



**Growing your Player
Database just got easier.**

database 
dynamics

Our **Free2Play** promotions increase daily traffic, customer engagement and incremental visits, while adding thousands of people to your marketing database.

Why Free2Play now?

Free2Play promotions inherently have a higher social interaction.



Why Free2Play now?

Our Free2Play promotions encourage return visits resulting in higher potential interaction with other casino offerings.



Why Free2Play now?

Our Free2Play promotions appeal to a younger, male dominated demographic



Why Free2Play now?

Free2Play games capture customer data.



Why Free2Play now?

Our Free2Play sports promotions are legal in all 50 states.



Why Free2Play now?

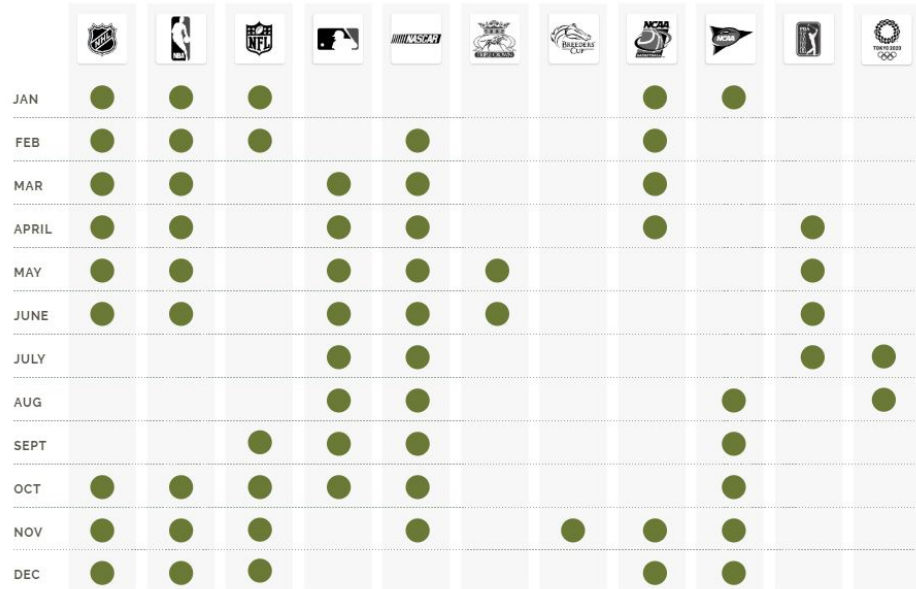
Our Free2Play promotions engage and connect you with future sports bettors.



Why Free2Play now?

Our Free2Play promotions can cover every sport and can run year-round.

2020 Sports Calendar



Free2Play -Fact-

60 Million Plus

fantasy sports players in the
US & Canada



Free2Play -Fact-

71% are males

Average age of 32, with
incomes over \$75,000

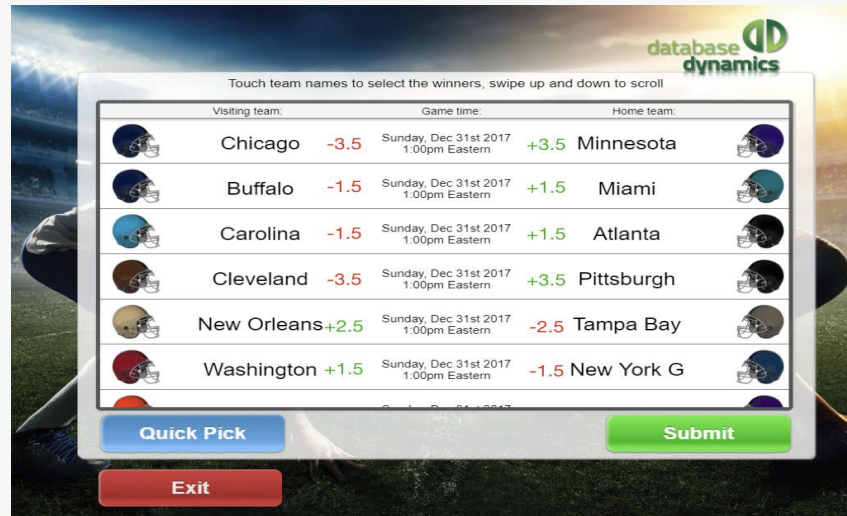


How to Implement Our Free2Play Promotions Program

1. Complete our requirements assessment survey
<https://su.vc/cfdrxowk>
2. Schedule a conference call

Free2Play -Fact-

Our Free2Play Pick the
Winners Promotions
emulates real sports betting



Free2Play -Fact-

Customer acquisition costs are in the single digits, making it a highly affordable option for any casino.



Why you
want to
acquire
sports
bettors
now!

Your Free2Play customers
will be your sports bettors
of the future.



Why you
want to
acquire
sports
bettors
now!

It is estimated that 20 to 30 states will have legalized sports betting in the next 5 to 10 years



Why you
want to
acquire
sports
bettors
now!

Acquiring a sports bettor customer today will be significantly cheaper than after legalization.



Why Database Dynamics



Winner of the
Top 20 Most
Innovative
Gaming
Technology
Products of 2008

Why Database Dynamics

With over **10,000,000** entries into our casino promotions, **Database Dynamics** is the industry leader in sports-based promotions for casinos across the country.

Why Database Dynamics



Our Plug & Play solutions
requires **NO back-end
interface** and minimal
interaction with your IT
Department





For one customer, our Summer NASCAR promotion created **7,233 entries** by 5,562 accounts in **21 days**.



For another customer, our 2019 March Madness promotion produced **2,098 entries** by 1,496 accounts in **8 days**.



This NFL promotion ran live at a casino with roughly **25,000 carded players**.

CARDED MEMBERS

9.5%

of the carded players participated in the promotion

Delivered additional
\$44.90

casino win per carded player during the promotion

Increased weekly visits to the casino because they can make their picks once / day

NEW MEMBERS

2.45%

increase of carded players due to the promotion

Delivered additional
\$79.11

casino win per carded player during the promotion

POST PROMOTION

44.6%

of the new carded players returned to the casino during the promotion

Delivered additional
\$155.56

casino win per carded player during the promotion

CASE STUDY FINDINGS

9.1 X

9.1 times the total cost of the promotion during the 14 weeks it ran.

Delivered additional
\$150,000

additional win from their new customers in the 14 weeks following the promotion

“We have experienced a solid trend line of **user growth** as we continue to utilize the product.”



Jim Wise
Vice President of Marketing
Firekeepers Casino Hotel

“ I am glad we partnered with Database Dynamics for the promotional kiosks at Seneca Casinos, and would again **recommend them** to others looking for an interactive and intuitive means to build excitement among guests and drive traffic. ”



Greg Bechkos
Vice President of Marketing
Seneca Gaming Corporation



“ Their promotion produced a **126% INCREASE** in participation over the previous year’s promotion through the first 9 weeks of the NFL season and we are averaging over 225 additional new players per week. ”



“ I have utilized their promotional kiosks at two properties and the results have been very positive at both. Not only did we realize **increased traffic**, but a **10% increase of spend** was also seen. ”



Washington State Based Casino
3,100 Gaming Machines & 70 Table Games

“ I **highly recommend** Database Dynamics to help your organization reach your marketing goals. ”



Conrad Granito
General Manager
Muckleshoot Casino



About Us

Database Dynamics has a fifteen-year track record helping casinos to grow their customer base using innovative and engaging fantasy sports-based games, live events and promotions.