

From: Michelle Hadden, MSW
To: [redacted]
Cc: [redacted]
Date: Monday, June 10, 2022, 1:47 PM
Subject: [redacted]

Hi Al,
I'd like to set up a brief call with you, Digi and/or Maggie to discuss how we can get the most out of the data being collected. Please provide a couple of dates and times that work and we'll schedule.

Many Thanks,

CH

From: Michelle Hadden, MSW
Sent: Friday, June 10, 2022, 1:50 PM
To: Hapeman, Caelyn (CAEMNG) <caelyn.hapeman@gaming.ny.gov>; Hadden, Michelle (MSW) <michelle.hadden@gaming.ny.gov>; [redacted]
Subject: [redacted]

Hi Carolyn
To follow up from our call below is a screenshot of our referral traffic to the site Jan 1-May 31. Let me know what data you are interested in receiving and I can see if we can pull it. Do you know if the QR code is the ny lottery gov or how it would show up in our system?

Source	Users	% of Total
nylottery.ny.gov	4,089	52.05%
dellagoresort.com	692	8.81%
m.facebook.com	642	8.17%
nyproblemgambling.org	561	7.14%
automated-traffic.pro	359	4.57%
facebook.com	193	2.46%
oasas.ny.gov	150	1.91%
account.ny.sportsbook.fanduel.com	109	1.39%
knowtheodds.org	103	1.31%
qr1.be	76	0.97%

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