


Call the Right Play... Or Get Benched


Success in sports betting advertising is a game all of its own. If you learn the rules and call the right play, you'll be lifting the trophy in victory, but if not? You're warming the bench with all the others.

Just like in any game, thinking a few moves ahead so you can prepare for the opposition you know you'll face on match day is key. Here's the play-by-play on the key challenges:




Not-so-smart lists

Google's strict policies on gambling advertising mean you're starting the race from the back of the pack



Returning users

Your existing users are over-enthusiastic about your PPC placements, costing you money every time they navigate to your website




Drained budgets

Fraudsters and bad actors pollute your campaigns by exploiting sign-up bonuses and draining your ad budgets




Taking proactive measures against **ad fraud and invalid traffic** isn't optional. It's a question of survival.



76.8%

of total website traffic for sports betting operators originates from returning users

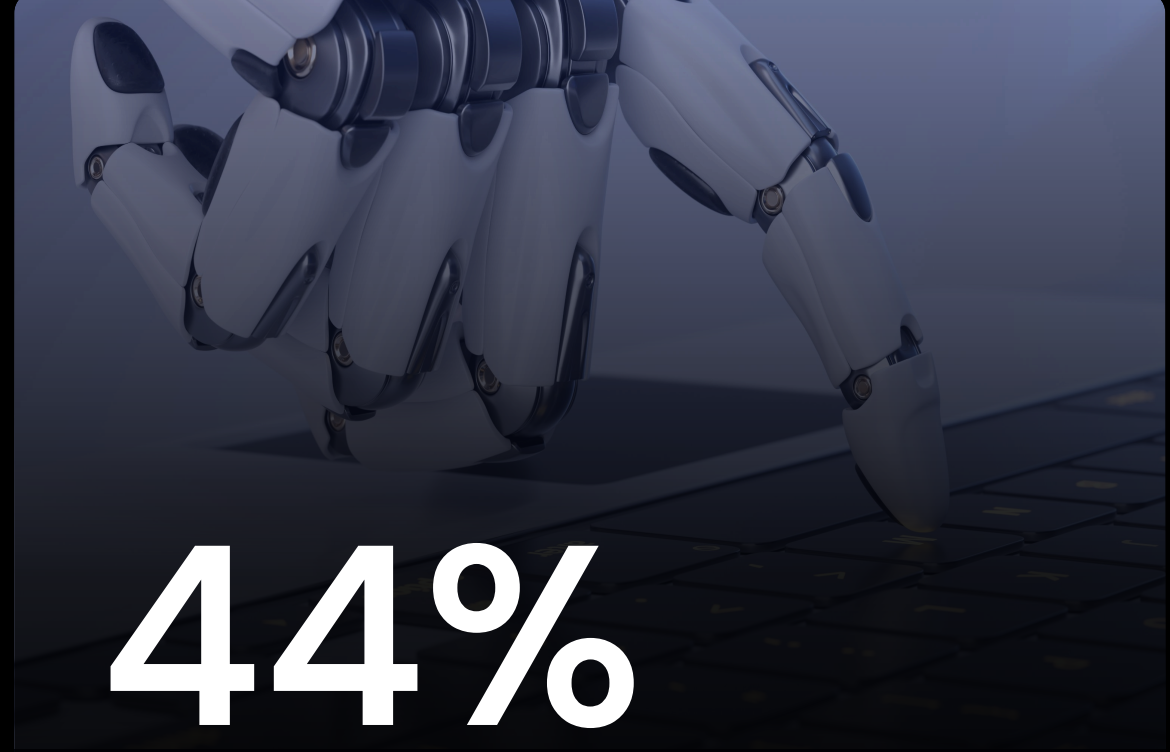
Source TrafficGuard



15%

of iGaming annual gross revenue is lost to bonus abuse

Source SEON



44%

invalid click rate in ad campaigns run by tier 1 sportsbooks – aka 'the titans'

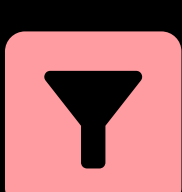
Source TrafficGuard

In a highly competitive market like sports betting where the cost of new user acquisition is high, **customer loyalty can be bought** for as little as a free bet, and overall gains for operators are often marginal, even the smallest change in strategy can be the difference between a podium finish or a move down to the lower leagues.

TrafficGuard: The Choice of Champions


We've got the biggest names in sports betting and iGaming on our books, so it's fair to say we know a thing or two about coaching winners. Our market leading technology tackles the key issues head-on to deliver unparalleled results.






Eliminate non-genuine engagement

Filter non-genuine users before they become a problem for your PPC campaigns and ensure you're only spending on genuine users




Efficiently manage navigational traffic

Manage returning navigational traffic using our Shadow Campaign technology, and ensure your costs are reduced but your ads stay visible



Block costly bot clicks

Our sophisticated algorithm detects and blocks scripted bots before they waste your media spend on generic search terms like "bonus bet" and drain your campaign budget



Don't just take our word for it; we worked with one of the largest sportsbooks in Europe to tackle its invalid traffic problem, and the scores speak for themselves:



80%

reduction in invalid traffic



£79k

of monthly ad budget rescued from invalid traffic



4.5x

boost to ROI

Start your free detection trial today and discover your true bot exposure rates before they impact your bottom line.

