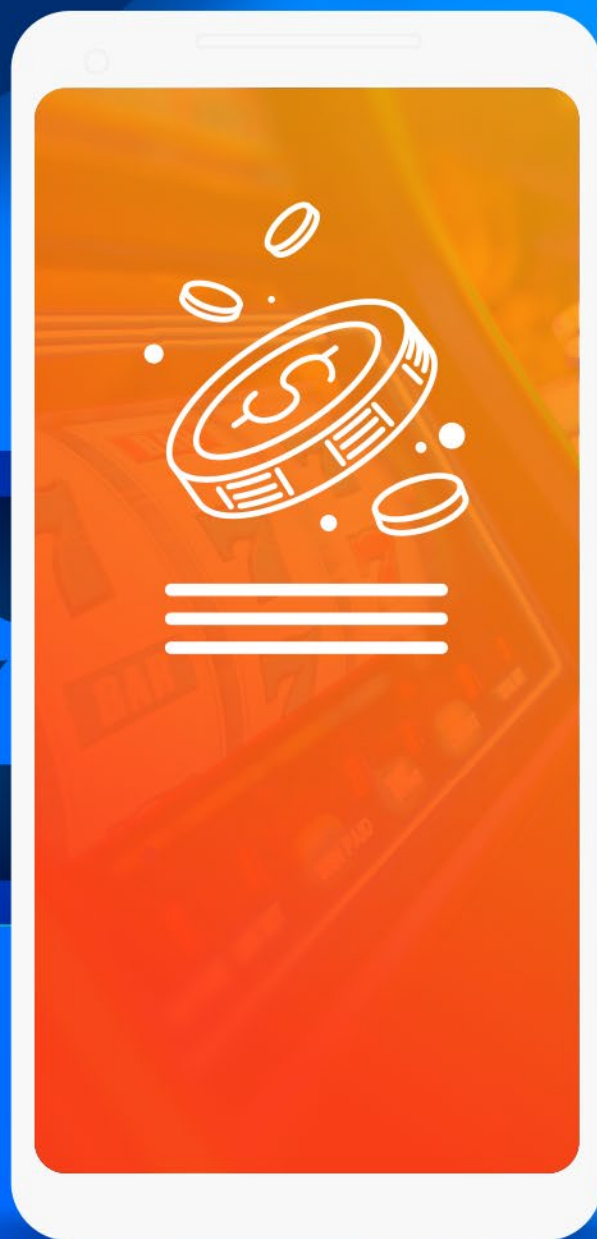


AN ADVERTISER'S GUIDE

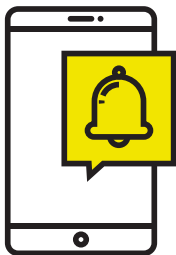
**TO GAMBLING &
BETTING OFFERS**



Whether you are going global or local; your gambling offers need quality, converting traffic. We have vast experience working with financial, lifestyle and niche betting websites. A proven record of performance and high conversions is something that we can add to your gambling campaigns too.

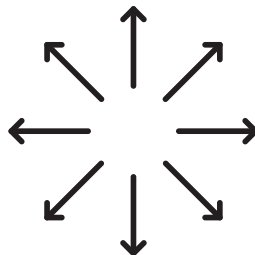


AD FORMATS TO CHOOSE



STEP I

Launch a Push Notification campaign (CPC). Don't forget about persuasive pre-lander.



STEP II

Scale with OnClick to get massive reach.



STEP III

Scale your well-performing campaigns to other ad formats.

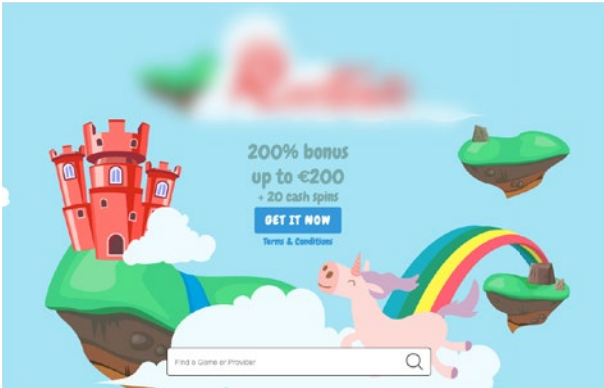
Build your audiences with Push Notifications and Native Ads and use cross-format retargeting (OnClick) to reach engaged users.

