

Casino Promo ROI Predictor

Plan smarter promotions. See the real economics. Learn from every result.

From promotion idea to measurable management decision - in one connected workflow.

PLAN

TEST

APPROVE

MEASURE

LEARN

A business-focused guide for casino executives, marketing, operations, finance, and player development.

1

Stop judging promotions by turnout alone

The aim: give management a clearer view of true promotional value before and after launch.

A busy promotion can still destroy value.

Casino Promo ROI Predictor turns assumptions, costs, player response, incrementality, risk, and actual results into a structured business case.

1

See the real cost

Combine redemption cost, fixed marketing spend, and operating or labor cost.

2

Separate lift from cannibalization

Estimate how much value may be genuinely incremental instead of rewarding play that would happen anyway.

3

Make a decision, not just a forecast

Translate the numbers into Proceed, Test First, Rework, or Do Not Proceed.

The goal is not to run more promotions. The goal is to run better promotions - with evidence.

2

The questions every promotion should answer

A single view for profitability, incrementality, risk, accountability, and learning.

- 1 What will the promotion truly cost?
- 2 How many eligible players are likely to redeem?
- 3 How much GGR may be genuinely incremental?
- 4 How exposed is the offer to cannibalization or waste?
- 5 Should we proceed, test first, rework, or stop?
- 6 What changes under a downside or upside scenario?
- 7 How did actual results compare with the forecast?
- 8 What should be repeated, changed, expanded, or retired?

One discipline: make the assumptions visible, make the decision explicit, and measure what happened.

3 One connected promotion lifecycle

Keep planning, testing, approval, execution review, and learning connected to the same promotion record.

1 Plan

Define audience, offer, cost, response, and value assumptions.

2 Evaluate

See ROI, risk, waste, cannibalization, and sensitivity.

3 Test

Use a controlled test when evidence or confidence is not strong enough.

4 Approve

Record the management decision and accountable owner.

5 Measure

Capture actual redeemers, actual cost, actual GGR, and visits.

6 Learn

Compare forecast with actual and carry the lesson forward.

CASINOOPS AI SECURE DATABASE EDITION - V1.23.0-RC1

Casino Promo ROI Predictor

General Manager General Manager

Download CSV template

Print memo

Security & sessions

Change password

Sign out

Purpose: management decision support only. This app estimates promotional ROI and highlights risk; it does not replace CMS, finance, audit, AML, or regulatory reporting.

DashboardCommand CenterPlan PromoPromotion WorkflowControlled TestPromo CalendarHistorical ImportComparisonActual ResultsApprovalsExecution

STAGE 18 GOVERNANCE

Versioned promotion workflow

Trace the exact approved scenario version through review, test, launch, evidence, actual results, variance review, and closure.

SearchMidweek Reactivation Free Play — Fictional

StatusAll statuses

OwnerExact owner name

Due stateAll

Rows25

Apply

Reset

MATCHING WORKFLOWS1

OPEN ON PAGE0

OVERVIEW ON PAGE0

CURRENT PAGE1/1

Showing 1-1 of 1 matching promotion workflows.

Promotion	Version	Status	Owner	Actual due	Date	Reconciliation	Evidence
Midweek Reactivation Free Play — Fictional Demo	v1	Closed	Casino Marketing Manager	2026-09-30	Complete	Reconciled	3

Previous

Page 1 of 1

Next

TRACEABILITY

Workflow detail and timeline

Midweek Reactivation Free Play — Fictional Demo - version 1 - Closed

PROJECTED ROI19.9%

COST\$5,090

RISK28/100

ACTUAL DUE2026-09-30

Approval policy

- Marketing review
- Finance review
- General manager review

Ready for test: Yes - Ready for launch: Yes

Immutable scenario versions

Version	Changes	Created by	Created
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Promotion workflow view - one record follows the decision from planning through closure.

