

PINPOINT REWARDS™

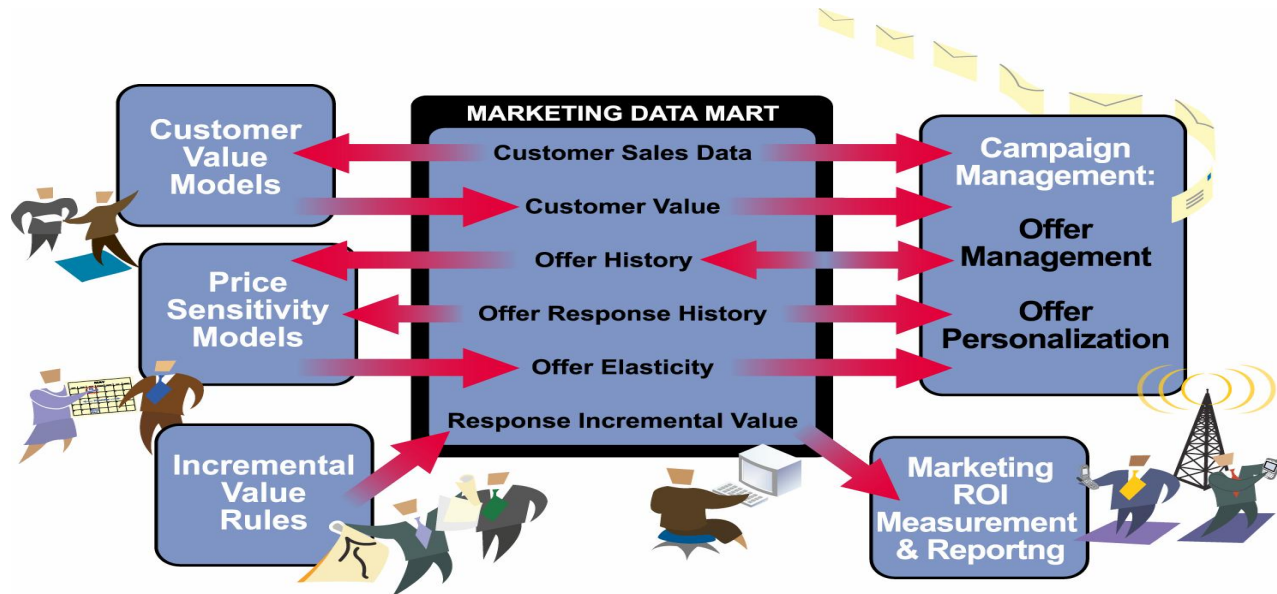
A comprehensive marketing solution for the gaming industry.

SOLUTION OVERVIEW

Pinpoint Systems Corporation offers a casino marketing solution designed to optimize the return on your marketing investment, anchored by a marketing data mart specifically designed for the gaming industry. **Pinpoint Rewards** addresses the critical marketing challenges faced by today's gaming industry marketers.

If you have difficulty measuring campaign profitability or do not know the true marketing ROI of each marketing activity, **Pinpoint Rewards** is the system for you. Our solution can help you effectively allocate various marketing investments and determine true customer profitability, including reinvestment from marketing/reward offers. **Pinpoint Rewards** will enable your marketing organization to make offers to your customers based on responses to and profitability from previous offers.

Pinpoint Rewards is a comprehensive marketing system that manages end-to-end, closed-loop direct marketing processes including customer modeling and segmentation, campaign management and post-campaign reporting and analysis. The central feature of the system is the marketing datamart that contains customer centric historical information at the individual gaming session level to provide a 360 degree detailed view of all of your customers and prospects.



SOLUTION COMPONENTS

Pinpoint Rewards is a robust gaming industry marketing system that is scalable to any size gaming business. The system is comprised of the following fully integrated modules designed to be configured to meet your specific marketing needs, and to be extended as your business expands:

- **Marketing Datamart** – player attributes plus session and daily detail linked with campaign history and response, including data quality processes and computation of a broad array of standard player and marketing metrics
- **Interface Modules for Player Tracking Systems** – maps data from the leading player tracking systems into the datamart
- **Campaign Management Module** – performs multi-channel campaign and offer management using all datamart attributes and metrics
- **Reporting & Analysis Module** – provides ad hoc business intelligence and standard reporting against all datamart contents
- **Analytics Modeling Module** – contains a set of models for player segmentation and targeting plus the capability to build additional custom models using any combination of datamart attributes
- **Marketing Data Appends and Prospect Lists** – demographic and psychographic attributes for customer overlay and prospect selection, stored in the datamart

BENEFITS

Pinpoint Rewards clients have used this system in order to increase the insight into customer behavior and the precision of their direct marketing, such as aligning offer amounts to individual customer profitability.

Key benefits of Pinpoint Rewards are:

- increased marketing ROI
- increased direct offer response
- increased retention of the most profitable customers
- increased player wallet share
- increased market share

GAMING INDUSTRY SOLUTION FUNCTIONALITY

Pinpoint Rewards allows you to profile, model, segment and analyze the attributes, metrics and behavior of customers and prospects over time.



Customer Analytics

- Visit patterns such as recency and frequency
- Coin-in, theoretical win and actual win
- Customer acquisition and retention
- Current Annual Value and Lifetime Value
- Demographic, geographic and psychographic attributes
- Share of Gaming Wallet

Pinpoint Rewards helps you plan, set-up and execute sophisticated marketing campaigns and promotions to customers and prospects.



Campaign Management

- Highly segmented marketing audiences
- Multi-channel, integrated campaigns
- Multi-wave logic
- Closed-loop campaigns based on player response/activity
- Personalized offers and offer amounts

Pinpoint Rewards measures and analyzes the incremental financial performance of all marketing activities by campaign/promotion, marketing channel, offer and individual customer or any other segment of customers, across multiple casino sites.



Marketing Analytics

- Marketing ROI
- Response, offer redemption and promotion participation
- Gaming activity such as casino visits and gaming sessions
- Gaming financials—coin-in, theoretical win and actual win
- Customer rewards such as points and comp

ADDITIONAL FEATURES

Pinpoint Rewards is built with best of breed marketing software used by leading marketing companies:

- Unica Affinium® campaign management software
- Unica Affinium customer modeling software
- Cognos business intelligence software

The open architecture is designed to leverage existing technology investments and is compatible with all major database systems including Oracle, SQL Server, DB2, Teradata and Netezza.

Pinpoint Rewards is a scalable solution. Small local casinos and large resort destination properties alike can enjoy the marketing performance benefits of the system. The extensible, component based architecture enables implementation of a solution that is right-sized and right-featured for your gaming business needs.

Player Tracking interface modules are available for the leading player tracking systems, with optional modules for additional customer relationships in Food and Beverage, Lodging and Entertainment.

About Pinpoint Systems Corporation

Pinpoint Systems Corporation is a leading provider of marketing solutions and marketing software implementation services that help increase the overall profitability of a company's marketing programs. Our consultants are expert marketers and technologists, with a truly creative approach for linking marketing processes and technology systems. Our clients are Fortune 500 and mid-market companies across multiple vertical markets that benefit from our proven, scalable solutions that are customized to each client's unique business needs. www.pinpoint-corp.com.

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