Experiture Marketing Platform

Casino Player Engagement Mobile Application

PRESENTED BY: ANDRES ZAPATA, PRODUCT MANAGER

Experiture's Player Engagement Solutions

Experiture Player Engagement Solutions offer casino operators a suite of easy-to-use tools and services that boost marketing results.

Automated Marketing Programs

Respond to player lifecycle events with automated marketing programs across web, email, mobile, social and more.

Email Marketing

Deploy highly personalized email messaging that deliver 1:1 messaging.

SMS Marketing

Send SMS messages to players and drive engagements and redemptions, or use inbound SMS keywords to drive responses from other channels.

PURL-Based Player Portals

Give each player an online home to deliver a 1:1 online experience unique to each player.

Player Development Modules

Casino hosts can use an online, wizard-based portal to reach players with highly personalized messaging.

Mobile Application

Experiture can help deliver a mobile app that includes fully integrated player data and messaging to be managed fully from within the Experiture platform.

Seamless Data Connectivity

Experiture connects with existing databases and systems to accumulate player data that can be leveraged by marketing departments to send segmented, personalized messages across multiple channels.

Player Tracking Database

Automated SFTP or API Integration

Reservation, POS, other Systems

Experiture Marketing Platform

Email

Direct Mail

SMS

Mobile App

Social

IVR & Inbound Call Tracking

For the mobile app, Experiture uses player data to authenticate account creation and app login, track geo-location, deliver push notifications, and display personalized offers.

Mobile App for Player Engagement

Experiture's Mobile App Features

Custom Branded

The Experiture mobile app can be customized for each casino property to drive Player Engagement with a centralized interface to communicate offers and more.

Geo-Fence Support

A facility to create virtual geo-fences, around a property or competitor properties, which trigger GPS-based push notifications.

In-App Messaging

Send standalone push notifications or incorporate messages as an element within a multichannel marketing program.

Self-Service or Concierge

The mobile app fully integrates with Experiture's platform with the ability to manage, update, and edit app content and create, schedule, and launch messages.

Built-In CMS

With Experiture's integrated content management system for updates, view player profiles, manage offers, and update mobile app content.

Powerful Analytics

Get reporting and analytics on app usage and engagement.

Mobile App Timeline

XGold Casino

Winter 2015

XGold Casino:

The initiative to develop a mobile app for casino clients began with designing and developing our own demo app, branded as XGold Casino.

February 2016:

Early Stage Fidelity Prototype

During our first couple rounds of iteration on the design of our app, the initial version was converted into an HTML site to be used for interactive demos: app.xgoldcasino.com
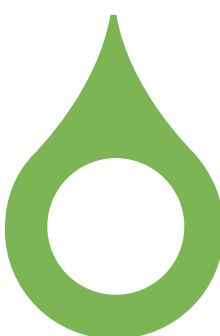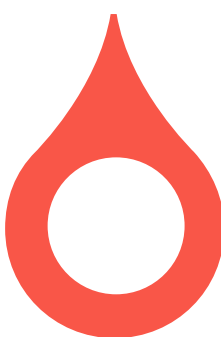
January 2016

Creative Design

I worked with our UX designer to conduct competitive analysis on existing casino and player loyalty apps to prepare wireframes and mockups of our app.

Spring/Summer 2016:

Hi-Fidelity Prototypes:

When we finalized our design mockup, I put together an interactive prototype to demonstrate the functionality of the app.

experiture

Mobile App Timeline cont'd

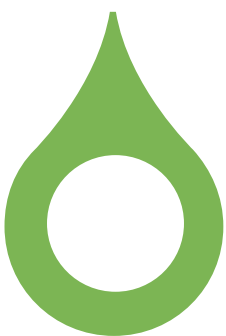Calder Casino

August 2016

Calder Casino

When Calder Casino became our client, the mobile app initiative shifted from building our XGold demo app to full implementation of the Calder Casino app.

June 20, 2017

Calder Casino App Release

Calder Casino's mobile app for player engagement officially releases into the iOS and Google Play app stores.

