

# Pearl River Resorts

## Case Study.

Pearl River Resorts is the only Indian Gaming facility in Mississippi and wanted to expand the effective footprint of their sportsbook operations by enabling guests to place bets from anywhere on the property using their own mobile device along with a sports betting app. Pearl River also wanted to attract a new demographic to their properties with the ultimate goal of increasing their sportsbook revenue.



**“The important thing about the mobile app is that you’re not limited to having a dedicated space for the sportsbook, it allows you to turn your entire property into your sportsbook.”**

– Neal Atkinson, Director of Table Games

**“PinPoint’s back office allows us to see where our players were and what they were actually betting on.”**

– Cassandra Grady, IT Sr. Business Systems Analyst

## Challenges

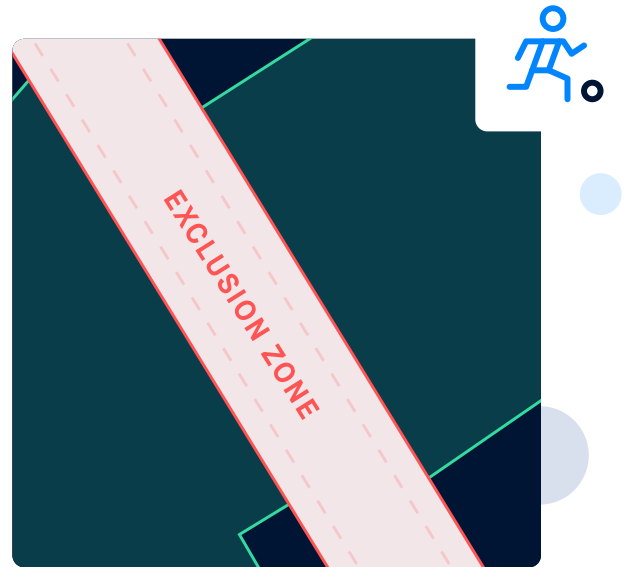
- Offer on-property, online sports betting in a way that meets state and federal regulations
- Expand the effective footprint of their sportsbook operation without incurring a large capital expense
- Create a better sports betting experience for their guests
- Eliminate lines at betting kiosks and terminals
- Enable dynamic and popular in-play betting via an app
- Capture a new demographic while gaining access to player and betting data
- Increase market share, hold percentage and revenue

## Benefits Of Using PinPoint

- Increased revenue, market share and hold percentage
- Expanded their sportsbook operation with no large capital expense
- Attracted a new, more technology-oriented demographic to their properties
- Guests can play anywhere on the property, including in their rooms or in restaurants
- Back Office data allowed Pearl River to deliver tailored offerings to players
- Eliminated waiting in lines at kiosks or terminals and created a better guest experience

## Pinpoint On-Property Mobile Solution

By using GeoComply's PinPoint solution, Pearl River not only met its regulatory requirements, it gained a number of important benefits for revenue, player experience and tapping a new demographic. PinPoint and the mobile sports betting app effectively turned the entire Pearl River property into an online sportsbook, allowing guests to place bets from virtually anywhere, including their hotel rooms.



**Increase revenue through in-play betting**

**Eliminate large capital expense of a traditional sportsbook**

**Revenue growth outpaced state 5 to 1**

**“I’ve had a lot of feedback that people have been betting from their hotel rooms, the center bar over on the other side of Silverstar with the other restaurants we had.... It makes it easy to use anywhere on the property.”**

– Chris Hopwood, Sportsbook Director

**“Our growth in revenue year over year has outpaced the state five to one.”**

– Neal Atkinson, Director of Table Games