

IT IS ALL ABOUT THE DATA

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As more and more lotteries are revolutionizing their presence in the digital world and especially those offering iLottery, it is more and more clear that a good user experience is key for bottom line success. There is no question, design is the focus of our digital conversations.

Yet even with determined focus on design, most digital experiences fall short of user expectations. Of all websites, more than 70% fail to consistently engage users or drive conversions. Same with mobile apps where 3 out of 4 apps aren't even used beyond the initial download.

So what is wrong? Or more importantly, what can we do better? Surprisingly, the answer does not lie with design. It lies with data.

Spotify, the commercial music streaming service, is an example of a company that pays attention to user experience. Spotify was launched in 2008 and since then it has close to 100 million users of which 40 million are paying users. It has over 30 million songs online and every day over 20,000 new songs are added to the database. Users have created over 2 billion playlists and 53% of Spotify listening takes place on a phone. It is clear that without big data techniques and tools, Spotify would not be able to exist.

Spotify really revolutionized the way people listen to music. Spotify is a data-driven company, meaning that data is used in almost any part of the organization. In 2015, Spotify updated its Home start page so as to serve up the "right music day and night" with playlists and music recommendations. This feature uses a lot of data to analyze the user's taste. Data such as user profiles, what music was played and what playlists were made as well as other historical data are analyzed. With millions of users, a user does not have to have a large playlist or extensive profile to receive qualitative recommendations.

Spotify also uses all that data in other, fun and interesting ways. For example, last year, Spotify put its listener data to playful use in a new global out-of-home ad campaign with executions that highlighted some of the more bizarre user habits it noticed throughout 2016:

- "Dear person who played 'Sorry' 42 times on Valentine's Day, what did you do?"
- "Dear person in the Theater District who listened to the Hamilton Soundtrack 5,376 times this year, can you get us tickets?"

- "Dear 3,749 people who streamed 'It's the End of the World as We Know It' the day of the Brexit vote, hang in there."

Without data, Spotify would not have turned out the way it did. With a growing presence in many countries and a growing listeners base more data will be created in the coming years. More data will mean better recommendations and as a result more users and especially paying users.



At ICE Totally Gaming 2017 in London, the full version of INTRALOT's CRM was launched, branded "Pulse"

Good user experience design must be a given. If you don't do it right, you cannot even compete in this competitive digital era. What could really differentiate us though is the personalized user experience through data. Data that will allow us to increase engagement as well as play online.

Beyond algorithms, automation, A/B testing, and analytics, the goal of data-driven design is to develop a better understanding of everyday experience.

As we all know, the reality is that all users are not the same and they won't interact with us in the same way. Data helps us combat assumptions and allow us to move beyond best practices. We should use insights from specific player segments to tailor their user experience. Every segment is unique, not only in a demographic sense, but more importantly in a behavioral sense. Are you someone who likes competition and rewards? Or are you someone motivated by

1 <https://spotifyforbrands.com/us/insights/>

friends and family? Do you respond to text messages during work, or do you catch up on your personal messages at night? These are the kind of questions we should be asking our players.

Most users are willing to share more information with us, only if they feel that they will get real benefits in return. In order to get, you have to give. It is common for websites to ask users multiple questions during the sign-up process. That is not a recipe of success. Instead, for example, we could give a free HAPPY BIRTHDAY ticket to a player that let us know when their birthday is. In this case, the effort seems minimal in contrast to the benefit you get in return. Small, tangible, immediate rewards will allow us to collect more data and therefore further enhance the player's personalized experience.

The most effective sites put user needs first. Many lotteries struggle to balance their users' needs and wants with their business objectives. For example, many websites often require players to opt out instead of in to the e-mailing list. It is easy for a player to overlook the "Sign me up for the newsletter!" checkbox. Next thing they know, they are getting promotional emails that they didn't anticipate or volunteer for. Decisions like these may win the battle but will lose the war. The most effective, high-converting sites serve the user's needs first. If your user experience is engaging, intentional, and easy to navigate, users will be more likely to convert.

So how can you get started with data-driven design?

1) Start analyzing your existing customers

Start with your website's page analytics and site content to get an overview of what people are doing. After that, dive deeper into your players' analytics and demographic data in order to get a better sense of what their personas are. In order to get a 360 degrees of your players, include data from player segmentation studies, focus groups and/or player interviews.

2) Use user personas

User personas allow you to run user tests using close representations of your customer segments. Use user personas to figure out what their journey with your brand looks like. First use them during the design stage so as to understand what they need and then use them again to identify problems as well as areas of improvement. As you refine and make adjustments, user personas come into play again to confirm your assumptions.

3) Embrace A/B testing

In the online world, you should consider your website as a continual work in progress. Keep updating and improving. A/B tests let you isolate specific variables of your user experience and find the most effective options. Run them when you add, change, or delete an element of your interface in order to measure success.

4) Personalize your offering

It is all about being relevant. Triggering the emotion of satisfaction is the direct result of a personalized marketing strategy powered

by relevant data and insights. You need to extract what is relevant and essential for your target audience so as to drive positive perceptions of your brand as well as consumer interest in your offering.

5) Reward your players

As discussed earlier, in order to get, you have to give. Engagement is more important in the digital world than ever. Never forget that relationship building comes before asking. The simple principle of WIIFM (What's In It For Me) can easily be forgotten but it should always be adhered. Successful loyalty programs improve customer engagement by just showing players that they are valued and appreciated.

Data-driven user experience design is a fundamental shift in how we can approach product design and development. While the journey is not easy, the potential payoff is huge in terms of long-term engagement and positive outcomes for your players and beneficiaries.



At INTRALOT, we believe that it is high time for you to meet your players. INTRALOT's Player Pulse, is a cutting-edge gaming CRM product ideal for lotteries that aspire to genuinely be player-centric. It is a solution dedicated to manage registered players' activity and increase their lifetime value through loyalty and other incentive schemes. On the other hand, INTRALOT's Retailer Pulse, is a true retail management system, destined to simplify the management of retailer's lifecycle and to serve the automation of daily operations, can motivate both retailers and players via tailor-made in-store campaigns. On top of these, INTRALOT's Canvas is the intuitive CMS for lotteries that want to grow their business by delivering the optimal online playing experience to their audiences. It combines content management, marketing and personalization features that turn the full offering into a true power-solution. ■

