



# Marketing Services

## Make Bonusing a Success

Bonusing can bring significant returns to your operation. Ensure that you hit your goals with the help of our industry experts. Whether you're launching your first bonusing promotion or your 50th, IGT's marketing consultants can help manage the multiple moving parts of your campaign, all while supporting your goals and existing team.

We bring expertise from years of experience in launching bonusing campaigns, helping avoid pitfalls and set up campaigns for clear results. You don't have to go it alone. IGT's Marketing Services are here to help.

### Details

- Included in 40 hours of new installation training
- Available for existing projects
- Open to all US jurisdictions

## Service Highlights

- Initial consultation
- Marketing strategy for new or existing bonusing products
- ROI calculations for bonusing marketing efforts
- Assistance with technical implementation of promotion within IGT portfolio

