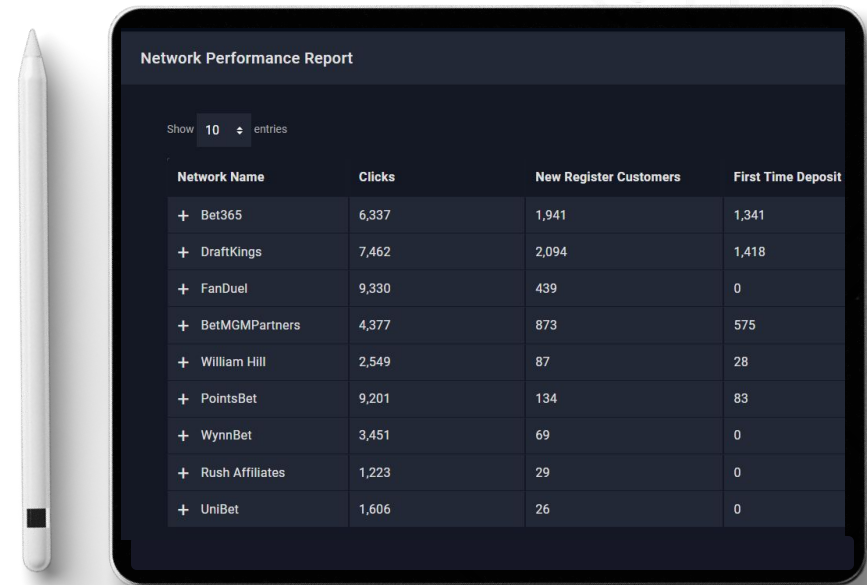


# Boost sports publishing revenue with Trackonomics

Sports betting publishers must work with several sportsbooks to succeed in today's increasingly competitive environment.

But the more sportsbooks you partner with, the more difficult it is to track performance. You need to log into each platform, collect your data, and consolidate it into a spreadsheet.

[Trackonomics by impact.com](https://www.trackonomics.com) maximizes your time and earning potential by automatically aggregating, standardizing, and presenting your data from each sportsbook into a single dashboard.



| Network Name      | Clicks | New Register Customers | First Time Deposit |
|-------------------|--------|------------------------|--------------------|
| + Bet365          | 6,337  | 1,941                  | 1,341              |
| + DraftKings      | 7,462  | 2,094                  | 1,418              |
| + FanDuel         | 9,330  | 439                    | 0                  |
| + BetMGMPartners  | 4,377  | 873                    | 575                |
| + William Hill    | 2,549  | 87                     | 28                 |
| + PointsBet       | 9,201  | 134                    | 83                 |
| + WynnBet         | 3,451  | 69                     | 0                  |
| + Rush Affiliates | 1,223  | 29                     | 0                  |
| + UniBet          | 1,606  | 26                     | 0                  |

*Track your performance across all sportsbooks over time with multiple metrics including clicks, referred users, payouts, and more.*

## What's holding you back from greater sports publishing success?

### Siloed data across sportsbooks

Tracking and managing data across multiple platforms is time-consuming and offers no holistic view of performance.

### Sportsbooks use different terminologies

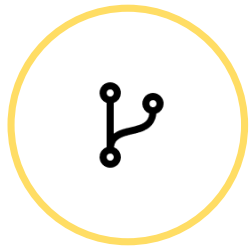
Each sportsbook uses different terms for the same field, meaning you must manually standardize the data to see the big picture.

### Little visibility into content performance

When you can only see your referred users by program or link, you can't identify the most effective tactics for driving new, active bettors.

## Grow your sports publishing business — in less time

Save 10-15 hours per week by automating your most time-consuming tasks. Trackonomics by impact.com puts all your data at your fingertips, giving you the tools to optimize your content and drive more revenue.



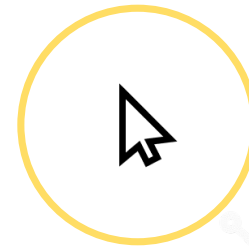
### All your data in one place

Ditch the spreadsheet and stop logging into each sportsbook one by one. See all your real-time performance data in a single dashboard.



### Deeper insights

See exactly how much revenue each widget, article, or promotion drives. Then apply those insights to do more of what works and less of what doesn't.



### Get the most out of each click

Recover lost revenue with the Trackonomics Link Scanner. Automatically detect and replace broken links, ensuring no clicks go to waste.

---

**Give your sports publishing business the edge it needs with Trackonomics.**

Don't let manual processes hold you back. Get the right technology and pave the way for major growth. Contact [trackonomicsdemo@impact.com](mailto:trackonomicsdemo@impact.com) or schedule a demo today.

[www.impact.com](http://www.impact.com)

[Request a demo](#)