

UBIDEX

QAD

D.A.J

QUARTERLY DIGITAL ADVERTISING JOURNAL

YOUR DISCOVERY AND INNOVATION JOURNEY IN THE DIGITAL ADVERTISING REALM

EDITION

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**TOP INDUSTRY
NEWS & TRENDS**



APRIL

RETARGETING, RETENTION & ROI: IGAMING INTERVIEW

ADOPERATOR



THE AD TECH VERDICT ON GOOGLE AND THIRD-PARTY COOKIES

AdExchanger

YES, AI WILL REDEFINE MARKETING – BUT NOT THE WAY YOU’D EXPECT

The Drum

WHY BRANDS AND AGENCIES ARE PUTTING AI CHIEFS IN THEIR C-SUITES

Digiday

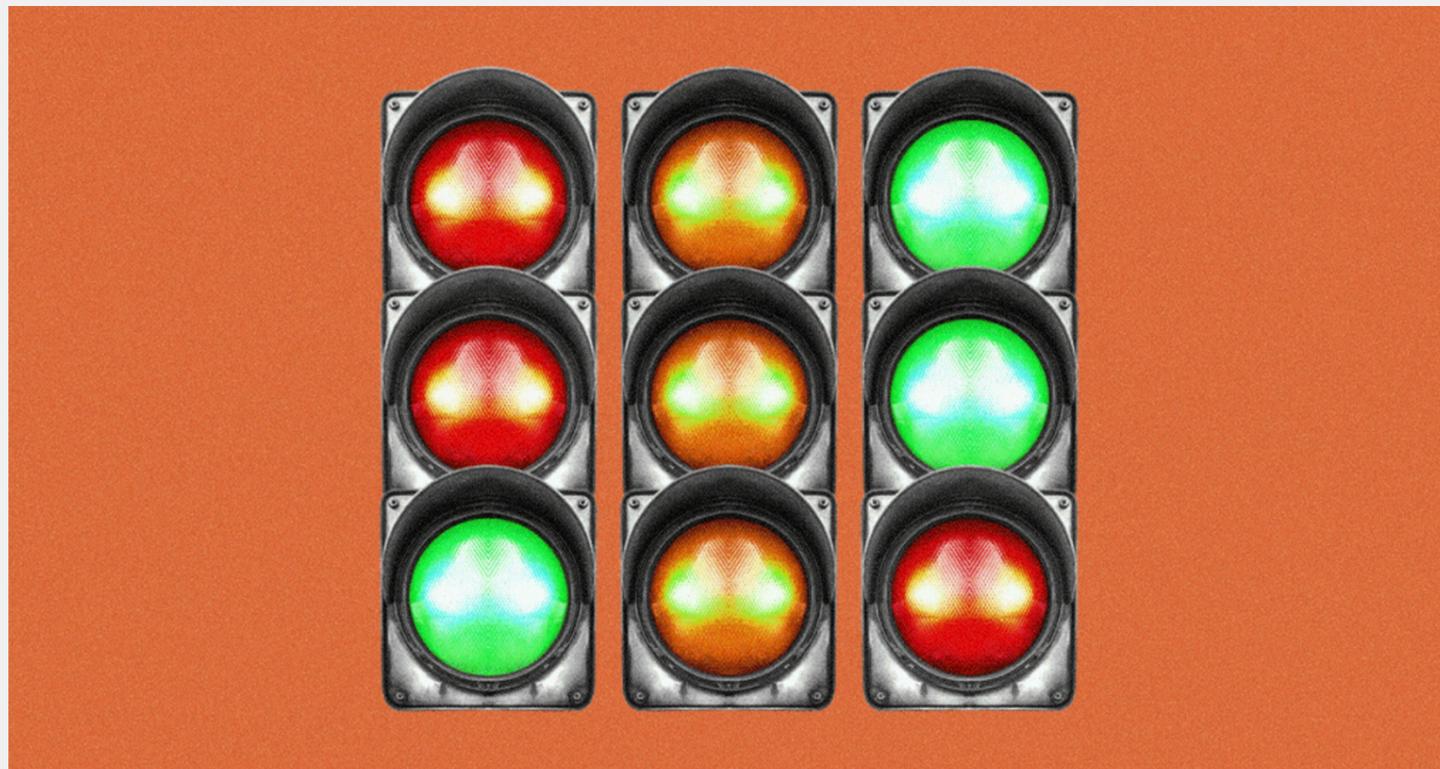
PODCAST AD REVENUES WILL GROW CONSISTENTLY DESPITE BROADER AD PULLBACKS

eMarketer

MAY

BUILDING TRUST IN THE AGE OF AI

THE DRUM



GOOGLE IS KEEPING COOKIES, SO ADVERTISERS WILL KEEP BUYING JUNK DATA IN BULK

AdExchanger

MEASURING PROGRAMMATIC — 7 KEY METRICS FOR MARKETERS AND ADVERTISERS

AdAge

WHY MARKETERS CAN'T RELY ON COOKIES FOR MEASUREMENT — EVEN IF THEY'RE NOT GONE

eMarketer

CHATGPT REFERRAL TRAFFIC TO PUBLISHERS' SITES HAS NEARLY DOUBLED THIS YEAR

Digiday

JUNE

PAYMENTS FOCUS 2025

GAMBLING INSIDER



**WHY BRANDS MUST FIX BROKEN
STRATEGY SYSTEMS TO REBUILD
TRUST**

AdAge

**THE UNEXPECTED UPSIDE OF A
COOKIELESS FUTURE THAT NEVER
CAME**

AdExchanger

**FROM HYPE TO PERFORMANCE: HOW
IGAMING STREAMERS BECAME THE
NEW FRONT LINE OF PLAYER
ACQUISITION**

iGB

WTF IS SELL-SIDE DECISIONING?

