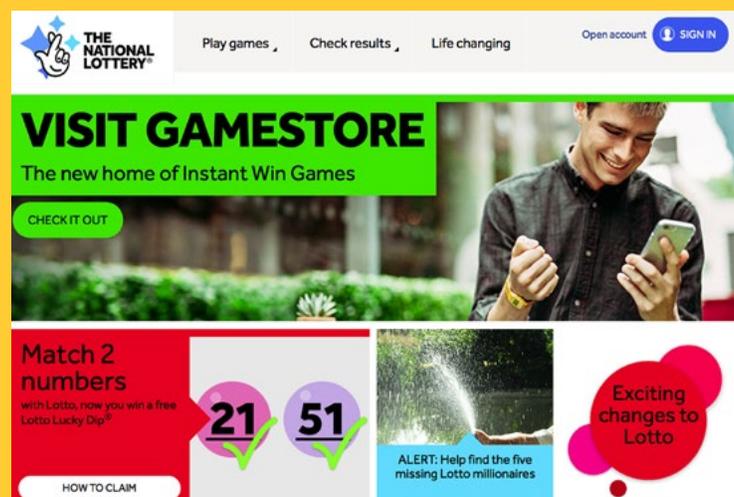


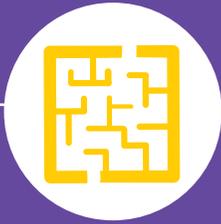
# Camelot Case Study: Playing to Win



## BACKGROUND

Camelot UK Lotteries Limited has operated The National Lottery, one of the UK's leading consumer brands, since 1994. Approximately 70% of UK adults play regularly, and more than six million people win prizes every week. Although the majority of lottery transactions are still conducted the traditional way – at retail outlets – Camelot has increasingly pursued online and mobile gameplay to accelerate sales growth and increase returns to good causes within the UK, which is why The National Lottery exists. By moving to online, National Lottery players can interact more easily and conveniently, giving them the ability to play anywhere, anytime, while Camelot benefits from increased player engagement. National Lottery players can create an account on the website, play games such as Lotto®, EuroMillions®, Thunderball® or Instant Win Games, and check their results. The mobile app is available on both Android and iOS, and offers the same functionality. The constantly changing consumer environment and growth of mobile usage makes it imperative for Camelot to reach these customers and adapt to their changing needs.





# ● CHALLENGE

Camelot historically sent out large volumes of messages with limited visibility and metrics around messaging effectiveness. For example, which messages were more effective than others? Which particular messages contributed to player churn or opt-out behavior? Without adequate data, Camelot could not intelligently invest in more mobile messaging and other messaging options, such as email.

**Camelot needed to implement smart mobile messaging strategies that would enable it to:**

1

## INCREASE USER ENGAGEMENT

- Encourage players to check results regularly
- Build awareness of the large rollover jackpots to encourage frequent engagement and increase gameplay

2

## INCREASE IN-APP REGISTRATION

- Convert new users into playing customers

3

## INCREASE USER BASE

- Increase the number of active players on a weekly and monthly basis

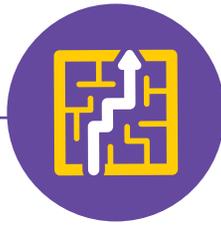
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## INCREASE REVENUE

- Increase the number of lines played, particularly on big draw weeks
- Increase the number of advance draws played

**To achieve these goals,** Camelot needed a mobile messaging vendor that could measure the impact of messages **and** support other types of messages beyond push notifications, in a smart and cost-effective manner.





## SOLUTION

Camelot turned to OtherLevels because of its sophisticated suite of tools that allows marketers to implement segmented targeting, retargeting and A/B testing easily and, in turn, maximize the value of their mobile audiences by increasing customer engagement, retention and revenue. Furthermore, with OtherLevels' multi-channel platform, Camelot could choose from many types of messaging including push notifications, SMS and email. The experienced OtherLevels Services Team would also be able to help Camelot with strategy – a service not provided by self-service messaging vendors.

