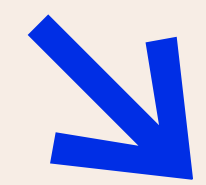


● CASE STUDY

The Anonymous Audience Opportunity for iLottery





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The Challenge

The Invisible Majority

For many lotteries, up to 60% of active app users fall outside the reach of traditional CRM strategies. These players regularly open the app to check winning numbers or browse games, yet they never register. Engaged by behavior but invisible by metrics, they represent an enormous, untapped opportunity. This was the heart of the challenge: a large, active audience that conventional tools simply could not see.



60%
of active app users remain
anonymous, invisible to
traditional CRM.

A Lifecycle Starting Too Late

Traditional engagement strategies assume the player journey begins at registration, relying on CRM channels like email and SMS that require personal data. With email opt-in rates ranging from just 20% to 30%, many lotteries communicate with only a small fraction of their audience. The challenge was never a lack of player interest. It was the absence of tools to engage users before they registered, allowing the anonymous audience to grow disproportionately.

20-30%
typical email opt-in
rates, leaving most
players unreachable.

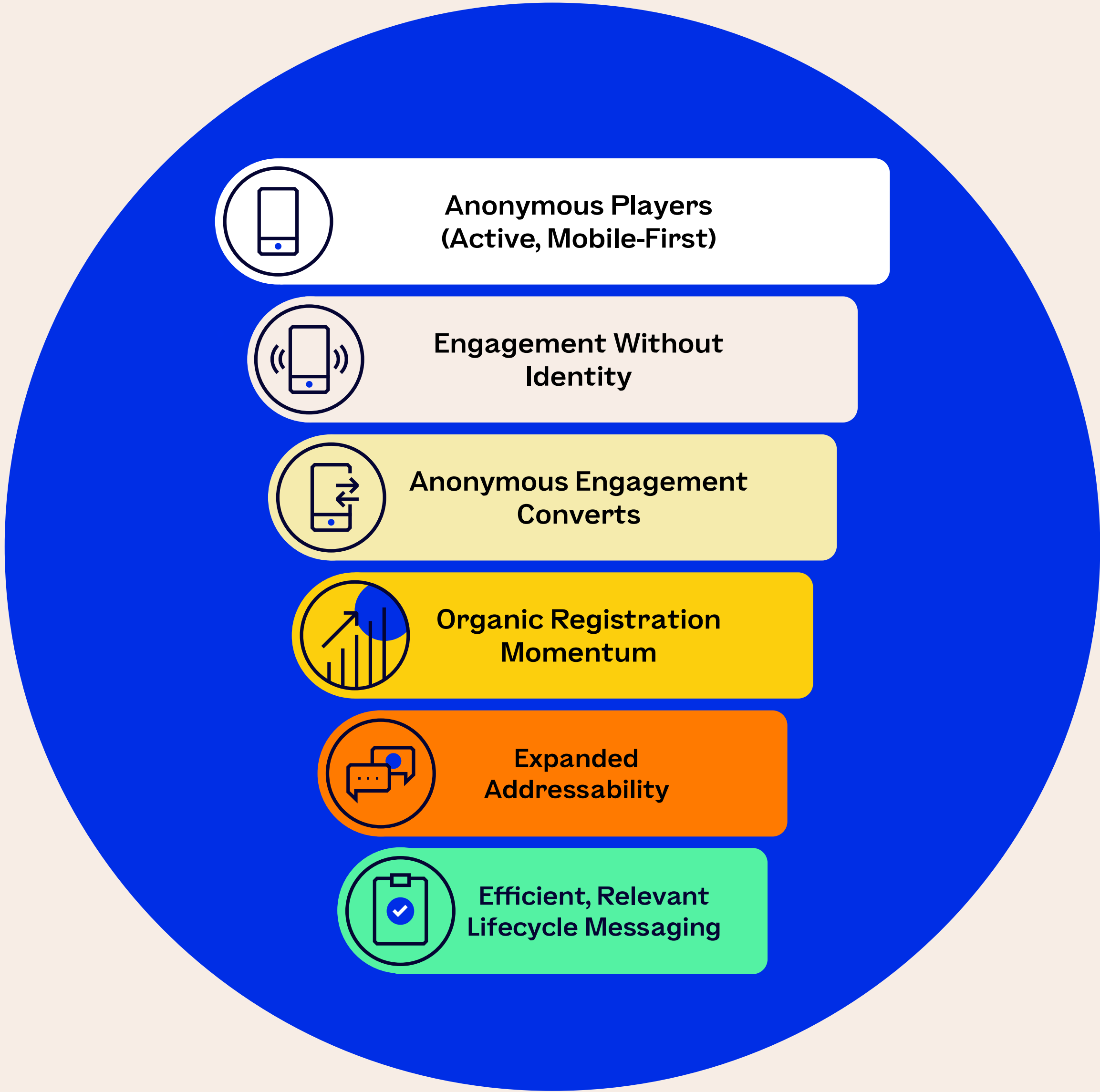




The Solution

Anonymity as the First Step

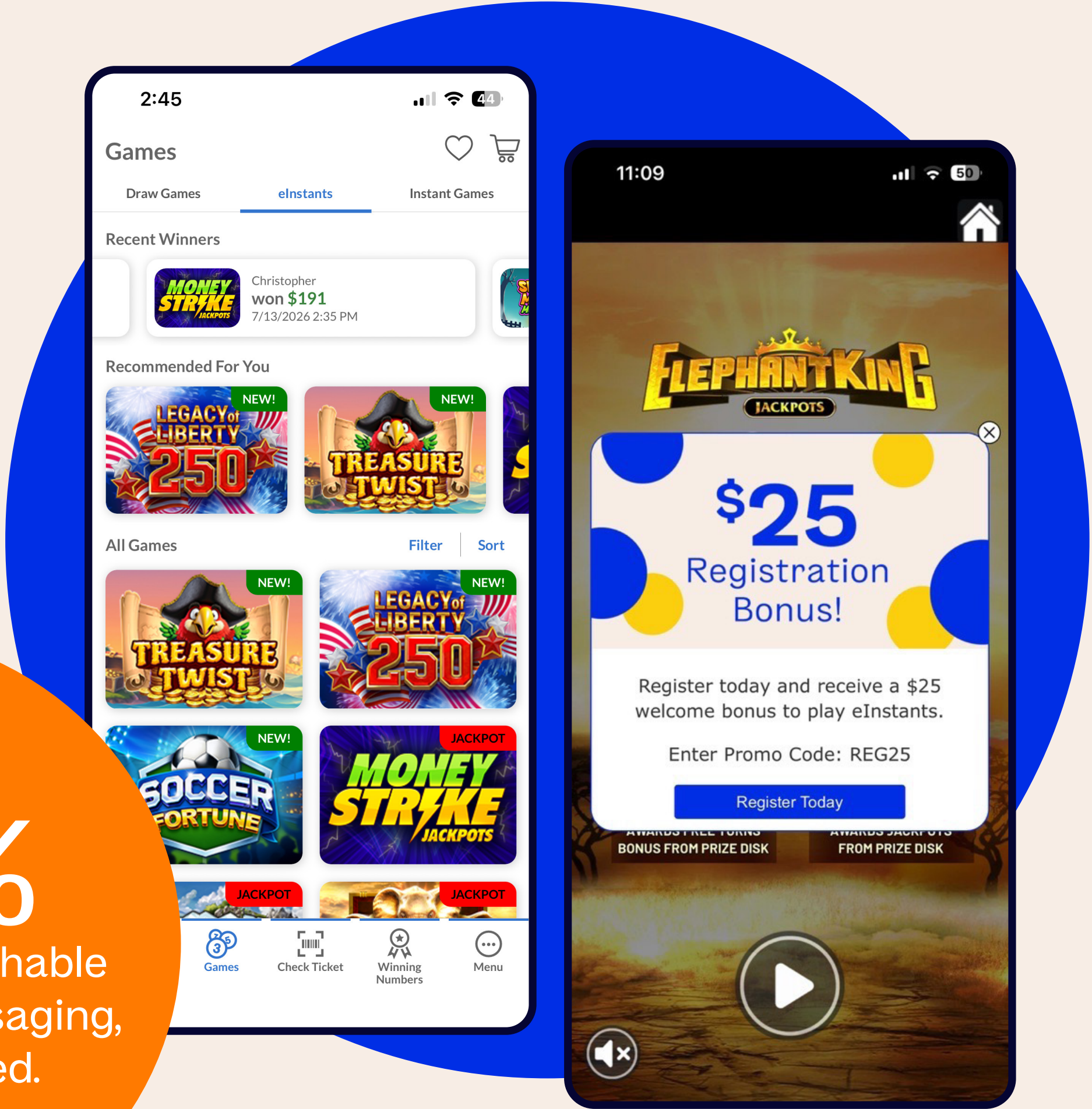
By partnering with Brightstar Lottery, this North American lottery redefined anonymity as the starting point of the player lifecycle rather than a dead end. A lack of personal data does not mean a lack of insight: in-app behavior reveals valuable signals. Players checking Powerball results weekly represent a different opportunity than those exploring scratch games, and messaging can target these behaviors without requiring any personal details.



