

trafficology

Marketing & affiliate focus by *Gambling Insider*

OCTOBER 2021

INSIDE:

**Digits: The latest
affiliate &
operator data**

**Hollywoodbets:
Africa round-up**

**Adam Gros on
bonus calculators**

**Play Hard:
Stephanie Attias**



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THE PAST AND THE FUTURE

We walk you through the history of
affiliate marketing and the future of CRM

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 August 2021. The below is a breakdown of the top 10 sites globally, including both desktop and mobile, sorted by: overall ranking, casino ranking, sports betting ranking, poker ranking, lottery ranking and financial ranking



OVERALL

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

CASINO

Rank	Name	Website
1	Gamesys Group Partners	www.gamesysgrouppartners.com
2	Platin Casino Affiliates	partners.platincasino.com
3	WinBet Affiliates	winbetaffiliates.bg
4	Stakes Affiliates	affiliates.stakes.com
5	Partners.io	partners.io
6	LeoVegas Affiliate	www.leovegasaffiliates.com
7	Betsson Group Affiliates	www.betsongroupaffiliates.com
8	Casino Secret Affiliates	casinosecretaffiliates.com
9	Profiliate Partners	www.profiliatepartners.com
10	William Hill Affiliates	affiliates.williamhill.com



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SPORTS BETTING

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

LOTTERY

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

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	GGPartners	en.ggpoker.com/partners/affiliate-program/
8	CommissionKings	www.commissionkings.ag
9	The Spartan Poker Affiliate Program	www.thespartanpoker.com/affiliate/overview.html
10	CoinPoker Affiliates	agents.coinpoker.com

FINANCIAL

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

THE CROWD PLEASERS

Rebecca Ciala, Affiliate Marketing Specialist for Hollywoodbets, provides an insight into the African gambling ecosystem



REBECCA CIALA

FACTORS THAT CONTRIBUTE TO THE GROWTH OF THE IGAMING INDUSTRY

Continuous growth is facilitated by the ever-increasing use of smartphones and other mobile devices, which simplify the enjoyment of online gaming anywhere in the world where there is internet connectivity. There is a forecasted increase in the number of smartphone users of about 26 million by 2023.

As a result of more people having access to adequate internet activity and owning a smartphone, it is most likely that the iGaming industry will continue to grow and become available in new countries that will benefit from a younger demographic. With most African governments focused on improving the internet infrastructure of their countries, online gaming platforms will ultimately become more accessible.

CHALLENGES THE AFRICAN GAMBLING INDUSTRY FACES

One of the main issues faced by betting operators in Africa is the low internet speed. This does not take away from the challenges that are still very much present for both the players and online gaming houses in Africa. Challenges like unclear gambling laws could potentially restrict the flourishing growth of the gambling industry in Africa. In many of the African countries, laws do not cover the online gambling industries and this is the main reason why some citizens and corporations do not obey the laws that are put in place.

Despite that, the majority of African countries back the gambling industry while a minority of the countries resist the gambling industry due to cultural and religious beliefs. The countries with successful gambling markets are South Africa, Kenya, Nigeria, Ghana and Tanzania. Africa is the continent with the most potential for iGaming.

WHAT GAMES ARE MOST PLAYED?

Sports betting is a crowd pleaser in the African nation and when it comes to the most popular sports and leagues to bet on, European football leagues are especially popular. Around 24% of the gambling industry revenue comes from South Africa, including Hollywoodbets, offering betting on horse racing, football, cricket and rugby, which are among the most popular sports to bet on.

A LOOK AT THE LAND-BASED CASINO INDUSTRY

Due to the pandemic, this industry has suffered a huge blow as its customers were not allowed to actively bet. This in turn caused casinos to retrench some of their employees for their own survival, while others were forced to permanently close. As things are somewhat returning to normal, there is reasonable hope to expect that brick-and-mortar casinos will also recover.

When it comes to gambling, the African continent is considered to be the youngest because over 60% of its population is under the age of 25. And if you are into iGaming and have been watching the trend, you may know there is a lot of speculation surrounding the African iGaming industry.

