

■ **MARKETING IN
ONLINE
GAMBLING
INDUSTRY**

SEMRUSH STUDY

Table of Contents

03

Introduction

04

Part 1. Traffic Trends

Top 25 Companies

Traffic Dynamics

Traffic Sources

Geo Distribution

Branded/Non-branded

11

**Part 2. Keywords and
SERP Features**

Top Keywords

SERP Features

15

Part 3. Top Advertising Trends

Publishers and Advertisers

Most Expensive Keywords

19

**Part 4. What Are People
Asking Google?**

21

Part 5. Top Website Errors

24

How SEMrush helps

26

Conclusion

CONTENTS

Introduction

The online gambling industry is gaining our attention as one of the key growth industries in 2019. A recent report from Mordor Intelligence predicts the industry's potential to reach about USD 87.7 billion by 2024 — with a compound annual growth rate of 8.77%. From a marketing and business intelligence point of view, it means that we need to take an objective look at where things are heading in the online gambling space today, what strategies other successful firms are relying on, and how the competitive landscape is forcing gambling companies to shift gears and move forward with a more calculated plan of action.

Divided into four parts, this study intends to analyze the current state of the global gambling industry for key advertising trends, keywords and SERP strategies, traffic trends and competitive landscape, and the major issues affecting gambling domains worldwide. We gathered twelve months data (leading up to August 2019) with the help of our suite of competitive intelligence tools and have carefully analyzed it to highlight the key trends, issues, and opportunities that concern gambling firms across the globe.

We have also provided specific recommendations for marketers under each section of the report to help them understand what the information means to them as marketers and how they can utilize it in their own specific situations. We hope that the analysis, charts, and tables provided in this report will help marketers, data analysts, and business owners in the online gambling industry fine-tune their current strategies and prepare for the future.

You can

take a look at "How SEMrush helps" area to see the key services and tools we provide to help online businesses achieve their various marketing goals in the most effective ways possible.



INTRO

A woman with dark hair is smiling and looking upwards. She is holding a lottery ticket that says "YOU WON!". The background is a green-tinted image of a woman smiling and holding a lottery ticket.

