



# Programmatic Advertising for iGaming Made Easy

## TL;DR

Running iGaming ads shouldn't feel like a compliance obstacle course. Most DSPs make it hard; they block sensitive categories, enforce minimum spends, and make testing painful. Vizibl DSP makes it muuuuch easier: fast onboarding, no minimums, no commitments, expert support, and 10x ROAS proven across hundreds of iGaming campaigns.

## We Know Your Doubts & Challenges. So Here Are the Fixes.



**"DSPs won't take my iGaming ads."**

We know the pain's real and we've partnered with compliant DSPs that specialize in regulated industries. So your campaigns go live faster and stay compliant.



**"Testing is slow and expensive."**

Yes, but with a platform that doesn't require any minimum spends and lends access to hundreds of relevant & compliant publishers, you can test, iterate, and scale in days — not months.




**"I don't have the bandwidth to learn new platforms."**

With Vizibl, you choose your comfort learning level. Use our clean, intuitive dashboard, or let our campaign experts manage setup, pacing, and optimization for you. Our team will handhold you through the process until you're adept in using the platform.



**"Tried programmatic before, but CPAs were too high."**

When in doubt, call in the experts. We've run hundreds of iGaming campaigns and know what works. That's how we consistently deliver 10x ROAS benchmarks.



**"Social campaigns aren't scaling."**

Programmatic ads open doors for iGaming that social can't. Think premium, compliant inventory without inflated CPMs, built for scale.



**"I need better retention for my user base."**

Since retention is a major painpoint, our integrated CDP has been built to help you leverage first party data to re-engage high-value players, and extend their lifetime value.



## The Bottom Line

Scaling iGaming campaigns shouldn't mean battling ad policies, ballooning CPAs, or juggling multiple platforms. With Vizibl DSP, you get frictionless access to compliant inventory, faster testing, and smarter campaign optimization — all built to maximize ROAS and LTV.