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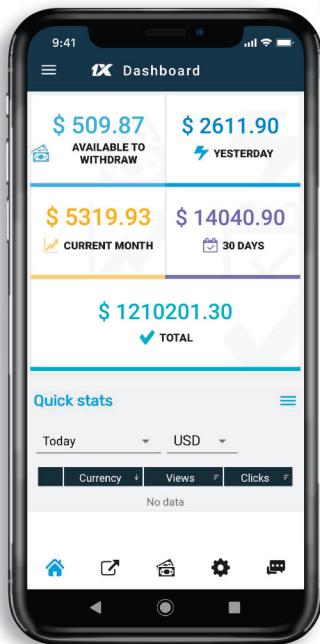
Marketing & affiliate focus by *Gambling Insider*

AUGUST 2021



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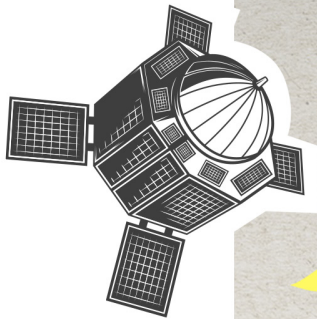
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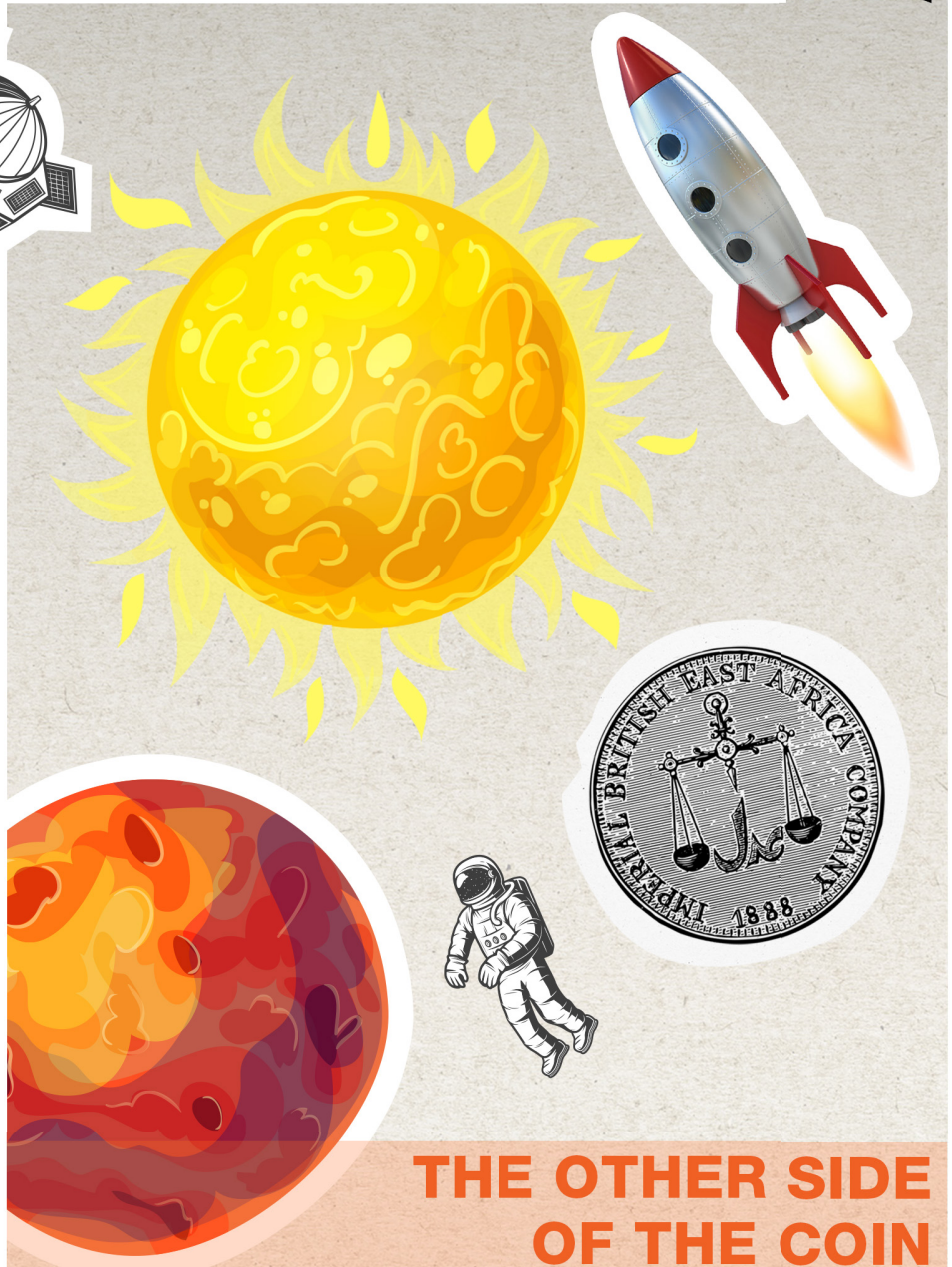
INSIDE:

