

trafficology

AFFILIATE FOCUS BY GAMBLING INSIDER

JUNE 2018

INSIDE

- **AFFILIATECON SOFIA: REVIEW & PHOTOS**
- **iGB LIVE! 2018 EVENT PREVIEW**
- **BIG QUESTION: WHAT GIVES THE NORDIC MARKET ITS UNIQUE APPEAL?**
- **PLAY HARD: JOHN GEENEN, CEO & FOUNDER, CASINO BONUS MASTER**

Sponsored by:



RAISE YOUR VOICE

It's time to make some noise about voice search and how it affects your affiliate business



WINNERS

Catena Media ventured further into the trade finance vertical acquiring three new foreign exchanges websites

EVENS

BetterCollective announced its intentions to list its shares on the NASDAQ Stockholm

Australian focused affiliates will now have to deal with the impact of new 15% point of consumption taxes in most territories

Members of the Italian online gaming community and its affiliates who might miss out on some of the Fifa World Cup betting action, thanks to the country's failure to qualify for the tournament

LOSERS

CHERRY AB TERMINATES CEO'S EMPLOYMENT

Anders Holmgren has departed the company following suspected severe insider trading



Cherry Audit Committee, was selected to be acting CEO for the duration of the investigation, suggesting that upon Holmgren's return he would reassume his position.

However, on 23 May Cherry AB was informed that prosecutors had requested that the court detain Holmgren, for his suspected severe insider trading. A day later on 24 May the Stockholm District Court detained Holmgren.

With their CEO now detained, Cherry AB had no choice but to terminate his employment at the company, leaving the stewardship of the company to Gunnar Lind whilst beginning the process of finding his successor.

Discussing the decision to terminate Holmgren's employment at the company Morten Klein, Chairman of the Board of Cherry AB, commented: "Anders Holmgren has made valuable contributions as CEO of Cherry, but he is unable to perform his duties while facing accusations of severe insider trading. The board of directors has today decided to terminate his employment as CEO." Klein added: "In connection therewith, Anders Holmgren will also leave his assignments as board member in Cherry's subsidiaries. As previously announced, Gunnar Lind is acting CEO and will remain in this position to ascertain that the group develops according to plan until a permanent CEO is appointed."

Swedish-based Cherry AB announced that it has terminated the employment of Anders Holmgren as the company's CEO and President, following his detention by authorities in Sweden on reasonable grounds suspected for severe insider trading.

The company first reported that it had been informed by the Swedish Economic Crime Authority that it had initiated an investigation, as a result of share trading, into their CEO on 22 May 2018. This led to the authorities conducting a search at their head office and the arrest of Anders Holmgren.

Initially Gunnar Lind, Chairman of the

35%

The percentage that the online sector accounts for of gross gaming yield, according to the latest statistics update released by the UK Gambling Commission

\$88BN

The total US digital ad spend reached in 2017, according to the latest IAB Internet Advertising Revenue Report

50

The number of eSports streamers Esports Entertainment Group has signed through affiliate marketing agreements

\$250,000

The amount of quarterly sales generated by Catena Media's newly acquired Forextrader assets



**WE TURN YOUR TRAFFIC
INTO PROFIT!**

**INTERTOPS CASINO
20 YEARS ONLINE
TRUST THE FIRST**

Meet us at the AAC, Stand #D6

**PLAY TABLE FOOTBALL AND
WIN GREAT PRIZES!
Amsterdam, 18th & 19th July**

Sign up TODAY!
www.intertops.eu/affiliate

Contact us!
affiliate@intertops.eu



PASS NOTES

Cryptocurrencies



I'VE HEARD A LOT ABOUT BITCOIN, BUT I DON'T REALLY UNDERSTAND IT.

You and most of the world, mate. Bitcoin was the world's first decentralised digital currency, working without a central bank or single administrator. The system works as a peer-to-peer network in which transactions take place between users directly, without an intermediary.

COME AGAIN, IN TERMS I CAN UNDERSTAND... It's a great way for you to make more money from your affiliate site.

NOW YOU'RE TALKING! SO WHAT SHOULD I DO? Well, there are loads of people out there wanting to spend their cryptocurrency online, and they are the kind of internet savvy people who also like to gamble. So you can either tailor your content to appeal to these people, boosting your site traffic, or even create your own currency.

THAT SOUNDS COMPLICATED, AND ILLEGAL. BUT I LIKE THE SOUND OF A BANK NOTE WITH MY FACE ON IT. That's not really how it works, but it is legal, and doesn't have to be so complicated. There are already affiliates out there in the gambling fraternity who are doing it. There is even a CasinoCoin in circulation specifically for the online casino industry.

SO WHY DO PEOPLE USE IT INSTEAD OF TRADITIONAL CASH? Cryptocurrencies are fast, safe and secure. CasinoCoin says a typical transaction takes less than five seconds and costs less than one penny. Operators love it, and so do regulators.

SO, IF I LINK TO SITES THAT TAKE CRYPTOCURRENCY, AND MAKE CONTENT THAT TELLS PEOPLE HOW TO SPEND IT, I COULD MAKE MORE MONEY? Faster than a speeding bullet!

QUOTE UNQUOTE

"Affiliates will play a huge part in building our player base, and our new program with leading affiliate software and management firm Income Access will allow us to generate a higher volume of organic traffic. We believe that our channel not only supports all affiliate marketing methods, but also complements them."

Sezin Ozel, Managing Director at Bet On Aces commenting on a new affiliate program with Income Access

"I am looking forward to presenting Esports Entertainment Group's vision for gambling and the fast growing eSports industry to investors for the first time at the LD Micro Invitational Conference. Immediately following the conference, we will be continuing our meetings with funds, brokers and investors. This should be an exciting three weeks."

Esports Entertainment Group CEO, Grant Johnson, looking to the future after a 12 month company update

"Nektan has long recognised that the cryptocurrency space is becoming an increasingly important part of the global e-gaming industry. Our E-Lite platform has been designed with flexibility in mind, to be adjusted seamlessly in order to meet the changing needs of our customers."

Nektan's interim chief executive, Gary Shaw, discussing its new agreement with its Malta-based Tyche Digital, to deliver its Evolve Lite gaming platform

MOVERS AND SHAKERS



Casino operator Videoslots has appointed **MILES SAACKS** as its new Head of Affiliates.

"Every day at Videoslots is different and that's why I love it so much. I couldn't be prouder that my efforts have been recognised. We are a hard-working and dedicated team that works perfectly together in order to achieve our goals."



PER HELLBERG has been appointed as the new CEO of Catena Media, replacing Acting CEO, Henrik Persson Ekdahl.

