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Marketing & affiliate focus by *Gambling Insider*

OCTOBER 2022

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HOW RELEVANT IS TWITTER TODAY?

Trafficology consults industry leaders on the importance of the social media platform, amid the expansion of sports betting in the US

TRAFFIC REPORT

Trafficology has partnered with data expert Casino City Press, to provide insight into website and traffic trends across affiliate industries – predominantly in gaming but including others. In this edition, we review web portals per vertical for August 2022. The below is a breakdown of the top 10 sites globally, including both desktop and mobile, sorted by: overall ranking, casino ranking, sports betting ranking, poker ranking, lottery ranking and financial ranking



OVERALL

Rank	Name	Website
1	ESPN	espn.com
2	Cricbuzz	cricbuzz.com
3	Investing.com	investing.com
4	Diretta.it	diretta.it
5	LiveScore.com	livescore.com
6	La Gazzetta dello Sport	gazzetta.it
7	Goal.com	goal.com
8	FlashScore.mobi	flashscore.mobi
9	HLTV	hltv.org
10	L'Equipe	lequipe.fr

CASINO

Rank	Name	Website
1	Casino.Guru	casino.guru
2	Casino.org	casino.org
3	Online Casino Ground	onlinecasinoground.nl
4	CasinoScout	casinoscout.ca
5	FreeSlots.com	freeslots.com
6	Apuestas free	apuestasfree.com
7	Chipy	chipy.com
8	Ketqua.net	ketqua.net
9	Slot Freebies	slotfreebies.com
10	Casinos Analyzer	casinosanalyzer.com

SPORTS

Rank	Name	Website
1	ESPN	espn.com
2	Cricbuzz	cricbuzz.com
3	Diretta.it	diretta.it
4	LiveScore.com	livescore.com
5	La Gazzetta dello Sport	gazzetta.it
6	Goal.com	goal.com
7	FlashScore.mobi	flashscore.mobi
8	L'Equipe	lequipe.fr
9	247Sports	247sports.com
10	Sport.es	sport.es

LOTTERY

Rank	Name	Website
1	XOSO	xoso.com.vn
2	Jugando OnLine	jugandoonline.com.ar
3	Lottery Post	lotterypost.com
4	XOSO 666	xoso666.com
5	Euro-Millions.com	euro-millions.com
6	LotteryUSA	lotteryusa.com
7	LotteryExtreme	lotteryextreme.com
8	Lottery.co.uk	lottery.co.uk
9	AtrungRoi	atrungroi.com
10	Minh Nogoc	minhngoc.net

POKER

Rank	Name	Website
1	GipsyTeam	gipsyteam.ru
2	Poker News	pokernews.com
3	EducaPoker	educapoker.com
4	Card Player	cardplayer.com
5	Shark Scope	sharkscope.com
6	TwoPlusTwo.com	twoplustwo.com
7	The Hendon Mob Poker Forum	thehendonmob.com
8	PokerStrategy.com	pokerstrategy.com
9	clubpoker	clubpoker.net
10	UpSwing Poker	upswingpoker.com

FINANCIAL

Rank	Name	Website
1	Investing.com	investing.com
2	MQL5	mql5.com
3	Forex Factory	forexfactory.com
4	MyFXBook	myfxbook.com
5	ProFinance	profinance.ru
6	DailyFX	dailyfx.com
7	FXStreet	fxstreet.com
8	babypips.com	babypips.com
9	Business 2 Community	business2community.com
10	HelpMyCash	helpmycash.com



Rankings are estimated using statistical data and should not be considered absolute ranking values. More than 50 complementary top lists are available on the iGamingDirectory.com website operated by Casino City Press.

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EXPAND YOUR TARGET MARKET

Jefebet's **Seth Young** discusses reaching US sports bettors from Latino and Hispanic communities, through catered sports media content and betting products

Can you give us a bit of background on Jefebet? What was the motivation behind the brand and what do you offer?

Jefebet is a gambling and entertainment brand for those that identify as Latino and Hispanic in the US and beyond. Why we started is important to who we are. Fifth Street Gaming, its owner Seth Shorr and his partner Jeffrey Fine started Fifth Street Gaming years ago. What people don't know is that around 15 or 16 years ago they started a company called Ganaste Gaming, which means "won." What they did was buy a couple of properties in North Las Vegas, which is in the heart of the Spanish-speaking community in Vegas. There, Fifth Street Gaming has the Lucky Club, which is being rebranded to Ojos Locos Sports Cantina y Casino at Hotel Jefe.

