

# OPTIMIZING RETAIL

Implement one or more of these retail strategies to increase your overall success at retail.

## LEVERAGE LOYALTY

More than half of convenience retailers offer a customer loyalty program. Retailers should include lottery purchases and redemptions in their loyalty programs. This strategy will increase lottery sales and provide valuable player data.

## REFRESH MERCHANDISING

New, modern displays can have a positive effect on sales, and retailers will appreciate them.

## RUN PROMOTIONS

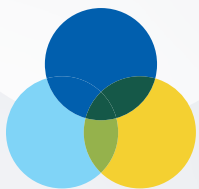
Regular BOGO, 2nd chance, and seasonal promotions renew player excitement and increase sales!

## ADD SELF-SERVE

Complement your retail presence with self-serve units and play centers to increase visibility and branding, as well as player convenience.

## DIVERSIFY PAYMENT

Where possible, diversify payment methods. 76.2% of purchases in c-stores are made with cashless transactions.



Outstanding Games.  
Retail Excellence.  
Digital Innovation.

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# RETAIL HANDBOOK



# SUCCESS AT RETAIL

76%

## IN-STORE DECISIONS

76% of purchase decisions are being made in store.

67%

2011-2021

## TOTAL LOTTERY SALES GROWTH NORTH AMERICA

The unprecedented growth over the last 10 years has bolstered lottery as a compelling entertainment product that continues to drive sales for its retail partners.



## CONVENIENCE STORES UNITED STATES OF AMERICA

C-Stores account for almost **2/3** of all lottery retailers in the US. That is 65.6% towards convenience and gas stores, and 34.4% for every other retail combined.

3-4  
MINUTES

## IN-STORE DURATION

3-4 minutes is the average time spent in store.

99%

2011-2021

## INSTANT SALES GROWTH NORTH AMERICA

Instant ticket sales **doubled** in the last 10 years in North America and lottery is now a **#2 category** in sales and profits in the c-store sector.



- 1 Distribute games on a pre-arranged schedule and promote every launch with on-site point of sale. Consumers like new products and gravitate towards new games.
- 2 Activate games within three days of a launch. Instant games sell at their highest rate when they are newly introduced to the market. Incentivize retailers to achieve a 90% activation rate.
- 3 Follow planograms. Tickets on a planogram are sorted from the highest price point at the upper left corner, where the eye rests first. Planograms also add familiarity and consistency to customers, prompting purchase decisions.
- 4 Be strategic with POS placement: place POS at least three times in a consumer's path: pump or curb, window, and POP. Only 44% of gas customers come inside the store – avoid leaving the purchase decision until the retail counter.

- 5 Increase visibility with vertical merchandising, lighted and digital menu boards. They consistently increase sales by 11-22% on average and trigger impulse purchases of both core and infrequent players. Higher profits generally pay off a new display in two weeks.
- 6 Maximize dispenser facings. Adding facings results in increased sales by improving display visibility, offering customers more choices, and increasing sellable inventory, which prevents out-of-stocks.
- 7 Raise awareness. Refresh POS regularly and display actual winnings to attract and inform players. Winner awareness reinforces the core product message of "a chance to win a cash prize".
- 8 Retailer relationships are key. Put your attention where sales matter most and visit higher volume retailers often. 1:120 field service staff/retailer ratio is an industry standard.