



# Advanced Marketing Interface

## Powering Web, Apps and Mobile

### Enhancing The Digital Experience

Bring your casino brand to your players, no matter what device they're on, and let them access their club information on anywhere.

The Advanced Marketing Interface (AMI) inserts player information when a player logs in to your website, app or other digital experience, integrating the casino experience into your online presentation. Your branding stays consistent, even in the online realm.

Show current point balances and special offers to promote your property and increase visits. Let players update their address and personal information, like birthdays or future trips, on your website or app to keep data current and reduce administrative paperwork. Because the AMI is open to third parties, you choose who develops your app: an in-house resource, IGT's professional services, or your favorite vendor.

Link up — contact your IGT Account Manager today.

## Benefits

- Enhance player experience and promote brand with integrated sites, apps and kiosks
- Reduce administrative costs with self-serve options for players
- Save development costs by choosing your designer

## Features

- Proven API for development with any third party
- Standard XML over HTTP notification protocol makes integration easy