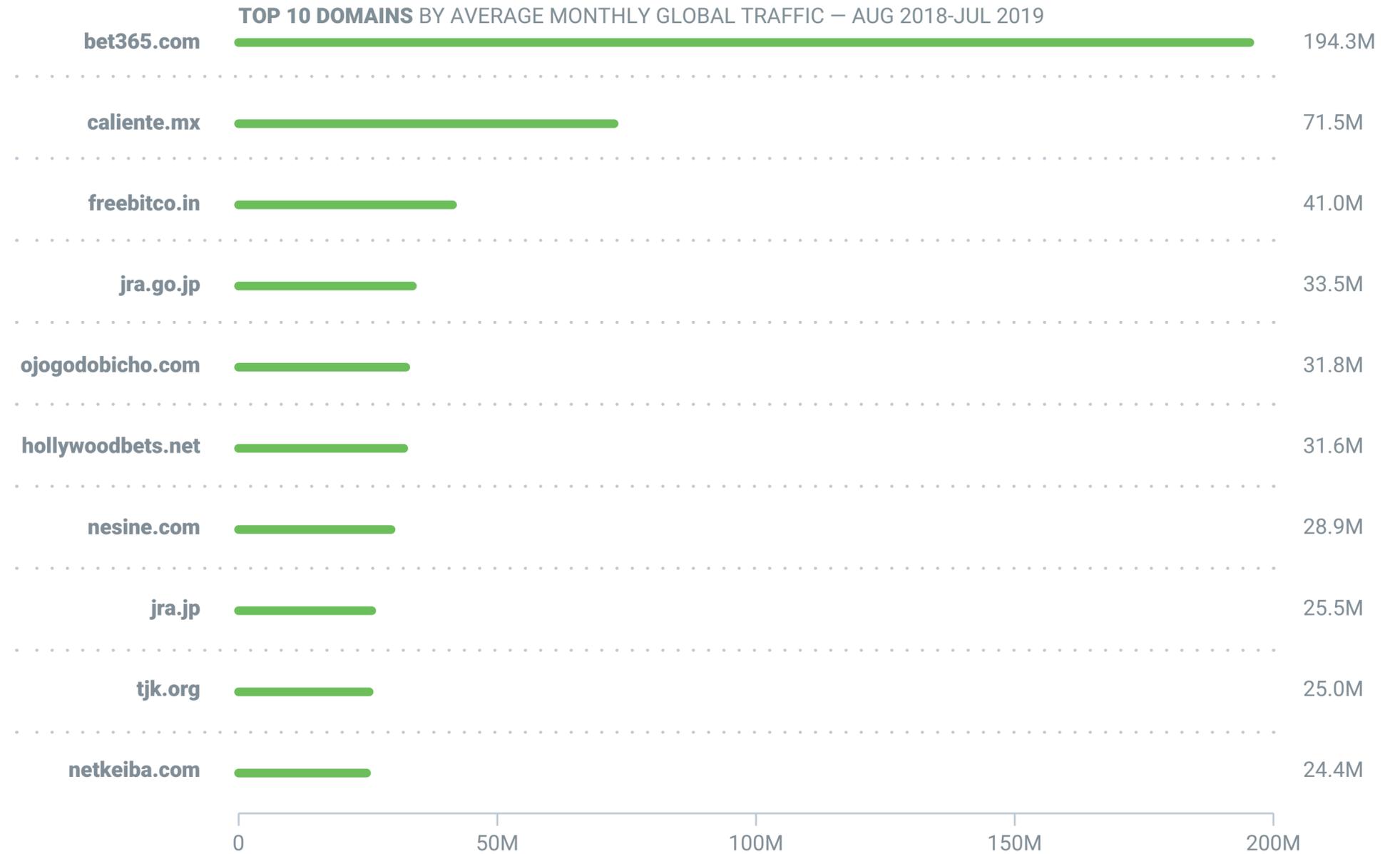
■ Traffic Trends

PART 1

Top 25 Companies

According to our analysis of the top domains in the online gambling industry (worldwide), the average traffic for the majority of the top 25 domains (about 76%) has remained in the range of 10 to 30 million visitors a month. However, there are a few domains that generate more than 30 million visitors a month, and still fewer crossing the 70 million mark.

