Evolution of iLottery

Monika McMahon
Senior Director of Digital

April 2025



allwyn

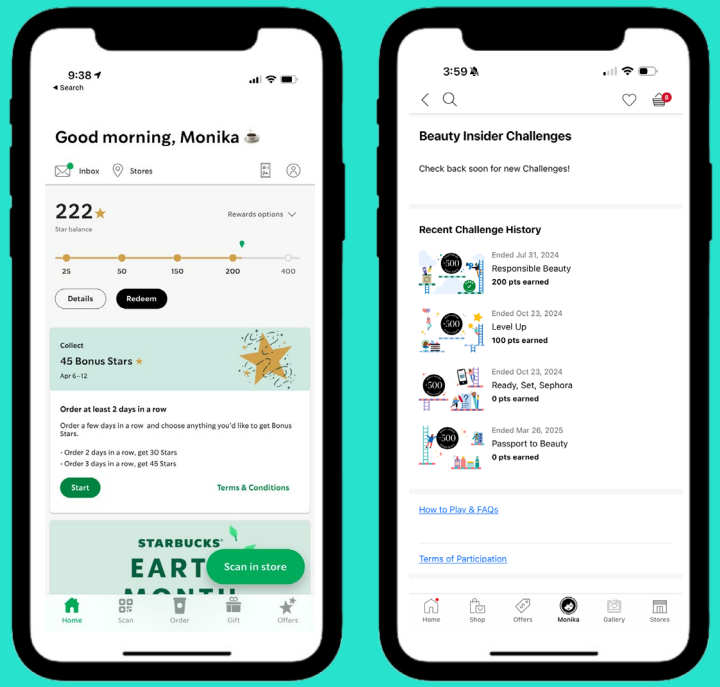
iLottery officially a teenager!
Launched in the US in 2012

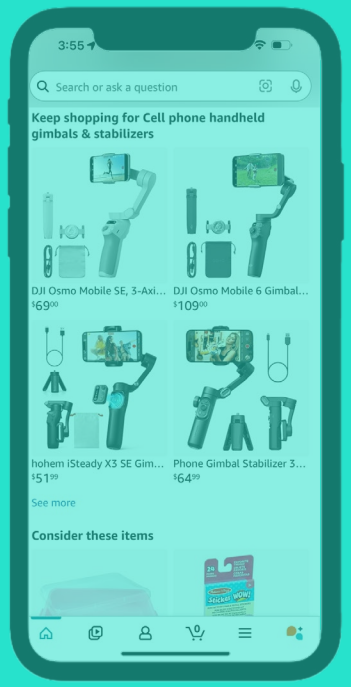


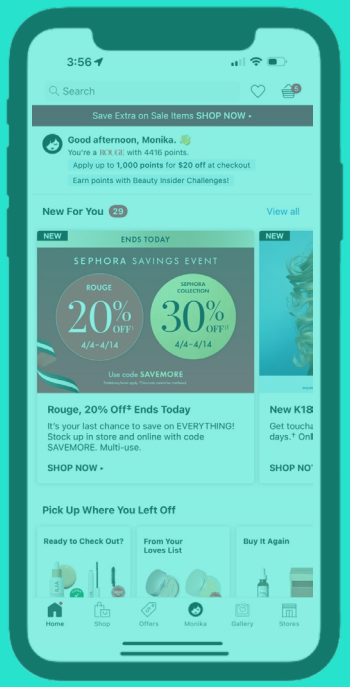

Illinois Lottery
30th Anniversary HAVE A BALL!
www.IllinoisLottery.com
Rod R. Blagojevich, Governor
Lottery Links
30th Anniversary!
Numbers/Jackpots
Games
News & FAQs
Promotions
Winners
Subscriptions
Unclaimed Prizes
Español
Contact
E-mail Alert!
Lottery Home
State Links
Search Illinois
Go
[Search Tips]
What's Hot
$100,000
13 More Weekly Drawings
WOO!
Send Them In!
30th Anniversary HAVE A BALL!
Time to say WOO! Save your non-winning Lottery tickets, enter the 30th Anniversary 2nd-Chance drawing(s). One big winner a week for 21 consecutive weeks! Click Here for more information on how you could win ONE MILLION DOLLARS or one of twenty $100,000 prizes!
Click Here to view our latest winners of one of twenty $100,000 prizes!
Latest News
Check those old tickets!
Several large prizes remain unclaimed. Double check your tickets to make sure you are not missing a chance at some big winnings!
Advanced winning number history search!
Search by Game
Search by Numbers
Now finding past winning numbers is even easier. View the winning number history by game or date or by entering your own numbers!
Winner Highlights
Winners, Winners Everywhere!
We have a list of press releases that were sent to local newspapers for some of our many winners
Illegal Foreign Lotteries: The Games You Can't Win!
Brian Hamer, Director
Illinois Department of Revenue
Carolyn Adams, Superintendent
Illinois Lottery
Have Fun! Play Responsibly!
June 22, 2004
Winning Numbers
MegaMillion 6/18/04
07-10-11-15-51[23]
Lotto 6/19/04
09-15-19-37-47-50
Little Lotto 6/21/04
08-11-17-23-29
Jackpots & Numbers
Winning Numbers
Popular Links
Select a Link --->
30th Anniversary HAVE A BALL! 2nd CHANCE
Learn How to Play Great Big Bingo Instant Game.
Get The Hottest Summer Tickets From US99.5 and The Illinois Lottery
See our Latest Commericals
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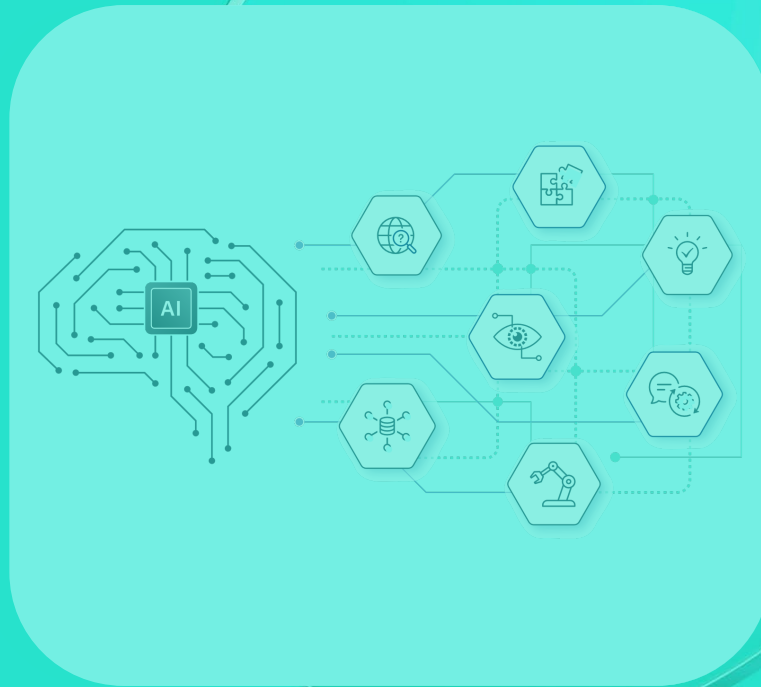

HAVE A BALL!
www.IllinoisLottery.com
Rod R. Blagojevich, Governor
Lottery Links
What's Hot
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13 More Weekly Drawings WOO! Send Them In!
$100,000
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See our Latest Commercials
SMALL PRINT?

