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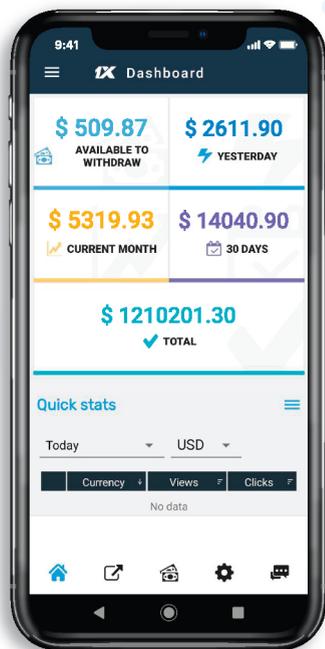
Marketing & affiliate focus by *Gambling Insider*

JUNE 2021



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JUNE 2021

INSIDE:

PlayAttack:
Can the Davids
slay the Goliaths?

Betsson Group's
Sebastian Jarosch
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Play Hard: Betiton
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THE INSIDE TRACK

*Trafficology presents its first ever
affiliate manager roundtable*

TRAFFIC REPORT

Trafficology has partnered with data experts Casino City Press to provide insight into website and traffic trends across the gaming industry. In our last edition, we reviewed the top 10 mobile casino affiliate programmes globally for March 2021. This time, we instead look at the top 10 desktop casino sites in April 2021 by region



DESKTOP CASINO - GLOBAL DESKTOP CASINO - AFRICA

Rank	Name	Website
1	bet365 Partners	bet365partners.com
2	eToro Partners	etoropartners.com
3	Yahoo Fantasy Sports Affiliates	sports.yahoo.com/dailyfantasy/affiliates
4	Gamesys Group Partners	gamesysgrouppartners.com
5	NetHive Affiliate Program	nethive.com
6	Betfair Partnerships	affiliates.betfair.com
7	DraftKings Affiliates	draftkings.com/affiliates
8	Entain Partners	entainpartners.com
9	Best Partners	bestpartners.com
10	Kindred Affiliates	kindredaffiliates.com

Rank	Name	Website
1	bet365 Partners	www.bet365partners.com
2	eToro Partners	etoropartners.com
3	Bet9ja Affiliates	affiliates.bet9ja.com
4	betway Partners Africa	betwaypartnersafrica.com
5	Sportingbet	sbaaffiliates.com
6	1xBet Partners	1xpartners.com
7	Binary.com Affiliate Program	binary.com/en/affiliate-ib.html
8	Deriv Partners	deriv.com/partners/
9	IQ Option Affiliate	affiliate.iqoption.com
10	Sunbet Partners	www.sunbetpartners.co.za

DESKTOP CASINO - ASIA

Rank	Name	Website
1	Gamesys Group Partners	gamesysgrouppartners.com
2	bet365 Partners	bet365partners.com
3	eToro Partners	etoropartners.com
4	VivaroBet Affiliates	affiliates.vivarobet.am
5	Yahoo Fantasy Sports Affiliates	sports.yahoo.com/ dailyfantasy/affiliates
6	Partners.io	partners.io
7	Exness Partner	exness.com/partnership
8	1xBet Partners	1xpartners.com
9	IG Markets Partners	ig.com/uk/ marketing-partnership
10	BinPartner	binpartner.com

DESKTOP CASINO - EUROPE

Rank	Name	Website
1	eToro Partners	etoropartners.com
2	bet365 Partners	bet365partners.com
3	Stoiximan.gr Affiliates	affiliates.betano.com
4	Betfair Partnerships	affiliates.betfair.com
5	WinWin Affiliates	winwin-affiliates.com
6	Novi Affiliates	noviaffiliates.com
7	FDJ Affiliate Program	fdj.fr
8	Kindred Affiliates	kindredaffiliates.com
9	Entain Partners	entainpartners.com
10	Marathon Bet Affiliate	affiliates.marathonbet.com

DESKTOP CASINO - LATIN AMERICA

Rank	Name	Website
1	bet365 Partners	bet365partners.com
2	eToro Partners	etoropartners.com
3	Betsson Group Affiliates	betssongroupaffiliates.com
4	AfiladosW	afiladosw.co
5	IQ Option Affiliate	affiliate.iqoption.com
6	NetHive Affiliate Program	nethive.com
7	Rush Affiliates	rush-affiliates.com
8	Betfair Partnerships	affiliates.betfair.com
9	Entain Partners	entainpartners.com
10	Yahoo Fantasy Sports Affiliates	sports.yahoo.com/ dailyfantasy/affiliates

