

HOST Breakout: Analytics for Hosts

Presenters: Steve Browne, Senior Raving Partner, Player Development
and Guest Service
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Monday, July 22, 2019
3:00 pm – 3:45 pm

Bet **Raving** Knows.™



JULY 22–23, 2019 | CAESARS PALACE LAS VEGAS

Back To Basics

☐ Player Trip

☐ Theo (Value)

Back To Basics

**For Player Development, what is the
“KEY” metric?**

☐TRIP

**Value (Theo) is simply a “QUALIFIER.”
The key to successful sales metrics in the
gaming industry is not “THEO” but rather
“TRIP.”**

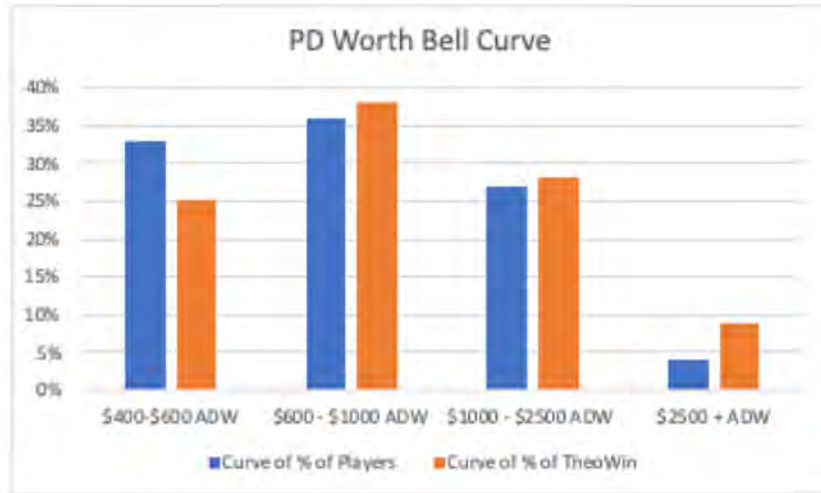
The Four Buy Decisions

1. To gamble. (Trip)
2. Where to gamble. (Trip)
3. To stay longer and play more. (Theo)
4. To buy a non-gaming amenity. (Trip)

Database Segments

Value is the qualifier. We use aggregate value to determine appropriate segments.

Bell Curve of Worth



- Identify which segments carry the most weight.
- Know where your existing business resides
- What do you do with this information?

Database Segments

Trip is the key. We use trip to identify sales potential and revenue growth.

