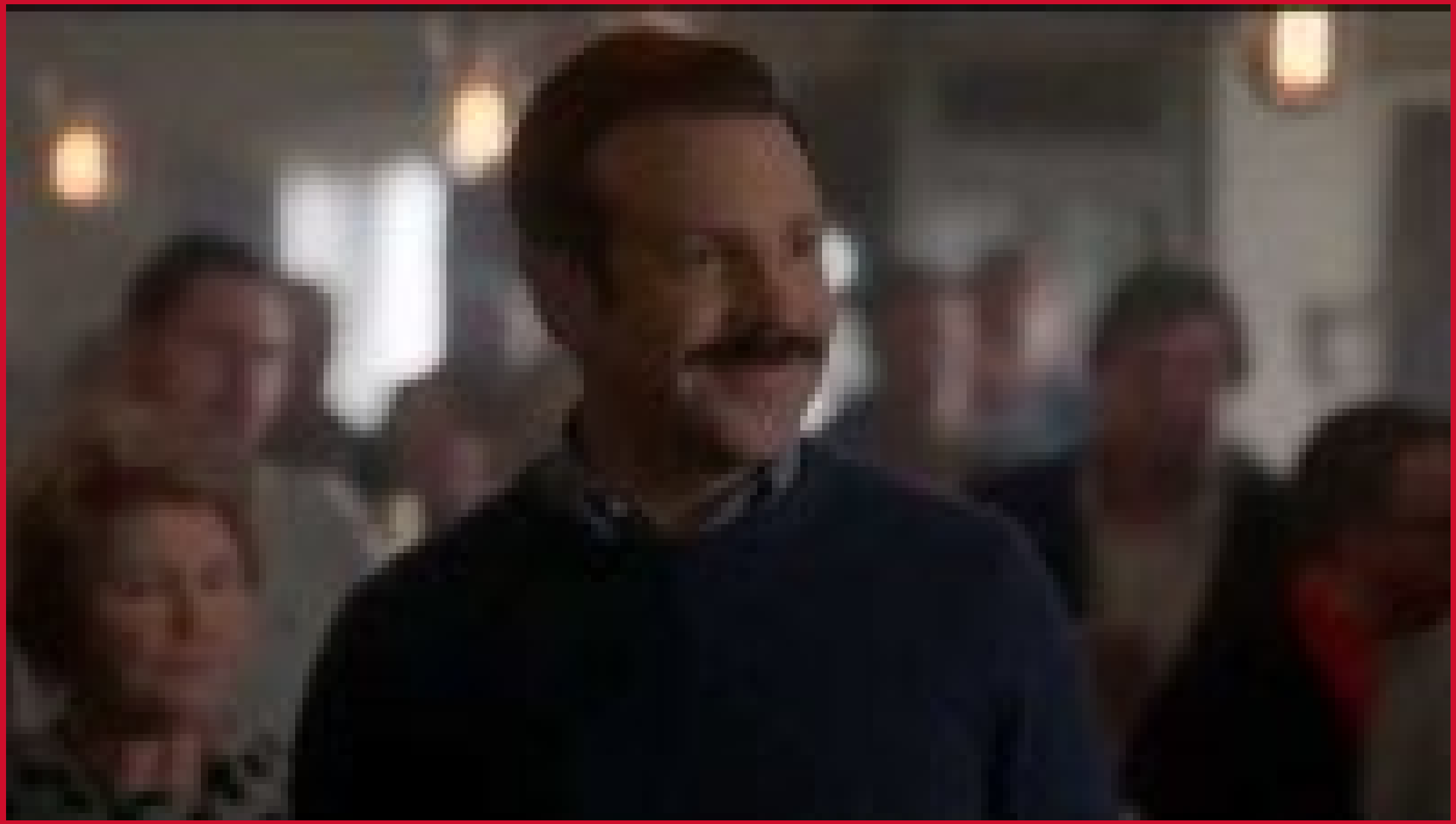
Second Chance

Empowering Insights Rooted in Digital Engagement



Historic Columbia River Highway
Near Eagle Creek, OR

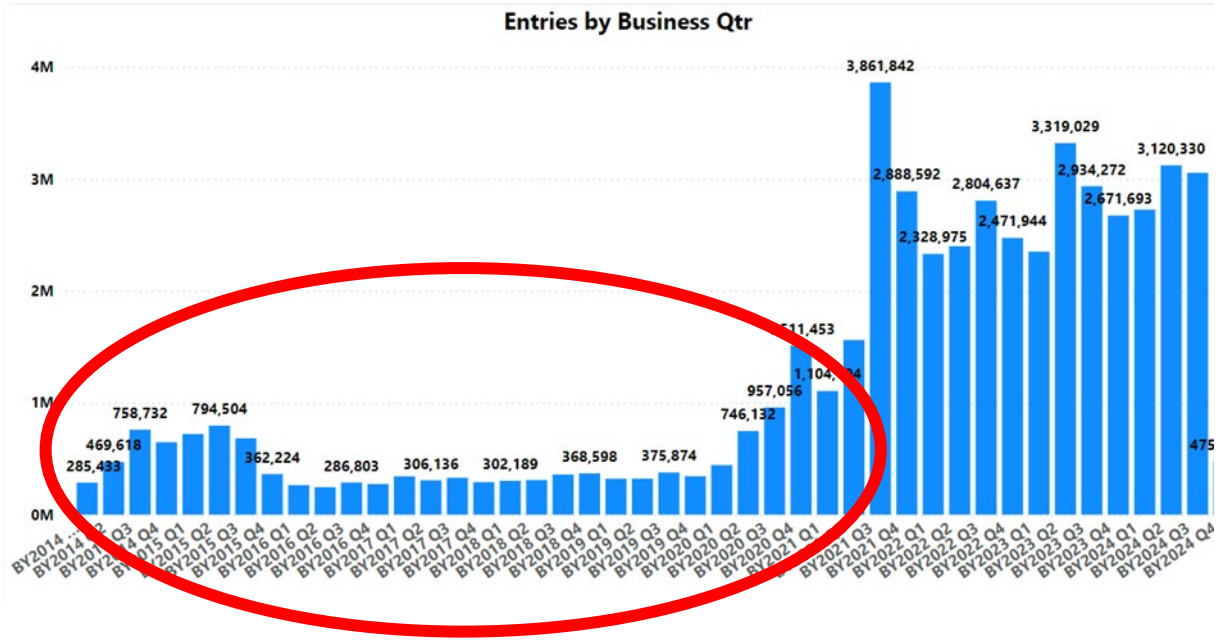


Engaged customers represent a **23% premium** in share of wallet, profitability, revenue and relationship growth over the average customer.

Gallup – 2024 Customer Centricity Study

Background

- Instant product only
- Launched Second Chance (website entries only) in 2013
- Each drawing is the top prize for a given ticket
- Opened the door to “Known Play”
- From 2013 to 2021, the odds for players were just….wow



