




Message Blast®

 IGT

Message Blast

I was able to reserve some seats at the 9 pm show for you.

Please stop by Player Services to pick up your tickets.



Personalize player communications at the game

Players love to receive the star treatment. Give your communications a personal touch while increasing your ability to market to players using Message Blast®. With Message Blast®, you can deliver targeted and relevant communications and marketing messages directly to your club members at the game. Happy Birthday, Ron. Happy New Year, Burgundy Family. Good Luck, Bowlers! Buffet Special Now Available for Hotel Guests. Only 50 Gold Member Tickets Left to the Show. These are the types of targeted communications and advertisements Message Blast® gives you the ability to instantly send to your players.

Get the insight you've been missing. Contact your IGT Account Manager.

Benefits

- Provide a personalized player experience that increases loyalty
- Increase the value of your players club and drive membership
- Target players with the right messages at the right time
- Improve advertising and ensure timely communications to players
- Use as a powerful hosting tool property with branded Lucky Chip® bonuses
- Increase excitement and build anticipation when table bonuses are delivered

Features

- Communicate with individual players or specific groups of players
- Messages are delivered to players in real time
- Schedule time and date of message delivery
- Customize and brand the presentation of messages
- Deliver on all player display types, including the Service Window and sb NexGen® II multimedia displays
- Deploy across traditional serial and Game-to-System(G2S) networks