

# CASE STUDY

# BETAMERICA

## The Company

One of the largest independent race betting websites in the US

More than **135,000** registered players

Over **\$300,000,000** paid out in winnings

## The Challenge

Engage affiliates to adopt the European profit-sharing approach to compensation

Easily measure and compare the effectiveness of campaigns across all marketing channels

## The Solution

Leverage Income Access targeted affiliate recruitment and relationship management

Multi-channel tracking with the Income Access Ad Serving tool

Implement a strategy that grows net revenue by an average of **159%** per month

## BetAmerica Grows Affiliate Programme 159% Month-on-Month with Income Access

### The Company

As one of the largest independent race betting websites in the US, BetAmerica has set the standard for legal, safe and secure online race betting for US racing fans since 2008. With more than 135,000 registered players, 3,000+ live races every week and over \$300,000,000 paid out in winnings, BetAmerica has established itself as an indispensable fixture of the US race betting market.

### The Challenge

At the end of 2013, BetAmerica was ready for a new affiliate marketing platform. They'd just launched their Daily Fantasy Sports (DFS) brand and were planning a new mobile website in the spring. With new products in the works, having a comprehensive affiliate tracking and reporting solution became a priority.

*“We wanted affiliate software we could customize. We had multiple channels to manage plus major promotional campaigns for the US horse racing season to prepare for.”*

– Pete Laverick, BetAmerica Director of Marketing

Multi-channel management wasn't the only hurdle facing BetAmerica. The company also needed to educate US affiliates on the profit-sharing model, used widely in Europe, as opposed to the CPM model most familiar to American affiliates.

**BetAmerica needed multi-channel data and experience-driven market insight to take their affiliate programme to the next level.**

### The Solution

In 2014, BetAmerica re-launched their affiliate programme on the Income Access platform. To help jumpstart the new programme's growth, a dedicated Income Access in-house affiliate manager provided support and leadership for the initial nine months.

By targeting affiliates that were both familiar with Income Access and a good fit for horse race wagering, BetAmerica was able to drive targeted traffic and revenue growth within the initial months.



**As an Income Access managed programme, BetAmerica became one of the first clients to use the Income Access Ad Serving tool.**

With the tool, BetAmerica was able to track all its marketing channels through the Income Access platform, not just the affiliate channel. By integrating AdWords, media buys, and organic search campaigns into one central location, the team at BetAmerica was able to easily compare campaign performance and identify top-performing channels by player volume and revenue.

BetAmerica was able to A/B test the performance of its landing pages and use geo-targeting to test campaigns across different regional demographics with the Ad Serving tool. This was particularly useful as iGaming regulations vary between US states.

The Ad Serving tool let BetAmerica ensure that ads were reaching only the intended audience, and that viewers in more restricted states could be appropriately redirected.

## The Results

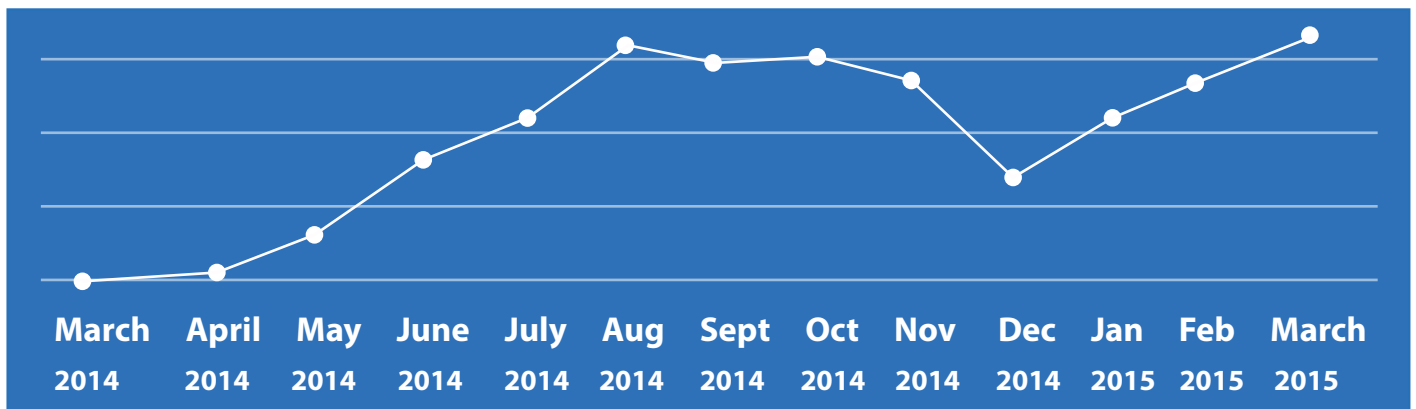
In just over a year, BetAmerica rapidly scaled its acquisition efforts through growth in new affiliate registrations as well as in net revenue, with the latter increasing at an average monthly rate of 159%.

*“Income Access has a strong reputation in affiliate management and knows how to work with affiliates. For us, that was a big plus for the first stage of growing our re-launched programme quickly before we began to manage it in-house.”*

– Pete Laverick, BetAmerica Director of Marketing

While their programme was managed by Income Access, BetAmerica’s own in-house team grew with support from their dedicated Income Access affiliate manager. Eventually, BetAmerica reached a point when bringing the programme entirely in-house just made sense. Income Access made the shift as seamless as possible; BetAmerica was able to transition to a self-managed programme and continue the momentum of its initial success.

**NET REVENUE PER MONTH (USD)**



*Are you looking to launch an affiliate programme for your brand and want to know more?*

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