

UBIDEX

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QUARTERLY DIGITAL ADVERTISING JOURNAL

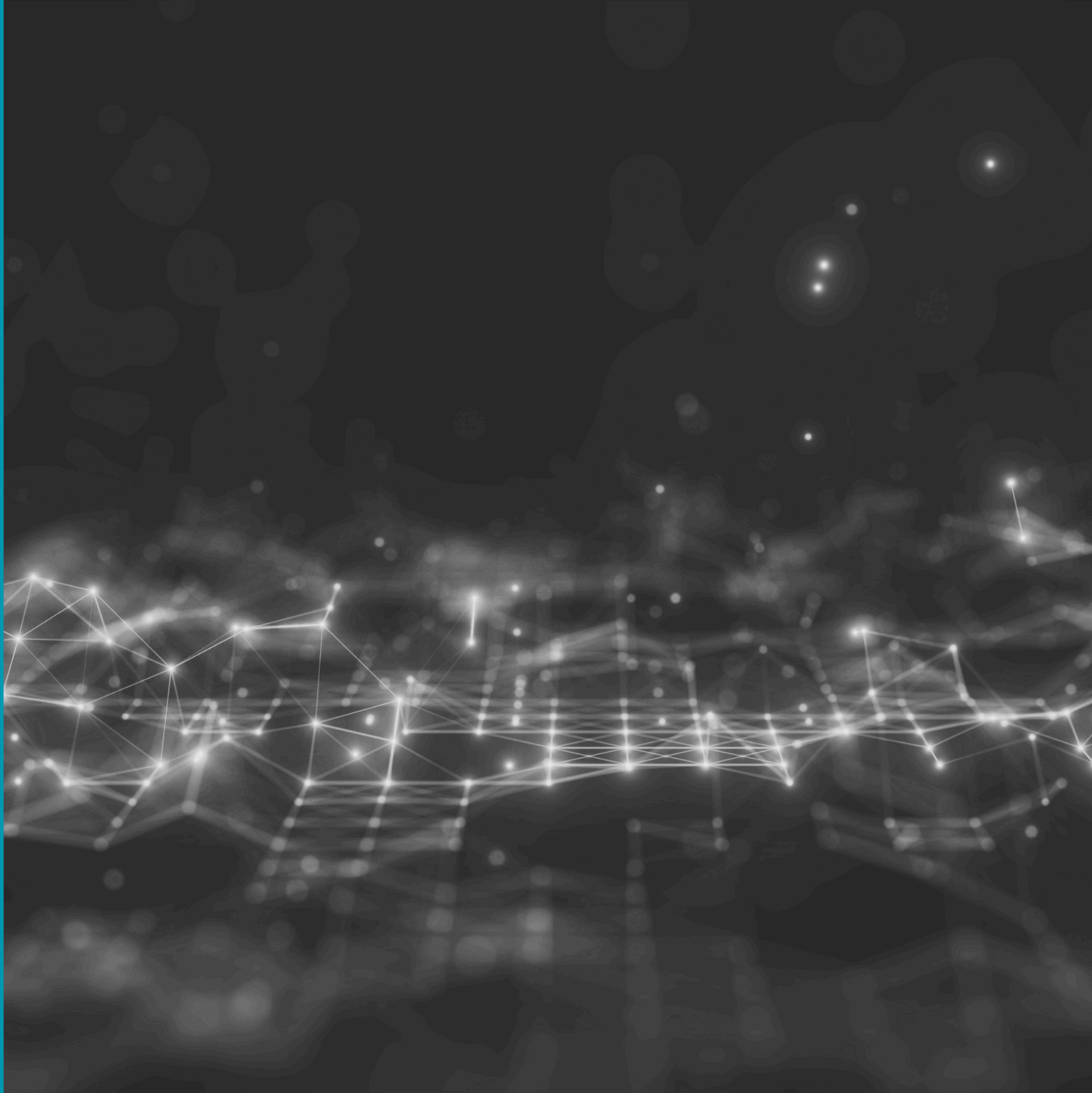
YOUR DISCOVERY AND INNOVATION JOURNEY IN THE DIGITAL ADVERTISING REALM

EDITION

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**TOP INDUSTRY
NEWS & TRENDS**



