

VIP CLUB BID REQUEST QUESTIONS AND ANSWERS

Updated October 14, 2020

SECTION 1 – GENNERAL INFORMATION

1. Do you have a current dev-current support team setup?

Yes, we have a Web Development team that is part of our contract with our gaming vendor. This includes one dedicated web developer and many others who are available on a corporate level to assist him.

2. Marketing/Comms team?

We have several individuals who actively work on communication with our VIP Club members. This includes our Customer Service representatives who answer information emails and or calls from VIP Club Members. Our inhouse Web Design Specialist takes all technical questions related to the VIP Club and our Interactive Marketing Specialist assists VIP Club members with membership needs, sweepstakes, coupons and do good initiatives. Our Marketing Assitant provided by Intralot does the fulfillment of VIP Club cards and sweepstakes/purchasable items.

3. Is there an incumbent partner and if so what is driving a request or bid at this time?

Yes there is a partner we used for the current platform, but the platform it is built on is not supported anymore and is falling apart.

4. How many bidders?

We don't know yet.

5. How many VIP Club Members are there?

211,996

6. Of the 211,996, how many are deemed active members, what constitutes your current active engagement rate and what is the internal target percentage wise?

We currently have 211,996 members. Of this we have 28,000 signed up for winning number text messages and 55,592 signed up for winning number emails. We have been defining an "active" member as someone who has logged into the VIP Club within the past year, accrued points at retail OR entered a 2nd chance draw in the past year. I do not at this time have an accurate "active" member number, this is one of the problems a new VIP Club will solve.

7. How do you currently promote the VIP club?

We promote the VIP Club via digital channels, instore POS, and ads on back of our Scratch Tickets. With a new and improved club it will be a great opportunity to do a mass media concentrated effort to introduce the new experience and perks.

8. How many 3rd party vendors support this program? What are their roles?

Intralot - Web Developer and Support web staff for upkeep, maintenance, game integration. DYSIS is still available for us to do development work since they built the original platform. Pollard Banknote - built our mobile app and has VIP Club integrated into it.

9. Can you share any standard KPIs and goals for the program as part of this rework of the program?

Increase Active Members to 50%. Increase overall membership by 5% each year. Gain 1,200 new members annually through New & Improved \$1 program. Increase traffic to VIP Club site and time spent on site. Be able to track playership of game categories and create relevant, engaging experiences that promotes cross play.

10. Will Idaho Lottery be handling Terms and Conditions, Rules, Winner Affidavits, etc. for the Program and Sweepstakes?

Yes. We have the Attorney Generals support to help create these items.

11. On there any restrictions other than age for Participants?

No, just that they must be at least 18 years old.

12. Are there any other foreseen integration needs different to Marketo such as the POS system?

There are point balances that come from the POS system that need to connect to the player's accounts on the website. Other Marketo items that need to be connected are activities such as 2nd chance entry, Sweepstakes Entry, Purchase of an item and registration.

13. Is there an SSO to Weekly Grand, Powerball, Lucky for Life, etc.?

There are feeds for the games already set up.

14. Could you share more specifics on training?

We just need to have training on how to use the backend. We have several different departments who use the backend and they may not be involved in the details of the build. Once the new platform is

15. Just to confirm, transcription and validation module to support barcode uploads is of interest?

Yes

16. Can you share any standard/enhanced KPIs and goals for the program as part of this rework?

The KPIs we will utilize for the success of our club includes: Active Engagement Rate (Goal of 50%); Redemption Rate (Not sure of goal at this point.); Retention Rate (Goal of 90%); We would also be interested in Program Penetration Rate and Breakage.

17. Will the Lottery please provide the current number of active members in its VIP Club? Further, will the Lottery please provide its definition of "active" members for reference?

