

Hundreds of Events, One Template, Infinite Scale

How sportsbook brands can use
Programmatic Landing Pages



Table Of Content

1: Why Sportsbook Brands Need a Smarter Way to Build Landing Pages	4
2: The Programmatic Model Behind High-Volume Campaigns	8
3: Driving Conversions with Personalized Offers at Scale	17
4: Turn Repetition Into Revenue	20

In the sportsbook industry, marketing rarely stands still.

New odds updates, special promotions, limited-time welcome offers, cross-sell campaigns, and sports events all require fresh landing pages. Many of these pages need to be highly personalized, tightly aligned with paid campaigns, and published on short notice.

The challenge? **Most offers have a short lifespan.** Some run for weeks. Others for days. Many – only hours.

And each variation needs its own landing page.

That's why more sportsbook brands are adopting **Programmatic Landing Pages** – a model where one template and one data file can generate dozens or hundreds of personalized pages automatically.

About the Author

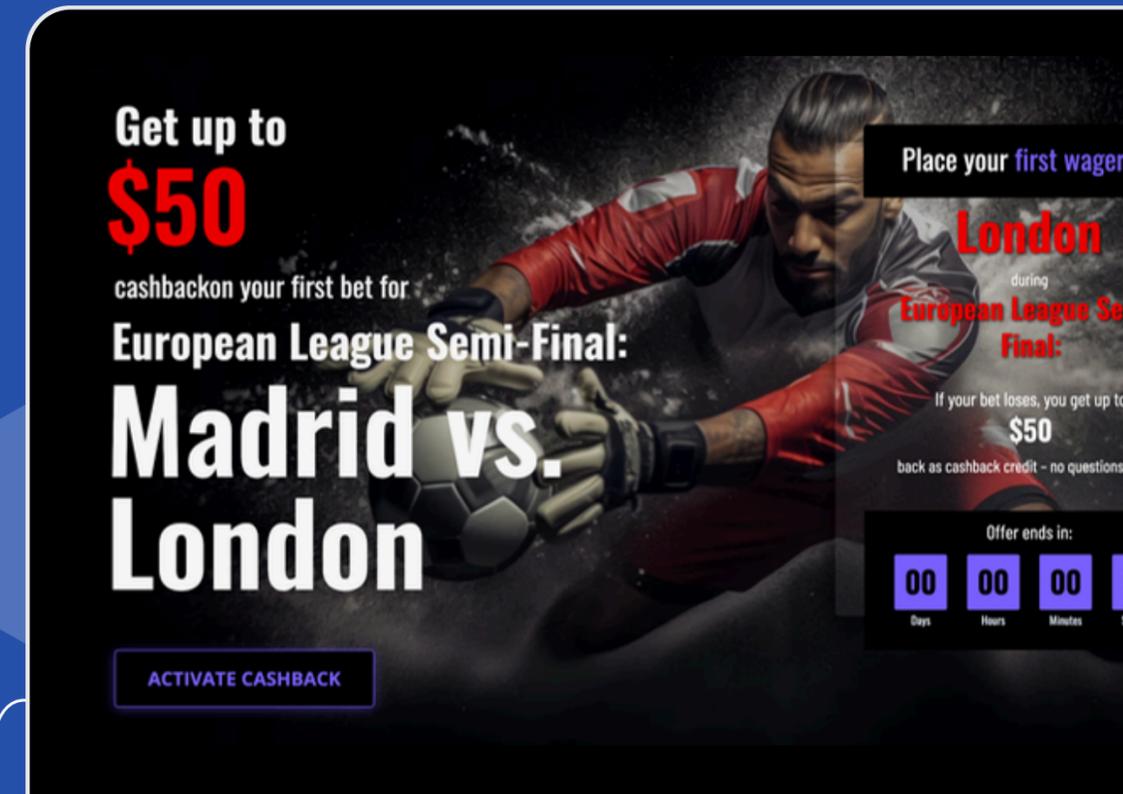
Magdalena Dejnak is a content specialist with over 5 years of experience in digital marketing. At Landingi, she writes about landing pages, optimization, and campaign strategy – always aiming to make complex topics simple.



This ebook explains how sportsbooks can implement this system to:

- accelerate go-to-market
- reduce repetitive work
- increase accuracy
- and support multiple campaigns at once

All without relying on developers or rebuilding pages manually.



▾ Landingi

Landingi is a Polish platform for creating no-code landing pages that supports marketers and sales teams in building, testing, and automating their pages. It enables rapid scaling of activities with features such as Programmatic Landing Pages, a drag-and-drop builder, and integrations with popular marketing tools.

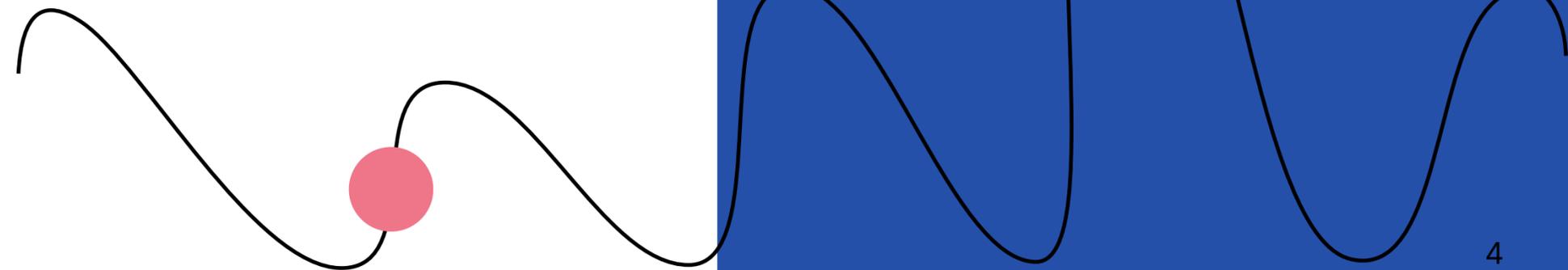
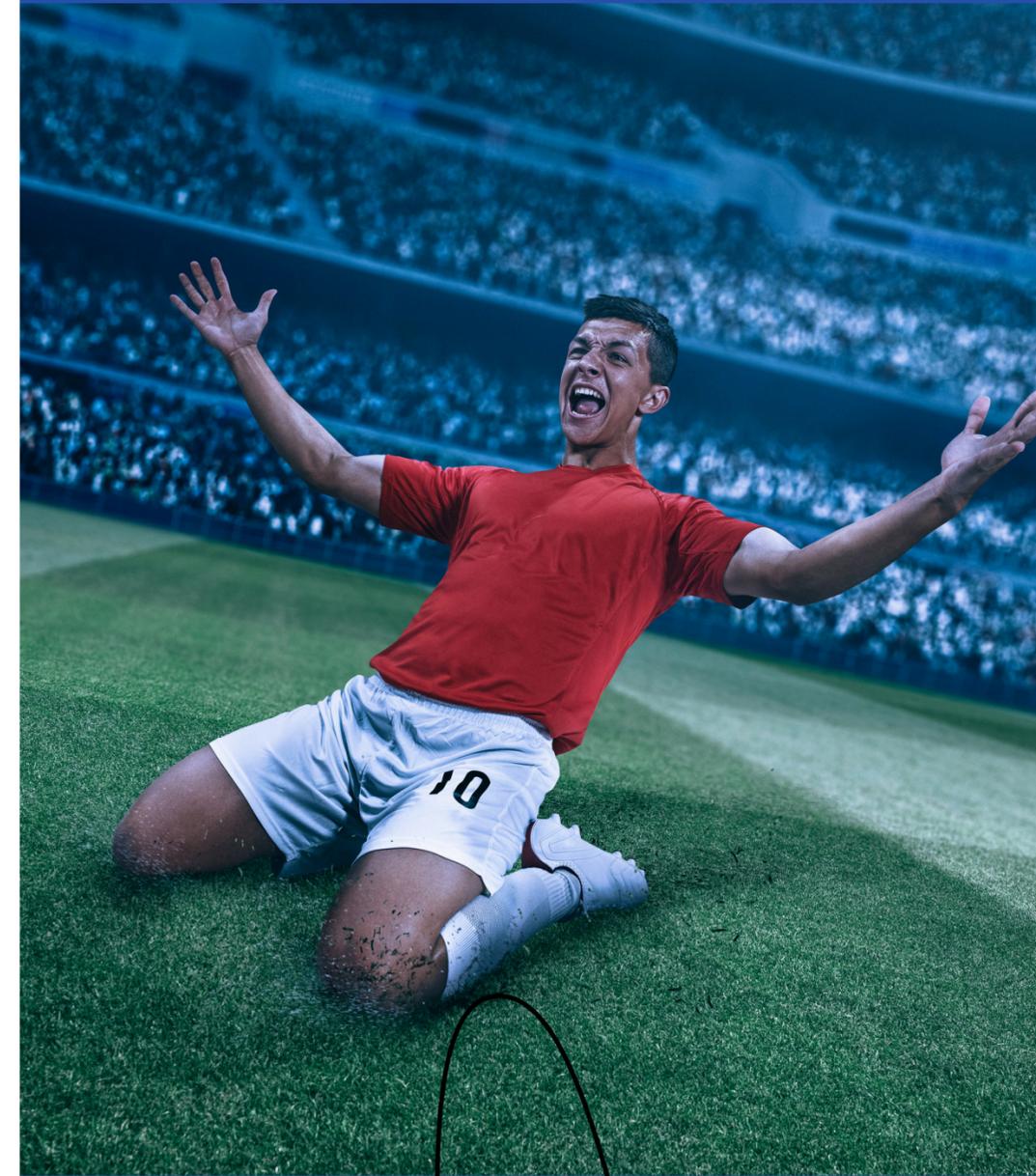
[Meet Landingi](#)