OCTOBER

THE BIG STORY. THE CURATION DEBATE

ADEXCHANGER



**THINK PERSONALIZATION ISN'T A
BIG DEAL? THINK AGAIN.**

The Drum

**WHAT AD SPEND TRENDS SAY
ABOUT 2025 AND BEYOND**

eMarketer

**THE EVOLUTION OF THE GREAT
'CURATION' TUSSLE IN AD TECH**

Digiday

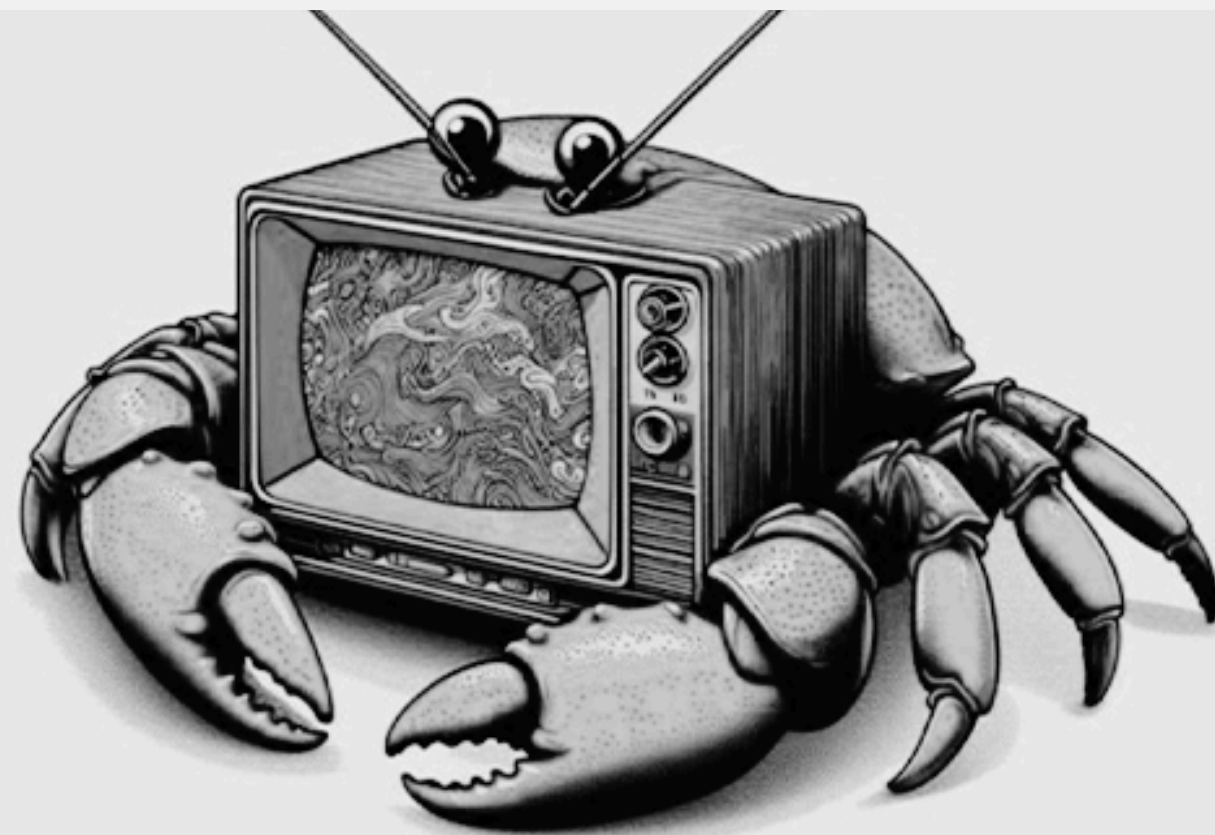
**DEFINING THE FUTURE OF
COOKIELESS MEASUREMENT**

ExchangeWire

NOVEMBER

REINVENTING THE CRAB: IS CTV JUST TV AGAIN?

