

ARGENTINA, IN ONE PAGE

**\$1.7-
2.6B**

ONLINE GGR 2026, USD

~65%

OF ONLINE GGR GOES TO OFFSHORE
BRANDS

4.8M

ONLINE PLAYERS

\$37

GGR PER
INHABITANT
A YEAR,
HIGHEST IN
LATAM

90%

OF LICENSED
ONLINE BETS
ARE CASINO

25%

OF OFFSHORE DEPOSITS ARRIVE IN
USDT

An offshore, casino-first, mobile market. Licensing is provincial and closed to newcomers, so two thirds of the money goes to brands without a local licence. Players are young, on Android, pay with Mercado Pago, transfers and USDT, and play slots and crash games. The chokepoints are payments and domain blocks, not competition.

68

LICENSED .BET.AR
SITES IN 20
JURISDICTIONS

537

SITES BLOCKED IN ONE
ORDER, JULY 2026

82%

ANDROID PHONES

1,520-1,540

ARS PER USD, EARLY
OCTOBER

HOW BIG, AND WHO TAKES IT

SIZE AND GROWTH

A USD 1.7-2.6B MARKET GROWING 9% A YEAR

Online gambling revenue USD 1.39B (2024), 1.57B (2025), **1.72B (2026)**; another estimate puts 2026 at about USD 2.6B, with regulated and offshore about USD 1.2B each in 2025

4.6M online players in 2025, **4.8M in 2026**; USD 341-358 per player a year, about **USD 28-30 a month**

2026 split: regulated about USD 0.6B, offshore about USD 1.1B (**~65% offshore**); regulators themselves say about 80% of betting volume is unregistered

National online-betting tax collected ARS 93.7B in 2025 and ARS 71.8B in H1 2026 (+35.5% real); June 2026 (World Cup) was a record month

VERTICALS

CASINO, NOT SPORT

On licensed Buenos Aires platforms **90% of online bets are casino**, 10% sports

13% of Argentines are habitual online-casino players against 5% sports bettors

Slots and roulette lead on licensed sites; **crash games** (Aviator, Chicken Road, JetX, Aviatrrix, Mines, Plinko) are lobby standard on every offshore site

Pragmatic Play's slots (Gates of Olympus, Sweet Bonanza, Sugar Rush, Joker's Jewels) are the slot standard everywhere

WHO GETS THE TRAFFIC

MONTHLY VISITS FROM ARGENTINA, AUGUST 2026

Licensed: betano.bet.ar 14.3M (83% direct), betsson.bet.ar 12.1M (61.5% from affiliates)

Offshore: stake.com 4.64M, shuffle.com 3.2-5.7M (+28% a month, no brand search: bought traffic), brazino777 2.19M, 1xbet 865K, 21.com 492K, bc.game 301K, gamdom 268K, melbet 175K

Lottery sites are the biggest gambling destinations of all: the provincial online quinielas run 8-9M visits each

WHERE AND WHEN

BUENOS AIRES FIRST, DECEMBER PEAKS

Buenos Aires Province alone is **more than half the national market**; the five largest jurisdictions hold 65% of people and 72% of output

Casino demand is not football-seasonal: December's aguinaldo lifts "casino online" searches about 28%; the World Cup lifted only sports (+21% players and deposits x1.9 at licensed books)

Argentina lost the 2026 World Cup final 1-0 to Spain on 19 July: no "campeón" creative

NO LICENSED ROUTE, REAL ENFORCEMENT

There is no federal gambling law. Each of the 24 jurisdictions licenses its own players, 20 of them run an online regime, legal sites use the .bet.ar domain, and a licence covers only residents of that province. The provinces that matter are closed, so a new brand enters offshore or not at all.

