

UBIDEX

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D.A.J

QUARTERLY DIGITAL ADVERTISING JOURNAL

YOUR DISCOVERY AND INNOVATION JOURNEY IN THE DIGITAL ADVERTISING REALM

EDITION

WHAT'S INSIDE?



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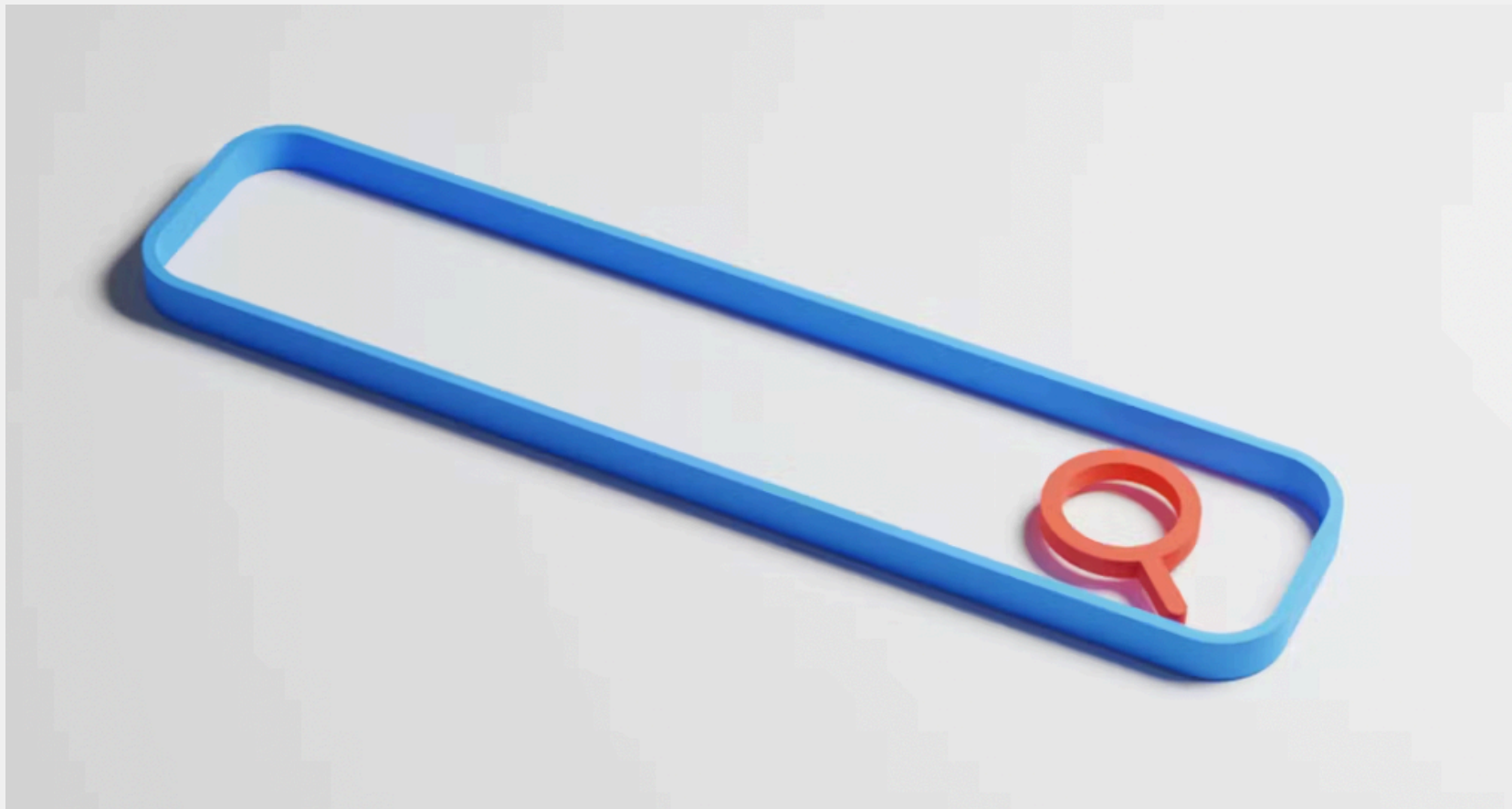


TOP INDUSTRY NEWS & TRENDS

OCTOBER

WHY CONFIDENCE IS MARKETING'S NEW CURRENCY

EMARKETER



**THREE QUESTIONS EVERY CMO
SHOULD BE READY TO ANSWER FOR
THEIR CFO**

AdExchanger

**WHAT MARKETERS SHOULD KNOW
ABOUT ADS ON CHATGPT**

The Drum

**4 OVERLOOKED SOURCES OF
CONSUMER INSIGHTS DATA
MARKETERS SHOULD BE USING**

AdAge

**ARE CRYPTO AND IGAMING
BECOMING TWO SIDES OF THE SAME
COIN?**

Gambling Insider

NOVEMBER

10 QUESTIONS TO TEST YOUR AI ADVERTISING READINESS

ADAGE



WALL STREET WANTS TO KNOW
WHAT THE PROGRAMMATIC DRAMA
IS ABOUT

AdExchanger

EUROPEAN REGULATORS AGREE TO
SHARE DATA ON ILLEGAL ONLINE
GAMBLING

Gambling Insider

IGB PODCAST: IGAMING CHECKUP
WITH DR EYAL – WHAT A SHAME!

