

### **Direct Quote for Hoosier Lottery Outgoing messaging Platform**

IGT Indiana, LLC working on behalf of the Hoosier Lottery, is requesting quotes for a messaging platform to manage cross-channel communications to Hoosier Lottery players including email, SMS/MMS Text messages, mobile push, in-app notifications, web browser notifications and analytics. The Hoosier Lottery currently has over 600,000 members subscribed to our loyalty program, approximately 200,000 monthly active app users, and over 450,000 monthly active website visitors. Hoosier Lottery communicates with players based on their behaviors and preferences. The solution must include:

1. The ability to import, filter, query, and create custom audiences and segmentation based on user parameters;
2. The ability to create dynamic and/or segmented messaging across all digital channels;
3. Web integration with player accounts, preferences and behaviors using REST or similar API;
4. Apple and Android compliant Software Development Kits (SDK) with documentation;
5. Integration with 3<sup>rd</sup> Party solutions including and not limited to location services and analytics;
6. Analytics and reporting capabilities to track performance;

Usage should include the following:

- A. IGT Indiana, LLC on behalf of the Hoosier Lottery is accepting quotes for sending up to 25,000,000 custom emails per year.
- B. IGT Indiana, LLC on behalf of the Hoosier Lottery is accepting quotes for sending up to 1,100,000 SMS/MMS text messages per year.
- C. IGT Indiana, LLC on behalf of the Hoosier Lottery is accepting quotes for sending 5,000,000 mobile push notifications and 12,000,000 in-app notifications to players within the mobile app.
- D. IGT Indiana, LLC on behalf of the Hoosier Lottery is accepting quotes for 25,000 subscribers to receive web browser notifications on the Hoosier Lottery website.

Vendors can bid on all services or provide quotes for any combination of the usages above.

Any selected vendors will be required to sign a contract with IGT Indiana, LLC, which includes some state required contractual terms.

All quotes are due, in writing, to Jayne McClelland no later than Friday, August 16, 2019 at 12:00 Noon ET.