u>**

Cash Hold % = Win/Cash Drop (usually between 20-40%)

Cash Hold % – Why It’s Cool

- It reflects the total amount of win based on the starting cash value players put into the games
- It’s consistent and predictable
- Remember, most players lose it all, a few break even, even fewer win large sums, but they converge on a cash drop % that can be used to forecast win
- Free Play is a lot like cash! Except …
- You have to bet it once, but after its bet, it’s reasonable to expect that we will see a number similar to the cash hold % in win, and empirical analysis verifies this

What It Costs – Out the Door

The World's Worst Casino Promo – COST

- Starting Free Play value = $1,000,000
- All Free Play must be bet once, so at 10% house advantage:

  *We Get Back: $1,000,000 * 0.1 = $100,000*

  Player Gets in Cash: $1,000,000 – ($1,000,000 * 0.1) = $900,000
- Of that $900,000, expect players to leave ~25% in the games:

  *We Get Back: $900,000 * 25% = $225,000*

  Player Walks out the Door: $900,000 - $225,000 = $675,000
- Total casino win then is: $325,000
- Which means the rest walks out the door: $675,000

What It Costs – Out the Door

Sunday's Nightmare Financial Forecast
(Free Play Only Promo)

Casino Win:	$325,000
-Free Play Cost:	-$1,000,000
Casino Net Win:	-$675,000

~67% For Myx Casino (Slot floor hold = 10%, Cash Hold = 25%)

What Does It Mean for Reinvestment?

If you choose to reduce player worth to accommodate Free Play, I'd consider one of two methods:

- **Reduce overall win by total Free Play used to get net win (contra-revenue) for worth calculations (but do not include Free Play in reinvestment %)**

- **Reduce worth by 33% (Myx casino) of the Free Play used to account for estimated added revenue and use 67% of the Free Play Used as Cost (divide actual cost by reduced worth to get reinvestment % estimate)**

How It Can Affect Promotional Spend

If Myx Casino is planning a promotion:
Budget = $10,000
Gifting event or Bonus Free Play Event?

- **Option #1 – Rice Cooker Gifting Event**
- **Option #2 – Free Play Bonus Event**

Let’s look at expected performance …

How it Can Affect Promotional Spend

Rice Cooker

- Budget $10,000
- Rice Cookers cost $10,000 ($10 each)
- Buy 1,000
- Incremental Revenue: $50,000

Bonus Free Play

- Budget $10,000
- *Free Play Given: $15,000*
- *Win back $5000 (33%), Give Out $10,000 (67%)*
- Incremental Revenue: $50,000

How it Can Affect Promotional Spend

Normal Wednesday

Revenue:	$100,000
Promo Expense:	$0
Profit:	$100,000

Rice Cooker

Revenue:	$100,000
Add'l Rev:	$50,000
Total Revenue:	$150,000
Promo Expense:	$10,000
Profit:	$140,000
Net Incremental:	*$40,000*

Bonus Free Play

Revenue:	$100,000
Add'l Rev:	$50,000
Free Play Won:	$5,000
Total Revenue:	$155,000
Promo Expense:	$15,000
Profit:	$140,000
Net Incremental:	*$40,000*

So How Much Is Optimum?

- It depends …
- Do test and control groups
- What are your competitors doing (competitive shopping)
- Are bonus programs driving incremental?
- Focus groups (by tier level)
- Do in-depth redemption studies to see what amounts are resonating based on competitive areas, distance to casino, worth level, etc.
- Whatever drives maximum profit
- Can you give too much? What about opportunity cost?

So to Maximize

- Remember to use the anti Robin Hood policy – Take from the poor, give to the rich! Watch overinvesting in the low-end gaming with shotgun programs.
- Always bonus before entitlement if it can be helped.
- Be aggressive to earn second and third trips, but use BONUS ideas to the core offering.
- Teach your customers how to use it!
- If you’re slammed on weekends, encourage Free Play midweek to free up games for real cash.
- Consider developing exclusions lists to rid yourself of Free Play abusers.

2020 Advertising and Marketing Trends and Tools:

What Tribal Gaming Operators Need to Drive ROI

Presenters: Mark Astone, Strategic Raving Partner, Branding, Advertising and Media Services and CEO, Catalyst Marketing Company; Vikki Pass, Senior Media Director, Catalyst Marketing Company

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

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Catalyst

FRESNO, CA

teamcatalyst.com

CEO

SENIOR MEDIA DIRECTOR

- MARKETING
- ADVERTISING
- MEDIA
- PUBLIC RELATIONS
- SOCIAL

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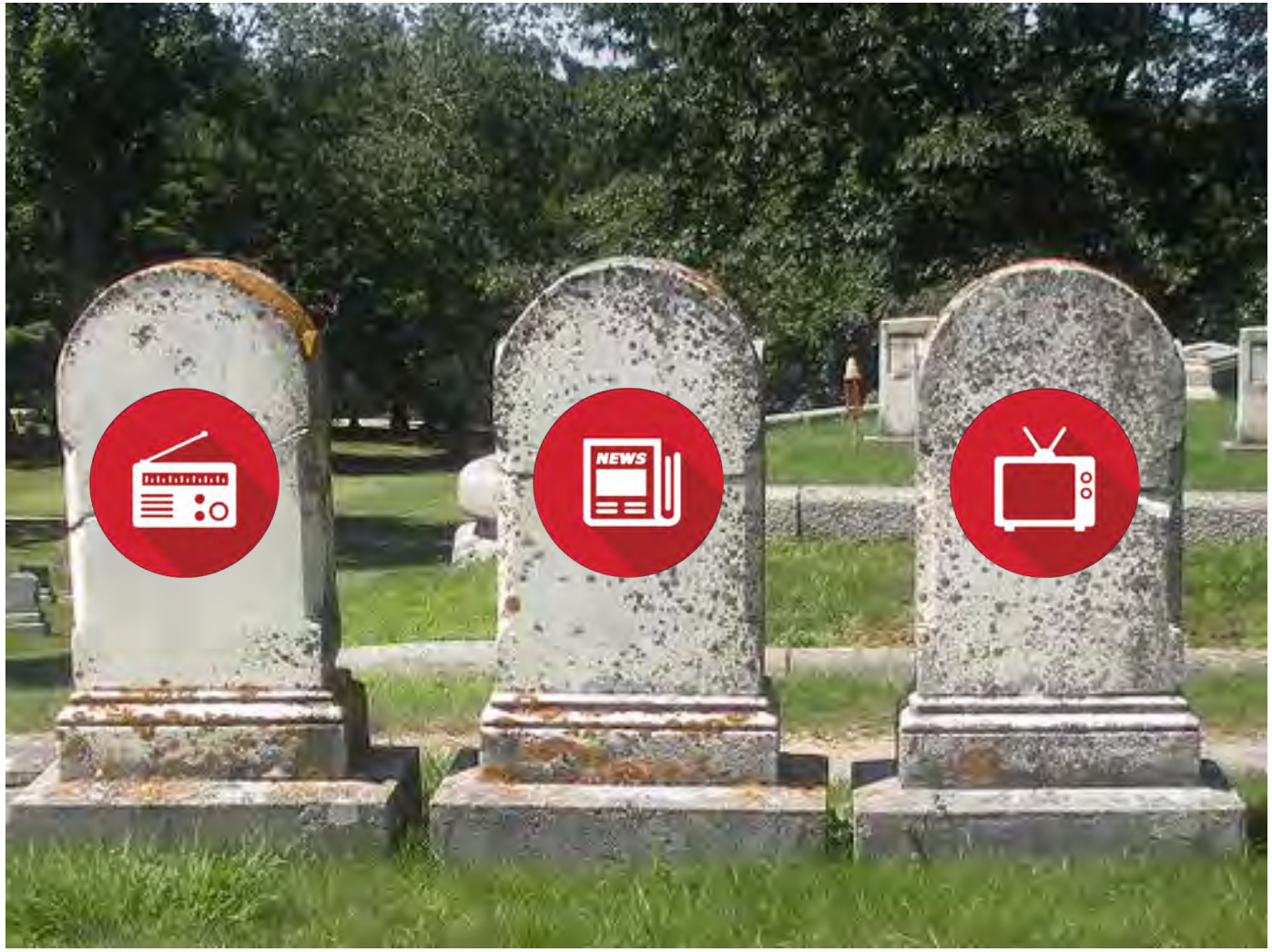
Media Graveyard



