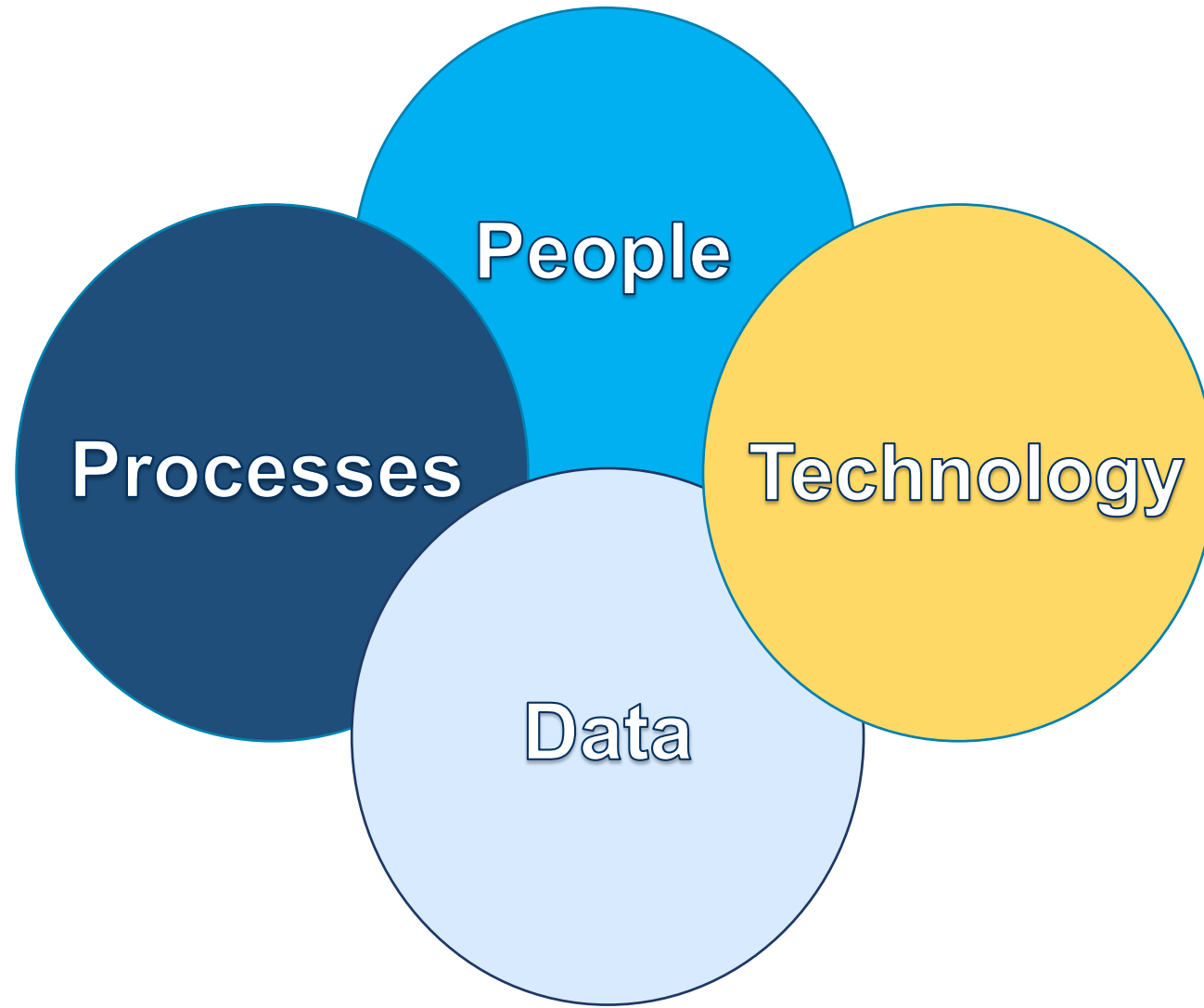


# eCommerce & Digital Strategy

*Overview*



# Digital Capability Enhancement Pillars



# Areas of Focus

## Data

*Analytics & Reporting, campaign tracking, web traffic, email open rates, etc.*



## User Experience

*Content, user flows, player journeys, usability, web & app design, information architecture etc.*



## Findability | Accessibility

*Search: onsite & offsite, retail location lookups, schema markup etc.*



## Promotional Communications

*Omnichannel promotions, online promotions, email promotions, social promotions, loyalty etc.*



## Technology, People & Processes

*Platforms, systems, configurations, integrations, processes, collaboration tools, resources etc.*



## Payments

*Transactional activities, onsite & offsite; omnichannel integration*



# Analysis | Growth Opportunities

## ***SITUATION:***

With the ever-evolving digital economy after the pandemic, there is a need to gain deeper insight into how we can best maximize our information flow & processes.

