No. 23

Player Reinvestment & Offer ROI Planner

Give marketing and player development leaders one segment-level view of reinvestment against target, where the dollars go, and which offers earn back their cost — framed as cost discipline and return on marketing spend.

Built for: Casino marketing directors, player development leaders and their finance partners.

What is included

File	Format	Use
Player-Reinvestment-Workbook-Blank.xlsx	Excel	Start here: formatted, formula-ready workbook for your own data.
Player-Reinvestment-Workbook-Sample.xlsx	Excel	Same model filled with fictional sample data.
Player-Reinvestment-Planner.html	Interactive dashboard	Optional: opens in Chrome, Edge or Safari on a computer or tablet. Runs without internet; data stays in that browser.
player-reinvestment-planner-guide.pdf	PDF	This guide.
LICENSE.txt, START-HERE.txt	Text	License terms and quick start.

Quick start

1. **Start with Excel.** Open **Player-Reinvestment-Workbook-Blank.xlsx** and enter your own data in the blue cells; every other cell calculates. The **-Sample** workbook shows a filled-in example.
2. **Use Google Sheets?** In Google Drive choose New › File upload, then open the workbook with Google Sheets. Formulas carry over; charts may need restyling.
3. **Optional interactive dashboard:** open **Player-Reinvestment-Planner.html** in Chrome, Edge or Safari on a computer or tablet. It runs offline and opens with fictional sample data — choose **Start blank** when you are ready.
4. The dashboard saves entries only in that browser on that device. Use **Save backup** regularly; **Restore** loads a backup elsewhere.

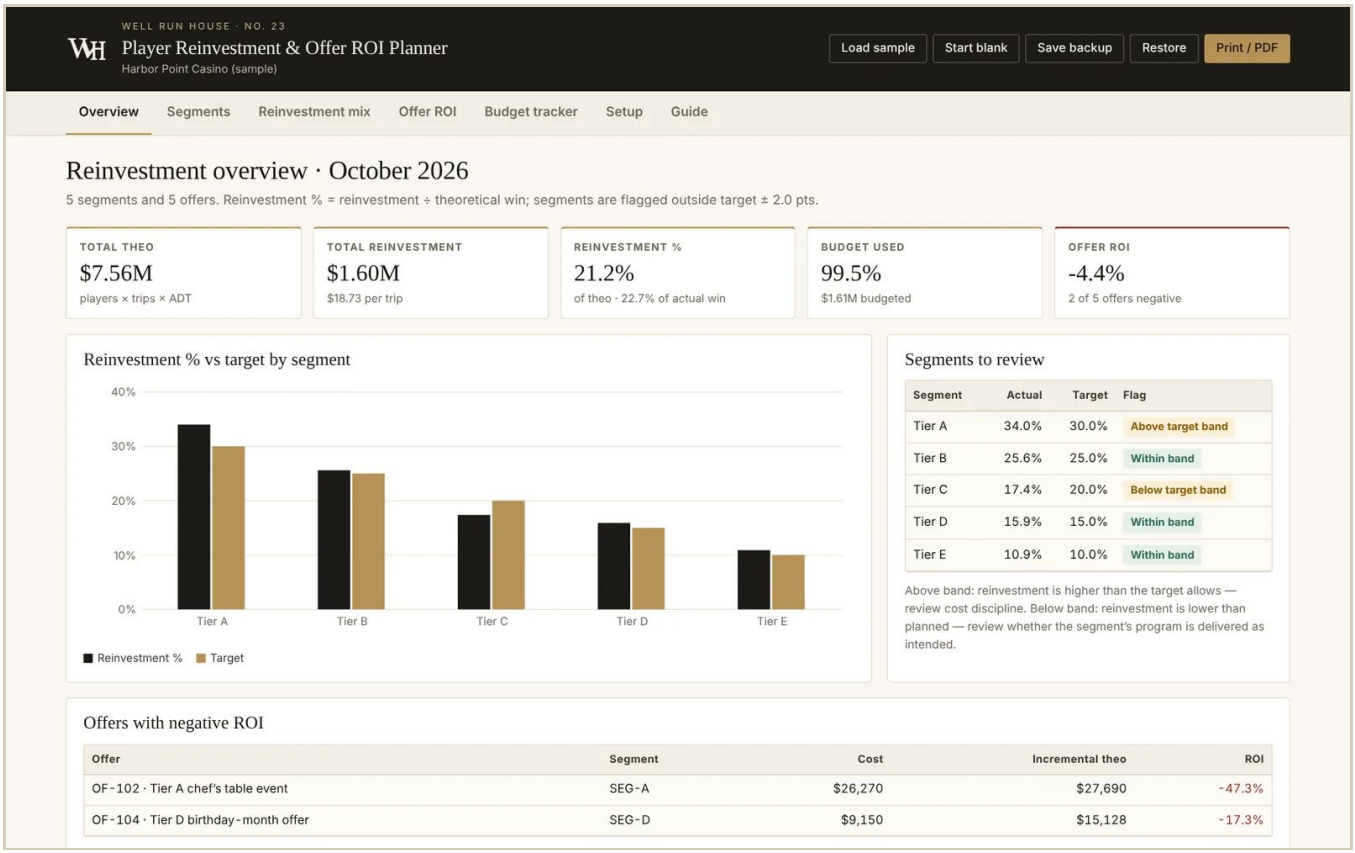
Operating routine

1. **Agree definitions with finance** — what counts as theo and as reinvestment at your property.
2. **Set target reinvestment %** for each tier or worth band, plus the margin and band on Setup.
3. **Enter period totals** by segment: active players, trips, ADT and each component in dollars. No player-level data.
4. **Record offers** with cost per redemption, issued and redeemed counts and an incremental method — control-group lift where you have one.

Sample — the full product includes the Excel workbook, interactive dashboard and complete guide

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Two screenshots from the product, taken with its fictional sample data.



Interactive dashboard — Reinvestment overview

	A	B	C	D	E	F	G	H	I	J	K	L
1	Segment ID	Segment (tier or worth band)	Active players	Trips per player	Avg daily theo (ADT)	Actual win (optional)	Free play $	Comps (F&B) $	Hotel room value $	Offers & events $	Cash-back & other $	Target reinvestment % of theo
2	SEG-A	Tier A — $500+ ADT	420	4.20	$780.00	$1,240,000	$245,000	$88,000	$72,000	$38,000	$25,000	30.0%
3	SEG-B	Tier B — $250–499 ADT	1,350	3.60	$340.00	$1,710,000	$248,000	$82,000	$46,000	$31,000	$16,000	25.0%
4	SEG-C	Tier C — $100–249 ADT	4,800	2.80	$155.00	$2,010,000	$228,000	$64,000	$28,000	$30,000	$12,000	20.0%
5	SEG-D	Tier D — $40–99 ADT	12,500	2.10	$62.00	$1,690,000	$176,000	$41,000	$8,000	$26,000	$7,800	15.0%
6	SEG-E	Tier E — under $40 ADT	28,000	1.40	$21.00		$58,000	$14,500	$0	$13,200	$4,000	10.0%