



Real Money Gaming

Your new business partner.

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We can help you deliver true customer growth.

The Real Money Gaming industry has long understood the importance of brand building and in this guide we want to outline the way that we can help drive new customer acquisition, re-engagement and true return on ad spend.

it's time to think differently.

Commoditised

The RMG industry is commoditised, products are often similar across brands when sourced from the same third party suppliers as competitors. This leads to a lack of loyalty, with customers gambling with multiple operators.

3.2 Accounts

Research from the UK Gambling Commission shows that the average online gambler holds 3.2 accounts. In response, operators have largely chosen to compete on price, although data from odds comparison service Oddschecker shows that customers are not price sensitive.

What Now?

By instead investing in brand building and high performance digital advertising, operators can raise margins, drive loyalty and resonate with a more mainstream audience with a real reflective ROI driven strategy.

Your new business partner in success.



Google Partner



Meta Business Partners

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As the UK's leading independent full service digital marketing agency, we deliver award winning, compelling and captivating best-in-class digitally focussed marketing campaigns; driven by data and investing in insights.

Accredited by the World's largest tech giants and the Digital Marketing Institute, we pursue client relationships based on persistence, mutual trust and integrity – what you see is simply what you get, unleashing your full brand potential.

Through a track record of building and driving innovative brands, we offer a full end-to-end solution to our client partners; providing the flexibility of a multi- disciplinary team through creative design and high performance marketing.

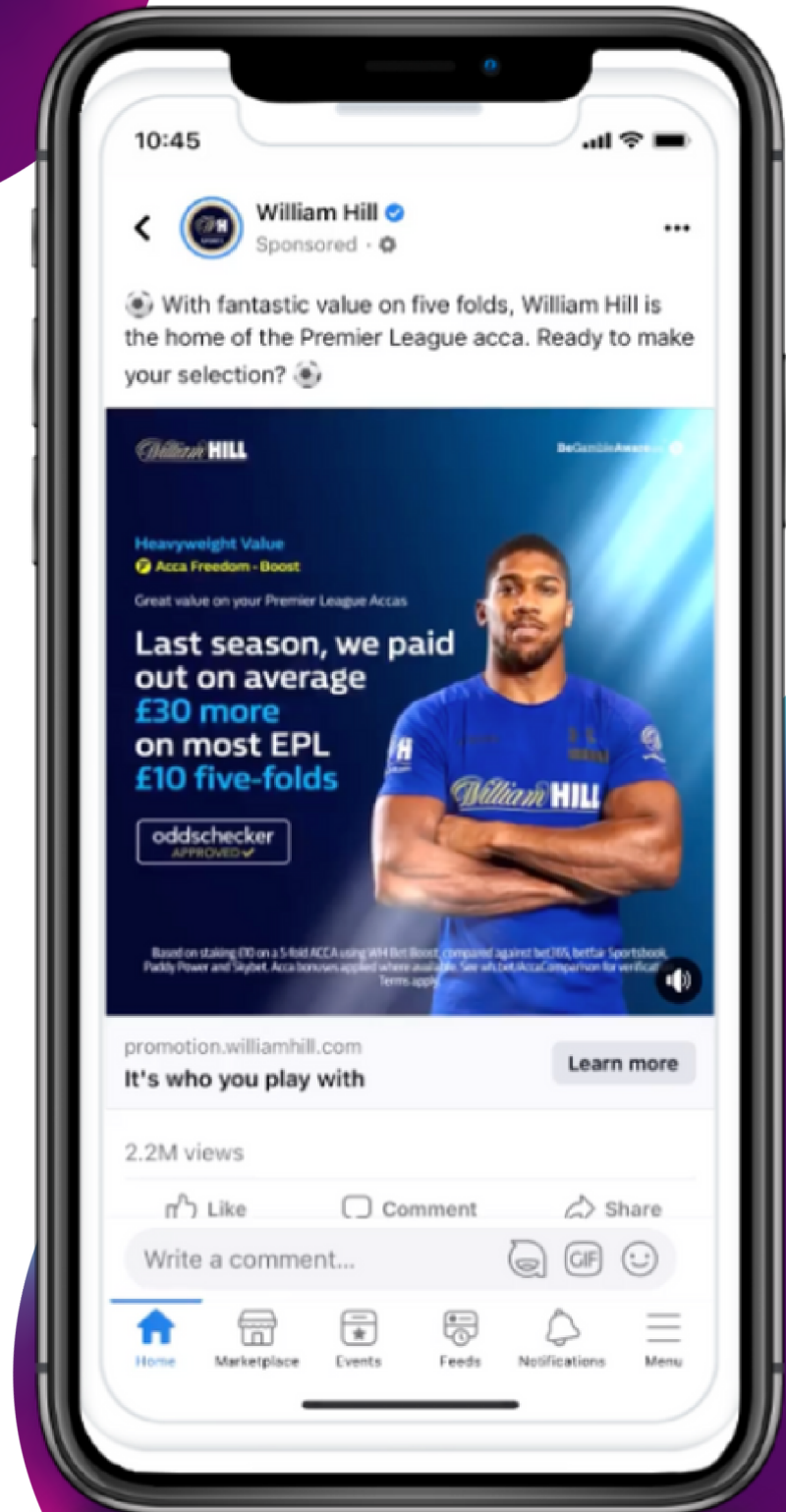
There's a reason why brands see us as their partner rather than an agency.

