

# mobile lottery update

## Increase ticket sales through mobile communication.

Increase ticket sales and enhance loyalty by keeping your lottery players informed of winning numbers, jackpot sizes, new games, promotions and retailer locations.

By sending updates via text, the information will always be in their pockets making Mobile Lottery Update an important initiative of any lottery director's marketing strategy.

### **The Objective**

Mobile Lottery Update is all about servicing the player and creating a channel for ongoing communication. It is about increasing ticket sales, developing a relationship and increasing player loyalty.

Also, since the majority of lottery players don't have computer access, you can now be in constant contact with these individuals through their mobile phones.

### **The Cost**

Mobile Lottery Update costs just pennies per notification – allowing you to send any message, to as many people, for any reason, at any time.

### **Other Wessan Interactive Solutions:**

- Alerts
- Coupons
- Develop Database
- Discounts
- Lead Generation
- Leverage Media
- Notifications / Reminders
- Research
- Scheduling
- Special Offers
- Surveys
- Sweepstakes
- Workforce Shift Status

*and much more...*

INNOVATIVE  
POWERFUL  
EXPERIENCED

### **Benefits of Mobile Lottery Update:**

- Increase ticket sales
- Instantly notify
- Create an entire player database
- Text has a 95% open rate
- Pennies per notification

Call 800-468-7800 or visit [wessan.com](http://wessan.com)  
for more information.