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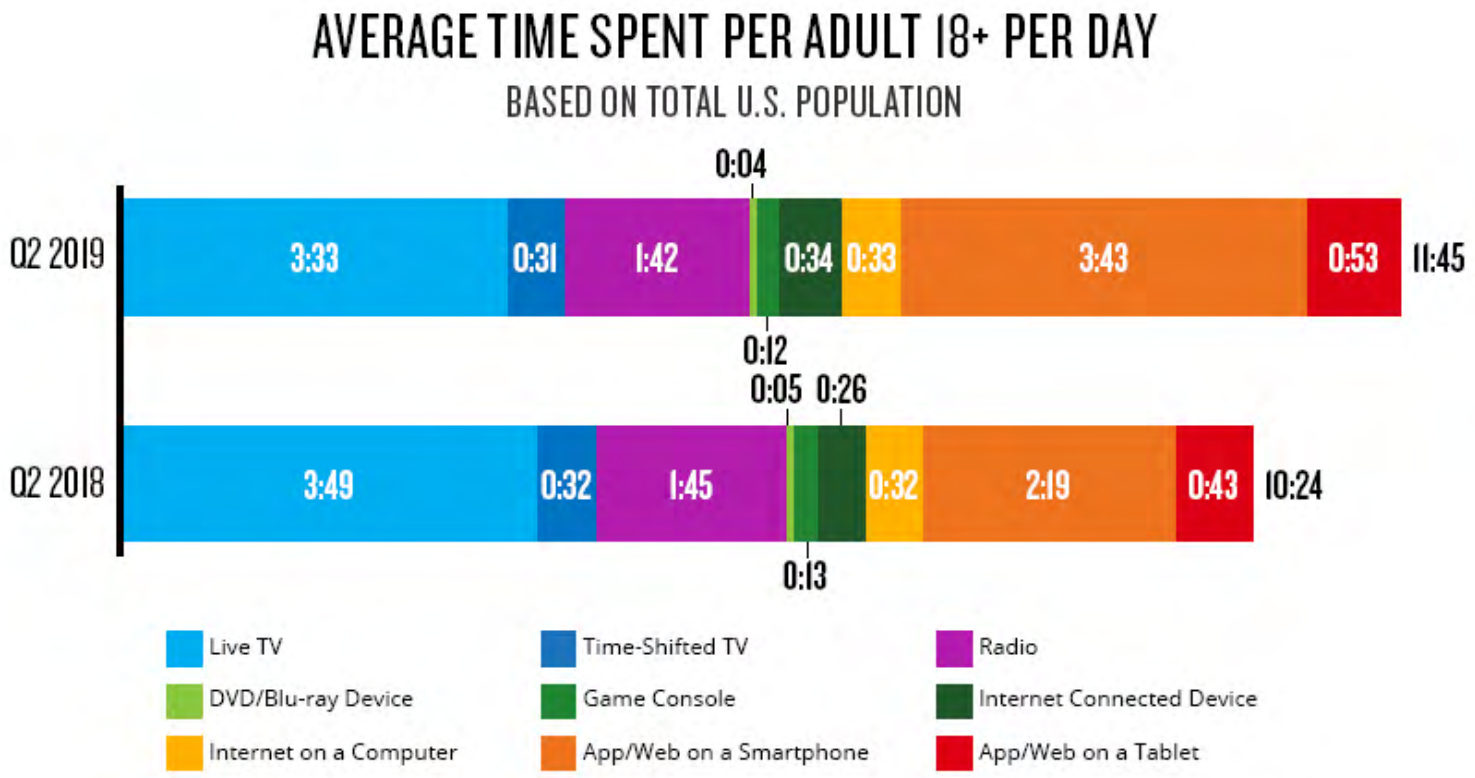
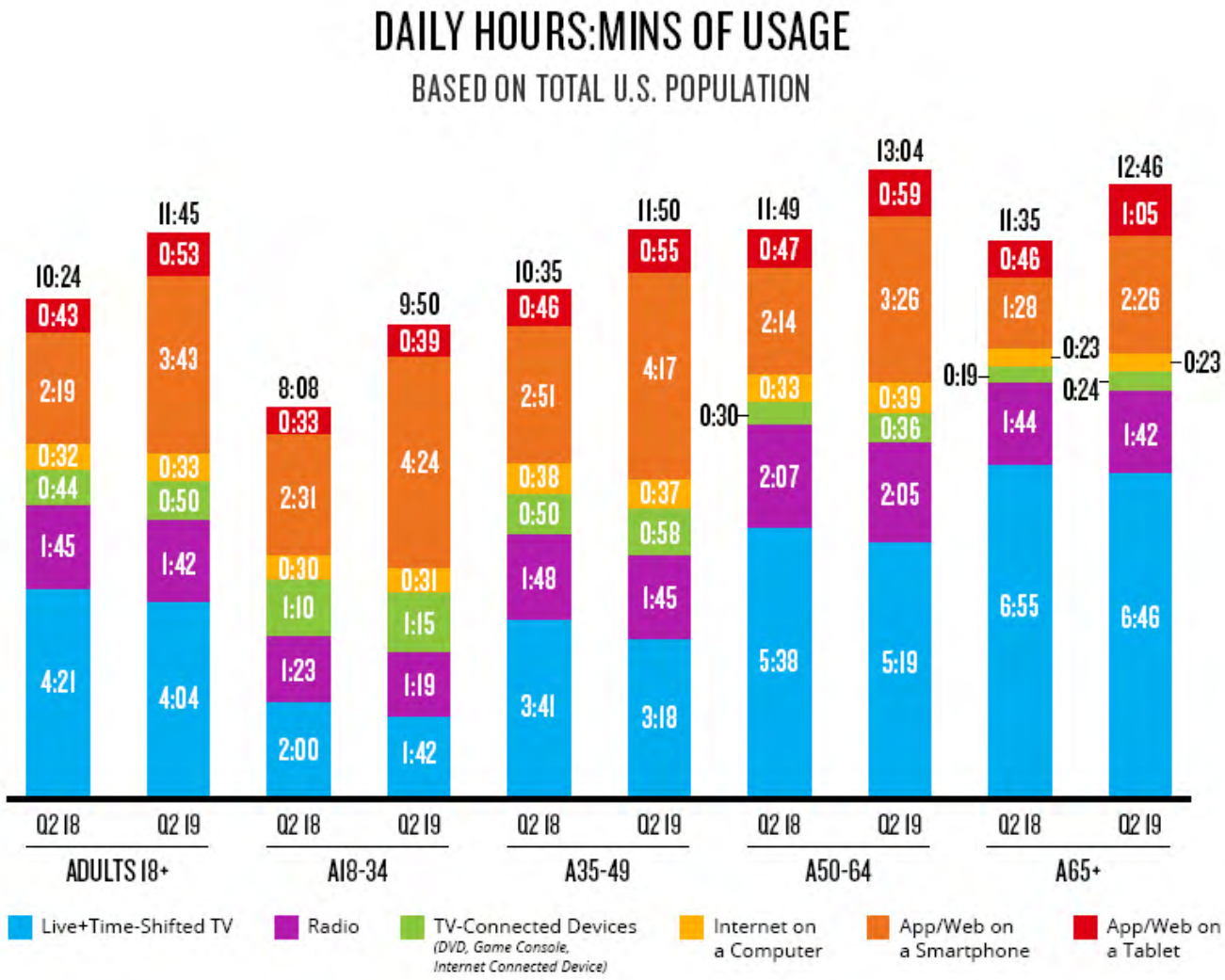
Media Usage



Note: Some amount of simultaneous usage may occur across devices. Internet Connected Device is inclusive of Smart TV app usage. Measurement enhancements to the mobile panel contributed to increases in usage levels beyond pure organic growth.

