



Reopening Strategy Series

Hitting the Unknown Target

The Player Development Guide to Targeting the Right Players

May 2020



Hitting the Unknown Target



As we gear up to reopen the doors, how do we strategically target players based on what we believe will be the new normal? What does social distancing look like in our casino? How does this affect the outlets and amenities? These are just a few questions that everyone is asking. We live in a world that is driven by data and these answers are within the Player Development Teams grasp. How can they leverage data to answer these questions in relation to our VIPs? There are 3 main areas Player Development teams can focus on in preparation for the new normal.

The Low Hanging Fruit

Social distancing guidelines will be the main factor influencing how to reopen. These guidelines will minimize exposure and limit the number of games one would be able to play. We want to ensure our strongest and most loyal players have their first opportunity at them. In the process of targeting players, keeping the low hanging fruit in your back pocket is a Player Development standard. We use this as an opportunity to get across the finish line for revenue drivers and business recovery. These players are typically the ones that we know and speak to on a regular basis. The loyalty runs through their veins and now is the time to leverage this loyalty.

The phrase “Low Hanging Fruit” is typically defined as players that live within a close proximity of the property as well as, a high and stable worth value. Hosts are relationship





driven minded people. They know these players as well as their own families. And as an extension of their families, the need to keep a pulse on where they stand through this crisis is part of leveraging that relationship. As the time comes to reopen the doors, these players need to be the area of focus.

Consistency vs Volatility

As we are aware player behavior can be all over the place. In the process of targeting players, focus on a player's consistency as this is more important than ever. What is meant by consistency? A player with the most stable recency, frequency and worth behaviors. If we are attempting to winnow the population, we want to be sure we are targeting clientele with the strongest player metric averages. Focusing on our top 30% consistent players would be a great launching point as you are rolling out your reopening strategy.

Housekeeping

As you re-evaluate what the landscape will look like moving forward, just remember that you and everybody else are potentially hitting the reset button. This is the perfect time for some spring cleaning. Utilize historical data to reestablish relationships for the players that got away. This is a prime opportunity to reset and reestablish those defecting players. This also may be a good time to do a re-evaluation of coding thresholds or finding customers whose offer redemptions approach or exceed their out-of-pocket spend. As the industry begins to take on a new form, one of the things that every organization needs to do is prepare to be more fluid and agile throughout their reopening phases.

Maximizing the Opportunity Through hostVizOps

Targeting The Low Hanging Fruit (Player Location with Grouping)

Dividing your player data into groups makes it easier to understand and interpret, but it can also be used to strategically target players. For example, you can group players by location (State >> City) and use the data to strategically target players based on their relative location to the property. By targeting players located closer to the property your team will be able to drive in the loyal player.





1. Navigate to the **Players** form in the **My Hosts and Players** tab.
2. Group the data first by **State**, then by **City**, by dragging and dropping these column headers into the grey Grouping Bar.
3. The first column in the DataGrid will display the groupings in a hierarchal folder system. Use the **arrows to the left** of each group to expand and collapse the group.

