

winDaddy

Performance Marketing Case Study

Driving Registrations and First-Time Depositors (FTDs)





This case study highlights the successful performance marketing campaign conducted by DigitalAstitva.com for WinDaddy, a leading online sports betting platform. The objective was to increase First-Time Depositors (FTDs) while effectively allocating the campaign budget and driving successful signup/registrations.

DigitalAstitva.com, a specialized digital marketing agency in gambling & sports betting industry has optimized WinDaddy's advertising campaigns, boosting visibility, visitor engagement, and business growth. The collaboration between WinDaddy and DigitalAstitva.com played a crucial role in achieving remarkable results and maximizing return on investment (ROI).



About Client

WinDaddy is the world's leading online sports betting and casino gaming platform that aims at offering an authentic, immersive and seamless gaming experience to its players.

There are more than 30 sports to choose from in total for sportsbook and exchange, which include cricket (IPL, CPL, PSL, World Cup), soccer, basketball, tennis, boxing, and many more.

Players can play live casino on WinDaddy with live dealers dealing all games including Roulette, Blackjack, Teen Patti, Andar Bahar, Poker, Slots and more. WinDaddy is a trusted casino and offers fast deposits and withdrawals with round the clock support on email and live chat. All new players at WinDaddy are offered a generous welcome bonus on their first deposit.



Objective

The primary objectives of WinDaddy's performance marketing campaign were as follows:

- Drive successful registrations and enhance user engagement
- Increase the number of First-Time Depositors (FTDs)
- Optimize budget allocation to maximize ROI
- Ensure compliance with ad approval guidelines to maintain uninterrupted campaign performance





Challenges

- a. High Competition in Online Gambling Niche
- b. Scaling campaigns while increasing ROI
- c. Balancing Content and Landing page UI/UX
- d. Increasing Cost-per-Click (CPC)
- e. Click Fraud and Ad Verification
- f. Compliance and Ad Policies
- G. Ads Approval and Account Suspension



Solutions

1

Scaling campaigns while increasing ROI: We utilized data-driven insights to identify high-performing campaigns and allocate budgets accordingly. By focusing on campaigns with positive ROI, we effectively scaled them while maximizing returns on investment.

2

Addressing ad approval and account suspension challenges: To ensure ad approval and prevent account suspension, we rigorously adhered to advertising guidelines on each platform and in various regions. Regular reviews and compliance checks helped us maintain a clean record.

3

Developing effective marketing strategies and optimizing conversion rates: Through comprehensive customer persona development, we tailored marketing strategies that resonated with our target audience, driving engagement and conversion. A/B testing for ad copies, CTAs, and landing pages helped us optimize conversion rates continuously.

4

Ensuring precise audience targeting for online casino/sports betting games: Optimized the website's content, using relevant keywords, and building high-quality backlinks to improve its organic search visibility and attract users actively searching for online casinos.

5

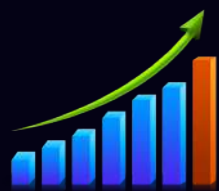
Evaluating factors for campaign optimization: Constant keyword analysis enabled us to refine keyword relevance, eliminating underperforming ones and adding new, high-impact keywords based on user intent. Rigorous ad copy testing improved messaging effectiveness, resulting in higher click-through rates and conversions. Continuous landing page optimization enhanced user experience and boosted conversion rates.

6

Maintaining a competitive edge within budget limitations: To secure top ad positions without exceeding budget constraints, we focused on long-tail keywords that were highly relevant and less competitive. Ad schedule optimization allowed us to target peak audience activity, maximizing exposure cost-effectively.

7

Creating a customer journey from qualified registrations to FTDs: By implementing remarketing strategies, we nurtured qualified registrations with tailored incentives, enticing them to complete first-time deposits. This optimized customer journey fostered engagement, loyalty, and higher FTD conversion rates.

