allwyn · Illinois LOTTERY

Trading the iLottery Platform



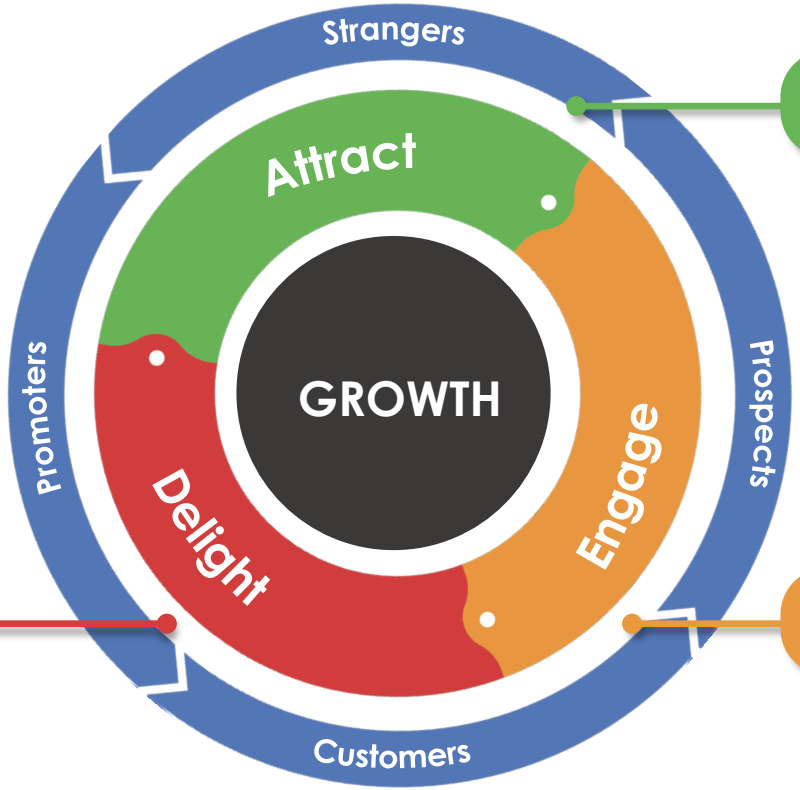
Scott Gillard
Chief of Staff, Department of Lottery

Nicole Schaefer
Director of Media Channels, Allwyn

April 29, 2025

THE ILOTTERY FLYWHEEL





Leveraging paid media to drive new player acquisition

Engaging players with CRM

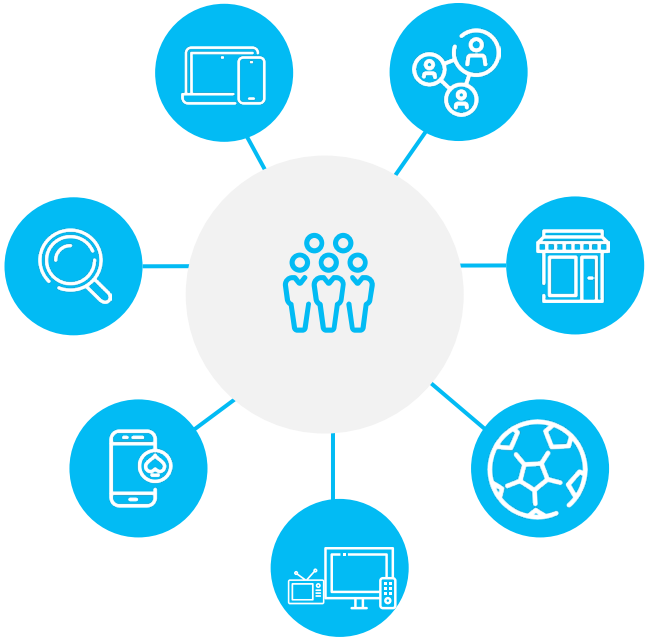
Surprising & delighting players with digital promotions

01

Leveraging paid media to drive new player acquisition



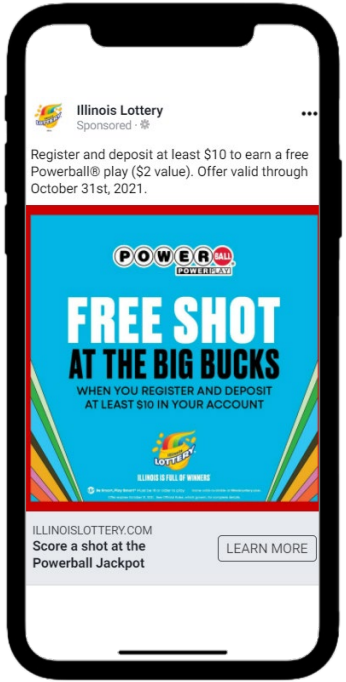
LEVERAGING PAID MEDIA TO DRIVE NEW PLAYER ACQUISITION

