

**KUBICO**

**PERFORMANCE IS OUR EXPERTISE.**

2025

## EXECUTIVE SUMMARY

# YOUR GATEWAY TO GROWTH AND INNOVATION

Welcome to a comprehensive overview of our global iGaming media company, partnerships and strategies.

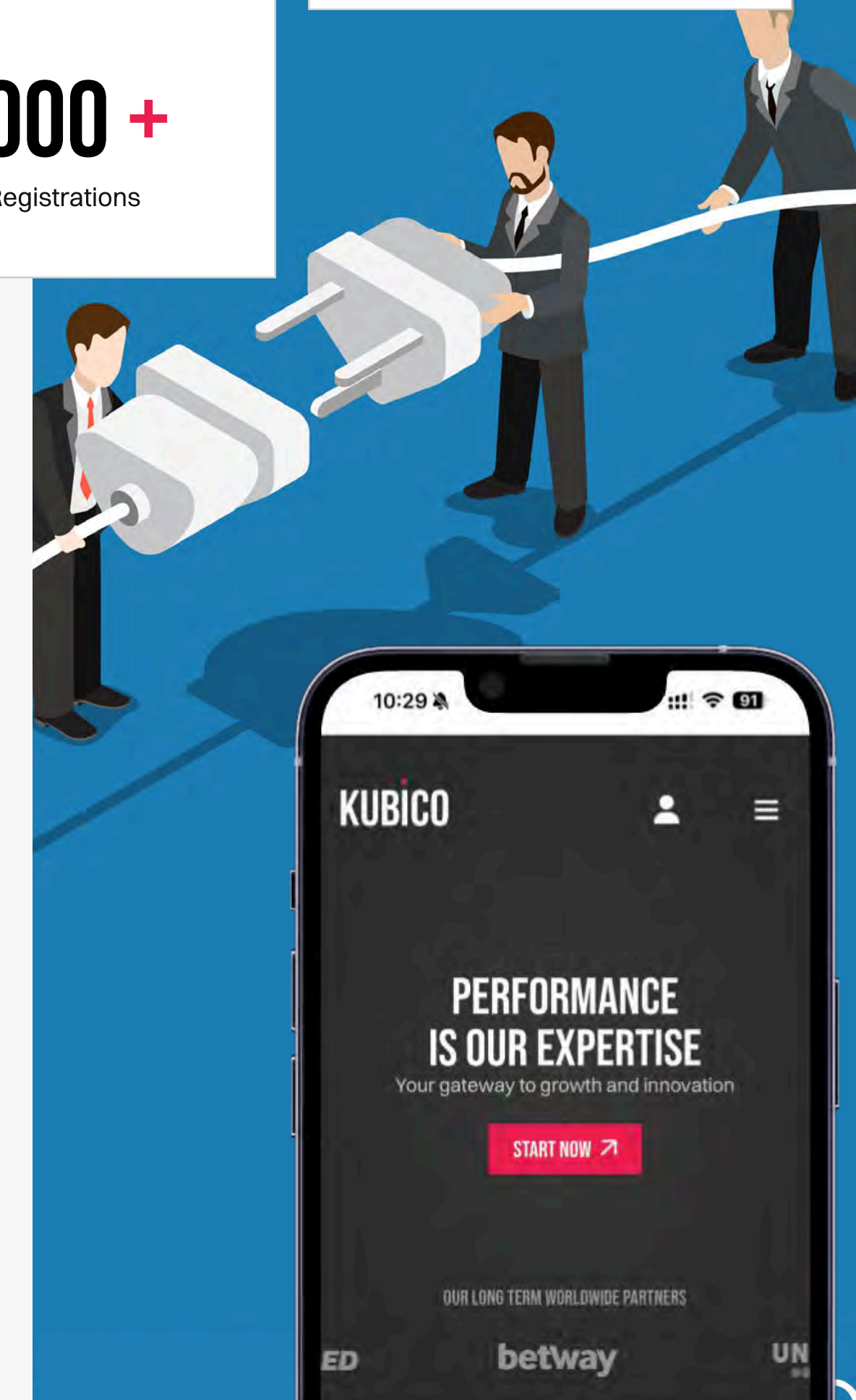
*Kubico invites you to appropriate our services and envision a **long-term partnership** that fosters mutual growth and innovation within the dynamic realm of the iGaming sector. In short, we help you increase **your market share** by delivering significant amounts of new FTDs.*

The subsequent summary provides a detailed glimpse into the key chapters and their substantive content featured in this presentation.

**30 B +**  
Daily Impressions

**100+**  
Partners

**10000 +**  
Daily Registrations



# OVERVIEW

---

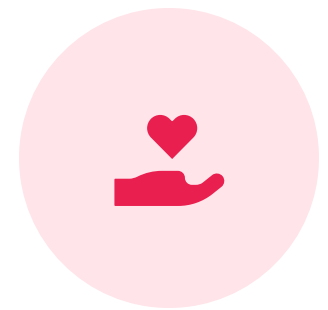
- I. Summary: A Global IGaming Media Company ..... 3
- II. Landscape Of Global Gambling Traffic: Emphasis On Sports ..... 4
- III. Concrete Targets For Brand ..... 5
- IV. Infrastructure ..... 6
- V. Tools And Technologies We Work With ..... 7
- VI. Roadmap To Triumph: Your Strategic Blueprint ..... 10
- VIII. Channel 1: Audience Precision ..... 11
- IX. Channel 2: Advanced Programmatic Strategy ..... 12
- X. Channel 3: Tailored AD Performance ..... 13
- XI. Best Practice Partnership ..... 14
- XII. Contact ..... 15

## SUMMARY

# A GLOBAL IGAMING MEDIA POWERHOUSE

Since its inception in 2012, our company directive has been to work on performance-based partnerships exclusively. This approach helped us perfect our media buying capabilities in an ever-evolving landscape.

## Our long term partners



We are proud members of



# CURRENT GLOBAL GAMBLING TRAFFIC WITH A FOCUS ON SPORTS BETTING

+12%

SPORTS BETTING SURGE

Experiencing a growth rate of +15% month over month, highlighting the increasing popularity of sports betting in the global market

60K

MONTHLY SPORTS BETTORS

Demonstrating a robust trend with a 60-65% average Conversion Rate (CR) from sign-up to qualified First Time Deposit (FTD) in sports betting

\$300M

TOTAL BETTING VALUE

Total value of bets placed in September '23, encompassing all forms of gambling across all partners

0%

STRATEGIC FOCUS ON SPORTS

Zero percent incentivized traffic in sports betting, affirming our commitment to organic growth through revenue share partnerships



# CONCRETE TARGETS WE AIM TO REACH

Tracking integration will grant us full visibility on our media campaigns, enabling us to realise the following objectives.



