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JANUARY 2020

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## INSIDE

- **TACKLING REGULATION TOGETHER**
- **TIME TO DO AWAY WITH 'BUSINESS INTELLIGENCE?'**
- **PLAY HARD: ALEXANDRA BASHER, PLAY ATTACK**

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**LOOKING INTO AI**  
Artificial intelligence for affiliates

# TRAFFIC REPORT

Trafficology has partnered with data experts Casino City Press to provide insight into website and traffic trends across the gaming industry. The following are lists of the top 20 bingo operator sites overall and by continent for September to November 2019, in comparison with the previous three months.

## OVERALL

Rank	+/-	Name	Website
1	-	Loquax	loquax.co.uk
2	1 ▲	Bingo.es	bingo.es
3	1 ▼	Super Free Bingo	superfreebingo.com
4	1 ▲	Nabble Casino Bingo Bonuses	nabblecasinobingo.com
5	2 ▲	Online Bingo.co.uk	onlinebingo.co.uk
6	7 ▲	BingoPort.co.uk	bingoport.co.uk
7	5 ▲	The Bingo Online	thebingoonline.com
8	4 ▼	WhichBingo UK	whichbingo.co.uk
9	3 ▼	MBO	mejorbingoonline.com
10	11 ▲	Internet Bingo Sites	internetbingosites.com
11	4 ▲	Boomtown Bingo	boomtownbingo.com
12	3 ▼	Best New Bingo Sites	bestnewbingosites.co.uk
13	10 ▲	New Bingo Sites	newbingosites.net
14	4 ▼	Best Bingo Online Sites	bestbingoonlinesites.co.uk
15	1 ▼	Free Bingo Bonanza	freebingobonanza.co.uk
16	-	Top 10 Bingo	top10bestonlinebingosites.co.uk
17	-	Latest Bingo Bonuses	latestbingobonuses.com
18	7 ▼	Bingo Bonus Codes	bingobonus.codes
19	11 ▼	Bingo-Offer	bingo-offer.com
20	5 ▲	Two Little Fleas	twolittlefleas.co.uk



Rankings are estimated using statistical data and should not be considered absolute ranking values. More than 50 complementary top lists are available on the iGamingDirectory.com website operated by Casino City Press





# PLAY ATTACK



**SLOT V**  
ONLINE CASINO



[aplaycasino.com](http://aplaycasino.com)



[mrbit.bet](http://mrbit.bet)



[slotv.com](http://slotv.com)



[frankcasino.com](http://frankcasino.com)



[driftcasino.com](http://driftcasino.com)



[casinosolumbus.com](http://casinosolumbus.com)



## AFRICA

Rank	+/-	Name	Website
1	2 ▲	Loquax	loquax.co.uk
2	3 ▲	BingoPort.co.uk	bingoport.co.uk
3	3 ▲	WhichBingo UK	whichbingo.co.uk
4	74 ▲	Bingo Forum	bingoforum.dk
5	4 ▲	The Bingo Online	thebingoonline.com
6	18 ▲	Internet Bingo Sites	internetbingosites.com
7	129 ▲	Pay by Text Bingo	paybytextbingo.com
8	-	Boomtown Bingo	boomtownbingo.com
9	3 ▲	Super Free Bingo	superfreebingo.com
10	9 ▼	I Love Bingo	i-love-bingo.co.uk
11	9 ▼	Bingo.es	bingo.es
12	6 ▲	Latest Bingo Bonuses	latestbingobonuses.com
13	10 ▲	FreeBingo UK	freebingo.co.uk
14	6 ▲	Online Bingo.co.uk	onlinebingo.co.uk
15	1 ▲	Two Little Fleas	twolittlefleas.co.uk
16	1 ▼	Best New Bingo Sites	bestnewbingosites.co.uk
17	8 ▲	MBO	mejorbingoonline.com
18	8 ▲	Nabble Casino Bingo Bonuses	nabblecasinobingo.com
19	8 ▲	Top 10 Bingo	top10bestonlinebingosites.co.uk
20	8 ▲	Free Bingo Bonanza	freebingobonanza.co.uk



## ASIA

Rank	+/-	Name	Website
1	2 ▲	Best Bingo Online Sites	bestbingoonlinesites.co.uk
2	3 ▲	WhichBingo UK	whichbingo.co.uk
3	8 ▲	Latest Bingo Bonuses	latestbingobonuses.com
4	15 ▲	Online Bingo	onlinebingo.info
5	10 ▲	BingoPort.co.uk	bingoport.co.uk
6	6 ▲	TheBingoOnline	thebingoonline.com
7	5 ▼	Loquax	loquax.co.uk
8	10 ▲	Best New Bingo Sites	bestnewbingosites.co.uk
9	175 ▲	Canli Tombala Siteleri Hakkinda Onemli Bilgiler	matinzola.com
10	4 ▼	BingoSites.net	bingosites.net
11	2 ▼	Boomtown Bingo	boomtownbingo.com
12	11 ▼	New Bingo Sites	newbingosites.net
13	189 ▲	Jackpot Compare	jackpotcompare.com
14	7 ▼	Nabble Casino Bingo Bonuses	nabblecasinobingo.com
15	49 ▲	Super Free Bingo	superfreebingo.com
16	53 ▲	Bingo Advantage	bingoadvantage.com
17	6 ▲	Busy Bee Bingo	busybeebingo.co.uk
18	6 ▲	Bingo-reviewer.com	bingoreviewer.co.uk
19	3 ▼	Internet Bingo Sites	internetbingosites.com
20	10 ▲	Mad About Bingo	madaboutbingo.com



