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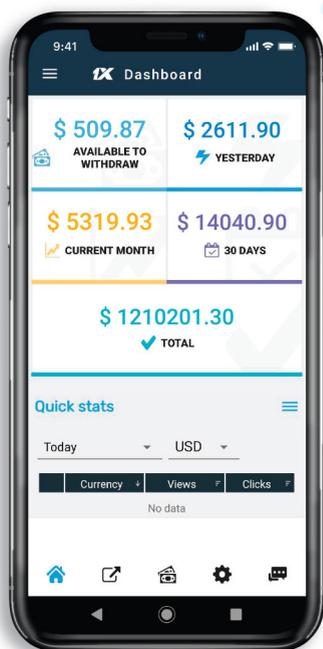
Marketing & affiliate focus by *Gambling Insider*

SEPTEMBER 2021



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SEPTEMBER 2021

INSIDE:

**XLMedia's
Jason Ziernicki
on standing out
in the US**

**Giannis Katsavrias
on his role at
Campéon Gaming**

**Acroud CEO Robert
Andersson talks
affiliate networks**

**Play Hard: Roberto
Carlos and Betwinner**



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ZOMBIE CASINOS
How affiliates can help players
when casinos aren't responsive

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 July 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.bet365affiliates.com
2	NetHive Affiliate Program	www.nethive.com
3	eToro Partners	www.etoropartners.com
4	Entain Partners	www.entainpartners.com
5	betway Partners Africa	www.betwaypartnersafrica.com
6	Best Partners	www.bestpartners.com
7	Yahoo Fantasy Sports Affiliates	sports.yahoo.com/dailyfantasy/affiliates
8	Gamesys Group Partners	www.gamesysgrouppartners.com
9	Betfair Partnerships	partnerships.betfair.com
10	Kindred Affiliates	www.kindredaffiliates.com

CASINO

Rank	Name	Website
1	Gamesys Group Partners	www.gamesysgrouppartners.com
2	Glitnor Affiliates	glitnoraffiliates.com
3	Stakes Affiliates	affiliates.stakes.com
4	WinBet Affiliates	winbetaffiliates.bg
5	Platin Casino Affiliates	partners.platincasino.com
6	Partners.io	partners.io
7	Rank Affiliates	www.rankaffiliates.com
8	Betsson Group Affiliates	www.betssongroupaffiliates.com
9	Kindred Affiliates	www.kindredaffiliates.com
10	LeoVegas Affiliate	www.leovegasaffiliates.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	Betway Partners	www.betwaypartners.com
6	Betfair Partnerships	partnerships.betfair.com
7	Best Partners	www.bestpartners.com
8	Bovada Affiliate Program	www.bovada.lv/new-bovada-affiliate-program
9	Kindred Affiliates	www.kindredaffiliates.com
10	Tipsport Partners	www.tipsport.cz/partner

LOTTERY

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

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	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	IC Markets Affiliate Program	www.icmarketspartners.com
9	IQ Option Affiliate	affiliate.iqoption.com
10	Financial Partners Marketing	fpm.global



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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DON'T FORGET THE HYPE

In an exclusive interview with *Trafficology*, **Jason Ziernicki**, Head of US Audience at XLMedia, speaks to **Isabella Aslam** about maintaining an audience through marketing strategies and the post-Covid future of sportsbooks



Given your expertise, could you tell me a little bit about your background and the steps that brought you to being an owner and operator of many popular sports websites?

Back in 2011, I was involved with daily fantasy sports here in the US – we didn't have regulated sports betting then. At the time, it was the closest thing we had, when daily fantasy sports took off with DraftKings and FanDuel. In that time, it was the next great sport affiliate opportunity here in the States. So that was where I went and created some sites around that niche and the understanding of what was coming forwards. Fingers crossed it was the regulation of sports betting.

We were the number one DraftKings affiliate and top five for FanDuel. And then we rode that wave into regulation of sports betting here in the States. Then, ultimately, we were acquired by XLMedia last December. They took my sites, they took my business partner's sites, then we all came in to be part of XLMedia's US launch. They didn't have anything in the US, so we represent that.

What is it that sports betting companies are doing to continue to attract customers and maintain their attention until the NFL kicks off?

