



## Scientific Games Announces New Player Acquisition Project with AppsFlyer

**ATLANTA – March 12, 2024** – [Scientific Games](#) has partnered with marketing attribution and analytics platform [AppsFlyer](#), on an innovative project supporting U.S. lotteries. The project will integrate data from all social media, search engines and other mobile and web apps to help optimize lottery digital ad campaigns and new player acquisition.

During the six-month project with Scientific Games offered through the SG Digital Academy, state lotteries will partner with AppsFlyer for audience activation and insights to measure their digital advertising with a complete view of consumer analytics across dozens of apps like Google, Facebook, Snapchat and Instagram.

AppsFlyer empowers brands to better measure and understand the business impact of their end-to-end marketing initiatives. Through privacy-first collaboration and analytics, AppsFlyer works with the world's leading brands, including Walmart, HBO, Etsy and JPMorgan Chase & Co. to create exceptional customer journeys, preserve customer privacy and adapt their marketing campaigns through data-driven analytics and insights.

“Working alongside analytical, innovative partners like Scientific Games gets to the core of why we do what we do at AppsFlyer,” said **Carolyn Bao, AppsFlyer VP of Marketing**. “We're thrilled to be partnering with the Scientific Games' participating lottery customers to empower their growth and provide them with real-time marketing analytics and actionable insights. Their use of a wide range of AppsFlyer solutions will help optimize their player acquisition efforts and campaign performance across multiple channels.”

**Merv Huber, Vice President of Digital Growth for Scientific Games**, said, “In a competitive advertising environment, lotteries must make the most of their budgets and resources to grow responsibly and maximize revenue for their good cause programs. Understanding every aspect of the consumer journey is key to player acquisition. SG Digital Academy's partnership with AppsFlyer will help participating lotteries make informed, data-driven decisions about their digital ad campaigns and ultimately grow their player base.”

The participating lotteries will have access to AppsFlyer's platform and dashboards to identify the sources of new player acquisitions, measure campaign performance in real time and understand player behavior and engagement. The platform's advanced measurement tools help lotteries to determine the best advertising strategy for their needs. They will also receive training and technical support, as well as access to Scientific Games' world-leading analytics and insights services.

Fostering collaboration with industry experts, SG Digital Academy serves as a catalyst for transformative growth, facilitating the exchange of advanced insights and best practices to empower lotteries to navigate and thrive in an ever-evolving digital landscape.

Scientific Games' award-winning Customer Relationship Management team manages CRM programs for 12 U.S. lotteries. The company is a trusted partner to 150 lotteries in 50 countries around the globe, providing games, technologies, analytics and services that responsibly drive maximum returns to their beneficiary programs.

### **About Scientific Games**

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit [scientificgames.com](https://scientificgames.com).

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