We currently have 211,996 members. Of this we have 28,000 signed up for winning number text messages and 55,592 signed up for winning number emails. We have been defining an "active" member as someone who has logged into the VIP Club within the past year, accrued points at retail OR entered a 2nd chance draw in the past year. I do not at this time have an accurate "active" member number, this is one of the problems a new VIP Club will solve.

18. In the RFB's Table of Contents on page ii, "Appendix F – Other Legal Stuff" is listed, however no such section is included in the document. Will the Lottery please confirm that this Appendix does not exist?

This Appendix does exist, it's just miss-labeled in the Appendix. It should say Appendix B – Other Legal Stuff and starts on page 21.

- 19. 1.4 Bid and Project Timeline** includes a Bid Submission deadline of October 21, 2020, at 4:00pm MST. In order to allow Respondents to bring forth the best possible proposals, would the Lottery consider extending the deadline to November 4, 2020?

No, we will not push the deadline since we need to evaluate and have recommendations for the next Commission Meeting on November 19th. However, if we are approaching the deadline and you need more time, please reach out and we will consider it. There are still basically 3 weeks from today when the bids are due.

- 20. Will the Lottery allow additional time for bidders to ask questions? Please consider extending the deadline for bid submission to 4 weeks after the Lottery has responded to bidder questions.**

No, we will not push the deadline since we need to evaluate and have recommendations for the next Commission Meeting on November 19th. However, if we are approaching the deadline and you need more time, please reach out and we will consider it. There are still basically 3 weeks from today when the bids are due.

SECTION 3 – VIP WEB DEVELOPMENT PROJECT DESCRIPTION

- 21. Within 3.5 Administration/Content Management System, a bullet states “Electronic Messaging hub – hooks to Marketo”. Could the Lottery please explain the purpose this serves in the backend, as well as what messages it envisions being displayed here? Also, as an Administrator, what capabilities are required for this messaging hub?**

Marketo is the Idaho Lottery’s Marketing automation platform. To create the ultimate customer experience and provide relevant information to each player the following hooks/tokens will need to be set up to allow the system to work automatically and with relevant data:

- 2nd Chance Draw Entry: An automatic notification should go out to the VIP Club each time they enter a 2nd chance drawing to confirm their entry and remind them when the drawing will occur. There should also be an automatic notification go out to anyone who has entered a particular 2nd chance drawing after the drawing has taken place to notify them who won. Additional notification can be set when a 2nd chance drawing has multiple drawings for a long period of time reminding those who entered previously that another drawing deadline is approaching.
- VIP Club Sweepstakes, Purchasables, Do Good or Games: An automatic notification should go out to the VIP Club members each time they enter a VIP Club Sweepstakes, make a purchase or play a game for entries. This is like 2nd chance a transactional automatic email confirming their action and either when the drawing will happen or when their item will be fulfilled or shipped. If there is a leaderboard or game element that we would also want to automatically communicate a token would need to be created to trigger an email.
- A New VIP Club registration would require an automatic notification for the double authentication and then a welcome to the Club. These new members would join our NEW VIP Club member stream which would trickle out automatic content that tells them about the new features of the clubs and offers. Once players reach a specific point level or engagement level they would move to a different stream.
- We also have to have automatic streams of data from Marketo and VIP Club including entry of scratch for points, what games are being entered, what that VIP Club player is earning points for at retail for draw so we can send relevant offers for cross sell or relevant game launches or jackpot alert activity.

- The Marketo communication preferences will need to be embedded into the VIP Club members “My Account” page so they can turn on or off emails, subscribe to winning numbers and/or jackpot alerts, newsletters and special offers. Based on these preferences the Idaho Lottery will automatically send them winning numbers for the games they want, when a jackpot reaches a designated threshold and newsletters or special offers.
- Coupons: Marketo must also be connected so that a player will automatically get their free coupon on their birthday based on their registration data. Marketo will also be the tool to send out monthly, quarterly and occasional as deemed necessary coupons to members based on their point levels, level achieved, play behavior or any criteria deemed appropriate and available in the database.
- Marketo must also receive information based on last login and points earned to automatically notify lapsed or inactive members that their account will be deleted if one of these activities does not resume. If inactive for a year, emails will begin being sent to give them 30 days, then two weeks, then one week, two days, and one more day. Their account will be automatically deleted from Marketo and the VIP Club.

