



Ultimate Guide to Casino Games Offers



Looking for conversions for your Online Casino Offers? This Guide is packed with lots of useful information and tips to help you level up with different traffic sources, ad formats, optimisation tips and creative ideas. It will help you attract gamers and gamblers across the globe! 🎮🌐

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Why are Online Games big business?

Online Casino games have become extremely popular over the last few years, growing to a multimillion dollar enterprise! Whether looking for some fun or hoping to win money, players from all over the world enjoy this form of entertainment.

The main reasons why online Casino games have become that popular are because they are accessible on desktop, mobile and tablet devices, saving players the expense and time of going to a land-based Casino (which is not always available in all locations), allowing them to enjoy several games of various types without physical limitations, and give them increased chances of winning than offline options!

Some Types of Casino games are:

- ♠ Poker
- 🎡 Roulette
- ♥ Blackjack
- 🎲 Baccarat
- 🎰 Slots
- 🎴 Bingo
- 🎱 Pool
- 🎲 Craps

Why is it so profitable?

According to [Grand View research](#), the global online Casino market size was valued at \$57.54 billion USD in 2021, and is expected to continue growing at a compound annual growth rate (CAGR) of 11.7% from 2022 to 2030. ExoClick serves 707,896,794 daily impressions for this vertical.

The easy access to mobile phones and tablets has been a key factor to this global online gaming growth. Additionally, other supporting aspects are cultural and legal approval, celebrity endorsements, as well as the COVID impact on users' internet usage and increased internet penetration globally.

Let's look at the payout methods

There are several commission models for Casino sites, which offer many campaign testing possibilities.



CPA (cost per acquisition): CPA in Casino Offers require users to make a first time deposit through the offer's landing page. The minimum deposit requirement usually ranges between \$10 and \$20. Users who make a first time deposit are very valuable as a traffic source, since they are expected to continue making purchases upon having signed up to the Casino page.




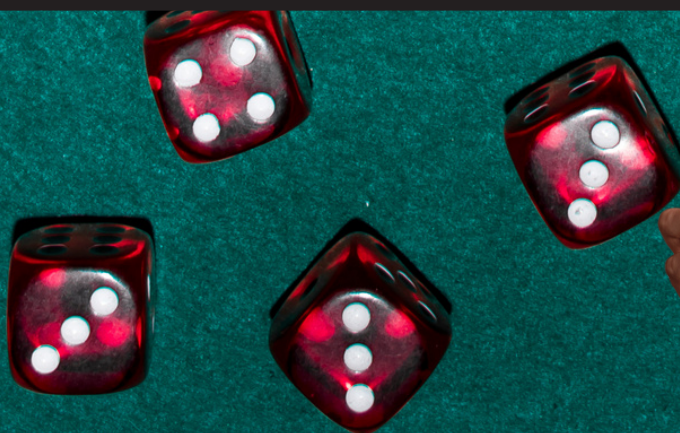
CPL (cost per lead): CPL campaigns for Casino offers, on the other hand, send users to a sign up page, free of charge. Because there is no first deposit required, this might generate more leads from the get go.



RevShare: Revenue Share allows you to earn from the lifetime spend of an active user, or from the percentage of a new user's deposit. This % is either a set amount or it can be negotiated with a site's affiliate program.

As we can see above, for online Casinos, perhaps the most important metric to consider is **First Time Deposit**. Because a lot of users want to test out a specific game before committing to making a deposit, it will take some testing before knowing if an ad campaign is working to its full potential, or if it requires some extra optimization. In that regard, it is important to devote enough time and budget to properly test out all of your campaigns before launching.

 **TIP! Offer incentives:** In order to get more first time deposits, you could work with the product owner to offer the users incentives. For instance, you could offer to double their first deposit, paying \$20, and they get another \$20 to use in the game. Or make their first \$10 free - 'Get \$10 extra when you make your \$20 deposit!'






Getting conversions with ExoClick's Traffic Sources

ExoClick has three main sources of global traffic for Casino offers: Free Content Sites, Members Area Sites and Social Messenger Apps. Discover all of the ad formats available for your Casino offer within all these three traffic sources. The sky's the limit!

Free content sites


Desktop, Mobile or Tablet?


Here is an impressions breakdown across 5 continents of where advertisers targeted online Casino offers on ExoClick's network on Q2 2022:


			
ASIA	13.5%	85%	2%
LATAM	27.2%	70.8%	2%
N. AMERICA	28%	68%	3.8%
EUROPE	52.2%	45.5%	2.3%
AFRICA	14.6%	83.6%	1.8%


9 good reasons to test Free Content Sites


WINNER

 **#1 Global reach:** Allows targeting very popular sites either regionally or globally, reaching narrowly targeted or huge volumes of traffic.

 **#2 Beyond physical boundaries:** Capture this worldwide audience wanting to enjoy Casino and Vegas-style entertainment, but have no access to land-based Casinos.

 **#3 Many ad formats:** Allows you to test a large range of different ad formats including Banners, Popunders, Fullpage Interstitials, Native, Push Notifications, In Page Push Notifications and Video formats, which enables greater flexibility with your campaign's creatives to convert your offers.

 **#4 Premium traffic sources:** ExoClick's account managers personally pick ad zones based on conversion quality, allowing you to reach premium quality, verified traffic from high converting sources.

 **#5 RON traffic sources:** RON, or Run of Network site ad zones are less expensive to bid on compared to Premium sites, allowing you to continuously test out brand new traffic sources, as our RON network adds new Publishers everyday.

