

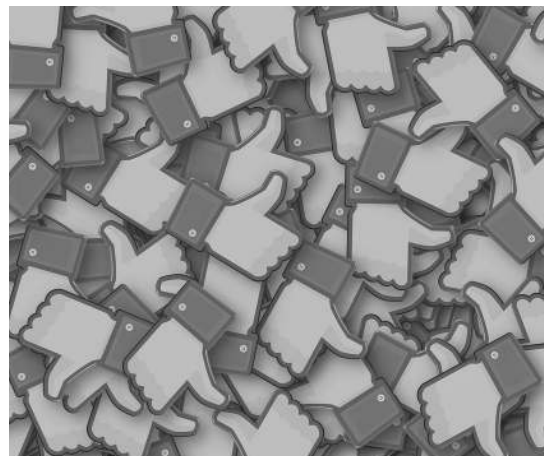
WHAT MAKES A GOOD CTA?



Creating a strong call to action is a challenge that most business owners face. No matter what the goal of the CTA is, making it inviting and encouraging users to interact can be no mean feat. For affiliates and operators, creating a CTA that leads to data capture and deposits can prove quite the challenge.

TYPES OF CTA

- The CTA that your iGaming site uses will depend on what you want the user to do.
- For affiliates, this may be signing up for a newsletter and for operators, your end goal is most likely to get new depositors. Either way, these should be engaging enough for the user to complete the action.
- They can come in the form of animated banners, plain text links and buttons on site. While there are some differences between the kinds of CTAs that we see, the basic principles to create a great CTA are the same.
- In iGaming, we see incentives being used to prompt actions all the time. This could be a bonus from a site or a promise of an exclusive offer from a partner.
- You should remember that players and readers are so accustomed to these that unless they are engaging, they'll simply block them out.



WHAT MAKES A GOOD CTA?

KEEP IT SIMPLE

- When you want a website user to convert or complete an action, then you want to make it as simple as possible for them to do so.
- Don't ask for a lot of unneeded information and check that your sign up process actually works across a range of devices.
- If they attempt to interact with your CTA and it doesn't work then this will create a bad impression of your brand that is likely to stick with them.
- Your CTA should clearly outline what the user should expect. Using active verbs like 'download' or 'register' very quickly makes the user aware of what they'll be doing if they click on your CTA.
- If there's a dissonance between what your CTA says and what the process actually is, then your user won't convert.



TEST YOUR CTA

- Three step processes work really well for CTAs as they break down the steps into simple to follow actions. On many operator sites, this is broken into register, deposit and play - which makes the user aware of what they need to do before they get to that third step.
- You may think you know your site visitors well enough to create a CTA that inspires them, but there's always room to experiment. Try out different CTAs and measure the conversion rate that each of them brings you.
- Even the smallest difference, such as changing one word, can make a massive difference to the amount of people that convert on your site.