While a lot of countries and industries struggled through the pandemic, online gambling saw massive growth. Its popularity grew further when most households were under confinement last year. There is an estimated growth rate of 11.5% from the year 2020, resulting in the industry being worth \$27bn by the year 2027.

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AFTER ALL, TOMORROW WE'LL HAVE A BETTER CRM

Regular *Trafficology* contributor and Hybrid Interaction Founder
Shahar Attias outlines the future of CRM... or does he?

If you are following my articles in this distinguished magazine, you already know a couple of things: (A) you must do something, ASAP, with your lack of social activity, and (B) I talk a lot about Real-Time and innovation. In May's edition, I was offering ways to conduct Geo-Marketing based on proximity from your physical casino location, and in the August magazine the topic was how to select your ideal CRM platform.

To apply the above-mentioned functionalities, your technology must be able to process huge quantities of data in Real-Time, set flexible triggers, operate various third-party systems and target players while they are still logged-in (the best communication channel is... before they leave!). But what's next? All of these are things we can already do today, given the right platform and providing the CFO is on a "business trip" to yet-another-tax-shelter island and hasn't noted the extra costs on IT. Let's allow our collective selves to dream a little, and fantasize about capabilities that don't yet exist and find out how our future-us will utilise them. (Hint: first of all, they will wish better fantasies for themselves...). Yalla, rabota.

I WANT IT YESTERDAY!

We all analyse previous campaigns to learn from their performance and optimise our future promotions. The common KPIs are most likely the ones relating to engagement, such as open and click rates, opt-in, offer claims and of course financial performance (deposits, bonus costs and profit). These can be benchmarked with other periods, earlier executions of the same promo or even industry stats – and it's all fantastic; that's how a functional CRM department should operate.

But given additional abilities, we could even add another parameter: how fast it happens. If we can also track the time between communicating the offer to each and every player and the response time, over the various stages (delivery, open, click, opt-in, meeting terms, bonus award, following gaming activity, etc.), we can optimise our campaigns on a totally different level.

For example: it's not going to be "good enough" going forward to have a promo that cost XX and lift the profit by ZZ vs. a control group of YY%. We would like to ensure this campaign is working at least as fast as the previous time we operated it. It didn't? Let's find out why. Maybe we should have switched from emails to SMS, or even better, designed it in a way where most likely the targeted segment is presented with the messages while they are logged-in and playing? Maybe we should set a goal for the promos to reach targets after defined minutes/hours from launch? Why would this even matter?

**"IT'S TAKING THE EXISTING
KNOWLEDGE AND PERSONALISING
IT, TO THE BENEFIT OF THE PLAYERS,
AS WE PRESENT THEM WITH
RELEVANT SUGGESTIONS,
ACCORDING TO THE STYLE OF
SLOTS THEY PREFER"**

1. When your players are occupied on your promos, they aren't playing elsewhere; such KPIs will allow you, in time, to know how much time they spend on average on your website, right after launching each type of campaign;
2. Knowing how long your players are engaged per promo type will allow you in the future to even set how many different promos you can offer for each segment, as maybe one isn't enough for them;
3. Clearly, if given the option to choose, you would prefer hitting the same result faster rather than later. Yes, in such a scenario, you are both allowed to pick the option you like (as weird as it may sound), and be praised for being... faster.

HOT OR NOT

We all run tournaments and highlight recent/large wins on the home page, as well as brag about our jackpot winners (while cursing in languages we never even knew we can master that well, and across so many gender pronouns!). We do that to encourage engagement, as that's our main goal as CRM people – the more they play, it gets easier for the games' margin to kick in.



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What if we could harness these data sources in a different manner? Let's envision the following User Journey: Player 1 is currently playing Book of Stoya or any similar title => a trigger is set to detect in case Player 1 is losing faster than the normal pace (based on average gaming activity per minute) => in case the trigger is being activated, once Player 1 starts leaving the game, a pop-up is launched => "in the past Z minutes, the Book of Katsuni (i.e. similar title to the game Player1 has just left) has paid \$XXX to YY players; CLICK HERE and get a piece of the action!"