🎲 **#6 A/B testing:** Test different ad formats and both Premium and RON sites to obtain the best possible results.

🎲 **#7 Deep targeting:** Use ExoClick's targeting features and categories to fine tune your reach and improve ROI.

🎲 **#8 Keyword targeting:** With ExoClick's keyword targeting you can target end users by using keywords such as Betting and Slots when setting up campaigns. Careful, though! Make sure to avoid restricted KW: some themes are not legal to be advertised for Casino games in some locations, which means that related keywords should be avoided at all costs. For instance, in some states of the US, church, charity and job seeker related KWs are restricted for this vertical.

🎲 **#9 Retargeting:** Since free content sites operate with wider audiences and a higher variety of sites and ad formats, there's plenty more flexibility and options to run retargeting campaigns to end users who have shown initial interest in your ads, but not yet converted, giving you greater conversion possibilities.



What ad formats work best for online game offers on Free Content sites?






There is a large range of different ad formats available for free content sites! It is important to test as many as you can. Let's look at each ad format closely.

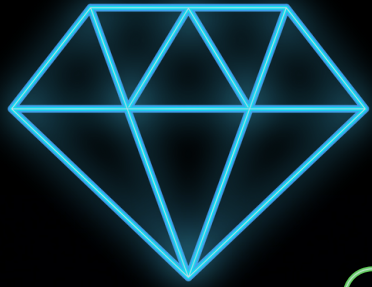
Popunder Ad Formats

Popunders are large format ads that appear hidden behind the main browser window, where they remain unnoticed until the user closes or minimizes the window, and then the ad is displayed. This format is very eye-catching and doesn't disrupt the user's browsing experience. Bidding is in CPM.



Popunder impressions percentages for online Casino Games:

			
ASIA	18.8%	79.8%	1.4%
LATAM	23.4%	75.7%	0.9%
N. AMERICA	23.5%	75.2%	1.3%
EUROPE	17.7%	80.8%	1.5%
AFRICA	13.2%	85.5%	1.3%



🧐 **TIP! Flashy creatives:** Marketing a Casino game is all about eye-catching creatives, especially for highly visual formats such as Popunders - your ads need to reflect the thrill of the Las Vegas Casinos, with bright colors and flashy images that demand the attention of the user. Use images of dollar bills, coins, diamonds, shamrocks, and all the classic Casino imagery.

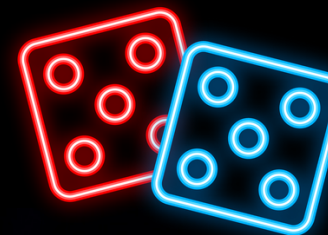
🧐 **TIP! Mind the player types:** Because this format will appear full screen, after the user has been navigating their favorite sites, it offers a great opportunity to engage them with highly targeted content. Some users are into Casino games for the sheer excitement and fun of it, others simply seek to unwind and relax, and a third group seeks to socialize and engage with other players. This should inform not only the ad creatives and copy, but also the kind and theme of the game that should be advertised to each target.

🧐 **TIP! Show the Game:** There are many kinds of Casino games: Card games, slot machines, dice-based games, roulettes... Every single one of them has its own look and feel that makes them unique and engaging - show the users what it will feel like to play your game with bits of gameplay, and featuring characteristic elements of the game's style in your ad's creatives.




FullPage Interstitials (FPIs)

Fullpage Interstitials are large full page responsive Ads that appear over the site and cover the whole screen. The user clicks the ad and is led directly to the game's subscription page. They are used frequently along with Popunders, and are very eye-catching, capturing users' attention and avoiding 'banner blindness'. Bidding is CPC and CPM.


FPIs display on desktop and tablet horizontally and on mobile vertically. Mobile users are used to seeing full page images and social media videos vertically, making Mobile FPIs a great format for targeting your Casino offer at mobile users. The FPI is a rich media ad format so you can use a static image or video.





Fullpage Interstitial average CTRs for online Casino Games:

			
ASIA	0.2%	1.4%	2.9%
LATAM	1.5%	0.03%	0.1%
N. AMERICA	1.2%	2.2%	0.1%
EUROPE	1.1%	0.5%	0.3%
AFRICA	0.01%	0.2%	0.03%



 **TIP! Static vs video:** You can show video or a static image with the FPI. Video creatives allow you to show more aspects of your game compared to static images, but static images can create a more immediate impression on your audience, so test between static and video to see which works better for each one of your campaigns.

 **TIP! Pick your theme:** A lot of Casino games are themed. For instance, some of them could have a Medieval theme, Pirates and nautical, or be based on popular superhero comics and movies. Make sure to reflect the theme of the game and its characters on your creatives and text, since it will help you attract users based on their media interests.


 **TIP! Popunder alternative:** Sometimes Chrome blocks Popunders and the FPI is a great alternative format.

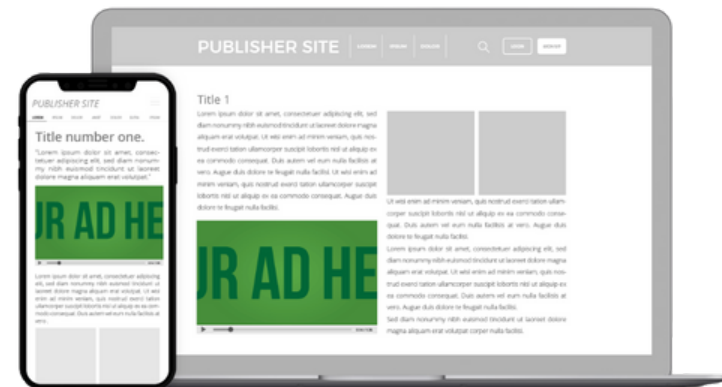
Video ad formats


When it comes to online games of any kind including Casino, Video formats tend to be the best bet. They can show the fun to be had with your game in its full splendor, being passively watched by the user, and leading to high CTRs. Showcase bits of gameplay and users making big gains for better results! Bidding is CPM, CPC and CPV.

