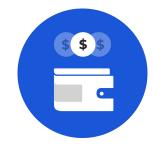# What We Do

Predictive Data

License predictive sports betting data via APIs and widgets

Custom Editorial

Create betting articles and videos for media sites and operators

User Acquisition

Acquire sports bettors at scale via affiliation and media buying

User Acquisition

Affiliate

- Licensed in Indiana, New Jersey, Pennsylvania and West Virginia

- Cost per acquisition (CPA) model

- Currently work with ten Tier 1 operators

- More info: https://betql.co/sportsbook-offers/

Media Buying

- Platforms: Facebook, Instagram, Google, Apple, Snapchat, ad networks etc.

- We handle all aspects of the campaign: creative optimization, audience targeting, budget management, performance reporting etc.

- KPIs: cost per acquisition (CPA), cost per install (CPI)