

Transforming iLottery with Personalization and Innovation: The ZEAL Story



Alex Green | Vice President Games, ZEAL

ZEAL introduced online lottery to the German market more than 25 years ago and has since become the market leader for online lotteries in Germany. Our aim in becoming a member of the World Lottery Association and connecting with our audience in Public Gaming Magazine is to define the future of the lottery, both in Germany and internationally.

ZEAL Group's business model is distinct, incorporating various approaches beyond traditional lottery distribution. ZEAL Ventures promotes and invests in emerging companies offering innovative products and services for the lottery sector. ZEAL Instant Games develops and markets elnstants and Slots games, while ZEAL Iberia handles online marketing for the Spanish lottery ONCE. Through a network of international partnerships, ZEAL distributes its extensive portfolio worldwide. This international approach positions ZEAL to explore opportunities in the U.S. market, such as partnerships with state lotteries and adapting products like elnstants to appeal to American preferences.

Alex Green is a proven performer in the lottery industry and has been responsible for the ZEAL games unit since 2024. Born in the UK, Green has spent the last 20 years in various roles for the UK National Lottery, working for the previously official operator Camelot, and more recently for the new official operator, Allwyn UK. He has considerable experience in leading teams to deliver revenue growth in the UK and US markets, enabled through strategic planning, product development, and the commercial management of lottery games.

Why Personalization is Essential

In the fast-changing world of iLottery, personalization has become essential. Generic offerings no longer meet the expectations of players, who increasingly seek experiences that cater to their individual preferences. By focusing on personalization, lottery operators can enhance player engagement, improve retention, and achieve sustainable growth. The shift from one-size-fits-all offerings to personalized products delivers significant benefits for both players and businesses.

Personalized experiences strengthen the connection between players and operators by aligning lottery journeys with individual preferences. This

creates a more engaging experience and drives loyalty. At ZEAL, for example, products like *freiheit+*, an annuity lottery targeting younger, female audiences, demonstrate the impact of offering distinctive products for specific demographics.

Products that Improve Customer Loyalty

Players tend to remain loyal to platforms that anticipate their preferences. Therefore, a key strategy for companies is to focus on improving customer lifetime value by refining conversion rates and optimizing cross-selling strategies. ZEAL's products such as *Traumhausverlosung* (English title: Dream House Raffle) and elnstants build deeper relationships with players by meeting their evolving interests and maintaining relevance.

Data analytics and player research enables ZEAL to continuously refine elnstants and lottery games, ensuring offerings align closely with player expectations. This approach maximizes player satisfaction and increases engagement frequency.

The Evolution of Personalization in iLottery

Personalization has been a focus in the lottery industry for some time. It is now pivotal for iLottery, reflecting broader consumer trends in digital entertainment and e-commerce. Today's players expect experiences like those offered by platforms like Netflix and Amazon, where recommendations, promotions, and interfaces are customized to individual needs. This demand is driven by a desire for convenience, relevance, and control in digital interactions.

For iLottery, personalization means creating journeys that resonate with players' unique preferences and habits. It's about delivering the right product at the right time to deepen loyalty and enhance the connection between players and operators.

Why Now? The Timing of Personalization's Rise

The need for personalization in iLottery has grown due to several key factors. First, digital-native players expect interactivity, relevance, and immediate gratification. Generic offerings fail to capture attention or drive long-term engagement. Second, as competition in the iLottery space



increases, personalization acts as a differentiator, allowing lotteries to build lasting relationships with players.

Advances in data analytics now enable a deeper understanding of player behaviors, preferences, and trends, providing the foundation for targeted engagement. Beyond driving growth, personalization supports responsible gambling by identifying risky behavior and refining tools for safer play environments. By continuously adapting, ZEAL ensures its personalization efforts remain effective and aligned with evolving player needs.

Personalization Across Industries

The principles of personalization are redefining the iLottery landscape and have already proven successful across industries. From Spotify's curated playlists to Amazon's predictive recommendations, these strategies demonstrate how understanding and anticipating customer needs can deepen engagement and build loyalty.

ZEAL is committed to applying these practices to the lottery sector, creating meaningful connections with players and ensuring relevance in a competitive market. By staying at the forefront of innovation and consistently refining our offerings, ZEAL aims to not only meet but exceed player expectations, setting a new standard for what iLottery can achieve.

ZEAL is driving the evolution of iLottery through innovation, player-first strategies, and a commitment to responsible gambling. We aim to redefine the lottery experience to meet the demands of a digital future. ■