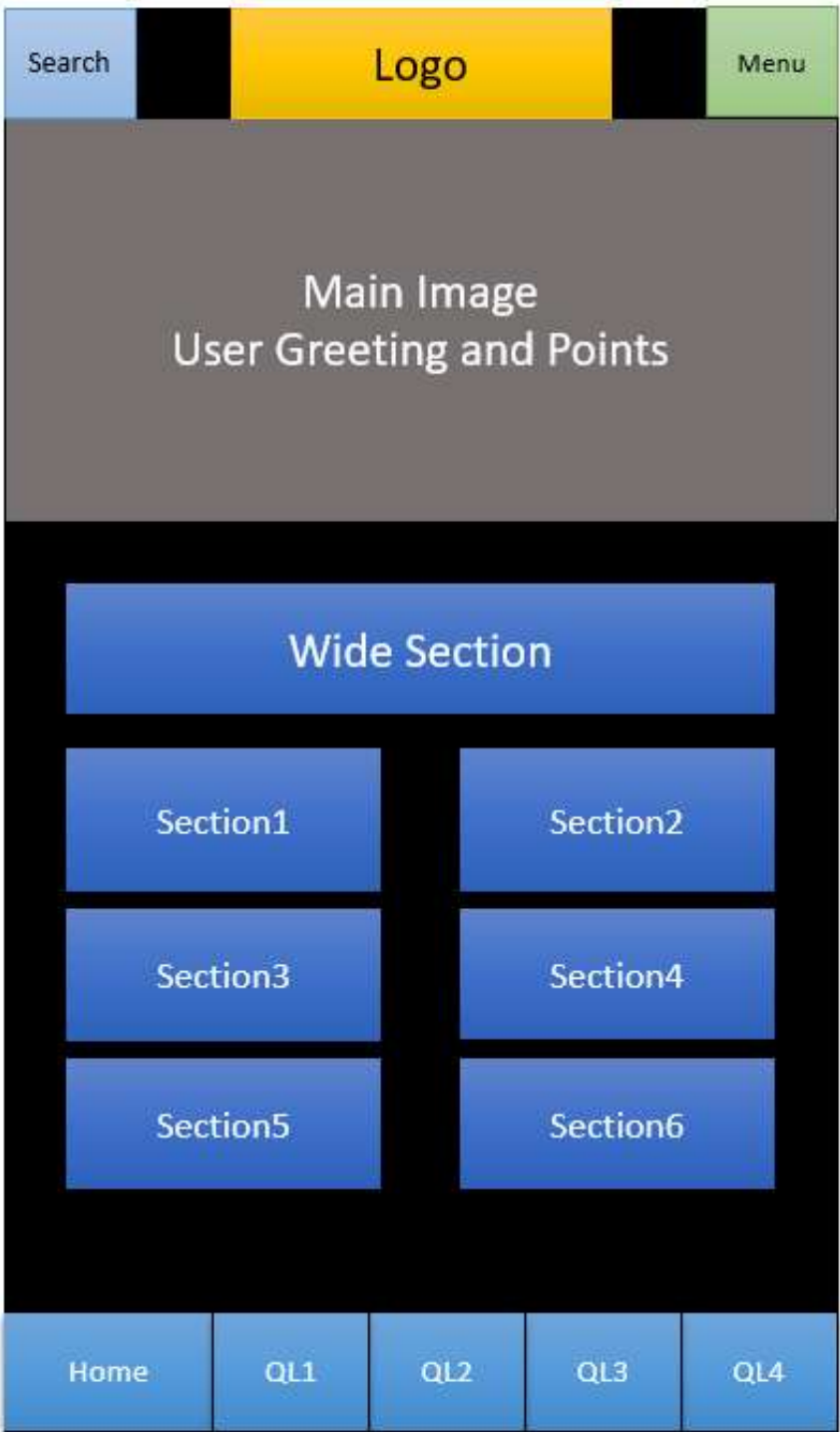### September 2016 – June 2017

Calder Casino App Development

For 9 months, I fully managed the development of the Calder Casino mobile app. I worked closely with Calder and Experiture teams, and led weekly calls to discuss progress updates, any roadblocks, and next steps.

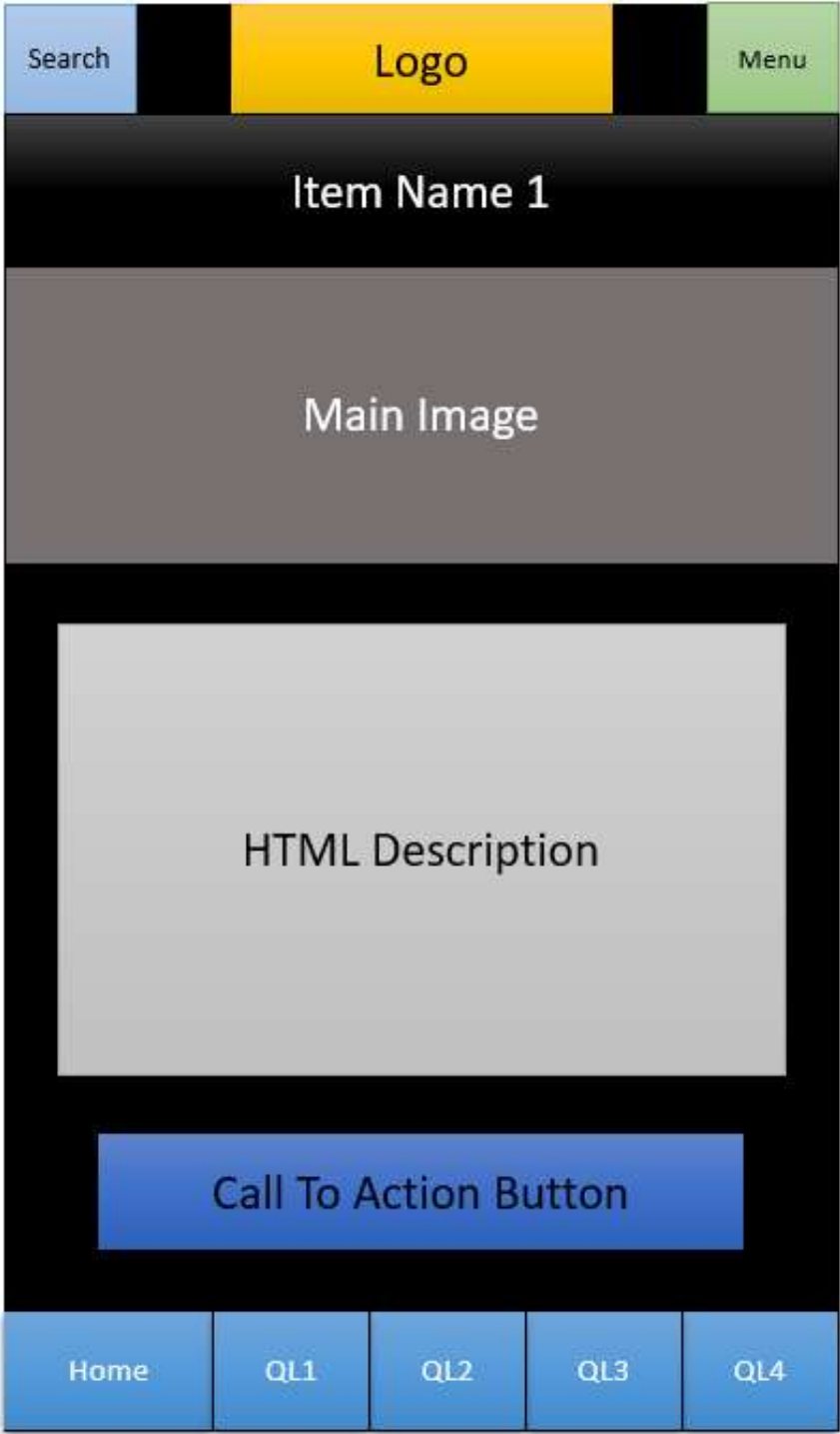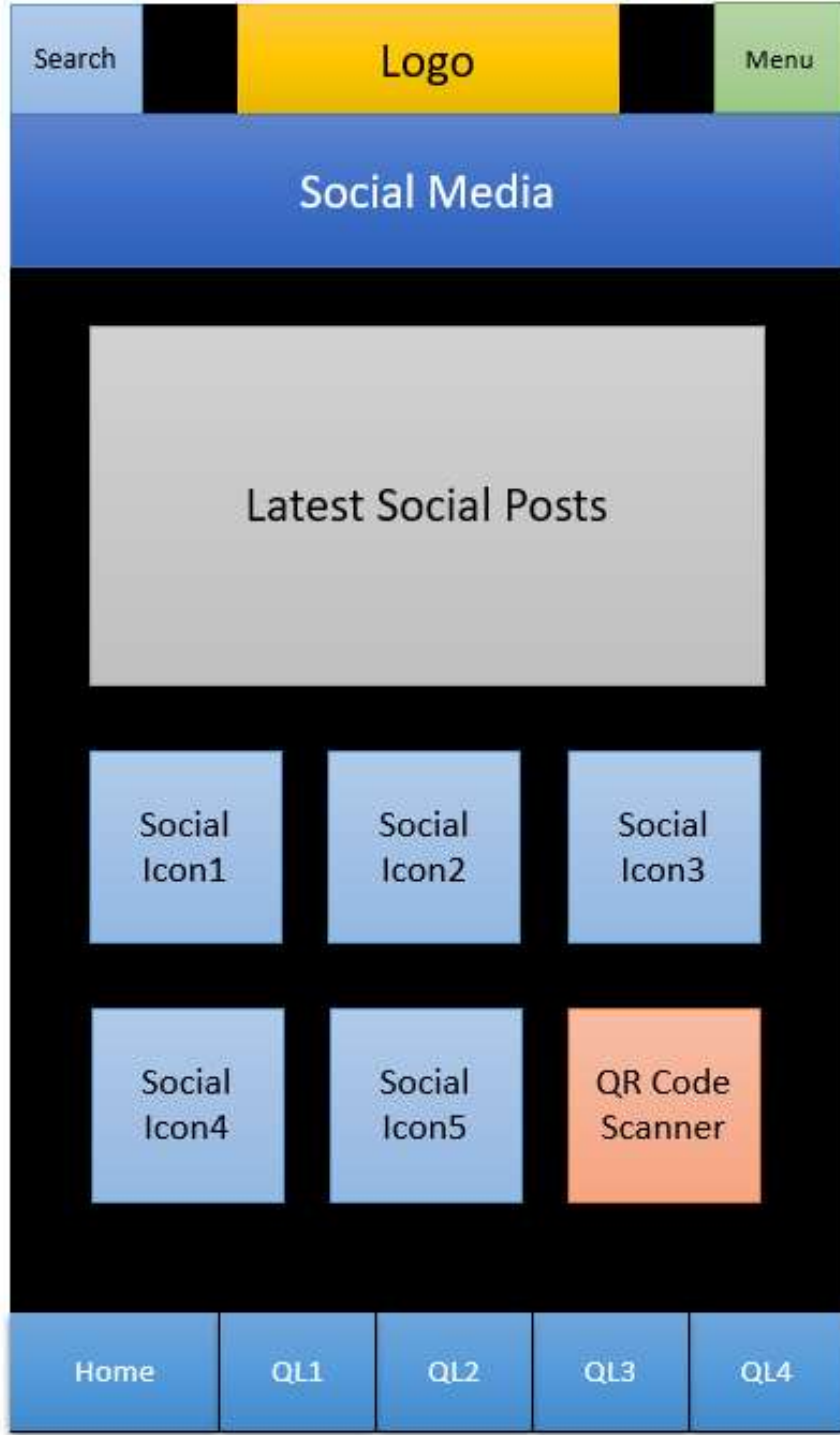# Ideation