CREATIVES BEST PRACTICES

DO'S

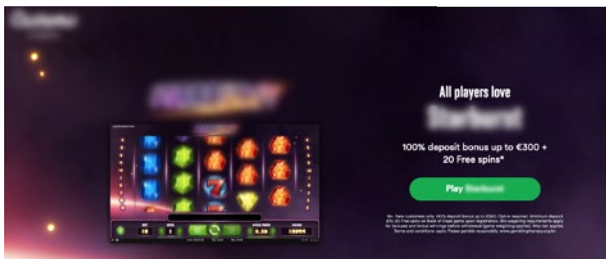
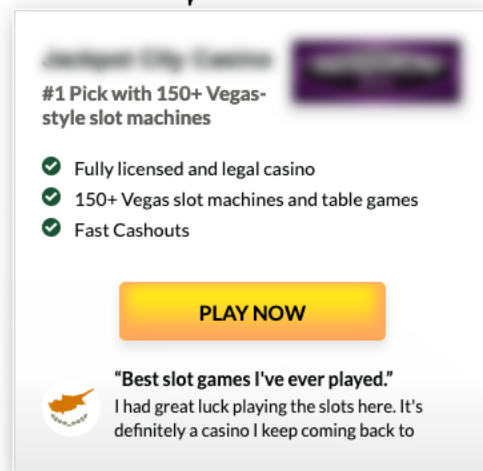
PRE-LANDERS

- ✓ Show what you provide for FREE: bonus amount or percentage, free spins, no deposit bonus, etc.



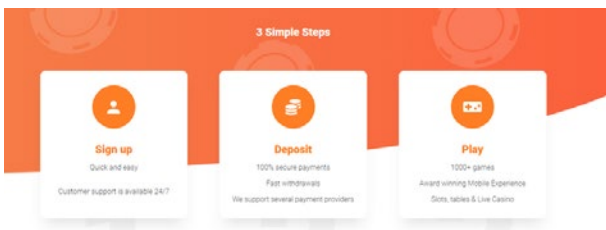
- ✓ Talk about safety: show off the licenses, payment options, badges of financial organizations.

Rated #1 in July 2019 by our independent reviewers



- ✓ Talk numbers: awards won, number of clients, how many games/options offered on the website. "400+ exciting games," "More than 30k people already joined the X," "Play now with 1 million stars."

- ✓ Explain the steps. For example, sign up - deposit - get a bonus.



Enjoy over
300
CASINO GAMES
on your phone or tablet
INCLUDING LIVE CASINO
PLAY NOW



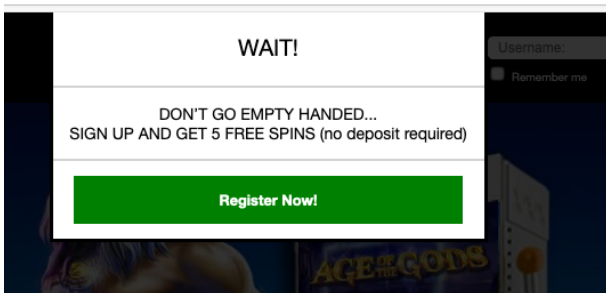
✓ Emphasize that a user can play / bet on any device: “300 Casino games on your phone or tablet including Live Casino!”



✓ Add videos that show how the interface looks and what a user can expect.



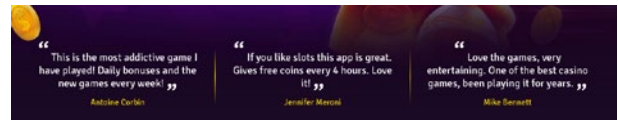
✓ Use draws, games, sweepstakes so a user can play to win a bonus. Get them in a gambling mood!



✓ Use urgency and countdowns.



✓ Add reviews and success stories: let users tell how much they made with this company.

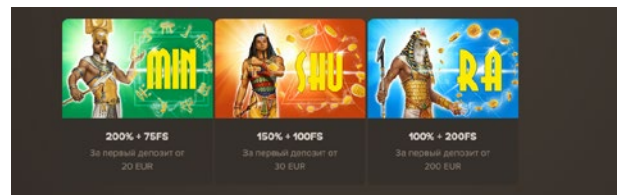


✓ Briefly outline all the major benefits. For example, “Fast payouts,” “Risk free,” “Early betting.”



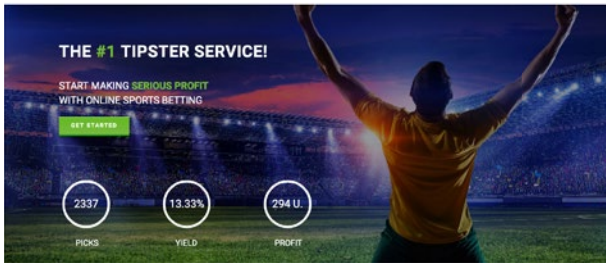
IMAGES

✓ Use “heroic” images: cartoon characters, vikings, gladiators, etc.

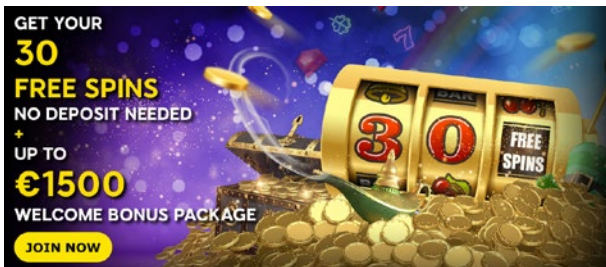




For sports betting, it's common to use the image of athletes, full stadiums, live score, etc.



