

# Sm Markets

Founded back in 2008, the Sm Markets exchange provides users with the best of sports betting, political prediction markets and fintech, by combining them into one sleek platform.



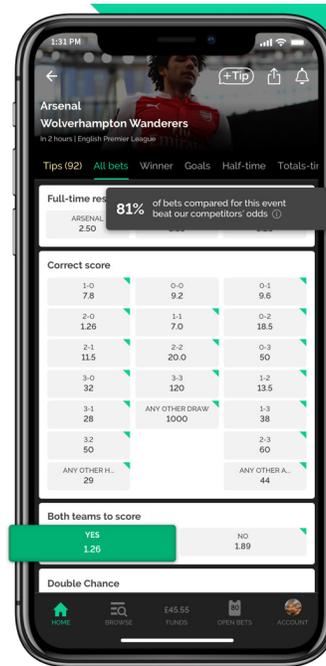
## SUCCESS STORY

Founded back in 2008, London-based Sm Markets has been pushing the industry forward with their innovations for 15 years. The company offers two unique and valuable products, with Sm Markets and SBK, which have processed billions of pounds of traded volume each year.

They initially launched with their Sm Markets product, which has evolved into a sophisticated betting exchange and prediction market platform. Their app is fully native and built in-house, which has let to it becoming the best rated betting app in the iOS store.

Then in 2019, Sm Markets innovated again, launching their SBK sportsbook app, which delivers industry-leading odds in a modern take on sportsbook interfaces. Powered by Sm Markets high-quality, best-priced exchange, it allows SBK to operate with industry- low margins and provide users with the best possible value.

**As Sm Markets two unique products are created in-house, it allows them to optimize their apps according to user feedback to provide the best possible playing experience for their users.**



**SBK**  
Rewriting The Sportsbook

## THEIR GOALS



**Develop a reliable and established affiliate program** for Smarkets with the help of Income Access.



**Launch an app for SBK** and support its growth with affiliate marketing.



**Give affiliates real-time data on their performance**, allowing them to optimize their campaigns quickly and easily.

As a staple of the UK iGaming scene, Smarkets has grown by listening to their users in order to improve their experience. With a strong product built in-house, the goal for the partnership between Smarkets and Income Access was to build out a reliable program to allow affiliates to promote these distinctive brands to their audiences and increase Smarkets' brand awareness.

At the time of collaboration, Smarkets were also launching the SBK app, which is a groundbreaking sportsbook product that's looking to grow its reach with affiliate marketing.

By partnering with Income Access, Smarkets gave affiliates access to IA's award-winning tracking and reporting software, allowing them to receive real-time data on their performance, quickly access marketing materials and have all other relevant info in one place.

## STEPS TO TAKE

In partnership with Income Access, build out an affiliate marketing network that allows Smarkets to reach new users with their innovative products.

Support affiliates with real-time data, easy access to marketing materials and more, all found in one simple location.

Continuing building out the SBK app, with the support of the affiliate marketing network.

With one of the largest and most technologically advanced exchanges available, Smarkets, with the help of Income Access' technology and expertise, are **looking to build out a strong affiliate marketing network that allows them to reach new users with their innovative products.**

Creating brand awareness for both products is paramount, as both apps are unique and offer users a new and easy way to interact with sports betting, political prediction markets and fintech. In particular, as SBK is the newer of the products, it'll be vital to generate awareness surrounding this inventive sportsbook product.

**In order to achieve these steps, Smarkets and Income Access will look to provide high-level support to the affiliates that will be marketing these exciting brands.**

The goal is to support affiliates with real-time data, easy access to marketing materials and much more, in one centralized location, making it easy to find whatever they need to optimize their campaigns at a moment's notice.

[CONTACT SMARKETS TEAM](#)





## RESULTS

It's been an exciting period for Smarkets, as they've continued to grow and generate a ton of interest in the iGaming community. By partnering with Income Access and their expertise with affiliate marketing, they've found a viable and stable channel to reach new users with their engaging apps.

Since the beginning of this partnership, there have been a variety of exciting achievements, as users continue to gravitate to this product. Income Access has facilitated a **65% growth in acquisition** for Smarkets, by helping them foster relationships with partners and ensure affiliates have access to everything they need from performance metrics to marketing materials.

When looking at the SBK app, the numbers are also very encouraging. Since launching the affiliate program back in 2020, they've seen **an 183% growth in active affiliates**, showcasing how excited prospective marketers are about promoting this exciting brand. **This has led to 256% growth in SBK traffic via affiliate channels over that time period**, with acquisition nearly doubling each year.

The industry has recognized the terrific work done by the Smarkets team, leading to them **winning Silver at the SBC Awards for Western European Operator of the Year in 2022**. They also ranked **5th on the Financial Times list of Europe's 1000 Fastest Growing Companies in 2019**, along with being a finalist for The Techies award. In 2018, **they ranked 1st as the Fastest Growing Fintech Company in the Future 100 UK**.

As Income Access and Smarkets continue working together in the future, the goal will be to continue reaching new users and connect them with Smarkets' unique and engaging iGaming products.

[CONTACT SMARKETS TEAM](#)

## AFFILIATE STATS

**65%**  
growth in  
acquisition

**183%**  
growth in  
active affiliates

**256%**  
growth in SBK  
traffic via affiliate  
channels

smarkets

