



## eInstant Jackpot Games: Boosting Player Engagement, Driving Significant Growth

Are eInstant jackpot games the key to unlocking your iLottery's full potential? Many lotteries are already seeing results by integrating these games into their portfolios.



From boosting player engagement to driving significant revenue growth, eInstant jackpot games have proven to be powerful tools for success in the evolving iLottery landscape.

When paired with the right strategies, these games offer lotteries a unique value proposition that stands out among competitive entertainment options.

### Standout Performers

Based on results reported by lotteries worldwide, eInstant jackpot games are quickly becoming standout performers, delivering powerful performance while reshaping how players engage with lotteries. For example, in North America, two eInstant jackpot games from Brightstar Lottery – Elephant King Jackpots

and Lucky Coins – achieved first 30-day sales that outpaced every other eInstant release in 2024 by an impressive margin of 106%.

Here are just some of the key benefits that lotteries are experiencing:

- **Player Engagement Growth:** Lotteries have reported increases in active and registered players. The appeal of these games spans diverse audiences, engaging the interest of casual players and VIP members alike. With innovative, responsible-play design and frequent rewards, including Free Turns, Free Bonus Symbols, and multi-tier jackpots, they deliver experiences that a range of players enjoy.
- **Revenue Boosting Impact:** eInstant jackpots are contributing a substantial share of iLottery revenue, with some lotteries seeing eInstant jackpot games accounting for more than 30% of their total iLottery earnings.
- **Sustaining Player Engagement:** By incorporating fresh themes and game designs, dynamic features and expanding jackpots, eInstant jackpot games keep players intrigued. They build meaningful connections with players while encouraging responsible gameplay.

## Amplifying Impact

What sets the most successful eInstant jackpot game implementations apart? Brightstar Lottery's Player Marketing Services team partners with lotteries to implement strategies that amplify the impact of their eInstant jackpot games, ensuring they achieve long-term success rather than just short-lived excitement.

Here's how they're doing it:

- **Personalized Marketing:** Tailoring communication to specific player groups drives higher participation rates. Personalized emails, targeted ads, and custom promotions ensure every player feels valued and engaged.
- **Visible Jackpot Promos:** Jackpots are front and center in successful campaigns. By prominently displaying jackpot amounts on banners, ads, and promotional materials, lotteries keep excitement levels high and maintain player focus.

- **Multi-Channel Campaigns:** The most successful lotteries maximize their reach by using all available tools. From email campaigns and social media posts to in-app notifications and website promotions, these campaigns ensure every new game gets the attention it deserves.
- **Milestone Celebrations:** Providing timely updates on jackpot progress keeps the momentum alive across channels. Whether it is nearing a record-breaking prize or celebrating a big win, players stay informed and engaged with every milestone.

## Sustainable Gameplay at the Core

The best of these games are designed with sustainable gameplay at their core and balance vibrant, dynamic designs with mechanics that engage players thoughtfully. They channel the excitement of a big win and the enjoyment of unlocking loyalty rewards while ensuring a focus on sustainable player experiences.

In addition to Elephant King Jackpots and Lucky Coins, Brightstar Lottery's eInstant jackpot portfolio currently includes Cleopatra Clusters Jackpot, Wolf Ridge Jackpots, Cats Jackpot, Jackpot Gold, and more, all developed with a focus on these leading practices.

## Essential Tools for Lottery Growth

From record-breaking product launches to sustained increases in revenue, eInstant jackpot games are proving their worth as essential tools for lottery growth. If you are looking to refresh your portfolio, drive more revenue, or retain your player base, these games can help transform your approach to iLottery strategy.

***Want to learn more? Contact your Brightstar representative for a full Case Study on how lotteries are achieving new benchmarks, using leading practices, and unlocking growth with eInstant jackpot games.***

© 2025 IGT. CATS, ELEPHANT KING, and WILDLIFE are trademarks of IGT.

