

The logo for Vertoz, featuring the word "VERTOZ" in a stylized, white, italicized font with a colorful, multi-colored graphic element above the letter 'V'.

**VERTOZ**

## **Vertoz Case Study**

The logo for InterBets, featuring a teal silhouette of a jockey riding a horse above the word "InterBets" in a teal and green font.

**InterBets**

# Industry and Brand

**Brand**

  
**InterBets**



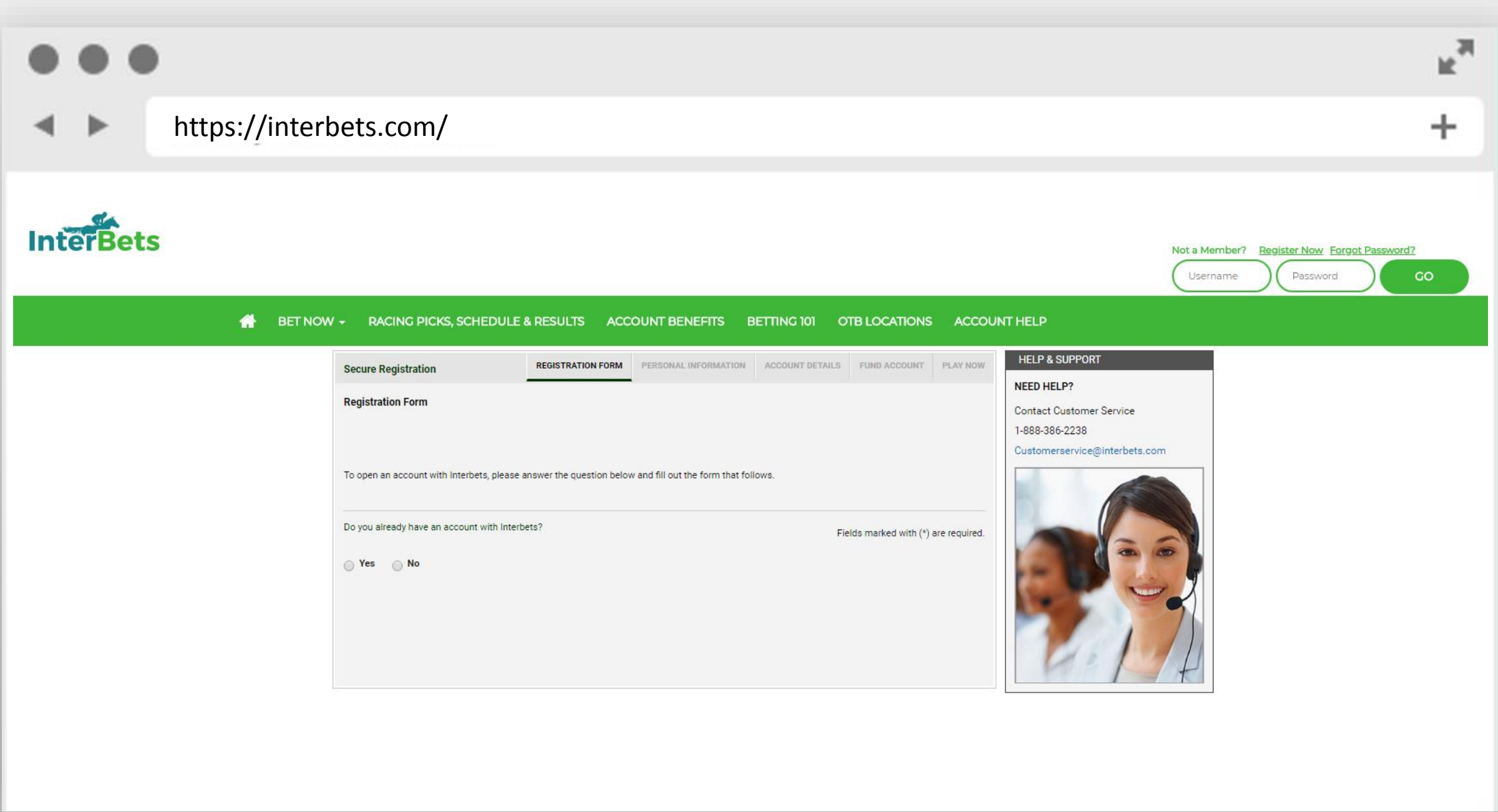
**Sector**

*Sports and Entertainment*

Interbets.com is a New York-based horse racing site owned by Catskill Off-Track Betting Corporation, a public benefit corporation created by the State of New York. It is licensed in USA. IT has operations in multiple cities like the Southern Tier, the Hudson Valley and the New Jersey, Pennsylvania and Connecticut border.