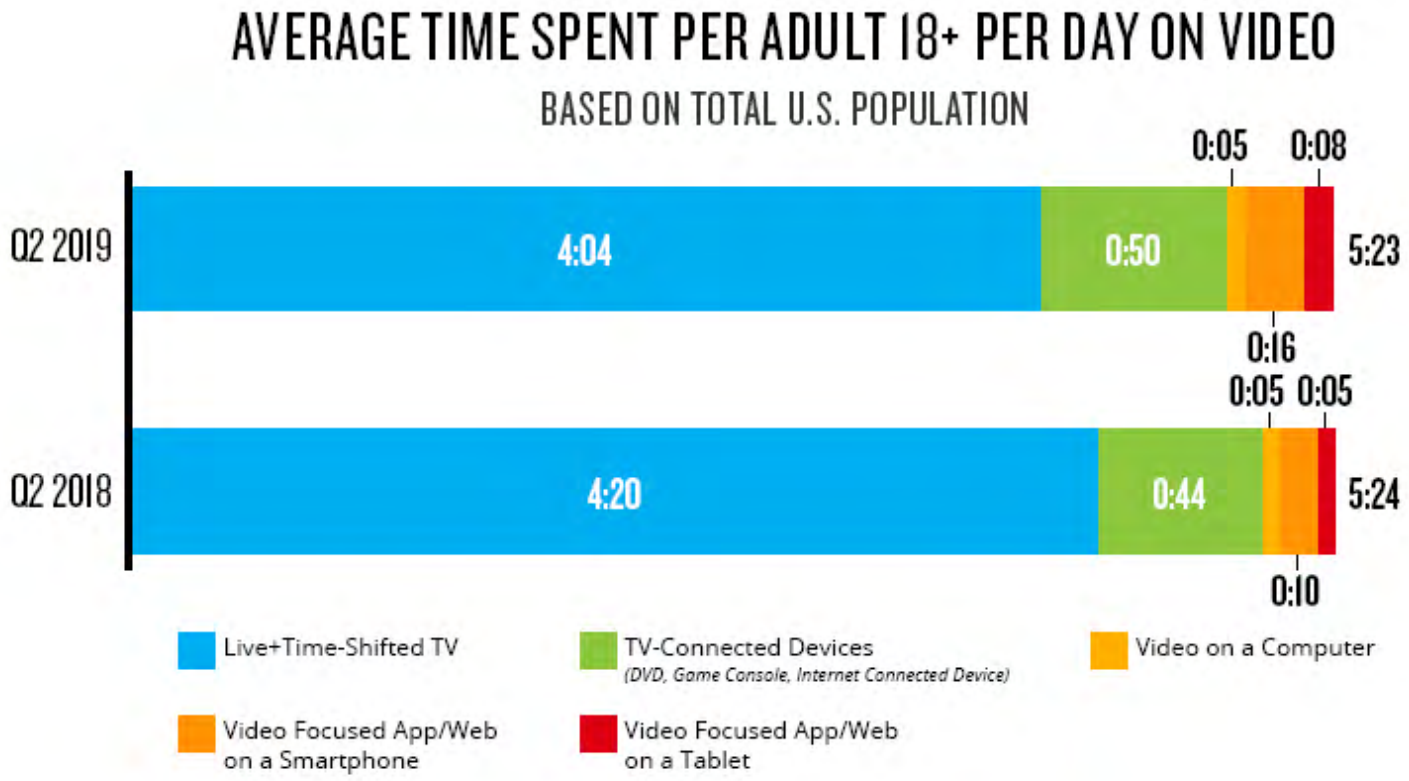
Source: The Nielsen Total Audience Report – September 2019

Media Usage by Demographic



Source: The Nielsen Total Audience Report – September 2019

Video Usage



Source: The Nielsen Total Audience Report – September 2019

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

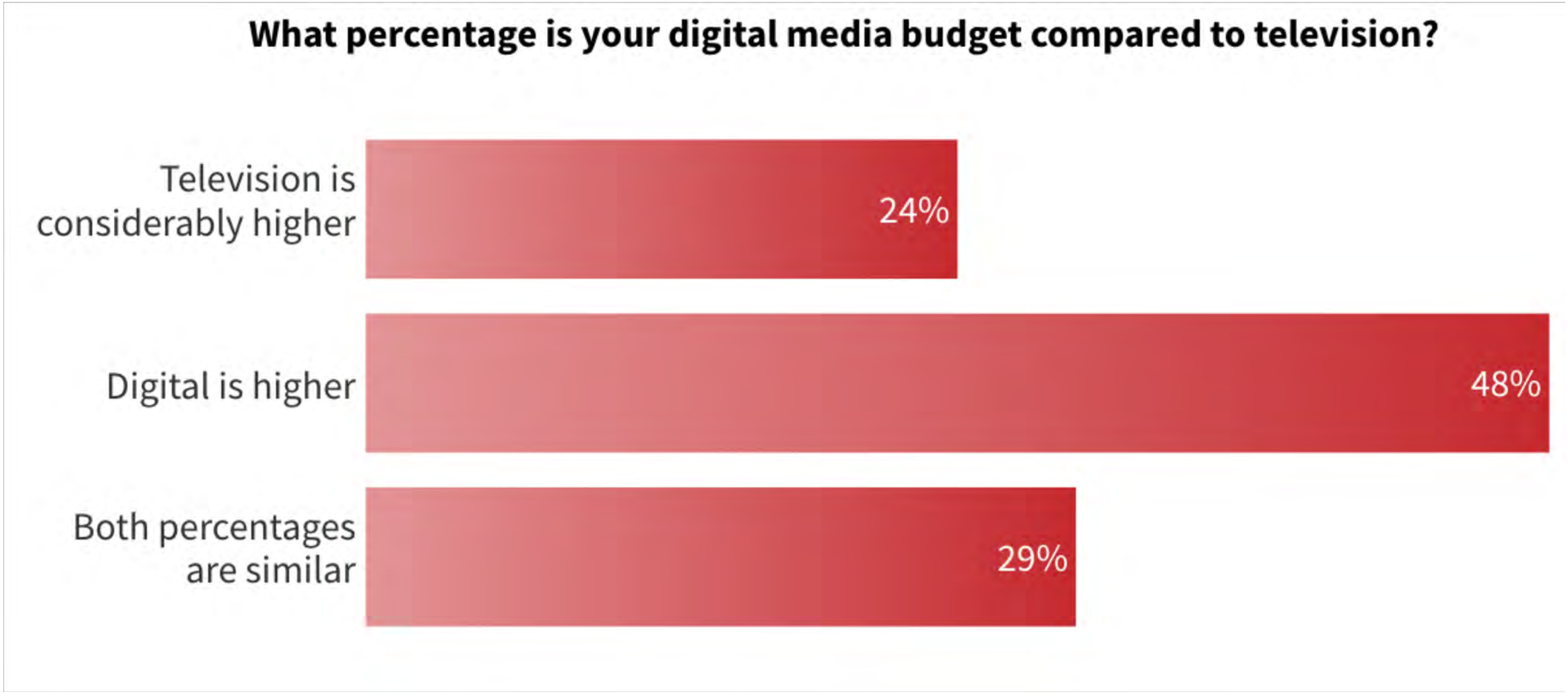
Web Enabled Device

SMS Text Messaging

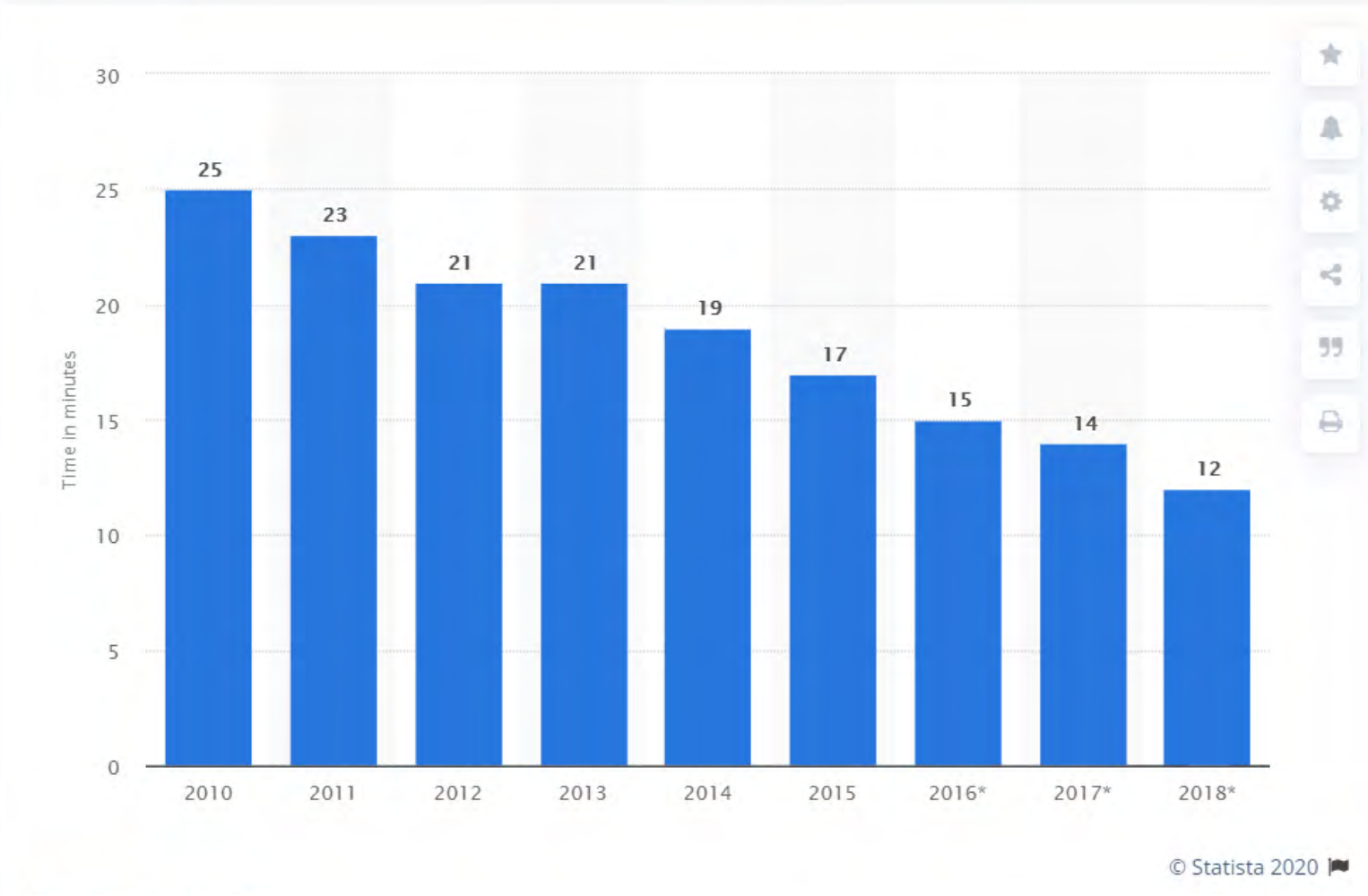
Wifi Access:

