

Media  Troopers



Q1/2021

---



## The Founders



### **Sam (Shmulik) Segal**

Sam has 17 years of experience in the online gambling industry. Prior to founding Media Troopers he served in senior roles in technical, product and performance management in leading online gaming technology providers and marketing companies.

Sam worked for publicly traded online gambling companies like Playtech, NeoGames, Aspire Global and iBus Media (part of the Flutter Entertainment Company).



### **Benjamin Truman**

Benjamin has 12 years of experience in senior technical roles in online gambling affiliate and marketing companies. His expertise include media buying, affiliate marketing, performance web and mobile marketing.

Ben oversaw the marketing strategy and has managed sportsbook and casino marketing campaigns with budgets worth \$millions for leading operators like William Hill, GVC, Bet365, Golden Nugget and many more.

About  
**Media Troopers**





**Media Troopers** is a digital marketing agency that specializes in planning, implementing and optimizing the marketing strategy of online gambling operators in the USA.

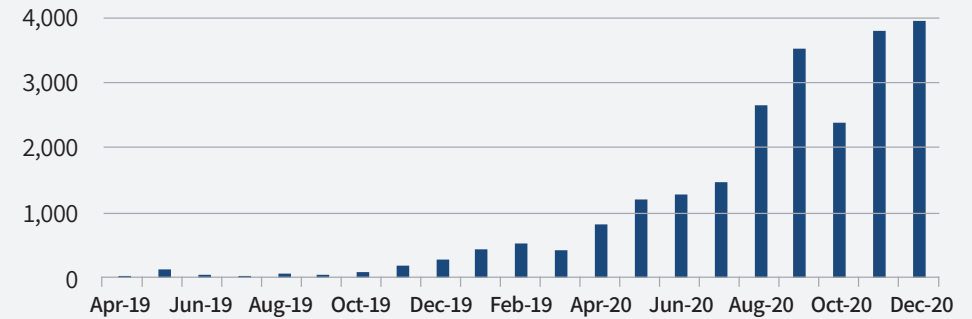
With decades of digital-marketing strategy experience, extensive in-house media buying capacities, mobile advertising expertise and a large network of publishers – Media Troopers is set to provide operators with a tailor-made marketing strategy to suit their needs and enable them to rapidly capture market share.



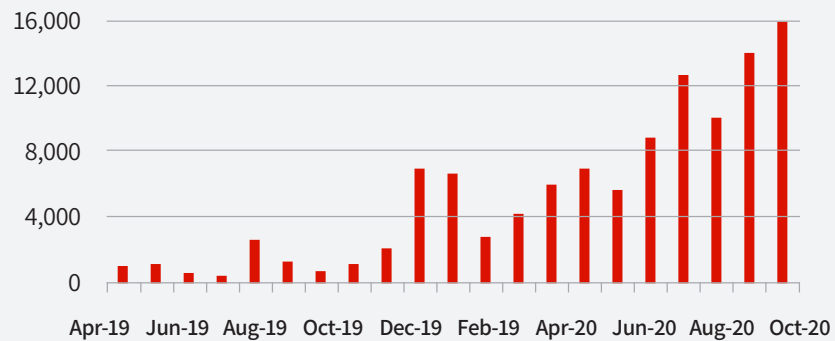
# Media Troopers at a glance

- ★ 75 Million ads served every day
- ★ 74% mobile, 26% desktop
- ★ 67% sports betting, 31% casino, 2% poker

