CASE: Gambling & Betting Network in LATAM

1. General Information
• Project Name: Gambling & Betting Network in LATAM (cross-branded traffic)
• Niche / Topic: Gambling, sports betting
• Project goals:
  – Generate cross-branded traffic for affiliate programs
  – Acquire leads and active FTDs
  – Create a scalable digital asset with semi-passive income
• Number of websites in the network: 80 (targeting various LATAM countries)

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 6 months)
- Then — maintaining link profile at minimal level

Monetization:

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

3. Results

Metric	Before	After
Affiliate traffic (9 months)	0	12,818
Registrations	0	3,555
FTD	0	1,693
Affiliate revenue (9 months)	0	$39,353
Promotion cost (total)	—	$30,000
Payback period	—	June 2025 (month 9)
Estimated ROI (12 months)	—	74.9%

By June 2025 (month 9), the project reached full payback.

4. Growth Dynamics

Traffic and revenue growth by month:
October 2024: launch
December 2024: first registrations and FTD
June 2025: full payback
The project showed steady growth of leads and FTDs, with revenue acceleration during months 7–9.
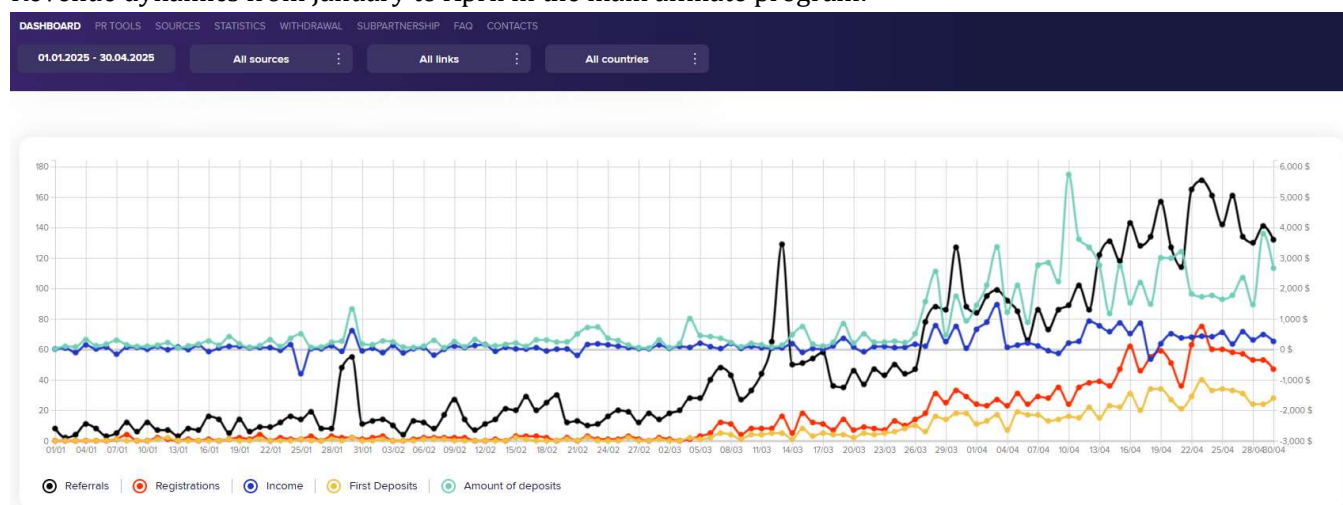
5. Conclusions and Prospects

• Project fully paid back within 9 months

• 7 out of 80 projects were consistently generating revenue by month 9

• Scaling potential: more LATAM countries and brands

• Estimated ROI (12 months): 74.9%

6. Technologies and Approaches

• Content generation (including AI)

• Links: Outreach / Crowd / PBN / 301

• CMS: WordPress

• Analytics: GSC, affiliate reports

7. Screenshots

Revenue dynamics from January to April in the main affiliate program:

One month statistics (May):

Date	Transition	Registration	First Deposits	Deposits, amount	Deposits, sum	Re-deposits	Bets amount	Total win	Total loss	Total difference	Income
Period	3,439	1,209	620	4,243	96,781.3 $	3,623	167	689,978.13 $	695,212.23 $	5,234.1 $	7,306.58 $
5/31/2025	112	42	16	193	7,717.39 $	177	17	35,096.94 $	35,592.52 $	495.58 $	247.78 $
5/30/2025	112	34	19	182	8,083.38 $	163	12	57,345.02 $	54,318.71 $	-3,026.31 $	-212.59 $
5/29/2025	107	42	21	136	3,729.03 $	115	6	35,199.49 $	35,788.65 $	589.16 $	294.58 $

Clicks and impressions statistics of one of the projects from February to June: