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## **Stics, Inc. Brings Big Data and Predictive Analytics to the Desktop**

Coinciding with the May 11-14 National Indian Gaming Association's annual Indian Gaming Tradeshow and Convention being held at the San Diego Convention Center, 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.

According to Christy Joiner-Congleton, President and CEO of Stics, "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 provide a LARGE 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 your information databases
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- 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
- Weed out 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*.



Want to learn more? Request a personalized demonstration of the Stics Suite of Predictive Analytics Solutions today. Contact us at <http://www.stics.com/contact-us/>

Because, in the marketing gamble you must take each month, Stics gives you the house advantage -- profitability!

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