



Q2 BOARD REPORT

October 1 – December 31, 2019

January 27, 2020

AGENDA

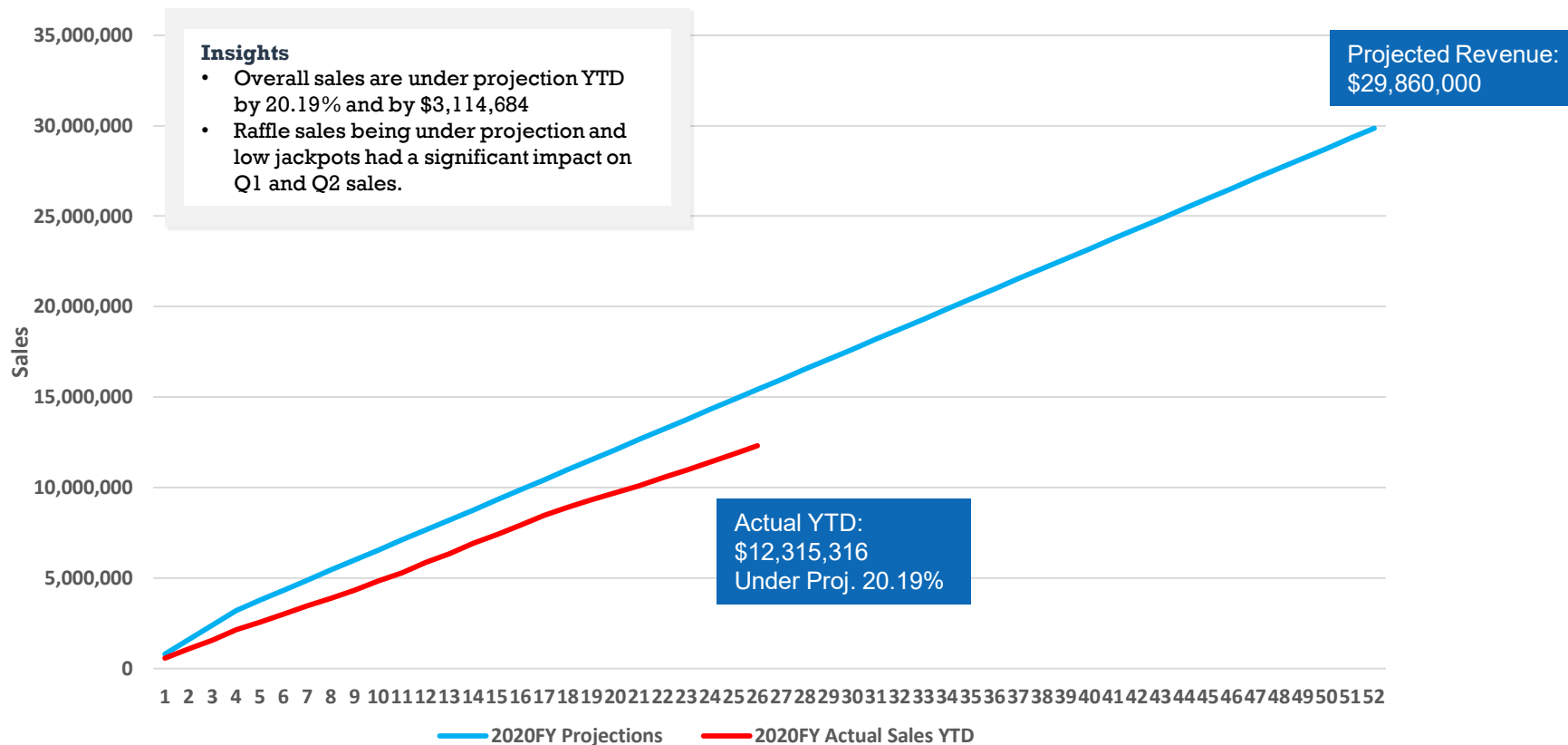
- **Sales Update**
- **Marketing Report**
- **Campaign Updates**
- **Next Steps**



