



# EVENT TARGETING MASTER PLAN

for Sports Betting

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WEBINAR

OCTOBER 15, 2019

CONVERTING TRAFFIC  
INTO YOUR CUSTOMERS





## Look who's here today



**MARIA LAZAREVA**

Content Manager  
Conversion Support Team

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**SLAVA MAIORKO**

Affiliate Education  
Program Manager

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## Before We Begin

- Please let us know **if there are problems** with sound or video
- We'll answer **all your questions** at the end of the webinar
- This **presentation will be sent** to you via email
- Pay attention to the chat – we'll add **useful links** and resources
- **Join our Telegram chat** to discuss this and other topics with fellow affiliates

# On Our Agenda

- **Types of events**
- **GEOs & Sports**
- **Strategies for betting: Our Statistics**
- **Creatives guide**
- **Case Studies**
- **Q&A Session**

# 1

## TYPES OF EVENTS

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# 1 WHAT ARE WE TARGETING? TYPES OF EVENTS



## SEASONAL EVENTS

Predictable events that occur every year on specific dates and they are defined by some sort of tradition

- **Gradually increasing** competition for traffic slices (You need to slowly raise the bids)
- Guaranteed **public attention**
- Multiple **tested approaches** to crafting creatives

## ONE-TIME EVENTS



Specific games

- Bigger international attention due to **event being exclusive + HYPE**
- Very **high bids** right before the event
- **Limited time** for testing
- Require additional **incentives** (e.g., bonuses)

# 1 UPCOMING EVENTS TO TARGET (2019-2020)



FIFA WORLD CUP  
Qatar 2022



Premier  
League

UFC



INDIAN  
PREMIER  
LEAGUE



# 2

## GEOS, SPORTS, AND AUDIENCE

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## FOOTBALL OR SOCCER

### GEOs (NOT so popular)

USA	South Korea
Canada	New Zealand
India	Venezuela
Bangladesh	Finland
Australia	Lithuania
China	Japan
Nicaragua	

Average CTR (Push)\* **0,47**

### SEASONALITY

- **Champions & Europa league:** Sept. 17 – May 30
- **Premier league:** Aug. 9 – May 17
- **La Liga:** Aug. 16 – May 24

**= Dead in summer (except World Cup or Olympics)**

*\*Based on PropellerAds internal data*



# BASKETBALL

## Top GEOs

USA	Serbia
Canada	France
Philippines	Argentina
Lithuania	Greece
Australia	Turkey
Spain	

Average CTR (Push)\* **0,64**

## SEASONALITY

- **NBA:** Oct. 22 – April 15
- **NBL:** Oct. 3 – Feb. 16
- **EuroLeague:** Oct. 3 – May 24
- **Basketball Champions League:** Sep.17 – May 2
- **Africa League:** March 2020

= Dead in summer and partly in spring

*\*Based on PropellerAds internal data*



# CRICKET

## Top GEOs

Australia	South Africa
Bangladesh	Sri Lanka
England	West Indies
India	Zimbabwe
Ireland	Kenya
New Zealand	Scotland
Pakistan	UA Emirates

Average CTR (Push)\* **0,25**

## SEASONALITY

- **ICC Cricket World Cup Super League:**  
May 1, 2020 – March 31, 2022

*\*Based on PropellerAds internal data*



# HOCKEY

## Top GEOs

Canada	Russia
United States	Czech Republic
Finland	Belarus
Sweden	Switzerland
Norway	Japan
Denmark	

Average CTR (Push)\* **0,49**

## SEASONALITY

- **NHL:** Oct. 2 – April 4
- **KHL:** Sep. 1 – Feb. 27
- **Champions Hockey League:** Aug. 29 – Feb. 2020

= **Dead in summer**

*\*Based on PropellerAds internal data*



## CONTACT SPORTS

### Top GEOs

United States	Thailand
Mexico	France
United Kingdom	Russia
Japan	Brazil
Cuba	Canada
Venezuela	

Average CTR (Push)\*

**0,91**

### SEASONALITY

**No seasonality as competitions occur all year round**

*\*Based on PropellerAds internal data*



## AMERICAN FOOTBALL AND RUGBY

### Top GEOs

United States
Mexico
Brazil
Canada
South Korea
Germany
United Kingdom

Average CTR (Push)\* **1,12**

### SEASONALITY

- **Premiership Rugby (Eng.):** Oct. 18 – June 20
- **2019 Rugby World Cup:** Sep. 20 – Nov. 2
- **NFL:** Sep. 5 – Feb. 2
- **Super Bowl LIV:** Feb. 2