Digits: The latest industry data

Shahar Attias on automated marketing

AffiliateCon: Twitch and casino streaming, with Fruity Slots

Play Hard: Nick and Jack Hill



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THE OTHER SIDE OF THE COIN

We hear from some of the industry's biggest names on the operator-affiliate relationship

TRAFFIC REPORT

Trafficology has partnered with data expert Casino City Press to provide insight into website and traffic trends across affiliate industries, predominantly in gaming but including others. In this edition, we review affiliate programmes per vertical for June 2021. The below is a breakdown of the top 10 sites globally, including both desktop and mobile, sorted by their overall ranking, casino ranking, sports betting ranking, poker ranking, lottery ranking and financial ranking



OVERALL

Rank	Name	Website
1	bet365 Partners	www.bet365partners.com
2	NetHive Affiliate Program	www.nethive.com
3	eToro Partners	www.etoropartners.com
4	Best Partners	www.bestpartners.com
5	Entain Partners	www.entainpartners.com
6	betway Partners Africa	www.betwaypartner safrica.com
7	Bovada Affiliate Program	www.bovada.lv/new- bovada-affiliate-program
8	Gamesys Group Partners	www.gamesysgroup partners.com
9	Yahoo Fantasy Sports Affiliates	sports.yahoo.com/ dailyfantasy/affiliates
10	Kindred Affiliates	www.kindredaffiliates.com

CASINO

Rank	Name	Website
1	Gamesys Group Partners	www.gamesysgroup partners.com
2	Partners.io	partners.io
3	WinBet Affiliates	winbetaffiliates.bg
4	Platin Casino Affiliates	partners.platincasino.com
5	LeoVegas Affiliate	www.leovegasaffiliates.com
6	bet365 Partners	www.bet365partners.com
7	Rank Affiliates	www.rankaffiliates.com
8	Buffalo Partners	www.buffalopartners.com
9	Betsson Group Affiliates	www.betssongroup affiliates.com
10	Entain Partners	www.entainpartners.com

SPORTS BETTING

Rank	Name	Website
1	bet365 Partners	www.bet365partners.com
2	NetHive Affiliate Program	www.nethive.com
3	betway Partners Africa	www.betwaypartner safrica.com
4	Best Partners	www.bestpartners.com
5	Bovada Affiliate Program	www.bovada.lv/new- bovada-affiliate-program
6	Entain Partners	www.entainpartners.com
7	Betfair Partnerships	partnerships.betfair.com
8	Betway Partners	www.betwaypartners.com
9	Kindred Affiliates	www.kindredaffiliates.com
10	Rush Affiliates	rush-affiliates.com

LOTTERY

Rank	Name	Website
1	FDJ Affiliate Program	www.fdj.fr
2	Lottoland Affiliates	www.lottolandaffiliates.com
3	Michigan Lottery Affiliates	playonline.michigan lottery.com/affiliate
4	Lottomatrix Affiliates	www.lottomatrixaffiliates.com
5	West Lotto Partners	www.westlotto.de/ unternehmen/affiliate/ partnerprogramm.html
6	LottoStar Affiliate Programme	lottostar.co.za/affiliate
7	Affiliate Empire	www.lottogoaffiliates.com
8	The Lotter Affiliates	www.thelotter-affiliates.com
9	MegaRush Affiliates	megarushaffiliates.com
10	Tipp24 Partners	www.tipp24.com/ aktionen/partnerprogramm

POKER

Rank	Name	Website
1	Stars Affiliate Club	www.starsaffiliateclub.com
2	WPN Affiliates	www.wpnaffiliates.com
3	Winamax Affiliates	www.winamax.fr/en/affiliates
4	U-affiliates	www.uffiliates.com
5	Entain Partners	www.entainpartners.com
6	bet365 Partners	www.bet365partners.com
7	CommissionKings	commissionkings.ag
8	The Spartan Poker Affiliate Program	www.thespartanpok- er.com/affiliate/overview.html
9	GGPartners	en.ggpoker.com/partners/ affiliate-program/
10	Natural8 Affiliates	www.natural8.com/affiliates

FINANCIAL

Rank	Name	Website
1	eToro Partners	www.eturpartners.com
2	IG Markets Partners	www.ig.com/uk/ marketing-partnership
3	Exness Partner	www.exnessaffiliates.com
4	BinPartner	binpartner.com
5	XM Partners	partners.xm.com
6	Deriv Partners	deriv.com/partners/
7	Binary.com Affiliate Program	www.binary.com/en/ /affiliate-ib.html
8	IQ Option Affiliate	affiliate.iqoption.com
9	IC Markets Affiliate Program	www.icmarketspartners.com
10	Kingfin	kingfin.com



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.