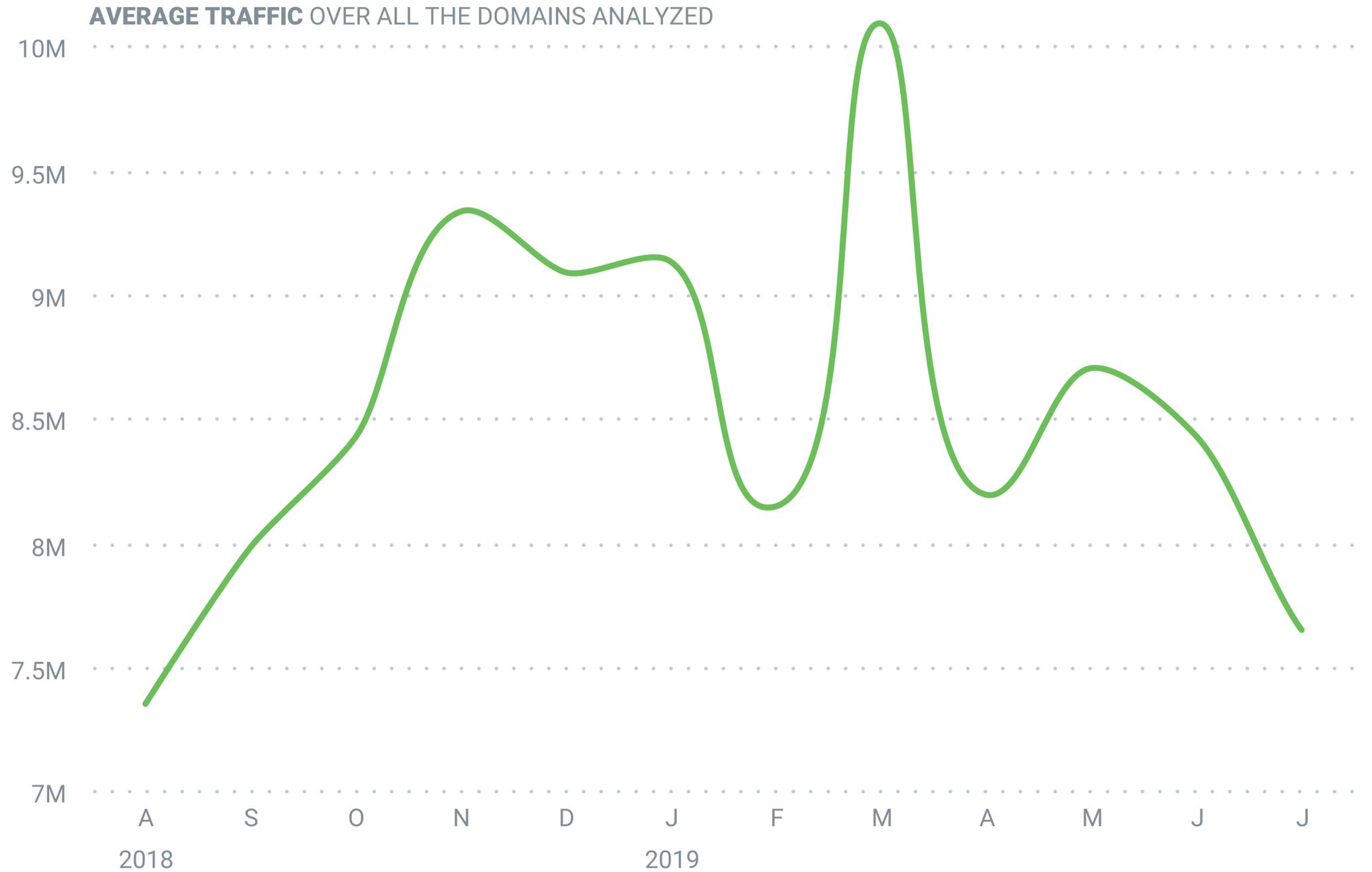
Bet365.com leads the pack with an average per month users reaching as high as 1.9 billion. Client.mx, freebitco.in, and jra.go.jp are the distant followers with about 72 million, 41 million, and 33 million per month users, respectively. Other popular domains with average traffic ranging from 20 to 30 million include ojogodobicho.com, hollywoodbets.net, nesine.com, jra.jp, tjk.org, netkeiba.com, flalottery.com, parimatch.com, and stoloto.ru.



TOP 10

Traffic Dynamics

The aggregate number of monthly average visitors on all the analyzed domains has remained in the range of 7-11 million over the twelve months leading up to July 2019. As we look at the month-by-month data for the observed period, the average traffic on these domains appears to have experienced a continuous fluctuation instead of steady growth. From about 7 million visitors in August 2018, the figure has crossed the 10 million mark in March 2019 but then begins to tail off. In July 2019, the average has dwindled to where it was twelve months ago, in August 2018. However, the combined monthly average traffic on all the gambling domains we analyzed appears to be about 12 billion visitors, a number that indicates the industry's huge potential for growth and scalability.