Chapter 1:

Why Sportsbook Brands Need a Smarter Way to Build Landing Pages

Sportsbook marketers aren't just launching isolated campaigns.

They're running **continuous, high-volume acquisition cycles** driven by events, promotions, and competitive pressure. Templates help, but they only solve part of the problem.



The challenge

Sportsbook brands typically work with promotional models that look something like this:

- **Each promotional opportunity** comes with a unique incentive for new users – bonus funds, boosted odds, match-specific rewards, or limited-time offers.
- Landing pages must reflect **real-time details**: who's playing, what the offer is, what code to use, and when the promotion expires.
- Many pages have **extremely short life spans** – sometimes just days or hours.
- **Manually** building, updating, publishing, unpublishing, and QA-checking each page simply doesn't scale.

The acquisition strategy works – but not at the speed the calendar demands.

Naturally, all sportsbook teams start asking the same question:

Can we automate the whole thing?

The answer: **yes, absolutely.**

The image shows a promotional landing page for a sportsbook. At the top, it features a large image of a boxer in a ring. Text on the page includes: "Get up to \$100 cashback your first bet for World Boxing Championship: Alvarez vs. Ventura". Below this, there's a "Place your first wager on Ventura World Boxing Championship" section with a "\$100" offer. A timer shows "22:00:07:59". There are two "ACTIVATE CASHBACK" buttons. The middle section is titled "Why this cashback offer matters" and lists four benefits: "Risk-reduced first bet", "Simple and transparent mechanics", "Flexible selection", and "Perfect for new campaigns or returning players". Below this is a "How it works" section with four numbered steps: 1. "Activate the cashback offer", 2. "Place your first wager", 3. "Wait for the outcome", and 4. "If it loses - get cashback". At the bottom, there's a section titled "What others have received with cashback" with four checkmarks and statistics: "Over 4,000 cashback credits issued in the past week", "Average returned amount: \$28", "Highest single cashback issued: \$50", and "Fastest market back: 30min". The footer repeats the offer: "Get up to \$100 back if your first bet for World Boxing Championship doesn't go your way".

The offer model: urgency + relevance

Most sportsbook acquisition funnels rely on highly relevant, time-bound offers that help reduce onboarding friction. Registering with a sportsbook is rarely a one-click process – so incentives matter.

But for these incentives to resonate, each offer needs its own targeted landing page. A generic promo page can't do the job. Users respond to tailored content that references the exact event, outcome, or reward they care about.

This creates a huge amount of repetitive production work.

Place your first wager on
London
during
European League Semi-Final
If your bet loses, you get up to
\$50
back as cashback credit - no questions asked.

Offer ends in:
07 **01** **00** **09**
Days Hours Minutes Seconds

Place your first wager on
Seattle
during
American Football Preseason
If your bet loses, you get up to
\$60
back as cashback credit - no questions asked.

Offer ends in:
27 **01** **02** **27**
Days Hours Minutes Seconds



Templates are just **the starting point**

Many marketers duplicate templates for each campaign. But when you're running tens or even hundreds of variations every month, you need more than a template.

Without automation, marketing teams have to:

- Build each page manually
- Update variables like player names, odds, and codes
- Unpublish old pages
- Fix layout issues when long names broke the design

Even with templates, it is still a grind.

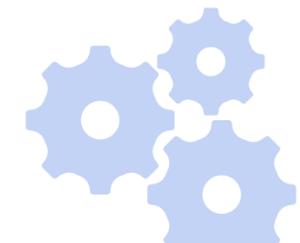
This is where **Programmatic Landing Pages** shine.



