

HOW TO PROMOTE GAMBLING PROGRAMS?



How to break the bank with gambling programs?

Gambling is one of the most profitable niches and the idea of promoting gambling or casinos has certainly emerged in the mind of many publishers during affiliate activities. No wonder, gambling programs are often classified as one of those generating the highest revenues, and the vision of gaining several dozen or even several hundred dollars for one lead is undoubtedly tempting. So the questions raised here are: how to go about it, what to remember and what to consider when promoting this particular category. You will find the answer to all of them in this short guide. Inside, you will find specialist advice, an interview with an affiliate mentor and 31 A4 pages full of knowledge. If you're curious, be sure to check out the following pages of the ebook!

What will you learn from this ebook?



How to promote gambling campaigns?



What to remember when promoting gambling?



Which campaigns are the most profitable?

On the inside, you will also find:



Interviews with mentors



Experts' statements



Gambling glossary

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Words of introduction...

Hi,

if you are reading this ebook, it means that you voted for MyLead during this year's Affbank Awards. We are extremely grateful to you - really, you help us achieve our goals and contribute to even faster growth of the MyLead affiliate network.

However, if you are reading this and for some reason you haven't voted yet, you can do so now. Your support will help us to develop further while sharing more knowledge with you, such as the ebook you are reading right now.

You can vote by clicking [here](#).

At the same time, we will be very grateful if you do not share this guide with anyone. Our materials are available to everyone and are always free, and you can download them in just a few moments. You can, however, recommend voting on MyLead, which will result in receiving another copy of the article.

Enjoy your reading!

Legal information

The promotion of illegal gambling is prohibited. The authors of the publication emphasize that they are legal entities in the market of betting and gambling over the Internet. At the same time, this publication does not encourage the promotion of illegal entities, but is only informative.

What is gambling affiliate marketing?

Affiliate marketing gambling programs mean promoting online casinos. The concept of a casino can mean **any gambling-related site, regardless of its specialization.**

The exciting UEFA Euro 2020 tournament, the Copa America or the Olympics are just some of the reasons why you should be interested in gambling in the context of affiliate marketing. What are the others? Firstly, high rates. But before you get to earnings, a little knowledge will come in handy. So let's start with the basics.

When it comes to what types of campaigns you might encounter, here are some of the options:

- **poker room** - virtual poker rooms, the advantage of which is the possibility of playing at more than one table.
- **games of chance** - slot machines or rather simulators of slot machines with games that work similarly to the classic "slots". The difference, however, is in the number of drums. Online casinos offer machines with not three, but four or five reels, and although you only need 3 identical symbols to win, each subsequent one increases your payout. Games of chance are often combined with poker.
- **sports betting** - bets where you can bet on sports, horse racing or other events.
- **number games** - lotto-like games.

Nevertheless, the goal of the affiliate marketer, the role of which will be played by you - the publisher, in each of these cases is to attract the customer to the website and convince them to open an account and, most often, make a deposit.

Gambling glossary

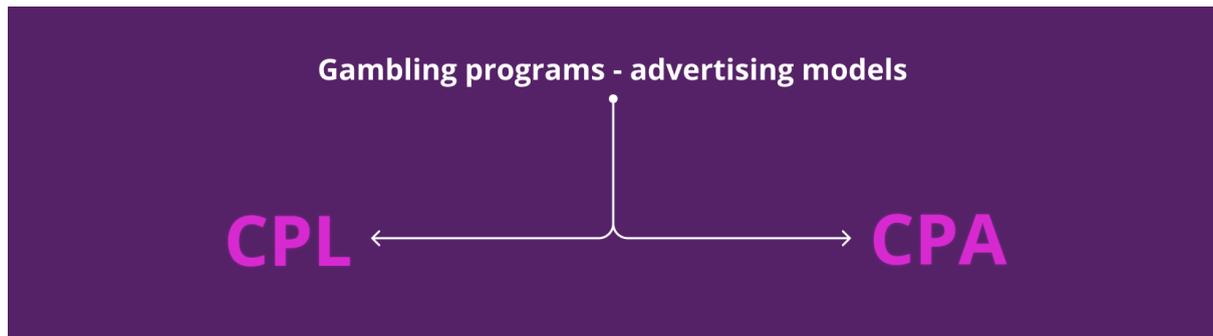


Before we get down to business, it's time to introduce you to the atmosphere straight from the casino. Especially for this occasion, we have prepared a small gambling glossary with the most important terms that you should know. Sure, there are many more words or phrases related to gambling. Remember, however, that you are here to find out about the best casino promotion methods, not to become a slot master.

- **bankroll** - the amount of money that the player has and that can be spent on the game.
- **baseline** - the amount of money that the customer has to spend on the game (in order to pass the lead, a deposit of e.g. €20 and a baseline of e.g. €10 is required).
- **bet** - one of the most famous phrases. This is a bet that is placed on a given spin, a given game. You should be careful with this concept, because sometimes a bet is the first raise in an auction. Instead of "bet" you can also know the term "wager". Both terms are used.
- **bluff** - a tactic aimed at misleading other participants of the game, mainly card games.
- **buy-in** - the so-called entry fee, i.e. the minimum amount that must be paid in order to take part in the game.
- **fish** - a term describing an unskilled player who tends to play a loose game, but remains passive regardless of the situation at the table.