## MARKET SHARE

Solidify and increase market share in multiple Geos simultaneously by creating tunnel vision on exact match audiences. An outstanding advertising pattern currently showcased with tremendous results.



## 200.000 REFERRALS

Monthly referrals after the first quarter. Results will be noticeable after 1 week. Effectively we will improve our activity by 500% in the first few months.

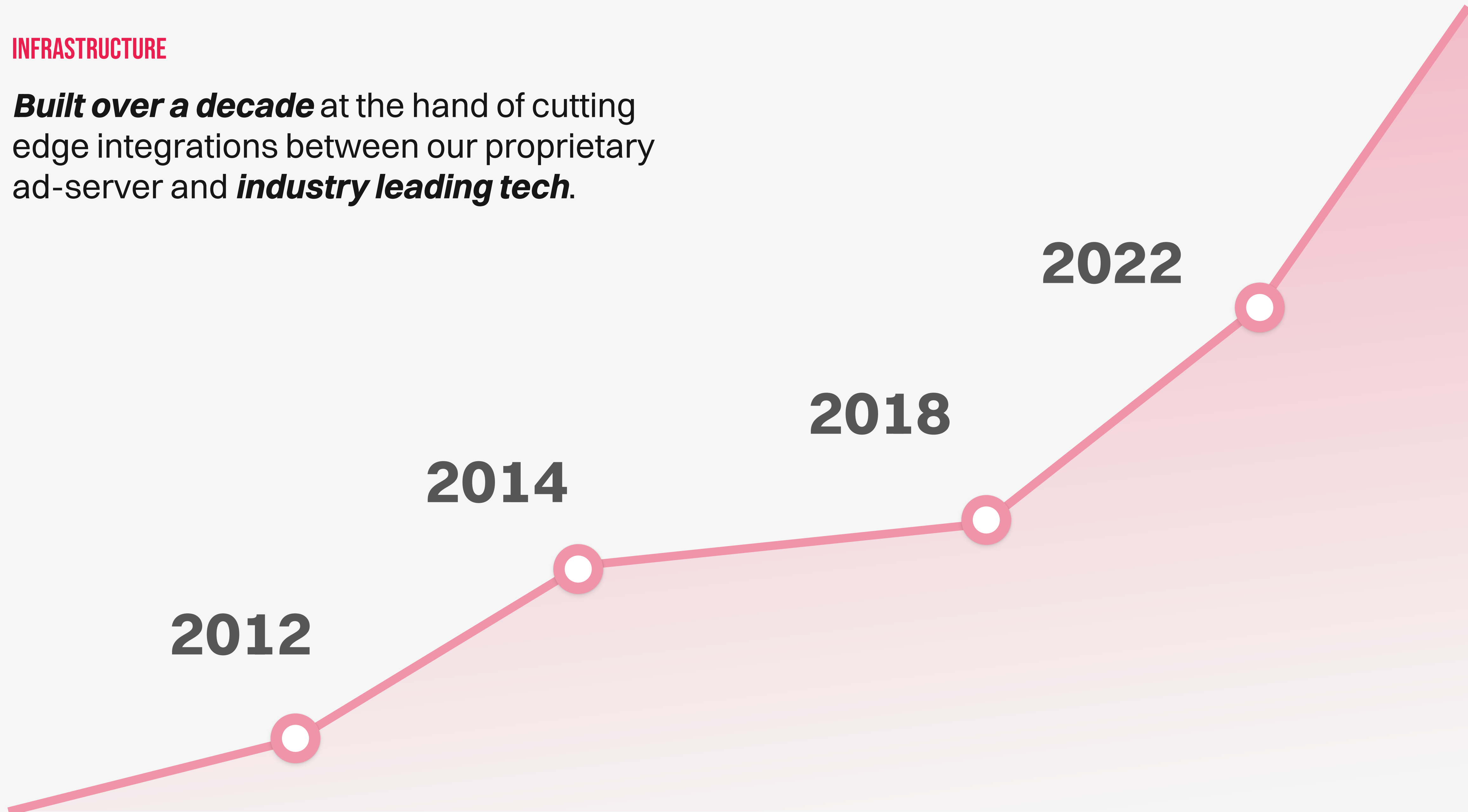


## GROWTH

15% month-over-month growth, aiming for a solid 100-150K monthly referral rate within 6-9 months.

## INFRASTRUCTURE

***Built over a decade*** at the hand of cutting edge integrations between our proprietary ad-server and ***industry leading tech.***



TOOLS AND TECHNOLOGIES WE WORK WITH (1/3)

# GOOGLE-CERTIFIED POWERHOUSE

As a Google Certified Partner, we're uniquely positioned with access to the world's top publishers



Certified  
Ad Tech Partner

Our certification is more than just a badge – it represents our deep expertise and strategic relationships with Google insiders, ensuring we're always ahead of the curve in innovations. Our proprietary ad-serving platform, custom-built for the iGaming industry, is fine-tuned to harness these top-tier traffic sources, guaranteeing optimal performance and ROI.

[find us here](#)



**We have a full integration with the award-winning tracking platform **Voluum**.**

This integration allows us to meticulously track campaign performance, automate cost-per-conversion settings, and optimise strategies in real-time across 53 operators in 29 geographies. This level of control and insight is crucial in maximising the effectiveness of our campaigns, ensuring we deliver tailored, high-converting traffic to each operator