We also have the Silver Nugget, which was rebranded to the Jefebet Events Centre. This will be where we hold events like wrestling events and concerts. So for the last 15 years, that has been operated with nearly 100% Mexican clientele: not Colombian, not Venezuelan but Mexican. It's been a community effort. I don't use that phrase lightly, because the locations are both integrated with the community. A lot of learnings and credibility come from operating for nearly 15 years when you're the only property in the country serving that particular demographic, and only that cohort.

Seth and I have known each other for over a decade, and we got to talking about how there's nothing in gambling for the Hispanic and Latino communities in the US. The more I dug into it, the more it was quite stark that this was indeed the case. So we stopped talking about it and decided to do something about it. A lot of people talk and not a lot of people do. We like to do – so we did.

We embarked upon this project back in September 2021. For about seven months we worked on the infrastructure for Jefebet.com. We've been taking things in stages, so we know exactly how we started and exactly where we are, and what we need to do. The upshot today is that we have a tremendous amount of organic traffic, which was always our goal at Jefebet. We wanted to ensure we're creating good, sustainable communication channels with the

audience that we want to connect with. We don't want to pander to this audience, we want to cater to them. They're our primary focus, not a secondary focus. In total, 64 million people in the US identify as either Latino or Hispanic and that's our target. We're proud of what we're trying to do for the community, and cater to and provide interesting products that traditionally underserved groups can engage with.

Why do you think both the Hispanic and Latin communities don't have a great connection with sports betting and iGaming as it currently stands in the US? What can operators do to draw these communities to their sites?

A Spanish language app integrated into sportsbooks would be the main thing operators can do. There are only two brands I'm aware of at the moment that have a Spanish language app: and they are PointsBet and bet365. Bet365 is the world's largest operator and PointsBet is very forward-thinking. But it's easy to create a Spanish language app, call it a day and assume you'll instantly engage the entire Latino and Hispanic markets. This isn't the only factor. There are different groups engaged with different types of content. Soccer is most popular for Hispanics and Latinos.

NFL, baseball, F1, tennis and golf are also popular. Everyone has the same base proclivities, but when you're considering a marketing programme for specific groups, the user experience is just not necessarily the same. We have a lot of people living in the US; not everybody is the same. This diversity would, or should, inform having different kinds of products, marketing programmes etc. I sense that operators have just gone after the big middle of America, but the largest demographic for sports betting is caucasian American men between the ages of 25 and 45. It's not Spanish-speaking people aged 45+ for example. So we just wanted to make sure everybody is included.

How big is the market being missed by operators who are not marketing to different demographics, chiefly Latino and Hispanic communities?

I don't know the specific answer to that. But here's what I do know; there are 64 million people in the US that speak both English and Spanish, 12 million of which speak Spanish as their first language. That number is expected to double, or even triple over the next 10, 20 or 30 years. The number isn't getting any smaller as the country continues to evolve in a positive, inclusive way.

Those that are investing now with a lens towards authenticity will end up having a successful brand that resonates with the hearts and minds of the audience it's meant to. I'm going to draw a parallel to esports. When you look at big brands coming into the market trying to force an entry, you say: "Well, it's just a

"A SPANISH LANGUAGE APP MUST BE INTEGRATED INTO SPORTSBOOKS. THERE ARE ONLY TWO OTHER BRANDS DOING THIS: POINTSBET & BET365"

big corporation, you don't care about me; they don't know what I want, they just identified an opportunity." I'm not saying all esports do this but authenticity is a huge thing for gamers. The same thing is happening here in sports betting, there's a sentiment from Hispanic and Latino communities that there's finally something for them. The experience to engage with sports and your favourite team if you primarily speak Spanish is so fractured across so many different forms of media. So we wanted to bring it all together and try to do something authentically.

This has informed our strategy about how we've decided to build. And where we're headed now is on a path to put out really good content to build our audience. We're not particularly worried about monetising this year as we're still growing our brand. At this point I think we have built our audience successfully; the proof is in the data. So we're pretty excited about what happens next.

What is it that JefeBet offers to engage with the Hispanic and Latino communities?