- **jackpot** - the biggest win a game or slot can offer. A popular version of the jackpot is the so-called progressive jackpot. This type of money just means that players deposit money into the slot, and these stack up to pay out everything to one of them later.
- **spin** - a single spin on a reel machine, one game round.

Conversion types in gambling programs



CPL in gambling

For gambling programs, CPL usually means a registration fee. Whether it is worth working on the basis of this billing model largely depends on the quality of traffic and the most common is a specific KPI. It happens that the conversion from registration must be at least 10%. So the traffic must be of really high quality. After all, the point is for the advertiser to be able to earn.

CPA in gambling

The CPA model is the most common type of settlement in the case of gambling programs, and the desired type of interaction, in this case, is the payment of a deposit. The minimum deposit depends on the advertiser, but most often it is from a few to several dollars, and the remuneration for acquiring a customer can be even several times more. Sounds good, doesn't it? But let's come down to Earth for a moment. The advertiser will pay for acquiring the customer. Usually, however, they expect the user to be obtained through referral to become an active player. Therefore, its activities are analyzed on an ongoing basis, and it often happens that in the case of inactive users, the publisher will not receive profit.

A good gambling offer - what is it?

Well, the one that ... brings profit. Okay, jokes aside. There are several more aspects that determine a good offer, including:

- short and relatively simple registration form;
- mobile version;
- bonuses;
- no inconvenience on the site;
- high rates;
- issuable baseline.

Okay, let's go one by one. An uncomplicated form without the need to provide detailed data is almost the key to success. Ideally, registration should be done with one click or you can use an account on a social network. Why is it so important? The client must start the game as soon as possible so that they don't lose interest. A complicated form can make it a lot more difficult.

The mobile version is a continuation of the previous point. Thanks to the possibility of playing on a smartphone, the user is not tied to one place and can start the adventure immediately after clicking on your link.

Bonuses are an important element, but you can't base your entire campaign on them. Advertisers don't like when a potential customer only comes to pick up what's free and says farewell to them forever. It's nice if the player gets a bonus, but the point is that they should play the game more than once.

Defects on the website? Better if your campaign does not have them. If something doesn't work as expected, let your customers know. Thanks to this, you will avoid unnecessary worries.

How high the rate is is also an obvious thing. The higher it is, the more you can earn. So it's worth considering those offering more than a few dollars.

Staying on the subject of money, the baseline is also an important element. Here, in turn, the lower it is, the greater your chance of profit. So if you have the option to check the minimum amount a customer should leave at the casino (other than making a deposit) make sure it is relatively low. If this information is not found in the campaign description, please contact one of the support members for help.

Who should you direct your actions to?

Identifying the audience is the key to the success of any publisher. In this case, however, you shouldn't have any problem with it. There are tons of studies outlining who is more likely to gamble, and moreover, that gives details of age, gender, and material status.

Venus or Mars? Which planet will you find more players on?

According to almost all [available studies](#), men are statistically more likely to take part in various types of gambling, but the percentage of women is starting to increase. For this reason, most of your advertising efforts should definitely target male audiences. This does not mean, however, that one or two campaigns for women will be a waste of time.

How old is your client?



As with every category, the data varies by country, but it is assumed that the most common recipient of this type of campaigns will be between 25-45 years of age. The second largest group you may want to reach will be older customers, aged 45-65.

Does money matter?

While it's not possible to know exactly what the standard player's social group is, there is something that will definitely help you succeed. People are playing to win. Simple, isn't it? So it does not matter if they earn a lot or little - winning and money are the main things that your message should oscillate around.

Okay, maybe financial status does matter a bit more here. After all, a more affluent customer equals a potentially greater chance of making a deposit. However, is this the standard rule? Not necessarily.

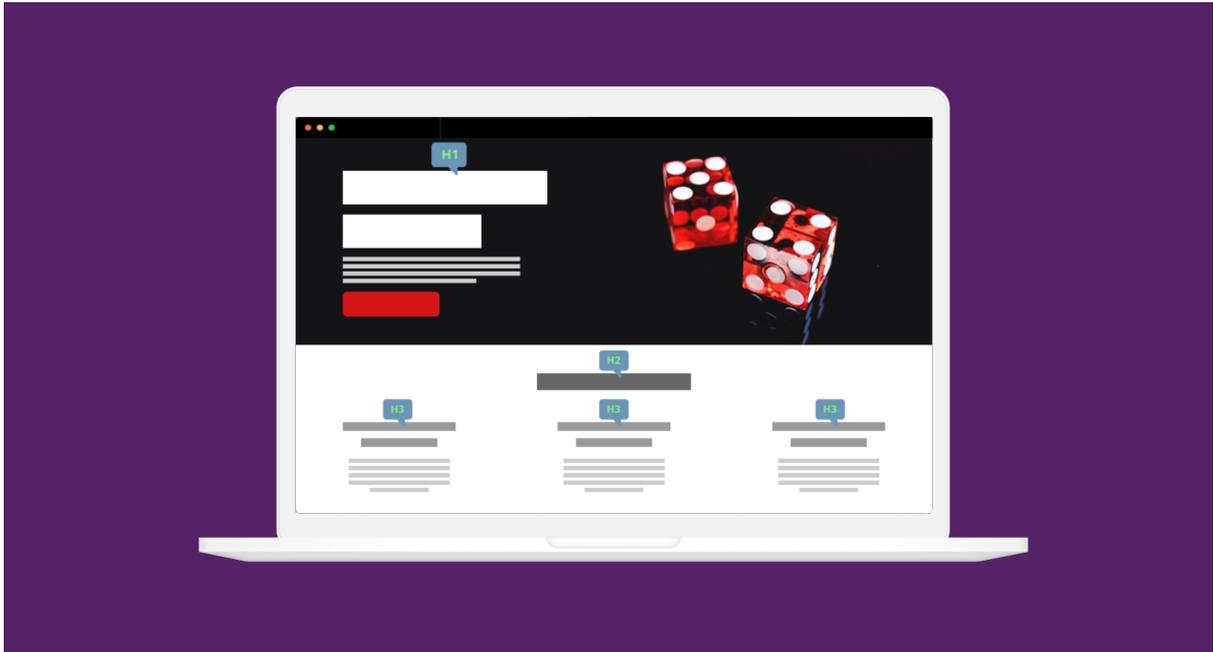
An addict, or maybe a curious passerby...