Potential

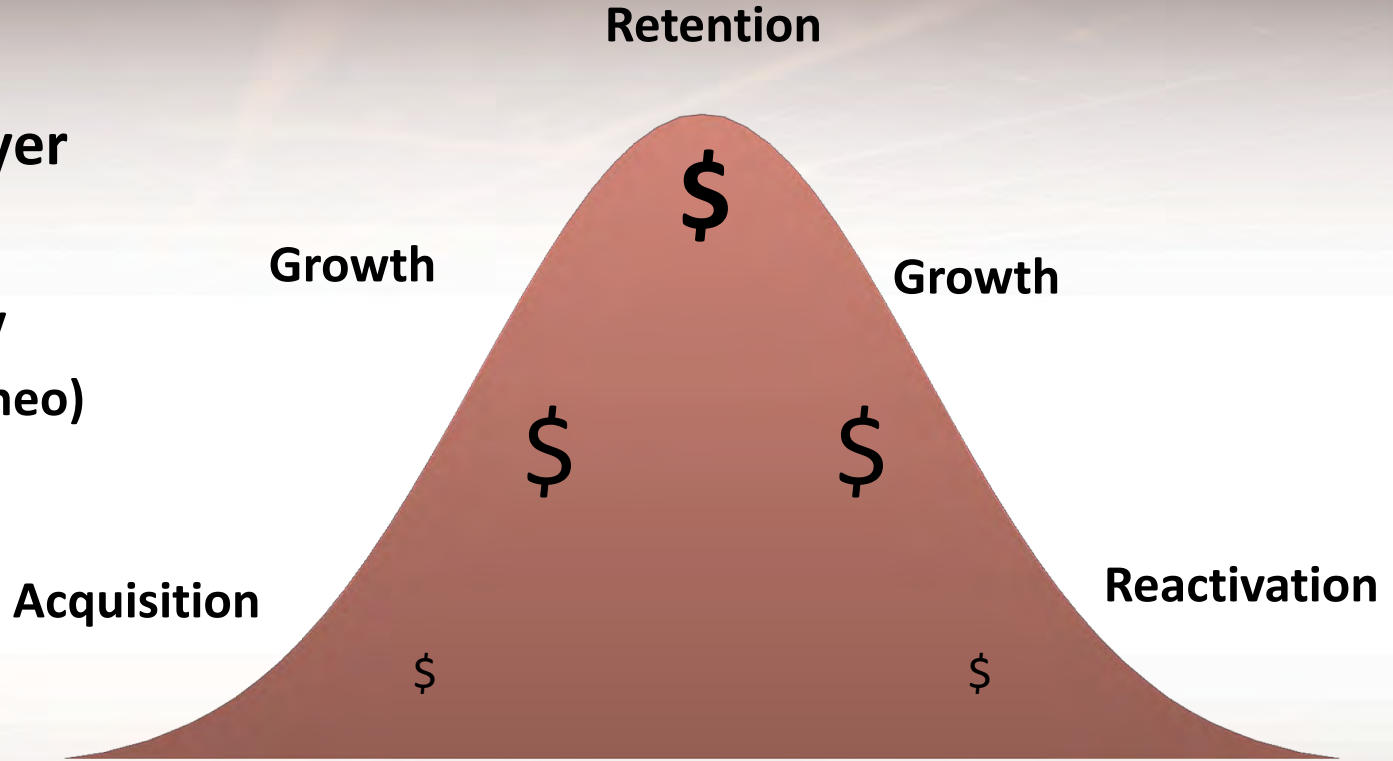
Distance	Freq	Players	Monthly Theo	Average Daily Theo	Avg Visits	Avg Visits Improved	Theo Increase	Avg Visits Improved	Theo Increase
Local	LF1	1,278	\$562,320	\$400	1.1	1.5	\$204,480	2	\$460,080
Local	LF2	875	\$923,157	\$400	2.5	3	\$184,631	3.5	\$301,843
Regional	LF1	2,250	\$992,123	\$400	1.1	1.5	\$360,772	2	\$807,877
Regional	LF2	1,010	\$1,010,000	\$400	2.5	3	\$202,000	3.5	\$404,000
Estimated Monthly Total Lift							\$951,883		\$1,973,800

- Exercise to show potential revenue by increasing visitation in low frequency players.
- What do you do with this information?

