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Lottoland

- 10 Million customers worldwide
- 1 Billion winnings
- €90 Million winner
- The world's largest online win
- www.lottolandcorporate.com



Largest online gambling payout
Achieved 1st June 2018, Gibraltar

Lottoland

GAME 1

GROWING YOUR CUSTOMER BASE



Emanuel Peter Patrioli

Agenda

- What is User Acquisition?
 - Definition
 - Conversion funnel
 - Market segmentation
 - Key Performance Indicators (KPI)
- Goals and strategies
 - Awareness and Performance
 - Organic and Paid channels
- The Game



What is user acquisition?

User acquisition (often shortened to UA) is the act of gaining new users for an app, platform, or other service.

On **mobile**, UA is a strategy designed around generating installs, usually achieved by advertising campaigns and promotional offers.

About 90% of smartphone time is in apps.

Source: [Adjust](#) [eMarketer](#)

Lottoland UK – Google Play



Lottoland UK: Bet on Lotto Games

EU Lotto Ltd Casino

★★★★☆ 637

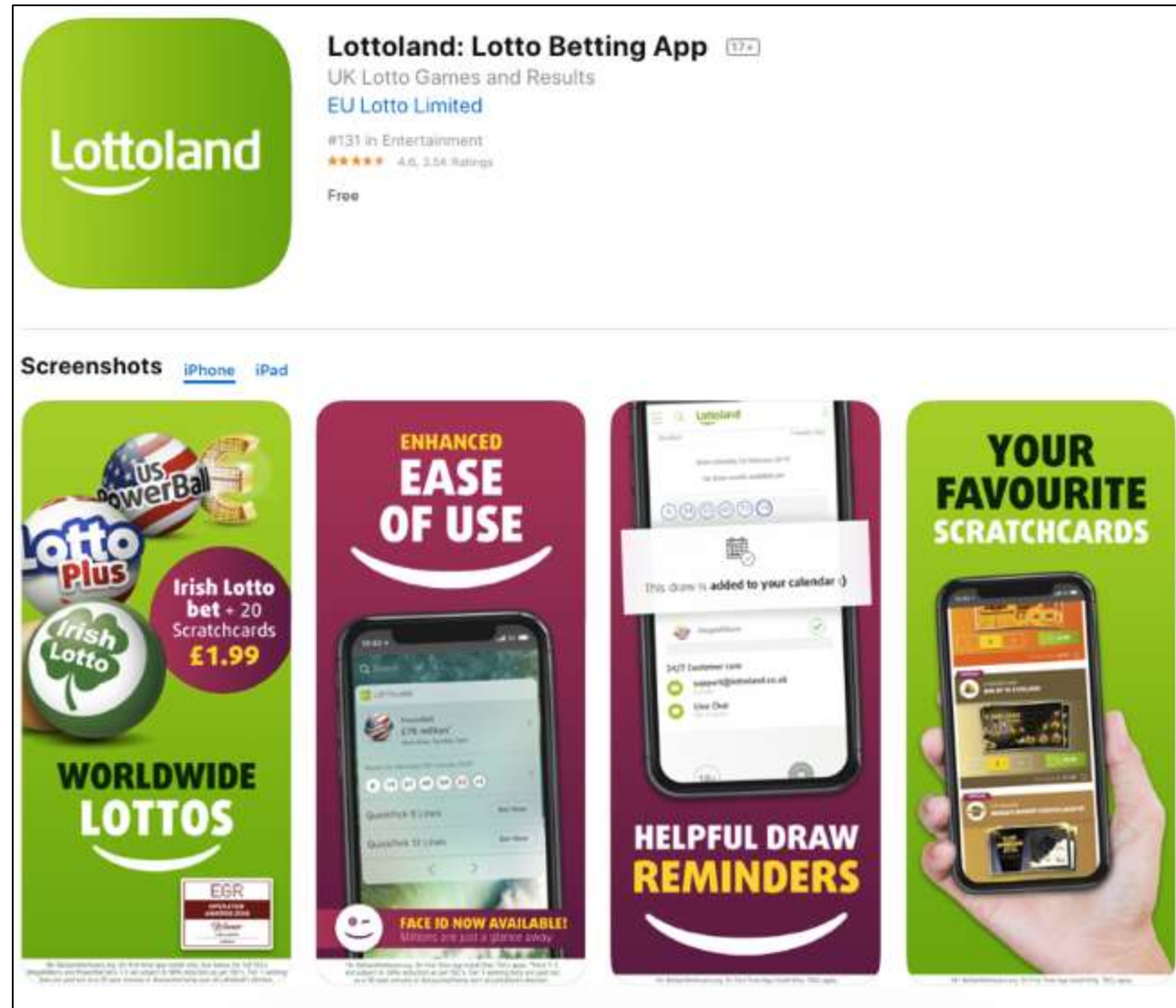
18 PEGI 18

This app is compatible with all of your devices.

Installed



Lottoland UK – App Store



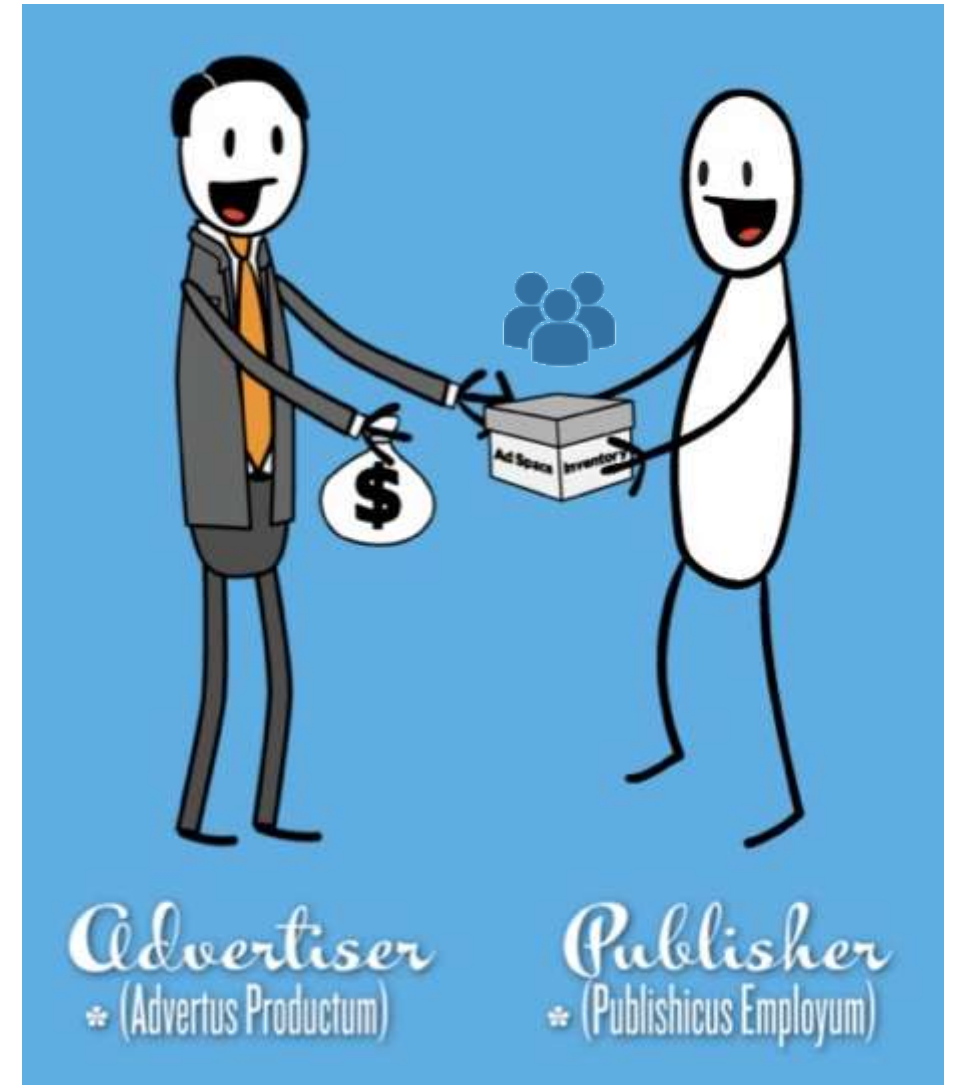


What is user acquisition?