Years ago, we didn't have a social media approach like what we have now. So, sportsbook operators have an unbelievable advantage these days in creating 'hype.' It just simply wasn't there before. Barstool Sports has an unbelievable reach on social media and through podcasts. For years, the College World Series in baseball just kind of sat in this little pocket of interest on ESPN, but when Barstool started, they sent their personalities to the games and all of a sudden there was this grand interest in the College World Series. Which means this lull can be filled via hype of sportsbooks. But that's a very small niche.

What we are seeing on a practical application of it is that UFC fights are doing huge numbers. Mega numbers. I don't think most people understand the popularity of that sport or understand it has a very different user base and audience, which isn't necessarily

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involved or participating in football, basketball, golf or anything like that.

So they are all coming in, especially these Conor McGregor fights: the McGregor fights are absolutely mad. We wouldn't put those on par with NFL week one because those numbers are huge; but in terms of user acquisition, they are surprisingly, shockingly high for a McGregor fight. One thing I would point out is early state bonuses or pre-open bonuses; so, if you're in Wyoming or Arizona, DraftKings and FanDuel will give you \$100 in free bets just for downloading their app. It's another way to focus on new acquisitions.

Given your company's experience, what are the tactics used to maintain and even grow a customer base, and what are you doing specifically at XLMedia? Also, do you think your marketing experience has helped pave the way for a step up in the industry?

There's no doubt that my marketing knowledge has helped. We have learned a lot of the SEO side and it's something we were really able to figure out and build that niche. The ability to build a multi-level funnel to help bring in new customers from sportsbooks is extremely difficult.

One of the things we do very well at XLMedia, which most companies don't have the ability to do yet, is we work off of fandom. We own a site called ESNY in New York and New Jersey, then we own Crossing Broad in Pennsylvania. We partner with people in Illinois and Colorado – so all the states that are legal – and then we work off of that. It's not your core basic betting promo, it's very specific to the local fanbase. And that really works well in terms of naturally converting fans to somebody who wants to bet on sports. I would say the key difference that XLMedia does compared to other sites is being able to access the fans of local states and teams: knowing the customer base and honing in on each state.

With Arizona getting ready to launch soon this year, they announced they are going to allow up to 40 skins. That's a massive number of sportsbooks. We see in New Jersey there are roughly 23-24 skins. You've got to remind yourself that the market can only support so many. It's still early times in the US and everyone's trying to figure their companies out... Bet365, even with all the money they have, they've yet to be really aggressive here in the US. Sometimes I think they are letting everyone do all the work for them before they'll swoop in.

With over a year since the strike of Covid-19, what have sports betting firms learned from the pandemic?

I am not sure what they have learned from it. I think what everyone probably learned is to accept it. Imagine if a few years back, all of a sudden, the Euros announced they aren't going forward. You wouldn't believe it. But now, we have learned to accept that we have to put the health of these athletes in business as paramount. We have to be safe and we have to do things properly, and there's been a natural acceptance to that.

In terms of sportsbooks, let's imagine there's an event for the Olympics and it gets cancelled. That will be used as a promotional opportunity, most likely. As an example, if you bet on Simone Biles and it gets cancelled or she left because she had Covid, sportsbooks will refund your bets with the ability to then use that money again on the site. I think sportsbooks have learned and

found a way to be creative in knowing that they have someone who is participating on their site, and wagering, so you don't want to lose them; you want to have high retention rates the best you can in this new environment.

I think they have found a way to make the best of a tough situation. It's probably the greatest way of trying to become more creative with those refunds and promotions. When we first saw that a year or two ago. Pointsbet was the first one here in the States to do it. People didn't understand it but now it's become a common thing to see and I think it's a good approach, especially with these new variants. We have to just be open to the fact that football is coming up but there may be some issues and things have a possibility of being delayed for a couple of weeks. We have learned it's okay to move things back and everything will be alright in the best interest of others.

What would you say the long-term effects are for the industry?

