



Catena Media approved for PPC marketing in Mexico for casino search queries

Catena Media has launched its first pay-per-click (PPC) campaign in Mexico on 6 June, becoming one of the first affiliates to get approval from Google Ads to run PPC campaigns for casino advertising in Mexico.

The first two Catena Media casino affiliate sites to test out PPC campaigns in Mexico are JohnSlots, which went live on 6 June, and Slotsia, which went live on 10 June. If the campaigns show promise, more of Catena Media's products will follow.

"We have communicated that going into new geographical areas is a part of our strategy," Deputy CEO Johannes Bergh says regarding the launch into Mexico and how fits into the overall strategy for the company.

GoogleAds only opened up for PPC for casino terms in Mexico in April, making it the first American country outside the US to enable Catena Media to test PPC. Earlier this year Catena Media also launched its first PPC campaigns in Romania.

The PPC campaigns for JohnSlots and Slotsia are the first steps to test out the potential of the new Mexico market and Catena Media estimates that the results will show in a few months time.

"Mexico is the first American country outside the US to open up for PPC for casino, so this is a potentially huge opportunity for us," says Christine Fava, Head of Marketing at Catena Media. "We are always open to new opportunities and venturing into new markets."

"A completely new market means that there is little competition for each search query we want to target, which in turn means that prices are low. The Mexican market is also a great starting point for us because there are high volumes of searches related to casino."