eCommerce Trends







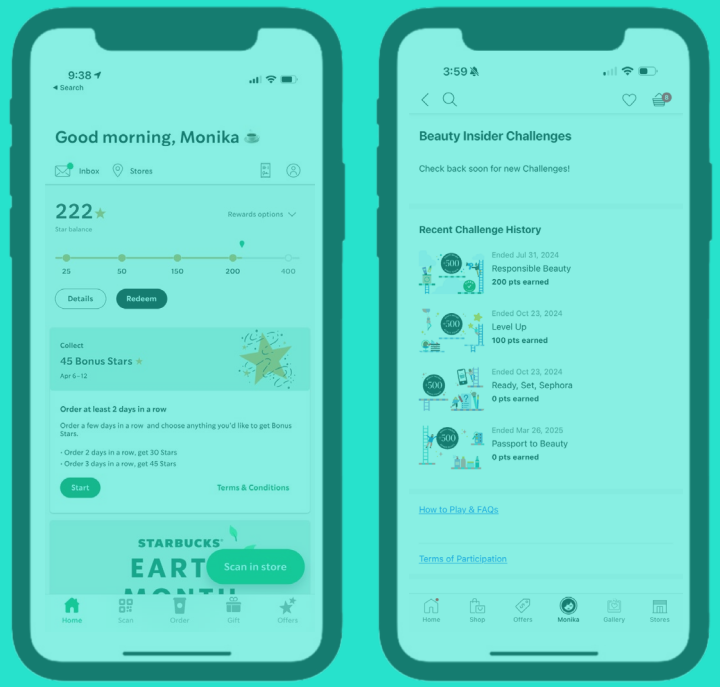


Gamification and Loyalty

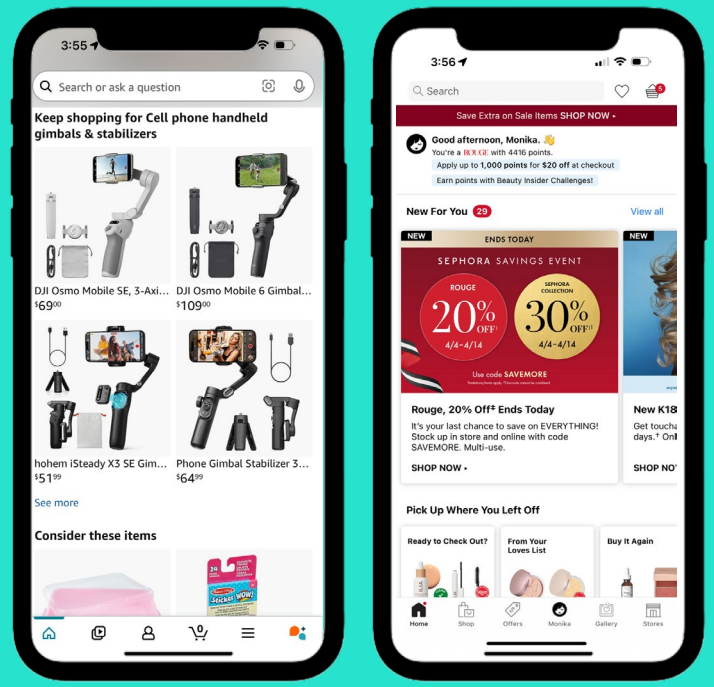
Personalization

AI Machine Learning

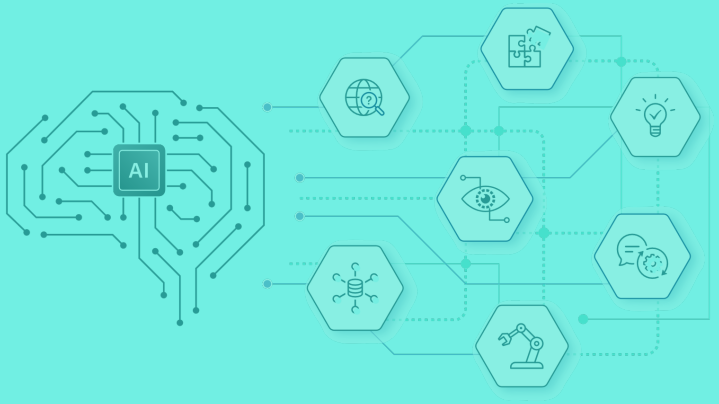
eCommerce Trends



Gamification and Loyalty

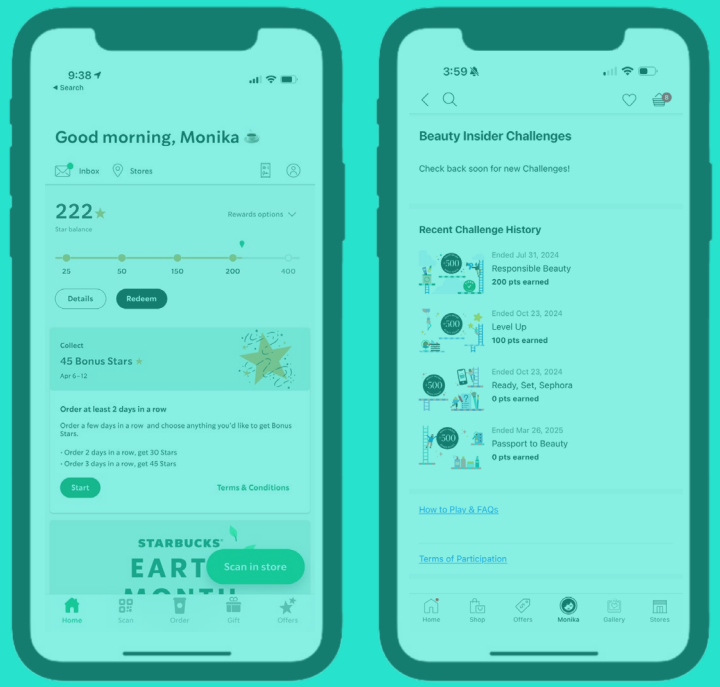


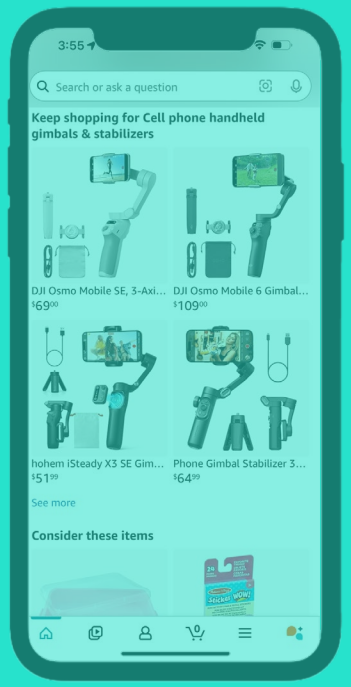
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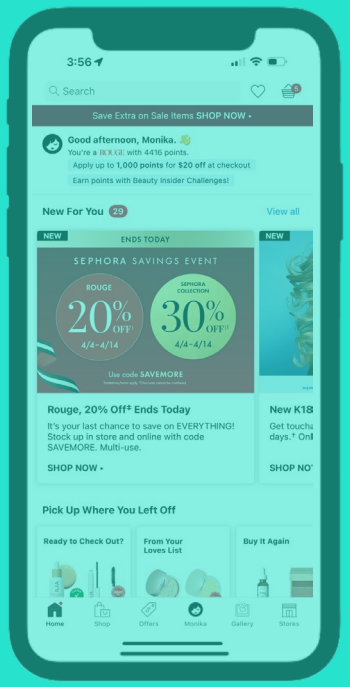


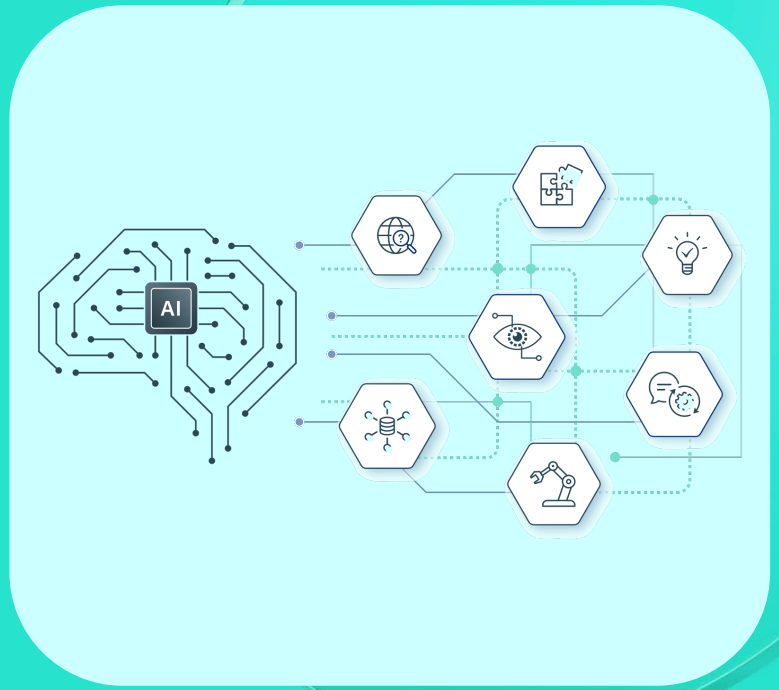
AI Machine Learning

eCommerce Trends







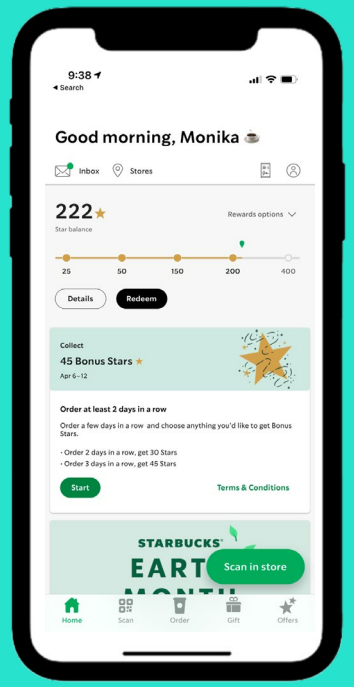


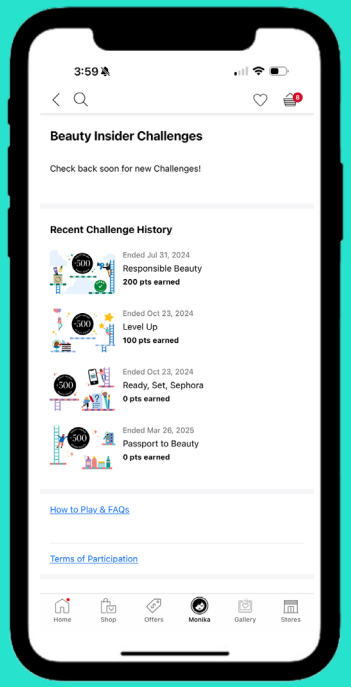
Gamification and Loyalty

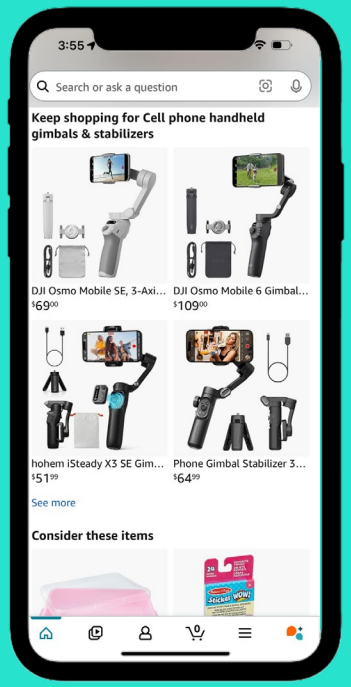
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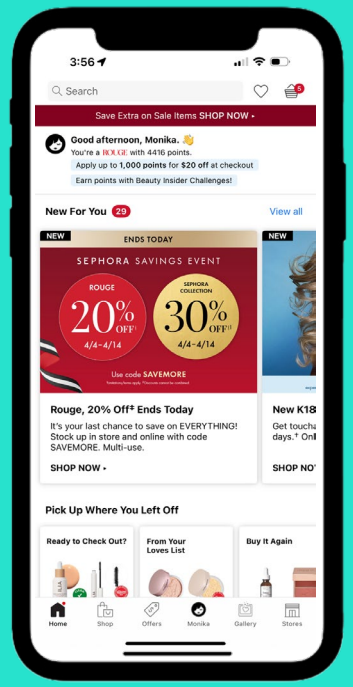
AI Machine Learning