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## EUROPE

Rank	+/-	Name	Website
1	-	Loquax	loquax.co.uk
2	-	Best Bingo Online Sites	bestbingoonlinesites.co.uk
3	2 ▲	BingoPort.co.uk	bingoport.co.uk
4	1 ▼	WhichBingo UK	whichbingo.co.uk
5	1 ▼	Super Free Bingo	superfreebingo.com
6	-	Best New Bingo Sites	bestnewbingosites.co.uk
7	1 ▲	FreeBingo UK	freebingo.co.uk
8	1 ▲	Bingotastic	bingotastic.com
9	2 ▲	Online Bingo.co.uk	onlinebingo.co.uk
10	4 ▲	Bingo.es	bingo.es
11	11 ▲	Boomtown Bingo	boomtownbingo.com
12	-	Bingo Forum	bingoforum.dkt
13	6 ▲	Top 10 Bingo	top10bestonlinebingosites.co.uk
14	1 ▼	WDW Bingo	wdwbingo.co.uk
15	8 ▼	Latest Bingo Bonuses	latestbingobonuses.com
16	-	Two Little Fleas	twolittlefleas.co.uk
17	1 ▲	GratisBingoTegoed	gratisbingotegoed.com
18	8 ▲	The BingoOnline	thebingoonline.com
19	2 ▲	Bankoforum	bankoforum.dk
20	5 ▲	Online Bingo	onlinebingo.info



## LATIN AMERICA

Rank	+/-	Name	Website
1	-	Bingo.es	bingo.es
2	1 ▲	Online Bingo	onlinebingo.info
3	1 ▼	MBO	mejorbingoonline.com
4	2 ▲	Bingo.org	bingo.org
5	4 ▲	Bingo Brasil Online	bingobrasilonline.com
6	2 ▼	JogarBingo	jogarbingo.com
7	2 ▼	Loquax	loquax.co.uk
8	159 ▲	BingoPort.co.uk	bingoport.co.uk
9	2 ▲	Bananas for Bingo	bananasforbingo.com
10	10 ▲	Bingo Online Gratuito	bingo-online-gratuito.net
11	12 ▲	E Bingo Online	ebingoonline.com
12	3 ▼	Showball	showball.org
13	38 ▲	GratisBingoTegoed	gratisbingotegoed.com
14	16 ▲	Super Free Bingo	superfreebingo.com
15	3 ▼	WhichBingo UK	whichbingo.co.uk
16	15 ▲	I Love Bingo	i-love-bingo.co.uk
17	1 ▼	The BingoOnline	thebingoonline.com
18	14 ▲	Latest Bingo Bonuses	latestbingobonuses.com
19	5 ▲	FreeBingo UK	freebingo.co.uk
20	13 ▲	Online Bingo.co.uk	onlinebingo.co.uk



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## NORTH AMERICA

Rank	+/-	Name	Website
1	-	Nabble Casino Bingo Bonuses	nabblecasinobingo.com
2	9 ▲	Best Bingo Online Sites	bestbingoonlinesites.co.uk
3	2 ▲	Latest Bingo Bonuses	latestbingobonuses.com
4	2 ▲	The BingoOnline	thebingoonline.com
5	8 ▲	Online Bingo.co.uk	onlinebingo.co.uk
6	2 ▼	Bingo.org	bingo.org
7	25 ▲	Bingo-reviewer.com	bingoreviewer.co.uk
8	6 ▼	BingoPort.co.uk	bingoport.co.uk
9	3 ▲	WhichBingo UK	whichbingo.co.uk
10	11 ▲	Bingo Online	bingoonline.com
11	8 ▼	Online Bingo	onlinebingo.info
12	3 ▲	Two Little Fleas	twolittlefleas.co.uk
13	113 ▲	Bingo Chatter	bingochatter.com
14	21 ▲	Bingo Calls	bingocalls.org
15	7 ▲	Best Bingo Sites.net	bestbingosite.net
16	230 ▲	Bingo Wizard	bingowizard.net
17	43 ▲	Bingo Advantage	bingoadvantage.com
18	1 ▲	Loquax	loquax.co.uk
19	12 ▲	Bingo.es	bingo.es
20	10 ▼	Internet Bingo Sites	internetbingosites.com