22. Within 3.5 Administration/Content Management System, the second last bullet states “Security report system wide for stolen or lost tickets entered in any promotion”. Could the Lottery please explain how the system will know which tickets are from the stolen or lost inventory? Also, is this information used to disqualify winners?

There needs to be an area in the Admin where security can put in a ticket number(s) that has been put into lost or stolen status and search the database. This feature will not only disqualify winners but catch those who have committed a crime and those individuals will be subject to prosecution.

23. Is the Lottery asking for bidders to propose a solution that integrates the VIP Club and the Main Lottery Site into a single server and single database?

Not necessarily. We are open to your recommendation. However, we think there might be savings and less room for error if the VIP Club and Main site are at least on the same platform and possibly servers.

24. What is currently stored on the Main Lottery Site Database?

Winning Numbers, Jackpots, ongoing Winners, Retailer Profiles, are all fed into that database. It also contains the website content, such as the game overviews, press releases, promotion features, etc. Anything needed to feed info for the main lottery site.

25. Will the successful bidder maintain the VIP Club server and database?

The Lottery would rather maintain the VIP Club server and database if possible. However, if you think it would be advantageous for us to have you maintain those you would need to include pricing that would cover that part.

26. Can the Lottery please describe the “Custom double opt-in, registration path”?

Currently the player registers for the VIP Club by clicking the Register button and filling out the form. Once they click submit, they receive a pop-up that says a verification email has been sent to them, they must verify their email before their account can be activated. They then click on “verify my account” to finalize the process.

27. Is the proposed solution expected to integrate with existing player accounts?

Yes. Since we have more than 200,000 members it would be ideal to have the data and player account information transferred into the new solution so they don't have to re-register.

28. Who currently manages the player database?

This is managed by customer service and marketing, but also has automated management through Marketo.

29. Will the successful bidder take over management of an existing player database or should the successful bidder propose a plan to migrate players to a new database and, if so, what are the Lottery's expectations on management of that new player database?

No, the bidder will not need to manage the player database.

30. Has the Lottery considered adding identity authentication to the registration process to better position the Lottery for future activity online?

We haven't discussed it, but would be open if the user experience is optimal.

31. Will the successful bidder provide games for the new "Game Area" of the Reward Zone? If so, how many games does the Lottery wish to offer at any given time and what type of instant prizes does the Lottery wish to award via these games? If the successful bidder is expected to integrate games from other vendors, how are the games built that are intended to be included in this new Games Area of the Reward Zone?

The "Game Area" should house any games. An API should be available to integrate with any game provider. We envision these games will allow our members to use their points to be entertained and win entries or instant items. This will allow for more engagement and stickiness.

32. Will the Lottery consider a proposed solution that integrates second-chance promotions and VIP Club Sweepstakes via a single bonusing engine proven to engage players and designed to help the Lottery achieve targeted objectives?

We are open to any proposed solutions.

33. Are all barcodes unique and maintained/created internally?

Yes

34. Are there any other languages different to English?

No

35. Does the Lottery want bidders to include Drawing Services in the proposed solution and pricing?

No

36. Is the loyalty vendor expected to provide customer service for fulfillment of products/services that will be offered as rewards?

No

37. Are there any reward types that Idaho Lottery would not consider for this audience (cash, non-cash, gift cards, in-kind, services, developmental, charitable, experiential)

No

38. Does the Lottery want bidders to include Customer Service and Prize Fulfillment in the proposed solution and pricing?

No

39. Will the successful bidder manage price procurement and inventory on behalf of the Lottery? If not, will the Lottery please describe the current system the proposed solution will need to integrate with to display prize information and inventory?