Advertisers and Publishers

- **Advertisers** (brands) pay for users attention
- **Publishers** monetize their properties (content, sites, apps)

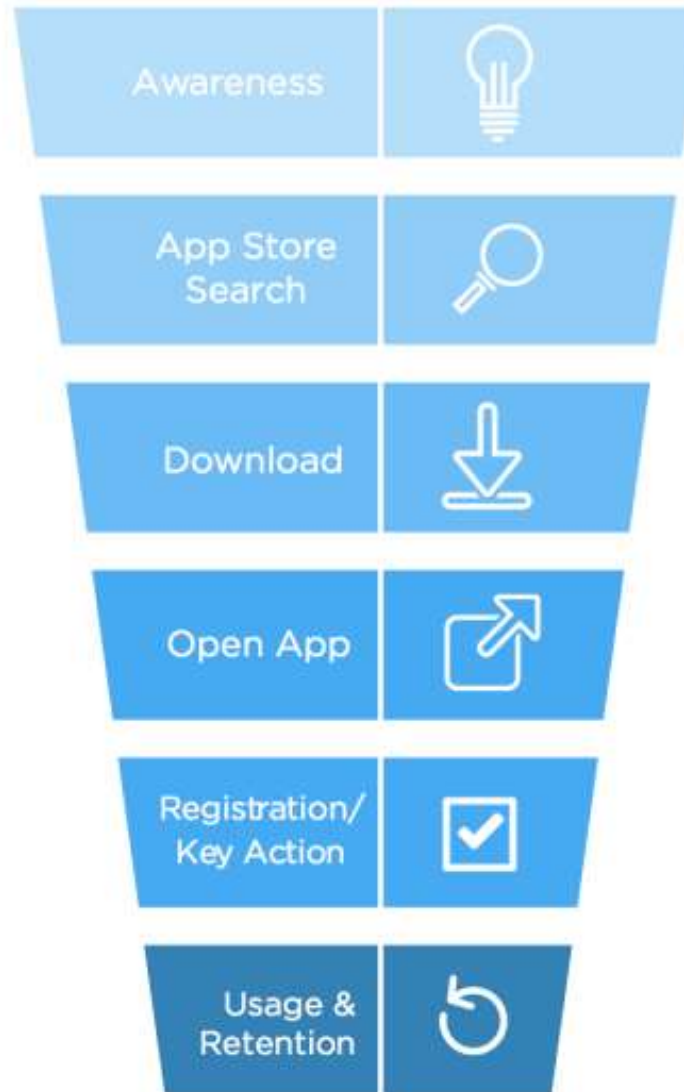


Who is your target audience?

- Define your target audience
- Build you UA strategy to maximize your reach over the target audience