"I am ready and strongly motivated to take Catena Media's journey of growth a further step forward. At Catena Media, I will be able to combine my drive, experience, leadership skills, expertise and knowledge of online lead generation."



ANNIKA BILLBERG has been appointed as a new member on Raketech's Board of Directors.

"Raketech is an exciting company with lots of opportunities ahead. I look forward to supporting the management team in the continued journey, with more acquisitions as well as new products and markets on the agenda."

TRAFFIC REPORT

Trafficology has partnered with data experts **Casino City Press** to provide insight into website and traffic trends across the gaming industry

THE TRANSITION FROM DESKTOP TO MOBILE

Mobile traffic has become increasingly important with the continued migration of users from desktop to mobile devices. According to Google, mobile search overtook desktop search in 2016. Since then, Google has placed increasing emphasis on search results from the perspective of the mobile user. Now, more than a year and a half after Google announced plans to migrate from a desktop-first to a mobile-first index, the transition is actively underway.

The transition is significant from an SEO perspective. When a site is migrated to mobile-first indexing, the spidering performed by the Smartphone Googlebot is used to populate Google's index and determine search results. This is a complete reversal of the practice Google has historically followed, where only the desktop version of a website was indexed and all search results were based exclusively on content displayed to desktop users.

The change to a mobile-first index will alter how sites rank in Google search results and the traffic they receive. There will be winners and losers in the transition. Beyond the changes directly related to the shift in Google's index, the experience of mobile users will play an increasingly critical role in determining if a site will be a success or failure for both affiliates and operators.

EUROPEAN CASINO PORTAL SITES

The data included in this traffic report shows the overall, mobile and desktop traffic ranks of the top European casino portal sites. As expected, the top list based on overall traffic was the most stable. There was no change in the top six positions for the last three months (February to March 2018) versus the prior three months. The top site overall was [nodepositbonus.cc](#), estimated to have over 11 million visits worldwide in the quarter.

On the other end of the spectrum, the list of top European casino portal sites based on mobile traffic was the most volatile. The biggest jump was [freespins.se](#), which moved up from position 127 last quarter to position 13 this quarter. Most of the jump was due to a real increase in traffic, but a portion was due to [freespins.com](#) being redirected to [freespins.se](#).

HOW RANKS ARE DETERMINED

The first step in the ranking process is determining the sites to include. Currently, Casino City Press has more than 40,000 gaming-industry websites in its database. Every month for more than a decade, they have used services like Alexa, Hitwise and SimilarWeb to find new sites those services consider similar to the sites already in their database. They manually examine and classify these new sites, effectively using the millions of users comprising the panels used by those services as their eyes and ears. Other approaches are used too, like monitoring regulatory agency sites and the news, but reviewing newly suggested similar sites yields the majority of new site additions.

Casino City Press also gathers a variety of metrics from third-party data providers each month for every site in their database. Basic statistics are obtained for each site, including estimated visits, visitors and page views, and more complicated statistics like the total estimated time spent on a site by all visitors are calculated. Using a range of factors and multiple data providers, they calculate a weighted power mean to determine the overall estimated importance of a site.

Importance is a linear function, so the overall importance of an operator is simply the combined importance of the sites associated with the operator. Similarly, the overall importance of an affiliate program is the combined importance of the sites represented by the affiliate program. The same approach allows importance to be determined for portal site owners, game operators, licensing jurisdictions and more. Importance can also be partitioned based on the geographic distribution of traffic to the underlying sites or based on underlying mobile or desktop traffic. Finally, importance can be determined for selected time intervals. Calculating importance is the hard work. After that, ranks are easy to determine based on relative importance.





ACTIVEWINS

GOOD BUSINESS WITH A PERSONAL TOUCH

60% / 50% / 40%

affiliate introductory offer for the first 3 months



BETFRED

bucks bingo

foxy

Prosperity HALL CASINO

Oreels

totesport

JACROTT JONES

scorching SLOTS

KERCHING!



17-20 JULY 2018



COMPETITIVE COMMISSION RATES

TIMELY PAYMENTS

DEDICATED ACCOUNT MANAGEMENT

☎ 0161 672 7777

✉ hi@activewins.com

🌐 www.activewins.com



proud sponsors of



Dedicated to finding a cure for Spinal Muscular Atrophy

TOP CASINO PORTAL SITES IN EUROPE



TOP SITES OVERALL

TOP DESKTOP SITES

TOP MOBILE SITES

Rank	+/-	Website
1	-	vegasslotsonline.com
2	2 ▲	casinogamesonnet.com
3	1 ▼	askgamblers.com
4	1 ▼	nodepositbonus.cc
5	2 ▲	kazinoigri.com
6	2 ▲	slotgallinaonline.it
7	2 ▼	casino.my
8	3 ▲	thebigfreechiplist.com
9	3 ▼	freeslots.com
10	1 ▼	slotsup.com
11	1 ▼	latestcasinobonuses.ru
12	17 ▲	onlinecasinoreports.com
13	12 ▲	penny-slot-machines.com
14	1 ▲	casinomeister.com
15	9 ▲	latestcasinobonuses.com
16	2 ▼	onlinecasinoreports.ro
17	10 ▲	aboutslots.com
18	13 ▲	casinogrounds.com
19	4 ▲	jocuri-ca-la-aparate777.com
20	4 ▼	slotcatalog.com

Rank	+/-	Website
1	-	vegasslotsonline.com
2	2 ▲	casinogamesonnet.com
3	1 ▼	askgamblers.com
4	1 ▼	nodepositbonus.cc
5	2 ▲	kazinoigri.com
6	2 ▲	slotgallinaonline.it
7	2 ▼	casino.my
8	3 ▲	thebigfreechiplist.com
9	3 ▼	freeslots.com
10	1 ▼	slotsup.com
11	1 ▼	latestcasinobonuses.ru
12	17 ▲	onlinecasinoreports.com
13	12 ▲	penny-slot-machines.com
14	1 ▲	casinomeister.com
15	9 ▲	latestcasinobonuses.com
16	2 ▼	onlinecasinoreports.ro
17	10 ▲	aboutslots.com
18	13 ▲	casinogrounds.com
19	4 ▲	jocuri-ca-la-aparate777.com
20	4 ▼	slotcatalog.com

