

IGT: Using eInstants Data to Predict & Drive Performance

The data sets derived from eInstant games are extensive, giving many lotteries the ability for the first time to deeply analyze player behavior at the demographic level. Derek Levesque, Product Director IGT PlayDigital Lottery, discusses how IGT works with customers to use eInstants data to better serve lotteries and players.

La Fleur's: Only eight U.S. jurisdictions currently offer eInstant game sales. With wider adoption likely in the coming years, what will the additional data mean to lotteries?

Levesque: We have the capability today to analyze game play through various lenses, including player lifecycle, player behavior, and the demographic information provided by players. For example, we analyze age group, gender, and location. This allows us to segment players and work with lotteries to strategically appeal to those groups through game launches and marketing initiatives.

Player segmentation and demographic analytics offer lotteries the insight to focus on specific player profiles that are core to the business, as well as the ability to focus on niche player segments to maximize revenue, acquisition, and retention.

One of the key components of player segmentation is looking at which demographics gravitate toward which games. Letting data drive the decision making makes it possible for lotteries to use games strategically both in creating their roadmaps and their marketing campaigns. And the data that the IGT platform provides allows us to assist lottery customers in making decisions that are more likely to have a positive impact.

La Fleur's: How can player segmentation help lotteries market more effectively?

Levesque: As you can see on any social media site, if you mention you're looking for a new car, you'll see ads pop up for all the new cars within a 50-mile radius. In a similar way, knowing what a player is



looking for allows a lottery to serve that player with relevant eInstant content.

We want all the games we develop to generate revenue for customers, but the primary focus of a game can vary. Some games assist with player acquisition, for example, or help with demographic reach or appeal to niche player groups. Segmenting games and analyzing those games within their given categories allows us to truly understand a game's performance using different metrics and parameters.

In the graph (sidebar), you can see five different game types that are indexed by age group participation. This level of data can drive superior performance by enabling lotteries to cater for specific player types.

La Fleur's: Is it difficult to work with this data?

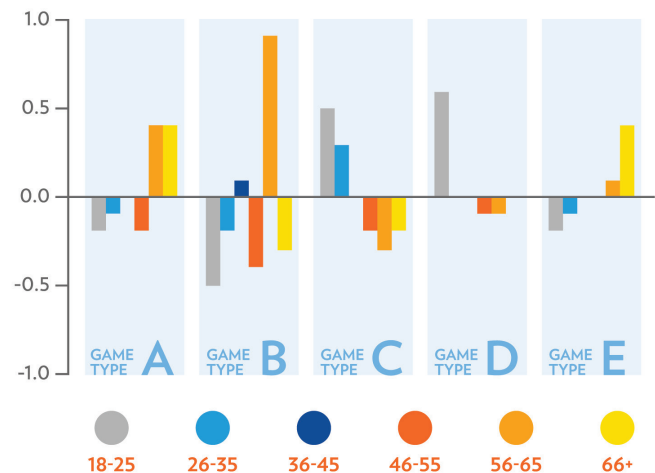
Levesque: Pairing demographic data with game segmentation is a very granular exercise that becomes intuitive to our lottery partners over time. Looking at data from all of IGT's global launches gives us a very good idea of how specific games are going

to perform before they even launch. We know which player segments they will appeal to, for example, or which genders are likely to prefer a game. The combined data offers us the unique ability to build well-rounded game plans to serve customers with performance-driving new games in the pipeline.

As with eInstants, multi-state draw games index very highly with specific age groups. We use this information strategically to support our customers. For example, as jackpots for these games grow,

traffic to the digital channel also grows. During these times, launching games that match the "jackpot-seeker" demographic is an effective strategy to extend the draw player repertoire into eInstants, grow the eInstant channel, and maximize the lottery's returns to good causes. These small strategies have large impacts on the long-term growth and success of iLottery. *Contact your IGT Account Representative to learn more.*

Game Play Style by Age Demographic



Different game types often appeal to different age demographics. In the example here from IGT research, **Game Types A, B, and E** over-index with the 56-65 age group, and **Game Types A and E** over-index with 66+ players. These player demographics also align with those of "jackpot seekers." **Game Types C and D** over-index with the elusive 18-25 age group. Using this data, lotteries can **showcase these game types on the website as an acquisition tool and include them in retention marketing** to these age groups.