

Measuring Player Visits at Lottery Retail

E-Commerce Style Insights Now Available to Lottery Marketers



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Carmanah Signs, the Lottery & Gaming Division of STRATACACHE, is proud to introduce the newest member of the STRATACACHE in-store marketing technology family: Walkbase.

Walkbase advances the Lottery Industry's player experience strategies by enabling personalized shopping experiences through real time mobile tracking, analysis, and action.

Walkbase Overview:

Retail Traffic Measurement & Insights

Walkbase provides bricks & mortar retail with consumer behavior insights that, until now, were only available in the realm of e-commerce. Walkbase anonymously measures lottery player behavior in real time, providing a retailer visit database for both ongoing insights and instantaneous calls-to-action.

The Walkbase system works by placing a Walkbase sensor at each retailer in a lottery jurisdiction. Powerful long term insights are then developed based on each anonymous consumer's retail visit patterns. As the visit data of each player builds over time, lottery marketers gain information and insights to drive deeper engagement and optimize the retail footprint.

In addition, because Walkbase works in real time, player engagement can also happen in real time. For instance, a content change on digital signage can be triggered while the consumer is still in-store.



The Walkbase solution has been designed from the ground up to be fully compliant with both US and European consumer privacy legislation. Walkbase measurement does not require any action by the consumer, and does not require download or use of the Lottery's app on their phone. Walkbase is a proven solution that is working today at retailers and in international airport terminals.

How Walkbase Works

At just 2" (5 cm) in size, Walkbase sensors are easy to place at retail. Walkbase sensors locate an individual's smartphone in real time by sensing the WiFi pings automatically sent out by that smartphone.

When the Walkbase system identifies a new consumer for the first time, the sensor assigns a unique "Walkbase ID" which ensures the consumer remains anonymous. From that point on, the Walkbase system is able to gather a variety of valuable in-store behavioral insights across all Walkbase enabled lottery retailers.

Marketers gain access to extensive reporting and analytics tools, including metrics such as heat maps, repeat visits, dwell times, and path analysis. Campaigns can be created for dashboard and email reporting purposes. Additionally, player engagement rules (i.e. calls-to-action) can be created and managed within the Walkbase system.

The Walkbase system can incorporate other STRATACACHE retail technologies, such as cameras that anonymously measure age range and gender, increasing the depth of insights for lottery marketers. Additional data, such as retailer sales data or weather data, can also be integrated into the Walkbase reporting and analytics tool for even deeper insights.

A Lottery can choose to gain additional individualized player insights by integrating the Walkbase App SDK into its lottery mobile app. Walkbase data can also automatically trigger real-time smartphone push messages to in-store players who have the Lottery's app.

What Does This Technology Mean for Lottery Marketers?

Lottery marketers can now learn from an evergreen database of individual, anonymous player insights. Individual player personas are developed based on visit time, visit duration, frequency of visit, and cross-site visits, while aggregate retail optimization insights are gleaned from a store's overall foot traffic (including reports on high/low traffic periods).

Examples of Lottery insights and actions provided by Walkbase include:

- Determining whether high traffic periods result in higher Lottery revenue
- Increasing investments where consumer traffic is highest
- Changing digital sign content when a player with known preferences is in-store
- Identifying potential monitor game sites by measuring customer dwell times
- Using real time visit data to trigger in-person customer intercepts at retail

What benefits would your Lottery capture with the real time retail visitor database the Walkbase platform provides?

Carmanah Signs VP Technology, Jon-Paul Bussoli, will be speaking at PGRI SMART-TECH 2018 in Miami, March 27-29. Bussoli will present on real time audience measurement at retail and how this technology can help lotteries thrive in the evolution taking place at retail. 