iGaming Ad Networks: Cheat Sheet

Blockchain-Ads, RichAds and PropellerAds. Pick where to start from your budget and your goal.

STEP 1 · BUDGET SETS THE SHORTLIST

YEARLY AD BUDGET	SHORTLIST
Smaller testing budget	**RichAds, PropellerAds** self-serve, prepaid; RichAds lists a $150 minimum deposit[1,2]
$1M+ a year	**Blockchain-Ads, plus the two above** built for advertisers at this level

STEP 2 · GOAL PICKS THE NETWORK

MAIN GOAL	START WITH
Test offers and countries on push and pop	**RichAds**
Compare several formats from one account	**PropellerAds**
Reach casino or betting audiences, with deposits tracked	**Blockchain-Ads**

STEP 3 · TRACKING AND THE DECISION RULE (ALL NETWORKS)

Before launch

- Server-to-server postback live before the first deposit into the ad account.
- Registrations, FTDs and deposit value sent back.

Targets

- Target cost per FTD set from player value.
- Target ROAS agreed before the test.

After the test

- Networks compared on ROAS from first-time deposits.
- Budget moves toward the networks at or above target.

NETWORK SNAPSHOT

NETWORK	FORMATS	TARGETING	TRACKING AND OPTIMISATION	TERMS TO KNOW
Blockchain-Ads	Display to video and connected TV	Casino players, sports bettors, high-value players; publisher whitelists and blacklists[3]	Registrations, FTDs, deposit value; server-to-server	Advertisers qualified first; built for $1M+ a year[3]
RichAds	Push and pop; Telegram, native, in-page[4]	Country, OS, device, browser, traffic source[4]	Postback; Target CPA, Performance Mode[4]	$150 minimum deposit; refunds limited to placement errors[1]
PropellerAds	Popunder, push, in-page push, Telegram Mini Apps, paid social traffic, interactive[5]	Interests, country, device, connection type[5]	CPA Goal[5]	Prepaid self-serve; approval at its discretion[2]

Public sponsor case: Stake.com, via an affiliate partner on Blockchain-Ads: 1,128 FTDs in 120 days at 2.5x ROAS (results specific to that campaign).[6]

Sources: 1. RichAds FAQ and terms, richads.com · 2. PropellerAds help centre (payment methods, advertising policies) · 3. blockchain-ads.com/igaming-advertising · 4. richads.com/igaming-vertical, /igaming-traffic, /betting-traffic · 5. propellerads.com/solutions/igaming and iGaming ads guide · 6. Blockchain-Ads Stake.com case study. Product facts as published by each network, checked 13 to 14 November 2026. This sheet is a guide; local rules and your licence decide what you can run.