*\*Based on PropellerAds internal data*



# CYBERSPORTS

## Top GEOs

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United States

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South Korea

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China

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Average CTR (Push)\* **0,99**

## SEASONALITY

- **ALL YEAR ROUND**

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*\*Based on PropellerAds internal data*

## 2 COUNTRIES WHERE ONLINE BETTING IS ILLEGAL

- United Arab Emirates
- Pakistan (*except horse races*)
- Lebanon
- Brunei
- Kuwait
- Singapore
- Qatar





# 3

## WINNING CAMPAIGNS: STATS & BIDDING

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### 3 CAMPAIGN DURATION: WHEN TO LAUNCH?

The timing trends are very similar across all sports campaigns. Here's an example of when **Super Bowl** campaigns are usually launched

*Please pay attention to the fact that the Super Bowl cannot be classified as a purely one-time event*

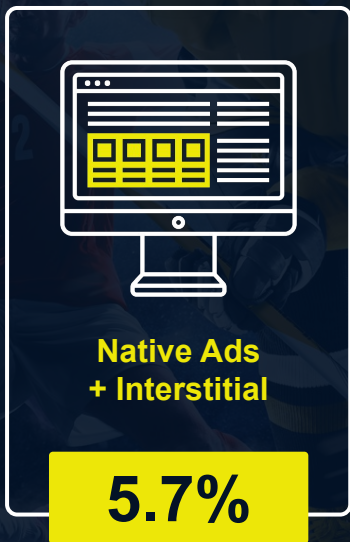
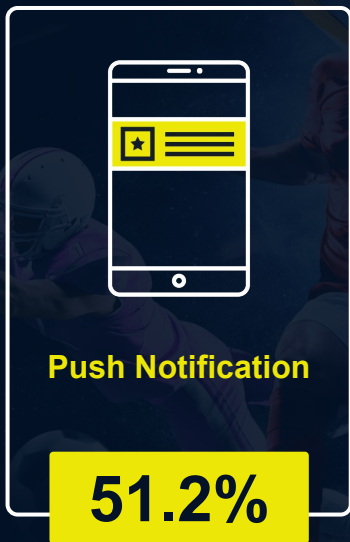
How long before	% of all campaigns
1 month before	6,7%
2 weeks before	20,8%
1 week before	15%
3 days before	41,7%
Day of the event	15,8%

### 3 SEASONAL VS. ONE-TIME EVENTS (% of campaigns)



Seasonal  
One-time events

### 3 WHAT AD FORMATS AFFILIATES CHOOSE?



The choice of ad format usually **depends on the stage** of the marketing campaign

### 3 HOW TO COMBINE AD FORMATS?



#### 1 Week Before – Native Ads

Native Ads (CPC) are commonly used to «warm up» the audience

**Pro Tip:** Make sure to use dynamic content: {city}, {region}, and {country}



#### 3 Days Before – OnClick / Popunder

Use OnClick for a massive blast to faster collect as many leads as possible

**Pro Tip:** Collect the audience to retarget these users later



#### Event Day – Push Notifications

Send Push Notifications a few hours before the event to reach users on the go

**Pro Tip:** Use it for retargeting or play with Carrier targeting to reach people attending the event

### 3 SET UP THE AD FREQUENCY

#### Few days before the event

- Start with a **MEDIUM** frequency
- Not enough traffic? But the CTR and the bid are high? **Increase the frequency**

#### Event day

- Go for **HIGH** frequency
- If the frequency is not high enough, **competitors can easily beat you**



When preparing campaigns for sporting events (unless it's a World Cup), you usually **don't have much time** for building awareness, etc

Short-term campaigns have to be intensive from the start. **Hype doesn't last long**

### 3 BIDDING STRATEGIES: HOW TO WIN AUCTIONS?

#### THE RULE OF THUMB:

The closer the event, the higher the bids should be

- Estimate the budget to last for at **least 3 days**
- For popular events (like Champions league final) the competition is **extremely HIGH** because CR is also going higher



**20 – 50%**

more clicks during BIG events

### 3 BIDDING STRATEGIES: HIGH VOLUMES & HIGH ROI

When you increase traffic volumes, your ROI goes down. Yet bigger traffic volumes ensure more significant earnings