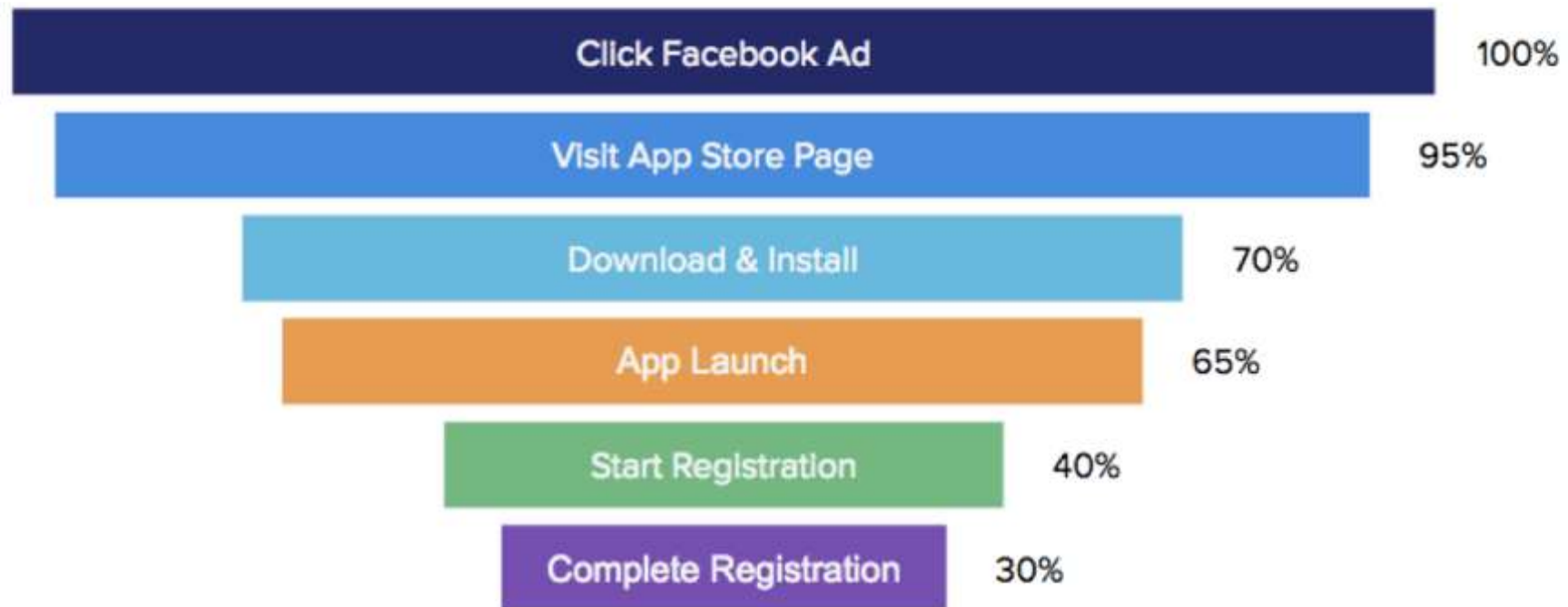


Conversion funnel



A practical example

How many people who click on a Facebook ad become registered users?



Facebook is converting 30% of visitors into fully registered users. We should ramp up campaigns to bring in more users.

The theory behind it: know your target customers...

Main Bases of Segmentation

Geographic	Demographic	Behavioural	Psychographic
E.g. "Customers within 10 miles of the M25"	E.g. "A Level & University Students"	E.g. "Customers wanting a value for money impulse buy"	E.g. "Customers who prefer to buy organic food"
Customer location Region Urban / Rural ACORN classification	Age Gender Occupation Socio-economic group	Rate of usage Benefits sought Loyalty status Readiness to purchase	Personality Lifestyles Attitudes Class

