



InfiGifts Case Study

Enhancing the Player Experience with InfiGifts


*Win-River Resort and Casino Renews Monthly Gifting Program with
Added Convenience and Gift Flexibility*



Win-River Resort and Casino, situated in the bustling northern Sacramento Valley region of Redding, CA, boasts a hotel resort-style casino offering 550 slot machines, 13 table games, poker, and bingo amenities, catering to a diverse clientele of both local and regional players.

Problem: A Stagnant and Operationally Difficult Program

Previously, the casino operated a monthly "earn and get" style gifting promotion, where players could claim a gift upon achieving a point threshold. However, this program had become stagnant over time, failing to engage patrons effectively.



The program was also operationally challenging to execute. The casino had to plan gifting events months in advance which posed logistical hurdles, straining the casino's limited resources.

Further, the casino had to agree to minimum order quantities irrespective of their ability to utilize all purchased inventory. The property was charged for all gift products shipped well in advance of the gifting event.

Gifts that were not used could be returned to the gift vendor, but the casino would be charged return shipping.

The casino needed a new program that would revitalize player interest and drive incremental trips, while keeping costs properly controlled.

Solution: Reimagining Gifting with Optionality and Convenience

To breathe new life into their gifting program, Win-River partnered with InfiGifts to overhaul the program, prioritizing gift choice and flexibility.

Under the revamped system, the casino retained the "earn and get" structure but gained access to a diverse array of 10-15 gift options.

Using the streamlined InfiGifts portal, players could seamlessly claim their chosen gifts, which would then be promptly delivered direct to player's homes.

Importantly, the new program eliminated the need for minimum order commitments and only gift redemptions were charged.

Impact: Improved Gifting Experience at Better ROI

The response to the revamped gifting program was overwhelmingly positive, with players embracing the newfound freedom to select from a variety of gifts.

This flexibility not only revitalized player interest but also contributed to a notable increase in trips to the casino, along with significant boosts in monthly theoretical win and average daily theoretical (ADT). Operationally, the casino experienced newfound efficiency, as the need for advance planning and physical storage of gift inventory was eliminated.

Moreover, the financial flexibility afforded by the program's structure proved advantageous, sparing the casino from expenses associated with large volume returns.

“InfiGifts saves money and has improved the customer service that we are able to deliver. I don’t see us going back to the old way of doing things.”

Vicki Baggett

Win-River Resort and Casino

Conclusion

Through strategic collaboration and a commitment to enhancing the player experience, Win-River Resort and Casino successfully transformed its gifting program into a dynamic and cost-effective initiative.

By prioritizing choice, convenience, and financial prudence, the casino not only reinvigorated patron engagement but also achieved tangible improvements in key performance metrics, setting a precedent for innovation within the industry.



InfiGifts is the flexible casino gifting solution that helps you run gifting events the way you want. It drives more players back to your casino floor and boosts the ROI from all your loyalty and reward programs.

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