There is no doubt about it - those who know and like gambling, will return to it regularly. You will have to introduce the rest of the players to the atmosphere of machines, poker and sports betting. A regular and experienced player knows exactly what they are looking for and it is usually a chance to win with a small investment, participate in the game or simply seek entertainment (in this case, often with money). Remember that a regularly returning customer is a certain profit. As you already know, the advertiser appreciates that you provide them with active users. If you want to be successful - bet on them.

A profitable traffic

The decision to choose the source of traffic is an indispensable element of the adventure with promoting affiliate programs. The category of gambling has existed in the affiliation from the very beginning and almost all possible types of advertising are used to promote it. So let's briefly discuss each of them.

Owning a website and using SEO



As your own website is an indispensable element of this gambling-affiliate puzzle, it is worth spending a few moments to optimize your website for SEO. Various types of WordPress plugins as well as online tools such as Ahrefs, Semrush or Google Trends, will help you choose keywords. When deciding on activities aimed at improving the positioning of your website, remember to carefully analyze your activities using Google Analytics and do not be afraid of niche phrases. You may not attract more people to you, but you will certainly avoid competition, which will increase your chances of success significantly.

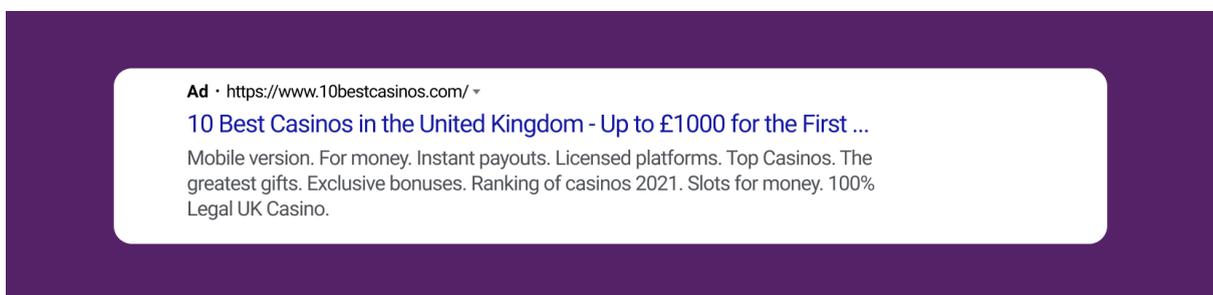
There are many options when it comes to how to use a website to attract traffic. The most popular option here will be articles on gambling, and rankings and various types of gambling comparison engines may turn out to be a bit more advanced. One of them can be found in [the MyLead offer](#).

Google Ads

You need a Google license to legally promote browser gambling. Gambling is defined as internet casinos and bookmakers, bingo and slot machines or applications for these games, sale of lottery tickets or scratch cards, internet sports betting, games with the use of virtual currencies or other means of payment with real value. The same applies to the promotion of websites that contain online gambling content or link to content such as promoting products

such as coupons or bonus codes; educational materials, such as tutorials or e-books; software, e.g. poker odds calculators; other gambling information, such as advice, odds, handicaps, and athlete performance analysis; bulk or affiliate sites promoting gambling-related content. In addition, the regulations of individual countries are important, you can read more about it [here](#). That's for the theory. In practice, gambling ads are possible, although you may end up having to create new ad accounts on a regular basis.

Paid ads in the browser can be hard work, especially since you have to be aware of the potential ban. If you are thinking about ideas for the promotion of affiliate programs, various types of casino or bookmaker comparison websites will work great.



Ad · <https://www.10bestcasinos.com/> ·
10 Best Casinos in the United Kingdom - Up to £1000 for the First ...
Mobile version. For money. Instant payouts. Licensed platforms. Top Casinos. The greatest gifts. Exclusive bonuses. Ranking of casinos 2021. Slots for money. 100% Legal UK Casino.