Traffic Sources

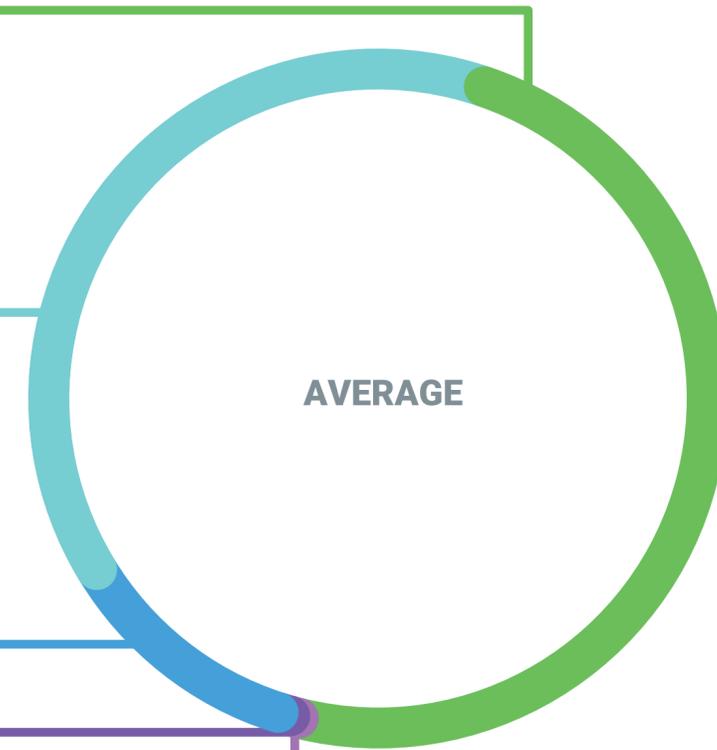
How your customers are finding you online is one of the important aspects of a digital strategy. For the online gambling industry, direct traffic appears to be the major source of traffic. It accounts for about 47% of the overall traffic generated on gambling domains from August 2018 to July 2019. Referral closely follows with about 42% in traffic share.

Together, the two sources contribute about 90% of the online traffic that goes on the analyzed domains in the gambling industry. With 10% share in the overall traffic, the organic source distantly follows as the third major source of traffic. Surprisingly, the remaining two sources, paid and social, appear to be the least attractive sources when it comes to generating traffic. Their combined traffic share is less than 1% of the total traffic gambling domains generate online.

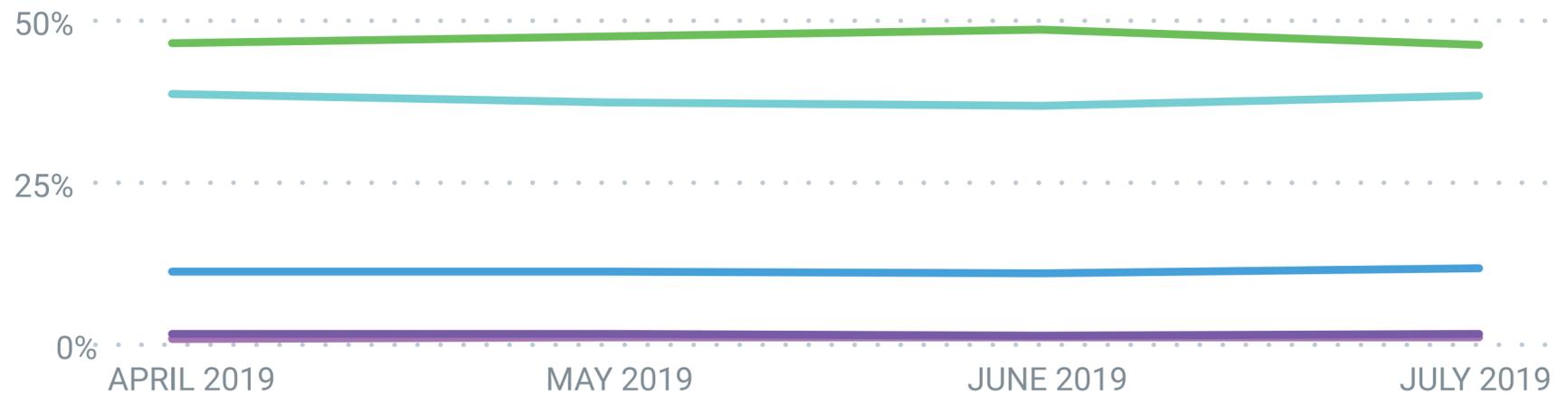
Moreover, the state of social and paid traffic appears to be quite stable throughout the observed period. Direct and referral traffic numbers have the same situation.