EXCHANGEWIRE



WHY IT'S TIME TO GO BEYOND CUSTOMER ACQUISITION

The Drum

OUT OF HOME ADVERTISING HAD ANOTHER RECORD-BREAKING QUARTER

AdWeek

HOW CREATIVE EXECUTION IS BOOSTING CAMPAIGN PERFORMANCE

Digiday

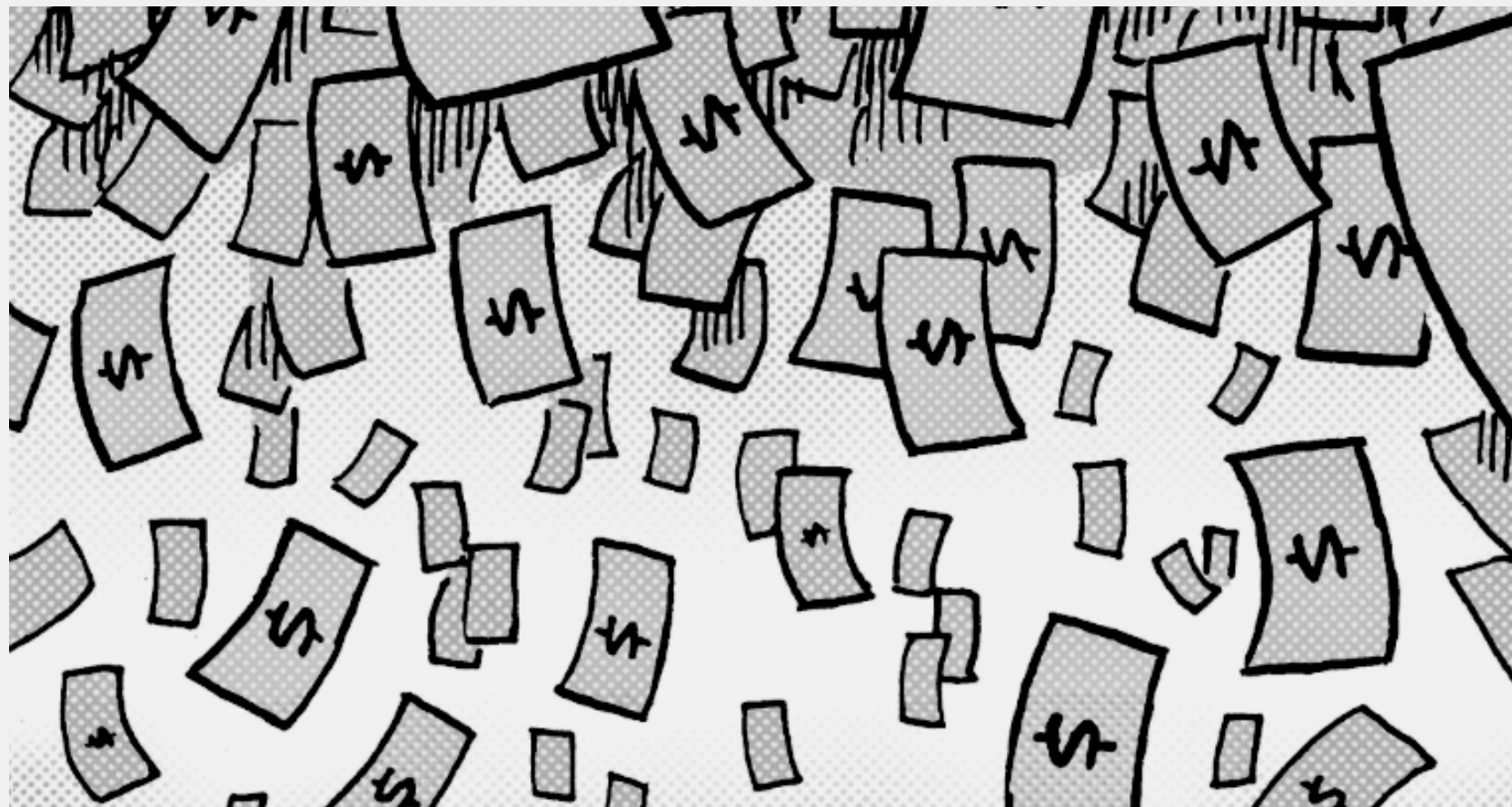
ADDRESSABLE TV'S SLICE OF THE ADVERTISING PIE KEEPS GROWING

AdExchanger

DECEMBER

2025 PREDICTIONS: CONTEXTUAL ADVERTISING

EXCHANGEWIRE



TARGETING BY AGE IS LAZY AND INEFFECTIVE, IT'S BIG IDEAS THAT COUNT

MarketingWeek

GLOBAL AD REVENUE CRACKS THE \$1 TRILLION DOLLAR MARK IN 2024

AdExchanger

WHAT THE ERA OF COMPOSABLE IDENTITY LOOKS LIKE FOR BRANDS

Digiday

HOW SHOULD CMOS PREPARE FOR 'ANEMIC BUDGET GROWTH' IN 2025?

