



Research:

Increasing First Time Deposits for Betting Brands



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Whether you are a renowned, global betting brand or a local niche company, looking to expand internationally, with the start of the sports season and Champions League approaching, it's the best time to launch your most powerful campaigns.

PropellerAds with 7 years of experience in the betting market focuses on how to help companies increase their FTDs and find new customers in the saturated betting market.

Acquiring new users in highly-competitive and fast-moving markets usually is complicated and more expensive than retaining existing customers. How to penetrate new markets, establish the products, and keep the budget on track while you are facing competitive pressure?

Advertising is an obvious solution, and using ad mediums that differentiate you from your competitors can help you crush the rivals in crucial markets.

Our research team has performed a report regarding the top performing ad formats during the World Cup 2018, and the FTD strategies, used by our advertisers during this period.

Formats that drive performance

Format	Percentage of all campaigns (World Cup-related)	Most used pricing models	Average CTR	Average viewability	Average CR
Onclick (Popunder)	38%	SmartCPM	n/a	80.7%	3%
Native Push Notifications	51%	CPC	1.18%	96.1%	3-5%
Native Interstitials	11%	CPM	2%	96.4%	3-5%

Tab.1. Top performing ad formats during the World Cup

The choice of the ad format had a serious impact on the percentage of FTDs betting companies were receiving. Push Notifications demonstrated the best performance due to the following factors:

- Ad messages were delivered directly to a user's device and led straight to the landing page/offer.
- Ad messages were not tied to any particular website (i.e., did not appear anywhere other than users' devices), so betting companies could use more personalized and targeted messages without regard to any kind of limitations imposed by certain external regulations. That factor led to a serious increase in the number of FTDs.
- Bonuses (for example, Welcome bonus or Mobile bonus) sent via Push Notifications were more effective as customers perceived them as a personalized, exclusive offer.
- Correct timing played a significant role. Ad messages sent at least 4 hours before the game, citing the countries playing, had the highest CTR.

Audience

Our advertisers had an access to exclusive websites, including top live streamings, sportsbooks, and sports news websites. The audience of these websites were majorly consisting of men of 23 years and older.

Creatives

In their Push Notifications campaigns, majority of advertisers were using three major strategies that turned out to be the most effective:

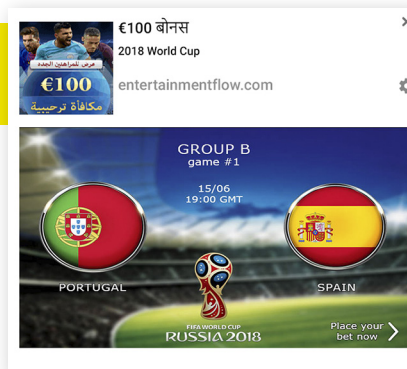
+9% CTR
Images containing the flags of the teams playing

+11.4% CTR
Images featuring bonus amount

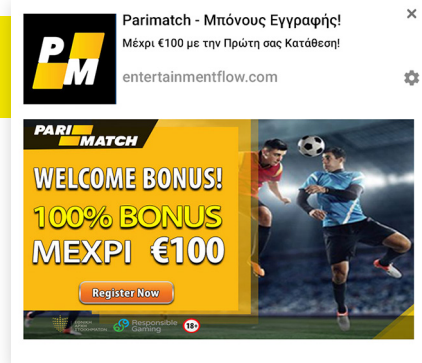
+3.7% CTR
Images with football superstars

Below we have listed typical examples of each image type.

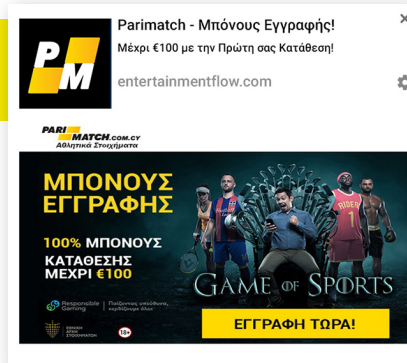
Flags of the teams playing



Bonus amount



Football superstars



Success cases: Strategies that delivered the best FTD rate

Client 1. GEO - Brazil

Strategy: Welcome bonus



Our client, one of the leading betting companies, focused its World Cup campaign on providing a welcome bonus. The aim was to attract users, interested in particular games yet needing an incentive to try sports betting.

Brazil was chosen as one of the top football destinations with a huge potential audience. Campaigns were running throughout all the duration of the championship, and resulted in a 13% growth of FTD amount while the acquisition cost reduced by 14%.

Here's one of the successful campaigns they ran:

GEO / Platform	Impressions	Clicks	CTR	FTD cost
Brazil / Desktop	13 143 185	145 744	1.11	\$53

Client 2. GEO - Turkey

Strategy: Moneyback bonus



The client is a growing betting website that was looking to gain a foothold in the Turkish market. They decided to promote their moneyback bonus ensuring that a user could recover the money lost on betting.

The strategy was meant to build trust in the situation where users did not yet know the brand. As a result, users felt more confident depositing money first time. Total growth of the amount of FTDs 24%, acquisition cost reduced by 11.2%.

GEO / Platform	Impressions	Clicks	CTR	FTD cost
Turkey / Desktop	10 682 696	61 116	0.57	\$70

Client 3. GEO - Russia

Strategy: Event oriented strategy



One of the biggest international betting companies launched a welcome bonus campaign, planning to increase its market share in Russia as the audience's interest was piqued.

The company focused on Russian team's matches, sending Push Notifications in the mornings before crucial games. They managed to increase the number of FTDs by 26%, dropping the acquisition cost by 9%.

GEO / Platform	Impressions	Clicks	CTR	FTD cost
Russia / Android	821 186	19 663	2.31	\$60