

Data in Motion

Marketing & Insights



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Insights and Data to Help Manage Today's Changing Consumer Environment

Over the past two decades, social media has evolved from being a simple form of online communication to a ubiquitous part of our society, linking users with people and content from around the world. Whether connecting with friends, viewing content, following a favorite social media personality, or making a purchase, social media, for many of us, has become an ingrained part of our everyday lives. In this issue of Data in Motion, we provide a brief overview of social media usage and provide some ideas on how to utilize this powerful medium to drive player engagement and sales.

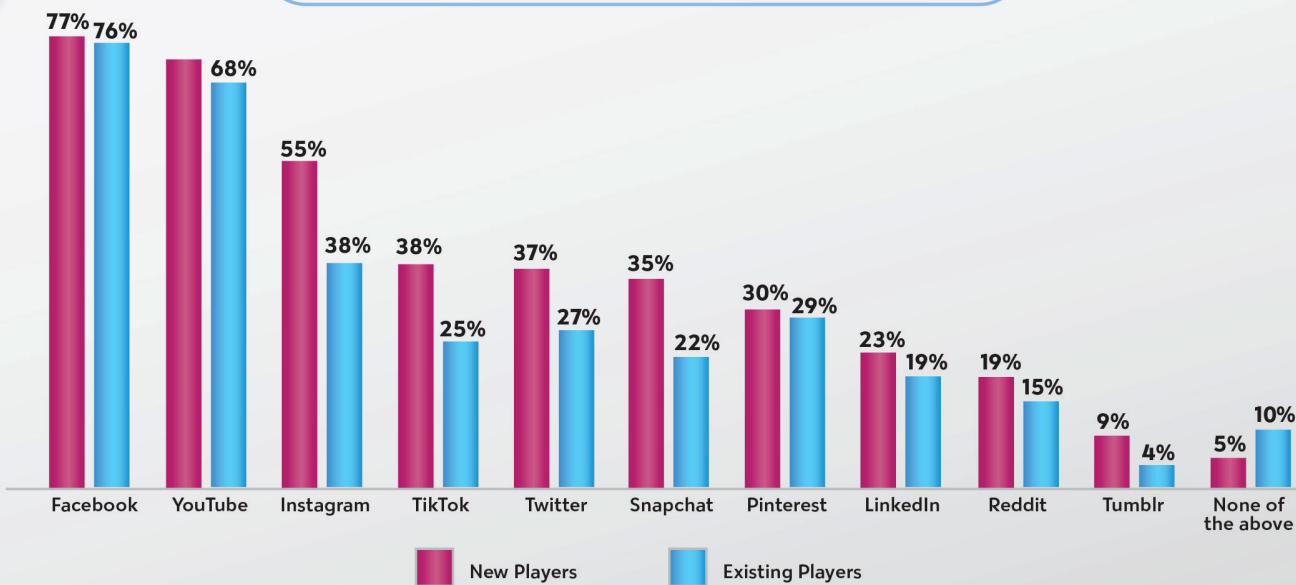
Exponential Growth

From 2008 to 2021, social media use among U.S. residents grew from 10% to 82%¹, making it a powerful tool for brands and content creators to connect with their audiences. Unsurprisingly, Facebook and YouTube are the most frequently used platforms across sub-populations (players, non-players, etc.) with over 70% of players using either of these platforms.