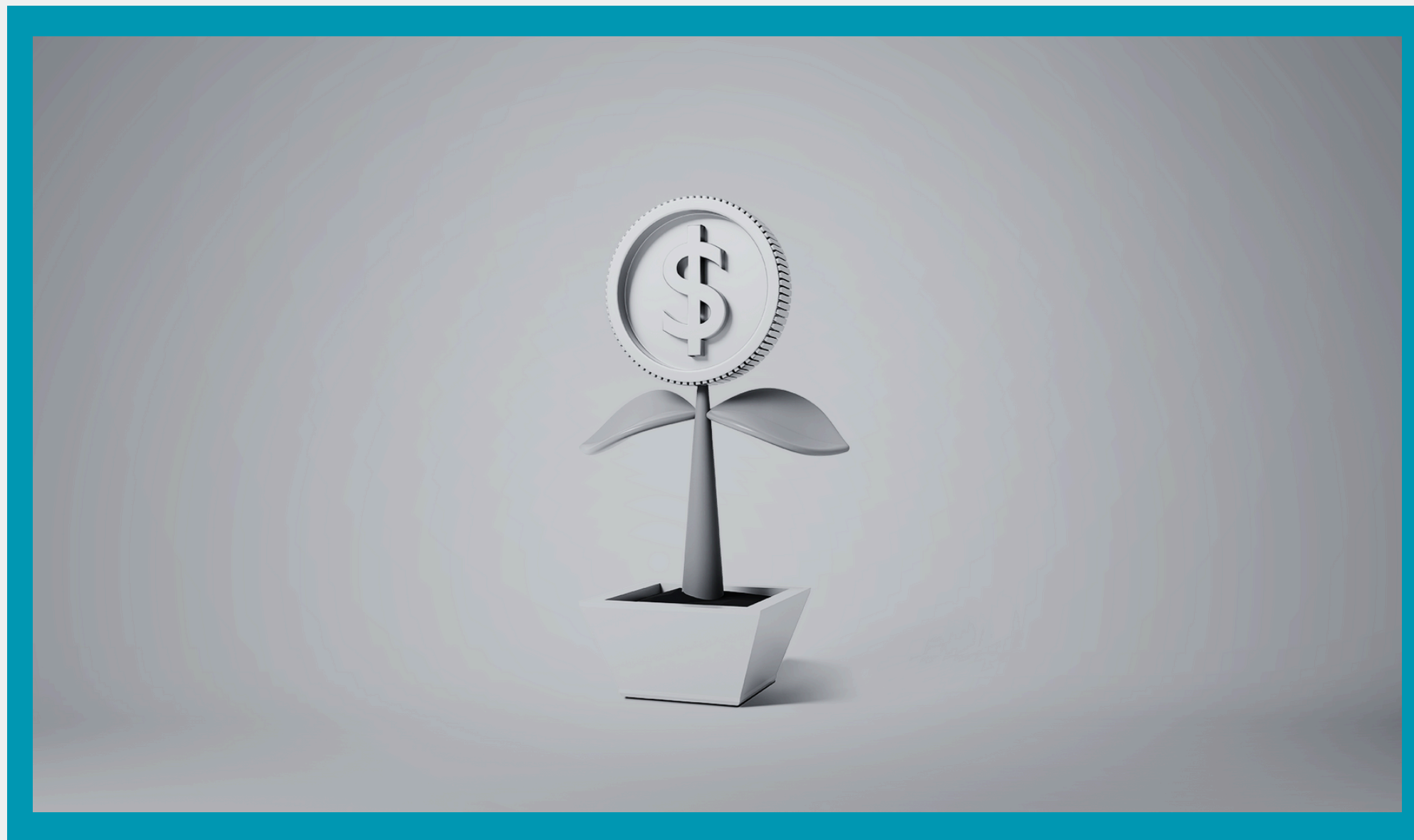
The Drum



02

**MUST-READ
ARTICLES**

KEY PERFORMANCE INDICATORS



TRANSFORM YOUR DATA INTO
ACTIONABLE INSIGHTS

STRATEGIC KPI MANAGEMENT: BOOSTING IGAMING PERFORMANCE

Discover how strategic KPI management can elevate iGaming performance by aligning key metrics with business goals, optimizing player engagement, and driving sustainable growth.

