STICS, INC. INTRODUCES THE NEW BEHAVIORAL MODEL

At last a model that tells you what motivates each gambler!

Las Vegas, NV/October 3, 2012 – Stics, Inc. announces their newest insightful model for casinos; dubbed the Behavioral Model because it sees into a gambler's behavior to predict whether they will play until they run out of time, out of money, or will only play with your Free-Play and then leave. Stics, Inc. invented an algorithm that utilizes information from a huge population of gamblers to identify the expected behaviors each player exhibits while gaming. The algorithm then categorizes each player as time-limited, budget-limited, or Free-Play limited so that effective offers can be delivered to maximize the value of each player.

Time-limited players, for instance, should only be given enough Free-Play to get them to respond because each dollar of Free-Play displaces a dollar out-of-wallet before the player must leave. Those that are Free-Play only should be incented with conditional offers so they must play with some of their own money to get some of yours; and budget-limited players—those that play until they've exhausted their available wallet—should be incented with offers at a value which will keep them from playing at your competitors.

"In an industry that has learned so much on its own and struggled to adjust to its rapidly changing competitive environment, it is a personal and professional joy to release truly ground-breaking work!" said Christy Joiner-Congleton, President/CEO of Stics. "This model is something the industry can use immediately and make money with now. As a predictive analyst myself, it is easy to see that this model is something different. Observed industry generalizations 'fall out of' or become special cases of this complex model. So the analytics may be gnarly, but the recommendations smack of good sense. At last an invention that is both brilliant and simple—a better mousetrap is hard to find!"
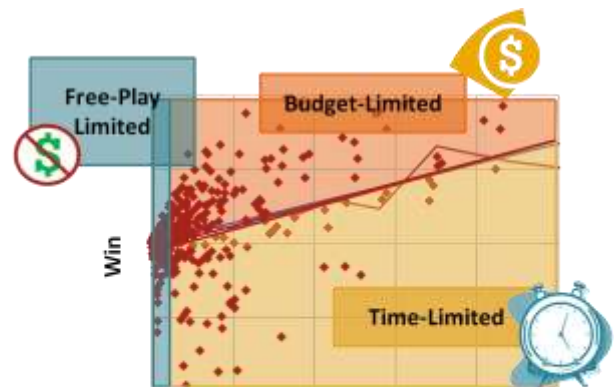
About Stics

Stics is an innovative predictive analytics company from San Diego, California that provides its clients with customer insight that empowers them to predict and rank customer value. Its best-of-breed models are delivered through highly efficient, cost-effective Software-as-a-Service (SaaS). This makes Stics the most affordable predictive analytics option available. Since 2004 Stics has worked with casino companies such as Boyd Gaming, MGM Resorts International, PCI Gaming and others. Stics provides products/services for the casino and hospitality industry, as well as software providers, direct marketers, and government contractors.
http://www.stics.com.

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Attached Image:

Behavioral Model Visualized