A flexible layout

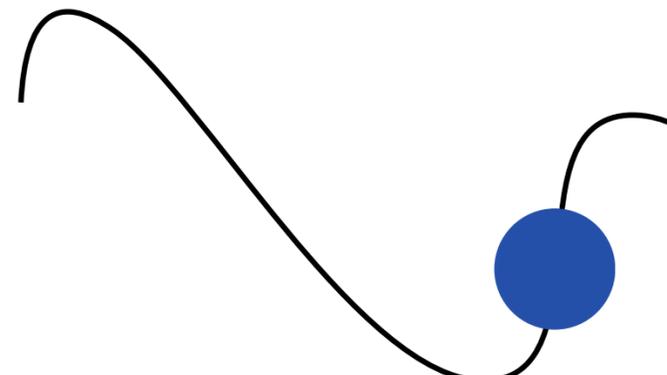


A structured data source



An automation engine to generate everything at once

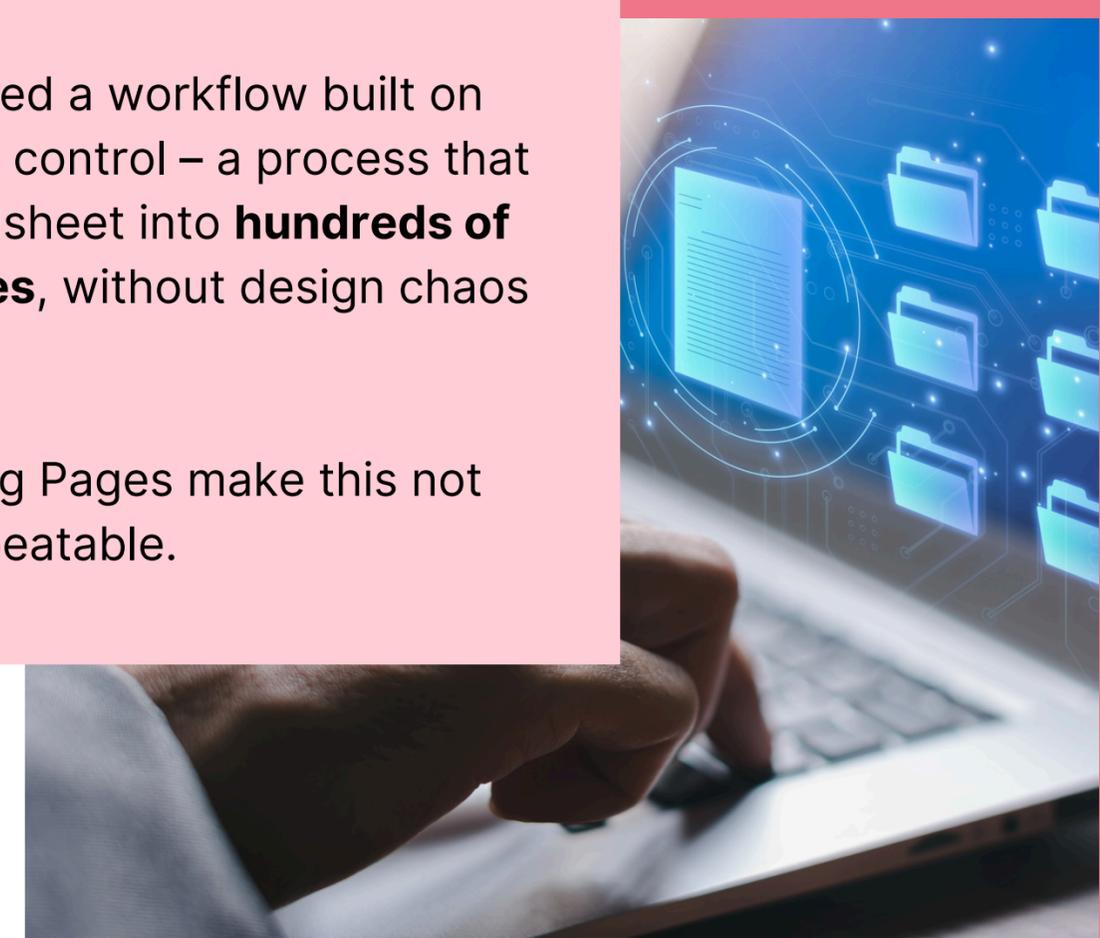
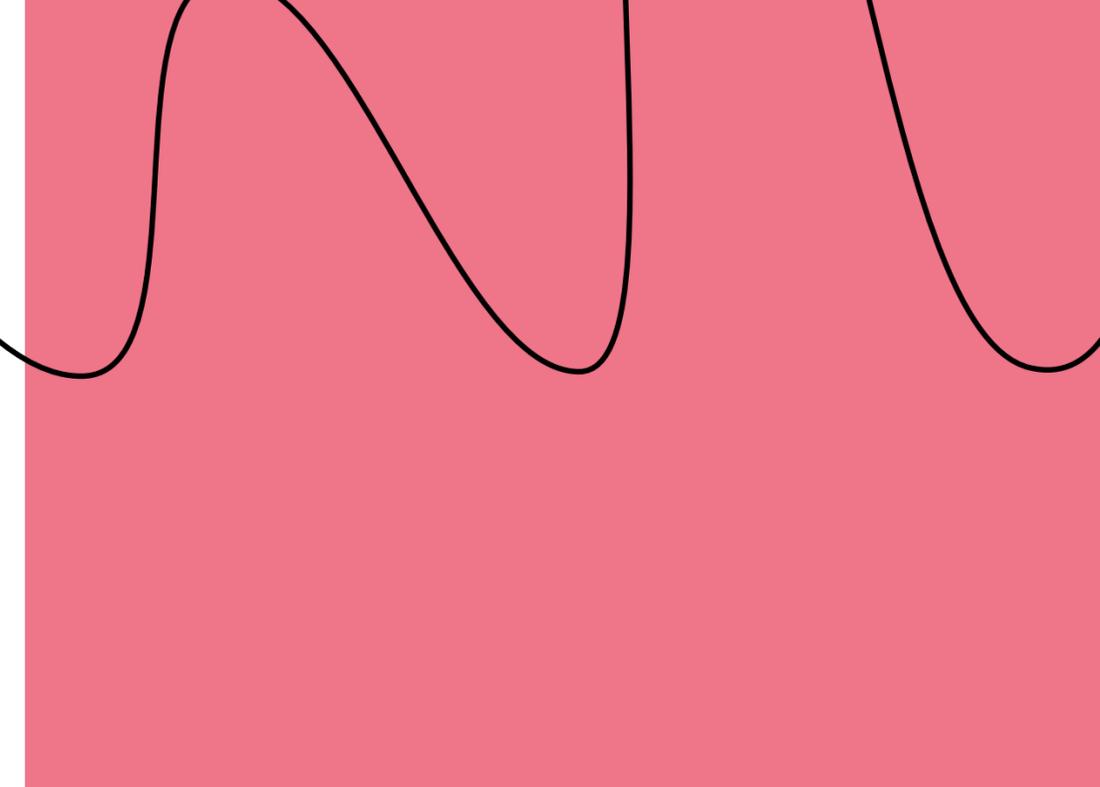
Landingi provides everything necessary for these elements to work together in a coherent system.



Chapter 2:

The Programmatic Model Behind High-Volume Campaigns

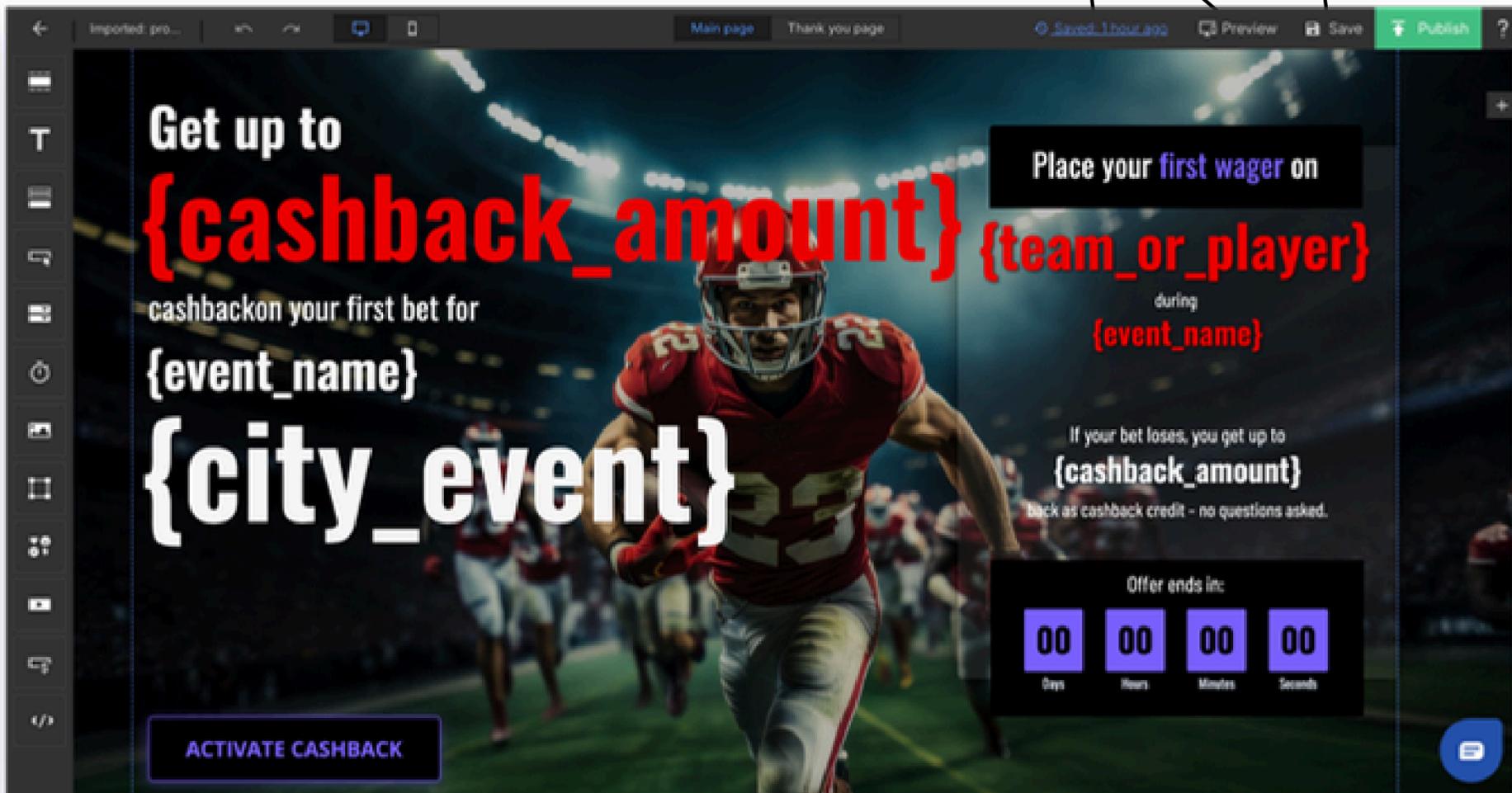
Now that we've covered why sportsbook brands benefit from Programmatic Landing Pages, let's talk about how the model works.



