



Reopening Strategy Series

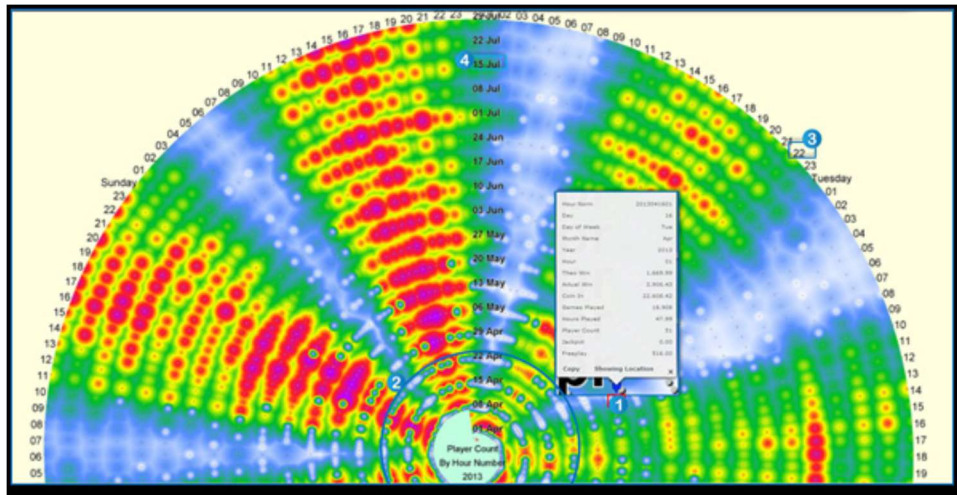
**The importance of day/time parting marketing
efforts in a time of social distancing**

May 2020



Player Count Temporal (AV_T01)

Temporal Super Graphics are interactive depictions of performance over time and are driven by Rated Player Data. Through data visualization, users can identify and act upon trends within their business. Temporals are useful when analyzing the impact of promotions and other marketing initiatives.



Label	Description
Data Point	Each Data Point in AV_T01 represents 1 hour. A poppable is available for each hour.
Rotation	Each Rotation represents one week
Time	These labels indicate the hour of the day on a 24-hour clock
Day	Indicates the day of the week





Notes on Temporals

- It is recommended that the start date for a new Temporal is always set to a Monday and at least six full months are included in the document's Date Range.
- The Temporal day of week start will always be the first day in the date range.
- It may also be useful to render a new version of AV_T01 and change the heat map from Player Count to Theo Win. A comparison of the two Temporals, run for the same time period, will show the relationship between Player Count during a promotion or event and Theo Win generated from the same promotion or event.
- Target Lists and Campaigns created from this document can help answer questions about when guests play and prefer to play on the gaming floor.

Date Parting Marketing Efforts

This is a multiple step process within CampaignViz, while some Casinos may already have day and time preferences as a metric within their Temporal Super Graphic, most do not as not all Casinos have defined that information or requested those alterations. Given that, we will walk through the “long-way” of obtaining and using this information.

Our first goal, after creating the Buckets discussed in the Date Parting Marketing Efforts article, is to find out who plays during each of the days and times that you have defined.

There are multiple ways to access Player information in the Temporal document. The first being to just select data points from the Super Graphic itself, as you would in most other documents. However, we would suggest using the second option which would be to open the datagrid and restrict it down to the information you are looking for.

Either way you would then create a Campaign for each Bucket in that data. You would then export all of those Campaigns into excel, depending on your version you should be able to do that in a single multi-export selection. We highly suggest limiting the amount of information in those exports to PlayerID and Theo, as we are simply looking to identify preference. Once you have that data available, you can start breaking it out in Excel and using simple excel functions to define a primary and secondary preference for each of those Players based on your Buckets.

After you have completed identifying that information, you can then utilize the Campaign Document AV_C01, and restrict by PlayerID so that you only have the Players that you want to include for each of the Campaigns you want to send out. Follow normal Campaign creation processes from this point.