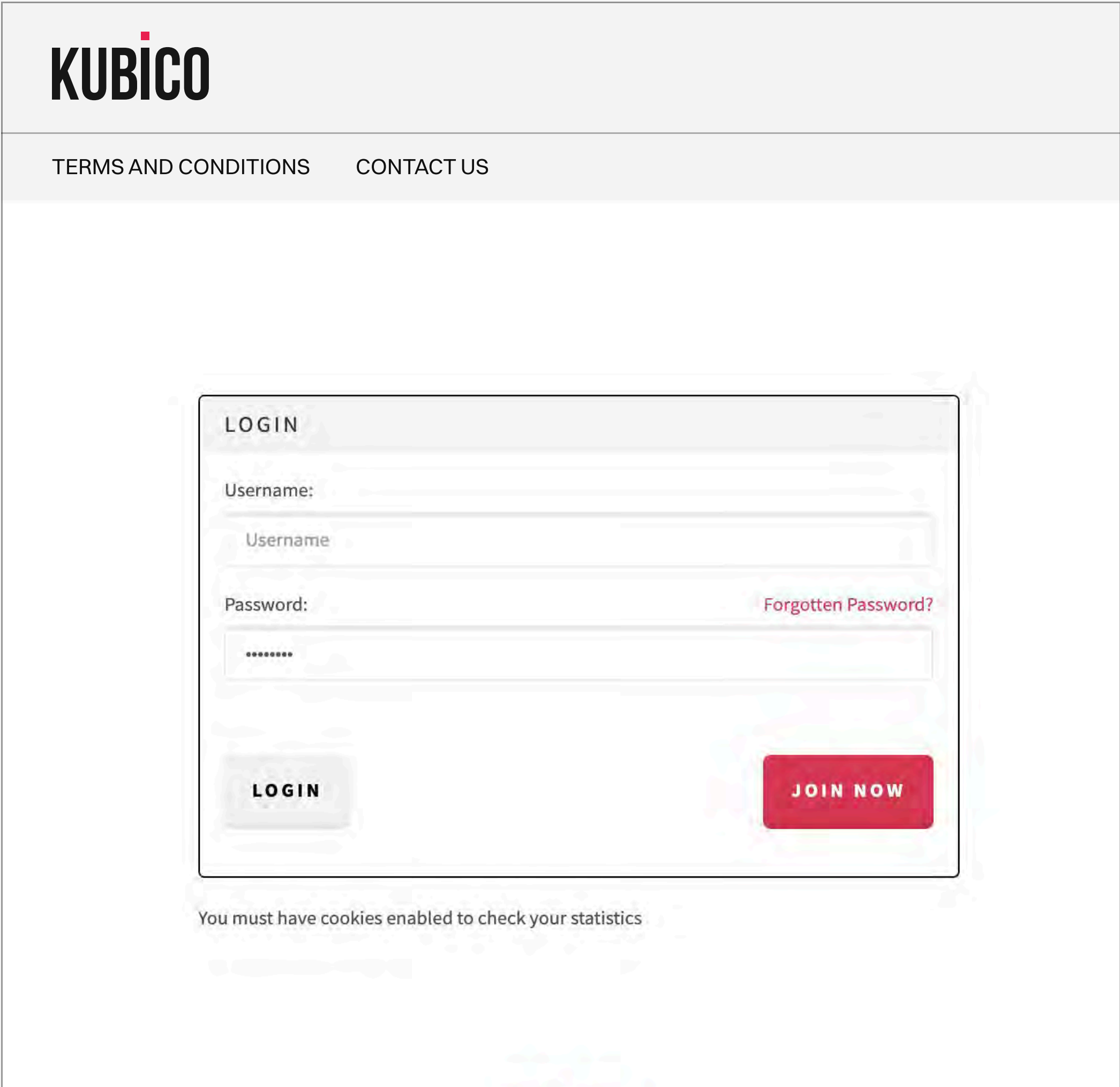


# INDEPENDENT ACCOUNT

At present, Kubico is the sole affiliate firm with an **independent** account on **Income Access**.

Although this program is primarily intended for operators, our worldwide traffic volume has enabled us to establish our own dedicated account@partners.kubico.com

We integrated several start-up brands from developing regions in Africa into our IA account, which has helped us broaden our knowledge of the back-end operations and improve our understanding of our operator partners. Our commitment to providing comprehensive services has also been strengthened through this expansion.

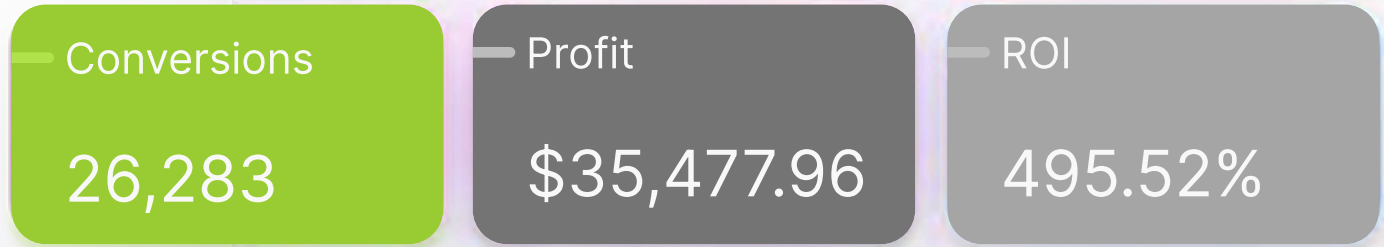
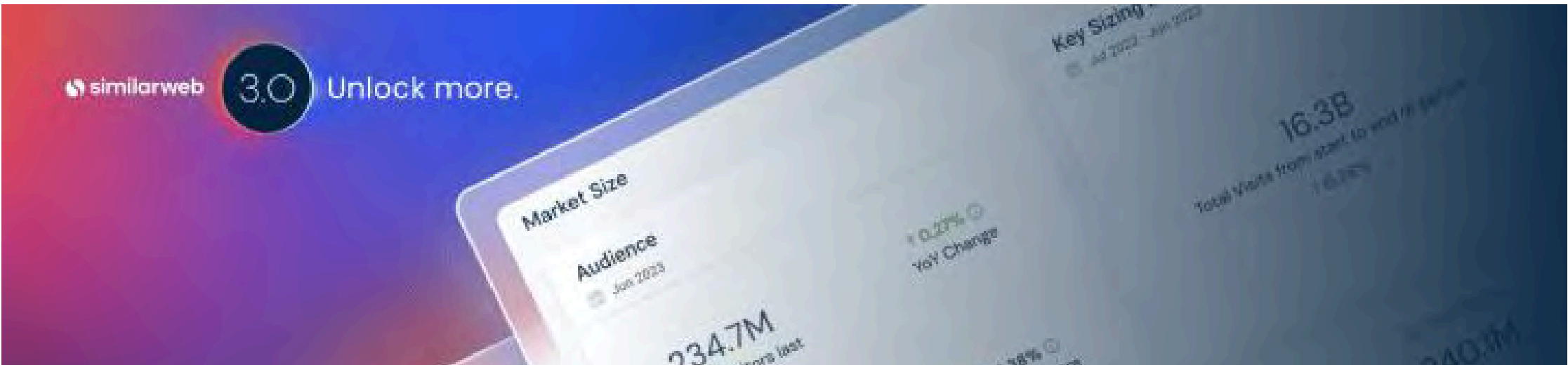