Final Wireframe Concept
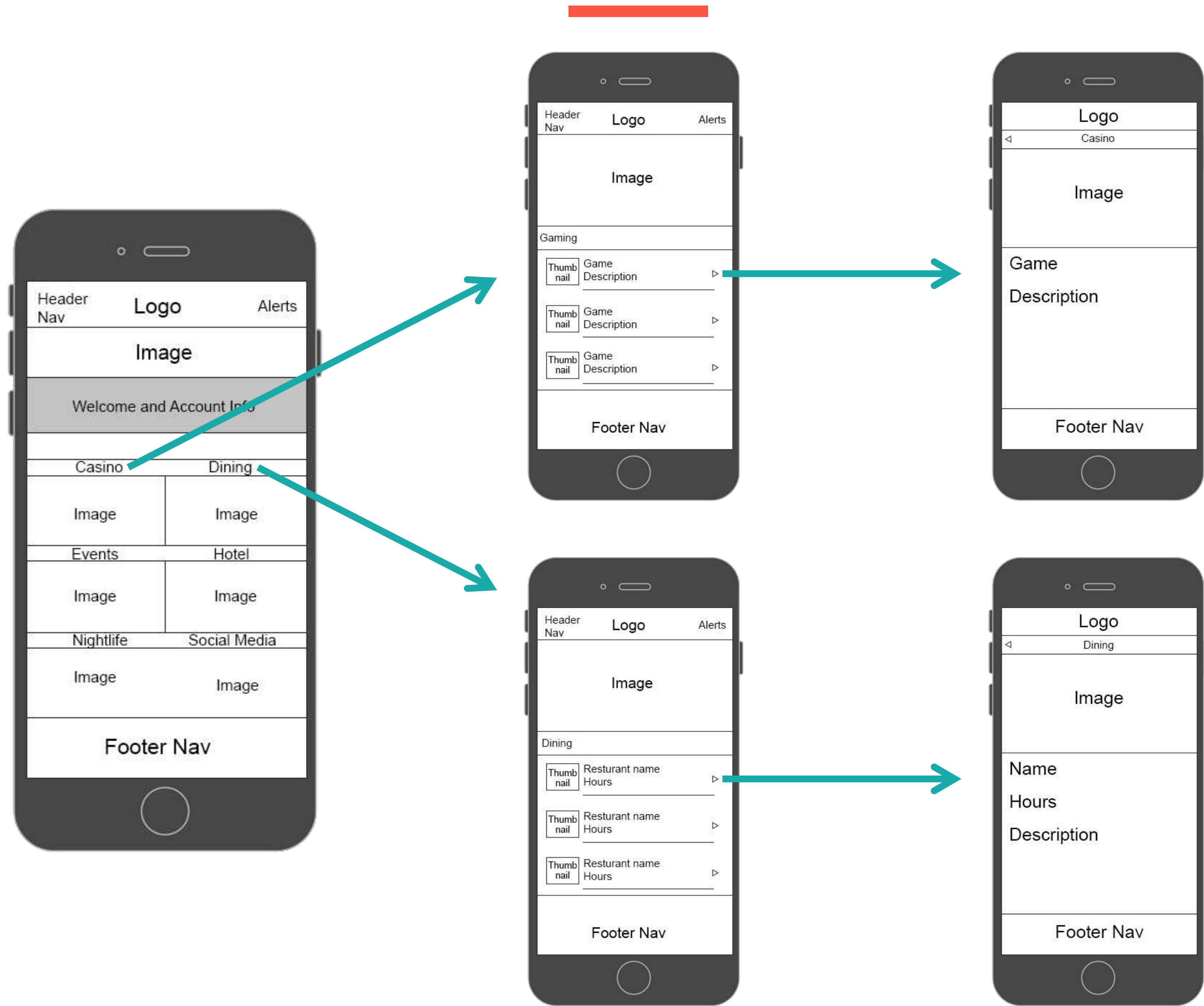
Initial XGold Mockups
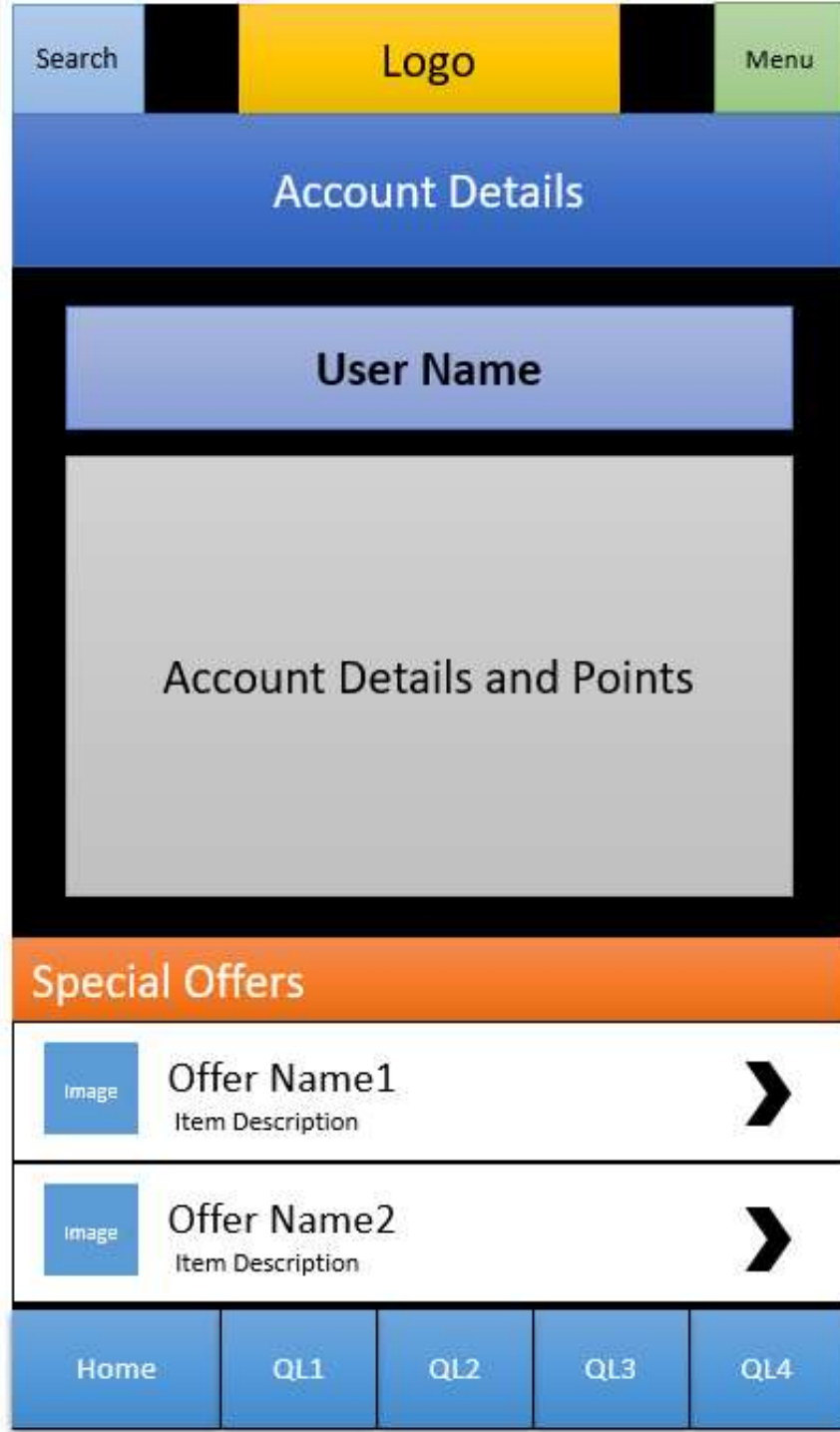