JURISDICTION	REGULATOR	LICENCES	STATUS	TAX ON LICENSEES
Buenos Aires City (CABA)	LOTBA	11	Closed to new licences since June 2024; entry only by buying a licensee	7% canon + 6% gross income tax on GGR

JURISDICTION	REGULATOR	LICENCES	STATUS	TAX ON LICENSEES
Buenos Aires Province	IPLyC	7: bet365, Betano, Betsson, BetWarrior, bplay, Sportsbet, Stake (June 2026)	Quota full; 15-year licences	10% canon + 15% gross income tax (about 25% of GGR) + 2% on slot prizes since September 2026
Córdoba	Lotería de Córdoba	Up to 10	Tender closed	10% of gross billing
Santa Fe	Lotería de Santa Fe	4 (June 2026)	Open, but sports only, casino excluded	15-16% on profitability
Mendoza, Entre Ríos, others	Provincial lotteries	Mendoza capped at 7	Small markets, several without a defined online framework	Varies

ENFORCEMENT

DOMAINS, PAYMENTS, PROMOTERS

Domain blocks are industrial: more than 1,000 sites in 2024, 251 on 28 April 2026, **537 on 19 July 2026** (the largest ever), executed by ENACOM at ISP level on prosecutors' orders, often on complaints by the licensed-casino chamber

Payments: Mercado Pago's terms ban gambling and Mercado Pago and Ualá reject transfers to unlicensed casinos; the central bank's rule "A" 8473 (3 September 2026) pushes an illegal-gambling risk score into every bank and wallet, first milestone January 2027

P2P "cajero" networks of personal CVU accounts were prosecuted as money laundering (53 raids, USD 25M, late 2025); a WhatsApp cajero organiser was sentenced to three years in September 2026

Promoters: about 110 influencers investigated and celebrities prosecuted for promoting unlicensed sites; regulators work with Meta, NIC.AR, ENACOM, Mercado Libre and Rapipago to cut access

TAX AND ADVERTISING

WHAT APPLIES TO AN OFFSHORE BRAND

Deposit tax: foreign operators owe 10% of net deposits, 15% from low-tax jurisdictions (Curaçao, Anjouan), withheld by payment intermediaries once the tax agency lists the domain; unlisted means no withholding but also no bank or card rails

Every ad carries the "+18" mark and a gambling warning covering at least 10% of its height since 6 August 2026, influencers and live streams included

Google Ads is open only to province-licensed operators, inside their province; affiliates may link only to licensed brands (since 26 August 2026). **Meta** asks for licence evidence per territory; **TikTok** has no gambling path; **Google Play** lists no real-money apps for Argentina

Rosario banned gambling ads in public space (3 September 2026); Catamarca has a bill against local influencer ads

The legislative clock, as of 8 October

TEXT	WHAT IT DOES	STATUS
Chamber of Deputies bill (November 2024)	Bans all gambling advertising, welcome bonuses, influencer promotion and club sponsorship; biometric ID checks; national self-exclusion register; applies to licensed and unlicensed operators	Pending in the Senate; loses parliamentary status if not passed by the end of the legislative year (30 November 2026)
Government bill (sent to the Senate in May 2026)	Targets unlicensed sites: 3-6 years prison for illegal operators, 2-4 years for financial, technological and advertising facilitators , a total ban on promoting unlicensed platforms, fast domain takedowns, payment blocking, a national ban on minors; keeps advertising and bonuses for licensed brands	In Senate committees; no ruling yet

TEXT	WHAT IT DOES	STATUS
Buenos Aires Province bills	Ban on licensed operators hiring creators, athletes, artists or clubs, and on promo codes and affiliate links; biometric identity checks; session limits	Four bills in the province's gambling committee; the chair aimed for a first vote in October; none voted yet

Read. Nothing passed in 2026 changes the licensed map. What is moving is the cost of being a facilitator: payment providers, ad agencies and creators of unlicensed sites face prison terms in the government bill. Operate through mirrors, USDT and an aggregator wallet, never through an own CVU network, and keep Argentine-resident creators out of contracts.