# WE USE THE BEST TOOLS



**Our integration with the market's leading ad-clarity tool via API is a testament to our commitment to effective campaigns.**

This tool allows us to precisely target your brand's ideal audience, optimizing our media buying strategies to ensure high-quality, high-converting traffic. We understand the intricacies of campaigns and leverage this technology to fine-tune our targeting, bidding, and overall campaign management for maximum ROI

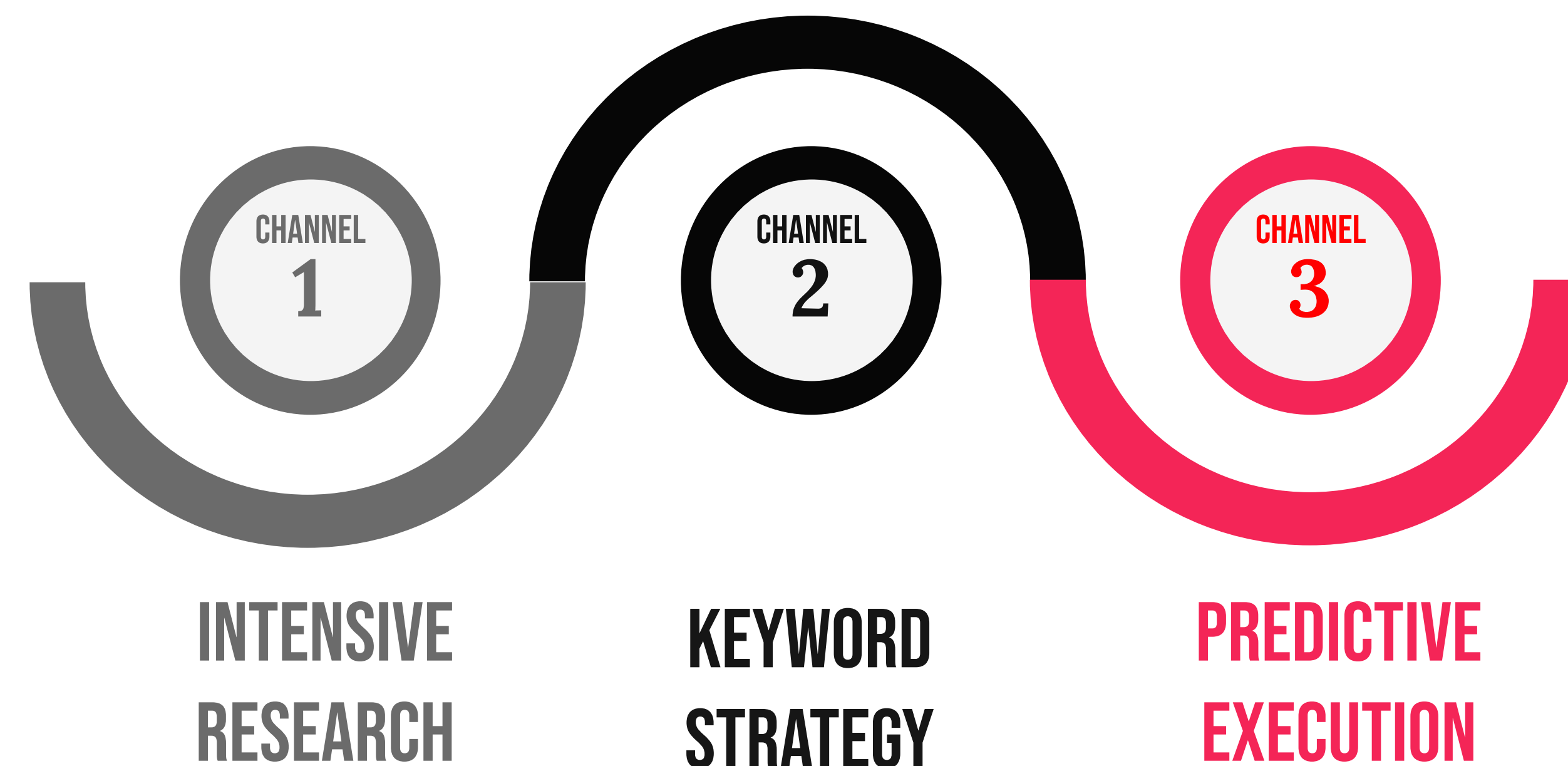


**safeguarding your brand's integrity is paramount in our PPC campaigns. We utilize GeoEdge, a comprehensive ad verification tool, within our proprietary ad-serving platform.**

This integration is crucial for protecting your brand in licensed geographical areas, ensuring your ads are displayed in safe, compliant environments, and shielding them from malvertising risks. This proactive approach to brand safety and compliance underlines our dedication to upholding the highest standards in advertising, ensuring your campaigns not only reach the right audience but do so in a secure and effective manner

# OPTIMIZING: A STRATEGY FOR PEAK PERFORMANCE

1. **Intensive Research**: We analyze market trends, competitors, and audience insights to inform targeted strategies.
2. **Keyword Strategy**: Identifying optimal keywords enhances your search engine visibility, connecting you with the most relevant audience.
3. **Predictive Execution**: Using predictive analytics for forecasting, we tailor campaigns for peak performance. Our direct engagement with top publishers ensures standout ad placements in the iGaming marketplace.



