

Personal Lucky Coin™

Personal Bonusing



Personal Lucky Coin™ is an individual bonus award that grows larger the more a customer plays. Flexible configuration allows you to create up to ten separate Personal Lucky Coin™ reward levels to satisfy the broadest range of players – from casual to top tier.

Enhance your casino marketing results by creating a personalized player experience. Personal Lucky Coin™ can be configured or combined with other bonuses to set you apart from competitors and meet your marketing objectives.

Benefits

- Increase trip frequency and duration of play
- Convert infrequent players into loyal slot customers
- Create specialized value for your high-end players
- Increase carded play
- Increase the value of your players club and drive membership
- Achieve strong branding and differentiate your property

Features

- Reward players while they are playing
- Ten separate reward levels satisfy the broadest range of players
- Follows players from game to game, session to session, day to day, until the player qualifies
- Once qualified, players hit their bonus at random within the pre-set value ranges
- Encourage players to keep playing and qualify for the reward with visual prompts
- Award cashable game credits or Xtra Credit® non-cashable rewards

Reward loyalty. Contact your IGT account manager today.