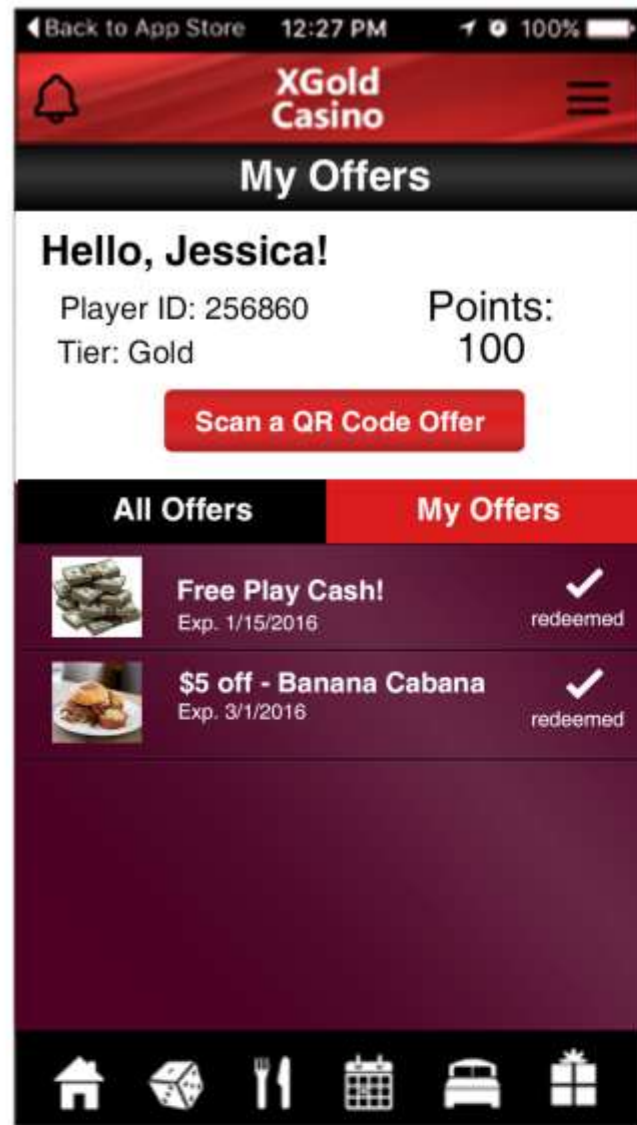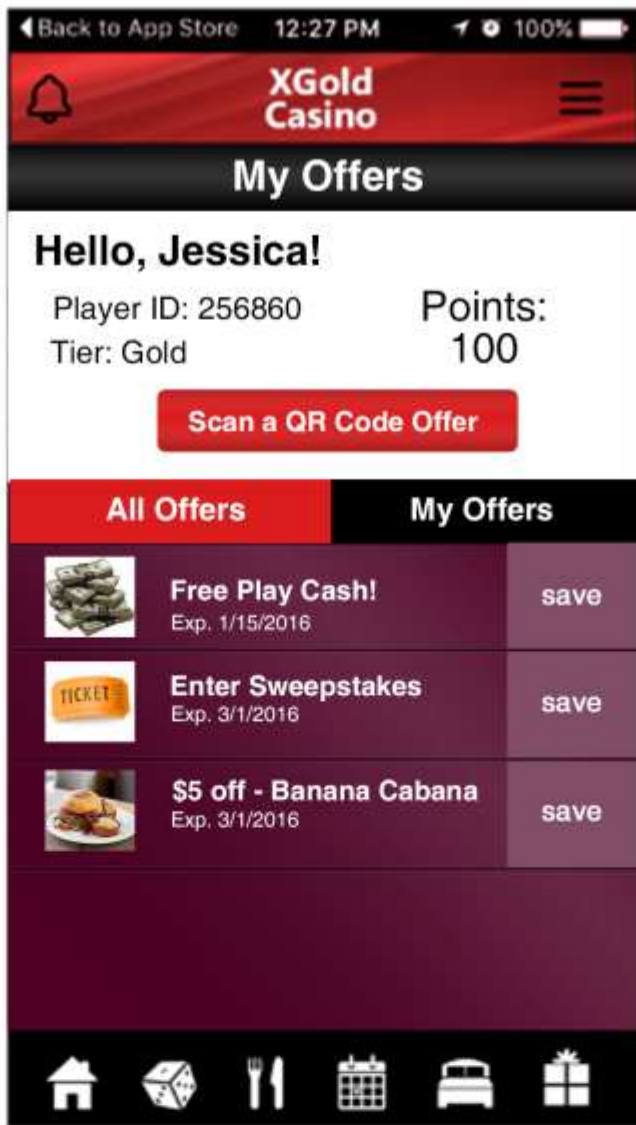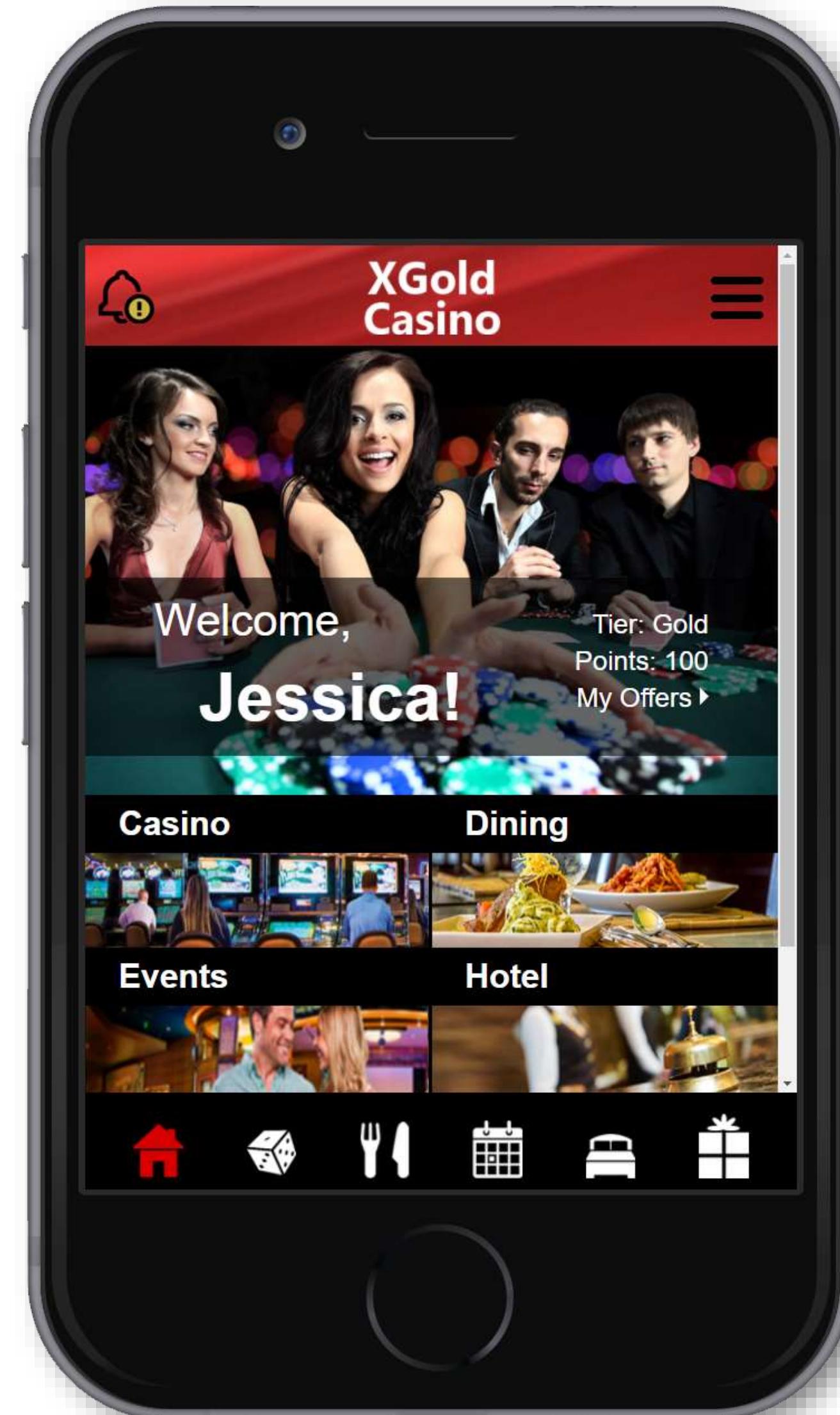
Early Stage Prototype