DESKTOP CASINO - NORTH AMERICA EXCLUDING MEXICO

Rank	Name	Website
1	Yahoo Fantasy Sports Affiliates	sports.yahoo.com/ dailyfantasy/affiliates
2	DraftKings Affiliates	bestpartners.com
3	bet365 Partners	bet365partners.com
4	Best Partners	bestpartners.com
5	Bovada Affiliate Program	bovada.lv/new-bovada- affiliate-program
6	FanDuel Partners	fanduel.com/partners
7	WPN Affiliates	wpnaffiliates.com
8	CJ Affiliates	cj.com
9	TwinSpires Affiliates	twinspiresaffiliates.com
10	CommissionKings	commissionkings.ag



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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DAVIDS VS GOLIATHS: CAN SMALLER AFFILIATES COMPETE WITH THE BIG GUYS?

Helmet Guy, of PlayAttack Affiliates, discusses how smaller affiliate teams can compete for public attention with the industry's 'Goliaths'



As the online casino industry keeps proliferating, operators are always looking to affiliates for a much-needed boost and leverage against competitors. In turn, affiliates have realised their power (and earning potential), thus creating a highly competitive environment where only the 'fittest' survive.

As we all know, affiliates come in different shapes and sizes. On the one hand, you have large companies with the financial capability to employ hundreds of people as affiliate managers,

content writers, translators, SEO specialists and more under the same roof. On the other hand, you also have plenty of smaller affiliate teams, and sometimes even one-person teams, which do not have the luxury of unlimited resources at their disposal. Yet occasionally, these smaller affiliate companies manage to remain competitive despite what would seemingly be considered a disadvantage.

While the former are the 'Goliaths' in the world of casino affiliate

marketing, the latter can be considered the 'Davids.' So what exactly makes them stand out compared to the 'big dogs?' And how do the smaller guys still manage to remain competitive?

The Goliaths

As we already mentioned, the 'Goliaths' are the most prominent affiliate companies that operate in the industry. Like in any other industry, the bigger you are, the more powerful you are, and the bigger your presence within the industry tends to be.

It's much easier for the 'Goliaths' to expand their business by reaching out to newer and bigger audiences. This is mainly because these companies can employ large teams of talented individuals to drive player traffic; and bring in experienced marketers who can help them target these new audiences by providing them with highly engaging and valuable content.

They have the time to ensure a steady content production flow and cover news on gambling, casino, sports betting, and write reviews and educational content for beginners and more experienced players. Therefore, the major casino affiliate websites can churn out regular content on all these verticals because they have the manpower to do so.

Moreover, having greater manpower makes it easier to revisit and edit existing content to maintain accuracy. In such a dynamic environment, with things like welcome offers, available games and payment methods changing so fast, it can be challenging for the smaller affiliates to keep every single detail up-to-date at all times. Having said that, how do those who operate on a smaller scale still manage to keep up with the prominent market players?

The Davids

Otherwise known as smaller casino affiliates, the 'Davids' are a force to be reckoned with. Despite having significantly fewer resources at their disposal, and even though the industry is highly competitive, some of the smaller affiliates still manage to become (or remain) successful against all odds. This is primarily the case with the affiliates who pick a specific niche and build their business plan around it, instead of covering all the possible verticals and delivering low-quality content that falls short against competitors.

Even though larger affiliates can also focus on a particular niche, they sometimes lose their focus due to the abundance of resources they have at their disposal. Therefore, as a rule, bigger affiliates tend to cater for a wider audience, leaving the door open for the smaller teams who want to gain ground in a specific vertical in the casino realm.

A smaller affiliate can decide to focus on live casino games such as 'roulette,' for instance. By doing so, it becomes much easier for them to provide in-depth, specialised content that can resonate with their target audience. This affiliate can offer valuable content on everything related to this casino game; how-to guides or blog posts covering the best roulette games, a list of casinos that offer the broadest range of roulette games, and information on strategies, terminology and everything else in between.

But why exactly is picking a niche the best choice?

