



New, 75-Minute Live Webinar

How to Know if Your Casino Marketing Dollars are Paying Off

Presented by Az Husain, CEO, [Casino Science](#)
Asaf Stein, Technical Project Manager, [Optimove](#)

March 21, 2019 1 p.m. Eastern (10 a.m. Pacific)

REGISTER TODAY!

Casino marketers are often told that the way towards better analysis, better decisions, and better results is through incremental testing and experimentation.

But how do you start? What's the theory and, more importantly, how do you apply the theory at your property?

This webinar gives casino marketers the theory and the tactics necessary to apply data science experimentation techniques in gaming.

In this session we'll discuss three examples of common situations marketers face and the techniques you can use to evaluate them accurately and make the right decisions for your property.

Scenario 1

There are numerous opportunities within your player database that can easily be left behind when focusing on broad based monthly mailer programs. Micro segmentation allows a marketer to **identify target audiences more precisely and reach a customer with specific messages and call to actions**. Using an iterative approach, micro segmentation can identify test segments in quick succession, allowing you to run experiments on candidate audiences and assess results. We'll walk through what this can look like as an end to end process.

Scenario 2

You are running several promotions at the same time. Business is up slightly, but you don't know which of the promotions is really driving the improvement. You need to have a method to evaluate how effective a promotion is relative to other promotions you are running. In this section we will show you how to **use a testing methodology to evaluate which promotion performed better**.



Scenario 3

Your monthly direct mail promotions segmentation hasn't changed in several years. You have ideas about how you'd like to change the segmentation, but you're concerned about causing any disruption to the monthly mailers without having a way to accurately evaluate the impact of the changes. In this section we'll show you how to **evaluate different mailer segments with candidate criteria so you'll have confidence that the changes you make will improve your direct mail program's results.**

This webinar is intended for casino marketers, analysts, and executives interested in applying advanced data science techniques to their casino marketing efforts to improve results.

The methods taught in the webinar do not require any specialized software.

Don't miss this opportunity to get insights from experts in the field!

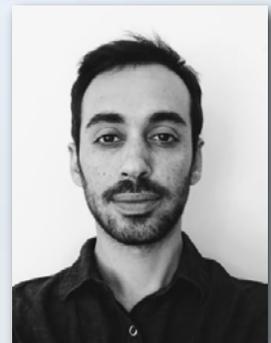
Learn how to analyze your results, make better decisions and improve your marketing programs' results.

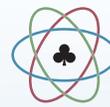
Webinar Presenters

Az Husain is the CEO of Casino Science, an analytics and data science company for casino operators. Az has consulted across both commercial and tribal gaming enterprises in the United States and Canada. Considered an industry thought leader, Az has written extensively on data science in gaming and has presented at conferences across North America. He previously held roles at Microsoft in the SQL Server and Visual Studio product teams and was adjunct faculty at the University of Washington Business School. Az earned his BA in economics from the University of Saskatchewan and his MBA from the University of Southern California.



Asaf Stein leads gaming solutions for Optimove. He works with leading gaming brands around the world including MGM, Caesars Entertainment, and Golden Nugget. Asaf holds a B.S. in industrial engineering and management from Shenkar College.





Casino Science

Casino Science is a data science and analytics consulting company that works with tribal and commercial gaming enterprises. The company empowers casino marketing teams to discover and take action on insights using a scientific and data centric approach. Casino Science analysts and data scientists work directly with casino marketing teams to solve targeted problems in gaming. Casino Science was recognized by CIO Review magazine as one of the 20 Most Promising Technology Solution Providers for Casinos.

REGISTER TODAY!

Webinar Cost: \$159 per computer that accesses the webinar

**Cost includes unlimited access to the webinar recording
at your property for 90 days.**

The seminar cost is based on the number of computers accessing the webinar, so you can set up a computer in a conference room and have multiple people participate in the webinar for one low price.

Registration and Payment Deadline: March 19, 2019

Cancellation fee: for cancellations before March 19, 2019 the registration fee will be refunded less a \$49 cancellation fee.

The webinar PowerPoint presentation will be sent to participants on March 19, 2019. There are no refunds once the presentation has been sent to participants.

Questions

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