**Each phase** of this streamlined approach **is designed to maximize your ROI**, ensuring every element of your PPC campaign contributes to achieving remarkable results in the iGaming sphere



CHANNEL 1: AUDIENCE PRECISION

# CAPTURING THE EXACT MATCH AUDIENCE

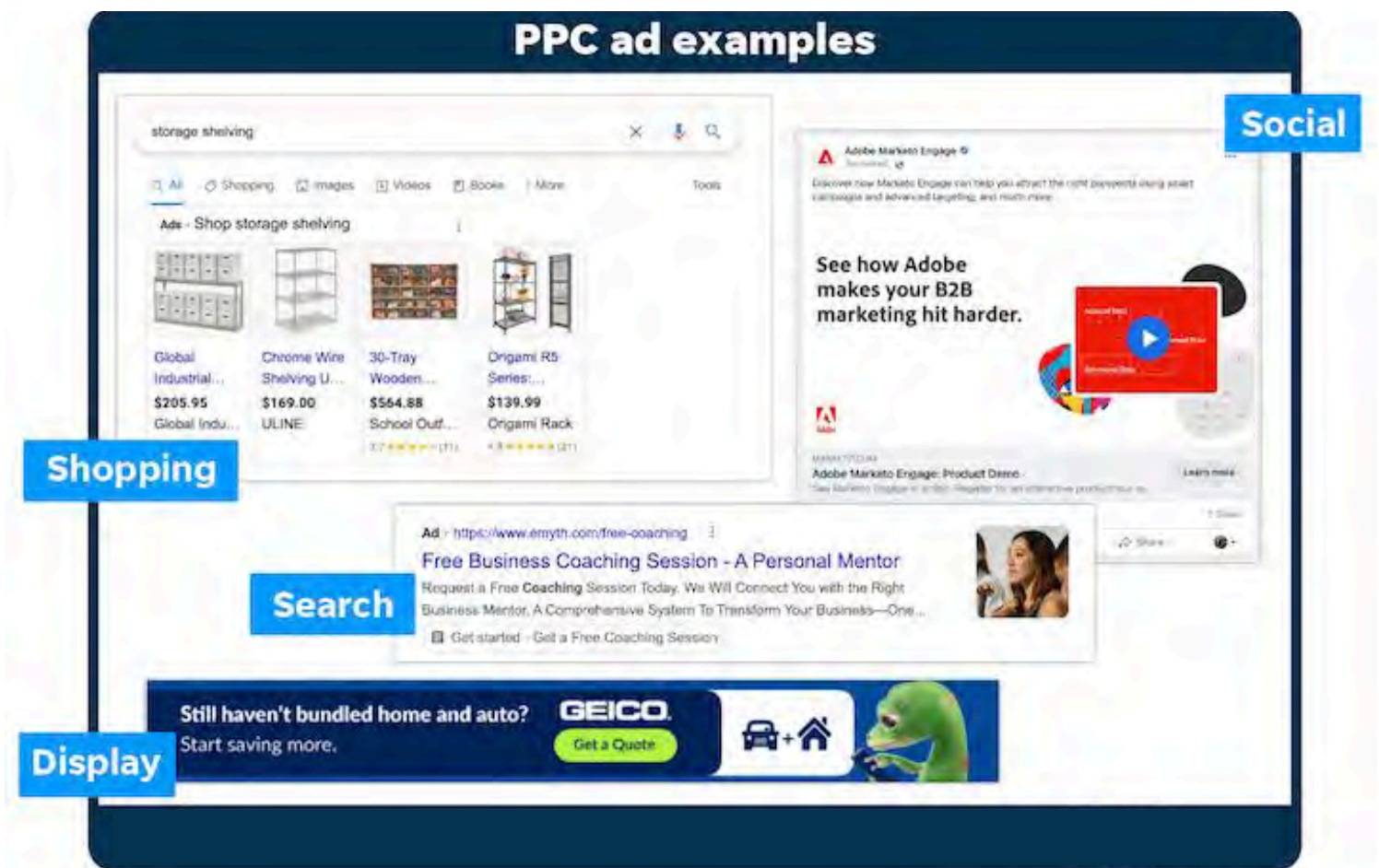


Channel 1, our strategy zeroes in on capturing the exact match audience. We leverage advanced targeting techniques and tailor ad copy to align precisely with user searches, ensuring high relevance and conversion potential. This focused approach guarantees prominent visibility for your brand, establishing a strong digital footprint in the iGaming market.

CHECK NOW

CREATIVE PPC CAMPAIGNS

Our *direct engagement* and expertise in allow us to maintain a prominent and enduring presence for your brand in the digital landscape, ensuring top-tier **visibility** and **engagement**



## Example Of Top Generic Words

ONLINE CASINO	SPORTS BETTING	BETTING TIPS
ONLINE SLOTS	LIVE POKER	ESPORTS BETTING
WAGERING ODDS	ONLINE BETTING	FREE SPINS

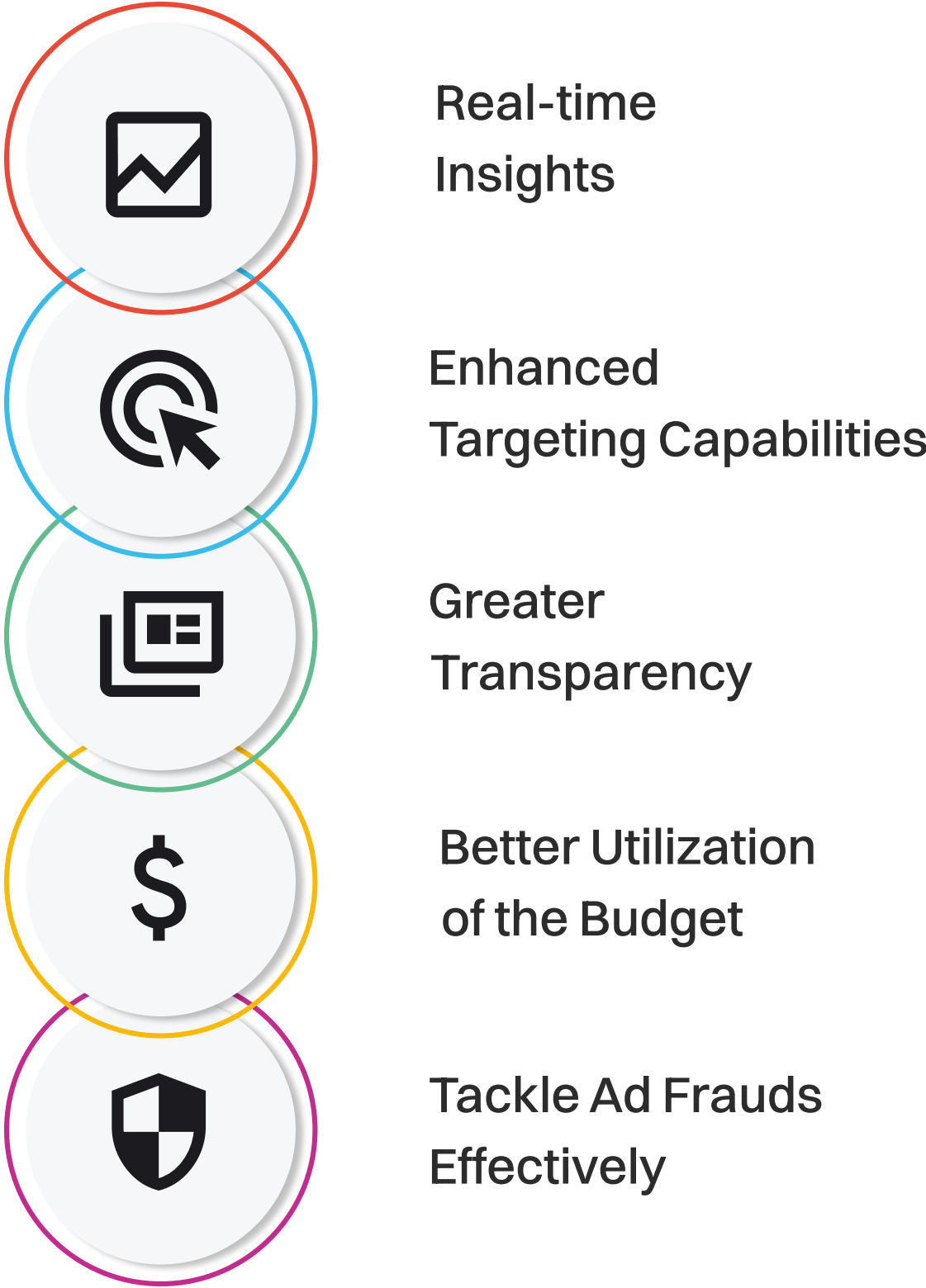
CHANNEL 2: ADVANCED PROGRAMMATIC STRATEGY