Mobile-First Engagement Channels

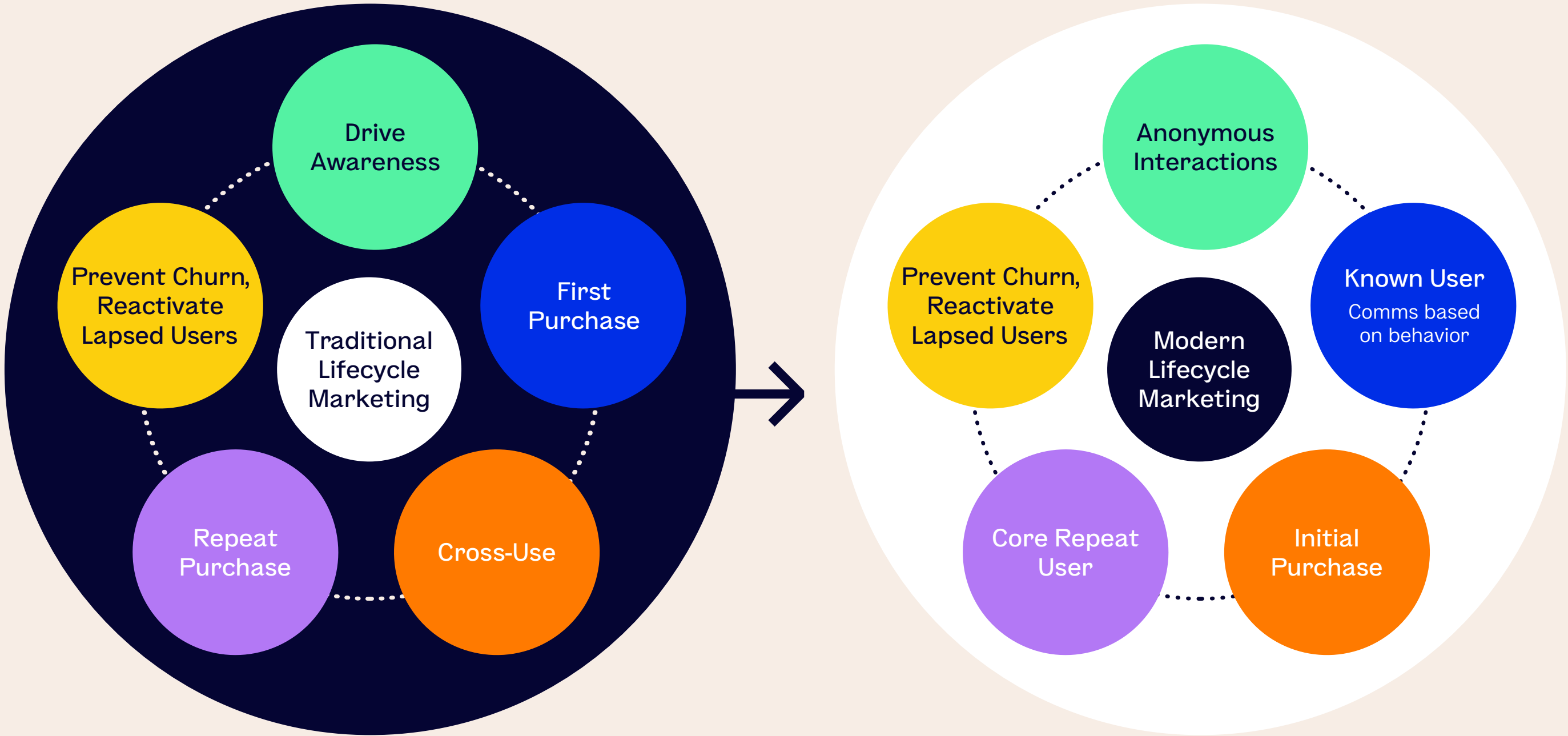
Two mobile-first channels became the foundation of the solution. In-app messaging reaches 100% of active users during their app sessions without requiring an opt-in, while push notifications extend communication beyond the session for players who opt in. Rather than relying on one-off registration prompts, Brightstar designed segmented, behavior-based journeys that delivered value first—guidance, support, and trust—so registration became a natural step rather than a barrier.

