

UBIDEX

1001

D.A.J

QUARTERLY DIGITAL ADVERTISING JOURNAL

YOUR DISCOVERY AND INNOVATION JOURNEY IN THE DIGITAL ADVERTISING REALM

EDITION

WHAT'S INSIDE?

| | |
|---------------------------------------|-----------|
| TOP INDUSTRY NEWS & TRENDS | 3 |
| MUST-READ ARTICLES | 7 |
| EBOOKS & PODCASTS | 12 |
| STATS & FACTS | 15 |
| CASE STUDY | 18 |
| ABOUT | 20 |

0

1

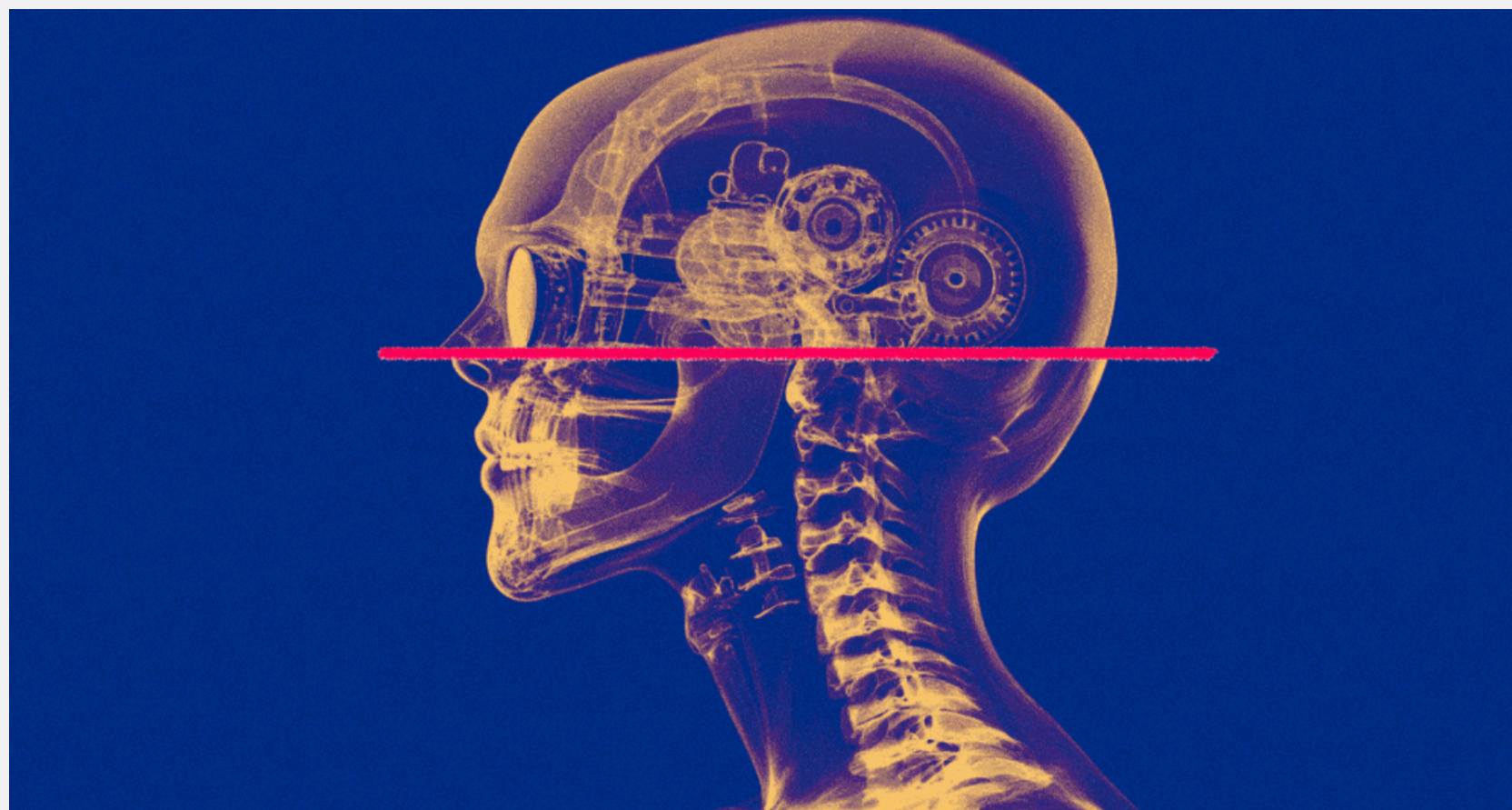
**TOP INDUSTRY
NEWS & TRENDS**



JANUARY

WHICH AD METRICS MATTER MOST IN 2025

ADAGE



GAMBLEAWARE REPORT HIGHLIGHTS RISKS IN GAMBLING PRODUCTS AND CALLS FOR STRICTER REGULATION