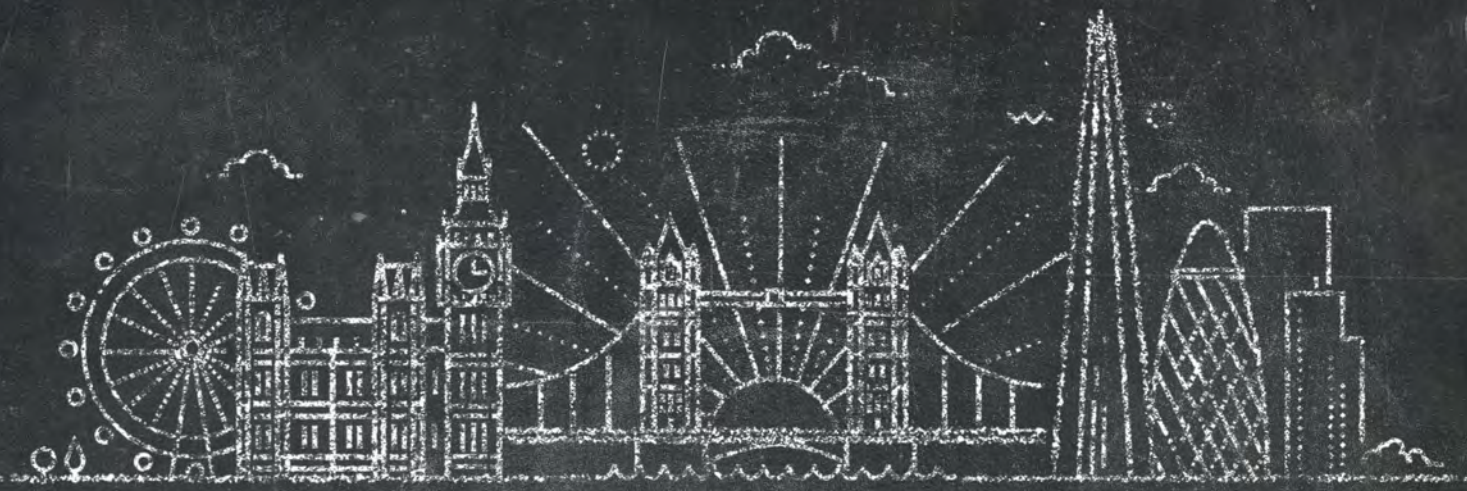
## OCEANIA

Rank	+/-	Name	Website
1	22 ▲	Internet Bingo Sites	internetbingosites.com
2	3 ▲	Loquax	loquax.co.uk
3	4 ▲	BingoPort.co.uk	bingoport.co.uk
4	247 ▲	Bingo.org.uk	bingo.org.uk
5	1 ▼	The BingoOnline	thebingoonline.com
6	3 ▲	Bingo Calls	bingocalls.org
7	7 ▲	Boomtown Bingo	boomtownbingo.com
8	34 ▲	Bingo Bonus Codes	bingobonus.codes
9	1 ▼	Online Bingo	onlinebingo.info
10	15 ▲	Nabble Casino Bingo Bonuses	nabblecasinobingo.com
11	41 ▲	Pay Great Bingo	pgbingo.com
12	10 ▲	Online Bingo.co.uk	onlinebingo.co.uk
13	1 ▼	Online Bingo Australia.net	onlinebingoaustralia.net
14	6 ▲	I Love Bingo	i-love-bingo.co.uk
15	4 ▲	Super Free Bingo	superfreebingo.com
16	15 ▼	WhichBingo UK	whichbingo.co.uk
17	4 ▲	Bingo.es	bingo.es
18	16 ▼	Latest Bingo Bonuses	latestbingobonuses.com
19	8 ▼	FreeBingo UK	freebingo.co.uk
20	7 ▼	Two Little Fleas	twolittlefleas.co.uk



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# TIME FOR AFFILIATES TO EMBRACE AI?

**Matthew Enderby** ponders how useful artificial intelligence will be for affiliates

Gone are the days when artificial intelligence (AI) felt like a science fiction movie. Not so long ago, this field of technological development would have conjured images of Arnold Schwarzenegger on a motorbike, firing a shotgun at the newer version of The Terminator. No, Skynet is not coming to take over the world, although if it was, we probably wouldn't even know.

The capabilities held in AI can springboard an affiliate to a whole new level of operation. The flood of data held in sports betting and casino platforms, for example, can unlock a wave of new potential. Home pages can be tailored, truly unique and desirable offers can be formulated and the whole process can be sped up. That is not to say AI will not have its problems.

New technology always needs an adjustment period and, currently, the cost to get involved is out of reach for smaller companies.

The potential behind AI for affiliates prompted Better Collective to fork out DKK 4m, (\$540,000) for a 20% stake in Mindway AI, a company that uses advanced metrics and machine learning to identify customers at risk of problem gambling and further segmenting vulnerable audiences. Under certain performance-based conditions, Better Collective will acquire the remaining shares at a price of DKK 20m. Further emphasising its commitment to this AI cause, the affiliate has also given Mindway a loan of DKK 4m.



Mindway's AI technology is based on neuroscience and artificial intelligence. The company works with betting operators, platform providers, regulators and governments to supply early detection and intervention solutions for safer gambling. This is how Better Collective plans to use Mindway.

Jesper Sogaard, Better Collective CEO, said: "We take our social responsibility very seriously and see this innovative technology as a perfect way to help protect online sports bettors, while at the same time engaging in a business where we foresee sound future growth and profitability.