No, we do our own procurement and manage our own inventory. Our purchasable items go up on the first of each month and are for a limited time only. This limits our liability and reduces labor costs while providing a purchasable option. Many of these purchasables are partner items with our retailers, like a coffee and a donut from Jacksons. We need the ability to schedule these to go live. Include a photo and details of the item. The admin must allow us to set the inventory number available and when they are sold out the system needs to say that until we remove it from the site. We fulfill our purchasables on a weekly basis, but honestly, they usually only last a week.

40. Is the Lottery interested in a proposed solution that includes a robust mobile app designed to support the VIP Club, consolidate the functionality offered by the Lottery's three mobile apps currently offered, and streamline ticket entry by leveraging scanning capabilities?

Sure, we are open to all possibilities. Just make sure to break out your bid by item proposed.

41. Please confirm the future the Lottery wants the ability to scan tickets for entry via mobile web (outside of the mobile app) replicated?

Yes, so currently you can scan tickets on our mobile app to enter them into a second chance draw or to get points for scratch. If a player accesses our VIP Club website on their mobile device, it should know they are on a mobile device and give them an option to scan their ticket to enter the numbers instead of having to manually enter them for 2nd chance and to get points.

42. Will the successful bidder be responsible for providing and managing a back office system for the VIP Club identification Card?

No

43. Is the Lottery interested in a proposed solution that includes a plan to grow the VIP Club identification program to inform marketing communications with players as well as integrate with retailers so as to allow players to use VIP Club points to make purchases of Lottery products and retailer products at the retail locations?

Sure, we are interested in all possibilities. We do currently capture POS data from players who scan their card and integrate that into our CRM system so we can offer relevant offers. They can use those points earned to purchase retail items through our VIP Club purchasables. However, we are definitely open to hearing about your solution. We are always looking to innovate and integrate with our retailers.

44. Will the Lottery consider a new CRM and Marketing Automation system?

Sure, we will consider all options.

45. Will all program related emails be sent via Marketo?

Yes

46. In **3.3 Website Features + Improvements**, under the heading “Registration or Login” (pg 6), the Lottery refers to “custom double opt-in”. Will the Lottery please explain how it defines this term?

Currently the player registers for the VIP Club by clicking the Register button and filling out the form. Once they click submit, they receive a message that says a verification email has been sent to them, they must verify their email before their account can be activated. They then click on “verify my account” to finalize the process.

47. In **3.3 Website Features + Improvements**, under the heading “Registration or Login” (pg 6), the Lottery refers to “Affiliate and referral tracking”. Will the Lottery explain how it foresees affiliate and referral tracking to work?

We would like to reward our players if they refer a friend and that friend joins the VIP Club. Bonus should be customizable/changeable and should be able to be turned off or on depending on initiatives. System would need to track if referred friend did actually sign up.

48. In **3.3 Website Features + Improvements**, under the heading “VIP Club Sweepstakes” (pg 9), the RFB states that “Customer Service will contact winner(s) and the Lottery will mail the designated prize(s).” Is the Customer Service referred to here the Lottery’s Customer Service?

Yes.

49. In **3.3 Website Features + Improvements**, under the heading “Points System” (pg 11), in the third-last bullet, the Lottery states “Currently when a player purchases a Draw Ticket, the retailer must first swipe their card and then produce the ticket”. Will the Lottery confirm that this applies only to Draw Tickets? Can players earn points for instant ticket purchases at retail?

Correct, this only applies to Draw tickets.

50. In **3.3 Website Features + Improvements**, under the heading “Points System” (pg 11), in the second-last bullet, the Lottery states that “Players receive points based on purchases on Draw Games.” Will the Lottery specify if bonus campaigns need to include other ticket types aside from Draw Games, such as instant tickets, pull-tabs, etc.?

Bonus campaigns need to include Draw Games, Scratch Games and InstaPlay Games. Currently there is no automatic way to do a PullTab promotion and points aren’t accrued for PullTab purchases.