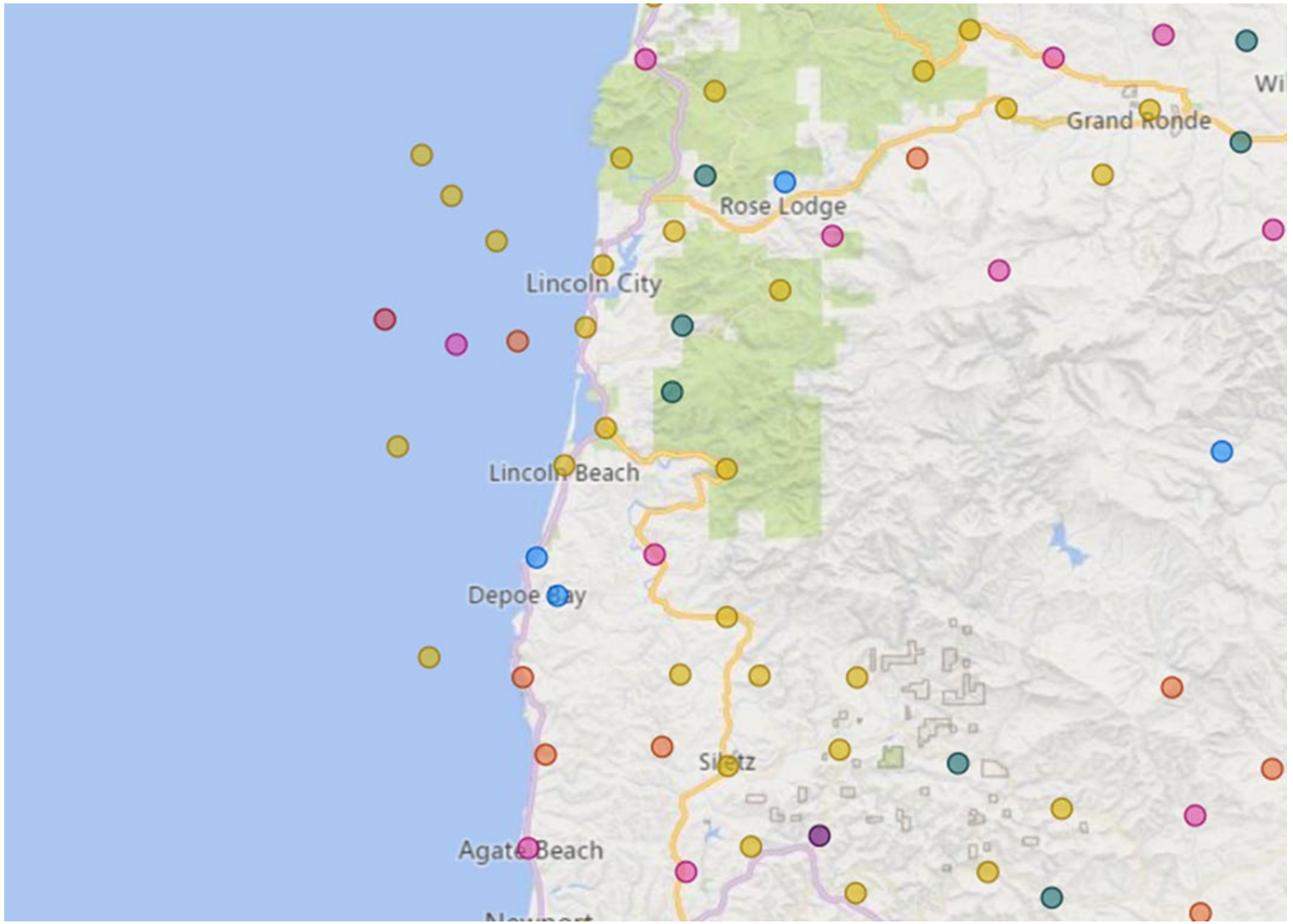




The Fulcrum

- Fulcrum - ˈfo͝olkrəm,ˈfəlkrəm – A thing that plays a central or essential role in an activity, event or situation
  related words: pivot, core, lynchpin, **KYC**
- We are largely an industry of customer anonymity
- Powered by WIFM (What's in It For Me?) – balanced between consumer and business
- Inuititive, intuitive, intuitive
- Incremental, strategic change and enhancements