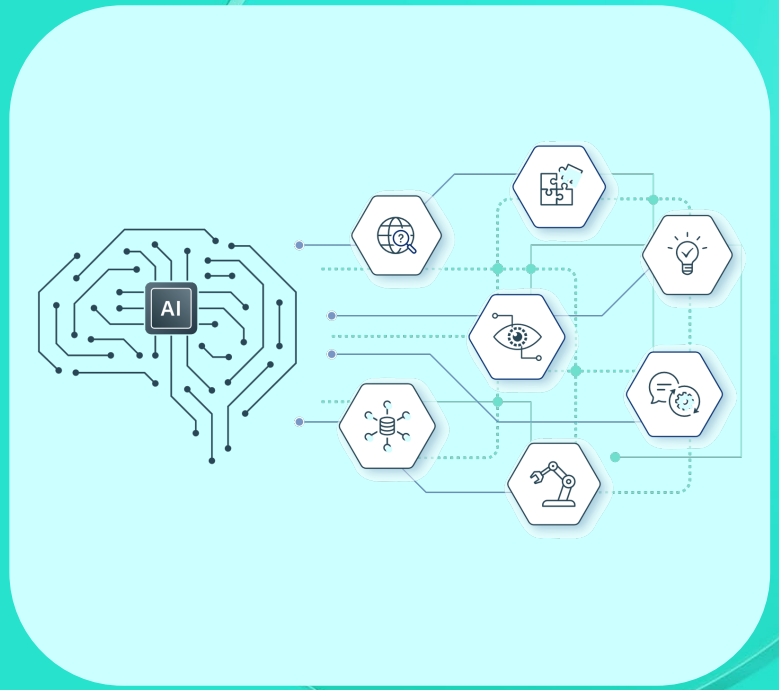
eCommerce Trends











Gamification and Loyalty

Personalization

AI Machine Learning

Allwyn Platform Components

Power iLottery growth



Genesis Web Application

Genesis Mobile Application

Genesis Middleware Integration Layer

Apollo Remote Gaming Server

Nexus Content Aggregator

Genesis PAM Player Account Management

Genesis Auth Authorisation Service

Genesis DBG Draw Based Games

Gaming Content Vertical

Player Account Management Vertical

Draw Based Games Vertical

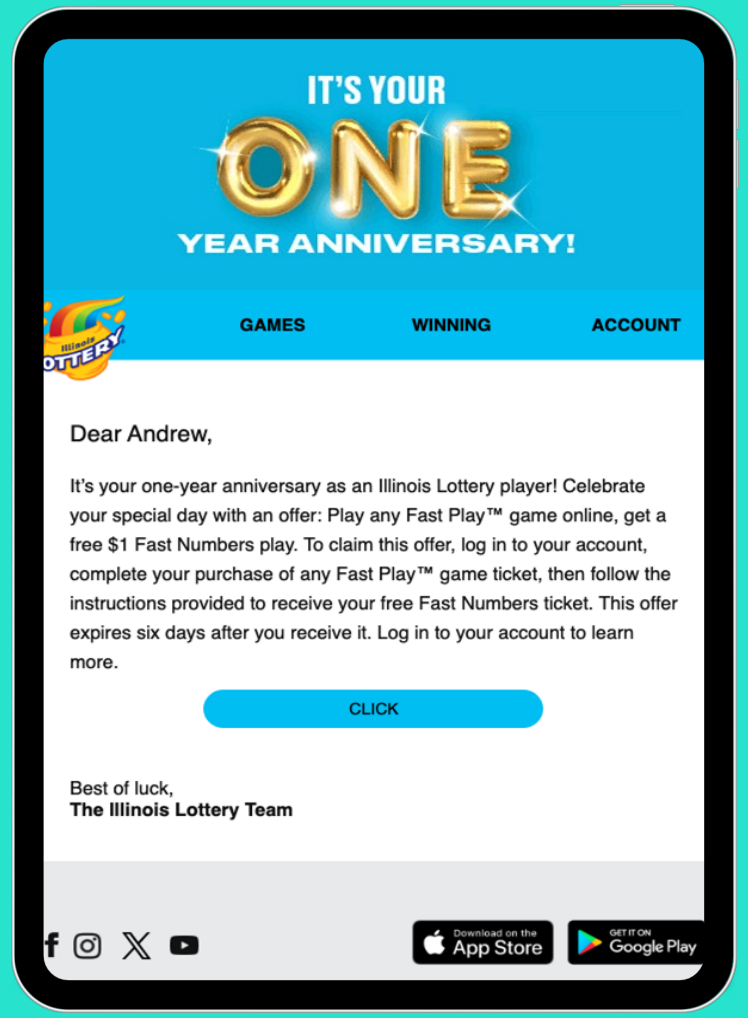
Optex Bonus Engine