4

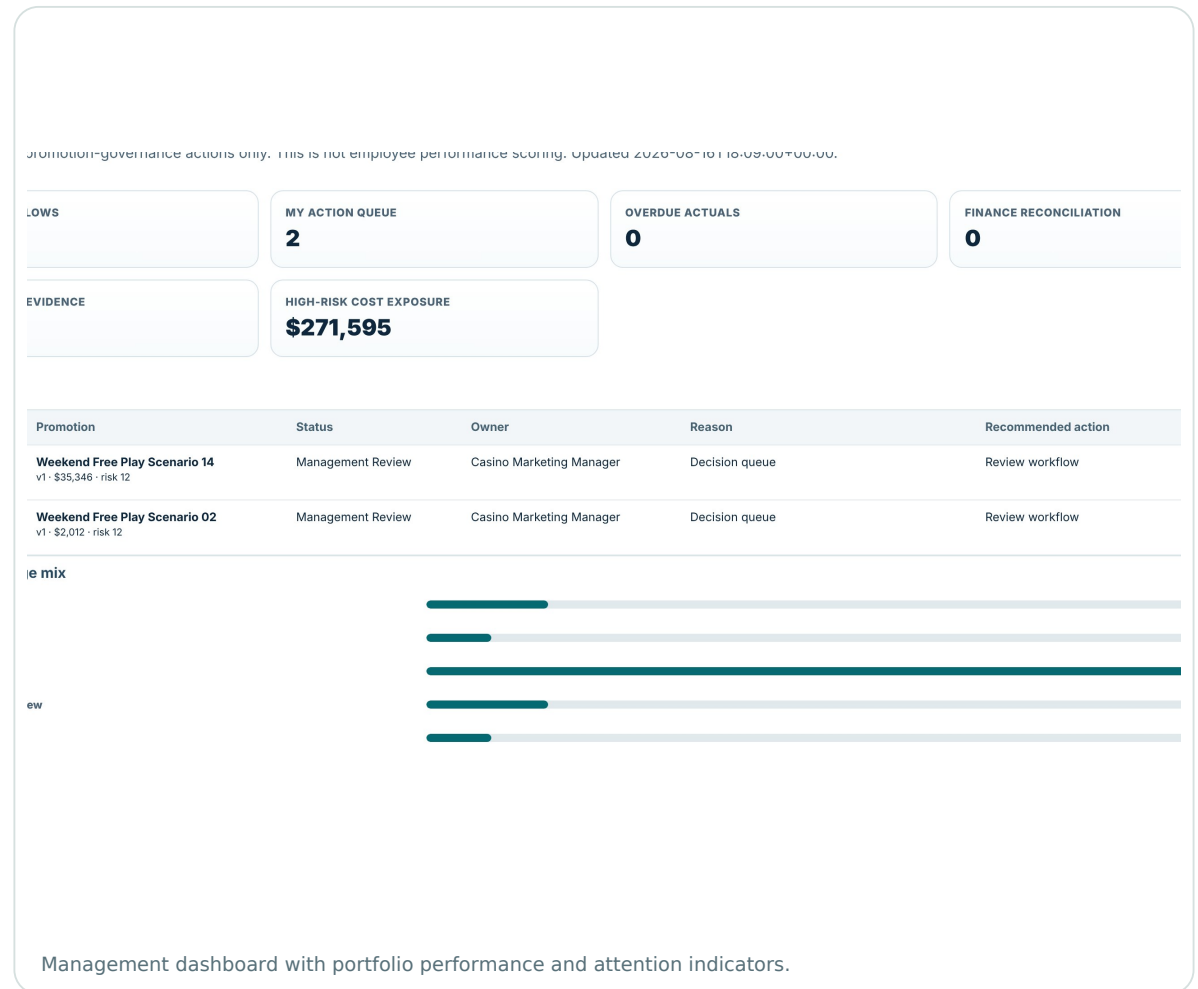
See the portfolio before opening every promotion

Dashboards and action queues help management focus on what needs attention now.

