Neuralift AI

REAL-MONEY GAMING

Discover the growth hidden in your player data

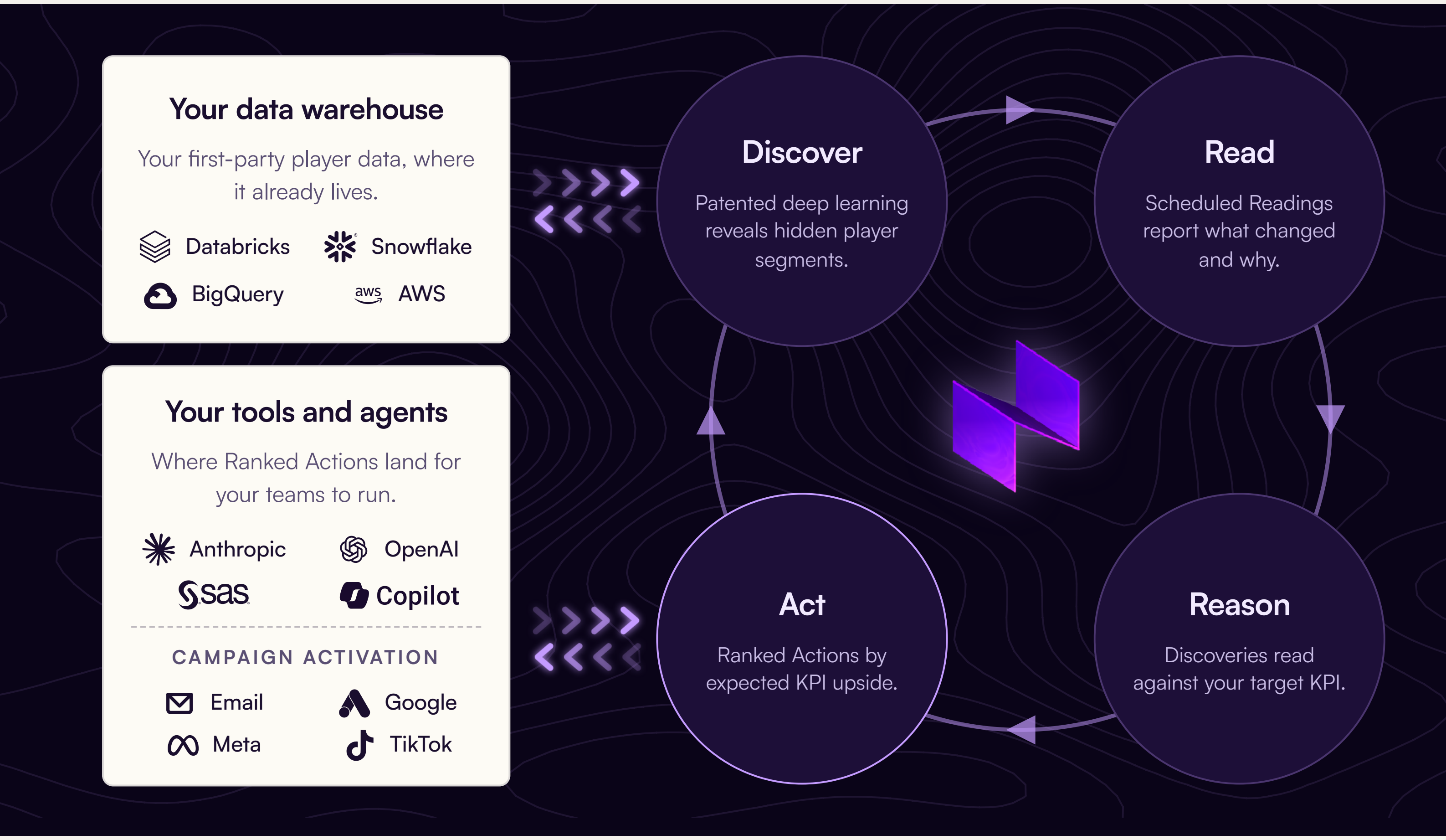
Discover what you don't know.
Know when it changes.
Know what to do next.

Four case studies from land-based and digital gaming operators: multi-property casino and hotel, sportsbook and iGaming, regional casino in a contested market, and general-population VIP development.

www.neuralift.ai

Your player data deserves its own neural network.

Neuralift trains a dedicated neural network on your player data, finds the groups you would never think to look for, tracks how they shift, and ranks what to do next.



Your data warehouse

Your first-party player data, where it already lives.

Databricks
Snowflake
BigQuery
AWS

Your tools and agents

Where Ranked Actions land for your teams to run.

