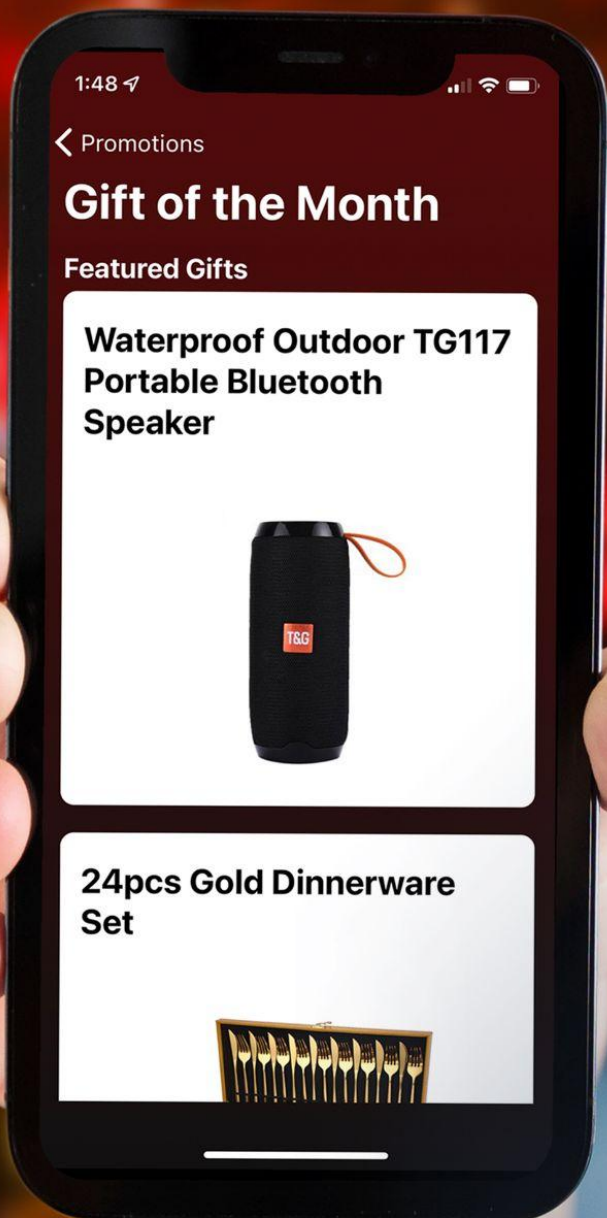




RE-IMAGINE YOUR
CASINO'S LOYALTY
EXPERIENCE

INFIGIFTS
DATA SCIENCE SERVICES

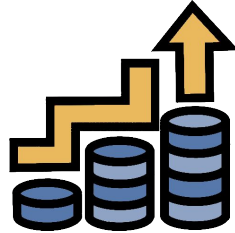


CREATING SUCCESSFUL GIFTING EVENTS

There are three basic goals for creating successful casino gifting events:



Build loyalty



Drive an incremental trip



Increase player spend

But sometimes, the promotion ROI cannot be achieved for a variety of reasons:

The gifting event underperforms because of poor player audience selection



Gift selection does not appeal to the right audience, limiting incremental trips and player loyalty



The event time frame is not optimized properly to drive incremental visits and play