Because audiences of all demographics are now daily users of apps such as TikTok and Instagram, there is a new opportunity for advertisers to create short and snackable content to connect with the user. Clicking or tapping on a video ad takes the end user to your subscription page or an App Store.


Here are the 3 video formats offered by ExoClick:


 **In-stream:** The ad is shown to the viewer right before they watch a video on a website. This format features a skip ad button, allowing the end user to close the ad after 5 seconds - Make a big impact during the first 5 seconds with striking creatives showing all of your game's possibilities!



 **Video Slider:** The ad slides in on the bottom right of the screen as a publisher's site opens, catching the end user's attention.








 **Outstream:** It will appear on a website's ad zone and become a part of the user journey. It is non-intrusive, opening up and playing as the end user scrolls down a page. Because Publishers place this video ad format on various pages, keyword targeting can be really useful for this ad format.





CTRs for Casino offers for each video ad format across 5 continents:


				
N. America	In-stream	4.9%	2%	5.7%
	Outstream	0.1%	0.5%	0.8%
	Slider	0.4%	0.9%	1.3%
Europe	In-stream	1.7%	4.5%	3.7%
	Outstream	0.2%	0.6%	1%
	Slider	0.3%	0.7%	0.9%
Asia	In-stream	1.8%	3%	4.5%
	Outstream	0.2%	0.6%	0.7%
	Slider	0.4%	0.9%	1.1%
Africa	In-stream	2.1%	3.3%	6.6%
	Outstream	0.3%	0.9%	1.4%
	Slider	0.4%	1.5%	1.2%
LATAM	In-stream	1.6%	2.2%	3.8%
	Outstream	0.3%	0.6%	1%
	Slider	0.4%	1.5%	1.2%


Video advertising content tips for Games offers


Gameplay and demos: The user wants to see just how much fun and excitement they can get out of your game. Use bits of gameplay in different formats to tell the user a story: Videos showcasing slot-specific content, big win 'loops', or longer overviews of the app combined with flash wins and bonuses tend to be the winning horse!


 **Explosive, exciting and eye-catching graphics:** The Vegas effect is your call-to-action! So your ad should have a lot of movement, color and dynamism to it, with eye-catching visual effects to make the gameplay more attractive to the user.

 **Showcase the characters:** As mentioned earlier, a lot of Casino games are themed, and come with a variety of fun and attractive characters, often acting as hosts or 'croupiers'. Humans are interested in humans, which means that featuring your games' characters in your creatives will capture your audience's interest, making them more likely to click your ad.

 **Jackpot!** A big percentage of Casino players are in it for the wins! Show scenarios where the user would play the winning bet, get rewards, level-ups and free 'premium' features. It is also a good idea to use lots of imagery with coin machines and dollar bills. You could show winning testimonials from end users.

 **For social butterflies:** Equally, a lot of players use the games to socialize with other players, online. Highlight your game's chat and social features by showing conversations about the game, reactions to what is happening during the gameplay, or real users playing on their phone whilst talking to each other about the in-game features.

 **TikTok style:** Create a Do's and Don'ts Player Tips video, featuring a player giving winning tricks.

 **Zen time:** Some other users simply seek to relax and unwind after a long day. Show them a fun and chilled out time playing roulette, blackjack and other games that are less action-based and even have a certain ASMR component to the in-play sounds.



Sound advice: Although many people browse in silent mode, sounds are an important component of Casino games. Incorporate subtitles and call to action texts into your video creative, as well as text bubbles with conversations, onomatopoeias of the machine noises, etc. But also put extra care into your ad's actual soundtrack, adding music and sounds that the user could find in a real Casino, such as coins dropping, jackpot alarms, etc. You could use ExoClick's [new video CTA feature](#) which lets you select pre determined CTA texts to drive conversions.

© **Copyright:** Finally, make sure you own the copyright or you are officially authorized to use all the content featured in the video!



TIP! As advised earlier, a lot of Casino games are themed. Bounce off the hype of popular mainstream games and TV shows and movies. For instance, if your game is in a Pirates of the Caribbean style, you can play up on that fact, using creatives and typographies that imitate the style and even portraying the characters under a similar light, always being careful not to fall into copyright infringement!



TIP! Use other ad formats including Banner and Native in conjunction with video ads to promote the same offer. Between 40- 60% of conversions come from browser type-ins shortly after users have seen a product's video. If you use VAST advertising for your video campaigns you can use Custom Attribution data to evaluate the effectiveness of how the ad formats work together to convert the offer. You can also use Pixel tracking on your landing page, this allows for a conversion to be tracked even if the user hasn't actually clicked on the video ad. Contact your account manager or a Client Care Specialist [here](#) for more information.



TIP! Create separate campaigns for each video ad format and device because key metrics and performance between InStream, Slider and Outstream formats are completely different and View Ratio, CTR, eCPC and eCPM vary a lot between Mobile and Desktop devices. It is very important to test your video campaigns for at least a week, including weekends, you need this testing period to gather enough data to then begin optimizing



TIP! Download our [Ultimate Guide to Video Advertising](#) for more optimization tips and creative insights.