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THE RIGHT TOOL, AT THE RIGHT TIME

Hybrid Interaction Founder and Consultant **Shahar Attias** opens up the discussion on Marketing Automation Platforms

"...A company's sales come from two groups: new customers and repeat customers. One estimate is that attracting a new customer can cost five times as much as pleasing an existing one. And it might cost 16 times as much to bring a new customer to the same level of profitability as that of the lost customer. Customer retention is thus more important than customer attraction."
(Marketing Management by Philip Kotler, Uni of Phoenix).

Player management is what this industry is all about (and wild parties with affiliates, but that's a topic for another medium).

This is what we – CRM people – do: retain customers and increase their ARPU (Average Revenue Per User) or, explained in a more common expression within our niche of online marketing: LTV (Lifetime Value). And when it comes to the systems we use, well, it's like an old pair of jeans: it's got to the point where it's comfortable, and you just can't imagine how another one can fit as perfectly. The ugly-yet-familiar interface, same reports with the good-old missing fields, list of KPIs nobody has ever used; it has become a part of you and the stuff your corporate culture is made of... pure nostalgia. And hey, you've got yourself a pretty decent business going on without those shiny graphs anyway, right?

Meanwhile, in a parallel world, new ventures are being established. They are basing their CRM back-end on technologies that evolve with time and adapt to the modern needs of operators like you. Knowing that such advanced tools might be giving the other guys a competitive advantage, it is indeed right for you to look into the newest trends in Campaign Management. Enter: Marketing Automation.

Why is this so important to us – iGaming Player Managers? Now that we are already established, retaining users becomes the most crucial aspect of marketing, and therefore, enhancing the engagement of existing customers is vital. Hence, excelling at player development is one of the most sought-after qualities of a CRM team, and this makes a good Marketing Automation solution as the most frequently used tool in our arsenal.

Now, assuming your name isn't Colonel Jessup and that you

can handle the truth, then the reality is most gaming brands operate a very similar campaign management technology. Quite simply, since the vast majority of the industry tends to rely on technological solutions from a minimal pool of B2B providers, most CRM teams are actually using the same tools to maximise profits from their databases.

While in my webinars and courses, I always remain tool-agnostic and teach about concepts and best practices that can be executed with a basic calculator and some common sense (honestly, only one of them is mandatory), it's pretty clear that with the right technology, operators can really boost their CRM optimisation. In this case, what kind of features does a Marketing Automation Platform need to have?

First and foremost, it would ideally mimic and optimise the daily routines of the CRM team when they are conceiving, launching, operating and analysing a promotional campaign (or Promo) for their active and inactive players. Such systems should first offer an easy segmentation of any potential target group, or filtering, in simpler terms. Next, the system should provide the ability to configure any relevant offering (bonuses, duh?) and distribute the associated marketing materials to the segmented target group. Once this is done, behind the scenes, the Marketing Automation Platform should allow launching the promo at the given time, execute the promo (meaning, awarding the reward to the eligible users as soon as they meet the publicised pre-defined requirements). Last comes an analysis module, which ranks the recent promo's results with KPIs from previous marketing efforts.

Such capabilities should allow the system to deal with both "ad-hoc" promos (say, a weekend offer such as Deposit X – Win Y) and with User Journey Triggers: as soon as something happens or doesn't happen (eg, detecting newly registered non-funders/once a player has reached Y days *without* depositing). This would be an extension of the former functionality, allowing to decide on an activity-related occurrence (detected in real-time) that would "loop" players



into a segment being constantly reviewed by the system and present various offers in a tree-like decision-making format ("if-then"). This circle will continue until the player meets the criteria that were pre-defined as success. Otherwise, he/she stays in the "loop"

But wait, the vital essence of a successful Marketing Automation Platform is... Automation! The latter should be integrated with the bonus mechanisms, on-screen instant communication channels and, most importantly, deep access into the players' database and constant review of the games and transactions. In fact, with a fixable enough User Interface, this module on its own can also function as a sophisticated reporting tool, and that's always an excellent benefit to have.

Oh and speaking about User Interface, preferably this entire flow of promo creation should be operated from within a single screen (meaning, no need to jump in between various systems to deliver the mentioned tasks). Yeah, right.

Think we are done? Here we can even raise the bar! Unlike some people's potential dating partners... This holy grail of a marketing platform should have Real-Time capabilities. Imagine having the ability to, based on results from previous actions, and according to calculated behavior-based alerts (as they happen), have a system that could conduct all of the above while the players are still logged in. Boom! We are talking about awarding personalised cashback to high-profile VIPs the second after they leave a gaming session, in which they have lost above a pre-defined threshold (and base the level of reward on that recent activity); yet before they angrily leave the site and swear they will never return. Impossible? Much like The Six Million Dollar Man, we have the technology.

As you can see, a successful Marketing Automation Platform would integrate with many different functions of the back office. This is why most operators prefer to stick with their default solution from their B2B provider. In most cases, stock-packaged systems work better, behave more fluently, and have fewer flaws in between the modules.

