

Arkansas Scholarship Lottery

AR Lottery + Club App Relaunch: Marketing & Engagement Strategy Overview

Ashley McNatt, DrPH, MA, Marketing & Advertising Director

OBJECTIVES

- ASL Brand and Marketing Efforts on App
- ASL App Then vs. Now
- Marketing App Strategy
- Next Steps




This is
WINNING!
ASL HELPS CREATE WINNING
PEOPLE, WINNING FUTURES
AND WINNING MOMENTS.

ASL MARKETING ON OLD APP

- Player's Club
  - Newsletters
  - E-Blast
  - Push notifications



CLUB APP (PREVIOUS VERSION)

- View winning number and jackpots
- Sign-up to receive notifications
- Find retailers
- Points for Prizes® store
- Enter or scan tickets into Club

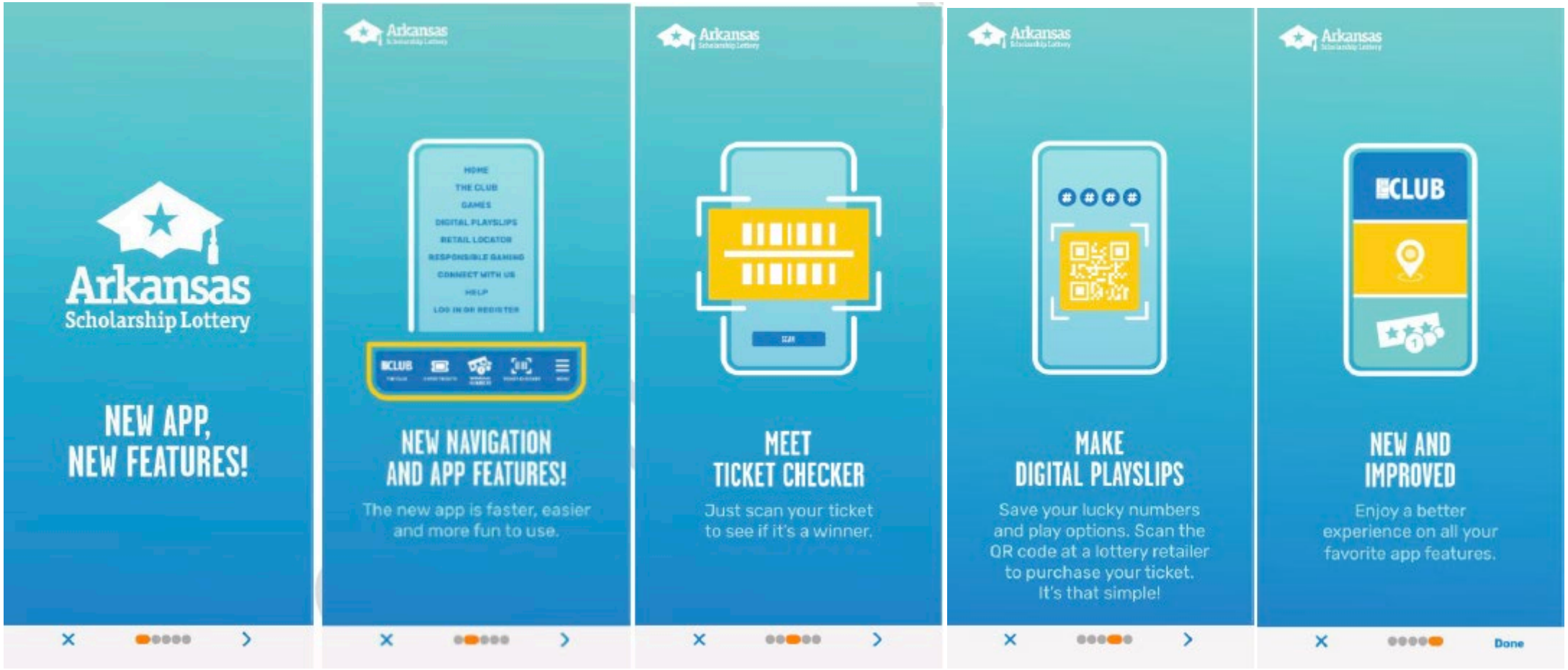
This is WINNING!

AR LOTTERY + CLUB APP



This is WINNING!