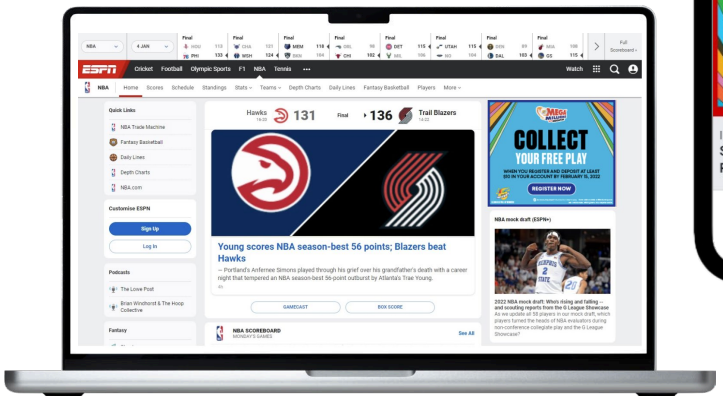


Consumer-first approach + Advanced targeting = Prospecting pool

OPTIMIZING OUR ACQUISITION MEDIA PLANS WITH PROMOTIONS

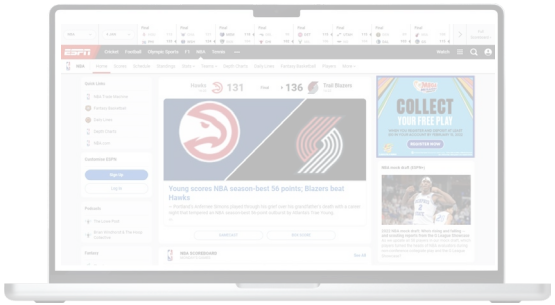




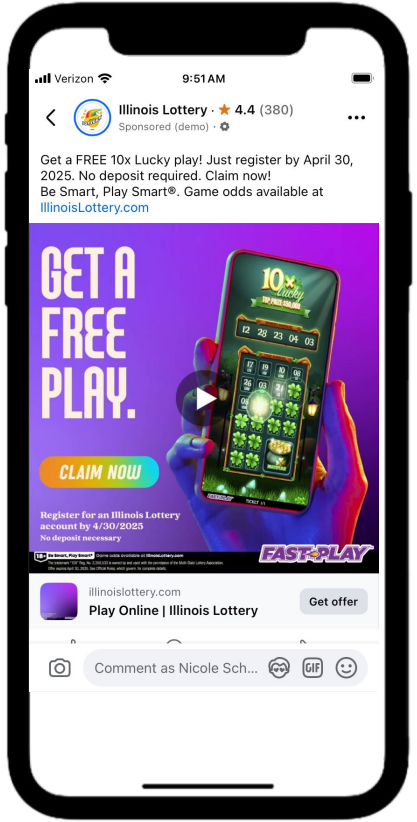


OPTIMIZING OUR ACQUISITION MEDIA PLANS WITH PROMOTIONS





