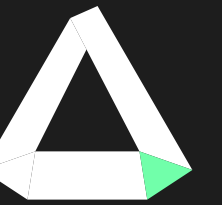


From Click to Player: Building High-Converting, Fast-Moving Ad Funnels in iGaming

How to create intent-driven ad journeys that convert faster and perform better

Presented by Adcropper
iGX 2025, London





Player Journey Funnel

Ad Impression / Awareness

Click / Engagement

Landing Page Visit

Registration

KYC/Email Confirmation

First Deposit

Bonus Activation / First Game

Post-Conversion Engagement

Retention & Reactivation

User Acquisition Costs Are Skyrocketing

Good traffic with a bad funnel = wasted budget.

Player Attention Is Shorter Than Ever

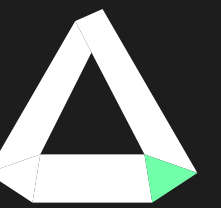
Speed to deposit is now a conversion differentiator.

The Game Has Shifted from Acquisition to Conversion + Retention

Funnels let you scale intelligently, not wastefully.

Traditional Creative Workflows Are Too Slow

The faster you launch, the faster you learn and scale.



Emotional Triggers (Impulse-based decisions)

- Excitement & anticipation - **"Spin the wheel," "Unlock a mystery bonus"**
- FOMO (Fear of Missing Out) - **Countdown timers, limited-time jackpots**
- Instant gratification - **"Win now," "Play instantly," "No waiting"**
- Social validation - **"Thousands are winning," "Top player leaderboard"**



Rational Motivators (Logic-based decisions)

- Value exchange clarity - **What do I get? What's the catch?**
- Trust & risk assessment - **Is this legit? Will I lose money?**
- Ease of access - **Can I sign up fast? Deposit easily? Claim bonus smoothly?**
- Relevance - **Is this for me? My country, my game type, my language?**

Align Creative with Psychological Stages

Top Of Funnel (Awareness)

Excitement

Surprise

Urgency

Mid-Funnel (Landing Page)

Clarity

Ease

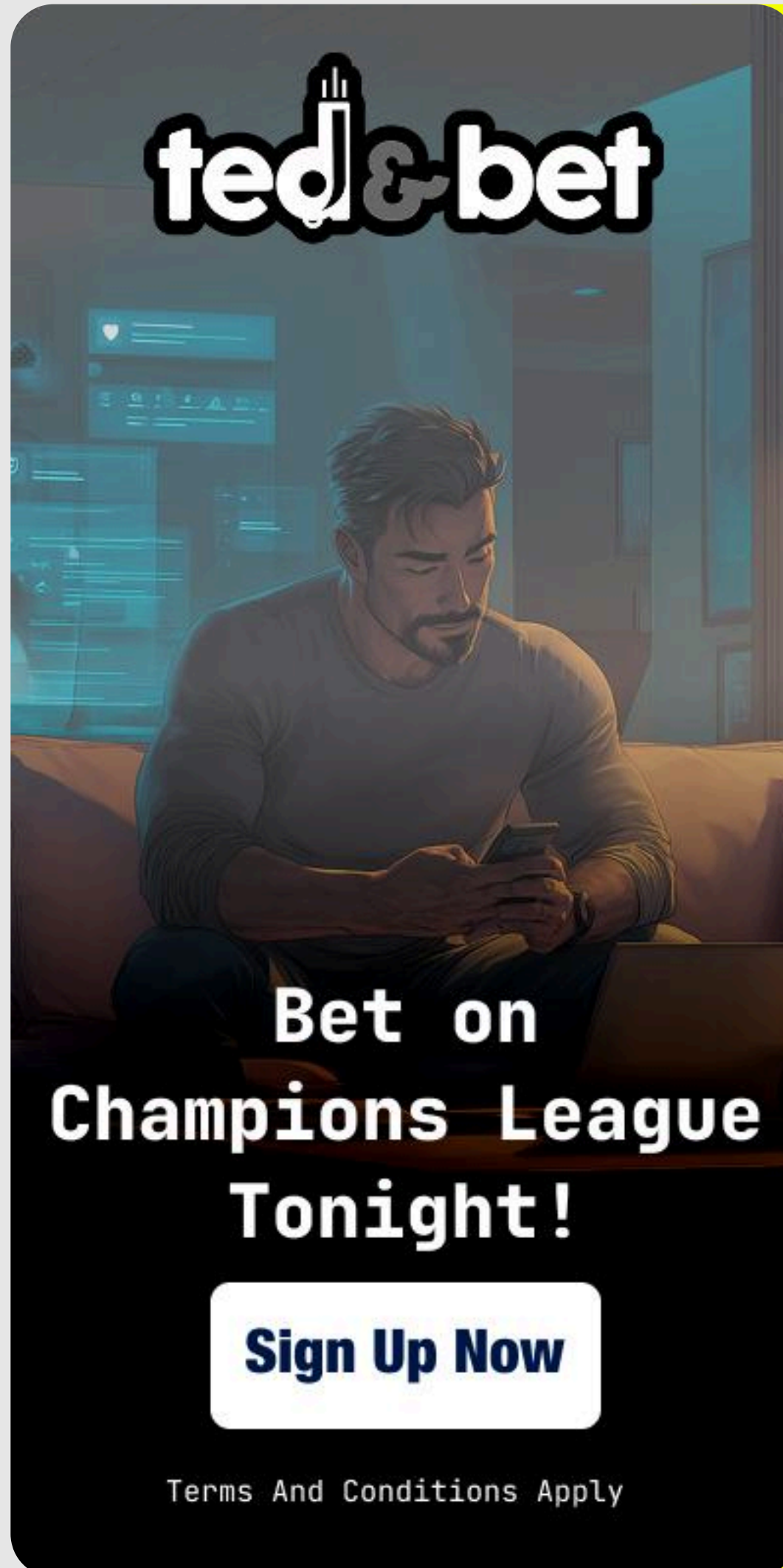
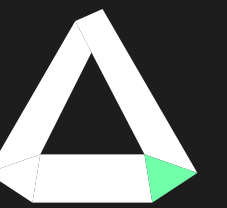
Proof (trust badges, reviews)