Given the constant lack of IT resources in our industry, a small company could definitely do without dealing with the complexity of a project of this magnitude, so this does sound like a sensible choice. And let's face it, unless someone else can do it for you, integration sucks. Ask any programmer, and you will hear precisely the same (well, most likely, you will get a furious reply in Russian, but that's the gist of it).

At this point, the intelligent reader might ask: well, why are we even having this discussion in the first place if no one can implement such external systems anyway? The correct answer, as always, would be: it's all about that ROI, 'bout that ROI (no treble). With such fierce competition on the acquisition front, brands that can't take full advantage of each new player's LTV will not last. Thus, to meet the deck of slides handed out to investors and remain "perfectly positioned for rapid growth," operators must innovate and differentiate. Simply benchmark the unique capabilities and advantages said Marketing Automation Platform can potentially provide vs. the apparent implementation hurdles. #easy

Of course, there's always a middle ground: operate an external system, but don't integrate it with your back office, base it on "Up-to-Yesterday" DB refresh rate, and simply utilise it to help with decision making when it comes to player segmentation and value assessment. Is it good enough? Only

"TO MEET THE DECK OF SLIDES HANDED OUT TO INVESTORS AND REMAIN 'PERFECTLY POSITIONED FOR RAPID GROWTH,' OPERATORS MUST INNOVATE AND DIFFERENTIATE. SIMPLY BENCHMARK THE UNIQUE CAPABILITIES AND ADVANTAGES SAID MARKETING AUTOMATION PLATFORM CAN POTENTIALLY PROVIDE VS. THE APPARENT IMPLEMENTATION HURDLES"

you can tell. Just bear in mind that this will not decrease the workload for your CRM team, and naturally, it can (at best) assist with "Ad-Hoc" promos (as there's no integration, there's no real-time detection of activity and trigger-based User Journeys do not exist). Still, you guys need to run the ROI of such a possible output and decide. Or hire a CRM consultant...

BIO:

As an iGaming CRM consultant with 20+ years of industry experience, Shahar Attias has helped startups and publicly traded operators optimise their VIP Programs & Player Retention efforts. He can help your company benchmark your internal marketing strategy, procedures, loyalty and KPIs with the competition. Following senior executive roles with 888, Playtech, and PokerStars, he has founded Hybrid Interaction Ltd. This premier online gaming consulting firm has held more than 150 successful projects across all verticals and through most jurisdictions, including online migration projects with brick-and-mortar casinos in the Dutch, Swiss, Georgian, UK, and US markets. Among his clients are Hard Rock NJ, Holland Casino, Grand Casino Baden, Horizons Casino, Groupe Barrière, Entain / GVC / BwinParty / Sportingbet / Bet.pt, IGT, William Hill, Crocobet, BetConstruct, Pin-up.ru, EvoPlay, bgo, Win2day, Neto, DazzleTag, and Platin Casino.

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THE OTHER SIDE OF THE COIN

Representatives from Catena Media and Spotlight Sports Group answer questions on the operator-affiliate relationship

RYAN HARPER, VICE PRESIDENT OF NORTH AMERICA – REVENUE, CATENA MEDIA

WHAT MAKES THE IDEAL OPERATOR FOR AN AFFILIATE TO WORK WITH?

There isn't a single attribute that makes for a good partnership. But there is a collection of values that really helps our partnerships thrive. Obviously from our perspective, we want operators who place affiliates as a core acquisition channel. If operators are as vested in what we can do for their business as we are to their success, the relationship tends to thrive. Beyond that, quality tracking, including mobile, desktop, bonus/promo codes and timely reporting helps build the partnership. And ideally the operator will build a strong brand and use competitive promotional offers to attract business.

WHERE CAN AFFILIATES DO MORE TO HELP THE OPERATOR-AFFILIATE RELATIONSHIP?

We believe an open line of communication with our partners is essential. Truly, I can't overstate how important communication is to our business. And it must be a two-way street. From our perspective, that means we need to always be responsive to any feedback we get from operators and remain transparent with everything we do. If an operator identifies an area that we can expand on or improve upon, we always want to know.

The partnership must be mutually beneficial for it to succeed over the long term.

WHAT WOULD YOU WANT MORE OF FROM OPERATORS WHEN WORKING WITH THEM?

Communication is the key to any good relationship, but it is particularly vital in a business like ours.

The timely reporting of data, ideally in real time, is the absolute lifeblood of what we do.

This helps us to read and react more quickly, which in turn helps us to fully capitalise on any effort. Without exception, our strongest partnerships understand the value of prioritising communication.

DO YOU HAVE ANY STANDOUT EXAMPLES OF GOOD CURRENT PARTNERSHIPS? WHAT DO THESE PARTNERS DO WELL?

We have an excellent relationship with all our partners, but we have enormous respect for the professionalism of DraftKings and BetMGM. When you asked earlier about what makes for an ideal partner, both operators instantly popped into my mind.

