

One Month Until iGaming MarTech Amsterdam 2025, Headline Speaker Shares Key Insights

AMSTERDAM, NETHERLANDS, July 15, 2025 /EINPresswire.com/ -- In exactly one month, the highly anticipated inaugural iGaming MarTech Amsterdam will welcome top industry leaders shaping the future of marketing in iGaming. Taking place from 24 – 25 July at Novotel Amsterdam City in Amsterdam, Netherlands, this two-day event promises sharp strategy, visionary thinking, and the kind of meaningful networking that sparks real transformation.



This is where marketers cut through the noise. Expect hands-on insights into SEO, MarTech, and compliance from top professionals who've done the work – and a room full of senior decision-makers who move the needle in iGaming.

Exclusive Insights from Daniel Lux, CEO & SEO Consultant, Linxact

Ahead of iGaming MarTech Amsterdam 2025, Daniel Lux – one of our featured headline speakers – weighed in with a few valuable perspectives.

When asked how SEO can help iGaming brands build trust and remain compliant in tightly regulated markets, Daniel highlighted the importance of brand protection:

“Brand searches should land on the licensed operator, not on imitators. Brand protection SEO fills page one with official pages, monitors hijacks, and clears copycats, keeping regulators and players confident.”

We also asked Daniel which SEO tactics have proven most effective when entering new regulated or semi-regulated regions, to which he responded:

“On-page optimisation covering content depth, entity markup, legal notes, and wrapping JavaScript-heavy sites in an SEO-ready shell”

“Authority building through PBN and parasite placements strengthened by tier two links, steered by insights from Linxact Lens”

“Traffic manipulation”

With Google’s algorithm evolving rapidly and becoming more sophisticated through AI integration, staying visible has become more challenging than ever. Daniel shared how he adapts:

“Google AI Overview rewards clear entity signals. I create them with guest articles that name the brand early, rich structured data, and frequent expert updates. After each core update, I measure impact, adjust fast, and track rivals with Linxact Lens.”

He also emphasised the unique value of being in the room with the industry’s top marketing minds:

“iGaming MarTech Amsterdam brings together people driving acquisition, retention, and compliance tech. One trip delivers proven tactics and strong partners without months of trial and error.”

Get Ready to Meet the Esteemed Industry Leaders Taking the Stage:

Akili Polee, CEO, The Revenue Avenue

Alexis Wicén, CEO & Founder, Unibo

Andreas Ioannou, CEO, Everneed AI

Andrew Pearson, Managing Director, Intelligencia

Arie Ben-Ari, CEO & Founder, LionSun Holdings

Arjan Korstjens, Course Director, Casino Marketing Academy

Claudia Wegner, Legal and Compliance Advisor, Rechtsanwältin Wegner

Daniel Lux, CEO & SEO Consultant, Linxact

Deborah Conte-Santoro, Head of Customer Experience Marketing, Swiss Casinos Holding AG

Dr. Andreas Huber, Attorney at Law, HUBER LAW FIRM

Elliott Rayner, Director Marketing & Growth, OWOW Agency

Emma-Elizabeth Byrne, Director of Publishing, Gentoo Media

Filip Janczak, Co-Founder & Head of Performance Marketing, Creatos Media

Francesco Postiglione, CEO, Casumo

Frank Op de Woerd, CEO, CasinoNieuws.nl

Hank Hoffmeier, Director of Operations, kickbox

Henk Wolff, Marketing & Strategic Director, iGaming Consultancy

Ivana Flynn, SEO Consultant, iGaming Inspiration

Izabela Janczak, Co-Founder & Head of Search Marketing, Creatos Media

Julia Logan, SEO Consultant, IrishWonder's SEO Consulting

Lars Westhoff, Founder & Attorney at Law, Westhoff Van Namen B.V.

Luke Kenna, Senior Market Growth Strategist, ICS-Digital

Mark McGuinness, Chief Marketing Officer, DevilFish Poker

Martin Arendts, Founder / General Member, ARENDTS ANWÄLTE / IMGL

Martin Calvert, Marketing Director, ICS-digital LLP

Matthias S. Kaiser, Managing Director, Tipico Services Malta Ltd
Mohammad Farzan Ibne Kabir, Brand Ambassador, Snap Inc.
Nemanja Lazarevic, Founder & CEO, Teamwork
Nicolas Morel, Director, Unclicked
Silvy Argenziano, SEO Manager, LeoVegas Group
Viktoria Soltesz, Founder & CEO, PSP Angels

Key Topics on the Agenda:

Navigating the Future of Marketing Technology: Innovations and Strategies for the Evolving iGaming Landscape

Emerging iGaming Markets to Watch: Opportunities and Challenges Ahead

Cross-Platform Marketing Strategies: Ensuring a Seamless Player Experience

SEO Winners and Losers in the Age of AI: Navigating the New Search Landscape

Speaking Your Players' Language: How Localisation and Multilingual SEO Can Elevate Your iGaming Brand

Book a spot today and prepare to rethink iGaming marketing with fresh perspectives and insider tactics that could redefine success.

Register now: <https://www.eventus-international.com/igaming-martech>

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