Push notifications



At one time they were a very popular form of advertising, not only in the case of gambling offers, but also in any other affiliate branch. Nowadays, push notifications are not so valued

anymore, but many people still use them. What are their advantages? They are inexpensive and the effects are pretty good. What's more, you don't need to cloak in this type of ad. The key to success here is truthfulness - don't promise hundreds of dollars just for signing up. It will likely cost you more, but the traffic will be of higher quality. It is worth mentioning that they are much more readable than emails or even text messages.

Examples of portals with the possibility of buying traffic from push notifications are [PushGround](#) and [RichPush](#).

Pop-up, pop-under and click-under ads

The main advantage of pop-ups? The price. Ads of this type are relatively cheap, which definitely speaks in their favor. In addition, they are not restricted by a thousand restrictions, the traffic generated through this source is considerable, although the quality may not be the greatest. Recently, there's just too much of the Pop-up format in the Internet community, so to be successful you need to be sure that yours will attract attention.

As for the other two, they are sources that generate huge traffic when it comes to the gambling niche, and what's more, it is one of the cheapest options. The use of click-under / pop-under allows you to get high investment growth. Need high-quality traffic at a good price? Here you are!

Popular websites for buying this type of traffic are [PropellerAds](#) and [AdMaven](#).

Facebook

Facebook is not a big fan of affiliate marketing, let alone gambling. In this case, the only options are either to use an account (or even a dozen or so accounts) "at once" or to use tools bypassing blockades, such as [HideLink](#) from MyLead - a proprietary cloaker tool. Despite the ongoing restrictions, many publishers earn thanks to this medium. When deciding to promote on Facebook, however, you must be prepared for a reality check, because as mentioned, the potential bans are just around the corner.

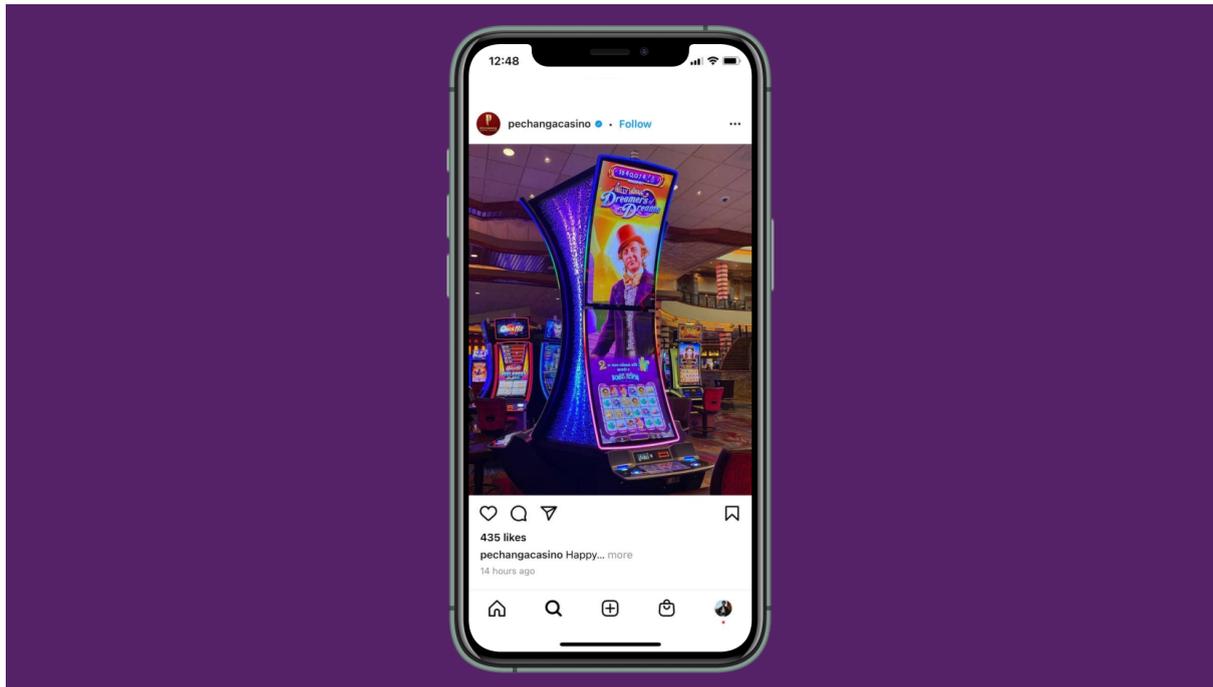
At this point, one should not forget about groups, which are a mine of opportunities and, in addition, a free mine. How to use them? All you need to do is join any gambling group and coolly post links in the comments under the posts.

Messenger is also a source with enormous potential. We wrote more than once about how to use it in your promotional activities in the ebook: "[Let's create a bot for Messenger, that will bring you daily income](#)". By the way, bots are also a great option for other messengers, such as Telegram, about which you can read below.

An interesting option may also be [PixelMe](#), a link shortener that allows you to retarget your content to anyone who clicked on your URL. How it's working? Let's say you place a link created with Pixelme on a Facebook group devoted to gambling, which leads to an interesting article on a well-known online service. The user who clicks on the link is actually transferred to a well-known page, and after clicking on the link, the customer is "assigned" to your advertising account, so that in the future you will be able to target specific paid ads. All this means that with your ad you can reach exactly those people who clicked on the link, and therefore are interested, for example, in a specific type of games. This allows for more precise targeting than in relation to "interests", which often gather very large groups of customers.

