



# Poland's National Lottery Successful eInstant Launch

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**TOTALIZATOR**  
SPORTOWY

## Key Takeaways



- 1.) Totalizator Sportowy launched “Gierki” games as a new online lottery product with great success
- 2.) IGT’s industry experience and analysis assists Totalizator Sportowy with recommendations for the most optimal eInstant games and roadmap - 10 and growing monthly
- 3.) IGT’s marketing services team assisted from the beginning to provide valuable insights into how to best launch and market the new eInstant product

## By The Numbers

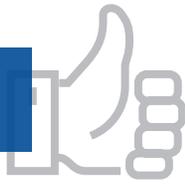
Launched games in December 2020 and plan to have a **library of approximately 20** by year end 2021

With eInstant games, the online Lottery channel’s **monthly sales average 8-9%** compared to 6% prior year with just online draw games

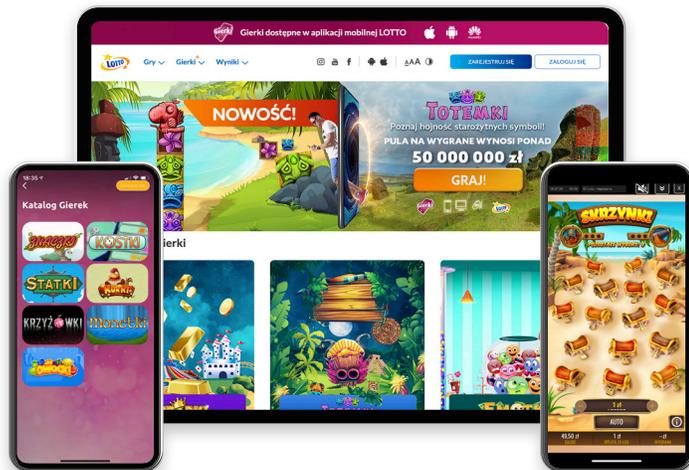
Active players **increased 33%** from May 2020 (no eInstants) to May 2021



## A Success Story



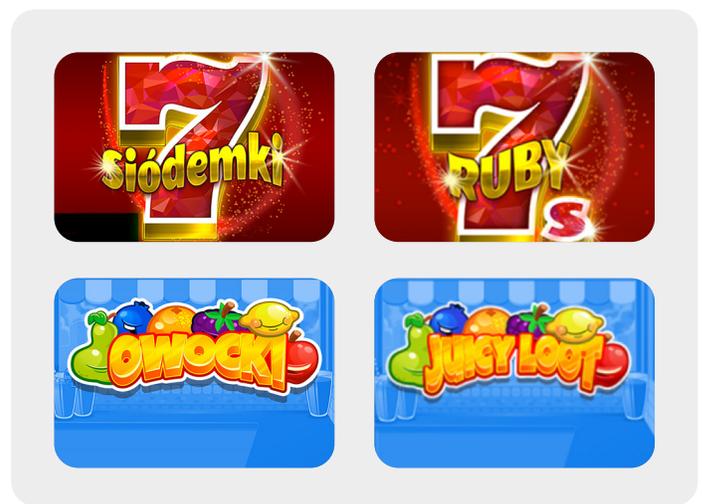
Congratulations to the Polish lottery, Totalizator Sportowy (TS), which celebrated its 65th anniversary on January 25, 2021 and continues to strongly support its sports and culture beneficiaries. Totalizator Sportowy also celebrated another milestone in December 2020 when it entered the online elnstant game category for the first time with the launch of IGT's elnstant game portfolio. TS lottery players have been able to purchase iLottery draw games online since 2018, and now they can enjoy the new online play experience – instant results without having to wait for a draw. “By launching a new segment of LOTTO games available online, we wanted to offer our customers another level of entertainment and a completely new experience related to cash lotteries,” - said Maciej Kasprzak, Online Gaming Director, Totalizator Sportowy. “Now, players in Poland can access a growing library of fun and interactive elnstant games – what we call Gierki, which means small casual games.”



In late 2020, TS selected and launched games from the extensive elnstant library on IGT's responsive iLottery web platform, and the Lottery launched iOS and Android mobile apps in 2021. IGT localized the games for the Polish market by changing the game titles and translating them into Polish. Post launch, in collaboration with IGT's elnstant team,

game performance was actively analyzed. From the learnings, IGT optimized prize structures and payouts to enhance the entertainment experience for the players. While payouts did increase, flat prize structures were also created to ensure an ultimate experience for all players and not just high price point players.

Also, monthly game releases are scheduled to include a mix of both fast play and casual content play styles to accommodate different player preferences. For example, casino-style game, Ruby 7s was launched in April with strong performance.



## Gierki's Marketing Journey



To help build the launch marketing plan prior to elnstants going live, IGT organized a best-practice workshop for the lottery's marketing team which included a soft launch of the games to test the waters. Even with a soft marketing launch, the new elnstant games attracted immediate attention from players. Emails and social media were used to announce that Gierki was available. Weekly emails were sent to introduce the new product, explain how to play the games, and highlight game details, including player winnings. A similar campaign ran on social media announcing the Gierki products and specific games and winners.

Both sales and active online Lottery users grew with the addition of elnstant games. The online Lottery channel realized 6% of total lottery monthly sales after launching online draw games. Now with the addition of Instant Wins, as of May 2021, the online Lottery channel represents 8-9% of total lottery sales. Also, with elnstants in the product mix, active players increased 33% from May 2020 (no elnstants) to May 2021 with over 72,000 elnstant players.

## Online Lottery Players



A robust marketing campaign followed in April. This campaign was aligned with the launch of three new games over consecutive weeks. Average daily elnstant users oscillate around 10,000 and during the campaign, the highest daily users reached 14,000.

The 360-degree campaign included both traditional and digital media:

- TV campaign featuring games and people playing at home, on the bus, and on the go
- Out of home billboards and posters
- Use of video for social media posts
- Digital banners
- Play and get promotions
- Use of players and vloggers to promote Gierki on YouTube
- A social media campaign used influencers such as actors and sports figures, who posted videos to Instagram stories on how they play Gierki

With the exposure of ads and messaging on multiple channels, Google analytics shows that every day of the campaign saw at least 5x more people searching

for “gierki + another term” than they had before the campaign and the click-through rate for searches improved from 30% to 52%. “We are extremely pleased with the success of the Gierki product and the results of our marketing activity, and we are enthusiastic about our future plans to build out the roadmap,” said Maciej Kasprzak.



## Conclusion



Together TS and IGT continue to strengthen the TS instant portfolio and program by fine tuning game selection and prize structures based on continuous analysis of game performance. With approximately 20 titles planned by year-end, TS will continue to delight lottery players with a variety of localized fun games including seasonal and draw-based style games like Keno. IGT's ongoing marketing support strengthens marketing communications designed using best practices and campaign analysis.

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