

## COMMISSION AGENDA ITEM

### Item 8(d) – Adobe Campaign Standard Renewal



**Date:** January 22, 2026

**To:** California State Lottery Commission

**From:** Harjinder K. Shergill Chima - *HKC*  
Director

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Information Technology Services Division

**Subject:** **Item 8(d) – Adobe Campaign Standard Renewal**

### ISSUE

The California State Lottery (Lottery) seeks Commission approval to renew the subscription services for Adobe Campaign Standard (Adobe Campaign). The total agreement amount is \$470,244.00 with a term date of March 1, 2026, through February 28, 2027.

### BACKGROUND

Established in 2005, the Lottery's 2nd Chance program has remained a core part of Sales & Marketing operations to support the Lottery's mission to raise supplemental funding for public education. As part of 2nd Chance, players register on the Lottery's Public Website (PWS) for a 2nd Chance account, which allows players to submit 2nd Chance codes on eligible SuperLotto Plus<sup>®</sup>, non-winning Scratchers<sup>®</sup>, and wagers of \$5 or more on Fantasy 5 tickets, providing them with another chance to win cash and additional prizes with weekly, bonus, and promotional draws throughout the year. Currently, 87 percent of 2nd Chance players submit a 2nd Chance eligible ticket at least once a month.

Adobe Campaign is a cross-channel marketing platform that enables the delivery of personalized messages (e-mails) based on 2nd Chance player account notification preferences, such as newsletters and promotional content as well as jackpot and winning number alerts for Powerball<sup>®</sup>, Mega Millions<sup>®</sup>, SuperLotto Plus, and Fantasy 5. Additionally, the Adobe Campaign platform enables 2nd Chance transactional emails, such as account activation, password resets, 2nd Chance winner notifications, and other player account-specific email messages.

Adobe Campaign is implemented through a cloud-based software-as-a-service (SaaS) subscription. This subscription model provides the flexibility to be configured by Lottery administrators and provides the digital communication capabilities necessary to successfully communicate with Lottery players and other stakeholders.

The Information Technology Services Division (ITSD), in conjunction with Sales & Marketing, is currently conducting a Request for Proposal (RFP) for a new Email Services Platform, which will replace Adobe Campaign once a new platform is successfully selected, procured, and implemented. However, in order to ensure ongoing business continuity, the renewal of Adobe Campaign is necessary for the Lottery players to receive key communications and to utilize 2nd Chance.

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#### **DISCUSSION**

Adobe Campaign is a platform that provides cross-channel customer experience support and marketing campaign capabilities while delivering Lottery draw game results and other important product information to our players. Due to the key communication capabilities Adobe Campaign provides and the lack of an approved alternate solution, continuing the Adobe Campaign subscription while the Email Services Platform RFP is completed is essential to conducting Lottery business.

Adobe Campaign enables the Lottery to communicate with our players, supporting consistent player experiences and long-term play retention by delivering personalized e-mails to players, such as jackpot alerts, winning number alerts, newsletters, and the other promotional content they elect to receive via their 2nd Chance player account. In addition, Adobe Campaign facilitates 2nd Chance account activities, such as account activation, resetting a password, 2nd Chance draw winner notifications, and other player account-specific email messages.

If the Lottery were not to renew this subscription service, the Sales & Marketing division's ability to communicate with players in order to market Lottery products and support increasing Lottery sales would be severely hampered. If this service is interrupted, players registered with the Lottery's 2nd Chance program will not be able to receive important player notifications and may lose the ability to participate in the 2nd Chance program.

The Lottery's formal competitive 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 subscription service. The total contract amount is \$470,244.00 with a term date of March 1, 2026, through February 28, 2027.