100%
of active users reachable
through in-app messaging,
no opt-in required.



Reframing the Lottery Player Lifecycle

Player relationships often begin long before registration. Every day, anonymous visitors browse games, check winning numbers, and explore jackpots, revealing clear signals of interest and intent. This North American lottery used those signals to shape more relevant experiences, shifting from identity-based to behavior-based segmentation. A frequent jackpot checker might receive alerts about high-prize in-state games, while an elnstant explorer could be introduced to a new launch through a targeted registration offer. By engaging players during the anonymous phase, Brightstar helped the lottery build personalized pathways to registration, deepened engagement, and unlocked value that traditional lifecycle models overlook.

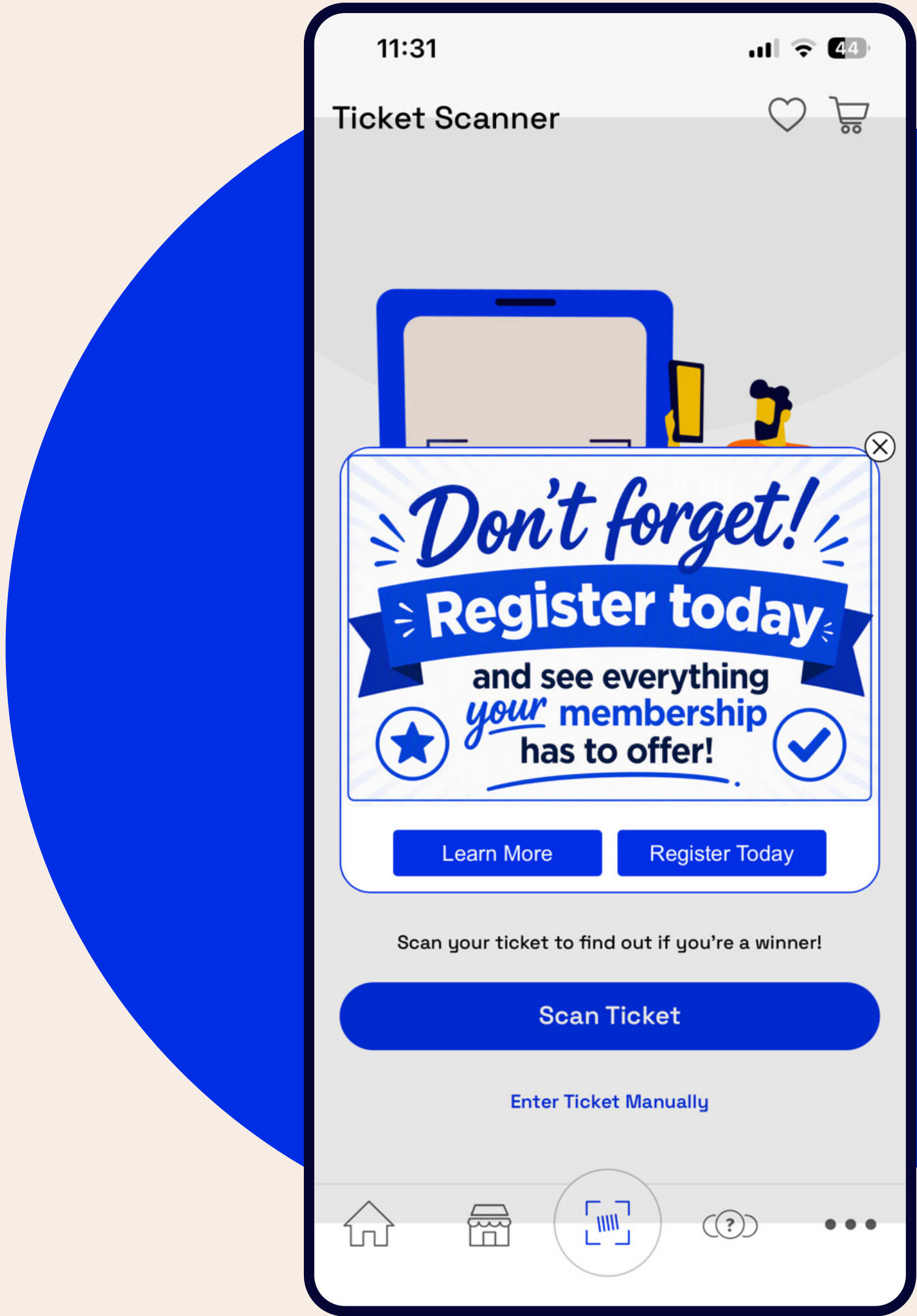




The Results

Anonymous Players Were Listening

The data dismantled a long-held assumption: that anonymous users are disengaged. In this lottery, 51% of all in-app message clicks came from players who had never registered. Far from passive, anonymous users proved to be among the most responsive in the entire audience, ready to engage the moment the right message reached them.



51%
of all in-app message
clicks came from
anonymous users.

Reaching Beyond the Session

Engagement extended well beyond the app session. A remarkable 53% of push notification opens came from anonymous users, confirming that these players welcomed timely, relevant communication. By treating in-app messaging and push notifications as mobile-first channels, the lottery reached audiences that conventional CRM could never touch, delivering value before asking for a single piece of personal data.

53%
of push notification
opens came from
anonymous users.



Opt-In Success at Scale

A targeted in-app message designed to drive push notification opt-ins converted 9.8% of previously opted-out users—and 33% of those who converted were anonymous at the time they acted. This proved that the right message, delivered at the right moment, can turn passive app activity into active, permission-based engagement, building a foundation of trust one interaction at a time.



9.8%
of opted-out users
converted through a
single targeted message.

A Healthier Engagement Funnel

Over time, anonymous users transitioned into registered players, creating a healthier engagement funnel. Organic registration rates improved, and more players opted into push notifications, often surpassing email opt-ins entirely. Segmented behavioral journeys consistently outperformed generic campaigns, reducing unnecessary sends, lowering churn, and strengthening player trust. For lotteries ready to engage their untapped audience, the player journey begins not at registration, but the moment a player opens the app.

Push > Email

push opt-ins surpassed email opt-ins, a sign of trusted, valued communication.





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