

# Why Duetto?

## Because it's a GameChanger™



“The Duetto solution has completely transformed our revenue strategy. It gives us the tools to and confidence to be much more proactive in our decision-making for various channels and segments. Before implementing the system we didn't have the visibility to understand where we were giving up margin and profit, and in a competitive market like ours, we could no longer afford that.”

—Kenny Epstein, Owner, CEO and Chairman, El Cortez Hotel & Casino

### Open Pricing

This revolutionary new approach enables casinos to:

- Capitalize on real-time demand through flexible and dynamic pricing.
- Price all channels, segments, room types and promotions independently based on separate price elasticity and demand.
- Create pricing rules to automate strategies including enabling dynamic differentials for room type and competitive situations.

### Casino Pricing

Forecast and price each gaming segment independently — based on your gaming worth calculations or total customer value. Optional integrations with casino systems or regular extracts from your gaming database enable pricing at a more granular segmentation.

Casino reinvestment can be adjusted by day of week, season and true demand, ensuring pricing recommendations are aligned with the overall casino strategy and optimized accordingly.

### Comprehensive Data

GameChanger is the only solution that measures true unconstrained demand through consumer-centric data and not just historical bookings, pace and competitive pricing. Gain visibility with innovative data like:

- social review
- airlift
- web shopping

Track web regrets and denials, react quicker to market changes and better understand price elasticity. Combine this rich data with your marketing database to enable a complete view of gaming segment behaviors.

### A True Partner

Our goal isn't customer service — it's customer success. A smooth deployment is the first step to long-term prosperity and our comprehensive training and implementation program ensures your company will be ready to optimize revenue from day one.

Our customer success team is made up of revenue strategy experts from many of the most respected gaming companies around the world. From onboarding to ongoing support, we're there to maximize the capability of our solution to execute your revenue strategies.

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**For more on the Duetto experience:**  
Watch this video from Red Lion Hotels

