

## Daily Habit. Massive Reach. One Engaged Audience.

Lottery USA is the oldest independent lottery results site on the web - and the biggest in the United States. Established in 1995, Lottery USA provides accurate results, tools, and information across 47 U.S. jurisdictions. For over two decades, players across the country have made us part of their daily routine: checking winning numbers, tracking jackpots, and following draws for Powerball, Mega Millions, and lottery games in every state. That habit translates into serious, dependable reach.

**17-19M**

PAGE VIEWS / MONTH

**130-150M**

AD IMPRESSIONS / MONTH

**10M**

SESSIONS / MONTH

**95%**

TRAFFIC FROM NORTH AMERICA

**75%**

MOBILE-FIRST AUDIENCE

**50/50**

MALE / FEMALE SPLIT

**40%**

RETURNING USERS

**5m 46s**

AVG. SESSION ENGAGEMENT

✓ **Founded in 1995, the oldest independent lottery site on the web**

✓ **150,000+ concurrent users on major draw days**

✓ **NCPG Silver Member — supporting responsible gaming**

✓ **Active in 47 U.S. jurisdictions, covering 270+ lottery games**

✓ **USPTO granted a trademark to Lottery USA in 2015 - rare for a descriptive name**

✓ **Quoted in NY Times, CNN, USA Today, CBS News, NBC, .GOV sites, Business Insider, Huffington Post, CNet.com, Wikipedia, WikiHow, Entrepreneur.com and many others**

### OUR AUDIENCE

Our audience doesn't just pass through - they return again and again, often several times a week, to check results and plan their next play. That makes them a highly engaged, recurring, and overwhelmingly US-based audience with a natural interest in gaming, entertainment, personal finance, sweepstakes, and aspirational lifestyle products.

- News-savvy, sports-focused, and entertainment-driven
- High-intent consumers interested in shopping and investments
- Lottery is a low-risk form of entertainment and part of an important ecosystem that supports communities throughout America

### WHAT THAT MEANS FOR ADVERTISERS

- Consistent, high-volume inventory you can plan campaigns around
- Concentrated North American footprint, ideal for US-targeted offers
- An audience already in a "what could I win?" mindset, highly receptive to prize-led creative and opportunity-driven messaging

### CATEGORIES THAT PERFORM WELL

**Financial Services · Insurance · Retail · Entertainment · Prize Promotions**

## TRUSTED BY LEADING BRANDS

Check out the list of our prestigious Lottery USA advertisers.



**Morgan Stanley**

Morgan Stanley



**Charter**  
COMMUNICATIONS

Charter Communications



**AT&T**

AT&T

**PROGRESSIVE**

Progressive Corporation

**MARS**

Mars Inc.



PulteGroup

**BERKSHIRE HATHAWAY INC.**

Berkshire Hathaway



Best Buy



General Mills



The Walt Disney Company



**TOYOTA**

Toyota

**ABBOTT**

Abbott Laboratories



Volkswagen

**Alphabet**

Alphabet



Eli Lilly & Company



**The Clorox Company**

Clorox



Chrysler

**Renault Group**

Renault Brands



General Motors Brands



Royal Caribbean Cruises

**WILLIAMS-SONOMA, INC.**

Williams-Sonoma

### Let's talk about your campaign

Partner with Lottery USA and put your brand in front of millions of motivated American consumers, day after day. We're straightforward to work with and happy to find the right fit for your goals.

Advertising Inquiries

[advertising@lotteryusa.com](mailto:advertising@lotteryusa.com)

[LotteryUSA.com](http://LotteryUSA.com)