

# HOW YOU CAN INCREASE YOUR LOTTERY SALES

## Tips & Tricks on How You Can Win Big With the Illinois Lottery

### THE VALUE OF THE LOTTERY

Lottery is the biggest foot traffic driver in the consumer goods industry and generates more sales for convenience stores than candy, salty snacks and soft drinks combined!

#### Lottery is the #1 impulse product you can sell

New Age Beverage.....	8.4%
Candy.....	3.0%
Salty Snacks.....	4.7%
Soft Drinks.....	4.0%
Water.....	1.6%
Gum.....	0.7%
Nuts.....	0.6%
Snack Cake.....	0.9%
Other.....	3.6%



Food & Beverage **27.5%**  
 Lottery **72.5%**

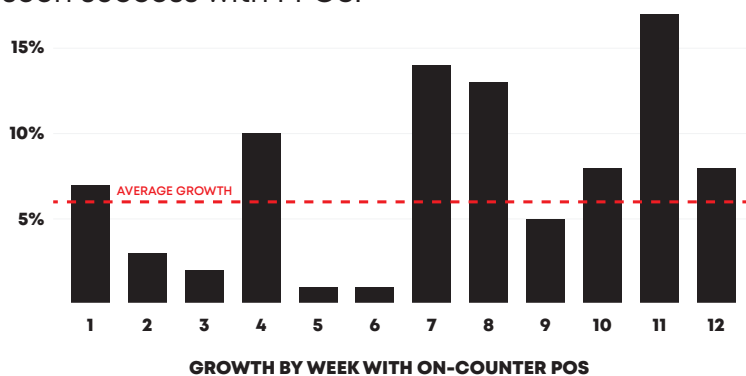
### DID YOU KNOW?

- Lottery products—specifically Instant tickets—provide increased revenue & instant excitement for your store!
- Winning instantly creates in-store buzz. Cashing tickets can increase in-store spending on other products!
- Lottery players visit 26% more often, spend 2x as much, and buy other products 85% of the time along with tickets\*
- Over 60% of Illinois residents play the Lottery

\*NACS study

### THE VALUE OF PPOS

Installing our permanent point of sale equipment is the best way to increase sales of instant tickets in your store! Below are some examples from some of our retailers that have seen success with PPOS!



A well known gas and convenience chain saw **16% growth** when moving to on-counter Point-of-Sale.

Retailers with MSDs are performing an average of **5 to 7% higher** than retailers without, week over week.

A large chain account with over 100 convenience locations across Illinois installed the 5x5 bin MSD in 15 stores in July 2019. Sales at stores with the MSD installed consistently outperformed the entire chain each month. Overall performance in stores equipped with MSDs were consistently better for 5 months and instant ticket sales at those stores outperformed the total chain by **2.5 times**.\*



## THE VALUE OF INSTANT TICKETS

We believe it is important to carry instant tickets in a range of all price points. We recommended utilizing the monthly planograms provided to you to ensure you are stocking the correct games for your customers.



IL State	Share of Total
\$1	5%
\$2	5%
\$3	5%
\$5	21%
\$10	31%
\$20	18%
\$25	3%
\$30	11%
<b>Total</b>	<b>100%</b>

- The higher price point tickets will allow you to realize a higher percentage of sales for your store
- The lower price point tickets drive trial for new or lapsed players, bringing them back to the category
- We can reach 95% of consumers by offering product price points based on \$1, \$2, \$3, \$5 tickets. It is important to have a variety of tickets available and displayed for consumers to see – 75% of all players learn about new tickets through on-counter displays!

## THE IMPORTANCE OF ACTIVATING NEW GAMES AND KEEPING THEM STOCKED

We believe it is important to carry instant tickets in a range of all price points. We recommended utilizing the monthly planograms provided to you to ensure you are stocking the correct games for your customers.

- Retailers who activate new tickets within 3 days earn an additional \$100 per day.
- Players are always looking to purchase new games!
- If your bins are empty, you are losing money!
- Average lost sales per day
  - 1 bin = \$2.58
  - 3 bins = \$7.74
  - 5 bins = \$12.90

## The Retail Hotline for Intralot is 1-844-806-8930

Your Hotline operator will be able to answer any questions you may have regarding:

- Terminal functions & connectivity
- Installation schedule & queries

Visit the Retailer Updates page on the Illinois Lottery website

([www.illinoislottery.com/retailer-updates](http://www.illinoislottery.com/retailer-updates)) for more resources available to you!



**Be Smart, Play Smart®** Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For additional info or to exclude yourself, call 1-800-252-1775 or visit [illinoislottery.com](http://illinoislottery.com).