Digiday



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MUST-READ ARTICLES

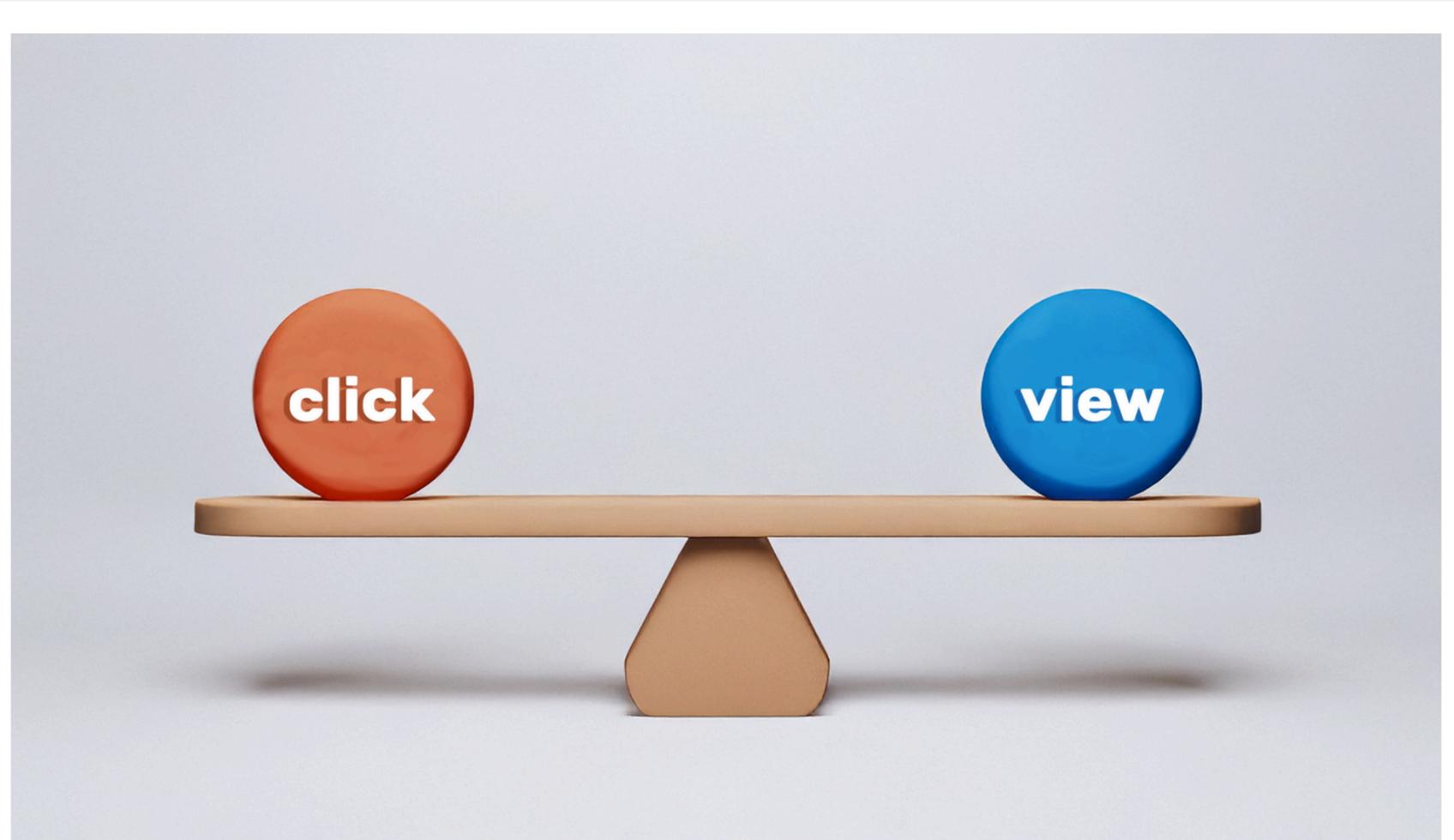
POST-VIEW

PROVEN STRATEGIES TAILORED FOR
GAMBLING OPERATORS

WHY POST-VIEW ATTRIBUTION IS ESSENTIAL FOR IGAMING OPERATORS

Learn how post-view attribution reveals hidden player