

NESİNE.COM

Nesine is the leading legal betting website in Turkey and a top site globally based on transaction volume. The site offers live broadcasts of sporting events and a social platform to engage users with high rollers.



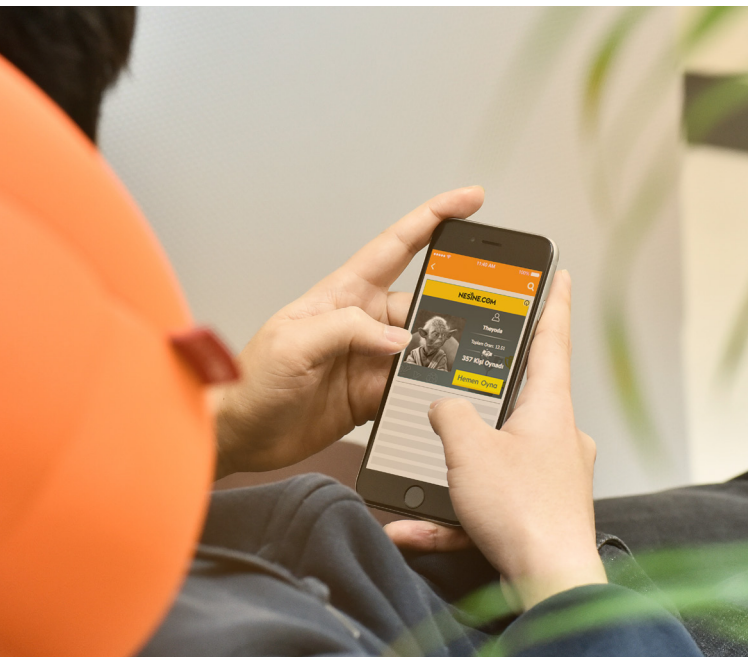
THE RESULTS

↑ **2x**
Increase in days of user activity

↑ **11%**
Incremental bets placed

↑ **14%**
Incremental revenue

Top online betting company Nesine partnered with Criteo to advertise across some of Turkey's largest publisher networks and develop a solution specifically tailored to betting vertical. Criteo campaigns delivered an +11.3% incremental increase in bets placed and doubled user activity for the targeted audience.



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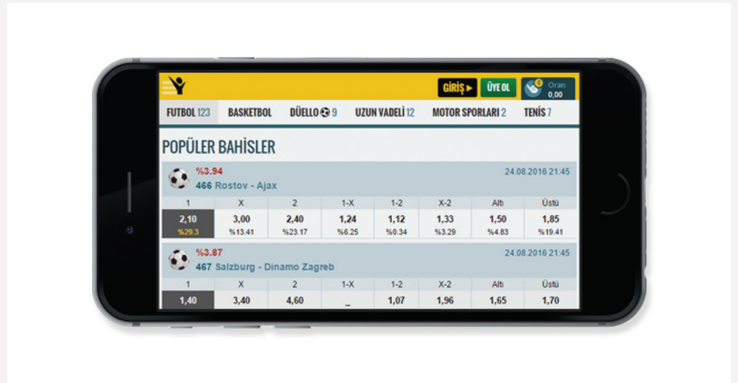
The Criteo team was fast and supportive throughout the entire process, from the moment we got in touch with them. Working with Criteo was a positive experience that delivered on our KPIs. Our next steps with Criteo will focus on expanding our partnership and implementing new campaign structures.

- Özgür Yıldız, Nesine.com Marketing Manager

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THE CHALLENGE

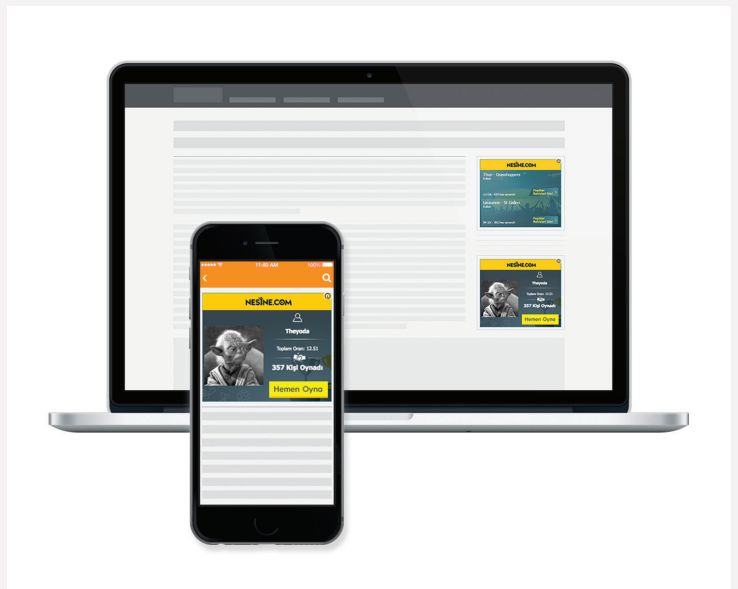
Restrictive advertising policies and a business model focused on sporting events created significant marketing challenges for Nesine. Many ad platforms ban retargeting ads, and creating an event-based product feed for dynamic retargeting is a complex undertaking.



THE SOLUTION

Working with Criteo, Nesine was able to overcome both hurdles, reaching users on Turkey's largest publisher networks and creating specialized feeds and creative layouts featuring the most popular matches and tips from top bettors.

The campaign increased incremental activity frequency, number of placed bets and revenue for the targeted audience.



HOW IT WORKS

1 Business Evaluation

We evaluate the client's needs and business to create a customized solution.



2 Feed Creation

Based on the client's business needs, a data feed is created from the sports events on client's website.



3 Banner Customization

Custom banner layouts are created to properly showcase the images and content from the feed.



4 Exclusive Inventory

Banners are served across Criteo's massive network of exclusive inventory, including top RTB partners.