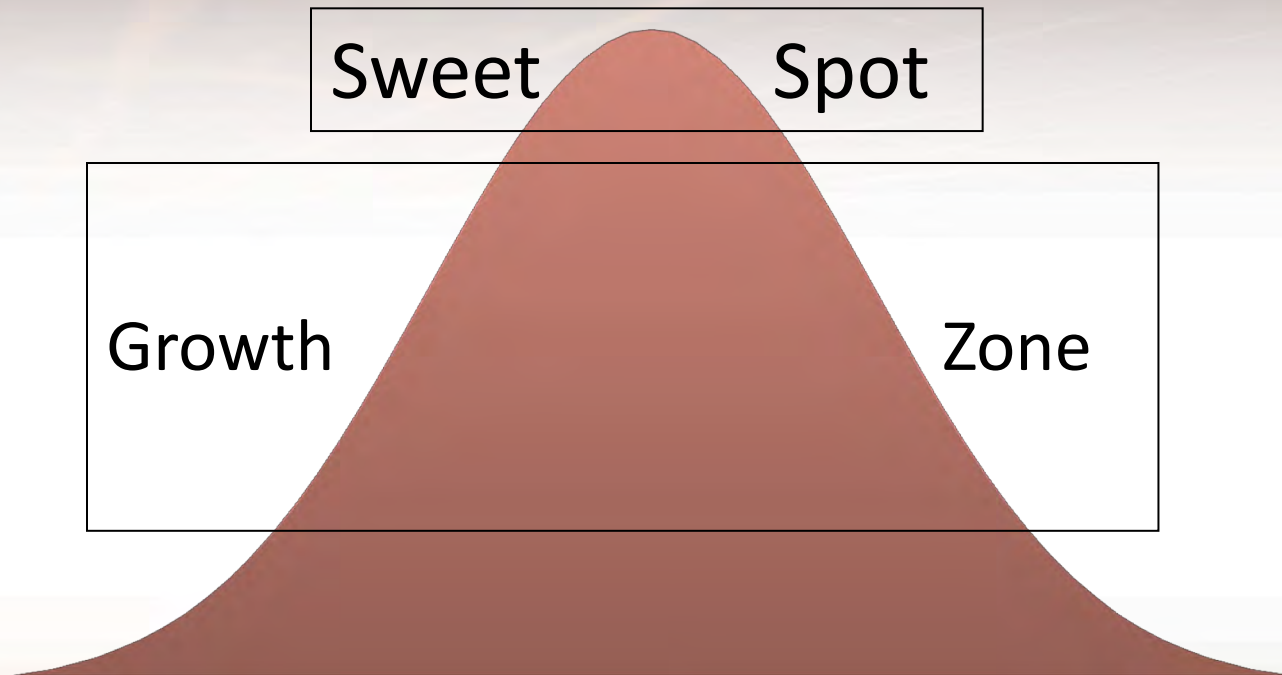
Basic PD KPI's

- ☐ ADT Across Group/Individual
- ☐ ATF Across Group/Individual

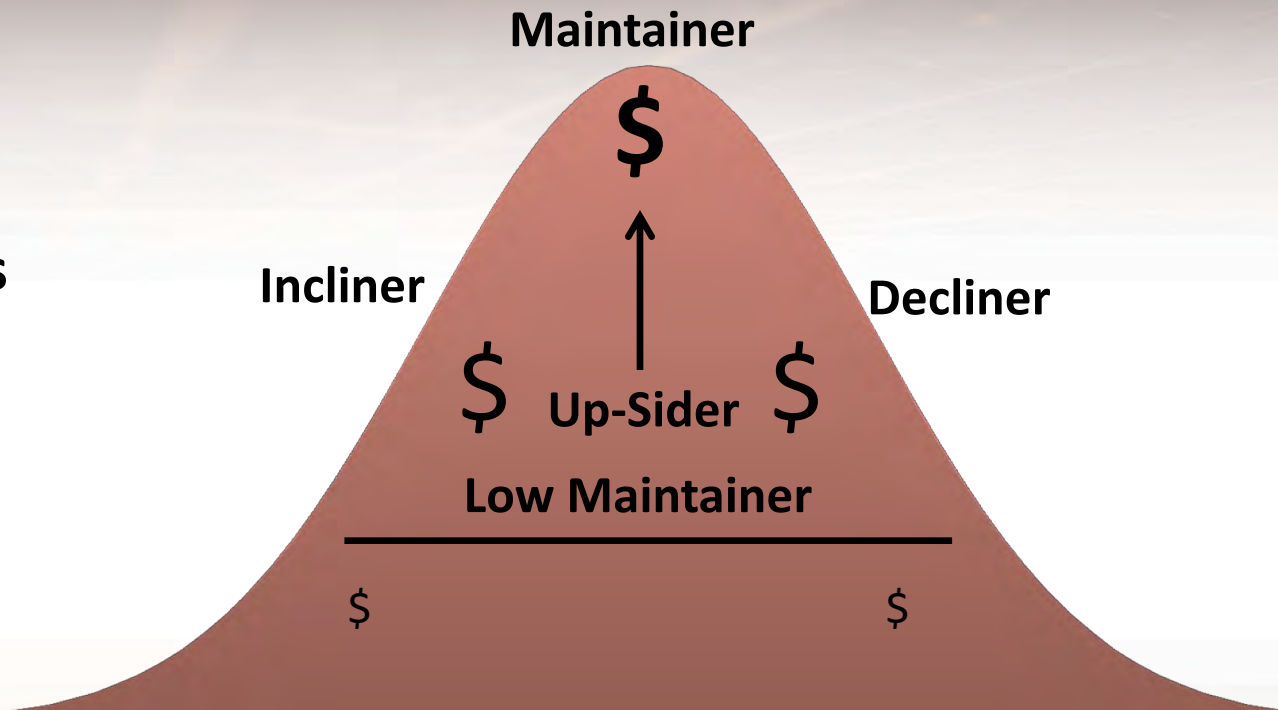
**Lifetime Player
Bell Curve
(By Spend Only
ADT or Total Theo)**



