

UBIDEX

Q3 2024

D.A.J

QUARTERLY DIGITAL ADVERTISING JOURNAL

YOUR DISCOVERY AND INNOVATION JOURNEY IN THE DIGITAL ADVERTISING REALM

10TH EDITION

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01

TOP INDUSTRY NEWS & TRENDS



JULY

CREATIVE IS THE NEW TARGETING —AND AI IS ALREADY USING IT

ADAGE



TRANSPARENT NON-
TRANSPARENCY

AdExchanger

THE ROI RESET: 5 STRATEGIES
SHAPING THE FUTURE OF
MARKETING EFFECTIVENESS

The Drum

WTF IS REQUEST DUPLICATION?

Digiday

MEASUREMENT CHALLENGES
IMPEDE INFLUENCER MARKETING
GROWTH

eMarketer

AUGUST

RETENTION RATE MOST IMPORTANT TO A/B TESTERS

EMARKETER



WHY HUMAN VOICES STILL MATTER
IN THE AGE OF AI

AdExchanger

HOW CMOS CAN BOOST ROI
WITHOUT SACRIFICING BRAND
VALUE

AdAge

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

eMarketer

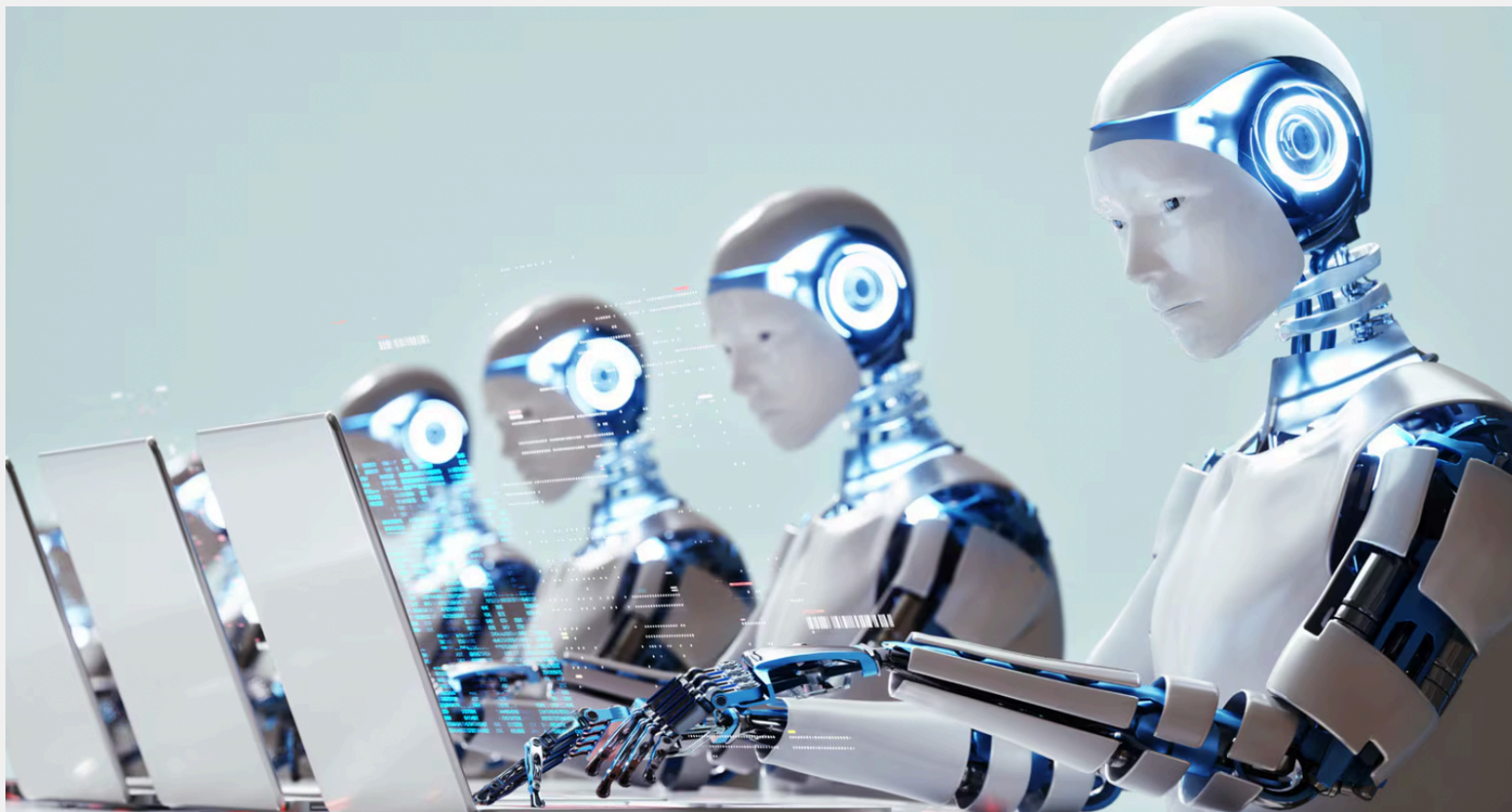
THE THREE THINGS YOU NEED TO
MAKE THE MOST OF FIRST-PARTY
DATA

The Drum

SEPTEMBER

SIGMA EURO-MED: IS EU REGULATION READY FOR AI?

