



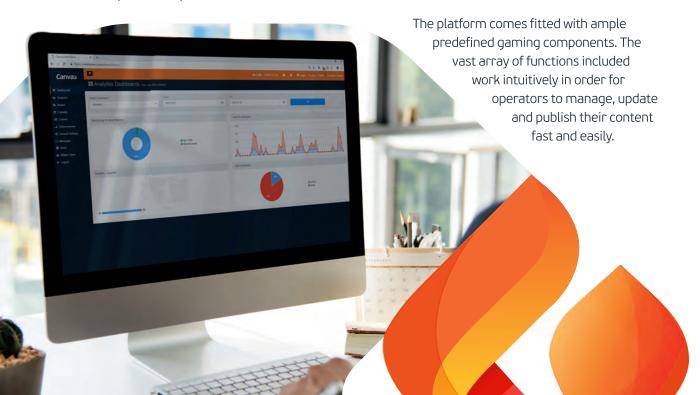
CANVAS

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.



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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