We meet weekly with both partners, and the frank, two-way communication we share with them has really helped maximise the value of the relationship for both sides. We feel incredibly fortunate to have built such a strong foundation with both.





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HARRY VON BEHR, MANAGING DIRECTOR, SPOTLIGHT SPORTS GROUP

WHAT MAKES THE IDEAL OPERATOR FOR AN AFFILIATE TO WORK WITH?

We view all our relationships with operators as partnerships. We have long-standing agreements with all major bookmakers in the UK with Racing Post, MyRacing and FreeSuperTips and new partnerships with huge growth potential in the US via Pickswise. What makes the difference for us is the partnership aspect; we don't see ourselves as just a supplier but we want to work together to maximise that affiliate relationship.

WHERE CAN AFFILIATES DO MORE TO HELP THE OPERATOR-AFFILIATE RELATIONSHIP?

First and foremost it's incredibly important that all affiliates ensure they are behaving responsibly in terms of player protection. We're proud to be one of the founding members of RAIG (Responsible Affiliates in Gambling) where my colleague Cian Nugent was recently appointed to lead as new Chair. The independent body was set up to help raise affiliate standards, particularly in respect of responsible gambling. It's a huge part of what makes up our approach; we ensure that everything we do protects our customers and is done in a responsible manner.

Secondly, on a more functional level, it's important affiliates

“A LOT OF TIME IS FOCUSED ON PLAYER ACQUISITION AND WHILE THIS IS VITALLY IMPORTANT, FROM OUR EXPERIENCE, AFFILIATES IN EUROPE AND THE US CAN PLAY A HUGE ROLE IN THE ENGAGEMENT AND RETENTION OF CUSTOMERS”

understand operators' requirements.

A lot of time is focused on player acquisition and while this is vitally important, from our experience, affiliates in Europe and the US can play a huge role in the engagement and retention of customers. So, having that conversation and really understanding where the operator needs support is of huge importance.

WHAT WOULD YOU WANT MORE OF FROM OPERATORS WHEN WORKING WITH THEM?

The reverse really. We speak to our partners on a daily basis but for us to be able to go above and beyond we need to know exactly what their strategy is, particularly around major events. Affiliates can play a role in every stage of the player journey and we know at Spotlight Sports Group our content is what drives players to return to our suite of brands; it's what sets us apart.

That open dialogue with operators enables us to produce strategies to help them acquire, engage and retain customers throughout the year that focus on the biggest sporting events.

DO YOU HAVE ANY STANDOUT EXAMPLES OF GOOD CURRENT PARTNERSHIPS? WHAT IN PARTICULAR DO THESE PARTNERS DO WELL?

Yes, right across our group there are various examples. Our most well-known brand, Racing Post, is one of the longest-standing affiliates in the industry. We now have seven major bookmakers integrated into our app and this showcases our joint product development efforts. We know to get the best customer experience for our B2C audience it's vital that the integrations with bookmakers are smooth. It's also important our customers enjoy betting through our app to get the best possible outcome for operators.

In the US we've worked closely with our partners on new content approaches. In March, after consulting with FanDuel we produced a handicapping competition throughout March Madness to drive acquisition and engagement via Pickswise.

It's our willingness to innovate that means we can work on new ideas and really create content that resonates with players.





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FRUITY SLOTS: GOING BANANAS FOR ONLINE STREAMING

Josh Green, Founder of Fruity Slots, the slot and casino streaming community, discusses the importance of innovating a brand, curating continuous content and the ongoing evolution of online streaming in the gaming industry



CAN YOU TELL US A BIT MORE ABOUT YOU, YOUR JOURNEY IN THE GAMBLING INDUSTRY AND OF COURSE ABOUT FRUITY SLOTS, AND HOW YOU GOT INTO CASINO STREAMING?

I started working in a marketing role around 10 years ago. It was with one of the Founders of Playtech; Teddy Sagi. The company was acquired by William Hill as part of the joint venture between themselves and Playtech, which led me into the interesting online marketing world.

I worked across sportsbook, casino and poker, so I gained quite a lot of experience across all those verticals. From being an affiliate to working with the operators in marketing, the

streaming was a little bit accidental.

I was at an affiliate conference and I bumped into a friend of mine who was an affiliate manager. We had a catch up and he asked me if I was doing anything on Twitch; not YouTube, Twitch. At the time I only really knew of Twitch for poker streams.

He explained that he had some really interesting affiliates and that streaming was a popular and growing industry. That evening, I turned on Twitch. I was amazed at the conversation and engagement that was happening around the slots, and how people were watching someone play slots!

I spoke to my business partner. We thought it was a great

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opportunity. We acquired domain names over the years, so we had owned the name Fruity Slots for a long time. We've both been in the industry for a while and we also both enjoy gambling. I think that's what made the channel grow quickly, viewers could see we actually enjoyed what we were doing.