## ***OPPORTUNITY:***

Position NCEL as a LEADER not only in the lottery space BUT also in the digital customer experience space.

*\*Through enhancement of digital services and tools, we CAN strengthen our customer relationships and deepen our analytical insight into our business which benefits both NCEL and its' players.*

# Goals & Tactics



## Improve Customer Satisfaction

*Address current player challenges by providing a better digital customer experience through enhanced functionalities & services.*



## Gain Better Decision Making Abilities

*Centralize, standardize, govern and steward our data from all sources so we can report and forecast sales, player behavior and campaign performance w/ more precision.*



## Increase Operational Effectiveness

*Address current challenges w/ internal and external manual processes and multiple systems in order to increase efficiencies.*



## Higher Revenue & Profits

*Lay the foundation for deeper digital analytics & gain product development insight by acquiring new industry data & tools.*

# Informational Websites



Improve Customer Satisfaction



**Sites** which are created in order to provide a customized and branded informational resource for potential and active customers, members, investors etc.

# Interactive Websites



Improve Customer Satisfaction

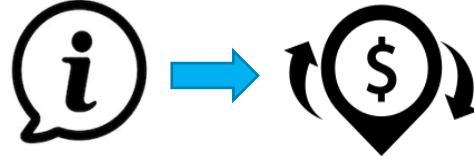


**Interactive websites** establish an interaction between users and its' content. This interaction allows players to have a more personalized experience.

# Interactive Focus



Improve Customer Satisfaction



## ***TARGET:***

Shift NCEL's digital properties from informational to interactive with a stronger focus on an integrated, interactive Customer Experience (CX).

## ***STRATEGY:***

Improve digital Customer Experience (CX) through technical, functionality and design enhancements in order to provide an upgraded online player experience.



# Improved User Experience



Improve Customer Satisfaction



## ***TARGET:***

Improve player User Experience (UX) within the digital space in order to foster an increase in loyalty, revenue and engagement.

## ***STRATEGY:***

Provide players an improved online experience by presenting our digital properties to meet or exceed best practices in UX design theories.

# Advanced Analytics



Gain Better  
Decision Making Abilities



## ***TARGET:***

Increase player loyalty & purchase behavior by using advanced website & app data to improve the player's experience.

## ***STRATEGY:***

Deploy advanced tracking metrics, analyze data sets & determine how website, app and digital campaigns affect player behavior; make continual optimizations in CX.

# Searchability | Findability



Higher Revenue & Profits



## ***TARGET:***

Boost player engagement and conversion by expanding the reach and exposure of promotional content throughout all digital touchpoints.

## ***STRATEGY:***

Drive digital traffic through utilizing collaborative optimization efforts across multiple digital channels while creating a seamless transition between search, social media & NCEL web/app in order to an integrated digital experience.



### ***TARGET:***

Improve the existing customer relationship in order to influence cross-platform action – boosting engagement through increases in engagement/redemption rate and digital sales, and simultaneously expand the subscriber database.

### ***STRATEGY:***

Utilize timely, targeted, and strategic data-driven communications to enhance the retail experience, expand awareness of lottery products, drive player conversion to Online Play, minimize churn, engage players, and reinforce the NCEL brand.



## ***TARGET:***

Increase the number of NC Lottery members, improve the relationship w/ members, and extend the reach of various digital and retail channels in order to influence cross-platform action and player loyalty.

## ***STRATEGY:***

Utilize timely, targeted, and strategic data-driven communications to enhance the retail experience, expand awareness of lottery products, drive player conversion to Online Play, minimize churn, engage players, and reinforce the NCEL brand.