journeys, optimizes ad spend, and drives long-term growth for your brand.

READ ON BLOG



RETARGETING

**THE MOST POWERFUL TOOLS IN
IGAMING MARKETING**

5 CRITICAL RETARGETING MISTAKES AND HOW TO FIX THEM

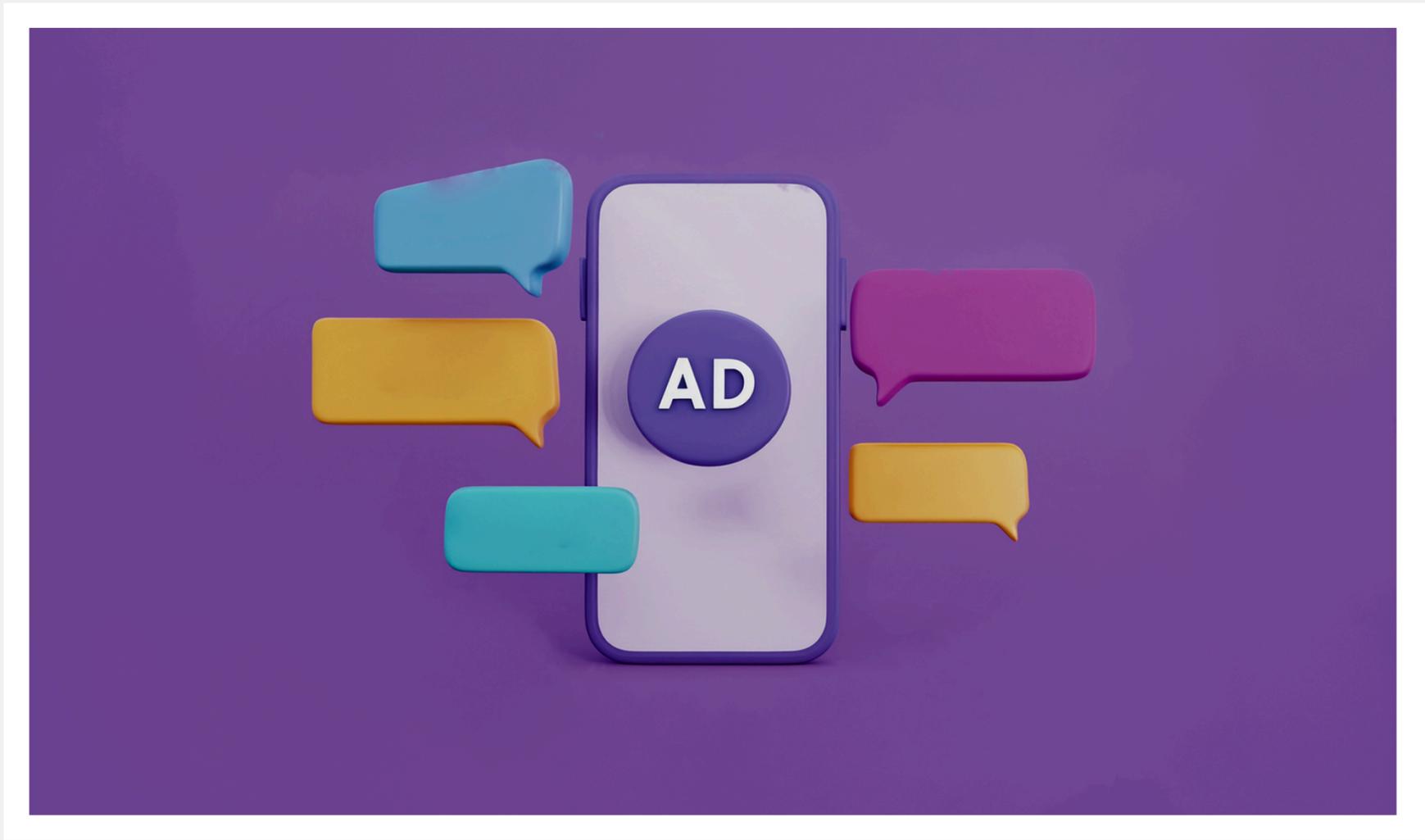
Learn how to fix them, drive higher player engagement, and grow user LTV.

