



ADAVICE



GAMBLING

media kit

START CAMPAIGNS WITH US

Adavice Media is a media agency with over 20 years of experience in online digital and marketing solutions. Our result-driven team is aiming to help hundreds of online casino, betting, lotto, poker, bingo slots and other gambling brands worldwide to attract new players and boost business.

AVAILABLE FORMATS

We offer mobile and desktop sources in many formats



Main sources:



Push



SMS

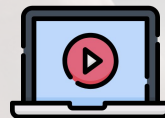


In-app

Additional sources:



Native ad



Video



Banners,
pop unders,
popups

PUSH NOTIFICATIONS

Examples of creatives:



You are lucky today!

You have been chosen to get
award of \$100 deposit



Do you need some money?

Win them today in more than
200 games.

Register and Win Now!

Discover the Best Bets:



Win \$3M jackpot today! \$

Try your luck right now



Welcome bonus up to
€600 !!!
Register and take your
bonus NOW!



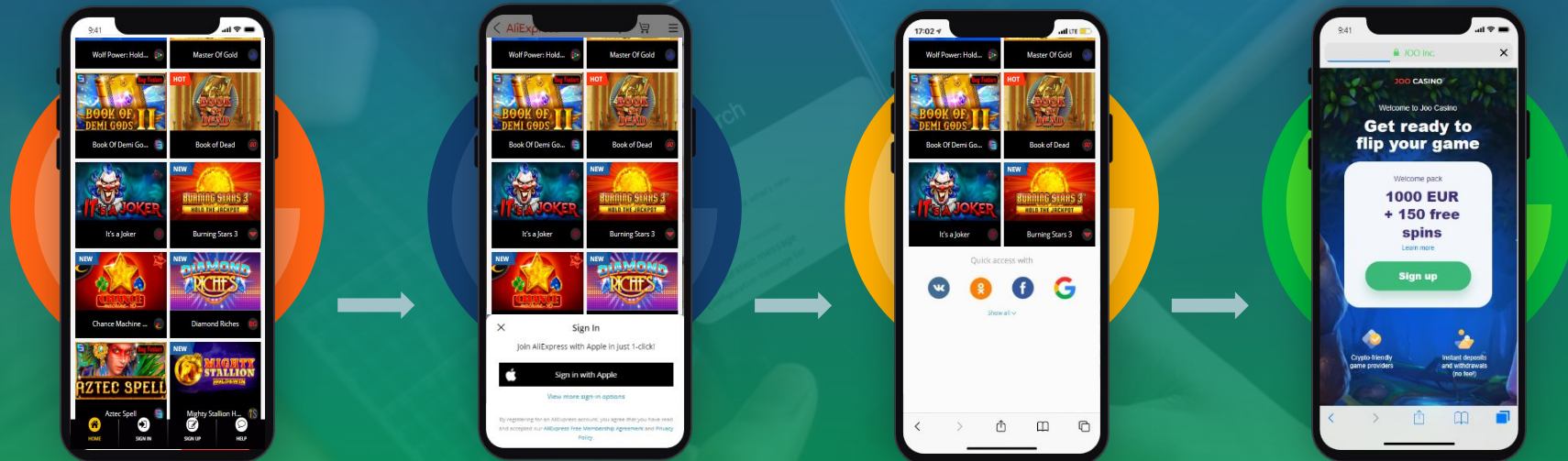
Our sources:

User subscriptions are collected with in-house technology from relevant websites such as gambling sites and landing pages, ranking and other entertaining sites

Available targeting:

- ◆ Push type (In-page push / classic push)
- ◆ Country
- ◆ City / state
- ◆ Device
- ◆ Browser
- ◆ Browser language

HOW PUSH NOTIFICATION AD WORKS



1. User interacts with site while surfing the Internet and if he likes the content he subscribes to updates

2. User presses the allow button on the permission prompt

3. He gets to the subscriber base and receives web push notifications

4. User clicks on push notification with your product promotion and gets to your website

SMS

Database of users interested in receiving Gambling news, promos, offers and updates is collected from our self-developed lead generation websites.

Each user has opt-out option and gets sms not frequently then once per 3 months – your AD will not be considered as a SPAM!