It's taking the existing knowledge and personalising it, to the benefit of the players, as we present them with relevant suggestions, according to the style of slots they prefer; right at the time they would be most willing to give a chance to a new game they haven't previously tried. From the CRM side it's a triple-win: **1.** An offer that isn't based on bonuses? Bring it on! **2.** It's literally the dictionary definition of increased engagement **3.** Enriching the players' portfolio of routine titles is always preferred (it contributes to brand loyalty).

SUMMARY

Such functions, be it a KPI we wish to measure or an enhanced User Journey, both require the same thing. They require a technological capability to track mountains of data from various sources, and not only process them in Real Time, but also the ability to first store the manipulated data; and second, to respond within a second to what just happened and in accordance with the previously stored data. Oh, and most important: being able to execute the full communication across all channels, external and inner-gaming-platform ones. And we also want to do it from a single-screen interface. Hell, while we are dreaming, let's even make it in neon-pink shades #becausewecan.



SHAHAR ATTIAS

In fact, this is all about data management, and accessing it as a separate layer, outside of your common gaming platform. Why? A generic B2B turnkey solution is too busy with meeting regulations and ensuring the games are accessible on a nearly infinite number of concurrent sessions. Sadly, I can't see how these guys are going to be the ones who would lead such improvements in our CRM automation.

Am I wrong? Take a number :) Or better yet, in case you are a CRM product owner within such a B2B platform, and have some spare development resources, the above is really an enormous task to accomplish. So let's begin with a simpler (yet much needed) option: allowing us to configure a general bonus, but upon launch – applying it with personalised Wagering Requirements per segment/player. How cool would that be?

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 omni-channel projects with brick-and-mortar casinos in the Dutch, Swiss, Georgian, UK and US markets. Among his clients are Hard Rock NJ, Casino du Lac (Partouche), 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.

"KNOWING HOW LONG YOUR PLAYERS ARE ENGAGED PER PROMO TYPE WILL ALLOW YOU IN THE FUTURE TO EVEN SET HOW MANY DIFFERENT PROMOS YOU CAN OFFER FOR EACH SEGMENT"



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MARK MCGUINNESS

THE JOURNEY OF AFFILIATE MARKETING

Where did affiliate marketing all start and how has it evolved to what it is today? *Trafficology* contributor and industry veteran **Mark McGuinness** walks us through time



As we approach the last quarter of 2021, a new normal is returning with society re-opening, economies rebounding and the iGaming trade shows bursting back into life. It is also a period of reflection for many colleagues and friends on how their journey started within the industry.

This reflection intrigued me, for I have been in the online industry some 23 years, starting my journey with betinternet.com in 1999, with that time passing in the blink of an eye. With almost a marvel cinematic timeline, I thought about the 'origins' and notion of one of the most successful contributors to growth within the iGaming vertical, that of performance-based affiliate marketing.

For sure, we don't have a crystal ball, and 2022 shall still have challenging headwinds; but what is clear is the industry is resilient, adaptive, and that includes affiliate marketing and the many great people within it.

THE ORIGINS

The concept of affiliate marketing, some would say, has been in existence for a long as mankind and free trade and commerce.

In that sense, affiliate marketing is simply how can you increase your awareness and distribution of your products and services; using agents, intermediaries, or introducers to promote and sell your product in return for an introducer fee or commission of the sale, which still delivers a profit to that business.

DID AMAZON INVENT AFFILIATE MARKETING?

Many in the industry suggest the mighty e-commerce behemoth Amazon has that accolade, but if we delve into the origins closer, the inventor was William J.Tobin.

Tobin is widely recognised as the founder of online affiliate marketing by launching his program on the Prodigy Network in 1989. Tobin created several businesses, of which the online PC Flowers and Gifts used the Prodigy network to grow the business by paying the network a commission on every sale. In less than four years, sales were reported at more than \$6m for the network.

This stellar growth prompted Tobin very rightly to apply for a



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patent for affiliate marketing in 1996, which was granted in October 2000. Further patents followed with a Japanese patent in 2007, and one for affiliate marketing and tracking in 2009.

WHAT ELSE HAPPENED AROUND THE ADVENT OF THE INTERNET?

With the world wide web starting to gain more mass adoption in 1993/1994 and growth in e-commerce, the company CDNOW launched its BuyWeb program, which allowed music publishers to link and send visitors to CDNOW to purchase albums.