SALES UPDATE

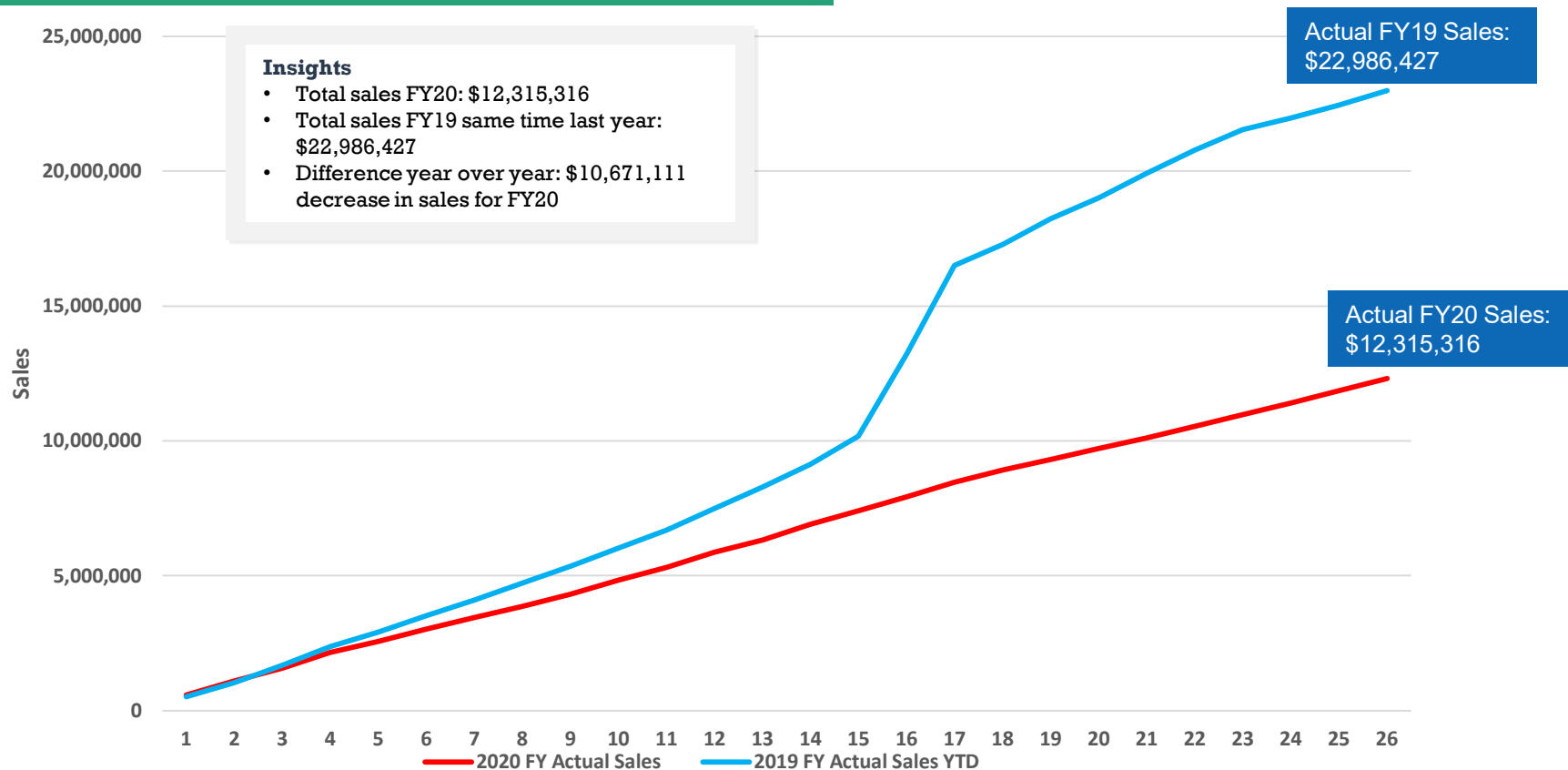
SALES UPDATE

Total Sales: FY20 Actual vs Projection | Week ending 12.28.19



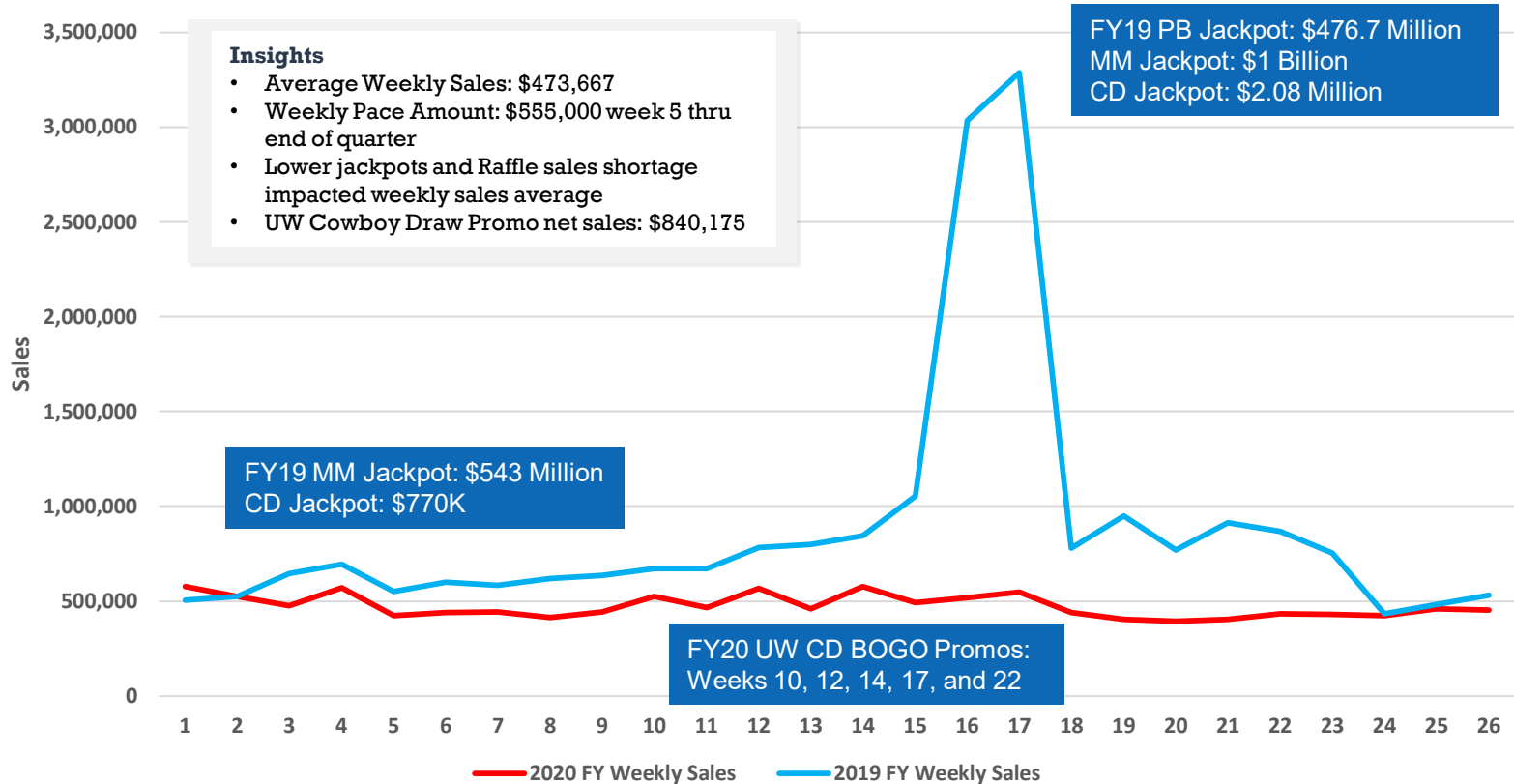
SALES UPDATE