Using the mockups from the initial XGold design, our team build out an HTML site to prototype the mobile app.

This prototype was used to conduct early stage sales demos to perspective clients, as well as test the mobile app concept for feedback.

The prototype is accessible at:

app.xgoldcasino.com

Hi-Fidelity Prototypes

After gathering feedback on the initial mockup and prototype, we were able to iterate further and come up with a final design of the XGold Casino app.

Using the mockups of the final design, I created an InVision prototype[1]. The prototype was used to further test the app and conduct sales demos.

When two companies, 5th Street Gaming[2] and Boyd Gaming[3], were interested in Experiture and our mobile app solution, I modified the mockups and provided each prospect with their own prototype so they could experience how their properties could leverage Experiture's mobile app solution.

01 XGold Casino

https://invis.io/RKC76HZ4N

02 5th Street Gaming

https://invis.io/57C76JQBG

03 Boyd Gaming

https://invis.io/ANC76KEE6

Implementation

Our Solution

Experiture's first mobile app for casino player engagement was built for our client Calder Casino, of Churchill Downs Incorporated (CDI). As the product manager of the mobile app, I worked extensively with Calder Casino's Sr. Director of Marketing and graphic designer, CDI's Database Manager, and Experiture's design, engineering, and mobile development teams. The following are some of the major tasks I led for this project:

Data Connection & Integration

Experiture uses player data to authenticate account creation and log in, track geo-location, deliver push notifications, and display offers. This required setting up an automated hourly process as follows: (1) player and offer data files are extracted from CDI into a secure SFTP, (2) the files in the SFTP are processed, and (3) player and offer data is imported into Experiture's database.

UI/UX Updates

Calder's design and marketing team were provided with the latest mockups of the mobile app. We iterated the designs based on their feedback to arrive to the final design that would be used to begin development of the app.

Experiture Platform Integrations

Contents of the mobile app, creation of geo-fences, and delivery of push notifications are fully managed within Experiture. I worked with the Experiture platform development and mobile app team to build the modules that users would leverage to manage these elements.

QA and Testing

I conducted thorough testing on all aspects of the mobile app for both iOS and Android versions, including the display and constant refresh of correct player and offer data, the sign up and log in workflow, accurate geo-location tracking, and successful push notification delivery.

Agile Project Management

Milestone 1
Set up data connection between Calder/CDI and Experiture.

Milestone 2
Iterate app design mockups per Calder's feedback.