...And create a concept to appeal to them



NEW CUSTOMER OFFER

MANCHESTER CITY V MANCHESTER UNITED

BET £10 GET £30 IN FREE BETS

When you bet on the Premier League
Promo Code: G30

BET HERE



Lottoland

JOIN THE LOTTO REVOLUTION

**1 Irish Lotto Bet + 20 Scratchcards for just £1.99 WHEN YOU
DOWNLOAD OUR EXCITING APP!**

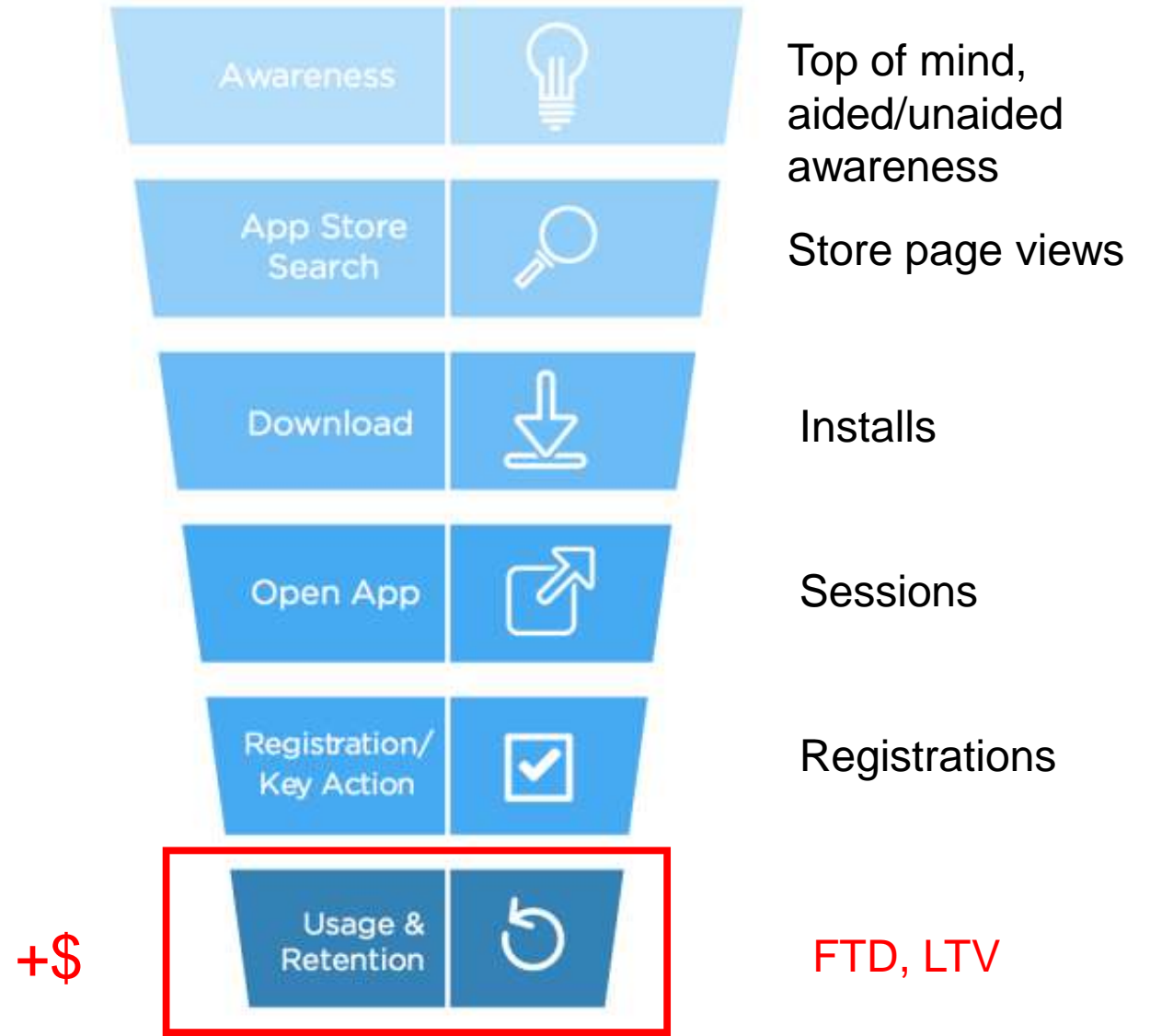


DOWNLOAD NOW

18+ All registered players using the Lottoland App for the first time. BeGambleAware.org | See below for full T&Cs.

KPIs

- KPIs can be set for each step of the conversion funnel
- Most Gaming companies build their UA strategy around the following 2 KPIs:
 - First Time Deposit
 - Life-Time Value

