



Alveo

# Take your customer marketing to the next level

The all-in-one platform to power your marketing activity.

Available in the Northern Territory and Queensland.



# Success360

**Success360** is our unified approach to better business. It's how MAX helps Australia's pubs and clubs achieve success every day.

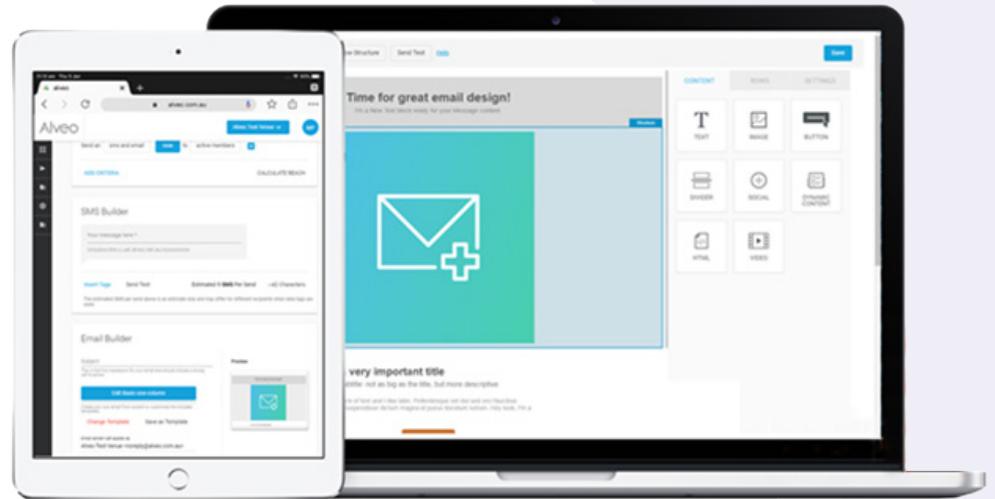
Our solutions strengthen your gaming operations and deliver value to every part of your business. We've got everything you need, all in the one place.

- EGM Management
- Business and Customer Insights
- Gaming Systems
- Cashless
- Player Engagement
- Marketing Services and Communications**  
Take your customer marketing to the next level.
- Maintenance and Technical Support
- Monitoring and Regulatory Services

## Simple, powerful, built for the gaming industry

A superior marketing tool that grows with your needs, Alveo brings all of your member and customer data, communication channels, and insights together in the one solution.

Whether you are a small local venue, or a multi-site group, Alveo has the options, features and smarts to boost your marketing activities.



# Alveo



### Easy automation that saves time

Send the right message, to the right customer, at the right time, automatically.



### Fully integrated with your gaming

Get a full view of your customer for personalised, timely communication.



### Works across your venue network

Multi-site capability that creates a seamless customer experience.



### Easy drag and drop email design

Loaded with templates that are simple to build and launch.



### Smarter decisions with built-in analytics

See the impact of your campaigns with live performance reports.



### Access anytime, on any device

Access Alveo on desktops, tablets or mobile devices.

## The fastest way to communicate via multiple channels.

Alveo helps you to engage your customers, build your brand, and reach your marketing goals faster than ever before. You and your team can send all your promotions, news and offers via SMS, email and to the kiosk in minutes.

## Unlimited campaigns to cater to all your marketing activities.

Send unlimited campaigns, no matter which Alveo subscription level you choose. Promote the right message to the right customer without worrying about your campaign allocation - it's unlimited!

## Create campaigns that grab your customers' attention.

Stand out from the crowd with Alveo's selection of templates. Build emails that get noticed, set up automated campaigns that get results and send targeted messages that cut-through - all from one single platform.

# Turn your insights into smarter actions

Alveo comes with in-built analytics and reporting that helps you market smarter and achieve better results. Our solution lets you test new campaigns and monitor what's working. No more guesswork, just great work.

## **Segmentation capacity and capability**

Use demographics, gaming activity, point of sale, membership to optimise your efforts.

## **Smarter targeting**

Unlimited campaigns mean you can reach multiple groups, with relevant content no matter how small they are.

