

New IGT Research:

What Drives Player Loyalty?



A new IGT report outlines best practices and actionable strategies to harness the power of loyalty programs.

As lotteries compete for entertainment dollars and adapt to changing consumer behaviors, loyalty programs offer a powerful tool for boosting engagement and driving sustainable revenue growth.

To gain a deeper understanding of what drives player loyalty and share the findings with the industry, IGT's Global Marketing Insights team partnered with Russell Research in 2024 to invest in a seven-country thought leadership study with over 7,000 consumers, among the largest study the two organizations have fielded together.

Surveying a general population of adult consumers, not morally opposed to playing lottery, a major piece of the study was dedicated to examining the benefits and perks of loyalty and membership programs that resonated most with lottery players.

IGT and Russell associate researchers also executed extensive desk research to identify the best-practice loyalty programs among non-lottery consumer brands, as well as perform a complete audit of existing lottery loyalty programs worldwide.

The insights revealed in the new report can help to inform lotteries' strategies for player acquisition and retention, among other applications.

Special Report Preview

The new IGT research report focuses on how lotteries can harness the power of loyalty programs, whether to enhance an existing program or launch one for the first time. It outlines:

- Aspects of loyalty programs that motivate consumers to sign up, as well as their ranked importance
- Key best practices, drawn from leading organizations across various industries
- Actionable strategies for lotteries to strengthen player loyalty and maintain market relevance.

In addition, the report examines loyalty program membership trends, highlighting their widespread adoption and rate of participation among various demographics.

To cite just one example, the research reveals that Core Lottery Players are the most likely to participate in loyalty programs. The data is shown by multiple demographic layers, which may help the development of tailored loyalty offerings

that cater specifically to the preferences and behaviors of these highly engaged segments. It also points to opportunities for engaging younger adult players.

To illustrate what makes a loyalty program superior, the report takes a close look at grocery store programs. With nearly 80% of study respondents taking part in one, these programs dominate consumer participation (see bar graph). An examination of these “loyalty leaders” offers lotteries insights into a number of potential partnerships.

One of most straightforward ways to incorporate lottery data into existing loyalty programs at retail is via in-lane. A new solution that makes it easier to deploy lottery games in-lane is IGT LotteryLink™, a game-changing, plug-and-play solution that integrates directly into retailers’ existing point-of-sale (POS) systems. Retailers automatically collect the associated data on lottery purchases, making it easier for retailers to create lottery marketing campaigns and tie lottery into retailers’ loyalty programs.

Access the Insights

For lotteries with established loyalty programs, the report offers ideas to refine and optimize them, ways to leverage cross-industry partnerships, streamline data collection for more effective promotions, and more.

For lotteries without loyalty programs, the report explores the strategic benefits of launching a program and draws inspiration from industry leaders that incorporate data-driven insights, player segmentation, and responsible gaming practices. ■

To download your copy, visit [IGT.com/SpecialReport](https://www.igt.com/SpecialReport). Also available at the same link is the research report **Understanding Multi-Channel Players**, based on additional findings from the IGT global study.



Methodology

The IGT study was conducted via online surveys from February 21 to April 15, 2024, in Australia, Canada, Czech Republic, Finland, Italy, Spain, and the U.S.

More than 7,000 surveys were collected (between 1,003 and 1,015 in each of the seven countries), encompassing three Lottery Player Segments: current/past-year lottery players; lapsed lottery players; and those who have never played draw-based lottery games or instant lottery games, but would be likely to consider playing lottery games in the future.

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Loyalty Programs Consumers Belong To (%)

