

Accion  
**INNOVATION**  
**SUMMIT 2023**

02-05 March 2023,  
Sofitel Dubai  
The Palm Jumeirah  
Dubai

INNOVATION SUMMIT 2023



# Keeping Users Engaged

## A look into Digital Lottery Products



## Amit Chhabra

### Director, Digital Solutions

Pollard Banknote Limited is 2nd biggest supplier of Lottery products in the world, Amit Chhabra has worked at Pollard Banknote for over 13 years.

As the Director of Digital Solutions, he oversees Software Development, Product Management and Product Operations for Digital Lottery Products including Games, 2nd Chance, Loyalty and more.

# The Challenge



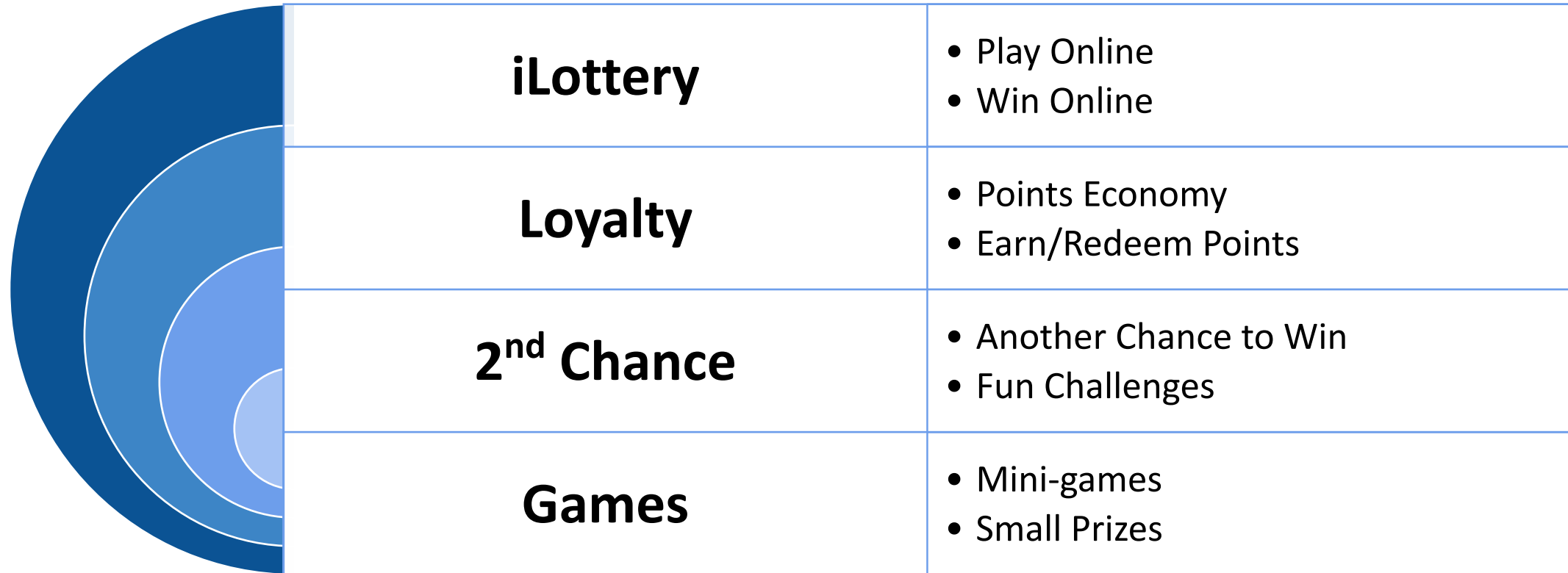
# Measuring Effectiveness (conventional solutions)