If you want me to throw a little bit of a pessimistic spin on the effects of Covid-19, it would be the following: locally here the Philadelphia Phillies, only half of the team are vaccinated, and in college football we are now hearing the potential of team forfeiting games due to the vaccination level on the overall team. So out of all the positive things we said, there does seem to be the competitive side, with the conversation of our team are vaccinated and ready to play and why should we reschedule because your team isn't. I think we will probably see that play off here in one of the major sports or college sports in the US over the next month or two for sure.

It's a high opinion at the time as we are still all waiting to find out the official FDA approval; here in the States it is very political, some people being Republicans and some Democrats. We can almost already see the political divide between teams or colleges in the different vaccination rates in the states. There is that collision across the political divide between the sports. It's an unavoidable issue.

Finally, will you be attending G2E this year?

Any trip to Las Vegas is a good excuse!

“WHAT WE ARE SEEING ON A PRACTICAL APPLICATION OF IT IS THAT UFC FIGHTS ARE DOING HUGE NUMBERS. MEGA NUMBERS. I DON'T THINK MOST PEOPLE UNDERSTAND THE POPULARITY OF THAT SPORT OR UNDERSTAND IT HAS A VERY DIFFERENT USER BASE AND AUDIENCE”

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“ON THE RIGHT PATH”

Campeón Gaming’s **Giannis Katsavrias** discusses his new role as Senior Affiliate Manager, from increased responsibilities and future plans, to the biggest challenges and most exciting moments



GIANNIS KATSAVRIAS

GIANNIS, CONGRATULATIONS ON YOUR NEW ROLE. WHAT ARE YOUR RESPONSIBILITIES AS SENIOR AFFILIATE MANAGER?

Thank you so much for your wishes. I was an Affiliate Manager for the past year at Campeón. However, my role was upgraded recently. This means I have more responsibilities when it comes to managing our affiliates’ accounts, since I am now mainly in charge of bigger networks. I am also the main point of contact for any new team members and any queries they might have when it comes to their interaction with affiliates; and, obviously, I am more focused on “affiliate hunting,” looking out for new affiliates to join our programme, scouting for rising stars etc. I was already in charge of many of these tasks; this promotion was more like a reward for my time at Campeón and what I’ve offered so far. It’s good to know I am part of a team that really appreciates my work.

HOW DID YOU GET INTO THE INDUSTRY?

As a matter of fact, with Campeón. Before joining CG, my experience was more focused on digital marketing, traditional marketing and event management across various industries. I was focusing more on start-up tech companies, in the fintech and cryptocurrency sectors, however I also have experience in the construction industry – always in digital marketing roles.

Campeón came during a time in my life when I wanted to do something different, evolve my skills and get out of my comfort zone. That’s when I was offered the Affiliate Manager position. Just like every other new beginning, this also had its difficulties, but I was already fascinated by this industry and it required one of my top skills: communication. I believe I learned pretty fast how affiliate marketing works, the industry’s affiliates, as well as the business, the company and its brands. Obviously, one and a half years is not enough time, and I still have so much to learn, but I believe I’m on the right path.

WHAT DO YOU ENJOY MOST ABOUT THE INDUSTRY?

How fast this industry is; you find out about something new one day, and when you read more about it, a new thing has already been launched. You constantly learn something new, you have to evolve yourself to stay up-to-date with the latest trends and technological developments, and that’s something that intrigues me. Learning is, let’s say, my hobby; I always want to expand my knowledge and gather the latest information, and the iGaming industry is the best place to put that into practice.

WHAT ARE THE BIGGEST CHALLENGES YOU FACE IN YOUR DAY-TO-DAY ROLE?

I think the biggest challenge and pleasure at the same time is my communication with the affiliates. I love the relationship I have built with affiliates over time. However, one of the challenges we face – especially with new affiliates – is building trust, and I believe this is a challenge that both us as affiliate managers and affiliates face. Nevertheless, once trust is set, the path into a mutually profitable partnership is self-sustaining.

WHAT IS YOUR AMBITION IN YOUR NEW ROLE?

I want to become one of the best at what I do and keep growing within Campeón. I have aspirations to grow and take on more and more responsible positions within the company; at the same time, I want to grow Campeón’s affiliate network, reputation and, of course, the team that manages these affiliates. I will be proud to know I played a significant part in this growth.

AND FINALLY, WHAT ACTIVITIES DO YOU LIKE TO DO WHEN YOU ARE NOT WORKING?

