BETMGM **Z2A DIGITAL**

# Case Study

Sport Betting

BetMGM, a leading Sport Betting platform in the U.S., partnered with Z2A Digital to revolutionize its user acquisition and retention strategies.

+3X Increase in Conversion Rate
+178% ROAS Growth
**+113% D30 Retention Rate**

CLIENT'S VISION

BetMGM sought to grow its base of qualified players while improving their FTD to Qualified Player rate. The focus was on acquiring high-value users in compliance-driven geographies, ensuring sustainable growth and a strong ROAS.
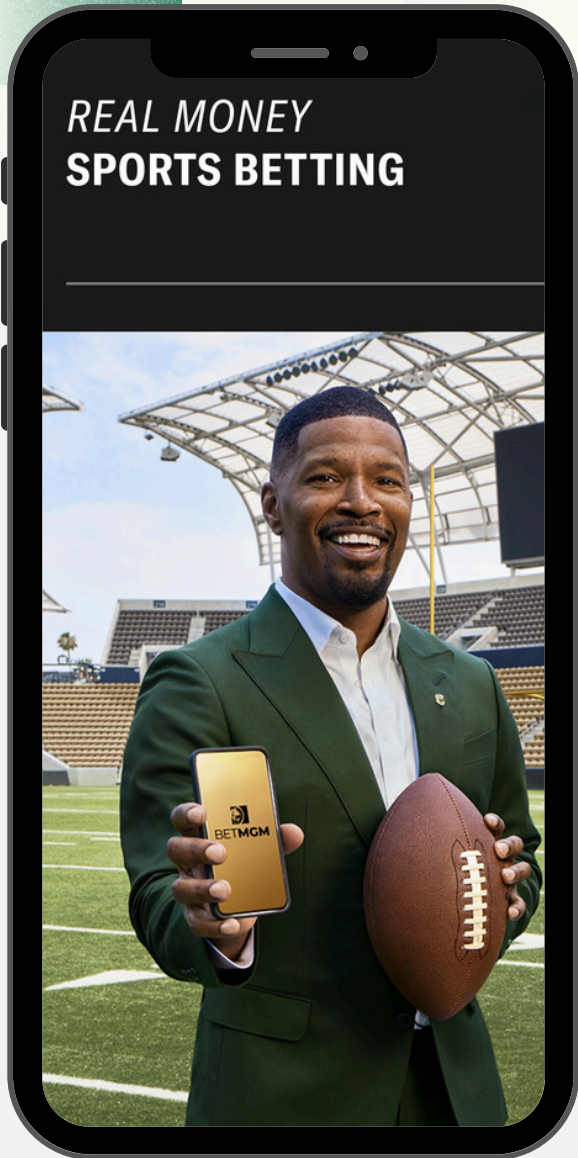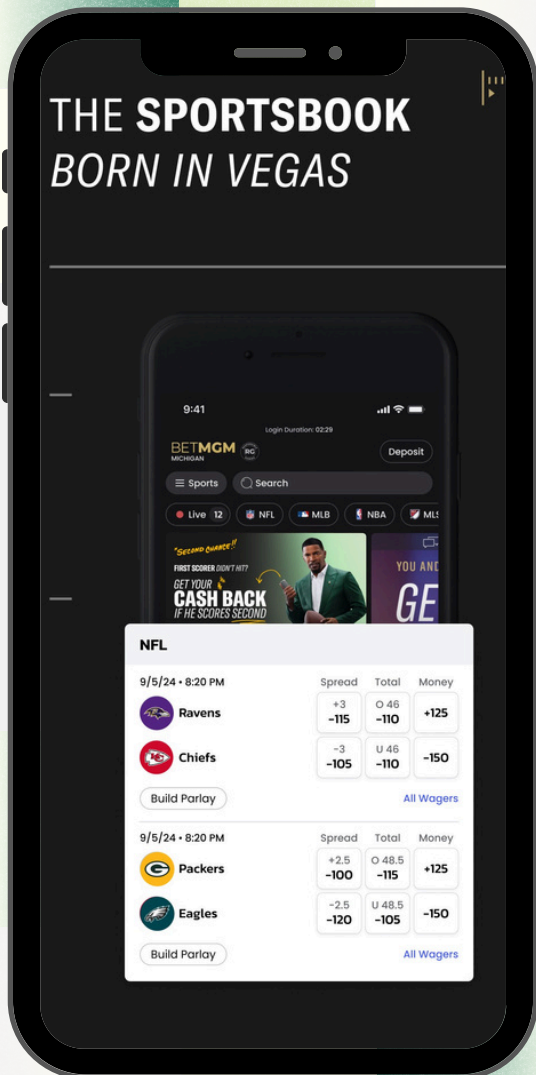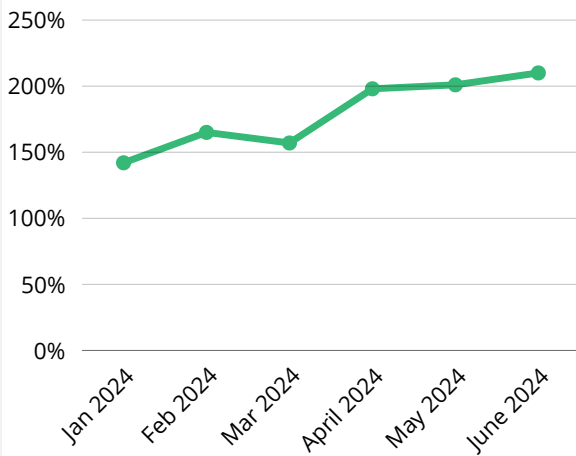
CHALLENGES