Right now we're leading with JefeBet.com, which is our media hub. So here we have a team of full-time writers, writing in their native language of Spanish, on anything that could be relevant to the community. Whether that be sports, gambling news, entertainment or lifestyle, we have that covered. We also introduced a cultural event calendar for happenings across the country. The next event we will cover is Spanish Heritage month, so we have an interesting content calendar that's covering Latinos and Hispanics engaging in sports.

We have a prediction game called JefeBet Deportes y Pronósticos, which is on the App Store and iOS Store, where you can predict the results of sporting events for free and win real cash. Last month we had prizes up to \$1m that could've been won. We're also shortly launching a Loteria kino hybrid, which is pretty cool! Loteria is essentially traditional Mexican bingo, using art instead of numbers. So in the first iteration of this, we've developed a Loteria kino hybrid, which will be a freemium-style game. So it will be a social game, dual-built for real money which is the next phase of its development; it will become a more traditional bingo-style game. It will include real money mechanics, but we're trying to find the right market for this product with its free version first.

JefeBet also offers several podcasts. We've just revamped our entire podcast strategy, signing several brand ambassadors who are creating content for us. Their social reach combined is just under five million across their own social channels. There will be five new podcast shows in Spanish, which we're excited about. This revitalisation was decided upon when, as JefeBet has grown, we realised our online traffic has been skyrocketing. A lot of the traffic is coming from Latin American jurisdictions that will be able to operate for real money. So we're very much considering launching a real-money gaming profile in select Latin American jurisdictions.

What are JefeBet's other plans for the future?

I'll tease a few things. Fifth Street Gaming owns and operates properties in Las Vegas. Those properties are interesting and we're looking at rebranding those under the JefeBet name. What may happen with these

or other additional properties in the future is exciting to think about. Real money plays is really exciting too. It's very different in Latin America than it is in the US, and I would say we certainly have ambitions to be one of the leading brands in the US for this audience. That takes time, but we're willing to invest – and already are. We'd love to continue growing our audience and reach, and we'd love to have successful shows that resonate with our target audience, so we're investing in that too.

The truth is, so long as the community is continuing to enjoy what we're putting out, JefeBet will try whatever seems to make sense. But right now the focus, for sure, is on growing our audience. Historically, those that had ambitions to be operators in the past have started with a gambling operation and then spent millions of dollars on media business. So we've decided to build some equity in a media business we hope will grow alongside a homegrown, organic real-money gaming operation.

Our prediction app is great, we look forward to continuing to scale that, and Loteria is very exciting as there are not a lot of great bingo products in the US, or globally for that matter. So we'd like to continue to perpetuate that product. Overall, I'm pretty pumped. Our focus now is on putting out great content that will resonate with our audience and drive growth. We've got a team of 40 here at JefeBet, focusing on the US and mostly Latin America. Nearly all of our team is native Spanish speaking. Independently, all of JefeBet's leaders in different departments have each other's backs; that for me is a success.



SETH YOUNG

CHANGING THE NAME - AND THE GAME?

Director and Founder of iGaming Agency and Affili8, **Chris O'Rourke**, speaks to *Trafficology* about the start-up's progress, and how to adapt in a competitive industry



Since you changed your name to iGaming Agency from Affili8, how has the market reacted?

We've done it in quite a soft way. As we said in the press release, we set up to build an affiliate network; we had no intention of looking after clients or doing consultancy. But we know a lot of people in the industry, so that's how it came about. They approached us and said, 'can you help us out with this?' and we said 'great, we're a start-up business, let's take on the work' – and it grew from there. But it led to some confusion with our consultancy audience, whereby when looking for business, they just think we want to speak to their affiliate managers and not the owners of the business or whoever is in charge. To be honest, that's it. In terms of reaction, there hasn't been a lot really because of how soft we have been with it. I just wanted to start and get it out there as a change, because from a branding point-of-view it does what it says on the tin.

Yes, we provide consultancy in the iGaming industry, but our affiliate side will continue under the name Affili8, because I'm not going to set up a new company for the sake of a trading name. Now, we're about to do a marketing push in a couple of months, but we haven't driven the name change forward yet; honestly, we're not even out of first gear with it. We've grown quite quickly but had a

skills gap where we're not able to find the right people; we've tended to look at graduates, apprentices and train people up – and that's the reason why I've pumped the brakes on it a bit. We're trying to get the ducks in a row before we start to move forward significantly. Saying that, our accountant gave us some good news... it turns out our revenue has grown by 89% year-on-year.