Total Sales: FY20 vs. FY19 | Week ending 12.28.19



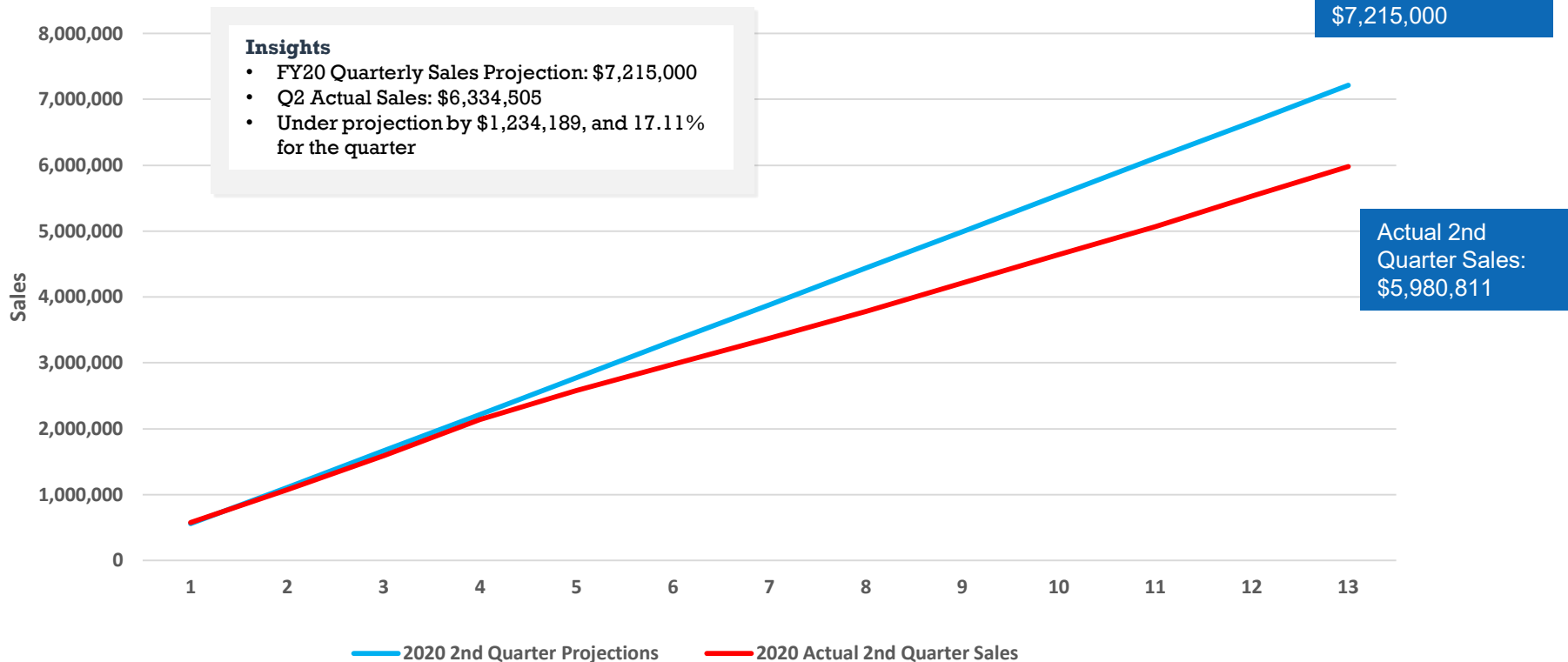
SALES UPDATE

Total Sales: Actual weekly sales FY20 vs. FY19 | Week ending 12.28.19



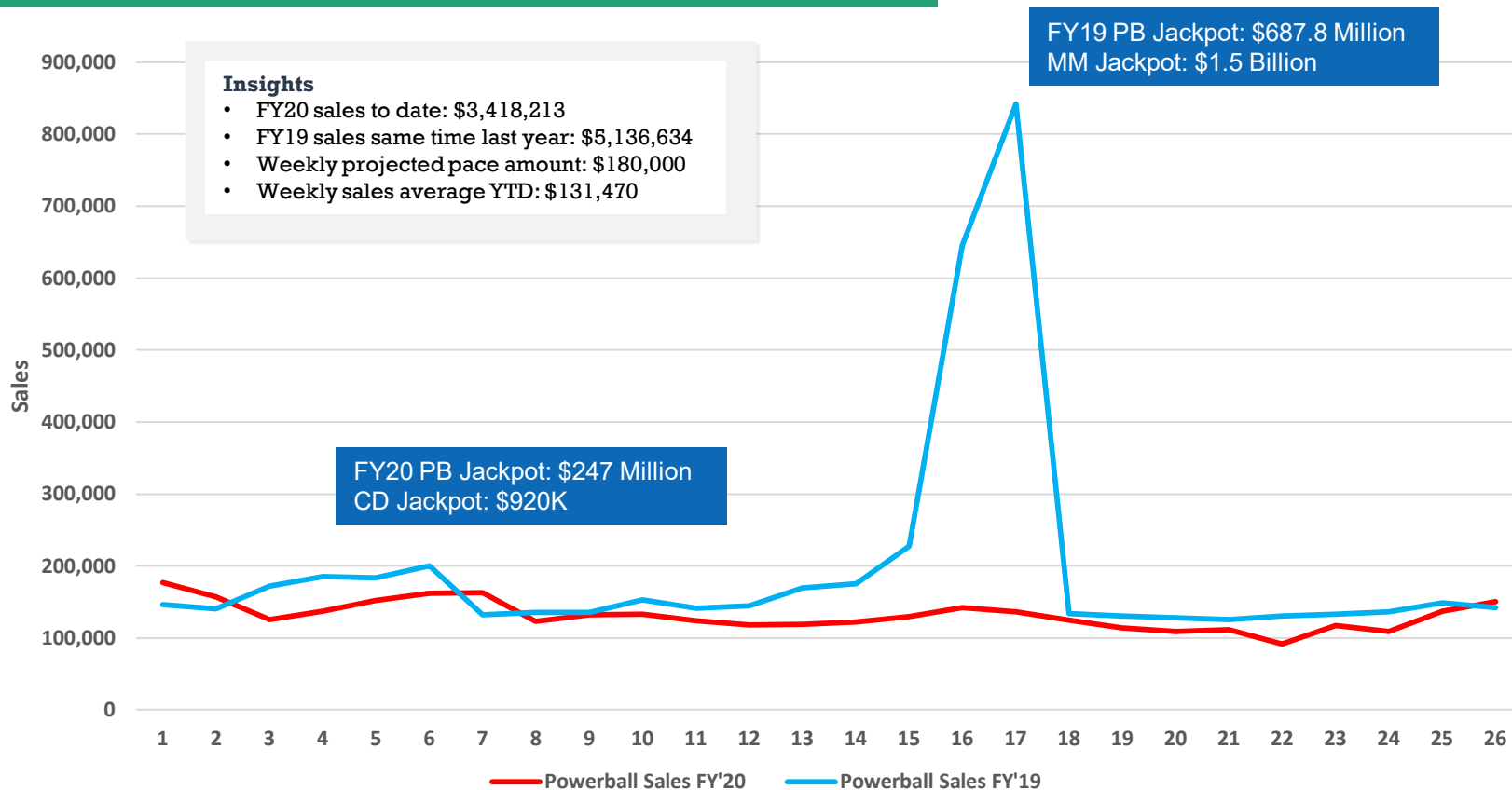
SALES UPDATE