By focusing on a niche, the 'Davids' are in a great position to cultivate a sense of belonging with their community of players. Those who are experts in certain areas, as well as the

beginners who are interested in a specific game type, will always look for more 'specialised' websites to find answers to their questions and will gradually develop increased trust levels. This sense of belonging is not to be underestimated as, without trust, parameters like 'quality of content' can quickly become irrelevant.

Furthermore, smaller affiliate teams, whether they are already established or are just entering the market, will find it challenging to rank for generic in-demand keywords like 'online gambling' or 'online casinos'. Once they realise this, it becomes even more apparent why going for a specific niche is the ideal strategy in their case. As opposed to the keywords that come with high competition levels, smaller affiliates could see themselves rank high for keywords like 'roulette'.

So, what are some of the things small affiliates who are just starting in this business need to keep in mind?

Must-do's for small casino affiliate companies

Casino affiliates should keep the following things in mind when trying to stamp their authority on their chosen niche:

Firstly, they should make sure all the information they provide to the audience is always accurate and up-to-date. This is an absolute must for smaller affiliates to remain competitive; as this is how you build trust, which, as mentioned above, should be the highest priority.

Secondly, while we can acknowledge that publishing high-quality content regularly urges people to revisit the website and increases conversions, it is also clearly very difficult to keep up with the desired pace when you have a small team. Therefore, regularly optimising your existing content to keep it up-to-date would be a good possible alternative.

Moreover, going back to cultivating a sense of belonging, affiliates should consider implementing a comment section in their blog posts. This is a great way to let your audience have their say on your content, and you can also engage with them to create meaningful discussions. Small things like this can go a long way and are likely to be met with appreciation.

Our next piece of advice is always to keep yourself in the loop regarding the latest industry trends. It's always likely there will be new information out there related to your specific niche. Being on top of these changes and applying this knowledge to your daily work will increase the relevance of your blogs, videos and other materials. Consequently, your presence among the gambling community will continue to grow.

Lastly, but not least, affiliates should always critically reflect on and evaluate the partnership opportunities that arise if they want to provide an excellent overall experience to their audience – based on trust and transparency. Combining expert-level content with reputable casino products is the perfect recipe for success in this industry.

Be yourself

To compete with the big guys, don't compete with them! Learn to work your way around them instead. It would be best if you did not try to replicate what most affiliate companies are doing. Instead, develop your unique strategies concerning a specific niche in gambling. This way, you will fill in those missing gaps that players are searching for.

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THE TOP POSITIONS

Sebastian Jarosch, Head of Affiliates, discusses Betsson Group's plans for Euro 2020, ahead of what could be the biggest sports betting event in history



At ICE London in early 2020, Betsson Group CEO Jesper Svensson told *Gambling Insider* he expected Euro 2020 to be the highest-ever grossing sports betting event. A number of other CEOs we spoke to shared that opinion, as excitement permeated not just through football audiences globally but sportsbooks and affiliates anticipating a huge summer. A year on, with Euro 2020 initially postponed, expectations are even greater – as the sports betting public brings a whole extra year of pent-up demand to a Euro 2020 tournament played in the summer of 2021.

For Sebastian Jarosch, Betsson Group's Head of Affiliates, these expectations must be met with action. Read on as

the executive tells *Trafficology* what specific plans the operator has in store for Euro 2020, what the operator is looking for from affiliates and how it plans to retain new players over the course of the event. In addition, Jarosch discusses his thoughts on how a potential European Super League would affect the gambling industry – should it ever come to pass.

How is Betsson Group planning for the Euros? Have you got anything specific in store?

The Euros are one of the key events for Betsson Group this year, together with the Ice Hockey World Championships, Copa America and hopefully the Summer Olympics 2021.



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The tournament was originally scheduled to take place in 2020, but with the cancellation of mass events due to the Covid-19 pandemic, the Euros were delayed until 2021.

This gave us extra time to refine our marketing strategy and we did not stop at that. We launched exciting new products and improved customer experience through multiple new features (including Early Pay Out), bonus offers and several UI improvements. From an affiliation perspective, we want to be present everywhere and get as much exposure as possible for our brands in top positions.

We have a very customer-centric approach at Betsson Group and our central affiliate unit works in tandem with our regional marketing teams on enhanced welcome offers, localised landing pages, newsletters and creatives tailored to the different markets.

What are you looking for from affiliates during the Euros?