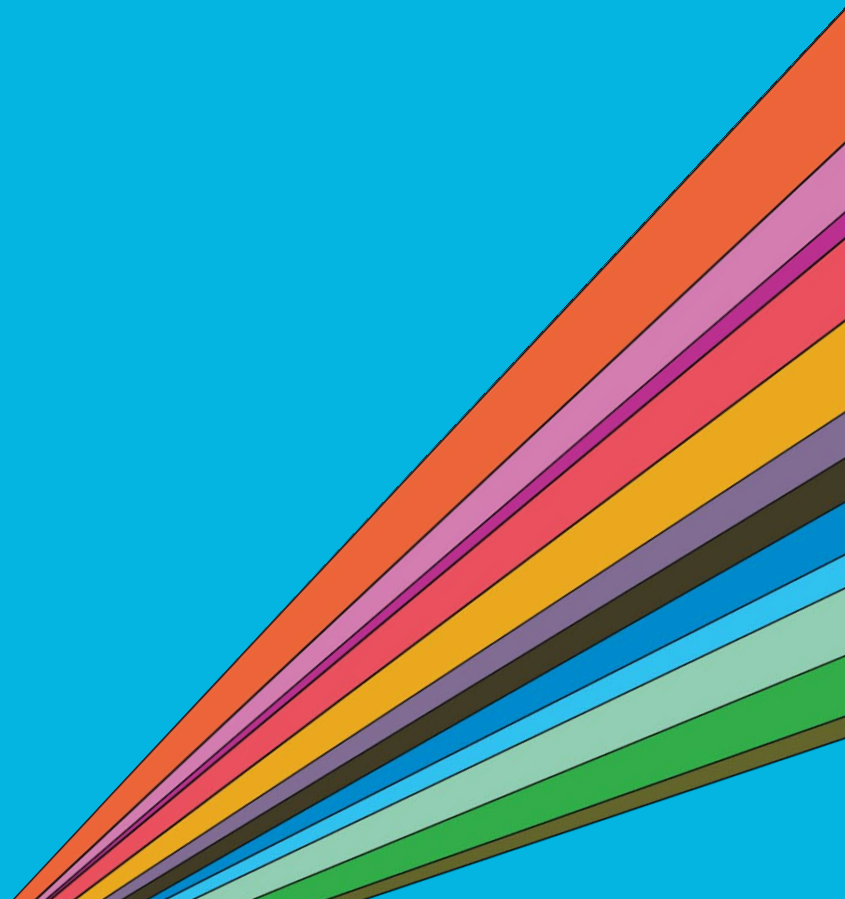




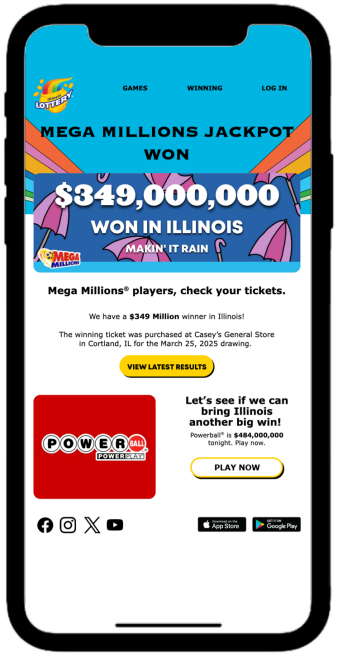
- Cost per registration **<$30**
- Improved efficiency **50%+**

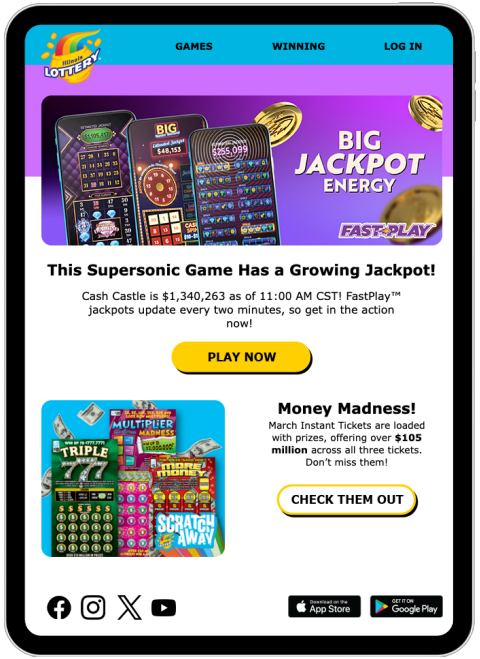
02

Engaging players with CRM



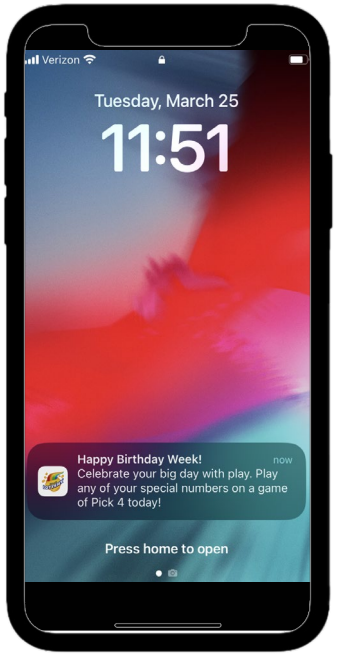
AUTOMATING WORKFLOWS IMPROVES EFFECTIVENESS



