



# TheLot<sup>®</sup>

Your Rhode Island Lottery

Little Rhody,

**Big iLottery Results**

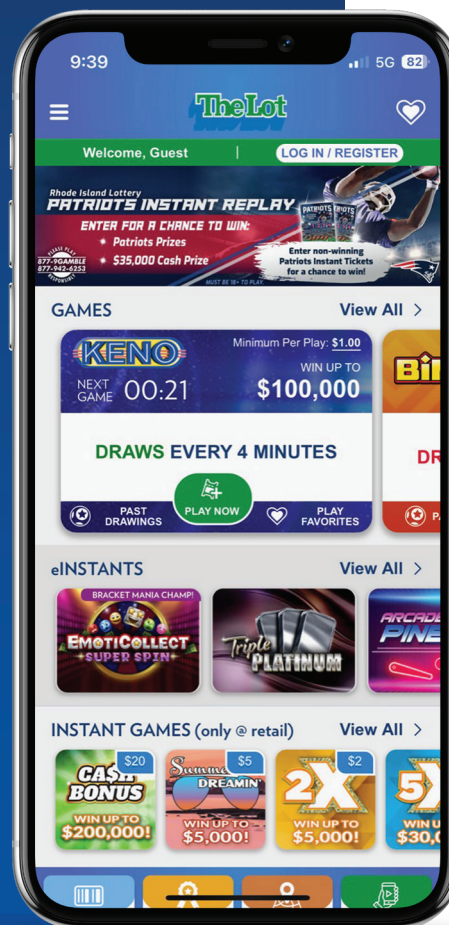
IGT iLottery Case Study: September 2023

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# Key Takeaways

- Highest iLottery sales period ever in 2023 attributed to
  - strong elnstant game launches (such as Hog Heist and Wild Life Clusters)
  - promotions designed to drive sustained player engagement, including Keno Bonus Hours (February 2023)
- elnstants Bracket Mania promotion (March 2023) was designed to
  - promote engagement for both core and new/lapsed iLottery players
  - provide incremental sales boosts to games in the mid-tier of the elnstant portfolio
  - supply strong elnstant ROI
- Bonuses, promotions, and emails have bolstered Rhode Island Lottery (RILOT) iLottery player numbers
- Latest RILOT data provides evidence that IGT’s marketing support produces results

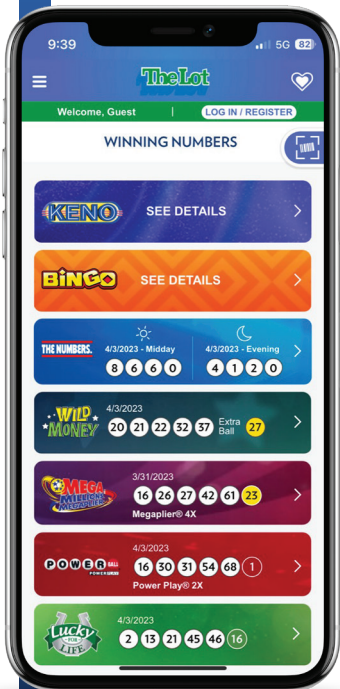


## By the Numbers

<b>92%</b> Of sales towards good causes originate through mobile channel, rest coming from web portal	<b>69,100</b> RILOT App Downloads	<b>450K+</b> Total Impressions of Rhode Island iLottery mobile wagering app since launch (April 2020) through July 24, 2023	<b>\$3.68M</b> Total sales in Q1 2023, top sales quarter for RILOT by far since the introduction of iLottery. Up from \$2.44 million in Q1 2022, a 50.8% increase
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Thanks in part to the March 2023 elnstants Bracket Mania promotion, RILOT experienced:

<b>\$1.25M</b> In sales March 2023, with a 41% increase in sales March 2023 over March 2022	<b>6%</b> elnstant player count increase from previous month	<b>10X</b> Game matchup sales increases from daily average over previous week	<b>8X</b> Player count increases from daily average over previous week
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### Proud Partnership

IGT is proud to have worked with the Rhode Island Lottery (RILOT) since 1978 and has recently signed a comprehensive contract extension to remain the exclusive supplier of lottery, iLottery, instant ticket, and video lottery solutions through 2043.

### Mobile Mastery

The official Rhode Island mobile app is a centerpiece of this partnership. Since the iLottery wagering app was launched in Rhode Island in April 2020, RILOT has seen over 60,000 downloads of the RILOT mobile app, and over 421,000 total impressions. Prior to 2020, the platform was traditionally a convenience app. Since April 2015, the app has had over 96,600 downloads and 589,000 impressions in all. In 2023 to date, RILOT has seen over 90% of sales through the mobile channel, with the rest coming from the web portal.

and sales. “PDP expands the types of promotions we can propose and gives our analysts more detailed and complex data with which to evaluate performance,” notes Paavilainen. “Plus, PDP offers AI functionality that RI and our other IGT lottery customers can successfully tap into.”

At an operational level, IGT oversees strategy and manages mechanics, building communications for the Rhode Island Lottery and scheduling via a dedicated Customer Relationship Management (CRM) platform. With IGT’s help setting the communications approach and crafting the messaging, the Rhode Island Lottery optimizes the budget put against the iLottery to bring in new players and help keep current players engaged.