Anthropic
OpenAI
sas
Copilot

CAMPAIGN ACTIVATION

Email
Google
Meta
TikTok

Discover

Patented deep learning reveals hidden player segments.

Read

Scheduled Readings report what changed and why.

Reason

Discoveries read against your target KPI.

Act

Ranked Actions by expected KPI upside.

Neuralift is a fast-growing technology supplier to the real-money gaming sector.

We operate globally with land-based and digital operators, helping casino, hotel, racing, sportsbook and iGaming teams on the growth questions their existing tools cannot answer.

Each client gets their own deep-learning powered customer model.

Neuralift securely trains this in isolation on their data alone, attuned to their proprietary use cases and business context, using state-of-the-art Nvidia GPUs.

PATENTED DISCOVERY

U.S. Patent No. 12,321,960

databricks BUILT ON PARTNER

NVIDIA INCEPTION PROGRAM

ISO 42001 Certified

AICPA SOC

SOC 2 TYPE II CERTIFIED

01 · 04

Winning the extra visit

Customer: Multi-property casino, hotel and racing group

The problems

- Fixed monthly offers targeted value tiers not **what would bring a player back, or when they could visit.**
- Room offers went to players who never stayed overnight, while dining incentives were missing for players they could motivate.

The Neuralift solution

01 Discovery

Neuralift's patented deep learning **identified segments by visit rhythm and offer response**, uncovering valuable, low-frequency players whose growth opportunity was another visit not more spending per trip.

02 Reasoning

Revealed mismatches between offers and realistic trip patterns, alongside consistent weekday habits that made timing actionable.

03 Action

Replaced unused room offers with same-day play-and-dine incentives, added dining credits where relevant, and timed second-visit invitations to players' usual visit days.

The results

~2,000 incremental visits across ~**20,000 targeted players** over **3 months**.

9.8-percentage-point lift in second-visit conversion, with **29% of targeted players returning** versus **19% in an untreated comparison group**.

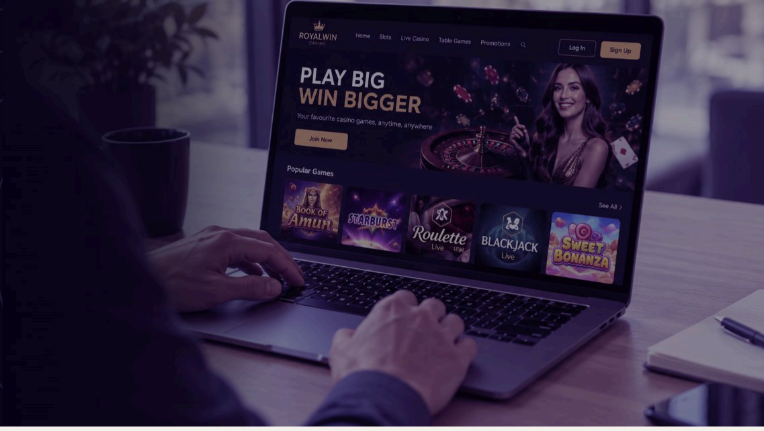
~$800,000 in incremental gaming and non-gaming revenue, averaging ~**$400 per additional visit**.

$1.2 million in estimated annualized incremental operating profit, after additional incentive costs and the operating costs of additional visits.

Illustrative case study. Operator not named at their request.

Optimizing bonus profitability

Customer: Global sportsbook / iGaming operator



The problems

- Rules-based segmentation determined **how much bonus to give, not whether it generated incremental profit.**
- **Loss-making bonuses went undetected** because recipients appeared profitable in standard reporting.

The Neuralift solution

01 Discovery

Neuralift's patented deep learning identified **14 bonus-response segments**, revealing an approximately **€19 spread in net gaming revenue per bonus euro**.

02 Reasoning

Neuralift identified loss-making bonus cohorts representing **approximately 33% of bonused players**, including otherwise-profitable players whose offers cannibalized revenue they would have generated anyway.

03 Action

Neuralift designed strategies to **stop ineffective bonuses,** move selected segments to earned-only offers, and match offer duration to each segment's measured payback speed.

The results

~€3 million in annual bonus savings across ~**30,000 players**, averaging ~**€100 saved per player**.

28% improvement in bonus efficiency, increasing net gaming revenue per bonus euro from **€2.00 to €2.56**.

40 analyst hours saved per month, equivalent to **€36,000 in annual staff capacity**.

~€2.4 million in annualized incremental operating profit, after additional gaming duties and program costs, with no reduction in gaming revenue before bonuses.

Illustrative case study. Operator not named at their request.