It just shot up in popularity. It was tough at the time to launch a traditional SEO affiliate site in the casino space, which was saturated or PPC unless you're an expert in that field. This gave us an opportunity to enter the market without any real experience.

MOST IGAMING AFFILIATES SOLELY RUN A WEBSITE. YOU RUN A WEBSITE ALONGSIDE YOUTUBE AND TWITCH CHANNELS, REGULARLY UPDATING YOUR SOCIAL MEDIA PLATFORMS. HOW DIFFICULT IS IT TO MANAGE THIS WORKLOAD COMPARED TO OTHER AFFILIATES WHO DON'T TAKE ON AS MUCH?

A lot of streamers just started on YouTube or Twitch, they didn't really have a website, neither any marketing nor affiliate experience. We were quite different, we already had a lot of affiliate experience so we actually aimed to launch a website with social channels ready to go. We wanted to launch as a brand. Trying to blend with YouTube to create content that's engaging and distributing it through different channels is the challenge, so it's tough because you have to focus on your website all the while making sure you still gain exposure elsewhere. It helps that our content is organic and it's never difficult for us to create something new.

YOU HAVE OVER 37,000 SUBSCRIBERS ON YOUTUBE AND SOME OF YOUR VIDEOS GET OVER 200K OR EVEN 400K VIEWS. HOW HARD WAS IT FOR YOU TO GAIN THAT FOLLOWER BASE AND HOW LONG DID THAT TAKE?

You've just always got to try to learn, test, tweak and change. We had a period when all our videos were skyrocketing and getting more views than today, but it's all down to YouTube and their changes. In a sense, you're always trying to crack the Google algorithm – but that's almost impossible. From the outset we had to read and watch videos, we didn't know anything about YouTube.

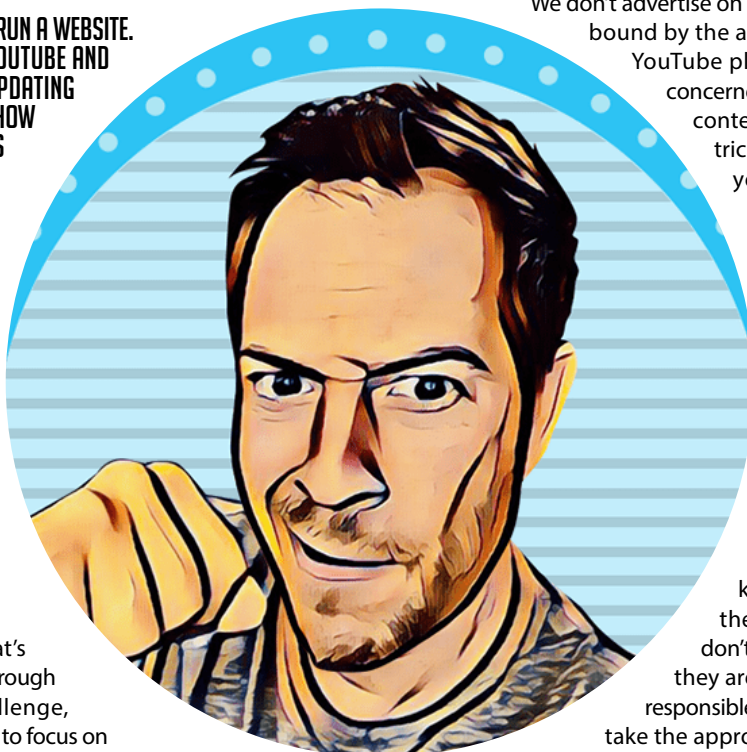
We understood the best practices like engaging thumbnails, keywords on titles, being descriptive and adding tags, but it's the testing and then turning on a live stream that's the real practice. So it was a slow start; it might have taken a year and a half and we were at 10,000 subscribers, then the second jump to 20,000 took only three to four months. As we currently stand at 37,000, the next jump from 40,000 to 50,000, you just never know what could happen but you have to be on the ball.

We spoke to a few specialists but they would all say the same thing: there's no quick win and there's no trick. We've spoken to enough people now on YouTube and it's about creating a community.

YOUTUBE RECENTLY SAID IT WILL NOT ACCEPT GAMBLING ADVERTS FOR ITS MASTHEAD AD SLOT. ARE THERE ANY SPECIFIC RULES FOR CASINO STREAMERS AND DO YOU WORRY THAT YOU MIGHT FACE TIGHTER REGULATION IN THE NEAR FUTURE?

We don't advertise on YouTube. We are much more bound by the affiliate rules rather than the YouTube platform. So as far as we are concerned, YouTube allows gambling content, gambling ads are slightly trickier. But if you are directing your viewers to your own website, where the link in correlation makes sense, YouTube gives you a little bit more favourability because you're not just sending your traffic to various sites and spamming YouTube.