READ ON BLOG



PERFORMANCE

**TOP PROGRAMMATIC
AD FORMATS**



TOP PERFORMING AD FORMATS IN 2025: WHAT WORKS IN PROGRAMMATIC

Discover top programmatic ad formats of 2025 – from pop and push to video and native – and learn how to optimize creative and placement for maximum ROI.

READ ON BLOG

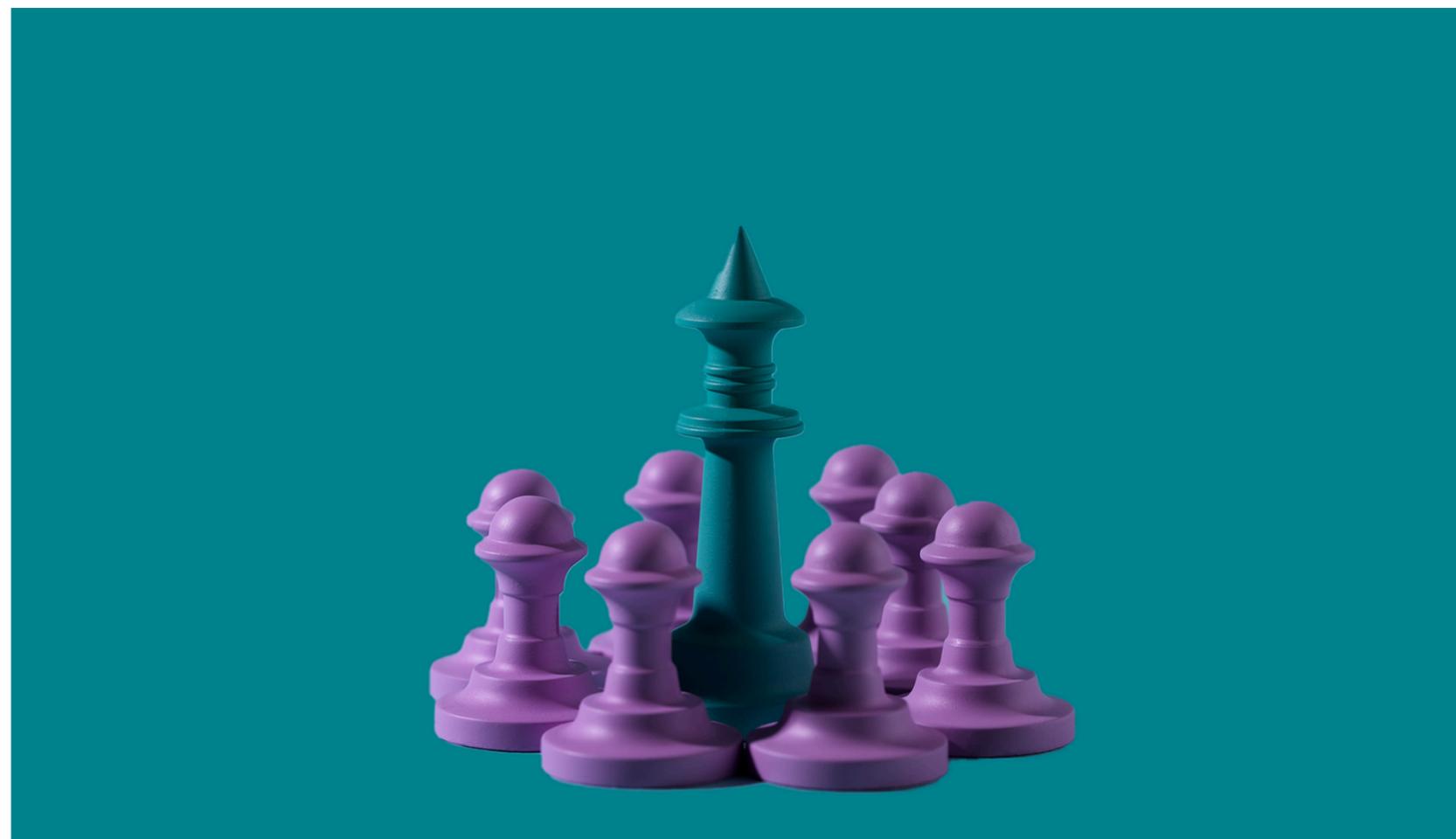
CROSS-BRANDING

WINNING IGAMING CROSS-BRANDING STRATEGY

HOW TO BUILD A MEDIA-BUYING STRATEGY FOR CROSS-BRANDING

Leverage first-party data, audience segmentation, and programmatic ads to launch new brands successfully.

[READ ON BLOG](#)



**STOP WASTING YOUR
AD BUDGET**

**WHY YOUR ADS DON'T CONVERT:
7 COMMON MEDIA BUYING
MISTAKES**

Discover mistakes that drag down your iGaming ad conversions — and get practical tips on targeting, creative, bidding, funnel alignment and smart retargeting.