I am more of an outdoors guy, including hanging out with my friends for BBQs and early drinks, going on hiking excursions and I also love skiing during winter. Nevertheless, this past year, due to Covid restrictions that meant we all had to stay home, I enjoyed yoga lessons, listening to tons of music and podcasts, playing video games and watching movies and documentaries.

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THE UPSIDE OF AFFILIATE NETWORKS

Robert Andersson, Acroud CEO, speaks to *Trafficology* about Matching Visions, Voonix and how they fit into the wider Acroud picture



ROBERT ANDERSSON

IN JANUARY OF THIS YEAR, ACROUD ACQUIRED BOTH MATCHING VISIONS AND VOONIX TO STRENGTHEN ITS MARKET POSITION. CAN YOU GIVE US AN INTRODUCTION INTO MATCHING VISIONS?

Matching Visions is an online affiliate network, predominantly focused on the casino market, but it also has sports, loan and finance options as well. We house hundreds of different online casinos, specialising in all kinds of countries; nowadays, we are focusing more on the European markets, including the Scandinavian, Eastern European markets and more.

We house thousands of different online affiliates, in the wide range of channels – we have lots of setups and are very adaptable. However, we are strictly compliant, really trying to stick to GDPR and other regulations.

Connection is important to us, and that is why we cater a special experience just for our affiliates. Matching Visions offers publishers access to the best REV share, CPA and Hybrid deals in the market. With monthly campaigns, competitions, specialised deals, and best of all, one payment for all your brands, so no chasing companies for your money.

All relationships we create at Matching Visions are aimed at the long term. We believe that if you are happy and succeeding, then we are too; that's why we strive for the best!

AND VOONIX?

Matching Visions and Voonix are linked together because they're partly built on the same technology. We're primarily focused on the medium to large affiliates. All data is combined into one dashboard – that was the whole idea of Voonix. Every time an

affiliate went out and wanted to go directly to the operator, they ran into that challenge that they had to collect all the data manually. So if you work with 100 different operators, you have one system where you can monetise all your affiliate programs.

We started back in 2017 and now we have over 1,200 operators on the platform. It's a time saver for the user; it gives you an overview of all your traffic, hopefully prompting better business decisions. So when we say save time, it's also about saving resources and saving money. It will make it easier for you to make more money as you have a total overview of all your traffic sources.

WHAT ARE THE BENEFITS OF JOINING AN AFFILIATE NETWORK FOR SMALLER AFFILIATES?

Matching Visions allows people to be something bigger. Whether it's the casino or the affiliate, their success is our success. We're not in anything on a short-term basis. So while that may disappoint some operators, we want to protect our affiliates and that's the reason we've been so strong all these years. We really try to build and strengthen affiliates and their growth. We're well-known for taking small affiliates and guiding them to being the best they can be. We try to instill a sense of community in Matching Visions.

We have worked with various large affiliates over the years, but our real specialty is the small-to-medium affiliates, which we help to grow. We really try ensure we stay ahead of trends, catering for a much larger variant of affiliates. We try our best to cater for you, whether you are somewhere in Africa or anywhere else in the world.

BUT ARE THERE ANY CHALLENGES TO BEING PART OF A NETWORK, AS OPPOSED TO BEING AN INDEPENDENT AFFILIATE?