# Transact | Revenue Generation



Higher Revenue & Profits



## **TARGETS:**

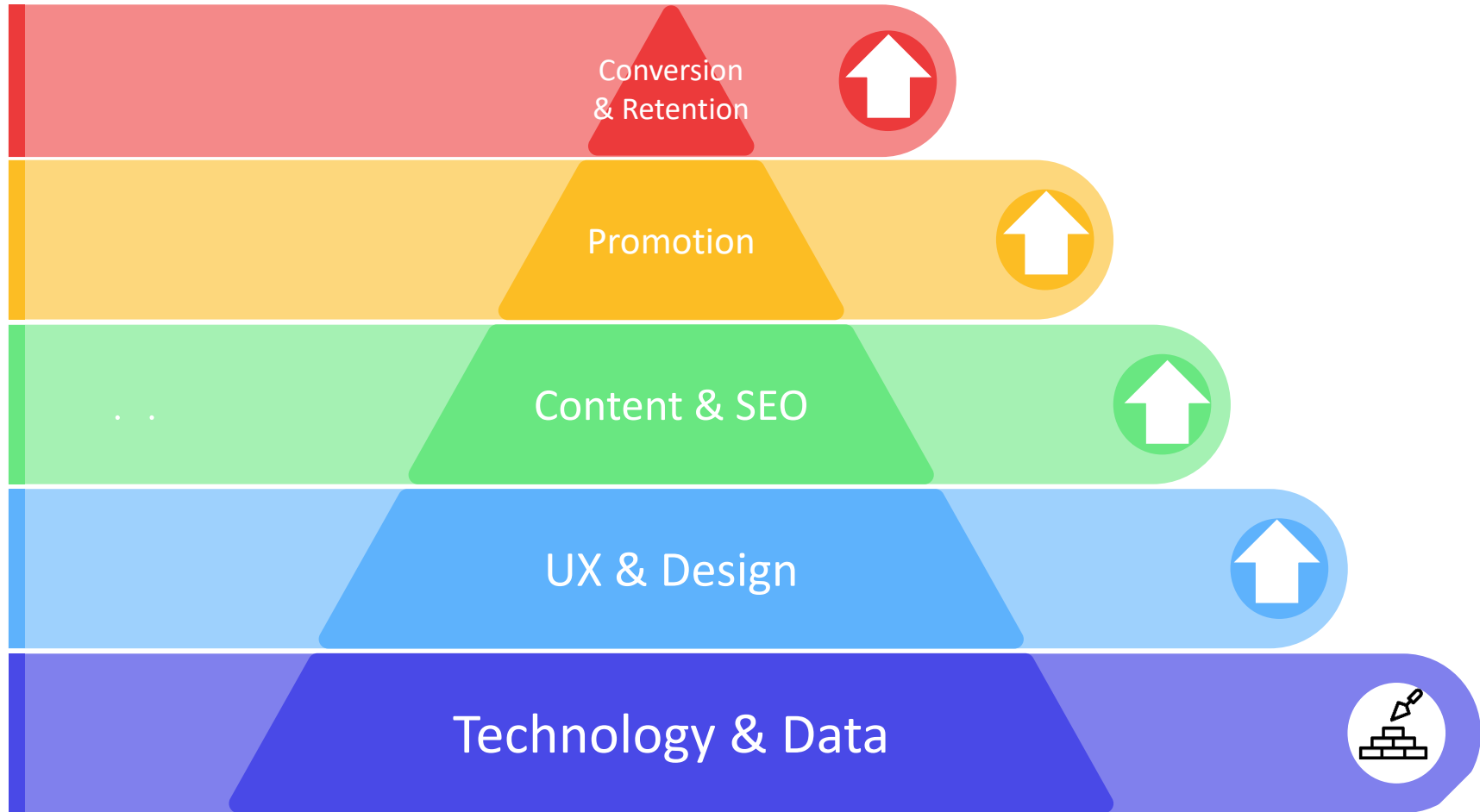
**Player Retention:** Increase online play purchases by targeting existing segments to drive purchase volume and influence purchase behavior.

