Maximizing the Utility of Player Databases

The Innovation Group, Inc.

Three Techniques to Better Understand and Capitalize on Your Database

- ■ GIS Spatial Analysis of the Database

- ■ Use of Simmons Survey Data

- ■ Linking Lifestyle Clusters to the Database and to Simmons Data

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GIS Spatial Analysis of the Database

- Looks at the database from geographical perspective

- Use Zip Code as basic Geographic Unit-Already captured in database
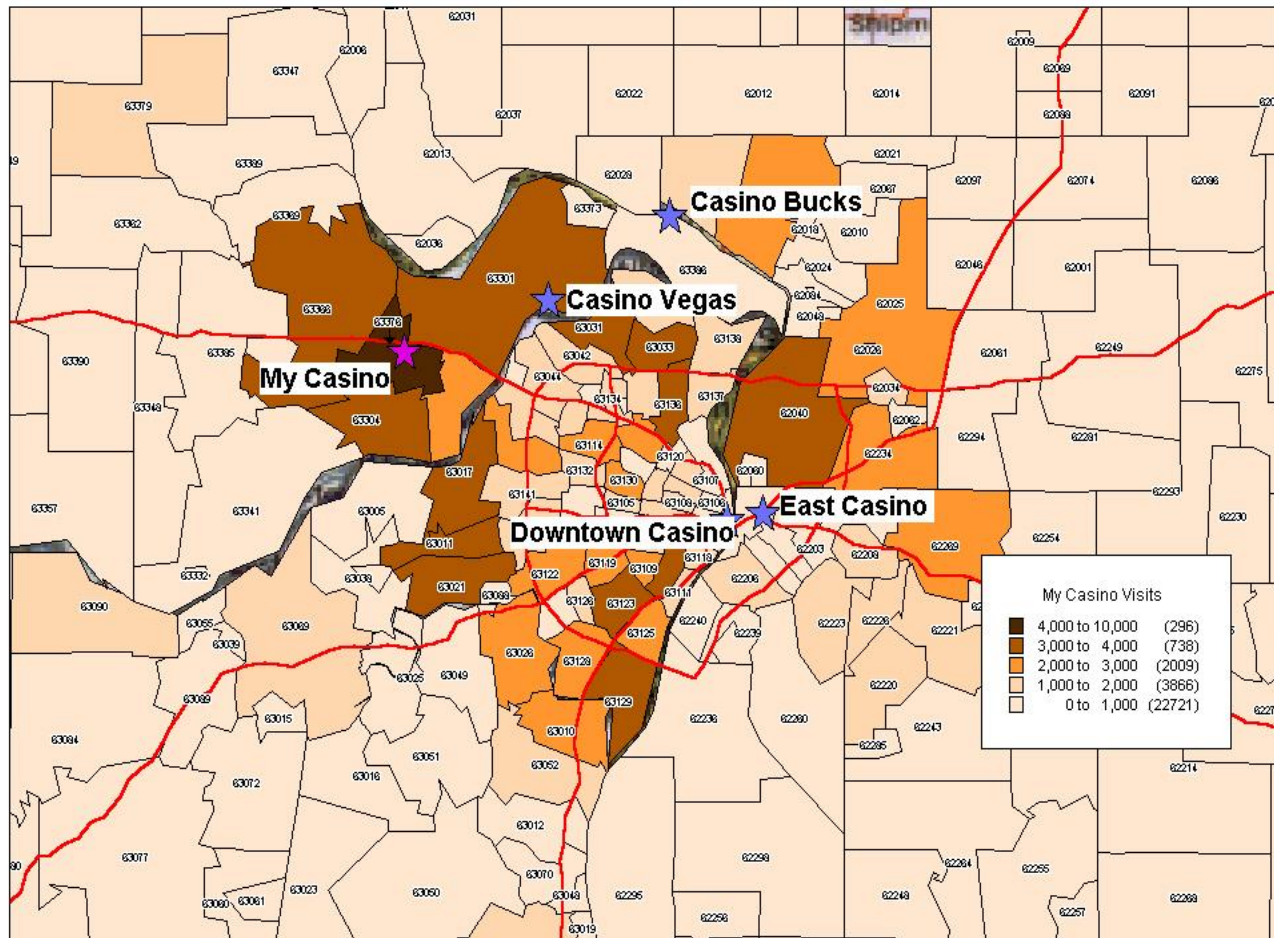
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Typical Variables of Summary File