TRAFFIC SOURCES

Direct Share	48.7%
Referral Share	38.9%
Search Share	11.4%
Social Share	0.7%
Paid Share	0.3%



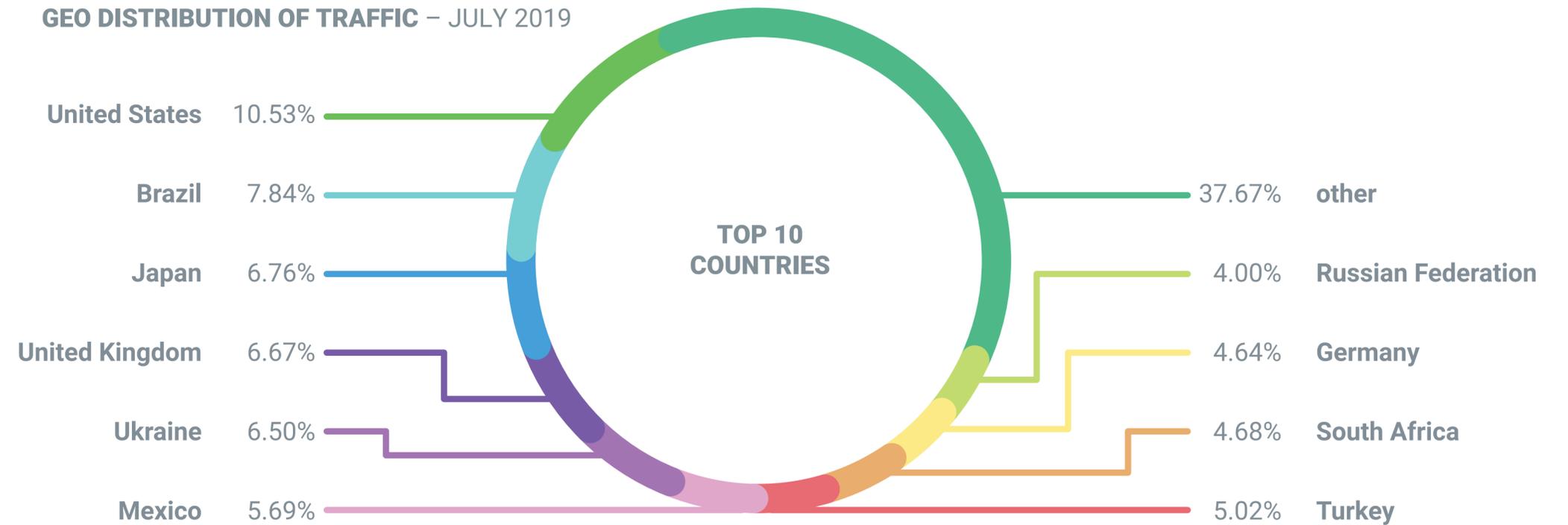
4 MONTH TREND



Geo Distribution

The geo-distribution of traffic on gambling domains indicates that ten countries account for about 62% of the overall web traffic on gambling sites. The United States is in the lead with about 10% share, followed by Brazil with about 8% in the online traffic share. Japan, the United Kingdom, and Ukraine contribute about 6% each. Other countries with a traffic share ranging between 4 to 6 percent include Mexico, Turkey, South Africa, Germany, and the Russian Federation (in descending order).

GEO DISTRIBUTION OF TRAFFIC – JULY 2019



TOP 10

This is just an introductory excerpt

You can download the full version here:

<https://www.semrush.com/ebooks/onlinegambling/>