[AEZAKMI](#) will be a useful tool when promoting gambling on Facebook.com. It is a tool thanks to which your fingerprint when logging into Facebook accounts will always be unique for a given account. Thanks to this, they will be able to live longer.

Instagram



Instagram is one of the most popular sources of traffic, although it can be different in combination with gambling. It is worth remembering that this website is a child of the most powerful giant - Facebook, and this can only mean one thing - complications. Since the introduction of stringent restrictions, the life of affiliate marketers is certainly not as simple as it used to be before. Using a cloaker also makes great sense in this case.

When it comes to the specificity of Instagram, it is impossible to ignore how the content is presented. Visually pleasing content is sure to entice the user, and the win evidence in the form of screenshots will only work to your advantage. Remember to use the full potential of this medium. Use stories to increase your reach and update your audience on a regular basis, and don't forget to put links in your bio.

Mailing

Mailing is not a popular way of promoting affiliate links. This does not mean, however, that this is a bad way to reach potential customers, on the contrary - thanks to your own marketing base, you can direct the message to the recipient several times, as long as it is saved in your database.

You can create your mailing database by using your own website. If you do not have one, you can legally create a mailing base, for example, through lead generation advertising using paid advertising on social networks. In this case, the customer fills in the form and then agrees to the use of their data. The situation may be similar with the creation of a special landing page on which the subscription form for the newsletter will be placed.

Telegram

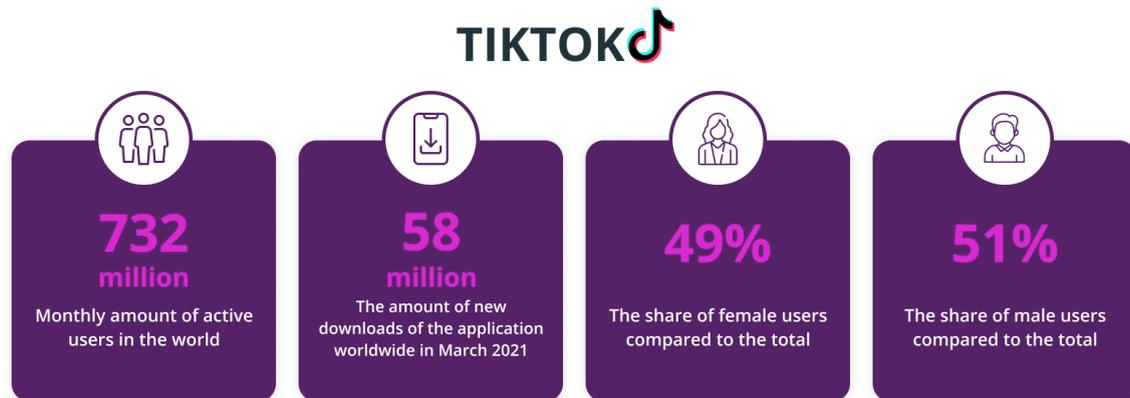
Among hundreds of other messengers, Telegram's great advantage is its lack of censorship. Using this tool, you can promote literally everything, and there are quite a few options here. Running your own channel, promotion on external channels where the audience is already present, private messages or redirection to a specially prepared landing page - everything is up to you.

For example, you can create a channel where the best online casino bonuses will be regularly posted. Some of the casinos you promote will have affiliate links. So you will make money from customers who are already experienced in online gambling. Also, remember that Telegram supports various types of bots that allow you to automatically serve a potential customer.

YouTube

As audio-visual content specialists say, video content is the future of marketing. Therefore, YouTube has great potential in the case of affiliate marketing. How to use it? Create your own videos and put links in the description or take advantage of word-of-mouth marketing by adding comments under the videos of others. Paid ads are also one of the options here, however, you need to know that, as with browser ads, they can quickly disappear from the site. What else is worth remembering? Gambling is quite a sensitive topic, so your audience expects credibility from you. The videos you publish should therefore always show only your own materials. This will not only allow you to avoid the legal consequences of copyright infringement, but also gain in the eyes of the potential customer.

TikTok



Źródło: We Are Social - April 2021

A relatively new medium, but marketers (not only affiliate ones) have noticed its advertising potential a long time ago. The main advantage of this medium is the fact that people who view productions lasting several seconds are not used to advertising formats on the platform and 90% of the content viewed is perceived as real content. The downside may be the unavailability of the medium in some countries, such as the United States. Either way, TikTok is still a fresh and under-discovered site that can help you redirect traffic to other platforms. As you can probably guess, affiliate links are not welcome there, so a landing page is a must-have.

Reddit

This popular discussion site, as long as it can be described in just these few words, is quite an interesting source of traffic acquisition. However, remember about the specifics of the website. The content published in it will either be loved or hated, so if you are one of the weaker nerves, it may be worth trying something else. As with all other places on the internet, Reddit doesn't allow you to link directly to a sales page. Therefore, also in this case, you need a landing page. When promoting on Reddit, you can use organic traffic, which will require a bit more commitment (your account needs to have a good reputation to be received positively) or invest in paid advertising. You can build your image as an expert, for example by entering into regular discussions with other users. This will make the casinos and websites you promote much more credible. However, remember not to promote illegal gambling.