This was followed by yes, Amazon, launching its affiliate program in 1996, with its business model being a percentage of the sold products in return for a financial commission.

This newfound commerce didn't go unnoticed and one network I fondly remember was Commission Junction back in 1998, founded by students in California. Now owned by the Publicis Groupe, CJ is without doubt the largest and of one the oldest online advertising and affiliate networks.

With the growth in affiliate networks, there was a gap in the market for a directory, and Wayne Marciano spotted the opportunity and launched Refer-it.com in 1997, quickly followed by many others.

EUROPEAN NETWORKS

It is fair to say America was at the forefront of online marketing and that of affiliate networks. However, Europe was not to be outdone; and as a region, Scandinavia has been instrumental in launching some of the finest companies within the iGaming ecosystem.

However, I'm not too sure, if everyone was aware but Tradedoubler the performance-based affiliate network founded in 1999, by Swede's Felix Hagnö and Martin Lorentzon, was one of the first networks and continues to trade to this day.

ONLINE GAMBLING

With the dot.com boom, gambling companies sought to write software and trade online in the late nineties and early noughties. Indeed, I remember in one of my first marketing roles back in 2000 using Commission Junction and Tradedoubler to develop the online growth plans of the operator I worked with.

One of the oldest operator affiliate programs and indeed one of the first online betting operators is Intertops. Founded in 1983, it struck the first internet bet in 1996. Pioneers of internet marketing, and the genius of Simon Noble, who many know rose quickly in the management ranks of Intertops, launched its affiliate program some 20-plus years' ago; and it was most certainly part of its early success, and continued success, to this date.

PUBLISHER & PLATFORM NETWORKS

As growth continued in iGaming, a whole ecosystem and indeed affiliate family flourished with the likes of the Gambling Portal Webmasters Association (GPWA), founded in 2001, to APCW, the Association of Players, Casinos, and Webmasters in 2003, to specialist independent affiliate solution providers and networks such as Income Access, founded in 2002, MyAffiliates in 2005, Gambling-Affiliation.com in 2006; and many, many more visionary companies to this day shaping our industry family.

THE FUTURE OF AFFILIATE MARKETING

The industry sometimes appears to have been around forever. In fact it is fair to say the affiliate industry has stopped being a teenager and now become a young twenty-something adult.

There are many challenges ahead, continued responsible gambling regulation across many countries creates significant overhead in the supply chain and management of programs. Increasing competition, both in the cost of media, technology and operational costs, has resulted in consolidation within the vertical to allow scale, and huge performance marketing behemoths control the market, as margins become thinner both at the operator level and affiliate level.

Perhaps the major challenge relates to the growing trend and realisation of governments introducing legalisation, such as updates in the EU the Digital Services Act (DSA) and the Digital Markets Act (DMA), and consumers looking to safeguard their digital privacy, with the recent iOS 14 fall-out, and opt-out in droves from any form of advertiser tracking, along with the demise of third-party cookies. This will and shall have a ripple effect and impact on the data-driven performance marketing ecosystem.

While this presents both digital marketers and affiliate marketers with some sleepless nights, the industry even in the UK is worth billions of pounds in spend a year according to industry reports by the IAB (Internet Advertising Bureau) Affiliate Marketing Council, and continues to show year-on-year growth. Therefore the sheer size of the prize shall spurn the affiliate industry forward to continue to innovate and meet the demands of digital customers, and of brands looking to reach those digital audiences in both a responsible gambling mandate and that of respect of privacy.

Mark McGuinness has more than 22 years' experience in digital marketing director roles with both private & public iGaming operators spanning multiple regulated markets. A former scientist and iGaming Futurologist he advocates the advancement of neuroscience and behavioural economics in online marketing.



MARK MCGUINNESS



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TOOL UP YOUR IGAMING

“This is a chance for all affiliates who want to delve into the market more professionally and really leave a mark with something of their own. The race is on!” says **Adam Gros**, the owner of Gambliners



For as long as there were casino games and gambling, players have been wondering which one to play, where and when the odds will be better; what bonus to use, whether to play with a strategy or not and, in the case of it's-written-in-the-stars believers, how to beat or cheat the house and win. Before online gaming players mostly resorted to speculations and handwritten

calculations, but with the ever-evolving online world, more and more tools of all shapes and sizes are appearing to help players either plan or execute their betting strategy.