MASTERING  
PROGRAMMATIC REACH



Channel 2 showcases our unmatched programmatic strategy, leveraging integrations with top platforms like **Tradedesk**, **Inmobi**, and **Appnexus**, enhanced by our Google ad-tech expertise. We engage exact match users, then apply a focused 'tunnel vision' approach to ensure continuous brand interaction. This targeted strategy has significantly boosted referrals and market share in key geographies.

ADVANTAGES OF  
PROGRAMMATIC  
ADVERTISING



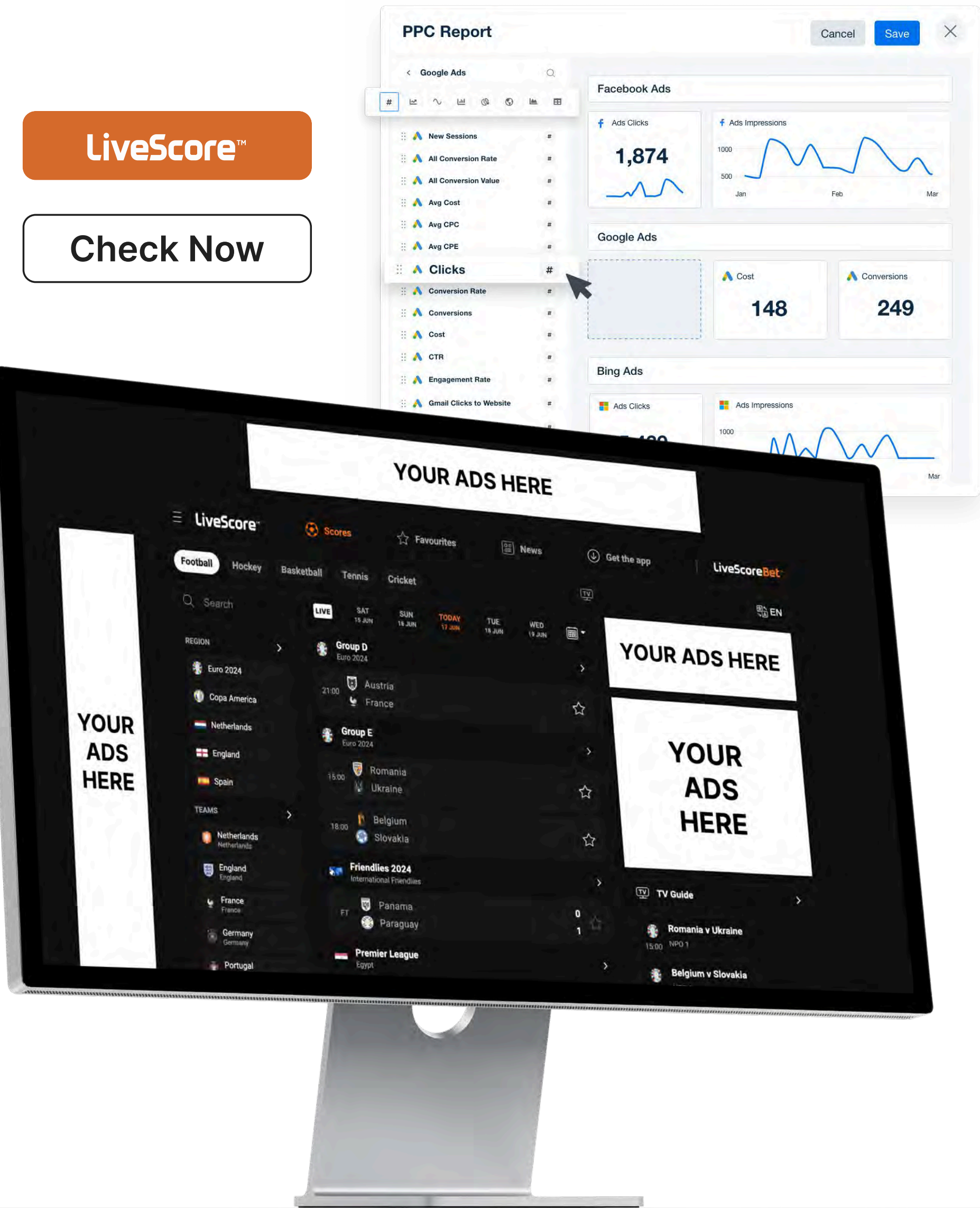


## CHANNEL 3: TAILORED AD PERFORMANCE

# CUSTOMIZED PROGRAMMATIC EXECUTION

In our Channel 3 strategy, we focus on custom performance through direct collaborations with webmasters of leading publishers

