

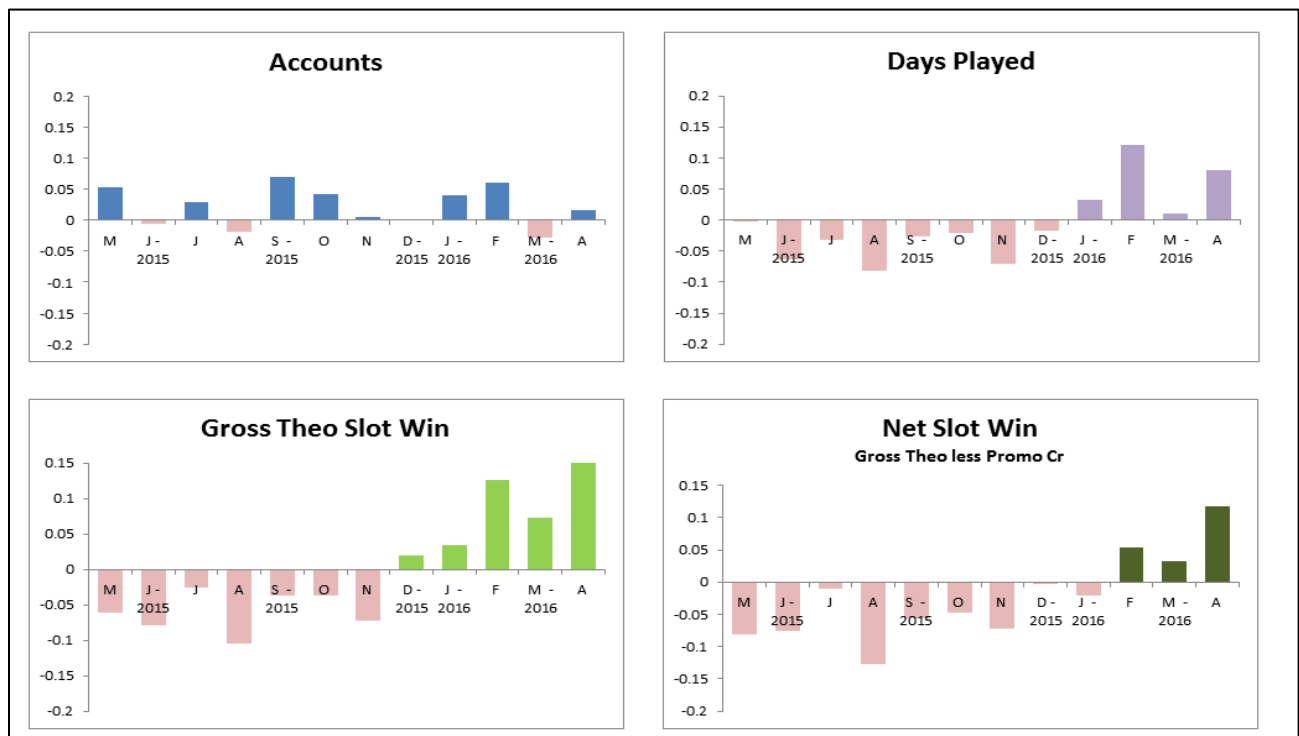
Players Club/ Database Marketing Analytics

GM's, CFO's and Marketing Pro's:

Are you marketing to your best players?

Is your promotional credit spend delivering
to your bottom-line or being wasted?

Is your Loyalty program driving loyalty...
and at what cost?



JSA's Players club/ database marketing analytics give you a powerful, proven analytical process that syncs multiple player touchpoints such as:

- Custom segmentation of accounts, trips, revenue and profitability
- See how our "Net" win system pinpoints over (or under) spending
- Opportunity cost: see where reinvesting smarter earns you more

“We quickly reversed our prior year declines and went on to generate 36+ consecutive months of accounts, trips and revenue increases while maintaining profitability.

I continue to call JSA to new assignments because they help me and our teams succeed.”

Rodney Ferguson,
COO of Potawatomi Casino,
Milwaukee, WI

A sample of our clients includes:



Trial Proof of Concept:

Contact us about our:

mROI snapshot

See how we can deliver results in as little as two weeks.

Call us at: (609) 457-9775

View our website: Jsa2002.com



JAY SARNO & ASSOCIATES
ANALYTICS
Custom Business Intelligence

Our clients include: State agencies, trade groups and the most renowned management consulting firms. Additionally, over 50 properties: commercial, Native America; large and small; resort/ regional around the world have profited from our work since 2002.