



Online Gambling Platform



Goal

Online Gambling Platform's main objective was to drive new user sign ups during the Fifa World Cup held in Qatar. There is often a boom in registrations on online gambling platforms during global sporting events and it is vital to capture net new users and market share through digital prospecting campaigns.

Solution

The campaign used a number of varied tactics to satisfy the client's goal including; geo contextual, keywords, domain lists, 3rd party audiences and AirGrid audiences.

Custom AirGrid audiences were built to segment those internet users with the highest propensity to register for the service.

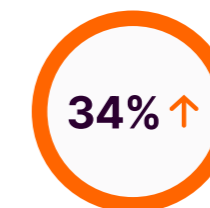
AirGrid audiences are created via a direct integration with premium publishers. This allows the segmentation of users without the use of cookies or personal identifiers, directly in the browser to ensure full privacy for individuals, whilst providing performant addressability for marketers and increased yield for participating publishers.

Results

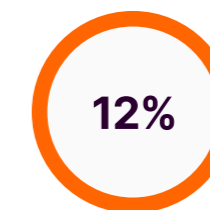
The campaign's primary metric was CPA, to help grow the platform's user base. The campaign hit it's objectives, with AirGrid audiences delivering:



lower **CPA** vs the campaign average



higher **CTR** vs the campaign average



of total **conversion** volume, highest of any targeted strategy delivered