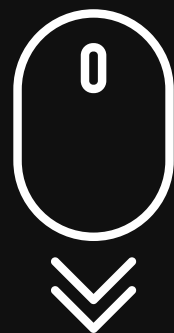


# Case Study

Scaling a Crypto Casino with Meta Ads



**Platform:** Meta Ads (Facebook & Instagram)

**Goal:** User Acquisition & Registrations

**Result:** **91** Website Registrations, **884** Link Clicks, **230** Landing Page Views

**Average Cost:** **\$0.34** per Registration, **\$0.19** CPC, **\$0.31** per Landing Page View

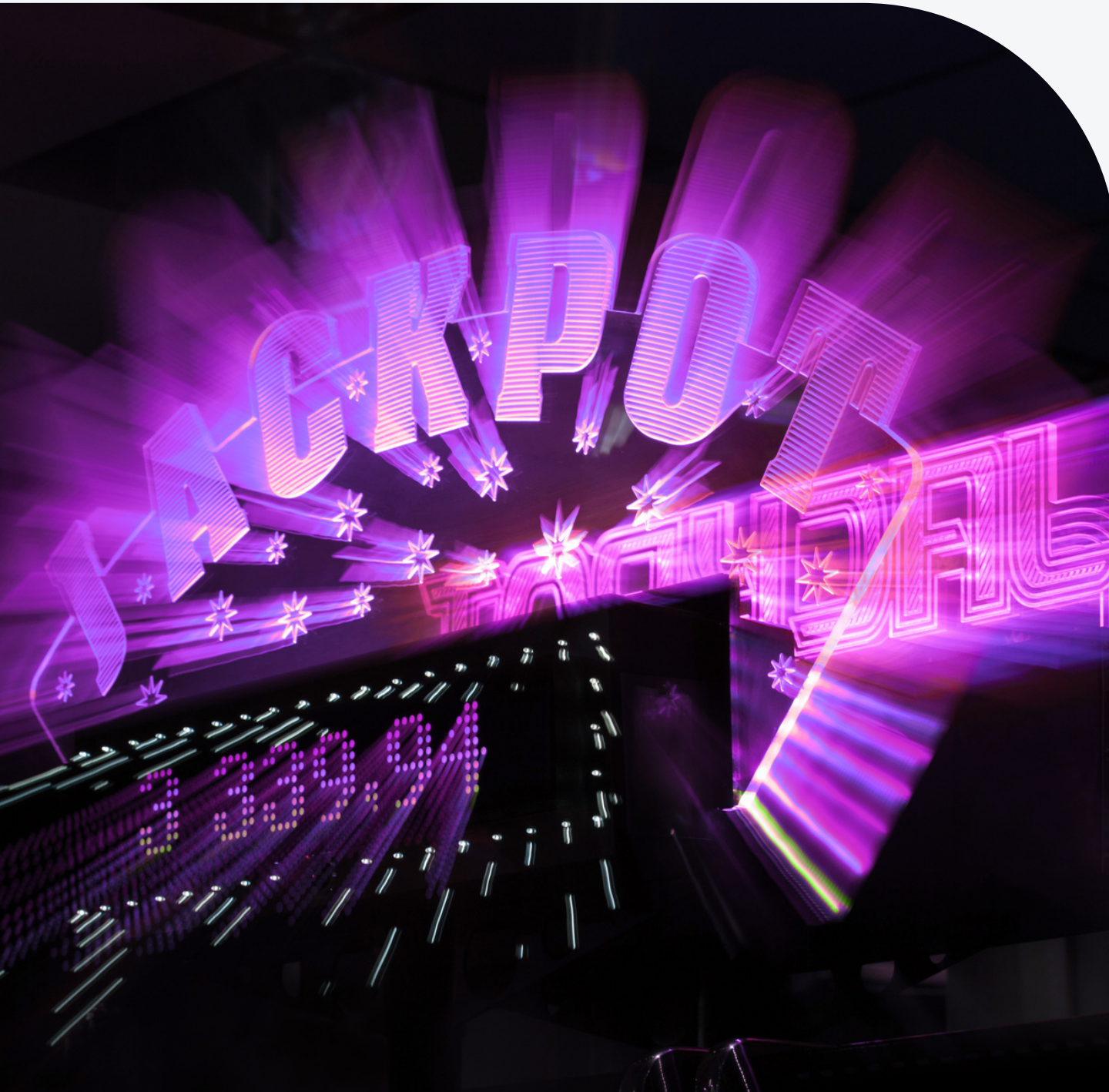
# Crypto Casino

## Objective

Acquire high-quality users for a crypto casino while operating in one of the most challenging advertising niches.