Gambling in the world - what is it all about?

In general, global campaigns have higher rates. So let's get to know the specifics of the markets that you, as a publisher, may be interested in. And where to find the best information, if not from the source? Only in this guide, the knowledge of MyLead specialists is waiting for you. Country Managers - Taisiia, Olga, Melisa, Aleksandra and Barbara, responsible for individual markets, talk about the characteristics of the Russian, Czech, Spanish and German clients.

Russia



So what is the deal with Russia?

- While gambling as a niche is extremely popular in the Russian-speaking market, not all types of gambling are allowed here. Moreover, there is a belief that to start promoting gambling offers, you need to invest thousands of dollars, which is not necessarily true - explains Taisiia, a specialist in the Russian and Ukrainian market. - Betting itself is legal, but there is a lot of state control. On the other hand, online casinos are strictly forbidden and are considered to be the "dark" side of gambling. From 2021, campaign promotion in this country has become much more difficult, even though there are many interesting affiliate programs and even more active players. What's the reason? Restrictions on depositing via QIWI or

Yandex Money, introduced by the central bank. These restrictions contributed to the growth of popularity of the niche in Ukraine. Many networks offer very attractive rates for this particular GEO.

Which of the conversion models is predominant on the Russian market?

- RevShare programs are the most common. They are probably more popular than CPA, but only experienced publishers can access them.

And how to promote gambling campaigns in this country?

- It is extremely popular to promote gambling through the WebView application. This application is actually an online casino that the user can access directly from their smartphone. The purpose of using this app is similar to that of cloaking, except that you can send push notifications here - explains Taisiia. - Facebook doesn't like gambling, which you probably know, so publishers have to use other types of promotion - she adds. - Teasers or click under/pop-under are most often used, but there are also Telegram channels. It is worth remembering that this messenger is devoid of censorship, so it works perfectly for this type of content.

Is there anything that distinguishes the Russian client from the rest?

- It is characteristic of the Russian audience that, unlike others, it hopes to solve its financial problems. Users of countries referred to as Tier 1 are most often driven by adrenaline and emotions.

Germany



What is worth knowing about the German market?

- In Germany, everything is allowed. Gambling, casino, sports betting, dating and anything else that makes a profit are popular. Any possible means of advertising are welcome and virtually all kinds of promotion can be found on the agenda. Profiles on Instagram, groups and ads on Facebook, although there are definitely fewer of these due to the rules, banners and mailings which contain everything. There are no more or less popular ways here.

No restrictions?

- The only thing worth avoiding is excessive spam. If it works, it is hugely popular, and everyone benefits from it, as long as morals allow it. The German market is a market where the sale of data is legal and it is openly discussed. The information about who, where and for how much the data was bought is something the Germans do not hide. Unfortunately, the downside to this popularity is that the market is very saturated with this type of campaigns.

Spain



Is there anything particular about the Spanish market?

- First of all, every online casino that wants to legally operate in Spain must have a domain with the extension ".es". Otherwise, it may be considered illegal.

What about the promotion process?

- In this case, the Spaniards use blog posts, run live videos where they share their knowledge and experience with other players. It is worth adding that they value credibility in this industry. This is because they know the iGaming market well and it is not a problem for them to give opinions, advice or judgments. It is also interesting that successful publishers only recommend legitimate casinos whose operation is regulated by the [Directorate General for the Regulation of Gambling \(DGRG\)](#).

How much can an average publisher specializing in this category earn?

- It is estimated that the average earnings are between 1000 and 1500 euros. The most prominent ones gain from 20,000 to 25,000 euros a month.

Is the situation similar in other Spanish-speaking countries?

- Regulations for playing at online casinos vary from country to country. However, there are countries where you can get carried away with no worries, and these are: Argentina, Chile, Colombia, Mexico, Peru, Panama and Ecuador

What else is worth paying attention to?

- It is important that the American dollar is the currency offered in the casino. It is so universal that withdrawals via any method are not a problem. Besides, it's good to know that casinos located in Latin America, unlike those of European origin, are much more "flexible". This means more or less that they offer more (for example, they allow you to test the game before making a deposit - for some players this will be an aspect of whether or not they actually join the game).

France



How do the French approach affiliate gambling?

- Gambling affiliate programs seem to be quite popular in France. There are a lot of blogs or topics on forums about earning money on affiliate programs from the gambling category. There are no special restrictions regarding promotion, but it is worth bearing in mind what the gambling laws in France look like.

What do they look like?

- As a result of pressure from the European Union, in 2010 the regulations on gambling were changed. They provide clearer and stricter rules for online gambling. First of all, only operators that have a license issued by ARJEL, such as Winamax or PMU, are authorized to conduct legal gambling activities. Only poker, sports betting and equestrian betting can be licensed. And online casinos are prohibited, as is offering paid lotteries. The exception is FDJ ("Française Des Jeux"), a company that operates national lottery games, and is allowed by a specific legal status. Legislative changes in 2010 and 2019 did not liberalize the lottery rules, which are still prohibited on the Internet (with one exception, i.e. FDJ). Casino games such as roulette and various types of slots are still prohibited on the Internet, even after the legislative changes from 2019.

Czech Republic



How are online casinos in the Czech Republic?