Rank	+/-	Website
1	-	nodepositbonus.cc
2	-	thebigfreechiplist.com
3	7 ▲	askgamblers.com
4	2 ▲	freeslots.com
5	2 ▼	onlinecasinoground.nl
6	5 ▲	nonstopbonus.com
7	5 ▲	vegasslotsonline.com
8	4 ▼	casinogamesonnet.com
9	4 ▼	onlinecasinoreports.com
10	31 ▲	rouletteforum.cc
11	10 ▲	slotsup.com
12	4 ▼	luckstars.co
13	114 ▲	freespins.se
14	19 ▲	casinomeister.com
15	10 ▲	giochidislots.com
16	3 ▼	casinoz.biz
17	3 ▼	darmowybonus.com
18	11 ▼	casino.org
19	1 ▼	kazinoigri.com
20	9 ▲	latestcasinobonuses.com

Rankings are estimated using statistical data and should not be considered absolute ranking values. More than 40 complementary top lists are available on the iGamingDirectory.com website operated by Casino City Press

AFFILIATECON SOFIA 2018 REVIEW

Bringing affiliates together for a boutique event in Bulgaria where putting quality ahead of quantity proved to be a winning formula

After months of anticipation, the launch of AffiliateCon Sofia on the 15-16 May set a new standard for how the online gaming industry meets new and existing affiliates.

Hundreds of affiliates descended on Bulgaria's capital for the inaugural event to experience a show that sets itself apart from the present affiliate conferences on offer.

The show was a huge success, with many affiliates praising the atmosphere and informal setting as a new way to conduct business with industry peers. AffiliateCon Sofia 2018 was the perfect blend of education and entertainment in a beautiful, relaxed, friendly setting.

Keep your eye out for any updates on events that may be happening in the not so distant future.



"I REALLY ENJOYED SPEAKING AT THE AFFILIATECON CONFERENCE IN SOFIA. IT WAS GREAT TO ENGAGE WITH SO MANY AFFILIATES IN SUCH A FANTASTIC VENUE. THE EVENT WAS PROFESSIONALLY RUN AND FULL OF INTERESTING AND HIGH QUALITY CONTENT"

CHRIS SNELL INDUSTRY MANAGER, GOOGLE

bet365 Affiliates

Enjoy gambling responsibly. BeGambleAware.org 18+



A WORLD OF OPPORTUNITIES

SPORTS

BINGO

POKER

CASINO

VEGAS



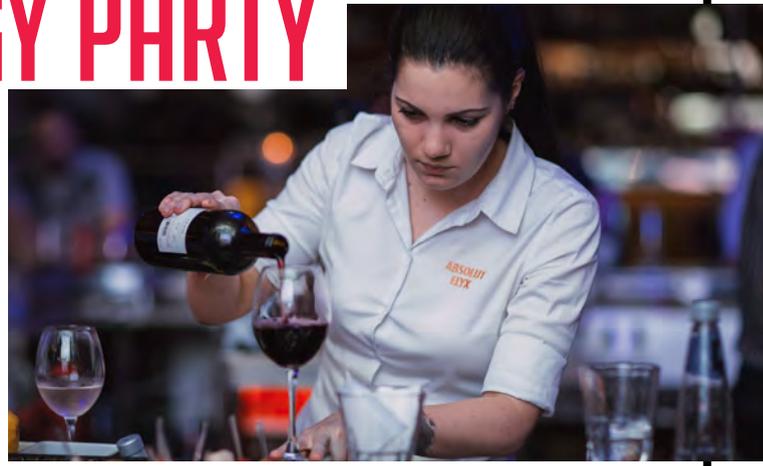
"WE HAVE ALWAYS ENDORSED EVENTS THAT BRING QUALITY DISCUSSIONS AND AFFILIATECON IN SOFIA IS SUCH A GREAT EXAMPLE!"
PETER IVANOV HEAD OF TRADING, ULTRAPLAY



"AFFILIATECON IS ONE OF THE FEW EVENTS THAT FOCUSES ON QUALITY OVER QUANTITY. AN EVENT THAT OFFERS REAL VALUE AND BUSINESS OPPORTUNITIES" **MARC KENIGSBERG**
FOUNDER OF BITCOINCHASER.COM



MIXOLOGY PARTY





READY FOR A GREAT DEAL?

Receive up to
45%
commission!

*Take advantage from
cooperating with one of the
most renowned online sports
betting and gaming providers
on the market today!*



interwetten.com interwetten.es interwetten.gr iwcasino.com



Q&A WITH AFFILIATECON SOFIA DIRECTOR, JULIAN PERRY

How do you think the launch event of AffiliateCon Sofia went?

We purposefully created AffiliateCon with the idea that it would be completely different from other events that are currently available in the industry. Communicating something different is always difficult to conceptualise at first until you put the wheels in motion and see it happening in real life. Now that people who attended the event have experienced it, they can truly understand what we're trying to achieve with the show.

While the total numbers of affiliates are important, it's about the quality of the people who attend. Without the massive crowds and outlandish stands, the event gives attendees the chance to network with other affiliates and have valuable conversations with attending brands at the show.

Probably my biggest concern about the launch was that once you filter out everyone who is not a verified affiliate people would think it was less crowded than other affiliate shows, thus meaning less opportunity. I was worried how that would be received, however the feedback from the show has been extremely positive. Again, the message we were trying to convey was quality over quantity and so far we're pleased with how that message has come across to the people that attended.

What aspects of the show worked well?

When putting the event together, we wanted to ensure that we were creating a space that catered for every attendee's needs at an industry show. There are definitely some improvements that we will want to make to the next AffiliateCon shows, however, every aspect of the Sofia event was of the highest quality. Many attendees praised the level of treatment they received, whether this was in regards to the educational aspects, the facilities and generally all of the hospitality provided.

We were surprised at just how popular the educational aspects of the show were, and we will definitely continue to build on this going forward. Each speaker had a huge

audience, whether it was on SEO, cryptocurrencies or various legal perspectives.

We received a lot of amazing feedback about the Mixology networking party, on the first night of the show, with many saying that Zhana Bergendorff was one of the best performances they have ever seen.

Hosting the event in Sofia was definitely the right decision as it's a brilliant location, especially for this type of event. Geographically, it allowed for affiliates to travel easily to the conference including a large number of attendees coming from the region itself. We were also very lucky with the weather, meaning affiliates could fully utilise the balcony and terrace areas at the show itself.

Are you planning one next year?

We are definitely looking to bring back AffiliateCon Sofia next year, and we're also planning some other events that we will be releasing more information on soon, but I can't share any more with you for now.