ONBOARDING SCREENS



ONBOARDING SCREENS



AR LOTTERY + CLUB APP MARKETING STRATEGY

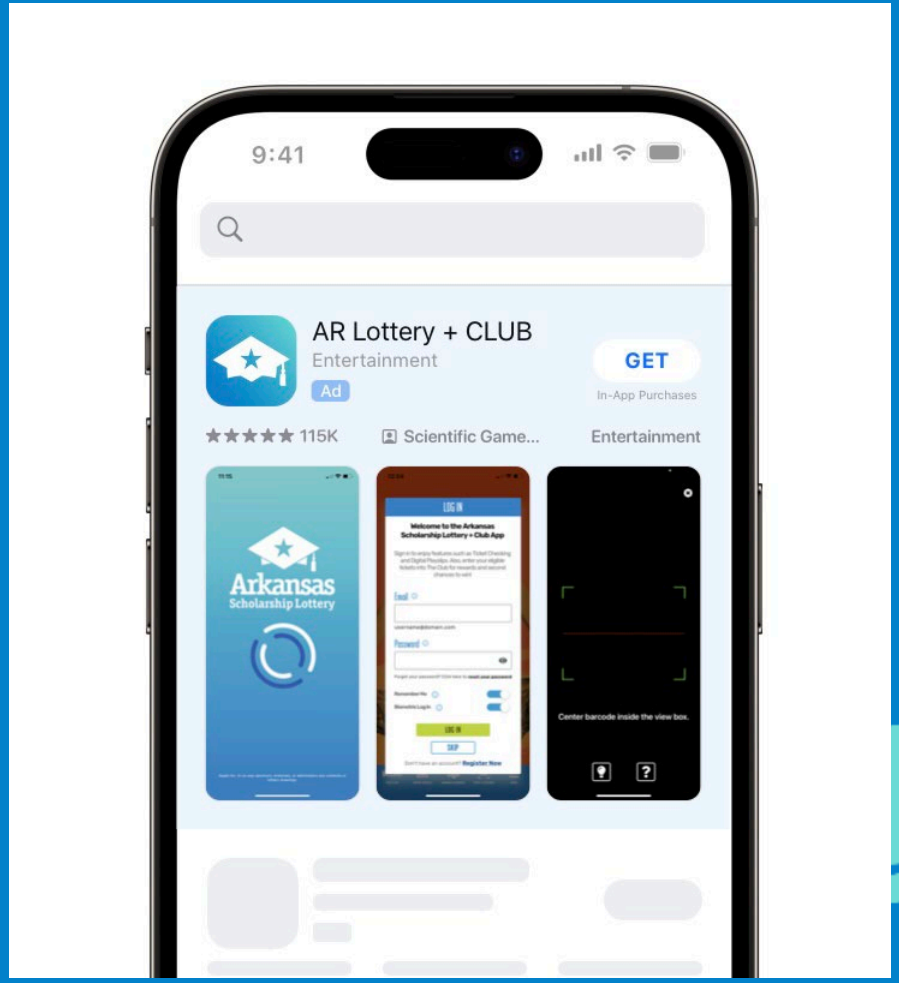
- Objectives:
  - App Installs – Apple App Store
  - Awareness – Meta
  - Point - of - Sale
  - Player's Club Communications
  - Push notifications

This is WINNING!

APPLE APP STORE CAMPAIGN

March 15 – June 30, 2023

- Total cost: $6,066.55
- Impressions: 322,927
- Total Taps: 2,123
- Total Installs: 983
- Conversion Rate: 46%



