

ACQUISITION GUIDE

Pay Less for Every Player You Win

Rising CPA is not a budget problem. It is a structure problem. This guide shows where acquisition money is lost, what it costs you, and how Lava Global fixes it.

THE PROBLEM

You pay for players who never register

Most visitors leave your site without creating an account. The money you spent to bring them is gone. This is why your **CPA** (cost per acquisition: the cost to win one new player) keeps going up.

1 Traffic without a plan Campaigns run on clicks, not on registrations and deposits.	2 No second chance Visitors who did not register never see your offer again.
3 Strict gambling ad rules Meta and other platforms reject ads or ban accounts that break their policies.	4 Every market is different Italy, Nigeria, Canada and Brazil each need their own rules, payment methods and message.

WHAT IT COSTS YOU

Every lost visitor is paid traffic with no return

When CPA rises, margin falls. You then spend more just to reach the same player numbers.

Problem	What happens to your numbers
Traffic without a plan	Higher CPA. Low registration rate.
No retargeting	Visitors are lost after one visit. Lower LTV (lifetime value of a player).
Ad account bans	Campaigns stop. Spend and time are lost.
One message for every market	Low conversion rate in each new GEO.

THE SOLUTION

We run acquisition and we are accountable for the result

Lava Global is the operator behind the operator. We bring experience from Europe, Latin America and Africa. One partner handles four services, all measured on the same KPIs: **CPA, conversion rate and LTV**.

1

Performance marketing (PPC)

We buy traffic for registrations and deposits, not for clicks. We follow gambling ad rules from day one.

2

Retargeting

Our own tracking script (GTM) finds visitors who did not register. We then show them your offer again.

3

Paid social

We run Meta and programmatic campaigns that follow platform policy, so your accounts stay safe.

4

Acquisition consultancy

We plan your entry into a new market: which GEO, which channels, which target CPA.



PLACEHOLDER: add one confirmed client result here. Use an anonymised source, for example: Head of Marketing, Licensed Operator, Malta. No client result has been confirmed yet.

NEXT STEP

Find out where your acquisition money is lost

Book a call and we review your current CPA and your channels. You leave with a clear next step.

[Book a Consultation](#)

stef@lavaglobal.net | +356 993 96371
lavaglobal.net