



ONLINE SPORTS BETTING ADS

WHAT YOU NEED TO KNOW

from
THE SEARCHMONITOR

**SPORTS BETTING IS
HIGHLY COMPETITIVE**

\$41.7 billion

**OVERALL SPORTS
BETTING MARKET**

The overall market for sports betting reached \$41.7 billion last year, according to the American Gaming Association.

Google is lifting its longstanding ban on advertisements for fantasy sports services. The change will allow media buyers to advertise across Google Ads.

It also opens up opportunities for competitors and affiliates to bid on your brand and trademarks. How can advertisers protect their brand in this highly competitive market?



**THE
SEARCH
MONITOR**

COMPETITIVE &
COMPLIANCE TOOLS
ARE A SURE BET



Competitive Insights

Protect your keywords,
benchmark
performance & optimize
your offerings



Detect Brand Violations

Identify competitors &
affiliates bidding on
branded keywords



Automate Enforcement

Automatically submit
TM complaints to
offenders & engines

REQUIREMENTS FROM GOOGLE

- Advertisers need to meet minimum creative requirements
- Advertisers must hold state licenses where required to promote their products in targeted states.
- If advertisers operate in a state where no license is required, must hold a state license in another state.
- Media buyers interested in promoting "real money gaming" must apply for certification through Google.

DOS & DON'TS

- DO** apply for certification through Google
- DO** check regulations in the states you want to target
- DO** have a landing page displaying information about responsible gambling
- DON'T** target minors
- DON'T** forget to monitor your partners, affiliates and competitors' activity

Until now, Google was the only major digital network that refused to take advertising dollars from the fantasy sports space.

MIKE RAFFENSPERGER
CMO FANDUEL