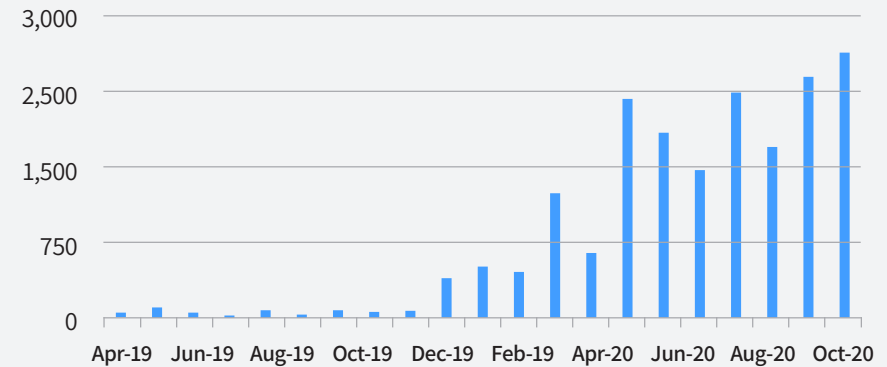
### New Registered Customers



### New App Installs



### New Depositing Customers



# Our Proposition

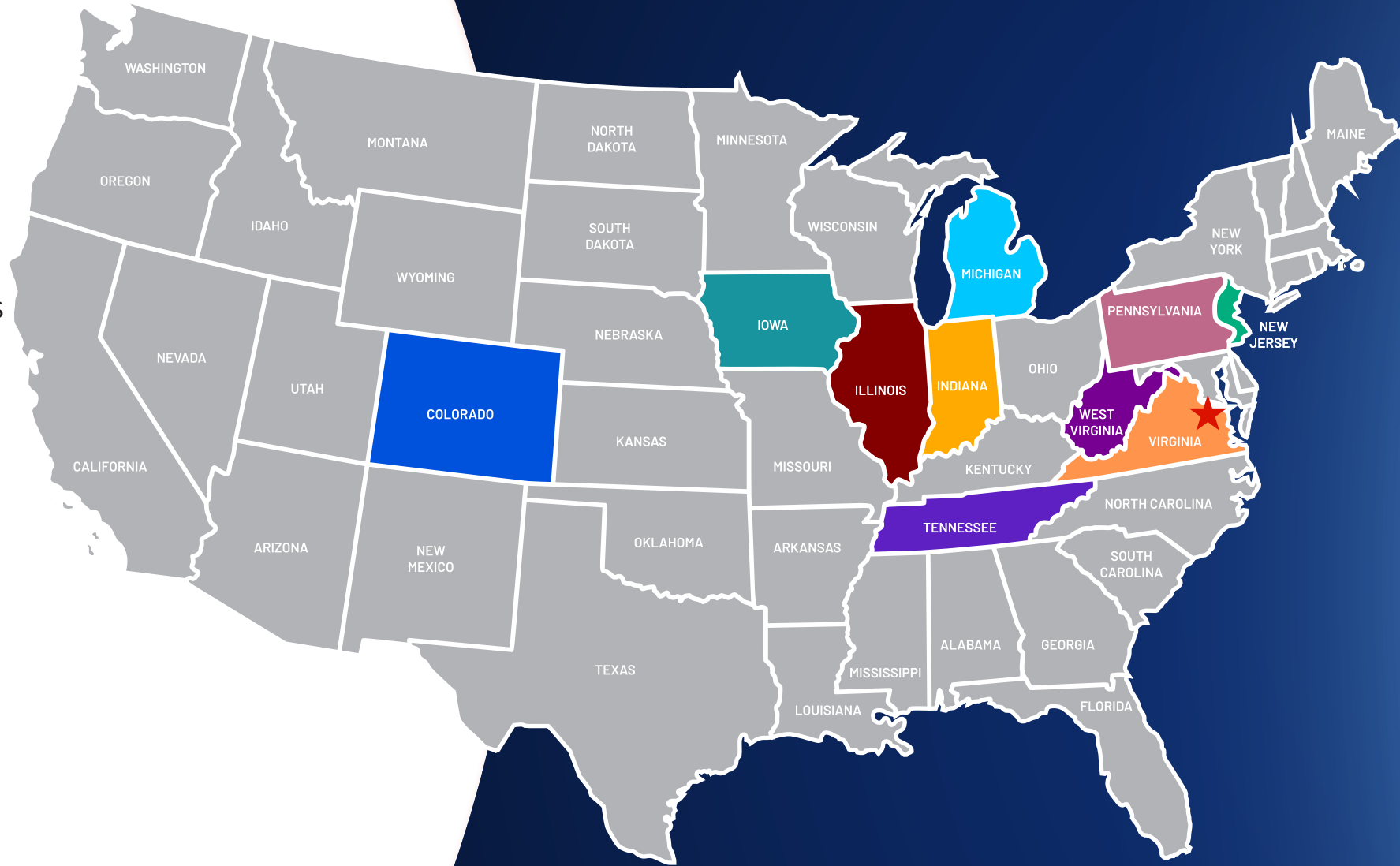
- ★ Media Troopers delivers customized marketing, digital, data and technical solutions combined with revenue-generating strategies – Tailored to online sportsbook, casino and poker operators in the US
- ★ We build customized digital-marketing strategies and solutions for online gambling operators to fit their exact need, goals and structure



## State Licenses

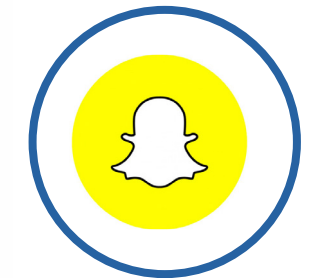
Media Troopers provides its operators with a first-mover advantage and believes that establishing early presence in the market is crucial.