Show money and slot machines



Use images of women playing cards or casino games or people excited about winning a huge prize.



AD COPY



Talk about being lucky. "Is it your lucky day?" "Want to test your fortune?"



Emphasize the simplicity: "No download, play now and win"



Tell users about the experience they are going to get: "State of the art graphics and awesome soundtracks."



Hint that you can spell out the secret ways to winning: "Shocking secret that Netherlands casino wants to hide from you," "Discover the best-kept casino secret in Brits," "A bot can now beat poker pros at six-player Texas Hold 'Em"



Use news style: "The new gambling app that might put Atlantic City casinos out of business"; "Brutal moment poker star throws away \$14 million on final hand"



Ask questions to draw more attention: "Love Playing Poker? Join Us On PokerBaazi & Get 100% Bonus"



Use storytelling: "She won \$8.5 Million jackpot from broken casino slot machine", "Ensan, 55, becomes oldest world poker champion in 20 years"



Make it look like a personal message: "I Earned Exciting Prizes Playing Poker. When Are You Joining?"

EVENT TARGETING IDEAS

GAMBLING

- Promote tournaments and mention how big the main prize is:



Play Poker Tournaments For Free
And Win \$10k

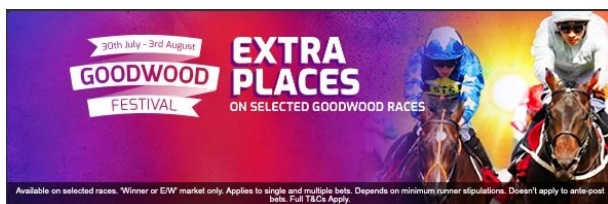
YOUR AD

- Announce holiday / event bonuses - make your usual offers look like special promotions

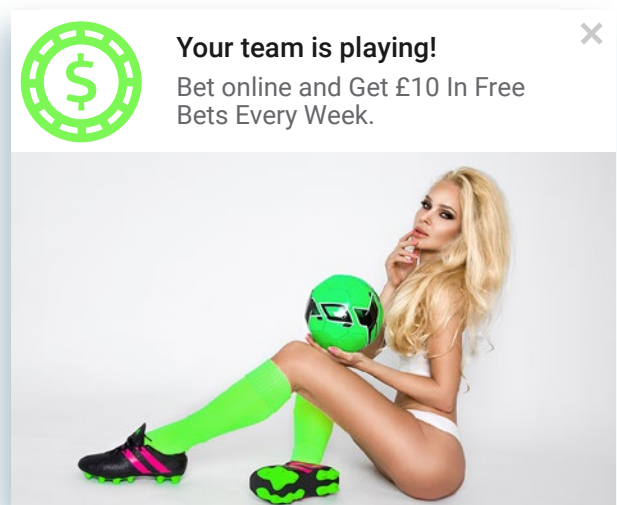


BETTING

- Start campaigns 2-3 days before the event
- Bid higher, because the competition is high
- Send sports updates via Push to hit up the interest of users
- Use sports-related images: images containing the flags of the teams playing (+9% CTR); images featuring bonus amount (+11.4% CTR); images with football superstars (+3.7% CTR)



- Offer live streams and feature the scores
- Mention that users can “bet online on over X-number sports”
- Add appealing images of female sports fans



TARGETING TIPS



If you're just starting with this vertical, pick GEOs with the lowest competition. For example, offers for Asia (PH, TH, ID, etc.)



Test device and OS targeting: Mac OS and iOS usually have a very high CTR, while Android has the biggest traffic volumes.



Use language targeting for countries speaking 2 or more languages - for example, Canada: French and English.



If you don't get enough traffic volumes, and you can't change the bid - increase the frequency.

BIDDING AND OPTIMIZATION TIPS



For Push Notifications, **A/B test your creatives with Smart Rotator** to understand which creative set has the highest CTR. You should test at least 3 creative sets so that each set would get around 1000 impressions.



Play with the bid:

- New campaigns require higher bids. This strategy allows you to **test faster**: get more traffic and more data to optimize these campaigns.
- If you don't get enough traffic, but your CTR is high (>2%), you can duplicate this campaign and **set the bid higher**.
- If your **traffic volumes** are too low - try wider targeting.
- If your **budget is spent too fast**, the CTR is high; you can try decreasing the bid or increasing the ad frequency.



Launch **separate campaigns for each GEO**; also, it's not recommended to mix different platforms in one campaign.



Check in your tracker what time of the day your **prospects are the most active** and launch campaigns targeting these hours.



Don't forget about **User Activity targeting** - creating separate campaigns can help you save the budget!