SSID: RavingGaming

Password: r@v1ng2020


What percentage is your digital media budget compared to television?
Television is considerably higher
24%
Digital is higher
48%
Both percentages are similar
29%

Time Spent with Newspaper



- Time spent down 108% in last 8 years
- Casino gamers – 70%+ don't read any printed newspaper
- Upcoming generation seeks news online

Media Death Exaggerated?

- Yes! Still hanging strong
- Traffic – Vehicles
- Evolving: Streaming

- Maybe not
- Readership definitely dwindling – cost to print will exceed revenue
- Evolving: Digital

- Yes! Still one of the most viewed media – mass media
- High fragmentation – content leading the way
- Evolving: Digital – still a screen

Raving NEXT

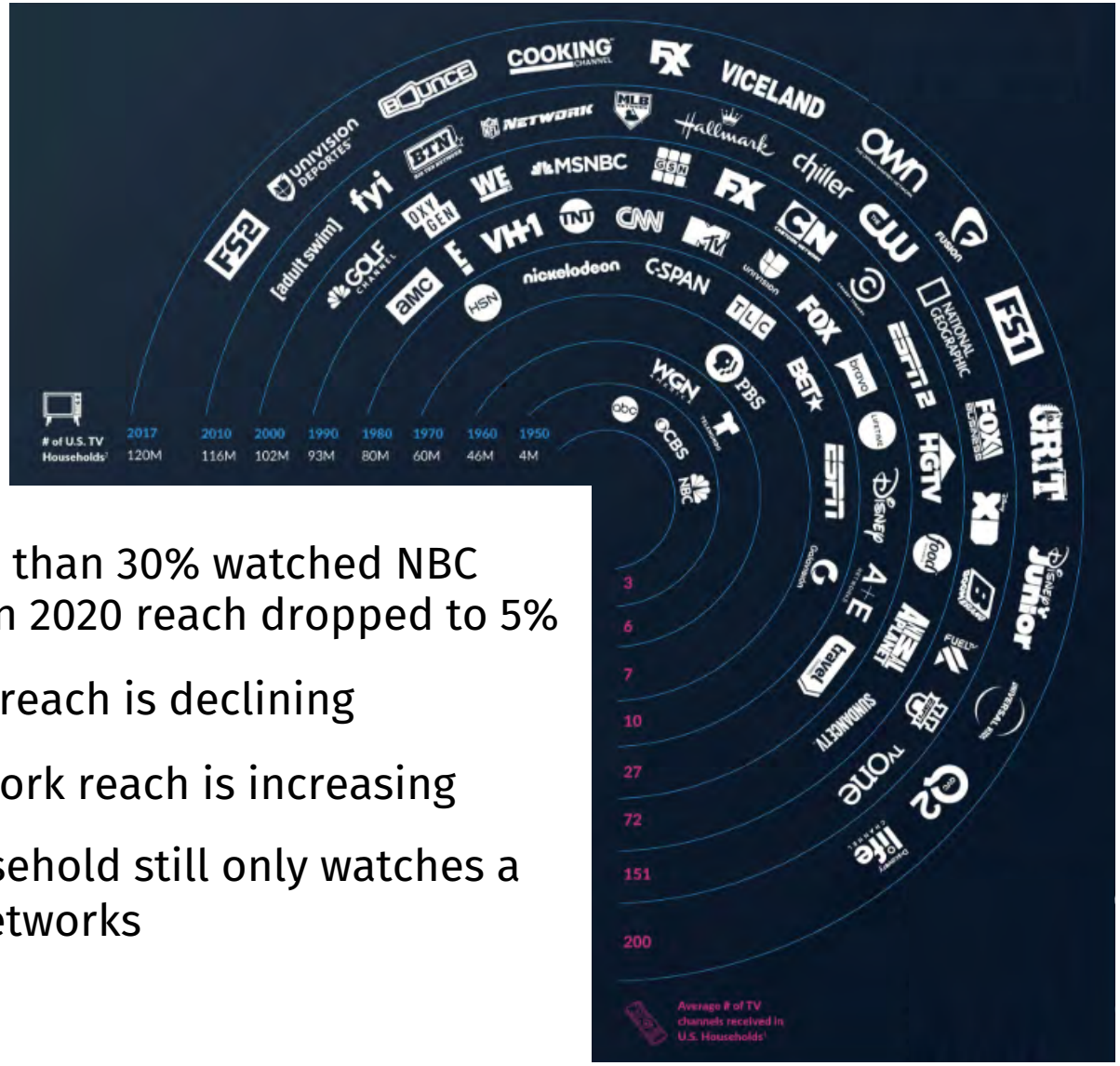
Next year, what will your print spend look like?

TV Reach – Yesterday and Today

1950 – 1970 – 90% reach with free broadcasts

16-18% reach no longer totally free

Fragmentation of TV – 1950 to 2017



- In 1952, more than 30% watched NBC prime time; in 2020 reach dropped to 5%
- Top network reach is declining
- Smaller network reach is increasing
- Average household still only watches a handful of networks

Fragmentation of TV – 2020

Broadcast TV

abc, NBC, CBS, FOX

Cable Networks

ESPN, CNN, FOX NEWS channel, AMC, TNT WE KNOW DRAMA, food network, tbs, THE HISTORY CHANNEL®, usa network, NATIONAL GEOGRAPHIC CHANNEL, NBC Sports, HGTV, GOLF CHANNEL®, Discovery CHANNEL, COOKING CHANNEL