Event targeting campaigns leave you **very limited time** for optimization

**You need to focus on something ONE:**

1. **Growing your ROI** (needs more optimization)
2. **Expanding your reach** (needs more money)



### 3 BIDDING STRATEGIES: HIGH VOLUMES OR HIGH ROI?

Here's an example:

<p><b>ROI 200%</b> <b>Traffic cost = \$20</b> <b>Revenue = \$60</b> <b>Profit = \$40</b></p>		<p><b>ROI 50%</b> <b>Traffic cost = \$1000</b> <b>Revenue = \$1500</b> <b>Profit = \$500</b></p>
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# 4

## HOW TO ROCK YOUR CREATIVES

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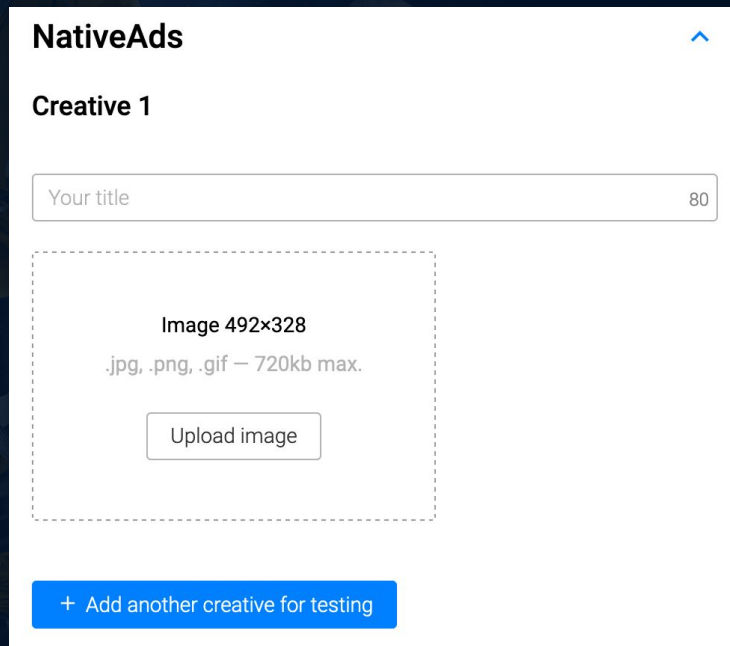


## 4 TEST YOUR CREATIVES

When running sporting campaigns, you have to **be fast with testing.**

Try the Smart Rotator!

- **A/B testing** (CPM) – all your creatives get the equal traffic volume, so you can define the best combination of image + ad copy
- **Auto-optimization** (CPC) – Smart Rotator coupled with CPC bidding ensures that only the best creatives are getting traffic

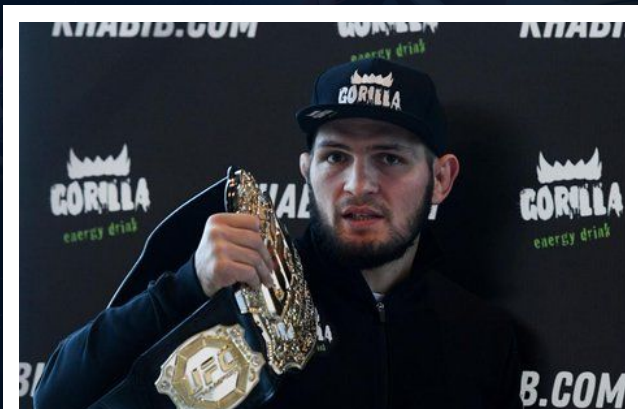


The screenshot shows a user interface for creating a NativeAd. At the top, it says "NativeAds" with a blue upward arrow icon. Below that, it says "Creative 1". There is a text input field for "Your title" with a character count of "80". Below the title field is a large dashed box representing an image placeholder. Inside this box, it says "Image 492x328" and ".jpg, .png, .gif – 720kb max.". Below the image placeholder is a button labeled "Upload image". At the bottom of the interface is a blue button with a plus sign and the text "+ Add another creative for testing".

