



Wynn Slots increases retention with RudderStack & AWS



III Key Stats

 Wynn Slots deployed the RudderStack SDK and launched its warehouse-first data platform in less than two weeks

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- Wynn Slots built a warehouse-first customer data architecture with RudderStack and BigQuery ML to eliminate data silos and unlock machine learning usecases such as churn prediction
- Wynn Slots retention marketing team no longer spends hours a day manually gathering data and is free to focus on analyzing event data and core marketing activities
- Wynn Slots' RudderStack-driven churn campaigns increased payers revenues by 25%
- Wynn Slots used RudderStack and BigQuery machine learning (ML) to predict 80% payers retention for the next 30 days

- RudderStack's SDK integrates with Unity and C#, eliminating the need for additional iOS and Android coding in the Wynn Slots app
- RudderStack Transformations allows Wynn Slots to route the same data set to BigQuery ML and Amplitude simply by changing its schema
- RudderStack SDK is straightforward and well documented compared to Google and Facebook tags
- RudderStackTransformations allowed the Wynn Slots team to sum events and substantially reduce their spend with their prior product analytics tool

We increased payers revenues by 25% and raised our predicted retention rate to 80% while spending half of what RudderStack's nearest competitor quoted us."

Jeremy Zhu

Product Manager at Wynn



Overview

Wynn Slots operates in the online casino space and creates mobile games for the Wynn hotels brand. After seeing quick growth, the team adopted an aggressive twoweek release schedule to quash issues and keep pace with gaming trends. To resolve technical issues and implement new features for the Wynn Slots mobile apps, the team must make quick decisions based on continuous data analysis.

Wynn Slots processes and stores vast amounts of data, so they need a reliable, privacy-safe platform to store and retrieve this information. Early on, the team decided on a warehouse-first approach and sought a vendor that could provide flexible storage on a budget.

"We tried different data service providers," says Wynn Slots product manager Jeremy Zhu, "We looked at Google Analytics, Metabase, Tableau, and Amplitude. But if we wanted to move our data from any of these platforms to another, it was timeconsuming, and our team wasn't big enough to handle the job. We needed to put everything in one place and wanted the flexibility to change our analytics tools as our products evolved. And that meant taking a different approach."

Zhu requested a demo of RudderStack. After seeing their customer data platform (CDP) in action, he realized it was the perfect foundation for the company's data strategy.

Challenge: Tracking Billions of Player Events with a Limited Technology Stack

Since launching, Wynn Slots' iOS and Android apps have attracted over 100 million players, resulting in billions of user events each month. As their user base expanded, the team needed an efficient way to store and query this information. The company quickly outgrew their previous provider's limitation of 10-million-events-a-month with the free starter plan and needed a more cost-effective enterprise solution.

The Wynn Slots marketing retention team was spending three to six hours a day gathering data manually and writing queries. Meanwhile, the customer success team was having difficulty tracking player journeys to monitor problems like game errors, missing coins, and incorrect payouts. "We have three or four data sources, including our iOS and Android apps and back-end servers," explains Zhu. "Information was siloed, and our prior provider gave us a partial view of our customer data.





We could only track a subset of KPIs and couldn't dive deeper into event stream data without exceeding our budget or running into the limitations of our technology stack."

Wynn Slots' growing popularity meant moving to a warehouse-first architecture early on. After pairing RudderStack with BigQuery's warehouse, Wynn Slots transformed its data architecture within a single release cycle.

Solution: A Scalable Warehouse-First Data System in Less Than Two Weeks

Wynn Slots deployed RudderStack with relative ease. "We move at a fast pace," says Zhu. "We picked RudderStack as our data service provider, implemented and tested their CDP, and released it to our customers within two weeks.

"The process was straightforward," he continues. "We took three days to implement the SDK and engineer the app, and we tested it for a few more days and shipped it the second week."

RudderStack's built-in integrations helped speed the transition to a warehouse-first

architecture. "We developed Wynn Slots in Unity and C#," explains Zhu, "And the RudderStack SDK integrates with both. We didn't have to mess with iOS or Android coding to get it to work with our app, which saved us a lot of effort and time.

The documentation is excellent," he adds, "And it's easier to set up than Facebook or Google's SDK."

Alongside using RudderStack as its customer data platform, Wynn Slots uses the free version of Amplitude. The company used RudderStack Transformations to create versions of its data compatible with BigQuery ML and Amplitude syntax.

"We use one data set with the two platforms," enthuses Zhu. "And we are using Amplitude presets to simplify querying our BigQuery ML warehouse, and RudderStack gives us the best of both worlds."



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CUSTOMER STORY:

Results: Flexible Analytics that Increase Player Revenues and Retention at a Start-up-Friendly Price

RudderStack is helping Wynn Slots make sense of billions of customer events. The company's retention marketing team uses Amplitude to track a limited set of KPIs, including retention, DA views, app dials, and revenues. If there's a problem with one of these metrics, the team takes a closer look at the data in BigQuery ML.

"We store all our events in our BigQuery ML warehouse and only send critical metrics to Amplitude," says Zhu. "If one of our KPIs looks weird, we query our warehouse to find the source of the problem.

"The process takes minutes instead of hours, he adds. "We can focus on marketing and customer success because RudderStack takes care of collecting the data."

The retention marketing team also uses RudderStack to run

Sources

Google BigQuery ML, Facebook, Google Ads

Destinations

Apache SuperSet, Amplitude

Warehouses

Redshift

churn campaigns and create churn prediction models that leverage machine learning to calculate churn scores for individual users. These two initiatives have increased revenue per payer by 25% and predict that the company can retain 80% of Wynn Slots payers for the next 30 days.

"RudderStack gives us deep insight into player engagement. We analyze everything, track in-game behaviors, and make fast, data-driven decisions," says Zhu. "With RudderStack, Amplitude, and BigQuery ML, we are confident that our event data is accurate, complete, formatted in the syntax we need, and always available."

Zhu concludes by reflecting on RudderStack's start-upfriendly price: "We're saving 50% over other solutions after you add the cost of BigQuery ML. Adopting a warehousefirst approach has given us full ownership of our data and the flexibility to change our data architecture as our needs evolve."

