

**Player Reinvestment:
Is There a Secret Sauce to Avoid
Over-Investment?**

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Monday, January 28
11:00 am - 11:45 am



Our our existing reinvestment toolset is failing us miserably.



**Reinvestment Toolset Epic Fail #1:
Benchmarks**



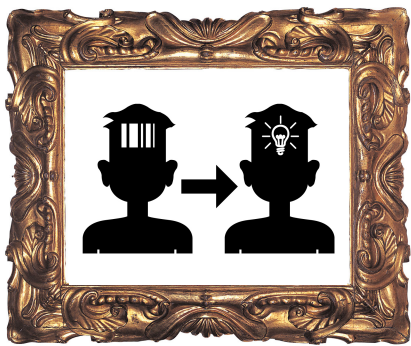
**Reinvestment Toolset Epic Fail #2:
ROI**



Reinvestment Toolset Epic Fail #3:
Post-formas



Reinvestment Toolset Epic Fail #4:
Ronco Rotisserie Approach to Reinvestment



Goal: *Ask the right reinvestment questions*
Action: *Annually review your reinvestment*
High Level Change: *Shift your reinvestment focus forward*

YOUR ANNUAL REINVESTMENT ASSESSMENT
track the money we put towards each customer...

Programmatically

How much are we spending against what we are receiving?

Tactically

Who are we reinvesting in?

Individually

How is our reinvestments being used?

Experientially

What are we trying to achieve with the customer?



Programmatically

How much are we spending against what we are receiving?

OVERVIEW

Question: All-in, who gets what?
Report: Kitchen Table Analysis
Purpose: This is about *our* cost.



Tactically

Who are we reinvestment in?

OVERVIEW

Question: How do we make our money?
Reports: Worth Segmentation
Frequency Analysis
Purpose: This is about where reinvestment starts and stops.



Individually

How is our reinvestment being used?

OVERVIEW

Question: What more should I give?
Reports: Redemption
Segmented Post Forma
Point Balance
Comp Reports
Incliner/Decliner
Purpose: What next?



Experientially

What are we trying to achieve with the customer?

OVERVIEW

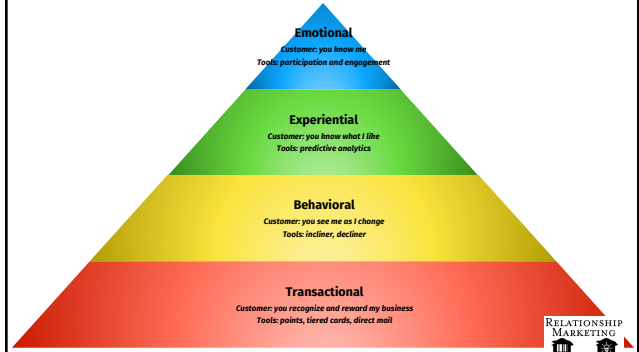
Question: Why???
Report: Barker's Hierarchy of Engagement
Purpose: Dynamic reinvestment

Maslow's Hierarchy of Needs



[https://www.simplypsychology.org/maslow-hierarchy-of-needs\(1\).gif](https://www.simplypsychology.org/maslow-hierarchy-of-needs(1).gif)

Barker's Hierarchy of Engagement



In sum, do an annual review to track the money we put towards each customer

Programmatically

Where are we allocating resources across all our programs?

Tactically

Who are we directing our reinvestment at?

Individually

How are our reinvestments being used?

Experientially

Have we saved enough room for dynamic reinvestment?

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Current run (last updated Feb 4, 2019 11:47am)



2

Polls

56

Participants

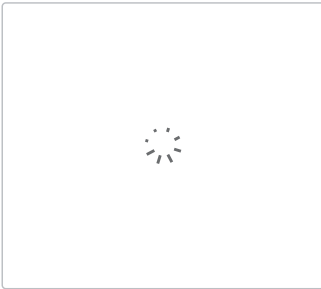
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Average responses



Average engagement

How many of you know how much money you have left over to spend with your guests after points, coupons, comps, tiered club benefits, and Free Play?



Response options	Count	Percentage
I DO	0	0%
I DON'T	0	0%

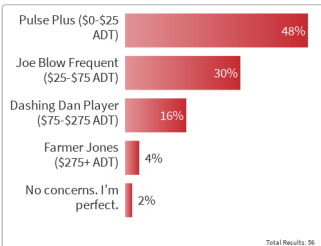


Engagement

0

Responses

What group do you have the most concern about layered costs?



Response options	Count	Percentage
Pulse Plus (\$0-\$25 ADT)	27	48%
Joe Blow Frequent (\$25-\$75 ADT)	17	30%
Dashing Dan Player (\$75-\$275 ADT)	9	16%
Farmer Jones (\$275+ ADT)	2	4%
No concerns. I'm perfect.	1	2%



Engagement

56

Responses