



I am the court appointed receiver for LVH, formerly Las Vegas Hilton, and my job is to find the best way to restore the property's revenue and profitability. LVH had a downturn in revenue due to lower hotel occupancy during the recession and then we lost our affiliation with Hilton and the downturn continued. In addition to the volume being reduced, our promotional costs were not driving higher gaming revenue. I knew JSA's ability to collect the proper data from our system would allow them to target the issues with our database. Within weeks, JSA showed a very detailed view of our overall database and worrisome trends in our database's segmented volume and profit metrics.

JSA built a sequence of associated programs and produced a pro-forma of targets designed to build our results. One of these areas was a look back at the change in customer mix we lost after our Hilton affiliation. JSA showed not only gaming losses but the hotel revenue losses attributable to this segment which allowed us to build new models for patron intake and retention. Our operating team was impressed with the difference between JSA and many "database marketing companies" in that JSA takes their analysis and builds solutions which then they implement with the property. The personal touch and availability of the principals on our account made for a very smooth transition. Once the programs began we noticed more efficiency in our results.

I have known JSA since 2007 when I was overseeing two gaming properties in New York State. Throughout my history with using JSA's they have shown significant insight on how to reduce spending on poorly performing segments while predicting future inactive customers so that we can target them today before they become lost to our property due to inactivity. Through all of their efforts, JSA has proven very capable of producing top level results while working with me to satisfy my vision of a project. When issues arise, as they inevitably do with complex marketing planning, we were able to resolve them quickly and professionally. I highly recommend their services.

**Ronald Johnson** – *Court appointed receiver, The LVH, Las Vegas, NV*