Get approval for final app design to use for development.
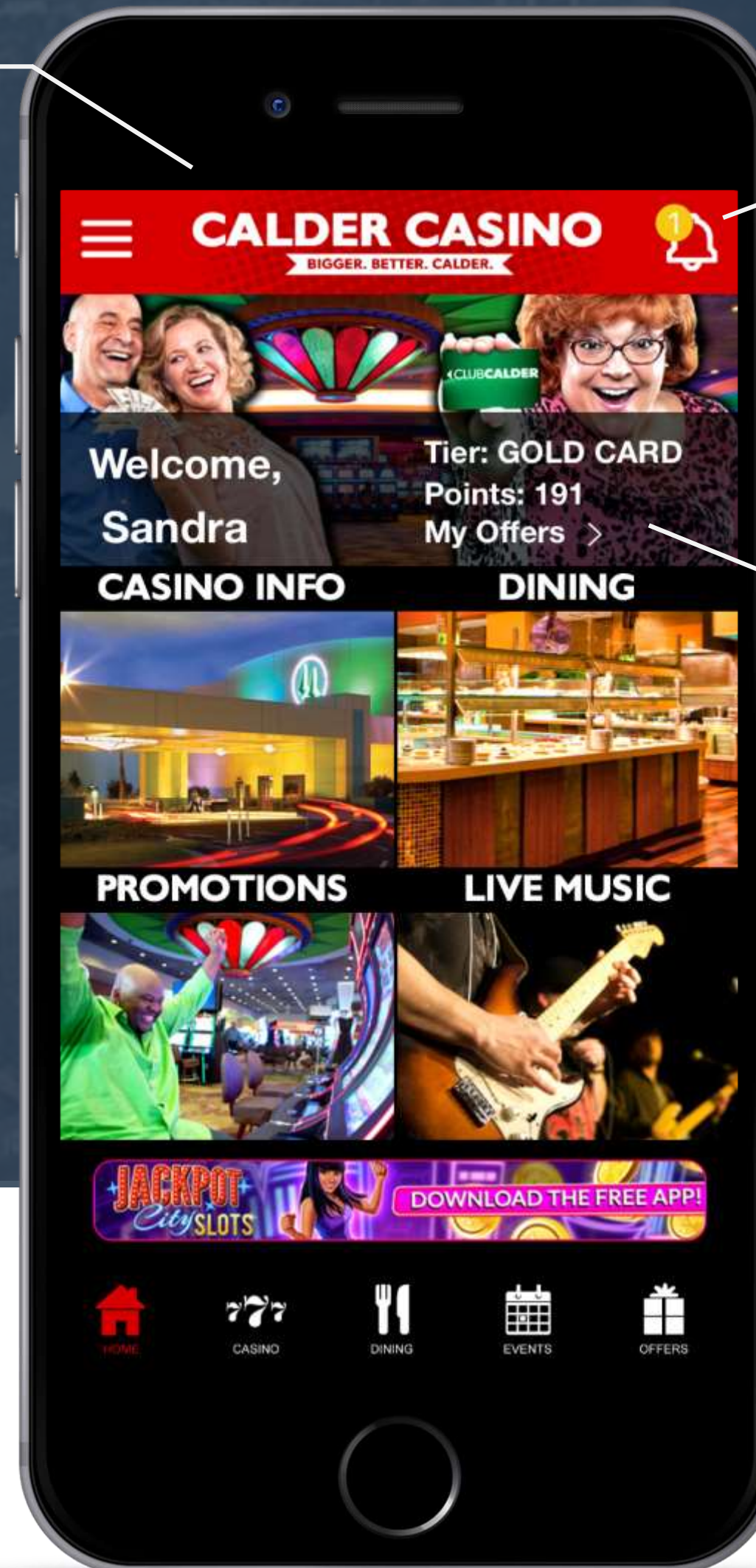
Milestone 3
Build app shell for iOS and Android versions.

Milestone 4
Build management module in the Experiture platform to add, edit, and update app content.

Populate apps using the Experiture module.

Milestone 5
Integrate iOS app with Apple Push Notification service for push notification delivery.

Integrate Android app with Firebase Cloud Messaging service for push notification delivery.

Milestone 6
Implement geo-location tracking services in both apps.

Build geo-fence module in the Experiture platform.

Milestone 7
Build push notification object in the Experiture program designer.

Integrate push notification object with geo-fence module.

Milestone 8
Conduct thorough QA and testing of all aspects of the apps.

Review the apps with Calder and complete any changes requested.

Implement engagement metrics for both apps.

Milestone 9
Release Calder Casino apps to the iOS and Google Play app stores.

Monitor app performance and collect feedback from users and Calder to build roadmap for improvements and updates.

Final
Product

Calder Casino Mobile App

Experiture's first mobile app for player engagement.

Custom Branded

Push Notifications

CALDER CASINO
BIGGER. BETTER. CALDER.

Welcome, Sandra

Tier: GOLD CARD
Points: 191
My Offers

CASINO INFO

DINING

Personalized Player Information and Offers

Customized Amenities for the Property

PROMOTIONS

LIVE MUSIC

JACKPOT City SLOTS DOWNLOAD THE FREE APP!

