

How much could bots, malicious traffic and malware be costing your sportsbook?

The cost of attracting and retaining new users means the competition among sportsbooks is a sport in itself...

\$2.38bn

Estimated spend on Google ads in the sports betting industry per year

\$371

Average customer acquisition cost for a sportsbook

\$2,500

Lifetime value of a sports betting customer

With so much at stake, you need to be confident that your ad budget is being spent exactly how you intended.

Source: TrafficGuard/GamblingInsider



The budget implications of bots, malicious traffic and malware on a \$750,000 campaign over two weeks

TrafficGuard analysed the digital ad spend at one global sportsbook over a two week period, and they were shocked at what we discovered...

From the \$750,000 campaign budget, over \$100,000 was being eaten up by bots, malicious traffic and malware

\$77,000

Lost to fraudsters using proxy servers to impersonate genuine users

\$29,000

Lost to fraudsters anonymising themselves to hide among genuine user traffic

\$1,700

Lost to fraudsters manipulating genuine user cookies and directing bot traffic towards campaigns



Sounds serious... but what exactly are bots and malware?

- Bots** = automated programs that perform tasks online
- Malware** = harmful software designed to damage or disrupt computers and networks
- Malicious traffic** = suspicious data or connections within a computer network that can compromise security or facilitate fraud

Why does this matter for sportsbooks?

- High CAC makes sportsbooks a prime target for fraudsters
- Invalid traffic can skew performance metrics, resulting in misallocation of marketing budgets
- Malicious bots can exploit promotions
- Effective ad fraud prevention is crucial for sportsbooks

Make every click count