

All Bets are Off as Polymarket Faces Lawsuit Over Influencer Campaigns

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In this episode, we unpack the lawsuit against prediction market platform Polymarket, which accuses the company of orchestrating undisclosed influencer campaigns, promoting simulated betting videos that appeared to show real winnings, and using viral “clipping” tactics designed to make paid content look organic. The case serves as a timely reminder that, even as FTC enforcement priorities evolve, consumer groups and private plaintiffs are increasingly stepping in to police influencer marketing practices. For brands working with creators, the message is clear: transparent disclosures, authentic content, and compliance with endorsement rules remain essential to avoiding legal and reputational risk.

Hosted by Simone Roach. Based on a blog post by [Gonzalo E. Mon](#).