

A TOP 5 US STATE LOTTERY ACHIEVES 2,300% ROAS TO RE-ENGAGE EXISTING PLAYERS

This leading state lottery site was falling short when it came to re-engagement.

Here's how utilizing Bidtellect's unrivaled scale and dynamic pricing capabilities turned that around.

OBJECTIVE

This Top 5 US State Lottery believed in the power of native display, but had only seen success in prospecting campaigns, with their current partner falling short when it came to re-engagement. Bidtellect was tasked with re-engaging existing players to drive incremental deposits and revenue while delivering a positive ROAS goal.

Goals:

Primary KPI: Return on ad spend (ROAS) ~ 1000% +

Secondary KPI: Cost Per Deposit (CPD) ~ \$2.50

CHALLENGES

The client had several constraints Bidtellect had to operate under:

- Leverage only a closed ecosystem of approved sites (2,000+ Blacklist and no crossover with direct network buys)
- Multiple levels of age restriction targeting on approved sites
- Geo-specific delivery
- Simultaneous anti-targeting of animated video content, cartoons, and any content or products related to kids or children at the page level.

SOLUTIONS & TACTICS

Bidtellect's Platform Operations team worked hand-in-hand with the compliance team in charge of the Lottery's site to not only ensure Bidtellect's pixels were approved, but implemented in such a way that new account creations and return players were captured and classified. Bidtellect's buying power across the mandatory closed ecosystem of sites proved invaluable, as it allowed for performance above goal after the first full week of going live. To further amplify buying power and maximize allotted budget, Bidtellect recommended shifting to dynamic pricing after providing several key analyses and bid compliance details.

RESULTS

Despite the constraints, Bidtellect achieved results well above goals, which continued week-over-week for the life of the campaign:

~ **2,300%**

ROAS

~ **\$1.80**

Average Cost Per Deposit

~ **\$51**

Average Deposit

The resulting and continual campaign performance quarter-over-quarter has created a growing partnership between Bidtellect and this Top 5 State Lottery not only for re-engagement efforts, but for prospecting efforts as well.

***For more on Bidtellect's Engagement Score™, click here.**