Total 2nd Quarter Sales: FY 20 Actual vs Projection | Quarter ending 12.28.19



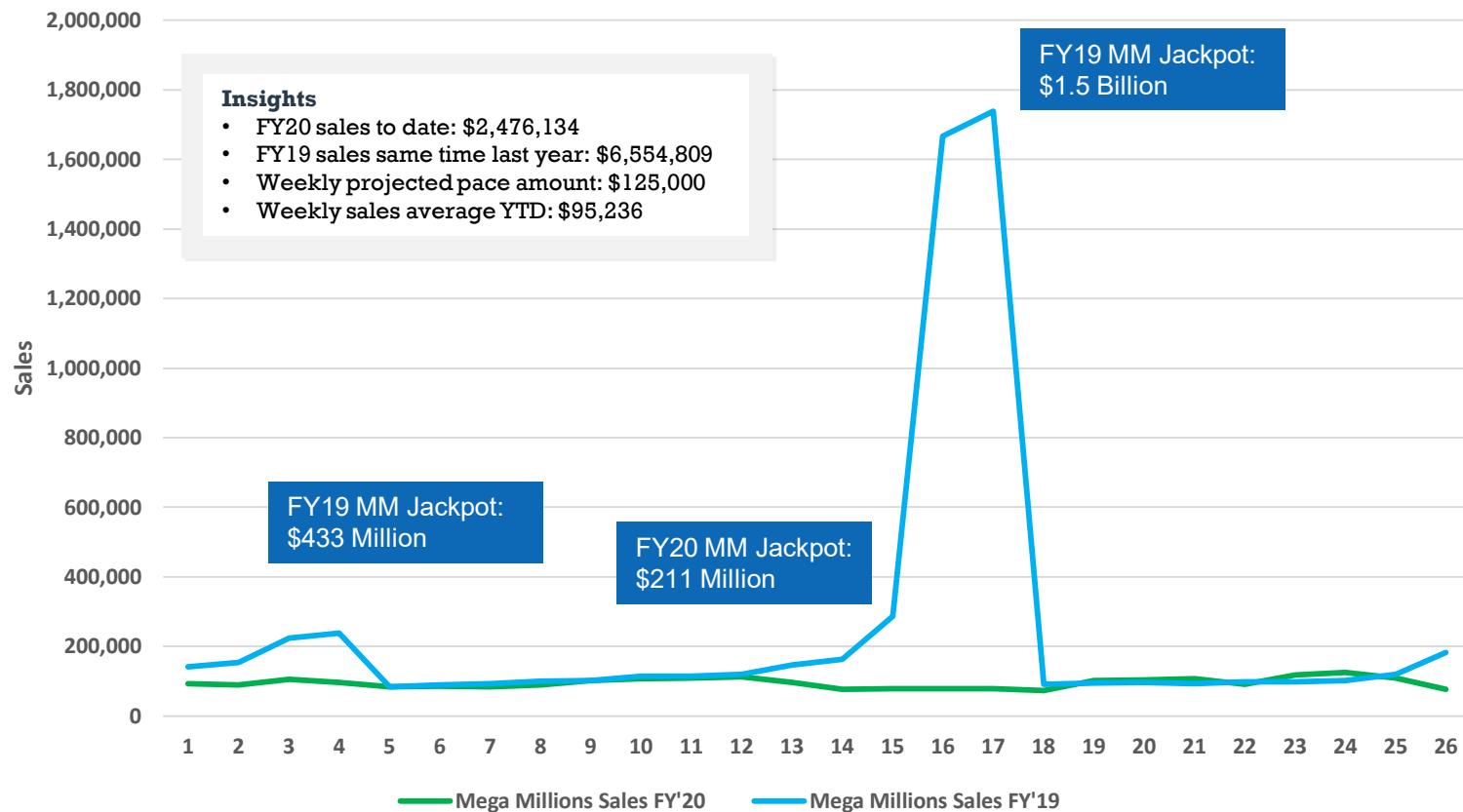
SALES UPDATE

Powerball Sales FY20 vs FY19 | Week ending 12.28.19



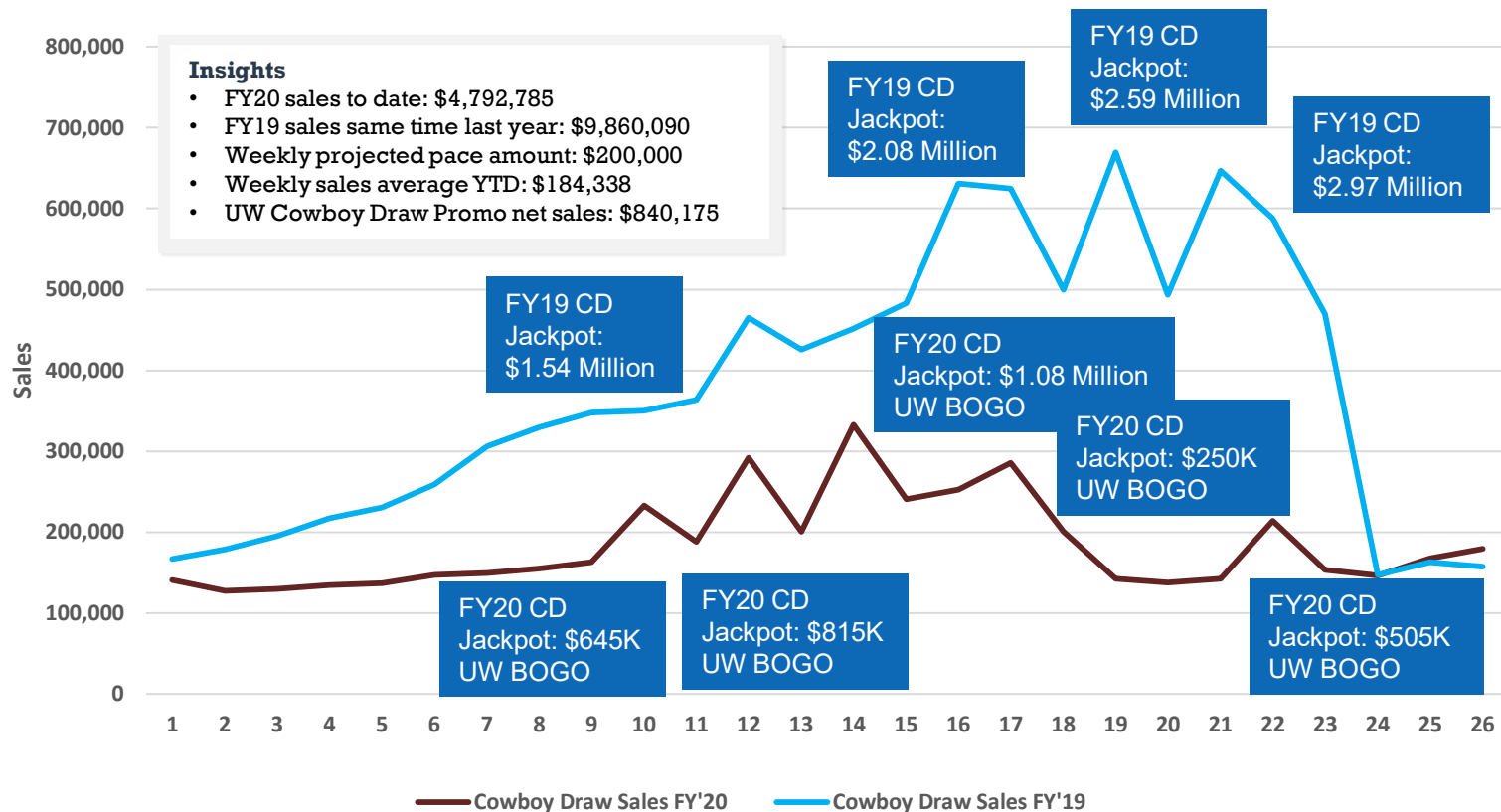