Grand Ronde
Rose Lodge
Lincoln City
Lincoln Beach
Depoe Bay
Siletz
Agate Beach

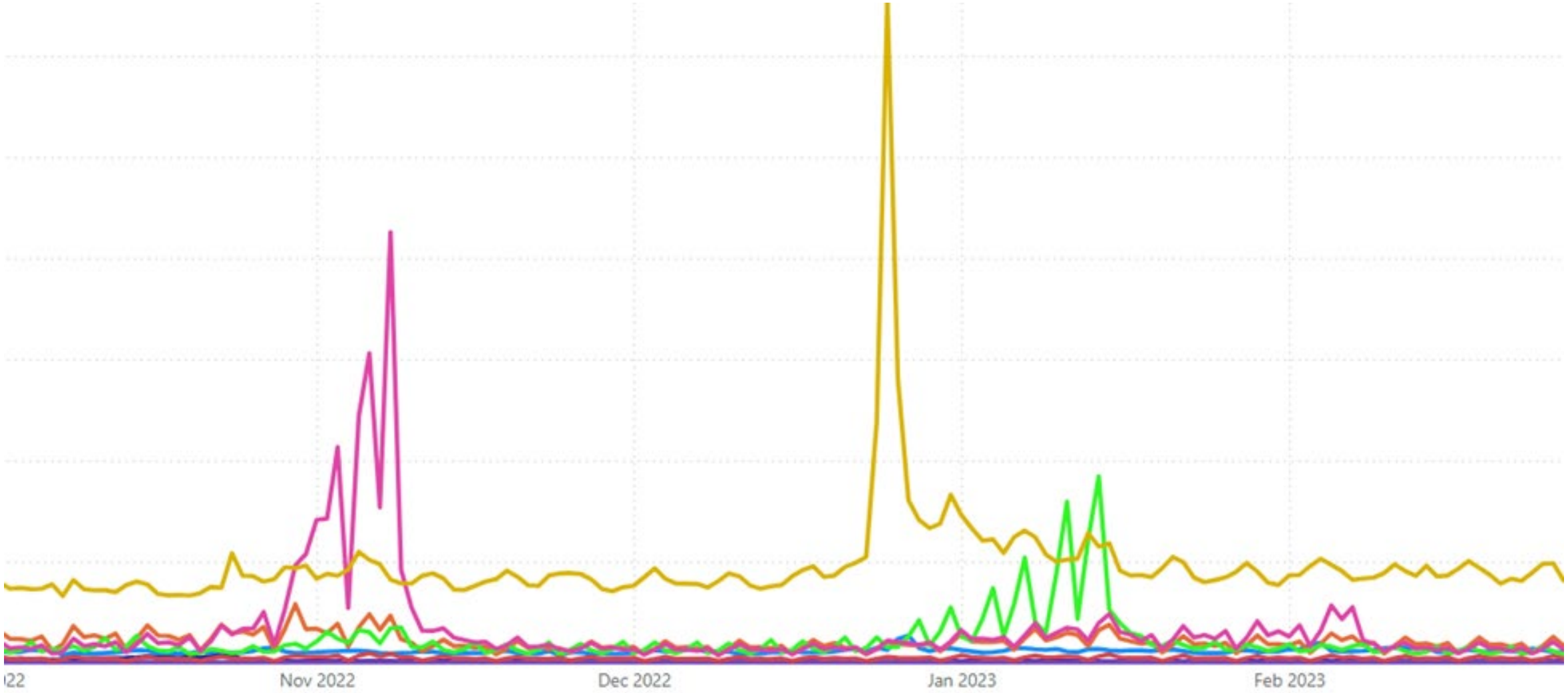

PLATINUM
7s
TOP PRIZE $100,000!



Data-Driven Decision Making

Putting illumination into action has reshaped our KPIs and added metrics to help track our funnel. At first glance, Second Chance can be characterized as simply an expense or a small customer delight. But deeper customer engagement and registration greatly increases the value of this program.

- UX (User Experience) Changes
- Segmentation
- Advertising & Offers
  - Timing (yearly, of day)
  - Effectiveness
  - Popularity
  - Audience
  - Conversion & Added Rewards
- Channel Evaluation
- Owned Channel/Social Media Content Guidance
- Roadmap, Integration & Guidance of Vision


Nov 2022
Dec 2022
Jan 2023
Feb 2023

Inspiration & Use Cases

A digital engagement approach works in many industries beyond Lottery. There are many takeaways that could benefit a vision of “lotterization”. Often, realizing value may take years, but a solid vision eventually pays deep rewards.

Coffee and Lottery have much in common. In 2009 Starbucks started down the path of redefining their relationship with customer. By offering minimal rewards an enhanced customer experience and effortless payment options, they grew market share in an industry where they were already the dominant force.

SEPHORA

Sephora created digital tools that made the in-store experience more informed and gratifying for the customer while expanding their connection and understanding of loyal and prospective customers.

Quick service food & beverage “fast food”. Constant optimization against both qualitative and quantitative data. They all have an app for brick & mortar transactions.

