

# NJ property increases expenses without additional profit, JSA figures out why



*“JSA's ability to dig for the data within our system allowed him to quickly pin-point exactly what the issues were with our database. We were increasing revenue, yet JSA proved we were spending on the wrong customer mix which was killing profits.”*

*“Within the first few months of these changes, Resorts recorded its first quarterly operating profit in five years”*

*Aaron Gomes, Managing Director, Jupiter's Gold Coast Casino in Australia and former Exec. VP of Resorts Casino, Atlantic City, NJ*

### Company

- Casino in declining Atlantic City market

### Challenges

- Costs increasing without profit increasing
- Lack of comprehensive marketing programs

### Solutions

- Build detailed segment opportunity cost analysis model for each program
- Implemented holistic, all-encompassing marketing programs

### Results

- Re-targeted Promotional Credit expenses leading to +\$4M profit turnaround
- Recorded first operating profit in 5 years