



Transform Your COAMS Into the Ultimate Entertainment Experience

Dear Valued Partner,

We know how important it is for your business to thrive, and we want to help you bring more customers in and keep them engaged!

Your **COAMs aren't just machines—they're premium entertainment centers that can turn casual visits into extended play sessions and repeat business.** To truly maximize their potential, you need more than just a machine—you need an **experience that attracts, engages, and keeps players coming back.**

This month, we're sharing **practical strategies to increase foot traffic, enhance player engagement, and create an immersive environment that makes your location a must-visit destination.**

👉 **Scroll down for the COAM Tip of the Month!**



DID YOU KNOW?

A 1% increase in customer dwell time can lead to a 1.3% increase in sales (McAdams, Biggar).
Studies show that the longer customers stay in a venue, the more likely they are to make purchases.

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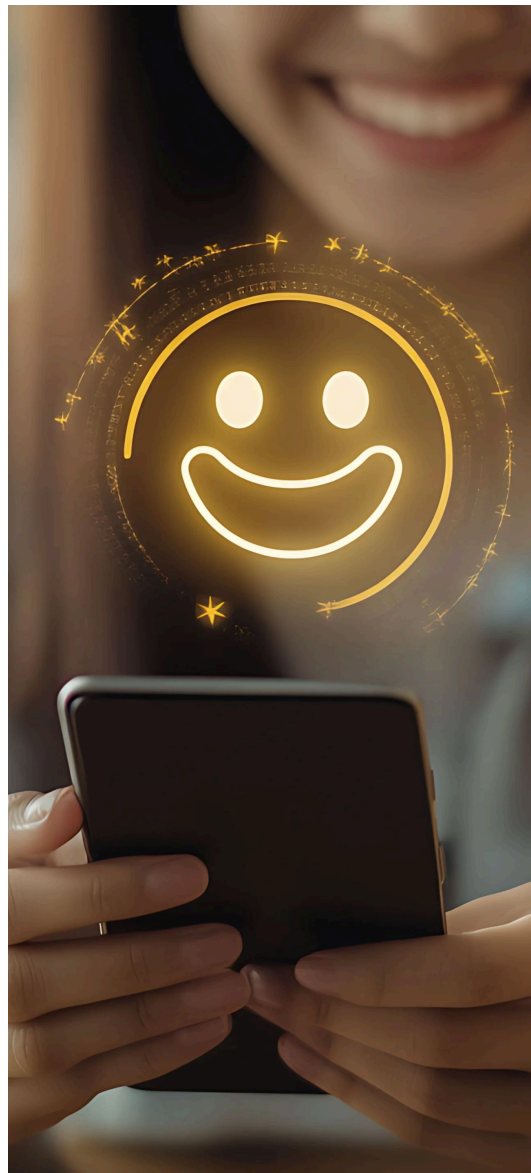
So how do you **attract more people to your business and get them playing your COAMs?** By making **small but powerful** changes to your setup, promotions, and customer experience. **Below are five expert-backed strategies to help you increase foot traffic and maximize playtime.**

5 Proven Strategies to Attract More Customers & Increase Revenue

- 1. Create An Engaging Loyalty Program:** Reward repeat customers with perks and exclusive offers.
Offer incentive to **COAM PLAYERS** to keep going!

2. **Host Events That Bring in New Faces:** Themed nights, live entertainment, or giveaways create buzz and increase foot traffic..
3. **Leverage Referral Programs:** Give customers incentive to bring their friends. Word-of-mouth is powerful!
4. **Enhance the Customer Experience:** Make your space inviting, entertaining, and memorable. Happy customers stay longer.
5. **Invest in Smart Marketing:** Use social media, email, and content marketing to stay relevant and drive visits.

*Find ways to weave your **COAMS** into these tips for maximum results.*



Let's Optimize Your COAM Experience

Our team is here to assist you in maximizing the potential of your premium entertainment machines. Contact us today for a personalized consultation to explore how we can help you



Regulatory Reminder: Compliance with Georgia COAM Regulations

Georgia law **prohibits cash payouts** for COAM awards. **Redemption is only allowed for non-cash business merchandise (up to**

enhance customer engagement and boost your revenue.

Schedule a FREE consultation today!

[Click Here For a FREE Consultation](#)

\$5 per play) or lottery tickets at the location where the game is played. **Alcohol, tobacco, and firearms cannot be redeemed as prizes.**

💡 **Alternatively:** Businesses now have the option to participate in the **COAM Gift Card Pilot Program**, allowing eligible locations to provide **Georgia Lottery-branded gift cards** as a redemption method for Class B COAM awards. Click below for more details:

[Click Here for more Information](#)

COAM Tip of the Month

Create an immersive gaming experience with **dynamic lighting, bold signage, and comfortable seating**. Enhance the atmosphere with **themed décor, background music, and designated gaming zones**. A clean, well-organized space **boosts mood, increases engagement, and keeps players coming back**

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