Command Admin Portal

Atlas Data Platform

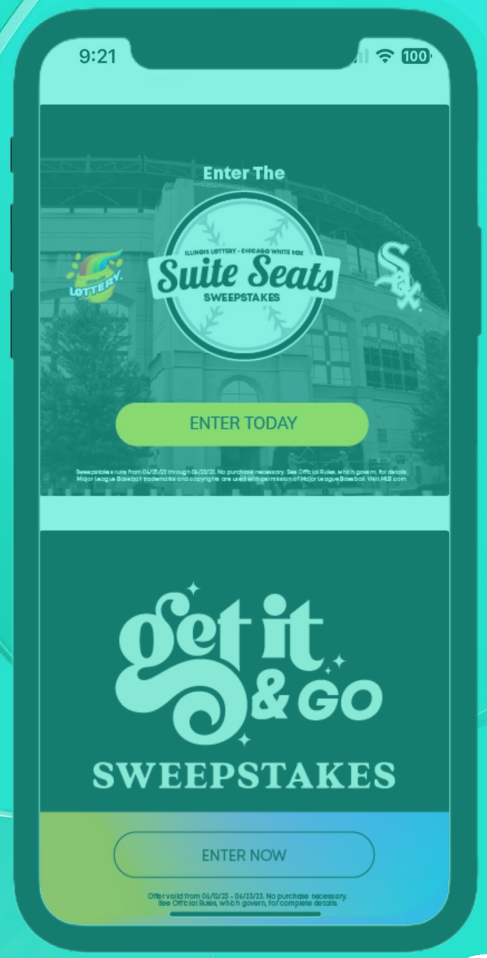
Athena Infrastructure Platform

Loyalty and Personalization

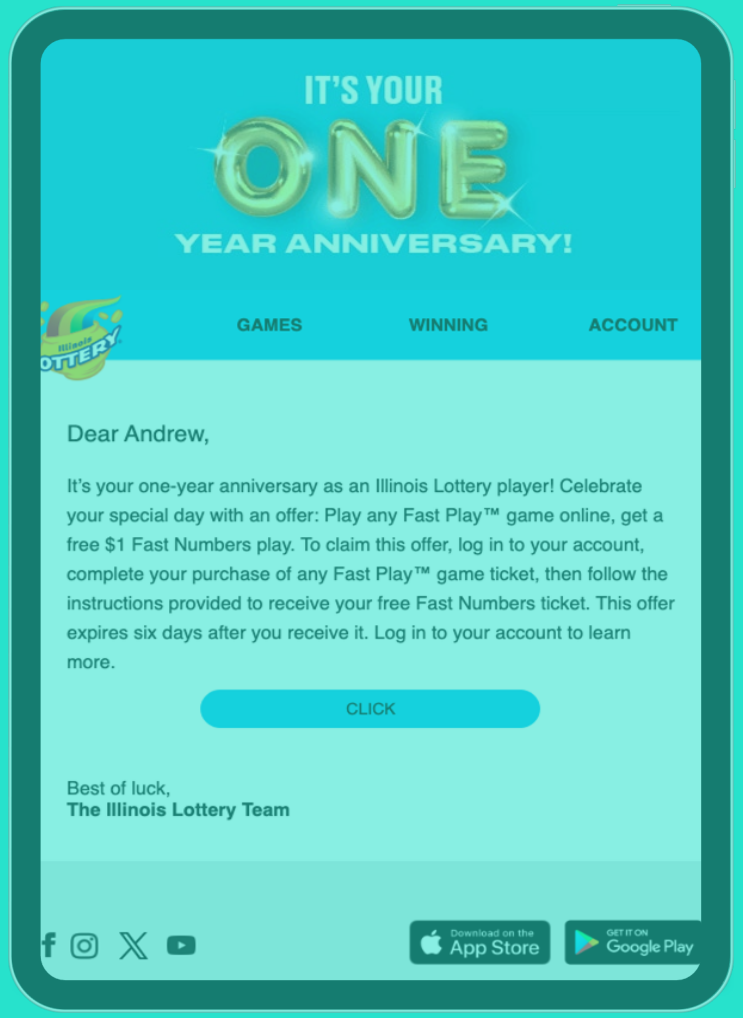






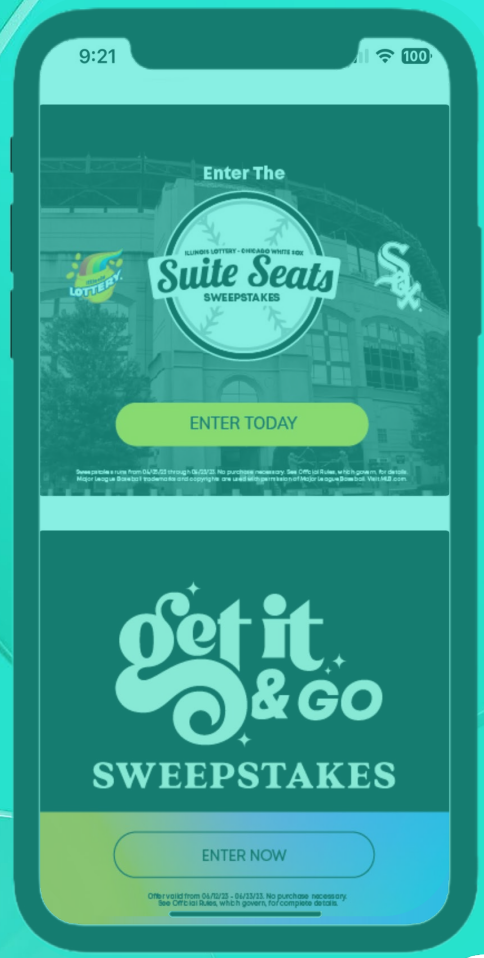


Loyalty and Personalization

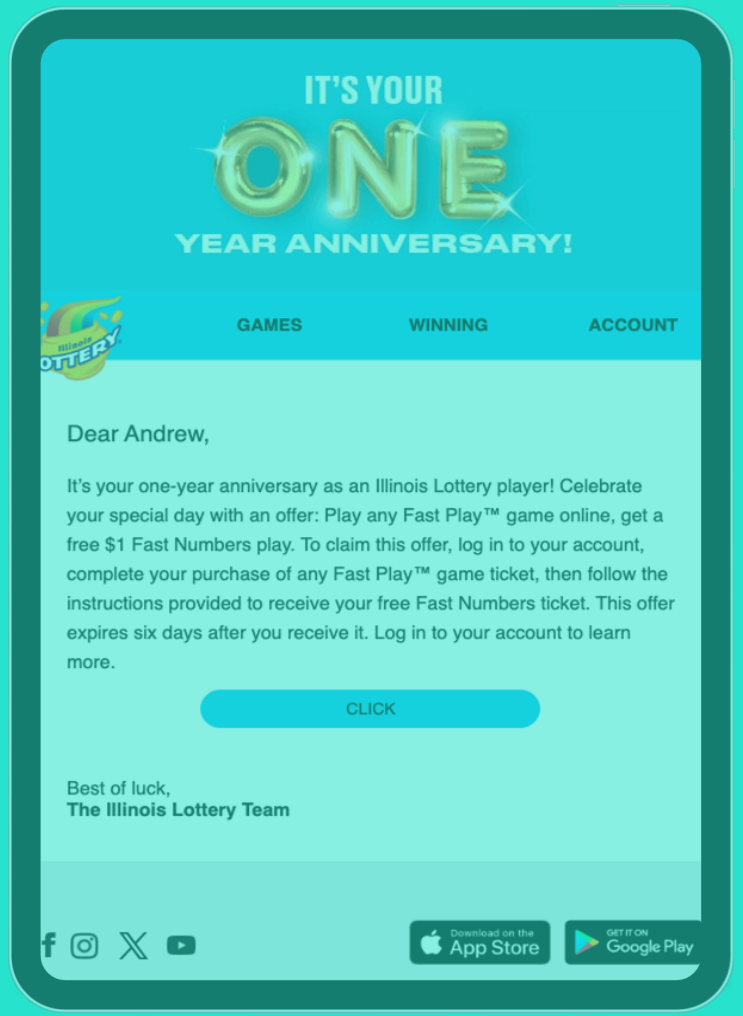






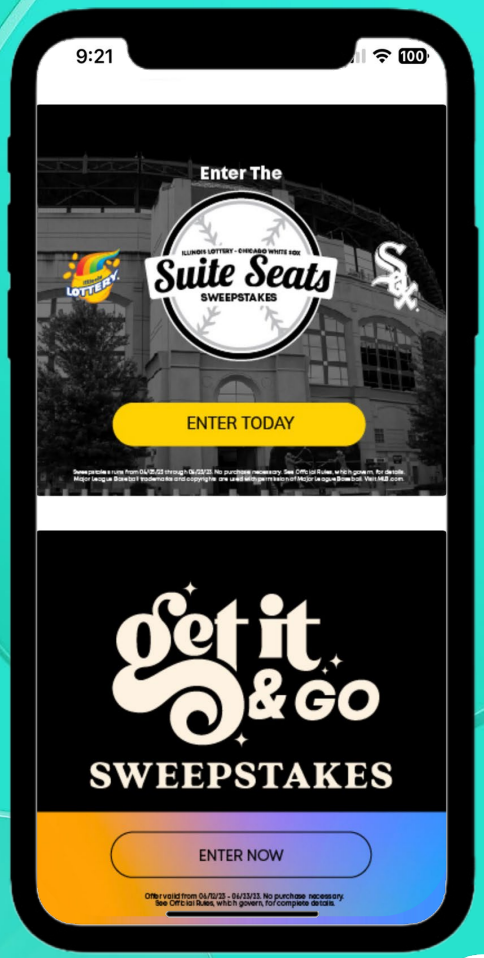


Loyalty and Personalization



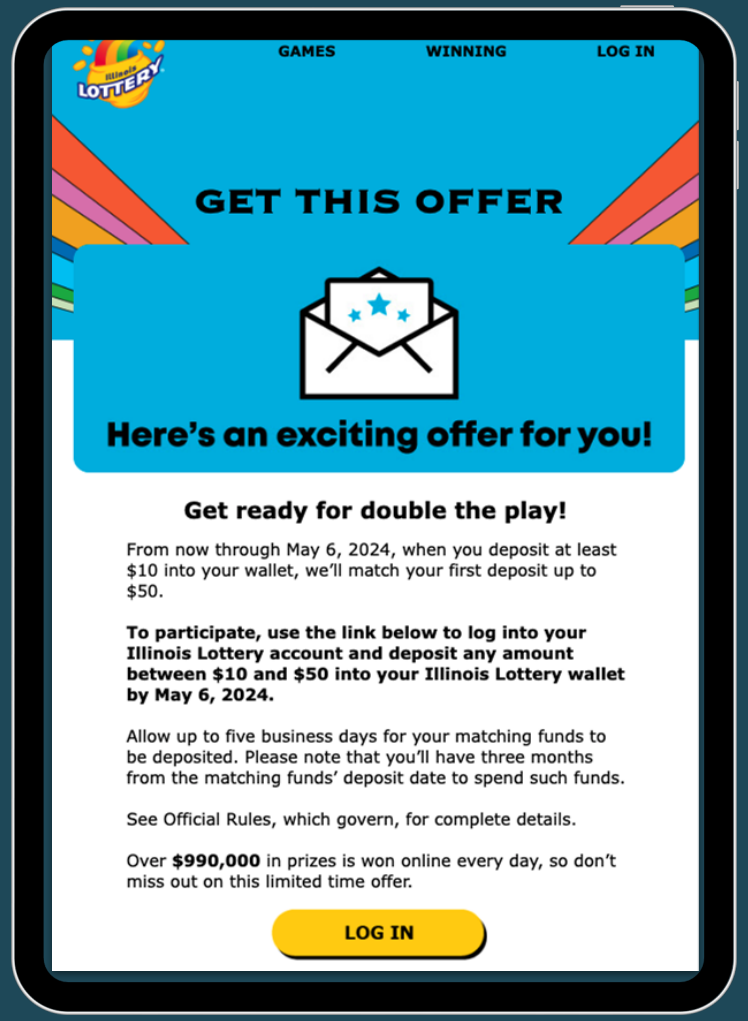


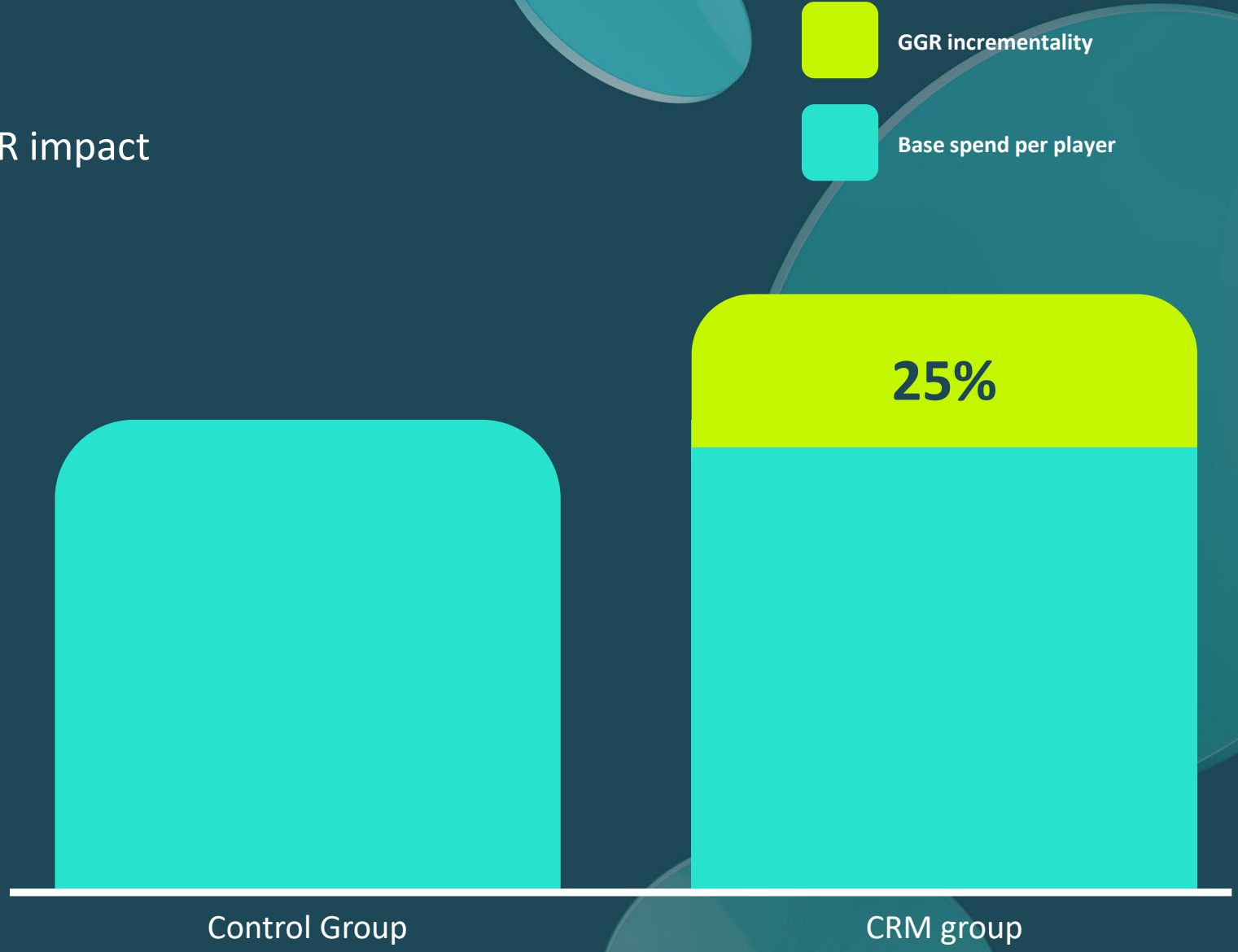




Case Study:

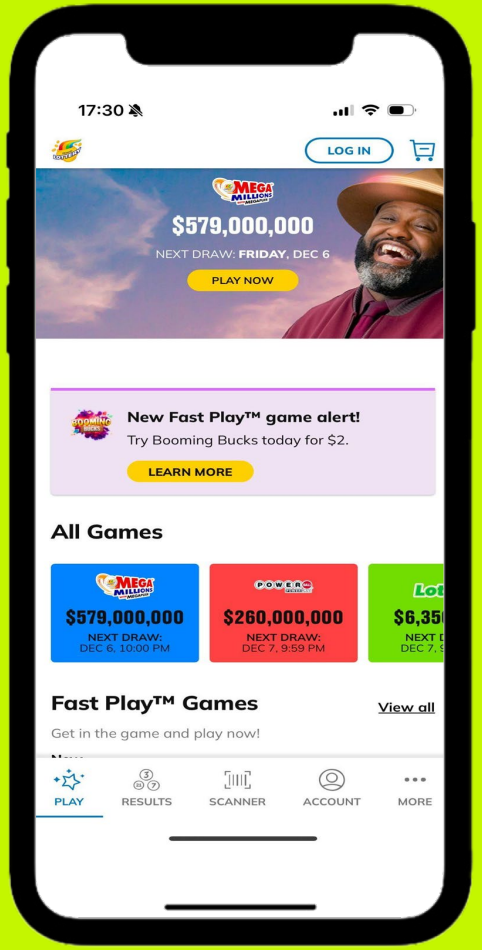
CRM incrementality & measuring GGR impact