Gambling Insider



CRACKING THE PRIVACY CODE: HOW BRANDS CAN ADAPT TO 2025'S DATA RULES

The Drum



HERE ARE THE CASES FOR AND AGAINST AI AGENTS

Digiday



FROM CLICKS TO CONNECTION: TECH'S ROLE IN CREATING LIFELONG CONSUMERS

AdWeek

FEBRUARY

ELI DESATNIK ON WINNING TRENDS IN IGAMING

SIGMA WORLD



WHY DATA MINIMIZATION IS A VERY BIG DEAL FOR AD TECH

AdExchanger

HOW BRANDS ARE USING CUSTOM AI TO IMPROVE PROGRAMMATIC AD BUYING

AdAge

GUIDE TO PROGRAMMATIC ADVERTISING: CHANNELS, AD TYPES, SERVICE MODELS, AND PLAYERS

eMarketer

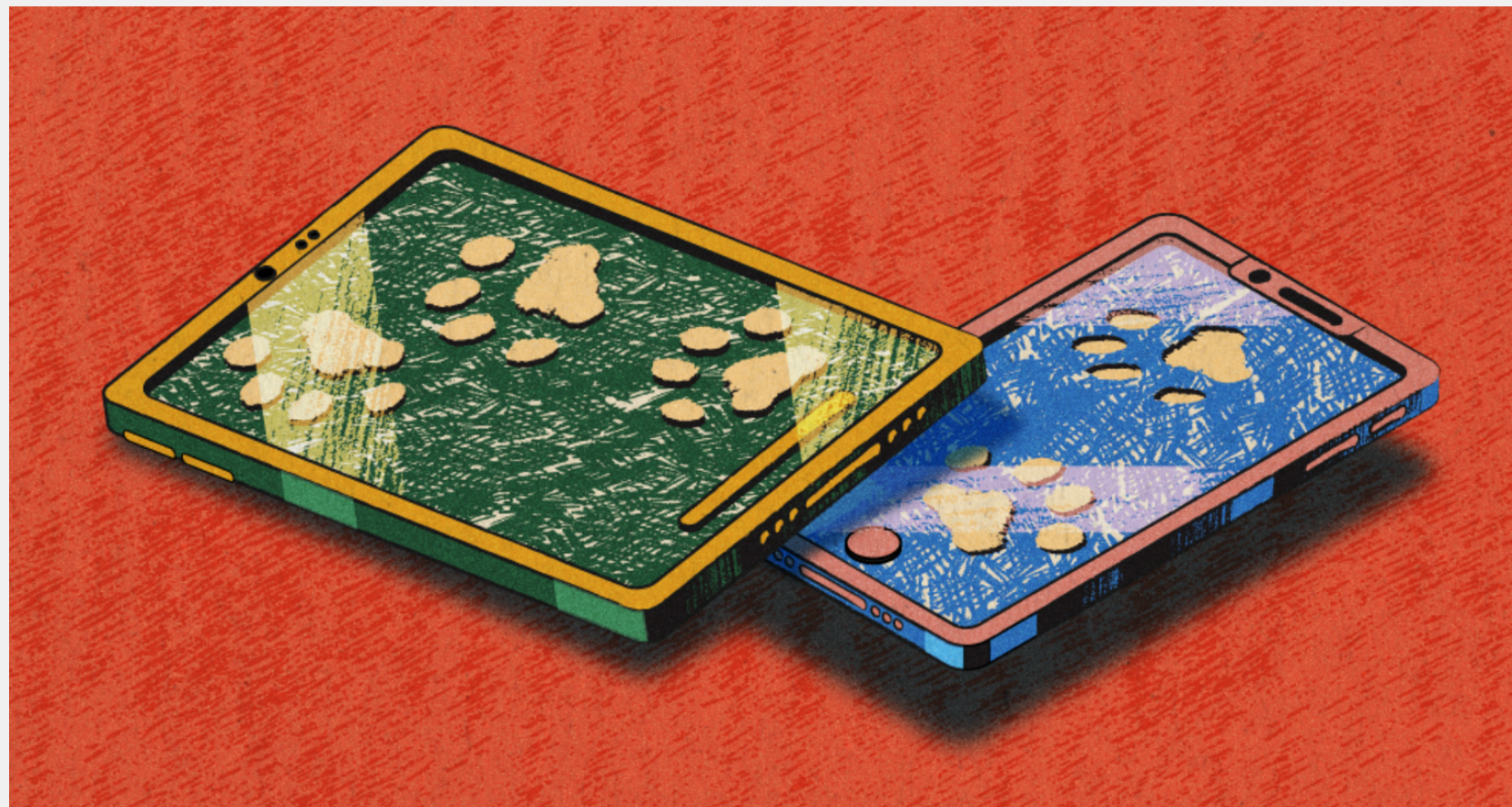
WTF IS IDENTITY RESOLUTION?