"The team at Mindway AI has impressed us with their deep and specialised knowledge in combining artificial intelligence with true neuroscience, into what we believe is the most promising product offering for the management of problem gambling, which currently is on the top of the agenda in our industry."

He's certainly not wrong about artificial intelligence being at the top of priority lists in gambling. You cannot walk through a B2B or affiliate show without hearing excited AI chatter, seeing stands solely dedicated to the technology or noticing conferences and debates discussing it.

Currently, it seems gaming is at a turning point. AI technologies can be listed next to crypto-currencies as the new trends invading and helping the industry. As with many successful tech start-ups, Mindway is a product of university collaboration. It is a spin-off produced by scientists from the Institute for Clinical Medicine at Aarhus University. Professor Kim Mouridsen played a pivotal role in bringing the product to market and the company has now moved into the commercial phase of its operations. It says its first products and solutions are already installed and in operation with customers.

Better Collective could be drafting in this supplier of AI tools for its US expansion plans. After acquisitions of big players in the US market, the affiliate raised SEK 312m

(\$32.8m) through a directed share issue of four million new shares, earmarking the figure for future M & A activity.

At a price of SEK 78 per share, the directed share issue entails a dilution of approximately 9% of the number of shares and votes in the company. The affiliate said the subscription in the issue was significantly oversubscribed, due to the high demand from Nordic and international, institutional investors.

Sogaard said: "I am very pleased to see the broad-based interest from both current and new shareholders wanting to invest in our further growth. Better Collective has completed seven acquisitions at a total value greater than €125m (\$138.4m) since the IPO in June 2018.

"The proceeds from the transaction allow us to continue the growth path, including M & A, which we believe has contributed significantly to Better Collective's performance."

So how else can affiliates be aided by bringing artificial intelligence into their business models? Personalisation is one key area that can see vast improvement with this new technology. Last month, Spotify told me all about the songs and artists I listened to in 2019. It listed all the different genres I tuned into and made me feel like a connoisseur of music. The app told me my taste knows no bounds; I listened to tracks and albums produced across the world and from several different decades.

They certainly know a lot about retention at Spotify. To provide users with this personal touch really makes them feel appreciated and listened to. For a moment, I pictured a Spotify employee sitting at their desk and pouring through pages of data that lists all the songs I selected and downloaded. But, of course, this was done with AI. The amount of time and effort it would have taken to produce these annual reports is huge. Yes, the music streaming service has the resources, but would it really dedicate that much monotonous manpower?

It is essential for operators, suppliers and affiliates to remember we are in the entertainment industry here. Just like Spotify and Netflix, an affiliate has to find a way

**"FOR A MOMENT, I PICTURED A SPOTIFY EMPLOYEE SITTING AT THEIR DESK AND POURING THROUGH PAGES OF DATA THAT LISTS ALL THE SONGS I SELECTED AND DOWNLOADED. BUT, OF COURSE, THIS WAS DONE WITH AI"**



to keep customers coming back. With AI, affiliates can take a deep dive into player preference and find ways to do exactly that.

The more data available, the more affiliates know what to market to players. This can be broken down and segmented to provide an all-encompassing overlook into a customer's expectations. On top of that, once the information is attained and preferences programmed, the speed of interaction for operators can be vastly improved. Why would you have slot games on your home screen when you know the player will bypass these and go looking for roulette? With AI, home pages of affiliate sites can be tailor-made to appeal to players and win their long-standing loyalty.

One potential issue with having access to all this data is remaining GDPR compliant. Now more than ever, we want to keep our personal data private and the idea of a computer program trawling through pages of clicks and preferences is slightly unnerving.

The worries however, have been quickly and effectively dispelled. While this data will be collected and used by affiliates that employ AI, it will be linked with a number, not a name. Data is uploaded to servers which the individual companies will not actually touch themselves. These companies do not save, alter or delete this data.

As with any new technology to enter the industry, there will always be an adjustment period. Time and time again, experts will claim we are on the verge of mass adoption; but until that line is crossed, the industry is more or less on the outside looking in and speculating about potential. It is, at this point, merely conjecture.

There is always the fear new technology will take jobs away from the industry. Of course, some operators and suppliers will be okay with that. They just want to make as much revenue as possible; that's the bottom line. Computer programs and new technology will be far cheaper to employ than full-time, trained staff. But not all businesses will see it that way and will stress about the declining amount of human interaction in the workplace.

During the introductory period however, this shouldn't cost too many jobs. As AI will predominantly be used to help prevent problem gambling, it would be unethical and short-sighted to eliminate full-time positions. Every single company in the gaming world needs to have a firm grasp on compliance and responsibility; to chuck all the problem gambling issues to a computer does not show a great understanding of what is required.

There is never going to be a cheap or easy solution when it comes to corporate responsibility. The industry is facing negative attention from mainstream media and the public, and to pass responsibility on to a computer program could potentially be a step backwards.

Don't get me wrong, I am all for AI moving into gaming and helping out where it can. To be honest, it seems inevitable at this juncture. But are we standing on the edge, looking over the precipice at an abyss swarming with new tech? No. I believe we are still a few steps back from that. Perhaps the shop window metaphor is better suited. Operators, suppliers and affiliates are strolling the high street, casually looking at these new trends. The more adventurous companies with bigger finances can be a bit impulsive here and make a purchase; but for the smaller brands, it's still only the trial period at most. Better hang on to the receipt.