PAYMENTS • HOW ARGENTINES PAY OFFSHORE

USDT FIRST, MERCADO PAGO THROUGH A WALLET

METHOD	SHARE OF OFFSHORE CASINO DEPOSITS	HOW AN OFFSHORE BRAND GETS IT
USDT (TRC-20)	about 25%	Direct. No chargebacks, no bank scoring, settled in dollars, withdrawals in 10-30 minutes. The highest crypto share in iGaming worldwide.
Mercado Pago	about 20%	Only through an aggregator wallet: the player tops up the wallet with Mercado Pago and the wallet pays the casino. Typical terms 1-2.5% in, 1-2% out, 1-1.5% FX, a 5-8% rolling reserve for three months.
Local cards (Naranja, Cabal)	about 15%	Through the aggregator; chargebacks up to 1.7% and a 30% tax perception on foreign card spend make cards a secondary rail.
Bank transfer CBU / CVU / alias, DEBIN	about 10%	Through the aggregator or a second provider; never as an own network of personal CVU accounts.
Rapipago / Pago Fácil cash	about 10%	Through a cash-network provider; serves the unbanked share of crash players.
International cards	about 10%	Avoid.

MINIMUMS

WHAT THE MARKET ASKS

Licensed brands: ARS 500-1,000

Offshore: JugaBet 3,000, Stake 3,000, Brazino777 3,500, 1win 4,500; casino packs at 22bet and 1xBet from 12,500-13,000

ARS 5,000 (about USD 3.3) makes every first deposit a qualified one at the market's level

PAYOUT SPEED

THE TRUST BATTLEGROUND

Licensed brands: bank transfer only, 1 to 5 days, one withdrawal a day at several

Best offshore: Mercado Pago out in 1-3 hours, 1xBet about 2 hours

Prosecutors' standard attack on offshore sites is "cannot withdraw": publish payout times and hit them

CURRENCY

RE-BASE EVERY QUARTER

Early October: official ARS 1,540, blue 1,540-1,560, USDT about 1,580-1,620, card rate about 1,995

Inflation 1.7% a month (August), 33.5% a year, 21.4% January-August; the blue premium is about 1%

Price bonuses and minimums in pesos, re-base quarterly; settle affiliates and the bankroll in USDT

The gate that decides launch is conversion, not existence. In our experience the best Argentine rail converted about 15% of deposit attempts and others far less. Measure the success rate per rail every week from

day one; a rail under 40% in the test week is fixed or removed before affiliates send volume.

PLAYERS • PEOPLE, DEVICES, MONEY, HABITS

YOUNG, MOBILE, ON WHATSAPP

PEOPLE

45.9M, MEDIAN AGE 33

33.7M adults, 92.7% urban

8.3% of adults have bet online, 12.5% of 15-24s, 15.5% of 25-34s; 12% gambled online in the last year

Mostly young men; more than half cite "earning money", more than 90% were introduced by a friend

DEVICES AND NETWORK

ANDROID AND CONGESTED 4G

Android 82%, iOS 18%; Samsung 36% and Motorola 27% of phones

Internet 90.6% of people; median mobile about 56-60 Mbps, 5G available to about 24%, half the speed in the north

152 hours a month in apps against 5 on the mobile web: build the PWA and APK light (first paint under 1.5 s, crash lobby under 2 MB)

SOCIAL REACH

WHATSAPP IS THE CHANNEL

WhatsApp 93% of internet users (the most time per user in the world), Instagram 88%, Facebook 81%, YouTube 66%, TikTok 58%, Telegram 44%

TikTok reaches 86% of adults (+25% a year), Instagram grows, Facebook is flat

Kick hosts most of the region's top casino streamers; Argentina is about 7% of its traffic

MONEY

BANKED, DOLLARISED, CRYPTO-LITERATE

37.8M adults hold an account; 62% of them hold a dollar account; Mercado Pago has more than 20M active users