Digiday

MARCH

HOW CEOs VIEW THEIR CMOS AND MARKETING

ADAGE



UNLOCK THE FUTURE OF PROGRAMMATIC ADVERTISING MEASUREMENT

AdExchanger

WHAT ARE THE FOUR ADVERTISING ROLES SET TO BE TRANSFORMED BY AGENTIC AI?

The Drum

BRANDS NEED UNIQUE DATA TO TRULY UNDERSTAND THEIR CUSTOMERS' MOTIVATIONS

eMarketer

WTF IS IAB TECH LAB'S AD CREATIVE ID FRAMEWORK?

Digiday



02

MUST-READ ARTICLES

LTV



PROVEN STRATEGIES TAILORED FOR
GAMBLING OPERATORS

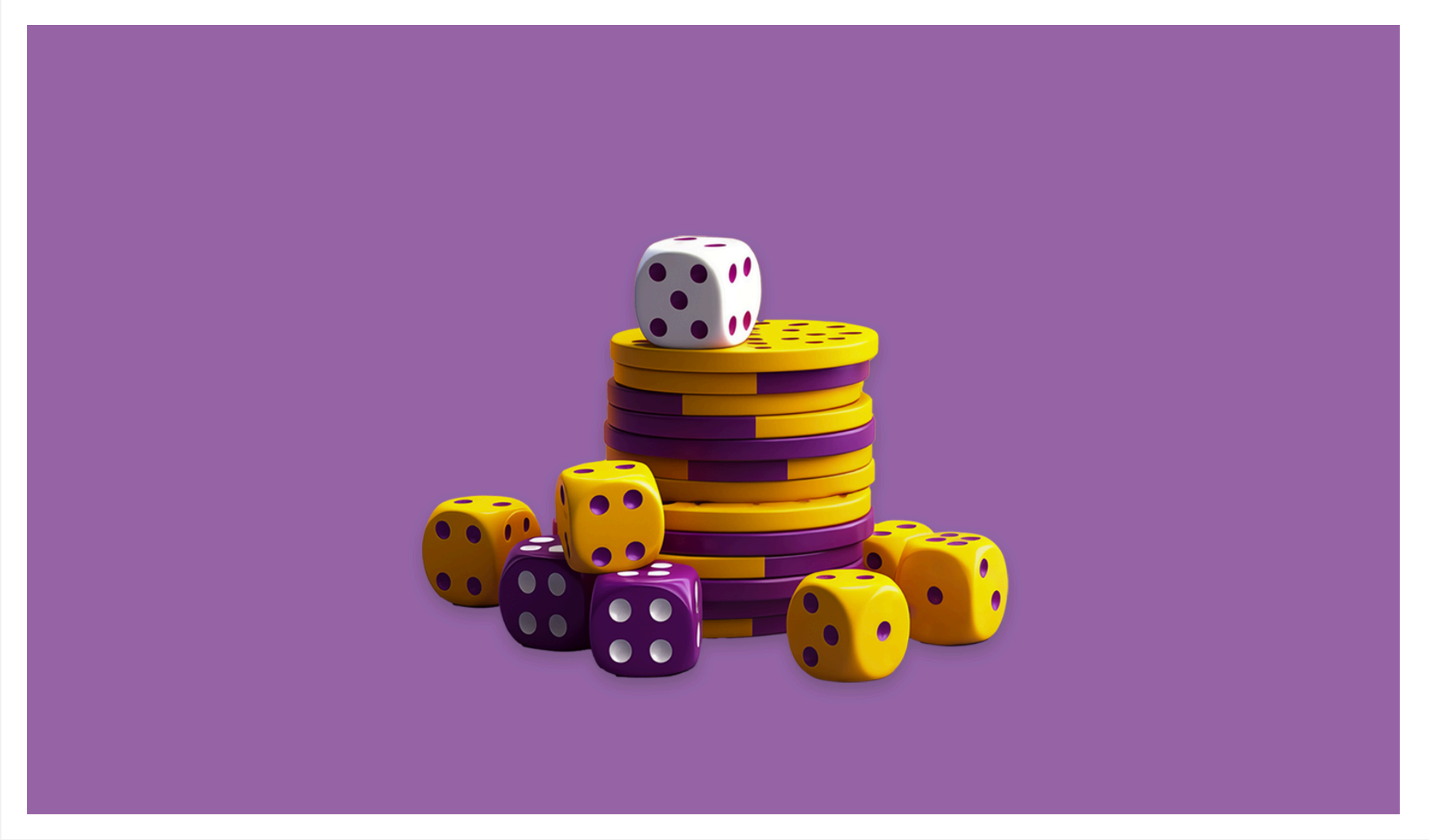
5 PROVEN STRATEGIES TO INCREASE PLAYER LTV IN IGAMING

Discover how data-driven insights, retargeting, personalization, and retention tactics can maximize player engagement and revenue.

[READ ON BLOG](#)

RETARGETING

RETARGETING IS THE KEY TO IGAMING PLAYER RETENTION



WHY RETARGETING IS THE KEY TO IGAMING PLAYER RETENTION IN 2025

Learn how personalization, cookieless strategies, and omnichannel experiences can boost engagement, increase loyalty, and drive revenue for operators.

[READ ON BLOG](#)

PROGRAMMATIC



**PROGRAMMATIC ADVERTISING FOR
IGAMING BRANDS GROWTH**

PROGRAMMATIC ADVERTISING: A MUST-HAVE FOR SCALABLE GROWTH IN IGAMING

Leverage automated ad buying and real-time bidding to maximize ROI & player retention.

READ ON BLOG

USER RETENTION



MAXIMIZE IGAMING PLAYER RETENTION

PLAYER LIFECYCLE IN IGAMING: RETENTION STRATEGIES FOR EVERY STAGE

Learn how lifecycle marketing, reactivation campaigns, segmentation, and personalized engagement boost loyalty, reduce churn, and increase long-term revenue.

[READ ON BLOG](#)



03

**EBOOKS &
PODCASTS**

IGAMING ADVERTISING 2025: TRENDS, STATISTICS AND FORECAST

WHAT'S INSIDE?

- Trend #1: Player Retention as the New Growth Strategy
- Trend #2: Smart Retargeting to Maximize Engagement
- Trend #3: Hyper-Personalization in iGaming Advertising
- Trend #4: Responsible Advertising & Compliance-Driven Marketing
- Trend #5: AI-Driven Automation for Smarter Campaigns
- Conclusion: Preparing for the Future of iGaming Advertising



[DOWNLOAD FOR FREE](#)

ON HEADPHONES:



THE EVOLUTION OF INDEPENDENT AGENCIES