We are looking for increased visibility on affiliate sites in our markets and of course quality traffic from our partners. The Euros are a great opportunity for us to showcase our fantastic sportsbook product to new customers and we also work hard to provide our affiliates with the right tools to promote us.

Compliance is always a big topic and we work closely with our affiliate partners to ensure we are aligned with the local regulations. There are a number of traffic sources we look into including, of course, such as the traditional sportsbook communities with their bustling forums. Top positions are sought after in these periods and are usually heavy on flat fees.

How do you plan to retain any new traffic/customers you receive during the tournament?

Retention is all about having a great product, an outstanding customer experience and excellent support. To top it off, we have a competitive sign-up offer to ensure we are sticking out from the crowd. Our affiliate partners benefit from our dedication towards our players, with great conversion rates and superior player values. Betsson Group is very data-driven, which gives us an edge when it comes to customer retention.

CRM is key for retention and we aim to provide our players with continuous excitement through special offers and promotions. Betsson Group offers a live streaming service to our players for their favourite games and is always developing new product features to spice things up.

We launched our Early Pay Out feature last year, which gives our players the opportunity for an early payout when their favourite team is two goals ahead in a game. The promotion was very well received by our customers and we are going to roll it out to our Ice Hockey fans as well, for the upcoming Hockey World Championships in a similar format.

After the Euros, how would the gambling industry be affected if a European Super League ever came to pass?

The European Super League (ESL) was a hot topic when the idea was first introduced and it upset a lot of fans,



SEBASTIAN JAROSCH

football clubs, UEFA, FIFA and even UK Prime Minister Boris Johnson. The tournament was aimed at providing financial relief to the major football clubs suffering from restrictions during the pandemic.

The ESL wanted to provide the founding teams with guaranteed spots in the competition, which goes against a long-standing tradition in European football. Eventually UEFA and FIFA threatened to ban players from participating in their competitions, including the World Cup, should they be involved in the Super League – putting the project on hold.

The European Super League was meant to exist alongside the current football competitions and would have created additional high-profile games, with some of the best teams battling it out against each other. We would have seen a lot of media coverage and content on affiliate sites around these games. From our perspective as a betting company, we would have invested a lot of budget into advertising and we would have seen a spike in betting during these events. However, with all the negative PR and the outcry in the football community, the Super League is unlikely to ever see the light of day again.

THE INSIDE TRACK

Trafficology presents its first ever affiliate manager roundtable, featuring **Hollywoodbets, Interwetten, Campeón Gaming and LeoVegas**



Belinda Peters, Affiliate Manager, Hollywoodbets



Michael Fischer, Team Lead, Interwetten Affiliate Program



Andreza Majela, Head of Affiliates & Partnerships, Campeón Gaming Partners



Sven Kaltenecker, Group Head of Affiliates, LeoVegas



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Belinda Peters, Affiliate Manager, Hollywoodbets

As South Africa's largest sportsbook, we at Hollywoodbets are always in search of affiliates who view our collaboration for what it is – a partnership. The best partnerships come with like-minded objectives, symmetry and reciprocity. We have forged a brand to be proud of and relish working with partners that are receptive to the vision of Hollywoodbets. We seek affiliates who own an in-depth understanding of their audiences so we can work together, and target the most relevant audience for our brand and product offerings.

Michael Fischer, Team Lead, Interwetten Affiliate Program

Interwetten has maintained a very strong and healthy position in the market over the last decades. Successful partnerships represent a major pillar of our accomplishments. Affiliates must be mentioned explicitly for enabling us to approach customers in a highly engaging manner, despite complex national jurisdictions. Our results speak for themselves. The foundation of a good collaboration is trustworthiness in the approach and business practices of our partners. In this context, brand safety is an increasingly relevant factor, where a certain level of transparency is required. Regulators are intensively focusing on the business relationship of operators and affiliates, therefore trust and transparency are key aspects for us. Moreover, since we are talking about performance and result-driven approaches, we are looking for partners to constantly deliver good results with a long-term approach to scale together.



WHAT DO YOU LOOK FOR IN POTENTIAL NEW AFFILIATE PARTNERS?

Andreza Majela, Head of Affiliates & Partnerships, Campeón Gaming Partners

Normally when we look for new affiliates, we look for new and reliable sources of traffic. Generally, we have three things that we go by when searching for a new affiliate: Does the affiliate have good sources of traffic? Is the affiliate reliable? And is the affiliate compatible with our markets? We believe that a good affiliate could be a single individual or a company, regardless of size – what's important for us is to cultivate trust and build a long-term profitable partnership.