iGaming Business

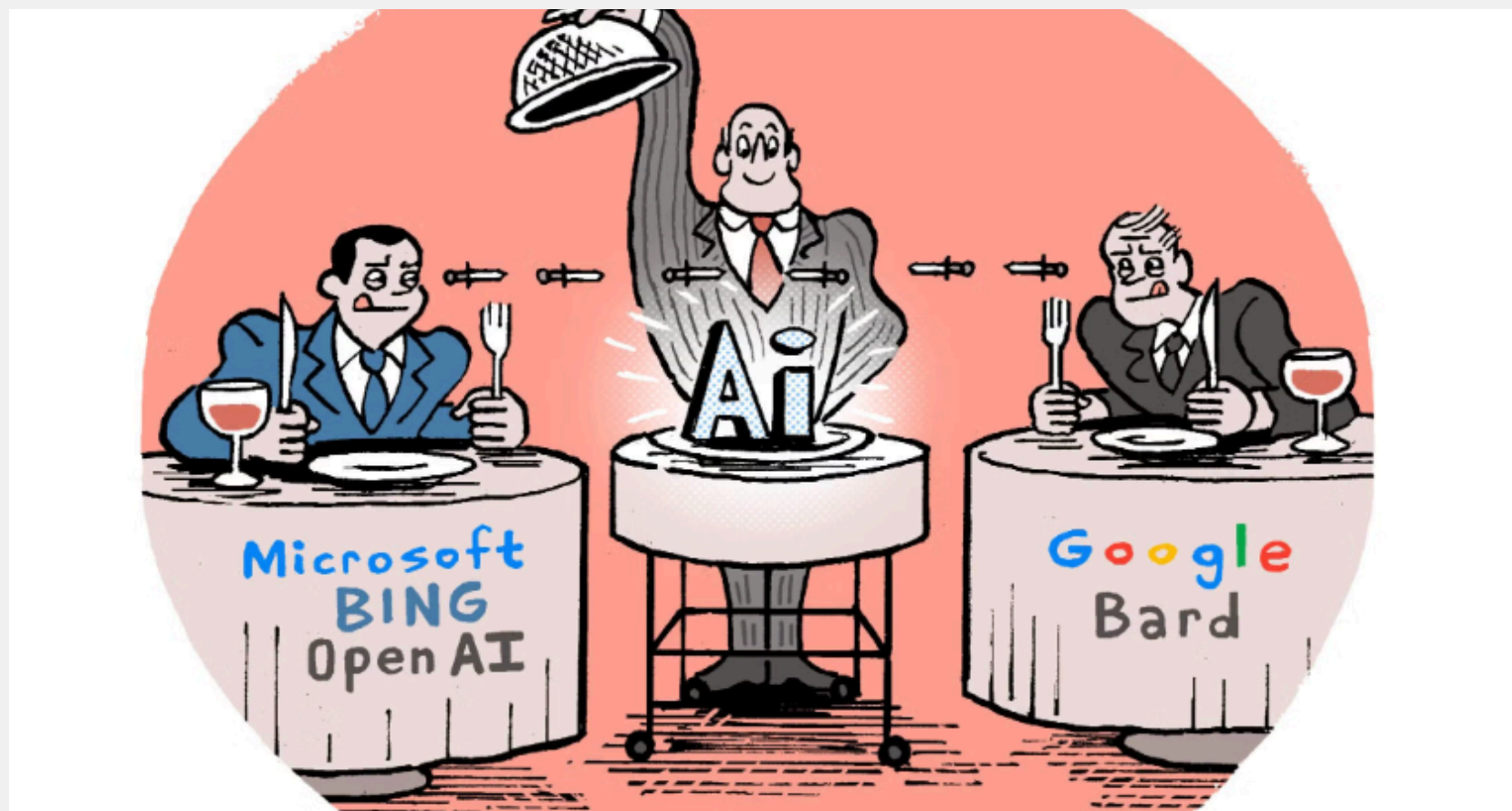
PEOPLE ARE HAVING STRONGER
EMOTIONAL REACTIONS TO GEN AI
ADS... THAT'S NOT ALWAYS GOOD

The Drum

DECEMBER

PROGRAMMATIC ADS ARE COMING TO AI CHATBOTS

ADEXCHANGER



THE TOP 5 REBRANDS OF 2025 — THE BOLD MOVES THAT WORKED

AdAge

AI BROWSER ADOPTION COULD CREATE NEW DISCOVERY RULES FOR BRANDS

eMarketer

WHY YOU SHOULD TREAT YOUR PR COMPANY LIKE YOUR THERAPIST

iGaming Business

‘DO THINGS THAT DON’T SCALE’: GROWTH MARKETING LESSONS FROM THE UPSIDE DOWN

The Drum

102

**MUST-READ
ARTICLES**



LIFETIME VALUE

PLAYER VALUE DECIDES WHO WINS THE BUDGET FIGHT

PLAYER LTV IN IGAMING: ALL YOU NEED TO KNOW

Discover cohort and predictive LTV methods that flag high-value players early so you can cut weak spend and scale winners before quarter close.

