

SMART, ACTIONABLE PLAYER INSIGHTS



Player Insight

SMARTER PLAYER DEVELOPMENT

With Player Insight, users can access **multiple levels** of player data, from summaries of group performance by length of membership or trip frequency to a granular view of an individual player's transactions and activities.

Your player development team members can **spot trends and behavior shifts** at-a-glance and immediately take the most appropriate action from the screen. Player Insight utilizes advanced technology to create targeted lists for more innovative marketing, acquisition, and engagement opportunities.

- ✓ **ACTIONABLE INSIGHTS TO BOOST PLAYER ACQUISITION AND ENGAGEMENT**
- ✓ **CUSTOMIZABLE PERFORMANCE THRESHOLD**
- ✓ **REDUCTION AND PREVENTION OF CHURN RISK**
- ✓ **SEGMENTATION CAPABILITIES FOR SMARTER ENGAGEMENT**

TARGETED HOST ENGAGEMENT

With Player Insight, your hosts can engage with players more effectively, whether they are carded or not. Through real-time alerts and at-a-glance floor highlights, your casino hosts can see which players are on the floor and drill down to find what actions are most impactful for any particular player – whether it's delivering their favorite beverage, or effortlessly signing them up to your player club. Player Insight allows casino hosts to reach out to their players – as a group or individually – directly from any player list or player profile screen, via email, phone or text, engaging with them in their preferred and most effective manner.

Notification Alerts on High Action and High Roller Transactions

Anticipation of player needs based on preferences

Key player information for personalized one-to-one engagement

Integrated communication platform to facilitate player correspondence

PROACTIVE HOST MANAGEMENT

Player Insight helps you keep track of your player development team's **performance and progress** with at-a-glance real-time rankings and scorecards based on customized thresholds, including player engagement and new player acquisition. Assign tasks or send notes directly to team members from any screen on the Player Insight platform for **more targeted and effective communications**.

- ✓ **DAILY/WEEKLY TASK SUBSCRIPTION AUTOMATION**
- ✓ **COMMUNICATOR FOR INTERNAL TEAM COMMUNICATION.**
- ✓ **LEAD LIST GENERATION BASED ON PLAYER BEHAVIOR SHIFT.**

HIGHER RETURN

Player Insight elevates your **marketing reinvestment** by utilizing advanced analytics to predict player risk and identify opportunities.

Player Insight provides **targeted recommendations** enabling team members to create and measure personalized marketing offers to boost player retention, reducing waste and **strengthening the bottom line** of your casino operation.

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CUSTOM SOLUTIONS



EXECUTIVE KEY INSIGHTS



EMAIL MARKETING



FLOOR MAPPING



SLOT ANALYTICS

About Casino CashTrac

Based in Tulsa, Oklahoma, Casino Cash Trac is the creator of Casino Insight, an award-winning suite of transactional, reporting, and analytical tools designed to streamline and automate cage operations, revenue audit processes, and operations analysis. Casino Insight fully integrates with most casino management, food & beverage, hotel systems, cash dispensers, kiosks, and other bank machines.

For more information, call us or visit us online at **www.casinocashtrac.com**



+ (918) 794-8255



connect@casinocashtrac.com



www.casinocashtrac.com