

# SBC | SUMMIT

## NORTH AMERICA

### SBC Summit North America: Charting New Paths in Affiliate and Marketing Success

As affiliates grapple with the challenge of higher player acquisition costs and the subsequent need to build player loyalty, SBC Summit North America will serve as the ideal platform to acquire insights into content creation strategies, brand building, and the power of big data, all of which can help affiliates solidify their standing in the market.

Scheduled to take place on Wednesday, May 8th, the 'Affiliate & Marketing' track promises engaging discussions encompassing mergers and acquisitions in the affiliate space, gamification, the rise in popularity of online influencers, artificial intelligence (AI), and customer relationship management (CRM) strategies to foster player loyalty, among other topics.

Kicking off the conference track is the panel titled '*Affiliate Leaders Panel: Building Brands Through Content and Customization*' which will feature **Andrew Garven** (Head of Marketing, Covers), **Rome Smith** (Head of Marketing – North America, Betsson), **Marcos Oliveira** (COO, Clever Advertising) alongside panel moderator **Michael Daly** (Former CEO, Catena Media). The panel will delve into how leading affiliates harness branding and compelling content to build unique and recognizable affiliate brands, optimize acquisition rates, and strike successful operator partnerships.

The '*Big Data at the Center: How Affiliates & Operators Can Make Sense of Their Customers Across Multiple Channels*' panel will delve into the strategic use of big data in understanding customer behavior. Experts **Gil Bushkin** (Senior Director of Interactive Marketing, betPARX), **Zachary Sold** (Vice President of Marketing, Caesars), **Elizabeth Lodge** (CMO, Winible), and panel moderator **James Fox** (Industry Manager, Google) will discuss big data's role in identifying common trends in player acquisition and retention, as well as profiling customer archetypes that aid in enhancing player engagement and meet operator partner expectations.

The panel '*It's an Influencer's World: Charting the Success of Ambassadors, Streamers and Other Social Media Stars*' will examine the growing influence of alternative affiliate channels such as influencers, streamers, and sports ambassadors. Industry luminaries **Kelly Koffler** (Influencer/YouTube Content Creator, Slot500Club & Beyond Blackjack), **Josh Duffy** (SM Influencer /YouTube Creator, Slotaholic), **Jon Della Terza** (Social Media Influencer/Content Creator, NJ Slot Guy), **Josh Margolis** (VP of Marketing, Prize Picks), **Grant Flannery** (Head of Marketing, Rivalry) and panel moderator **Lazar Miuicin** (CEO and Co-Founder, iGaming Advisor) will delve into the distinctive acquisition strategies and content approaches employed by influencers and examine how they can effectively collaborate with

operators. Additionally, the panel will discuss adaptation strategies for traditional affiliates to capture the interest of the next generation of players.

The session panel titled '*Affiliate Diversification: Success Strategies for the Slower Years*' will delve into innovative approaches affiliates can employ to reach new audiences. Affiliate and marketing experts **Noam Klivitsky** (VP of US Marketing, 888 Holdings), **Shmulik Segal** (CEO, MediaTroopers), and **Max Bichsel** (VP, Gambling.com Group) will explore such strategies while emphasizing the significance of strategic media partnerships in ensuring a strong market presence.

Attendees will also have the opportunity to expand their knowledge of the North American market through dedicated conference tracks covering leadership, sports betting, iGaming, industry & growth, compliance & regulation, and payments & tech.

Additionally, the conference will include a dedicated tribal symposium, as well as two pre-day conferences; the Capital Market Forum (entry requires a separate ticket) and the Player Protection Symposium.