[READ ON BLOG](#)



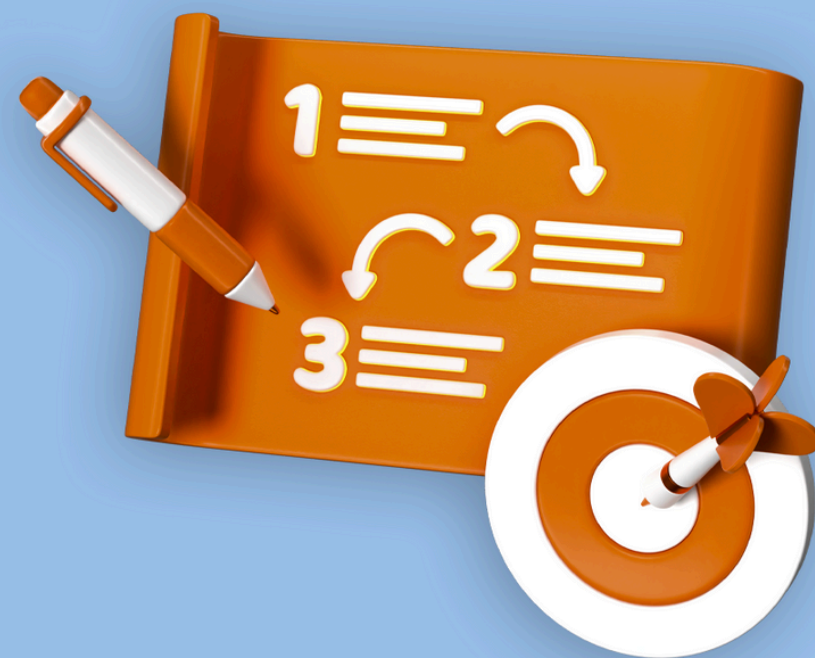
INDUSTRY

**MOVE FROM BUYING CLICKS TO
BUILDING VALUE**

5 KEY CHALLENGES FOR IGAMING OPERATORS IN 2026

Discover what iGaming operators must fix before 2026: rising CAC, privacy, personalization, multichannel complexity and LTV — plus actions to start now.

READ ON BLOG



RETENTION VS. ACQUISITION: WHERE SHOULD IGAMING CMOs INVEST?

Discover why retention beats acquisition in iGaming. Learn how smart CMOs boost ROI, LTV, and loyalty with data-driven retention strategies for 2026.

[READ ON BLOG](#)

IGAMING AD FORMATS COMPARED: WHICH CHANNELS REALLY DRIVE PLAYER VALUE?

Learn how push, pop, native, InPage, banner, and video ads perform and how to build a winning mix for 2026.

[READ ON BLOG](#)



RETARGETING

HOW TO DRIVE REPEAT DEPOSITS IN IGAMING

HOW RETARGETING INCREASES PLAYER DEPOSITS

Learn practical tactics to increase player LTV, reduce churn, and turn first-time depositors into loyal customers.

[READ ON BLOG](#)



AD FORMATS

PUSH AND POP FOR ACQUISITION,
RETENTION, AND REACTIVATION



PUSH VS POP ADS: WHICH FORMAT DELIVERS BETTER CONVERSIONS?

Compare push vs pop ads in iGaming and discover which format drives stronger conversions, deposits, and ROI.

[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:

- Global advertising spend in 2025 is projected to reach ~**US \$979 billion**, growing by +4.9% YoY.
- Digital advertising will account for approximately **73% of all global ad spend**.
- The combined category of Search + Retail Media (excluding social platforms) is expected to reach around **US \$357 billion** in 2025.
- Programmatic advertising will continue to dominate: according to Dentsu, programmatic is forecast to grow by ~11.1% and represent **more than 70% of digital ad investments**.
- Total digital ad spend in 2025 is projected at ~**US \$678.7 billion**, increasing by roughly +7.9% year over year.

NUMBERS DON'T LIE:

- Retail Media advertising is expected to grow by **+21.9% in 2025**, one of the fastest-growing digital channels.
- Connected TV (CTV) advertising is forecast to **grow by +18.4% in 2025**, while traditional linear TV may decline (e.g., around -2.5%).
- The top 5 markets (USA, China, Japan, UK, Germany) will collectively represent about **73% of global ad spending**.
- Average digital CPMs show mixed trends, with some decline and increased competition. For example, Q4 2024 CPM benchmarks indicate around **US \$5.69 per 1,000 impressions** (data varies by format and region).
- **Mobile advertising continues to dominate** digital spend, maintaining the largest share of digital formats in 2025.



CASE STUDY

UBIDEX & CONVERTAGAIN



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 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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