How to start converting your iGaming offers with ExoClick!



Welcome to ExoClick!



You now have access to massive volumes of traffic to start converting your iGaming offers!

Let's explore the benefits of being an ExoClick Advertiser!



Category selection feature: Serve your ads to the right audience by choosing the categories you want your ads to appear near and blacklist unrelated categories.



Targeting Features: Improve your campaigns by blocking and targeting zones and use Day Parting to target devices at specific times. Regulate the number of times your ad is shown per active end user with Frequency Capping



Bidding features: Take advantage of our large range of Bidding options, including Smart CPM/CPC, The Bidder, and Smart Bid.



Cost Control: Set precise user capping and daily budgets to keep you within your spending limits.



Automation tools: To help you scale up your campaigns and improve your ROI, use our Landing Page and Variation Optimization Algorithms.



Conversion Tracking: Use our free Conversion Tracking tool or any third-party tracking tool like Voluum, to see how your audience is interacting with your campaigns based on your preferred metrics!



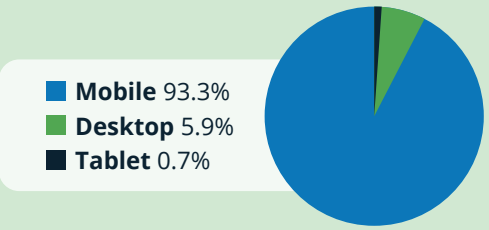
Real-time data analysis with our Customizable Dashboards: Easily view your campaign statistics to make the right optimization decisions immediately.



To get you started, here are 6 tips to help you convert your iGaming campaigns with ExoClick:

1 iGaming Network stats

The device split for daily impressions on our Network for iGaming offers:



Traffic Sources: Free Content Sites 2

You can test and convert your campaigns with ExoClick's high quality Free Content Sites traffic sources!

Reach massive volumes of traffic of all ages, demographics, and GEOs! There are two subcategories:

1.Premium: High-quality traffic from sources that are verified by ExoClick Account Managers, some are exclusive to ExoClick!

2.RON: This is less expensive traffic than Premium with high volumes and new sites are added daily for you to test.

Tip! Set up separate campaigns for Premium and RON traffic campaigns. This way you can evaluate each type of traffic source and then optimize.

3 Catch your audience's attention with Fullpage Interstitials Ads!

Fullpage Interstitials is a large full screen format available on Mobile and Desktop. On Mobile, it is displayed vertically and horizontally on Desktop. To show how effective Fullpage Interstitials are the average CTR on iGaming offers is 2.8% compared to Banners at 0.13%. This shows that Fullpage Interstitials are 2053.85% more effective than Banners for iGaming!

Tip! This is a rich media format meaning your creative can be a static image or an MP4 Video. If you are doing a video creative you can show the experience of the products to your end user which is more engaging. If you choose a static image it can be very impactful due to it's full screen size!

Make an impression with Video ads!

4

As mentioned, video is a great way to show the end user your iGaming offer in more detail.

There are three formats:

1.In-Stream: Plays when the user clicks on the website's video with clickable calls to action. If you are targeting tube sites the In-Stream ad will play before the end user views the content they have selected. (Just like YouTube!)

2.Slider: Video format that slides in from the bottom right of the webpage. This is very eye catching for end users.

3.Outstream: This is also very eye catching as the video ad plays while the end user scrolls through the site.

Tip! Try ExoClick's CTA feature: You can test different predetermined CTAs to see which converts the best for your campaigns.

Use Banner ads to make a lasting impression!

5

Banner ads of various sizes make up 79.3% of the daily overall impressions for iGaming on our Network! So, try Banners if you are an Advertiser looking to make an impact. Banners are economical way to test campaigns because of the massive volumes and low prices compared to Video formats.

Tip! Different regions may have varying cultural preferences. Asian audiences may respond more positively to Banner ads, which are often less intrusive compared to popunders. The Banner ad format is primarily utilized for promoting gambling offers in the Asia region and Tier 3 countries.

Bidding versus Traffic Share deals

6

When bidding for ad space, you have two options:

1.Bidding: This allows Advertisers to decide their maximum spend based on ad placement, budget, and potential ROI. This is available across all ad formats and all traffic sources. Bidding offers benefits like Optimization opportunities, more testing capabilities, the ability to test multiple zones at once, and a flexible budget.

2.Traffic Share deals: This allows an Advertiser to purchase a specific ad zone for a set period of time at a fixed cost. This is available across all ad formats and all traffic sources. Benefits of Traffic Share deals include set traffic expectations, a fixed budget, and exclusivity on the ad zone for the duration of the deal.

*If you already know the zone you would like to target, you can arrange a Traffic Share deal with your Account Manager or Customer Success Manager!

Top tips from the ExoClick experts!



For your creatives give the end user the full Las Vegas experience. Use well-known characters or elements, for example, use iconic casino symbols or characters like Zeus, Pharaohs.

Don't focus on just one product if you're an Affiliate. Once you find the right offer, try testing it with several traffic sources and devices, the final results might surprise you.





If you have an Account Manager they can really help you maximize your conversions. If you do not have an Account Manager our Customer Success Managers are available 24/7 to help with campaign optimization tips, traffic sources etc.





Getting Started with ExoClick

1. An introduction to the ExoClick platform

2. Setting up your ExoClick account
***Reminder:** if you are outside of the EU you will need to provide your Tax ID. If you have doubts, get in contact with our Compliance team!

3. Create your campaign in 5 easy steps!

4. How to fund your Advertiser account
***Please note:** the currency you choose (EUR/USD) can not be changed in the future, so think carefully about the best currency for your campaigns.

♠ ♣ ♥ ♦

Now you have some great insights to start converting your iGaming offers with ExoClick!