

Q. What digital elements for coloradolottery.com would be part of the annual fixed-fee compensation vs. a component of the agreement that exists with Fusionbox?

A. Please refer to the section on this web page underneath the section **Websites and Apps** for information about Fusionbox' Statement of Work (SOW) requirements as part of its contractual agreement for services.

The Advertising Agency will support the following efforts as it relates to the management of the Lottery's website:

- Advertising Agency is responsible for designing and placing the homepage graphic. Graphic is updated every two weeks or more often.
- Advertising Agency is responsible for designing HTML emails to support campaigns.
- Advertising Agency is responsible for the Spanish section of the site; acquiring translations and placement of content.
- Advertising Agency is responsible for the development of digital forms and other content (like brand standards and video content).

Q. May we review previous analytics reports from your website?

A. Please review the analytics provided under **Website and Apps** on this web page. We're happy to share additional analytics from the website's performance with you but please be specific on the information that you are interested in seeing along with the timeframe for the data you seek.

Q. What types of content updates occur on the site or app, how often, and by whom?

A. Please refer to the section on this web page underneath the section **Websites and Apps** for information about Fusionbox' Statement of Work (SOW) requirements as part of its contractual agreement for services.

The advertising agency will support the following efforts as it relates to the management of the Lottery's website:

- Advertising Agency is responsible for designing and placing the homepage graphic. Graphic is updated every two weeks or more often.
- Advertising Agency is responsible for designing HTML emails to support campaigns (approximately 4 per month).
- Advertising Agency is responsible for the Spanish section of the site; acquiring translations and placement of content (once or twice per year).
- Advertising Agency is responsible for the development of digital forms and other content (like brand standards and video content)(ongoing).

Q. Do you have any special projects planned for 2022 for your website and mobile app? Can you describe them?

A. Currently, there are no "special" projects planned for the website and mobile app for 2022, however, the website and mobile app are constantly enhanced as a regular part of maintenance. At any time, however, "special" projects can be requested to which the digital team must be prepared to accommodate by meeting specified objectives within projected timelines. These can include adding new products as well as enhancing current content and activities on the sites.

Q. Within this scope would the agency be expected to report on the analytics of the website and mobile app? Can you describe the current analytics system and dashboards that you use and what the requirements for the agency would be?

A. As part of the Digital Agency's contractual agreement, Fusionbox compiles analytics from multiple sources and reports on mutually agreed upon data on a quarterly basis. The data and key performance indicators (KPIs) are reviewed by the digital team (the digital agency, the advertising agency, and Lottery staff) and staff identifies areas where more focus is necessary to achieve goals. Data is compiled using Google Analytics, Twilio, MailChimp, Apple Connect and Google Console and the website's content management system. Examples of quarterly reports have been added to the documents listed below under **Websites & Apps**.

The Advertising Agency is responsible for tracking digital advertising campaigns using the Campaign feature in Google Analytics and third-party digital aggregators' tools. It is the Advertising Agency's responsibility to include this data in the quarterly reports shared with Lottery management on the overall success of all advertising campaigns conducted during that timeframe.

Q. Can we get access to your Google Analytics for your website and mobile app?

A. Google Analytics data for the website is provided below under **Websites & Apps**, as well as Quarterly Reports that provides data for the mobile app.

Q. Can you share your goals for your website and mobile app, and how you measure success?

A. The overall goal of the organization is as follows and of course, applies to the management of the Lottery's digital assets.

The Colorado Lottery creates and sells games of chance that are held to the highest standards of integrity, entertainment and efficiency, in order to maximize revenue for the people of Colorado.

The overall goal for the website and mobile app is to utilize the Lottery's digital assets to improve player experience and encourage ongoing brand interaction online.

Q. What are the biggest challenges on your current website or mobile app? What is going well?

A. The biggest challenges for the website/mobile app would be 1) fiscal limitations to implement new technologies; 2) inability to accept digital payments via the internet; 3) lack of a customer relations management system (CRM) to understand MyLottery members; 4) limitations and requirements as set forth by third-party providers such as MailChimp; 5) the growing costs associated with managing digital assets; 6) competition from other online gambling venues including sports betting, just to name a few.

Achievements include 1) strong brand equity of coloradolottery.com; 2) strong digital team management; 3) over 3.7 million users visiting the website; 4) over 100,000 active mobile devices on Android app and over 35,000 on Apple; 5) a dedicated MyLottery membership of over 150,000 members; 6) focus on interactive activities (contests and Bonus Draws) for players; 7) integration with advertising campaigns and social media; 8) Spanish translation of content; 9) a retailer website that provides key information to a retailer base over 3,000.

Q. What future role do you think the website or mobile app will play for your organization?

A. The website and mobile app will play a big role moving towards the future of Lottery play especially when the legislature approves online gaming in the state of Colorado. When this occurs, the website and mobile app will grow exponentially offering players more convenience to play Lottery games with the confidence that the games are designed and developed with integrity and purpose.

Q. Have you considered an all online game through your mobile app? Why or why not?

A. The Lottery has offered online games (non-monetized) via its mobile app in the past that were web-based. Due to restrictions from Apple, the games had to be removed from the app.

The cost associated with developing an online game in app is prohibitive and the purpose of such an endeavor is not beneficial. Once the Lottery is given authorization to provide gaming online with the ability to manage financial transactions for players to play and win, this effort will be pursued vigorously.

Q. What do current customers tell you about your website or mobile app? What do they like, what do they not like?

A. The digital team conducts UX Research regularly to determine the effectiveness of the website and mobile app's performance. Please see the UX study provided under **Websites and Apps** section.

Q. Can you describe the technology architecture of the website and mobile app in as much detail as possible? List all the partners and data integrations involved?

A. Please see below beneath **Websites and Apps** the document entitled *Technology and Hosting Architecture*.

For mobile app:

- React Native (code dependency)
- Firebase (analytics, messaging)
- Sentry (error logging)
- Google Vision Library (code dependency for camera barcode detection)
- Google Play Services (code dependency for maps)
- Google Play Console
- App Store Connect
- TestFlight
- Colorado Lottery Rest API

Q. Do you have a data management platform that you use, can you describe this and how it is integrated into your website or mobile app?

A. We do not have a data management platform. We currently rely on MailChimp for segmentation purposes.

Q. Can you describe your current my lottery mobile app program? Also the technology that is used to support this?

A. The Colorado Lottery mobile application allows players to scan Scratch and Jackpot game tickets, enter Bonus Draws, check Jackpot game numbers, provides information about Jackpot and Scratch games, allows players to find retailers, and manage their MyLottery profiles. The app is written in React Native and is available in Android and iOS.

The feature to enter Bonus Draws is only available to authenticated MyLottery users. Other functionality does not require authentication.

The app communicates with the backend using JSON over HTTP. After authentication, an authorization token is provided, and must be provided for all subsequent requests as a custom Authorization Header.

When opening the app, the initial page will be the most recently used tab.

The app does not require the user to log in each time they open the app. They will remain logged in until they explicitly sign out.

The app is switchable between the live server and staging server as a back-end (this option is not visible to normal users.)

Q. Will the agency need to support SEO as well? If so, can you describe your current SEO strategy?

A. The Colorado Lottery does not employ SEO strategies since the brand is strong. The advertising agency will not be required to support SEO efforts.

Q. What types of content updates occur on the site or app, how often, and by whom?

A. The only content that is updated that involves the mobile app are push notifications and in-app alerts. In most cases, this content is updated by Lottery personnel but can also be done by digital team members from the digital and advertising agencies.

The website is updated continuously by all team members.

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