

# 10-Minute Fix: Rewrite Your Casino Marketing Reporting from Outputs to Outcomes

*A quick exercise to help you stop reporting what got done and start showing what changed.*

If your marketing updates lead with campaigns launched, events executed, and messages sent, you may be telling only half the story. This 10-Minute Fix helps you rework one report so it highlights outcomes, business impact, and the value your team actually created.

## **Step 1: Find the output statements**

Look at your most recent campaign recap, promotion/event summary, or leadership report.

Highlight every sentence that only tells what was completed. For example:

1. We sent three emails.
2. We launched a kiosk promotion.
3. We hosted a player dinner.
4. We dropped a Thursday free play mailer.

These are outputs. They matter, but they do not explain whether the work changed guest behavior or improved performance.

## **Step 2: Ask the missing question**

For each output statement, ask:

What changed because of this work?

If you cannot answer that yet, ask:

1. what behavior were we trying to influence?
2. what result should we have tracked?
3. what evidence would tell us this worked?

### **Step 3: Rewrite each statement in outcome language**

Use this simple formula:

We executed [tactic] to influence [audience] to change [behavior], and the result was [outcome].

#### **Example 1**

Before:

We sent three segmented emails.

After:

We sent three segmented emails to mid-worth weekday guests to increase Thursday visitation, and response improved versus the prior campaign period.

#### **Example 2**

Before:

We hosted a player dinner on Thursday.

After:

We hosted a player dinner to reactivate softened invited guests, and several returned within ten days.

#### **Example 3**

Before:

We launched a new member promotion.

After:

We launched a new member promotion to increase carded sign-ups and improve second-visit conversion, and both measures improved over the prior period.

### **Step 4: Add one business lens**

Now add one sentence that answers:

Why did this matter to the business?

Examples:

1. This helped increase weekday trips from a target segment.
2. This supported reactivation among previously soft players.
3. This improved acquisition quality, not just acquisition volume.
4. This helped use reinvestment dollars more efficiently.

This is where reporting stops sounding tactical and starts sounding strategic.

## Step 5: Identify the missing planning gap

If your report still feels weak, the problem may not be the writing. It may be the planning.

Ask:

1. Did we define the target segment before launch?
2. Did we define the behavior we wanted to change?
3. Did we agree on the success metric ahead of time?
4. Did we know what business impact we hoped to create?

If the answer is no, note that as the fix for the next campaign.

### Quick practice box

Take one recent campaign and complete these five prompts:

- Output:
- Target audience:
- Behavior we wanted to change:
- Outcome we observed:
- Why it mattered to the business:

### Copy-and-paste reporting starter

Use this when writing your next update:

We launched [campaign/promotion/event] to influence [target segment] to [desired behavior]. While the output was [what we executed], the more important result was [what changed]. This mattered because it contributed to [business impact].