Native

Native ads are ads that have been designed to look exactly like the content of a website they are being placed on. They consist of:

- An image which will appear like a content thumbnail e.g. like a video screenshot, article or editorial. The image should be 300x300px
- A short title for a catchy headline (max. 50 characters)
- A short description (max. 90 characters) to expand on your catchy title
- A Brand name (max. 30 characters) to ensure quality clicks as the end user knows it is an ad.

Once the ad's assets are uploaded within your admin panel, the ad becomes fully responsive and can be used on desktop, mobile and tablet ad campaigns. Bidding is CPM and CPC.



Native conversion flow


Getting high CTRs with Native Ads is all about psychology: it's a matter of getting creative and displaying meaningful and engaging content. The Ad's texts and creatives should capture the viewer's interest and spark their curiosity:

Native average CTRs for online gaming offers




	ASIA	0.06%	0.08%	0.07%
	LATAM	0.09%	0.4%	0.0%
	N. AMERICA	0.1%	0.2%	0.4%
	EUROPE	0.1%	0.5%	0.2%
	AFRICA	0.2%	0.3%	0.1%

freecontentsite.com




WINS! WINS! WINS! You can be a millionaire! 🎰
Because you deserve it and working just isn't your jam!
Become mega rich without leaving your home!

Ad Ad Brand




Celebrity Answers MORE Questions From Social Media
SITE BRAND
3.3M views • 2 weeks ago




High Limit slot machine & JACKPOT! All the Fun of Las Vegas brought to you! 🎰
Play the best money slots in seconds brought to you from the best Casinos around the world!


Ad Ad Brand



Relive the best moments of this streaming service popular series
SITE BRAND
5.7M views • 5 weeks ago



10 reasons you should start doing this thing right now
SITE BRAND
5.2M views • 7 weeks ago



Blackjack glamour social club! ♠️♥️
Because we do it better than anybody. Join our Blackjack social club and find your gambling crowd.

Ad Ad Brand

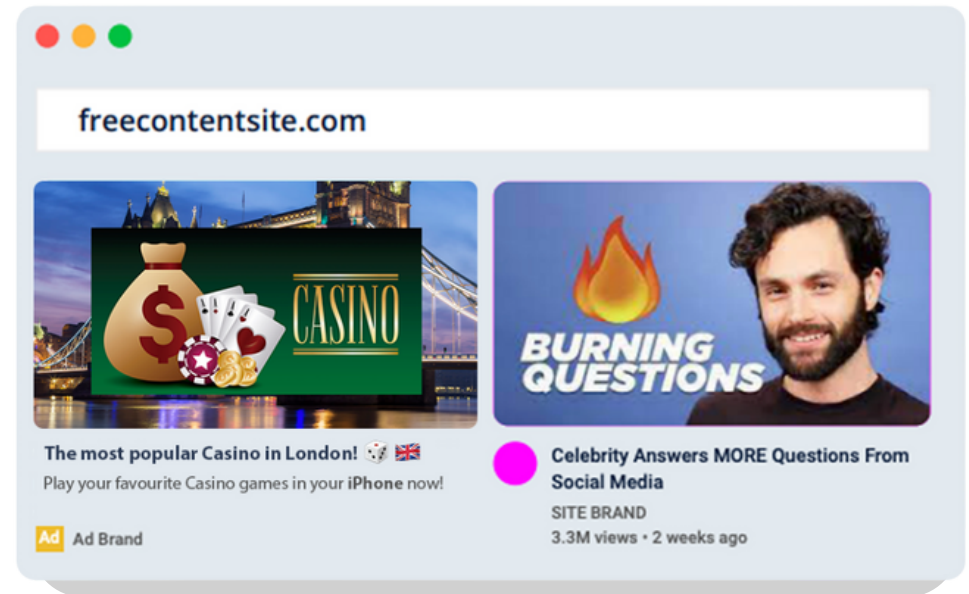
Tips for Native Ads

🧐 TIP! Keep it editorial: As mentioned, Native ads should resemble the content of the site they are on, which means that your landing page should also be in an editorial style - almost like a blog post. It could be an article about Casino etiquette, kinds of players, user testimonials, big wins from users, or tips for the game you are promoting, with a CTA at the end of the landing page. The secret to converting on Native is not to go for the hard sell, but to educate and capture the interest of the end user with the content in your page.

🧐 TIP! Keyword insertion for language distribution: This will automatically translate the keyword insertion token into English, French, German, Italian, Portuguese, Spanish, Japanese and Chinese, depending on location.

🧐 TIP! Get creative with emojis: You can also use emojis in your Native Titles and Descriptions to drive further engagement - Use emojis such as diamonds, dollar bills, dice and similar for a full Vegas effect!

🧐 TIP! Use dynamic tokens: You can use Dynamic Tokens, which allow you to display different texts depending on the information of the end user that is viewing your ad. So for example you could use tokens such as {city} and {device}, in the example below you can see how London iPhone users can be targeted using [Dynamic Tokens](#), which feels like 1 to 1 marketing for an end user.



🧐 TIP! Test to optimize: Native is perfect for test campaigns because Native CPM bid prices are low and there are huge volumes. You could also run a Native campaign in tandem with other formats to retarget a user who has clicked on your Native campaign.