READ ON BLOG



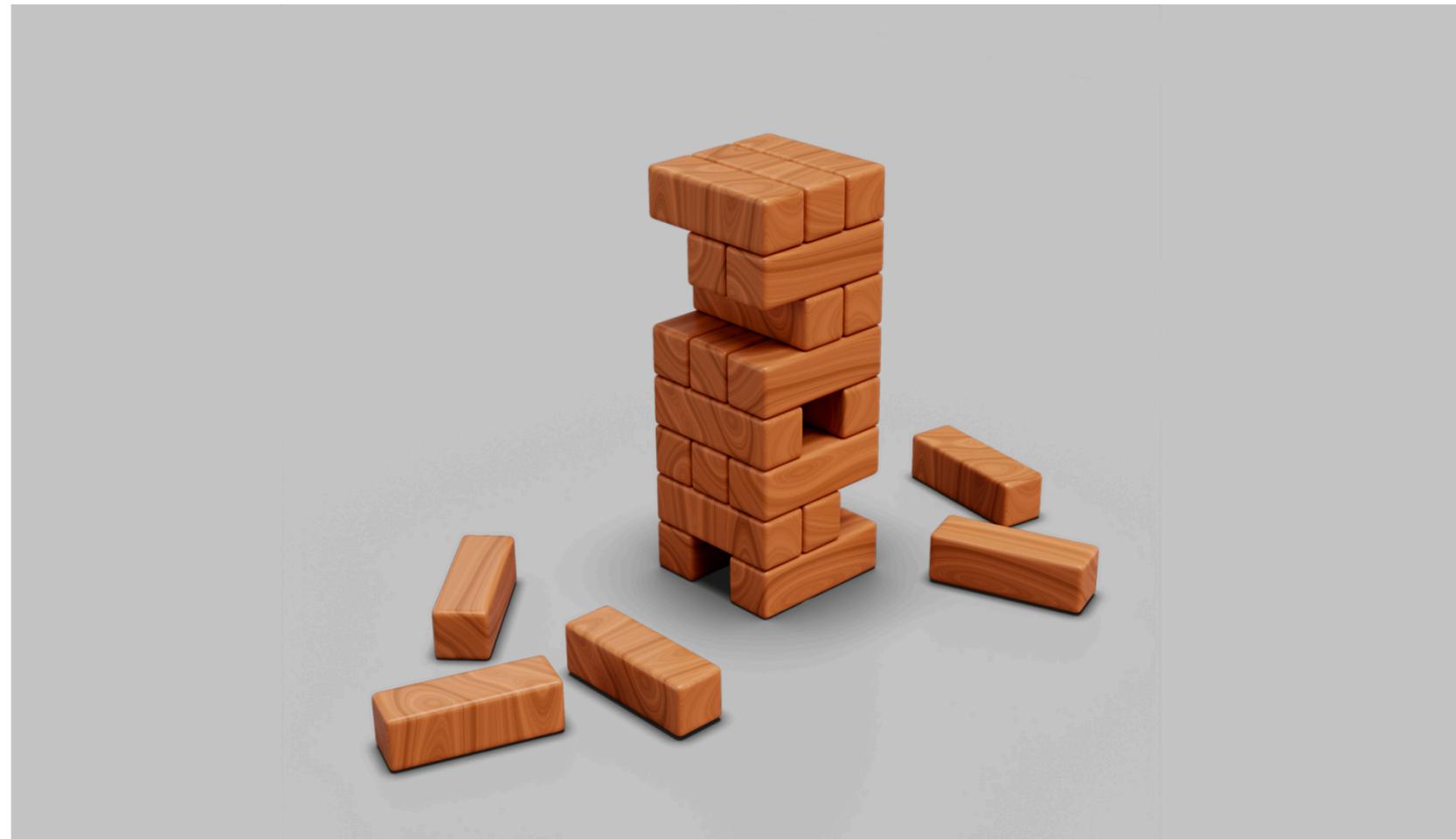
RETARGETING

BOOST RETENTION AND MAXIMIZE LTV

HOW TO BUILD A HIGH- CONVERTING RETARGETING FUNNEL

Learn how to build a high-converting iGaming retargeting funnel that boosts retention, maximizes LTV, and reduces acquisition costs.

[READ ON BLOG](#)





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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](#)

CREATIVES BEST PRACTICES FOR IGAMING

BOOST CONVERSIONS WITH POP, PUSH, BANNER, VIDEO & NATIVE

In iGaming, every impression counts. This guide equips media buyers with actionable, format-specific advice to maximize ROI across Pop, Push, Banner, Video, and Native channels. You'll learn exactly what to do, what to avoid, and how to test so that every creative you launch works harder and smarter.

This practical playbook is designed to help you:

- Learn how to craft ads that capture attention in under 3 seconds.
- Use proven frameworks to optimize Pop, Push, Banner, Video, and Native formats.
- Protect your campaigns from geo-specific gambling regulations and network policies.
- And more.



[DOWNLOAD FOR FREE](#)

PODCASTS

ON HEADPHONES:



THE PRICELESS PLAYBOOK: HOW MASTERCARD IS USING AI PERSONALIZATION TO STAY RELEVANT

Plus, brand storytelling in the age of creators.

[LISTEN](#)

ANTITRUST AND GOOGLE'S ADTECH ALPHABET SOUP

ADWEEK's podcast unpacks how the DOJ's ruling could scramble Google's ad empire

[LISTEN](#)



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**STATS &
FACTS**

NUMBERS DON'T LIE:

PROGRAMMATIC