Sportsbook teams need a workflow built on speed, precision, and control – a process that turns a simple spreadsheet into **hundreds of tailored landing pages**, without design chaos or manual edits.

Programmatic Landing Pages make this not only possible, but repeatable.

One template.
Countless variations.

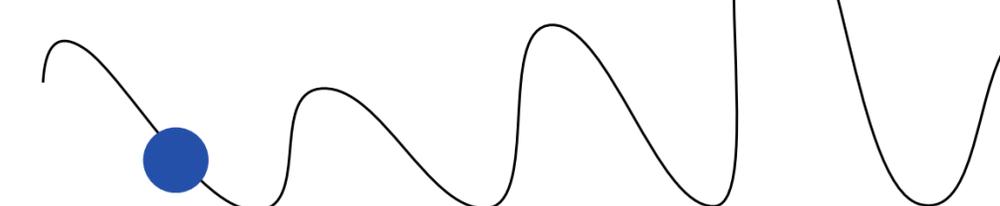


Template with variables (in curly brackets)
in the Landingi builder

The core of the programmatic model is a single, flexible template. Instead of hardcoding content, the template uses dynamic placeholders – elements that automatically pull the right data for each variation.

Common **placeholder** examples include:

- {event_name}
- {team_or_player}
- {location}
- {odds}
- {bonus_amount}
- {cta_code}
- {deadline}

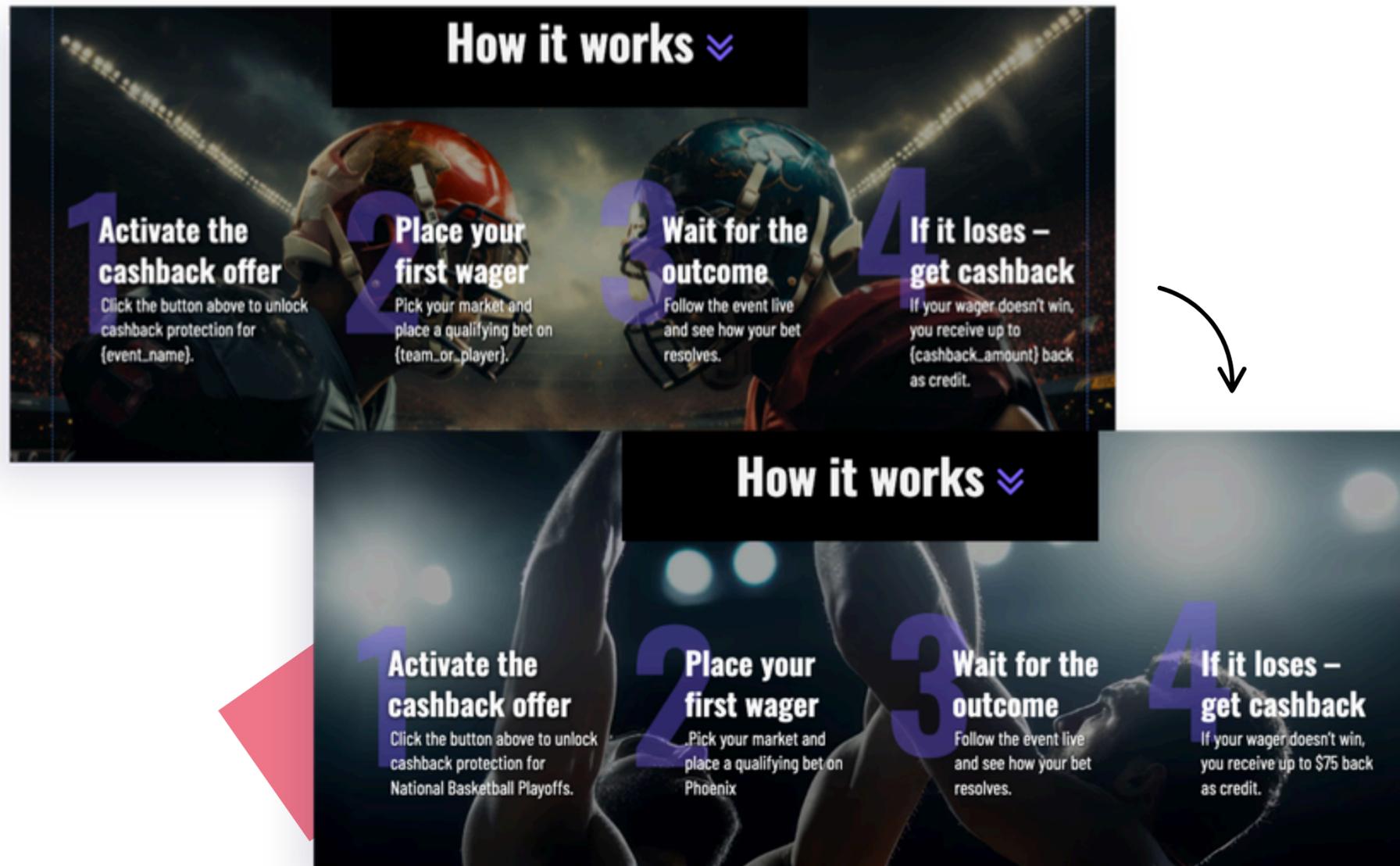


All variables come from a structured data file.

Update the file → generate pages → done.

It is even possible to change the image or background dynamically based on the event.

This means one layout can automatically transform into dozens (or hundreds) of personalized pages, each with **unique messaging, visuals, and CTAs.**



Create new batch { } PROGRAMMATIC

Select the source landing page

This landing page will be a template for this batch. [How to prepare a source landing page](#)

Source landing page

Upload CSV file

A CSV file containing data that will be automatically inserted into the custom fields of the source template. [How to prepare a CSV file](#)

Add landing pages to group

To better organize your landing pages add them to group.