Tier	Player ID	First Name	Last Name	Host Name	Site Code	Phone	Email	Do Not Call Flag	Do Not Mail Flag	Address	City	State	Zipcode	F#	Gender	Birth Date
CA (2452)	[2452]	[964]	[433]	Lauren Summ...	Casino 1	[1614]	[1143]	[2]	[2]	[2115]	[274]	CA	[504]	[82]	[2]	[2268]
[396]	[396]	[287]	[227]	Lauren Summ...	Casino 1	[270]	[187]	[2]	[2]	[392]	[12]	-	[15]	[67]	[2]	[389]
HI [2]	[2]	[2]	[2]	Lauren Summ...	Casino 1	[2]		N	N	[2]	[2]	HI	[2]	[2]	[2]	[2]
TX [14]	[14]	[14]	[13]	Lauren Summ...	Casino 1	[11]	[8]	N	N	[13]	[13]	TX	[14]	[12]	[2]	[14]
AZ [31]	[31]	[30]	[30]	Lauren Summ...	Casino 1	[22]	[18]	N	N	[25]	[18]	AZ	[24]	[27]	[2]	[31]
NV [13]	[13]	[13]	[12]	Lauren Summ...	Casino 1	[11]	[6]	N	N	[6]	[6]	NV	[13]	[11]	[2]	[13]
KY [1]	41723	MAXIMILIA...	MAY	Lauren Summ...	Casino 1	1059529355	maximiliano.may...	N	N	4080 PEDLEY RD SP...	HENDERSON	KY	42420	36	F	1983-07-27
IL [3]	[3]	[3]	[3]	Lauren Summ...	Casino 1	[2]	[2]	N	N	[3]	[3]	IL	[3]	[3]	[2]	[3]
NC [3]	[3]	[3]	[3]	Lauren Summ...	Casino 1	[3]	[3]	N	N	[3]	[3]	NC	[3]	[3]	F	[3]
CO [5]	[5]	[5]	[5]	Lauren Summ...	Casino 1	[5]	[3]	N	N	[4]	[5]	CO	[5]	[5]	[2]	[5]
AR [3]	[3]	[3]	[3]	Lauren Summ...	Casino 1	[2]	[2]	N	N	[3]	[3]	AR	[3]	[3]	[2]	[3]
MI [5]	[5]	[5]	[5]	Lauren Summ...	Casino 1	[4]	[3]	N	N	[4]	[5]	MI	[5]	[5]	[2]	[5]
BC [5]	[5]	[5]	[5]	Lauren Summ...	Casino 1	[5]	[3]	N	N	[5]	[5]	BC	[5]	[5]	[2]	[5]
WA [11]	[11]	[11]	[11]	Lauren Summ...	Casino 1	[9]	[5]	N	N	[11]	[9]	WA	[11]	[9]	[2]	[11]

Locating Your Defecting Players

The hostViz **Players** tab allows Hosts to check for VIP players that are inactive by comparing the time since their last visit. Understanding your date of casino closure and adding that time back into your property's strategy at you define a defector. For example, Casino Closed on March 16th. Today's day April 27th. Property defector strategy over 90 days since last trip. 41 days of closure + 90 Days = 131 Days will be the look back period for a defector.

1. Filter the **Days Since Last Trip** column by *greater than average* number of days since last trip.





Player Details

Filter By: Days Since Last Trip

Range: = Input Value:

< like

Statistics

Minimum: 0 Average: 97
Maximum: 204 Count: 2,998

Auto Close **OK**

Last Trip	Days Since Last Tri	Trips Owed
2019-09-22	204	1
2019-09-22	204	-
2019-09-22	204	2
2019-09-22	204	2
2019-09-22	204	-
2019-09-22	204	1
2019-09-22	204	1
2019-09-22	204	1
2019-09-22	204	22
2019-09-22	204	5
2019-09-22	204	1
2019-09-23	203	1
2019-09-23	203	1

Changing Forms Restrictions

To evaluate players based on history, users will need to utilize the form restrictions capability. Form restrictions give the user the ability to evaluate historical data. The date range can be set to any threshold the user chooses.

1. Navigate to the **Players** form in the **My Hosts and Players** tab.
2. Find the **Data View** tab, then select the **Forms Restrictions** button.
3. Input the date range you would like to evaluate your players upon by using the calendar dropdown in the Forms Restrictions window.
4. Notice the date column will now display the new date range that was selected.





The screenshot shows the 'Forms Restrictions' application interface. The main window displays a data table with columns for Player Info and This Period. The 'Dates' column is highlighted with a red box. The table contains 14 rows of player data, including Player ID, First Name, Last Name, Host Name, Site Co, Game Preference, Dates, ADT, ADA, ADW, Theo Win, Actual Win, Worth, Visits, and Hours Played.

