

SUPERBET

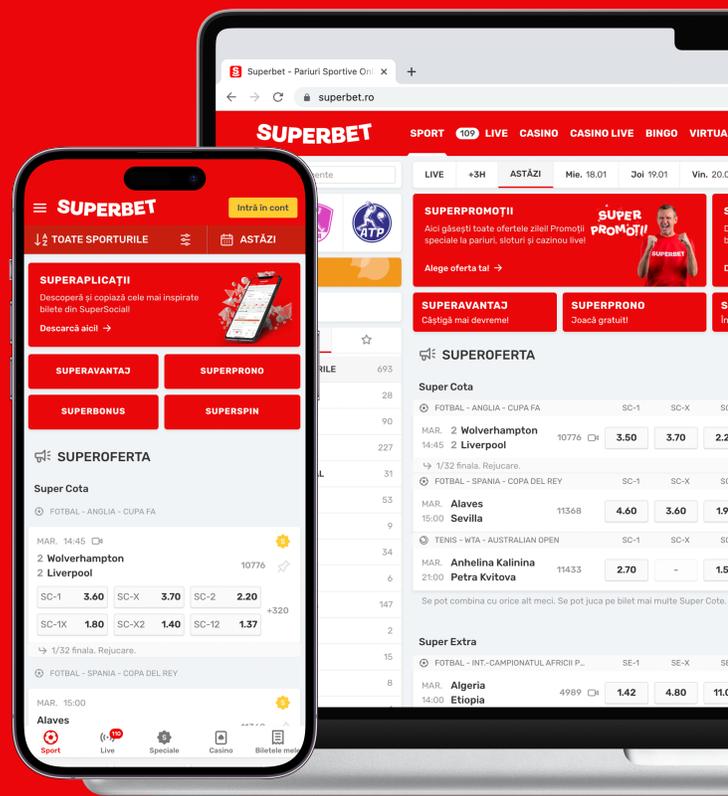
Superbet has been a leading operator in Romania for over a decade, offering users terrific products and value.

SUCCESS STORY

For over 10+ years, Superbet has been the leader of the retail gaming market in Romania, as they were founded back in 2008 when the iGaming world was just beginning to develop. From there, they turned their attention to the Romanian online gaming market, offer users a variety of games and a superior experience. **With great products like SuperSpin and Superprono, Superbet offers punters access to online betting, slot games, live casinos, virtual games, lotteries and much more.**

Superbet also became one of the first foreign brands authorized to operate in Poland, marking a significant growth initiative for the brand that's consistently looking to expand internationally. Poland marks a significant step for Superbet, as Poland is widely considered the largest sports betting market in Central / Eastern Europe.

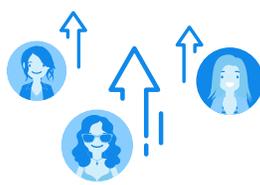
With all their success, Superbet has been recognized by a number of iGaming staples, winning **Best Sports Betting Operator** in CEE for 2022, which was awarded at the **Central and Eastern European Gaming Conference (CEEgc)**. On top of that award, Superbet won a number of awards at the 2022 Better Collective Awards, winning **Best Bookmaker - Player's Choice (Romania), Best Banking Options (Romania), Best Bookmaker (Poland) and Best Customer Service (Poland)**.



THEIR GOALS



Look to continue **expanding internationally** and to **improve brand awareness** for Superbet.



Build out a vast affiliate network to take advantage of the growing digital iGaming market in Central and Eastern Europe.



To **continue innovating**, offering users new products and ideas to entertain them like no other brand.

When Superbet launched in 2008, their goal was to grow in their native Romania before beginning their expansion internationally with their strong product. As an established name in the European iGaming scene, the expectation was for Superbet to become a prominent operator in new markets. With that in mind, the partnership with Income Access aims to build out a vast affiliate network that Superbet can use to take advantage of the growing iGaming market in Central and Eastern Europe.

By using IA's affiliate tracking software, Superbet is able to offer affiliates reliable tracking software and reporting, allowing them to easily see their earnings, find new creatives and see updates in one simple place.

This was an essential step to build out the affiliate channel and see strong returns from affiliates. Superbet is always looking to provide the best odds and most varied offers, as they continue innovating, offering their users new products and exciting ways to be entertained.

STEPS TO TAKE

As an already established brand in Romania for retail betting shops, work with Income Access to take advantage of IA's award-winning software, which allows Superbet to consistently optimize with relevant affiliate focused data.

Earn trust with new affiliates, offering them the ability to earn quickly, receive fast payments and instant support for any requests they have.

Develop the online customer base for Superbet.

By leveraging IA's award-winning platform, both sides are working hard to ensure that Superbet will achieve all its lofty goals. **One of the main ways this will be achieved is through building out a strong affiliate network, emphasizing all the exciting products offered by Superbet, along with their exceptional customer service.** Through the IA software, Superbet can efficiently optimize their campaigns with affiliates to ensure optimal results.

From there, the goal will be to earn trust with these new affiliates, offering them the ability to earn quickly, receive fast payments and instant support for any requests they have.

As Superbet continues to expand, the goal will be to develop online customer base as they dive into new markets with their exceptional product and team.

RESULTS

After already establishing themselves as a leader in the Romania retail betting market, Superbet has turned their focus to the iGaming world and put together an exiting affiliate marketing strategy, in collaboration with Income Access. Since the beginning of this partnership, the results have been terrific, with Superbet seeing a number of their pertinent metrics increasing.

When comparing 2021 to 2022, the growth Superbet has achieved is rather clear and there's been an influx of affiliates looking to market their product. **The excitement around the brand continues to grow, with a 152% uptick in active affiliates, leading to a terrific increase of 77% to NGR. In that time period, registrations also increased by 59%, while FTDs grew substantially by 69%.**

These figures demonstrate the terrific growth of the Superbet brand, which will look to continue reaching new users in growing markets with their unique product offerings. **The plan at Superbet is to become number one in every country it decides to invest in**, as they continue to look for new markets to connect with and new products to innovate with.

If you're an affiliate with traffic in Romania or Poland, reach out to the Superbet team today to start promoting this exciting brand!

AFFILIATE STATS

+152%

uptick in active affiliates

77%

increase to NGR

55%

increase in registration

69%

increase in FTDs

SUPERBET

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INCOME ACCESS
A Paysafe Company