

# “From the Felt to the Bank”

How we convert and retain long-term poker customers

2011 University of Arizona Symposium on Racing & Gaming



# THE LINEUP

- DeepStacks
- The Products
- DeepStacks 360
- The Effort
- What Doesn't Work
- What Does Work
- The Pros



# DEEPSTACKS

DeepStacks is the #1 live event poker training company in the world. Our live events are conducted in major casinos, card rooms and hotels across North America. DeepStacks has conducted over 100 live events for tens of thousands of poker players.

Our business model is to provide our customers with the ultimate poker experience through quality online and live products and top pros. We utilize unique and traditional marketing techniques to convert poker players to long-term consumers.



# THE PRODUCTS

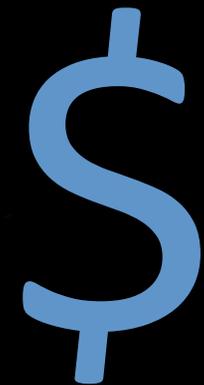
- DeepStacks Live: Live training events bringing poker pros to local casinos and card rooms throughout North America.
- DeepStacks University: Interactive online training that give our consumers the ability to train with our pros in a “scenario-based” learning environment
- DeepStacks Poker Tour: Televised poker tournaments that provide our consumers the ability to play against our pros for hundreds of thousands in prize pool money



# DEEPSTACKS 360

- The most cutting edge camera technology in the world that gives us the ability to stream any live or post produced event anywhere In the world. This is the ultimate consumer conversion product in our industry.
- Snoop Dogg: <http://all360media.com/snoop-dogg/>
- GSR Tour: <http://deepstacks360.com/casino-tours/>
- Deepstacks Sample: <http://deepstacks360.com/courses/sample-course/>
- LA Auto Show: <http://www.all360media.com/flat-sample/>





# THE EFFORT

- We initiate a full marketing and promotional campaign that includes:
  - **National Press Releases** (Poker and Mainstream Outlets)
  - **Email insertion:** Marketing into all DeepStacks and casino partner databases
  - **Creation** of marketing materials for a “boots on the ground” campaign
  - **Social Media promotions** via DeepStacks, Pros and Celebrity Twitter and Facebook accounts (250,000+ followers)



# WHAT DOESN'T WORK

- Traditional Print Ads
- Radio
- “Click through” campaigns



# WHAT DOES WORKS

- Social Media
- Interactive Print Ads
- National Press Releases
- Direct Mailers
- Leveraging our Pros
- Television-*”Control the Content”*



TOP TEN ALL-TIME  
MONEY LIST

Michael Mizrachi

\$11,909,021