The upside of these tools is that some can actually help a player at least understand what they are doing and what their odds are. The downside is that most of these tools are developed by other

Circus

Belgium, France,
Netherlands, Serbia, Peru



Portugal

Zamba

APUESTAS & CASINO ONLINE

Colombia



France



Modular Reward Plans



Regulated Brands



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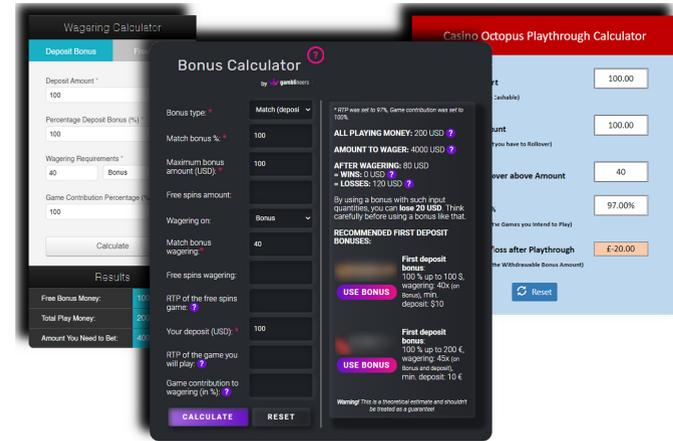


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"FOR AS LONG AS THERE WERE CASINO GAMES AND GAMBLING, PLAYERS HAVE BEEN WONDERING WHICH ONE TO PLAY, WHERE AND WHEN THE ODDS WILL BE BETTER; WHAT BONUS TO USE, WHETHER TO PLAY WITH A STRATEGY OR NOT"



players who have a touch for programming languages and some spare time, and often lack good user experience, design and a certain impression of being trustworthy.

BONUS AND WAGERING CALCULATORS

Perhaps the least controversial of all are the casino bonus calculators and casino comparators. They both rely on the information gained straight from casinos and use that information to help players choose what fits them most, considering what they're after.

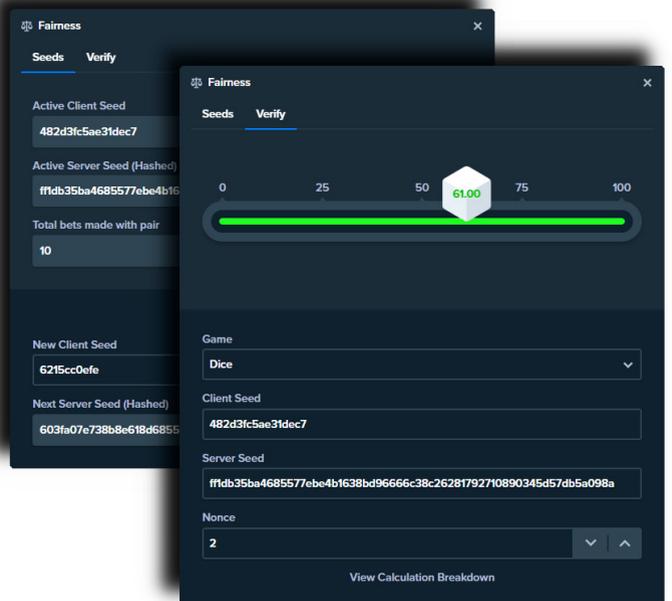
There is quite a large number of casino bonus or wagering calculators online, although compared to how many casinos and affiliates are out there, still only a handful offer them on their websites. Most of these calculators are wagering calculators, providing you only with the amount that needs to be wagered by multiplying the wagering requirement and the bonus amount which you enter yourself. Then there are only a couple who also estimate the expected value of the bonus, or how much you will end up with after wagering your money on a game with a chosen RTP. And finally, only one or two that give you estimated wins and losses according to various info you input about your deposit, bonus and games played.

CASINO COMPARATORS

Like bonus calculators, casino comparators are another tool offered only by online casino affiliates, since they are the ones with all the information about different casinos.

