



WhiteLotto

lottery white label software





Why is **WhiteLotto** the perfect solution for you?

Lottery brand continues to grow its revenue thanks to the online revolution. Traditional brick and mortar lottery ticket outlets are slowly becoming history, as the players received the possibility of buying lottery tickets online at any time from any place using their mobile device.

WhiteLotto is your chance to become a tycoon of a huge, growing market.





The Lottery Market

Opportunity & Advantages



Nearly \$300 billion in ticket sales a year generated from the most popular gambling activity in the world. It is estimated that around 50% of the world's population plays lotto more or less often.



Lotteries generate 30% of revenue of the whole offline gambling market, while providing only 9% of revenue of the online market. There's a huge potential and room for growth, and the market is way less competitive than any other gambling or gaming market.



Lottery players are known for being the most loyal ones, while at the same time the cost of acquiring a lead is the lowest in the gambling industry.



Longest player lifetime value – lottery fans play all the time, lottery tickets are affordable, while casino players lose money quickly. Lottery players with their loyalty provide a sustainable, passive revenue.



Lottery rollovers that happen all the time work like a free promotional campaign, driving the ticket sales up every time they occur and increasing player retention.



Lotteries support charities and local communities, while providing the possibility of winning great prizes, thus **they have a better PR when compared to other gambling activities.**



Traditional sales channels are becoming a part of the past, as **mobile solutions allow players to play the lottery from any place**, at any time with just a few clicks.



Our solution

Give your users the possibility to play the world's biggest lotteries, offering them a great selection of the best jackpots and rollovers in one place.

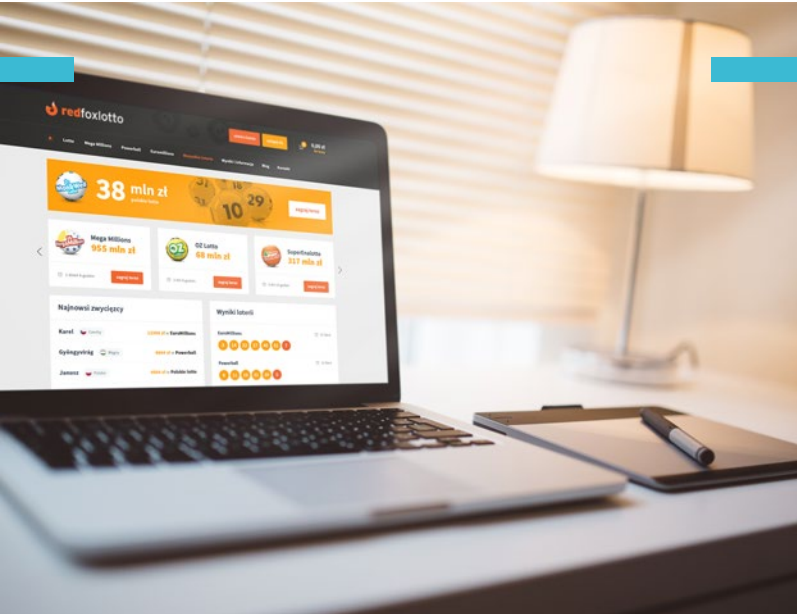
We provide a fully featured solution, including a back office with user management, analytics, reporting tools and payment systems.

Get more traffic using affiliation partnerships, supercharge your revenue with the in-house affiliate system.