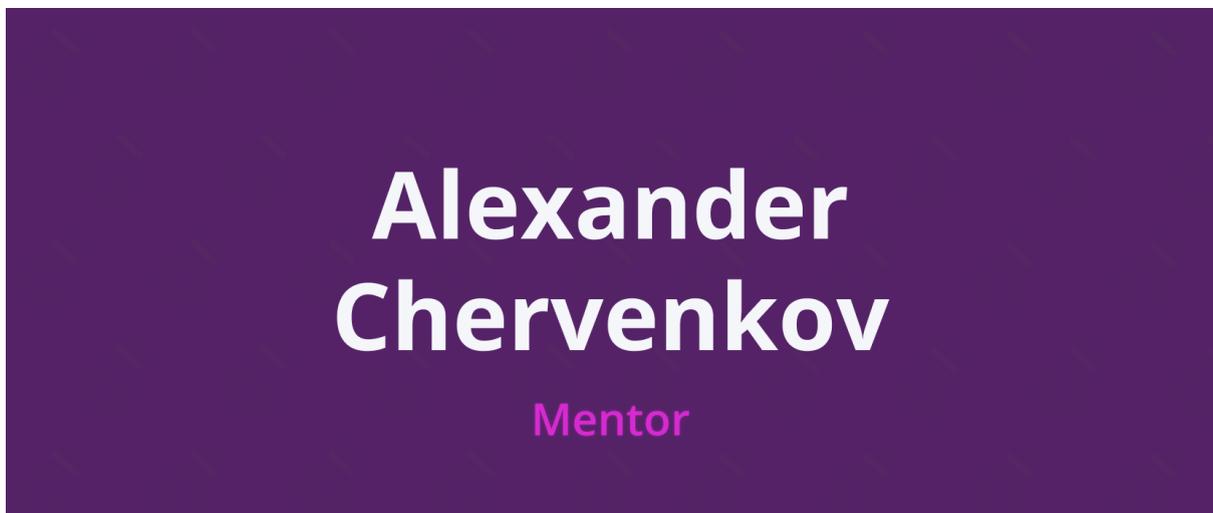
- All online casinos must be checked and a gambling license is required from each of them. The Czech player can still play on foreign platforms. All licensed online casinos are subject to a fairly high tax on gross gaming income, which is currently 35%. Such a high stake has

caused several reputable online casinos to leave the Czech market, but most of the top online gambling sites still exist and are doing well.

What kind of gambling can be found on the Czech market?

- Every kind, really. The gambling authority in the Czech Republic allows everything. In addition to games of skill and chance, a Czech player can therefore take advantage of sports betting and lotteries.

Mentor Alex advises



*Alexander Chervenkov comes from Bulgaria and has been dealing with affiliate marketing for about 3 years. The campaign category that he selects the most often is adult dating, but he has experience with others as well. If you are looking for help or a mentor, contact him by email: alexander.chervenkov@mylead.pl or via Skype: **live: .cid.a3e40ccd2f53e652**. Alex provides consultations in English.*

Is gambling a niche for everyone?

- Sure, why not? The entire affiliate world is open to everyone. So why not trying casino promotion as well? The question is, will you be able to gain anything and live up to the advertiser's expectations? After all, they care about users who will spend anything on the game, and that's the catch - you need to provide valuable leads that translate into transactions.

Who, then, should you direct your actions to?

- To the players, of course! Your target will be people who need quick money, but also bored housewives (by the way, it's a very interesting option and definitely worth trying). Sports fans will also be a good choice.

What about choosing GEO? Which countries convert best?

- It all depends on the offer and the traffic you provide. Even Tier 3 countries (e.g. Poland, Lithuania, Russia) can bring you a lot of money, if you find the perfect combo - target group - advertising creation - landing page - offer. In my opinion, it should start with Tier 2 countries (e.g. Korea, Japan, Germany, Spain). There are definitely fewer restrictions than in Tier 1 countries, traffic is cheaper and most of all there are clients you can potentially get. If you have a proven method, you can start testing in Tier 1 countries (e.g. USA, Canada, New Zealand).

What's the best time to try out a gambling niche? Great sporting events are something worth keeping in mind or will a regular Friday night also work?

- HERE and NOW count. Stop reading forum tips, case studies, and stuff like that and just get on with it. Find interesting landing pages, do a little research on ad creations, ask your affiliate manager to recommend a good offer, and get started. It really is that simple. And if you can't afford to buy the tools to check it all, you can do your research manually.

What is the best way to promote gambling campaigns?

- The best source of traffic in this case is Facebook. But of course, it's not the easiest move to make. You will need a good [cloaker](#) here, new accounts, credit cards. With Facebook, it's a bit like playing cat and mouse. And fortunately or not, it always wins. Hence, fresh publishers can start out with either native or push ads. SEO traffic is also a good option if you are experienced in this field, of course. Mobile applications are also a pretty good option, and as far as I know, they can bring you some pretty solid money.

And the worst option possible?

- The worst thing you can do is send poor quality traffic. It is common knowledge that pop-up traffic is usually not high-quality, so it may not be the best idea to use it. However, if you are sure that your traffic is okay, you should try the promotion of gambling offers as well.

The best advice you can give to gambling promoters is...

