Measurement Case Study

HOW THE WEST VIRGINIA LOTTERY UNLOCKED EFFICIENCY WITH ORGANIC AND PAID SOCIAL STRATEGIES

Meta

Since its inception, the West Virginia Lottery has generated $9 billion in proceeds to help public education, senior services and the state's tourism industry.

To expand its customer base while growing in-store ticket sales, the Lottery partnered with Meta to build a diversified marketing strategy.



A diversified marketing strategy

To drive in-store lottery ticket sales, the West Virginia Lottery widened the scope of its influencer marketing from organic to paid media

The new campaign approach leveraged:

Conversion Lift tests to help understand the business value generated by paid media on Meta technologies combined with organic

Net-new creatives featuring influencers were added to its creative assets to help reach new audiences, primarily through Reels

A cross media strategy that lowered costs, improved return on ad spend, and improved the in-store impact of digital media channels

Results

12K
Lottery tickets sold as a direct result of the campaign

0.5x
Incremental return on ad spend halo effect in store

3x
Increase in social engagement across campaign content



"Thanks to our partnership with Meta's Marketing Science team, we have benefited in exploring and leveraging Meta's social platforms to successfully surpass our business goals.

As a result, we incrementally increased our ticket sales, reached new audiences, vital for our business, whilst gaining strong returns on our marketing dollars. We are excited to adopt and scale this incrementality-first approach to our wider marketing activities and share this success to our State Lottery counterparts."

DANIELLE SNIDOW, MARKETING DIRECTOR, WEST VIRGINIA LOTTERY

Key Takeaways

Collaboration

Business priorities and goals are easier met when teams collaborate, and silos are broken down.

Innovation

Industry changes present an opportunity to build for the future and establish trust in new measurement approaches.

Scale

Sharing success in one organization can help scale that success across a vertical and, eventually, other industries.


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