SALES UPDATE

Mega Millions Sales FY20 vs FY19 | Week ending 12.28.19



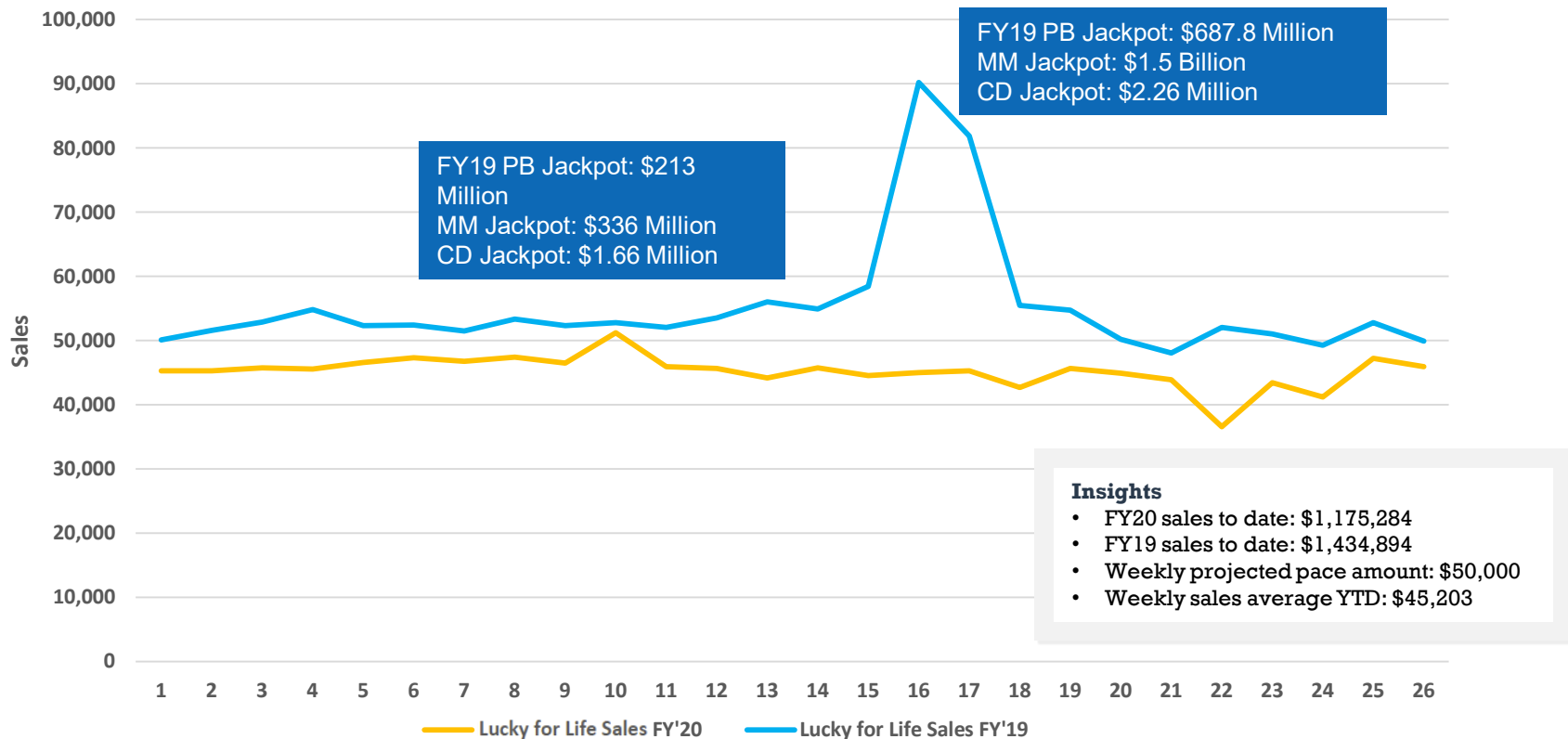
SALES UPDATE

Cowboy Draw Sales FY20 vs FY19 | Week ending 12.28.19