- Always use a landing page. You will throw your money down the drain if you direct your traffic straight to the advertiser's website. Test 3 target groups, 2 landing pages and 6 ad creations. And please - do not use Google Translator for local landing pages or ads!

Gambling promotion - the Czarek mentor's way



Cezary Domjan, known as Czaq online, is responsible for helping MyLead users. He vigorously leads a group of publishers, with whom he cooperates, and also constantly expands this group by accepting new people. You can contact him by email: cezary.domjan@mylead.global or via Discord: [here](#).

Can anyone promote gambling offers?

- Gambling is definitely a more complicated niche than most affiliate domains. It requires the publisher to know not only the law of the selected country for which the promotion is dedicated, but also the conversion model of a given offer. The most common model is CPA, which means that the end-user must perform an action or a series of actions before a lead is counted. It's all based on marketing and advertising, it comes down to having a lot of knowledge and adapting your activities. This does not mean, however, that gambling cannot

be promoted by a beginner. It is enough to analyze all uncertainties beforehand, which we will certainly facilitate and explain to users in this ebook.

What is the situation on the Polish market? Is it completely illegal to promote gambling?

- Promotion of gambling campaigns on the Polish market is mostly prohibited. The exceptions are partners with a license or specific groups of recipients directly in the field of gambling. Although advertising in Poland is difficult due to the law, there are many Poles abroad with a real possibility of using our offer directed directly to the country where they are staying. Reaching foreign recipients in this way builds many paths and opportunities, which I heartily recommend to all publishers to take into account in their activities. This is not only a matter of more favorable lead rates, but also the avoidance of competition that hinders earnings or Polish law.

What is the best way to promote gambling campaigns? Which traffic sources work best?

- It all depends on the publisher's capabilities. Certainly, one of the best solutions is and will be paid traffic and targeting directly to the recipients of your niche. Here, however, the problem is usually the verification of the used platforms (Google Ads, Yandex, PPC advertising networks), from which the law of a given country enforces that accepted ads comply with certain standards. In addition to paid traffic, organic activities in places where interested users are present should also definitely be taken into account. We're talking about video content on TikTok or Youtube, or even streaming. Properly prepared advertising, catchy information about the bonuses and advantages of having a new account will bring us even closer to achieving high results and a satisfactory conversion.

How not to promote gambling and why?

- I strongly advise against breaking any advertiser restrictions. However, if I were to choose the main restriction, which has often been a problem among the users I work with, I would say prohibiting the advertiser's brand image. Owned websites, created graphic or image creations quite often resemble the final product, which in this case is unacceptable. Do not underestimate this or any other restriction and always keep them in mind.

The best advice for promoting gambling programs - do you have one?

My advice to any person promoting gambling is to choose the right campaign and final traffic source. These two factors have the greatest influence on the success achieved with advertising this niche. Advance preparation of advertising facilities is a key aspect to earn real money promoting gambling, which has been so popular in recent years. The topic itself is very catchy, you will motivate interested people to register and take advantage of the offer much easier, including making the necessary deposit if your advertisement reaches the interested group of recipients.

MyLead's campaigns overview

Slottica - AT, CH, CA, SE, AU

Rate: \$94.57 | **Model:** CPA | **Conversion type:** Deposit payment | **Countries:** AT, CH, CA, SE, AU | **Preview:** [click](#)

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Katsubet

Rate: \$118.22 | **Model:** CPA | **Conversion type:** Deposit Payment, Create and activate account | **Countries:** AU, AT, CA, FI, DE, NZ, NO, CH | **Preview:** [click](#)

SEE THE PROGRAM >

Vulkan Vegas - EE, LT, LV, SK, SI, BG, RO, HU, CR, NO, DK, SE

Rate: \$97.09 - 132.4 | **Model:** CPA | **Conversion type:** Deposit Payment, Complete the task | **Countries:** EE, LT, LV, SK, SI, BG, RO, HU, CR, NO, DK, SE | **Preview:** [click](#)

SEE THE PROGRAM >

Tips to increase the effectiveness of activities

TO DO LIST:

- Make your creations credible and attractive to the recipient.
- Make sure your landing page and pre-lander are visually consistent.
- Remember about opinions and comments.
- Match the language of the offer to the recipient's country.
- Test.
- Don't lie.

You may think the tips above are cliché, but often the most basic tips are the ones you can forget when you least expect it. So let's say it's some kind of list of things you should check right before the campaign starts. Ready?

- The creations should be credible and visually attractive. Today's users will easily recognize any, even the smallest, attempt at advertising.
- If you use a landing page and a pre-lander in your activities, make sure that their look is consistent with each other. Thanks to this, the user will not experience a significant difference on the conversion path and will not break the engagement in the middle of the process.
- Remember about opinions and comments. Especially the former ones build credibility, which is very valuable if it comes to a delicate topic like gambling is.
- Remember to match the language of the offer to the recipients' country. If they don't understand what their job is, they won't do it.
- Create a sense of urgency in making the decision. An exclusive offer, a limited number of players and everything that puts your client under time pressure will be great.

- Test. Rome was not built in a day. Sometimes it will take several tries.
- Do not lie. If the user has a chance to win something or receive something, do not use the words "guaranteed" or "for everyone".

Good luck!