



Canvas

Time to meet your players

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CANVAS

A content management power platform

Featuring embedded software tools, such as analytics, SEO personalization capabilities and gaming-specific functionalities, along with an elegant and user-friendly interface, Canvas transcends standard CMS capabilities to meet the demanding requirements of today's modern online operations.

► **Structure, design and functionality**

INTRALOT Canvas is designed for everyone, not just programmers. Its simple structure, elegant design and user-friendly functionality, allows individuals with different CMS skillsets to efficiently operate the platform.

The platform comes fitted with ample predefined gaming components. The vast array of functions included work intuitively in order for operators to manage, update and publish their content fast and easily.



► **Marketing features**

- Content on Demand
An "if" event-triggered option that operators can use to automatically combine different content to different occasions.
- Analytics & Dashboards
A built-in analytics framework that integrates with Google Analytics to measure portal effectiveness, optimize conversion rates and minimize sales costs.
- SEO Scoring
With the appropriate use of H tags, friendly URLs, image tags and metadata, Canvas' well-built SEO can be used to increase brand awareness and website traffic.

► **Personalization features**

- Audience Segmentation
By setting specific metrics on audience interaction with the various touchpoints and grouping them into segments, operators are able to differentiate content and optimize customer journeys.
- A/B Testing
Embedded A/B testing tool that allows operators to verify multiple variations of content against player segments.
- Personalized Content
The right content to the right person at the right time.

► **Omni-Vertical**

Canvas is a flexible, backend-agnostic solution that allows the operator to centrally handle any combination of lottery, betting, slots/casino and other game offerings.

► **Omni-Channel**

Canvas is centrally driving content to all sales channels, irrespective of whether they are in or out-of-store, personal computers or mobile devices.

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