Skinny Bundles

sling, hulu, AT&T tv NOW, philo, fubo TV, YouTube TV

Streaming Services

NETFLIX, Disney+, tv, amazon prime video, HBO NOW, CBS ALL ACCESS

OTT (Over the Top)/Connected TV

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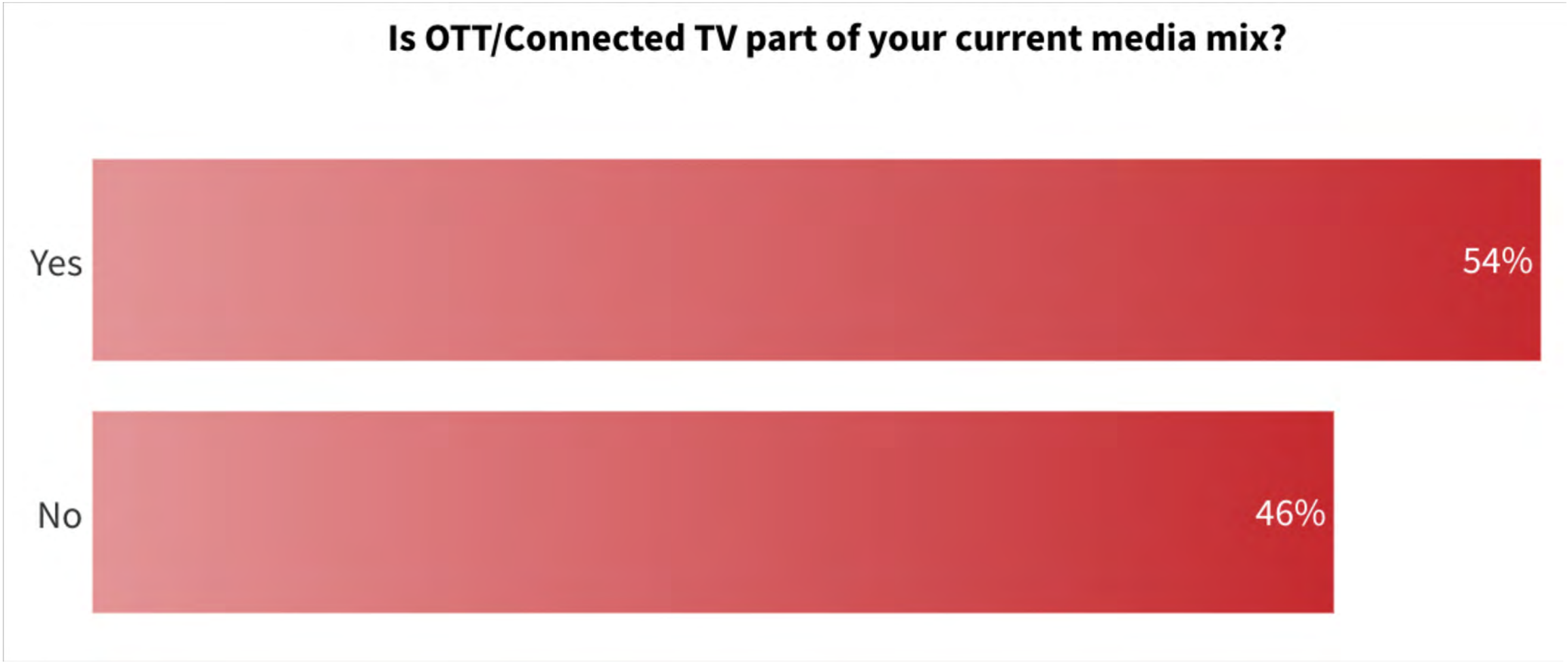
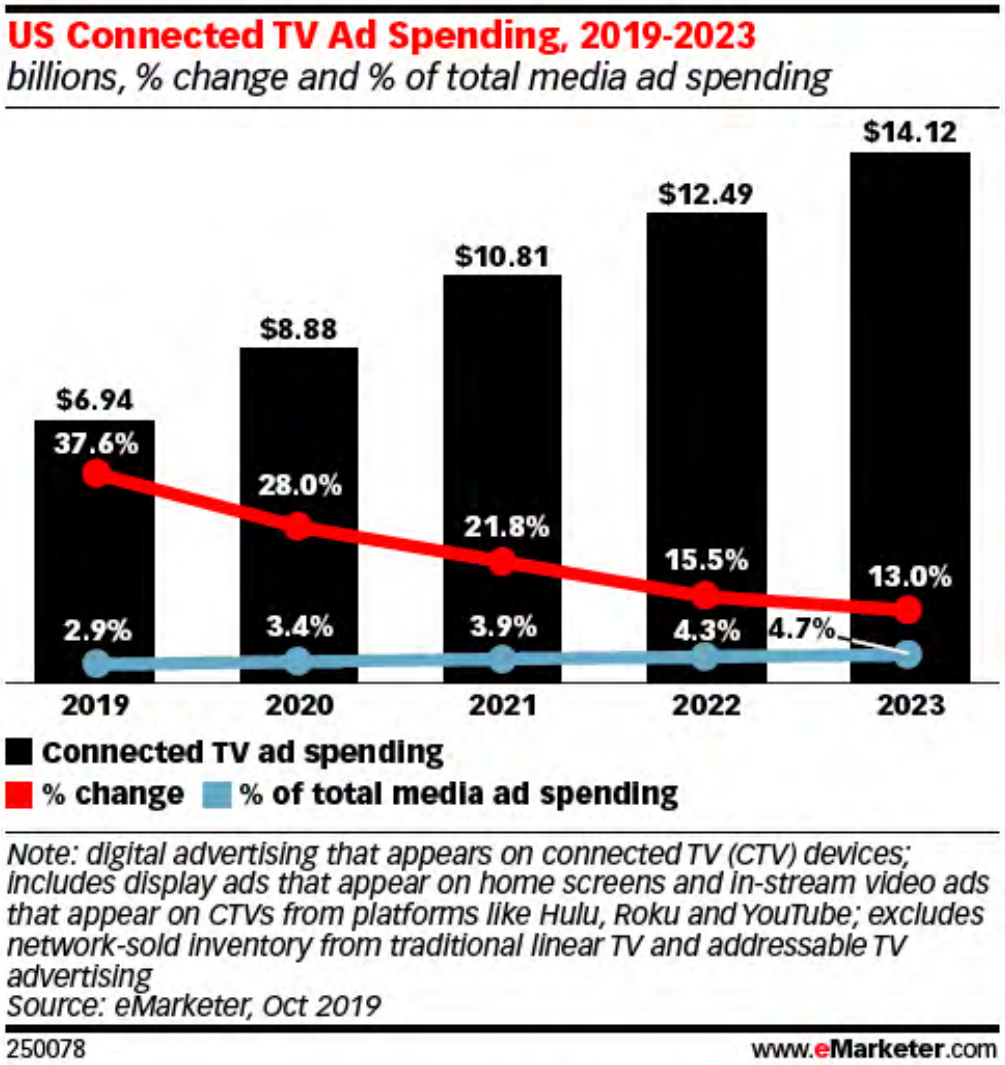
What is OTT/Connected TV

Any TV content viewed over/via an internet connection

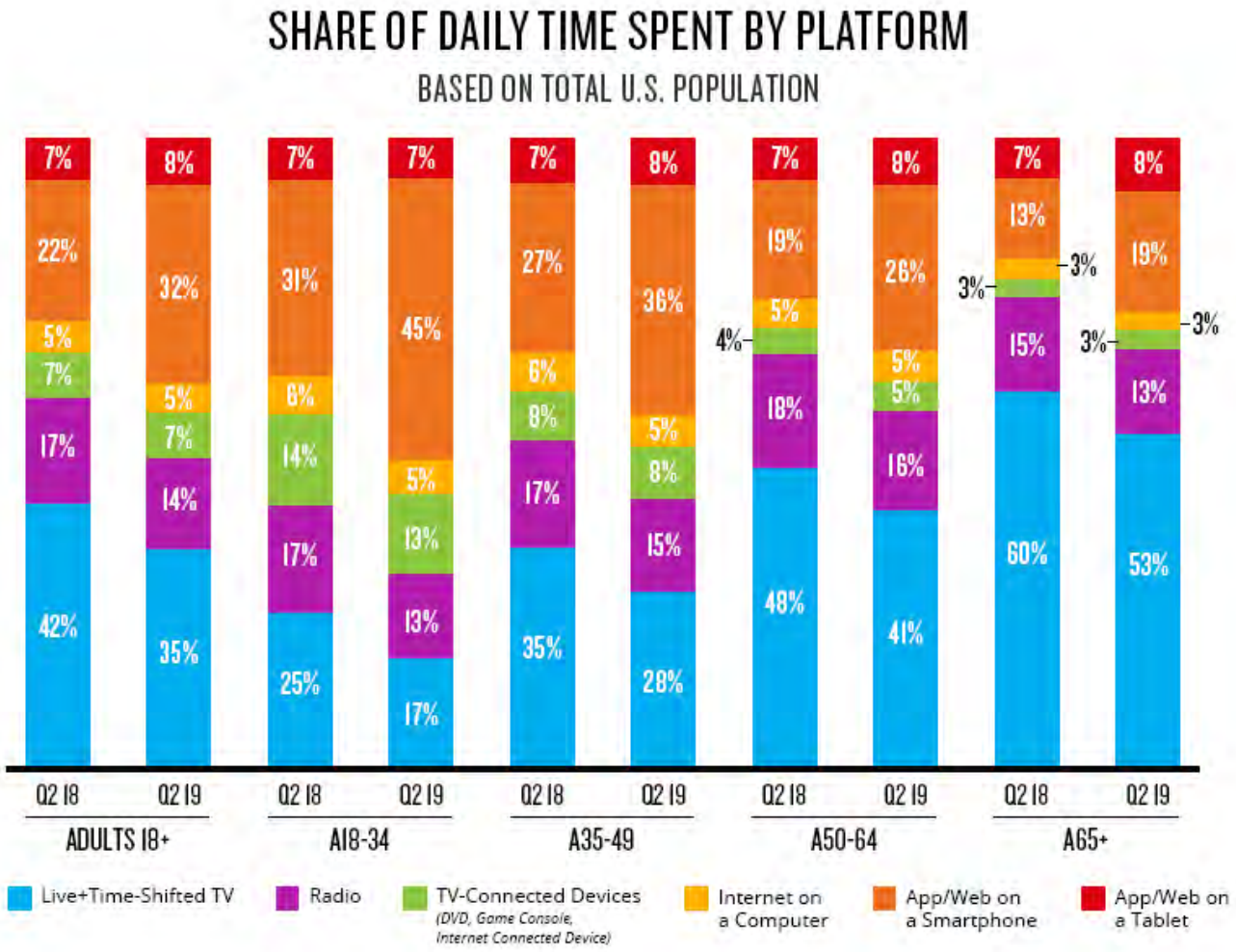
Devices


Is OTT/Connected TV part of your current media mix?
Yes
54%
No
46%

OTT/Connected TV Spend



OTT/Connected TV Time Spent by Demo



- Smaller time spent overall
- Increasing year over year
- All demos participating

Source: The Nielsen Total Audience Report – September 2019

OTT/Connected TV – Is It Good or Bad?