Bottom Funnel (Conversion)

Simplicity

Limited-time motivation

Minimized risk



Generic Ads:

The Problem

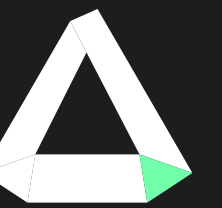
- Use hypey or vague language
- Drive a lot of traffic – but it's unqualified
- Create mismatch with landing page → high bounce
- Waste budget by pulling in low-intent users

Qualified Creatives:

The Solution

- Set expectations upfront (e.g., 'Deposit Required')
- Use clear CTAs tied to your funnel stage
- Match language and visuals with landing page content
- Pre-qualify: If they still click, they're likely to convert





Before

ISSUES

- **Manual creative production.**
- **No segment specific creatives.**
- **Slow funnel with 5 steps.**

€350
CAC

6%
CVR

22hrs
Time to deposit

After

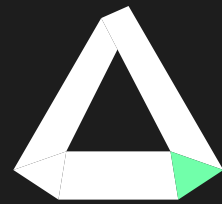
IMPROVEMENTS

- **Automated creative generation.**
(20 variants in 24h)
- **Different creatives delivered for each segment.**
- **Funnel reduced to 3 steps.**
(ad > smart landing > auto deposit prompt)

↓32%
€238
CAC

↑90%
11.4%
CVR

↓70%
6.5hrs
Time to deposit



Page-Level Tracking (Intent Mapping)

Tracked Page

- /premier-league-bets
- /nba-live-odds
- /in-play/tennis
- /accumulator-builder
- /premier-league/stats

Inferred Preference

- Likes Premier League
- Interested in Basketball
- Prefers live tennis betting
- Advanced bettor, prefers combos
- Follow stats closely

1

ted&bet
PREMIER LEAGUE
Liverpool
VS
Manchester United

1.45 2.75 4.05

BET NOW & WIN BIG

2

ted&bet
NBA
Okc Thunder
VS
Ind Pacers

3.12 2.12

BET NOW & WIN BIG

3

ted&bet
WIMBLEDON
LIVE
J. Sinner
VS
C. Alcaraz

2.38 1.80

WHO WILL WIN?