**Focus  
Groups**

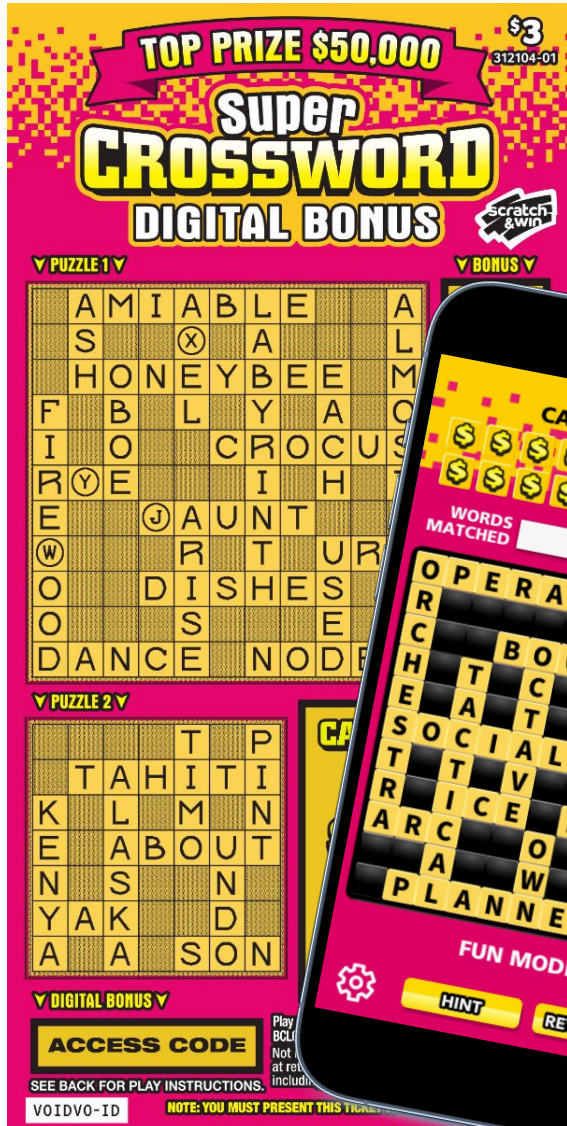
**Sales  
Analytics**



- 01 Who buys lottery tickets?
- 02 What lottery tickets do they buy?
- 03 When do they buy lottery tickets?
- 04 Where do they buy lottery tickets?
- 05 Why do they buy lottery tickets?