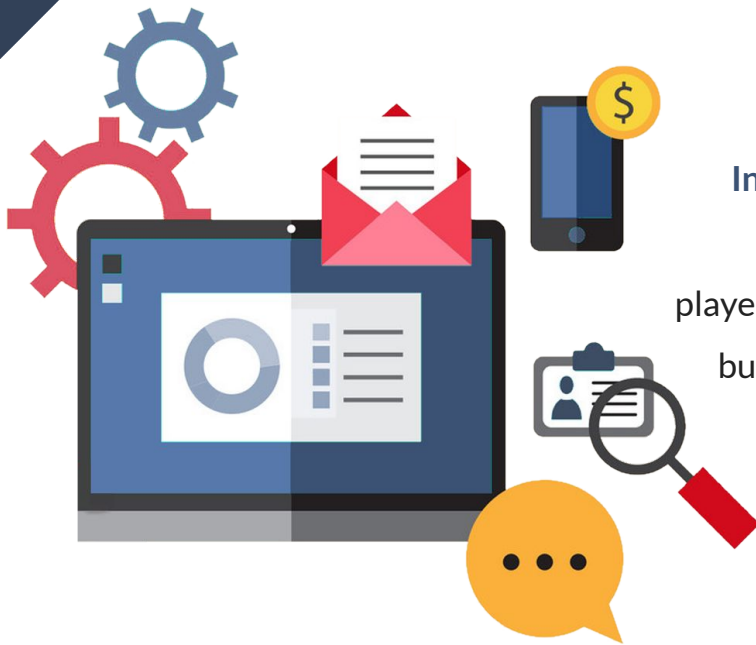
The casino offers gifts to more players than it should to achieve a purchase minimum



InfiGifts

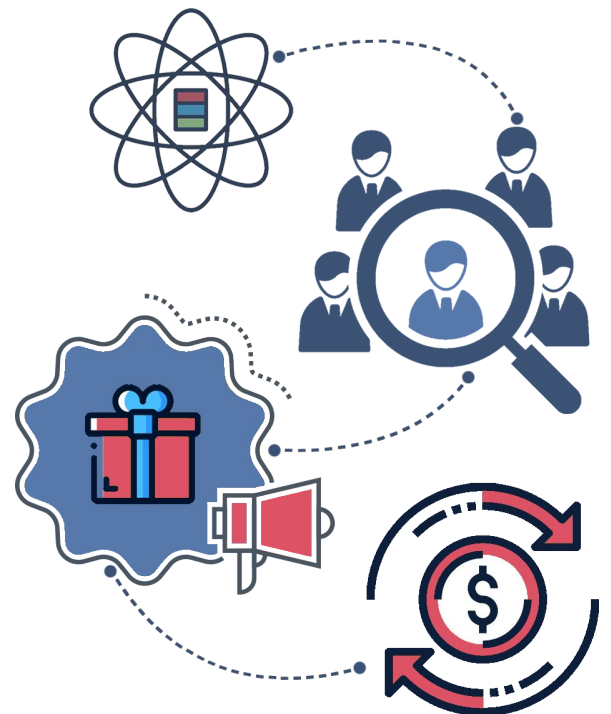
DATA SCIENCE

SERVICES



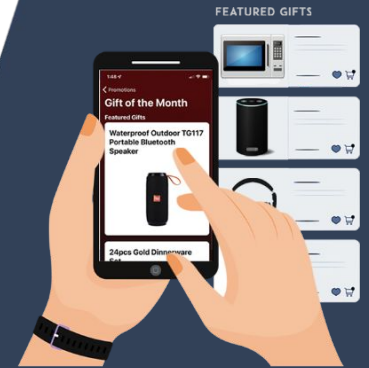
InfiGifts uses proven strategies to help you achieve your gifting goals. Moreover, InfiGifts gives your players an enhanced and seamless user experience that builds player loyalty, with gift optionality and tiering that is guaranteed to drive players into the casino for that extra visit.

InfiGifts uses a data science approach to identify the highest value players, matched with the right types of gifts, and delivered to players through a promotion offered at the optimal time. This ensures that you are achieving the highest ROI for your promotion rather than adhering to a gift vendor's purchase requirements.



CAPABILITIES

- Audience identification to ensure effective ROI for Play and Earn events
- Gift options to ensure the highest player redemption rates
- Tiered gift rewards to properly reward players at different tiers
- Dashboard view into your gifting promotion
- Real-time event day analytics to evaluate success of the gifting promotion hour by hour
- Post-forma analysis to compare gifting event trends month over month



BENEFITS

- Achieve higher revenue results with a better return on investment on gifting event days
- Increase loyalty with player growth into higher tiers
- Earn greater wallet share from existing players



InfiGifts was created by casino marketers and data scientists who understand how casinos work, what motivates player behavior, and the analytics required to maximize ROI.