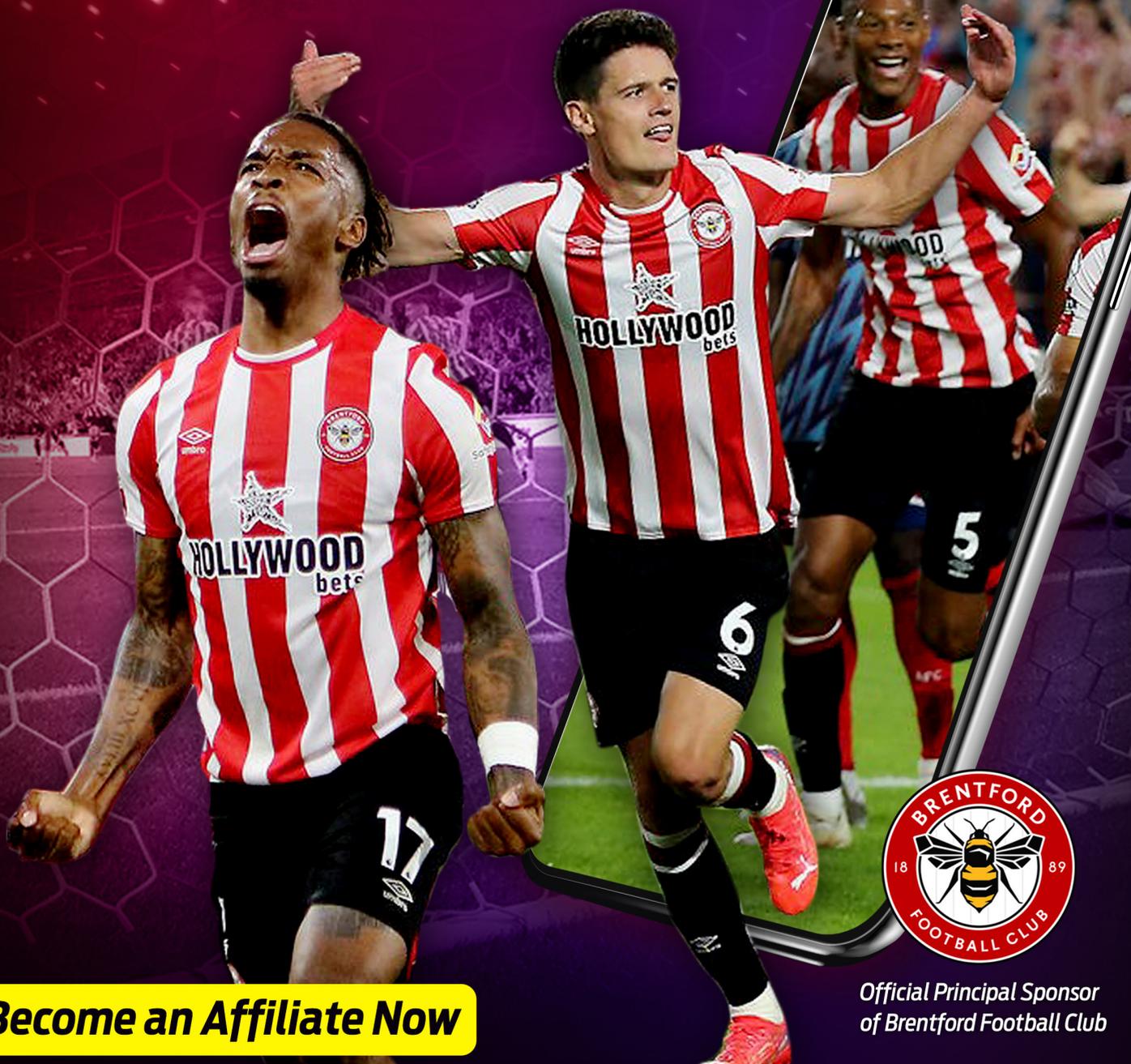
The main disadvantage is we essentially look for small to medium affiliates, and the biggest disadvantage is once they've grown, they want to get to a much bigger size, hire their own staff and own management. Once they get to a much larger size, there is the potential of them wanting to do more on their own. But we try to turn a disadvantage into an advantage and introduce them to casinos and just use a referral from the casinos instead. That way both parties are happy, and the affiliate can do what they deem best for business. We're very transparent in everything we do to ensure full trust from our affiliates and that's what keeps our business running strong and having such a reputable name at the end of the day.

AS A FINAL WORD, WHERE DO THESE ACQUISITIONS NOW LEAVE ACROUD?

For us, having these guys as a part of our group gives us access to top-notch software. It also, of course, helps us build an ecosystem where we have a lower risk profile in the group, since we have different business areas. We believe software-based affiliation services is the future for a lot of us in this industry. So that's the position we are going for with this acquisition.

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“ZOMBIE CASINOS”

Tim Poole speaks to Casino Guru’s Social Media & Community Leader, **Daniel Dolejsi**, on the benefits of growing an online gambling community through web forums

Could you tell us about Casino Guru’s community of users, which I understand has just surpassed 34,000 users?