# Campaign Objective

Drive users to the site with the most effective CPA.



# Campaign Strategy

## Duration

*1 month 26 days*



## Targeted Age Group

*30-50yrs*

## Location

*Selected states in the US.*



## Target Audience

*Audience interested in horse betting*

***We hosted a special video creative(mp4) for Interbets which was instrumental for the success of the campaign.***

# Targeting Strategy



*With the help of our DMP, we targeted the audience interested in Gambling*



*Targeting gambling websites*

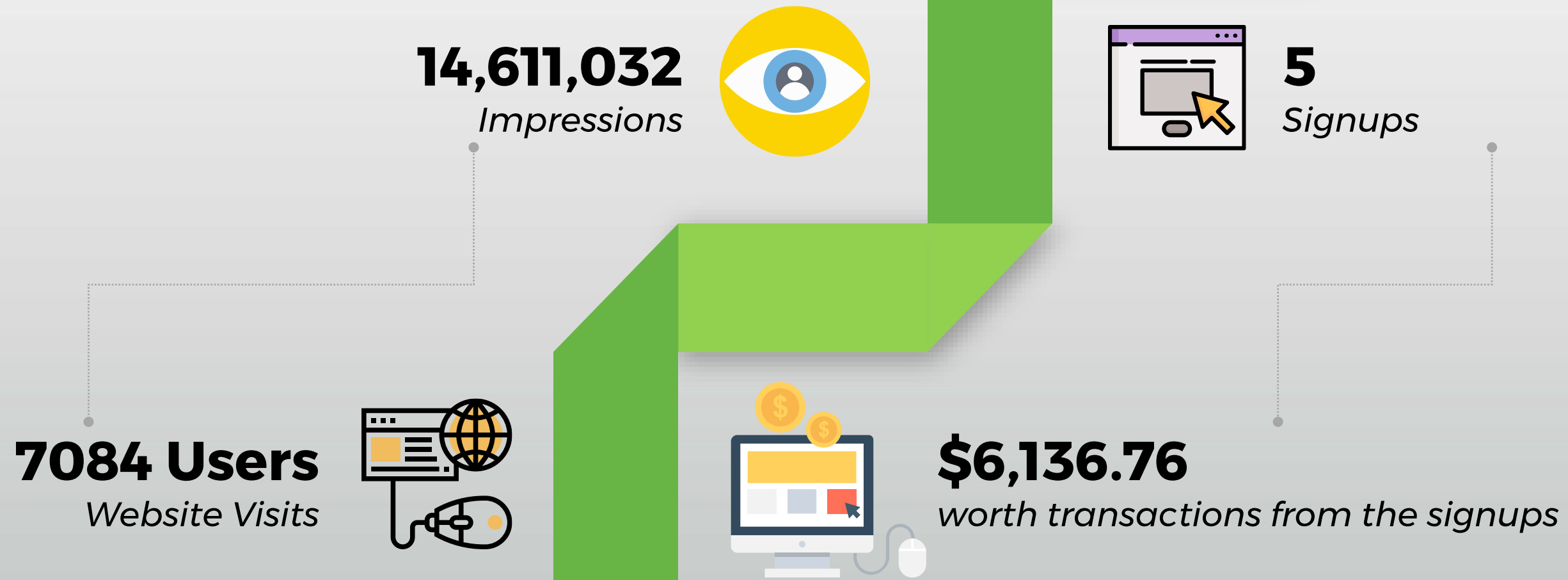


*Targeting the audience within the age group of 30-50 yrs*



*Targeting all the states in the U.S. where online betting and gambling is legal. These included Nevada, New Jersey and Pennsylvania*

# Campaign Achievements





## Conclusion

*Our efforts caused an influx of users on Interbets.com*

*There was a slew of new account signups*

*The client experienced a surge in the spends on the website*

A close-up photograph of two hands shaking in a firm grip. The hands are of different skin tones, suggesting diversity. The person on the left is wearing a dark blue suit jacket with four buttons visible on the cuff. The person on the right is wearing a dark grey suit jacket. The background is a blurred office or cityscape.

**Thank you**