Front-end

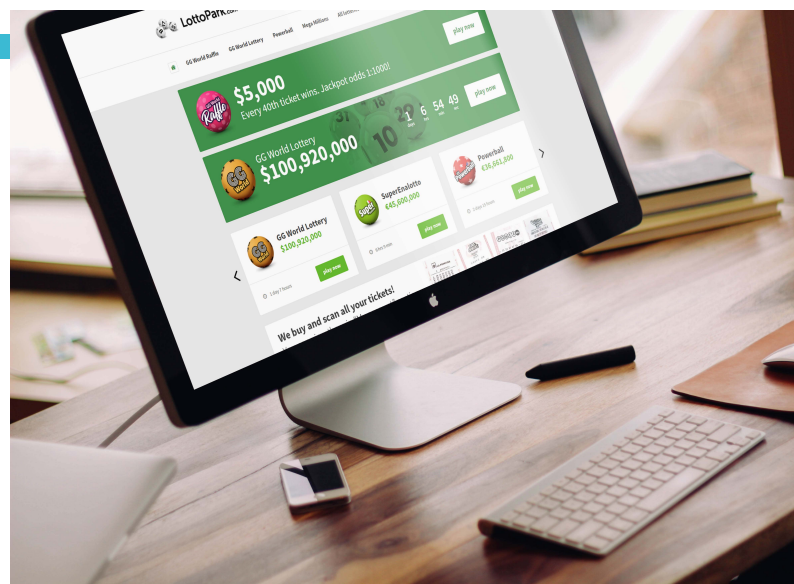


EXPERIENCE

Our turnkey solution provides your players with the best online lottery playing experience with a selection of the world's biggest lotteries to maximize your sales. Built from the scratch by our team of developers with years of experience in gaming industry.

YOUR BRAND

Visually stunning, clean and user-friendly design. Build your brand using your own logo, colors and layout prepared by our team to make your site stand out from the rest and provide the most attractive, loyalty-building design to your players and maximize your sales.





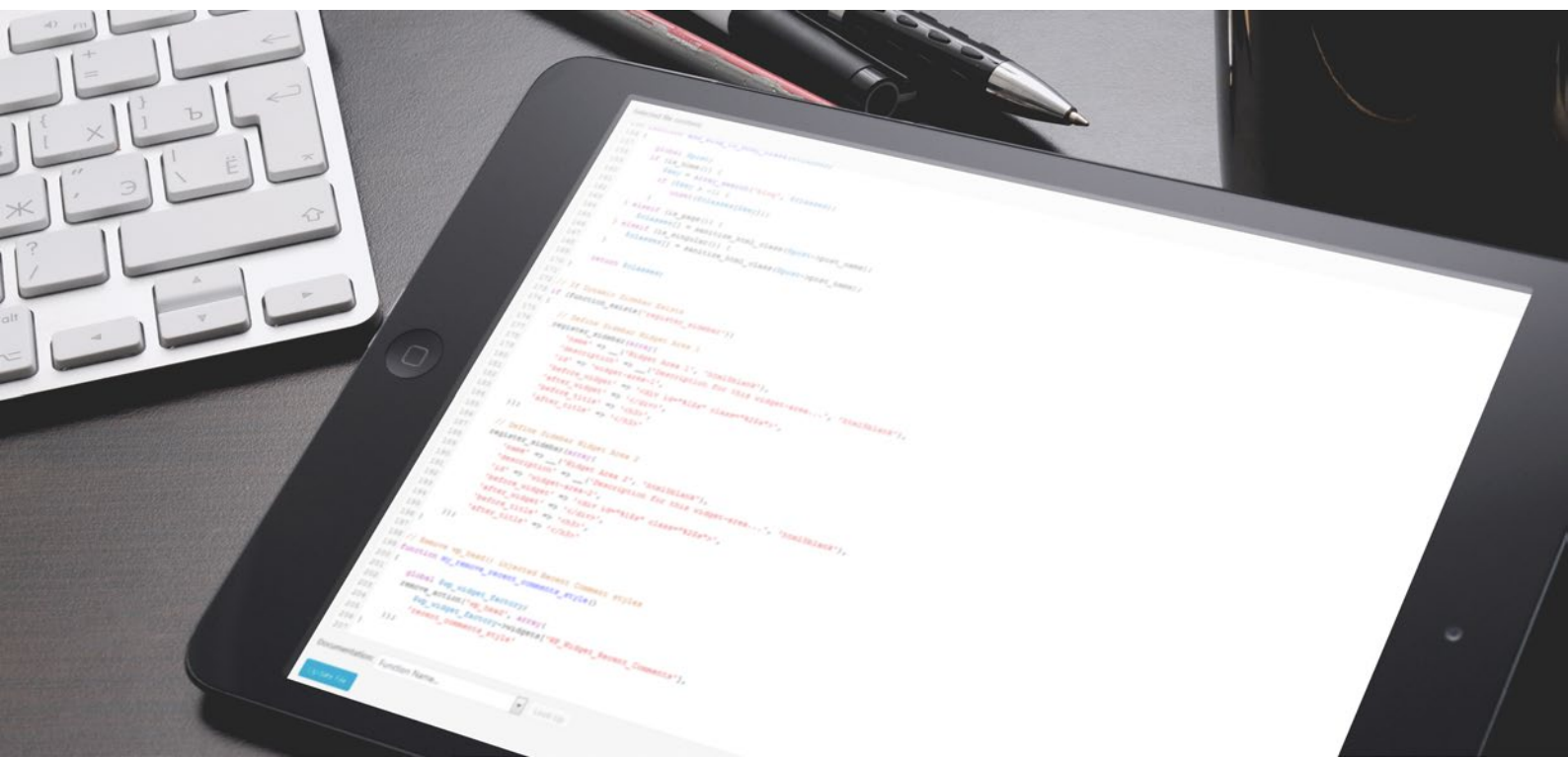
- Translated to 37 languages so you could start going global from the very beginning.
- Most popular payment methods: Visa/MasterCard, PayPal, Skrill, Neteller, PaysafeCard, ecoPayz, cryptocurrencies (more than 1000 accepted).
- Rich content provides your players with history draw data, lottery rules and playing tips.
- Fully RWD to provide a perfect lottery playing experience on any device. Mobile traffic stands for more than 50% of the overall internet traffic – our white label solutions gives you the possibility to monetize any kind of traffic.
- Automatic e-mail notifications about current jackpots, rollovers and bonuses keep players engaged all the time and increase revenue.





