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Stics, Inc. Brings Big Data and Predictive Analytics to the Desktop New Product Announcement

At **Southern Gaming Summit (SGS)**, San Diego-based Stics, Inc. is unveiling a new solution called **SticsInsight™ with SticsViewer™** that brings the power of big data AND predictive analysis to the desktop of casino marketers and managers.

To help unveil and announce this new product solution, Christy Joiner-Congleton, Stics' President and CEO, will be participating as a panelist at the "Casino Marketing: Making Player Loyalty a Winning Proposition" session on Tuesday, May 7 at 11:30 AM. Following the session Christy will be available to describe the SticsInsight / SticsViewer solution in more detail, and can arrange for a personal demo.

According to Ms Joiner-Congleton, "For many years, through our proven SticsPredicts™, Stics has empowered casino marketers to consistently improve results generated by their direct marketing campaigns. We continue to do that with valued clients, and now we are excited to bring the power of big data and predictive analysis to any casino marketer's desktop in an easy-to-use application. SticsInsight with SticsViewer is a solution that can begin providing a huge Return on Investment (ROI) in as little as 90 days, and delivers many new marketing and operational benefits never before available to any size casino."

With this comprehensive solution, casino marketing departments of all sizes can now direct player reinvestment dollars more effectively. SticsInsight helps casino marketing departments extract the full and real value from the data they are already collecting through the use of predictive analytics.

Combined with SticsViewer, anyone in the casino with the proper permissions and a PC is now able to:

- Identify players in the casino's database who are most likely to return
- Anticipate how many visits each player is likely to make over a given period
- Employ robust predictive analytics without taxing in-house resources
- Simultaneously integrate multiple data sources and formats
- Dramatically increase the usefulness of information databases
- Make better informed business decisions.

Stics' Predictive Analytics Solutions are accurate, affordable, effective, and guaranteed to:

- Grow revenues, profits, campaign responses
- Build understanding of customer behaviors
- Identify more profitable customers
- Minimize less profitable customers
- Strengthen high value customer relationships
- Begin realizing a LARGE ROI in as little as 90 days.

About Stics: Since 2004 Stics, Inc. has been helping casino marketing departments turn data into profits. The company and its leadership have received numerous awards, including the President and CEO, Christy Joiner-Congleton, having been recognized as one of the 2012 Great Women of Gaming by *Casino Enterprise Management*. Stics' Behavior Model was awarded the 2013 Hot Award by *Casino*



Enterprise Management, and was recognized as one of the 2012 Top 20 Most Innovative Technologies by *Casino Journal*.

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