

Case Study:

Gambling & Sports Betting



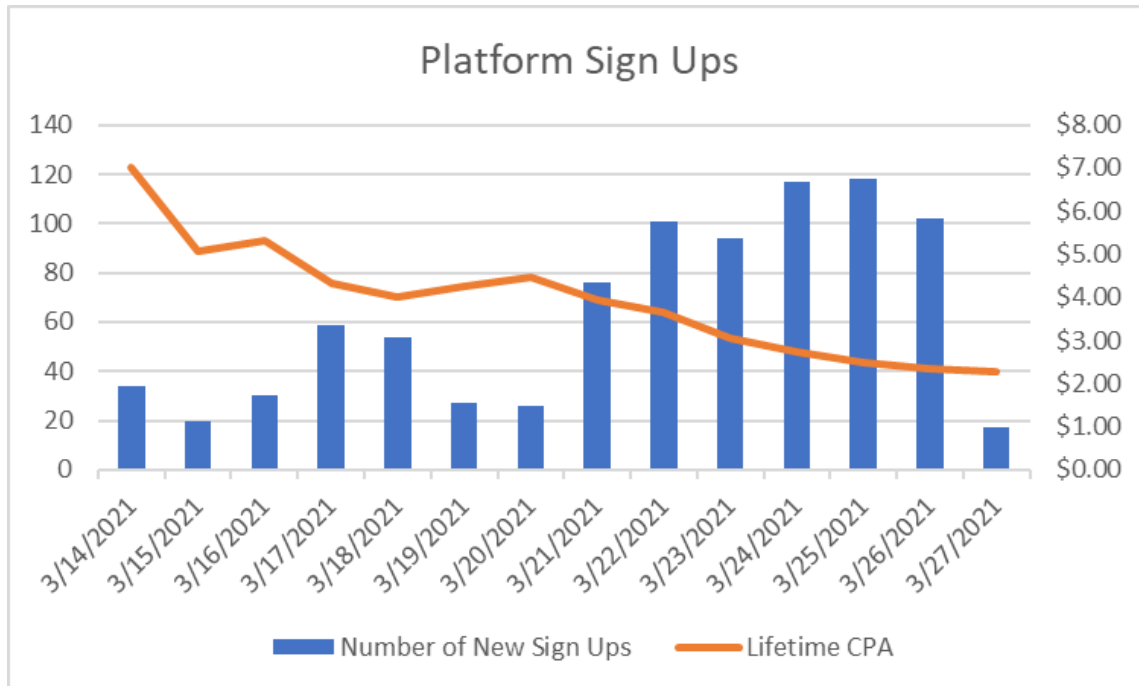
Online Sports Betting Platform Drives New Sign-Ups for March Madness

Goal: Prospecting campaign to increase platform sign-ups during March Madness

Channel: Outstream & Instream Video across Web & Mobile-Web Inventory

Targeting: Demographic Audience Targeting: 21-44 years old

State Level Geo Targeting: West Virginia, Virginia, Tennessee, Pennsylvania, New Jersey, Michigan, Iowa, Illinois, Colorado



Results: \$2.29 Overall Cost per Sign Up

The Pontiac algorithm optimized to increase the number of sign-ups day over day, driving down lifetime CPA over time. The campaign achieved an average of 62 new sign-ups a day at a \$2.29 CPA.