Sven Kaltenecker, Group Head of Affiliates, LeoVegas

First and foremost, we look for a long-term partnership where both the partner and ourselves establish a trustworthy and commercially working relationship. It goes without saying that we need to be compliant and responsible entering into a new partnership.

Michael Fischer, Team Lead, Interwetten Affiliate Program

Well, we luckily have a lot of long-term partners where both parties know exactly how the collaboration has to be set up to achieve the best results together. Since we are working in a very fast-changing environment, the adaptation to specific circumstances is very important to Interwetten. Consistently good results are also a factor that must be taken into consideration, because one good month does not make a good year from an acquisition and revenue POV. Growing together is an important factor, and the underlying risk in the specific geo has to be respected and taken into consideration when discussing financials. Two of our biggest partners, with whom we are sharing success stories over the last few years, are Better Collective and Kafe Rocks.

Belinda Peters, Affiliate Manager, Hollywoodbets

Hollywoodbets have always worked closely with both our local and international affiliates; several great examples come to mind. All have common practices of frequent communication, with us and their audiences alike. Most of them take an active approach when communicating our latest offers, as well as writing quality content with the most updated, accurate information reaching the end user. Compliance is important to us in every market and we find that these partners work closely with us to ensure compliance is adhered to.

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



Sven Kaltenecker, Group Head of Affiliates, LeoVegas

We of course work together with renowned and well-structured partners. Affiliation changed throughout the years and moved away from simply sending traffic, to a data-driven hands-on approach by partners. Affiliate partners nowadays possess some of the finest technologies to not only measure, and track, volumes and conversions but also to determine value. Affiliate partners did invest heavily into a more data-driven approach compared to earlier stages.

Andreza Majela, Head of Affiliates & Partnerships, Campeón Gaming Partners

We have several examples of good affiliates, such as Catena Media, Raketech, Gig Media. Our partnership with these affiliates and many others is good due to several things, but especially compatibility in work ethic. In these partnerships, trust goes both ways, and when you work with a similar ethos and have a common target, partnerships are easier to develop and proliferate. Further, these partners are reliable with their traffic, and are in constant communication over ways in which together we can improve FTDs, player value and/or overall satisfaction of players.



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Belinda Peters, Affiliate Manager,
Hollywoodbets

Communicate, communicate, communicate... this cannot be stressed enough; let us know what you hope to achieve from promoting our brand, make use of the number of promotions that operators roll out to customers. Affiliates bridge the gap between customers and operators. As a result, effort should be put into ensuring brand information is correct at all times and only current banners are being used; reviews should be continuously updated at the speed at which the operator grows, and introduces new products and features.



WHAT CAN AFFILIATES DO TO IMPROVE THEIR RELATIONSHIP WITH OPERATORS? IS THERE ANYTHING AFFILIATES DON'T DO VERY WELL?

Andreza Majela, Head of Affiliates & Partnerships, Campeón Gaming Partners

I think it's important for affiliates to take some accountability for the traffic they bring. It's not always swift to immediately gauge the type of players that are coming from an affiliate traffic source after starting cooperation. Thus, affiliates should take the role of 'gate-keepers' so as to prevent or at least slow down fraudulent behavior and abuse. In addition to that, it is important that affiliates focus on long-term gains, rather than short-term profits.

It's paramount that affiliates focus on the profit margin in comparison to their player value, and make the necessary steps to reflect this difference; while simultaneously keeping open communication with the operator over ways to strengthen and not hinder the partnership.

Sven Kaltenegger, Group Head of Affiliates, LeoVegas

Operators can of course also help partners by being transparent, to a certain extent. It is vital for the affiliate partner to know, or to at least get an indication of the value being sent to the operator. Furthermore, it is also important to be in dialogue with the affiliate partner to keep the partner up to date with both internal and external factors which potentially influence the relationship. It is also important for operators to keep the affiliate up to date with internal future plans, where applicable to grow together with the partner.