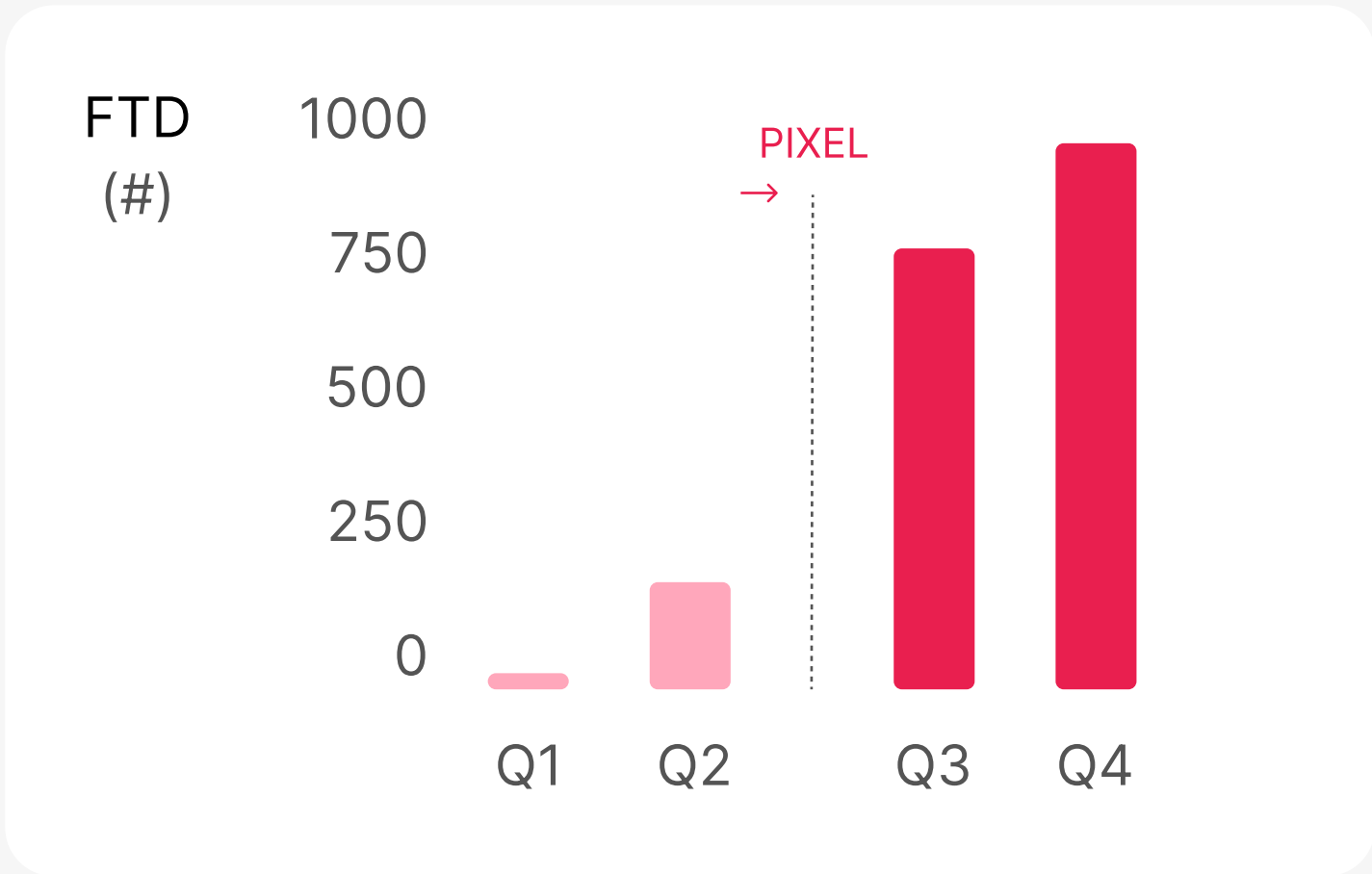
This approach has enabled us to secure specialized ad placements - full-page ads, overlays, and interstitials, *reaching diverse iGaming audiences in over 50 geographies*. Our team's expertise in crafting these unique, disruptive ad campaigns plays a crucial role in converting hesitant, registered users into qualified First Time Deposits (FTD). This targeted and personalized ad strategy not only enhances user engagement but also solidifies our network's effectiveness in the dynamic realm of iGaming.



