



# Case Study

## 888

888 Employ  
an Attractive  
Campaign

### Introduction

888.es is committed to offer to the Spanish players the best casino entertainment, sports betting and online poker, with promotions adapted to their country. It has an official license granted by the Dirección General de Ordenación del Juego (“General Direction of Game Management”, yo lo pondria en español) and strictly complies with the principles of Responsible Gambling. The qualified staff of 888.es works day and night to prevent compulsive use and prohibit access to anyone under the age of 18.

### Cooperation TradeTracker

888 Spain, leader of the online gambling in Spain, offers to the players a unique experience, with the best quality and in a funny atmosphere, safe and guaranteeing maximum confidentiality with more than 12 years in the sector of the online gaming.

888 Spain started the cooperation with TradeTracker in 2013. Since then TradeTracker and 888 have worked together in 3 campaigns on casino, poker and Sport.

888 made significant steps to produce a vast catalog of materials for a publisher to choose from.

TradeTracker and 888 implemented a model in which affiliates are paid on a CPC model. The model was formulated allowing affiliates a commission payment every time they sent a visitor to 888.

The CPA is paid to affiliates for each player who make a deposit for the first time during the three months after registration.

They have doubled sales and increased traffic in number of visitors.

Their dream for 2017 is to double sales as in the period from 2015 to 2016.



### Industry

### Segment

Lottery and gaming

### Unique functions

Spot campaigns to CPC with good affiliates

### Results

TradeTracker has helped to increase in 66% the number of players in the last year

*“It’s been a pleasure to work with TradeTracker. Our cooperation has been very successful with their knowledgeable team and good service.”*

- Ariela Carmi, Managing Partner, Net group Media

We are a team of result driven ‘affiliate junkies’, devoted to performance marketing and always looking to optimize campaigns. Experience it yourself, sign up to TradeTracker, and let’s start monetizing!

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