You guys are still defined as a start-up because you're still within three years of day one? And how was it starting a business with two friends?

Well, we used to work at another agency and it came about as a sort of happy accident. I left to start another business called Pure, which was just another marketing agency, I wanted to do something on my own. A former colleague then left the business a number of months later, we got chatting and decided to do something together. Then we realised we needed an IT and infrastructure person, which was our friend Chris Sutherland.

We knew him, we knew he was good, and it made sense to call him up and see if he wanted to come and work with us. We knew the iGaming sector quite well because we'd had success in dealing with other businesses in the market: we know SEO inside out. It's because

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we knew the industry, what people want and how to achieve it – it was a case of let's be niche. There are other consultancies out there – we're not the only one in the market – but we did it our way and it is still a relatively small field of competitors.

When did you know you needed to change the branding?

Probably about a year in. But I think like anything, because myself and Chris are still working in the business, and because we didn't have the workforce at that point – yet still delivering all the work for the clients – that process was a bit slow. We bought the domain quite early, though; we saw the potential of splitting it down at that stage. We still wanted to push the affiliate network, that remains our dream; the idea being we were going to build a network that would, in time, rival the likes of Catena and Excel Media. The more I work in the industry, the more I look at the numbers, the more I see these lead-generation partners, the numbers don't make sense to me. Not wanting to name names, but that's what I'm seeing. However, you're limited in options, if you're setting up a sportsbook or casino in an unregulated market for example, because SEO takes time, and because of that you are left with affiliates who're charging hundreds of pound CPAs for customer acquisition. So, I think, that's why we saw a gap in the market.

But at the same time, when the consultancy work came in, you make sure the clients are happy and serviced. This meant the other stuff got pushed to the backburner. Right now, we're 95% a consultancy in terms of revenue.

Looking at the contracts you have all over the world now, are you still looking to expand as quickly as you have been?

We've just taken on two new staff last month, we'll take on a few more before Christmas, but I want to make sure we can provide a good service first – that's the most important thing. The plan is to get to £50,000 (\$56,000) of monthly revenue before the end of the year, and double that next year to £100,000, then see where we are.

It's been an interesting journey because it wasn't what we set out to do, now that seems to be what we're doing, but it is because we know it inside out from the agency point-of-view. In that respect, it is easy for us. The clients we have, too, are great; they are very understanding of the industry and what's required, very realistic, big supporters of us – but not everybody is like that in the industry, we're very fortunate. Most of the business we've picked up to date is through referral.

It's a versatile business model you guys have, as your work took you in a different direction once you started.

It's like any business, you have to be open to what is out there. I still want to remain niche to a certain extent; but at the same time, we want to try and provide, in time, every digital marketing service we can for the clients. We do have our eye on a social arm for the business. We do currently offer paid search, but only to a select number of clients. The most interesting thing is that we have clients that aren't iGaming, people we have known through the industry over the years who say, 'we're not really bothered about the name, can you help us?' But, in that circumstance, they know me, Chris and Richard.

How's everything divided up between the three of you?

It's predominantly divided up between me and Chris, while Richard handles all the IT infrastructure. We're getting a bit of web work related to the industry, building blogs for people. Some platforms are not very friendly with SEO, so we almost have to find a way around it. This means we might build a blog or build pages that look like the pages of the site that work. It's that sort of experience that is helpful to clients who quite often hit a wall when they speak to developers and the people who provide the software for them to operate. We're trying to be the solutions providers or know a way around them so that things can keep moving forward – which is valuable knowledge and what clients like.

How important is it that your targets have been met so quickly and with such strength?

It was more from January that we realised we needed to pivot and focus on certain aspects of the business more than others. This isn't meant to contradict what I was saying earlier, but we were still trying to do lots of different things with limited staff numbers, then I think we sat down and said, 'let's focus on this, let's get the team in place and get this moved forward'. The affiliate network isn't dead, it turns over and generates some funds, though not a lot. Once we have everything from the iGaming Agency point-of-view, we'll go back and concentrate on that.

Once year five rolls around and you're sitting in the office, where do you want to be, ideally?