JULIAN PERRY



iGB LIVE! EVENT PREVIEW

17-20 July 2018

The Amsterdam RAI, Hall 8, Amsterdam, Netherlands

iGB Live! is set to open its doors for the first time on 17 July, but what can you expect from the new super show? Well, Clarion Gaming's vision to streamline three of the most prestigious shows in the gaming industry and bring them all under one roof appears to be a real masterstroke, as buzz surrounding the event grows larger by the day. Attendees are licking their lips over the merger of the iGaming Super Show, EiG and the Amsterdam Affiliate Conference as members of the gambling and affiliate industries prepare to gather for the first, of what could be many, iGB Live! super shows.

Clarion have stressed that each of the three individual shows will all retain their own identities, insuring that they have their own dedicated presence and brand personality. This decision has been praised by many, including Shona O'Donnell, the event director responsible for the creation of the original iGaming Super Show eight years ago. iGB Live! is seen as a forward looking decision which stands to benefit all three events' stakeholders by creating greater networking opportunities along with other benefits.

O'Donnell explained when iGB Live! was launched about its benefits stating: "From speaking with the market we know how much importance it places on reducing the volume of business events currently on the calendar, but at the same time raising standards and improving ROI. The iGaming Super Show, EiG and the Amsterdam Affiliate Conference will retain their individual personalities, identity and vision that have made them three of the best known and respected brands in gaming. This strategic move will enhance the value and appeal of attending what will be the biggest dedicated iGaming exhibition and conference for the industry and one which is guaranteed to meet stakeholder needs from a networking, education and business perspective."

iGB Live! offers an impressive strategic conference schedule and valuable networking events for all of its attendees during the four-day event – all focused towards the gambling industry's various sectors and other companies that they interact with or want to get connected to. With this year's sessions, of which there will be 40, focusing on

WE SHARE THE PASSION!



OFFICIAL PARTNER



SEO, marketing, acquisition, regulation and compliance, sports betting, finance, and much more ensuring whatever educational desire you have is catered for.

This year promises to have more delegates, more affiliates, and more sponsors than ever before. This news comes as no surprise considering the success of the event's previous years and its growing reputation within the industry. iGB Live! offers unrivalled networking opportunities, expert speakers covering hot topics and trends, and delegates from over 100 different countries. Currently it's expected that there will be over 5,000 delegates descending on Amsterdam for the four-day event.

"HAVING 100 SPEAKERS AND 40 SESSIONS AT LAST YEAR'S AAC EVENT, THE NEW SUPER SHOW PROMISES A WIDE RANGE OF DISCUSSIONS"

One of the most important aspects of any good show is its networking opportunities of which the iGB Live! has numerous. From the moment you arrive at the conference and are greeted at the welcoming drinks you will have more than enough chances to make the connections you are looking for and strengthen your old friendships. These opportunities are varied from simple coffee breaks to late-night partying at Club NYX on Tuesday evening, an Amsterdam hotspot for revellers. With Wednesday evening and Thursday evening also offering attendees the chance to drink and dance the night away with new and old acquaintances, the only problem with iGB Live! is you might end up having too much fun.

iGB Live! also offers pre-show networking opportunities through the event social media presence and its brand new networking tool that has now been launched. The new networking app allows you to get started before you have even arrived at the conference. So be prepared to meet many new contacts at this year's event. The iGB Live! 2018 networking tool allows those who interact with individual attendees using the simple messaging function as well as allowing for you to reach a broader audience through its broadcasting update feature. This allows attendees to build a network and arrange meetings that might not have been possible otherwise.

The new app also allows for visitors to plan their schedule for iGB Live! through its easy access to the event's full schedule and floor plan. Ensuring that you are aware of all the conference sessions that you want to attend by adding them to your personal calendar. To gain access to the tool all you need to do is register for iGB Live! and choose to opt-in during the process.

Be sure to also stay in touch and up to date through the event's presence on various social media platforms. iGB Live! will be releasing updates and unique content from the show onto its Facebook, Instagram, Twitter and LinkedIn pages. You can also follow or get in touch with the organisers through the hashtag #iGBLIVE18.

Having offered over 100 speakers and 40 sessions at last year's AAC event alone, the new super show promises to once again provide a high calibre and wide range of industry focused discussions. As previously mentioned these will vary in their focus with this year's major topics of interest being SEO, marketing, acquisition, regulation and compliance, sports betting and finance. With several key speakers already confirmed and many more to be added, the event promises to provide attendees with invaluable industry advice.

The streamlining of the shows means that one of the most highly anticipated annual start up competitions, the Launchpad competition, will be coming to iGB Live! from its origins at EiG. Launchpad offers the unique opportunity of allowing new members of the gaming industry to showcase some of the latest innovations and new ways of thinking to a wider audience. Since its creation in 2009, Launchpad has allowed five nominees to be given the opportunity to pitch their ideas to the EiG audiences. Finalists for this year's show will be selected by the end of June and receive coaching for their presentations. As iGB Live has brought together three different audiences including operators, affiliates, and suppliers to this year's event, it allows for a wider range of new start-ups to compete for a spot in the show.

iGB Live! will be taking place at the Amsterdam RAI, in Hall 8, which is the largest exhibition space in the Netherlands. Amsterdam is located centrally in Western Europe making it an easy destination to reach for anyone based in Europe. Being a major city for commerce and travel hub it also offers direct flights from most major destinations.

Other than being size appropriate the RAI also offers ideal transport links from several major transport hubs in the city. Those who arrive by train will be glad to know that the exhibition hall has its own station along with trams, metro and buses all also running frequently to the venue. Amsterdam Airport Schiphol, the city's major airport, is also just 15 minutes away ensuring minimal disruption for those looking to head straight to the event from their flight. The close proximity of the venue to these transport hubs and the city centre make it the ideal space for the newly created iGB Live! which is set to be one of the largest events in the gaming calendar.



SHONA O'DONNELL

iGB LIVE! Q&As



ACTIVEWINS

GOOD BUSINESS WITH A PERSONAL TOUCH

ACTIVEWINS

What are your thoughts on the joining of three key affiliate events into one? What are you expecting for the launch of this new mega-affiliate show?

With the increase in affiliates conferences this past year, it becomes more difficult to ensure each event keeps its individuality while still providing value for affiliates and affiliate programs. Combining the three events together gives much more incentive and opportunity to create a successful conference. We're excited about it.

What kind of business are you hoping to get done at the show?

As always, we use conferences to continue building on existing relationships, whilst having the opportunity to create new business. This show will be no different. However, as we develop our portfolio of brands, we can showcase them to new and existing affiliates within our program. Our exhibit stand always has a steady stream of traffic, so we anticipate even greater footfall with a mega-show.

What do you think will be some of the biggest topics discussed by affiliates at the event?