Andreza Majela, Head of Affiliates & Partnerships, Campeón Gaming Partners

As operators, what we can do to better the operator-affiliate relationship is not only to offer an attractive product, but also to work together with the affiliate to create a retention strategy for their players; with the goal of increasing the player life time and increasing the player value. Affiliates normally understand their traffic dynamic and together we are able to design a retention strategy that fully encompasses their players' needs and behaviours. In addition to that, it is important for operators to continue to push for more transparency and better affiliate policies.

Michael Fischer, Team Lead, Interwetten Affiliate Program

The most decisive factor to improving a relationship is communication. It has to be clear for both sides what the goal of the other side is to achieve them, and which approach will secure success for both parties. Additionally, the partnership aspect is usually less and less present, where partners are standing side by side in both hard and good times. What I am trying to say is that it is hard to understand a partner who always tries to get the best solution for themselves without taking the effect on their partner into consideration. One problematic pattern is squeezing the operators as much as possible in the short term because operators need players to keep their business going. The financial aspect of this approach is understandable since new or aspiring operators are the ones who keep this circle turning.

Recent downturns of several uprising and newly formed operators confirm the problematic development. Short-term thinking is a problem; Interwetten's most fruitful partnerships are long-term partnerships where partners then also have planning certainty that Interwetten won't drop off their list from one day to another.

Sven Kaltenegger, Group Head of Affiliates, LeoVegas

Even though it is becoming more and more data-driven, the personal contact is still a key factor of how to make a successful business relationship. That is why apart from modern technology, most affiliate partners also invest in good affiliate managers to guarantee a mutually working relationship between affiliate partner and operator.

Belinda Peters, Affiliate Manager, Hollywoodbets

Communication is important both ways; operators should take time to understand their affiliate's business model and provide them with the necessary resources. It is the operator's responsibility to ensure the latest compliance regulations are communicated accurately with affiliates. Increased emphasis should be placed on converting and maintaining the customers referred by affiliates. Always remain open to constructive criticism; when our affiliates benefit, we benefit, and we want all our affiliates to get the highest return on their investment when advertising our brand.

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



Michael Fischer, Team Lead, Interwetten Affiliate Program

As already mentioned, communication should be sufficient for both parties to ensure goals are shared rather than individual ones. Improvement of shared materials can support affiliates. Promoting an already attractive brand is normally easier compared to unknown brands for obvious reasons. Supporting smaller affiliates equally might be a problematic situation since resources are typically channeled towards the highest possible outcome. We are valuing the opinion of our partners and are therefore also doing our best to ensure the best possible workflow for the whole program. Unfortunately, it happens quite often that rather small tasks in the eyes of affiliates take much longer, due to the more complex internal processes of operators and the various marketing channels they have to run simultaneously. The relationship could be improved with a tighter approach. Since affiliates are experts with conversions and within their target groups, I would personally be very interested in seeing collaborations between operators and affiliates for new products, and projects designed and implemented collaboratively.

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AFFILIATECON VIRTUALLY LIVE

CONTRIBUTORS

HOST & MODERATOR:

Tim Poole

SPEAKERS:

Vasco Albuquerque, SEO Manager, All-in Global: International and multilingual SEO

Thomas Rosander, CEO, Luckbox: Esports betting and the esports affiliate market

Adam Gros, owner of Gambliners, and Olle Dickson, casino manager at BitStarz: Cryptocurrencies and how prominent they are in gaming

Shahar Attias, CRM Consultant & Owner, Hybrid Interaction, and Joe Ryan, Head of Video & Audio, Presenter at Better Collective: The opportunities Euro 2020 will present affiliates this summer



VASCO ALBUQUERQUE

AffiliateCon, the learning hub for gaming affiliates, recently broadcasted its latest Virtually Live event, with a number of important topics discussed by industry leaders during the 12 May event.

All-in Global SEO Manager Vasco Albuquerque opened the virtual conference by offering affiliates tips on International and Multilingual SEO. He began by explaining in-depth just how crucial it is to understand the three pillars of International SEO; Technical, Content, and Off-Site.

Technical, as Albuquerque explained, is an area that perhaps causes the most stress, as people are not too familiar with this side of SEO. However, "if you implement each segment as you go along, things don't have to be complicated," he said. "The sooner you can get the SEO strategy going the better, because this is when it will have more impact; this is when it will be better for you to do it, and this will have really good results in the end, while the maintenance is much simpler when you start from the beginning."

