



Raccoon Rockets

Scalable iGaming Affiliate Performance & Growth





Why work with us?

- ★ Proven concept: 1bn+ media impressions acquired every day
- ★ Trusted by 1500+ iGaming brands across 150 countries
- ★ Certified Google Ads & Sales vendor; uncomparing trading desk access
- ★ Transparent partnership model; no fees, no fixed payments
- ★ Tech: Secure & Compliant with GDPR & regional jurisdictions
- ★ Decades of media & iGaming industry experience



Our Retargeting model





Network performance highlights

- + 400+ clients globally
- + 1500+ brands in all Tiers (1-3)
- + 250k+ monthly FTDs delivered to clients
- + 1bn+ daily impressions (direct media & display networks)
- + Conversion benchmarks (registration to FTD): 30 - 65%





Case studies: Recent Monthly Performance

Market(s) & account maturity	FTDs	Deposits	Avr. deposit
Europe (Tiers 1-3) Mature stage account, Dec 2025	6.495	€4,9m	€321
North America Launch stage account, Dec 2025	312	€389k	€102
Asia Mature stage account, Dec 2025	470	€487k	€370
Africa Growth stage account, Dec 2025	1.489	€287k	€64



Our requirements

- ✓ Affiliate deal on RS, Hybrid or CPA terms (depending on campaign scope).
- ✓ Lifetime revenue share (for RS or Hybrid deals).
- ✓ NNCO or high roller policy.
- ✓ Script implemented on operator website (ie. Google Tag Manager, header).
- ✓ Group chat (ie. in Telegram) setup, for seamless communication between relevant stakeholders (ie. brand affiliate manager, RR account manager etc).



References

The logo for bet365, featuring the word "bet" in white and "365" in yellow on a green background.The logo for kindred, featuring a colorful star-like graphic above the word "kindred" in a lowercase, sans-serif font.The logo for Santander, featuring a red flame icon next to the word "Santander" in a red, sans-serif font.The logo for BETONLINE, featuring the word "BET" in red and "ONLINE" in black, with a red horizontal line through the "B".

+++ in Tiers 1-3



Our Business model

When a visitor enters operator website, our script checks for indicators of referral from other means than organic (ie. btags). If none are found, our script sets a local storage marker on the visiting device (server-side).

This allows us to recognize direct and organic traffic without collecting personal data or tracking user logins.

If visitor does not return to website twice within 7 days - indicating a registration was not completed - we start impact across our ad networks.



Retargeting evolved: Secure & transparent

Retargeting has changed. Legacy solutions rely on browser cookies and third-party pixels. Our solution works securely on first party data.

Our tech is built on a new, server-side framework, and designed to protect data as well as visitor privacy, leaving you in full control of all data.

This new tech fulfil the same marketing logic: *who engaged, and who to retarget* . But instead of “tracking people around the internet”, it securely reconnect to your own audience - without risking your data or user privacy.



Retargeting evolved: New Tech vs Old Tech

New Tech: Server-Side Intelligence	Old Tech: Client-side Pixels & Cookies
 Data is processed in server-to-server environment	 Third-party JS runs in visitor's browser
 Sends only approved, anonymized event data	 Drops cookies; sends data to external ad networks
 You control what leaves your environment	 You lose control of how data is used
 Immune to browser restrictions & privacy filters	 Increasingly blocked by browsers & ad blockers
 Personal data is anonymized and handled server-side	 Compliance risk; private data exposed to 3rd parties



Certification: Data Policies & User Protection

We operate under several certificates and licences; Google Display Network, IAB Europe TCF 2.0, IAB/TCF Canada, Greek Affiliate License, Romanian Affiliate License, among others.

To comply with these, our technology is subject to strict data policies, under which we cannot collect nor exchange any data with the platforms our technology is applied to.

In working with us, your user data is protected by highest standards.



Retargeting: Our proprietary script

Safe environment

- Java script
- We do not collect any data
- Safeframe / Sandbox
- GDPR compliant

Zero speed impact/interference

- Asynchronous

Easy implementation

- Google Tag Manager (Iframe)

The screenshot shows a 'Tag Configuration' window. Under 'Tag Type', 'Custom HTML' is selected. The 'HTML' field contains a script tag: `<script id="rr_abcdef" src="https://admaxium.com/scripts/rr_abcdef.js" async>` followed by `</script>`. Below this, there is a checkbox for 'Support document.write' which is currently unchecked. At the bottom, there is a link for 'Advanced Settings'.



Case studies

Month	Views	Unique Views	Clicks	Unique Clicks	Signups	Depositing Customers	Active Customers	New Depositing Customers	New Active Customers	First Time Depositing Customers	First Time Active Customers
2025-12	0	0	2,191,209	1,585,280	8,594	14,205	15,342	6,155	6,343	6,495	6,724



Case #1: Europe (Tiers 1-3)

Dec 2025

FTDs

6.495

Reg. to FTD

76%

Deposits

€4.9m

Avr. deposit

€321

Signups ↕	FTD Count ↕	FTD Amount ↕	Deposit Count ↕	Deposits ↕
768	229	\$27,235.05	3221	\$343,026.10

Signups ↕	FTD Count ↕	FTD Amount ↕	Deposit Count ↕	Deposits ↕
264	83	\$22,486.65	616	\$112,513.93



Case #2: North America

Dec 2025

FTDs

312

Reg. to FTD

30%

Deposits

€389k

Avr. deposit

€102



Month	Views	Unique Views	Clicks	Unique Clicks	Signups	Depositing Customers	Active Customers	New Depositing Customers	New Active Customers	First Time Depositing Customers	First Time Active Customers	Deposits
2025-12	0	0	8,532,778	6,348,764	837	928	1,319	429	527	470	675	\$567,224.16

Case #3: Asia

Dec 2025

FTDs

470

Reg. to FTD

56%

Deposits

€487k

Avr. deposit

€370

FTD Count	Active Accounts	New Account Deposits	Depositing Accounts	Wagering Accounts	Net / Player	Deposits
1489	4488	R1,073,190.88	3974	4466	R273.48	R5,475,600.52



Case #4: Africa

Dec 2025

FTDs

1.489

Reg. to FTD

37%

Deposits

€287k

Avr. deposit

€64



Thank you - let's connect!

Claus Jansson

Co-Founder & Sales

 claus@raccoonrockets.com

 @cljans

Lars Dam-Johnsen

Co-Founder & Sales

 lars@raccoonrockets.com

 @larsdj

Tue Lumbye

Sales & Outreach

 tue@raccoonrockets.com

 @tue_rr

 <https://raccoonrockets.com/>