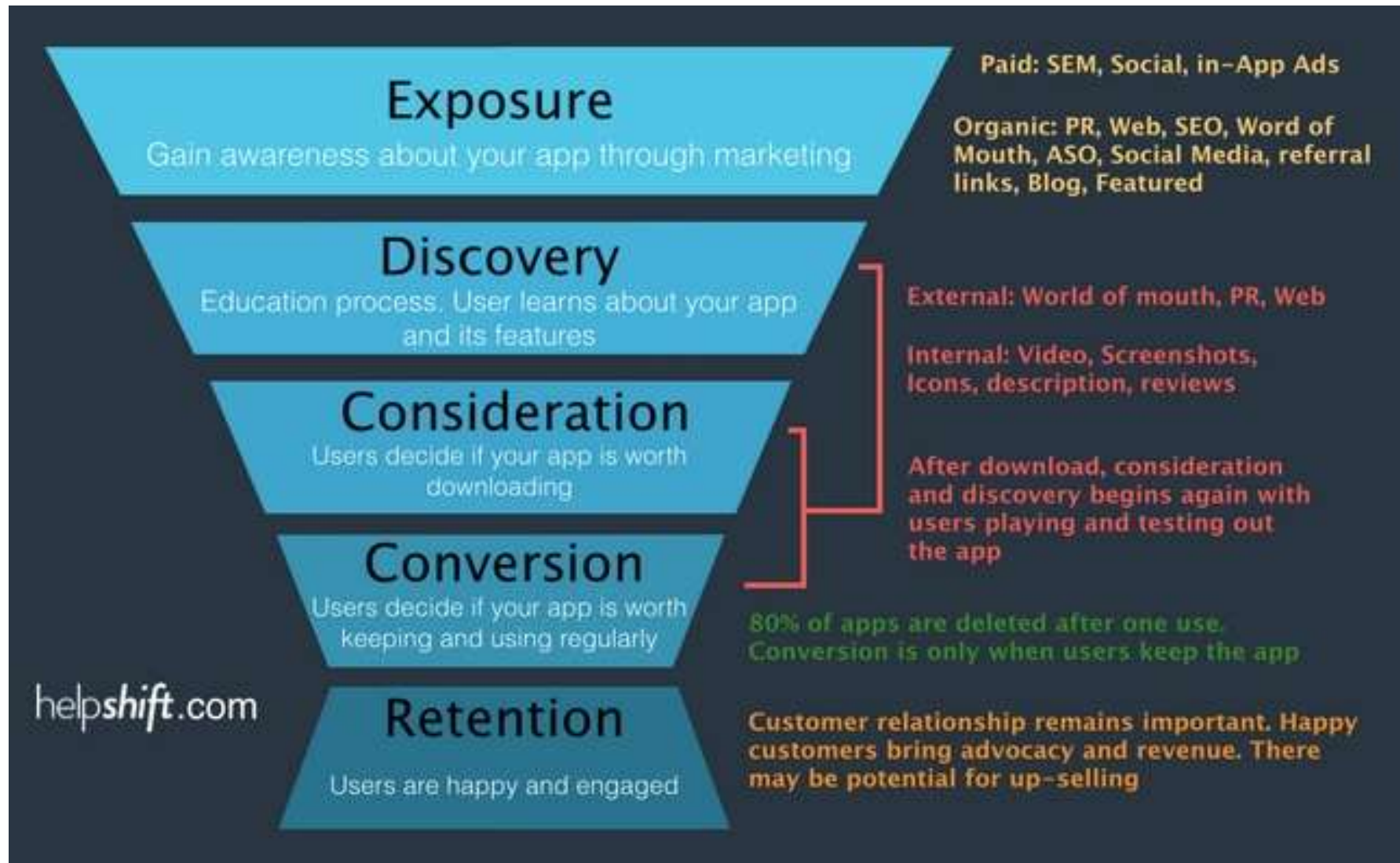


Goals and strategies

- Awareness or Performance?
- Organic or Paid?



Back to the conversion funnel



Organic and Paid Channels

1. App Store Optimization
2. Organic, Social and SEO
3. Paid Advertising (display)
4. Affiliate Marketing
5. Influencer Marketing
6. Email Marketing
7. PR & Press Coverage
8. ATL Marketing

ASO (App Store Optimization)

App stores are still the [#1 driver of app discovery](#).

App store optimization is the practice of attracting users to download an app based on the title, keywords, ratings, and other ranking factors.

PRO: Low-cost and highly effective

CON: Takes time and testing to find a winning approach



Organic, Social and SEO

Organic channels can be both an effective and cost-efficient way to drive app user acquisition. Building a website, maintaining active social media channels, and funneling traffic to your app store page are all tactics that drive organic growth.

Organic campaigns are especially effective when complemented with paid ads.

PRO: Low cost

CON: A long-term mobile app user acquisition strategy that takes time to see cumulative benefit

Display advertising

Display can put your app in front of a massive audience.

Think social media ads, PPC campaigns via Google Adwords, Apple Search Ads, even cross-promotions with partner apps.

PRO: Faster results, high visibility

CON: Can be expensive

Display - Examples

RichPush.co - Push notification ad network
Sponsored · 

Register now and start getting cheap conversions!

 **RichPush**

★★★★★

Leading Push Network in Europe

✓ CPC from \$0,003 ✓ Worldwide reach ✓ 100% Human



RICHPUSH.CO
RichPush - Push-notifications Ad Network
Harness the real power of push traffic with RichPush!