19.8% own crypto, 94% of peso crypto volume is stablecoins

Minimum wage ARS 391,200 (about USD 254); average formal wage about USD 1,250; informality 45%, poverty 28-31%

TICKETS

SMALL AND FREQUENT

36% of players spend ARS 1,000-5,000 a week

Small deposit ARS 3,000-5,000; comfortable weekly stake ARS 10,000-20,000; about USD 30 a month per player

Welcome ladders work in pesos at 3,000 / 10,000 / 25,000 steps; USDT minimum 3-5, not 10

RHYTHM

LATE NIGHTS AND PAYDAYS

UTC-3 without daylight saving; prime time 21:00-01:00 local

Deposits cluster on the 1st-5th, in aguinaldo weeks (late June, mid-December) and on football weekends; the second half of the month dips

January-February and Carnival are the trough

The localisation bar. Rioplatense Spanish with voseo ("jugá, depositá, ganá"), pesos everywhere, WhatsApp for support and payout questions, fast USDT payouts, a visible licence seal and Mercado Pago in the cashier. Neutral Spanish reads as foreign.

LOTTERY AND BRANDS, CRASH IS CREATIVE

GROUP	SEARCHES A MONTH	READ
Lottery (quiniela family)	12-15M across variants	A third of all gambling search; not a casino audience
Licensed brands	betano 3.35M · betsson 2.74M · bet365 2.24M · bplay 1.0M	Brand search is a sportsbook story; about 300K of casino intent is parked on Betano alone
Offshore brands (estimates)	stake ~750K · 1xbet ~480K · 1win ~420K · brazino777 22K	Offshore awareness is three names
Generic casino	casino online 301K · casinos online 301K · tragamonedas ~40K · casino online argentina ~31K	The head terms, CPC about USD 1.10; licensed .bet.ar sites hold the results
Mercado Pago cluster	casino online mercado pago: below measurable volume	Affiliates build pages on it anyway; own the phrase before it has volume
Crash and instant games	aviator, chicken road, juego del pollo, mines, plinko: all below the measurable floor	Players type "juego de la gallina" more than "juego del pollo"; crash sells through creative and streamers, not keywords
Generic sport	apuestas deportivas ~22K · apuestas online ~10K	Casino beats sport about 30 to 1 in generic search

GEOGRAPHY

WHITE SPACE IN THE SOUTH

Generic "casino online" over-indexes where no licensed brand advertises: Neuquén 100, La Pampa 70, Río Negro 43, Santa Cruz 38, against Buenos Aires 10 and CABA 6

Volume is in the five big jurisdictions; per-capita white space is Patagonia and the north-west

TRENDS

RIISING QUERIES

"casinos virtuales" +1000%,
"casinos online" +500%,
"casino online slots" +300%,
"que juego de casino online paga mas" +300%

"stake" and "1xbet" peaked in 2024-25 and are falling;
"betano" rose from zero to the top in two years

ORGANIC CEILING

SEO IS RETENTION, NOT VOLUME

The whole generic casino head is about 700K searches a month; a new domain reaching page 2 in 6-9 months takes 7-14K visits

Name pages "Casino Online Argentina" and "Casino Online con Mercado Pago", then the game; never by province

AFFILIATES ONLY, BY CHANNEL

Ad platforms are closed to unlicensed brands, so acquisition runs through affiliate teams using their own accounts, apps and lists. More than twenty offshore advertisers publicly buy Argentine traffic in 2026, so supply is contested: the edge has to be conversion and payouts, not the rate.