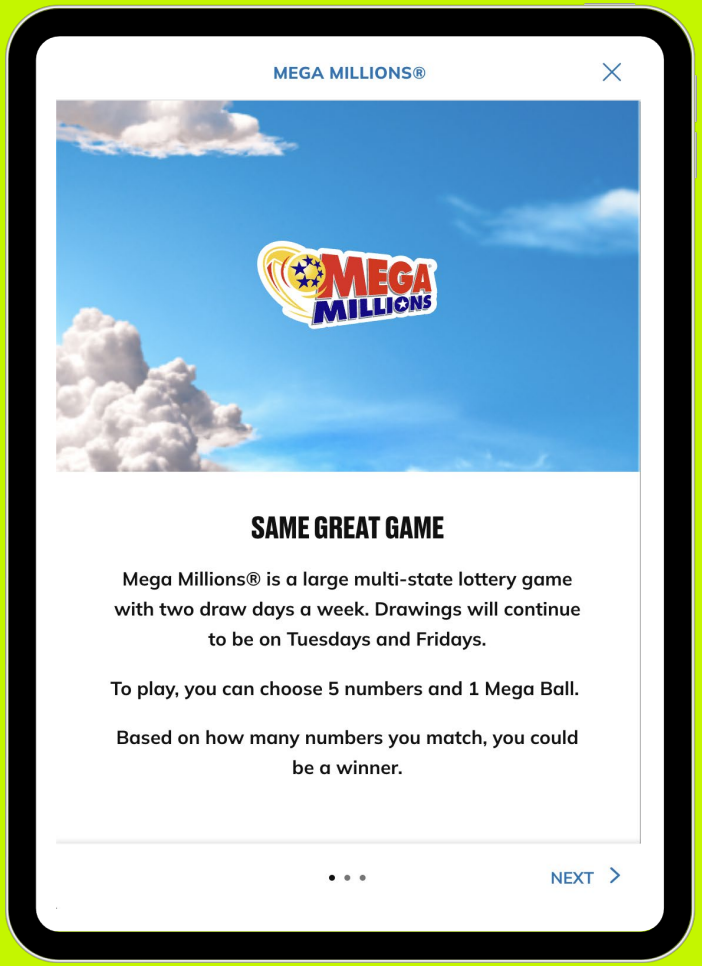


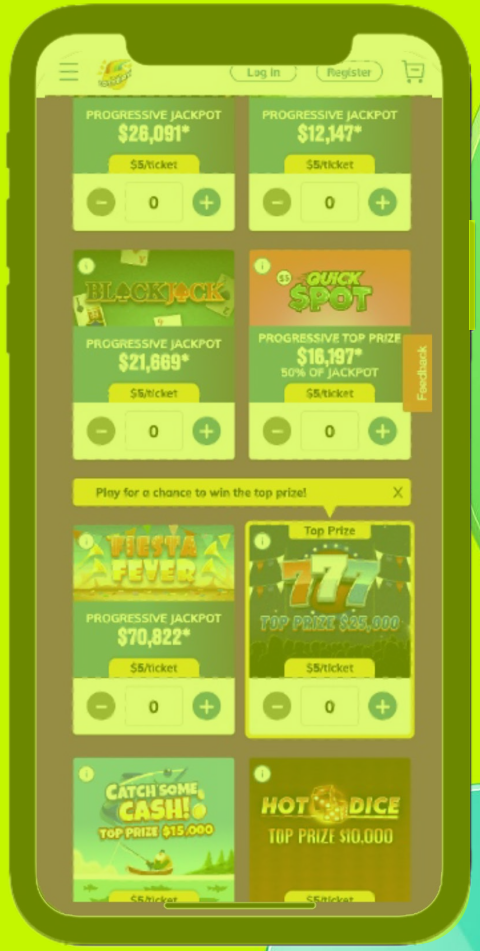


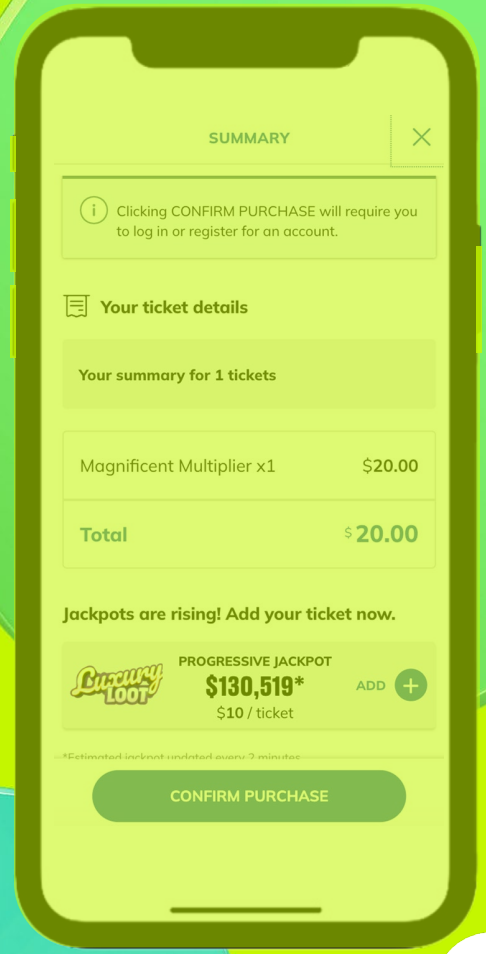
More Personalization

A/B Test Examples



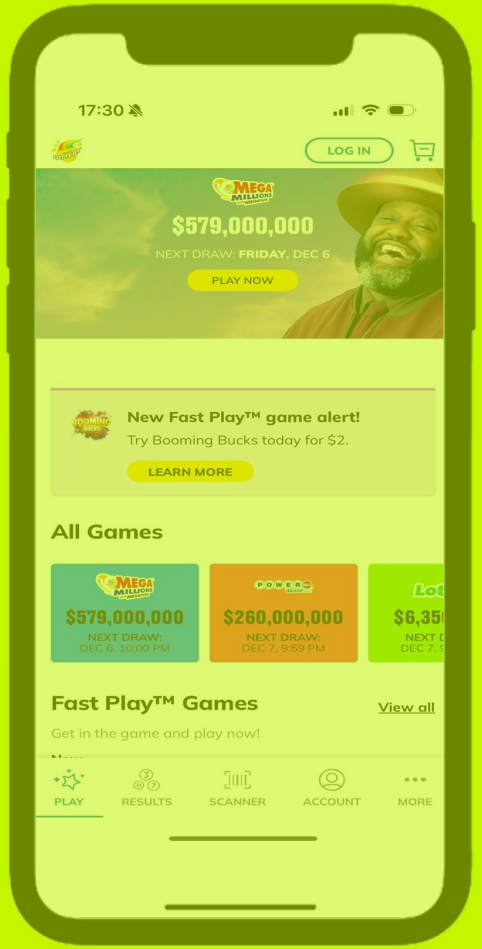




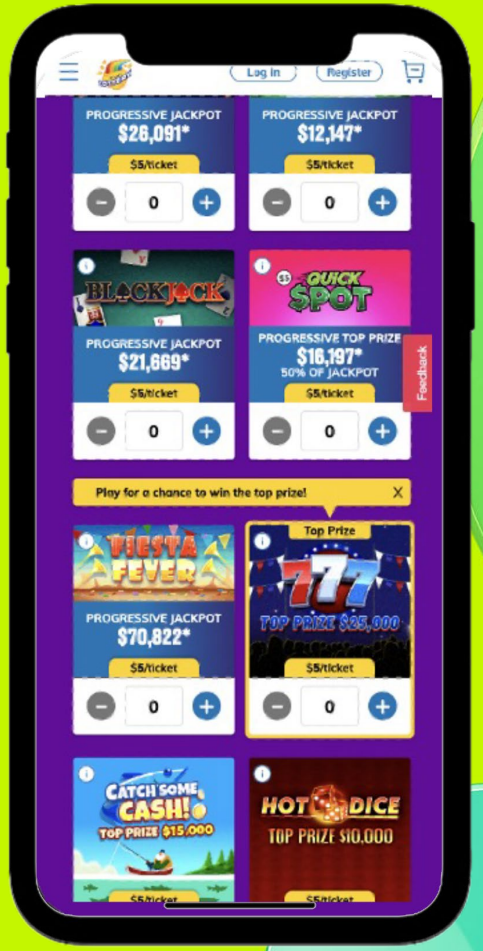


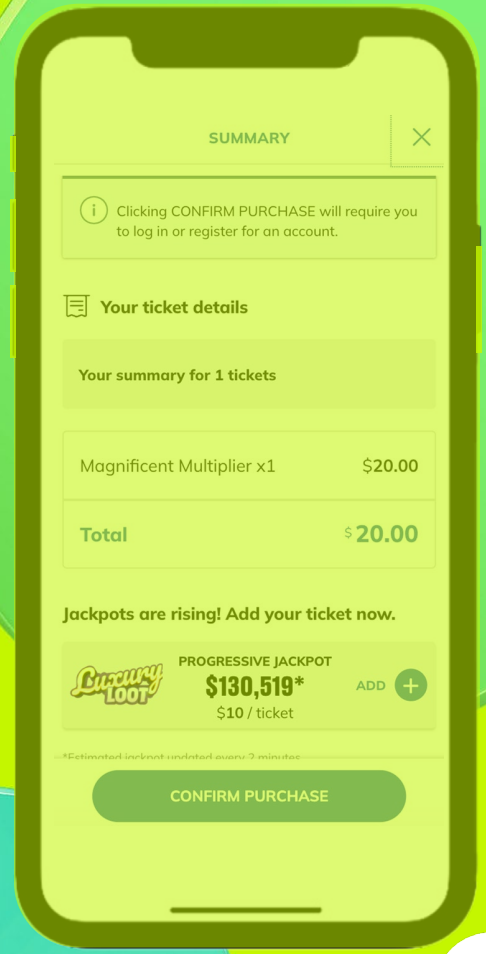
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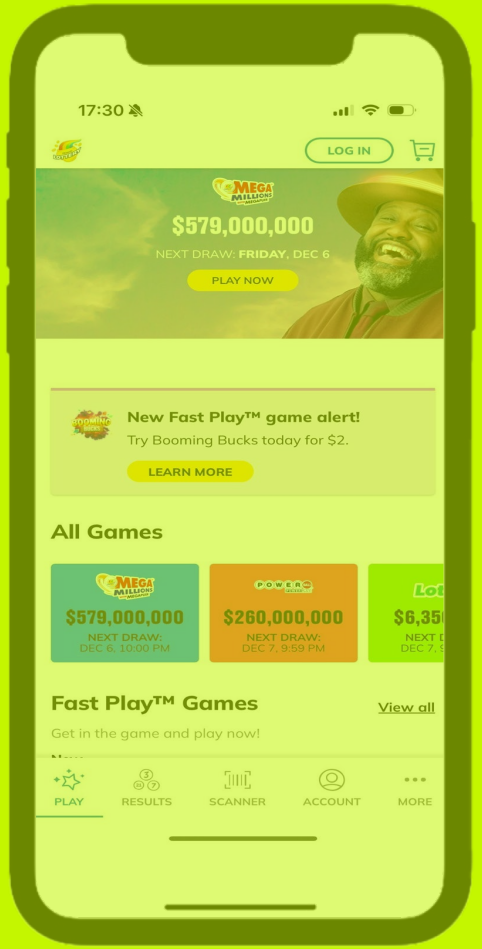