The future of gambling will be heavily linked with AI; it's difficult to see any other course of events. There will always be brands that resist the trend and, in some regions, it will take longer to develop than others. But it is clear AI can help improve an affiliate's offering and lift it a few positions in Google's rankings.

For now though, some development is necessary. The price of access will be a barrier most affiliates will not be able to overcome. Better Collective, after all, is one of the biggest affiliates in the industry and has its sights set on further M & A activity. So if an AI investment is out of budget for now, let's hope it's included in the next Cyber Monday sale.

**“BUT ARE WE STANDING  
ON THE EDGE, LOOKING OVER  
THE PRECIPICE AT AN ABYSS  
SWARMING WITH NEW TECH?  
NO. I BELIEVE WE ARE STILL  
A FEW STEPS BACK FROM THAT.  
PERHAPS THE SHOP WINDOW  
METAPHOR IS BETTER SUITED”**



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## REGULATION PANEL



# TACKLING REGULATION TOGETHER

A panel of industry experts discuss the heavy regulations now falling on affiliates and how operator-affiliate links can help both sides of the relationship

### THE PANEL

#### MODERATOR:

**Martin Calvert**, Marketing Director, ICS Digital

#### PANELLISTS:

**Krister Malm**, CEO, Oddsium

**Beatrice Varlam**, Senior Affiliate Executive, Paddy Power Betfair

**Clive Hawkwood**, Chairman, Responsible Affiliates in Gambling (RAiG)

**MC:** Affiliates have to protect themselves and be on the right side of regulation. Clive, this is one for you to start with. You've been at the heart of this kind of debate. When it comes to the communication between operators and affiliates, how can this be improved? What can they do to make sure they are on the right side of regulation?

**CH:** The first issue is we have more regulation than we know what to do with and those laws vary between jurisdictions. If you're a multi-jurisdiction operator, that's a lot of regulations to stay on top of. It's something that even operators with a lot of resources struggle with and if they're struggling, what chance have you got? If you're involved in the UK market, you will know this well. That regulatory pressure is now coming down on affiliates. Operators need to know you're compliant with various regulators. They need certainty. I think there's

a toxic mix of views behind that about what affiliates are and how they operate. At a lot of companies, affiliates are seen as a necessary evil rather than a worthwhile partner. This needs to be addressed.

It becomes too easy to blame the affiliate if something goes wrong, so we need to put in place measures to counter that. I think the first step to counteract this is to clarify what the regulations are. One of the problems we currently face is different operators are interpreting the same regulations differently. If you're working with a range of operators, you may be getting various demands and be asked to find different ways through the same set of regulations. I think one of the priorities in the next year or so will be to try and get operators in a position where they are asking for the same thing from you. But we'll also hopefully be in the position where affiliates are more consistently aware of what their regulatory obligations are. The approach from operators to affiliates needs to be more co-operative, rather than being one-sided where the affiliates are told what to do.

**MC:** Beatrice, this is something you experience and practise every day. What's your view on this? How can it be improved and made fair?

**BV:** Regulation is obviously different depending on the jurisdiction and, from my side, I need to be on top of all those areas I work in. I've worked in the UK, Canada and Australia markets. This is why the communication between affiliates and affiliate managers is so important. You have to communicate efficiently, there has to be due diligence from both parties and everybody has to know what to do and what is expected of them. Operators and affiliates need to be responsive to each other's needs.

**MC:** The affiliates you work with, are they pushing you for information? Are they serious about the implication of regulation?

**BV:** Yes, because this affects both sides. It's a partnership and we have to work together.

**MC:** When you're growing a brand, you are quite conscious of this. You need to be aware of how the partnerships work.

**KM:** Absolutely. I would say the key is to work very closely with the operator. A lot of affiliates, generally speaking, have a tendency to wait for information. Not a lot of them take responsibility and actually try to get it. I think it makes sense both operator and affiliate start talking together to come up with a plan. They can find a plan that suits the requirements and needs of both parties. We need to work much closer together.

**MC:** One of the main challenges is there isn't a single bed of regulation. Every single country has its own way of doing things; so has the pace of regulation made that more challenging? How does it impact companies when there are ongoing developments in different countries happening at the same time?

**KM:** From an affiliate perspective, I think it's quite difficult, because most affiliates do not have that sort of multi-national solution. I think most large affiliates have to evolve and start working as proper, professional organisations, rather than having it as a hobby on the side that just generates money. You have to take a very professional attitude to this, especially

as markets regulate. You also need to understand the implications for you as a company as well as for your partners; primarily the operators. If you do something wrong as an affiliate, it can have some serious impacts; operators can lose their licenses. Who wants to be responsible for that?

**MC:** Clive, when it comes down to the blame game, operators can lose their license and affiliates can lose income. There are also tax implications.