Responsive Display Ads

Responsive Display Ads or RDAs are Banner formats that automatically adapt size, format and appearance to fit any standard IAB ad placement. RDAs are used by Advertisers and Publishers on Google Ads and are created automatically from an Advertiser's uploaded assets: images and texts (title, description and brand). ExoClick's system then combines and adjusts them so that the final Banner creatives fit all of the following Publisher Banner display ad zone specifications: 160×600, 300×100, 300×250, 300×500, 728×90 and 900×250. Here are the benefits:



#1 Time saving: With RDAs, you just need a couple of high-resolution images and texts, which are used by the ExoClick platform to create different sized banner ads for you, allowing you to save plenty of time.

#2 Launch campaigns quickly: You can launch an advertising campaign targeting all display inventory (Native, IAB banner sizes, Push) from a single campaign.

#3 Reach increase: RDAs give you access to more banner placements of all sizes, heavily increasing your reach, requiring no extra design work from you.


#4 Increase your data for optimization: Having a large range of different sized banners available to test can bring new optimization opportunities. For example if you only have creatives for 300×100 banners and only run campaigns for these sizes, by using RDA, you automatically have different display sizes to test, giving you more data to play with. You can set up RDA ads within the Native ad campaign set up in your admin panel. Find more information about RDAs [here](#).

Push Notifications


Push notifications consist of an image or icon on the left and text on the right: Title (max. 50 characters) and Description (max. 90 characters). The user clicks on the Push Notification ad and is taken to the advertisers landing page. Bidding is CPM & CPC.



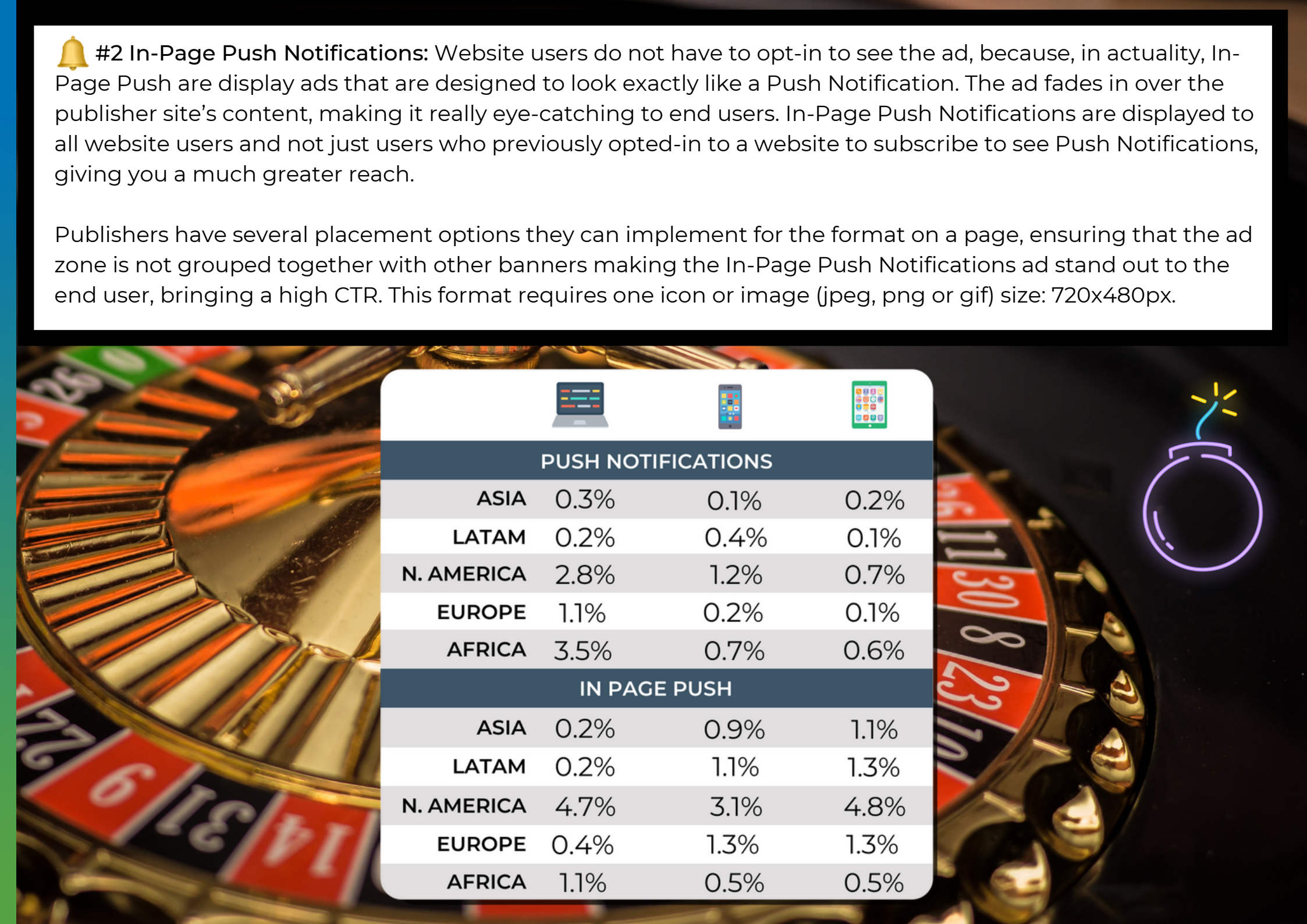
There are two types of Push notifications:




 **#1 Traditional Push Notifications:** When visiting a site, users are given the opt-in option of receiving Push Notifications featuring advertiser offers. Users that opt-in become subscribers, making them a very high quality traffic source because they have agreed to receive Push Notifications from the publisher's advertisers.