- ★ Washington DC
- Michigan
- New Jersey
- Indiana
- Tennessee
- Colorado
- Virginia
- Pennsylvania
- West Virginia
- Iowa
- Illinois



## Customized, Dedicated Digital Marketing

- ★ Our team of experienced in-house digital marketing strategists and media buyers have years of hands-on knowledge. So we know exactly where to advertise your brand and optimize your media campaigns to generate exponential returns on your initial investment.
- ★ Media campaigns will include: Mobile networks, ad networks, contextual advertising, social media, and more.





## SEO Agency Services

With extensive experience in Search Engine Optimization (SEO), MediaTroopers will make sure that your organizational efforts are aligned and your website is visible in search engines.

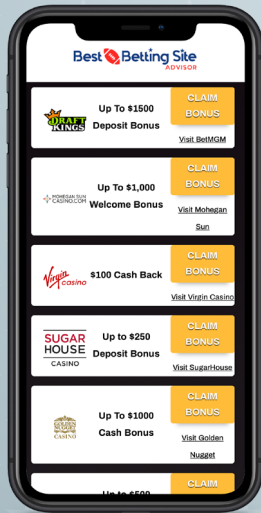
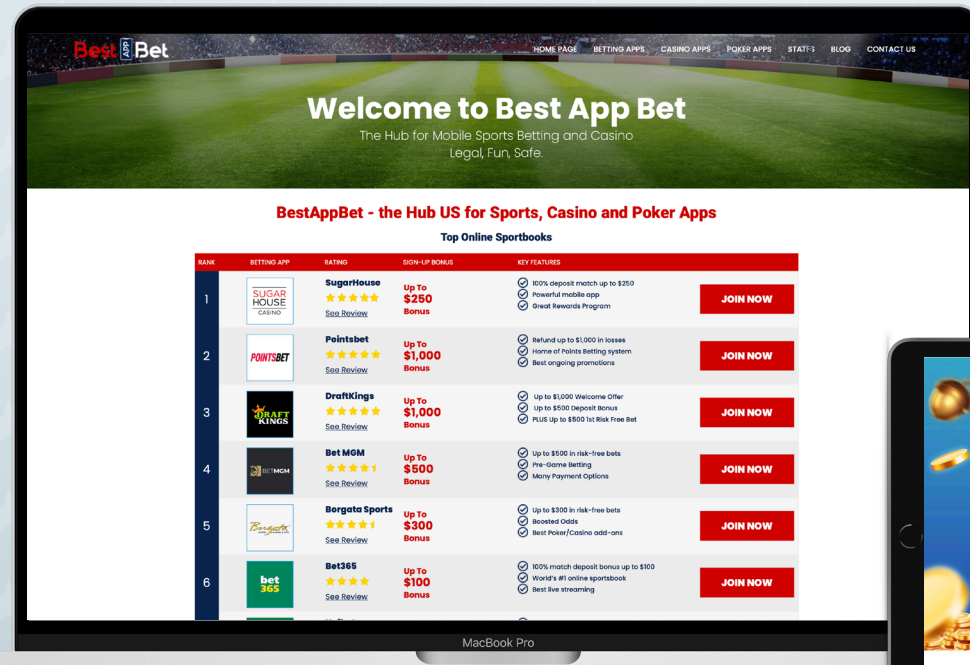
### We offer the following services:

- ★ Onsite SEO (site optimization, content strategy)
- ★ Offsite SEO (link Exchange and link Building)
- ★ Optimization for mobile devices
- ★ Promotion of the site through organic and paid means