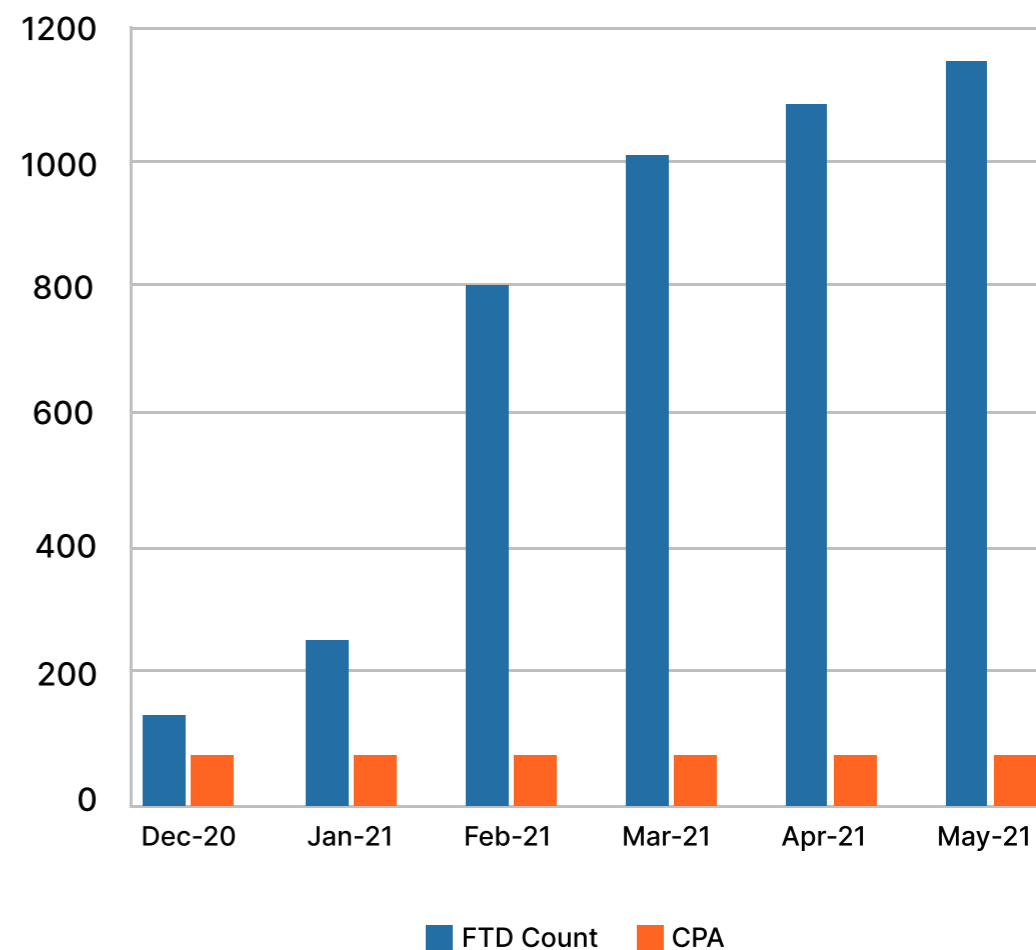


Results

WinDaddy's PPC campaign produced significant results in driving FTDs and registrations:

- a. Increased First-Time Depositors:** The strategic solutions implemented led to a significant increase in First-Time Depositors for WinDaddy, expanding their user base and revenue.
- b. Cost-Effective Registrations:** The campaign optimization and targeted approach resulted in high registration rates at a reasonable cost per acquisition (CPA), maximizing the campaign's budget allocation.
- c. Improved ROI:** The successful implementation of the solutions contributed to an overall increase in the return on investment (ROI) for WinDaddy's marketing efforts.

FTD & CPA





Conclusion

Windaddy's performance marketing success fueled accelerated growth, higher rankings, and a thriving player community. Leveraging DigitalAstiva.com's performance marketing strategies, Windaddy established a distinct identity in the gambling industry.

Embracing data-driven insights, Windaddy solidified its leadership, attracting numerous First-Time Depositors (FTDs), and climbing search engine rankings. This achievement underscores their unwavering dedication to delivering exceptional gaming experiences.



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