4

ted&bet
TURKISH SUPER LEAGUE
Galatasaray vs Fenerbahçe

- Mauro Icardi to score
- Galatasaray to win the first half
- Galatasaray to win the match

1.45 2.75 4.05

BUILD YOUR WINNING COMBO

5

ted&bet
UFC
Kamara Usman vs Joaquin Buckley

W D L 21 4 0 STATS W D L 21 7 0

3.12 2.12

COMPARE ODDS, GET EDGE

Time-Based Behavior Segments

Tracked Page

- Evening Bettors (18:00-23:00)
- Weekend Warriors (Friday-Sunday spikes)
- Morning Visitors (6:00-10:00)
- Last Minute Bettors (5-15 minutes before start)

Inferred Preference

- Likely watching live events
- Focused on big leagues and derbies
- More likely to build early bets or review stats
- Often mobile-based and emotionally triggered

1

ted&bet
PREMIER LEAGUE
Liverpool
VS
Manchester United

1.45 2.75 4.05

KICKOFF'S CLOSE - BET NOW

2

ted&bet
TURKISH SUPER LEAGUE
Galatasaray vs Fenerbahçe

- Mauro Icardi to score
- Galatasaray to win the first half
- Galatasaray to win the match

9.12

YOUR WEEKEND BET BUILDER IS WAITING

3

ted&bet
UFC
Kamara Usman vs Joaquin Buckley

W D L 21 4 0 STATS W D L 21 7 0

3.12 2.12

YOUR PRE-MATCH EDGE STARTS NOW

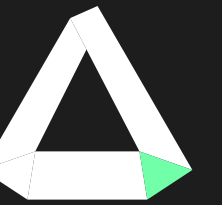
4

ted&bet
TURKISH SUPER LEAGUE
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9.12

GAME STARTING? GO BIG WITH A 3-LEG BUILDER



Before

ISSUES

- **One-size-fits-all messaging**
(No behavioral segmentation)
- **Outdated visuals.**
(Reused creatives with low CTR)
- **No urgency tactics**
(Missing time-sensitive triggers)

18%

D7 Retention

6%

D30 Retention

€12.60

Time to deposit

After

IMPROVEMENTS

- **Behavior-based segmentation**
(Adcropper Pixel, Betting preference)
- **Dynamic visuals.**
(Refreshed assets monthly, no fatigue)
- **Urgency-driven creatives.**
(Countdowns, event-based triggers)

27%

D7 Retention

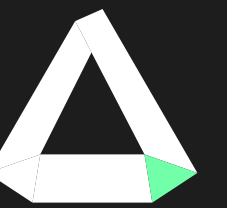
12%

D30 Retention

€19.40

RPRU(€)

