

CASE: Gambling & Betting Network of 10 Sites in LATAM

1. General Information

- Project Name / Network: Gambling & Betting Network of 10 Sites in LATAM
- Niche / Topic: Gambling, sports betting
- Project goals:
 - Generate cross-branded traffic for affiliate programs
 - Acquire leads and active FTDs
 - Create a digital asset with passive income
- Number of websites in the network: 10 (1 generates the main revenue, 3 drive traffic with medium-frequency keywords)

Instead of launching 50–100 sites, a limited number of sites with more pages and higher link investment were launched.

2. What Was Done

Launched on WordPress:

- Template setup, structure, content generation and publication
- Indexing, basic optimization

Promotion:

- Use of PBN networks and redirects
- Building link profile (crowd, comments, outreach, etc.)

Monitoring and Support:

- Monthly work (for 4 months)
- Then — maintaining link profile at minimal level

Monetization:

- Connecting affiliate programs
- Analytics integration (GSC, affiliate reports)

3. Results

Metric	Before	After
Registrations (annual)	0	4,853
FTD (annual)	0	1,335
Affiliate revenue (annual)	0	\$48,109
Project cost	—	\$20,000
Payback period	—	Month 9
ROI (annual)	—	140.5%

By March 2024 (month 9 after launch), the project achieved full payback.

4. Growth Dynamics

Traffic and revenue growth by month:

June 2023: launch

August 2023: first registrations

March 2024: full payback

The main revenue was generated by 1 of the 10 sites.

5. Conclusions and Prospects

- Project fully paid back within 9 months
- Main revenue concentrated in 1 of the 10 sites
- Growth potential: scaling across GEOs and brands
- Annual revenue exceeded investments by approximately 2.4 times, with net profit 140.5% higher than invested funds

6. Technologies and Approaches

- Content generation (including AI)
- Links: Outreach / Crowd / PBN / 301
- CMS: WordPress
- Analytics: GSC, affiliate reports

7. Screenshots

Affiliate program screenshot for the year (RevenueLab aggregator):

General		CPA-tracker		Statistic was updated at 18:38 (GMT+3). All currencies are converted to Euros.				
2023-06-01 - 2024-06-01		Offer > Traffic Source > Cam...		Filters				
	Clicks	Regs	FTD	Deposits	Net revenue	Income	Clicks/Regs	Clicks/FTD
	45555	4853	1335	208 020.97 €	43 505.47 €	40 770.78 €	9.39	34

GSC data of the profitable project for one month:

