Intralot **Player**X

Maximizing
your players' value

intralot

Player Management across all channels

INTRALOT PlayerX constitutes the heartbeat of any gaming ecosystem, managing identifiable players in retail and online domains, maximizing their lifetime value across different products and reducing churn in the most efficient ways.

Consisting of four key modules – an advanced Player Account Management system, a superior suite of Marketing Tools, a Risk, Fraud & Payments module and a Game Management console – the platform offers a holistic solution for boosting revenues, by monitoring and managing customer's playing behavior as well as by optimizing ROI and marketing spending.

INTRALOT PlayerX is a future-proof, modular and flexible solution that can adapt to changing operator needs and support any number of third-party tools. It is fully integrated with all gaming verticals, as well as affiliate systems, payment providers, communication systems and more.

Either as stand-alone or in full cooperation with other INTRALOT systems, the platform offers unrivaled cross-channel experience management capabilities, all in line with WLA and international principles and standards for responsible gaming.

Key features & benefits

▶ **Player Account Management**
The PAM system gives operators a 360˚ view of player preferences, activity, payment data and limits. By maintaining a single account and e-wallet with multiple fund classifications per player for all games and channels, it enables operators to gain comprehensive insights into player habits and gaming patterns.

▶ **Marketing Tools**
The Marketing Tools set offers all the functions required to convert and manage players, maximize their lifetime value and reduce churn. Through advanced segmentation, loyalty, bonus and promotion functionalities, centralized management and real-time reports, operators understand their players and exceed their expectations with personalized land-based and online offerings that create concrete, long-lasting bonds with their brands.

▶ **Risk, Fraud & Payments Mechanism**
This module provides the means to assess and control risk and fraud, manage payments and align with responsible gaming best practices. The module's tool set includes a unique fraud-scoring engine, global and personalized limits, as well as withdrawal approval mechanisms.

▶ **Game Management Console**
Operators can integrate games from different suppliers and manage game-specific attributes through the Game Management Console. Supporting all game verticals, the platform comes pre-integrated with INTRALOT gaming systems, as well as major third-party game content providers.

intralot

intralot

Contact us:
info@intralot.com
www.intralot.com