marcusthomas LLC | Lottery Solutions

LA FLEUR'S AUSTIN 2022

Don Marcus

Founder, Marcus Advertising
Lottery industry innovator
Television producer

Ohio Lottery AOR
starting in 1974



Experiences, not just ads.



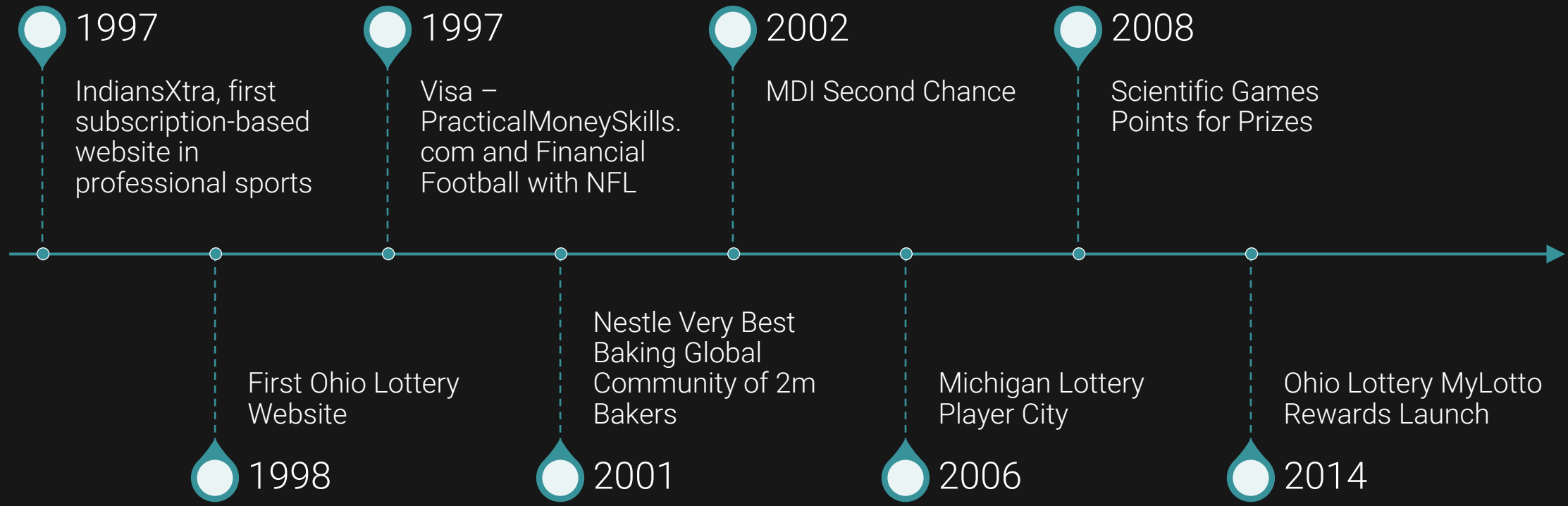

CASH EXPLOSION
OH! LOTTERY
PICK 5
BARB
00,000
RON
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BRENDA
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CINDY
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We can go beyond just sponsoring or ‘branding’ experiences.

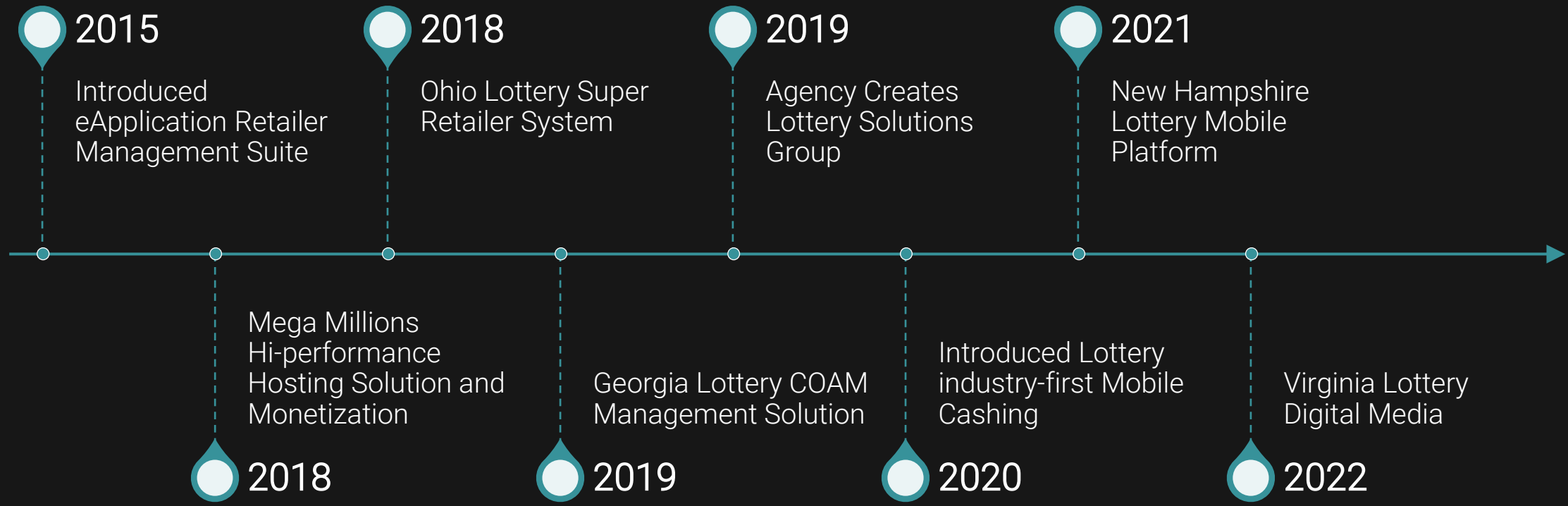
We can enable them.



