

● CASE STUDY

Driving Growth with Lottery Customers

Brightstar Lottery Case Study 2025



JACKPOT

eINSTANT JACKPOT GAMES



Key Takeaways

Insights designed to drive significant jackpot growth:

- Targeted Communication: Personalize messaging to engage specific player groups effectively.
- Player Engagement Strategies: Focus on building relationships through tailored offers, updates, and interactions.
- Responsible Marketing: Prioritize transparency, promote responsible play, and build trust with players.
- Highlighting Jackpot Amounts: Display jackpot totals boldly on banners, landing pages, and in promotions.
- Multi-Channel Promotions: Leverage email, social media, and mobile notifications to amplify marketing reach.
- Milestone Updates: Share timely updates on jackpot progress to maintain player excitement.

BY THE NUMBERS





Matt Nichols,

Director, Digital Product, Kentucky Lottery Corporation

“Raising awareness of instant jackpot games through our website and CRM strategies has been essential. By leveraging targeted communication and personalized player engagement, we have ensured these games gain visibility while staying committed to responsible marketing practices that build trust and loyalty. Their consistent performance has been a game-changer for the Kentucky Lottery, clearly demonstrating their appeal to players and solidifying jackpot games as a winning strategy for driving growth and engagement.”



Cleopatra Clusters Jackpot Rules the Kingdom

In Kentucky, the consistently best performing instant jackpot game for the Kentucky Lottery is ancient Egypt-themed Cleopatra Clusters Jackpot.

Enduring Appeal

Since the launch of instant jackpot games in 2022, the Kentucky Lottery has seen tremendous growth. With 11 progressive instant jackpot games from Brightstar in their portfolio, the Lottery is experiencing significant success. Cleopatra Clusters Jackpot, launched in December 2022, continues to remain in the top 10 of best sales per month*.

In fact, two years after launch, Cleopatra Clusters Jackpot trends, on average, as the 6th best performing instant game monthly.

This top performer was integral to the recent Kentucky Lottery promotion, “Top 5 Games of 2024,” the best performing promotion of 2024, and had a starring role in the Kentucky Lottery’s “Top 5 Games of 2023” promotion.

Cleopatra Reigns

The appeal of an ancient Egypt-themed game to Kentucky players is evidenced in the numbers for Cleopatra Clusters Jackpot; for 2023, this game was in the top 5 for best game performance and top 10 in 2024.

No Doubt

Elephant King Jackpot’s incredible launch proves the appeal of jackpot games, achieving a record-breaking 29% of total sales on its first day and securing a spot in KY’s top 5 game launches with over \$3.67M generated in its first week.

Record Jackpot

Kentucky Lottery Corporation celebrated a remarkable \$2 million online win in Cats Jackpot in August 2025, showcasing their dedication to delivering engaging and rewarding player experiences.



*excluding 2 months that it was ranked #14



King of the Jungle: Elephant King Jackpots

In Georgia, instant jackpot games have been among the most popular since the Georgia Lottery debuted instant “Diggi” games in 2014, with 213 launched to date. In fact, in 2024, instant jackpot games brought in 31%* of total iLottery revenue, including the new royal in town, Elephant King Jackpot, marching into the varied Georgia Lottery portfolio. Plus, there’s a brand new Georgia record for 2025 thanks to linked instant games with Cats Jackpot!

Thunderous Impact

Elephant King Jackpots has made a thunderous impact on instant jackpot games success in Georgia. Debuting in September 2024, it quickly claimed the title of Georgia’s top selling instant jackpot game of the year and ranked as the #1 instant game overall – an impressive feat achieved in just four months.

In its first month, Elephant King Jackpots was responsible for 25% of Georgia’s total instant sales.

Since launch, Elephant King Jackpots sales accounted for 17.6% of Total iLottery Sales,

despite the spotlight on a massive Mega Millions jackpot late in the year.