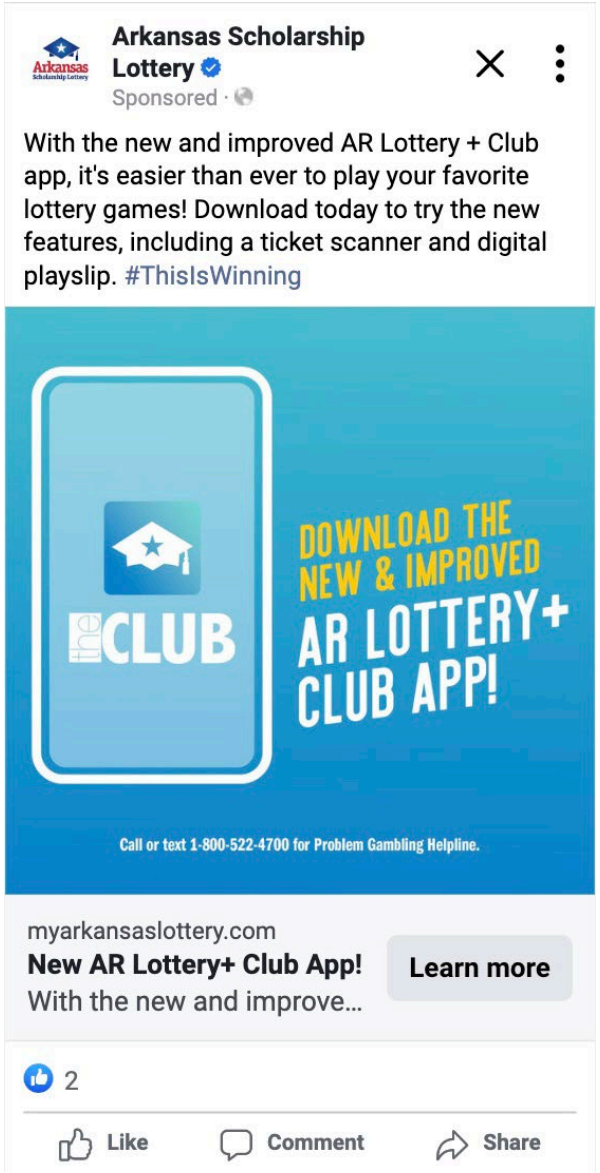
META CAMPAIGN

March 15 - April 30, 2023

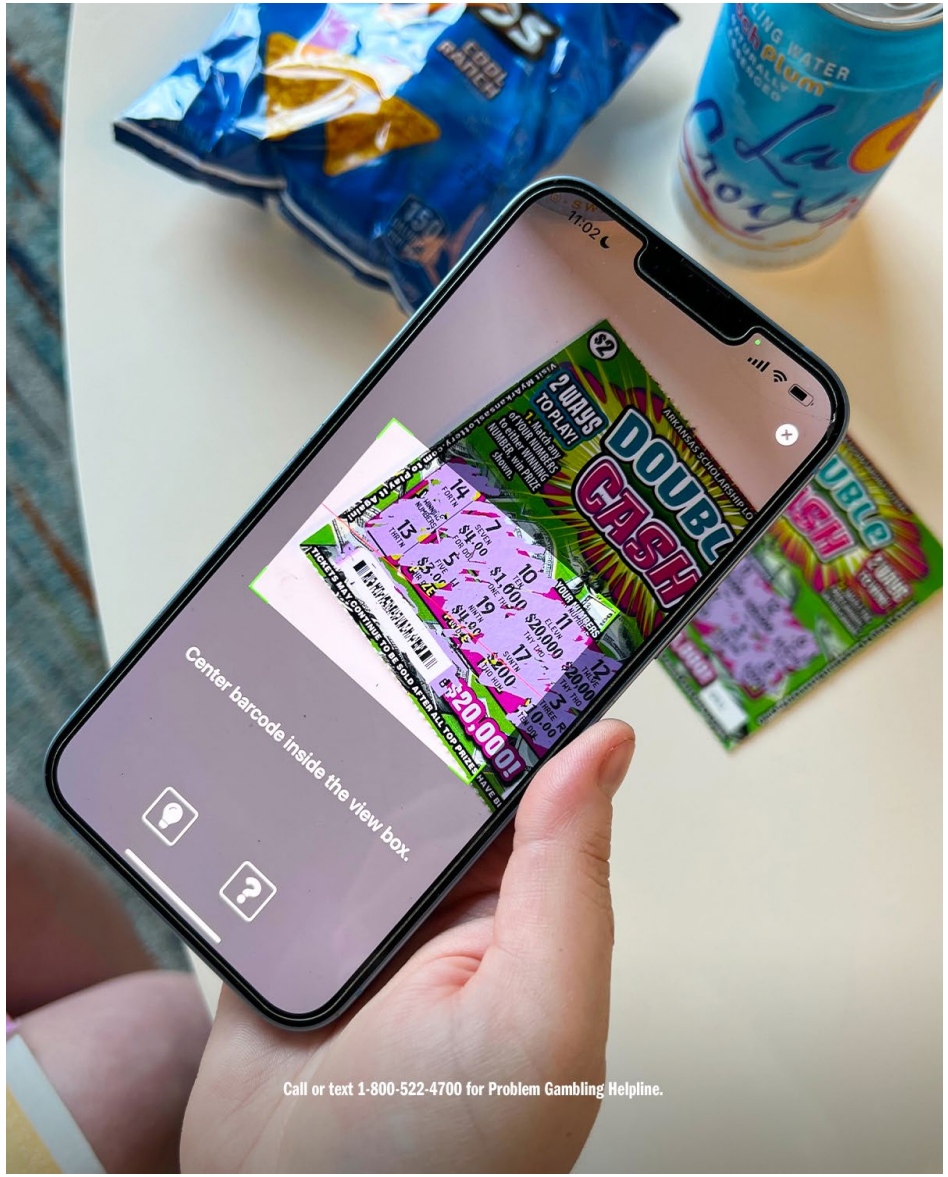
- Total cost: $6,066.55
- Avg. cost per download: $6.17
- Avg. cost per tap: $2.86
- Impressions: 829,551
- Reach: 312,833
  - Cost per 1,000 people reached: $5.22
- Clicks: 1,189
- CTR: 0.14%
- CPC: $1.37



