Mastering Momentum:
Staying Proactive Amid Regulatory, Consumer, and Technological Shifts

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How an industry-wide effort culminated in the launch of the new *Mega Millions*® Game

Digital Lottery and the Player Journey:
CONTENT

How CRM Is Making a Difference for 11 U.S. Lotteries

The Power of Building Data-Driven Personal Relationships with Players

With the world around us shifting continually, staying in touch with your players is crucial. In the U.S., 91% of companies (with 10+ employees) use customer relationship management software, according to DigitalSilk, with 60% of survey respondents indicating that CRM is more important to achieving sales and marketing goals than five years ago. The high adoption rate shows that CRM is now a 'must-have' rather than a 'nice to have'.

Forward-thinking lotteries are no exception. They're using CRM to view player engagement, communicate with their players, optimize the player journey with their brand and nurture player acquisition and retention.

Globally, CRM is growing at a rapid pace, fueled by increasing demand for customer relationship management solutions. Scientific Games is leading the charge in the U.S. lottery sector, guiding 11 state lotteries on how to provide seamless retail and digital experiences to drive revenue, enhance operational efficiencies and enhance player relationships and loyalty.

"CRM is no longer just a system, it's the heartbeat of personalized connection where data, AI and insight come together to turn every interaction into an opportunity to build loyalty and inspire engagement," shares **Lori Szymanski, Director, Digital Growth Marketing for Scientific Games.**

Szymanski, who has worked in CRM for nearly a decade, brought her skills to the global lottery company in 2016. Today, she works with a team of experts dedicated to helping lotteries thrive in increasingly competitive markets by leveraging CRM strategies refined through years of industry-specific experience. This tailored approach, honed across numerous lotteries, enables Scientific Games to optimize CRM programs for the lottery industry at scale.

Personalized Player Relationships

A standout quality of modern CRM is its ability to harness AI and predictive analytics to transform customer interactions into highly personalized and impactful experiences. By centralizing customer data and using intelligent insights, CRM systems can often anticipate player behaviors, preferences and needs before the player expresses them. This enables CRM experts to deliver the right message at the perfect moment, driving deeper engagement and loyalty.

"With AI-driven recommendations and real-time personalization, CRM becomes more than just a management tool- it becomes a dynamic engine for creating memorable, data-informed experiences that keep players coming back," explains Szymanski.

The Results of Data-Driven Personalized Player Interactions

In calendar year 2024, Scientific Games CRM strategies helped 11 participating lotteries realize an uplift of $42.7 million in retail value of game tickets entered into their loyalty and second-chance programs and an increase of nearly 6.5 million in number of tickets entered in their loyalty and second-chance programs.

Participating iLottery customers experienced a 29% year-over-year increase in total wager amount, a 15% uplift in the total number of deposits and a 23% increase in total deposit amounts.

The company's targeted acquisition strategies yielded a 20% increase in reach, leading to a 31% boost in player registrations. The strategy drove significant acquisition and cost improvements, including a 42% higher conversion rate from player registration to first-time deposit, a 60% reduction in cost per new depositing player, and a 67% lower cost for driving repeat deposits.

"These results of data-driven personalized player interactions highlight our ability to drive substantial player growth and engagement while optimizing our lottery partners' return on marketing investments," says Szymanski.

SCIENTIFIC GAMES
2024
LOTTERY CRM
By the Numbers

11
Lotteries

$241.8 Million
Uplift in Online Wagers

$42.7 Million
Increase in Retail Value of
Tickets Entered

583,189
Additional Deposits

6.5 Million
Additional Tickets Entered

The Positive
IMPACT OF CRM

B Relationships =
More Loyal Players

E Understanding of
Players & Preferences

T Player Segmentation

T Player Acquisition
& Retention

E Faster Communication
with Player

R Player Experiences

CRM Bonus Integration

The company also successfully implemented a complete CRM bonus integration, enhancing player retention and activity. "The CRM bonus integration is unique as it connects marketing efforts with player incentives, creating a more engaging and rewarding experience," she explains.

Integrated bonuses allow for data-driven, behavior-based rewards tailored to individual player actions. This approach enables personalization at scale, ensuring bonuses align with player behaviors, while supporting seamless multi-channel execution.

Segmentation Strategy

A standout example of Scientific Games' CRM success comes from one participating lottery that sought to improve acquisition and retention. The company's Digital Growth Marketing team implemented a behavioral segmentation strategy focused on past player activity, identifying a key segment of players who had engaged with a specific draw and instant games in the previous 90 days.

For acquisition, a targeted marketing campaign using this segment led to an 8% increase in new player registrations, with a 4% rise in registration to ticket purchase. On the retention side, personalized engagement efforts drove a 21% increase in draw game ticket purchases, contributing to an 11% lift in average future value.

Investing in Growth

The results that Scientific Games is achieving for these 11 U.S. lotteries demonstrate the power of a well-executed, data-driven CRM approach in driving revenue, player acquisition, and long-term loyalty and retention.

Looking to the future of lotteries and CRM, Szymanski says, "A modern CRM approach isn't just built to manage today, it's built to grow with you. As programs expand and data streams converge, lottery CRM strategies and solutions should adapt to emerging trends like predictive modeling and personalization, turning evolving complexity into strategic opportunities."

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