Compliance and GDPR will still be the hot topics of discussion throughout the event. Recent GDPR and compliance changes have certainly altered the way the industry is working, and we will be readily available to answer any questions and provide useful tips to our affiliates to ensure they are working with us in a compliant way.

Why do you think it's so important for companies like yourself to attend events such as iGB Live!?

In digital marketing, a lot of communication is through phone calls and emails. Our mantra is good business with a personal touch, so these events are one of the ways to create important face to face time with our affiliates. We find this not only develops a relationship but also helps us to understand the affiliate and their plans for the future. The ActiveWins account team also makes road trips throughout the year to visit affiliates in different countries. We've been working with affiliates for over five years now, so conferences are a great place to showcase both new and existing brands within the program.

INTERTOPS

2018 will mark the first year these three huge affiliate shows have been joined together. What are your expectations for the show?

The iGaming Super Show was already a mega-event in the past, bringing affiliates and operators together and also providing operators with the chance to meet up with their business partners in the b2b zone.

In 2018 things will be even better after including EIG. This move makes perfect sense when you look at the packed online gaming event calendar.

For the event, we not only expect an increase in the number of attendees, but also the chance of numerous productive meetings and new input from interesting sessions.

What can visitors expect to see at the stand?

Have you got any exciting presentations planned?

At Intertops, our focus is always on entertaining our customers, for instance with monthly leader-board promotions. We also want to entertain our affiliates and business partners, when they come to visit our stand. The 2018 World Cup will be history in Amsterdam, but we still expect people to be in World Cup fever, and so will be inviting them to play table soccer at our stand D6 and win attractive prizes!

What do you think will be some of the key issues discussed by affiliates at the event?

We will be looking back at some of the recent changes, for example the Supreme Court striking down the PASPA law which will have major impact on sports betting in the United States. Last but not least, crypto currencies had a difficult month in May. How will they develop in the coming months bearing in mind the United States DoJ's probe into price manipulation in crypto-markets and other worldwide regulatory changes?

What kind of business are you hoping to get done at the show?

Firstly, we look forward to meeting up with all our existing affiliates, strengthening our relationships by discussing new ideas and business strategies. And we are always happy to welcome new faces in the industry and to start doing business together.

Secondly, we will catch up with our partners, such as payment- and software providers, analyse current cooperations and discuss new synergy-options.

intertops
AFFILIATE

TALKING VOICE

Voice-based search is on a rapid rise, and is already impacting SEO. Is your strategy ready to look beyond your current keywords and even beyond search engine giant Google? The success of your affiliate business may depend on it

As an affiliate, there is a high probability you have spent a great deal of time and money on Search Engine Optimisation (SEO). But the search landscape is shifting – and there is a good chance that unless you adapt now, you are in danger of being left behind. Think Google is your best friend and the king of search engines? It may be time to think again and adjust your strategy, as there is a new king coming to town – voice search.

If you've ever had a conversation with Alexa or Siri, you'll know what voice search is and what it can do for you. But instead of just being a handy, hands-free way of playing your favourite music, it's also a way more and more people around the world are scouring the internet for actionable information.

According to respected venture capitalist Mary Meeker's influential Internet Trends Report, voice searches increased 35-fold between 2006 and 2016, and speech recognition has improved so much that it now achieves 95% accuracy. Coupled with an explosion in sales of hardware like the market leading 'digital assistant' Amazon Echo, which has sold more than 30 million units by the end of 2017, and you can see the opportunity. Location World says more than 40% of adults used voice-based search on a daily basis in 2016, and ComScore says that by 2020 we will have reached the important tipping point where half of all searches will be voice-based.



According to a recent YouGov survey in the UK, just 7% of the UK smart speaker market is held by Google Home, 9% for Google Home Mini, and a whopping 75% by Amazon Echo. Why is this important? Because whereas the Google devices obviously use their own search engine to provide



results, the market leader Amazon Echo does not. Amazon Echo searches are powered by Microsoft's Bing.

Bing is often viewed as the poor cousin to Google, but there are many compelling reasons why you should be taking note, and no doubt powered by the rise in voice search. Last year, Bing saw 23% year on year growth in search advertising, growing to almost 20% of market share in the US. Google paid search clicks were down 11% in the same period.

With Bing being less competitive when it comes to keywords, you can benefit from lower cost per clicks (CPC) on Bing – by up to a third. These Bing Ads are often in better positions than on Google and can have higher click through rates (CTR). Google also doesn't allow demographic targeting on search, but Bing does. So if you want to target a certain gender and age, you can with Bing.

That's all well and good, but whichever search engine or blend of options you choose as a gambling affiliate, it's all about ensuring your links appear in those searches – whether organic or paid.

But then there are major hurdles to tackle with voice search. Not only does a typical search provide one single 'true' answer, but search engines like Google do not allow actions that "facilitate or promote online gambling services". So what to do?

At this year's Festival of Marketing in London, Paddy Power's product innovation manager, Stephen McMeel, spoke about the betting company's experimentation with Alexa Skills. Alexa Skills are like apps, and anyone can make them to provide functions (like turning on a light switch) or content.

Paddy Power created a daily 'show' that people could download to play via their Amazon Echo devices. This daily news briefing included a Tip of the Day.

"Voice is a huge opportunity and will be massive in the future," said McMeel. "At the moment nobody has got close to what voice can be and will be, there's lots of potential there and it's absolutely a journey worth taking."

McMeel also said it was important for any business to find and recognise their 'moment' – a time and place that people want content and information that you can provide. He called this the 'raw chicken moment' – that time when you are cooking raw chicken, have contaminated hands, and therefore use a voice control to set a cooking timer.

"It's 10x easier to do that by speaking to Alexa rather than washing your hands and setting a timer on your phone. Brands need to find their own 'raw chicken' moments where they make a task 10x easier via Alexa."

And that really is the crux of voice search and how affiliates can leverage it. It all starts with the moment. One report stated that more than 60% of voice searches are conducted when people are busy doing something else, such as driving, where they cannot use their hands to perform their search.

Imagine someone travelling to and from work, for instance. Someone sat in their car listening to the radio may hear about a sporting event happening that night and want to know what odds they can get. Using voice search would enable them to do this. The same commuter using a train would probably be less likely to use search as firstly their hands are free and secondly they probably don't want to be talking to their device in a crowded carriage. Tailoring your content to suit those moment is crucial.

A search in Amazon Skills (on Amazon.co.uk) reveals just 7 Skills for 'betting', and 13 for 'gambling'. These range from horse racing tips to poker probability, with a few fun games thrown in. Hardly a crowded marketplace for a savvy affiliate.

