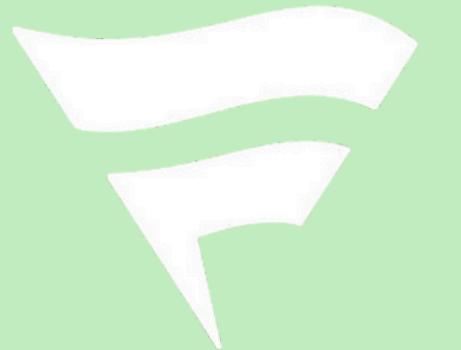




APPFLIX



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**