



APPFLIX



Fanatics

# FANATICS CASE STUDY



# APPFLIX & CLIENT HANDSHAKE

AppFlix is a performance-focused mobile user acquisition network specializing in CPA-based app growth, with strong expertise in in-app traffic, event-level optimization, and fraud-controlled scaling.

Fanatics is a leading US sports betting and casino brand, operating across regulated states with a strong focus on acquiring high-value real-money users for both sports wagering and casino gameplay.

The client partnered with AppFlix to acquire high-intent betting users, focusing on first-time deposits and repeat wagering while ensuring compliance, fraud control, and efficient CPA-based scaling in a competitive US market.

# THE CHALLENGE

1

## INTENSE COMPETITION

- Competing with major US betting leaders such as **DraftKings, FanDuel, BetMGM, and Caesars**
- Aggressive bidding for the same **high-value users** driving CPA inflation

2

## STRICT STATE-LEVEL REGULATIONS

- Betting and casino apps allowed only in **regulated US states**
- Required precise **state-by-state targeting** and **exclusion of non-legal regions**
- Strict adherence to **platform and regulatory guidelines**

3

## HIGH CPA PRESSURE

- US betting **CPAs** among the **highest in mobile advertising**
- Required **controlled** scaling with strong CPA efficiency
- Focus on users with **genuine deposit and wagering intent**

4

## FRAUD & BONUS ABUSE RISK

- High exposure to **click fraud, bot installs, bonus abuse, and incentive traffic**
- Strong need for continuous **fraud monitoring and traffic quality control**

5

## FUNNEL DROP-OFFS

- Significant drop-offs across **Install → Registration → Deposit → First Bet**
- Need to acquire users **who completed the full funnel, not just installs**



# STRATEGY & SOLUTION



1

## STATE-LEVEL GEO STRATEGY

- Ran campaigns only in regulated states (e.g., New Jersey, Pennsylvania, Michigan, Colorado, Virginia)
- Excluded **non-legal states** to ensure **compliance** and **high conversion intent**

2

## CREATIVE STRATEGY

- Used **compliance-safe sports and casino creatives** with **bonuses, risk-free bets, and event-led messaging**.
- Ensured **clarity, no misleading claims**, and **alignment with state regulations**
- **Boosted** click-to-deposit intent and conversions during promotions

3

## RIGHT AUDIENCE TARGETING

- **Targeted** sports, fantasy, and casino app users with high-value devices and historical in-app betting behavior
- Excluded low-intent and incentive-driven audiences for **quality conversions**

4

## FRAUD & TRAFFIC QUALITY CONTROL

- **Blocked sub-IDs** with blank clicks or installs without deposits
- **Excluded** low-performing sources and used CTIT analysis to **detect anomalies**
- Applied device/IP filtering to **maintain clean traffic and prevent bonus abuse**

# KPI IMPROVEMENTS

The campaign targeted **First-Time Deposits (FTD)** as the primary event, and **First Bet, Casino Wager & Repeat Deposits** as secondary events.



**Click → Install:**  
Improved  
efficiency



**Install → Deposit:**  
Higher  
conversion



**Registration →  
First Wager:**  
Reduced drop-  
offs



**Repeat → Deposits:**  
Better repeat  
behavior



**CPA:**  
Stabilized in  
competitive market



**Fraud & Invalid  
Traffic:**  
Maintained low

Appflix focused on **quality CPA delivery**, ensuring users were monetizable beyond the first event.

# CONCLUSIONS & RESULTS

Focus Area	Outcome
First-Time Depositors (FTDs)	Successfully scaled across multiple regulated states
Real-Money Wagering Users	Strong acquisition for both sports betting and casino
Fraud & Bonus Abuse	Kept to minimal levels
CPA Performance	Stable in a highly competitive US market
Early Retention & Repeat Deposits	High-quality users demonstrated strong repeat behavior



## Final Outcome

Through precise **state-level targeting**, **compliance-safe creatives**, **high-intent audience selection**, and **strict fraud control**, Appflix helped Fanatics **scale betting and casino acquisition** under a CPA model.

The campaign reinforced Appflix's strengths in:

- ✓ Regulated-market expertise
- ✓ Quality-first **CPA** delivery
- ✓ Fraud prevention & traffic transparency
- ✓ Sustainable growth for **high-value betting apps**