Trio360 and Casino Science form partnership to unify multi-channel host team marketing with world-class data insights

[Seattle, WA/Dallas, TX]: Trio360 and Casino Science today announced a new partnership that will combine Trio360's multichannel casino marketing and VIP trip management platform with Casino Science's industry leading analytics and insight capabilities.

"Trio360 is the only casino marketing platform to combine call, text, email communications and VIP Reservation Management into a single tool, helping casinos drive more VIP revenue and streamline management and operations. We recognized that adding automated insights and analytics into Trio360 would help our customers drive even more revenue. Collaborating With Casino Science to build these capabilities into Trio was an easy decision," explained Craig Shacklett, CEO of Trio360.

The first feature launching as part of this new partnership is Trio Host Insights. Trio Host Insights gives the casino a new level of visibility into every aspect of the player development team by transparently evaluating host performance. The solution shows how player development teams are performing with real-time productivity reports and analysis.

"Trio Host Insights uses data science to ensure that player development teams are driving trips and revenue," said Az Husain, CEO of Casino Science.

Trio Host Insights keeps player development teams on track. "We empower host teams with clear and concise goal tracking to increase the time your hosts spend with outbound marketing activities," explained Husain.

"Trio Host Insights is an exciting first step in our partnership and we look forward to building out Trio360's robust analytic capabilities and helping casinos maximize their revenues," said Shacklett.

About Trio360

Trio360 helps casinos generate more revenue per player and customer satisfaction by enabling player development teams with personalized, efficient messaging and high-visibility into host productivity, while reducing the administrative costs. For more information and customer testimonials, visit www.trio360.vip.

About Casino Science

Casino Science is a data science and analytics solutions company that works exclusively with tribal and commercial gaming enterprises across Canada and the US. The company provides casino operators with managed services and packaged analytics solutions. Casino Science manages and analyzes millions of direct mail rewards for casino operators every year. In 2020, Casino Science was recognized by CIO Review magazine as one of the [10 Most Promising Technology Solution Providers for Casinos](). For more information, visit www.casinosci.com.