**CH:** Again, one of the trends, at least over the last year, has been for operators to become more risk averse. You only have to look at how many relationships GVC terminated. Just looking at that number, people outside the sector realise how many affiliates there were. That, in turn, has brought regulators to look at affiliates distinctly from advertisers in general. They now have a whole host of issues they now want to address directly, which will be difficult, or through the operators, which will lead to more relationships being terminated.

The only way to avoid that is to try and get ahead of the game. There are two ways to do that. First, for each affiliate, you can try and stay abreast of regulations and what the requirements will be. Second, affiliates can work with operators and hope that, as part of their wider social responsibility, operators will see it as being in their interest to educate the affiliates they work with. Again, that would be another additional burden for operators, at a time when there is a lot of pressure on bottom-line profits.

If you've got those big companies with large compliance teams, social responsibility and affiliate marketing teams, and they are all struggling, it does beg the question: how are affiliates meant to cope?

**“I THINK MOST LARGE AFFILIATES HAVE TO EVOLVE AND START WORKING AS PROPER, PROFESSIONAL ORGANISATIONS, RATHER THAN HAVING IT AS A HOBBY ON THE SIDE THAT JUST GENERATES MONEY”  
– KRISTER MALM**



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# TIME TO DO AWAY WITH 'BUSINESS INTELLIGENCE'

Hybrid Interaction consultant **Shahar Attias**  
on problems with data analysis

Hi, my name is Shahar and I don't think business intelligence (BI) people should exist. What's the reason behind my statement? I mean, everybody loves the BI staff. What would you do in this info-hungry industry of ours without data? If you are following my articles here, you would know at this point how much I value reports, real-time and accurate analysis, so how can I say such a thing?

First, because I am a consultant, so I can pretty much say whatever I want; second, the problem isn't with data analysts as people. Yes, some of them look as if they try to justify the term 'big data' in real life, but let's not judge people's contribution to our work and their level of professionalism according to their external looks. I mean, it's not like we are affiliate account managers, are we?

So what could be the problem? As always, it starts with the defiled combination between marketing and management. Yes, each word on its own can involuntarily relieve you of your latest meal, yet combined, they send a chill down anybody's corporate spine. Known for doing little, bragging a lot and blaming IT for everything, these two species have been taking over every successful company and made it spend beyond its means on branding and Facebook ads. Ever heard someone in your company starting a speech with "our core values..."? Are you still on speaking terms with this person? Exactly.

Marketing people and managers struggle with their workload, so they ask the data team to tell them their views on what's going on, with questions such as:

- Are the KPIs good enough for this time of the month?  
A. They are ok, but we could spend less on bonuses for the mass crowd and save some money for the payday promo on the fourth week.
- Is it okay that we have so much money deposited by VIPs?  
A. No, it's not - send them everything back. Seriously, they are VIPs - what else do you expect them to do?  
Yodel in Kitzbühel!

Once the analysts provide them with the information, and right before spending the entire annual hospitality budget at the bar across the street while mimicking K-pop moves on TikTok, comes the next question. Now, imagine someone in a smart suit, adopting an authoritative voice, saying: "What do you think we should do, based on this data?"

Clearly, as BI usually sit together with the operational team, they are quite familiar with what's going on, what the system capabilities are, what's planned and what has been proven to work in the past. Based on a fairly realistic deduction of the above, the BI staff can probably provide an answer at least good enough to be considered as a valid plan - if not more than that.





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Hit pause; data nerds are now in charge of our future tactics instead of just reporting the past and current stats? Yes, that's what usually happens. Most likely during those marketing sessions, in which your operational strategy is being determined, BI will not only deliver numbers, but will also be questioned for their opinions on what steps to take. Since they control the flow of information, their feedback will hold crucial weight in the decision-making process.

Is it their fault? No. I blame lazy CMOs (for some reason, the auto-correction tool just highlighted this last expression, suggesting I should "delete repeated words"). But let's take an objective review of what's on the table: we have data guys who should report on what they see and we have marketing people who should take this information, and form a plan to resolve the spotted issues. However, we have already established the fact managers are often in their position solely because they come from the same native country as the lead investors, and as such, they want someone smart to decide on what needs to be done.

Now, in most cases, BI staff are indeed the smartest people in the room; but they lack any marketing know-how or operational hands-on experience. This can easily result in half-baked conclusions and these are never good (much like leaving your coat in the cloakroom during ICE - it will be the end of the show before the queue for getting it back will end.

How do you prevent this from occurring? Hire a consultant. I might know someone... but what this bright, sexy-beyond-our-mortal-grasp-as-humans person with a funny accent will



**SHAHAR ATTIAS**

say is you simply don't need data analysts. You need a data management platform that could ease accessing information in a way so dumb, even marketing people could use it, along with the colorful charts and all.

People will learn to search the database on their own (well, CMOs will still hire someone to do it for them) and get answers to their questions. They do this so they will be able to put that expensive diploma to good use. In time, them including "ROI" in every sentence won't sound that stupid anymore.

Previously, I have talked about real-time marketing automation systems as a must. If you can find a technological solution that can also feed you accurate data, you will end up having a holistic single-person factory: reviewing the stats, identifying problems, crafting a solution and implementing a procedure to prevent future repetition upon detected triggers. Now that's proper marketing.