Sales and player engagement are staying strong even months after release. Elephant King Jackpots continues to be enjoyed by an impressive average of 14,939 players every week*.

Top Cat

Elephants aren’t the only creatures creating jackpot excitement. Our linked instant games jackpot in Georgia recently hit a record \$1,161,177** on Cats Jackpot! This exciting progressive jackpot pools bets from linked games, growing faster and creating bigger wins. It’s a meaningful milestone for innovative gaming and responsible play.



*Data as of January - December 2024

**Record jackpot hit in 2025



Mateusz Warpas,

Head of LOTTO Online, Totalizator Sportowy, Polish Lottery

“The energy around instant jackpot games has significantly boosted iLottery engagement in Poland. Since the launch of Celtic Coins Jackpot, active players have increased by 8%. By adopting best practices, Totalizator Sportowy has effectively showcased new instant jackpot games, drawing in new players and retaining them over the long term.”



Breaking Records & Boosting Engagement

Poland has demonstrated that it is a welcoming market for iLottery innovations, including jackpots. Poland launched two elnstant jackpot games in 2024. Brightstar is Poland's only supplier of elnstant jackpot games.

Going Wild

Launched in Poland in September 2023, Wild Life Clusters Jackpot, the animal-themed game with tumbler mechanic, spent six months in the top five games. Polish players enjoyed the taste of the Wild Life, with player retention rates increasing significantly after launch, at an impressive rate of 67%!

Wild Life Clusters Jackpot was the second best-selling game of 2024, has reached number 3 in terms of total sales since Totalizator Sportowy launched iLottery (achieved in 13 months), and is in the top 5 all-time sales since launch.

Celtic Clovers

This key-number-match game with a Celtic Luck theme was launched by

Poland's Totalizator Sportowy in April 2024. It became the second-best launch at that time in its thirty years, behind only Santa's Treasures. Thanks to the lucky clovers, Celtic Coins Jackpot quickly became the second most popular game in Poland in 2024, with three months at #1 and three months at #2* and the best-selling game of 2024! In fact, Celtic Coins Jackpot was Totalizator Sportowy's best performer based on the first six months of sales!

Celtic Coins Jackpot is also number 4 in terms of total sales since iLottery launched in Poland (achieved after only 6 months), top 3 in all months after the launch, and number 1 for four consecutive months!

By integrating these strategies, operators can effectively promote elnstant jackpot games and maximize player engagement.



*Behind #1 popular Olympic game Walka o Zloto in September and October 2024

Expert Recommendations for Success

Our Player Marketing Services team shares top strategies to expand and enhance your elnstant jackpot games portfolio.

Create Awareness and Visibility:

- Raise awareness of elnstant jackpot games via website banners, CRM strategies, and social media posts.
- Promote new games with clear visual markers like “new game” tags or standout positions in the game grid.
- Vacations for lottery sales reps and instant ticket specialists.
- Difficulties predicting which games will see increased sales.

Deliver Targeted Communication:

- Use personalized, targeted email campaigns to notify players about jackpot milestones, record highs, or major wins.
- Share milestone updates (e.g., thresholds like \$500K, \$800K) to build excitement.

Prioritize Responsible Marketing

- Focus on transparency and trust by maintaining responsible marketing practices.

Focus on Engagement and Campaigns

- Plan bonus campaigns at key intervals post-launch (e.g., 1 month and 6 months) with targeted thresholds to encourage spending.
- Feature jackpot games in promotional offers, like a “Game of the Week,” to boost visibility and participation.

Implement Multi-Channel Promotions

- Implement multi-channel strategies across websites, emails, social media, blogs, TV, cradio, and in-store ads to maximize market reach.
- Maintain momentum with regular updates, bonus offers, and inclusion in broader marketing efforts.

Learn from Successful Cases

- Observe and adapt strategies from markets with proven success (e.g., Poland’s iLottery) to drive growth and player engagement.





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