Income Access

SUCCESS STORY

The Company

Wazobet was founded in 2011 and holds both Curaçao and Nigerian licenses.

Governed by Emerald Bets International Limited.

Features numerous sports betting options and thousands of casino games.

The Challenge

Establishing presence in a highly competitive market.

Developing into a competitive player in the growing Nigerian betting space.

Acquiring and retaining a loyal player base to contribute to brand longevity.

The Solution

Support to get ad account approved with Google to run PPC campaigns.

Execution of various bidding strategies to build different use cases.

Split testing for different keywords and ad copies to determine what works best.

Attract and acquire large volumes of high value players.

Wazobet Leverages Income Access to Deliver Successful PPC Campaigns and Benefits from Increased Player Acquisition

The Company

Founded in 2011, Wazobet is an online betting bookmaker from Nigeria. The company is governed by Emeralds Bets International Ltd, a member of the Association of Nigerian Bookmakers.

Wazobet holds a Curaçao license and one from Nigeria through the Lagos State Lottery Board. The bookmaker also uses some of the latest SSL encryption systems, to ensure player data is protected. Wazobet provides a safe and secure environment for Nigerian bettors and casino enthusiasts to enjoy its numerous entertainment options.

Wazobet's product offering consists of dozens of sports betting, live betting and virtual sport options. It is also home to over 2,000 casino games, including roulette, blackjack, baccarat, live casino, and slots. Offering around the clock support and a lucrative VIP programme, customer experience and support is one of Wazobet's main priorities.

The Challenge

Prior to partnering with Income Access, Wazobet was working on growing its presence in the Nigerian market, one that, in recent times, has proven to have much growth potential. With its Gross Gaming Revenue (GGR) projected to increase at a rate of 16% over the next five years, the Nigerian betting space has become a more and more sought-after market.

Wazobet, which was still a relatively new player in Nigeria, was faced with the challenge of competing with the giants of the industry that hold over 65% share of the market.

Penetrating and expanding in the iGaming landscape in Nigeria, by being able to grow and retain a player base in this emerging market will be paramount in ensuring Wazobet's short- and long-term success.

Pay-per-click (PPC) advertising is a tried and true method of acquiring new customers, across all industries, however, getting an ad account approved by Google proved to be challenge. Wazobet looked to Income Access to not only to provide support and work with Google to get the account approval, but to also implement and run various strategies PPC campaigns.

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The Solution

Through its partnership with Income Access, which commenced in April 2020, Wazobet was able to receive the help they needed to get its ad account approved with Google. This, in turn, allowed Wazobet to start running PPC campaigns focused on increasing conversions, reducing cost per action (CPA) and generating higher return on investment (ROI).

Wazobet also outsourced their PPC to the Income Access team, who took full ownership of campaign strategy and management, with the designated budget that was provided by Wazobet.

Under Income Access's PPC management, different bidding strategies were executed to build varying use cases. Each strategy had a different objective, from maximising conversions, to maximising clicks and targeting a specific CPA.

Moreover, split testing was conducted for different keywords and different ad copies to determine what worked best for what Wazobet was trying to achieve. It was found that:

• The highest value players were acquired through search campaigns for sportsbook players;

• The highest converting campaigns were search for casino, as they brought the most signups.

Ultimately, Wazobet's aim was to bring as many high value players to their brand as possible, so Income Access adjusted their PPC campaign strategy accordingly.

The Results

Income Access worked with Wazobet and with Google on the set up of the Wazobet account.

As seen from the results displayed in the graphics in this report, by outsourcing their PPC campaign management to Income Access, Wazobet has begun building a solid base of high value players, poising itself to be in a very strong position within the Nigerian iGaming space, and will continue to flourish, as the market itself develops.

LIFETIME CONVERSION RATE FOR **SEARCH CAMPAIGNS**

Vs.

3.75% BENCHMARKED BY GOOGLE IN 2018

Total Spend

(Over four-month campaign period)

$10,000 - $15,000

More than

2,000 players acquired

Cost per conversion:
Under 5$

Avg. click-to-reg rate: **8.43%** for click-focused campaigns

Avg. click-to-reg rate: **9.72%** for conversion-focused campaigns

Total Impressions
(Over four-month campaign period)
Over 2 million

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