



## **REACH 30 Named Top 20 Most Innovative Gaming Technology Of 2017 by *Casino Journal***

*Gamified Marketing Program Recognized for Ability to Drive Incremental and Profitable Casino Visits, Cultivate Brand Ambassadors and Increase Bottom-Line Revenue*

**LAS VEGAS, Nevada (March 12, 2018)** – *Casino Journal*, the leading digital and print publisher of gaming news and analysis, named Engaged Nation’s REACH 30 gamified marketing program one of the Top 20 Most Innovative Gaming Technology Products of the year. The system was evaluated by a panel of expert judges and was selected over nearly 40 other entries.

REACH 30 is a fully-immersive, short-term customer engagement platform that provides major boosts to business at any time of the year, regardless of property size and location. Its versatility allows casino operators to effectively educate and entertain customers about any content or promotion they wish. Engaged Nation’s patent-pending technology can embed a customizable portal onto any property’s website or mobile app to immediately engage with guests as they play various games that award drawing entries and instant rewards.

“We’re thrilled to be recognized by the folks at *Casino Journal* for this illustrious award,” said Jerry Epstein, Engaged Nation CEO. “Casino operators often find it nearly impossible to break through the digital clutter to engage and keep customers connected to their properties, but the results we’ve delivered with REACH 30 have proven how effective gamification can be in cultivating true brand ambassadors and driving more bottom-line revenue.”

In its submission, Engaged Nation was able to show how REACH 30 was used to create the most successful online-to-on-floor engagement program ever implemented by one of their clients. The customized program garnered over 20,000 online participants, more than 18,000 total unique property visits, 48% of the gaming revenue generated during a six-week promotion, and a boost in players’ incremental visits from 2.6 to 6.4 visits per player.

This is the fourth prestigious industry award that Engaged Nation has received in a little over a year, and REACH 30 will be featured alongside other Top 20 winners in the April issue of *Casino Journal*. The publication will announce the winners of the Platinum, Gold, and Silver Awards during NIGA’s Indian Gaming Tradeshow & Convention in Las

Vegas, NV from April 17 to 20, where Engaged Nation will showcase its full suite of REACH products.

### **About Engaged Nation**

Founded in 2008, Engaged Nation is the leader in strategic gamified marketing with its patent-pending REACH™ system. Using multiple digital platforms that educate and entertain, REACH™ creates a customer engagement cycle that repeatedly engages, incentivizes and retains existing customers, reactivates dormant customers, drives new customer acquisition, and creates true brand ambassadors who generate significant incremental revenue for businesses. For more information about the company's suite of gamified digital engagement products, please visit [www.engagednation.com](http://www.engagednation.com) or call 702-778-0701.

**###**

### **Media Contact**

Jared Golub, Marketing Specialist  
[jgolub@engagednation.com](mailto:jgolub@engagednation.com)  
480-261-1193