Group name

[Try Landingi](#)

How to set up Programmatic Landing Pages in Landingi

Landingi gives you three ways to generate Programmatic Landing Pages, depending on how your team prefers to work: **via API, using a CSV file, or directly from Google Sheets.**

API

Ideal for teams that want full automation or need to integrate landing page generation into internal tools.

You can start a process, check its status, and retrieve generated pages through dedicated endpoints. Authentication uses standard API Tokens. Check the [Documentation](#).

CSV file

Great for teams that prefer a simple, file-based workflow. Upload a CSV with your variables – each row becomes a unique landing page based on your template.

Google Sheets plugin

Perfect when you want a quick, collaborative workflow without exporting files.

Generate landing pages directly from a spreadsheet using our plugin, available in the [Google Workspace Marketplace](#) or through the Extensions menu in Sheets.

The following pages will walk you through generating programmatic pages using a CSV file, giving you a clear look at how the system works in practice.

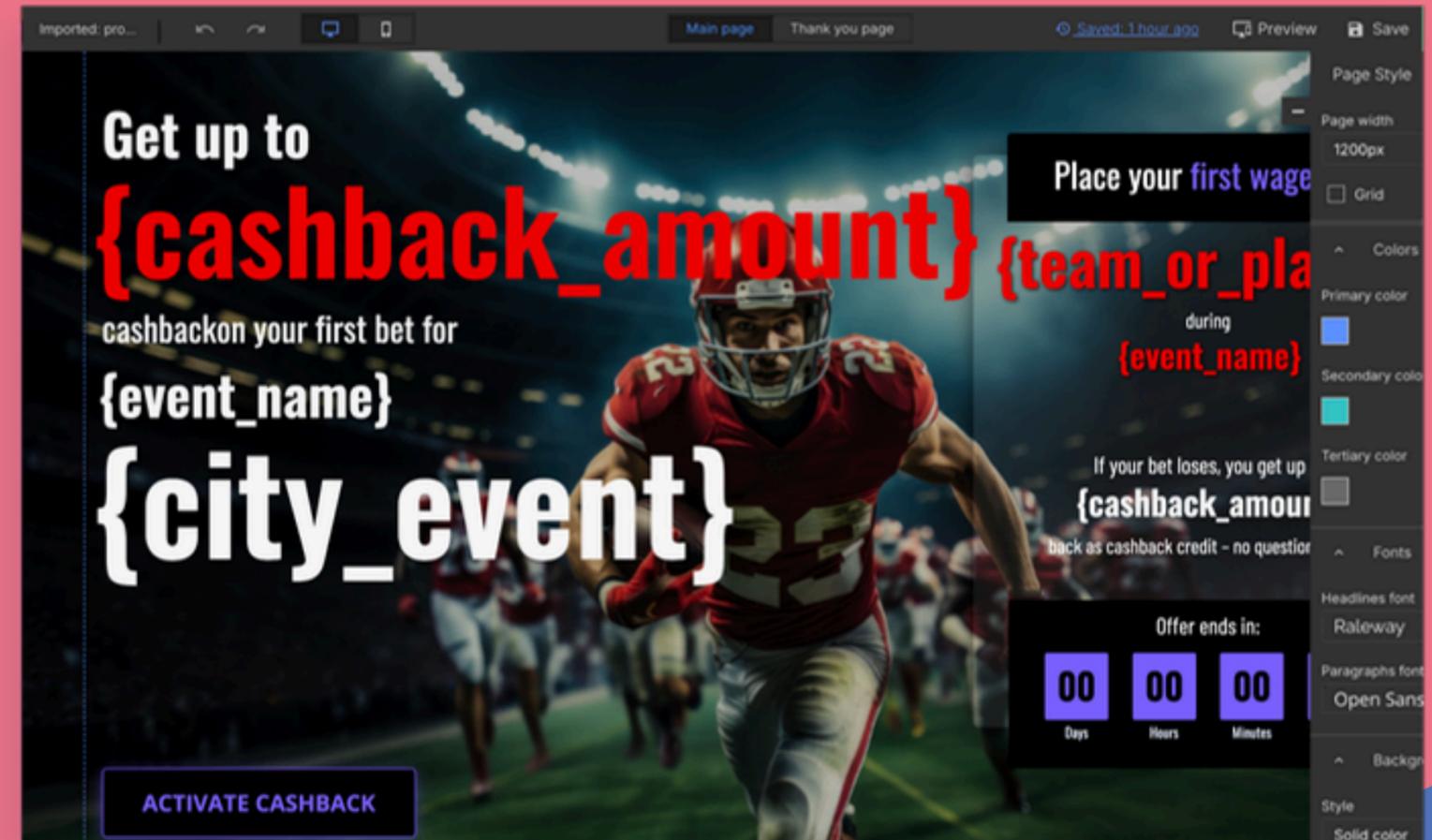
Programmatic Landing Pages step by step

1. Prepare the template

The template is created once within a landing page builder. It includes:

- Dynamic fields
- Flexible sections that adapt to content length
- Responsive design
- Space for dynamic backgrounds or hero images

If something breaks (like a long team name), you fix the template once and regenerate all pages – instantly updating every variation with no manual edits.



Programmatic Landing Page template in the Landingi builder

STEP 1

STEP 2

STEP 3

STEP 4

Start for free

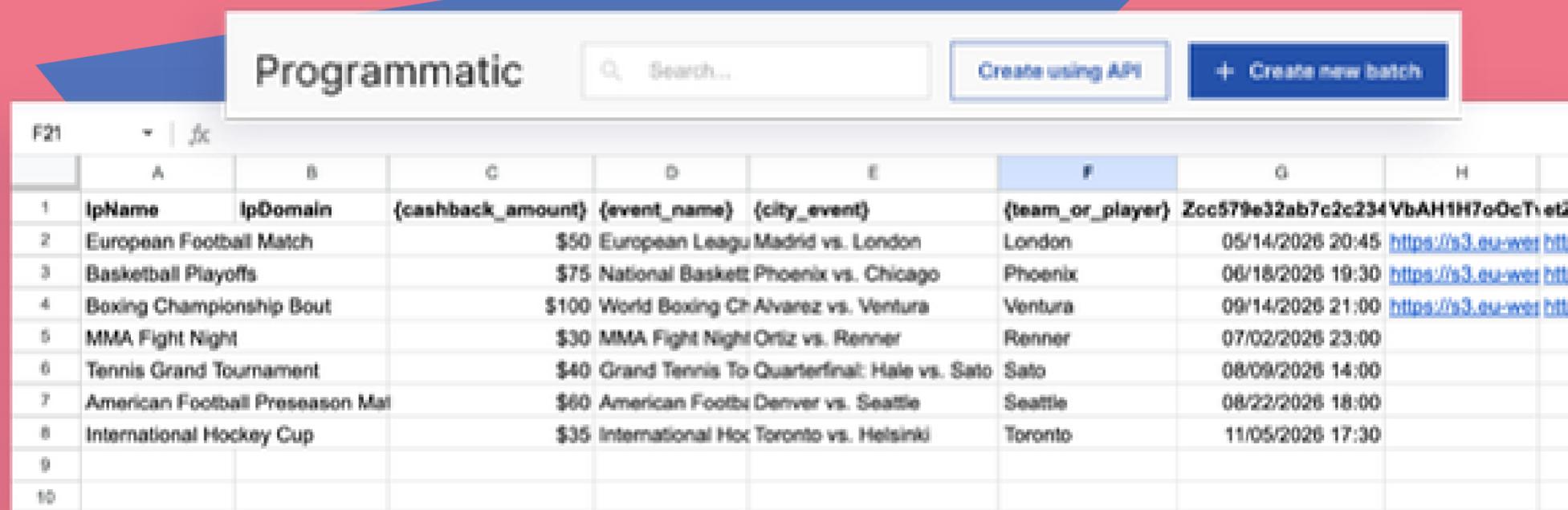
2. Upload the variable file

This file is usually a spreadsheet with rows and columns:

- Each row = one landing page
- Each column = one variable

Sportsbooks often include details like event name, team or athlete names, locations, odds, bonus amount, promo code, deadline, CTA copy, background image ID.