Up next during AffiliateCon Virtually Live, *Trafficology's* Tim Poole spoke to Thomas Rosander, Luckbox CEO, about the state of play with esports betting and the esports affiliate market. "It's a tough question," Rosander responded. "But it's a very unique situation right

now. We have a lot of traditional sportsbook operators in there, trying to get a piece of cake, so to speak. We have all kinds of communities, we have of course the whole gaming industry with all the publishers, and we have traditional affiliates that we're used to from the gambling side, the big ones and then we have a lot of small ones."

Rosander continued by describing the situation "like the creation of an ecosystem," with plenty of opportunities for everyone involved. "It's super exciting to see exactly how it's going to pan out," he said. "I think it's like everybody is struggling to find their place in it still, which I think is grounds for a lot of opportunity, which is super exciting."

Rosander also discussed the rapid growth of esports betting that was witnessed throughout the early stages of the pandemic, saying: "In general, of course there was a big boost for everyone. You shouldn't say it was thanks to the pandemic, but yeah of course that's pretty much how it was."

"And what I can say is that I think it has dropped for most, but not all the way back to pre-pandemic. I would estimate on average, 60/70% of the boost people got is still there, so it's like a new base level in terms of revenues."

Rosander was followed by Adam Gros, Owner of



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THOMAS ROSANDER

“I THINK IT’S LIKE EVERYBODY IS STRUGGLING TO FIND THEIR PLACE IN IT STILL, WHICH I THINK IS GROUNDS FOR A LOT OF OPPORTUNITY, WHICH IS SUPER EXCITING”

Gambliners, who discussed cryptocurrencies from an affiliate perspective.

How crypto features in the gaming industry was among the many issues that were discussed, with Gros predicting a big future for this area: “I have noticed that in the past few years, some of the most traditional and reputable casinos added at least Bitcoin to their payment methods, if not some other cryptos as well. You can also hardly find any new casino without such options. So from that I can only conclude that the crypto part of the market cannot be neglected anymore.

“Obviously crypto gambling is still much smaller than fiat and there are fewer players in crypto, but you can still find a lot of crypto players that are very valuable. As for the affiliate part, I do think it is more of a niche, and I also think it makes sense; because affiliates don't have that much insight into what players do once they reach a casino, so we rely on casinos to set the trend, and then follow it once we believe it's worth our time.

“It's hard to stay strong on all fronts and expand from fiat to crypto, or the other way around, because it requires a lot of work and a lot of time. That's why you'll mostly see affiliates

devoting only a tiny section of their content to crypto, if any at all.”

Additionally contributing to the crypto section was Olle Dickson, Casino Manager at BitStarz, who evaluated the operator side of things, and discussed how prominent crypto is among operators. Dickson also suggested which currencies could be most advantageous for online casino, particularly during these uncertain times for the industry.

“I think that the more companies and places that accept cryptocurrencies, the better,” he explained. “And we're talking about big brand names, Tesla, eBay for example. It's going to be beneficial because it does legitimise cryptocurrencies. And if cryptocurrencies really reach mainstream, not just to be used as an investment opportunity, but rather being used as payments, it really helps to have mainstream names go out and say ‘well we accept cryptocurrencies, we think it's a great idea.’ That gives us sort of a seal of approval for the general public, I believe.”

And the final topic covered during AffiliateCon Virtually Live was the opportunities that Euro 2020 will present



ADAM GROS

“I HAVE NOTICED THAT IN THE PAST FEW YEARS, SOME OF THE MOST TRADITIONAL AND REPUTABLE CASINOS ADDED AT LEAST BITCOIN TO THEIR PAYMENT METHODS, IF NOT SOME OTHER CRYPTOS AS WELL”



OLLE DICKSON

provide value catered to the audience on the channel that they are on. Trying out new things as well will also help out a lot during this strange time.”

Ryan continued by emphasising the fact localisation is equally crucial: “We have lots of different brands from many different countries, so a key for us is to localise as much as possible. Obviously speaking the same language is a key thing, as well as bringing in insight from a former professional footballer in the country that you’re targeting, for example. If you’re able to do that with the resources you have, that’s going to help you out tremendously.

affiliates. This panel was moderated by Poole, also featuring Shahar Attias, CRM Consultant & Owner, Hybrid Interaction, and Joe Ryan, Head of Video & Audio, Presenter at Better Collective.