I checked a few days ago and now we actually have over 43,000. What’s more important is that 20,000 of them came back to our website. It’s not just about the people who register; it’s more about the people who come back. Since April 2020 we’ve had over 8,500 new posts from 1,700 unique users. The situation is quite steady; we have over 600 posts per month and it’s growing.

How important is the focus on retention to keep users coming back?

The most important thing is to make sure people return to the site. It’s quite expensive to get a customer or visitor from the website to the forum. It’s more expensive to make sure the player registers; it’s not about paying them, but it’s about the designers, user experience and making sure the user feels comfortable on the website without complications.

For communities and forums in general, it’s the players giving their opinion who have actually experienced the operator, rather than someone promoting the product without using it. How important or beneficial is it to have a forum of users when it comes to viewing operations and giving a full honest picture?

If a player complains (angry because they didn’t get paid, their winnings were voided or they claim the casino is a scam – sometimes they are right, the casino is a scam), we manage to clarify the situation. If a player informs us about a problem with a casino, we must investigate why. We need to figure out if the issue was on the player’s or the casino’s side; sometimes the casino simply has a few technical issues with payment providers – it doesn’t necessarily mean the casino is bad.

You mentioned angry customers and emails; is this a problem that affiliates wouldn’t have if they didn’t have such a big forum, and are there any extra challenges brought about by having a larger community?

It’s great having the forum and having the possibility to write user reviews. It gives a user space to contact us directly and publicly. So users know that whenever they write anything about the casino – it’s visible to everyone. If we just had a general email address with no forum, community or user reviews, we wouldn’t get these types of messages so often.

You’ve also implemented a ranking system; can you tell us more about this?

Customers get points for writing posts and reviews. Getting ‘likes’ from another user can get you a point; you can even get points for writing a complaint against a casino. But your complaint needs to be approved. It doesn’t mean you just create complaints and in turn receive points and achieve a higher ranking in the system. I’m considering a ranking system where you could reach a certain number and claim bonuses – or free spins or merchandise.

So that’s a ranking system that incentivises users; are there any plans to have a ranking system for brands where users can rank operators?

I don’t think the brand would be interested in getting ratings or collecting points. They don’t have time for it. The casino representatives are so busy, but they are happy when you tell them their brand has been mentioned on the forum.

The forums are available in 16 different languages, which might sound simple to a user, but localisation and translation is a time-consuming process. How do you go about this?

We use Google Translate. We have tools that help us minimise any incorrect translations. If your native tongue is English and you also speak Spanish, we don’t need to translate the post for you; so that’s something we ask at the beginning but you can also change it later or in the future.

So overall it can be quite simple for the forum translation but there are some subtleties to it here and there?

We have the forum in 16 languages. I’m sure the next one will be Indonesian because we have become quite popular in Indonesia. We have a lot of visitors on the website and social media too, so we need to implement automated translation for Indonesian language as well.

We discussed the topic of honesty of player reviews with your colleague Simon, on AffiliateCon. How does this affect the relationship with Casino Guru, and what is it like having a community of thousands that could potentially write negative comments?

If a casino is unfair to our players, we are not afraid of ending that relationship with the casino. Our main aim is to represent the





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casinos that are fair. An example of this is when a customer took out a bonus and lost all of the money. He had around \$0.11 on his account and \$0.20 is the minimum; he topped up and played with his own money. He won thousands but the casino claimed he had an active bonus, therefore the winnings were void. We explained that the player only had \$0.11, but the casino voiced its terms and conditions – and that was that. This is something we can’t ignore and act as if it’s okay: that’s why we ask casinos to use their common sense.

In a case like that, does having a community of users help make it easier to actually find these things out, as opposed to writing Casino Guru in-house reviews of the site?

Sometimes we get the same negative feedback on one certain casino, which means players have been experiencing similar issues. In these cases we contact the casino to find out the problem. Sometimes it’s temporary issues, so we report back to the community to reassure the customers. Sometimes we find out the casino is closed, or inactive. If such a casino had a good rating on our website, we would then decrease the ratings. It’s good to warn the other players so new ones don’t register. We call these types of casinos “zombie casinos.”