Case Study: William Hill

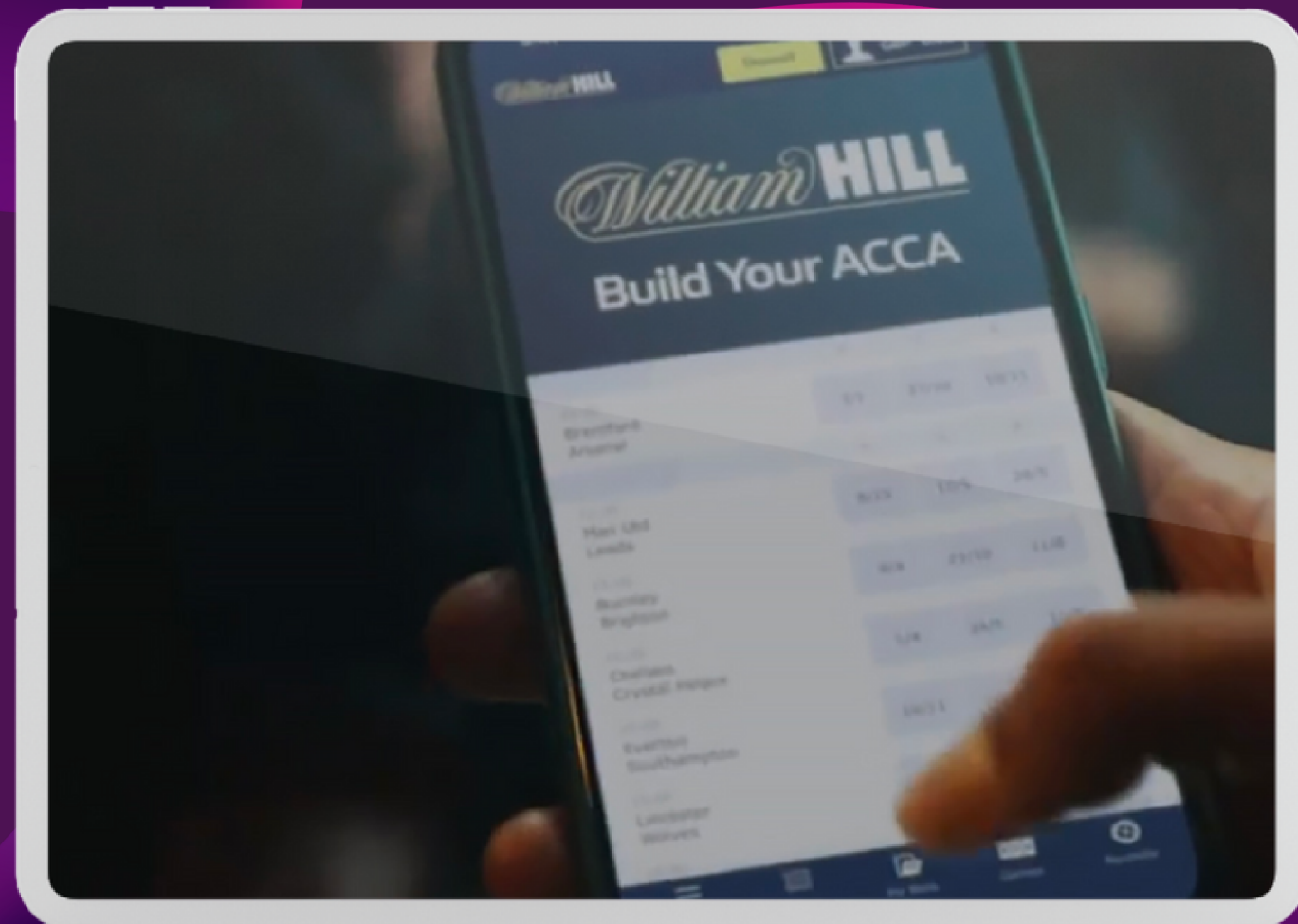
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To reach large, relevant audiences and to reinforce its brand value offering in a competitive market, the global online gambling company ran a campaign on Meta (Facebook) and TV, which led to a 5.3X lower cost per person reached versus traditional media.

- 5.3X lower cost per person reached Digital than traditional advertising
- 33% incremental reach on Paid Social
- 24% higher incremental reach on Meta apps than TV among 18–39 age group (non-TV audience)
- 1.6X higher target accuracy on across Media Portfolio than TV
- 2.4% average lift in value message association
- 6.3% lift in value message association among 25–34 age group



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At William Hill, marketing efficiency and effectiveness is and has always been our top priority. We see Facebook increasingly playing an important role in delivering reach alongside TV, as it allows us to cost-effectively engage with hard-to-reach, digital-first consumers in a creatively compelling and responsible way.

