



Innovative Lottery Products & Solutions

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ADVANCED LOTTERY RETAILER MAPPING SOFTWARE

StoreMapper™ provides great benefits to the Players, Retailers and Lottery.

PLAYERS: provides players with a great-looking map of ALL their local lottery retailers, **PLUS** special deals, promos and coupons.

RETAILERS: gives the retailer a valuable marketing tool to reach out beyond their own customers to bring in **NEW** customers, and to increase repeat business from their current customers.

LOTTERY RETAILER RECRUITMENT: with special attention given to new retailers who are added to the "Map", **AND** ongoing promo and coupon capability, the Lottery's sales team will have unique and valuable benefits to mention to prospective retailers for closing the sale.

Read More [Retailer Recruitment Benefits](#).

LOTTERY RETAILER SUPPORT: StoreMapper™ gives the Lottery a platform to help their current retailers grow their business. This feature will become more and more important if traditional sales start to be replaced with web sales.

LOTTERY SURVEY & RESEARCH

INFORMATION: Through the StoreMapper platform, retailers and players can be surveyed on a variety of important topics, and for proposed or future lottery offerings.

PRODUCT OBJECTIVES

- Enhance the relationship between the Lottery and ALL of their Retailers, large and small.
- Create a valuable new incentive to become a Lottery Retailer because it is **ONLY AVAILABLE** to Lottery Retailers.

STOREMAPPER CONSISTS OF TWO COMPONENTS:

STOREMAPPER BASIC, which is the Lottery side of StoreMapper paid for by the Lottery, and STOREMAPPER ADVANCED, which is the Retailer side paid for by the retailers.

STOREMAPPER BASIC:

This version of StoreMapper will be contractually agreed to between the Lottery and/or Vendor and RMS. The Lottery's **ONLY** cost is \$6,000 to \$12,000 per year. StoreMapper Basic will provide the basic mapping features detailed below and will display all lottery retailers. All lottery retailers will be represented on the map with a fixed message hover ad, set by the lottery.

STOREMAPPER BASIC FEATURES:

1. Complete programming and page design.
2. A Lottery banner ad with a link back to the Lottery's website.
3. Player location interface.
4. Mapping of all retailers with controls to move or resize map.
5. Scrollable store list with next and previous by distance features.
6. Basic Hover Ads (store name, address and 1 fixed message for each retailer. For instance: "Official Lottery Retailer"; or "Retailer Offers Lottery Vending Machine"). Up to 5 different messages in total allowing the Lottery to differentiate retailers. Lottery can change messages at any time. These messages are only controlled by the Lottery, not the Retailer.
7. 'Get Driving Directions' links (and any associated art work).
8. Any art or layout associated with the mapping page.
9. Lottery can submit additions, deletions, or changes at any time.
10. RMS will provide any necessary on-going maintenance or upgrades

STOREMAPPER ADVANCED:

For those retailers that choose them, RMS will create, operate and maintain the advanced

- Attract more retailers by giving all Lottery Retailers a new marketing advantage over non-lottery retailers.
- Drive more traffic to the Lottery's website where players are then available for other lottery messaging.
- Increase Lottery revenues by making it easier for Players to find nearby lottery retailers, along with couponing to drive even more players back to the point of purchase where players can buy additional Lottery products.

KEY PRODUCT FEATURES

- Easily accessed by any Player via a link on the Lottery's website.
- With initial visit, player enters their current location and specifies a radius area to display lottery retailers. Follow-up visits are automated.
- Options to display simple store messages, advanced hover ads, and printable coupons when a player passes their cursor over a Retailer's location on the map. Retailers can change these anytime.
- Map presents detailed street and location information, even a satellite photo and hybrid view.

marketing features of the program listed below and will manage all agreements and financial transactions between RMS and the retailers. The advanced features program is separate from the lottery and at RMS's own expense.

STOREMAPPER ADVANCED FEATURES:

1. Password accessed Retailer Website that would provide info, training videos and options to make ad changes.
2. Changeable hover ads for special offers and info. Retailers will be able to make changes at any time.
3. Couponing capabilities. Retailers can create their own coupons with easy-to-use RMS AdBuilder software or upload images of their own coupons, with or without barcodes.
4. Retailers with special offers or coupons will be shown on the map with special colored map pins.
5. Service fees of \$12 or less per month (based on the options chosen by the retailer) will be paid to RMS by the individual retailers. Special capabilities will be made for multiple store chains.

PROMOTIONS AND CO-MARKETING:

RMS will create, manage and maintain any marketing or co-marketing opportunities (like advertising, promotions, or sponsorships) with appropriate local or national companies separate from the lottery and at its own expense.

For example, Frito-Lay could take a banner ad on the StoreMapper homepage offering a printable coupon good at any Lottery Retailer. The Lottery will be able to use StoreMapper to promote its own products and offer special prizes and promotions only available to StoreMapper visitors.

MINIMUM LOTTERY REQUIREMENTS:

1. Provide a conspicuous link to StoreMapper, available to all visitors to the Lottery's website.
2. Adequately promote to both Players and Retailers. For instance, coverage in the Retailer Newsletter, news releases to the general media, coverage on the Lottery's public website, and collateral materials distributed to all Retailers.

PRODUCT SUMMARY VIDEO

Retailers Will Love HOVER ADS!



3 DIFFERENT LEVELS OF HOVER ADVERTISING CAPABILITY

- #1 **BASIC:** The Lottery can choose from 5 different 'fixed' text messages.
- #2 **ADVANCED:** The Retailer can change their text messages anytime.
- #3 **COUPONS:** The Retailer can change their text messages AND offer printable coupons anytime.

EASY IMPLEMENTATION & MORE BENEFITS

- Can be implemented in less than a month.
- Only requires a link on the Lottery's website.
- Helps Retailers stop 'Pay at the Pump' woes – gives Players a reason to go into the store.
- Points Lottery Players toward only those retailers who carry lottery products.
- Gives Lottery Players a valuable benefit and increases traffic and return visits to the Lottery's website.
- Can provide reports to the Lottery and/or the Retailer on Player usage.



Please [CLICK HERE](#) to see a brief video summary of the StoreMapper™ software.

More Questions? [CLICK HERE](#) for FAQs.



[Product Overview Sheet](#)

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Retailer Marketplace™, StoreMapper™, and AdBuilder™