

# Speeding the Path to Play

## The Roadmap to Greater Player Engagement

After speaking with thousands of lottery players across the world, IGT discovered powerful insights into their journey with the lottery. At every stage, there are moments that can make the difference between keeping or losing a player.



### Discovery

Players are often introduced to the lottery via word-of-mouth.

Introduced By:

**27%**  
Family

**17%**  
Friends

**11%**  
Coworkers



Word-of-mouth is even more effective than advertising:

**76%**

of players discover the lottery through other people.

**22%**

of players discover the lottery through advertising.

Build buzz around jackpots and winners by posting shareable stories on social media on the day of major draws.

**Opportunity**

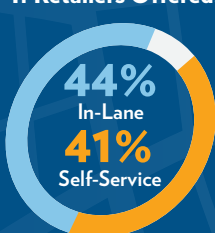
**Barrier**

#### Pre-Purchase

Players feel:



#### Would Play More If Retailers Offered:



**Opportunities**

**54% of light-player lottery purchases and 40% of all lottery purchases** are made spontaneously, making it crucial to reach players at the point of sale.

- Strategically program in-store digital screens based upon dayparts.
- Elevate feelings of anticipation and provide positive reinforcement before the drawing with a countdown on digital mediums.



### Pre-Purchase

Excitement and hope peak right before a player makes a lottery purchase.



#### How Players Feel At This Time:

- Lucky
- Spontaneous
- Fear of Missing Out (FOMO)

#### During Play

Players feel:



### Play

Dangerous curve! During play, emotions actually drop compared to pre-purchase.



**Barrier**

**Opportunity**

The intense emotions that players feel are often fleeting, sometimes tapering off before the game even ends.

Extend feelings of enjoyment by messaging players prior to play, providing small, non-monetary victories during play, and encouraging social lottery-playing occasions.

#### Wagering Money Makes a Player Feel More:

- Intense
- Serious
- Competitive
- Stressed



### Post-Play

Players feel a pull between negative emotions around the results and a positive feeling of looking forward to the next experience.

**64%**

of players are looking forward to next time.

**Barrier**

These negative emotions can discourage a player from returning to a game:

**78%**

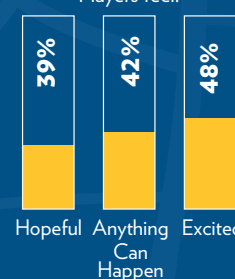
of players feel they wasted time.

**68%**

of players feel they wasted money.

#### Post-Play

Players feel:



**Opportunity**

Engage players immediately after drawings with "Good Causes" or funding messages to turn negative emotions into excitement about the next game.

**Opportunity**

#### Regular Players

Grow membership of players' clubs (**currently only 13% enrollment**) and tap into the desire of players to **purchase online (32%)**.



### Retention

Win or lose, players weigh their emotions and decide whether or not they will play again.

**Opportunity**

#### Infrequent Players

Use disruptive radio, electronic billboards, social media messages, and convenience mobile app messaging to remind infrequent players of large drawings.



**Barrier**

Poor odds, a feeling of time and money wasted, or the desire to spend their money elsewhere may determine how frequently players engage with the lottery.

### Don't Return

It can be a hard climb, but rediscovery marketing programs can bring some back on the path.