A legacy of innovation



A legacy of innovation



Marcus Thomas Lottery Solutions: Mission

Provide integrated solutions that reduce complexity and limitations within a lottery's marketing and operational structure.



Our core offering



Web



Mobile



Loyalty



Mobile Cashing



High $ Cashing



Retailer Mgmt.



Multi-touch Comms



Consulting & Dev



Research

Integral capabilities extend value, performance

Development Practice

CX Consulting

Custom Web Development

CMS Implementation

eCommerce Development

Kentico Certified

Acquia Certified

Microsoft Certified

Programmatic Media

Media Planning

Media Buying

Search Engine Marketing

DMP/DSP Strategy

CRM/MA Practice

Marketing Automation

CRM Integrations

Campaign Management

Salesforce Consulting Partner

Datorama Certified Partner

Journey Mapping

Analytics & Business Intelligence

Data Science & Strategy

Data Analytics & Management

Funnel Management

Campaign Performance Monitoring & Management



Building a Global team

Four offices
Staff in eight countries

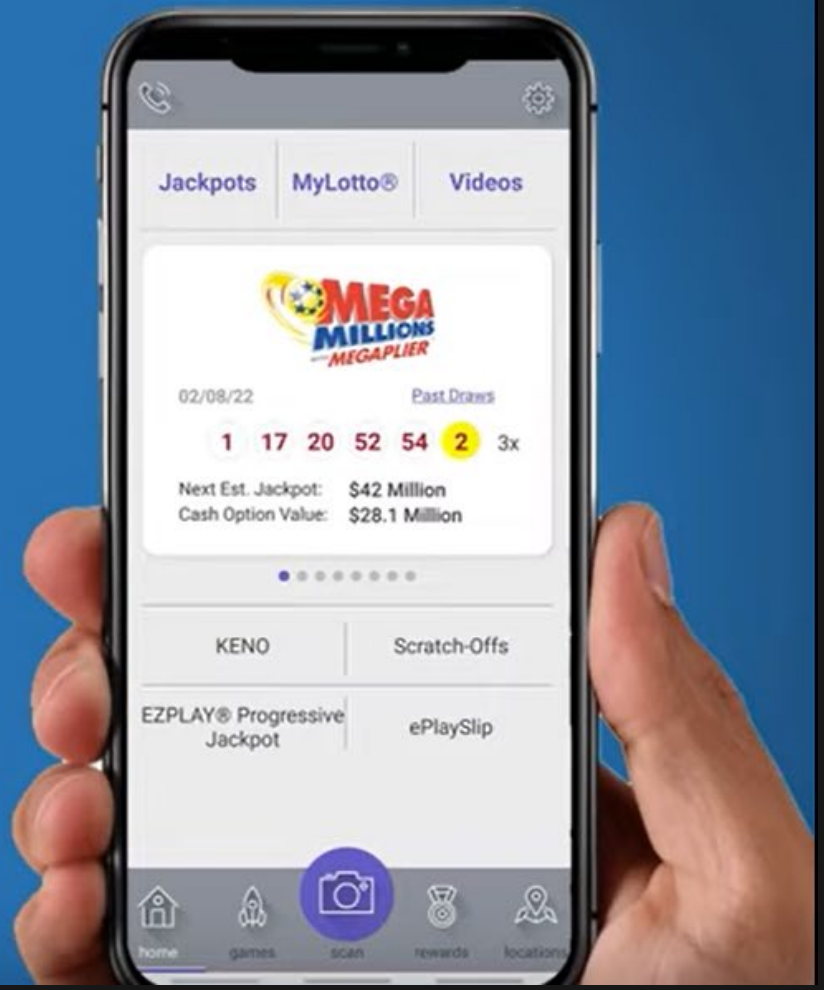


The Human Metric SM

‘Shifting from creativity as a function to creativity as a mindset transforms what’s possible.’



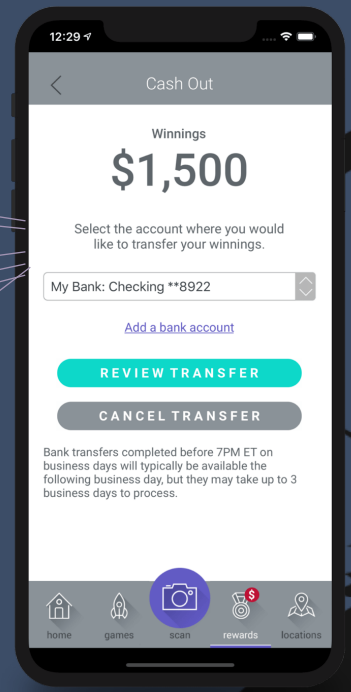
CASH OUT PRIZES FROM $50-$25,000



PaaS mobile cashing

In 2020 we introduced a lottery industry first, a mobile technology that allows players to scan a ticket and “cash” winnings directly into their own bank account, after performing ID verification, tax and any other state debt withholdings.

In Q4 2022 we introduced a PaaS mobile cashing solution, delivering the same, powerful solution without the upfront costs of traditional software development.



Thank you