If your main links are going to your website which is part of the brand, then that's okay. We try to follow that and in terms of the regulatory side for affiliates, keeping up to date with what they are asking. Some casinos don't want to work with streamers, they are worried about whether it's responsible gambling; in general they will take the approach of better safe than sorry, as they don't want the risk of a potential fine.



EVERYONE IS SAYING THAT CASINO STREAMING IS GAINING MORE AND MORE POPULARITY. HAVE YOU SEEN A LOT MORE COMPETITORS EMERGE AND DO YOU THINK THAT AT SOME POINT ALL CASINO AFFILIATES WILL EVENTUALLY GET INTO STREAMING?

Do I think all casino affiliates will get into streaming? No.

There isn't a need to get into streaming; it's not so easy, you've got to find the right personalities, it has to be authentic, it takes time and isn't instant. I do think your content-based affiliates would understand the benefits and if they're not streaming, they'll certainly be trying to use video as a content addition because it's vital in terms of ranking and engagement.

In the sense of everyone gaining more popularity and competitors, the casinos can see a lot of value in having such an engaged audience, so obviously see the benefits.

Game studios and developers now have a platform where they can really try and engage with an audience and understand what people are liking, what the trends are, what people want to see, and learn that way.

Before streaming existed, game studios would launch a game and just use the casino data to try and determine what was working. I don't see everyone doing it, but I've definitely seen the competition.



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GAME DEVELOPERS HAVE ALSO SEEN THE POWERFUL IMPACT OF CASINO STREAMERS. ARE MORE COMPANIES WHO PRODUCE SLOTS OR OTHER ONLINE CASINO GAMES REACHING OUT TO YOU FOR COLLABORATION?

Very much so, it works both ways for our business now: it's sort of our job also to reach out to the game studios to look at their roadmap and make suggestions.

So we try to look at games early, review them early and get content on our site. Sometimes you might want to build some publicity around it, so we're interested in working with them from a content point of view and they are interested in working with us because we are getting exposure for their game, receiving extra visibility.

In some cases there are collaborations, we might do some giveaways to viewers for merchandise for those studios. Today a studio reached out to us about sending t-shirts; so we are happy to see they are reaching out and they are engaging.

We think we have a good steer on what's fun and what people like to see, so it makes sense for them to try and engage with our audience to understand how to make their games better potentially.

ONLINE CASINO BOOMED DURING THE PANDEMIC ESPECIALLY DURING THE SHORT PERIOD OF TIME WITHOUT SPORTS. NOW THAT SPORTS IS BACK AND THE EUROS HAVE BEEN ON, HAVE PEOPLE BEEN LESS INTERESTED IN ONLINE CASINO FROM WHAT YOU HAVE SEEN?

We have seen a big drop off over the last month and that could certainly be due to a number of things; the Euros, sport, weather and the fact Covid-19 restrictions are easing up. During the pandemic, no one could go out and gambling went up; there wasn't any sports betting so casino and poker boomed.

We have seen less interest, it's very early to tell, but I'm sure it has played a part. We still have a strong interest, so I'm not panicking; but that boom from the pandemic wasn't going to just go to continue, stay and grow, I think it's natural to see – especially on the casino side – a drop off, and I'm assuming other affiliates or even casinos especially over the Euros have seen the same.

“DO I THINK ALL CASINO AFFILIATES WILL GET INTO STREAMING? NO. THERE ISN'T A NEED TO GET INTO STREAMING; IT'S NOT SO EASY, YOU'VE GOT TO FIND THE RIGHT PERSONALITIES, IT HAS TO BE AUTHENTIC, IT TAKES TIME AND ISN'T INSTANT”

“YOU'VE JUST ALWAYS GOT TO TRY TO LEARN, TEST, TWEAK AND CHANGE. WE HAD A PERIOD WHEN ALL OUR VIDEOS WERE SKYROCKETING AND GETTING MORE VIEWS THAN TODAY, BUT IT'S ALL DOWN TO YOUTUBE AND THEIR CHANGES. IN A SENSE, YOU'RE ALWAYS TRYING TO CRACK THE GOOGLE ALGORITHM – BUT THAT'S ALMOST IMPOSSIBLE”

FRUITY SLOTS IS THE BIGGEST SLOTS STREAMING COMMUNITY IN THE UK. ARE YOU PLANNING TO EXPAND BEYOND THE UK SOME TIME SOON?

We have tried actually, a few years ago but in hindsight we probably tried too soon, before we were established enough. We launched a 'Stream Team,' it involved people from Sweden, Canada, Germany and the UK. We even had a guy called 'The Slot Professor!' It was aimed as a TV channel.

It didn't work for various reasons, whether it was too much too soon or we hadn't established the brand or our community enough. We do have an international audience because of YouTube; we plan to have a base in Ireland and grow outside of the UK.

I wouldn't say we had solid plans on the horizon but we do wish to broaden our overall reach as the UK regulations tighten in October with the elimination of the autospin on slots games.

We have a larger company, BetUp Media, and so we are looking into other markets because the UK, despite being very strong for gambling, is heavily regulated.