A clearer operating picture

- Monitor promotion count, total cost, net GGR, average ROI, estimated waste, and pending reviews.
- Identify upcoming promotions, overdue actuals, active tests, and records requiring follow-up.
- Compare stronger and weaker performers without rebuilding the analysis in spreadsheets.
- Move from a portfolio signal to the underlying promotion and next management action.

Less time searching for the issue. More time deciding what to do about it.



5

Build a complete promotion business case

Capture the assumptions that drive profitability - before the offer is approved.

1 Audience

Eligible players, target segment, promotion type, and objective

2 Response

Historical uptake, show-up adjustment, and expected redeemers

3 Value

Average GGR for existing and incremental players, plus expected lift

4 Cost

Redemption cost, fixed marketing spend, and operating or labor cost

5 Guardrails

Targeting exclusions, risk flags, required ROI, and

Every forecast is only as useful as the assumptions management can see and challenge.

Options

Play — Fictional Demo

Promo type
Free slot play

Value from incremental player value. Apply template

Promotion date
09/15/2026

Target segment
Inactive / reactivation list

Historical uptake %
22

Show-up adjustment %
0

Cannibalization
Incremental-player share %
40

Existing-player spend lift %
8

Avg incremental player GGR
105

Promo cost per redemption
20

Added labor / ops cost
650

Minimum acceptable ROI %
25

RECOMMENDATION

TEST FIRST
Risk 28/100 · High confidence · Formula v1.0.0

EXPECTED REDEEMERS 132	TOTAL COST \$5,090
NET INCREMENTAL GGR \$1,012	PROJECTED ROI 19.9%
CANNIBALIZATION 60.0%	WASTE ESTIMATE \$871

Sensitivity

Downside: -\$208 net GGR · -4.1% ROI

Base: \$1,012 net GGR · 19.9% ROI

Upside: \$2,233 net GGR · 43.9% ROI

Warnings and guardrails

Promotion planner with inputs, decision output, sensitivity, warnings, and manager brief.

6

Measure value beyond headline revenue

The app separates promotional activity from the value management actually wants to create.

Total cost

Expected redeemers x redemption cost + marketing + operating cost

Net incremental GGR

Existing-player lift + incremental GGR - total promotion cost

Projected ROI

Net incremental GGR divided by total cost

Incrementality

How much participation and gaming value may come from behavior that would not otherwise have happened.

Cannibalization

How much of the offer may be consumed by existing behavior instead of creating meaningful new value.

Likely waste

An explainable estimate that highlights cost exposure, broad targeting, weak exclusions, and existing-player concentration.

A promotion is not profitable because players redeemed it. It is profitable when the incremental value exceeds the full cost.

7

Turn analysis into a clear management decision

The recommendation is visible, explainable, and supported by downside and upside views.

PROCEED

The projected ROI meets the target and the risk level is acceptable.

TEST FIRST

The economics may work, but evidence, confidence, or risk needs a controlled test.

REWORK

The offer, cost structure, targeting, or assumptions need revision.

DO NOT PROCEED

The projected net result is negative and the business case does not support launch.

**The application supports the decision.
Management makes the decision.**

Avg incremental player GGR

105

Promo cost per redemption

20

Added labor / ops cost

650

Minimum acceptable ROI %

25

10+ days

☒ Exclude active in last 7 days

redeemers

☐ Exclude host-booked VIPs

1st month

☐ Include declining ADT players

High risk

☐ Cash-equivalent reward

High requirement

☐ Broad public offer

High

☐ No redemption cap

Save scenario

Export current CSV

Copy brief

Upside: \$2,233 net GGR · 43.9% ROI

Warnings and guardrails

No material model warnings were generated.

Manager brief

Midweek Reactivation Free Play — Fictional Demo is classified TEST FIRST. Expected redemptions are 132 with projected total cost \$5,090.00, net incremental GGR \$1,012.20, and ROI 19.9%. Estimated cannibalization is 60.0% and risk is 28/100.

Decision output with projected economics, sensitivity, guardrails, and a plain-language manager brief.

