



EMPOWERING

YOUR MARKETING STRATEGIES

VISUAL • ACTIONABLE • TIMELY



CONVERGENCE

LEVERAGING THE ERA OF TECHNOLOGY & DATA CONVERGENCE

Casinos today have millions of pieces of data gathered from multiple disparate systems.

TraffGen offers a big data platform solution that aggregates all these systems into one easy to use application and provides one single player 360-degree view across an entire enterprise.

You now have the power to maximize revenue from all revenue sources, Hotel, Social Casino, Brick and Mortar Casino and to target messages to the right player, at the right time through the right channels.

Our unique convergence platform is designed to merge your raw data and reduce the need for and cost of resources and systems to manage a manual data extract process.

CORE PRODUCT SUITE

The Hub

PRO-Host
Mobile

iGaming

eCRM

SPECIALTY PRODUCTS

- Social Insights
- App Optimization
- Tournament Management System
- Route Management

SERVICES & CUSTOMIZED OFFERINGS

- TG Connect
- Technology

INTRODUCING THE HUB

Our base product suite, empowers you to maximize the potential profitability of every player, across every aspect of your business.



The Hub is a unique marketing platform designed to consolidate your raw data into a single view of your patrons and their interactions across multiple venues and channels. No more complicated data extracts, time consuming data transfers or onerous data manipulations.

VISUAL

Create a simple, holistic view of compiled raw data in one place

ACTIONABLE

Cluster and convert low value customers into high value customers

TIMELY

Automate targeted messages to drive revenue quickly

PRO-Host Mobile

REAL-TIME PLAYER TRACKING A CUSTOM UI FOR THE HOST

A successful player development strategy is highly correlated to the player's positive experience while on-property. Casino Operators are looking for ways to increase productivity of their PD team. TraffGen's Mobile Host Platform, PRO-Host, helps casinos maximize player value by delivering actionable intelligence. PRO-Host by TraffGen will improve the effectiveness of the Host-to-Player relationship. The financial impact is realized almost immediately.



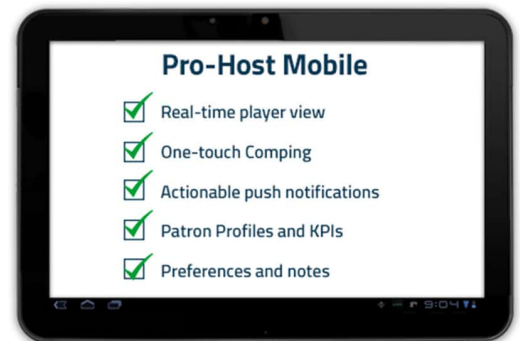
Identify valuable uncoded players



Personalize guest services



Decrease time spent in backoffice



INCREASED REVENUE



Track Casino Host Performance



Measure Player Development Success



Manage Customer Comps



VISUAL

Create special events utilizing the cross marketing module

ACTIONABLE

Develop host incentive programs with measurable goals

TIMELY

Plan the most effective use of comps and amenities

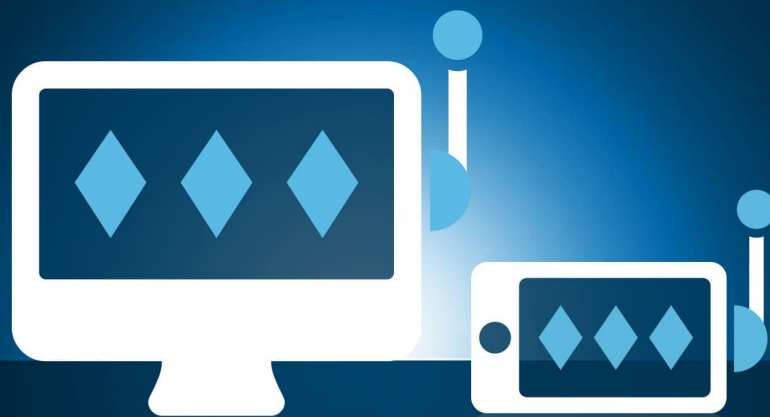
The **VIP identification** and lifecycle management suite is a pragmatic and user-friendly tool-set designed specifically for staff without extensive analysis training; the rules are simple and intuitive, enabling you to take action quickly.

iGAMING

UNCOVER TRUE PLAYER VALUE

Delivering an online gaming experience is a key offering for today's operators. Capturing gaming activity and marketing to these player-types will positively impact your bottom line results. Our **iGaming** suite offers a customized role-based visual dashboard with multi-level access and reporting. Easy game portfolio management at your fingertips utilizes heat maps and it includes sports betting management tools, fully customizable to your needs.

iGaming will provide your marketing team the ability to build measurable marketing campaigns targeted specifically to your player's desires and preferences. An intimate understanding of your players will increase player acquisition and value, reduce attrition and accelerate campaign performance. This simply means *getting more users to play, play more frequently and for longer durations.*



VISUAL

A single customer view across online and in-casino activity

ACTIONABLE

Increase life-time value of customers and retention

TIMELY

Consolidate big data to access the right information at the right time

The data gathered from gaming machines coupled with information revealed from online profiles of gamers, allows offers to be tailored to match the gamer preferences expectations.

