



Harlow's Casino utilized JSA for the past four years. During the initial phase, JSA helped us to implement a very comprehensive direct marketing program which helped increase rated revenue by \$6M or +15% in the first year. Then we migrated into very sophisticated analysis that helped us identify our profitability issues which made sure we kept a high degree of profit. They provided details and identified customers by each patron's individual lifecycle which allowed us to implement programs such as Fader and Inactive which helped us reduce attrition from our database. We had a horrible natural disaster which forced our closing for over a month. JSA was constantly available for us during this time as we had dramatic changes the needed to be overcome and ease into re-opening. We kept JSA extending their engagement because the solutions they provided exceeded our expectations. The responsiveness and professionalism from the principals on our account made working with them enjoyable and very educational.

**Dedren Bailey** - Director of Marketing, Harlow's Casino, Greenville, MS