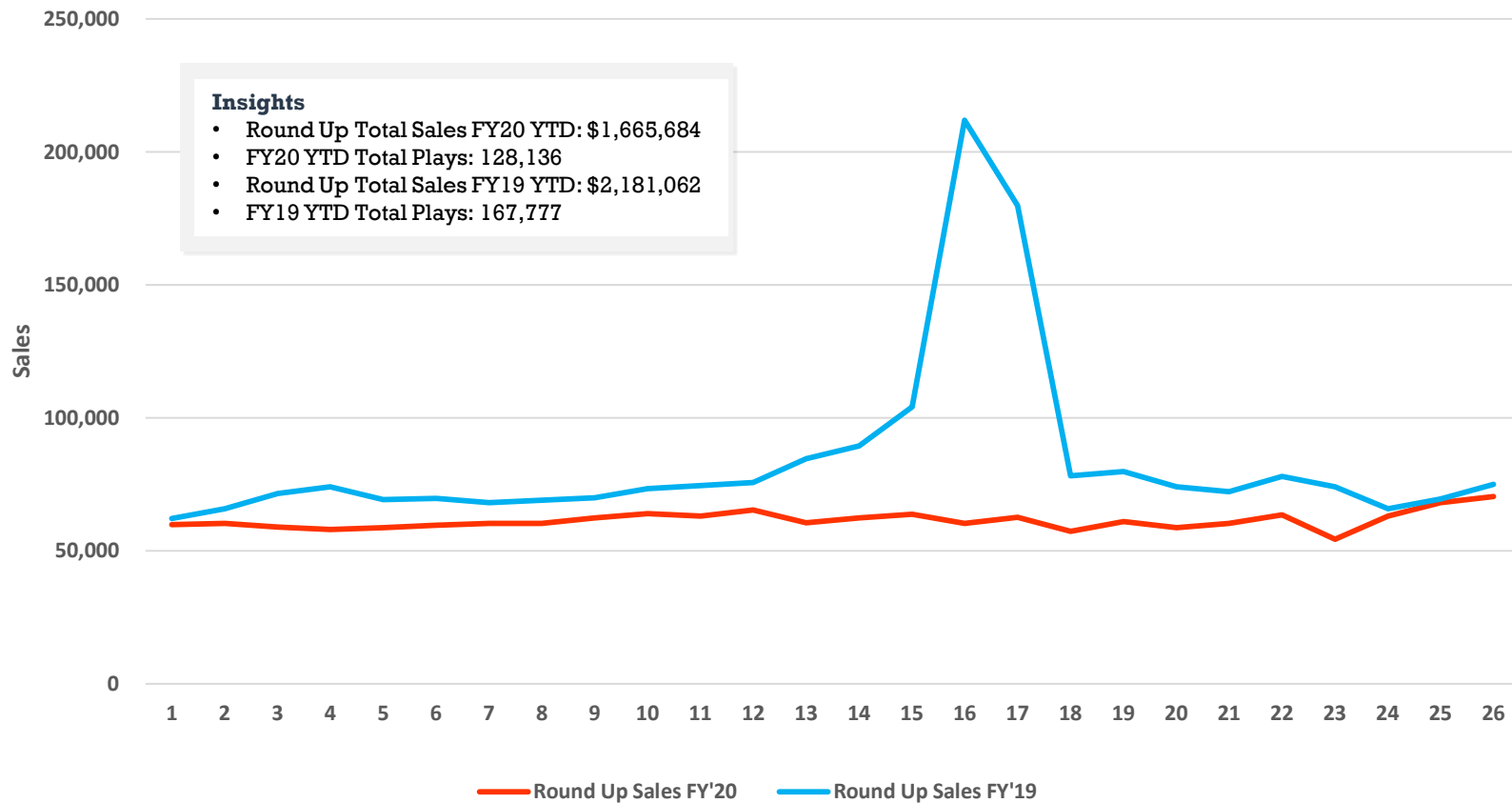
SALES UPDATE

Lucky for Life Sales: FY20 vs FY19 | Week ending 12.28.19



SALES UPDATE

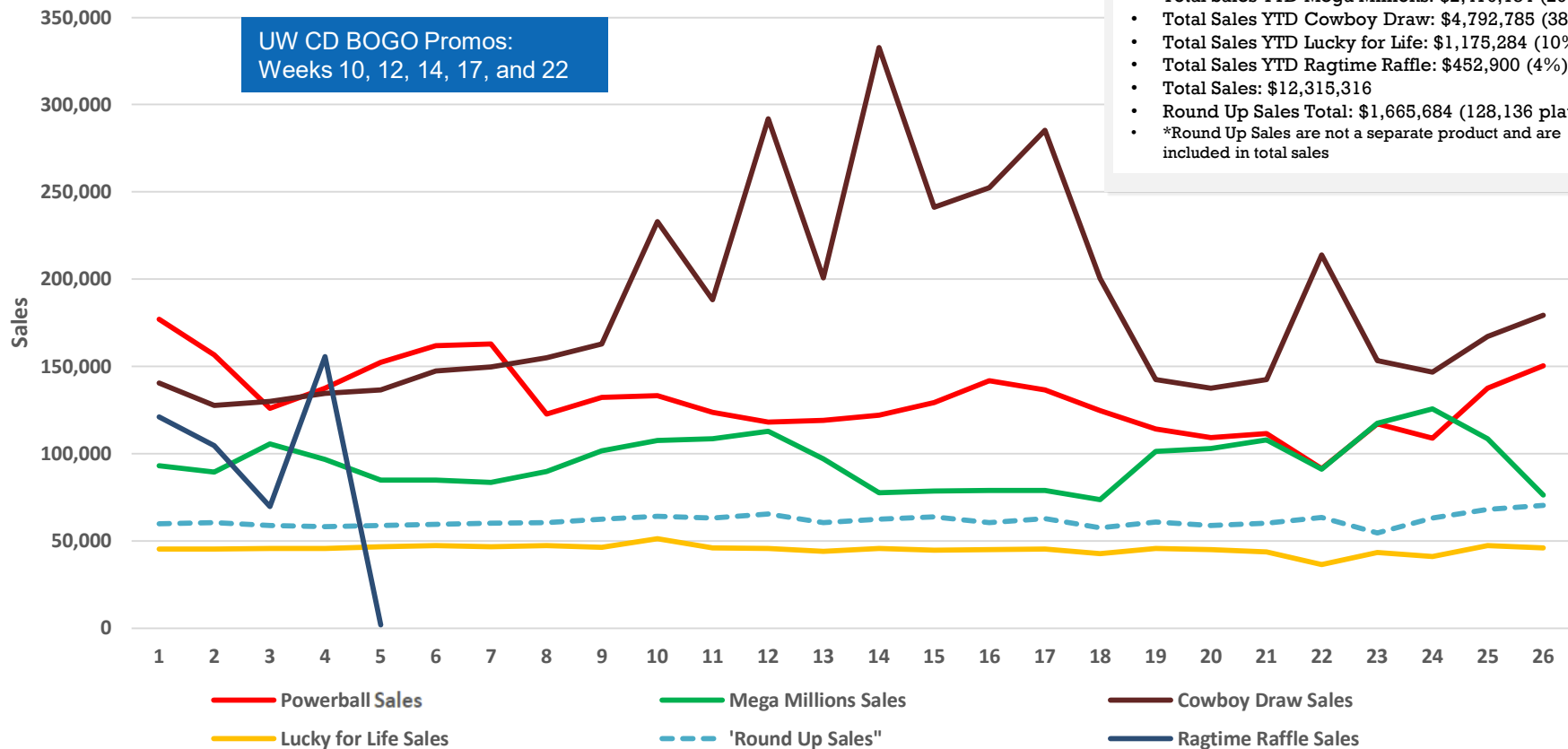
Round Up Sales FY20 vs FY19 | Week ending 12.28.19



