IncomeAccess
A Paysafe Experience

SUCCESS STORY

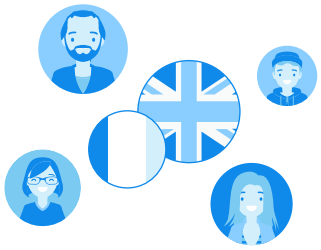
BetRegal

BetRegal is a fully licensed real money casino and sports betting operator with an existing presence the UK and Ireland. With evolving regulation in Canada, BetRegal is positioning itself to be a player in the Canadian regulated market. BetRegal launched in 2015 and is owned by The Regal Group, a company registered under the laws of Malta.

They've also recently launched a new social gaming site with a focus on the Canadian market and building a community of players there.

THEIR GOALS

To **build a community of users in the Canadian market** for their newly launched social gaming product.



Continue to **attract new users for casino and sports betting in the UK/Ireland** while retaining their player base.

Maintain steady growth using affiliate marketing, social media and all other marketing acquisition channels to **establish brand awareness and increase their player database**.

Since joining with Income Access in 2019, the goal with this partnership has been to steadily grow the affiliate marketing side and improve brand awareness through social media channels. This is not just within the market they're already focused on, the UK and Ireland, but also emerging markets like Canada. To penetrate the new market, BetRegal will need to educate this new audience on their products and value, building a community of customers who routinely use their site.

At the same time, focus must be kept on the UK/Irish market, which continues to grow year over year. To carry on their growth in legacy regulated European markets, they'll need to find ways to connect with their audience and find new users, focusing on both affiliate marketing and social media channels by utilizing paid and organic campaigns.

STEPS TO TAKE

Partner with Income Access marketing team to execute BetRegal social media campaigns, run acquisition ads and support with new ideas/strategies to build a great foundation for BetRegal's social media channels.	Enter partnerships with brands like the CFL and PGA of Canada to establish BetRegal's presence among the Canadian audience and offer them a unique way of engagement though its social gaming product.
Focus on exciting giveaways and contests on social media, including with their Irish partner Dundalk FC, as well as BetRegal Legends; Matt Dunigan, Damon Allen and Bernie Nicholls.	Continue to optimise the performance of their affiliate channel with its partners.

With many different objectives, BetRegal and Income Access will need to work efficiently to achieve them all. For the Canadian market, important strides are being made as **BetRegal announced new partnerships in August with both the CFL and PGA of Canada.** With PGA of Canada, the naming rights to the main tournament have been secured, as it'll be known as the BetRegal PGA Championship of Canada presented by TaylorMade Golf & adidas Golf. The goal is to educate the Canadian sports audience about BetRegal and their exciting product. On the football side, **CFL legends Damon Allen and Matt Dunigan** will join a new ambassador group, **BetRegal Legends,** that also includes **former NHL superstar Bernie Nicholls.**

With these exciting brands and personalities behind them, the hope is to build up their Canadian userbase and followers with users who would be interested in the BetRegal brand and its unique promotions and offers. To help further this, BetRegal recently launched a new social product that is entirely free-to-play, so they can begin to build a community of players in the Canadian market.

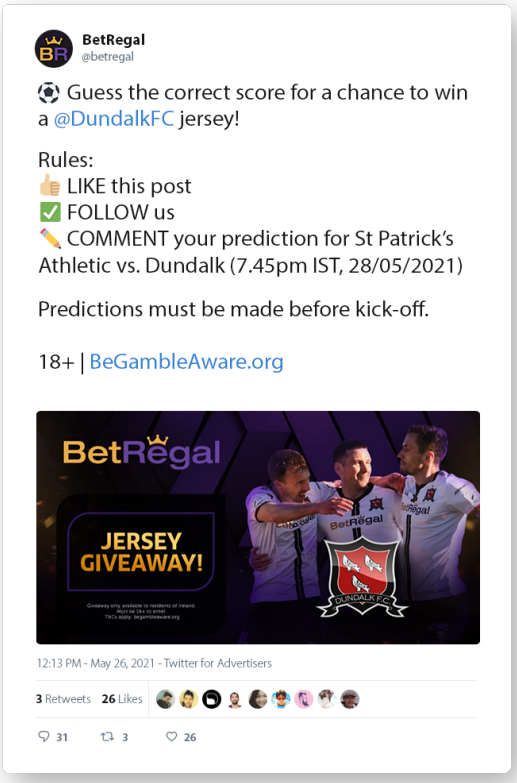
For the UK and Ireland, **the partnership with Dundalk FC of the Irish Premier League** aims to connect BetRegal to the Irish audience, particularly through social media, where contests and giveaways will be used to entice new users.

Through a variety of paid and organic campaigns, BetRegal and the Income Access marketing team will continue to push the BetRegal brand forward, increasing awareness and the userbase. Affiliate marketing would be a part of the plan as well, as it remains an important way for Income Access and BetRegal to find users who will engage with their exciting product.

RESULTS

The work done on social media in Canada with BetRegal's exciting new partnerships have provided immediate dividends, with 229 new followers and 10,000 profile visits in the month of August alone on Twitter. **There's already been 5x the profile visits on BetRegal's Twitter** since the news than the entire month of July before it. The expectation is this additional exposure will continue as the **CFL, PGA Canada and BetRegal Legends** continue to work with BetRegal and Income Access to share exciting news with their community.

On the other side of the Atlantic, the sponsorship with **Dundalk FC from the IPL** has increased BetRegal's reach in Ireland due to some **exciting contests and giveaways** done on the BetRegal's social media pages, which are managed by Income Access. There were multiple exciting contests, but one that stood out is a jersey giveaway done on Twitter before a game between Dundalk and St. Patrick's Athletic, which received great engagement (376 total engagements) and was seen by over 15,000 people.



For Facebook, paid ad campaigns have let to sustained growth with new users being led to BetRegal's platform. Since the beginning of 2020, **over 1,500 new users have signed up** with BetRegal through promoted ads on Facebook. **In 2021 alone, users from promoted ads have led to more than €7K in total deposits.**

The work done by Income Access and BetRegal on both social media and through affiliate marketing has continued to grow the BetRegal brand and enforced it as a reliable operator that affiliates enjoy working with. In terms of affiliate marketing, the growth remains steady, **with over 19% increase in NGR for the last three months.**

As 2021 comes to a close, BetRegal and the Income Access marketing team will continue towards their goals of promoting this exciting brand to new users using social media, affiliate marketing, and impressive partnerships.

TWITTER STATS

200+
new followers per month

10 000
profile visits per month

FACEBOOK STATS

1500+
new users have signed up with BetRegal through Facebook Ads since **2020**.

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