TrendWatch: How Retailer Apps Can Power the Next Wave of Player Engagement

Drive Sales Performance, Build More Loyalty

By Scientific Games
Published November 18, 2025

As mobile apps become the new main street for consumers, lotteries are finding their place in the digital shopping journey. Scientific Games' digital transformation experts Laura Higgins and Joey Lewis say the next big opportunity lies in turning retailer apps into go-to destinations for play.

"Retailers win when they meet their customers where they already are – on their phones. And lotteries win, too, by turning retailers' mobile apps into seamless, go-to destinations for both lottery and convenience shopping," says Higgins, Scientific Games VP, Digital Strategy & Customer Success. "Wouldn't it be great if shoppers could make their purchase right through the retailer's app digitally, then just pick up their games in-store or curbside with their other purchases?"
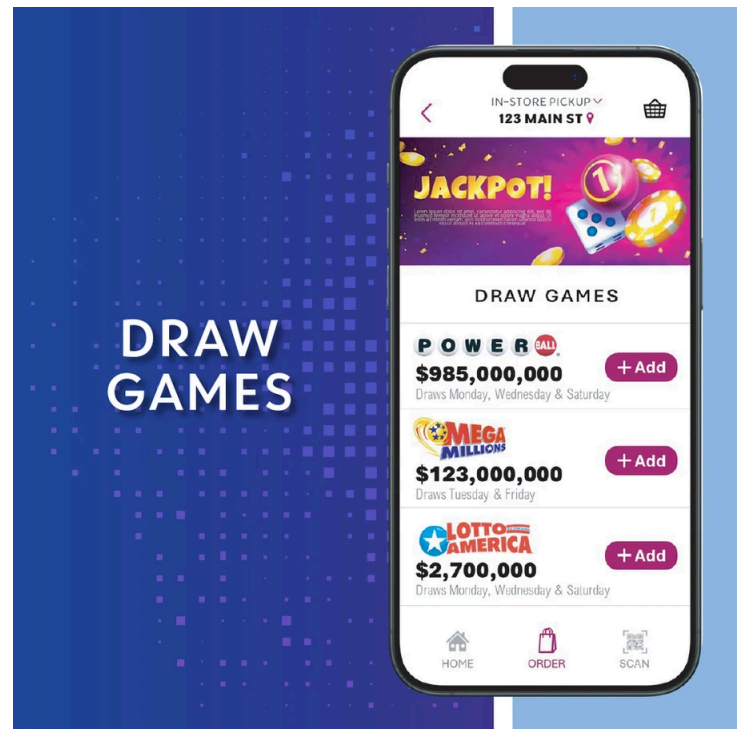
LOTTERY MENU
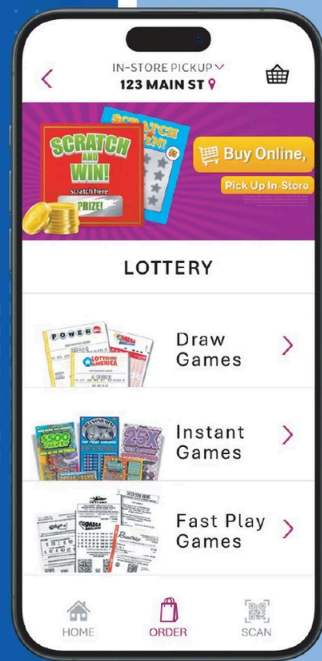
SHOP MENU
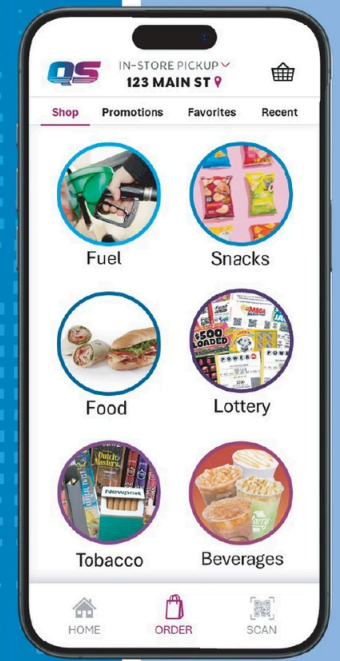
Higgins brings breakthrough digital ideas to the lottery industry after working with top consumer brands like Procter & Gamble, Shutterfly and Albertsons over the past 20 years. She knows how to drive growth by connecting innovation with real customer needs.

One of those fresh concepts just happens to involve leveraging retailers' mobile apps to keep players engaged with their lottery in a way that is modern, convenient and connected. With mobile phones in hand more than ever, shopping on apps is all about customer experience.

"This isn't iLottery, and that's important to understand," Higgins clarifies. "It's enabling the purchase of physical lottery games through digital mobile apps. It's evolving lottery so that the games

continue to bring joy to consumers who have so many other choices that are easier and more convenient."

