

## Veikkaus, Finland's National Lottery Operator, Selects Optimove, the #1 CRM Marketing Solution for the iLottery and iGaming sector, as its CRM Marketing Solution

*Veikkaus will leverage Optimove across all products and channels to maximize lottery, casino, and sports betting player lifetime value through personalized and relevant marketing campaigns, and meeting the highest standards of Responsible Gaming*

LONDON, October 17, 2024 – Veikkaus, Finland's national lottery operator has selected Optimove, the #1 CRM Marketing Solution for the iLottery and iGaming sector, as its CRM Marketing solution to elevate player experiences, loyalty, and lifetime value. Veikkaus operates all gambling activities in Finland, offering a diverse range of games across three main categories: Lottery, Casino, and Sports Betting.

Optimove, the only CRM Marketing Solution approved as an official European Lotteries Association Associate Member, is the #1 CRM Marketing solution used by digital lottery operators across the globe. The company empowers digital lottery operators – such as Sisal, Scientific Games, Connecticut Lottery, Kentucky Lottery, Pennsylvania Lottery, Maryland Lottery, La Tinka, and more - to achieve growth through their existing players. Optimove is used by 56% of iGaming operators in EGR's Power 50 Ranking 2024, including bet365, Kindred Group, Lottomatica and Entain.

### **Veikkaus gains the following key capabilities:**

- **Advanced marketing AI capabilities:** Providing AI-driven Insights, Creation, and Orchestration for better player understanding, streamlining of content creation, and campaign optimization for enhanced personalized experiences across player touchpoints.
- **Enriched customer profiles:** Unifying all historical, predictive, and real-time customer data from sources such as CRM, service clouds, and data warehouses via Optimove to create a comprehensive single customer view.
- **Multichannel personalization and orchestration:** Orchestrating hundreds of campaigns seamlessly across email, mobile, and web channels to deliver personalized customer communications across any channel.
- **A continuous optimization loop:** Measuring the incremental uplift of each campaign, journey, and strategy with productized experimentation tools to continuously optimize CRM Marketing performance.

- **Adherence to meet or exceed Responsible Gambling Standards:** As a global CRM Marketing platform, Optimove meets the highest standards of Responsible Gambling worldwide.

Additionally, Veikkaus will leverage Optimove's Digital Experience Platform (DXP), [Opti-X](#), to deliver personalized, dynamic content and product recommendations across multiple touchpoints, enhancing player satisfaction, engagement and retention.

Optimove's data-driven approach will help Veikkaus fine-tune jackpot sensitivity and optimize the generosity of bonuses and promotions. Predictive models will support Responsible Gambling by anticipating player behavior. Furthermore, Veikkaus will receive ongoing support from Optimove's Strategic Services team, ensuring tailored, data-driven marketing and monetization strategies to maximize business results.

"This partnership with Optimove marks a significant step forward in driving our growth and Responsible Gaming initiatives. Optimove's track record and industry experience are unparalleled in CRM marketing," said Saara Pekkonen, VP of Marketing at Veikkaus.

"Optimove's proven ability to deliver personalized, data-driven player engagement at scale will be central to our continued drive to elevate our marketing strategy and execution. Optimove's AI-powered capabilities enable us to offer players more relevant and engaging experiences, increasing satisfaction, loyalty, and maximizing player lifetime value."

"Veikkaus has an incredible legacy in delivering engaging and Responsible Gaming experiences to the people of Finland," said Pete Miles, Director of Sales at Optimove. "We're honored to partner with them to enhance player engagement through tailored, data-driven marketing strategies. Optimove will enable Veikkaus to personalize every touchpoint, increasing player loyalty and satisfaction while ensuring Responsible Gambling practices remain at the forefront. Working in partnership with the Veikkaus team, we'll provide data and insights that help Optimove continually lead the CRM marketing space with other WLA Members."

### **About Veikkaus**

Veikkaus Oy started its operations at the beginning of 2017, as the Finnish gaming system was reformed and the previous three operators Fintoto, Finland's Slot Machine Association (RAY), and Veikkaus merged into a single gaming company owned by the Finnish State. The Finnish system is based on the exclusive right principle, with the purpose of operating games responsibly and mitigating the possible risks involved in gambling. The system secures the legal protection of those engaging in gambling and prevents gambling-related fraud.

Veikkaus operates all the gambling games that are offered in Finland. The games fall into three major categories: Lucky Games, Casino Games, and Betting Games

## **About Optimove**

Optimove is the first Customer-Led Marketing Platform, and the #1 CRM Marketing Solution used by iGaming operators. Its solutions ensure that marketing always starts with the customer (player) instead of a campaign or product. Customer-led marketing has been proven to deliver brands an average increase of 33% in customer lifetime value.

Optimove's CRM Marketing Solution provides iGaming and Sports Betting operators with unified player data, AI-led multichannel orchestration, and statistically credible incrementality measurement for every promotion, campaign, and journey.

For more information, go to [Optimove.com](https://www.optimove.com).

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