CHANNEL	WORKS NOW?	RISK	QUALITY AND VOLUME	CPA RANGE PER FTD
Facebook / Instagram / TikTok through PWA apps	Yes, the volume engine for Argentina	High: licence checks, account bans; working accounts scarce since September 2026	Registration to deposit 10-20% in PWA; 200-1,500 FTD a month per good team	USD 13-30; crash below slots
Google UAC / in-app networks	Yes; in-app (Unity, Moloco, Mintegral) works while FB accounts are scarce	High (account bans)	Better lifetime value than social; 100-500 a month	USD 12-30
ASO Android / ASA iOS	Yes	Medium (store takedowns)	Best paid quality, FTDs 1-7 days after install; 50-300 a month	USD 16-24
Search (PPC)	Limited, on cloaked accounts	Very high	Top quality; buys generic casino and brand-misspelling terms with crash creative	USD 25-35
SEO review sites	Yes, 50+ Argentine review sites rank crash pages	Low	Highest quality, slow ramp, small volume	USD 35-40 or hybrid
WhatsApp, Telegram, SMS	Yes, on opted-in lists	Medium-high (cajero precedents)	Depends on the list; screen daily	USD 12-25
Kick streamers	Yes; Kick allows casino ads since May 2026	Very high for Argentine residents	Spiky, promo-code tracked; non-resident creators only	Hybrid fixed + CPA
Push, pop, native, programmatic	Cheap; Google's programmatic exchange opened Argentina to gambling ads in August 2026	Low-medium	Low registration to deposit, bonus hunters	USD 12-15 or revenue share

CONVERSION BANDS

WHAT TEAMS WILL HOLD US TO

PWA click to install 18-35%,
install to registration 40-60%,
registration to deposit 10-20%,
click to deposit 3-7%

A published Argentine digest:
click to registration 24%,
registration to deposit 22%

A one-step sign-up with pesos
pre-filled is worth more than
any rate

CREATIVE

WHAT WORKS

Crash is the creative engine: a published Argentine case did 25,863 FTD at USD 10.80 on "alternativa al Aviator" creative and a 1.6 MB game

UGC-style, sound-off, hook-first 10-20 second verticals; football moments without crests or star likenesses

"+18" and warning block on every asset

NEVER

WHAT GETS BRANDS KILLED

WhatsApp cajero onboarding, raffles tied to registration, win screenshots, "predictor / señales" pages, youth-coded visuals

A single domain: run 5-10 mirrors, an APK and a PWA

Argentine-resident creators under contract

COMPETITORS • LICENSED AND OFFSHORE

TWO TIERS, ONE WEAKNESS

Licensed brands own football, search and the ad platforms; offshore brands own streamers, crash and affiliate landing pages. Both lose players at the withdrawal.

Each tier is analysed in full in its own document: [Licensed brands](#) and [Offshore brands](#).

LICENSED (.BET.AR)

BETANO, BETSSON, BETWARRIOR, BPLAY, CODERE, BET365 AND THE LOCAL HOUSES

Welcome 100% to ARS 500,000-750,000 plus free spins or cash on registration; casino wagering 25x-55x in 4-15 days

Retention through weekly promo calendars, provider tournaments and raffles; no published VIP tiers

Mercado Pago in, bank transfer out in 1-5 days; geofenced and VPN-blocked

Aviator only at one brand, Chicken Road at none; Spanish-dealer live tables are their strength

Sponsor 9 of 32 first-division clubs (Betano River and the league, Betsson Boca, BetWarrior the national team)

OFFSHORE

1XBET, 1WIN, MELBET, MEGAPARI, MOSTBET, 22BET, BRAZINO777, JUGABET, FORTUNAZO, PIN-UP, STAKE, SHUFFLE

Casino packs of ARS 600,000-2,700,000 over 2-5 deposits at x30-x60, in 72 hours to 30 days; JugaBet and Fortunazo split the welcome by game type (casino, live, crash, sports)

Cashback at all twelve (3-15% where published), a weekday deposit calendar, levels and missions, VIP status matched from other sites

Mercado Pago, Argentine wallets, AstroPay, cash networks and USDT in; stated payouts from minutes to 6 business days

Trust is the weak point: Trustpilot withholds 6 of the 12 scores after removing fake reviews; 1win and Pin-Up sit at 1.7