HOME   CASINO   DINING   EVENTS   OFFERS

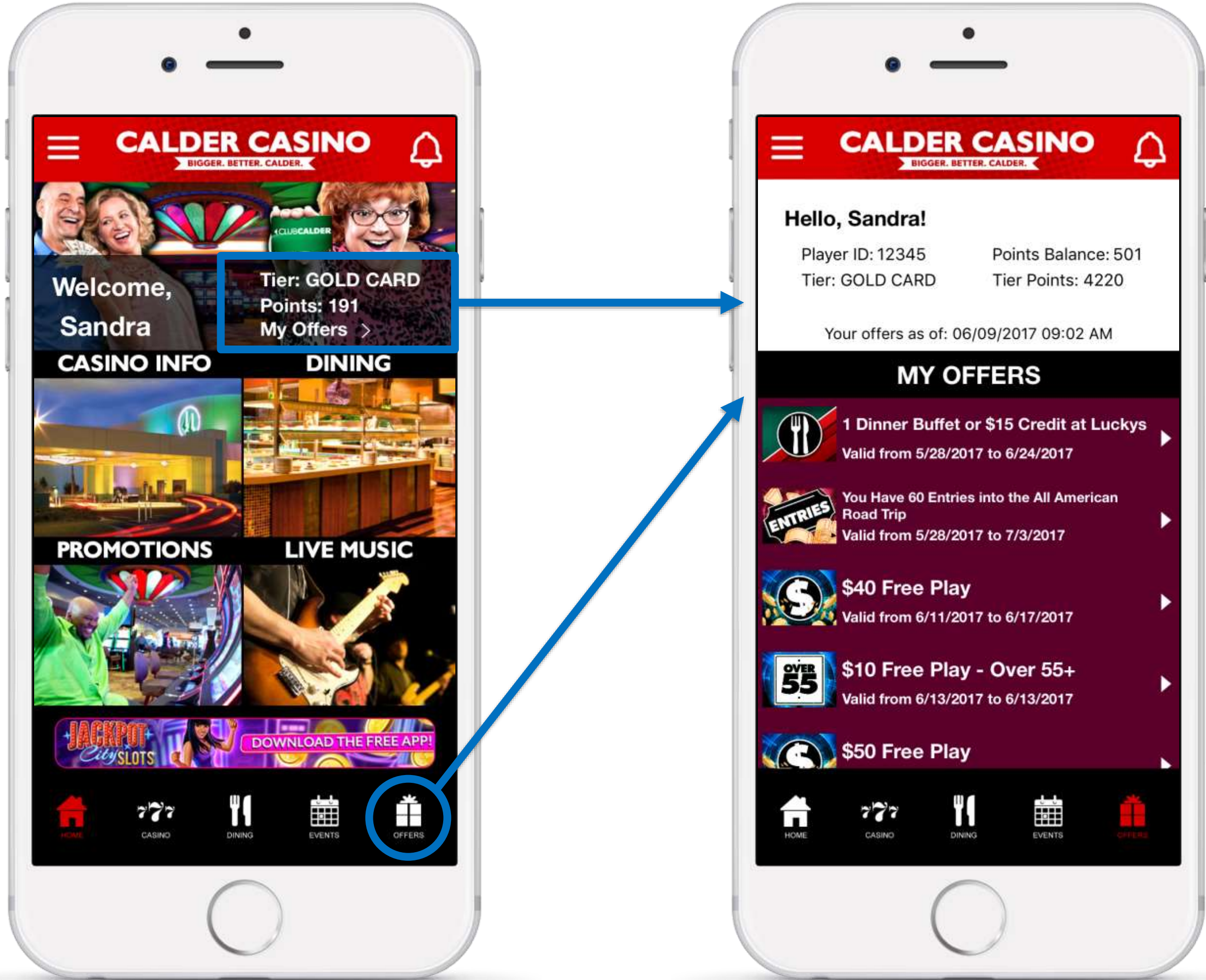Download on the App Store

GET IT ON Google Play

Custom Branded

Seamless Log In and Sign Up Process

Personalized Offers

Geo-Fence Support

Set up geo-located fences for players to receive special, location-based offers on their mobile devices.

Experiture features the ability to create geo-fences, where marketers can define a perimeter around a location, for example, their property, a competitor's property, or a venue hosting a local event.

When a push notification is created around a geo-fence, a message will be sent to players as they walk into the fence's perimeter, as long as both location tracking and push notifications are enabled on the device.
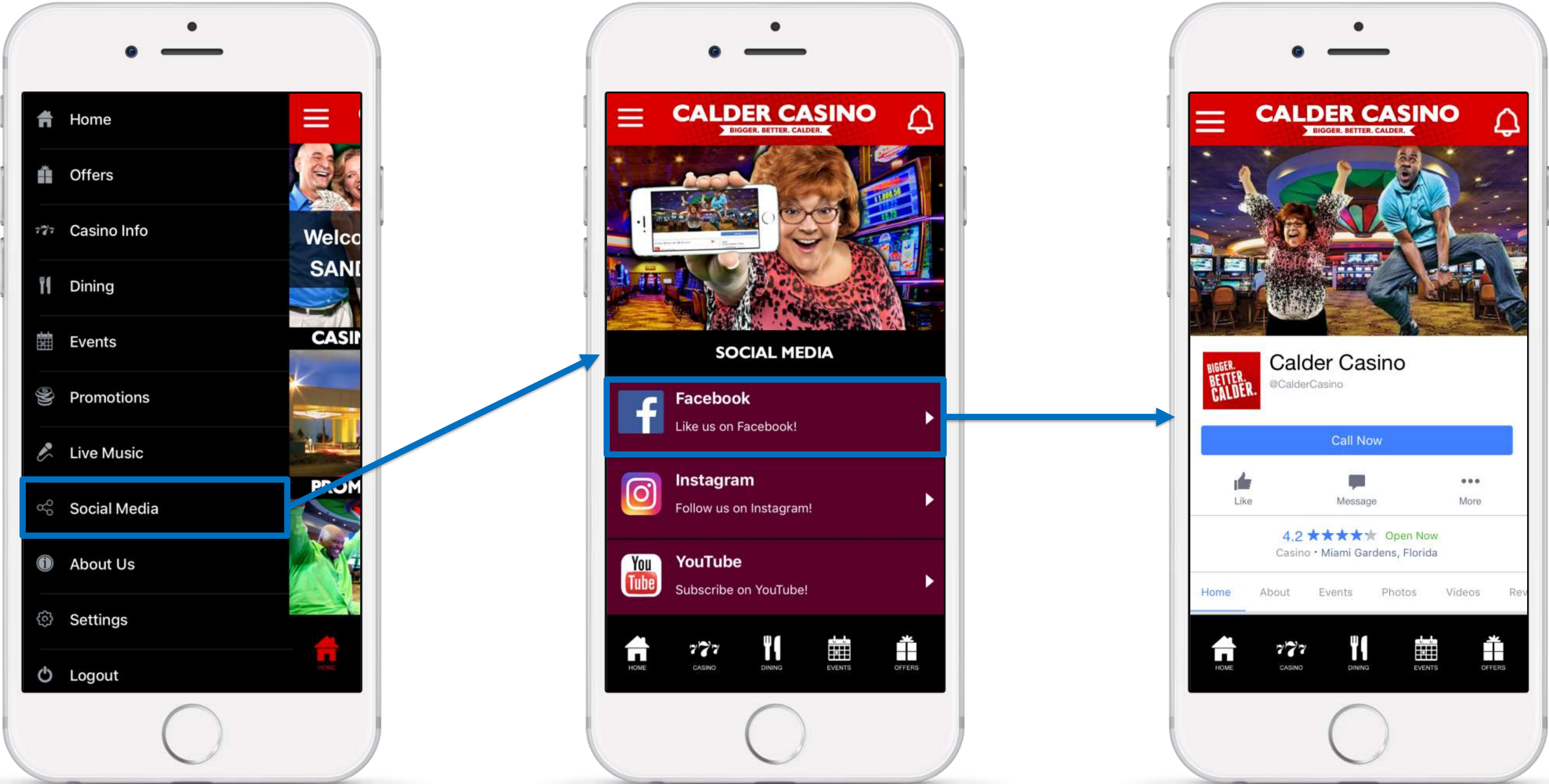
Location of players logged into the mobile app is tracked into the Experiture platform.