Nationally

- Mass reach tougher

Spot/Local

- More targeted the better
- Zip code/county targeting
- Lower out-of-pocket
- Non-skippable
- Appointment viewing
- Stronger reporting
- Attribution measurement

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Benefit to Casino Advertisers

OTT/Connected TV can reach your target audience

Broad Reach

- ✓ Age Demo
- ✓ Casino Goer
- ✓ Geo-targeted

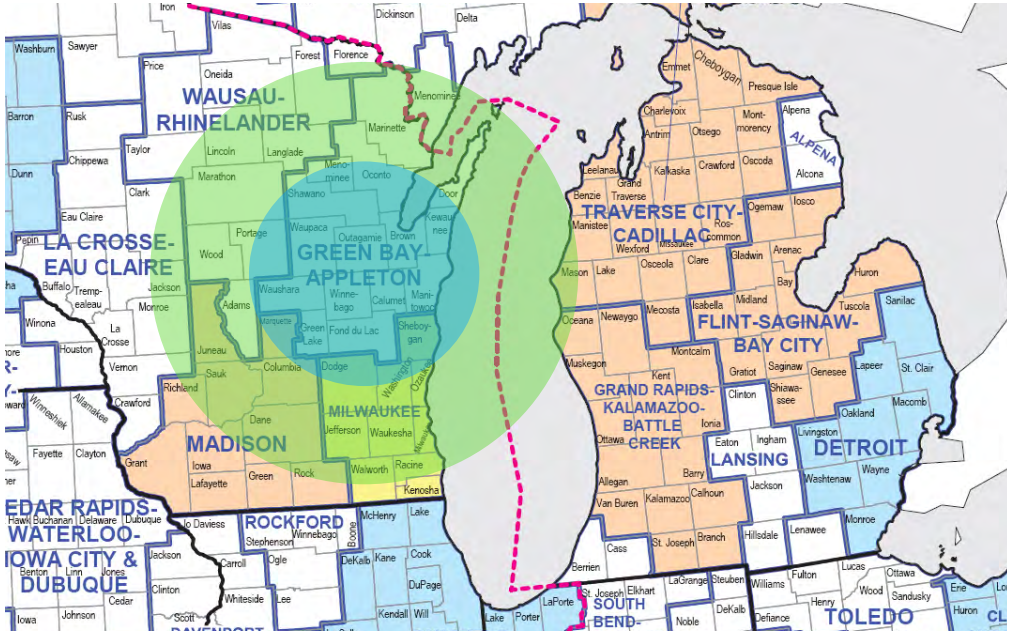
Frequency/Leads

- ✓ Target players
- ✓ Focused reach
- ✓ Focused message

Raving NEXT

Benefit to Casino Advertisers

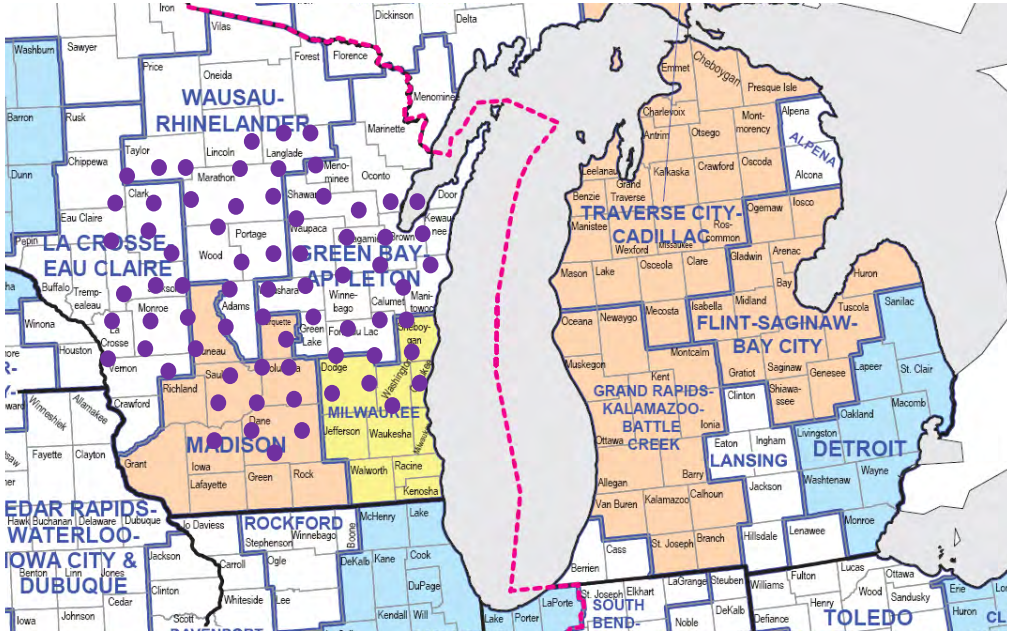
Broad Reach - OTT



- Not held to full DMA
- Similar CPM to TV – lower out-of-pocket
- :15 or :30 messages
- Different weights for different zips/counties
- Different messages

Benefit to Casino Advertisers

Frequency/Leads - OTT



- Reach current database/players
- Additional frequency
- Push for higher revenue – VIPs, in-actives, decliners, ADT, club level
- Unique message – you know who they are!
- Measure response

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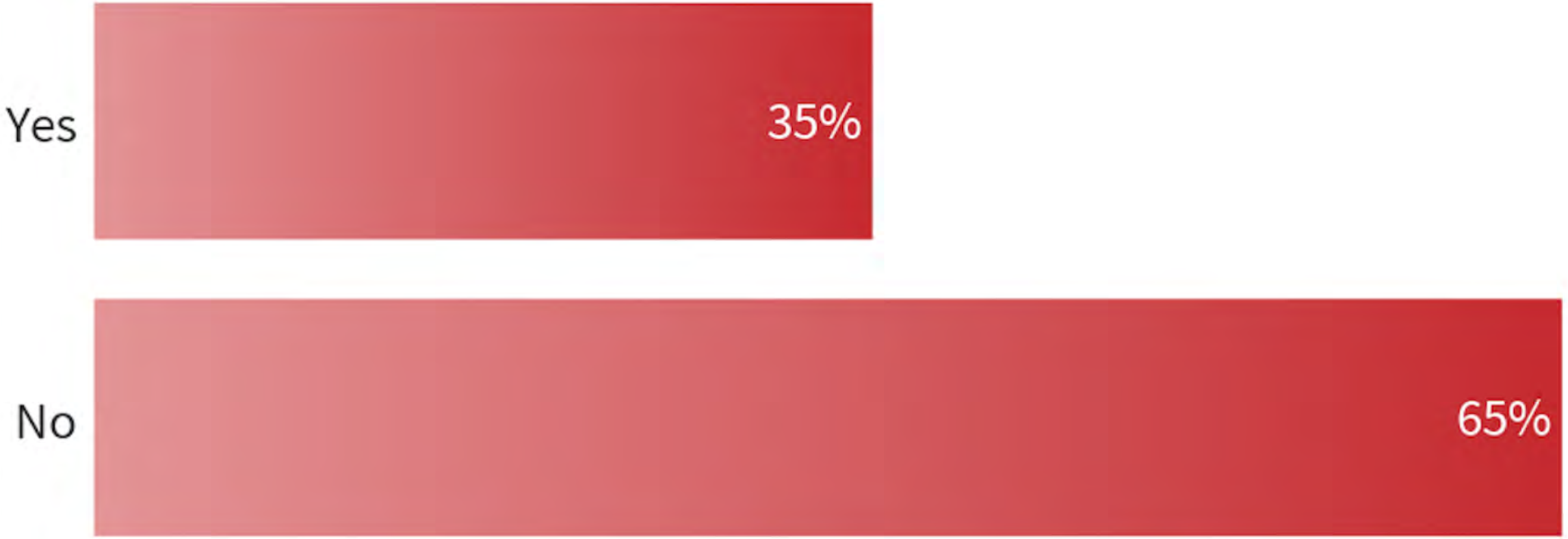
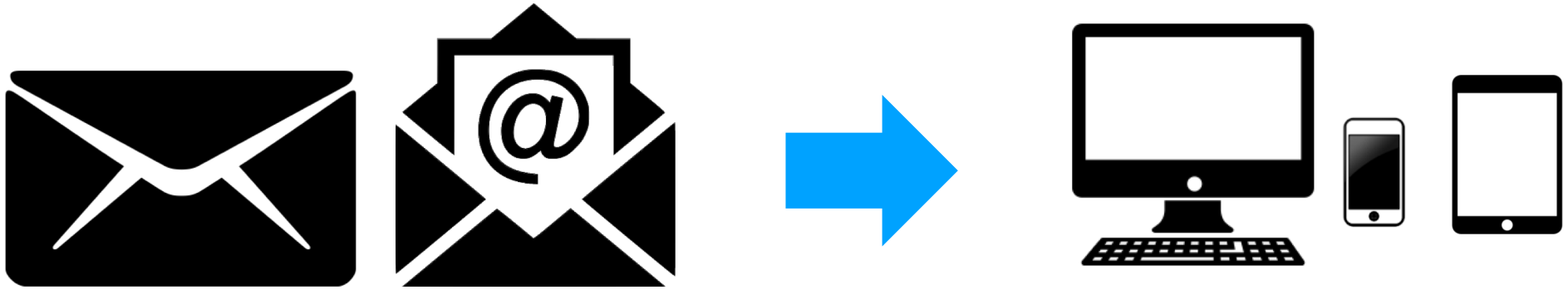
Are you leveraging your player database to run digital media (broad based digital, not email)?