Examples:

“The best online casino!
Welcome bonus: 100% bonus
up to € 250 [link]”

“Join [. . .] now and bet on the
biggest Jackpots to WIN
MILLIONS! [link]”

“Hey [Name], bet with ____and
get a chance to win! [link]”

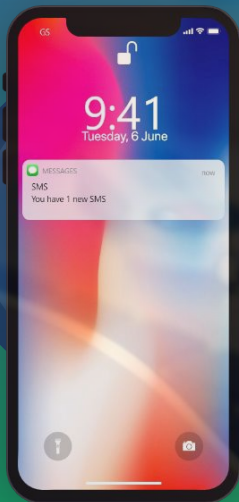
Available targeting:

- ◆ Country
- ◆ Region
- ◆ Nationality
- ◆ Mobile operators
- ◆ Gender
- ◆ Device (Android/iOS)
- ◆ User Activity

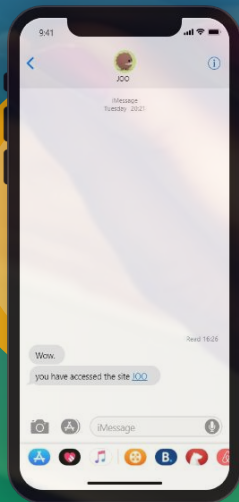


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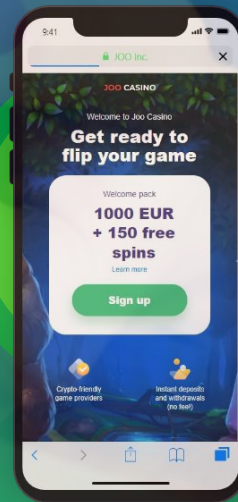
HOW SMS AD WORKS



1. User Gets SMS



2. User open sms,
reads the text and clicks
on the link inside SMS



3: User gets to
registration page or
pre-lander

IN-APP TRAFFIC

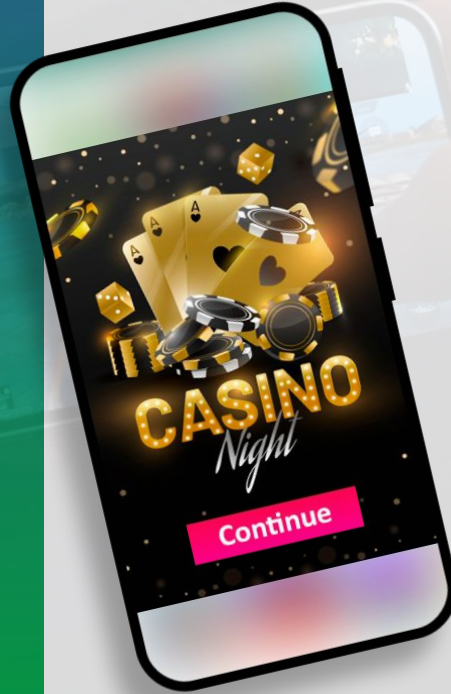
In-app advertising allows gambling brands to reach consumers with great accuracy because of sophisticated data tracking and user targeting.

Our sources:

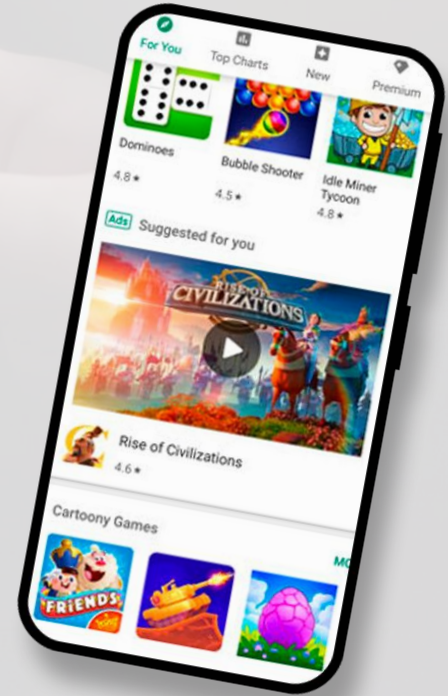
Adavice Media works directly with many live score, sports betting and fantasy sports applications such as ForzaFootball, Score.com, Goal.com.