So what would our beloved BI staff do? Free from handling tasks they were never supposed to do, now they will have enough time to scan the activity, noticing trends you can't observe by sorting the list according to gross gaming revenue; in other words, conducting proper analysis.

*As an iGaming consultant, Shahar Attias has seen more than 100 operators from the inside and can help your company benchmark your strategy, procedures and KPIs with the competition. After decades of experience in senior operational roles, he has founded Hybrid Interaction Ltd., the premier online gaming consulting firm, and has held successful projects across all verticals and through most jurisdictions, including online migration projects with brick-and-mortar casinos in the Dutch, Swiss and the US markets. Among his clients are Hard Rock NJ, PokerStars, GVC Holdings/BwinParty/Sportingbet, Holland Casino, William Hill, BetConstruct and NightRush. Add him on WhatsApp via <http://bit.ly/iGamingCRM> and start optimising your players' lifetime value.*

**“PREVIOUSLY, I HAVE TALKED ABOUT REAL-TIME MARKETING AUTOMATION SYSTEMS AS A MUST. IF YOU CAN FIND A TECHNOLOGICAL SOLUTION THAT CAN ALSO FEED YOU ACCURATE DATA, YOU WILL END UP HAVING A HOLISTIC SINGLE-PERSON FACTORY”**

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## IGB AFFILIATE LONDON PREVIEW



# LONDON'S CALLING ONCE AGAIN

Now knowing a little bit more about what to expect from affiliate shows, **Tim Poole** looks ahead to his second IGB Affiliate London

### THE CONFERENCE AGENDA: THINGS TO LOOK OUT FOR

For those of you looking to attend talks and engage in serious debate this February, it's worth taking a closer look at the IGB Affiliate London schedule. There will be two rooms at your behest – keeping it simple with the names “Room 1 and Room 2,” as opposed to ICE London's more creative names. Inevitably, this means having to choose directly between two conference talks at a time, so this naturally depends on what your aims are and which issues or markets you prioritise.

Kicking the schedule off at 11am on Thursday 6 February is Responsible Affiliates in Gambling Chairman Clive Hawkswood, one of the stars of *Trafficology* in recent months. His talk focuses on redefining affiliate responsibility for the 2020s and promises to be one of the finest Room 1 has to offer this year. Following that up at 11:45am is a European regulatory round-up focusing on the UK, Sweden and Italy. Led by David Clifton, this also looks like it will have plenty to offer audiences.

Your alternative that morning in Room 2 is an SEO talk at 11am and a presentation on voice technology at 11:30am.

For those looking into more tech-based conferences, these certainly offer more towards that direction, although I myself will be sticking to Room 1 that morning. The technical focus remains in Room 2 for the rest of the first day, with talks on lost links, link building and PPC. Meanwhile, the rest of day one in Room 1 takes a very geographical focus, with Africa, Brazil, LatAm and the US markets covered – in that particular order.

Friday however, is where you might see a bit of repetition and well-trodden content. Room 2 looks at esports and blockchain and, while the panels contain respectable speakers, it's likely they will be covering old ground. It does kick off with an intriguing-looking talk on M & A though, from 11am to 11:30am. Anyone interested in SEO will find every talk in Room 2 from 12:30pm onwards dedicated to that specific field.

Room 1, by contrast, looks more varied in terms of topics – video, followed by influencer marketing and Google algorithms vs Google penalties. After lunch, there is another one-person presentation on SEO, while Room 1's agenda finishes relatively strongly: a panel on retention at 2:30pm is followed by a talk on compliance at 3:00pm, moderated by Tag Media Director Tom Galanis.





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If I had to make a checklist of things guaranteed to appear at the London Affiliate Conference (keeping it PG), I'd say alcohol, whacky games, business card competitions and ex-footballers. The alcohol goes without saying: there's plenty of it – all free at the after-parties and bars/stands scattered throughout the exhibition floor. The whacky games are cool. Apart from foosball tables, punching machines and that Cristiano Ronaldo lookalike challenging passersby to skills contests at every show, there's always something new.

Meanwhile, what sort of affiliate conference would it be without a business card competition? One where an operator, most recently 1xBet, offers attendees the chance to win an outlandish prize just by placing their business card in a bowl. That's pretty much the lottery industry in a nutshell, right?

Last but not least, there are the ex-footballers. As well as John Arne Riise and Ray Parlour, both interviewed by members of the *Trafficology* editorial team last year, previous football royalty has graced the Excel London in the form of Harry Redknapp and Glenn Hoddle. Okay, not quite royalty.

The overall atmosphere is, of course, pretty relaxed compared to what goes on at the other side of the Excel at ICE London. While the event is considerably bigger than most other affiliate shows, it feels smaller than the lift that takes you there once you've made the daunting walk from the B2B side. Thankfully, this won't be an issue for everyone, as plenty of you party animals will have flown over purely for this show alone. Kudos to you, my friends.