51. The RFB makes multiple mentions of sending emails and text messages to Club members. Can the Lottery please confirm that it would be Lottery staff sending these types of communication through Marketo?

Correct, these messages would be sent through Marketo. Some will be automated based on preferences. Some will be automated based on streams set up by Lottery Staff. Some will be sent through Marketo by Lottery Staff.

52. In **3.4 CRM/Marketing Automation System Integration**, the Lottery states that some of the emails will be targeted to certain segment of players. Will the Lottery please confirm that these segments will be created by the Lottery directly on Marketo, and further, that there is no additional information needed to create segments?

Some of these segments will be created in Marketo, but some will be created from information supplied by the VIP Club. For instance, we will send out communications to the different member

levels such as Silver, Gold, Platinum and Diamond. The VIP Club will have to inform Marketo as to what segment they are in. Information that needs to be fed to Marketo includes 2nd chance draw entry, VIP Club Reward center activities, purchasables, entries, do good, etc, points entered for scratch games and which type of game. For more information on Marketo you can visit their developer site.

- 53. In 3.5 Administration/Content Management System, the third bullet states “Import/Export”. Will the Lottery please explain what this refers to?**

The third bullet “Import/Export” refers to us having the capability to import items and export items. Specifically importing images and exporting data, 2nd chance, sweepstakes, reports, etc.

- 54. In “3.5 ADMINISTRATION/CONTENT MANAGEMENT SYSTEM”, can you clarify what you mean by the “Access control levels” – in what capacity?**

To ensure users of the content management system can only access the areas appropriate for them we want separate roles available for different sections, as well as the ability to have super-users who can delete, edit and add new users. Roles could include: Super User, Customer Service, Security, Draw Manager, Analytics, Content Manager.

- 55. What are “Game Pin Files” in “Create and Import Game PIN Files for Manual Scratch Point entry”?**

“Game Pin Files” are files we receive from our printers for each of our Scratch Games. These files verify when players enter the Game, Pack, Ticket number plus the 4-digit pin, that the Scratch game is a valid game and gives them the appropriate amount of points for that game. It also ensures that players cannot get points for a ticket more than once.

- 56. In “3.8 REPORTS” where it says “Ad Hoc Capabilities,” are you just wanting to be able to pull custom reports in real time?**

Yes. Basically we are asking for the ability to pull reports as needed based on data already available in the club. So doing reports on any element of the registration, or reports based on demographics by scratch ticket entered for points. So, the ability to create new reports based on our needs given the data available within the VIP Club database.

- 57. Beyond standard loyalty program reports, are there any special reporting requirements?**

We will need to be able to pull reports showing entries for drawings, sweepstakes entries, purchasables report. We also need a report that Security can run that searches all tickets entered into the system to see if there are any lost or stolen tickets entered and who entered them. Most of our specific reports are listed in the bid request document under 3.8 Reports. In addition to all of that we would like to be able to do ad hoc reports based on the information available in the database. For example we have a \$1 New and Improved ticket 2nd chance program going right now and we are manually tracking who entered that and is also a new VIP Club member. We are trying to utilize this \$1 2nd chance program to track new lottery players and to share with them other lottery opportunities.

- 58. Will any reports be required to be filtered to a specific region, territory, or distributor?**

Yes, the ability to filter reports by any criteria captured in the registration/system would be useful. For example running a report based on those living in a specific county. We do have our state broken down into 6 regions, it would be nice if the counties within those regions could be grouped for a filter. This is a nice to have, but not required.

59. In **3.8 Reports**, one of the bullets states “Ad Hoc Capabilities”. Will the Lottery please explain what this means and what it includes?











Basically we are asking for the ability to pull reports as needed based on data already available in the club. So doing reports on any element of the registration, or reports based on demographics by scratch ticket entered for points. So, the ability to create new reports based on our needs given the data available within the VIP Club database.