Back-end

- CMS based on Wordpress – the world’s most popular content management system, easy to operate and manage even for inexperienced users.
- Highest quality coding makes our system fast, reliable and secure.
- Fully integrated Google Analytics provide you with all the users’ behavior on your site.
- SEO friendly, so you could climb in search rankings in no time.
- Advanced CRM providing you with all the data about any player to handle any kind of situation, developed to make your lottery business run smoothly.





- In-depth reporting and tracking of affiliates and customers: registrations, deposits, purchases, user details and many more, so you can keep full control of your business with a few clicks.
- Direct messaging system allows you to reach out to your players directly and send a personalized message straight to their account.
- Bonus management provides manual and automatic bonuses based on conditions to your players to keep them engaged.
- Set prices for your tickets and add dynamic rules to raise or lower the price according to different factors like the amount of current jackpots.
- Choose between insurance model, ticket purchasing model or hybrid. Simply contact us to pick the method that will be the most suitable one for you.
- Built-in affiliate system to boost your sales, including:
 - 2-tier affiliation
 - CPA, revenue share or hybrid model of cooperation
 - Live statistics and reporting of visits, registration and sales
 - Integrated Google Analytics feature, so your affiliates can track all their campaign data on their own
- Our system's flexibility and architecture allows us to add new features instantly to all white-labels, so your business is constantly being developed and improved.



Cooperation

Cooperating with WhiteLotto means becoming a part of a business with a global reach, as we work with companies from all over the world and constantly expand our lottery portfolio and features of our platform.

Your success is our success, you're not our customer, you're our business partner.

We offer partnership using two models of cooperation. Check both to see which one suits your needs the best.





V1

Your white label will be using your domain, our license and payment processing with a 70%/30% split.

Your part (70%) is paid to you every 10th of each month. We take care about deposit and withdrawal processing. Payment integrations and any formalities are also done by us.

Deployment time:
up to 30 days

V2

Your white label will be using your domain, license and company with a 80%/20% split.

Our part (20%) is paid by you every 10th of each month. You take care about deposit and withdrawal processing. Three additional payment integrations included.

Deployment time:
up to 60 days





Contact us

We will support you with our knowledge and experience on every stage of running your business – your win is our win too.

If you prefer the V2 model – we recommend you to direct first hand licensing personas who will also incorporate an offshore company and EU entity for payment solutions providers so you could start running your business fast and smooth.

Should you have any questions or enquiries, let us hear from you.



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