Player Info							This Period								
Tier	Player ID	First Name	Last Name	Host Name	Site Co	Game Preference	Dates	ADT	ADA	ADW	Theo Win	Actual Win	Worth	Visits	Hours Played
1	Bronze	1207336	LAYTON WILKINSON	Lauren Summ...	Casino 1	S	01/04/2020	\$40.00	\$107.00	\$43.00	\$40	\$107	\$43	1	1
2	Bronze	157458	ALEXANDER MAC	Lauren Summ...	Casino 1	S	01/04/2020	\$68.71	\$108.86	\$68.71	\$481	\$762	\$481	7	12
3	Bronze	136232	ZOE FRENCH	Lauren Summ...	Casino 1	S	01/04/2020	\$123.00	\$359.00	\$144.00	\$123	\$359	\$144	1	2
4	Bronze	100302	ARIANNA FLETCHER	Lauren Summ...	Casino 1	S	01/04/2020	\$66.00	\$231.00	\$92.00	\$66	\$231	\$92	1	2
5	Bronze	443810	DAWSON MILES	Lauren Summ...	Casino 1	S	01/04/2020	\$70.00	\$(402.00)	\$70.00	\$70	\$(402)	\$70	1	1
6	Bronze	314988	KENNEDY TURNER	Lauren Summ...	Casino 1	S	01/04/2020	\$107.75	\$225.25	\$107.75	\$431	\$901	\$431	4	6
7	Bronze	841434	BRAELYN LEE	Lauren Summ...	Casino 1	S	01/04/2020	\$15.00	\$(237.00)	\$15.00	\$15	\$(237)	\$15	1	1
8	Bronze	99649	ASHTON ADAM	Lauren Summ...	Casino 1	S	01/04/2020	\$99.00	\$193.50	\$99.00	\$198	\$387	\$198	2	5
9	Bronze	891183	HAZEL HEATH	Lauren Summ...	Casino 1	S	01/04/2020	\$97.00	\$(260.00)	\$97.00	\$97	\$(260)	\$97	1	1
10	Bronze	893042	TYRONE EDWARDS	Lauren Summ...	Casino 1	S	01/04/2020	\$39.00	\$52.67	\$39.00	\$117	\$158	\$117	3	3
11	Bronze	452264	VANESSA GOUGH	Lauren Summ...	Casino 1	S	01/04/2020	\$90.00	\$25.00	\$90.00	\$90	\$25	\$90	1	2
12	Bronze	236942	BROOKLYN MOSS	Lauren Summ...	Casino 1	S	01/04/2020	\$208.00	\$332.00	\$208.00	\$208	\$332	\$208	1	3
13	Bronze	421982	JACK DUNCAN	Lauren Summ...	Casino 1	S	01/04/2020	\$45.00	\$(2.00)	\$45.00	\$45	\$(2)	\$45	1	2
14	Bronze	531397	MIKAYLA WEST	Lauren Summ...	Casino 1	S	01/04/2020	\$38.00	\$20.00	\$38.00	\$38	\$20	\$38	1	2

Finding Your Consistent Players

Identifying your consistent players is a key component to a reopening strategy. Utilizing the period over period variance columns will highlight those players. As part of the hostViz product, user define the evaluation period for player metrics. As we learn in the above, Forms Restrictions can be applied so the user can redefine the evaluation period of their choosing. These columns allow you to understand a player increase or decrease over the period of time in which a user is evaluating. To find our most consistent players a user will next do the following.

1. Navigate to the **Variance** columns.
2. **Filter** on one of Variance metrics. In this example the Visits Columns will be used.
3. Select the range **greater than or equal to -1 and less than or equal to 1**.

This allows you to identify players that have less than a variance of one trip on either side finding the more consistent VIP players.





Filter By: Visits

Filter Type	Input Value
>=	-1
<=	1

Statistics

Count: 2,628

Auto Close

ADT	ADA	ADW	Theo Win	Actual Win	Worth	Visits
\$1,837.46	\$12,697.9	\$28,169.8	\$803	\$22,182	\$2,818	6
\$66.13	\$230.79	\$92.00	\$66	\$231	\$92	1
\$15.39	\$(236.70)	\$15.00	\$15	\$(237)	\$15	1
\$89.76	\$25.00	\$90.00	\$90	\$25	\$90	1
\$44.93	\$(2.02)	\$45.00	\$45	\$(2)	\$45	1
\$37.70	\$19.66	\$38.00	\$38	\$20	\$38	1
\$82.39	\$16.25	\$82.00	\$82	\$16	\$82	1
\$0.58	\$2.80	\$1.00	\$1	\$3	\$1	1
\$17.25	\$(3.71)	\$17.00	\$17	\$(4)	\$17	1
\$164.01	\$537.63	\$215.00	\$164	\$538	\$215	1
-	-	-	-	-	-	1
\$267.75	\$(380.00)	\$268.00	\$268	\$(380)	\$268	1
\$(48.89)	\$8.96	\$(18.27)	\$(29)	\$71	\$(18)	1
\$(241.22)	\$697.19	\$(151.49)	\$(151)	\$846	\$(151)	1
\$41.66	\$122.63	\$174.95	\$175	\$337	\$175	1