BetMGM faced fierce competition and needed to attract qualified users while maintaining compliance with state-level regulations.
Improving conversion rates and retention, particularly the D30 metric, was critical to maximize player LTV.
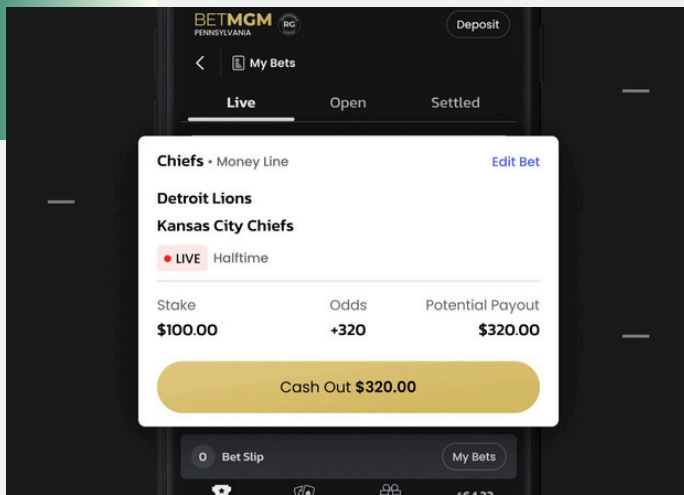
AT A GLANCE

RETURN ON AD SPEND*

Z2A'S APPROACH

Fraud Prevention & State Targeting

Leveraged proprietary tracking technology to minimize fraud and execute precise state targeting, ensuring compliance and audience relevance.

Dynamic Campaign Optimization

Adapted strategies to align with real-world events, such as sports calendars, to maintain engagement during periods of less activity.

Creative Ad Formats

Implemented a mix of high-performing static banners and videos, optimizing creatives to maximize player acquisition and retention.

Tailored User Segmentation

Developed audience-specific strategies by segmenting users based on behavior and preferences, focusing on high-LTV players for better engagement and ROAS.

RESULTS

JAN 2024 - CURRENT

- +178% ROAS Growth.
- +87% FTD to Qualified Player Rate.
- +3X Conversion Rate, highlighting precise targeting.
- +113% D30 Retention Rate, ensuring long-term engagement and player satisfaction.