- Summary of data (i.e visits, theo win, etc.) by zip code are geocoded (linked to graphic boundary files)

- The resultant map provides a clear visual rendition of the activity geocoded in the database at the zip code level.

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Typical Variables of Summary File

My Casino Visits by Zip Code

My Casino Visits
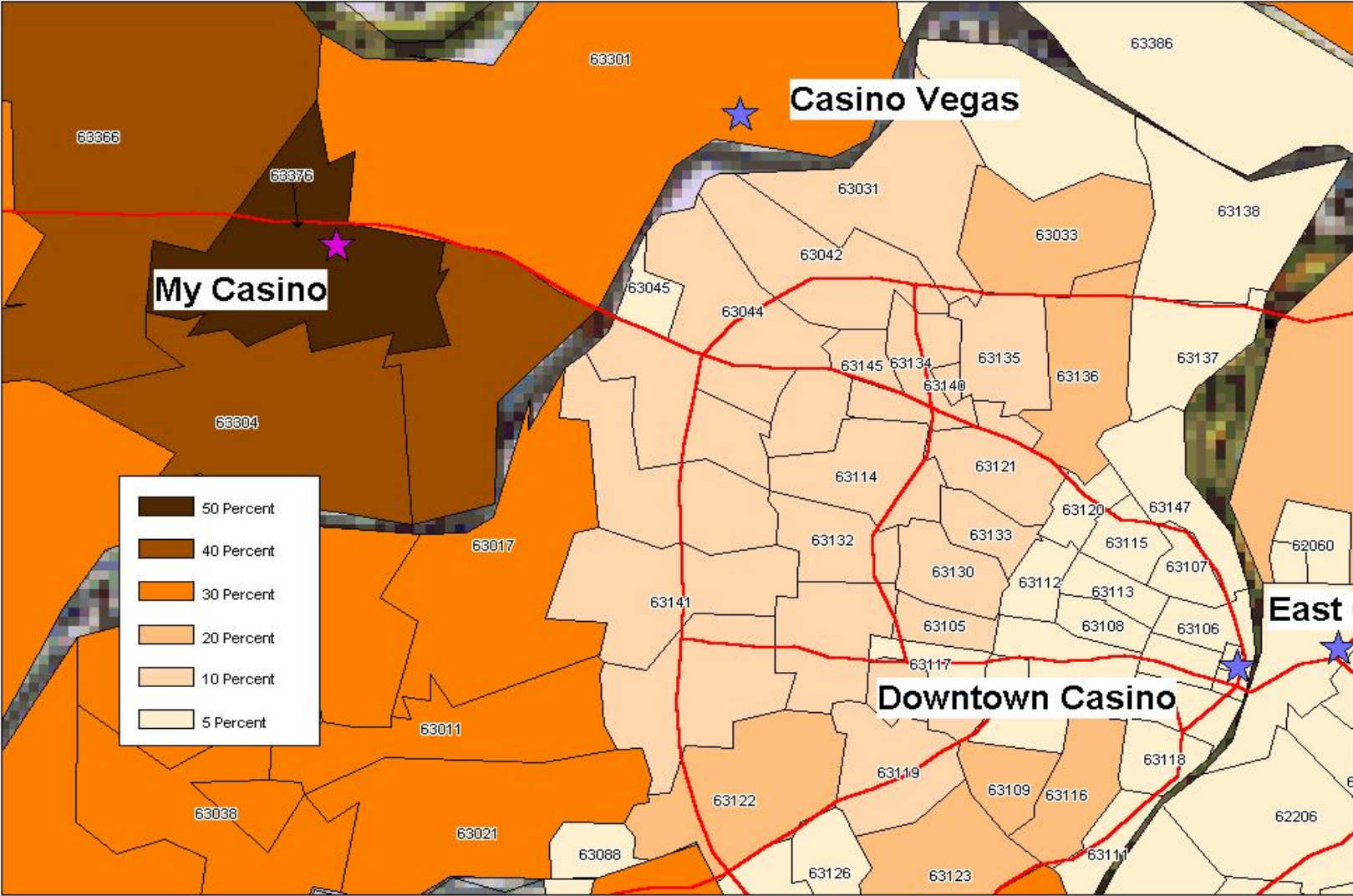| 4,000 to 10,000 | (296) |
3,000 to 4,000	(738)
2,000 to 3,000	(2009)
1,000 to 2,000	(3866)
0 to 1,000	(22721)