Finally, what advice would you give to an affiliate that either does not have a community of users and is thinking about this kind of approach/doesn’t have one, but is looking to start one up?

Having a community is the best way to build trust; it provides a tool for feedback. You build a community and a forum and get valuable feedback for free. However, if you think you can just create a forum on a free template and watch the community grow – it doesn’t work this way, you need to be there 24/7. Something we deal with on a daily basis is spam emails, fake ID sellers, even spammers offering you love spells! Be prepared for it and make sure you have anti-spam tools. Something you should keep in mind is this is not just about replying to messages from players.

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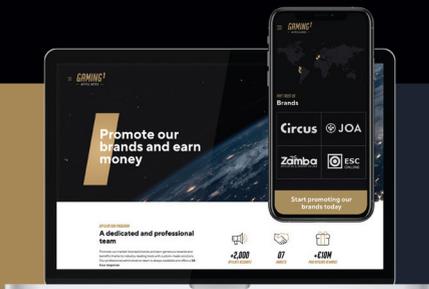
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Roberto Carlos and Betwinner: The former Real Madrid and Brazil left-back talks business and leisure with Peter Lynch

Now wearing Betwinner colours: World Cup winner, two-time Copa America winner, three-time Champions League winner and four-time La Liga winner; Roberto Carlos

undoubtedly boasts one of the most

impressive major honours lists in football history. The ex-Real Madrid defender is world-famous for his thundering left-footed strikes and powerful bursts forward, as well as lifting the 2002 World Cup with Brazil.

Carlos was recently unveiled as official LATAM Brand Ambassador for online sports betting and casino operator Betwinner. *Trafficology's* Peter Lynch spoke to the legendary left-back to find out what his new role involves, favourite moments from his career, and who he is backing for next year's World Cup in Qatar.

WHAT ARE YOUR DUTIES AS OFFICIAL LATAM BRAND AMBASSADOR OF BETWINNER?

It is a great pleasure for me to be Betwinner's Ambassador in Brazil and Latin America. My role is to create good brand awareness for the brand in these regions and I have been making references to our partnership on social media. Several campaigns have already been done, such as buses in São Paulo with my face and presence on a TV program. I am very happy with the agreement I have with the company and the professionalism of our relationship.

IF YOU WERE PLACING A BET ON THE WINNER OF THE 2022 WORLD CUP IN QATAR, WHICH COUNTRY WOULD YOU CHOOSE?

Winning the World Cup is no easy task, there are many good and strong national teams, and that's why it will be very hard

to pick just one. I'm going to have to go with the ones that we all know always have big chances to win, like Italy, Brazil, Argentina, Germany, France. They are all strong contenders to win the World Cup.

YOU SCORED SEVERAL INCREDIBLE GOALS THROUGHOUT YOUR CAREER, BUT WHICH IS YOUR FAVOURITE?

Everyone chooses the free kick I scored in France, but if I have to choose one goal it would be the one against Tenerife; it required more skill, I had no angle to shoot and it was a great goal.

MANY OF YOUR BEST GOALS WERE FREE KICKS, BUT WHO WOULD YOU SAY IS THE BEST FREE KICK TAKER OF ALL TIME?

David Beckham. I had the pleasure of playing with him and witnessing his free kick techniques. I played with many amazing players who could take great free kicks, whether at Inter, Real Madrid or the Brazil national team, but no one had the technique and ability to score free kicks like David Beckham.

IT IS PROBABLY IMPOSSIBLE TO PICK JUST ONE, BUT WHAT IS THE FAVOURITE EVER TROPHY THAT YOU WON?

I'd say it's the 2002 World Cup. I've won many trophies in my career and they all hold their importance, but being able to represent my country in a World Cup final, and winning it, is unique.

WHO IS THE BEST PLAYER YOU EVER PLAYED WITH, AND THE BEST PLAYER YOU EVER PLAYED AGAINST?

I think the answer for those two would be Luis Figo, it was terrible playing against him. Thankfully, the president brought him to Real Madrid and I was able to play alongside him. I'd also like to mention Ronaldo as one of the best I've ever played with and, in my opinion, he is still the best in his position.

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

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