# 4 USE THE POWER OF HYPE

**WHY?** You don't need to create awareness – people are **already talking** about the topic. **HOW?**

**Tease them**



**MMA:** After nearly a year away, revitalised Khabib returns to face Dustin Poirier at UFC 242

**Take them behind the scenes**



**Breaking down the 2019 UEFA Champions League Group Stage draw**

## 4 USE THE POWER OF HYPE

**COUNTDOWN!**



**2019 Rugby World Cup: Only 5 Days Left To Enter To Win For Life!**

**Show the MONEY**



**Man just put \$3.5 million on Astros to win World Series**

## 4 CREATIVE STRATEGIES: HOW TO BOOST THE CTR

**+9% CTR**

Images containing the flags of the teams playing

**+11.4% CTR**

Images featuring bonus amount

**+3.7% CTR**

Images with football superstars

In 2018, we've researched the Football **World Cup** campaigns. We tried to understand what creative strategies advertisers and affiliates were using, and how it affected the CTR

# 4 CREATIVE STRATEGIES: HOW TO BOOST THE CTR

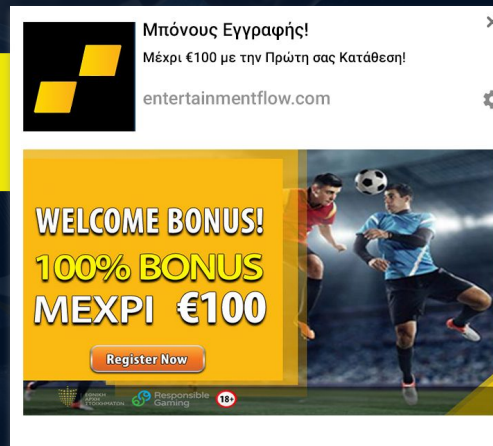
 Bonus amount



KlasBahis Dünya Kupasına Hazır  
Çevrim Şartsız Bonuslar için Üye Olun!  
entertainmentflow.com

**100<sup>TL</sup>**  
**ÇEVİRİM ŞARTSIZ**  
**BONUS**

KLASBAHİS FIFA WORLD CUP RUSSIA 2018




Μπόνους Εγγραφής!  
Μέχρι €100 με την Πρώτη σας Κατάθεση!  
entertainmentflow.com

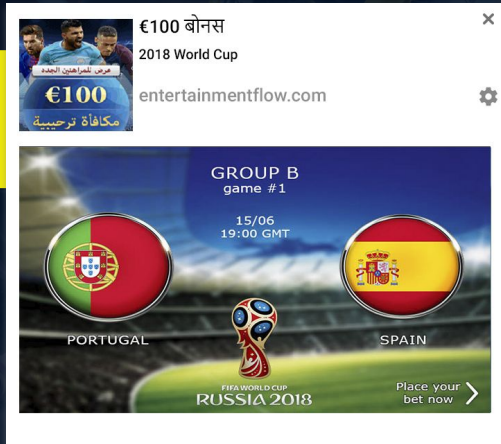
**WELCOME BONUS!**  
**100% BONUS**  
**ΜΕΧΡΙ €100**

Register Now

Responsible Gaming 18+

# 4 CREATIVE STRATEGIES: HOW TO BOOST THE CTR

 **Flags of the teams playing**



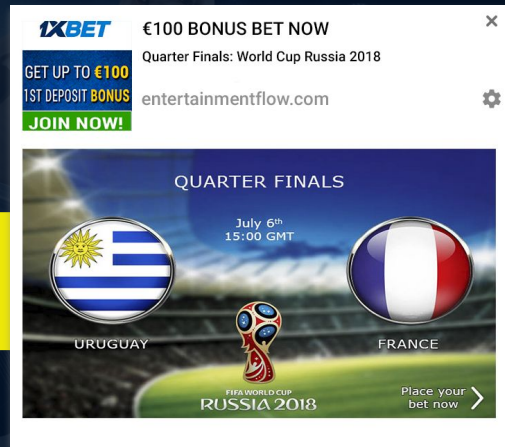
€100 बोनस  
2018 World Cup  
entertainmentflow.com

GROUP B  
game # 1  
15/06  
19:00 GMT

PORTUGAL SPAIN

FIFA WORLD CUP  
RUSSIA 2018

Place your bet now



1XBET €100 BONUS BET NOW  
Quarter Finals: World Cup Russia 2018  
entertainmentflow.com