Leveraging Player Database

Casinos have a unique advantage …



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Addressable Geo-fencing/IP Targeting

Physical Address
Places geo-fence around physical location

Physical Address/Email address
Uploads to alternative database to locate IP address

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Leveraging Player Database

- Increase trips
- Increase hotel stays
- Increase theo and ADT
- Increase ticket sales
- Limitless …

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Few takeaways …

- Consider reducing print spend
- Utilize OTT to your advantage … but not at the sake of the TV budget
- Leverage your player database digitally

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Data Analytics Part III

Are We Leaving Money on the Table?
Let's Dive into Player Development and Tie It All Together

Lynette O'Connell, Raving VP of Data Science and Operations;
Michael Minniear, Raving Partner, Data Analytics

Thursday, January 30
10:30 am – 11:30 am

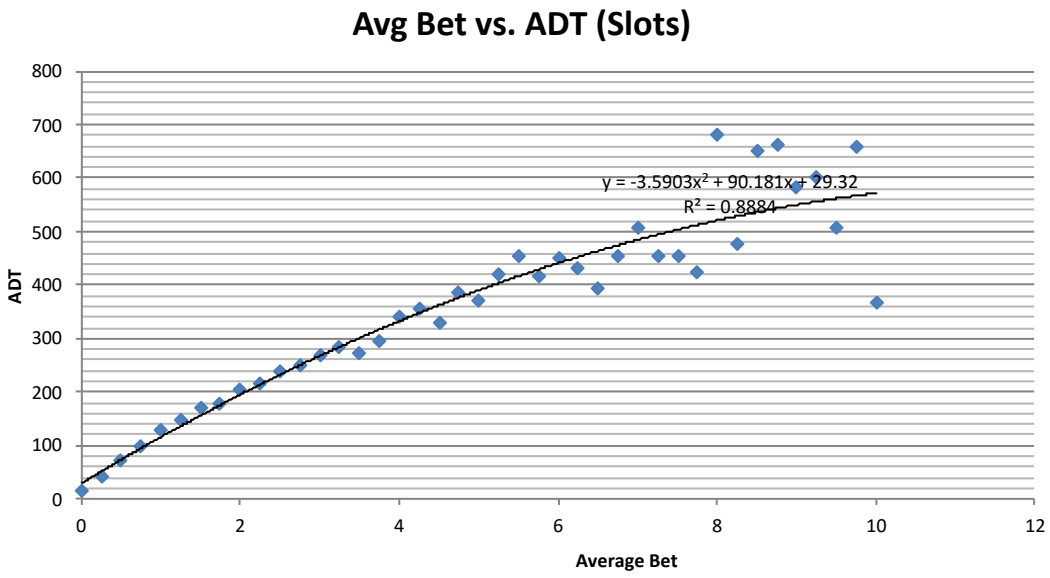
Raving NEXT

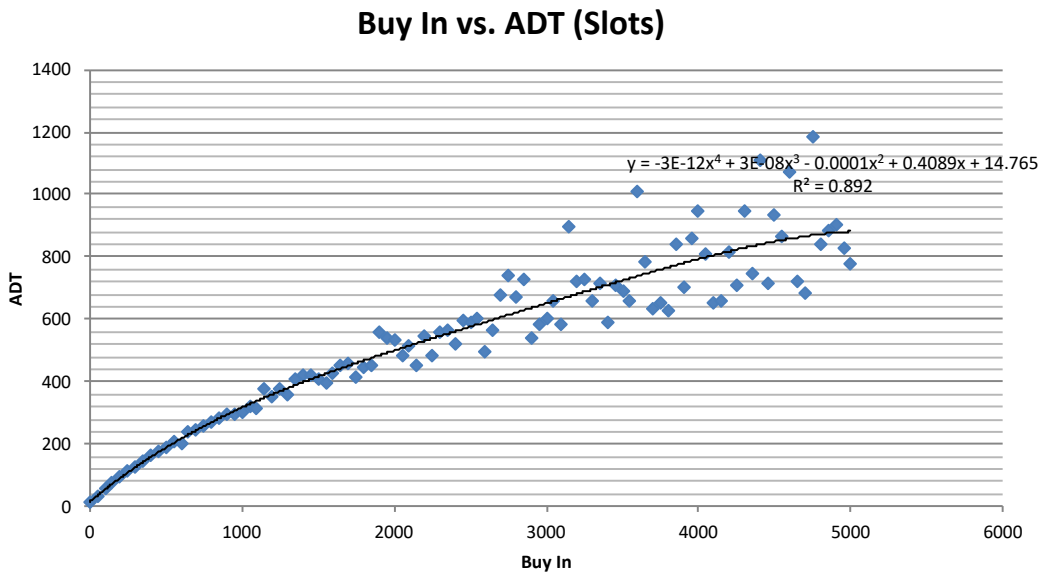
VIPs and Slot Metrics

- One of the largest missed opportunities in marketing is relying solely on ADT, particularly when attempting to market possible VIP players with few trips
- Remember the 80/20 rule, typically 80% of your gaming revenue comes from VIPs, so growing this segment grows the bottom line!
- Use slot metrics like average bet, slot drop or buy-in, actual loss, game selection, etc. to make longer predictions
- Consider demographics, psychographics, and external data
- Predict both value and loyalty
- Consider promotions or on floor interactions as opposed to core offerings to keep costs down
- Combine these insights and promotions with the host team

Using Slot Metrics to Identify VIPs

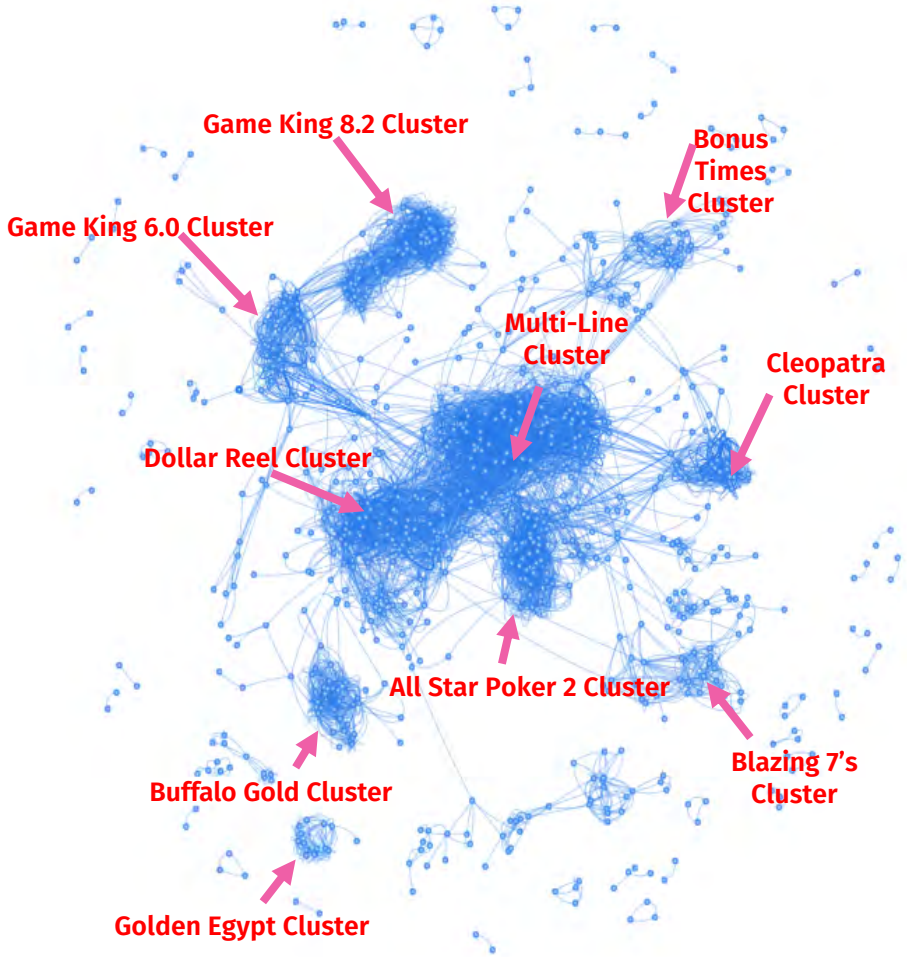
- Finding the diamonds in the rough
- Best for new and low frequency guests
- Slot metrics such as cash buy in and average bet are predictor variables of VIP play