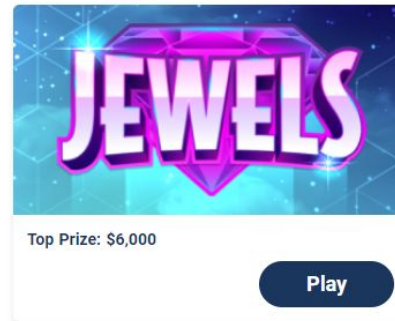


# Games, 2nd Chance and Loyalty





# iLottery (Real Money Gaming)



JEWELS

Top Prize: \$6,000

Play



PAC-MAN

Top Prize: \$30,000

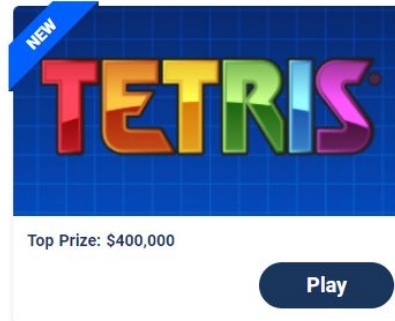
Play



TEMPLE TREASURES

Top Prize: \$20,000

Play

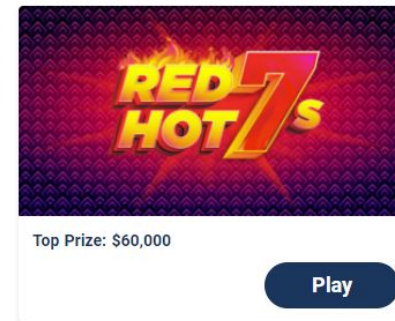


NEW

TETRIS

Top Prize: \$400,000

Play



RED HOT 7s

Top Prize: \$60,000

Play



GOLD RUSH

Top Prize: \$75,000

Play



NEW

LUCKY FOREST

Top Prize: \$50,000

Play

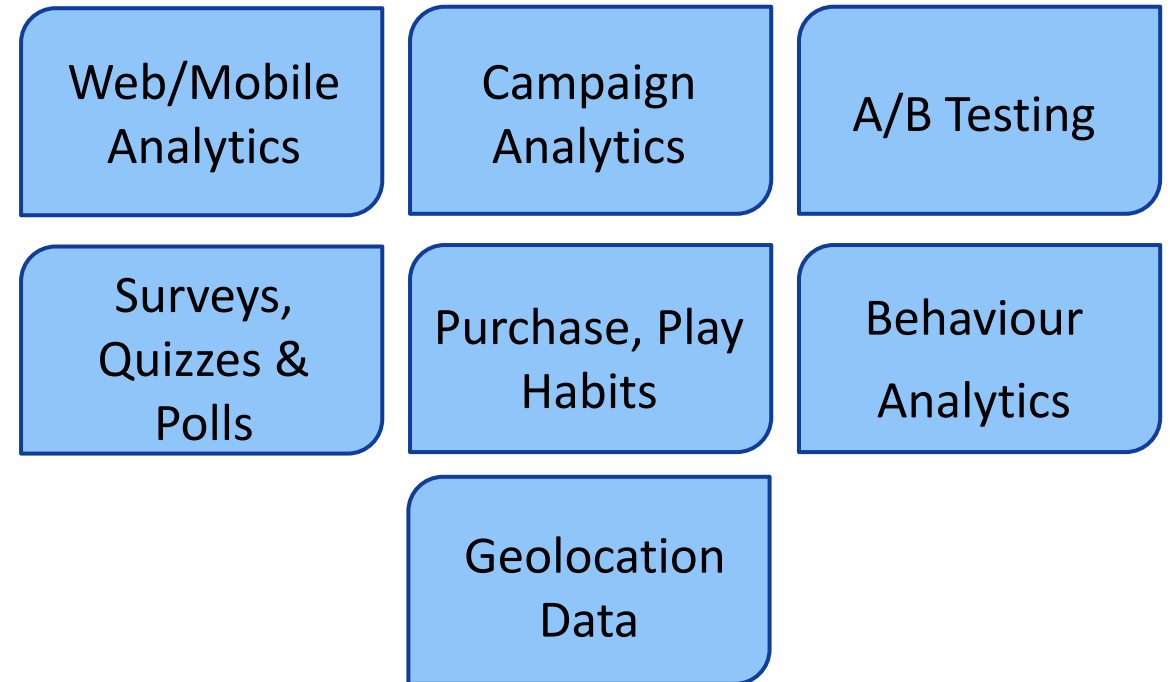
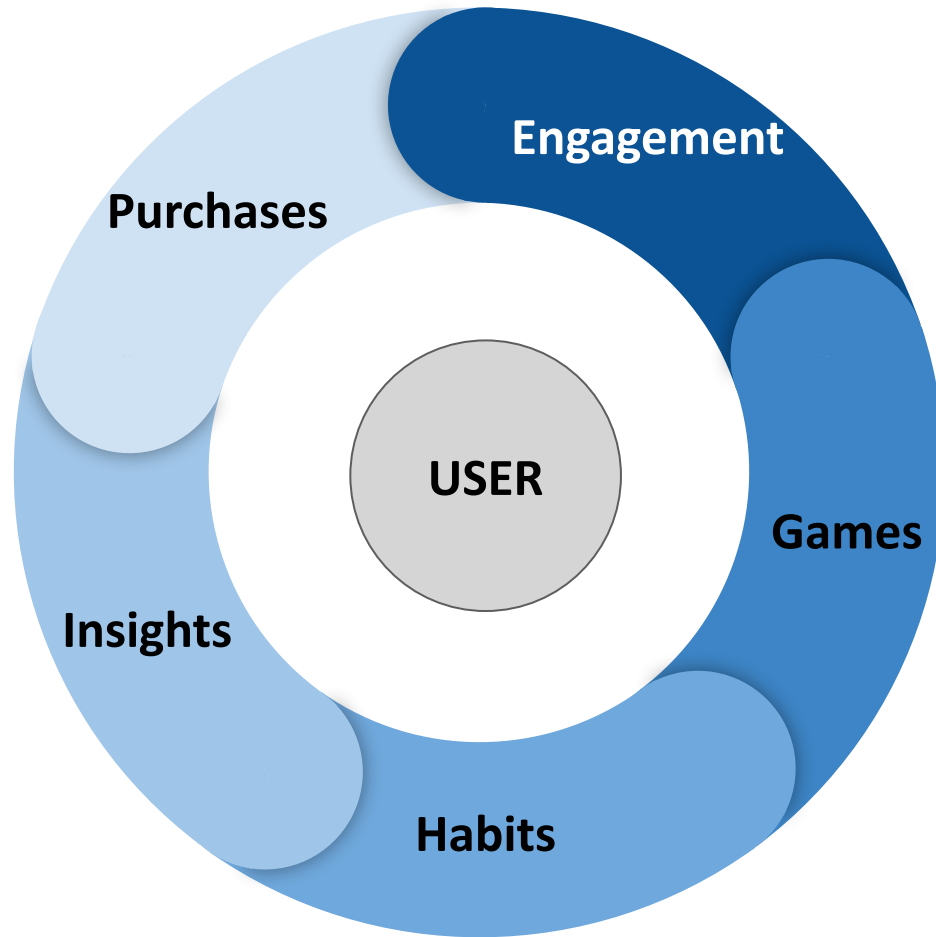