You can only find a handful of websites with a casino comparator, where the tool reminds of the product comparison you might be used to from online electronics stores. Casino comparators vary, but most of them compare casinos' welcome bonus offer, game providers and payment methods. However, some more detailed ones can be found as well, stretching their comparator to include almost an entire review.

	Play now	Play now	Play now
Rating	★★★★★	★★★★☆	★★★★★
Welcome Bonus	✓	✓	✓
Maximum bonus	€/\$500	500 Aud	1 Btc
Bonus percentage	100%	100%	100%
Reload Bonus	✓	✓	✓
Wagering	40x	50x	40x
No Deposit Bonus	✗	✗	✓
Free Spins	300	100 Aud	20
Minimum Deposit	€/\$10	20 Aud	0.006 Btc
Live Casino	✓	✓	✓
Sports Betting	✗	✗	✗



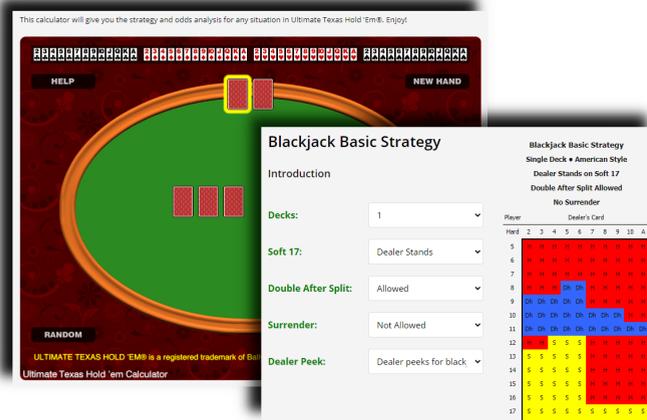
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wetten**



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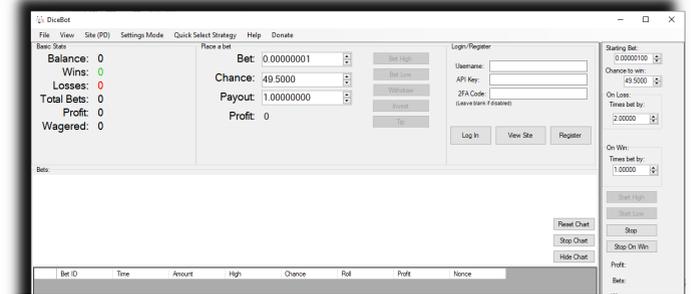
PROVABLY FAIR CALCULATORS

The most recent of online casino tools are the provably fair calculators, developed as a tool to verify randomness of games based on blockchain technologies. While you can find a few affiliates who offer such calculators, most are offered by the blockchain casinos themselves, so the players have everything at hand.

Since most blockchain games and the belonging provably fair calculators are developed independently by each blockchain casino, they can vary tremendously. On top of that, the blockchain technology isn't the simplest thing to understand for a player, so using such a calculator can be a nightmare. Some calculators require players to use a third party 'hash calculator' to encrypt data, to be able to use it in the casino's calculator, which doesn't make the player's job any easier.

GAME CALCULATORS AND STRATEGY CALCULATORS

The idea behind game and strategy calculators probably goes back the furthest. These calculators are mostly designed for table games, such as poker and blackjack. They calculate odds and returns for your hand at card games, house edge and strategies when to raise/hit or fold/stand, depending on the game. Apart from calculators designed for a particular game type, some are used to determine your odds



when using some of the most reputable betting strategies: such as the Martingale, Fibonacci and others.

GAME SIMULATORS

There are quite a few table game simulators to be found online, some owned by affiliates and some developed by random table game lovers. In principle, they are similar to demo games offered by most casinos where you can play for fun, but they usually allow you to set more game options and variants.

BOTS

And finally, probably the most controversial of all tools, but on the other hand quite sought after by a part of the gaming community, are the betting bots. It's basically software designed to automate a player's betting process and help them use some of the reputable strategies mentioned before; however, you can find some that will attempt to cheat the game as well by trying to predict outcomes of games, mostly wheel-based like roulette.

