

Monitor Promotions Online

- Track effectiveness of promotional campaigns across the casino floor, in multiple locations, using online monitoring software

Analyze Key Metrics

- Gauge promotion effectiveness on an easy-to-read dashboard
- Conduct comparative analysis of multiple promotions, carded vs. uncarded players, coupons redeemed vs. coupons issued, etc.
- Monitor floor activity using maps to identify hot zones based on location or time of day

Generate Customized Reports

- Use business intelligence module to conduct financial audits
- Report on maintenance and exception issues

Manage and Enhance Promotions

- Influence player behavior by modifying promotions based on information gathered
- Increase game play and improve the casino's bottom-line.
- Increase effectiveness of promotions by tailoring issuance and redemption times to meet demand



Business intelligence is at the heart of any marketing campaign, and casino marketing is no different. Casino operators deploying promotional couponing, must monitor and measure the effectiveness of each campaign and adjust specific promotions as necessary in order to ultimately increase game play.

The PromoNet® Marketing Studio software not only allows casino marketers to create promotions, it also provides the ability to view promotional campaign activity across the entire operation, generate and analyze reports, and finally manage and enhance the promotional campaigns as needed.

Using online monitoring software, casino operators can monitor and identify the effectiveness of promotional campaigns at each location, including slot machines, restaurants, registration desks, entertainment venues, bars, etc. This monitoring data can then be displayed using the convenience of a PC. An easy-to-read dashboard displays a broad array of utilization metrics to gauge the status of

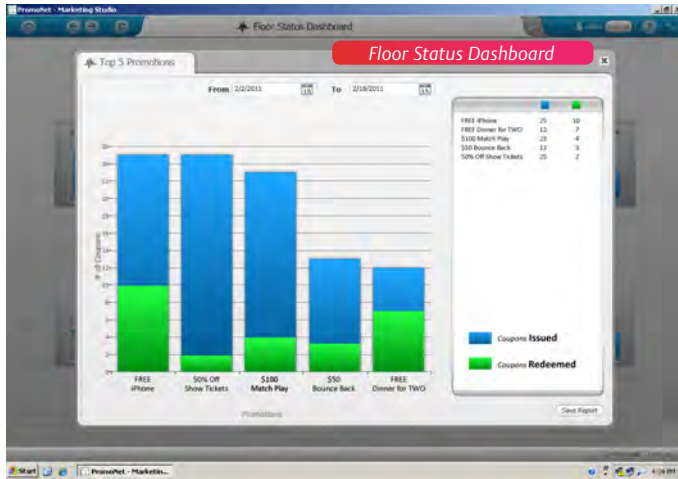
each promotion. Operators can use this feature to view such information as the time of day a promotion is most effective (e.g., day vs. night); the location of “hot spots” (e.g., maps showing sport book vs. bar), and how carded vs. uncarded players respond to campaigns (e.g., by percentage of coupons redeemed).

Armed with data about each promotional campaign, casinos can then analyze and report results to improve existing campaigns and create new ones. The reporting function in the software also allows operators to conduct financial audits and track other necessary information such as maintenance and exception issues.

Creating and executing promotional campaigns is just the first step in applying a comprehensive promotional couponing campaign. The PromoNet solution has the ability to monitor information about promotions so that it can be analyzed and applied in a meaningful way, namely to enhance game play and, ultimately, boost the casino's bottom line.

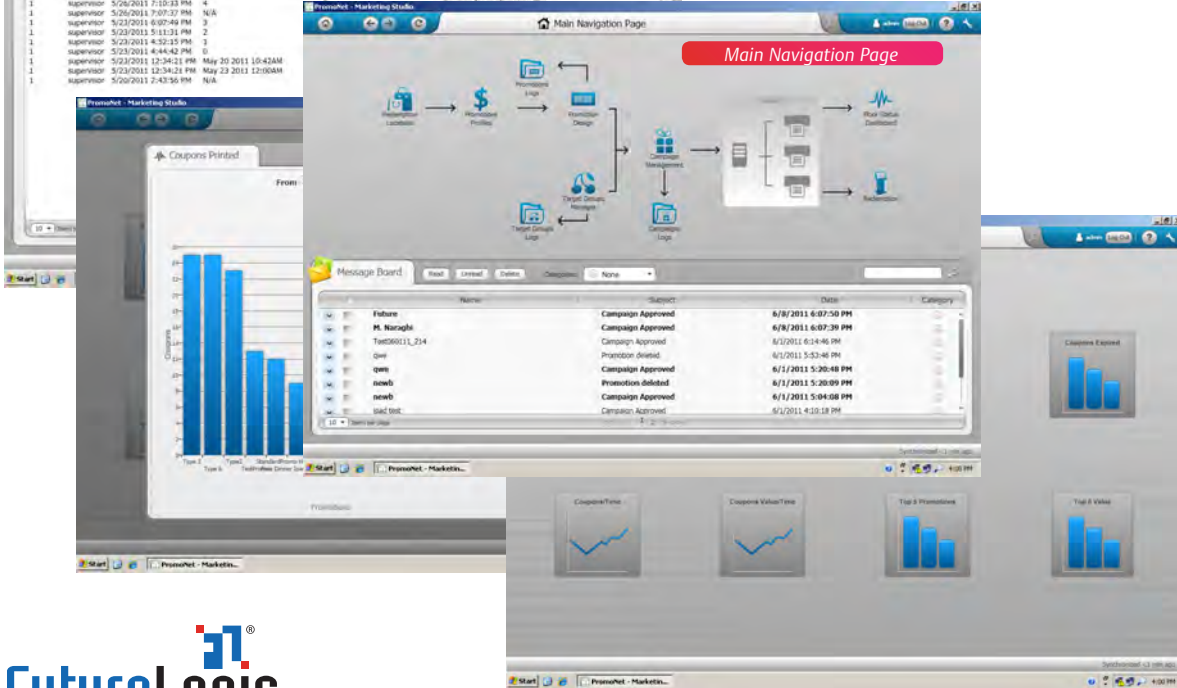


PromoNet® Business Analytics



Promotion Log

ID	User	User	Created	Last Modification
1	supervisor	5/28/2011 7:14:45 PM	5	
1	supervisor	5/26/2011 7:10:33 PM	4	
1	supervisor	5/26/2011 7:07:27 PM	N/A	
1	supervisor	5/23/2011 6:07:49 PM	3	
1	supervisor	5/23/2011 5:11:26 PM	2	
1	supervisor	5/23/2011 4:32:35 PM	1	
1	supervisor	5/23/2011 4:44:42 PM	6	
1	supervisor	5/23/2011 12:34:21 PM	May 20 2011 10:43AM	
1	supervisor	5/23/2011 12:34:21 PM	May 23 2011 12:00AM	
1	supervisor	5/20/2011 2:43:56 PM	N/A	



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This document describes product functions and technology that may not be available in a particular gaming jurisdiction, and would therefore not be available for sale and not approved for use at this time. Please contact your local sales representative for information concerning what features are available in your jurisdiction. All mentions of "voucher" or "vouchers" in this document refer to "Slot Machine Payout Receipt" or "Slot Machine Wagering Voucher" and all mentions of "coupon" or "coupons" in this document refer to "Slot Machine Coupon" according to *Technical Standards for Gaming and Online Slot Machines (Rev 03/06)*.

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