



Anything Can Happen in Jersey: The New Jersey Lottery VIP Club

IGT iLottery Case Study: September 2023

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Key Takeaways

- The New Jersey Lottery offers players complimentary membership in their valuable VIP Club
- The VIP Club is the home to two popular New Jersey Lottery Scratch-Off Game second chance programs, Million Dollar Replay and Lottery Bonus Zone
- Other offerings include jackpot alerts; daily winning number emails; personalized notifications; exclusive VIP Club sweepstakes and opt-in drawings

By the Numbers

700K

VIP Club player accounts

4K

Average new VIP Club members per month

20%

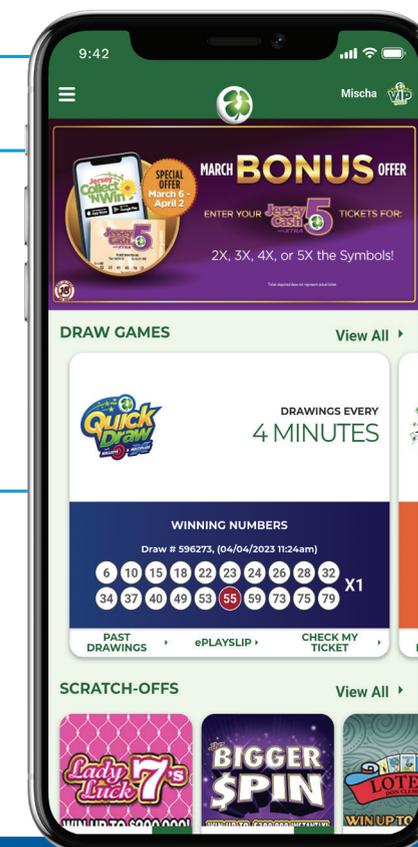
Average monthly new visitors to NJLottery.com

5M+

NJ Lottery online playing sessions per month

over 80%

Of online players utilize mobile application either on phone or tablet



The New Jersey Lottery

The New Jersey Lottery Commission relies on Northstar New Jersey for all sales and marketing planning and execution including draw-based and instant games portfolio management, sales force management, retail executions, promotions, sponsorships, advertising, and brand management. Additionally, IGT manages all central system and retail technology, field service, and the distribution of instant games.

VIP Club



The New Jersey Lottery’s VIP Club offers players daily winning number result emails, early notifications of new games, and chances to be entered in drawings for prizes. On occasion, VIP Club members will receive discounts or complimentary coupons for New Jersey Lottery products and may be asked for their opinions via brief survey emails.

VIP Club members always have the option to select the types of emails and services they receive from the New Jersey Lottery.



The VIP Club is the home to two popular New Jersey Lottery Scratch-Off Game second chance programs, Million Dollar Replay and Lottery Bonus Zone. Special promotions within the Million Dollar Replay program give players added value – with a multiplier of two times up to ten times the original value of the ticket. Additionally, a “Mystery Multiplier” promotion has supported recent \$5 Scratch-Off ticket launches, teased out via comprehensive marketing prior to the new game launch and not revealed until a player enters a valid non-winning ticket.



Exciting Lottery Bonus Zone promotions have been conducted leveraging the popularity of licensed properties like Wheel of Fortune in connection with the Scratch-Offs.

Success Stories

The VIP Club’s Million Dollar Replay program received over 17 million entries in 2022 alone. With more and new exciting programs continuing to come throughout 2023 and beyond, Northstar New Jersey’s partnership continues to deliver “Jersey Strong” results!

The February 2022 specialty \$30 price point promotion received over 92,000 entries, the most ever for a Lottery Bonus Zone promotion! Another successful example: March 2022, when the Big Spin® Scratch-Off tickets launched; two related Lottery Bonus Zone drawings scored over 94,000 entries!

The December 2022 specialty Lottery Bonus Zone promotion was held on select “Festive Fridays,” during which players entered eligible \$20 games for prizes. The promotion received over 148,000 entries over four drawings. With a daily average of 37,000 entries, this promotion saw a huge increase over the daily average of previously launched \$20 Lottery Bonus Zone offerings, which had roughly 6,700.