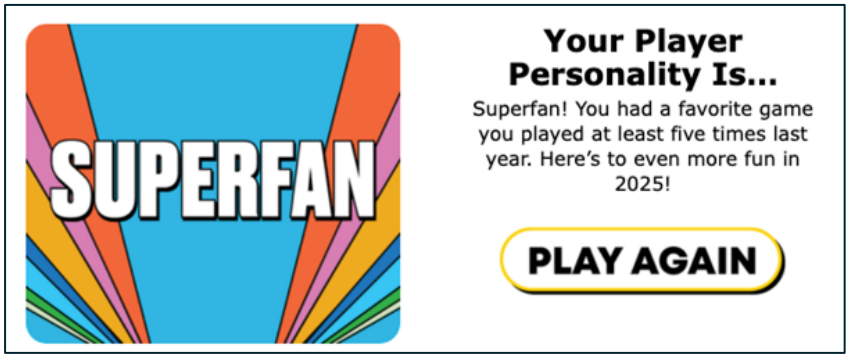


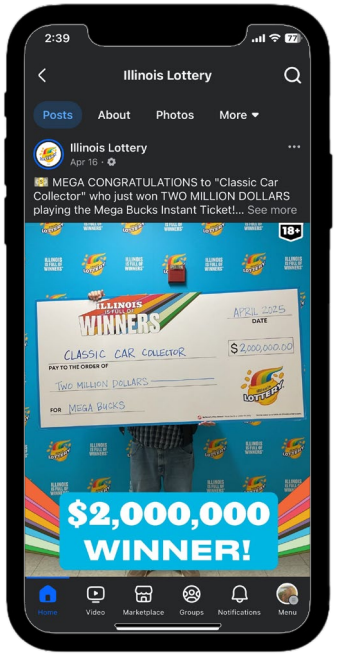
Our CRM program at a glance:	
Email	900K+
Device IDs	1.27M+
Automated workflows live	100+
Recurring comms are automated	75%

CELEBRATING PLAYERS WITH CUSTOM CREATIVE



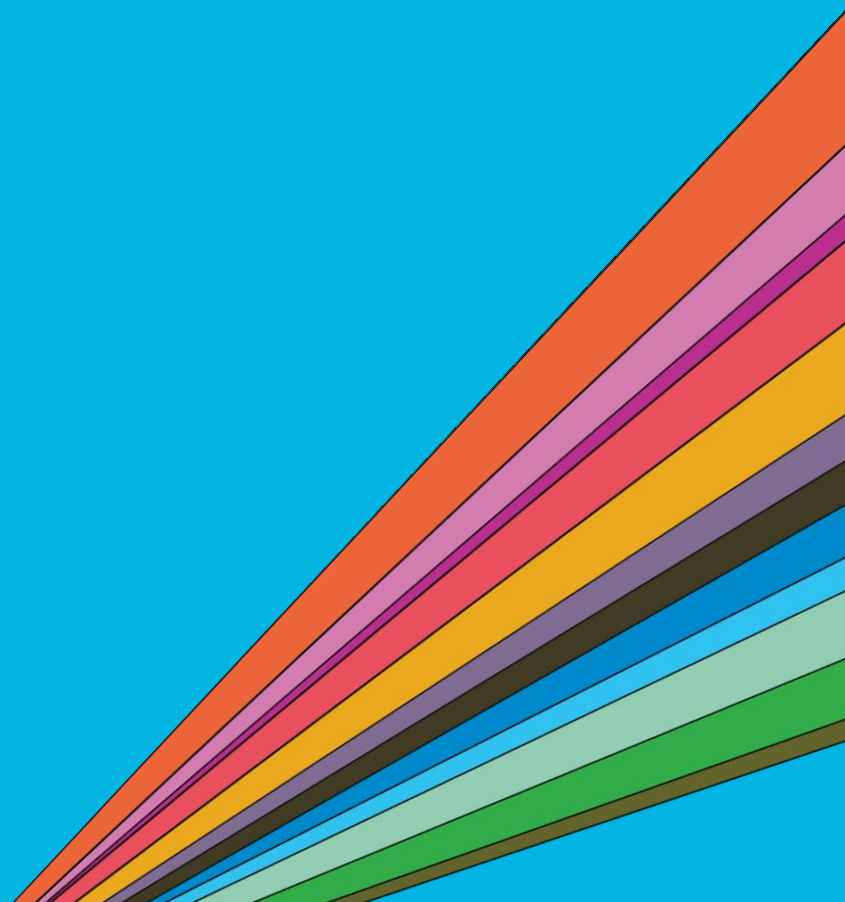






03

Surprising & delighting with digital promotions



BALANCING SCALE WITH PROFITABILITY

When

- Sent weekly, valid for six days
- Once offer is fulfilled, players have 7 days to redeem their free ticket voucher
- Players may only receive one offer at a time