- **Global Programmatic Ad Spend:** Projected to reach \$651 billion in 2025, accounting for over 82% of total digital ad expenditures. This underscores the dominance of automated, data-driven media buying in the digital advertising landscape.
- **Digital Advertising Market:** The global digital advertising market is expected to surpass \$1 trillion in revenue by 2025, with programmatic advertising being a significant contributor to this growth.
- **Programmatic Display Advertising:** By 2026, it's anticipated that 90% of global digital display advertising will be purchased programmatically, highlighting the near-total automation of display ad transactions.

NUMBERS DON'T LIE:

PROGRAMMATIC

- **Programmatic Video Advertising:** In the U.S., programmatic video ad spending is projected to exceed \$110 billion in 2025, driven by the proliferation of streaming services and short-form video platforms.
- **Retail Media Networks (RMNs):** Spending on RMNs is expected to surpass \$30 billion by 2026, as brands leverage first-party shopper data to target consumers directly within e-commerce platforms.
- **Artificial Intelligence Integration:** AI is playing an increasingly pivotal role in programmatic advertising, with projections indicating that by 2029, 94.1% of advertising revenue will be influenced by AI-driven strategies.



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**CASE
STUDY**

UBIDEX & LEON



The UBIDEX Toolkit has empowered Leon, 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 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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contact@ubidex.io

WEBSITE

ubidex.io

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