**“IF I HAD TO MAKE A CHECKLIST OF THINGS GUARANTEED TO APPEAR AT THE LONDON AFFILIATE CONFERENCE, KEEPING IT PG, I’D SAY ALCOHOL, WHACKY GAMES, BUSINESS CARD COMPETITIONS AND EX-FOOTBALLERS”**

When getting down to business, much will be at play behind the closed doors of meeting rooms at affiliate and operator stands. As one affiliate told me last year, some of the year's biggest M & A deals were likely being thrashed out as we sipped our pints next door.

At the end of a day's networking, the show won't fail to display the full range of the affiliate world; from the wonderful – an event at a local bar supplying free drinks all evening – to the

weird – a man in his 30s dressed as a granny calling out bingo numbers (true story). The show is sure to have all sorts when it comes to entertainment; for those who qualify as strangers to Central London, this will be a somewhat different way of getting to know the capital's famous streets.

At this point, a pressing concern of mine is whether we'll see the 1xBet octopus again this time out. Maybe we'll find a new iconic image this year. Attendees going to ICE from Tuesday and sticking around until IGB Affiliate London on Friday may well need someone to lift their spirits come the end of the week. Step counts will be high and alcohol intakes likely even higher – so a cuddly mascot certainly won't go amiss.

There will definitely be friendly faces in terms of brands. Expect the usual industry players to bring stands of a relatively decent size – Bet365, Paddy Power Betfair, Casumo, Kindred Group, Betsson Group and 1xBet. But the biggest stand on the floorplan, without much competition either, is easily that of Ladbrokes, Coral and Bwin owner GVC Holdings.

When it comes to talks and conferences, the current climate offers numerous topics, as affiliates gather to discuss pressing regulation, the US market, relationships with operators and much more. Perhaps a fair criticism of affiliate conferences these days though, is they have a more-than-repetitive nature about them.

Sometimes, you can't help but feel if you've heard one, you've heard them all at the big affiliate shows – unlike dedicated conferences which have less of a focus on networking. So if you're planning to attend a conference in London, why not ask an engaging and challenging question to the speakers? If you're a moderator or speaker meanwhile, don't be afraid to shake things up – the audience will be grateful.

Overall however, there's plenty I look forward to this year, especially as the affiliate conference scene is still relatively new to me. For you old timers out there, let's not hear any moaning. Yes, you may have been to dozens of shows just like this, but I'm sure all the affiliates out there wouldn't have it any other way. In fact, to get you in the mood, come find me at the show – because your next drink's on me! Providing it's free, of course.

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# PLAY HARD

**Alexandra Basher**, Head of Affiliates at Play Attack, is quizzed on names, places, spiders and how she would unravel Donald Trump's secret

**SO WHAT DO YOU DO IF YOU SEE A SPIDER IN YOUR HOUSE?**

I just run away and maybe call for emergency services! In other situations, I know what to do and how to behave, but with spiders, I should maybe see a doctor or a psychiatrist.

**WHICH DO YOU PREFER: AMAZON PRIME OR NETFLIX?**

We actually don't watch TV very often in our house; only once in a while. We spend time playing games on our phone, but that's it.

**WHERE ARE YOU BASED MOST OF THE TIME?**

I'm based in Kyiv and now sometimes in Malta. I wish I could go to more places.

**IF YOU COULD GO ON A DATE WITH ONE CELEBRITY, WHO WOULD IT BE?**

If I wasn't married, well this maybe wouldn't be so much a date, but I would like to meet with Donald Trump. I would like to get to know him better and how he can make himself so recognised and be so crazy at the same time! I want to know his secret and then use it to become President. Sometimes the best way to discover people's secrets is to just get to know them, get them drunk and find everything out.

**THAT SOUNDS LIKE QUITE A SIMPLE PLAN...**

I'm actually hoping to do it with some of the attendees here at SIGMA. If I get people drunk, they might tell me some things they wouldn't tell me if they weren't. Plus, cocktails make me more confident.

**IF YOU BECAME PRIME MINISTER OR PRESIDENT OF A COUNTRY, WHAT IS THE FIRST THING YOU WOULD DO?**

I would conduct an investigation into what is actually going on and see how it compares to an ideal country in my mind.

**WHAT IS AN IDEAL COUNTRY IN YOUR MIND?**

Where everyone is happy and has the right to do what they want to!

**WHAT IS THE MOST ATTRACTIVE NAME, MALE OR FEMALE?**

Well my name is Alexandra and my son is called Alexander, so any kind of variation on that! I'm quite comfortable with my name and hopefully my son is comfortable with his.

**WHAT IS THE LAST PLACE YOU VISITED FOR A HOLIDAY?**

It was actually Malta in the beginning of November. We came here at the end of September, too. We're relatively new to Malta, but I came here with my kids to work and enjoy a holiday at the same time.

**WHAT IS YOUR BIGGEST PET PEEVE?**

A lack of sleep and a lack of time. I wish I could sleep for two or three hours a night, because I never get time in a week to do all the things I would like to do. I unfortunately can't do anything about it, but I will think of a way around it.

**DO YOU HAVE ANY PHOBIAS?**

I'm afraid of spiders. I tried to do something about it, but I can't. I saw a huge spider in a book when I was a kid, and then whenever I had to find out about other animals, I had to do whatever I could not to see this page. My son is a great fan of Spider-Man too (sadly).







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