**INSTANT GAMES**
(WITH SELECTION)

DRAW GAMES

Loyalty in a Digital World

Part of the mobile experience is loyalty, which is why Higgins is working closely with digital expert Joey Lewis, VP, Digital Marketing & Loyalty, who joined Scientific Games with two decades of success in loyalty, marketing and CRM for big brands outside of the lottery industry, including Alaska Airlines, General Motors, Hilton and Albertsons.

"Convenience is what the next generation is looking for. And convenience today means giving them choices, not just where they shop, but how they shop with digital tools like apps, loyalty programs and mobile checkout that simplify the shopping experience and strengthen brand loyalty," says Lewis. "Mobile keeps brands like the lottery top of mind. Phones have become an extension of the consumer – they're in hand all day long. That constant connection creates a powerful opportunity to engage, reward, and retain players."

Joey Lewis, VP, Digital Marketing & Loyalty, Scientific Games

Players can browse games, purchase tickets or enter draw games on their phones while doing their weekly shopping, clipping coupons or doing whatever they do on the retailer's app – then simply

pick up all their purchases when they visit the store.
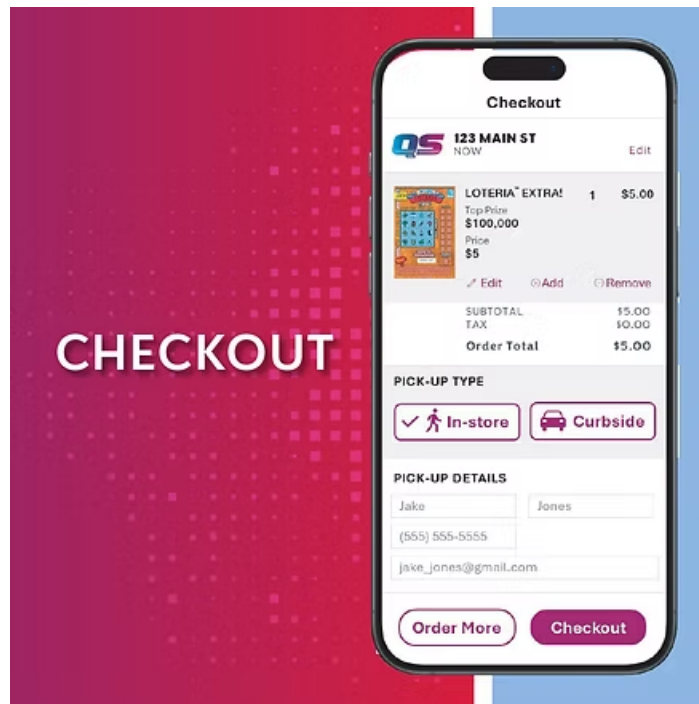
Integration, Not Separation

"It's all about making lottery part of the natural digital shopping journey that is now truly omnichannel. The mobile app leads to the retailer and then back again," explains Higgins. "Apps are magnificent digital tools that can increase store visits, increase market baskets and ultimately help increase funding for lottery good cause programs."

One of the key points the Scientific Games Digital Team makes when meeting with lotteries and retailers is that lottery sustainability is integration, not separation. Connecting across multiple consumer touch points creates a consistent and connected experience. Extending engagement with the lottery brand beyond the retail counter – whether it be the next generation or younger adult consumers that have been using apps forever – creates opportunities for players to explore games, earn loyalty rewards, receive personalized offers and build that connection that will ultimately drive them back to retail.

"When digital and retail are connected, everyone benefits," Lewis emphasizes. "Players get convenience and choice. It's easy for them. The lottery stays relevant and it's rewarding for the entire ecosystem."

Personalization & Connection

With mobile apps relied upon to do many things – communicate with family and friends, shop, bank, stream news and entertainment or even buy morning coffee – they are a natural, non-disruptive place to embed the lottery brand.

Both Higgins and Lewis believe eliminating barriers is important for loyal play, not just for the next generation but also for fully engaged core players.

"Whether it's trying a mobile app for the first time to check the winning numbers for a draw game, creating an account to join a loyalty program or playing a hybrid game, like *Scratch Connect* that begins at retail and ends online, it should be one seamless experience," says Lewis.

This is where personalization comes into play. The mobile app recognizes the player and delivers tailored messages about games, good causes and even earning points for loyalty that can be redeemed for drawings and experiential prizes. Lottery cash prizes can even be loaded into mobile wallets.

"Consumers like the value they get from loyalty programs. It moves their experience with a brand beyond the transactional and gets them to an emotional connection point where they become repeat customers and brand advocates. That's where lotteries can grow lifetime value and loyalty," Lewis explains.

Looking Ahead

The theory – already proven by the world's top consumer brands – is that an omnichannel customer is more valuable. McKinsey studies show that omnichannel shoppers spend significantly more than single-channel shoppers, with some data indicating they shop 1.7 times more often and spend up to 70% more than offline-only customers.

For a USD110 billion product category in North America, connecting retail and digital lottery experiences with mobile app convenience isn't a trend. It's the future.

Associate Members

Scratch Connect™ is a trademark of Scientific Games. ©2025 Scientific Games, LLC. All Rights Reserved.