Alexis Zamboglou
UK Marketing Director, William Hill

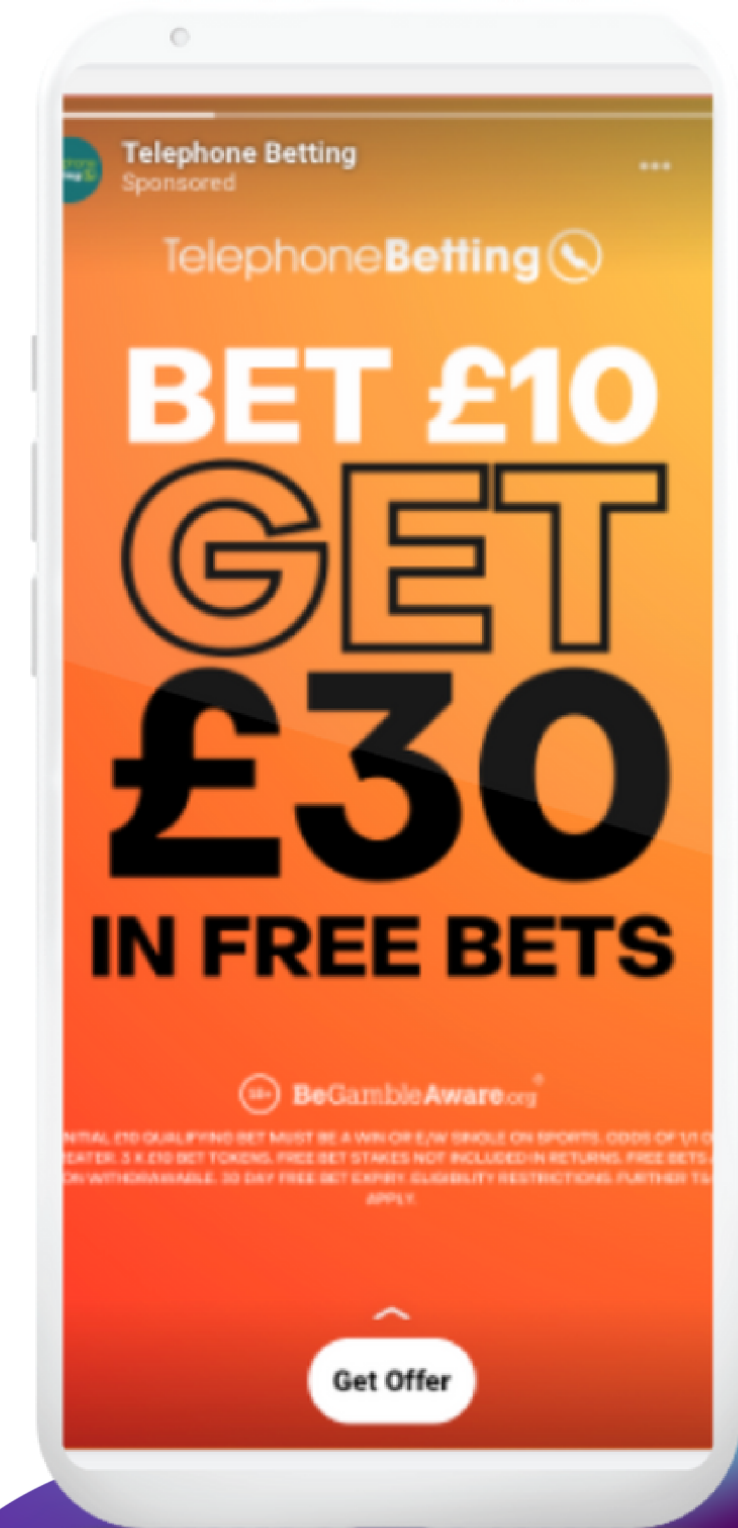
Case Study: Telephone Betting

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To reach large audiences and drive a high performing conversion focussed sign-up activity for new customer acquisition. The online brand activity was delivered with high reach and frequency activity across Meta, Programmatic and Paid Search with a reduction for the cost of acquisition of 75% compared to previous activity.

We developed a full digital strategy for this exciting new brand and group, delivering all aspects of marketing and advertising whilst working closely with Facebook in Dublin.

- 75% Lower Cost Per Acquisition
- 44% Conversion Rate based on initiated check-out from tested ad-sets.
- 12 Million People reached
- 5% Click-through rate across Meta Promoted Posts



Our Approach

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We work closely to understand your business and how to best reflect advertising towards your goals - from new customers to re-engaging your database to drive actions.

Afterwards, we put together a media plan and schedule that outlines strategic objectives and media mix.

Throughout the campaign you'll have access to our very own iJACK Project Management system as well as Live data dashboards with continuous optimisation.

You will be in contact with our team directly as we work collaboratively as a partner, ultimately we are more than an advertising agency and will seek out new opportunities for you. With a number of our clients we work with them on 'Always On' activity that drives revenue generating business.



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Compliance at the heart of what we do.

We have an understanding of Operator requirements by the UK Gambling Commission and both monitor and comment to the UK ASA to ensure our client campaigns always have the highest level of compliancy and performance.



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