Compare options before committing budget

Test different assumptions without losing sight of the economics behind each option.

Scenario	Response	Cost	Net value	ROI	Management use
Conservative	Lower	Visible	Downside	Stress-tested	Protect the decision
Expected	Most likely	Visible	Base case	Target view	Set the plan
Upside	Higher	Visible	Potential	Opportunity	Understand the ceiling

Compare targeting

Test segments, eligibility rules, exclusions, and offer types.

Compare economics

See how cost, response, GGR, and incrementality change the outcome.

Compare risk

Review confidence, warnings, cannibalization, and minimum ROI thresholds.

The best scenario is not always the one with the highest projected ROI. It is the one management can defend and measure.

9

Test uncertain ideas and keep human approval visible

Controlled testing and recorded decisions make promotion governance practical, not ceremonial.

When a full launch is too early

- Define the test period, control approach, acceptance criteria, and quality checks.
- Keep the tested promotion linked to the scenario management reviewed.
- Record the result and whether the evidence supports launch, revision, or rejection.
- Capture approvals, reviewer comments, ownership, and the next required action.

A test is valuable only when the result changes the decision.

	Decision	Reviewer	Time
Review	Approved	Demo Administrator	2026-08-16T18:07:32+00:00
	Approved	Demo Administrator	2026-08-16T18:07:32+00:00
W	Approved	Demo Administrator	2026-08-16T18:07:32+00:00

Test governance

	Period	Quality	Conclusion
Testation Free Play — Governed Test	2026-09-15 → 2026-09-21	Acceptable	Fictional controlled test met planned group-size and quality checks.

Test case

Reference	Data	Reconciliation	Added
FICTIONAL-FIN-ROI-2026-0922	Complete	In review	2026-08-16T18:07:32+00:00

Timeline

16T18:07:32+00:00 · Lifecycle Closed · Demo Administrator

Review → Closed

16T18:07:32+00:00 · Finance Reconciliation Recorded · Finance Reviewer

Review → Variance Review

finance reconciliation matched the source report.

16T18:07:32+00:00 · Status Transition · Demo Administrator

Results Due → Variance Review

Results and source evidence recorded.

16T18:07:32+00:00 · Status Transition · Demo Administrator

Controlled-test and decision history view with quality, conclusion, and management record.

Coordinate the promotion calendar with operational reality

Review timing, overlap, cost concentration, and known event risks before approval.

Avoid isolated planning

- See planned promotions by date, segment, and estimated cost.
- Flag possible overlap with payday, pension day, holidays, or competitor events.
- Spot high-risk calendar entries and crowded promotional periods.
- Connect approved plans to actual-result deadlines and follow-up.

Good promotion economics can still fail when timing, capacity, or competing offers are ignored.

Purpose: management decision support only. This app estimates promotional ROI and highlights risk; it does not replace CMS, finan

ard Command Center Plan Promo Promotion Workflow Controlled Test **Promo Calendar** Historical Import

CALENDAR RISK

Add planned promotion

Date

Promo name

Segment

Estimated cost

☐ Payday / salary day ☐ Pension day

☐ Holiday / public event ☐ Competitor promo known

Add to calendar

CALENDAR CONTROLS

Risk overview

MATCHING ENTRIES

25

HIGH RISK

1

1 matching calendar entry

PLANNED OFFERS

Promotion calendar register

Search	Segment	Risk
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11 Close the loop with actual results

Move beyond forecast confidence by measuring what the promotion really delivered.

Forecast versus actual

- Record actual redeemers, actual promotion cost, actual GGR, and actual visits.
- Compare actual ROI with the approved forecast.
- Identify whether performance finished above, near, or below expectation.
- Document findings, explain variances, and confirm the result before closure.

Actual ROI

Measured result

Variance

Actual vs forecast

Did the promotion create the value we expected?

