

SWISSLOS

CASE STUDY

**Swisslos relies on
Frosmo for
optimization and
personalization –
achieving great
results**



ABOUT SWISSLOS

Established in 1937, the Swisslos Interkantonale Landeslotterie is a cooperative owned by the cantons of German-speaking Switzerland and the Canton of Ticino. Swisslos offers lotteries and other games in German-speaking Switzerland, in Ticino, and in the Principality of Liechtenstein, and uses its entire net profit to support public causes. The majority of the revenue is distributed to the users as winnings. In 2021, Swisslos generated 491 million francs of net profit to be distributed.

CHALLENGES

On their website, Swisslos offers lottery games, such as Swiss Lotto and EuroMillions, sports betting, bingo, multiplayer card games, and Clix games, which are an interactive way to purchase and use draft tickets. They currently have more than 764,000 registered users, so even small percentage changes in deposits have a big financial impact.

For Swisslos, one of the biggest challenges is to find efficient and agile ways for the front-end development of their site.

In addition, Swisslos wants to have different options available to reliably verify hypotheses about the user experience and user actions on their site.

“Personalization would be very difficult for us without a tool such as Frosmo,” says Thierry Jacot-Descombes.

“We want to make data-driven decisions. The analytics tools provided by Frosmo, in combination with the UI elements we have developed through the Frosmo Platform, provide us with very accurate data to base our site improvements on.”



THIERRY JACOT-DESCOMBES
Head of E-Commerce,
Swisslos





RESULTS

16% more registered users

45% rise in sales for a game category

Significant revenue increase created by a single modification



WHY FROSMO

Working with Frosmo

Swisslos has cooperated with Frosmo for several years. They mainly use the Frosmo Platform to quickly implement personalized elements on the website based on testing, using high-quality segments.

Most important segments for personalization:

- Logged-in/non-logged in users
- Registered/non-registered users
- Users who have viewed or played specific products or combinations of products
- Last games played by a user

The cooperation has been smooth and pleasant for both parties. **“We couldn’t be happier with the communication with Frosmo and how quickly our requests are answered,”** adds Denis Fankhauser. **“We have fun working with you guys.”**



“We are happy with the good support for both technical and business needs. The reaction times are always short and we don’t have to wait for answers. If we get an idea between our regular roadmapping meetings, the Frosmo team very quickly adds it to the roadmap. We get a lot of ideas and inspiration from Frosmo.”

THIERRY JACOT-DESCOMBES
Head of E-Commerce,
Swisslos



HIGHLIGHTS

Personalized UI elements

In terms of personalization, Swisslos has kept things quite simple. Users are provided with recommendations for the most popular games on the site as well as the last games they have played.

Swisslos has used personalized content successfully, for example, to encourage offline lottery game players – who previously only visited the site to check the winning numbers – to register and start playing the lottery games online. This was achieved by displaying a simple UI element, “post-it”, to users who had not registered or logged in to the site. This resulted in 9000 new registrations over the period of six months, which is a 16% rise compared to the normal registration volume.



“

We have an idea, which we can quickly implement to the site and measure the results easily and decide how to proceed: whether to further optimize or personalize an element, display it to every user, or take it down. Without Frosmo, we would have much longer development cycles.

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DENIS FANKHAUSER
E-Commerce
Specialist, Swisslos



Other personalization strategies include:

- Displaying tailored, preference-based content, such as product grid-teasers on the home page or the Clix Games Bar
- Recommending users' favorite games or favorite teams for sporting bets

Navigation flyouts

Navigation flyouts are quick menus for the lottery games that allow players to see the current jackpot and place a number of picks directly on the front page of the site.



“Navigation flyouts are a fantastic implementation. They allow users to play a game with one click instead of clicking through the normal navigation paths. This is a more direct path to the product. In addition, the number of picks purchased has increased,” says Thierry Jacot-Descombes.

Swisslos first tested the flyouts by showing them to 10% of users and saw that users preferred this way of accessing the game. After displaying the flyouts to all users just for a month, almost half of the users already used this way to navigate the site.

In addition, Swisslos tested and changed the default number of picks in the flyout. For EuroMillions, when the default value displayed was one pick, 61% of the users went with that.

When the default number was changed to three picks, 55% of the users chose three picks. So, this simple change led to a significant rise in the participation and sales for the lottery games. In financial terms, the total amount of sales played through the navigation flyouts increased by 34% for EuroMillions and by 45% for Swiss Lotto.

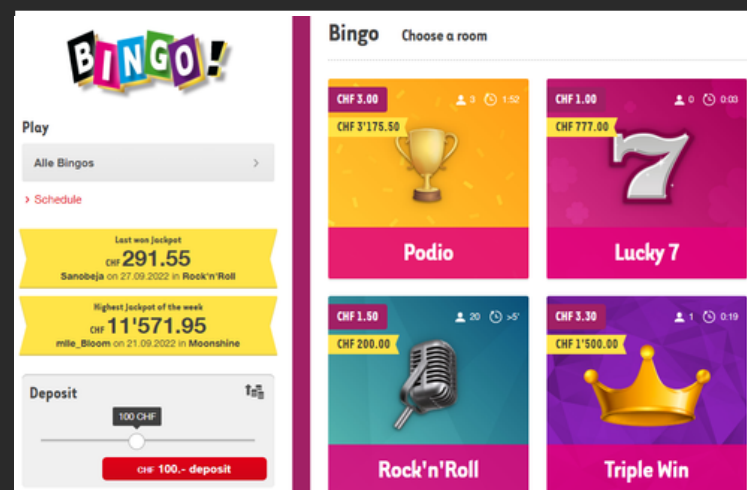
Quick Deposit


Swisslos conducts A/B and multivariate testing mainly for the purpose of optimizing UI elements implemented through Frosmo.

Quick Deposit is a payment solution to remind players that they can make payments directly on the site without having to go to their account settings, which makes the payment process faster and easier.

“One of the greatest things about Frosmo is that you really can test things quickly and adapt as soon as you have results. When we see the data from customer tracking done through Frosmo, we can really make data-driven decisions quickly.” Denis Fankhauser, E-Commerce Specialist

Swisslos tested four UI components, including buttons with different deposit amounts, and noticed that a slider element brought the best results. 2% of all payments are now made through the Quick Deposit widget and the amount of an average deposit has increased significantly.





Want to know more about personalization for iGaming?

[READ THE FAQ](#)

ABOUT FROSMO

Frosmo is a Finnish software company based in Helsinki. With the Frosmo Platform, you can efficiently implement, optimize, and personalize each player journey without the need for a complex integration project. The winning personalization formula consists of AI-driven product recommendations that optimize each step of the customer journey, delivering the best results in the market.

www.frosmo.com

