



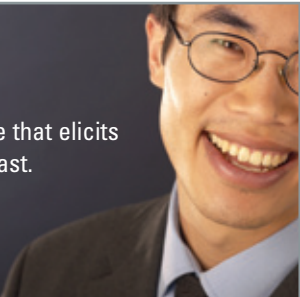
PLAN. EXECUTE. MEASURE. MAXIMIZE.

DEVELOPED BY MARKETING RESULTS, INC.

ADVANCED INTELLIGENCE MARKETING SYSTEM

PRODUCT OVERVIEW

AIM is a powerful casino database marketing tool. It is an easy to use, in-house solution that transforms data from any player tracking system into meaningful information that supports revenue-generating decisions.



Business intelligence that elicits real decisions, real fast.

USERS

AIM was designed to be user-friendly and intuitive for marketing professionals. It does not require technical expertise to master the campaign management and reporting tools. Decision-makers can easily access business intelligence.

SEAMLESS INTEGRATION

Update data through a direct connection to the tracking system databases through standard ODBC connections, or through an uploader built into the interface, as often as your business needs require. The data warehouse is compatible with today's most common gaming tracking systems.

DATAMART

The datamart area provides a breakdown of the database, data integrity reports, player distribution, geographical drill down, data uploading options and permission controls to manage the users of the system. AIM offers integration with data from any major player tracking system. AIM takes vast amounts of data, standardizes it into a data warehouse and optimizes it for efficient processing.

EFFICIENT PROCESSING

The transactional data is processed into an industry-specific OLAP cube to allow for efficient processing of marketing campaigns and analysis. The cube optimizes the system's ability to process campaigns and reference data in an effective manner. Utilize a limitless quantity of gaming transactions without disrupting the casino floor functions. A dedicated server isolates AIM system processing to ensure efficiency.

DATABASE ANALYSIS

Use your existing data to develop database analysis reports in AIM that examine player activity, trends and life cycle; daily, monthly and annual activity; geographic analysis; and comparative reporting. This business intelligence allows marketing experts and analysts to evaluate the casino database, determine trends and understand opportunities that exist within the database. Drill down technology within reports allows you to identify the players behind the numbers.

CAMPAIGN PERFORMANCE ANALYSIS

Review redemption information quickly from the constant flow of information from your tracking system. Marketing experts can see an up-to-date response of campaign performance during and after the validation period. Refine future campaigns based on campaign redemption information to improve response and ROI.

www.mriaim.com



CONTACT INFORMATION

Craig Border
Director of Product Sales
Marketing Results, Inc.
2900 West Horizon Ridge Parkway
Suite 200
Henderson, NV 89052
(702) 361-3850
www.mriaim.com
www.marketingresults.net

FOR MORE INFORMATION

To learn more about AIM – Advanced Intelligence Marketing System – go to www.mriaim.com or contact Marketing Results at **702-361-3850** for a complete demo.

ADVANCED INTELLIGENCE MARKETING SYSTEM

REQUEST A DEMO TODAY!

Visit www.mriaim.com or
Call 702-361-3850

DATA VISUALIZATION

Database analysis and campaign response reports incorporate data visualization charts and graphs of key performance indicators to bring complex analysis into easy focus.

CAMPAIGN MANAGEMENT TOOLS

The intuitive campaign matrix technology and casino database segmentation technology allows the marketer to select a segmented group of players, create offers and execute direct mail, email and telemarketing campaigns. Campaign lists are processed within minutes with just a few clicks.

CAMPAIGN FORECASTING

AIM proforma technology uses past campaign performance response to forecast future marketing campaign results. Marketers can execute well planned campaigns designed to meet casino reinvestment and revenue goals.

MARKETING CAMPAIGN FLEXIBILITY

Campaign management tools allow marketers to segment and target specific groups of customers, react quickly to market changes, adapt for operational needs and create innovative marketing tailored for the casino.

EMAIL CAMPAIGNS

Manage the creation and deployment of email campaigns in-house with AIM. Deliverable emails, bounce backs and click through reporting shows the success and customer reach achieved by your email marketing campaigns.

CRM TOOLS

Hosts can access a complete player profile of play history, offers and interests to make informed comping decisions. The contact management functionality tracks host interactions with customers and helps to build valuable relationships with players.

PLAYER DEVELOPMENT MANAGEMENT

Identify emerging opportunities with high value players through Player Development reports. Host assignment reports and performance reports assist managers to oversee interactions and performance of these players, while creating efficiencies within the player development department.

QUALITY CONTROLS

Maximize the accuracy of direct marketing campaigns through multiple levels of quality controls. From data entry to file processing, each phase of the process includes quality assurance tools.

DATA INTEGRITY

Browse the specific data fields available within the AIM datamart and their validity through data integrity reporting. Discover data integrity problems before marketing campaigns are executed.

SECURITY

Valuable casino data is kept secure through user log-ins, customizable permission access levels, and a SSL internet security certificate.

ACCESSIBILITY

Connect to AIM through any internet web browser to allow for universal interoperability. Data and business intelligence is available when you need it, where you need it.

INTUITIVE USE

AIM provides a user-friendly interface for end users that are not technology experts. Marketers and IT professionals alike can process marketing campaigns and database analysis reports through intuitive functionality.

IT WORKLOAD REDUCTION

Create efficiencies in the campaign management process through easy-to-use casino marketing tools, relieving work from IT departments and putting capability into the marketers' hands. Data updates to the AIM data warehouse can be triggered automatically without manual intervention.



COMPANY OVERVIEW

Marketing Results, Inc.:
The country's leading casino marketing consulting agency with over 35 professionals, dozens of casino clients and over 150 years of collective gaming management experience. Over the past 20 years, Marketing Results has improved the effectiveness of casinos in every U.S. market. Marketing Results maintains two full-service offices near Las Vegas, Nevada and Atlantic City, New Jersey, allowing us to serve clients across the United States.

CONTACT INFORMATION

Craig Border
Director of Product Sales

Marketing Results, Inc.
2900 West Horizon Ridge Parkway
Suite 200
Henderson, NV 89052
(702) 361-3850
www.mriaim.com
www.marketingresults.net

FOR MORE INFORMATION

To learn more about AIM – Advanced Intelligence Marketing System – go to www.mriaim.com or contact Marketing Results at **702-361-3850** for a complete demo.