AFTER PROMOTION

Record actual results

Saved scenario

Midweek Reactivation Free Play — Fictional Demo · Closed

Actual redeemers

130

Actual promotion cost

5600

Actual incremental GGR

8900

Actual visits

520

Abuse findings

Management notes

Save actual results

VARIANCE OVERVIEW

Forecast versus act

MATCHING RECORDS

13

AVERAGE ACTUAL ROI

124.8%

RESULTS REGISTER

Forecast-versus-actual records

Actual-results entry with forecast-versus-actual variance review.

12

Turn promotion history into management intelligence

Use past performance to improve targeting, budgeting, offer design, and future approval decisions.

Report Center

Management assessment: REVIEW REQUIRED

COUNT

TOTAL COST
\$1,265,025

NET GGR
\$262,136

AVERAGE ROI
21.7%

WASTE
36

PENDING REVIEWS
4

UPCOMING
16

SAVED SCENARIOS
19

2026-08-16T18:09:14+00:00 Prepared by: Demo Administrator Application: v1.22.0-rc1 Database: sqlite

Active scenario

	Midweek Reactivation Free Play — Fictional Demo	Status	Closed
	19.9%	Net incremental GGR	\$1,012
	28/100	Recommendation	TEST FIRST

Forming promotions

	Type	Segment	ROI	Net GGR	Decision
Welcome · locals · Aug 2025 #2	Comps	Locals	109.8%	\$8,333	PROI
Slots · Jun 2026 #2	Matchplay	Slots	107.9%	\$12,613	PROI
Gift · mixed · Sep 2025 #1	Bounceback	Mixed	106.9%	\$5,000	PROI

Management attention list

Promotion	Type	Segment	ROI	Net GGR
Senior Wednesday · tablegames · Sep 2025 #10	Cashback	Tablegames	-58.9%	-\$5,400
Slot Tournament · locals · Jan 2026 #9	Matchplay	Locals	-58.5%	-\$4,030
Bounce-Back Offer · locals · Aug 2025 #10	Food	Locals	-57.1%	-\$2,950

Portfolio reporting view with performance, attention items, and management assessment.

Rank what worked

Compare ROI, net incremental GGR, cost, cannibalization, waste, segment, and promotion type.

Find repeatable patterns

Review monthly trends, stronger segments, effective offer types, and recurring performance gaps.

Build institutional memory

Carry evidence and management lessons into the next promotion instead of starting from scratch.

History matters when it changes the next decision.

13 Give every stakeholder the view they need

Turn detailed promotion records into concise evidence for executive, finance, marketing, and operations review.

Executive

Business case, recommendation, key risks, and required management action.

Finance

Full cost, expected and actual value, ROI, variance, and reconciliation.

Marketing

Response, targeting, segment performance, offer effectiveness, and next-step learning.

Operations

Timing, ownership, controlled-test commitments, actual deadlines, and open follow-up.

Report Center

Initial assessment: REVIEW REQUIRED

COUNT

TOTAL COST

NET GGR

AVERAGE ROI

FASTE

PENDING REVIEWS

UPCOMING

SAVED SCENARIOS

2026-08-16T18:09:14+00:00

Prepared by: Demo Administrator

Application: v1.22.0-rc1

Database: sqlite

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Bounceback - Sep 2025 #1	Bounceback	Mixed	106.9%	\$5,000	PROI	Bounce-Back Offer - locals - Aug 2025 #10	Food	Locals	-57.1%	-\$2,95

Management report view - a concise portfolio summary for review meetings.

Available outputs can support print/PDF, CSV, spreadsheet, HTML, and structured data workflows.

Use AI to explain the evidence - not to run the casino

Optional AI support helps managers understand results faster while keeping authority with people.

Explain

Summarize calculations, assumptions, warnings, confidence, and the reason behind a recommendation.