The Push Notification Message appears within the screen of the end user's device ensuring maximum viewability and qualified clicks. Messages are delivered to the end user even when he is not browsing the website on his device. You can use ExoClick's full range of targeting options to fine tune user reach. Please note: Safari (OS X, iOS) does not allow web push notifications. This format allows two different choices for your icon/image (jpeg, png or gif) size: 192x192px or 720x480px.

 **#2 In-Page Push Notifications:** Website users do not have to opt-in to see the ad, because, in actuality, In-Page Push are display ads that are designed to look exactly like a Push Notification. The ad fades in over the publisher site's content, making it really eye-catching to end users. In-Page Push Notifications are displayed to all website users and not just users who previously opted-in to a website to subscribe to see Push Notifications, giving you a much greater reach.

Publishers have several placement options they can implement for the format on a page, ensuring that the ad zone is not grouped together with other banners making the In-Page Push Notifications ad stand out to the end user, bringing a high CTR. This format requires one icon or image (jpeg, png or gif) size: 720x480px.



			
PUSH NOTIFICATIONS			
ASIA	0.3%	0.1%	0.2%
LATAM	0.2%	0.4%	0.1%
N. AMERICA	2.8%	1.2%	0.7%
EUROPE	1.1%	0.2%	0.1%
AFRICA	3.5%	0.7%	0.6%
IN PAGE PUSH			
ASIA	0.2%	0.9%	1.1%
LATAM	0.2%	1.1%	1.3%
N. AMERICA	4.7%	3.1%	4.8%
EUROPE	0.4%	1.3%	1.3%
AFRICA	1.1%	0.5%	0.5%

Tips for Push Notification Ads

🧐 **TIP! Tell a story with emojis:** Push Notifications allow you to use emojis within our ad's copies, further engaging the users. According to ExoClick BI stats, using an emoji in the title increases CTR by 7% and an emoji in the description increases CTR by 13%, compared to the CTRs of ads without emojis.



YOUR BRAND HERE

now



Play the best 🎮 online and win lots of 💰 at the Wonder Casino! 🎰 ♠️ ♥️



TIP! Use dynamic tokens: You can use dynamic tokens, which allow you to display different texts depending on the information of the end user that is viewing your ad. So for example you could use tokens such as {city} and {device}.



YOUR BRAND HERE

now



Hit the Jackpot wherever you are! 🤖🤖🤖
The juiciest wins in the New York brought directly to your Galaxy S22! 🍌 🎰 🍌 💎



Members Area Traffic

Members Area traffic is a high quality traffic source, since it exclusively targets active users that have gone through a signup process to become a member of a website. 67% of Members Area traffic is from English speaking and tier 1 European countries. Because the users have paid a subscription to use such sites, there is a limitation on the amount of ads shown to them, which means that your ad will be competing with less ads, having a much higher visibility.

Some examples of Members Area sites are Dating or Video Streaming sites. The latter are ideal to promote Casino games.

Let's have a look at three ad formats that are ideal to promote your Casino offer to Members Area users.

Menu Tabs

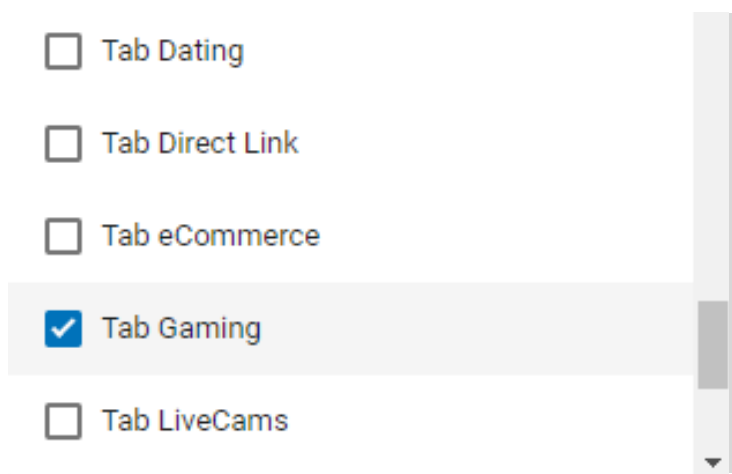
Menu Tabs are a Premium traffic source, ExoClick only selects high quality traffic sources for Tabs. Each menu Tab is picked out and verified by ExoClick account managers to ensure the best quality. The Tabs are displayed within the website's menu bar, as a part of the site's navigation tabs. In the example below, the Search and Chat tabs are tools to help an end user navigate the content of the website.

Meanwhile, Dating, Video and Casino are Direct Link ad zones, meaning that if an end user clicks on the Casino Tab they will go directly to your offer's subscription page.


DateMe.com | Chat 1 | Search | Video | Dating | Casino

All Tabs on the ExoClick network are labeled in vertical, which means that there is only one product category to match the Tab's labeled text to an advertiser's offer. Hence, the Tab Casino only allows online gaming advertising offers. This way you can create bidding campaigns on Casino Tabs knowing that users clicking the tab are specifically looking for your product category.

You can bid for Tabs in your admin panel under Marketplace select Ad Format > Direct Link and Ad Placement > Tab (Vertical). In the example below, we selected the Tab Casino. You can choose from Members Area sites, Premium & RON sites.