[READ ON BLOG](#)



PLAN YOUR NEXT BUSINESS TRIP

TOP 14 IGAMING CONFERENCES FOR 2025

Discover the guide to the Top 14 iGaming conferences for 2025. Explore key details, including conference dates, venues, and ticket prices, to plan your next industry event.

READ ON BLOG



PLAN YOUR NEXT BUSINESS TRIP

TOP 10 DIGITAL ADVERTISING CONFERENCES FOR 2025

Discover the top 10 digital advertising conferences for 2025 to stay ahead of industry trends, network with experts, and grow your business.

[READ ON BLOG](#)



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EBOOKS & PODCASTS

PRACTICAL GUIDE: KPIs FOR IGAMING OPERATORS

WHAT'S INSIDE?

- **Chapter 1: Understanding the Role of KPIs in iGaming**
- **Chapter 2: Player Acquisition KPIs**
- **Chapter 3: Engagement and Retention KPIs**
- **Chapter 4: Revenue and Monetization KPIs**
- **Chapter 5: Marketing and Advertising KPIs**
- **Chapter 6: Customer Support and Satisfaction KPIs**
- **Additional Resources**



[DOWNLOAD FOR FREE](#)

ON HEADPHONES:



THE BIG STORY. THE CURATION DEBATE

Programmatic curation has been gaining momentum for the past few years. Now the backlash has begun. Marketing Brew, Adweek, Marketecture, ad tech Twitter and LinkedIn have weighed in as criticisms of the trend grew. “Whenever I hear curation, I think ad network.”

[LISTEN](#)

MADTECH PODCAST SPECIAL: KATE MILLER ON WHAT 2025 HAS IN STORE

“We're joined by Kate Miller to discuss the challenges, buzzwords and opportunities of 2025. In this MadTech Podcast Special, Kate Miller joins John Still to discuss the state of the programmatic industry.”

[LISTEN](#)

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**STATS &
FACTS**



NUMBERS DON'T LIE:

- **22%** of marketers use display ads as part of their marketing strategy.
- **Nine out of ten dollars** spent on display advertising are allocated using programmatic buying.
- More than **half of all global web traffic is mobile**, making this an essential platform for advertisers.
- Video ad spending is projected to reach more than **\$240 billion** by 2028.
- Marketers say that Google's planned **third-party cookie** phase out has had the most impact on their marketing strategy this year.

NUMBERS DON'T LIE:

- Companies with blogs produce an average of **67% more leads** per month than companies that don't have active blogs.
- **50%** of marketers plan on increasing their investment in content marketing in 2024.
- **Short-form video** is the top leveraged media format in marketers content strategies.
- **25%** of marketers leverage podcasts or other audio content as part of their content strategy.



05

**CASE
STUDY**

UBIDEX & LEON GAMING

The UBIDEX Toolkit has empowered Leon Gaming, a global online casino and sports betting company, to achieve a substantial increase in user re-engagement and effectively convert specific user segments to desired KPIs.

With UBIDEX, Leon Gaming successfully implemented retargeting campaigns and assessed their effectiveness using post-click and post-view metrics. Additionally, the launch of multiple new brands, which achieved significant success, was made possible through UBIDEX Premium features.

DOWNLOAD OUR CASE STUDY TO DISCOVER HOW UBIDEX'S CLIENT:

- 4x company annual growth
- New brand: scaled from zero to eight-figure deposit numbers
- Significantly higher average revenue per user (ARPU)
- 4.5x total betting amount
- and more



[DOWNLOAD CASE STUDY](#)

— ABOUT UBIDEX

UBIDEX is a unique toolkit for cookieless retargeting, custom audience collection, and programmatic media buying.

Its pioneering technology combines high performance with robust features, enabling the seamless execution of successful user retargeting and retention campaigns. It provides clients with an enhanced ability to collect cookie-less audiences, track first-party user events, efficiently execute retargeting campaigns using niche traffic suppliers, and accurately measure post-view and post-click attribution.

UBIDEX has been developed to help its clients worldwide grow their business results.

QUESTIONS? COMMENTS?

Feel free to share your feedback.

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