Available ad formats:

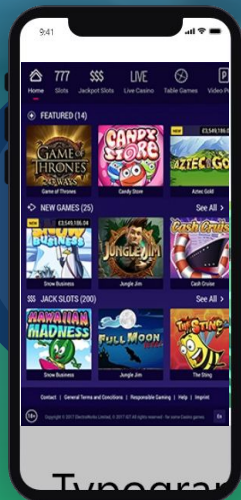
Display
(banners, interstitial)



Native Ad



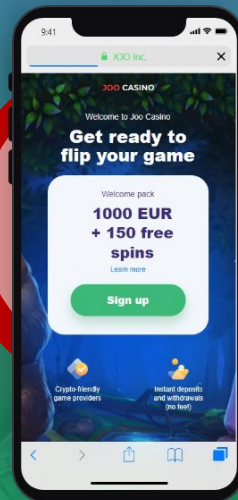
HOW IN-APP AD WORKS



1. User downloads application and registers there



2. User sees Ad while using application and clicks on it



3. User gets to registration page or pre-lander

PRELANDER EXAMPLES

Welcome to Joo Casino

**Get ready to
flip your game**

Welcome pack
**1000 EUR
+ 150 free
spins**
[Learn more](#)

[Sign up](#)

Crypto-friendly
game providers

Instant deposits
and withdrawals
(no fees)

PRELANDER EXAMPLES

EXCLUSIVE WELCOME BONUS 2021 [Sign Up](#)

We Say
Welcome

WITH
Easy & Fast
registration.

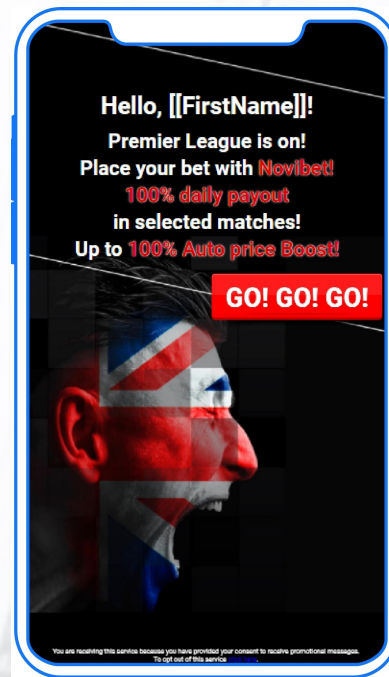
Bonus of 10.000 KSH In 1 Minute.

SIGN UP
BY CLAIMING BONUS ON THE NEXT PAGE

But Do Not Stop There!
Bet As Little As \$2 And Win Hundreds Today!

100% Match Bonus up to \$90 on 1st deposit. Additional bonuses of up to \$250 on the 2nd deposit and up to \$500 on the 3rd deposit. 50x bonus wagering applies as do weighting requirements. What are you waiting for?

PRELANDER EXAMPLES



INTEGRATION

We use friendly S2S (Server to Server) integration for fast and accurate tracking of results.

Advantages:

- ◆ Optimization (our tech team can easily track which sources and creatives bring the best results and focus on these funnels)
- ◆ Accuracy (tracking is done server-side, therefore there is less randomness in results)
- ◆ Promptness (all data can be tracked in real time)

Flow:

User clicks on ad
(at this moment unique click id is generated)

User is redirected to your website
(click id is passed to your server)

User completes the registration
(you fire pixel to us)

Our server tracks unique click id and 'credits' the relevant affiliation with a pixel

OUR EXPERIENCE WITH ADVERTISERS

EU countries:

EuroPalace
Bet-at-home
Yobetit

English speaking countries:

Americas Cardroom
William Hill
Aspire Global
BetWarrior

Asia:

Playred18
SBOBet

LATAM:

Betwinner
BetSala

Africa:

EuroPalace
Bet-at-home
Yobetit

CIS:

1xbet
Vulkan Casino

Crypto Casino:

CasinoFair
CryptoThrills
Casino
BitCasino

CONTACT US

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