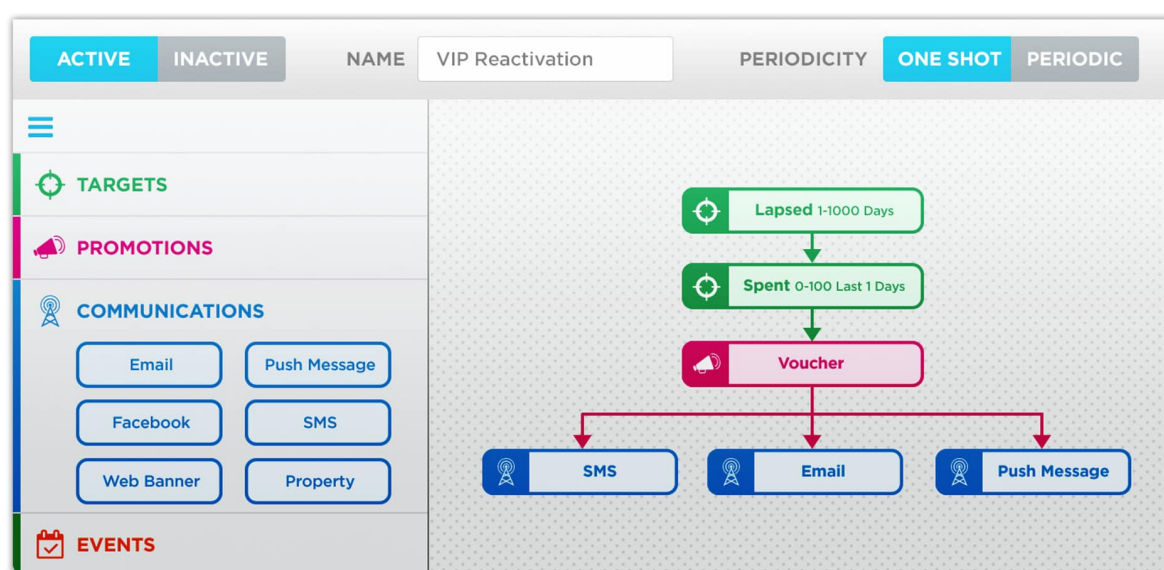
iGaming, your real-time data monitoring solution will enable you to convert data into powerful marketing strategies for generating revenues.

eCRM

DATA THAT MEETS YOUR NEEDS

eCRM has revolutionized the sales and marketing processes across many industries. Taking advantage of digital best practices, **TraffGen** created their **eCRM** module. This module, leveraging **The Hub**, enables marketers to not only improve your bottom line, but to also enhance the effectiveness of your marketing campaigns, improve your relationship with customers and achieve cost reductions.

The eCRM monitors player behavior and automatically triggers a targeted message to the right player at the right time.



VISUAL

Delivery of multiple types of content (banner ads, videos, coupons)

ACTIONABLE

Easy to use, Pre-designed marketing campaign templates

TIMELY

Real-time response marketing at your fingertips

The **Datacast** module gives full-control over your marketing communications. From promotional banners, to leaderboards and cross-sell messages, Datacast drives multiple marketing campaigns simultaneously.

SPECIALTY PRODUCTS



APP OPTIMIZATION

CONFIGURE-OPTIMIZE-MONETIZE

The **App Optimization** module allows for predictive modeling of your social casino. Utilizing large quantities of data, you can create actionable statistical models to predict future player behavior. Through our configurator you input meta-game data such as daily bonus, achievements, badges, and hourly bonuses to forecast when the patron will monetize on your site.



SOCIAL INSIGHT

GAIN THE COMPETITIVE EDGE

Monitor the web and the social media space (Twitter, Facebook, YouTube, Instagram, and more) with the **Social Insight** module to gain greater insight into what's being said about your company and competitors. With the use of timely artificial intelligence, a built in tool, you will understand and analyze everything your customers say, better determine trends, and improve your overall customer knowledge.



TMS TOURNAMENT MANAGEMENT SYSTEM

DRIVE PLAYER ENGAGEMENT

Casino tournaments are very popular and offer players an exciting gaming opportunity to compete against other players. **The Tournament Management System (TMS)** provides casinos with multiple platforms to run timely, real time, cross platform tournaments across their land-based, digital and social channels.

TMS allows you to capitalize on gameplay with carefully placed triggers for reflexive marketing messaging; drive player engagement and effective cross-market migration; and customize rewards based on player segmentation.



RMS ROUTE MANAGEMENT SYSTEM

BUILT FOR ROUTE OPERATORS

TraffGen offers the first **Route Management System (RMS)** specifically built for the needs of Route Gaming businesses, including productive planning, marketing and management.

The **RMS** interfaces with kiosk, POS, signage, social casinos, tournament systems and more. **RMS** offers many features including visual heat maps, zip code locations, gaming-based bonus, hot player, retention and promo offer and management, to name a few.

SERVICES & CUSTOMIZED OFFERINGS



MARKETING SERVICES

Guide your message to the right player, with the right message at the right time.



CONSULTING

Collaborate and deliver innovative, game changing processes and programs.



SUPPORT SERVICES

Provide resources to streamline cumbersome processes and improve resource efficiency



TECHNOLOGY

Leverage the most progressive tools designed for marketers in the gaming industry.



BEACONS

Track player movement on property, gamify smartphone use, real-time messaging and tailored promotions.



TraffGen delivers player insight at an unprecedented level, significantly increasing your ability to drive revenue across land-based, online and social games.

Everything we do is specifically designed to maximize your player engagement, retention and monetization.



OUR PRODUCT SUITE WILL ENABLE YOU TO

Perform the activity you do today more efficiently, cost effectively and easily

Achieve customer acquisition and financial goals by expanding your capabilities

Build on a flexible, technological platform to offer industry leading marketing experiences

“ Our aim is to give TraffGen’s customers a significant, sustainable competitive advantage across their properties & online. We give you the tools needed to make the best marketing & player management decisions in real-time. The result? More effective marketing, higher spending customers, less manual processes & actionable intelligence throughout the business. ”

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