

COMMISSION AGENDA ITEM

Item 8(c) – Adobe Campaign Renewal



Date: January 23, 2025

To: California State Lottery Commission

From: Harjinder K. Shergill Chima *HKC*
Director

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Subject: **Item 8(c) – Adobe Campaign Renewal**

ISSUE

The California State Lottery (Lottery) seeks Commission approval to renew the subscription services for Adobe Campaign Standard. The total agreement amount is \$424,772.00 with a term date of March 1, 2025, through February 28, 2026.

BACKGROUND

Since 2005, Loyalty and 2nd Chance have been a core part of Sales & Marketing operations to support the California State Lottery (Lottery) mission to raise supplemental funding for public education. Players can register on the Lottery Public Website (PWS) for a 2nd Chance account to submit 2nd Chance codes on eligible SuperLotto Plus, non-winning Scratchers, or \$5 or more Fantasy 5 tickets for another chance to win cash and prizes with bonus and promotional draws. During 2nd Chance registration, players can also select to enroll in notifications for promotional information from the Lottery and to receive jackpot and winning number emails for Powerball, Mega Millions, SuperLotto Plus, and Fantasy 5.

To support the Lottery's Player Communication strategy, the Lottery procured Adobe Campaign Standard in 2017. This software delivers personalized messages (e-mails) based on 2nd Chance player account notification preferences, such as jackpot alerts, winning number alerts, newsletters, and promotional content. Adobe Campaign also sends 2nd Chance player account transactional emails, such as 2nd Chance account activation, resetting a password, 2nd Chance draw winner notifications, and other player account-specific email messages.

Adobe Campaign Standard software is implemented through a cloud-based software-as-a-service (SaaS) subscription. The software is configured by Lottery administrators and provides the digital communication capabilities necessary to successfully execute the Lottery's Player Communication strategy:

- Email – This channel will continue to be fully utilized to connect and engage players (and retailers). Email messaging can interact with phone, web, or mobile communication systems.

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Adobe Campaign Standard is a platform that provides cross-channel customer experiences and marketing campaign capabilities, while delivering Lottery draw game results and other important product information to our players.

DISCUSSION

Continuing the Adobe Campaign Standard subscription is essential to conducting Lottery business. This software delivers personalized e-mails to players, such as jackpot alerts, winning number alerts, newsletters, and the other promotional content they elected to receive via their 2nd Chance player account. Adobe Campaign also sends 2nd Chance player account transactional emails such as 2nd Chance account activation, resetting a password, 2nd Chance draw winner notifications, and other player account specific email messages. If this service is interrupted, players participating in the Lottery's 2nd Chance program will not be able to receive these important player communications and notifications. If the Lottery was unable to renew this subscription service, the Sales and Marketing Division's ability to communicate with players and other stakeholders to market Lottery products and support increasing Lottery sales would be eliminated or severely hampered.

The Lottery's formal competitive bidding procedures do not apply to this procurement, pursuant to the exception set forth in Lottery Regulations Section 8.1.2.C as follows:

"The goods or services will be acquired using a standard United States General Services Administration Agreement or a State of California, Department of General Services Master Services Agreement, Multiple Award Schedule, Master Rental Agreement, or other such agreement which establishes a list of pre-qualified bidders who have agreed to contract terms and prices."

The Lottery utilized a leveraged procurement agreement, requesting bids from multiple resellers that participate in the Software Licensing Program administered by the State of California, Department of General Services (SLP-23-70-0027X). The lowest bid was submitted by Allied Network Solutions Inc.

RECOMMENDATION

The Lottery recommends that the Commission approve renewing the Adobe Campaign Standard subscription service. The total contract amount is \$424,772.00 with a term date of March 1, 2025, through February 28, 2026.