SALES UPDATE

WyoLotto Product Sales YTD | Week ending 12.28.19

UW CD BOGO Promos:
Weeks 10, 12, 14, 17, and 22



Insights

- Total Sales YTD Powerball: \$3,418,213 (28%)
- Total Sales YTD Mega Millions: \$2,476,134 (20%)
- Total Sales YTD Cowboy Draw: \$4,792,785 (38%)
- Total Sales YTD Lucky for Life: \$1,175,284 (10%)
- Total Sales YTD Ragtime Raffle: \$452,900 (4%)
- Total Sales: \$12,315,316
- Round Up Sales Total: \$1,665,684 (128,136 plays)*
- *Round Up Sales are not a separate product and are included in total sales

MARKETING REPORT

MARKETING UPDATES: PUBLIC RELATIONS

Insights

During the second quarter, WyoLotto saw coverage on several topics:

- **October 23, 2019** – \$1.1 Million Cowboy Draw Ticket Sold in Elk Mountain
- **October 24, 2019** – WyoLotto State Transfer
- **November 20 2019** – Mega Millions Jackpot Surpasses \$200 Million for First Time in Months
- **November 27, 2019** – Add a Yacht to Your Black Friday Shopping List, Mega Millions Jackpot Reaches \$243 Million, Cowboy Draw Surpasses Half a Million
- **December 10, 2019** – WyoLotto Media Advisory Bowl Game BOGO

The press release with the highest readership was the \$1.1 Million Cowboy Draw Jackpot Ticket Sold in Elk Mountain story. This small retailer opened just to sell Cowboy Draw BOGO tickets in the small town of Elk Mountain and ended up selling the winning ticket. This made for a nice local story that got some traction in the media.

Insights:

We took an approach of talking about the lower jackpots and how they are still life-changing amounts. We will continue seek out stories when jackpots are lower and we don't have as many winner stories to tell.

21,479,057
Total readership

\$40,380
Ad Equivalency

MARKETING UPDATES: SOCIAL

facebook

Insights:

- 33,864 Total Page Likes
- 20 new followers this quarter (.06% increase from last quarter)
- 8,228 total engagements this quarter, a decrease of 46% in comparison to last quarter
- Overall this quarter was quieter for social in comparison to Q1 with Ragtime Raffle, resulting in less growth in followers and engagement. During the BOGO promotions, Facebook provided real-time customer service interactions to ensure players were given information during the promotional time periods. We also shared more winner stories than in the previous two quarters.

twitter

Insights:

- 1,417 Followers
- 5 new followers this quarter (.4% increase from last quarter)
- 347 total engagements this quarter, a decrease of 19% compared to the last quarter
- 1,057 Impressions per Tweet, an increase of 26% compared to the last quarter
- During Q2, Twitter primarily supported education on the normal BOGO promotions as well as the Bowl Game Announcement BOGO. While the follower growth on this platform is minimal this quarter, the impressions per Tweet continues to grow.

Instagram

Insights:

- 2,131 Followers
- 159 new followers this quarter (8% increase from last quarter)
- 665 total engagements this quarter, a decrease of 20% compared to the last quarter
- Engagements per post impression increased 133% compared to the last quarter
- Instagram continues to be the social platform with the biggest growth potential for WyoLotto. Continuous testing of different types of content and utilizing the Stories feature has lead to a large increase of engagements per impression.

MARKETING UPDATES: SOCIAL

Top Performing Posts

facebook



Total Engagements: 2,977
Reach: 15,166 organic

twitter



Total Engagements: 1,027
Reach: 1,411 users

Instagram



Total Engagements: 60
Reach: 926 users

MARKETING UPDATES: WEBSITE

Insights

- Overall site traffic: 1,515,317 sessions
- Bounce rate: 64.61% (2.51% increase from Q1)
- Pages per session: 1.88 (4.08% decrease from Q1)
- Session duration: 00:01:35 (2.11% increase from Q1)
- 1.96% decrease in organic search traffic
- Email generated 12.4% fewer website users than Q1 due to Ragtime Raffle and UW BOGO communications in Q1
- 13.47% decrease in homepage traffic from Q1 due to increased traffic around Ragtime Raffle in Q1
- BOGO promotional emails drove traffic to an entry form hosted on MailChimp.com and not to wyolotto.com. The benefit of hosting entry forms on wyolotto.com is to drive website traffic, however, it is more resource-heavy compared to creating entry forms and pages on MailChimp.

Top Cities Visiting

1. Denver – 11.28%
2. Cheyenne – 9.68%
3. Casper – 5.90%
4. Salt Lake City – 5.68%
5. Rock Springs – 5.57%

MARKETING UPDATES: EMAIL

Email Marketing

Total subscribers:
41,643 (2.26% decrease from Q1)

Total emails sent:
1,334,684 individual emails

DURING THIS QUARTER, WE SENT
32 PLAYER EMAILS, 5 PRESS RELEASES,
AND 103 RSS EMAILS

Insights:

- The most opened email was the “Cowboy Draw RSS” email on October 14, with 1,397 opens and a 17% open rate
 - Reasons for success:
 - Jackpot at time of draw was \$1,040,000
- The “UW Cowboy Draw CSU Giveaway” email saw the highest click rate at 3.32%
 - Reasons for success:
 - Our players love giveaways!