AFFILIATES TO STEP UP

The affiliate market has become one of the most competitive ones because the requirements to become an affiliate are not very high and casinos are eager to work with anyone. However, offering additional tools and services to players to make their experience better, and to help them understand their games and betting, requires a lot more work; and can set apart one affiliate from all the others. There are countless more tools that can be developed either to help players choose their games and casinos or to help them play better. This is a chance for all affiliates who want to delve into the market more professionally and really leave a mark with something of their own. The race is on!

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PLAY HARD



Ms Stephanie Attias, Founder and CEO of Compliance One-Stop-Shop, "Regulate-Me", speaks to Isabella Aslam about AI intelligence, Albert Einstein and switching the narrative when it comes to James Bond

WHAT WERE YOUR FAVOURITE VIDEO GAMES DURING YOUR CHILDHOOD?

As a child, I was always on the hunt for new games, creative

scenarios and curious about the next challenge each game had to offer. I was a big fan of games played on the "Sega Mega Drive" (this sounds very retro nowadays), and of course, as a millennial, I would spend hours building my own world on the ultimate life simulation experience: The Sims! Today, I am still impatient each time a new technology is implemented and remain fascinated by the possibilities of immersing in such virtual worlds. After AR, holograms and augmented reality are bringing games to a new dimension, and I am excited to see what else is yet to come.

WHO DO YOU THINK SHOULD BE THE NEXT JAMES BOND?

Pierce Brosnan will always be my favourite Bond. However, I think the British actor Tom Hardy has all the qualities and skills to replace Daniel Craig. That being said, isn't it time for a Jane Bond experience?

...AND WHO SHOULD SING THE NEXT BOND SONG?

After Billie Eilish, why not Lana Del Rey?

CITY OR NATURE GIRL?

Nature all the way! Albert Einstein once said: "Look deep into nature, and then you will understand everything better." Nature heals and reminds us to slow down, recharge, disconnect, stay humble, and simply admire life at the present moment. In today's post-pandemic digital society where remote work replaces physical presence and allows us to redefine our lifestyle, there is no advantage to stay locked up in city apartments. In my opinion, being able to work from the heart of nature in a calm, peaceful and serene environment is priceless; and I believe a clear mind allows you to focus fully on your professional activity. Life is short and unpredictable, so why not enjoy it on a daily basis while increasing your productivity?

IF YOU COULD BE ANY CHARACTER FROM GAME OF THRONES, WHO WOULD YOU BE?

Arya Stark! I love her curiosity, intelligence and quick-witted nature; she never takes no for an answer and dominates any

situation she is in. Definitely a go getter.

VINYL OR SPOTIFY?

Vinyl records in my living room and Spotify on the go.

IN TERMS OF AI INTELLIGENCE, HOW FAR IS TOO FAR?

I am a big fan of technology and strongly encourage digital innovation; however, such evolutions should remain ethical. I guess the main goal is to make sure AI goals are aligned with human goals. Since AI's purpose is essentially to mimic the human brain and create systems that can function intelligently and independently, controls will be needed to make sure AI systems don't develop a destructive method to achieve the end goal. AI should be verified, validated and secured on a frequent basis to make sure it remains ethical, and continues to benefit human society so that humans don't eventually lose control.

IF YOU COULD TURN BACK TIME AND DO SOMETHING DIFFERENTLY - GOOD OR BAD - WHAT WOULD IT BE?

Probably travel to a paradisiac island right before global lockdowns.

TOURIST OR TRAVELLER?

Definitely a traveller, I prefer off the beaten track routes and local suggestions to tourist places. Having lived in over seven countries, four continents (Asia, Europe, USA, Middle East), I was brought up to be a Global Citizen and this has increased my appetite to travel and explore new cultures, landscapes, languages, and new culinary recipes, on a continual basis. The world is definitely my oyster.

ETTA JAMES OR DIONNE WARWICK?

Something's gotta hold on me with Etta James.

FINALLY, IF YOU WERE NOT WORKING IN LAW, WHAT WAS YOUR CHILDHOOD DREAM JOB?

Either an Interior Designer or a Spiritual Guru. I am very creative and have always been passionate about interior design – transforming visions into reality. On the other hand, I also love yoga, spiritual growth, psychology and naturopathic remedies. So if I wasn't working in law, I would probably organise yoga retreats around the world or work as an interior designer.

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