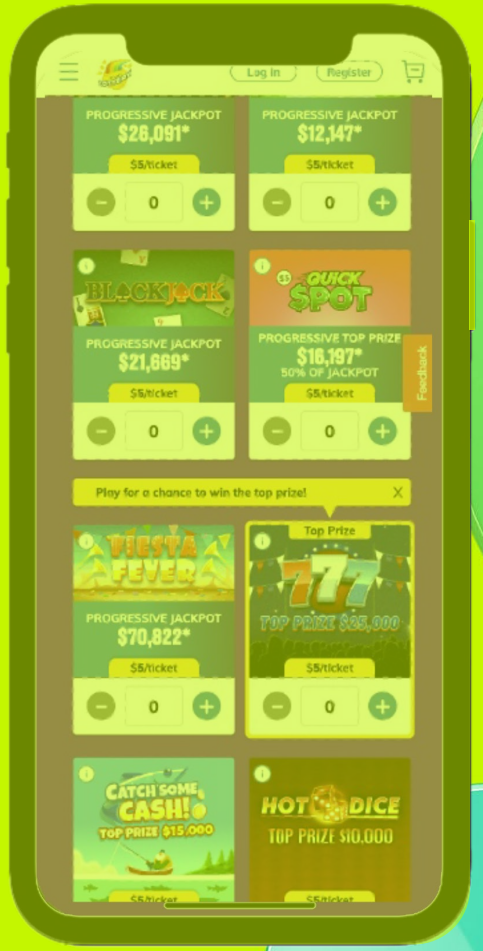


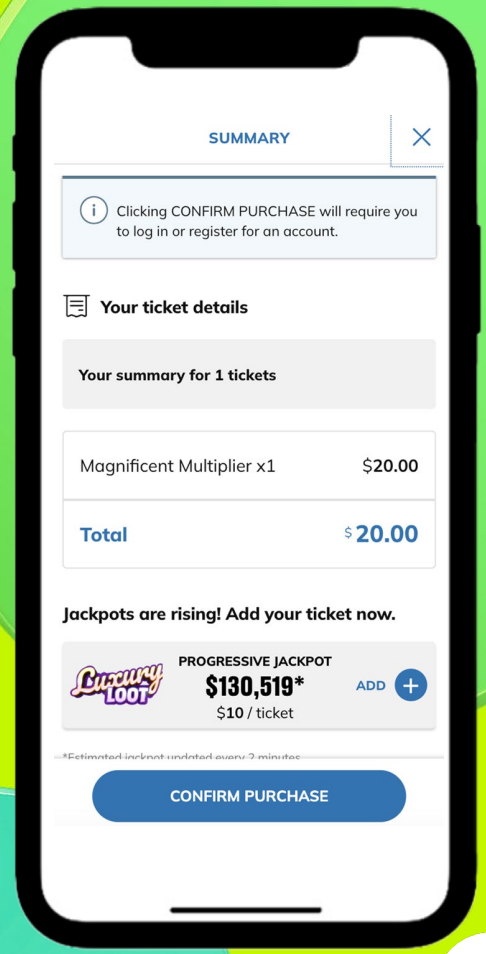
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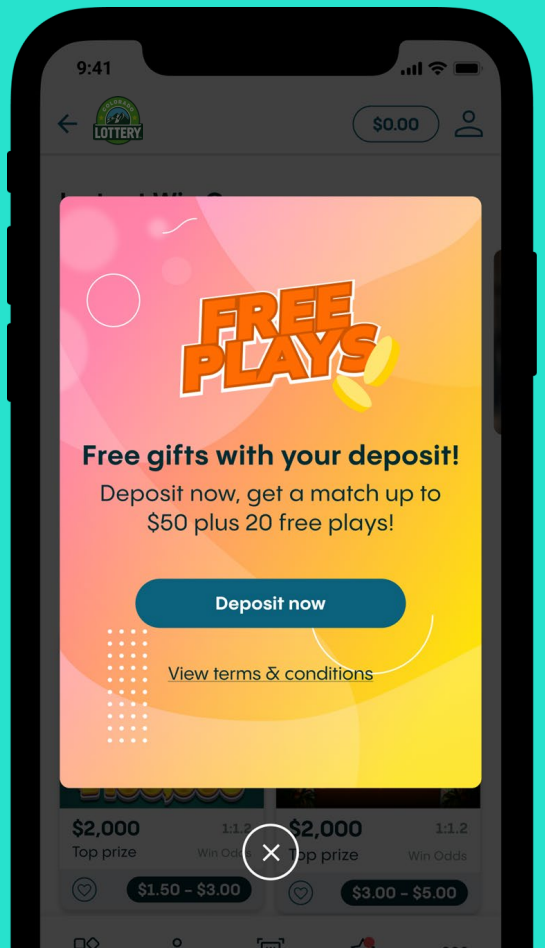


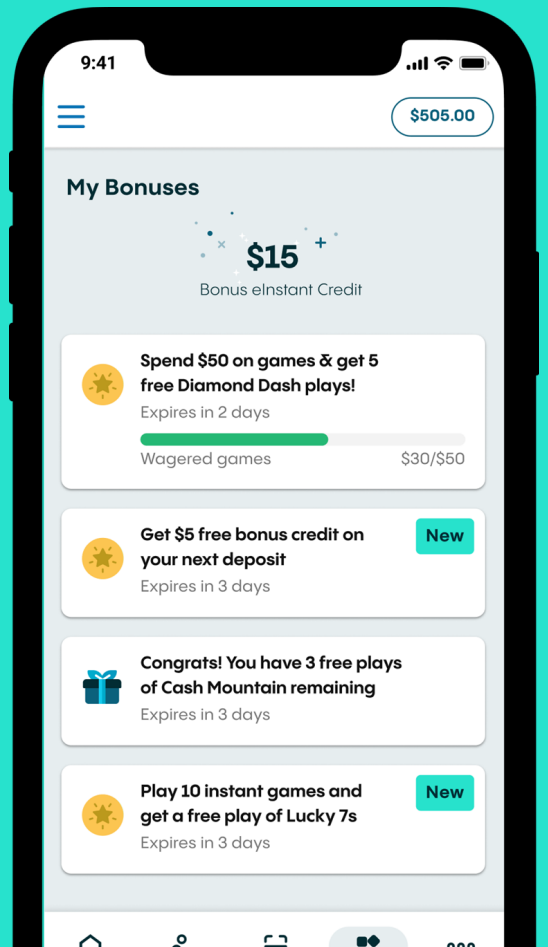






Promotion & Bonuses



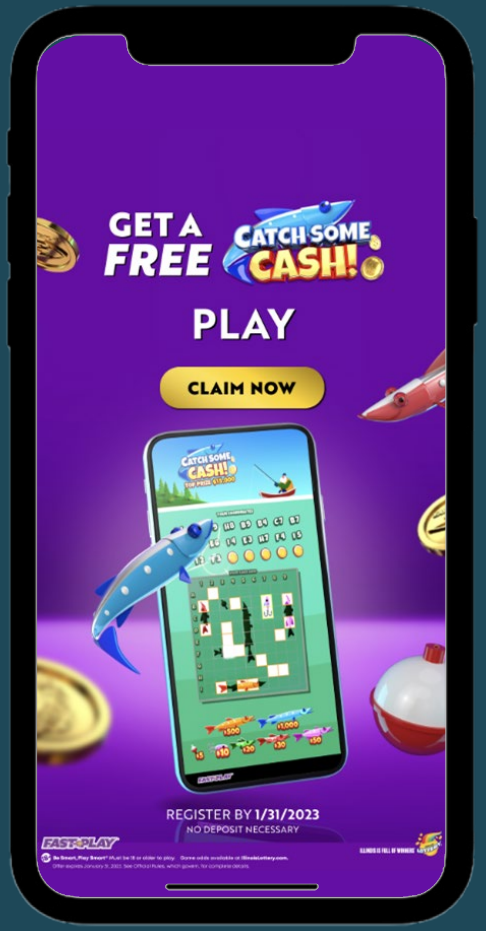


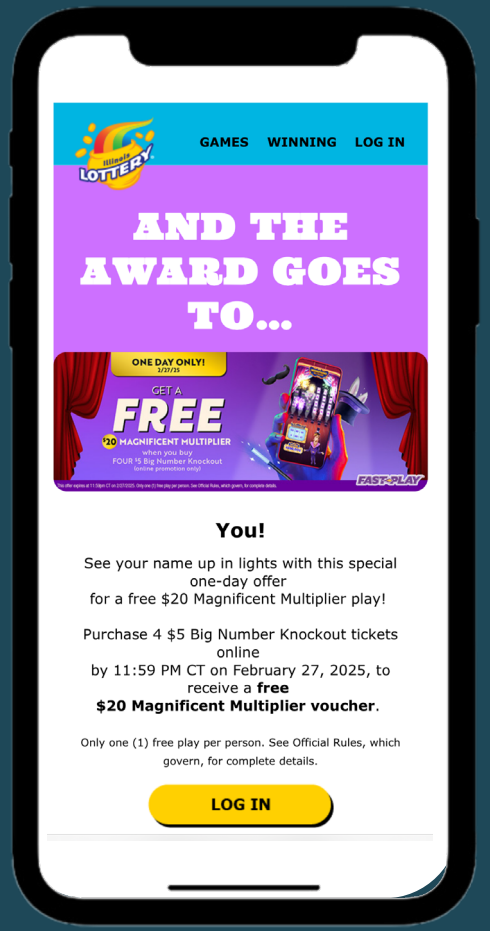
Opted facilitate deeper, more rewarding player engagement

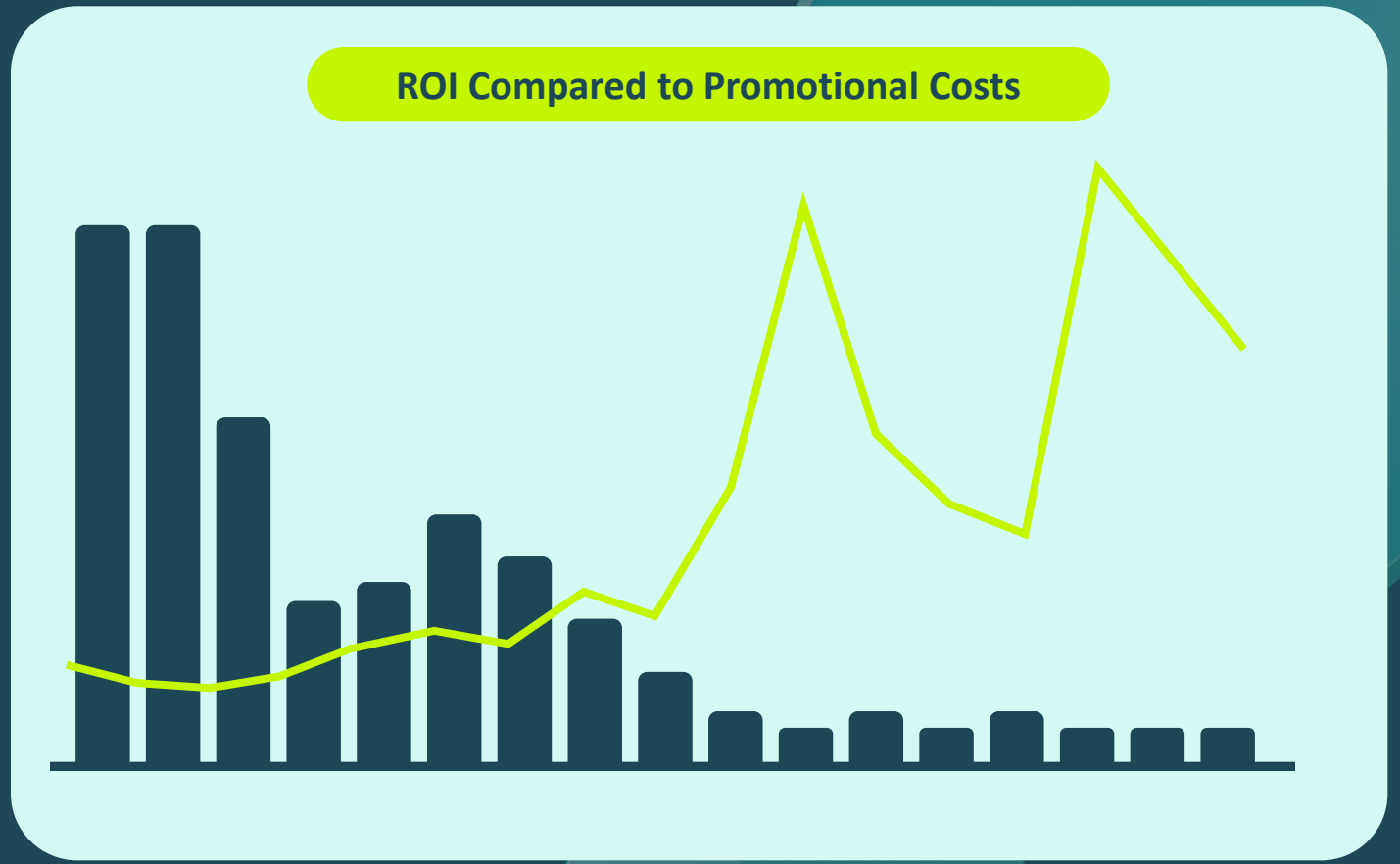
- Set missions/challenges
- Distribute rewards
- Personalized, targeted promotions
- Continuous promotions
- View performance and manage expenditure