### Proven Marketing Success

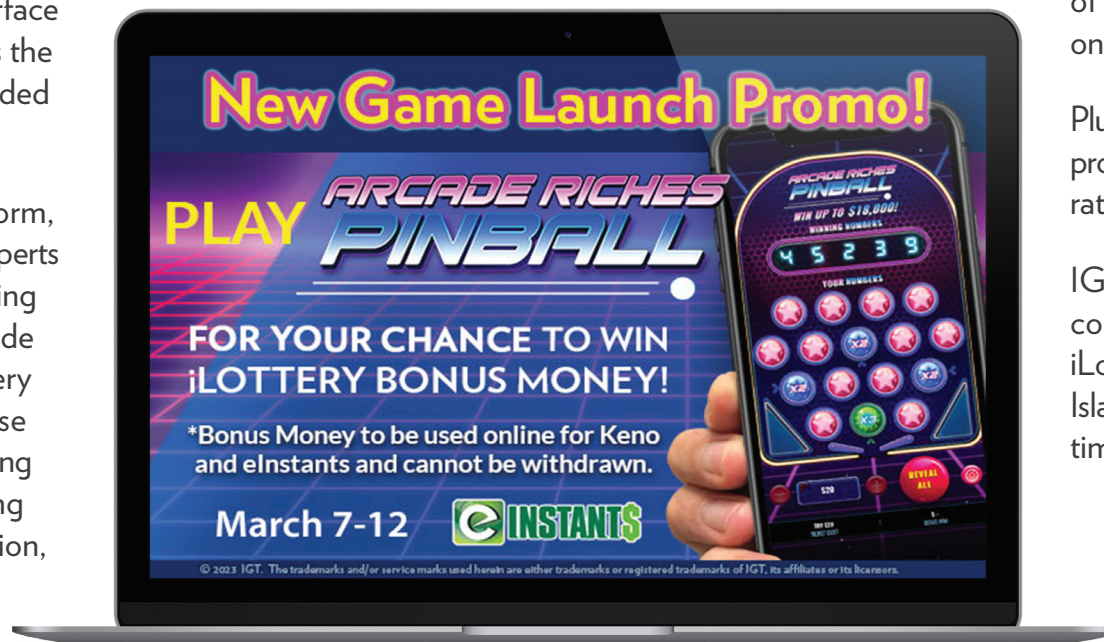
Bonuses, promotions, and emails have bolstered RILOT player numbers. The latest data reinforces IGT’s guidance to the Rhode Island Lottery that more strategic emails sent equal more player counts!

In a typical example, Between August 1, 2022, and January 29, 2023, RILOT averaged 8% higher sales on days that iLottery promotional emails were sent, touting awareness of upcoming, current, and about-to-expire promotions (regardless of the specific email purpose). RILOT results were even greater on sales of elstants alone at 10.7%!

### Powering the RI Lottery

IGT worked with the Lottery to develop the mobile app interface and design the player experience within the app. IGT powers the Rhode Island Lottery with dedicated marketing support founded on a well-designed marketing plan.

A powerful tool for Rhode Island is IGT’s Player Data Platform, the proprietary cloud-based analytics platform built by IGT’s experts for the lottery industry. “The Player Data Platform is increasing the level of service that we provide to customers like the Rhode Island Lottery,” says Karri Paavilainen, Senior Director, iLottery Marketing Services, IGT. The PDP empowers lotteries to use data-driven decision-making to yield superior results while saving time and staffing costs, improving processes, and maximizing marketing budgets to responsibly increase acquisition, retention,



Plus, IGT’s research of RILOT data has shown that sending iLottery promotional e-mails does not lead to an increase in email unsubscribe rates which are close to overall RILOT unsubscribe rates.

IGT continually monitors results to supply optimal volume of communications for players in the Ocean State. Growth in iLottery-focused emails will happen organically for the Rhode Island Lottery as new offers and promotions are introduced over time, bolstering player engagement and activation.



game “scoring” the higher sales that day! eInstant “matchups” continued until the final competition. The crowd-pleasing effort was designed to promote engagement with eInstants for both core and new/lapsed players and create an incremental sales boost to games in the mid-tier of the portfolio, while supplying a strong ROI.

With this eInstants Bracket Mania assist, March 2023 was the strongest iLottery sales month to date - \$1.28 million in sales, up 41% from March 2022. RILOT experienced a 6% player count increase in the number of active players on eInstants from the previous month. Additionally, games on their eInstants Bracket Mania “matchup” day saw sales increase up to ten times from their daily average over the previous week, and player count increases up to eight times.



**Quite a Quarter**

RILOT experienced its top sales quarter since the introduction of iLottery with \$3.68 million in total sales in Q1 2023. This 50% increase from the same period in 2022 can be attributed to strong eInstant game launches such as Hog Heist and Wild Life Clusters, as well as smart promotions designed to drive sustained player engagement, including February’s Keno Bonus Hours.

**Bracket Boost**

For college basketball fans, March is all about the brackets, those familiar grids listing the NCAA tournament teams and the journeys they must follow -- to make it to the Final Four and beyond to the championship game. Leveraging March Madness timing as legions of basketball fans filled out their own personal brackets to guess the winner of the contests, the Rhode Island Lottery’s fun March 2023 eInstants Bracket Mania promotion featured a “bracket” of eight eInstants games. On each day of the popular promotion, two eInstant games “competed,” with the winner being the eInstant

# The Results Speak for Themselves

**The smallest U.S. state has large payoffs from working with IGT!**