# REAL-TIME MARKETING AT GAMING MACHINES


## ABSTRACT OF THE DISCLOSURE

A program for rewarding players for gaming at a casino establishment provides a player with real-time incentives while the player is playing at a gaming machine in the casino. Information about the player and/or the player's gaming activity is collected while the player is at a gaming machine in a casino. This information is used by a marketing system to select an incentive to provide to the player. The incentive is then delivered to the player, for example manually by a casino employee or automatically using a printer or other mechanism at the gaming machine. Various types of incentives can be provided to a player, including incentives designed to provide the player with an experience that is favorable to the casino and incentives designed to keep the player gaming in a casino for a longer amount of time.


Figure 4