Case Study

Identifying profitable FastPlay bonus recipients



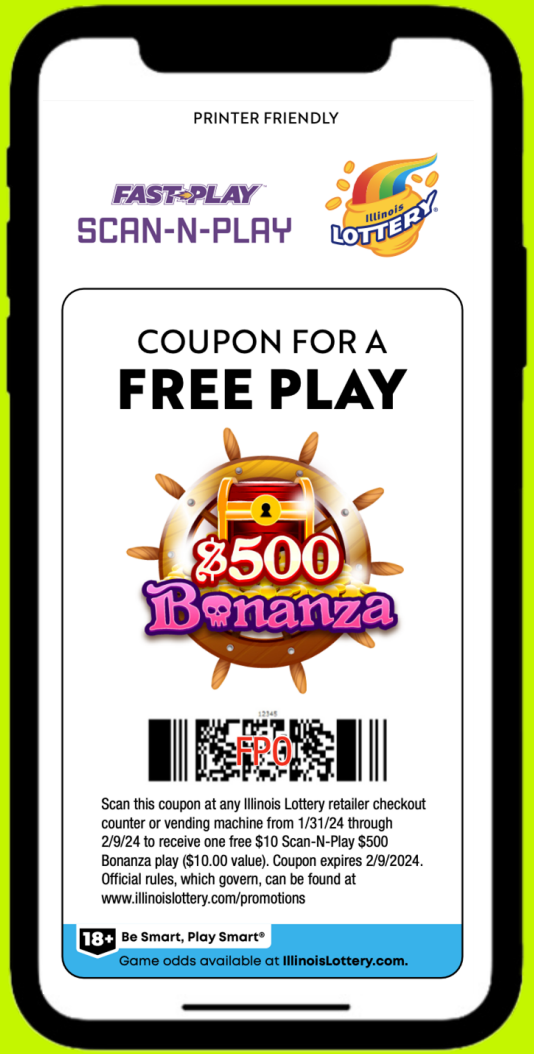


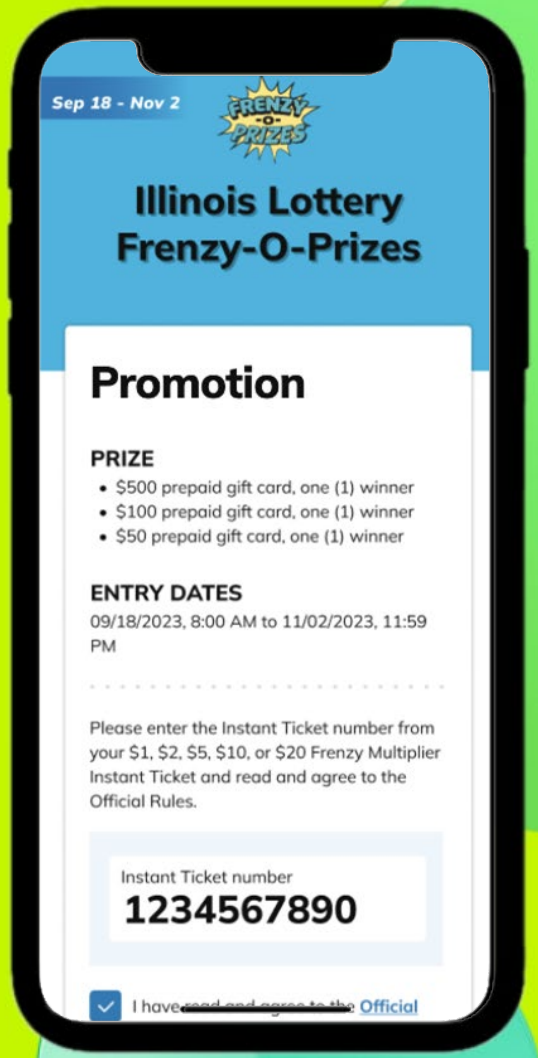


Retail Promotions

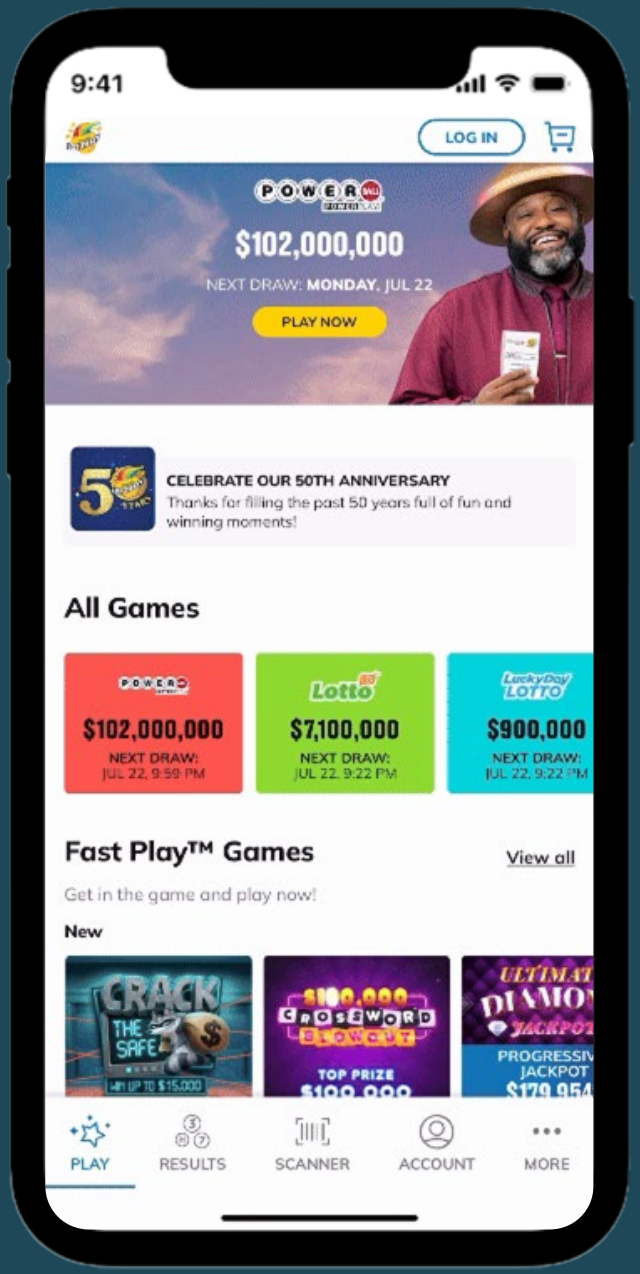
Engagement

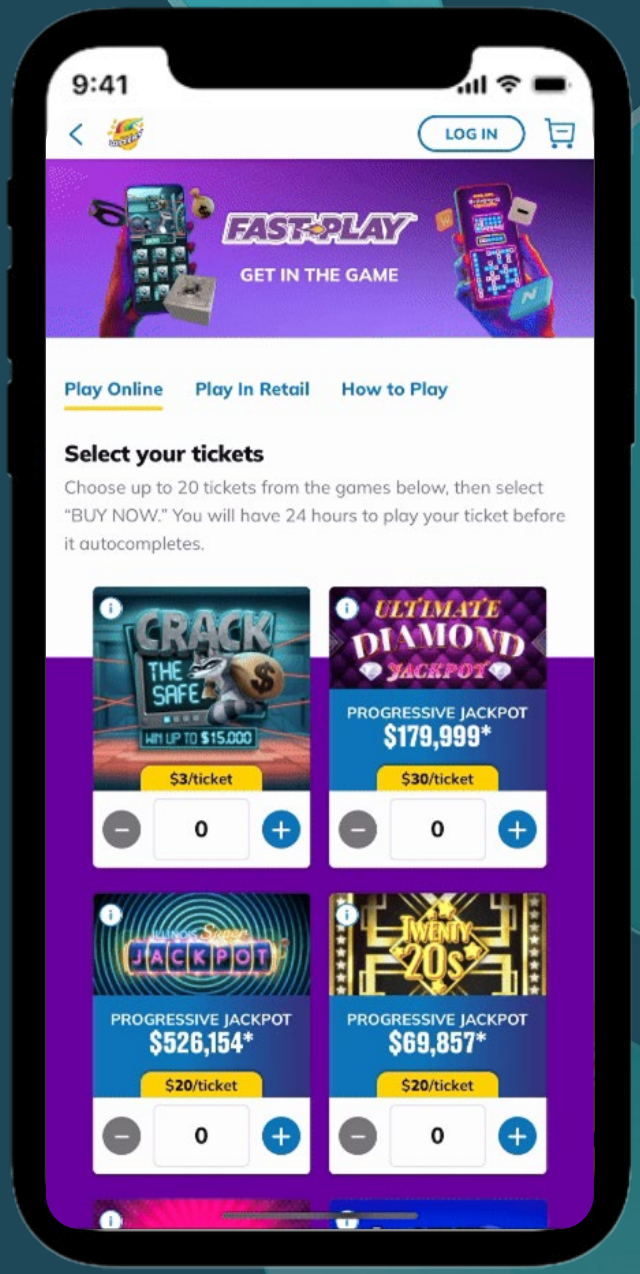




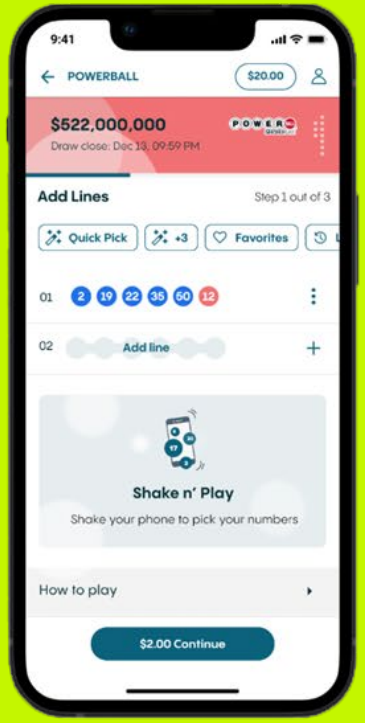


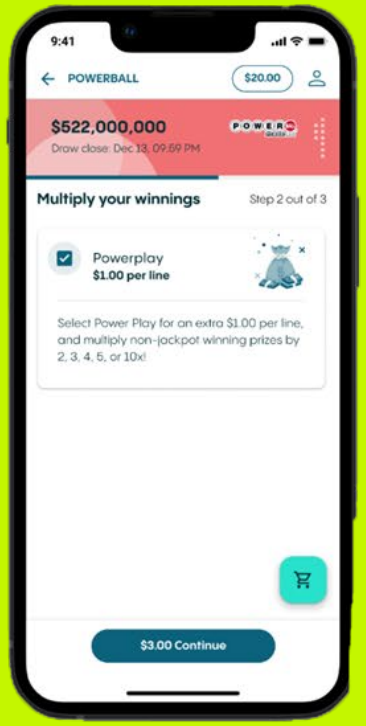
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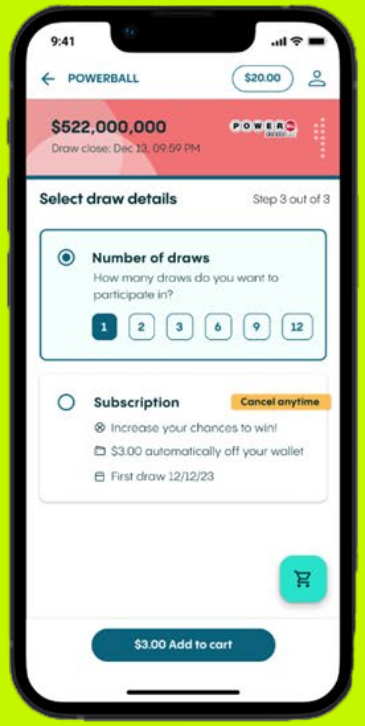


