EMPOWERING LOTTERIES WITH PLAYER-FOCUSED SOLUTIONS

Data Analytics and Digital-In-Retail Player Journeys took center stage for IGT at the World Lottery Summit.

When the global lottery community gathered for the World Lottery Summit (WLS) 2022 in October, attendees echoed a common theme – how nice it was to be back together in person attending panel discussions and visiting exhibitors on the trade show floor. IGT's booth buzzed with demonstrations of retail and digital solutions and the debut of its integrated solution **OMNIA™,** the industry's first, truly player-centric omnichannel system, which facilitates a transformation of the lottery operational model, heralding the future of lottery.

Jesse **Saccoccio, IGT Director iLottery Product Platform,** gave live demonstrations of the new **Connected Play** digital-in-retail player journey, which is powered by OMNIA and utilizes IGT's next-generation mobile app and new camera-based terminal, **Retailer Vue™.**

OMNIA™ is IGT's integrated lottery solution, which converges the retail and digital channels to deliver the industry's first truly player-centric, omnichannel solution.
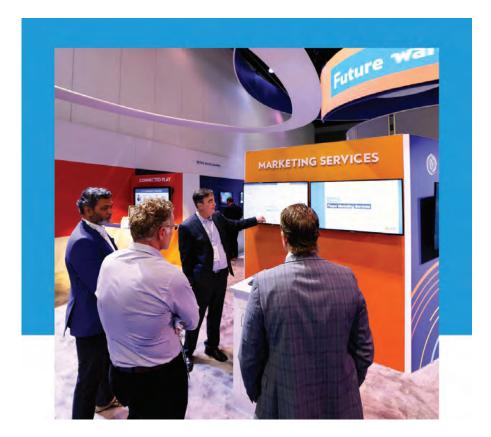
Connected Play bridges the digital and retail channels, allowing players to use their mobile phone in retail for new digital experiences such as creating and using a digital playslip, paying with an eWallet, and scanning winning tickets to redeem prizes to the eWallet – all conveniently connected to the player account and its lottery eWallet and player preferences.

"Seeing Connected Play in action, visitors recognized the game-changing convenience of the solution and the flexibility of player and lottery choices when it came to configuring Connected Play for their market," said Saccoccio. "These experiences will generate new insights on player behavior that escape most lotteries today."

The new light registration feature within OMNIA™ identifies the previously anonymous retail player and is the foundation of Connected Play. Players create an account with the least possible friction as only minimal information is required (configurable by each lottery). A player profile is then created, and relevant behavioral and transactional data can be recorded and associated with this digital identity. This enables retail player behaviors to be analyzed and unlocks the potential

At the recent World Lottery Summit, Jesse Saccoccio, IGT Director iLottery Product Platform, demonstrated IGT's new Connected Play digital-in-retail player journeys.

Alan Mackey, Senior Director Advanced Analytics and AI, explains to WLS attendees how IGT's analytical platform empowers lotteries with a data-driven decision-making process that saves time and staffing costs, improves processes, and maximizes marketing budgets.

for deeper retail player understanding and personalized communications.

An Industry First for Data-Driven Decision Making

Alan Mackey, IGT Senior Director Advanced Analytics and AI, engaged WLS visitors with a demonstration of IGT's **Player Data Platform (PDP),** an enterprise-wide, cloud-based data analytics platform built by IGT experts for the lottery industry.

The PDP uses its 360-degree player view, artificial intelligence, and machine learning models to empower lotteries to utilize a data-driven decision-making process. This process saves lotteries time and staffing costs, improves processes, and maximizes marketing budgets to responsibly increase acquisition, retention, and sales.

Today's businesses depend on data. IGT's PDP enables lottery marketing teams to intelligently and responsibly analyze each player's interactions to enhance player engagement. Built by lottery-experienced data scientists, machine-learning engineers and data analysts, the IGT platform ingests

data from multiple sources including a lottery's Player Account Management (PAM) platform, retail system, Remote Game Server (RGS), CRM solutions, and web analytics. Using lottery specific artificial intelligence models, the PDP gives lotteries the tools to more effectively acquire players, segment them to best effect, and transform how they engage with those players.

IGT's Player Data Platform enables lotteries to:

- **Analyze data to gauge player responses to different games**
- **Personalize offers and emails**
- **Optimize paid advertising by automating pay-per-click (PPC) advertising, search engine marketing (SEM), keyword research, SEO and social media marketing (SMM)**
- **Automate repetitive tasks**

The PDP is a cloud-based solution, so it utilizes a serverless architecture, which is much faster to deploy, scalable, and provides faster time to innovation.

The PDP also provides IGT's Marketing Services an industry-leading edge in

supporting lottery customers by providing the toolset to intelligently act upon new data insights to deliver growth. Benefits include:

- **Churn prevention campaigns**
- **Player engagement models**
- **eInstants recommendation engine**
- **Game-performance trends and forecasting**
- **Lifetime value predictions**
- **Bonus offer optimization**

The platform is designed to integrate with the lottery's PAM and CRM systems, arming lottery marketers with predictive tools and models to proactively engage players with relevant messages and optimize marketing spend.

The PDP provides actionable, player-focused insights that drastically change CRM's course of action. Instead of sending a particular player-segment the same offer on the same day at the same time, lotteries can message each player within the player-segment with tailored messages on the day and time when they are most likely to engage. Messages can be hyper-personalized with the right type of offer and imagery that players will find most appealing, such as favorite games or games identified as appealing by the platform recommendation engine.

As Mackey observed, "With the power of our platform lotteries can answer questions they just couldn't answer before. We can provide players with superior player experiences because machine learning can get to that level of player personalization. My goal is to personalize every player interaction. When a player logs on, we can automate processes that will know what to do next, whether that is offer recommended games, show a bonus based on predictive lifetime value, or if they play at retail, promote an offer for an omnichannel game. Both players and lottery customers benefit significantly from our analytics platform." ▪

To learn more about IGT's iLottery solution including Connected Play, mobile app, and Player Data Platform, please contact your Account Manager.