When Camelot initially deployed OtherLevels for push notifications, the company was able to quantify the results of every campaign by using OtherLevels' rich enterprise-grade analytics capabilities, including functions such as individual user-level event attribution and ROI reporting by message and campaign. Camelot also soon saw the value in implementing the FastStart Program, a consulting service offered by OtherLevels to help clients get the most out of the OtherLevels platform.

### During the 3-month program duration, OtherLevels delivered the following services:

1

#### MESSAGE PLANNING AND REPORTING

OtherLevels developed and managed a comprehensive, 12-week messaging plan that included a control group and weekly reporting and recommendations.

2

#### ENHANCEMENT OF TARGETING AND REPORTING CAPABILITIES

This service included integration with Camelot's CRM system to initiate feeds between OtherLevels and Camelot, and definition of new in-app events and tags to enhance targeting and reporting capabilities.

3

#### FUTURE MESSAGING AND ROADMAP PLANNING

This service included assistance with developing a strategy and roadmap for implementation of other types of messaging beyond push notifications, such as local notifications, alerts, interstitials, and in-app rich inbox.

**The following variables were analyzed as part of the FastStart Program:**

- Time of Delivery
- Message Length
- Operating System
- Message Copy
- App Usage Recency
- Ticket Purchase Recency
- Retargeting
- Control Groups

**Several examples of message campaigns are as follows:**

**EXAMPLE 1: SEGMENTATION BY RECENCY OF PLAY**

**Goal:** The campaign's goal was to increase conversions of an individual play of a game from within the app, or single purchase of one or more tickets for a draw.

**Segmentation:** The message distribution was segmented using the following parameters:

- Last Played EuroMillions® <=7 days
- Last Played EuroMillions® >7days
- Never Played EuroMillions® Through the App

The result was almost 21% conversion on Criteria 1 (recent play).



**EXAMPLE 2: A/B TESTING ON MESSAGE LENGTH**

**Goal:** The campaign's goal was to increase conversions of an individual play of a game from within the app, or single purchase of one or more tickets for a draw.

The broadcast message had no segmentation, but was split between the long and short message copy. The result was higher conversion and revenue numbers when shorter messages were used.

**EXAMPLE 3: RETARGETING**

**Goal:** The objective of this campaign was to retarget previous messages about that night's jackpot to encourage conversion.

**Segmentation:** The message distribution was divided into two groups: users who had opened the first message but had not made a purchase, and users who had not opened the message at all. This important

retargeting capability helps marketers avoid the possibility of unnecessarily messaging users who had already opened the message and bought a ticket.

Results were extremely positive, with a 21% conversion rate for users who had already opened a message, and an even higher 28% conversion rate among users who had not opened the first message.



# RESULTS



During the 3-month phase of the campaign, 16.6 million messages were delivered, and 75 different message splits and retargets were analyzed.

## SOME VERY POSITIVE METRICS WERE ACHIEVED:

- The revenue per 1,000 messages was more than double the gaming industry average.
- The revenue generated from individual test groups was, on average, 13% higher than that generated by the Control Group, who did not receive any messages.
- Average open rate of 3%-4%, which is on the upper side of the gaming average (3%).
- Average “play” conversion rate of 10%, again higher than the gaming industry average (5%-7%).

The company was also able to gain knowledge about the games that were generating the lion's share of revenue: two specific games accounted for a large amount of revenue generated through FastStart, indicating that a continued focus on these specific users and games would yield the highest ROI for Camelot.

In addition, Camelot was able to gain valuable insights about which marketing techniques were most effective. By far, retargeting emerged as the key revenue driver; when utilized, it commonly accounted for 60%-70% of the total revenue generated for any given message. Effective retargeting, which segmented users to exclude people who had already bought tickets, enabled Camelot to double the number of ticket purchases associated with that campaign and, as a result, double the message-attributable revenue that Camelot was generating each week - thus generating vital additional returns to UK good causes.

Helpful information was also obtained about the type of messages used. For example, shorter messages had better conversion rates: 0.5%-3% higher than longer messages.

# CONCLUSION



Ultimately, the rich targeting and analytic capabilities of the OtherLevels platform, combined with the strategic services received as part of the FastStart Program, have enabled Camelot to gain a much deeper understanding of the impact of its marketing outreach programs.

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# OTHERLEVELS