QUARTER FINALS  
July 6<sup>th</sup>  
15:00 GMT

URUGUAY FRANCE

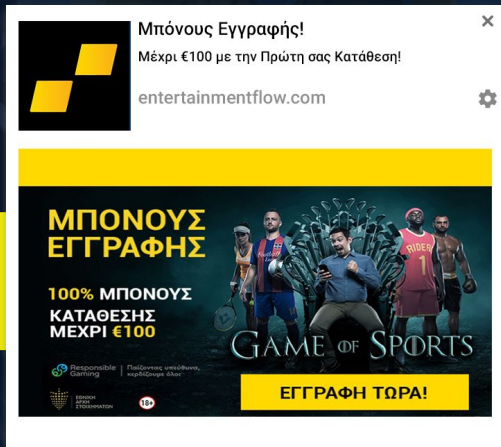
FIFA WORLD CUP  
RUSSIA 2018

Place your bet now



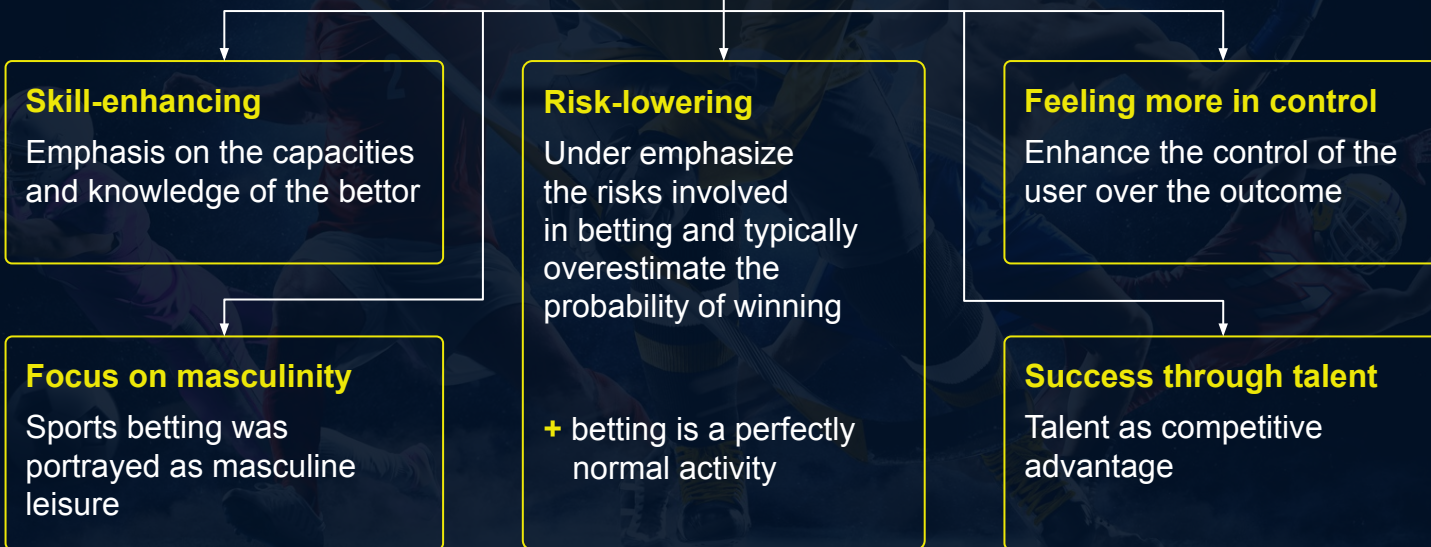
# 4 CREATIVE STRATEGIES: HOW TO BOOST THE CTR

 **Football superstars**



## 4 AD COPY: USING PSYCHOLOGY

### MAJOR STRATEGIES USED



## 4 AD COPY: USING PSYCHOLOGY [EXAMPLES]

### Skill-enhancing



Barcelona vs Sevilla 4:0. You knew it. Bet on the next game!

### Feeling more in control



20-Year-Old Kid Makes 50k Per Day With This Betting Strategy

## 4 AD COPY: USING PSYCHOLOGY [EXAMPLES]

### Focus on masculinity



Are you brave enough to bet? Be a real man, bet now!

### Risk-lowering



Betting for fun. How to make money with a hobby?

### Success through talent



Master your betting skills, place wagers and win a bet!