One data source powers every variation.



The screenshot shows a 'Programmatic' interface with a search bar and two buttons: 'Create using API' and '+ Create new batch'. Below is a spreadsheet with the following data:

	A	B	C	D	E	F	G	H
1	IpName	IpDomain	{cashback_amount}	{event_name}	{city_event}	{team_or_player}	Zcc579e32ab7c2c234VbAH1H7oQcTvet2	
2	European Football Match		\$50	European League	Madrid vs. London	London	05/14/2026 20:45	https://s3.eu-west-1.amazonaws.com/...
3	Basketball Playoffs		\$75	National Basketball	Phoenix vs. Chicago	Phoenix	06/18/2026 19:30	https://s3.eu-west-1.amazonaws.com/...
4	Boxing Championship Bout		\$100	World Boxing Ch	Alvarez vs. Ventura	Ventura	09/14/2026 21:00	https://s3.eu-west-1.amazonaws.com/...
5	MMA Fight Night		\$30	MMA Fight Night	Ortiz vs. Renner	Renner	07/02/2026 23:00	
6	Tennis Grand Tournament		\$40	Grand Tennis To	Quarterfinal: Hale vs. Sato	Sato	08/09/2026 14:00	
7	American Football Preseason Mat		\$60	American Footba	Denver vs. Seattle	Seattle	08/22/2026 18:00	
8	International Hockey Cup		\$35	International Hoc	Toronto vs. Helsinki	Toronto	11/05/2026 17:30	
9								
10								

STEP 1

STEP 2

STEP 3

STEP 4

Start for free

3. Generate pages in bulk

With one click, the system combines the template + data file and automatically:

- Generates new landing pages
- Assigns unique URLs
- Publishes pages instantly (if the domain is already connected)

This eliminates days or weeks of production time.



Generated landing page with data pulled from the spreadsheet

STEP 1

STEP 2

STEP 3

STEP 4

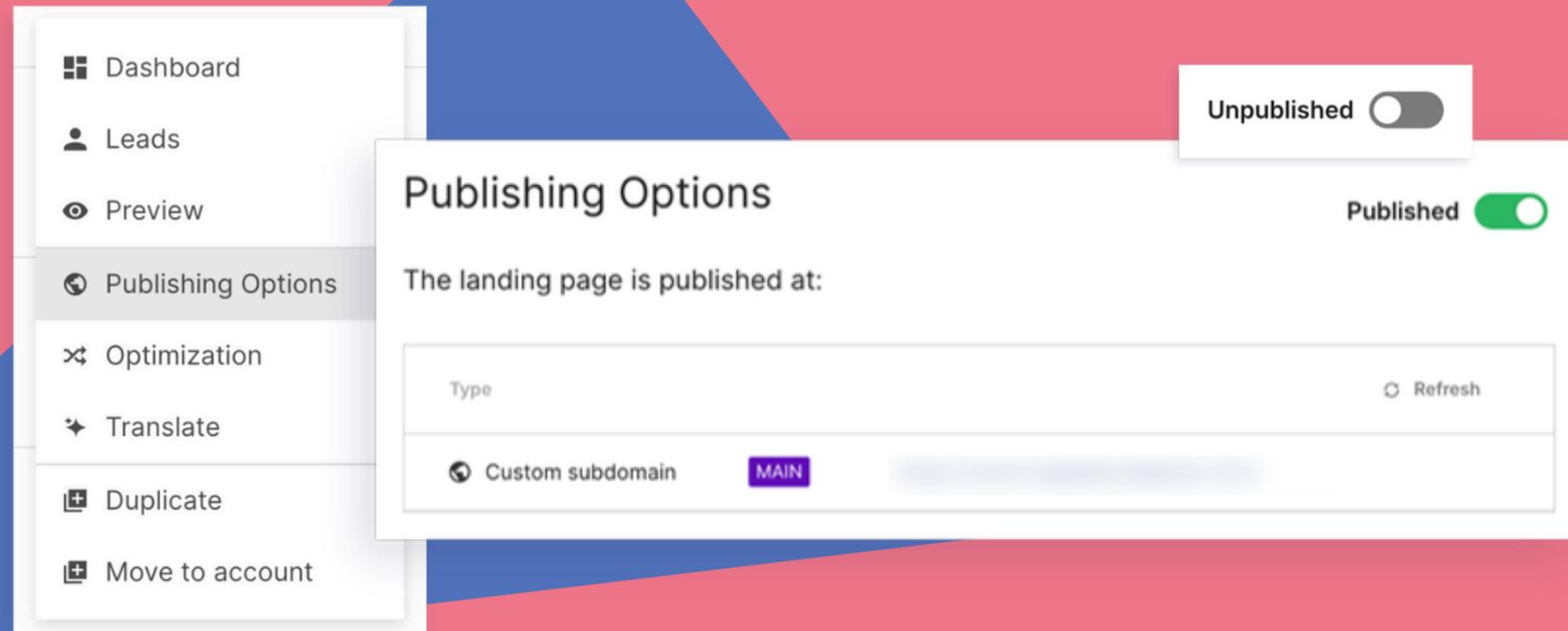
Start for free

4. Unpublish and repeat

Once the promotion ends, pages can be unpublished in bulk.

New event? Upload a new file → generate → go live.

The entire process repeats with minimal effort, zero downtime, and full control.



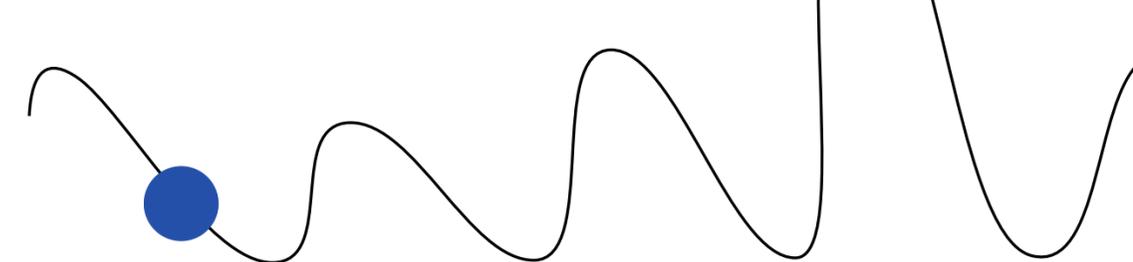
STEP 1

STEP 2

STEP 3

STEP 4

Start for free



The result: **speed, control, and peace of mind**

With Programmatic Landing Pages, sportsbook brands can:

-  launch pages for recurring weekly promotions
-  build pages for tournaments, playoffs, or seasonal events
-  publish one-off campaigns quickly
-  scale without involving developers

Even technical details like DNS and SSL are handled automatically once configured. **No more waiting on IT.**

If your team can use a spreadsheet and a drag-and-drop builder, you can run programmatic campaigns. It's ideal for:

- Marketing teams in regulated or high-volume industries
- Agencies managing multiple clients
- Enterprises running large paid acquisition ecosystems

This model enables fast launches, consistent performance, and controlled experimentation – all without manual production work.