Offshore offers, as of 8 October 2026

BRAND	CASINO WELCOME	WAGERING	MIN DEPOSIT (ARS)	RETENTION ENGINE	PAYMENTS AND PAYOUT	CRASH
1xBet	4 deposits to 2,130,000 + 150 FS; sports 300% to 775,000	x35, 7 days	2,000 sports; 13,000 casino	Weekday calendar, 100% on the 10th deposit, 8-level cashback, promo-code store	69 methods: Mercado Pago, DEBIN, wallets, cash networks, 55 cryptos	Own 1xGames, Aviator, Balloon
1win	4 deposits 100 / 120 / 130 / 150% + 500 FS; crypto 600%	Shown after login only	4,500	Ferrari raffle, 20 VIP tiers, status transfer in 48 hours, points for actions	Mercado Pago, cash networks, USDT (per review sites)	Lucky Jet, Speed & Cash, Aviator
Melbet	100 / 150 / 200% to 1,109,850 + 220 FS	x40, 7 days, max bet 5,285	10,570	Spins tiered by deposit on fixed days; cashback 5-11% without wagering	Mercado Pago, Lemon, AstroPay, crypto	Widest shelf, Chicken Road 2.0 races
Megapari	2 deposits at 100% to 900,000 and 1,800,000 + 150 FS	x35, 30 days	8,800	Friday reload, Sunday Aviator free bets, free daily spin and wheel	Sources disagree on Mercado Pago	MegaGames, Aviator

BRAND	CASINO WELCOME	WAGERING	MIN DEPOSIT (ARS)	RETENTION ENGINE	PAYMENTS AND PAYOUT	CRASH
Mostbet	5 deposits: 800,000 + 400 FS + 70 Aviator free bets; 125% within 30 minutes	x60 in 72 hours	2,000	Weekly cashback 5-10% by loss, coins for daily tasks	Mercado Pago, transfer, AstroPay, USDT; out in up to 72 hours	Aviator, Spribe, InOut
22Bet	4 deposits to 1,875,000 + 150 FS	x35, 7 days; crash excluded	12,500	Sunday 66%, Wednesday 50%, weekly race, cashback 5-11%	Rapipago and Pago Fácil (deposit only), AstroPay	22Bet Crash, Aviator
Brazino777	100 / 75 / 50% to 600,000	x30; crash and live 0%	3,500	Weekly cashback 7-12% by days active, Monday booster after 3 deposits	Transfer, cards, wallets, crypto; 1-6 business days, weekdays only	Aviator, Aviatrrix, JetX (excluded from the bonus)
JugaBet	4 packs by game type; casino 100 / 125 / 150% to 600,000	Casino x35, 30 days; crash x40; max win 10x	3,000	Mission club to VIP, cashback 4-7%, VIP transfer, Ford Raptor tournament	Mercado Pago, AstroPay, USDT; out in up to 24 hours	Own studio, Chicken Road, Aviator, Aviatrrix
Fortunazo	4 packs over 5 deposits; casino 550% + 250 FS, 300,000 cap per deposit	Casino x35, 12 days; crash x40	5,000	36 levels, daily cashback 3-15%, Monday 75% reload	Mercado Pago, Argentine banks and wallets, USDT	Chicken Road family, Aviator
Pin-Up	120% + 250 FS to 1,800,000 within 1 hour of sign-up (per mirrors)	x50 in 72 hours	400-2,000	Weekly cashback 5-10%, PinCoins	AstroPay, transfer, crypto	Aviator, JetX, Mines
Stake	No match; rakeback through an affiliate code	None	3,000	US\$100K daily race, 15 VIP tiers	Crypto; pesos through AstroPay; also licensed in Buenos Aires Province since June 2026	Originals (Crash, Mines, Plinko)
Shuffle	No public welcome; codes through support	(Deposit + bonus) x requirement, 30 days	US\$20	US\$100K weekly race, rakeback, token lottery	Crypto only	16 Originals