**Conversion:** Grow new player FTDs through digital advertising in order to drive future purchases.

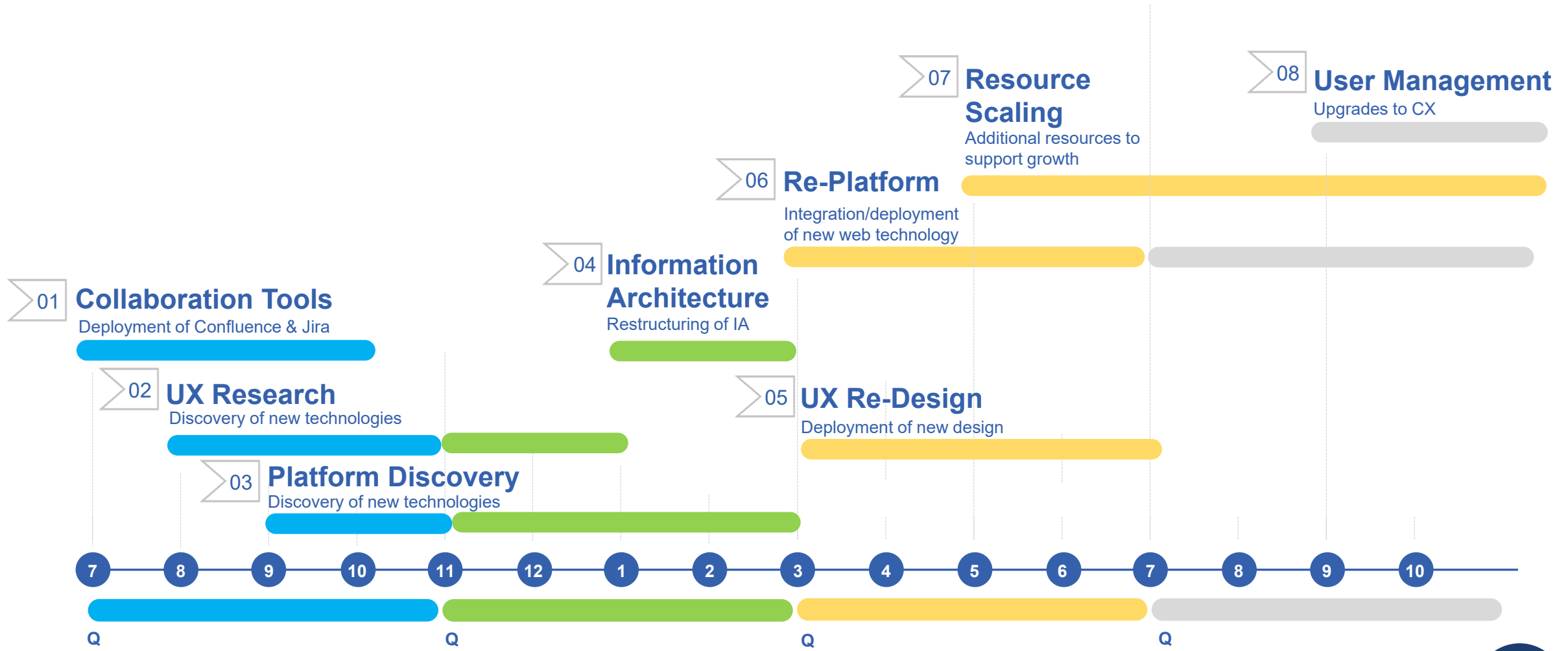
## **STRATEGY:**

Promote the online play program through digital advertising and email to bring in new players and FTDs as well as retain existing players and increase purchase behavior.

# Building Blocks



# Digital Optimization Roadmap





# Positioning | Advanced Capabilities Expansion



## Digital Instant

*Instant win games offered through integrated third party platform*

**Personalization Services**  
*Enhanced ability to customize & personalize content; create a more targeted, personalized player experience. i.e. go from targeting a player segment "busy fun-finders" to individual player "Mark".*



## Sports Betting

*Online sports wagering offered through an integrated third party provider(s)*

**Omnichannel Integration**  
*Improved ability to create a cohesive offline & online player experience*



## Future Digital Expansion

*Future expansion of omnichannel offerings and marketing opportunities*

**Payments & Disbursements**  
*Digitization of transactional activities, onsite & offsite; omnichannel integration & customization*