I don't even think that far ahead. I know you should, but because the business changed and pivoted, we have to re-establish those goals once we hit our targets this year. Once we do that, we will look at that plan. The industry will see changes as well, though, I don't know what will happen with the new Government and the gambling reviews – I feel like they will be put on hold because of the tax revenues, they won't want to disturb it too much. But at some point, I believe paid advertising in gambling will go the same way as tobacco: it'll be banned. At which point, you've narrowed the market in terms of what's available and acquisition of new customers. So, that's something in my head; it's happened in Italy and other countries, I think it will happen here. But we've also got our mind on responsible gambling and looking at developing a product to educate the user when they sign up to a casino or sportsbook about gambling. Hard-hitting is how we want to approach it – printing a tumour on the side of a cigarette packet, that would be us.



TWITTER'S SPORTS BETTING EXPLOSION

Trafficology hears from industry leaders on the importance of social media platform Twitter, amid the expansion of sports betting in the US

Sports betting is evolving rapidly across the US and it is not slowing down by any stretch of the imagination. Bit by bit, different states are legalising, sportsbooks are launching all throughout the country, and countless professionals and former pros are being snapped up by sports betting companies in their bid to appeal to the new generation of bettors.

But, despite the rise of TikTok and Instagram (something previously covered by *Trafficology*), Twitter is also growing, with the platform reporting a steady incline in quarterly users from 2017 to 2022, according to Business of Apps. Twitter's monthly active users rose from 199 million in Q1 2021 to 217 million in Q4 2021. In 2022, the figure has risen from 229 million in Q1 to 237 million in Q2. Elon Musk certainly seems to be a fan.

HOW IMPORTANT IS TWITTER FOR SPORTS BETTING?

New data released by Twitter in September showed that the social media platform is the preferred resource for sports bettors in terms of information sources used to place a sports bet, alongside broadcast websites such as ESPN and Fox Sports.

The data reflects an audience of people who use Twitter, are above 18 years old, have bet on sports in the past 12 months and live in a state where sports betting is legal.

As noted by the social networking site, sports bettors rank Twitter as the number one place for keeping abreast of a whole host of important aspects, including sports influencers' opinions and predictions, injury reports and updates, team statistics and records, lineups and Vegas odds. A total of 72% of sports bettors then check Twitter to follow the status of their live bets once they have been made.

Twitter delved further into the data to explain that the social media platform is becoming increasingly important when it comes to directly influencing sports bettors in their decision-making. Compared to sports bettors on other platforms, sports bettors on Twitter spend 15% more on bets annually, with 62% of bettors on Twitter placing wagers weekly, more frequently than sports bettors on other platforms.

A total of seven out of 10 who were



MIKE DUPREE

surveyed are on Twitter, with 33% of bettors on Twitter saying they wouldn't make as many wagers if it wasn't for the social media site. Moreover, Twitter attracts the perhaps more sceptical or casual sports bettors, with 51% of bettors on the social media platform having started betting less than two years ago.

BetMGM Vice President of Digital Media & Brand Raymond Doyle, Fubo President Scott Butera, and BettorOff CEO and Founder Alex Dubin all shared their thoughts with *Trafficology* on how Twitter is viewed when it comes to modern-day sports betting.

Doyle noted: "Twitter's relationship with sports fans is intrinsic. Not only is Twitter one of the best sources for comment, opinion and a shared passion for sports, it is also the only major web platform that hosts a simultaneous coverage narrative alongside broadcast television."

In essence, he said, Twitter allows BetMGM to "actualise those incredible moments when fans are most engaged. With in-game developments of the highest significance to them, be that on the field, court or rink, at those pivotal moments, Twitter becomes their mouthpiece.

"Not only do we want to be where the fans are but we want to be part of the conversation. We see ourselves and the platform provided by Twitter as an extension of their passion. Just like the hundreds of millions of Americans who love sport, we do too, and we also believe that responsible gaming makes sport – its highs, its



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lows, its community and its passion – all the better.”

For Butera, Twitter has “carved out its place as one of the top destinations for communities of sports fans and bettors to come together and converse – and as operators, it’s an important space to engage in order to get in front of current and potential users.”

Dubin, meanwhile, offered a more broad approach suggesting that social use and platforms may evolve as the industry does, explaining: “The best community platforms are those specifically developed with that community in mind, which is why we’re focused exclusively on serving the wants and needs of sports bettors. People gravitate toward insight, information and discussion among those with shared interests and goals. Think about LinkedIn as an offshoot of Facebook, Twitch as an offshoot of YouTube.