[Try Landingi](#)

Chapter 3:

Driving Conversions with Personalized Offers at Scale

Programmatic Landing Pages aren't just an efficiency tool. For sportsbook brands, they're a **core conversion engine**.

User acquisition in the betting industry is uniquely challenging.

Registration involves identity checks, age verification, compliance screens, and multiple steps that naturally create friction. Converting a new user requires a compelling reason to push through that process.

Get up to **\$50**
cashback on your first bet for
European League Semi-Final:
Madrid vs. London

Place your first wager on
London
during
European League Semi-Final:
If your bet loses, you get up to
\$50
back as cashback credit - no questions asked.

Offer ends in:
00 00 00 00
Days Hours Minutes Seconds

ACTIVATE CASHBACK

Get up to **\$100**
cashback on your first bet for
World Boxing Championship:
Alvarez vs. Ventura

Place your first wager on
Ventura
during
World Boxing Championship
If your bet loses, you get up to
\$100
back as cashback credit - no questions asked.

Offer ends in:
22 00 44 55
Days Hours Minutes Seconds

ACTIVATE CASHBACK

Personalized offers that cut through friction

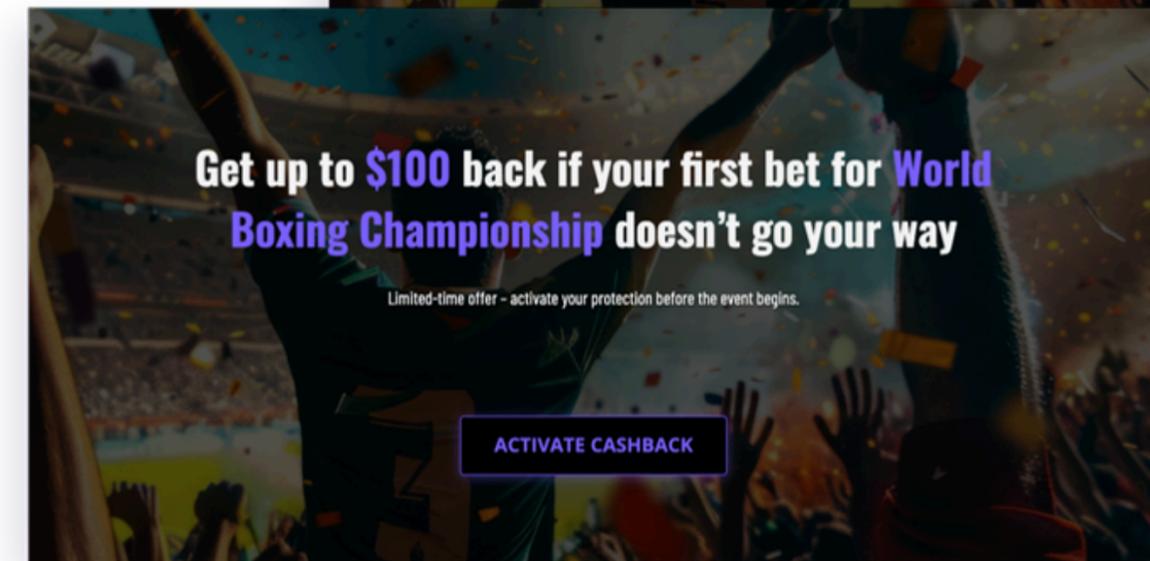
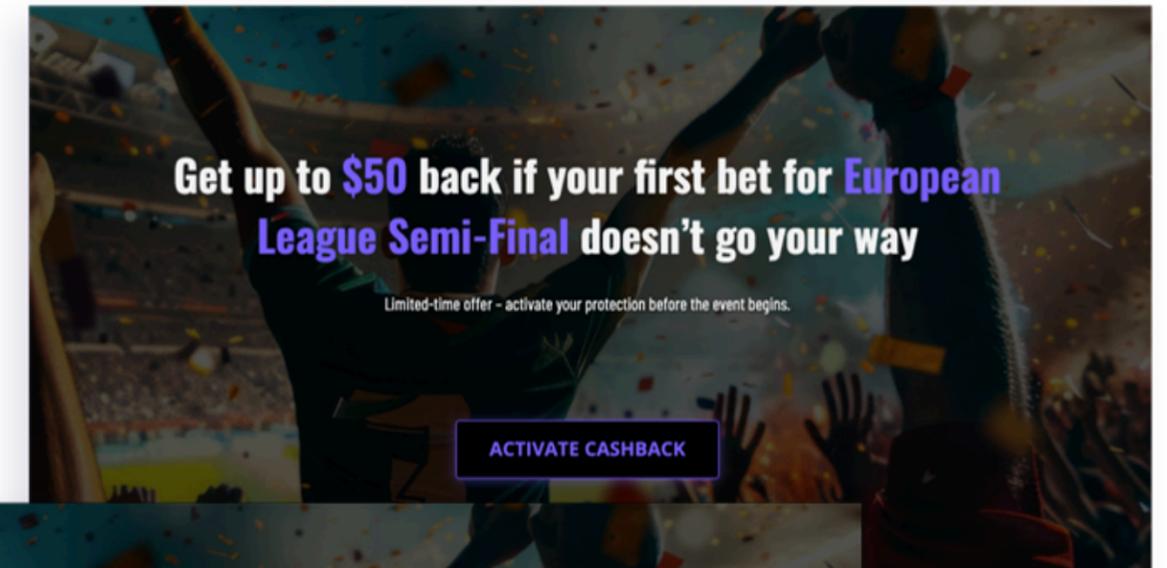
That's why many sportsbook brands lean on dynamic, event-specific promotional incentives. These offers work because they're:

- relevant – they refer directly to what the user cares about
- timely – tied to an upcoming event, not a generic evergreen promo
- value-driven – bonuses, boosted odds, matched deposits, or conditional rewards
- clear – the user knows exactly what they get and how to claim it

For example, a sportsbook may run offers such as:

Create an account and bet on any game this weekend – receive a reward if your first ticket settles as a win.

Join now and place a pre-match bet. If the underdog wins, you unlock an increased bonus payout.



These offers break through scrolling fatigue and give users an immediate reason to join.

But the offer alone isn't enough. **It must appear on a landing page that feels tailored to the user's intent in that moment.**

Why do dynamic landing pages convert better?

A Programmatic Landing Page can reference:



The exact event the user clicked on



The teams or athletes involved



A bonus amount tied to that specific outcome



A unique promo code



A countdown to the event start time



A relevant image or background

This creates a sense of urgency and exclusivity that a generic page simply can't match. Users feel like they've landed in the right place – because they have.

Importantly, sportsbook brands don't rely on SEO for pages like these. Their lifespan is too short.

These pages are built for **paid ads, sponsored placements, social and influencer campaigns, email or SMS promotions.**

Since pages are generated in bulk, teams can A/B test layouts, messaging, and incentives without slowing down their promotional rhythm.



Example of a Google Search Ad and a related landing page

Sponsored www.lp.example.cm

Get Up To \$75 Cashback | Basketball Playoffs

Sign up, place your first bet, and enjoy up to \$75 cashback during the Playoffs. Join today!

Chapter 4:

Turn Repetition Into Revenue: What Sportsbook Brands Get Right With Programmatic Pages

You don't need to be a massive sportsbook to benefit from this model. The underlying principle is simple:

Scale personalized marketing without sacrificing speed, quality, or sanity.