Winning the battle zone

Customer: Regional casino in a contested market

The problem

- A nearby competitor was drawing away players, but existing segmentation could not distinguish **genuinely contested customers from those the property had a geographic advantage in attracting.**
- Distance to competitors was not informing offers, leaving both retention risks and local growth opportunities overlooked.

The Neuralift solution

01 Discovery

Neuralift's patented deep learning identified segments using player locations and relative drive times, revealing **competitive position not just player value.**

02 Reasoning

Found dormant players concentrated in a rival's primary trade area and **25,000 nearby cardholders who had never received an offer**, despite living substantially closer to the operator.

03 Action

Emphasized convenience for nearby players, consolidated high-value invitations for contested households, and **calibrated incentives** for historically unresponsive players closer to a rival.

The results

~1,000 incremental reactivated players from contested and competitor-favored areas over **3 months**, with **11% reactivating versus 6% in a comparison group - a 5-percentage-point lift**.

~2,000 incremental visits from previously uncontacted local players, a ~**20% lift in visit frequency** versus a comparison group.

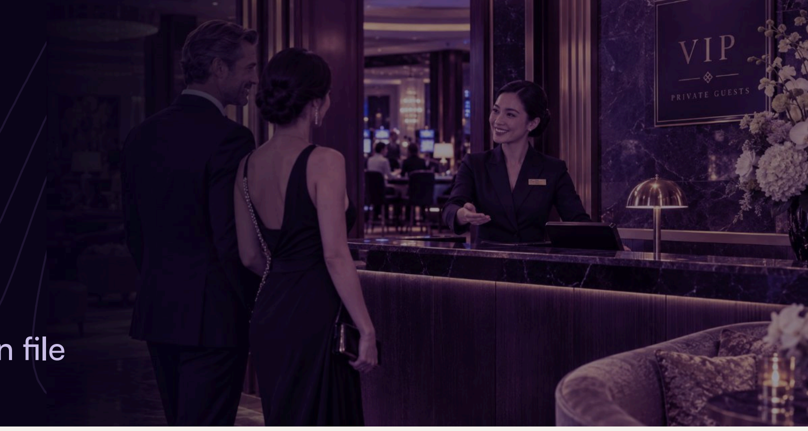
$1 million in incremental gaming and non-gaming revenue over the three months, including **$400,000 from reactivated players** and **$600,000 from previously uncontacted local players**.

$1 million in estimated annualized incremental operating profit, after additional incentive, gaming-tax, visit-servicing, campaign and technology costs.

Illustrative case study. Operator not named at their request.

Recognizing VIP potential earlier

Customer: Casino operator, general-population file



The problem

- Accumulated-value thresholds delayed VIP recognition, leaving **high-producing newcomers on the same welcome offer as everyone else.**
- Welcome incentives and host outreach failed to reflect early player value, leaving promising relationships under-supported.

The Neuralift solution

01 Discovery

Neuralift's patented deep learning identified newcomer segments already producing at **VIP-level worth per active day—before accumulated value qualified them for attention.**

02 Reasoning

Revealed systematic underinvestment in new players, including **2,000 high-producing cardholders who had received no offers for 6 months.**

03 Actions

Replaced flat welcome grants with incentives sized to first-visit production, made a second incentive conditional on returning, and accelerated host outreach to the highest-producing newcomers.

The results

11 months faster to first host contact for ~**500 high-potential newcomers**, reducing the average from **12 months to 1 month**.

15-percentage-point lift in second-visit conversion, with **34% returning** versus **19% in a standard-offer comparison group**.

~$600,000 in incremental gaming revenue from ~**10,000 targeted newcomers** over **3 months**.

$400,000 in estimated annualized incremental operating profit, after additional incentives, host servicing, visit-related operating costs and program expenses.

Illustrative case study. Operator not named at their request.

Discover what you don't know.
Know when it changes.
Know what to do next.

Discover →

Deep learning finds the structure in your data without being told what to look for.

Read →

Scheduled Readings track how that structure moves and report what changed.

Reason →

Reasoning interprets the evidence against the KPI you are driving.

Act

Growth Strategies resolve into Ranked Actions your teams can run.

PATENTED DISCOVERY

U.S. Patent No. 12,321,960

Granted for the deep learning method behind Neuralift's segmentation discovery.

databricks
BUILT ON
PARTNER

NVIDIA
INCEPTION PROGRAM

Artificial Intelligence Management System
ISO
42001
Certified

AICPA
SOC
aicpa.org/soc
SOC 2
TYPE II
CERTIFIED

PLATFORM AND TECHNOLOGY ECOSYSTEM

- Databricks
- Snowflake
- Google BigQuery
- AWS
- NVIDIA
- Anthropic
- OpenAI
- sas

Talk to a member of the team to find out what Neuralift can do for your business.

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