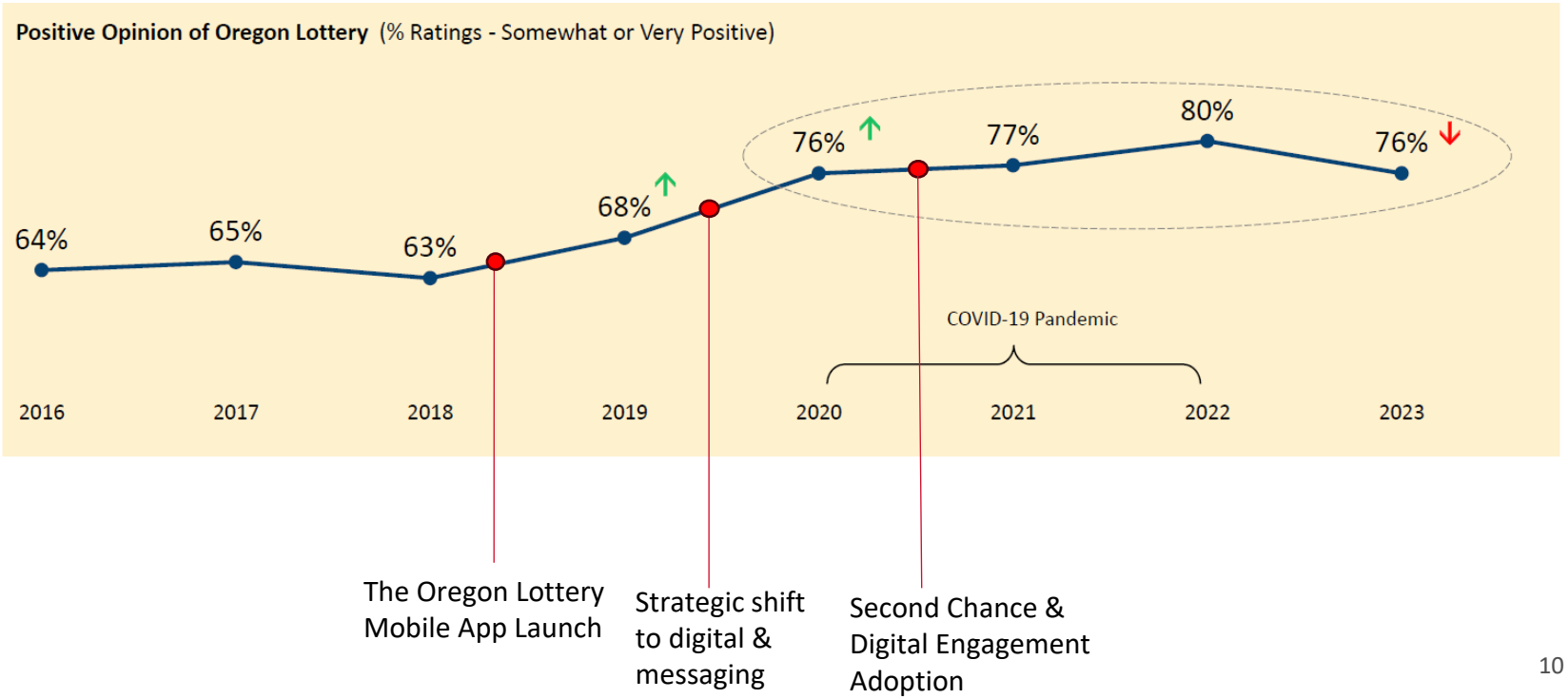


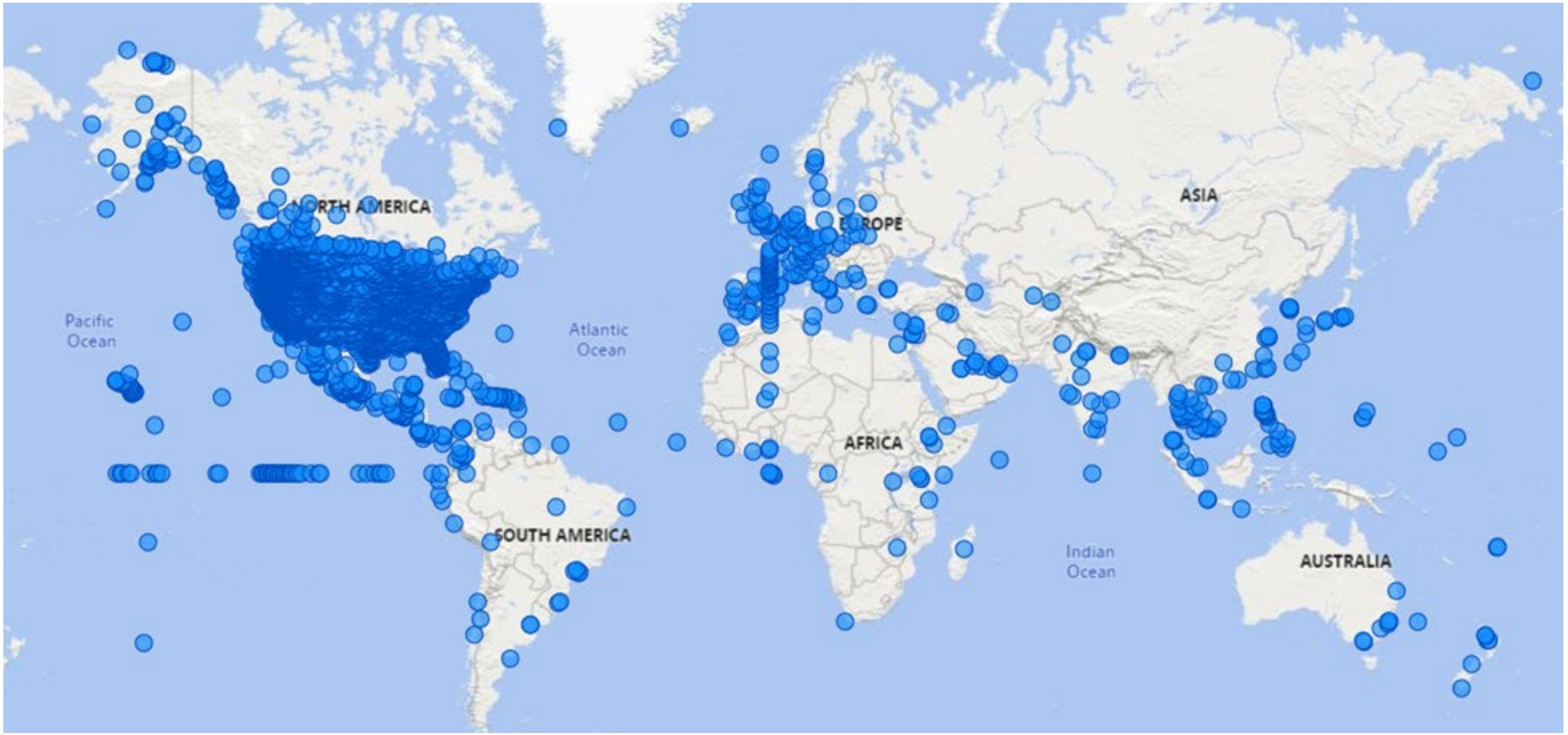
OREGON LOTTERY



Making a Difference

- Unprecedented view of our current, former and prospective customers
- Redistribution and efficiencies in marketing and advertising
- Validation or evaluation point for qualitative research
- Increased perceived value and better information
- Oregon Lottery favorability




ASIA
EUROPE
AFRICA
SOUTH AMERICA
AUSTRALIA
Pacific Ocean
Atlantic Ocean
Indian Ocean

Looking Toward the Future

We realized success on many fronts, but still have much ground to cover. Getting deeper engagement and reaching certain KPI milestones pushes the vision and the priorities for future enhancement and incremental growth.

- Digital free play rollout in ’24/’25
- Continue to improve existing customer tools and personalization through new versions and updates
- In a small state like Oregon, 1+ million registered users represents maturity for that audience, we seek to add a Second Chance for draw/jackpot games
- Discovery phase for the addition of digital claims & payments
- Increased integration with retail CRM for added “by retailer” dimension





Takeaways

- Balance the value proposition between customer & business, it doesn't take much to get a response
- Consistent metrics present opportunity to test & learn
- Engagement is a game changer! Know your customer
- Take a holistic view of your data, metrics & analytics
- Above all, BE CURIOUS

Thank You

OREGON LOTTERY®

Together, we do good things.