In this edition of The MadTech Podcast Special, Michelle Sarpong, commercial lead at the7stars and Charlotte Powers, head of digital at Bountiful Cow join ExchangeWire research lead Mat Broughton to discuss the key strengths and evolution of independent agencies.

[LISTEN](#)

THE FUTURE OF STREAMING AND STORYTELLING

Entertainment has never been more dynamic or fragmented. Consumers have endless choices for how and where they engage with content, from streaming services to cinema, television, gaming, and beyond.

[LISTEN](#)



0

4

**STATS &
FACTS**

NUMBERS DON'T LIE:

GLOBAL

- Global digital ad spending is projected to hit **\$700 billion in 2025**.
- Video ads have the **highest engagement rate**, outperforming other formats by 120%.
- 68% of marketers say **personalization improves ad performance**.
- The average person sees **over 6,000 ads** daily.
- Programmatic advertising is responsible for **90% of all digital display ad purchases**.

NUMBERS DON'T LIE:

GLOBAL

- Global advertising spending is expected to reach **\$1 trillion by 2026.**
- **50%** of all ad spending is now digital, with traditional channels seeing a steady decline.
- **80%** of consumers say they prefer **ads tailored to their interests.**
- **Native advertising generates 53% more engagement** than traditional banner ads.
- Mobile advertising makes **up 70% of total digital ad revenue.**



05

**CASE
STUDY**

UBIDEX & CONVERT AGAIN

The UBIDEX Toolkit has enabled Convert Again, a media agency, to manage **centralized retargeting and retention campaigns**, providing a single hub for tracking their performance effectively.

Convert Again was able to **efficiently run cross-format retargeting and retention campaigns** for numerous online casino brands. This is made possible through seamless integration with programmatic and direct traffic suppliers.

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

- effectively implemented retargeting and retention strategies
- increased recurring deposits to 36%
- achieved 400-1000% ROI for the return of inactive players scenarios
- get 50,000 Post-view\click attributed deposits monthly
- 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.

EMAIL ADDRESS

contact@ubidex.io

WEBSITE

ubidex.io

CONNECT WITH US