HOW OFFSHORE KEEPS PLAYERS

A PROGRAMME, NOT A CALENDAR

Cashback paid on a fixed day, by days active, loss band or level; 5-11% with no wagering on the shared 1xBet, Melbet and Megapari platform

Spins tiered by deposit size on fixed weekdays, Friday reloads, Sunday crash free bets, a free daily wheel, a bonus on the 10th deposit

Spins for confirming phone and e-mail, installing the app and joining Telegram; VIP status matched from other sites

Welcome picked by game type at sign-up; 125% for a first deposit within 30 minutes

WHO PUSHES HARDEST

WHERE THE NOISE IS

1win: ambassadors, a Ferrari raffle, the top Argentine casino streamer, paid articles in regional media, "Aviator Argentina" landing pages

Pin-Up and Mostbet: mirror networks and unlabelled regional-media reviews; 1xBet: cash agents and promo-code pages; Chicken Road has six or more dedicated Argentine landing pages

JugaBet: the most Argentine product (voseo, Liga Profesional first, superclásico invitations) and an ARS 4bn Aviatrrix campaign

Stake rides Kick and Kun Agüero; Brazil-focused affiliate programmes are moving budgets toward Argentina in Q4

FOR TRILLIX

COPY, BEAT, AVOID

Copy: welcome by game type, weekly cashback attached to the 11 levels, a weekday calendar in round pesos, spins for data and channels, VIP status transfer

Beat: payouts under an hour on USDT and Mercado Pago with published times, voseo in the terms, crash counting inside a crash pack, ARS 5,000 minimum

Avoid: deposits collected through personal accounts, pre-ticked consents, max-win caps missing from the creative, unlabelled advertorials

Full analysis of the twelve: [Offshore brands document](#)

MARKET STANDARDS

THE TEN THINGS PLAYERS EXPECT

A three- or four-deposit welcome ladder with an ARS cap; wagering published in Spanish with a max win; a small peso minimum

Welcome packs by game type; retention unlocked by deposit count and cashback by activity; a promo-code field

One-step sign-up with pesos pre-filled; an Argentine lobby (slots, crash row, Spanish live tables, tournaments)

Argentine Spanish and pesos everywhere; trust: licence seal, published payout times, WhatsApp

FAMILIAR SLOTS, AVIATOR FIRST

SLOTS FRONT ROW

PRAGMATIC, THEN FORTUNE GAMES

Joker's Jewels, Gold Party, Gates of Olympus 1000, Sweet Bonanza 1000, Sugar Rush 1000 open every lobby

Then 3 Oaks hold-and-win, TaDa (Jackpot Joker, Fortune Gems), PG Soft's Fortune series

High-volatility European studios sit in the catalogue, not in the front row

CRASH ROW

THE ORDER THAT SELLS

Aviator, then JetX, Aviatrrix, Chicken Road, Balloon, Mines, Plinko

"El avioncito y el pollo, en pesos": micro bets are the difference, licensed brands gate Aviator at ARS 500-2,000 a bet

Provider-funded crash tournaments run huge pools (one native brand's Aviatrrix pool: ARS 4 billion)

LIVE AND CATEGORIES

MESAS EN ESPAÑOL

Spanish-dealer roulette and blackjack rows (53 tables on the native brand), then Crazy Time and game shows

Expected categories: crash, bonus buy, jackpots, tournaments, scratch, video bingo

Studio risk. In September 2026 a Brazilian court ordered Spribe to cut Aviator from unlicensed platforms within 10 days. The same lever can be pulled in Argentina: keep a second crash family live so the crash row never depends on one studio.

