

Collect 'N' Win

AWARENESS

CASE STUDY

SITUATION

The Delaware Lottery launched CNW to engage and reward players through a second chance promotion:



All draw games were eligible for entries

First lottery to accept instant tickets (scratchers) into CNW

The lottery has seen a strong conversion rate from a registered to an active player* (at least entered one ticket)

Conversion rate **85%**

INSIGHTS AND RESULTS

Owned media is the strongest medium for CNW awareness:

Website - #1 awareness driver for all CNW programs

Ticket messaging - #2 awareness driver

In May 2019, registrations for CNW doubled after ticket messaging was modified to call out the cash prizes

There were **3x** more registrations in one week after the ticket messaging was modified

CONVERSION

CASE STUDY

SITUATION

The Florida Lottery uses CNW application to promote select terminal generated game(s)



Promotions vary from 4.5 to 8 weeks in length

Total two to three CNW promotions featuring one game in a year

Through primary research and data we learned the following:

66% of second chance players indicated that they participate in almost every second chance promotion

Players are receptive to cross-play and wanted to see more than one game eligible for promotion

INSIGHTS AND RESULTS

Based on learnings, A3 recommended:

Feature multiple draw games to increase participation and cross-play

Offer smaller denominations for cash vouchers to cater to daily players

Current Florida's promotion

Florida's January 2020 promotion featured six draw games

9 Million+ tickets entered – **5x** increase from the previous promotion

(**80%** ticket entries are Pick 3 and Pick 4)

ACQUISITION

CASE STUDY

SITUATION

The New Jersey Lottery has been running a CNW loyalty solution for **2.5 years** featuring all draw games:



Two distinct player groups: jackpot and daily games

Daily players (Pick 3 and Pick 4 have **70% retention rate**)

NJ launched Pick 3 campaign in January 2020 to increase Pick 3 sales and attract new players to the program

● The promotion was targeted to its daily players who are more likely to play month over month and enjoy frequent smaller winnings

● Instant cash vouchers along with free entries and extra symbols were a part of the promotion which boosted player activity

● Over **40,000** instant cash vouchers were awarded

INSIGHTS AND RESULTS

2% increase in weekly sales for Pick 3 in January

Over **5,000+** new registrations in **26 days**

\$3M in sales value Pick3 tickets were entered

3x the average monthly amount (\$1M)

Launched the same promotion in August 2020

Same group of players not only entered more tickets but increased their spend by **13%**

RETENTION

CASE STUDY

SITUATION

The New York Lottery launched CNW to provide rewards and engagement for its daily players:



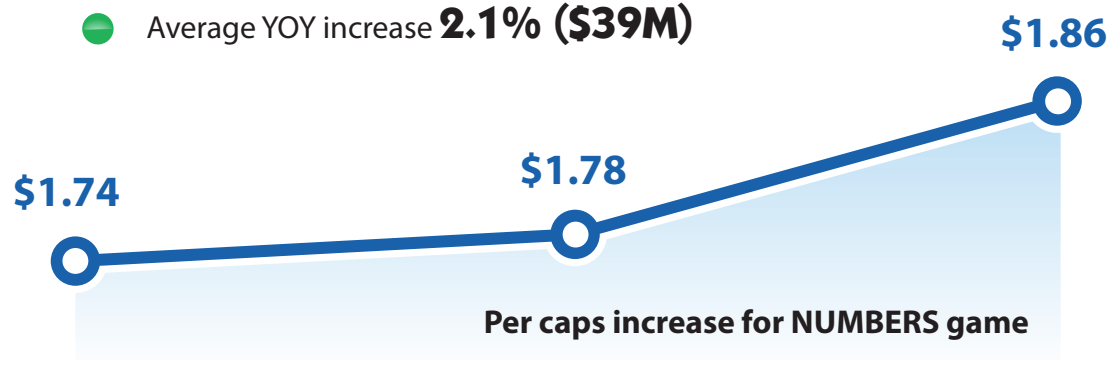
Numbers and Win4 – first 9 months

The promotion later was extended to all draw games

Since the launch of CNW in December of 2018, sales for Numbers and Win4 have increased **11.5%**

● **\$214M** in additional sales (YOY 2019)

● Average YOY increase **2.1%** (**\$39M**)



INSIGHTS AND RESULTS

The lottery provides additional awareness and rewards to retain current and attract new players to the program

Awareness is driven by media campaigns



30% increase in player activity during StubHub and the Home Depot promotions

On average **70%** of players engage with the program on a monthly basis