New Players

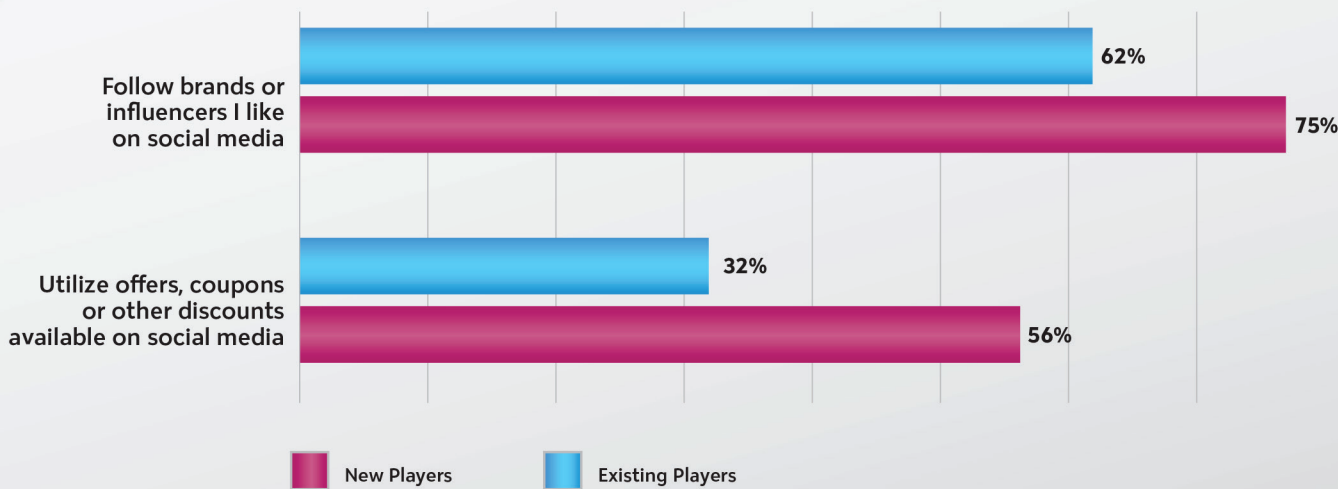
In previous issues of Data in Motion, we have noted that COVID caused an influx of people to play lottery games for the first time, and many of those players have stayed engaged ('new players' defined as anyone who started playing lottery for the first time in the past two years). New players are typically younger than existing players and are heavier users of social media (+5%) across a wider range of platforms, over-indexing especially on Instagram and TikTok compared to their more tenured counterparts.

Social Media Usage – New vs. Existing Players



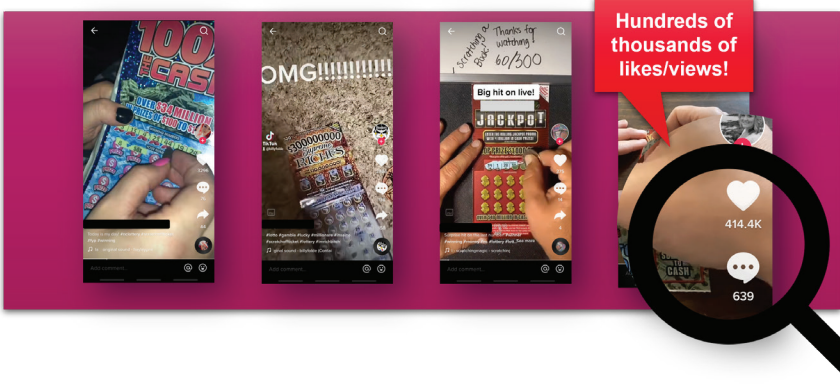
New players are also more likely than existing players to utilize different social media platforms to engage with brands or influencers and they are more likely to take advantage of promotional offerings, coupons, or discounts offered through social media.

Social Media Usage – New vs. Existing Players



Final Word

So how do we as an industry take advantage of these highly trafficked platforms? Instagram, Facebook, and YouTube all host content creators who have channels dedicated exclusively to playing and discussing lottery games. These channels have thousands of followers, receive hundreds of thousands of 'Likes' and 'Views,' and talk to players using terms that they know and appreciate.



Partnering with "lottery influencers" in some way could be a unique opportunity for a lottery to communicate new game launches, promotions, winner awareness, beneficiary updates, or player education efforts. The unique communities that define various social media platforms present an interesting alternative to traditional media platforms for engaging players through respected influencers that have already established themselves in the lottery space.

Sources: 1. Statista, 2023: <https://www.statista.com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/>
2. ONE™ Segmentation, 2021

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