## **Stay on the right path**

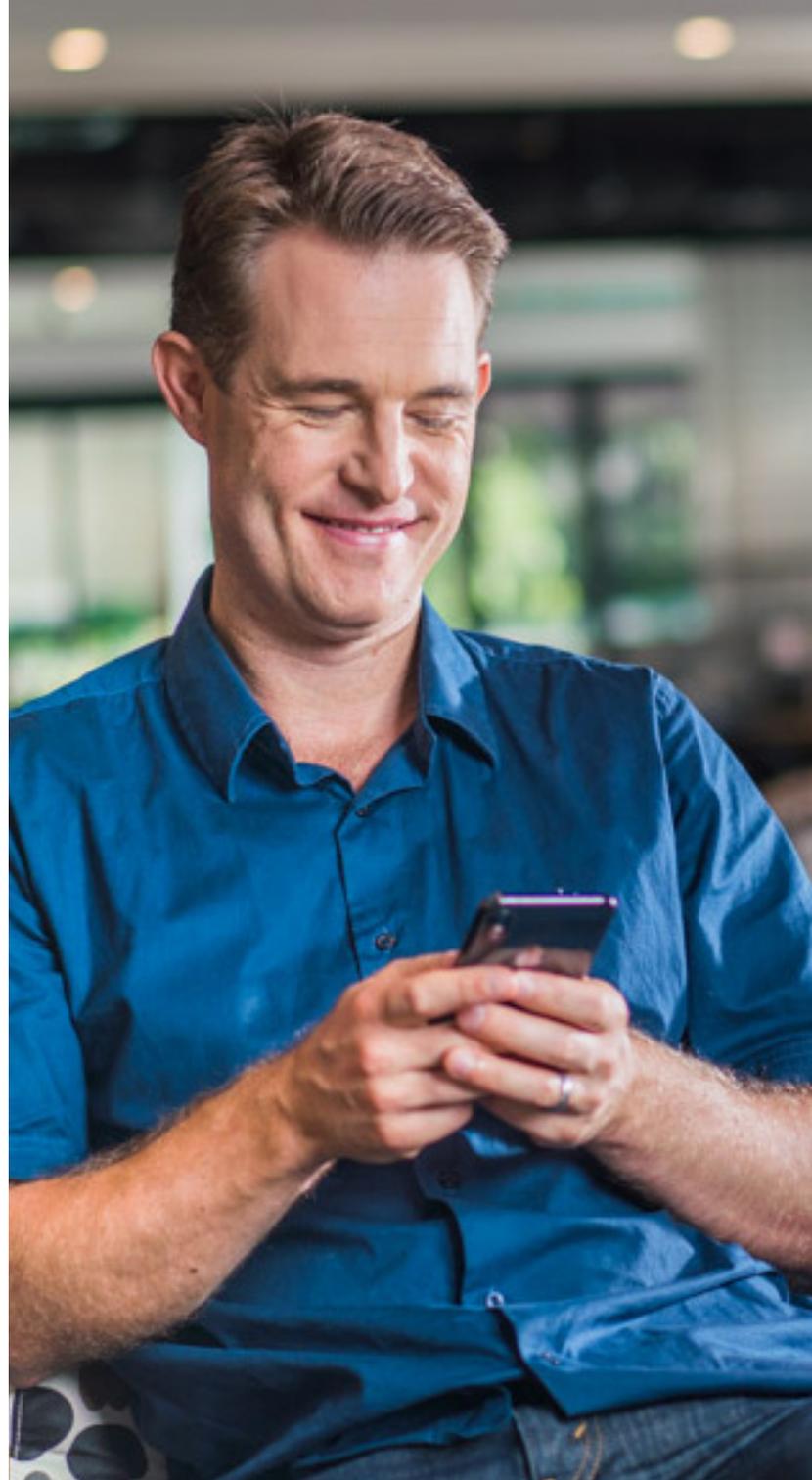
Test and learn at every opportunity, and see your impact in real-time.

## **Create personalised campaigns**

Give your customers the news and offers they want with greater customisation.

## **Reports and insights all in one place**

Monitor growth and engagement, and know where to invest your marketing dollars.



# Flexible options to meet your goals, no matter your venue size or marketing capability



I operate a local venue and want to communicate to my customers on special offers, and what's happening at my venue. I need a solution that does most of the heavy-lifting.

## Choose Essentials

Stay in contact with your members and send SMS and emails that reach them, no matter where they are.

By setting up automated event-based communication such as birthdays for your customers, you can focus your time on other operational areas of your business.



I'm a manager looking to make smarter decisions when it comes to my direct marketing. I want to reach our most valuable members and reward them in the right way, at the right time.

## Choose Advanced

The more you know about your members, the smarter you can be with your marketing activity. The in-built analytics and reporting works to help you perfect your customer marketing activity.

With all your members' data in one place, you can create the content they'll engage with the most, achieving the results you want.



I oversee a large venue with a large membership base. We need a solution that saves time, works across our entire network and improves our return on investment.

## Choose Ultimate

You want the best. You send multiple campaigns across multiple venues daily. Automation is key and it will make it easy to reach the right customer — without repeating the work every time.

Connect with your members and influence their behaviour by sending targeted campaigns dependent on their engagement level.

// The ability to send multi-channel campaigns in Alveo means I can reach more members with less work. I also love the new email builder, It's so much easier to use. As a result I've found I'm sending more emails now than ever before. //



Holly Murfitt  
Geebung RSL - Marketing Manager

// Alveo is so simple and easy to use, we love it. It has enabled our business to market to our customers effortlessly which we haven't been able to do before. It has also driven repeat business into our venue. //



Ian Wilt  
Bargara Golf Club - Manager

# Make the right move, make the connection today

Lite	Essentials	Advanced	Ultimate
<i>Ideal for smaller pubs and clubs that simply want to keep in touch with their customers.</i>	<i>Everything you need for multi-channel campaigns that help to retain and attract customers.</i>	<i>Make offers, send rewards and keep your members informed and engaged.</i>	<i>Super-charged features that turn rich player insights into sophisticated marketing campaigns.</i>
<p>Reach your customer via SMS</p> <p>Tailor messaging with demographic segmentation</p> <p>Over the phone support</p> <p>Supports multi-lingual and emojis in SMS</p> <p>ROI tracking and reporting</p>	<p><b>Everything in Lite; PLUS</b></p> <p>Send unlimited emails</p> <p>Create mailing lists</p> <p>Email template library and rich text editor</p> <p>Drag and drop email editor</p> <p>Advanced membership and Rating Grade Segmentation</p> <p>Automatically triggered birthday campaigns</p>	<p><b>Everything in Essentials; PLUS</b></p> <p>KIOSK messages</p> <p>Gaming segmentation</p> <p>POS (F&amp;B) segmentation</p> <p>Patron group segmentation</p> <p>Automated campaigns</p> <p>Voucher and point rewards</p>	<p><b>Everything in Advanced; PLUS</b></p> <p>Campaign engagement segmentation</p> <p>Gaming trend segmentation</p> <p>Automated gaming turnover campaigns</p> <p>Automated recurring campaigns</p>
			<p><b>Ultimate for Groups</b></p> <p><i>Designed to help you deliver a seamless customer experience across your entire venue network.</i></p> <p><b>Everything in Ultimate; PLUS</b></p> <p>Multi-site group functionality</p>

## > Contact our team today:

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