“For sports bettors seeking out tips and advice, it is vital they have access to verified performance histories of those claiming expertise, especially when those ‘experts’ are charging for their insights. As the sports wagering industry continues to mature, we expect bettors will come to demand the same level of specialised attention and targeted feature sets as do professionals on LinkedIn and gamers on Twitch.”

ENGAGING FANS DIRECTLY

Twitter also explained that sportsbooks are now acting more and more like media outlets as they recognise this opportunity, one they cannot afford to miss out on. Such sportsbooks are now prioritising Twitter as a core component of their growth strategy, with companies constantly providing their followers with updates via memes, parlay promotions and breaking sports news.

And this is where the aforementioned topic of casual bettors comes into play. Early, veteran, diehard sports bettors are already on board, but it is now the job of sportsbooks to capture newer audiences. Twitter is a popular platform for achieving such engagement, with

many sportsbooks engaging fans directly through concepts such as Twitter Spaces, polls and innovative ideas, with DraftKings in August tweeting: “Explain who you are most excited to bet on and if we choose your tweet we’ll put it on a billboard in Kansas!”

DraftKings CMO Stephanie Sherman provided further information on why the sportsbook operator finds huge value in using Twitter for both advertising and organic content, saying: “Countless sports fans and bettors are avidly researching and interacting in real-time on Twitter, which underscores the platform’s effectiveness for customer growth and retention strategies at DraftKings. In addition to



ALEX DUBIN

maintaining a strong brand voice on Twitter and engaging with fans organically, we’ve also seen impressive performance across all of our core metrics. This success has fueled DraftKings to explore and develop more custom programmes like #PeoplesParlay and @WhatsTheLine to deepen our connection with sports bettors.”

She added that the customer response was positive and encouraging, as the company aimed to build further momentum heading into the new NFL season – which kicked off on 8 September as the Buffalo Bills eased past the Los Angeles Rams.

Twitter Director of Media & Entertainment Mike Dupree offered a global perspective, explaining that “Twitter has long been called the world’s largest sports bar – the place where people all over the world come to talk about sports.

“Now it’s also becoming the world’s largest sportsbook... Not in terms of taking wagers, but where people come to talk about the action and follow their bets.

“Through research we’ve done, we’re seeing that the timeline attracts a premium sports betting audience that is growing and has a direct influence on their betting decisions.”

Dupree, who leads Twitter’s sales relationships with sportsbooks, added that more people have already Tweeted about sports betting in 2022 than all of last year, with that observation coming before the first NFL match had kicked off.



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**“IN ADDITION TO MAINTAINING A STRONG BRAND VOICE ON TWITTER AND ENGAGING WITH FANS ORGANICALLY, WE’VE ALSO SEEN IMPRESSIVE PERFORMANCE ACROSS ALL OF OUR CORE METRICS. THIS SUCCESS HAS FUELED DRAFTKINGS TO EXPLORE AND DEVELOP MORE CUSTOM PROGRAMMES”
– STEPHANIE SHERMAN**

average of \$110m per month within the app. Booher also noted that being authentic is crucial, because there are many different voices in the sports betting space. Given the rapid expansion of the vertical across the US, truer words have never been spoken.

It is in this regard that Twitter perhaps has a leg up over TikTok, in that the former has witnessed an improvement in the quality of its content. The volume of Tweets has undoubtedly increased, but so has their value.

The aforementioned new data from Twitter included the statistic that 36% of sports bettors use the site as their go-to source for anything sports betting-related, while 65% of bettors on the site are most motivated to place a bet on a big event that everyone is discussing.

In this respect, the social media platform noted: “Sports bettors rely on Twitter because of the unique combination of content and conversation they find on the timeline.”

It’s clearly a promising time to be a sports fan in the US, with new sports bettors jumping on the bandwagon every day as they look to take advantage of the endless possibilities available to them nationwide.

A NEW AGE OF SPORTS BETTING IN THE US

Different states will, of course, have different approaches to the pastime, but it’s evident that sports betting is taking a new turn as the industry finishes up 2022 and heads into 2023.