Sign Up

 15°
Palermo 

TUTTE LE PREVISIONI

la Repubblica

09 Novembre 2019 · Aggiornato alle 22.51

Rep: **ABBONATI**

MENU Politica Economia Esteri Cronaca Sport RepTv Edizioni Locali v CERCA 

Si parla di: Ilva Migranti Scuola Manovra

Ann. v

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Ahorra y reserva tu plaza en:
aenaparking.com



 Parking Larga estancia

 **aena** | parking
Es más

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IL COMMENTO
Il ritorno dell'odio
di UMBERTO GENTILONI

L'INTERVENTO
Il lessico contro le donne
di MICELA MARZANO

L'ANALISI
Non confondiamo Ilva con Alitalia di ROBERTO PEROTTI

Affiliate Marketing

Affiliate marketing is a marketing strategy where affiliate sends customers to the publisher's website in exchange for a percentage of the sales derived through these leads. Here are the three most common reward types:

Pay-per-sale – You pay a percentage of the sale price for every purchase made by a customer who comes to you via affiliate marketing.

Pay-per-click – Commission is based on the number of users an affiliate directs to your website (regardless of whether a sale is made).

Pay-per-lead – Affiliates are rewarded once referred visitors have left their personal information on your site by filling out a contact form.

PRO: Low barrier to entry, Flexibility, Extremely effective
CON: Fraudsters, False advertising, Brand damage

