

# HOW MINING MILLIONS OF UNDER-USED RECORDS HELPED UNEARTH PROFITS FOR MY LOTTO KENYA



## THE CHALLENGE

My Lotto Kenya is one of the largest businesses in the region, serving a broad demographic that are hoping to hit the jackpot and win a fortune. The business invested heavily in advertising, marketing and sales, and had gathered millions of customer data records as a result of these efforts.

However, this valuable data was largely under-utilised, and as they were gathered through separate sources, they were never analysed together. My Lotto Kenya did not know which areas of investment were delivering the best return, which TV adverts were attracting the most interest, or which text messages were prompting a customer to buy a ticket.

Data specialist dDaaS was appointed to implement a solution to analyse and interpret the millions of records to help deliver real cost savings and increased revenue.

## The dDaaS Solution

dDaaS led a consultative process (without the consulting fees) to help My Lotto Kenya understand their data and to convey what intelligence they needed to gather.

They were sent millions of records per day, from the many disparate systems that My Lotto Kenya utilize. The data from all sources was then pooled together and mined via dDaaS' Business Intelligence system, to spot trends and provide detailed customer insight.

Essentially, dDaaS took an in-depth look across My Lotto Kenya's entire business model, creating a picture never seen before.



The following areas were addressed:

### TV AND RADIO ADVERTISING

The acquisitions and ticket sales were overlaid with the TV and radio advertising spots put out across multiple channels. The analytics allowed My Lotto Kenya to see which adverts were working, right down to the impact of advertising on ticket sales down to the minute the advert was aired. This effectively put an end to 'guesstimate' analysis which was often used when measuring the ROI on advertising.

### PERSONALISED SMS COMMUNICATIONS

Rather than the same messages being sent to all customers, dDaaS would use data from multiple sources to provide My Lotto Kenya with intelligence such as the customer name, when they last purchased a ticket and how much they won. This enabled My Lotto Kenya to create a timely SMS message for each customer, which had a significant impact on weekly ticket sales for the company.

### ANTI-MONEY LAUNDERING (AML)

My Lotto Kenya wished to have their own controls and deter any illegal use of their business for money laundering purposes. dDaaS were able to create an AML rule engine that scanned all payment transactions and patterns. They then created a help desk ticket on the client's support system for any suspicious activity. The client's compliance team then investigated and managed the ticket to closure.

## THE RESULTS

Within a week, My Lotto Kenya enjoyed a 22% increase in sales. Over the following months, they reduced their advertising spend by 70% and the savings continue to come in.

My Lotto Kenya can now monitor and adapt their marketing in a way previously unheard of. They are given early warnings of a poor marketing campaign, systems issues or other macro environment issues that are impacting sales. dDaaS has enabled My Lotto Kenya to make their data work harder than ever before, making huge costs savings and revenue increases through a simple, manageable and laser-accurate solution.

## dDaaS & Kenya National Lottery Case Study



dDaaS were engaged in early 2016 to enable Kenya Lottery become a data driven business.

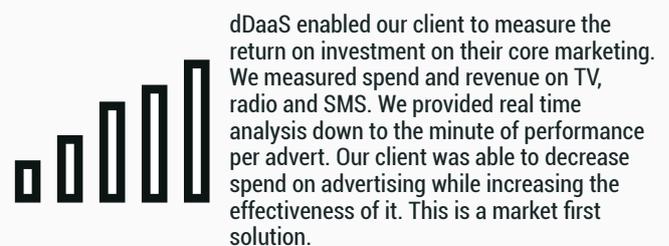
### 2016 ANALYSIS

## RETURN ON INVESTMENT

ADVERTISE. MARKET. MEASURE ROI



## MEDIA ROI INVESTMENT



## Enabling the data driven business

We took the time to understand the Kenya Lotto Business

We automate everything, one off, light touch engagement from client IT required.

dDaaS unlocked the value hidden in the business data.

State of the art visualisation technology.



By bringing all relevant databases together we have automated the process to analyse multiple data sources at once.

Our client has real time access to their data with no manual costs or delays.

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