60. In **3.8 Reports**, the final bullet states “Customizable Dashboard of KPIs”. Will the Lottery please provide details as to what it envisions this dashboard to include and what components it would consider customizable?

We would love a dashboard that shows KPIs that might include Active Members, Total Members, Demographics of players, New Members who have also Participation in \$1 New and Improved 2nd chance, and then be able to add in any element that we are currently tracking, for instance if we are in the middle of the Idaho Parks campaign and we are tracking the number of entries and the number of clicks on the Idaho Parks Promo. So, probably some standard set KPIs, but the ability to add new elements based on what initiatives we are tracking at the time all from the information already available in the database.

61. Regarding **3.11 Compatibility**, will the Lottery provide a list of browsers and the minimum versions of these browsers that will need to be supported?

Here are the top ten browsers used by our players:

Browser	Users	% Users
1. Chrome	12,403	 47.58%
2. Safari	8,539	 32.76%
3. Edge	1,591	 6.10%
4. Samsung Internet	1,370	 5.26%
5. Firefox	779	 2.99%
6. Android Webview	533	 2.04%
7. Internet Explorer	474	 1.82%
8. Safari (in-app)	170	 0.65%
9. Amazon Silk	85	 0.33%
10. Mozilla	36	 0.14%

I would think we would at least want to support these. As far as minimum versions. Any version that is still supported by the browser should still be compatible with the website that is built, within reason.

SECTION 4 – OWNERSHIP AND COMPENSATION

62. Will the Lottery consider optional pricing that reflects a partnership whereby the vendor is compensated for facilitating growth of the program?

Sure, we are open to all possibilities.

63. Will the Lottery consider ownership of those aspects of the proposed solution that are customized for the Lottery which will not include source code since aspects of the proposed solution are currently in market in other jurisdictions?

Sure, we are open to all possibilities. However, we don't want to necessarily have to pay for development on the parts that we don't own. That being said, we are really open to all proposals and it just depends if it makes good business sense.

64. What are your current security protocols?

Our security department prefers to do the drawings, so they just need the capability to pull reports of those who entered a specific drawing. It must be a csv or excel formatted file so they can sort. Reports must capture time, date, ticket info, vip name, vip number, email address and phone number. The VIP Club website must meet all national standards for security and compliance to keep our members data safe and secure. We have been working with AWS to deploy security protocols with logins, server controls and access.

65. Are the VIP Orchards Managed Coupons different than the Barcode Coupons in 3.6? If so, how?

Yes. We have switched from generating the coupons through the club to having them generated through Marketo. These coupons need to be available digitally to the player through their account.

66. Style Guide - Is there one? Do we follow the IdahoLottery.com. Is there a style sheet we should follow? Or are we creating a new style sheet for this site?

The Lottery does have a brand style guide, see attached. The goal is to make the VIP Club more up-to-date and in harmony with the main site so it doesn't feel so segmented.

67. Would we be designing the coupons and codes?

No, the Lottery would design coupons and provide codes.

68. Will the Lottery provide Imagery?

Yes, the Lottery would be happy to provide imagery as needed.

69. Is there anything in the current Admin Tool that you don't use/need?

No, not that we know.

70. Is there anything in the Admin Tool that you would like to have that you don't today?

- More robust Report section as described in the RFB with ad-hoc capabilities.
- A dashboard of KPIs
- Ability to change/reset people's passwords
- Ability to delete a player completely
- Wish there was an easier way to see all of a player's sweepstakes entries, 2nd chance entries, etc. Instead of just 10 at a time, it would be helpful to see all of them at once, or like 50 or 100.

- Would like to be able to see the last time a player logged in. Right now the current system says 2 weeks ago or 1 day ago. A date and time would be helpful.
- Would love to see some sort of record in the player's account when a staff member changes or updates the account. Kind of a history of who was in the account and what they did. Might help the next person to see what's already been done for that player.