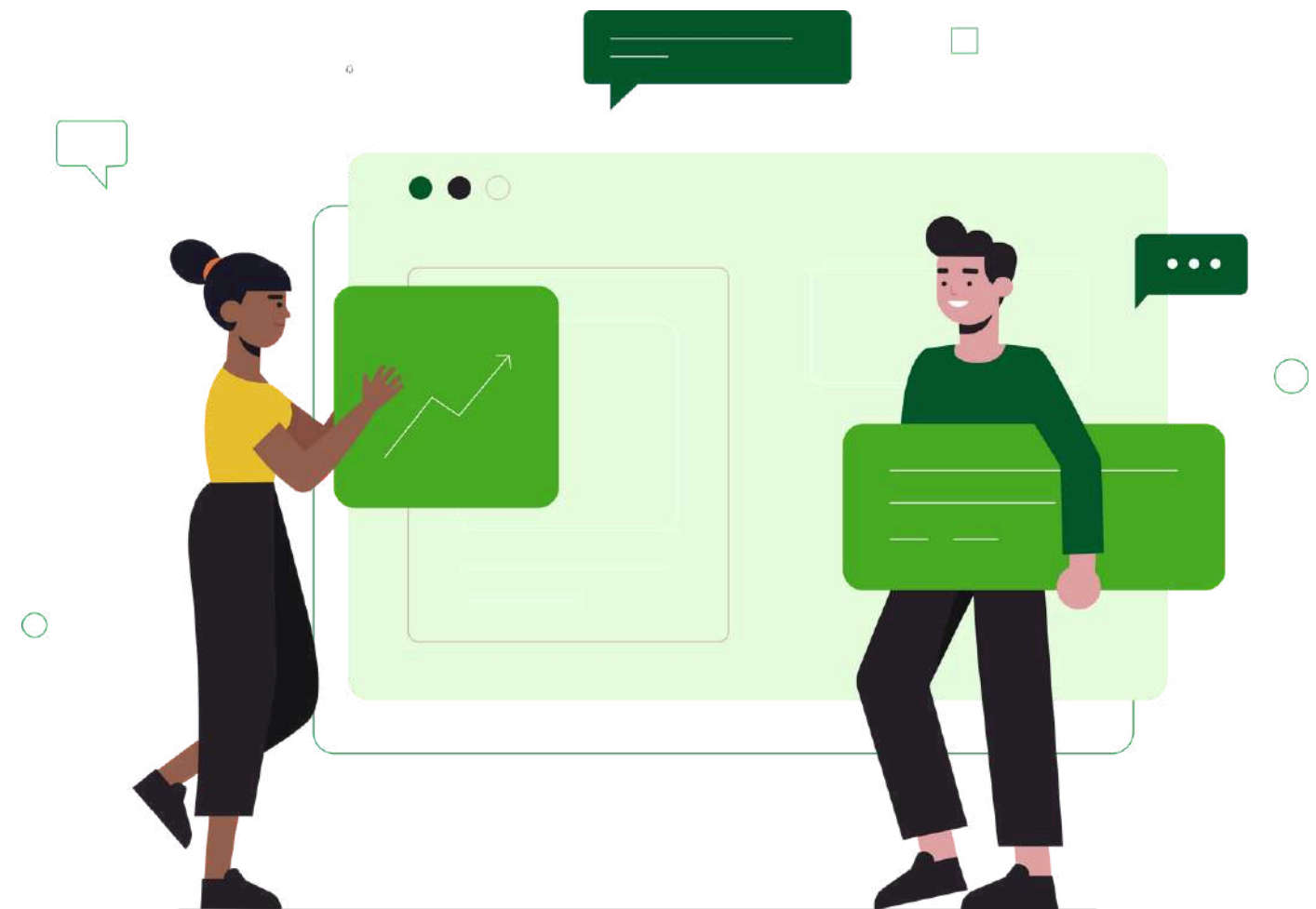




iGaming Ads Incubator

Start smart. Scale faster. A game changer for your growth.

Helping new iGaming brands launch Google Ads the right way — from day one.



*Powered by MindBoogie
Marketing — in collaboration with
the Google Ads Growth Program*

The ↗ Problem

New iGaming brands typically struggle with:

Result: Higher CAC, slower growth, painful scaling.

@reallygreatsites



Rising CPCs & aggressive competition



Complex regulation & policy risk



Weak tracking & limited data insights



Slow learning cycles → wasted budget



Our Solution

iGaming Ads Incubator

A launch framework built specifically for early-stage iGaming brands.

- Senior growth strategy & market planning
- Performance-driven Google Ads setup
- Tracking & technical foundation
- Actionable reporting & optimisation

You launch like a mature advertiser — not a beginner, from day one.



Full Funnel Ecosystem

Built to work across the full funnel

Google Ads is the foundation — not the full picture.

MindBoogie iGaming Incubator is designed to live in **sympiosis with your full funnel activation**, enabling scalable growth beyond search.