THE VOICE REPORT

The way people search using voice commands is very different from how they type. The search requests are more 'human', and tend to be more complete rather than related keywords strung together. This has a major impact on SEO and opens up some interesting longtail keyword opportunities for gambling affiliates.

Google themselves recognise the impact of voice search on SEO and have identified four micro-moments.

1. "I-want-to-know" moments, that are translated to searches starting with Who, What, Why...
2. "I-want-to-go" moments are expressed through "near me" and "nearby" searches
3. "I-want-to-do" moments, translated to "How to..." queries
4. "I-want-to-buy" moments relate to specific product keywords.

Gambling affiliates will want of focus on "I want to know" and "I want to do" moments, such as "What are the odds on Man City winning the Champions League next year?" and



“How do I place a Yankee bet?”

Digital performance agency ROAST recently compiled in-depth research into the real variance between verticals in the sphere of voice search. The whitepapers, which have been run individually across 22 sectors, identify opportunities in today’s market.

Ollie Bishop, TIPi (ROAST’s holding group) Founder and CEO, said: “The opportunity for brands to get ahead of the game in voice search is huge right now. Marketers need to be conscious that gaining visibility in voice search extends beyond the optimisation of your website. The key to identifying exactly where the opportunity would be for you makes these reports incredibly important.”

Some key findings from the report identified significant differences between verticals and shined a light on various opportunities are within Voice Search.

“Voice Search is an incredibly important part of your marketing strategy and shouldn’t be forgotten or overlooked,” said John Campbell, Head of SEO at ROAST.

“There are opportunities that others have yet really harnessed and therefore the chance to dominate the competition.”

The report gathered data on 10,000 key phrases in the different verticals over a month-long period. At the same time answer box ranking data were gathered which was then integrated into the Voice Search Ranking Report. One of those verticals tested was gambling.

For this report, ROAST used a total of 496 key phrases tested on a Google Home device, with the test carried out on 21 March 2018.

The agency says gambling companies are often the first to try to test and embrace new technology with the view to gaining market share in what is an extremely competitive sector.

However, at the same time gambling companies are often restricted and limited by rules and regulations of platforms. For example, not all AdWords retargeting options are possible in the gambling vertical.

Already the Google Assistant has a gambling policy for developers who are looking to create an action (like the Alexa Skills): We don’t allow Actions that facilitate or promote online gambling services, including but not limited to, online casinos, sports betting, lotteries, or games of skill if they offer prizes of cash or other value.

So the creation of an action might not be a viable option for gambling companies, but they may be able to gain visibility using answer boxes.

GAMBLING COMPANIES ARE OFTEN THE FIRST TO TRY TO TEST NEW TECHNOLOGY WITH THE VIEW TO GAINING MARKET SHARE

“Overall the Google Assistant isn’t very good at answering questions in the vertical industry – 73% of question the assistant didn’t answer,” says John Campbell, Head of SEO at ROAST.

“Google uses featured snippet answer boxes from web searches to answer questions. If there is no featured snippet answer boxes it won’t respond. Sometime the questions we

asked could be time sensitive or complex for Google to answer, for example “basketball odds” which game would the user be referencing.”

“For research key phrases such as “what is a Trixie bet in horse racing” there are answer boxes which the assistant can read out. The companies that are being referenced in these answer boxes have control of the result have invested in SEO



JOHN CAMPBELL, HEAD OF SEO AT ROAST

and the production of information and educational content. We would expect this to continue and competition of the control of such answers to increase.

“From a transactional perspective, the creation of an action (similar to an Alexa skill which allows you to have custom conversion with the customer) is something that brands could develop, however a policy of Google is they don’t allow actions that “facilitate or promote online gambling services. If these rules remain it could be hard for brands to invest in creation of actions.”

Campbell suggests two approaches for gambling affiliates to focus on – gaining longtail Answer Boxes which the Google Assistant will read out, which is accomplished with SEO, and the creation of allowed actions.

So let’s look into that research more closely to gain some insight. Of the 496 key phrases tested on the Google home device, the Google Assistant wasn’t able to answer a staggering 358. For the 138 key phrases the assistant gave an answer, 120 were Standard Answers, 13 were Definitions, 4 were links on the Google Home app, and one was a Knowledge Graph.

The gambling vertical had one of the higher levels of no response. For example, the assistant wasn’t able to answer the following key phrases:

- online boxing betting
- trixie bet
- online casino games
- next tory leader odds
- tour de France betting
- how to work out a lucky 15

- basketball odds
- tennis betting
- how to work out a single bet
- yankee bet
- premier league relegation odds
- football betting

One of the reasons why Google might not be able to give a result is due to not having an answer box result to extract information from.

For example, for “basketball odds” there is no featured snippet answer box for Google to use.

Some key phrases are more suited to answer boxes, for example “how to work out a single bet”; however, no website has provided content for Google to create an answer box from.

For other questions it could be too complex to answer. For example, for “basketball odds”, which basketball match is being referred to? For how long will the odds stay valid?

This is where there is a possible split in the way Google could respond. Google could try to build a pre-made action “installed” on every device which could answer such questions or, Google suggests opening an action made by a third-party developer.

As already discussed, Actions are apps for assistant devices



BING'S DOMINANCE IN THE HOME DEVICES MARKET MEANS IT IS WELL WORTH ANY AFFILIATE'S ATTENTION RIGHT NOW

which add extra functionality to the device. For example, Dominos have an action which allows you to order a pizza. You have to first ask to talk to Dominos to open the action. However, if Google can't find an answer to a question they might suggest opening an action which could help the user. This is known as “Implicit invocation”.

Actions by third-party developers, like the one from Paddy Power, allow for conversations between the user and device, which then can talk to an external service which returns a piece of information.

The question here is can Google match up questions it can't answer to actions that third-party developers have created? This could be the key to answering more questions in the gambling vertical.

If you aren't familiar with Snippet Answer Boxes then these are vital for appearing in voice search answers. The ROAST test produced 120 standard answers from Google Assistant, with the information gleaned from these snippets. When searching for “how does a Goliath bet work” then Google Assistant provided information from betvictor.com taken from a snippet answer box.

However, there are times when the voice search result doesn't match the featured snippet answer box on the web and it pulls the information from another domain.

For example, “what is a Trixie bet in horse racing”, Google shows a featured snippet answer box from 888sport.com. However, the voice search result was from another domain – freeracingtips.com. The information is extracted from their website. Analysing the daily ranking data from Stat, a tool that tracks search rankings, we can see Google is switching between different domains to provide the content in the answer box.