We've seen casinos pull out, the slots are certainly impacted. It will affect things, will it affect players and consumers or much, we don't really know; but having all your eggs in the UK certainly carries risk.

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PLAY HARD



Father-and-son gaming industry duo **Nick and Jack Hill** speak to **Tim Poole** about superpowers, celebrity encounters and the first thing they'll do once back at affiliate tradeshows

IF YOU WERE A FATHER AND SON SUPERHERO DUO, WHAT WOULD YOUR NAMES AND POWERS BE?

WOLVERINE AND NIGHTCRAWLER... Sometimes all a superhero duo has to have to work well together is the knack for engaging in lively discussions about theology and a mutual appreciation for drinking beer. Wolverine and Nightcrawler might be Marvel Comics' greatest hangout buddies. Sure, they have seen their fair share of battles together, but where they really shine is when they are engaged over a discussion about religion while several deep at a bar. These moments are usually punctuated with some loud-mouthed yokel spewing anti-mutant sentiment before he gets Snikt'd and Bamf's out of the watering hole.

WOULD YOU RECOMMEND GOING INTO GAMING FOR FUTURE GENERATIONS OF YOUR FAMILY?

Well both of my children have worked in the industry in different areas, Jack being more on the affiliate and events side of the business and Ruby within payments and processing. The beauty of the iGaming vertical is that it allows anyone with creative ideas and decent work ethic to shine, rise through the ranks and use entrepreneurial flair to become your own boss and implement new ideas and technologies. So, yes I would recommend future generations and other members of my family to roll their sleeves up and get involved.

NICK, WHAT'S THE FUNNIEST STORY YOU CAN THINK OF FROM YOUR CAREER IN GAMING?

This isn't necessarily the funniest story but rather one of the more embarrassing ones which was when I won the DAF (Drunk as F***) award on CalvinAyre.com. This resulted from attending Calvin's birthday party in Prague at the 2010 Affiliate Conference in the same city. The party was entitled "Return to the Thunder Dome" and if anyone has attended one of Calvin's famous parties, you will know there in no expense spared and they can be very alcohol fueled to the extent that this particular party had a Absinthe Dungeon; and as one knows this particular tippie is a creeper.

To this end on returning to the official hotel after the party I was found on the reception floor giggling and performing snow fairies to everyone's amusement. All rather embarrassing at the time and I was mortified, and also extremely hungover, but what a great party that was and it was the pre runner to the next party being thrown

for Calvin's 50th, held in Dublin the following year where I was on best behavior! Well almost!!!

JACK, IN YOUR FORMER LIFE YOU WERE A TAILOR TO CELEBRITIES SUCH AS RAY WINSTONE. WHO WAS THE WORST CELEBRITY TO WORK WITH AND WHO WAS THE BEST?

Well the best client I had while tailoring apart from Ray, of course, was Dame Barbara Windsor. She was always such a pleasure to be around and would be cracking jokes left and right, she had a big soft spot for me also :) I didn't have many bad celebrity clients, and he isn't much of a celebrity but one of the memorably worst has to be Mitch Winehouse (Amy's Dad); he was a tough crowd to please.

WHAT'S THE FIRST THING YOU'LL BOTH DO WHEN THE LONDON AFFILIATE CONFERENCE COMES BACK TO TOWN POST-COVID?

Hmm now let me think on this one. Firstly I will try to get as much business done as I possibly can before the socialising kicks in. We all haven't seen one another for so long that while there will be a lot of business to discuss and catch up on, we are only human after all and our industry is renowned for the social aspects of it. So I am sure all the stands, booths and bars will be extremely busy and all those ideas that have been hatched and discussed remotely and virtually over the past 18 months will take shape, while imbibing over a glass or three. Well that will be me as for Jack well he can let you know.

Over to Jack... First of all I'll have to get a little wardrobe refresh as I've been living on the beach in Thailand for almost two years. Then I'll try to keep the first day strictly to business and get those important meetings out the way early, freeing myself up for the social side of the show; we've all got some serious catching up to do!

Nick Hill is an iGaming veteran with more than 20 years' experience within the industry, holding various senior positions during this time, most notably he was CCO for EveryMatrix from 2008 until exiting in 2017. More recently Nick has incorporated Premier Chain which is an iGaming consultancy business with a specific focus on the introduction of blockchain technology in to the iGaming vertical for processing, NFT's, supply chain management, responsible gaming, AML and KYC as well as all other aspects within the iGaming vertical.

Jack Hill is now CEO of X8 Media. X8 Media is an affiliate company that focuses on SE Asia and Indian markets delivering traffic to operators that are looking to grow in these GEO's.

The logo for 1xBET PARTNERS. The word "1XBET" is written in a large, bold, white, italicized sans-serif font. Below it, the word "PARTNERS" is written in a smaller, white, all-caps, sans-serif font. The background is a dark blue gradient with a faint, dotted world map pattern.

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