

## INTRALOT successfully integrates Oracle Responsys in its Lotos X platform for the Croatian Lottery

Croatian Lottery improves personalized communication with its player community by integrating extensive reporting capabilities of Oracle Responsys platform.

Croatian Lottery, one of the leading companies for organizing games of chance in Croatia, is present in the market with a rich assortment of games - lottery games, betting games, slot machines and casino games. As an active member of the European and World Lottery Associations, Croatian Lottery is consistently applying responsible gaming standards competing effectively in the market and ensuring that game participation does not have a negative impact on players and society.



With the implementation of the new INTRALOT Lotos X platform, Croatian Lottery needed a robust and trustful platform for communication with customers that would be used both for registered and not registered customers as a unified communication channel. The challenge was to select a system that can handle personalised communication to customers both in transactional, promotional and marketing communication.

By selecting Oracle Responsys and deeply integrating it with the INTRALOT Lotos X platform we managed to improve communication with customers.

With Oracle Responsys, Croatian Lottery can effectively manage all automated messages to its customer base and easily create campaigns for customer segments in either promotional or educational realms.

The extensive reporting capabilities of Oracle Responsys Platform, enabled Croatian Lottery to continuously improve the content and the effectiveness of any communication.

### Oracle Responsys usage:

- E-mail messages that players receive directly in their inbox - to the e-mail address specified in the user profiles.
- For promotional, informative, relationship, educational and transactional messages.
- E-mail communication must follow CSR guidelines.
- Transactional emails that are not within the limit of one message per day per player and do not require Marketing consent from the player.

“Considering the rich set functionalities and scalability, INTRALOT proposed to Croatian Lottery integration of Lotos X and Oracle Responsys for improvement of direct marketing performance”, stated Helena Rister Head of marketing of INTRALOT Adriatic.

Being a technology-driven corporation, INTRALOT serves as a private partner for the public sector enabling lottery and gaming operators to establish a responsible gaming environment and contribute to good causes for their local communities. INTRALOT is proud to be a member of the Oracle Partner Network and has successfully integrated Oracle Responsys with Lotos X as part of a full lottery solution.