## trafficguard

# 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...



Estimated spend on Google ads in the sports betting industry per year \$371 Average customer ad

Average customer acquisition cost for a sportsbook



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.



# 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

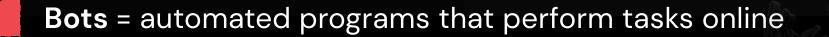


Lost to fraudsters using proxy servers to impersonate genuine users \$29,000

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?



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

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