



Opening New Doors with Self-Service

“Even with bars and restaurants at reduced capacity in New Jersey, the productivity from the new machines far exceeded our expectations.”

- Adam Perlow, Vice President and Chief Operating Officer,
Northstar New Jersey

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Overview

- The New Jersey Lottery sought to expand their retail network with new bars, restaurants, and social spaces. The **GameTouch Draw** was an attractive self-service terminal option to power that growth
 - Appealing to retail operators reluctant to assign staff and floor space to full lottery operations
 - Supports an expansion of **Quick Draw**, New Jersey’s Keno monitor game
- Launched in September 2020 during the COVID-19 pandemic, the self-service terminals gave social spaces an attractive entertainment option for patrons when most options were otherwise unavailable



Results

- Since the deployment of the first GameTouch Draw in September 2020, **more than 90%** of the new social spaces added to the New Jersey Lottery’s retailer network were recruited thanks to the self-service terminal
- GameTouch Draw units averaged **\$2,300 in sales per week per machine**
 - Since so many units were placed in new retailers, a significant portion of these sales were incremental
- Quick Draw sales have been growing in locations with GameTouch Draw units, representing **more than 17%** of total sales in social space retailers
 - In social spaces with GameTouch Draw units, Quick Draw sales are **140% higher** than in social space locations without these terminals
- Thanks to the initial success, the Lottery was able to develop a **robust onboarding and implementation** plan to efficiently activate new retailers in social spaces and set them up for success



Summary

- As the retail environment returns to normal post-pandemic, GameTouch Draw will continue to offer convenient lottery solutions for retailers in the social space category, while offering a full suite of the Lottery’s draw game products
- Self-service vending is an attractive option for lotteries looking to grow their retail base while providing a convenient, efficient option for retailers across categories

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