PR & Brand visibility



Programmatic Display & Video



Meta / Instagram



Paid Social Prospecting



Google Ads



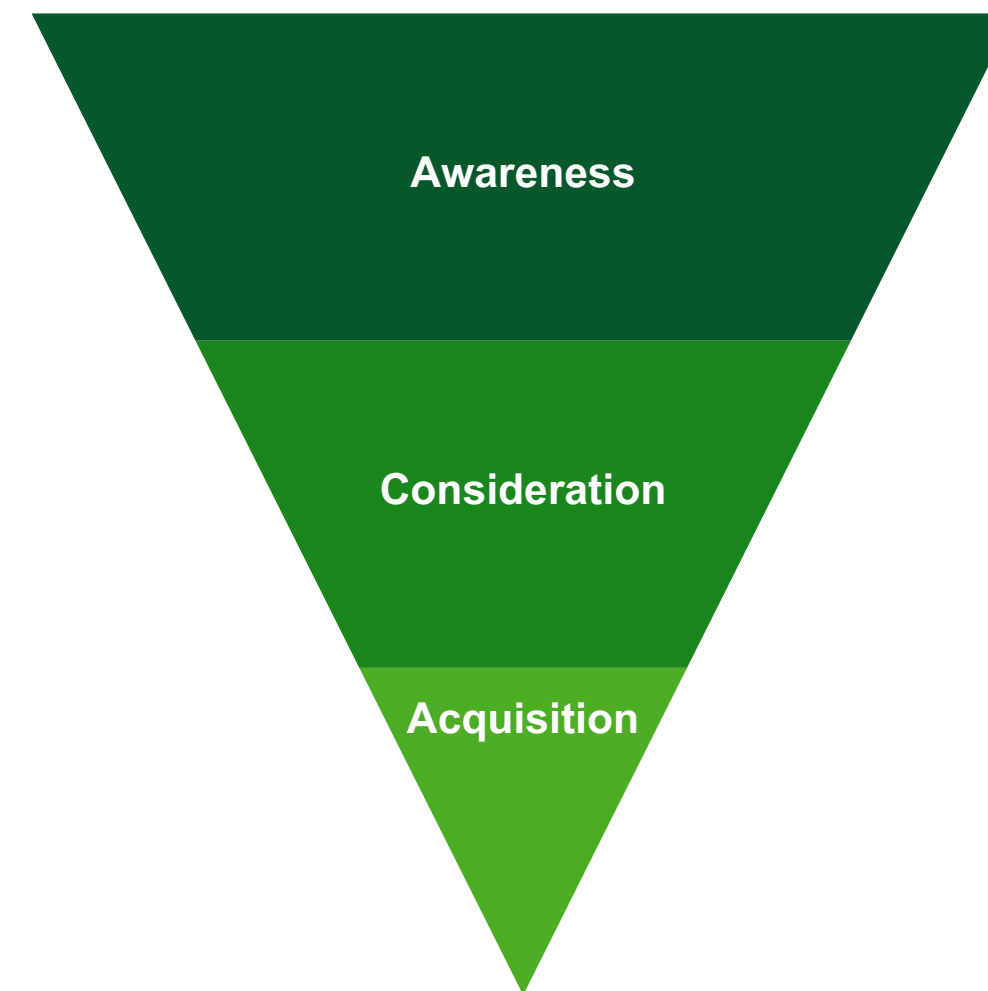
SEO & Content



Affiliation & Partnerships



LinkedIn B2B



Result: Search performance improves, CAC stabilises and growth becomes more sustainable.



Who **It's** For

Built for early-stage iGaming growth

- New operators launching in regulated markets

- Brands entering new geos or new licence regimes

- First-time or early Google Ads investors

- iGaming, Betting, Bingo & hybrid platforms

- Teams without an in-house paid media function

- Founder- or investor-led teams focused on scalable growth

How It Works

A structured launch & growth roadmap

Onboarding & Goals

- Brand, market & KPI alignment
- Commercial targets (CAC, LTV, contribution margin)



Strategic Planning

- Market insights & campaign architecture
- Funnel design & budget allocation strategy



Technical Setup

- Google Ads structure & tracking foundation
- Conversion value framework & QA



Launch & Optimisation

- Performance tuning based on ROAS & value signals
- Optimisation towards **LTV and contribution margin**



Scale & Stabilise

- Smarter budget allocation based on profitability
- Building a stable, repeatable acquisition engine



Google Alignment & Insights

- Ongoing alignment with Google specialists
- Strategic insights, benchmarks & issue resolution





Google Ads **Growth** Program Onboarding

This onboarding phase is required to submit your brand and website to the Google Ads Growth Program for audit and approval.

Once approved, it enables direct alignment with Google's Growth specialists and unlocks structured support for your launch or market expansion.

Includes

- Submission of brand & website for Google Growth Program audit
- Eligibility review & approval process with Google
- Strategic alignment with Google Growth specialists
- Google Ads account creation or restructuring
- Keyword strategy & negative keyword framework
- Conversion & tracking readiness review
- Launch governance & growth roadmap

One-time fee

€4,000–€6,000 (depending on market scope and account complexity)

Approval by Google is subject to eligibility review. This phase is a prerequisite for the ongoing Incubator engagement.



Pricing Model ↗

Simple. Transparent. Growth-aligned.

Our pricing is aligned with growth — not billable hours.

Commercial Model

- Minimum media spend: €10,000 / month
- No hourly billing
- No long-term lock-ins
- Pricing subject to review based on scope and growth stage

Monthly retainer + % Management Fee on Google Ads spend.

[Book a Call for Pricing](#) →



Packages

Three packages. One model. Different growth stages.



Incubator — Launch

€10k–€25k monthly spend

- Correct setup from day one
- Tracking & compliance foundation



Incubator — Scale

€25k–€50k monthly spend

- CAC optimisation
- Funnel efficiency & controlled scaling



Incubator — Performance

€50k–€100k+ monthly spend

- Advanced scaling
- Performance governance & testing



Launch Your **Next** **iGaming Brand** the **Smart Way**

- Faster time-to-market

- Lower early-stage CAC

- Stronger foundation for scaling

Book a free 30 min call today



christoffer@mindboogiemarketing.com