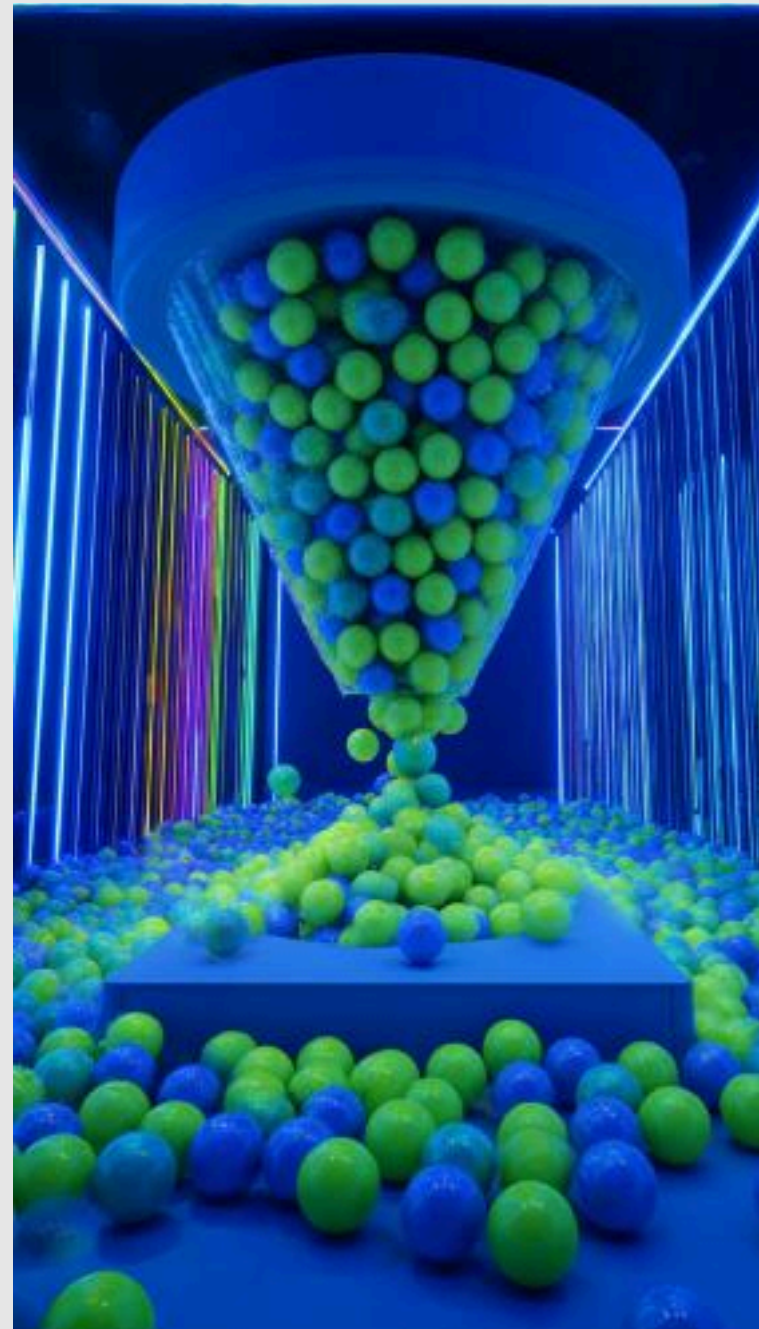
6 Takeaways You Can Apply Tomorrow



**Qualify intent in
the creative**



**Speed up
everything**



**Reduce steps in the
production funnel**



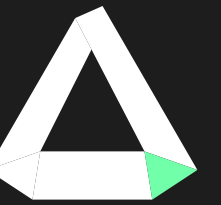
Use A/B testing fast



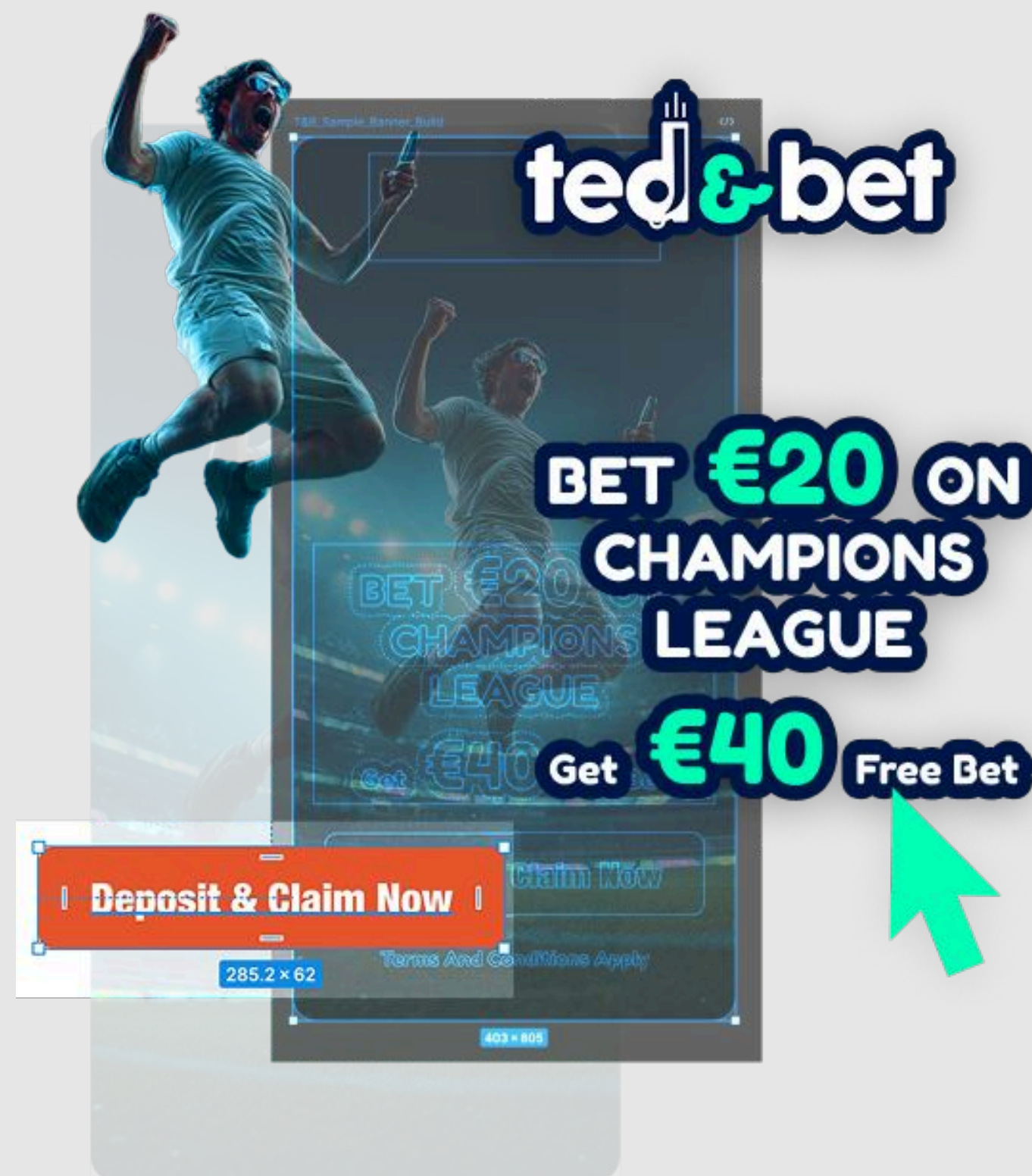
**Personalize by
audience segment**



**Track metrics that
reflect revenue, not
vanity**



Build



Template-Based Creative System

You create a master template (e.g., a slot promo, odds boost banner, combo builder ad)

Integrated Localization Engine

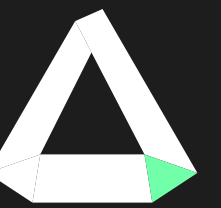
No more redoing banners from scratch for each region.

Figma Plugin for Direct Workflow Integration

Design in Figma, scale through Adcropper – no handoff delays.

Automated Ad Resizing & Format Output

Save 80% of time usually spent on resizing.



Launch



Automated Campaign Asset Bundling