In the gambling vertical, ROAST saw an 83% match of the featured snippet answer box to the voice assistant result. They also tracked which website in the gambling vertical is performing the best on featured snippet answer boxes and voice answer results.

Aceodds.com are dominating both answer boxes and assistant results, being referenced 77 times as the answer. Many key phrases in this vertical were related to how different types of bets work for example;

- goliath bet explained
- what is a Heinz bet
- what does Heinz mean in betting
- how many bets in Heinz

Aceodds.com have conducted work to rank for these key phrases and gain answer boxes. In doing so their visibility on voice results is excellent.

It's pretty clear, then, that any affiliate looking to boost their success should try to gain as many answer boxes as possible. One way to do this would be to identify gaps for key phrases that currently do not have an answer box. Another route would be to try and create an Action, very much like Paddy Power did, although Google's gambling restrictions therefore apply.

And as we have already shown, Google is not necessarily the be-all and end-all when it comes to search engines to be optimised. Bing may recently have been replaced as the default search engine for Siri, but its dominance in the home devices market thanks to Amazon's Echo means it is well worth any affiliate's attention right now.

The way people are searching is changing. Long gone are the days of desktop and Google's dominance. Affiliate's need to start thinking wider, and smarter, to fully take advantage of how voice-based search is going to change the game in gambling.

BIG QUESTION

“What is it about the Nordic market which makes it one of the most appealing to affiliates?”



GIACOMO BETTONI

Head of Affiliates, LeoVegas

“Mobile is ingrained in our DNA and this has not changed during the past years. This has also attracted customers to LeoVegas who have found the whole mobile standpoint as new and exciting, so much so that we have some of the highest customer retention rates in the industry”

The countries in the Scandinavian region, together with the United Kingdom, have been among the fastest when it comes to the development of the online gaming sector.

Denmark has regulated their online gambling sector several years ago and it seems like Sweden will be the next Nordic country to launch a regulation to control the online gambling sector. Norway and Finland are also expected to follow the same path at some point over the next years especially considering that a regulation would also mean a substantial tax intake from a sector that has been financially unregulated to this moment for these countries.

But why is the Scandinavian online gaming market so important for the industry?

To have an answer for the above question, we need a fast-track look over a few facts: Between 60 and 80% of Nordic citizens state that they have engaged in gambling of some kind at least once over a 12-month period and it is estimated that the unregulated online gambling market in Norway and Sweden reaches almost €1bn worth yearly. Of course, this is also due to the incredible mobile internet penetration for this geos that is one of the highest in the world. Nordics citizens are also avid mobile users this means that casinos like LeoVegas that have invested heavily in the concept of “Mobile First”, will have an upper

end in this region compared too organisation that have not yet complete the “mobile switch”.

Although we have a very wide portfolio of games, at LeoVegas we are very picky. We actually pick games using an internal game scoring system based on the mechanics, dynamics and aesthetics of the game, with a particular interest on how well the game is suited for mobile devices in terms of loading-time, UI and performance. We believe this is fundamental for our mobile-first ideology. Whereby we strive to create the greatest gaming experience and be number one in mobile gaming.

To achieve this, we’re guided by five core values that permeate our entire operation chain. In one way or another they are all evident in our branding – mobile, innovative, professional, fun and friendly, and one LeoVegas.

We’re also an innovative entertainment company in that we believe in fun. We understand that mobile devices are now driving the entertainment industry to simply make gaming more fun.

Mobile is ingrained in our DNA and this has not changed during the past years. This has also attracted customers to LeoVegas who have found the whole mobile standpoint as new and exciting, so much so that we have some of the highest customer retention rates in the industry. This too is great for our affiliates.



TOBIAS REGNESTAM

Chief of Happiness (COO), Cashmio

"When you are learning a new craft, trying out what works and what doesn't it's just so much easier to do it in a language that you know and understand. With this knowledge base you are far more able to see easy mistakes in the content, find relevant sites to buy links from or just build a product that appeals to the potential players"

For me I guess the wider way to interpret this question is: Why is the Nordic market so packed with affiliates?

As in many other fields in life it's common that a business starts operating in a market that it knows best and affiliate businesses are no exception to this in my experience.

To answer the aforementioned question as to why the Nordic market is so appealing to affiliates today we would need to turn back the clock some 15-20 years, travelling back to the late 1990s or early 2000s. This was a time when the Nordics and maybe Sweden in particular (being from the beautiful Stockholm myself I might be a tiny bit partial here) recognised the potential of the internet for its citizens.

In an effort to capitalise on this potential, huge infrastructural efforts were made to increase internet accessibility, with the aim of making it accessible as possible to as many people as possible in as short time span as possible.

The curriculums of schools were altered to include 'basic computer knowledge' and 'basic fact finding online'. This was complemented by the extensive education in the English language that was already one of the core elements of the Swedish national curriculum.

Taking both of these constituent parts into account, I believe that this laid the foundation for a very wide interest in technology and the internet for the whole generation.

All the sudden you had a generation with access to the 'World Wide Web', together with an internet that was fast enough to actually enjoy the experience, and a language to venture out into the world without leaving your school, library or home and learn whatever you could find out there.

Moving forward to the present day this generation of "Nordics" that grew up with computers and internet as early teens saw the potential within casino gaming, and when you are learning a new craft, trying out what works and what doesn't it's just so much easier to do it in a language that you know and understand.

With this knowledge base you are far more able to see easy mistakes in the content, find relevant sites to buy links from or just build a product that appeals to the potential players.

This created the 'First generation' of affiliates, but also those first casino creators, who were often two sides of the same coin, with one focussing on the SEO technical side of the business and the other on the content and dealing side of the operation.

These individuals were able to make some hundred thousand Euros a year without excessive effort and at the same time enjoy their time with the casino affiliate managers.

After some years the 'Second generation' of affiliates emerged and I would cite Catena & Game Lounge as the earliest examples where these upcoming teams of affiliates partnered with investors and established companies that required constant growth and development.

As their businesses were then sold and were then listed for record amounts, it created a buzz that echoed around the Swedish/Nordic gaming community.

This created the platform for the 'third generation' of affiliates, .i.e. those that started just a few years ago. Buoyed by the second generation successes the market saw a huge influx of affiliates and partners that had not touched affiliation for online gaming before but who were eager to give it a go to make their own success story.

Examples of those firms who started businesses which within one to two or three years were sold for €5-10m are numerous.

This has resulted in the recent consolidation within affiliation taking place where Catena, Raketech, Reef, Better Collective and others were/are buying everything that they can get their hands on, further fuelling this fire. For me I wouldn't expect this "Nordic packed with affiliates" to change anytime soon.