SMALL TICKETS, RETENTION DECIDES

IN OUR EXPERIENCE

ARGENTINE COHORTS WE HAVE SEEN

Average first deposit about EUR 7 on a USD 5 floor: most players deposit at the minimum

1.37 deposits per depositor; **77% one-and-done** (other markets we run sit near 67%)

Registration to deposit: 5.5% on an eight-field form with the wrong currency, 20-38% on short peso forms

Median registration to first deposit 31 minutes, 76% within 24 hours: pure direct response

WHAT A CPA NEEDS

THE ARITHMETIC

A USD 20-25 CPA needs about **USD 50-65 of lifetime deposits per FTD** to break even

Deposits mature over months: roughly half in month 1, 88% by month 3, 98% by month 6 in markets we run

So judge streams on the second-deposit rate at day 14 and ROAS at day 30, never on FTD count, and scale only at 30-day ROAS of 100% or more

Where value comes from. The first deposit is tiny; value comes from redeposits. That is why a welcome ladder that pays on deposits 2 and 3, weekly reloads gated on deposit count, a cashback by activity and payouts under an hour matter more than the headline percentage.

WHAT IS COMING

October	RULES	Buenos Aires Province committee aims for a first vote on its bills (creators, promo codes and affiliate links, biometric checks). Monthly inflation print mid-month.
November	DEMAND	Clausura playoffs from November to mid-December; Copa Libertadores final on 28 November in Montevideo.
30 November	RULES	End of the legislative year: the Deputies' ad and bonus ban loses status unless the Senate acts; the government bill's facilitator penalties are the one to watch.
December	DEMAND	Aguinaldo paid by 18 December: the year's casino peak ("casino online" +28% against November). Plan budget for 15 December to 15 January.
January–February	DEMAND	Summer break and Carnival: the trough; football resumes late January.
January 2027	PAYMENTS	Central bank risk score reaches banks and wallets (rule "A" 8473): P2P CVU flows become visibly riskier; keep USDT and the aggregator as the main rails.
Every quarter	MONEY	Re-base peso minimums, caps and bonus amounts for inflation (about 2% a month).
Every week	WATCH	ENACOM block orders, Senate and province bills, BCRA and FX, studio geo-policies (Spribe and others), payment success per rail.

THE TRILLIX POSITION

WHERE TRILLIX STARTS AHEAD

ALREADY IN PLACE

The Argentine front row is in the catalogue: the five Pragmatic slots, Aviator, Chicken Road, Ice Fish, Balloon, JetX, Aviatrix, Spanish-dealer blackjack

Pesos as a currency, Mercado Pago and USDT configured, an Anjouan licence seal that validates, own legal pages

A short sign-up, 11 loyalty levels with a cash store, a chat widget

WHAT TO SET BEFORE TRAFFIC

MAKE IT ARGENTINE

Pesos and Spanish by default for Argentine visitors, written in voseo

Minimum deposit ARS 5,000 on every method

A three-deposit welcome ladder in pesos at 30x-35x over 30 days with crash counting

Payments finished and tested per rail; payout times published; mirrors, APK and PWA ready

THE MESSAGE

WHAT NOBODY ELSE SAYS

"El avioncito y el pollo, en pesos": the crash row at micro bets

Payouts in under an hour on Mercado Pago and USDT, against 1-5 days at licensed brands

Support on WhatsApp in Argentine Spanish

HOW ACQUISITION RUNS

SEE THE PROGRAM PLAN

Affiliates only, six sources in month 1 (PPC, UAC, social through PWA, ASO, WhatsApp, SMS), streamers and SEO in month 2

30-FTD tests per stream, scaling on 7, 14 and 30-day ROAS

Details, rates and the go-live steps are on the [Program plan](#) tab

Prepared by the Trillix affiliate team · Confidential · 8 October 2026. Market figures from industry and government sources (Statista, BBI, ALEA, INDEC, BCRA, ENACOM, DataReportal, Semrush, Google Trends, regulator and press reports), competitor terms as published on their sites, and our own operating experience in Argentina, as of September and October 2026. Estimates are marked; figures in Argentine pesos as published; FX basis 1 USD = ARS 1,520-1,540.

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