PAID SOCIAL EXAMPLES



ORGANIC (BOOSTED) EXAMPLES



POINT-OF SALE



SCAN THE CODE
AND GAIN ACCESS TO THE
ALL NEW
LOTTERY APP!

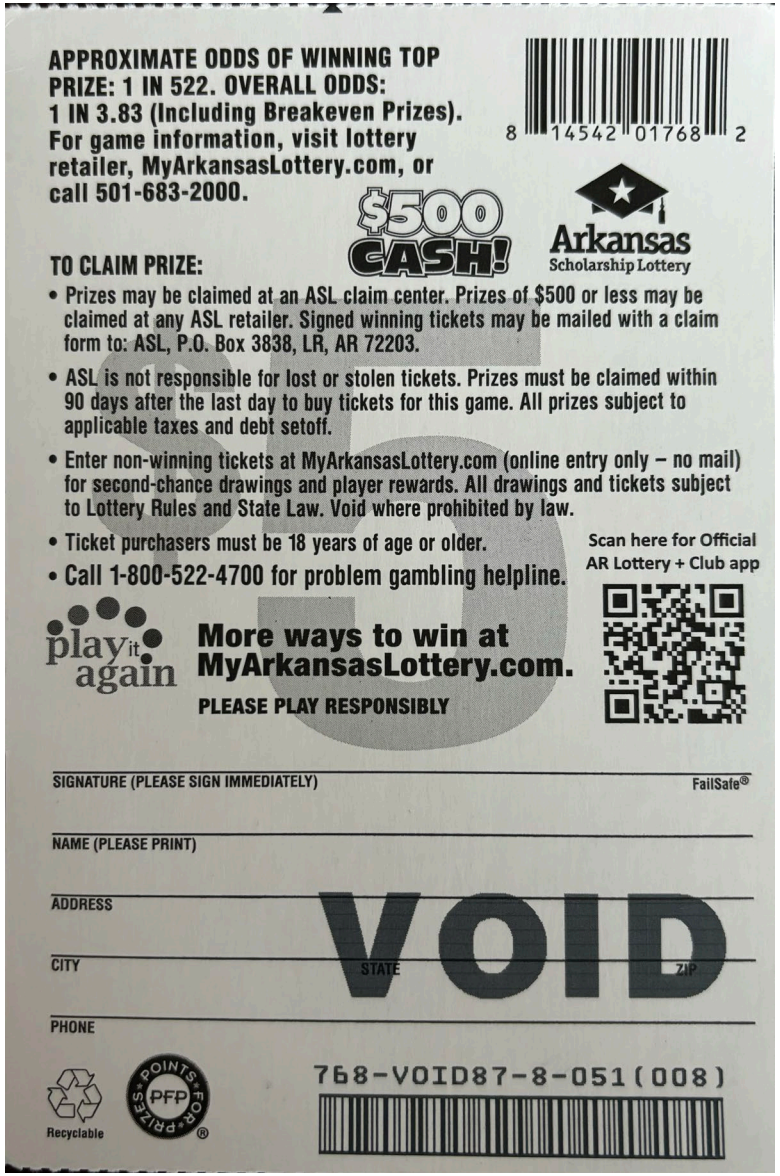
SCAN THE CODE

Arkansas Scholarship Lottery

SCAN NOW
& GET THE OFFICIAL
LOTTERY APP!