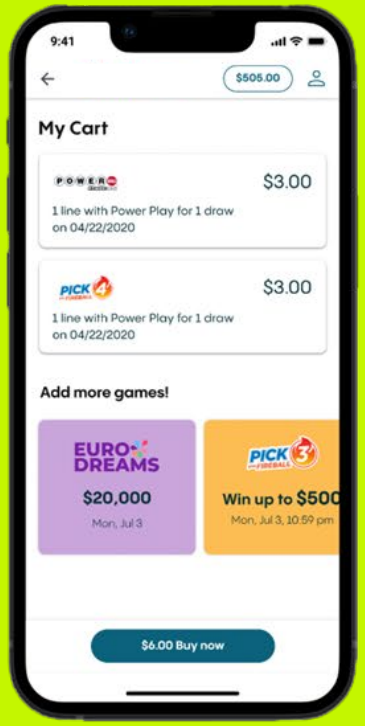


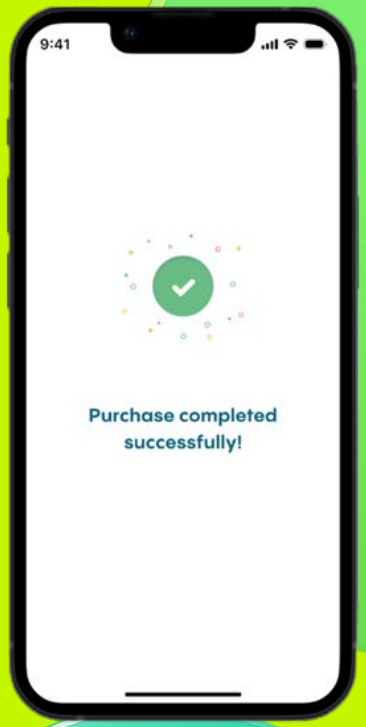
Enhanced Player Experience

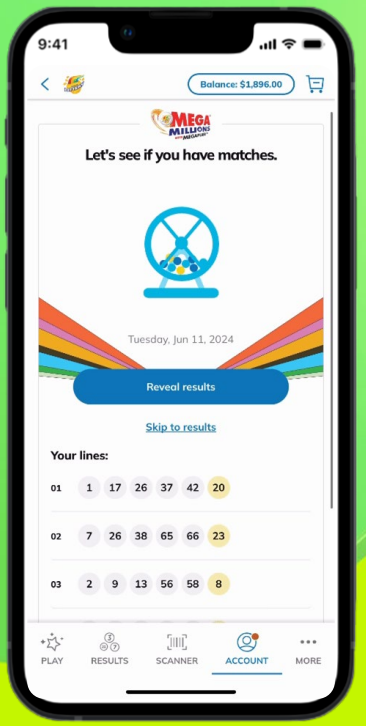




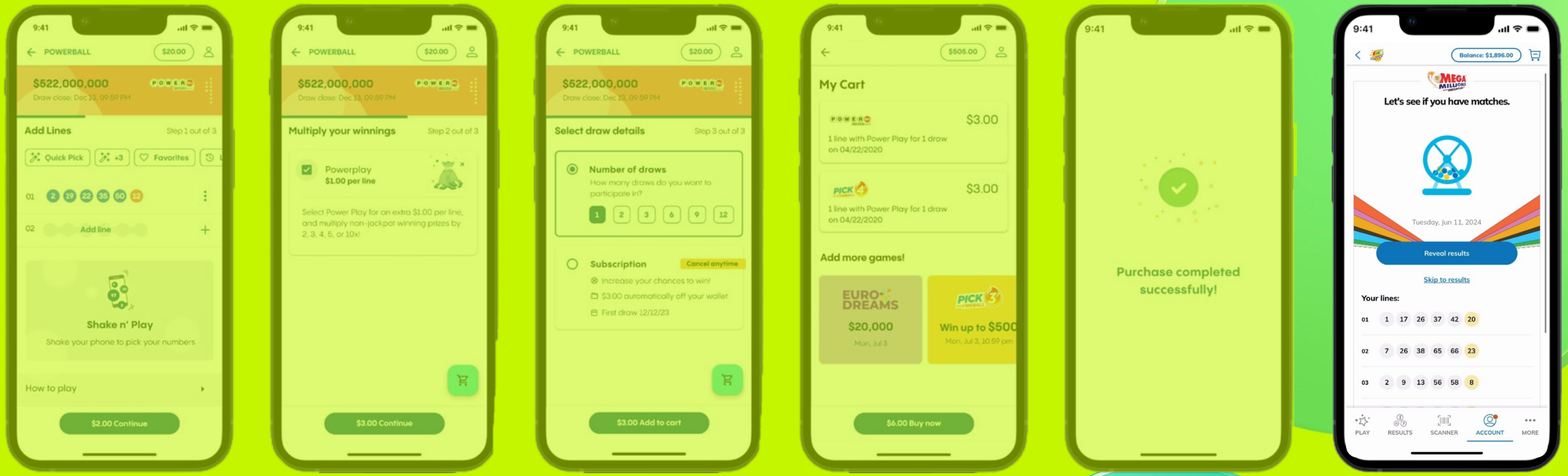




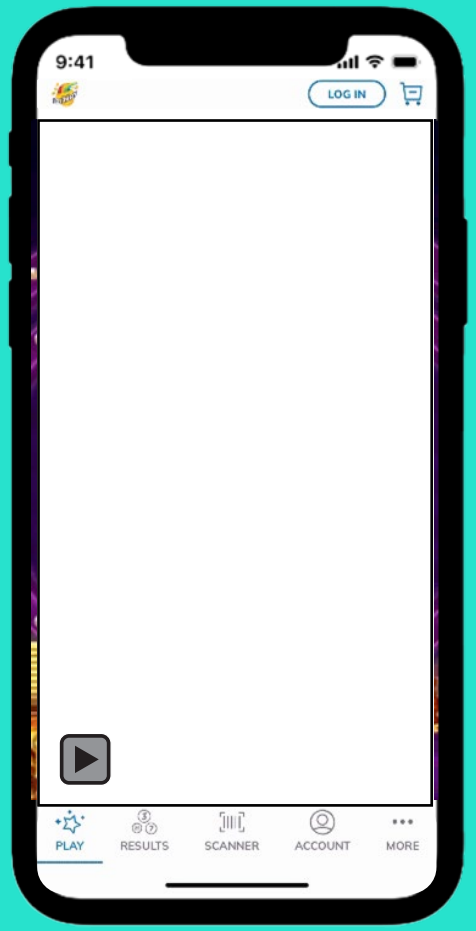




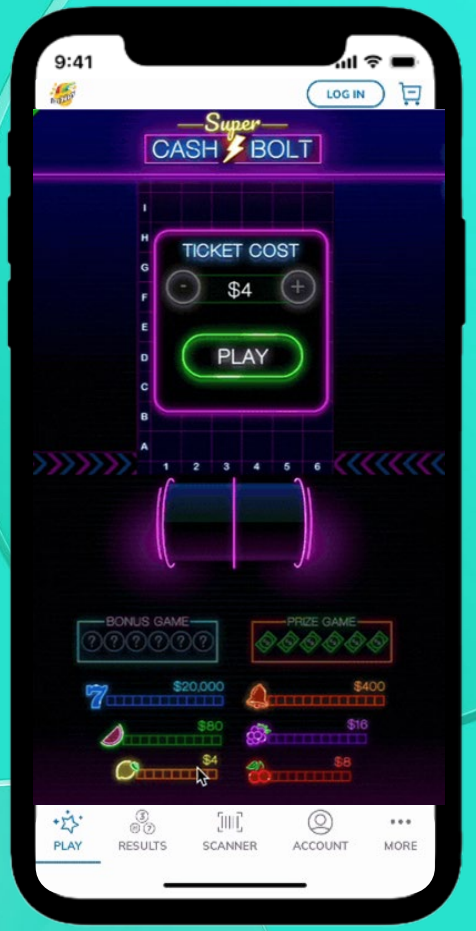
Enhanced Player Experience



Digital Game Experience







Thank You

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