# BEST PRACTICE PARTNERSHIPS



Solbet

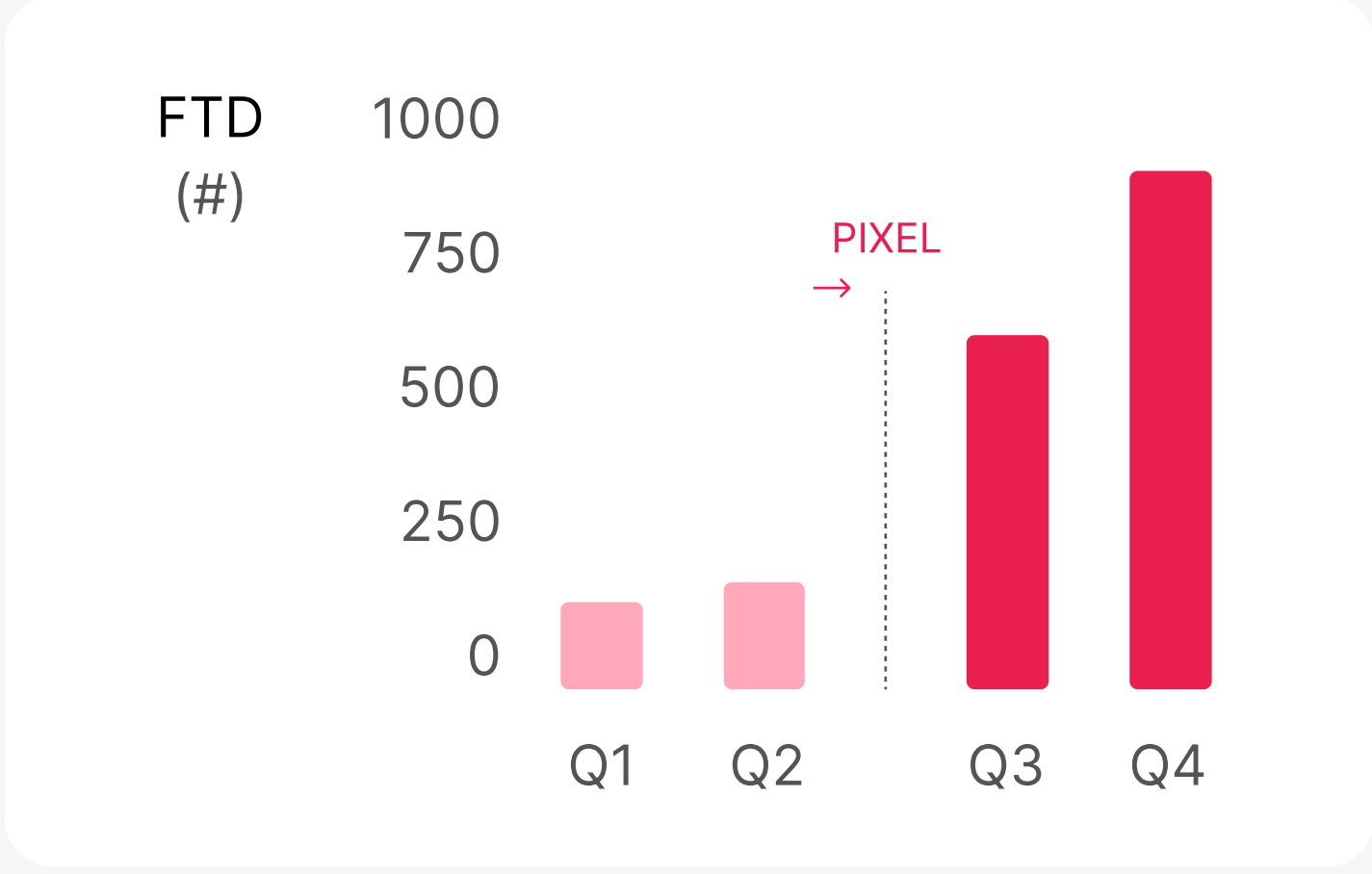


“Kubico's partnership has been **pivotal** for us. In just a year, we've seen a remarkable surge in our market share, exceeding all forecasts”

MARCO BERNAL  
HEAD OF AFFILIATES SOLBET



Bet9ja

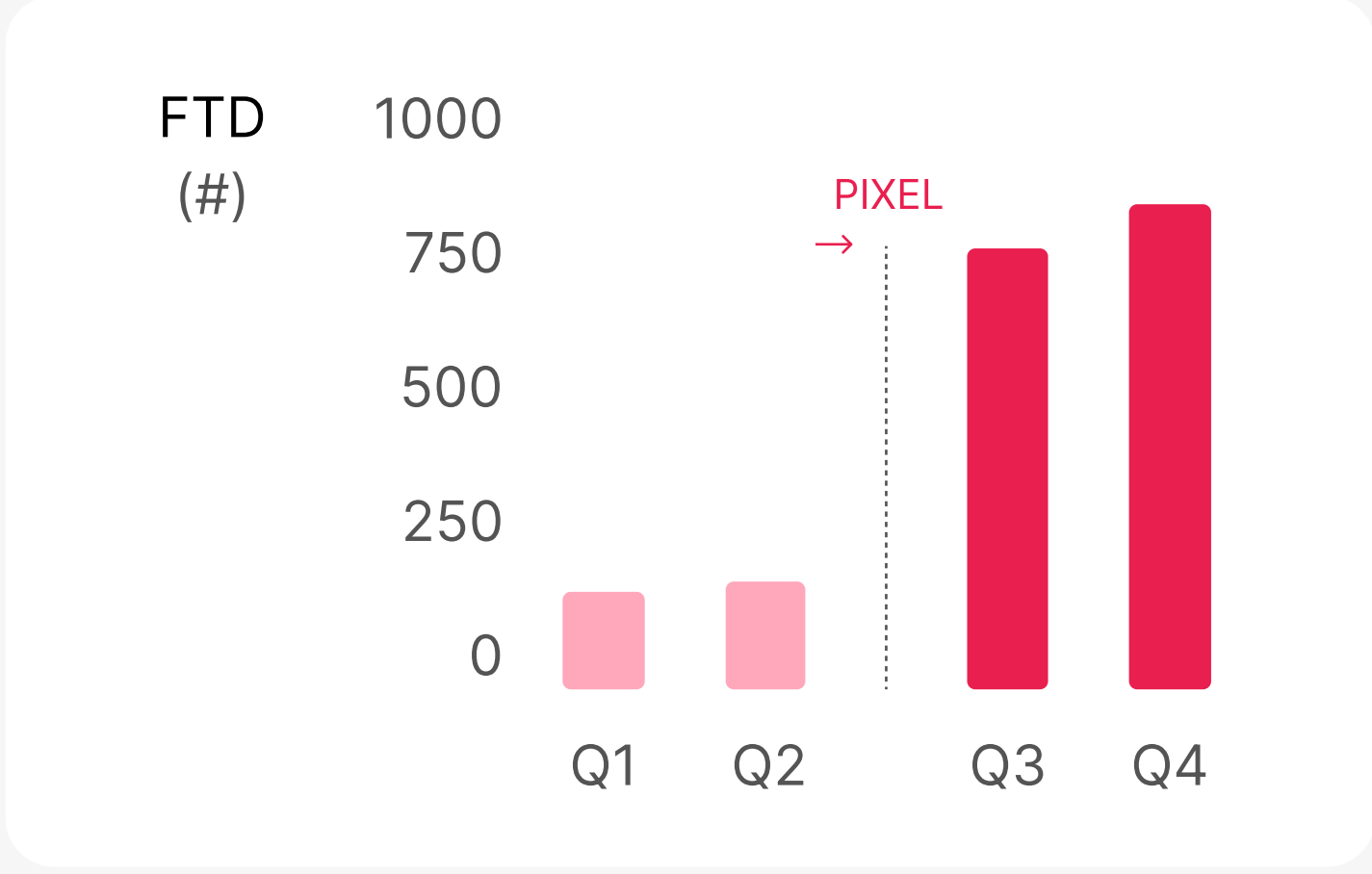


“Partnering with Kubico has been a **game-changer**. Our referral rates skyrocketed in just six months, setting new performance benchmarks”

NICCOLÒ CASSETTARI  
DIRECTOR BET9JA



Hollywoodbets



“Kubico's innovative strategies have **revolutionised** our approach to customer acquisition. We've seen a massive growth in qualified FTDs, far exceeding our expectations”

JUNAID WEST MURAD  
DIRECTOR HOLLYWOODBETS

**KUBICO**

**Thank you for your  
time and  
consideration!**

Pitch Deck · 2025

**MAYSON SLUITER**

mayson@kubico.com



**mayson@kubico.com**



**+316 4444 2043**



**kubico.com**