In August’s *Trafficology*, BestOdds Head of Social Media Brent Booher discussed the worth of another platform for building brand identity; TikTok. While Booher primarily talked about affiliates, a lot of his points are relatable within the sports setting vertical. He stated: “Attention spans are short and there are lots of options waiting for scrolling users. Hook them early or don’t hook them at all.”

Twitter is undoubtedly still a massive player in today’s digitally driven world that relies heavily on social media, but the BestOdds Head of Social Media referenced research that TikTok became the most downloaded app in 2020 and 2021. Furthermore, the platform will reach 750 million monthly users sometime this year, while TikTok users spent more money than any other non-gaming app last year, with users spending an

“IT IS ALSO THE ONLY MAJOR WEB PLATFORM THAT HOSTS A SIMULTANEOUS COVERAGE NARRATIVE ALONGSIDE BROADCAST TV” – RAYMOND DOYLE

SCOTT BUTERA



PLAY HARD

Trafficology interviews **Adam Tabatchnick**, Social Producer and On-Air Talent at The Game Day; follow him on Twitter @TGDTabs



What is the most exciting aspect of working for The Game Day?

I think the most exciting part about working for a company like The Game Day is the never-ending opportunity for a positive impact. Sure, it sounds cliché. However, when you're in the start-up phase of a sports betting and media-centric company, the opportunities are endless. Each and every day, we at The Game Day aim to impact and disrupt what it means to engage with media. The rate of consumption today isn't about the long form, but more so about the short form. As a company, it's our mission to not only be producers of the content, but also consumers of it. Making content every day that I can not only engage with, but also interact and sympathise with, is by far the most exciting aspect of working at The Game Day.

And what is the most exciting aspect of working in the sports betting industry?

For me, it's always about the endless possibilities that'll come from sports betting. I believe we're in a time right now where the practices are incredibly archaic. Whether it's a parlay, betting the moneyline, or even taking a player prop, these are all practices that have been used for years even before the legalisation process came into effect. The future of betting will not only become a lot simpler, but a lot more saturated. It will become less about the major operators offering these archaic options and more about the smaller companies that can offer things such as betting on the next play. Everyone's childhood involved some form of gamification, whether it was odds to go do something small or betting someone that they couldn't run a certain amount of yards in an allotted amount of time. It's these small practices we used in our childhood that I believe will become the norm in sports betting over the coming years.

If you could choose any other career, what would it be?

Every sports fanatic always had some sort of dream to be a professional athlete, so how could I not say that! Aside from the dream, being able to work in sports in general where the community impact can be adjacent to the dream is a pretty damn good consolation prize.

Which artist/band would you like to one day see perform the NFL halftime show?

Last year's Super Bowl halftime show featuring Eminem, Snoop Dogg, Dr. Dre and so much more really took the cake for anyone born before the 90s. Outside of wanting to see that again, how could one not say Kanye West. He's always been one of the greatest, if not the greatest visionary in the music industry. Being able to see someone like that on one of the greatest stages in the world would truly be something else.

What is your favourite foreign cuisine and why?

To say there's a favourite would be like choosing one last meal on my deathbed. There's not a single one I'd discriminate against outside of American food. I've always said American cuisine is by far the worst because of the lack of diversity. Give me Italian, Indian, Japanese, Chinese, Korean and so much more way before American food.

If you could be someone else for a day, who would it be?

Alright, hear me out. I wouldn't want to be a person for a day, but instead an animal. I'm incredibly content with the person I am but if I could be a shark? 24 hours exploring the deepest depths and exploring spaces that humans couldn't even conceive to explore, now that sounds exhilarating. Taking it a step further, imagine being an eagle and flying high. Being an animal for a day instead of another human sounds far more exciting than being another individual.

Is there a proverb that you find particularly truthful? Either at work or in your everyday life.

This is by far one of my favourite questions to answer. Those I work with know that I'm a sucker for proverbs and the play on words. For me, it'll always be "laughter is the best medicine". Not only do I believe in it, but I try to live it each and every day at work. It's become a staple here at The Game Day for who we are as a brand.

Not only do we want to engage in debate and have fun, we certainly want to be entertaining and provide consumers with a reason to laugh. Laughter is the only thing in the world that can cure every emotion we as humans can experience, even if just for a few seconds. So, don't take life too seriously and always remember to stop and smell the roses. You never know when those roses will fill you up with laughter.





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