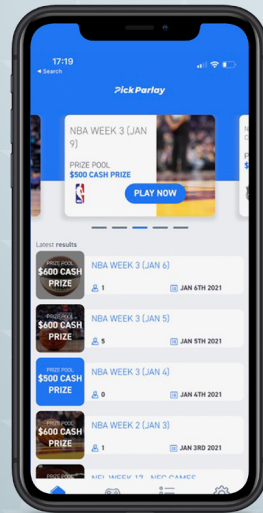


# Proprietary Marketing Channels

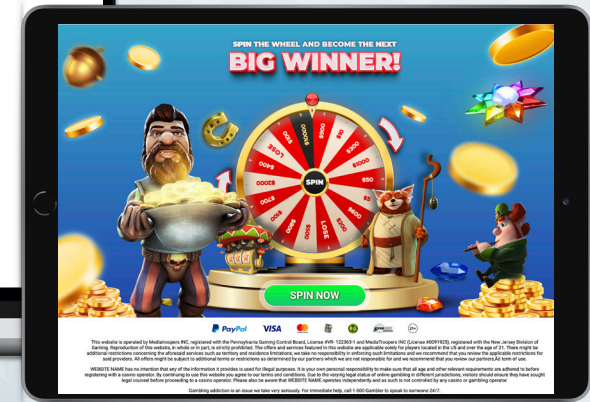
SEO Site



Pay Per Click Site



Mobile App



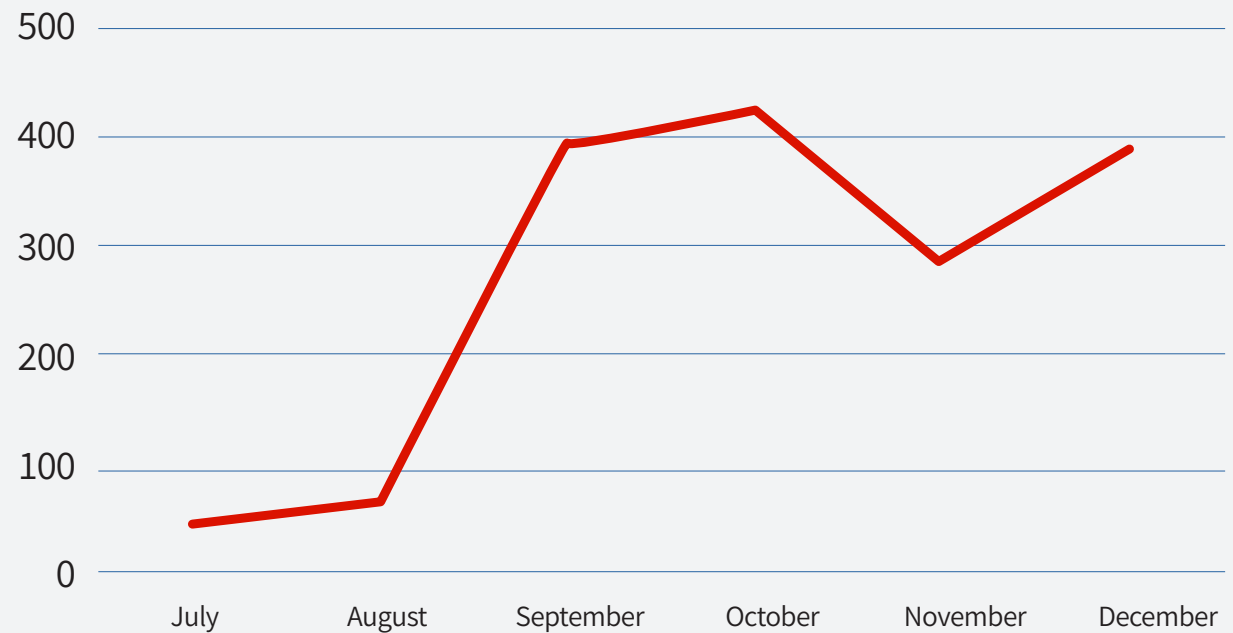
Lead Generation



## Illinois Case Study

MediaTroopers employs an Agile State Launch strategy that involves early preparation and targeted marketing efforts for each state prior to launch. This enables MediaTroopers' operators to hit the ground running and start monetizing traffic from the first day the state regulates.

New Depositing Customers since launch



## What we did in **Illinois**

During the 6 months prior to the July launch in Illinois, **MediaTroopers** engaged in extensive preparations and efforts:

- ★ Follow closely major sports leagues and other event of interest to integrate them into campaign schedules and strategy.
- ★ Research and establishment of media channels dedicated to Illinois.
- ★ Launch initial test campaigns and bids – to secure channels and come to the launch with optimized campaigns.



## What we did in **Illinois**

### Continued

- ★ Establish new relationships and secure existing positions with new and existing publishers that have Illinois assets.
- ★ Target organic keyword search terms that are popular in Illinois.
- ★ Secure links and other SEO assets and resources relevant to Illinois organic search terms.
- ★ Establish relationships with 3rd-party publishers including websites, mobile apps, social media channels and more.

# What we can we do for you

If you haven't launched yet, we can provide you with everything you need, either on a BOT (Build Operate Transfer) or permanent basis. If you are already live, we are sure you already have some great marketing activities in house. So we can complement your own marketing mix and expand your reach to entirely-new audiences.

## Our services include:

- ★ Marketing research and strategy consulting
- ★ Media buying campaign management
- ★ Social media and paid advertising
- ★ Mobile and Organic SEO marketing





**Contact us today at**  
[info@media-troopers.com](mailto:info@media-troopers.com)  
to discuss how we can support  
your marketing operation.

**Media**  **Troopers**