VIPs and the Games they Play

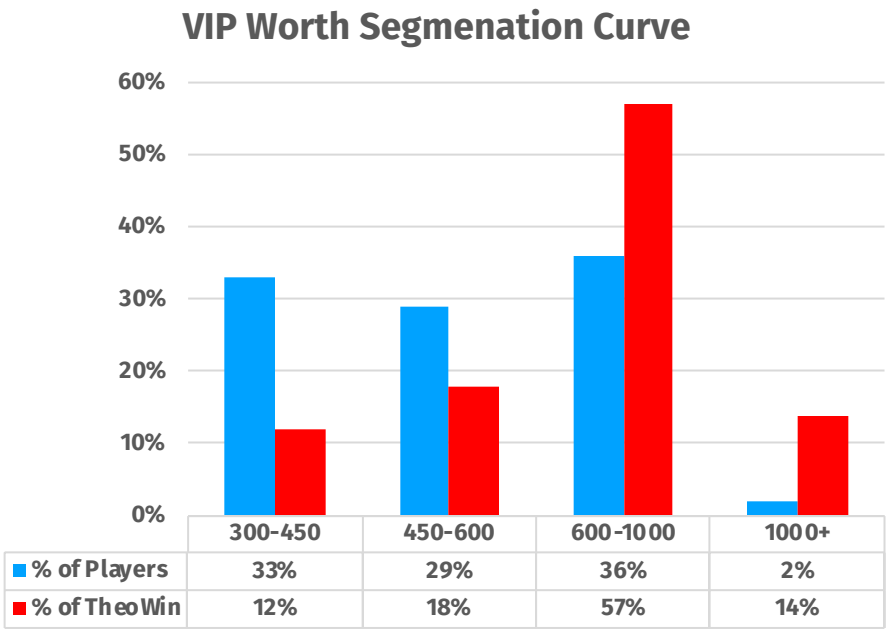
- Know the games your VIPs prefer
- Is there enough supply? Is the price right to ensure availability?
- Can we recommend games to players?
- Utilize targeted Free Play to a slot theme?



VIP Database

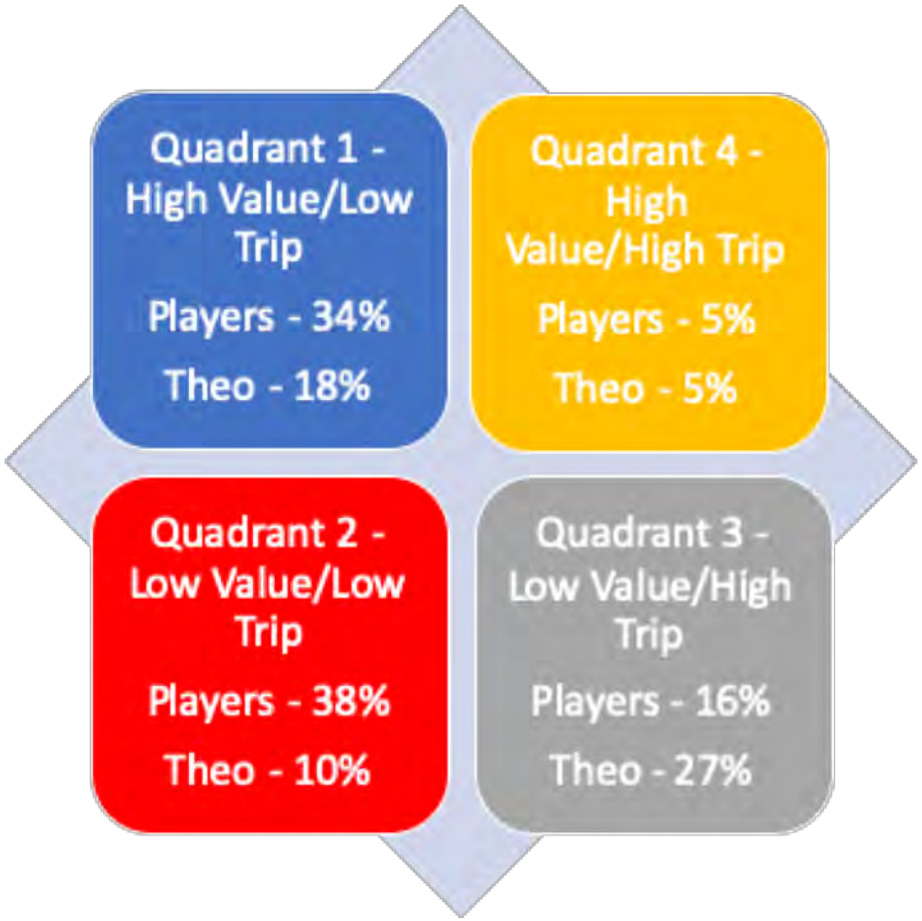
Know your VIP database by creating your maps

Oct - Dec 2019						
Distance	Freq	Players	90 Day Theo	Avg Visits	Avg Visits Improved	Theo Increase
Local	LF1	85	$125,000	1.11	1.5	$43,919
Local	LF2	100	$500,000	2.55	3	$88,235
Regional	LF1	500	$575,000	1.09	1.5	$216,284
Regional	LF2	450	$1,200,000	2.63	3	$168,821
Total 3 month lift						$517,260
Total 1 month lift						$172,420



VIP Database

Take the worth and frequency and create quartiles



Use the Results

Build your goals around the results

- What are the best metrics?
- How can you include the slot metrics to drive your revenue?
- How can you use slot preference information to help?

Use the Results

- **Who should you spending your time on?**
- **How can you use this information to increase visitation?**

Raving

Q4 Assigned Host

- [ ] (Blank)
- [ ] Adam Williams
- [ ] Gus Jones
- [x] Joe Smith
- [ ] Susan Jensen

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
16,337.53	70	1201516355	2,876.80	17	49	2.88
8,476.97	152	1201694631	710.68	10	26	2.60
5,481.53	66	1201854610	619.00	7	22	3.14
4,360.86	115	1201541340	893.35	11	30	2.73
4,006.87	238	1201848636	564.53	16	51	3.19
3,799.37	72	1201557345	839.69	6	18	3.00

SAM	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
4,578.20	1201148631	3,600.62	2	6	3.00
3,935.76	120195865	1,823.34	1	3	3.00
2,408.39	12011012784	710.83	3	10	3.33
2,037.16	1201859270	847.96	3	8	2.67
2,005.08	1201699562	943.01	2	6	3.00
1,952.43	1201367962	811.19	2	5	2.50
1,455.47	1201658570	1,904.19	1	3	3.00

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
11,931.52	1201487841	65	940.71	12	16	1.33
11,814.17	1201627962	133	1,449.48	15	34	2.27
11,339.52	120117181	53	1,009.78	14	23	1.64
10,518.38	120195138	36	1,104.46	9	10	1.11
9,498.34	1201310144	57	1,270.21	12	19	1.58
9,488.40	12011760	67	1,135.16	14	22	1.57

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
49	1201700923	1,185.86			4	
39	1201587703	505.49				
19	1201845086	539.55			3	
19	1201937611	1,490.38			6	
18	1201693114	1,115.77			2	
18	1201789789	1,264.67				
772		759.76			109	

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
4,681.48	108	1201466481	623.70	8	31	3.88
3,816.69	79	1201648324	1,521.70	4	15	3.75
2,401.08	63	1201234973	467.33	8	33	4.13
1,181.18	10	1201390348	1,830.25	1	4	4.00
1,044.31	36	1201882564	691.82	5	18	3.60
789.08	27	120184871	431.70	2	9	4.50
457.48	10	1201262583	394.80	2	8	4.00