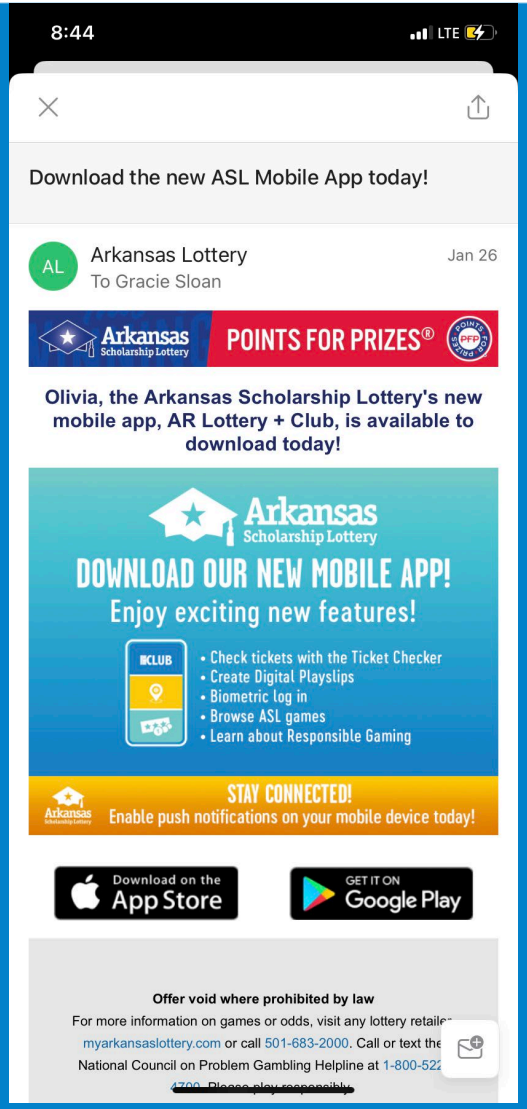
This is
WINNING!

TICKETS


APPROXIMATE ODDS OF WINNING TOP PRIZE: 1 IN 522. OVERALL ODDS: 1 IN 3.83 (Including Breakeven Prizes). For game information, visit lottery retailer, MyArkansasLottery.com, or call 501-683-2000.
8 14542 01768 2
$500 CASH!
Arkansas Scholarship Lottery
TO CLAIM PRIZE:
• Prizes may be claimed at an ASL claim center. Prizes of $500 or less may be claimed at any ASL retailer. Signed winning tickets may be mailed with a claim form to: ASL, P.O. Box 3838, LR, AR 72203.
• ASL is not responsible for lost or stolen tickets. Prizes must be claimed within 90 days after the last day to buy tickets for this game. All prizes subject to applicable taxes and debt setoff.
• Enter non-winning tickets at MyArkansasLottery.com (online entry only – no mail) for second-chance drawings and player rewards. All drawings and tickets subject to Lottery Rules and State Law. Void where prohibited by law.
• Ticket purchasers must be 18 years of age or older.
• Call 1-800-522-4700 for problem gambling helpline.
Scan here for Official AR Lottery + Club app
play it again
More ways to win at MyArkansasLottery.com.
PLEASE PLAY RESPONSIBLY
SIGNATURE (PLEASE SIGN IMMEDIATELY)
FailSafe®
NAME (PLEASE PRINT)
ADDRESS
CITY
STATE
ZIP
VOID
PHONE
Recyclable
POINTS FOR PRIZES PFP
768-VOID87-8-051(008)


APPROXIMATE ODDS OF WINNING TOP PRIZE: 1 IN 48,000. OVERALL ODDS: 1 IN 3.99 (Including Breakeven Prizes). For game information, visit lottery retailer, MyArkansasLottery.com, or call 501-683-2000.
IT'S GOLD OUTSIDE
Arkansas Scholarship Lottery
8 14542 01756 9
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PLEASE PLAY RESPONSIBLY.
SIGNATURE (PLEASE SIGN IMMEDIATELY)
FailSafe®
NAME (PLEASE PRINT)
HD Games™
ADDRESS
CITY
STATE
ZIP
VOID
PHONE
Recyclable
POINTS FOR PRIZES PFP
756-VOID66-0-004(145)
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Scan here for Official AR Lottery + Club app

CLUB EMAILS, PUSH NOTIFICATIONS, & NEWS



- Email go-live
- App Push Notifications
  - Coming Soon
  - Countdown
  - Download
- Club News

This is WINNING!

SUMMARY

- ASL launched improved mobile app February
- Multi-faceted marketing approach to inform players, the public, retailers, and the media about new app
  - App installs
  - Awareness
  - POS
  - ASL Players Club
  - Push notifications



NEXT STEPS

- Regularly include App and Club in Marketing Plan
- Plan strategy to utilize Optimove to identify lookalike target audiences for people that are a part of the Club to continue growing player audience.
- Strategically flight campaigns throughout the year in the app stores to encourage downloads.
- Have a continued presence on organic social and website to ensure visibility.



Questions?

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501-683-1866

Arkansas Scholarship Lottery

Learn more at MyArkansasLottery.com