MARKETING UPDATES: INTERNAL CAMPAIGNS

Trigger Campaigns

In addition to the ongoing corporate communications marketing efforts, we conducted two internal trigger campaigns to highlight the Mega Millions jackpot as it grew above \$200 million. We utilized previous creative and developed media messaging in-house to keep costs low and have assets in market as soon as possible to promote Mega Million and help drive sales.

Trigger assets ran on the following platforms:

- Social
- Public Relations
- Retailer Pads

Wyoming Lottery
Published by Sarah Shoden [?] · November 20, 2019 ·

Psst... word around the water cooler is that Mega Millions jackpot is now OVER \$208 Million! The last two drawings we've had with Mega have resulted in a \$1,000 winner and (4) \$500 winners! So go ahead, take a long lunch and snag a ticket or two!



Wyoming Lottery
Published by Sprout Social [?] · November 29, 2019 ·

Searching for those Black Friday deals? Well with Mega Millions over \$243 MILLION (and Cowboy Draw over \$525,000) you might want to add a few tickets to your shopping list! #CashforChristmas



CAMPAIGN UPDATES

CAMPAIGN UPDATES: UW COWBOY DRAW BOGO

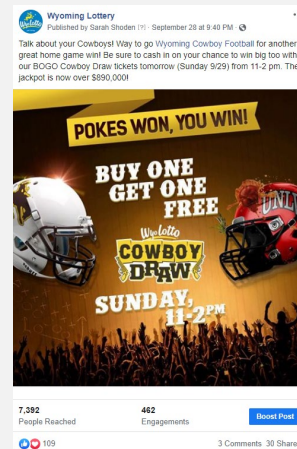
Aug. 15 – Dec. 15, 2019

For this year's UW sponsorship we continued the promotion for Cowboy Draw Buy One – Get One (BOGO) offer in conjunction with the football season for all home games and added a bonus BOGO with the football team's bowl game announcement.

The promotion was supported by messaging on the following platforms:

- Social media
- Website
- Email
- Retailer pads
- Radio in-game reads and recorded ads for all broadcasts (home games only)
- In-stadium PA announcements (home games only)
- In-stadium ribbon board and scoreboard messaging (home games only)

The promotion was executed on Sept. 1, 15, and 29, Oct. 20 and 27, Nov. 24 and Dec. 15. The promotion resulted in total net sales of \$840,175 for an average of \$120,025 for each Sunday the promotion ran.



The Cowboys beat the Rebels, 53-17!

Visit any WyoLotto retailer this Sunday from 11am–2pm for your buy one get one free Cowboy Draw tickets.

CAMPAIGN UPDATES: UW WINTER EVENTS

February 2020

We are doing two UW event takeovers to generate excitement, engagement, and entertainment around WyoLotto, while showcasing Yolo and WyoLotto products.

These takeovers will be done at the following events:

- Wrestling – Feb. 8 vs. Oklahoma State
- Men's Basketball – Feb. 15 vs. CSU (Yolo and Pistol Pete Dance Off)
- Men's Basketball – Feb. 25 vs. Nevada

For the wrestling event, Yolo will engage with the audience and Pistol Pete throughout the duel in activities such as:

- Wearing a warm-up robe, singlet, and headgear
- Warm up exercises, stretches, pushups, etc.
- Arm wrestling Pistol Pete

For the men's basketball event, we will conduct a halftime event with 4 contestants competing in the “Dome of Doom Derby” horse race with Yolo and Pistol Pete interacting with the crowd and contestants before, during, and after the halftime event. Contestants will wear jockey outfits and race around the arena floor, over three jumps, and around a barrel with stick horses. The winner will receive a trophy, roses, and a gift card from WyoLotto.

Wrestling



Basketball



CAMPAIGN UPDATES: MOBILE APP

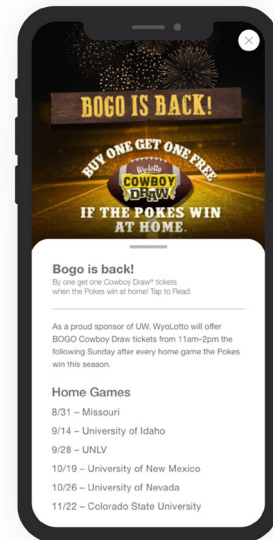
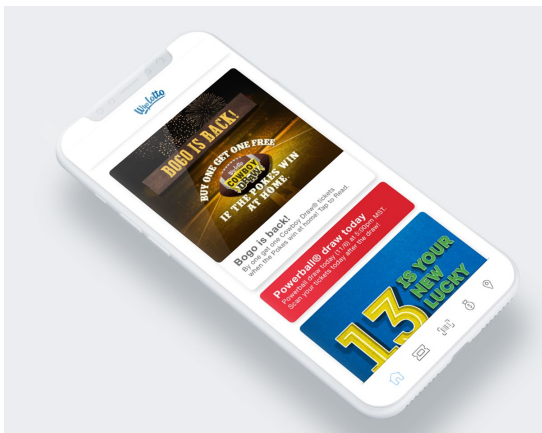
September 2019 – March 2020

WyoLotto, Park Avenue Gaming (PAG), Intralot, and Warehouse 21 have been collaborating to define the app functionality, schedule, and development execution. To create an app that resonates with Wyoming, we researched other state lottery apps to define the user experience and interface to develop a prototype. We are currently finalizing functionality and specifications with the developer. We will begin designing the app pages and send them to the developer for programming by the end of January 2020.

Functionality for phase 1 of the app will include:

- Home Screen
 - Newsfeed/Articles
 - Promotional Notifications
- My Tickets
 - Registered Tickets
 - Number Checker
- Ticket Scanner
- Current Jackpots
- Retailer Locator
 - Integrated Map
 - Retailer List
- User Profile/Account Information and Settings

* These images are not the final design



NEXT UP

NEXT UP...

UW Winter Events Sponsorship

- On-Site Events:
 - Wrestling vs. Oklahoma State 2/8
 - Basketball vs. CSU 2/15

Mobile App Development

- Design: October 2019 – January 2020
- Testing and Development: February – March 2020
- Launch: TBD