# 5

## CASE STUDIES


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## 5 CASE STUDY #1. MCGREGOR VS NURMAGOMEDOV



**CASE STUDY:**  
**MCGREGOR VS  
NURMAGOMEDOV**  
**ROI 37%**

 **Push Notifications**  
**BETTING**

**Ad Format:** Push Notifications

**GEO:** Ukraine + Russia CPA

**Period:** October 4 – October 6, 2018  
(few days before the fight)

# 5 CASE STUDY #1. RESULTS

Spent: \$ 327

Total Income: \$ 450

Revenue: \$ 122

ROI: 37%

БОЙ ГОДА - СДЕЛАЙ СТАВКУ! 5

25 000 РУБЛЕЙ БОНУС НА СТАВКУ. 10

**25 000 РУБЛЕЙ БОНУС**

**Делай ставки!**

Роби ставку **НА БІЙ РОКУ!**

**Pin-up.bet**

Реєстрація

По телефону По e-mail

+380

UAH | Українська гривна

Я погоджуюся з Правилами і умовами букмекерської контори і бонусної акції

**Зареєструватися**

Вже маєте акаунт? Увійти

**ХАБИБ НУРМАГОМЕДОВ** 1.62

**UFC**

**КОНОР МАКГРЕГОР** 2.47

**10 000 UAH БОНУС НА ПЕРШИЙ ДЕПОЗИТ**

Роби ставку **НА БІЙ РОКУ!**

**Pin-up.bet**

Реєстрація

По телефону По e-mail

+380

UAH | Українська гривна

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**Зареєструватися**

Вже маєте акаунт? Увійти

**ХАБИБ НУРМАГОМЕДОВ** 1.62

**UFC**

**КОНОР МАКГРЕГОР** 2.47

## 5 CASE STUDY #2. CYBERBETTING



**CASE STUDY:**  
**CYBERBETTING**  
**ROI 49%**



Onclick  
BETTING

**Ad Format:** Onclick

**GEO:** Spain

**Period:** July 7 - July 29, 2019



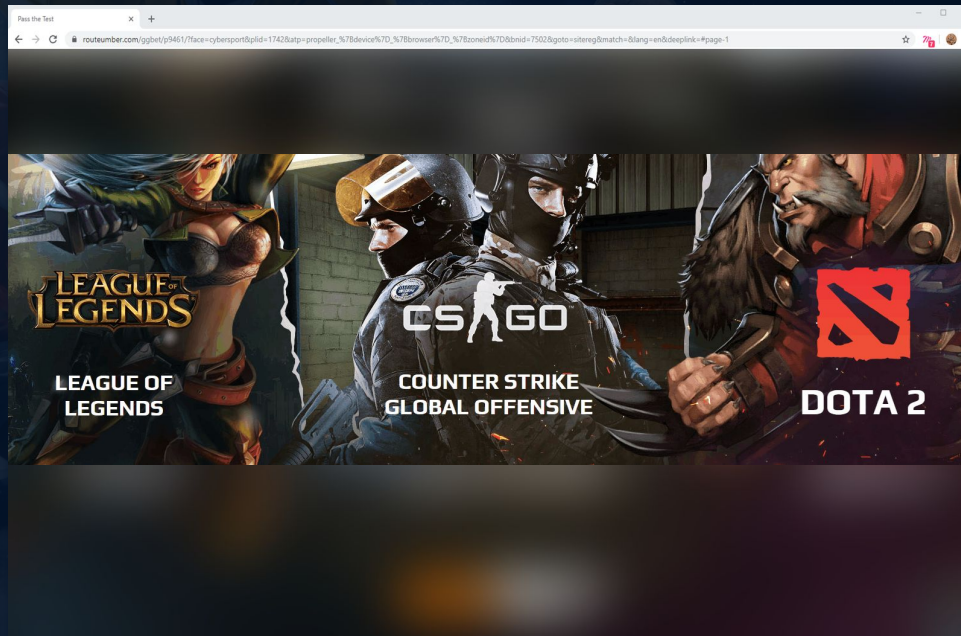
# 5 CASE STUDY #2. RESULTS

**Spent:** \$ 767

**Total Income:** \$ 1 143

**Revenue:** \$ 376

**ROI:** 49%



# 6

## Q&A SESSION

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## 6 Q&A SESSION

1. **Jonathan Walters:** How should we approach promoting sports which we know very little about? Do you recommend do some research to familiarize ourselves with the sport before trying to promote it? Or is it fine to promote a sport we're not very knowledgeable about?
2. **Varunraj Keskar:** Hi guys! What do you think is the best strategy for sport betting? If there is a big sports event coming up, should we use push notifications just before or during the event to get maximum ROI? The competition would be high as well, how do you think we should plan to stand out among the crowd?
3. **Samuel Nwosu:** What's the best way of promoting sports and betting, direct linking or creating a landing page for it? If it is using landing, should we use the country language we are targeting or english is fine?. Based on data and analysis from you, which ad formats works better in sports betting?



# THANK YOU FOR ATTENDING!

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