



# ARIZONA MANAGEMENT SYSTEM SUCCESS REPORT

ARIZONA STATE LOTTERY

## With Smart Marketing, Arizona Lottery Reaps Great Returns for State

The popular \$20 scratcher “\$185 Million Cash Explosion” was the Arizona Lottery’s most successful instant scratch ticket yet introduced, accounting for 25% of all lottery ticket sales in the fall of 2016. Because of player affinity, the Lottery wisely chose to stay with the brand and immediately followed with another \$20 instant ticket, “\$200 Million Cash Explosion,” which out-performed its predecessor over a comparable period by generating nearly \$17M more in sales. Opting for a new marketing partner, the Lottery **spent \$637,000** and generated an astounding **739% return on investment**. Since launch, the game has **earned \$75M in sales**, **generating \$9.3M in revenue for the state**.



**\$9.3**  
MILLION

GENERATED  
STATE  
REVENUE

**SALES  
GENERATED**

**\$75**  
MILLION

**DOLLARS  
SPENT**

**\$637**  
THOUSAND