EVOPLAY

UNDERSTANDING PLAYER DIFFERENCES

a path to enhance acquisition and retention



FRANK CECCHINI / Head of Lottery, Evoplay

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EVOPLAY

Evoplay	2024
EveryMatrix	2020-2023
Infintec	2019-2020 **(Covid)**
Dimoco	2018-2019 **(Payment - carrier billing)**
Novomatic	2014-2018
TQG	2014
GTECH	1999-2013

6 years
in iGaming addressing the lottery market

19 years
in Lottery

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2017
FOUNDED

250+
GAMES OF DIFFERENT GENRES

170+
HEADCOUNT

3 HUBS
LIMASSOL, WARSAW, KYIV

3
UNIQUE FLAGSHIP TITLES

SiGMA AMERICAS
Slot Game Provider of the Year

SBC AWARDS
Industry Innovation of the Year

EGR
Innovation in Mobile

SiGMA EUROPE
Game Provider of the Year

EGR
Skill Games Supplier

GAME CHANGER
IN THE IGAMING WORLD

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250+ GAMES OF DIFFERENT GENRES

ENGAGING GAMEPLAY

TOP-NOTCH GRAPHICS THAT APPEAL TO AUDIENCES OF ALL AGES

3 UNIQUE FLAGSHIP TITLES



BRIDGING INNOVATION AND INSPIRATION

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At Evoplay, we believe that iGaming is not just a form of gambling, it’s, first and foremost, entertainment.

We are dedicated to staying at the forefront of the gaming industry, consistently challenging the limits of what can be achieved with cutting-edge technologies and creative concepts.

Our goal is to provide players with a gaming experience that they won't find anywhere else. We're in the business of creating experiences,and we're passionate about what we do.

THE ACQUISITION AND RETENTION CHALLENGE

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Acquiring and keeping players is a challenge across the gambling industry as a whole, not just for lotteries and not just for online.



INCREASED COMPETITION



EVOLVING PLAYER EXPECTATIONS



MARKET SATURATION



THE NEED FOR DIFFERENTIATION

UNDERSTANDING PLAYER DIFFERENCES IS KEY

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Different player types have varying motivations. That’s why it’s essential to analyze not just in-game behavior but also broader engagement patterns - understanding when and why players choose to play in the first place.



LOTTERY AND IGAMING PLAYER. DIFFERENCE

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MINDSET



MOTIVATION



ENGAGEMENT

WHY THEY PLAY?

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iGamers



Seek excitement



Instant rewards



Immersive gameplay

Lottery players



Dream of winning big



Thrill of uncertainty



Fear of Missing Out (FOMO)



Low-cost entry



Simplicity

But can iGamers dream of winning big, and can lottery players play just for fun?

HOW THEY ENGAGE?

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iGamers

- Play frequently
- Explore a variety of content
- Appreciate advanced technology and immersive experiences
- Motivated by exclusive bonuses and promotional offers

Lottery players

- Often choose familiar lottery games with the biggest jackpots or games with frequent winners
- Participate periodically

HOW THEY ADAPT?

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iGaming Platforms

- AI-driven tools
- Modern UI/UX
- The use of modern technologies and personalization
- Wide selection of games with different themes

Lotteries

- Outdated design
- Slow implementation of modern technologies
- Lack of promotional campaigns

HOW TO ATTRACT IGAMING PLAYER TO LOTTERY?

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- Attractive design and intuitive layout
- Modern gameplay
- Effective promotional tools
- Easy-to-understand mechanics
- Technical adjustments
- Modern themes



EVOPLAY CRASH GAMES

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A Customizable Cross-Genre Experience



LONG BALL - CONNECTING INNOVATION AND CLASSICS

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- Two bets
- Unique formula
- Live chat
- Bets history and leaderboard



GOBLIN RUN - ALL-TIME FAVOURITE RUNNER MECHANICS

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- Runner Mechanics
- Unique formula
- Gamification
- Leaderboard and chat



GAME CHANGER -
IN THE IGAMING WORLD

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GAME CHANGER -
IN THE IGAMING WORLD

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ADRENALIN RUSH: SCRATCH

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ADRENALINE RUSH SCRATCH

Innovative lottery game
packed with racing energy



INNOVATIVE LOTTERY EXPERIENCE

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Q&A



Frank Cecchini

Head of Lottery, Evoplay

