database ADT % 250,468 statistics customers PROFIT opportunity FAMILIES CAPTURE choice
Who will respond? married $ HOW discount Un-struc-tured Twitter
RISK predicted worth 8 UNKNOWN MONTHLY DEMOGRAPHICS
ASSET population complex
challenge POKER statistics table games spending Technology RETIRED
coupon # buffet gamble 90 REASON resources ROI
quantity frequency LOCALS Beverage
CASINO Internet WEEKLY CONFUSION slots WHO Vacation Day or night? daily

100 % WHEN visitors guest
holiday inactive VIP PLAYER
TRENDING 4 parents
slot machine DATA history
loyalty ? 1 $ Birthday Male

Predictive Analytics
Turning Data Into Profit

Stics

Know Your Gamblers

Stics®

Are You Doing Business With a Mindreader?

It's hardly coincidental when your favorite online shopping network knows just what you want just when you want it.

It's called Predictive Analytics—a statistical method that analyzes past performance to assess how likely you are to exhibit specific behaviors in the future and improve the marketer's sales effectiveness. Predictive analytics are designed to provide data that seek out subtle patterns to predict future financial value and potential risks. It can be VERY effective!

The secret ingredient is Stics®—a predictive analytics company focused on transforming data into profit. Our commitment allows you to apply player insight technologies for increasing casino profitability from your desktop computer.
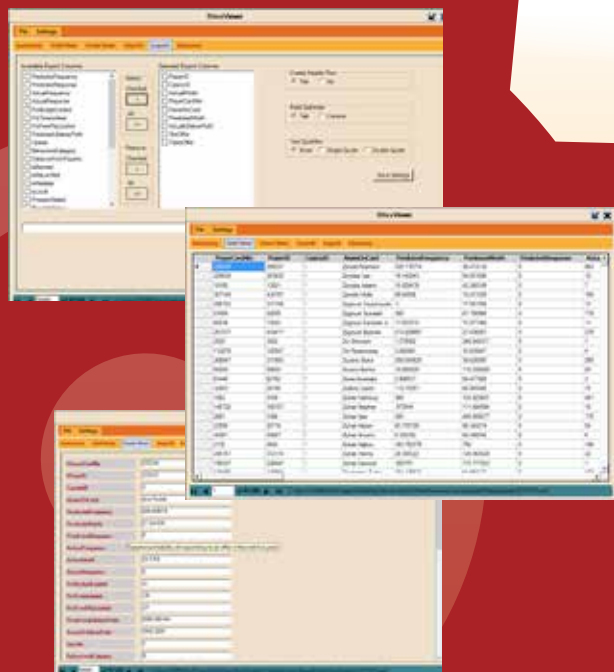
Mining For Gold

That mountain of data in your database system presents amazing potential for mining information about your players. What have they spent? How often have they visited? What might lure them back? But your current big data analytics efforts probably overlook the obvious question: How do you foretell the future and repeat your successes month after month?

The SticsInsight™/SticsViewer™ Combination Changes Everything.
We've seen your need for better player insight, and built a package that conveniently and intuitively provides the the power of big data predictive analytics at your desktop. You'll instantly improve your decision-making—and your profits—by directing player reinvestment dollars more effectively. SticsInsight helps you extract the full, real value from the data you're already collecting through the highest level of predictive analytics.

SticsViewer
Customizable Viewing

Using SticsViewer you'll be able to:

- Identify players in your 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
  - Make better informed business decisions
- Add valuable insight in 90 days

Improve Player Investments and Your ROI

SticsInsight™ examines each player's history to build your complete profit profile by analyzing:

- **Play Behavior: Activity from sessions and machines**
- **Stay Behavior: Hotel, restaurant and spa usage**
- **Pay Behavior: Reviews all point of sale transactions**
- **Campaign Behavior: Determines what motivates each player to return**

Result: comprehensive insights into each player's profitability and realistic probable future value.

How We Work Our Magic

We start by gathering and analyzing all the data we can get on every member of your entire customer universe, reporting demographic profiles and determining key behavioral patterns. To this we add an overlay of your loyalty programs to learn what's been effective in the past.

From there, Stics' powerful predictive modeliing takes over, determining future values and frequency of play for every player—even inactive ones. Based on these predictions, SticsInsight ranks each individual player and recommends whether they're worth spending precious marketing dollars on. You'll learn who is and is not worth talking to in the future to ensure you're getting the best return on every marketing dollar you spend. We'll even help develop new direct marketing strategies so your expanded knowledge provides the most rapid return.

As every SticsInsight client quickly learns, there's no better way to find which players deserve those extra little touches to ensure they come back quickly and often.

SticsViewer Translated: Better Customer Information Means Better Profits!

SticsViewer—the most convenient predictive analytics interface on the market—delivers meaningful results from SticsInsight to your desk. SticsViewer simplifies searching, selecting, grouping, summarizing, and viewing important information about your players, which means you can view key statistics for each player in easily understood formats.

SticsViewer lets you easily slice and dice SticsInsight's results by age, location, predicted worth, offers they'll likely respond to, or any other demographic you're considering. Push a few buttons and the results instantly lay before you, ready for review or for export to tables, reports, or other analytical or presentation tools of your choice.

Immediate benefits include:

Foresight—Understand how each player will behave in the future.
The Complete Picture—Predict necessary incentives, chances of playing the entire wallet…and more.
Instant Usability—No special training is needed!

Add this valuable insight about your players to your operation in as little as 90 days!

Unless you have a crystal ball, let us predict your players' responses and behaviors.

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
- Deliver an amazing ROI in as little as 90 days

Stics'® Predictive Analytic Solutions repeatedly pay for themselves with almost no demand on IT or operational resources and no long-term committment.

Growing your business shouldn't be a crapshoot!

Request a free, personalized demonstration today of the Stics'® Suite of Predictive Analytics Solutions and see how easy it is to maximize profits, improve customer loyalty and remove the guesswork.

Stics®

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