

PoolingPLUS™

The Solution to
Declining Interest
In Online Games!



Lottery Players Want Pooling – and this is confirmed by recent lottery industry research which describes pooling as a vast and untapped market for state lotteries.

PoolingPLUS is a New Combination

Ticket – that mixes required 100% owned plays with a pool of shared-ownership plays. Example: “Buy 5 lottery tickets and for just \$1 more get into a pool of 10 more tickets. That’s 15 chances to win for the price of only 6!” Simply, it’s “Pooling in a Ticket.”

PoolingPLUS Requires No Game Changes – as it is simply a marketing overlay on any existing game.

PoolingPLUS Provides a Powerful Sales

Incentive – Players want MORE chances to win at an affordable price. A share in 10 more chances to win for only \$1 is a powerful incentive. The PoolingPLUS ticket uses that incentive to drive more online sales.



PoolingPLUS Gives the Lottery a New Marketing Platform

– For the first time, lotteries will have dozens of different promotional opportunities to promote online games without having to resort to discounts or giveaways since all PoolingPLUS tickets are ‘full price.’

PoolingPLUS will be Easy for the Players to Understand – Pooling is already a commonplace activity. PoolingPLUS neatly packages it into a ticket, and eliminates all the hassles of forming the pools and collecting money – making pooling simpler, safer and now accessible to everyone.

PoolingPLUS Works with All Online Games – and because there are no game changes, it is a particularly simple solution for enhancing Multi-Jurisdictional games because each state can choose its own promotional strategies without affecting any other state.



PoolingPLUS will build Online Jackpots Faster – because players can be incentivized at different jackpot levels to purchase incrementally more online tickets and begin their play earlier. In addition, sales will increase at lower jackpot levels from current players, new players and previous players who are attracted to this new option.

PoolingPLUS creates 10 times More Winners

– All players know that the odds against them winning any significant prize have risen almost to the point of being impossible. This is why many players have dropped out of the game altogether, and increasing prize amounts will have little effect on sales if the perception is that they can’t be won. With PoolingPLUS, each player receives 10 times more chances to win, and each winning ticket produces 10 times more winners and winner stories resulting in more sales. Imagine the PR impact when 10 players each win \$5 million, \$10 million, \$20 million or other significant prize amounts.



With PoolingPLUS, players have the best of both worlds – they can win it all or they can win through a pool.

CALL FOR A PC TO PC
Virtual Presentation!

US

It Only Takes
15 Minutes!

YOU



For more details on any of our programs,
call us for a free copy of our RMS DVD,
or check it out on the web.



CALL US ANYTIME TOLL-FREE.

888.777.5131 | poolingplus.com