

# Ivbet com

Hi there! I'm Ana, a digital marketing specialist based in São Paulo, Brazil. I'm here to share a typical case of how I implemented a successful online betting campaign for the Oscars 2024.

**Background of the Case:**

In recent years, online betting has become increasingly trendy in Brazil.

With over 137 million internet users and the legalization of online gambling in 2024, the market potential is evident. I got the opportunity to be part of a dynamic team working on the online betting business targeting the Oscar 2024. The challenge was to attract and engage users interested in entertainment and sports betting in the Brazilian market.

**Description of the Case:**

We leveraged the hype of the Oscars by offering various odds and opportunities to bet on the winners across the different categories. We focused on creating targeted and eye-catching advertisements (landing

form, wide-ranging categories, lucrative odds, user-friendly interface

s, and secure payment methods.

**Implementation Steps:**

1. Thorough market research and competitor analysis.

2. Utilizing Google Ads and Search Engine Optimization targeting keywords related to "apostar oscar 2024" and "Oscars 2024".

3. Influencer collaborations on blogs, YouTube, Instagram, and podcasts

to raise brand awareness and generate organic traffic.

4. Targeted emails and discounts promoting various promotions to the segmented user base.

5. Regularly A/B testing of landing pages to gauge user interest and adapt site accordingly.

**Gains and Achievements:**

1. Our site attracted more than 1 million unique visitors, with a daily increase of more than 25,000 new users.

2. Ad campaigns reached ~5% Click-Through Rate, with over 50,000 clicks.

3. Betting account registrations and total amount bet was 37% and 42% higher than projected figures, respectively.

4. An increase from 18% to 43% in female user registration, highlighting the inclusion of newer audiences.

**Recommendations and Precautions:**

- It is essential to maintain and monitor responsible gaming

measures.

- Local laws and regulations for online betting vary across cities, regions, and demographics. Thus, adapting and localizing marketing

messages is crucial.

- Regularly monitor market trends and user behavior to stay competitive.

- Ensure compliance with all applicable laws and regulations.

- Invest in user education and responsible gaming resources.

- Collaborate with local influencers and community groups.

- Stay updated on industry news and trends.

- Provide excellent customer support and user experience.

- Regularly analyze and optimize campaigns.

- Build a strong brand identity and reputation.

- Stay transparent and ethical in all marketing activities.