Create a geo-fence around a location
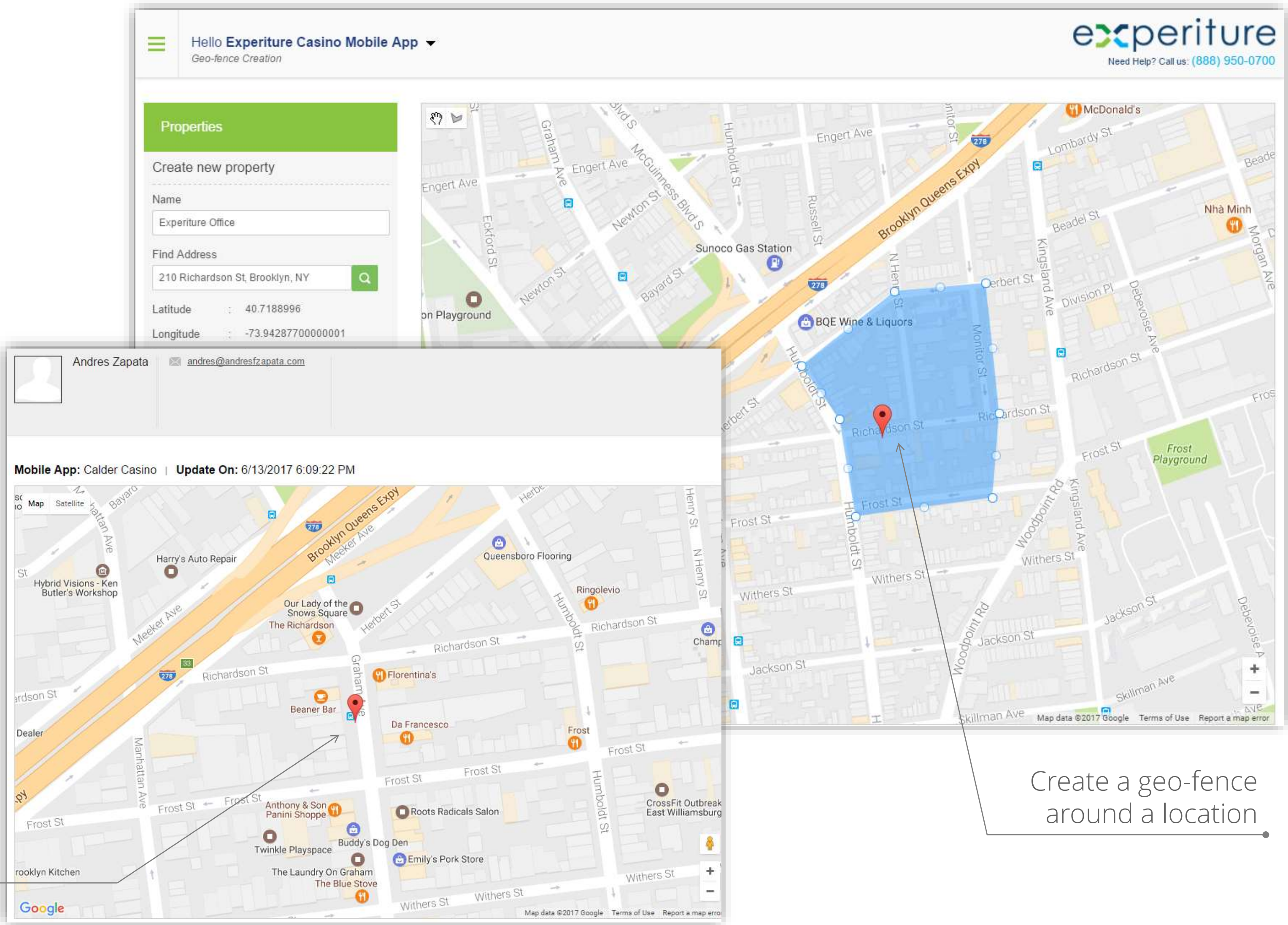
In-App Messaging
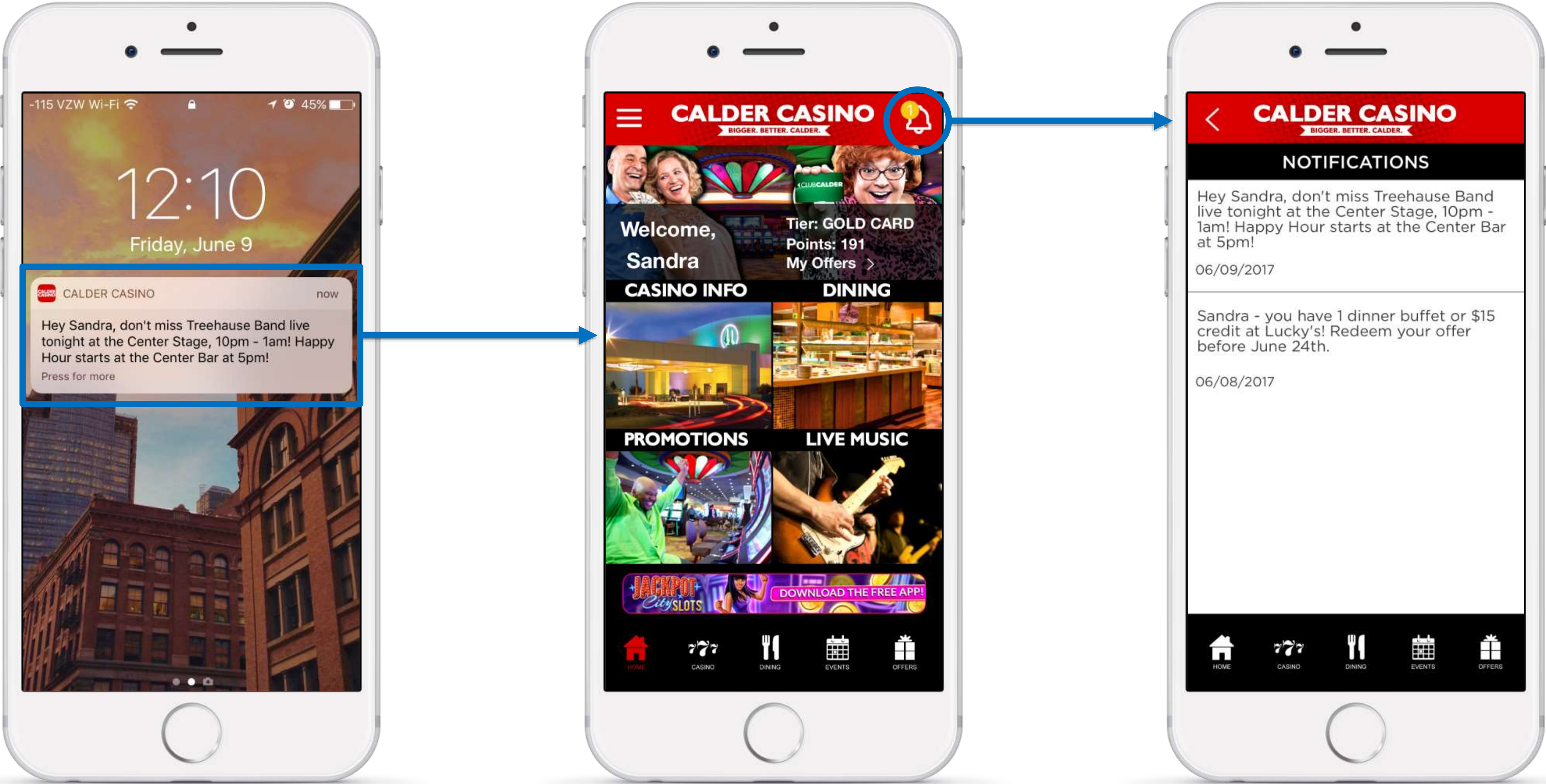
Social Media Integration

Thank You

Andres Zapata
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