Our primary goals were to

- Drive cost-effective user registrations
- Generate qualified traffic with strong intent
- Convert visitors into depositing users
- Build a campaign that could scale sustainably in a highly regulated industry



# Strategy & Execution

Marketing a crypto casino requires a data-driven approach due to intense competition and strict advertising policies.

Our campaign focused on:

- Developing trust-oriented creatives that encouraged registrations and engagement. Deploying cloakers to hide the money page to increase the life of the whole campaign.
- Testing multiple audience segments to identify the highest-converting users.
- Optimizing campaigns based on click-through rate, landing page engagement, and registration cost.
- Continuously refining budgets and placements to reduce acquisition costs while improving user quality.
- Monitoring campaign performance daily to maximize ROI and conversion efficiency.

This optimization process allowed us to acquire users at a very competitive cost while maintaining consistent campaign performance.

# Results

The campaign delivered strong performance across the entire acquisition funnel, from traffic generation to user registrations and initial deposits.

## Meta Ads Performance

- **884 Link Clicks**
- **230 Landing Page Views**
- **91 Completed Website Registrations**
- **\$0.19 Cost per Link Click**
- **\$0.31 Cost per Landing Page View**
- **\$0.34 Cost per Registration**
- **Approximately \$300 Total Ad Spend**

## Affiliate / Casino Platform Results

The traffic generated from the campaign translated into real platform activity:

- **558 Total Visitors (sample reporting period shown)**
- **402 Unique Visitors**
- **66 New User Registrations**
- **Initial Deposits Recorded**
- **€23.74 in Deposits during the reporting period**

## Performance Highlights

- **884 highly targeted visitors acquired**
- **91 new user registrations**
- **Registration cost of only \$0.34**
- **66 verified registrations reflected on the casino platform**
- **Real-money deposits generated from acquired users**
- **Efficient customer acquisition in one of the most competitive verticals**



# Results from *Crypto Casino Ads Campaign*

Ad sets

SLF220 (138090923610...)

87

Updated just now

All ads

Had delivery

Actions

Active ads

See more

Campaign delivery is Deleted and 7 more

Describe what you're looking for

Clear

Campaigns

Ad sets

Ads

Create

Duplicate

Edit

A/B test

More

Columns

Breakdown

| Off/On                   | Ad set                                         | Actions           | Results                  | Cost per result                   | Budget           | Amount spent           | Impressions |
|--------------------------|------------------------------------------------|-------------------|--------------------------|-----------------------------------|------------------|------------------------|-------------|
| <input type="checkbox"/> | Tailored web traffic campaign 5/21/2026 Ad set | 3 recommendations | 266<br>Link clicks       | \$0.24<br>Per Link Click          | \$50.00<br>Daily | \$63.33                | 94,4        |
| <input type="checkbox"/> | Tailored web traffic campaign 5/21/2026 Ad set | 4 recommendations | 39<br>Landing Page Views | \$0.87<br>Per Landing Page Vie... | \$50.00<br>Daily | \$34.10                | 23,1        |
| Results from 2 ad sets   |                                                |                   |                          |                                   |                  | \$97.43<br>Total spent | 118,        |

| Results ↑↓               | Cost per result                   |
|--------------------------|-----------------------------------|
| 266<br>Link clicks       | \$0.24<br>Per Link Click          |
| 39<br>Landing Page Views | \$0.87<br>Per Landing Page Vie... |

Search this report

Select Columns

Export

| Day       | Commission | Visitors | Unique Visitors | Registrations | FTD | Deposits |
|-----------|------------|----------|-----------------|---------------|-----|----------|
| 5/28/2026 | €0.00      | 100      | 61              | 14            | 0   | €0.00    |
| 5/27/2026 | €0.00      | 458      | 341             | 52            | 0   | €23.74   |



# Thank You!!!