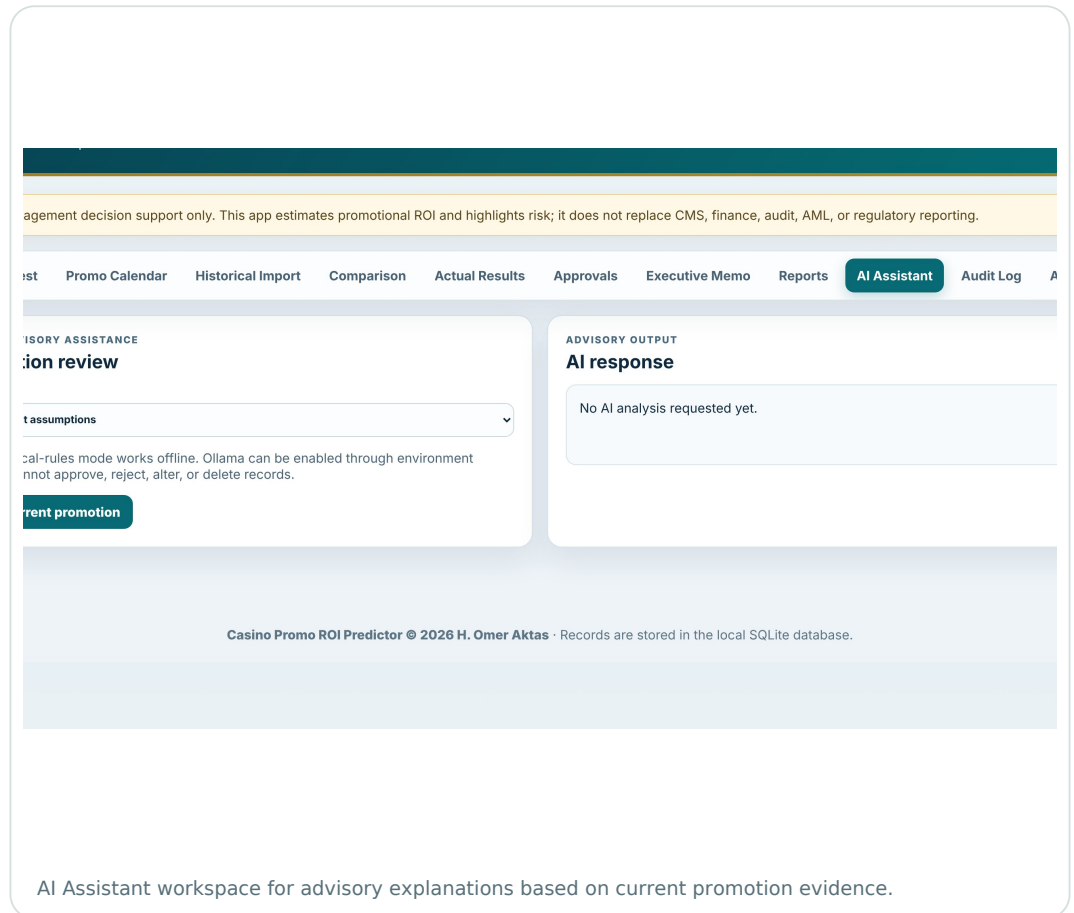
Compare

Help management explore scenarios and understand how different assumptions change the outcome.

Communicate

Turn detailed analysis into a concise management brief for review and discussion.

AI may assist with explanation. It does not approve, schedule, launch, or close a promotion.



Move from promotion activity to promotion discipline.

A practical review rhythm for every promotion

1

Challenge the assumptions

Are the audience, response, cost, value, and incrementality estimates credible?

2

Review the downside

What happens if response or value is weaker than expected?

3

Choose the decision

Proceed, Test First, Rework, or Do Not Proceed - with an owner and conditions.

4

Measure the result

Record actual cost, actual GGR, actual visits, and variance.

5

Carry the learning forward

Repeat what created value and stop funding patterns that did not.

Plan with evidence. Approve with clarity. Measure with discipline. Learn with every promotion.

Before launch

Know the real cost, expected incremental value, decision, owner, and review date.

After launch

Know the actual result, variance, lesson, and next management action.