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THE PERSONALIZED
MAKING A REAL CONNECTION

> "A key to marketing in the digital age is simplifying the customer experience."

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IT IS A MARKETING DREAM THAT UP UNTIL NOW HAD BEEN UNOBTAINABLE FOR MANY LOTTERIES.

Imagine a customer walks into his local convenience store. As he approaches the counter, a display suddenly flashes callouts from his favorite lottery games. When he leaves, and another steps up to the counter, the display changes again, matching the lottery products with the customer.

At one time this may have seemed like an impossible dream. Responding directly to consumer preferences and demands for convenience can be a real challenge in traditional retail. However, that experience is a reality for lotteries with an iLottery strategy.

The retail world is shifting from broadcasting goods and services to a wide audience, to more direct two-way communication based on the consumer's actual behavior. This is a Customer Relationship Strategy (CRS), an online marketing and point-of-sale interface that provides a fully personalized experience for each customer.

Most online retailers have, for some time, been personalizing the shopping experience by retaining information about products viewed in past searches, sending customized messages regarding sales, and recommending products. This is now standard operating procedure for big online retailers such as Amazon, Alibaba and Walmart.

Although limited CRS techniques are being used in bricks-and-mortar retail channel, advanced techniques to connect lottery customers with specific products remain mostly out of reach. But thanks to the move to iLottery, this is becoming a reality.

In the iLottery industry, the CRS concept is called the Player Experience & Lifecycle Management strategy (PELM). When introduced correctly, PELM relieves the fatigue that comes when online customers are bombarded by too many interactive features.

"A key to marketing in the digital age is simplifying the customer experience," said Doug Pollard, Co-Chief Executive Office, NeoPollard Interactive. *"We need to help our customers by giving them a clear path to the things they really want. Most people already have too many choices overall and too many links and buttons to click in their life. With lotteries, we want them to get a direct, personalized experience."*

Traditional product placement and marketing is, and will continue to be, extremely effective for those customers who have a preference for purchasing lottery products from their local retailers.

However, for many digital customers, especially younger demographics, iLottery is a totally personalized, immediate and convenient solution for their lottery needs. From login to logout, iLottery can provide the most relevant content for each player, and allow that content to evolve as the player's preferences change.

Best of all, an iLottery platform allows for the collection and analysis of player data in new and dynamic ways.

Lotteries have traditionally relied on broad market surveys and segmentation studies to categorize consumers and sort them into groups based on

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stated behaviors, preferences, and demographic characteristics.

However, as lottery customers in the traditional retail environment do not identify themselves or share personal information when they make a purchase, there are limits to the data that can be collected. Lotteries are, in essence, analyzing the marketplace, rather than the customers themselves.

iLottery collects ACTUAL player data based on several key information domains. These include:

• Demographic and geographic information;

• Game preferences such as draw-based games, instant games, or Keno;

• Preferred channels of play (web-based or mobile);

• Play frequency and timing;

• And spending patterns.

"Some people think that when we say 'Big Data,' it's just a term that has nothing to do with their business," said Moti Malul, Executive Vice President, Technology, NeoPollard Interactive. *"Big Data is the lifeblood of a digital platform. And with iLottery, Big Data is available now to lotteries of all shapes and sizes."*

Malul said this data allows lotteries to better group players into specific segments based a player's ACTUAL behavior and habits. As well, this data can then be used to customize the individual lottery experience by offering customized products, promotions and other information, Malul added.

In his experience with a European Lottery, Malul explains that it has nearly 100 different player segments. This represents a significant increase compared to the typical five to eight broad segments that traditional segmentation studies define.

Once the data has been captured and analyzed, Malul said iLottery can expand the relationship between customers and a lottery in various ways. These include:

• Game personalization. Once players have logged back into the iLottery site, they are greeted by a dynamic representation of their favorite or most recently played games. This ensures the players are not distracted or disrupted by a deluge of information or images about games they traditionally do not play.

• **Device of Choice:** The right iLottery platform can easily store information about whether an individual player prefers a desktop or mobile experience to access iLottery offerings. This not only determines the platform, but also the preferred "channel" and informs customer and channel -specific game recommendations and promotions.

• **Personalized Communications:** Rather than relying on traditional mass media advertising, iLottery allows for personalized jackpot and product introduction notifications based on the type of game, size of prizes and theme.

• **Storing Favorite Numbers:** For draw-based games, iLottery allows players to store favorite numbers for future use. This can be a powerful and popular tool for individuals that have a special connection to a group or series of numbers.

iLottery and the data is produces has the ability to broaden playership, a key to increasing sales. It also provides a better understanding of game and play preferences. This will allow lotteries to enhance the player experience in a way that can be modified and updated for years to come.

In an age where so many people are turning mobile and online friendly retailers for everything from transportation at your fingertips (Uber), and accommodations (Airbnb), to more traditional goods and services, it is essential that lotteries explore, to the extent they are able, the opportunities available from a digital platform.

The best news of all? All the data that lotteries need to bring their marketing into the digital age is out there, just waiting to be discovered. ■