

## CASE STUDY

# Lottery B2C Loyalty Program

The client wanted to launch a loyalty program that would drive retention and acquisition while responsibly providing entertaining games with a high degree of integrity to maximize the dividend for the state public school system. Brandmovers was tasked with delivering a world-class experience for their customers through additional engagement, entertainment, relevancy and personalization while tying together their CRM, technology design and data. To accomplish this we updated their management tools and user interface of their previous website to make it more effective and the Lottery more efficient.

## How it Works



### Draws and Raffles

Earn points by playing any Idaho Lottery Draw Game. To earn points for these games, you must first have the clerk scan your VIP Card before making your purchases. You can also scan your card at Idaho Lottery vending machines prior to purchase to receive points.



### Scratch Games

Earn VIP points on Scratch Game purchases by entering the game, pack, ticket number, plus the 4-digit pin number from your scratch tickets. You can also earn points by scanning your ticket with your mobile app.



### Promotions

Earn bonus points for certain games or promotions, for becoming a Facebook fan, or taking a survey.