A screenshot of the ExoClick admin panel showing a list of ad formats. The 'Tab Gaming' option is selected, indicated by a blue checkmark in a box. Other options include 'Tab Dating', 'Tab Direct Link', 'Tab eCommerce', and 'Tab LiveCams', each with an unchecked checkbox.

 **TIP!** To test out Casino Tab ad zones first use Smart CPC with the ExoClick's Bidder, once you have found ad zones that are working you can then scale up by buying flat/monthly deals for those ad zones. Flat/monthly deals open up more options to improve performance. Contact your ExoClick account manager or a [Client Care Specialist](#) for more info.




Other Members Area ad formats

In addition to Menu Tabs, Banners and In Page Push ads are available from Members Area traffic.

InPage Push: This format is shown to all Members Area users and really stands out, achieving high CTRs in this sort of traffic.

Banners: Because there are less ad spots and the end user isn't bombarded with ads whilst in a Members Area site, your banner ad will really stand out to them!

Global online games offers CTRs for Banners and Native Ads

			
Banner	0.03%	0.1%	0.02%
In Page Push	1.1%	2.5%	0.2%

Social Messenger traffic

Messenger Apps and Social Media traffic is now available on the ExoClick platform! This new traffic source presents the opportunity to target the audience from social groups and chats about a specific vertical from Social Media platforms such as Facebook, Instagram, Twitter, Snapchat, WhatsApp, Viber and Telegram. So targeting groups interested in Casino games is great for your offers awareness. One of the big perks of this audience is that it is self-regenerating, because of the constant growth of members in these social groups. That means that your Casino offers will be met with fresh eyes! Bidding using social media traffic is on CPC.

How does ExoClick's Social Media traffic source work?

The only thing that Advertisers have to do to benefit from this traffic source is by providing a direct link to their Casino offer's landing. From there on, the group admin will take care of the creatives, the format (Text with image, only text and link, sponsored post...) as well as posting the ad for their audience to see.

Benefits of using the Social Media Traffic Source

#1 Time saving: You won't need to spend your own time and resources creating content for your Casino offer, which will leave you more time to focus on managing your campaigns.

#2 Creative variety: Admins use a variety of creatives to push Casino offers for their chat groups: single and multiple image posts, videos, text messages, and gifs.

#3 Customized messages: Group admins know better than anyone what works best for their subscribers! They want your offer to convert and they know their group audience. When they curate creatives and sponsored messages, they craft them with their audience's specific language, culture, background, interests and preferences in mind, which means that these messages become heavily targeted.

#4 High visibility: Your ad is highly likely to be seen, because the group users will get notified when your ads or sponsored messages are posted!

#5 High click rates: Because of the wide audience that hasn't been burned by constantly seeing the same offers and the heavy customization of these sponsored messages, social media traffic generates a higher volume of leads and conversions. Currently, the total average of daily clicks generated by ads promoted through ExoClick's Social Media traffic is 300K+ clicks per day.



Online Roulette & Casino!

Play the most popular Casino games ♦ **Roulette** ♦ **Poker** ♦
Baccarat ♦ **Pai Gow** ♦
Blackjack ♦ ♣ ♥ ♠

👉 [Start Playing Games now!](#)

👉 [Start Playing Games now!](#)

Delivered 20:13 ✓



Tips to advertise Casino Offers on Social Media Traffic Sources:

🧐 TIP! Social Media is, of course, social! That means that your offer's landing page will perform best if it follows a traditional social media funnel - blog style landings featuring winner stories, tutorials with selfie style pictures can be the best choice. Be very visual, since users scrolling down on social media are after snackable and easy to consume content.

🧐 TIP! Watch for restrictions: Some social media pages have restrictions concerning Casino and gambling ads where a prize money is given as a reward - make sure to know them beforehand so that your ads don't get blocked!

🧐 TIP! Localize it: Make sure to localize your ads to reach a worldwide audience. In this case, we are talking about your Casino offer's subscription pages: Make sure to have them translated in different languages, and optimize the text so that it's culturally relevant.

Tracking your Casino Offer campaign results

Setting goals for your campaigns and tracking the conversions produced as a result of all your advertising efforts is a critical part of any advertising campaign. Conversion tracking allows you to measure your performance and to recognise when and if your campaign needs to be optimized.

What is Conversion tracking?

Conversion tracking is the process in which an advertiser who has launched an ad campaign on an ad network, can see how an end user has interacted with the campaign. This is done by measuring the effect of specific data points during the ad campaign's sales funnel and then analyzing the data that has been generated to understand what specific data points are reached via users they acquire. So for example, data points can be: when an end user clicks on an ad, the end user's actions on a landing page, if they subscribed to a newsletter, if they signed up to an offer, if they made a purchase or downloaded a product. Each data point is called a Goal and advertisers can track several goals at the same time with a Conversion Tracking tool.

How Conversion Tracking is used by advertisers

Because Conversion Tracking tools gather this data, it can be considered Business Intelligence for the advertiser. By analyzing the data points, the advertiser gets an idea of how the campaign is performing, how the ad creatives and landing pages are performing, how the campaign can be modified and optimized in order to help increase ROI. Perhaps an ad creative is generating many clicks, but once the end user reaches the landing page they are not converting, therefore the Conversion Tracking data alerts the advertiser that something needs to be modified on the landing page to push the end user to convert. These campaign insights are imperative because they help the advertiser fine tune the campaign creatives, bidding strategy, targeting and campaign flow in order to become successful.

