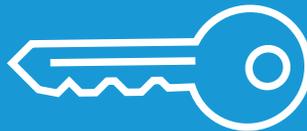




Georgia's Holiday Campaign Acquires New Players

Key Takeaways



- 1.) Creative use of non-paid communication channels drove significant registration uplift.
- 2.) Customer survey data used to optimize campaign and drive account upgrades.
- 3.) Refreshed prize pool, virtual prizes and prize gift cards ensured player engagement.

By The Numbers

6%

increase in player registrations (email only)

37%

increase in players who upgraded their account and completed KYC process

48%

lift in new players with online games engagement

The Georgia Lottery Corporation's 12 Days of Merry Money

The Georgia Lottery Corporation's (GLC) iLottery program started in 2012 and achieved an average iLottery annual growth rate from 2014 to 2020 of 54%. IGT's dedicated marketing services team led by Andrea Williams, Senior Marketing Site Manager, continues to support GLC's digital channel, working collaboratively with the Lottery to formulate and execute the strategy, creative, implementation, timing and analytics related to iLottery marketing. GLC embraces the excitement of the holidays and promoting lottery products to adults. One successful campaign is a 12-day holiday contest designed to both thank GLC's current Players Club members and engage new players. "In its fourth year, 'The 12 Days' holiday-themed campaign is one of the most popular promotions we continue to run each year. Last year, we changed the name based on survey data, added new ways to enter and increased the total prize pool to keep it fresh but still true to the spirit of the campaign. The Georgia Lottery's 12 Days of Merry Money continued to perform well each holiday season," stated Williams.



Last year, IGT's marketing services made improvements that garnered great results and adapted the campaign to offer virtual prizes and each day had a different theme such as "Spruce It Up!" and "Date Night." Winners also had the option of choosing a themed gift cards. For example, winners from "Spruce it Up!" could pick between a \$150 gift card to Home Depot or IKEA. With 12 different themed days and gift cards, there was something for everyone.

"We found the 12 Days of Merry Money the perfect promotion to thank our players for their continued support of the Georgia Lottery, our HOPE scholarships and Pre-K Program. IGT's marketing services team is one of the keys to the success of this annual campaign"

- J.B. Landroche,
GLC Senior Vice President of Corporate Affairs

Players were reached through email and social media. They had chances to win daily prizes based on earning entries for taking surveys and quizzes, playing instant win Diggi Games and via social engagement. As with every campaign, emails and social posts were measured. Emails had a 49% open rate and a 3x increased click rate garnering \$1.4M in wagers from the email campaign alone. "The GLC has a very active Facebook page, but I was pleasantly surprised to see over 650 players commented on their favorite holiday treat on a single post to earn entries," said Andrea Williams.



- Promoted Diggi games had the highest wagers on that particular day
- Increased total unique opens by 49% and total unique clicks by 44% for all Merry Money email campaigns this year versus 2019
- Surveys were the most popular way to earn entries

Also, players had a voice in shaping the campaign by taking a survey. One piece of data captured highlighted what kind of prizes their players wanted and how often. This data was used when selecting the gift cards used in the campaign. Also, players scored very high on the short quizzes about the GLC and its digital program. More than 8,000 Players Club members scored over 91%, however, the questions most missed were what to do if they won a prize over \$600 and players did not know they could only play in the state of Georgia. Both these points are now incorporated into the messaging for the automated email player communication welcome series.

Four Diggi Games were spotlighted during the campaign. “Because Diggi Games are a core element of the iLottery program, we wanted players to earn entries for their game play,” said Williams. “Over the course of the campaign, the four Diggi games spotlighted in the daily emails were among the highest-performing Diggi games each day. In fact, the day Fortune Skies was promoted was the highest revenue day for the entire campaign.”

Conclusion:

The Georgia Lottery Corporation has seen great success in recent years implementing marketing strategies to support profitable growth and to maximize returns to Georgia’s HOPE Scholarship and Pre-K programs. IGT is committed to continuing to provide strategic marketing support to GLC. “As a HOPE Scholarship recipient myself,” said Williams, “I am so proud of the entire IGT team’s hard work and the great results that we continue to drive for GLC.”