



# IGT Advantage<sup>®</sup> Patron Management

## Putting The Customer Pieces In Place

A lot of information goes into the perfect promotion. For example, set coin-in, filter by location, and add in just the right reward. Tracking these promotions and results requires organization and clarity. IGT Advantage<sup>®</sup> Patron Management keeps all the information under one roof, helping you meet your goals.

With more than 200 installations around the world, Advantage makes marketing easier at any level of the operation:

- Streamline the players club with automated registration, self-serve kiosks and practical player overview screens
- Empower hosts with powerful player status and history information
- Update managers with real-time promotion reports and player monitoring
- Enable marketing staff to create precise promotions for any section of the club

Patron Management supports all types of promotional measures: drawings, tournaments, discounts, coupons, event tickets, rewards points, multipliers, merchandise or gifts, and more.

And with integration to hotel systems, points-of-sale, websites and more, you get a full view of a player's full economic contribution, helping you prioritize and reward players.

Whether you want to give away a car a day with a drawing or reward new players with a random amount of credits for registering, IGT Advantage<sup>®</sup> makes it easy.

Try it today – ask your IGT Account Manager for a demo!

## Benefits

- Increase revenue by using comprehensive marketing capabilities to create and deliver targeted offers to your players
- Increase crossover play and amenity utilization with enterprise-wide multi-site player management tools
- Manage your property's reinvestment strategy and increase customer loyalty with numerous loyalty currency options, including Gift Points<sup>®</sup>
- Reduce operational costs and improve the player experience with streamlined transaction handling