VIP RICHES

Top Prize: \$200,000

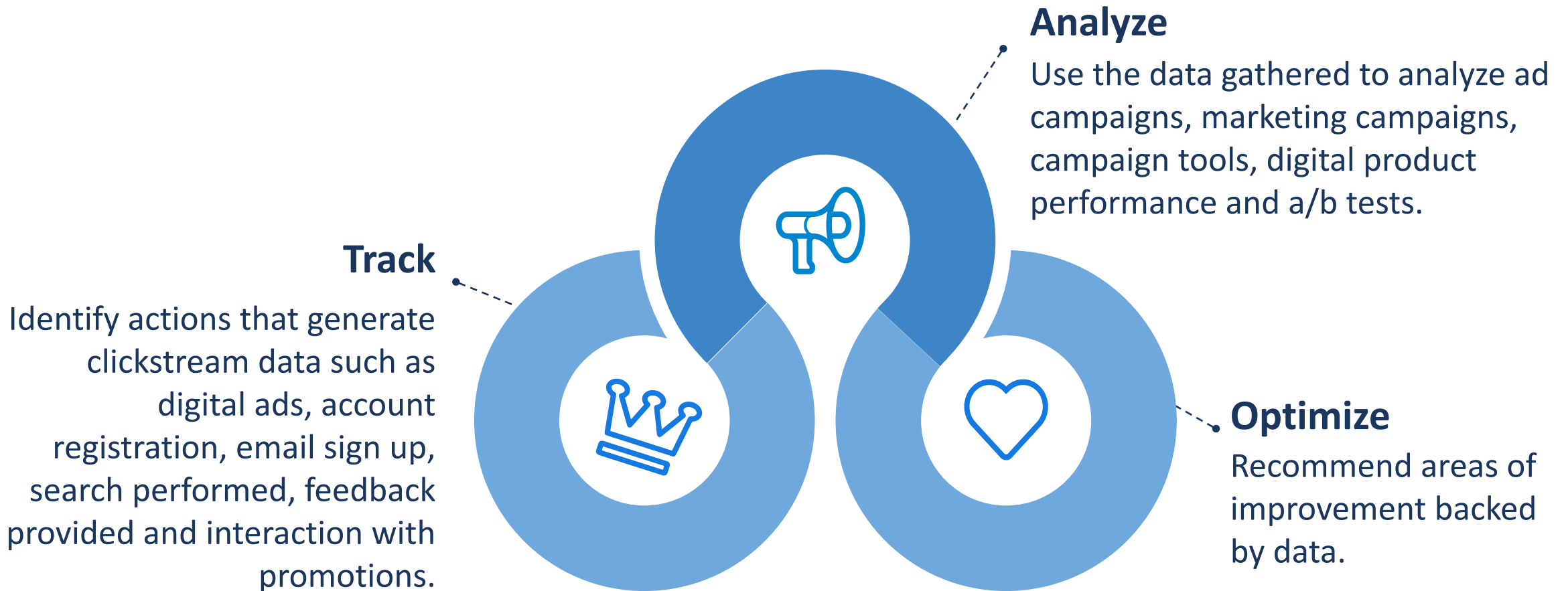
Play

# Measuring Effectiveness (enhanced solutions)

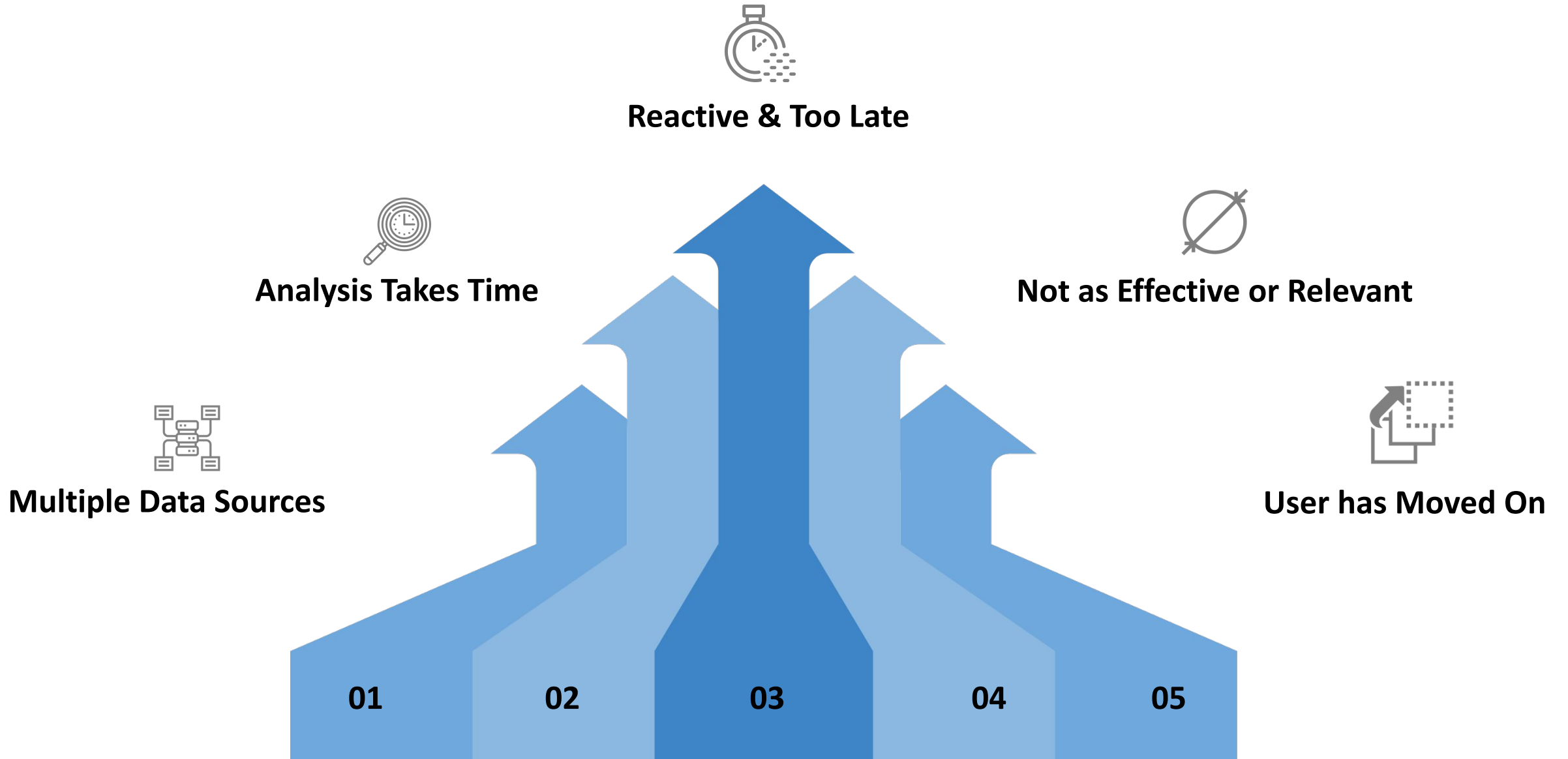


# Keep User Engaged with Great Experiences

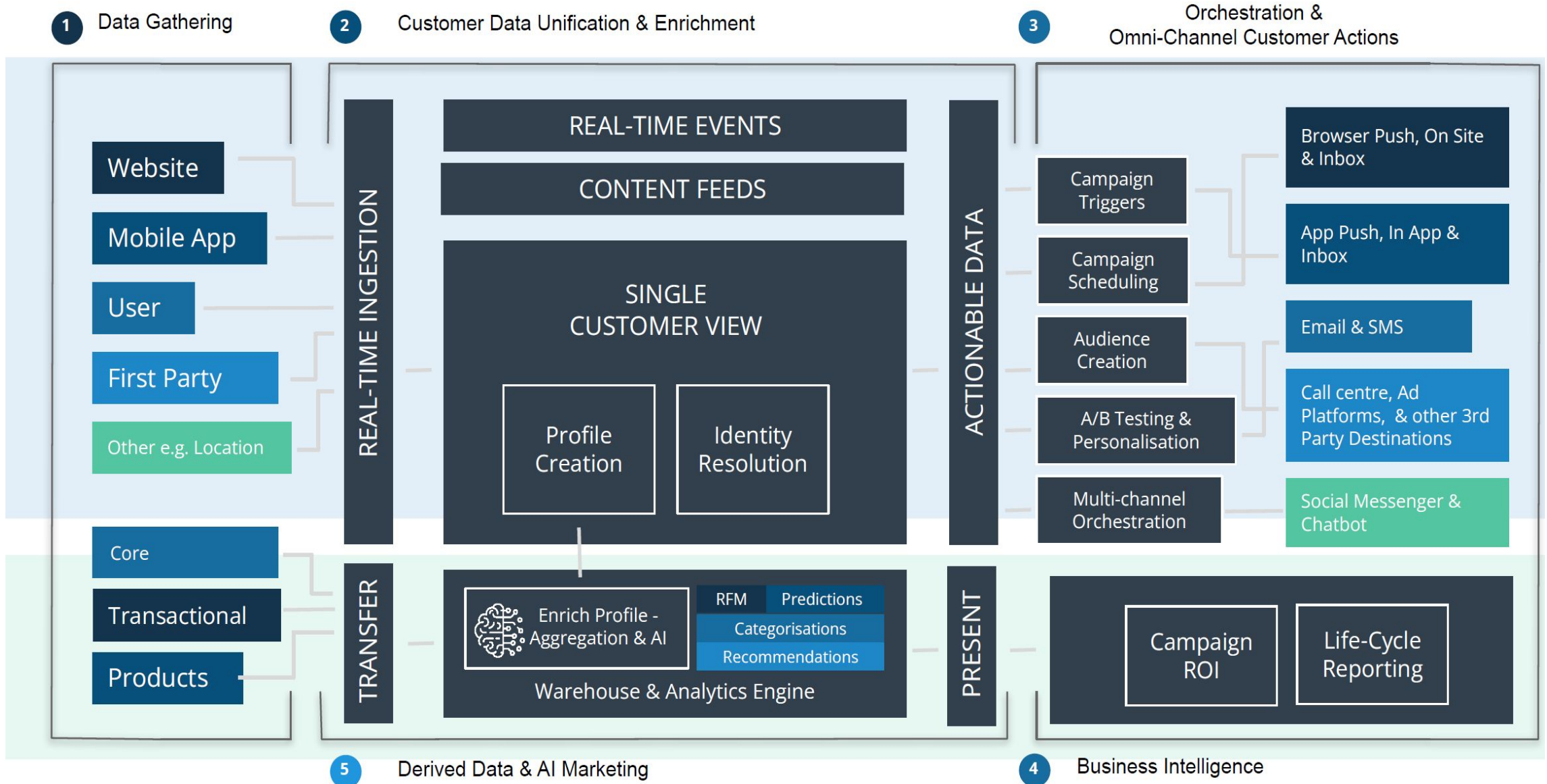
There is a lot of demand for a modern user's attention



# The New Challenge



# Realizing the Full Potential of Data



# Omnichannel Experiences



# Omnichannel Experiences





- 01** Real-Time Workflows
- 02** Real-Time Recommendations
- 03** Data Driven Optimizations
- 04** Content Personalization



Thank You

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