This approach works for:

- Localized or city-specific offers
- Seasonal promotions
- Recurring weekly or weekend matchups
- Multi-market campaigns
- Affiliate-driven initiatives
- Brand partnerships

If your marketing team produces many variations of the same message – with only minor differences – Programmatic Landing Pages can turn that complexity into structured, controlled scalability.

What the smartest teams do differently

Successful sportsbook teams **build one flexible template and power it with structured data**. Instead of manually duplicating and editing pages, they:

1. Automate generation
2. Regenerate whenever something changes
3. Centralize control in the template
4. Reduce production time from hours to minutes

The result is a predictable, repeatable workflow that keeps teams focused on strategy – not manual edits.

What this system enables

With a programmatic model, sportsbook brands gain:

- Ultra-targeted messaging for different matchups, leagues, or regions
- Rapid go-to-market speed for time-sensitive promotions
- Minimal reliance on developers for everyday updates
- Reliable workflows that support high campaign volume
- Better alignment between ads and landing pages, improving campaign efficiency

Ultimately, it turns repetitive tasks into **automated, scalable processes.**

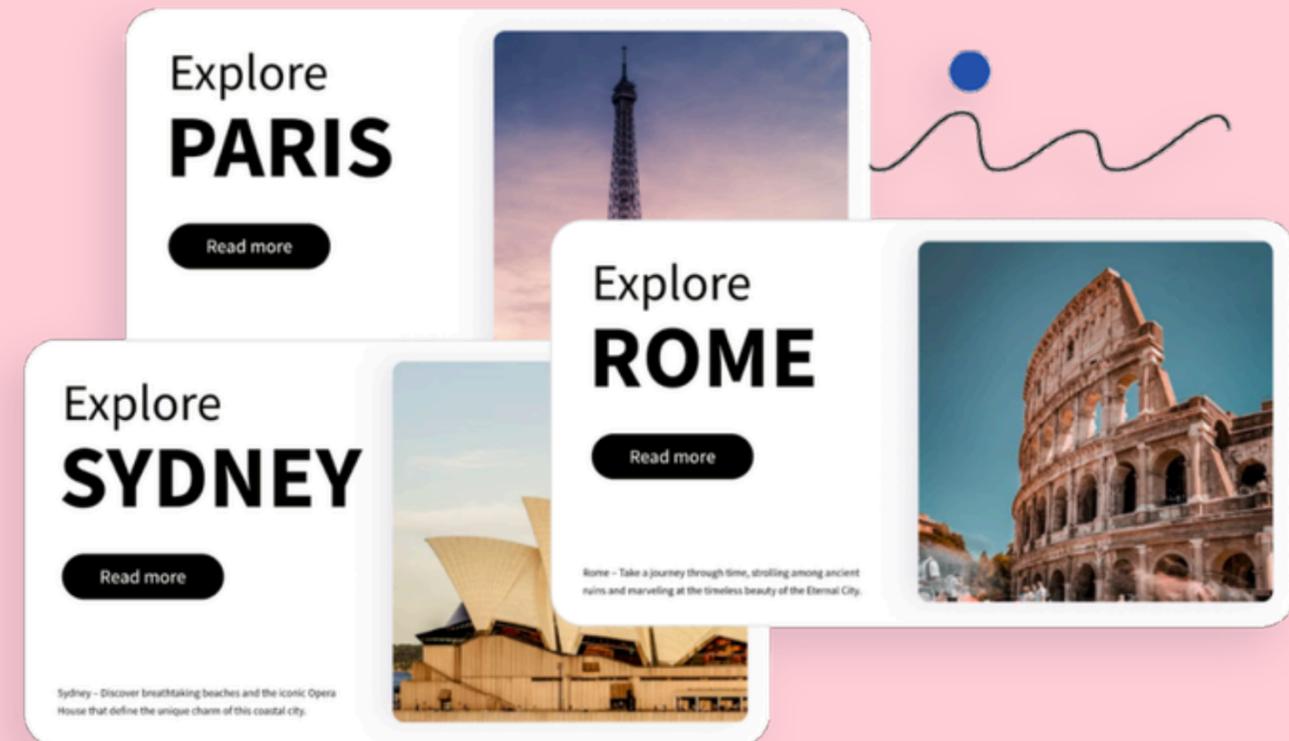
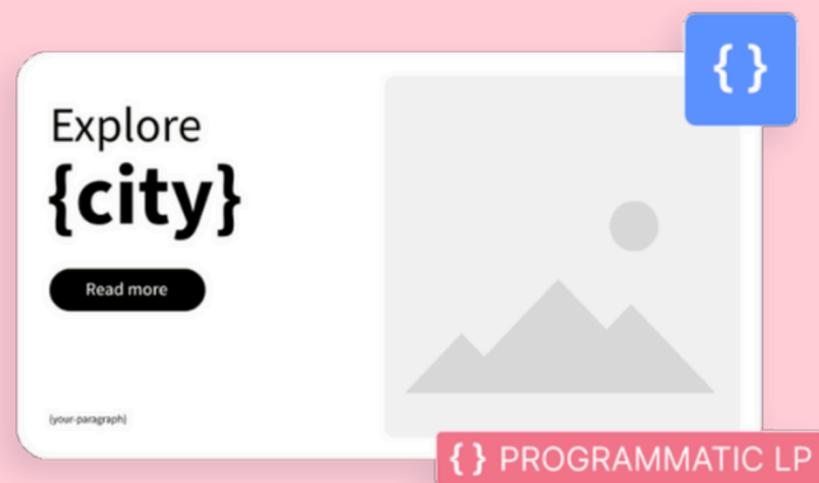
[Try Landingi](#)

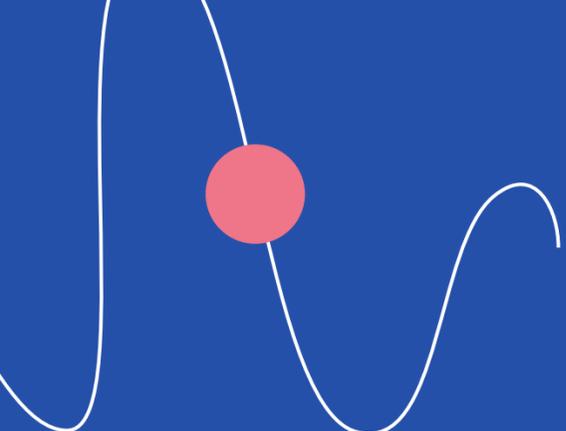
When to go programmatic?

If your team finds itself creating **multiple landing pages that follow the same structure but vary slightly in content** – whether it’s for different products, audiences, or events – it might be time to go programmatic.

The same applies if you’re managing **several campaigns at once**, struggling to launch pages quickly, or relying heavily on designers or developers for every update.

And if you’re **spending hours on repetitive landing page tasks** that feel like déjà vu... that’s your sign.





Sportsbook brands don't scale efficiently by working harder – they scale by working smarter. With Landingi's Programmatic Landing Pages, **one template plus a data file is all you need to launch full campaigns in minutes.**

If you're running similar campaigns at scale and wasting time on repetitive landing page tasks, **it's time to simplify.**

Landingi gives you a visual, no-code builder, full support for dynamic placeholders and variables, one-click bulk page generation, and complete control over layout, publishing, and performance.

Start building and
automating pages today

Try Landingi for free

Let our team show you how
it works for your business

Book a demo

To learn more about advanced features and tailored solutions, explore our [Enterprise offering](#). And if you'd like to see how other companies streamline their workflows with Landingi, visit our [case studies library](#).

