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Know More. Earn More.

How P3 Helps You Make Smarter Decisions for Your Gaming Business

Running a successful gaming location isn't just about having great machines—it's about understanding how those machines are performing and knowing when to make adjustments. The best business decisions aren't based on guesses or gut feelings. They're based on reliable information.

That's exactly why Prairie State Gaming developed the **Partner Performance Portal (P3)**.

Available on both desktop and mobile devices, P3 gives location owners real-time access to the performance of their gaming operation. Whether you're checking yesterday's numbers over your morning coffee or reviewing long-term trends before planning your next promotion, P3 puts valuable insights right at your fingertips.

But the real value isn't simply having access to numbers—it's knowing what those numbers can tell you.

Stop Guessing. Start Seeing Patterns.

Every business experiences busy days and slow days.

The difference between reacting and planning often comes down to recognizing trends before they become obvious.

P3 allows you to monitor:

- Daily performance
- Weekly trends
- Monthly comparisons
- Multi-year growth
- Total amount played
- Location share

Instead of wondering why one weekend was stronger than another, you can quickly compare results and begin identifying patterns. Maybe Fridays consistently outperform Saturdays. Maybe one month always brings increased traffic. Maybe your latest promotion created a noticeable lift.

These insights help you make future decisions with confidence instead of relying on assumptions.

Understand Which Machines Are Doing the Heavy Lifting

Not every cabinet performs the same.

One of P3's most valuable features is its Machine Performance dashboard, allowing owners to evaluate each cabinet individually over customizable time periods.

You can quickly see:

- Which cabinets receive the most play
- Which generate the highest location share
- Amount played per day
- Funds inserted per day
- Win per unit
- Hold percentage
- Days each cabinet has been on the floor

This makes it much easier to spot opportunities.

For example:

- Is one cabinet consistently outperforming the rest?
- Has a newer game quickly become a customer favorite?
- Is an older cabinet underperforming compared to similar games?

These insights create productive conversations with your Prairie State Gaming representative about future game swaps and floor optimization.

Make Promotions More Strategic

We've talked in previous blogs about using promotions to increase traffic.

P3 helps you determine whether those promotions actually worked.

Rather than relying on how busy the room "felt," you can compare performance before, during, and after a promotion.

Did:

- Amount Played increase?
- Location Share improve?
- Weekend traffic outperform previous weekends?
- Customer activity continue after the promotion ended?

Over time, you'll begin learning which types of promotions generate the best results for your specific location.

That means future marketing efforts become smarter—and more effective.

Keep an Eye on Long-Term Growth

It's easy to focus only on yesterday's numbers.

Successful operators also watch the bigger picture.

P3 includes:

- 30-day trend lines
- Three-month comparisons
- Three-year historical performance

These views help answer important questions like:

- Is the business steadily growing?
- Are seasonal trends repeating?
- Is this month outperforming last year?
- Have recent operational changes improved results?

Seeing long-term progress helps owners celebrate successes while also identifying opportunities before they become problems.

Your Reports Are Ready When You Need Them

Whether you're reviewing monthly performance or preparing for year-end discussions, P3 includes built-in reporting tools that organize your information in one place.

Reports are available by:

- Day
- Month
- Year

You'll also find historical reporting dating back to January 2021, making it easy to review performance over time without digging through old paperwork. While reports aren't downloadable directly, they can be copied into a spreadsheet for additional analysis if needed.

Marketing Resources Included

P3 isn't just about performance data.

The Marketing section provides access to current and past Red Carpet Rewards promotional materials, including graphics in both English and Spanish along with official giveaway rules. Owners can download these assets for use on social media or in-house

displays, making it easier to keep promotions fresh without creating materials from scratch.

The Resources section also provides quick access to helpful links and important regulatory information, keeping everything in one convenient location.

Access Your Business Anywhere

Business doesn't stop when you're away from your location.

Whether you're at home, traveling, or checking in between meetings, P3 is fully optimized for mobile devices.

The mobile experience includes the same core features as the desktop version, allowing you to:

- Review performance
- Compare trends
- View cabinet performance
- Access reports
- Download marketing materials

Having this information available anywhere means you're always connected to your business—even when you're not on-site.

Better Decisions Start with Better Visibility

The most successful location owners aren't constantly making changes.

They're making informed changes.

P3 gives you the visibility needed to understand what's happening inside your gaming operation so you can make decisions backed by real performance data—not guesswork.

MarketINSIDER



Whether you're evaluating promotions, monitoring machine performance, tracking long-term growth, or simply checking yesterday's results, P3 helps turn information into action.

Because when you know more about your business, you're better equipped to help it grow.

Prairie State Gaming

prariestategaming.com



@ Prairiestategaming.vgt



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