Who

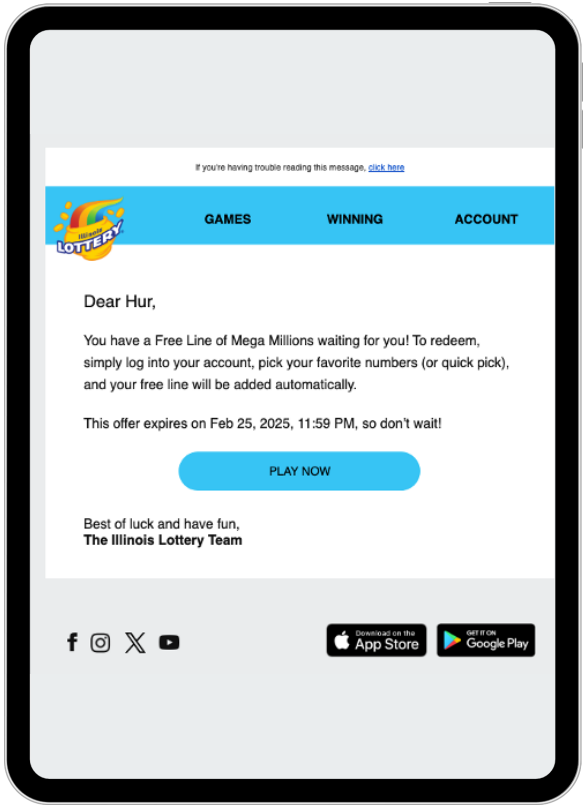
- Recent iLottery registrants
- Advanced targeting via predictive models
- Jackpot chasers

What

- Retain existing
- Re-engage lapsing
- Cross-sell FPO to other DBG players

Proven to deliver positive incremental GGR vs. a control group

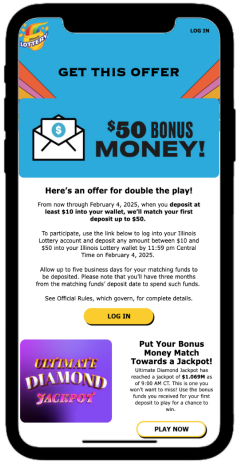
DRIVING COMMERCIAL SUCCESS WITH PREDICTIVE ANALYTICS

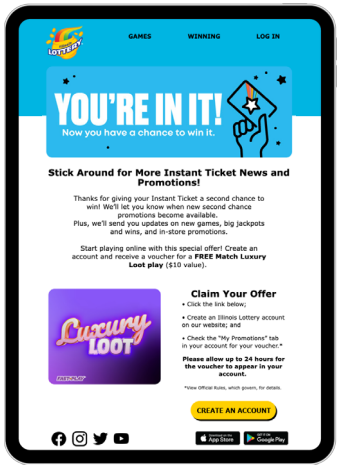


Eight predictive models	
Non-unique players	1M
Incremental GGR ROI	328%

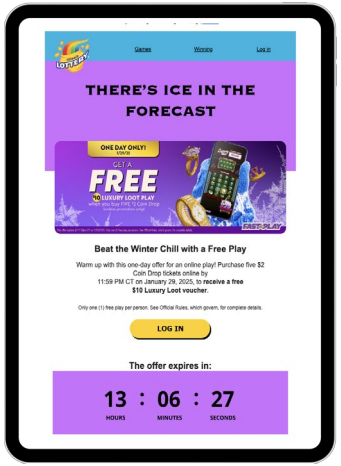
IMPROVED PERSONALIZATION INCLUDES DIGITAL PROMOTIONS

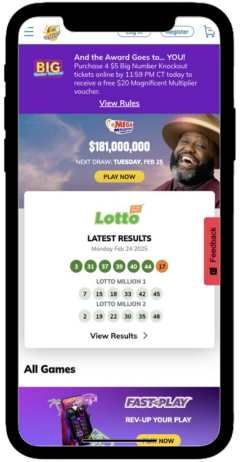
Player lifecycle offers

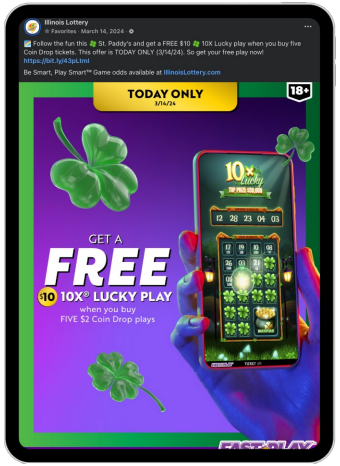




Event-based offers








Strangers
Attract
Prospects
Engage
Customers
Delight
Promoters
GROWTH

Thank You!

ILLINOIS
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Chicago, IL 60654