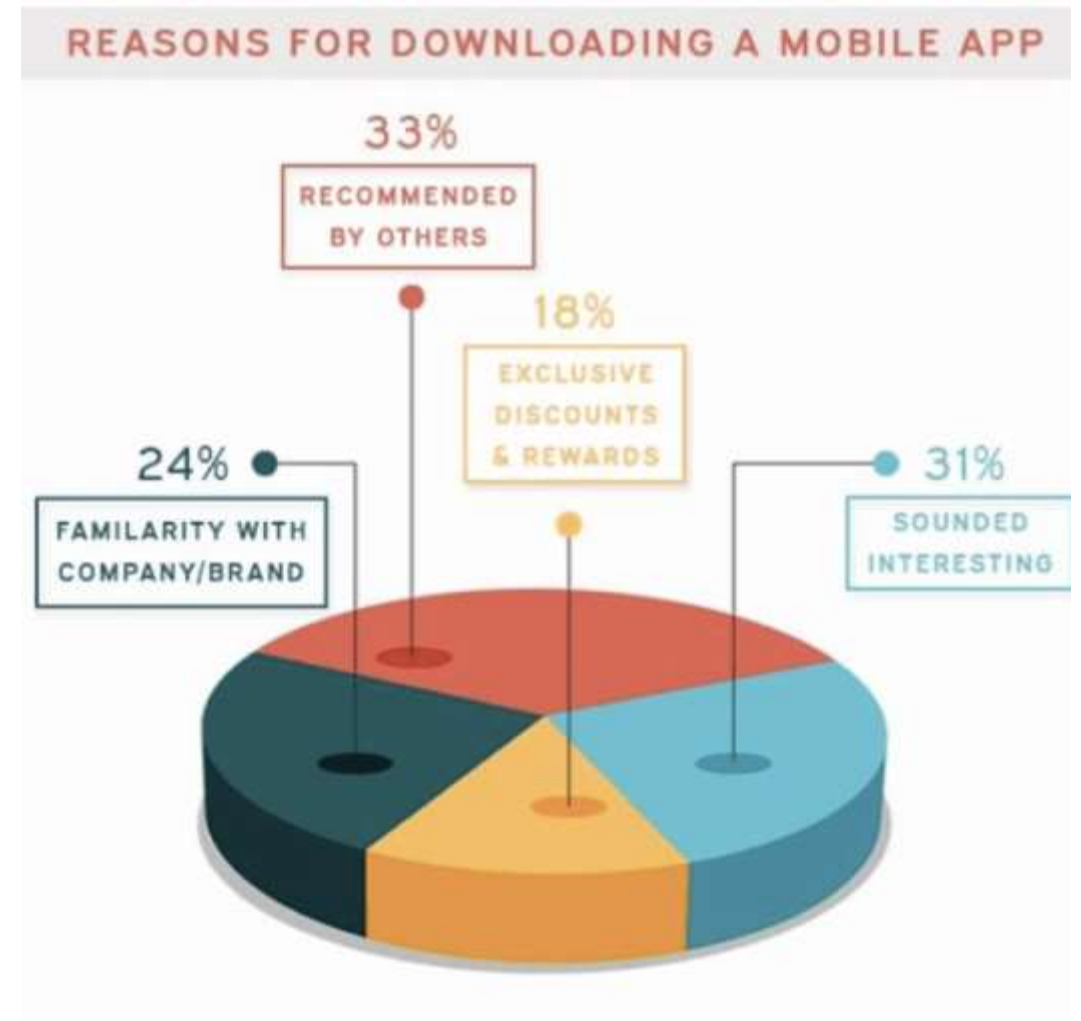
Influencer Marketing

Winning your audience's trust and gaining a following can be difficult, especially when you're just entering the market.

By tapping into an influencer who already has an established relationship with your target users, you can increase your credibility and brand awareness.

PRO: Highly effective

CON: Can be difficult and time-consuming to find and partner with the right influencers



Email Marketing

With [up to 70% of emails now opened on mobile](#), there is a huge opportunity to drive customers and prospects to your app.

Use email marketing to promote your brand's content, share product updates, offer discounts, and hype upcoming events.

PRO: Start building relationships with potential users. See how recipients respond to your messaging, features, and content before they even install the app

CON: Requires continual testing and optimization

PR & Press Coverage

Partnerships, journalists, bloggers can be extremely valuable channels to drive user installs, build app awareness, and generate buzz in the days and weeks prior to launch.

PRO: High-quality leads and low CPI
CON: Time-consuming

USA Today, Jan 2015

10 essential apps for your tablet

[Read article >](#)

Business Insider, Jan 2015

How Tracking Their Spending Helped This Couple Pay Off \$24,000 Of Debt In Less Than 3 Years

[Read article >](#)

ATL Marketing

You may think [traditional marketing techniques](#) like TV, radio, and print ads are out of date in the era of all things digital.

But don't be too quick to discount them — TV spots can increase app installs by 56-74%.[*](#)

"**ATL**" stands for "Above The Line", meaning to a wider target audience, e.g. television, radio, or billboards. ... "**BTL**", or "Below The Line", suggests that the advertising is going to target a specific group of potential consumers.

PRO: A chance to stand out, and effectively skyrocket both installs and brand awareness.

CON: Expensive. According to Adexchanger, minimum spend is often \$100,000.[*](#)

GROWING YOUR CUSTOMER BASE

Game 1



Guidelines

1. Launch a new brand in one of the most important Gaming verticals: Lottery, Bingo, Sports or Casino
2. Build a 6 months UA plan taking into account the assigned budget, the CPA target and the predicted LTV
3. To prepare your plan:
 1. Investigate your vertical through online research
 2. Illustrate your assumptions
 3. Make reasonable and consistent decisions (you might be asked to explain them)

Expected output



1. **Brand name:** choose your brand name
2. **Marketing strategy and goals:** summarize your strategy (high level). Example: pure performance, awareness and performance, focus on organic channels, paid boost only on special events...
3. **KPIs:** define your KPIs and estimate their value by the end of the 6 months
4. **Media Plan:** fill in the attached media plan
5. **(optional) Creative brief:** brief your Creative Team to ensure they produce creative assets in line with your positioning and your branding strategy

Media plan (example)

	September	October	November	December	January	February	Budget	Budget %
1.App Store Optimization							24000	2%
2.Organic, Social and SEO							30000	2%
3.Paid Advertising (display)							400000	32%
4.Affiliate Marketing							200000	16%
5.Influencer Marketing							50000	4%
6.Email Marketing							40000	3%
7.PR & Press Coverage							10000	1%
8.ATL Marketing							500000	40%
TOTAL							1254000	

Creative Brief template

What can we help you with?


 **Banner Request**
Video request, Jackpot/Copy/T&Cs updates, Design refresh, Resizing... 

Summary *


Description

Attachment


Drag and drop files, paste screenshots, or use the Browse button





Due date

e.g. 25/Oct/19 

Labels



Add references, examples of what you want to get from the Creative Team