Linking to Regional Demographics

- What does the summary database info mean?
- To answer this question data from the player database is coupled with adult population data.
- By dividing My Casino visits by the adult population we can determine the participation rate.
- A low participation rate may be indicative of competitive pressures, access issues, marketing efforts or other reasons.

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Linking to Regional Demographics

My Casino Particpation Rate

Casino Vegas

My Casino

50 Percent
40 Percent
30 Percent
20 Percent
10 Percent
5 Percent

East

Downtown Casino

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Linking to Regional Demographics

- The combination of the player database and demographics provides a valuable tool to analyze the spatial relationship of customers

- Allows identification of geographic areas where the casino is under performing and where potential increases in visitation could be realized.

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Linking to Regional Demographics

- Some specific applications:
  1. Overlaying the location of billboards on this map, along with traffic counts on highways, provides the ability to select billboard locations, which target either existing customers or maximize their utility in advertising to areas where the casino is under performing.
  2. Target direct mail programs specifically to those zip codes identified as areas for expansion, thereby reducing Costs.

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Simmons Data

How Do We Know If These Targeted Zip Codes Hold Valuable Gamers?

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Simmons Data and the MPI

- Simmons is a national company that performs a large number of media consumer surveys on an annual basis.
- Simmons Survey asks questions on gambling behavior:
  - Have you gambled in the last 12 months?
  - How often have you gambled in the last 12 months?
  - What type of casino did you visit? (Specifically Native American Casinos)

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Simmons Data and the MPI

- Available for Purchase at the Zip Code Level

- Data is provided on the basis of a Market Potential Index (MPI) for each zip code.

- With a national average of 100, a zip code with an index value of 200 contains a population twice as likely to have gambled in the last twelve months than the average.

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Market Potential Index for My Casino

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Simmons Data and the MPI

- Only those zip codes that have the potential to generate significant increases in visitation are targeted i.e. high population, high MPI.

- Marketing and promotional outlays reduced.

- Maximizes the return on investment by increasing the effectiveness of direct mail and advertising programs.

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Marketing To The Key Zip Codes

- Targeting Zip Codes With Low Database Penetration

- Zip Codes Identified as Having High MPI Scores

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PRIZM Lifestyle Clusters

- Every neighborhood in the U.S. is defined according to 62 distinct types or clusters

- These clusters reflect a wide variety of demographic variables, such as income, household size, ethnicity, age, and lifestyle stage.

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What are they like? & What do they like?

- Target groups are linked to an array of data:
  - demographics
  - Lifestyle preferences
    - Food, beverage and leisure activities
  - magazine, media and TV preference variables.

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Applications

- Strategic design of marketing program – market expansion, market retention, targeted geographies

- Mailing lists by zip code by specified cluster codes or target groups

- Tailor promotional programs to specific target groups

- Targeted advertising programs (content and media) to specific targeted groups and segments

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Applications

- Tailor entertainment program to specific target groups
- Billboard placement and content
- F&B Mix
- Interior Design and Theme
- By employing these techniques fewer dollars can be spent with greater returns than from programs based upon a "shotgun" approach

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