

## Digital Fuel Marketing raise a glass to ICE London's international appeal

The global reach of the world's largest gaming technology event, ICE London (5-7 February 2019, ExCeL London, UK), has been heralded by leading digital marketing agency Digital Fuel Marketing as the company prepares to make its debut as an exhibitor in 2019. The agency, which has offices in the UK, Australia and the USA, is keen to embrace the growing excitement around sports betting in North America by welcoming the event's diverse international attendees to its very own coffee house on the ICE London showfloor.

Commenting on their decision to make the transition from visitor to exhibitor in 2019, Toby Oddy, founder and CEO of the Digital Fuel Group, explained: "Our team have been attending since the very first ICE London, having transitioned from operator to agency, so as our brand grows this was the next step. The excitement around the US sports betting market opening up was a major driver for us to sign up as exhibitors and we're also particularly keen to see how AI is being adopted throughout the sector."

Founded in 2013 by Oddy, formerly of Ladbrokes, Coral and Mansion, the agency has expanded into new sectors and across all regulated markets with a concerted focus on the burgeoning iGaming market at this year's show. Discussing their growing focus across the industry, Oddy said: "Put simply, we are experts at delivering cost effective new customer acquisitions along with industry leading user retention for betting and gaming brands. We genuinely believe no other digital agency has the depth of iGaming experience that our global team has across all marketing functions."

The wider Digital Fuel Group offer a range of services across; Marketing - strategic management and channel execution services for betting and iGaming brands; Performance - a network of affiliates, mobile partners and owned online assets, plus Intelligence - an AI driven technology stack delivering scalable insights and marketing automation. Showcasing these at ICE London, the company claims it will provide a fun, welcoming atmosphere to do business in via their bespoke coffee house at Stand S2-100.

"As first time exhibitors at ICE London we will be looking forward to seeing faces old and new while handing out barista made coffees to anyone who wants to come over for a chat," Oddy added.

ICE London 2018 featured 589 exhibitors drawn from 65 jurisdictions. The unique number of visitors attending the event was independently audited as a record 33,536, an 11 percent increase on 2017 and a landmark which constituted the event's seventh consecutive year of growth.

*For more information on ICE London 2019 and to register, visit: [icelondon.uk.com](http://icelondon.uk.com)*