

Digital Enhancements Support New York Lottery Growth



Content

KEY TAKEAWAYS

- A digital-focused enhancement to the traditional scratch product can prove successful in engaging both new and core scratch players.
- The New York Lottery has successfully deployed this with their Extended Play Platform.
- IGT offers this interactive enhancement for instant ticket customers in partnership with PayMaxs.



The four tickets used in conjunction with the Extended Play platform are based on high-performing IGT Slots titles

SITUATION

In an effort to grow its successful instant business, the New York Lottery was seeking a new digital-focused solution that would meet two objectives: One, to offer core players an instant ticket with strong appeal to support sales and revenue. And two, to offer potential new digital game players a unique, amplified player-engagement opportunity that would expose them to the New York Lottery brand while driving them to retail with instant ticket coupons.

SOLUTION



In April 2019, the New York Lottery launched a new “Extended Play” mobile application and a series of games to accomplish both goals, with the first game, Gold Bar 7’s™, introduced at the \$5 price point. Supported by IGT’s partnership with PayMaxs, the Extended Play Platform was created to increase player engagement

with instant games by rewarding players with multiple chances to win great prizes beyond the instant ticket itself. The series uses popular and engaging IGT Slots titles and pairs them with a digital experience designed to enhance player engagement and introduce the Lottery’s brand and products to a wider range of players. Players can scratch the ticket to reveal the outcome, as with any other instant ticket, or they can engage via the dedicated app and access a digital experience that can lead to additional prizes.

Based on enthusiastic digital-player engagement with the first game, the Lottery continued Extended Play with a second game, launched in June. The new game features three pulses of different IGT slots titles — Double Diamond™, Triple Stars™, and Triple Double Red Hot 777™ — to be released approximately every six to eight weeks.

The NYL Extended Play app includes several levels of engagement for players. The first, “Instant Win,” is a digital reveal of the instant ticket outcome. The outcome is the same as if the player had scratched the ticket itself. If the ticket is a winner, the player is directed to redeem the ticket through the traditional methods, either at a retailer or at a Lottery Customer Service Center.

The next levels enter each scanned ticket (winning or non-winning) into daily and monthly drawings. Each day, the Lottery gives away a \$50 Amazon gift card, and each month, one lucky player will win a \$10,000 second chance prize. This entry is done seamlessly and is automatically tied to the player’s New York Lottery Players Club account; if they are playing as a guest, they are required to register before claiming any prize won through the drawings. Based on the early success of the program, the Lottery also launched “Summer Cash Bash” on July 1st, a progressive jackpot with eight weekly drawings throughout the summer. The final drawing used a live show to announce the winner, hosted by the Lottery’s popular host Yolanda Vega and was incorporated directly into the app itself.



Daily, weekly, and monthly drawings are integrated directly into the Extended Play app

The next level of engagement is “Spin To Win,” a play-for-fun slot machine. By playing this game, players can win digital coupons for New York Lottery instant games, starting with a \$1 instant ticket coupon, followed by \$2, \$3, \$5, and \$10 coupons. These digital coupons are tied to the player’s Players Club account and can be redeemed at retailers directly through the app. On average, a player must scan five tickets to receive enough spins to reach the next milestone and receive a new digital coupon. The Spin To Win game can be played using several different slot titles, with additional titles unlocked by reaching certain thresholds of play.



Players can win and redeem prizes directly through the Extended Play app

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RESULTS

The Lottery established a series of KPIs to evaluate the program, focused on customer acquisition, digital conversion, engagement, retention, downloads, redemption rate, and overall sales. To date, Extended Play has exceeded every goal set by the Lottery:

- Through 10 weeks, Gold Bar 7’s is indexing 100 versus other New York Lottery \$5 games launched in the previous three years. Given the unique nature of this game and the goals around player acquisition and digital conversion, an index of 100 was considered strong and successful by the Lottery. More importantly, following the launch of Double Diamond on June 11th, there was no cannibalization of sales and a significant lift in daily engagement and ticket scans through the mobile app. The number of active users per day doubled after the launch of Double Diamond.
- During the first 10 weeks after launch, the NYL Extended Play app has been downloaded 105,000 times, with 60,000 verified registered players interacting. Over 1 million tickets have been scanned using the app, representing about 16% of all tickets sold. The app is showing a high retention level among players as well, with the average player scanning 16 tickets with a retention rate of 50%. The Spin To Win play-for-fun game has seen significant levels of engagement, with more than 71 million individual spins. Redemption rate on the digital coupons awarded via the app has been approximately 90%.

The Lottery is currently evaluating how best to expand the Extended Play Platform to continue to diversify and expand its player base with the goal of increasing bottom line revenue, while bringing a greater level of engagement across their larger portfolio.