ExoClick's Conversion Tracking feature

This feature enables advertisers to choose a Conversion Value while creating or editing a conversion goal and then monitor conversions through a detailed report on each of the conversions on our Statistics and Campaigns List pages.

Some of the key benefits are:

- Track each of the conversions with an accurate monetary value(Revenue).
- Obtain a more detailed report through the new metrics that EXADS offers (Conversion Rate, Profit, Revenue, ROI).
- The Profit and ROI metrics will give a good insight about each conversion goal.
- Based on these metrics, you can adjust any conversion goals that are underperforming.


[Read our Conversion Tracking documentation](#)


Read our advertiser case study [How to maximize ROI with ExoClick's Bidder and Conversion Tracking](#).

Third Party Conversion Tracking tools

There are many third party tracking tools on the market that advertisers and affiliates use, popular names include [Voluum](#), [Cake](#), [Thrive Tracker](#), [AdsBridge](#) and more.

Here are some tips from industry standard conversion tracking platform Voluum:

 **Tip #1 Testing!** As much as we'd love a one-size-fits-all solution, there is no universal way of advertising Casino offers, different audiences need different approaches: creatives, ad formats, landing pages, discount offers, CTAs, etc. Through A / B testing, you can figure out whether a given CTA works better on Desktop versus Mobile, then you can get even more specific by testing Windows versus Mac, Android versus iPhone. Create content targeted to certain demographics: optimize mobile casino games for young people while focusing on casino games on tablets and desktops for older generations.

 **Tip #2 Test different versions of your ads content:** texts and images. Ad creatives are a pivotal feature that bring your offer's first click, make it compelling enough to drive clicks. Test multiple CTAs promoting different selling points of your offer, for example test Free to Join, Free to Play, Get a Discount, Double Your First Deposit, etc. Also test multiple Landing Pages that emphasize different characteristics of your offer: easy to play, special offers or discounts, etc. Creatives are a pivotal feature that can make or break a conversion – make sure to always be testing your visuals and trying new ones.



Tip #3 Use Voluum as an ad tracker: Your advertising is not successful until proven successful. And the proof lies in correct measurements and analysis. Each campaign is made of so many moving parts that can – and should – be continually tested and optimized. Ad trackers not only gather data but can also increase your success (or turn failure into one) by showing you exactly where your advertising strategy shines and where it comes up short. By using the proper tools you'll know how your audience is responding to your funnel. Voluum can provide a detailed view of traffic logs, precise data, and custom conversion tracking, allowing you to create in-depth reports with groupings and drilldowns, switching landers or offers for A/B testing.

Voluum gives you:

- ⚡ Extensive real-time data & analytics (based on 30+ metrics) from both organic & paid sources. No matter the volume of your traffic.
- ⚡ Automated campaign optimization with Auto-Rules.
- ⚡ Sophisticated AI for automatic A/B testing of offers and landers.
- ⚡ Anti-Fraud Kit solutions to detect malicious bots & protect your budgets.
- ⚡ **API integrations with all major traffic sources** (Google Ads, Facebook, Taboola, Outbrain, ExoClick & more) for better data synchronization & campaign control.

If you are an ExoClick client you can get Get Voluum for up to 30%, just click [here](#) for more

Tips from ExoClick Experts

Here are some expert tips from ExoClick's experts to help you get creative with the way you think about your ad campaigns, creatives and landing pages.



Tatiana 'Retarget users that visited your landings but didn't convert, by offering them extra free promotional tokens that can be used on your Casino site if they make a first time deposit now. This will increase registrations and boost conversions. You could run welcome bonuses and promotions, as well as rewarding loyal players with some additional packages. Use special seasonal occasions to offer ad-hoc promotions, such as CyberMonday, BlackFriday, etc. Lastly, make the online experience as simple as possible - You could add small video tutorials on how to make money, aimed at new users.'



Alba 'Use creatives that feature highly visual, striking and colorful designs with lots of action to feature your game, but that are also representative of your Casino Site's brand. In that sense, you could run A/B Testing campaigns to test out different style creatives featuring all aspects of your game such as the big wins, the social features, etc, to cater for all your audiences. Also, users could be given the chance to play for free as an exclusive bonus. Some Ads that work very well for this kind of product are Popunder, Full Page Interstitial and In Stream.'



Dinara *'To Run Casino offers successfully, you need to keep your audience entertained - pay special attention to your marketing and renew them regularly to retain interest. Second, to properly build a connection with your new users, you need to build up your site's reputation - Raise awareness about your product. Highlight why your games are the best ones in the market for each user and what makes them different to other Casino games. Also, remember that all sites must be licensed and regulated, so users feel safe and reassured that their data is kept safe. This is especially important for the Casino vertical, where users regularly spend a lot of money'*



Alex *'Offering special discounts or promotions to your audience is one of the simplest methods to keep them interested. Bonuses increase the level of excitement and encourage returning visitors to play more games at your casino. Also, Leverage your amount of sales and lower your risks through affiliate marketing. Simply pay an affiliate a certain amount each time they get a sale for your Casino/Gambling site, and be ready to welcome your new customer, this way you can focus on customer loyalty, and let others bring the customers. And finally, use ExoClick as part of your online casino marketing strategy! Through ExoClick you will be able to connect and engage with potential customers on a world wide basis, across different Ad formats. We offer a wide variety of different targeting filters such as Device targeting, Language targeting, Operating system targeting, etc.'*



For more information contact
your account manager or a
Client Care Specialist [here](#)

www.exoclick.com