Assets delivered in the structure your media buyers actually use.

One-Click Export for All Formats

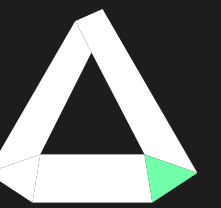
Creative deployment ready in minutes, not days.

Direct Export to Ad Platforms or DSPs

Connect your media buying tools or ad servers directly.

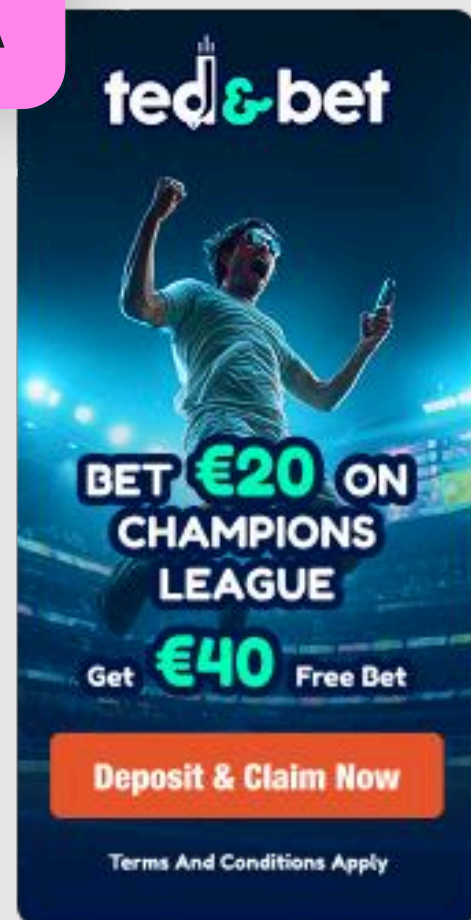
Dynamic Feeds for Real-Time Content Updates

Update hundreds of live creatives in real time - without touching the design.



Analyze

A



B



Creative-Level Performance Tracking

Know not just which campaign worked but which ad format or headline drove conversions.

A/B Test Result Reporting

Get conclusive results on what converts.

Geo & Segment - Level Insights

Understand which creatives resonate where- and tailor campaigns accordingly.

Creative Fatigue Alerts

Know exactly when to refresh creatives and which variant to replace.

THANK YOU

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