On top of what I believe to be personal preferences the Nordics and familiarity of its citizens with the English language, the markets also have great player values and with these factors serve to encourage new and up and coming affiliates to try, or find, their skills on the Nordic market. At the same time, these affiliates can have a 'step 2' in their business plan, where they would use those same skills to conquer other markets and find their exponential growth that way.

We can already see Catena and other bigger affiliates preparing to enter the US market should the regulation allow them to work towards that entire market and both Latam as well as Japan are geographies that I believe the affiliates are ready to really focus on within the short to long-term.

This for me is why we have a Nordic packed with affiliates today, and will probably have in the foreseeable future as well. I would, however, not say that the busy market should deter any aspiring affiliate as "a smooth sea never made a skilled sailor."- Franklin D. Roosevelt. So get out there and see what search terms you can take over and in that way, see how your skill level measure up.



KLAS WINBERG

VP Sales & Marketing Casino, Catena Media

"Sweden has in many ways been the Promised Land for operators and affiliates alike the last twenty years. Due to a legal gridlock where national and EU legislation were pitted against each other online operators have had full marketing access to the market without having to pay local tax which has led to very high product awareness and solid margins"

In my opinion the answer to this can be summarised in four things; market maturity, player maturity, competition, and player value.

MARKET MATURITY

The Nordics was the first region in the world to go online with gambling. Early movers such as Unibet, Expekt and Betsson entered the market before the turn of the century, fuelled by the regions early adoption of internet infrastructure and tradition of gambling. We still see the traces of this, with strong Swedish brands being dominant on the international online gambling stage.

With this came early and solid payment solutions and affiliate systems making it easy for small, often one or two-man band affiliates, to build a relationship with the operators and provide good players. In addition, online affiliation was early onto the stage in the Nordics, with companies like Tradedoubler educating site owners on their potential of monetizing relevant traffic from their web sites.

Sweden has in many ways been the Promised Land for operators and affiliates alike the last twenty years. Due to a legal gridlock where national and EU legislation were pitted against each other online operators have had full marketing access to the market without having to pay local tax which has led to very high product awareness and solid margins.

PLAYER MATURITY

Online gambling is very much driven by trust. Trust for the industry is now solid as it has been around for twenty years in the Nordics and queries like 'can I trust using my credit card' to deposit to this site have not been seen in an online forum in the Nordics for a very long time.

Comparing this with a market with Japan where players are at a maturity level of early 2000 century when it comes to the commodity of trust. This means that affiliates can spend more time just focusing on providing good offers and less explaining why it is safe to bet online.

In fact, from what we are seeing at Catena Media, this mature and determined behaviour, where the players know exactly what they want, is one of the things that plays very much into the hands of the affiliates and why many media houses fail to provide operators with a good ROI on their investments. For all these more mature players every new gambling experience starts with a comparison query and much less as a result of a spur of the moment decision based on an advertisement.

COMPETITION

The competition amongst operators on the Nordic market has been absolutely fierce.

Operators have been able to air their advertising freely on TV channels broadcasted from the UK under OfCom regulation. In fact, it has become so fierce and so lucrative to the TV channels that Swedes in particular have been absolutely swamped by gambling advertising to the point that it has created a degree of bad will towards the industry.

In the midst of this over exposure, operators have been looking actively to find alternative way of offering their services to the players. In this environment affiliates represent a much less intrusive option only really appearing as a result of an active search or query done by a player.

The competition is almost as fierce in Norway and Finland as in Denmark and Sweden but with limited mass media opportunities, making affiliates arguably an even more important partner to reach your target audience.

PLAYER VALUE

Average income in the Nordics is comparatively high and so is the interest in gambling. For an affiliate this of course represents an interesting option as opposed to lower player values historically seen in Eastern and Southern Europe. Average lifetime is also high and affiliates can still see revenues coming from players signing up ten years ago.

DO YOU HAVE A BURNING QUESTION YOU WANT TO ASK?

If so, contact us at trafficology@gamblinginsider.com



PLAY HARD

John Geenen, CEO & Founder of CasinoBonusMaster.com, tells *Trafficology* what he enjoys outside the 9 to 5

WHAT WAS THE LAST SONG YOU LISTENED TO?

Sound of Silence from Disturbed. If you like the original from Simon & Garfunkel you really need to listen to this song!

WHAT'S THE WORST JOB YOU'VE HAD? AND WHY?

When I was 15 years old I had a holiday job in a factory that makes fans. It was in the middle of the summer and ironically, the factory did not have fans for their staff. I think that that job set my vision in life and I set goals in life that are very hard but achievable!

IF YOUR HOUSE WAS ON FIRE, WHAT WOULD BE THE ONE ITEM YOU COULD SAVE? (OBVIOUSLY EXCLUDING FAMILY, PETS ETC.)

All material items can be replaced. Only thing I would need are pictures because they carry a lot of memories and emotions.

WHAT WOULD BE YOUR DREAM JOB? (APART FROM WHAT YOU'RE DOING RIGHT NOW)

I already have my dream job! But if I could choose any job on earth, I would love to be a private jet pilot! ◀

WHERE DID YOU GO ON YOUR LAST HOLIDAY? AND WHERE WOULD YOU LIKE TO TRAVEL TO NEXT?

Because we are so busy with building up our company, I don't have a lot of time available for a personal holiday. However, we go on a ski holiday every year, so my last trip was to Saalbach Hinterglemm.

Our next holiday will be a trip to Thailand! We would love to go island hopping!

WHAT'S YOUR FAVOURITE WEBSITE?

Without a doubt www.casinobonusmaster.com!

WHAT'S THE BEST BOOK YOU'VE READ RECENTLY? AND WHY?

I have been in the online gambling niche for over 12 years and around two to three years ago I stood before an important crossroads and needed to make the most difficult and life-changing choices in my life. Around that time I was reading "*Think and Grow Rich*" by Napoleon Hill.

Reading this book helped me so much and turned my vision of the world and myself upside down. I had a clear vision what to do and till this very day this is what is driving me in building up my company! There is no difference between work and personal. In my opinion, everybody needs to do what they like to do and keep a positive outlook with all the things going on in your life.





2018

WINNER

BEST CASINO
AFFILIATE PROGRAM

GLOBAL
GAMING
AWARDS
2017
WINNER
DIGITAL
ACQUISITION
PROGRAM

Join the pack!

WWW.LEOVEGASAFFILIATES.COM

Arrange a meeting

with the team at

Affiliate World Europe

or drop by our stand at the

Amsterdam Affiliate Conference

(stand E17)



Affiliates
LeoVegas