GAMBLING INSIDER



**AI WILL RESHAPE MARKETING BY
2030 — WHAT TO OPERATIONALIZE
NOW**

AdAge

**MARKETING IN THE AGE OF AI
ANSWERS**

AdExchanger

**LEGACY OR LEADERSHIP? WHY
OPERATORS NEED TO ADAPT OR
RISK FADING AWAY**

iGaming Business

**WHAT CAN TOP MARKETERS NOT
SURVIVE WITHOUT?**

The Drum



02

**MUST-READ
ARTICLES**

BRAND GROWTH

THE CORNERSTONE OF IGAMING BRAND GROWTH

RETARGETING, RETENTION & REACTIVATION

Discover why retargeting, retention, and reactivation are now critical to iGaming success. Learn how top operators reduce churn, grow LTV, and scale faster without overspending on acquisition.

[READ ON BLOG](#)

CHURN RATE



THE MOST POWERFUL STRATEGIES IN IGAMING MARKETING

CHURN RATE IN IGAMING: WHERE YOU'RE LOSING PLAYERS – AND HOW TO STOP IT

Discover how to measure, predict and prevent player churn in iGaming to boost LTV, optimize retention and maximize growth with proven churn-reduction strategies.

[READ ON BLOG](#)

USER RETENTION

TARGETED TACTICS TO BOOST LTV AND MAXIMIZE ROI

THE HIDDEN COST OF IGNORING RETENTION AND REACTIVATION IN IGAMING

Discover how ignoring retention and reactivation drains your iGaming profits.

[READ ON BLOG](#)

KPIS

LTV, ROAS, AND TACTICS THAT
MAKE PLAYERS BET LONGER

MOST DANGEROUS KPI: WHY YOU CAN'T AFFORD TO IGNORE CHURN

Discover why churn is iGaming's most dangerous KPI and how to plug the leaky funnel with retention-driven tactics.

[READ ON BLOG](#)

AUDIENCES

**USERS WHO PROVED VALUE WITH
REAL MONEY**

LOOKALIKE AUDIENCES FOR CASINO RETARGETING

Learn how to build, test, and scale lookalike audiences to revive lapsed casino players, increase verified deposits, and raise LTV without wasting ad spend.

READ ON BLOG



03

EBOOKS



IGAMING LTV GROWTH GUIDE

FROM SIGN-UP TO LONG-TERM REVENUE

Squeeze more juice from the base you already own. This guide reveals how top iGaming brands boost LTV, reduce CPA, and turn retention into their best acquisition channel.

Inside, you'll find three sharp strategies that top iGaming brands use to unlock hidden revenue:

- Retargeting
- Retention
- Reactivation

Each one comes with expected impact ranges, proven mechanics, and the risks nobody talks about (with ways to neutralize them). Think of it as a shortcut to the insights you'd normally learn the hard way.



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

04

STATS & FACTS



NUMBERS DON'T LIE:

IGAMING

- Global ad spend on iGaming in 2025 surpassed approximately **\$12 billion**.
- The total iGaming market in 2025 is estimated at roughly **\$100–110 billion** (estimates vary but cluster around this range).
- The in-game advertising market saw massive growth and is valued at roughly **\$124–125 billion in 2025**, driven by programmatic formats.
- Opt-in rates for push notifications in the “games/gaming” category are **around 63–64%**, which constrains organic reach for push campaigns and makes subscription-conversion work important.
- **Pop/Push** and programmatic remain **leading channels for conversions in iGaming**; well-targeted popunder campaigns can deliver very high ROI (example case reported +286% ROI).

NUMBERS DON'T LIE:

IGAMING

- Despite a large audience, the gaming sector receives **under 5% of global digital ad budgets** — indicating substantial room for increased investment.
- In the U.S., regulatory and commercial expansion is visible: online sports and iGaming revenue in active states is growing fast — e.g., combined online revenue across several states reached **\$8.41 billion in 2024** (a +28.7% YoY increase).
- Affiliate / partner marketing remains a **critical acquisition channel** for operators, with affiliates (including eSports verticals) growing into 2025.
- **Mobile traffic and mobile products** are the key driver of engagement and conversions in iGaming — mobile accounts for the majority of sessions and bets and continues to grow.



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 RETARGETING TOOLKIT - iGaming Advertising Technology

With a focus on retargeting, retention, and reactivation, UBIDEX helps operators worldwide maximize player lifetime value, boost ROI, and reduce churn.

The platform brings multiple technologies into a single, unified solution — delivering full transparency, centralized control and powerful automation. We leverage first-party data, contextual targeting, and dynamic creatives to run efficient and scalable campaigns.

Backed by 6+ years in the market, thousands of campaigns and a field-tested Retargeting Framework, UBIDEX turns missed opportunities into long-term players — increasing deposits, reducing churn and extending player lifecycles.

QUESTIONS? COMMENTS?

Feel free to share your feedback.

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