TANGAM SYSTEMS

CASE STUDY

SLOT ADVANTAGE PLAY MITIGATION – REDUCING LONG TERM LOSSES AND SUSTAINING CASINO REPUTATION

Tangam's software and Client Success team helped a medium-sized U.S.-based commercial casino identify high-risk true persistence games and the concentrated group of advantage players who were quietly capturing nearly $1 million annually. By providing targeted analytics and actionable recommendations across the game portfolio, Tangam enabled the casino to nearly eliminate advantage play while maintaining a competitive and engaging slot floor. These measures protected core player experiences, reduced hidden marketing leakage from misallocated Free Play, mitigated reputational risk, and preserved overall slot floor revenue.

Overview

True persistence slot machines are designed to provide engaging experiences, progressing players toward bonuses or larger payouts over extended play while maintaining a stable long-term hold for the casino. However, sophisticated advantage players have learned to exploit these mechanics, timing play to coincide with high-payout features and sometimes encouraging other patrons to leave machines at key moments.

Although the overall hold percentage may remain stable for the casino, this advantage play gradually erodes revenue by disproportionately awarding winnings to a small group of players. Over time, core players may experience lower returns, reducing satisfaction, engagement, and loyalty. The impact is amplified when Free Play or marketing offers are unintentionally directed toward advantage players, creating hidden marketing leakage, reducing promotional effectiveness, and diminishing the slot floor experience for intended patrons.

Tangam's platform, together with the guidance of its Client Success team, enabled the casino to gain full visibility into both machine-level and player-level behavior, uncovering patterns invisible to traditional reporting. By removing or repositioning vulnerable games and implementing structured monitoring processes, the casino successfully protected revenue while maintaining a fair, enjoyable, and engaging experience for all patrons.

The Challenge

A small group of 40 high-frequency advantage players exploited true persistence advantage play slot titles, to capture over $75,000 per month in winnings away from the casino's core player base over a 4 month observed period, or roughly $1M annually. These players alone accounted for roughly 350 visits per week and created an outsized financial exposure by negatively impacting core player experience, loyalty and future revenue potential.

The casino had limited ability to integrate machine-level and player-level data to detect masked outcomes, identify the scale of the problem and determine effective mitigation actions. Leadership recognized that without a structured approach to identifying high risk games and managing player behavior, the small group of high-frequency players could erode core customer loyalty, putting long-term revenue and brand integrity at risk.

Tangam's Solution

Tangam's platform, combined with hands-on guidance from its Client Success team of former casino operators, equipped casino leadership with timely, decision-ready insights. Armed with a unified, high-resolution view of player behavior, machine outcomes, and marketing engagement, the casino was able to rebalance its game portfolio by removing or repositioning higher-risk titles, prioritizing those with the greatest exposure.

Tangam also enabled ongoing identification of high-frequency advantage players through regularly updated analytics, allowing casino teams to monitor patterns and take proactive, policy-aligned actions. Together, these measures strengthened game oversight, supported fair play, and helped maintain a consistent, engaging experience for the casino's core customer base.

In parallel, the Casino enhanced its ongoing game portfolio management process. The slot vice president began actively reviewing new game releases quarterly, working closely with manufacturers to prevent the introduction of titles with known persistence risks. This proactive vendor collaboration ensured that future game deployments aligned with both entertainment goals and revenue protection.

Results

With Tangam's SODA software and Client Success support, the casino nearly eliminated the 350 weekly visits from the 40 high-frequency advantage players. Core players enjoyed a fairer, more engaging slot floor, marketing dollars were redirected toward legitimate patrons, and overall program ROI increased. Structured monitoring and player management mitigated both advantage play and Free Play abuse, reducing hidden revenue leakage and strengthening long-term customer loyalty and brand reputation.

Conclusion

Effective advantage play mitigation is not achieved through a single game adjustment. Sustainable results require integrated visibility, structured oversight, and collaboration between marketing and operations. Tangam equips casino teams with the tools, data, and guidance to detect true persistence risks, proactively manage the game portfolio, and ensure fair play while protecting marketing investment and maximizing long-term slot floor revenue.

About Tangam

TANGAM™ SYSTEMS

Tangam Systems is the global leader in recommendation-driven gaming optimization software, trusted by casino gaming resorts to maximize profits in over 200 properties across 13 countries.

Tangam's award-winning flagship software, TYM, turns data into actions to optimize spread planning, game-mix, and dynamic management for table games. Tangam's Slot Optimization Platform, SODA, delivers unique insights to optimize slot floor-mix, settings and placement.

Merging decades of multidisciplinary experience in casino operations, artificial intelligence, software engineering, mathematics, and statistics, Tangam's patented algorithms and visualizations are backed by exceptional business and IT support.

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