

## Move Your Mobile!

**No, this doesn't mean move your mobile phone. Make a meaningful move to mobile for your lottery, NOW, or risk getting left behind!**

The Internet has become the undisputed social and economic hub of the modern age. With technology evolving and usage seemingly rising daily, people have become plugged in like never before. With this paradigm shift taking place, lotteries can provide unprecedented access to their products and services across the omni-channel—and mobile technology is proving to be essential to this accessibility.

### Think “Mobile First”

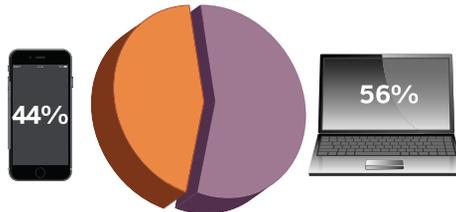
Traditionally, designers and developers have created systems and games with the desktop experience in mind first, and then retrofitted that experience for mobile. However, there's a growing trend in the industry for a “mobile first” approach. That is, to develop interactive and web-enabled products specifically for the mobile channel in order to fully leverage and optimize the mobile experience for player engagement, then work up to a larger desktop version.

For instance, the Michigan Lottery incorporated “mobile first” into its strategy when it successfully launched its online games option for players in 2014. Working with NeoPollard Interactive, the Michigan Lottery featured a 360° online games solution with a full mobile platform and nine mobile games designed specifically for mobile users from the onset. In fact, each component of NeoPollard Interactive's 360° iLottery solution is built to maximize the mobile experience. This strategy has proven its effectiveness. The mobile channel has been an essential factor in the Michigan Lottery's online games success thus far and it continues to demonstrate impressive growth.

### Leveraging Mobile to Attract New Players

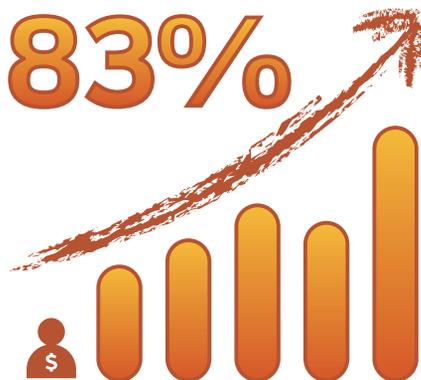
As part of the mobile strategy in Michigan, NeoPollard Interactive optimized the registration process to provide an enhanced mobile user experience to the Lottery's players. This allowed the Michigan Lottery to leverage mobile technology to attract new players to its online games. Currently, the mobile channel represents 44% of the Michigan Lottery's total online games player registrations.

### Bettors: Mobile/Desktop Ratio



### The Rise of the Mobile Player

As is the trend globally for other digital commodities, mobile usage rates for the Michigan Lottery's online games have increased each month. Through the month of February, the Michigan Lottery saw the number of active mobile players increase by 48%. According to NeoPollard Interactive, the mobile channel is being used by players at a higher frequency, and mobile engagement in Michigan continues to grow at a rate faster than web. The average number of games played by a mobile player also has increased by 7% since September compared to a 4% increase by web/desktop players.



With greater mobile engagement, the lifetime value of the mobile player also is increasing. NeoPollard Interactive and the Michigan Lottery have seen a trend of growing mobile player value from month-to-month since the launch of the online games program. All told, mobile player value in Michigan has increased by 83% since the program launch. Plus, mobile players are significant contributors to online games revenue in Michigan. More than 40% of the Lottery's online game sales currently are generated via the mobile channel and that percentage continues to grow.



### To Attract Mobile Players, Speak “Mobile”

The Michigan Lottery's success in attracting and monetizing mobile players didn't happen simply by offering a mobile-optimized platform and gaming options. Lotteries must adjust their acquisition marketing strategies to reach mobile players where they are—on their mobile devices! Marketing strategies must be tailored to promote the channel on pertinent sites for mobile users, using relevant content and games, and via optimized e-blasts, SMS, and landing pages. Mobile players are different from desktop players. Therefore, CRM and retention marketing efforts must be customized for the channel of play, and it is essential that content is personalized to meet mobile players' interests.

### Mobile Isn't the Future—it's the Now!

When NeoPollard Interactive first teamed up with the Michigan Lottery to provide an online games option for players, the development of the digital strategy centered on engaging new players and identifying relevant sales channels that will drive sales. After just a few months, the data proves that online games can support both of these objectives in the U.S. marketplace, especially through the use of mobile technology.

Mobile matters! Today, there are an estimated two billion-plus smartphone users worldwide, including more than 60% of American adults. In order to truly achieve the most success from an online games program—and reach new players—lotteries need to have a strategy in place at the onset that brings an engaging mobile experience to the player. And NeoPollard Interactive has the technology, knowledge, and expertise to provide mobile solutions and services that generate new, meaningful revenue sources for lotteries.