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## MS property becomes a long term client due to excellent results



*“JSA helped us to implement and monitor a very comprehensive direct marketing program”*

*“We kept extending JSA’s engagement because the results their solutions provided exceeded our expectations”*

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

### Company

- Casino in competitive Mississippi market

### Challenges

- Lack of cohesive programs
- No staff to monitoring of progress on revenue or profit

### Solutions

- Provided series of linked profit-based database marketing programs
- Introduced lifecycle marketing system

### Results

- Increased annual revenue by \$6M (+15%)
- Maintained first in market share for over four years straight