Sweet Spot & Growth Zones



Player Profiles by Spend

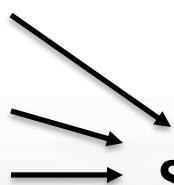


Review: Player Categories

Primary Category

- Retention Player
- Growth Player

Secondary Category

- Maintainer – Retention
 - Incliner – Growth
 - Decliner – Growth
 - Up-Sider – Growth
- SALES LEADS
- 

SAM

Categories

- ☐ Low/High
- ☐ Value/Trip
- ☐ Low Value/Low Trip
- ☐ High Value/High Trip
- ☐ Low Value/High Trip
- ☐ High Value Low Trip

Back To Basics

SAM Quadrant Placeholder



Trending Reports

- ❑ Track and compare player worth and trip data over prior periods and calculate significant decline and incliner play and visit levels.
- ❑ Use reports to create decliner leads to increase trip frequency among targeted player segments.

Trending Reports

Raving

Q4 Assigned Host:

- ☐ (Blank)
- ☐ Adam Williams
- ☐ Gus Jones
- ☐ Joe Smith
- ☐ Susan Jensen

Reservations - Trip count (trips) is in the last 30 days with a 3 to 1 TJ of 2.5-3.5

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
24,321.79	151	120135984	4,331.68	20	65	3.25
16,337.53	70	1201516355	2,876.80	17	49	2.86
10,247.26	29	12011023546	1,635.87	7	18	2.57
8,476.97	152	1201694631	710.68	10	26	2.60
6,297.99	17	1201180288	1,365.13	4	10	2.50
5,481.53	66	1201854610	619.00	7	22	3.14

Growth - Upstream - Less than average total trips in the last 30 days with a 3 to 1 TJ of 2.5-3.5

SAM	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
11,669.01	1201515854	4,141.81	3	9	3.00
4,578.20	1201148631	3,600.62	2	6	3.00
3,935.76	120195865	1,823.34	1	3	3.00
3,890.01	12011025027	2,685.56	3	8	2.67
3,071.62	1201648458	857.00	2	5	2.50
2,964.30	1201209131	1,007.58	3	9	3.00
2,412.01	1201655617	1,467.28	3	7	3.50

Growth - Inland/Day Reservations - All Reservations with a 3 to 1 TJ of 0-2.5

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
47,120.83	12011169	57	4,819.74	14	14	1.00
36,525.30	12019674	38	5,445.04	8	12	1.50
29,014.21	1201316359	90	2,185.71	23	28	1.22
20,219.34	1201166575	40	2,548.98	8	13	1.63
18,218.29	12015736	23	4,562.18	5	10	2.00
15,357.18	120119087	95	1,983.56	21	34	1.62

Reservations - Inland - All Reservations with a 3 to 1 TJ of 0

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
163	1201564493	78.53			25	
78	1201830250	240.49			10	
66	1201443062	144.85			11	
65	1201972639	303.23			10	
63	1201904224	239.24			4	
62	1201562943	305.07			6	
24210		320.25			3171	

Reservations - Inland - All Reservations with a 3 to 1 TJ of 0-2.5

SAM	PlayerID	PlayerID	ADT	Trip Count 30 Days	Trip Count 90 Days	Trip Trajectory 3 to 1
21,836.94	48	120116043	3,956.29	5	18	3.60
4,681.48	108	1201466481	623.70	8	31	3.88
4,130.89	16	1201997813	1,038.94	2	10	5.00
3,816.69	79	1201648324	1,521.70	4	15	3.75
3,202.61	43	1201448921	433.02	2	8	4.00
3,195.33	29	1201881658	698.88	2	9	4.50
2,694.44	48	1201570031	856.50	3	11	3.67

Key Measurement Take-Aways

- ☐ Group Theo/Trip
- ☐ Average ADT/ATF
- ☐ Categorize By Trip & Trend
- ☐ Set Goal From Theo & Trip
- ☐ Measure All Progress To Goal

Q & A

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