HOUSE ADVANTAGE

Who we are

HALo® Core

HALo Core® Advanced Marketing Solutions | This suite provides a variety of system-managed loyalty capabilities.

HALo Offers® | Lets you publish targeted offers and lets customers redeem them.

HALo Promotions[SM] | Lets property level teams manage their promotions calendars.

HALo Event Management® | Lets events team schedule events and add customers.

HALo Awards® | Allows management of user-configurable awards.

HALo Lounge[SM] | Allows users to define locations where awards can be redeemed.

HALo DocStore[SM] | Provides storage and sorting of patron documents and images.

HALo Retail Connect[SM] | A point-of-sale interface for patron balance lookup and redemption.

HALo Expedition[SM] | A game engine primarily focused on high-frequency patrons.

HALo SportsPix® | Allows patron use of kiosks to participate in sporting promotions.

HALo Remote Access

HALo Mobile®

HALo Kiosk®

Core Advanced Loyalty

HALo Mobile Enrollment

Advanced Loyalty Strategy Solutions

New Product Development

Loyalty Program Design

Loyalty Strategy Enhancements

Audience Analysis and Optimization

Loyalty Program Strategy

Location-Based Marketing

Merge Detection and Data Hygiene

Pathfinder Data Warehouse

Program Management and Execution

Program Performance Evaluation

Strategy • Marketing • Software • Design • Integration • Management • Analysis • Mobile

HALo Pathfinder

The purpose of **HALo Pathfinder^{SM}** is to transform data into a set of conformed dimensions and scenario based facts with external data such as dates, market breakdown, or geo coding. **HALo Pathfinder^{SM}** is a data system that publishes daily data changes through HEX into Pathfinder data warehouse. The system stores data that focuses on the subject areas of Rating Analytics, Tier Point Earning, Point Earning, Comp Earning, Bucket Earning, Exchange Earning, Gift Earning, Promotion Analytics, Offer Analytics and Trip History.

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Thank You