“With the fact that people can’t go to games, maybe there’s even more need for in-depth analysis or an expert’s view on a game, because people aren’t able to go themselves and pick up on little things,” said Ryan. “So to be able to provide that extra bit of value, I think that’s going to really help you stand out as an affiliate.

“And something that we’re always trying to do as well is provide content wherever our target users are. So whether that be on YouTube, or across different social media platforms, trying to



SHAHAR ATTIAS

“That’s what resonates with people, right? You need to have that voice in the language that the people talk, and also use the phraseology that people are accustomed to in their own country. That will help you stand out a lot.”

Attias then weighed in from the CRM side of things, offering key advice ahead of this summer’s European Championship, which many in the industry believe could be the biggest sporting event ever in terms of betting activity.

“CRM is all about data,” explained Attias. “And so my only advice would be to just work tightly with the operators. The more you learn, it’s easier for you and better for you to optimise. If you are able to know all about how your traffic converts – what works, what doesn’t – then going forward you will definitely be able to work in an enhanced manner.

“Just make sure that the operator is happy,” added Attias. “If they are happy, you will get additional information, and then you’ll be able to work better and make money faster.”

Check out the AffiliateCon website for regular educational content, while the next Virtually Live show takes place in July.



JOE RYAN



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Djibril Cissé and Betiton: Young, energetic and full of ideas. The former Liverpool striker speaks to **Peter Lynch**



DJIBRIL CISSÉ CAREER HONOURS

TEAM

Auxerre

- COUPE DE FRANCE: 2002-03

Liverpool

- FA CUP: 2005-06
- UEFA CHAMPIONS LEAGUE: 2004-05
- UEFA SUPER CUP: 2005

Panathinaikos

- SUPER LEAGUE GREECE: 2009-10
- GREEK FOOTBALL CUP: 2009-10

France

- FIFA CONFEDERATIONS CUP: 2003

INDIVIDUAL

- LIGUE 1 GOLDEN BOOT: 2001-02, 2003-04
- UNFP DIVISION 1 YOUNG PLAYER OF THE YEAR: 2001-02
- SUPER LEAGUE TOP GOALSCORER: 2009-10, 2010-11
- SUPER LEAGUE GREECE BEST FOREIGN PLAYER: 2010

Djibril Cissé played for Liverpool for two seasons, and was one of the most iconic strikers to grace Anfield and the Premier League in the last 20 years. On the pitch, he scored great goals while sporting outrageous hairdos, while away from the stadiums he was just as flamboyant in his fashion sense – and his love of music and DJing.

Cissé recently partnered with up-and-coming online sportsbook Betiton. *Trafficology's* Peter Lynch spoke with the ex-Liverpool striker to find out how the partnership is going, why the 2005 Champions League final was so special and what makes Anfield unlike any other stadium in the world.

DJIBRIL, LET'S START WITH YOUR PARTNERSHIP WITH BETITON. HOW IS IT GOING? CAN YOU TELL US A BIT MORE ABOUT IT?

The partnership with Betiton is going really well, I'm really enjoying it because it's a sports betting brand that is full of ideas and energy. We are working on some really nice projects that are also quite different from what's out there. We have a close relationship, the atmosphere is really creative and dynamic, which is highly motivating.

YOU PLAYED IN THAT EPIC 2005 CHAMPIONS LEAGUE FINAL, BUT AS AN EX-LIVERPOOL PLAYER AND FAN, WHICH IS YOUR FAVOURITE LIVERPOOL COMEBACK: AC MILAN 2005 OR BARCELONA AT ANFIELD IN THE 2019 SEMI-FINAL?

As you know it is no secret that I am and always will be a Liverpool fan; the club has a special place in my heart. The two matches that you mention are engraved in the club's history (probably forever!) – among the players and supporters. But having played in the 2005 final, scored in the penalty shoot-out, and lifted the European Cup, I have to go with the Istanbul final; it was a truly incredible game to be involved in.

YOU'VE PLAYED IN THE WORLD'S BIGGEST STADIUMS; TELL US WHY ANFIELD HAS SUCH AN INCREDIBLE ATMOSPHERE.

There is a real communion between the players and supporters at Anfield and that makes a huge difference to the team, especially if it's going through a tough spell. The crowd is always behind the players and that pushes them on to victory. After playing at Liverpool, I can say that "You'll never walk alone" is not just a song but a philosophy of life for the fans of this mythic club.



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