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AUGUST 2022

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INSIDE:

Q&A: N1 Partners

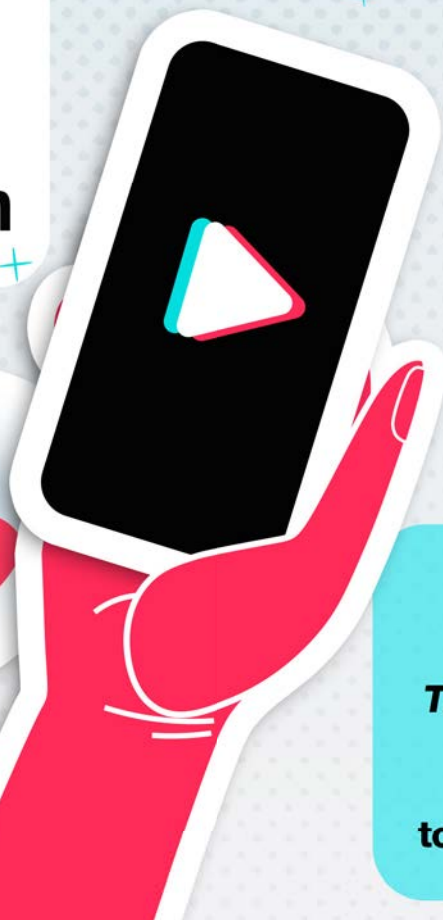
**The Game Day on
fantasy sports**

Q&A: Intress Media

Play Hard: Luís Figo

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A NEW AGE OF CONTENT?

Trafficology looks at how affiliates can use TikTok to reach their audience. Is the clock tick tocking on older forms of content?

TRAFFIC REPORT

Trafficology has partnered with data expert Casino City Press, to provide insight into website and traffic trends across affiliate industries – predominantly in gaming but including others. In this edition, we review affiliate programmes per vertical for June 2022. 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	ESPN	espn.com
2	Cricbuzz	cricbuzz.com
3	FlashScore.com	FlashScore.com
4	Investing.com	investing.com
5	Livescore.com	livescore.com
6	Diretta.it	diretta.it
7	NetKeiba	netkeiba.com
8	La Gazzetta dello Sport	gazzetta.it
9	HLTV	hltv.org
10	Goal.com	goal.com

CASINO

Rank	Name	Website
1	CasinoScout.nl	CasinoScout.nl
2	Casino.Guru	casino.guru
3	Apuestas free	apuestasfree.com
4	Online Casino Ground	onlinecasinoground.nl
5	CasinoScout	casinoscout.ca
6	FreeSlots.com	freeslots.com
7	Casino.org	casino.org
8	Chipy	chipy.com
9	Tracksino	tracksino.com
10	AskGamblers.com	askgamblers.com

SPORTS

Rank	Name	Website
1	ESPN	espn.com
2	Cricbuzz	cricbuzz.com
3	FlashScore.com	FlashScore.com
4	LiveScore.com	livescore.com
5	Diretta.it	diretta.it
6	NetKeiba	netkeiba.com
7	La Gazzetta dello Sport	gazzetta.it
8	Goal.com	goal.com
9	247Sports	247sports.com
10	NBC Sports	nbcsports.com

FINANCIAL

Rank	Name	Website
1	Investing.com	investing.com
2	MQL5	mql5.com
3	Forex Factory	forexfactory.com
4	ProFinance	profinance.ru
5	MyFXBook	myfxbook.com
6	FXStreet.com	fxstreet.com
7	DailyFX	dailyfx.com
8	babypips.com	babypips.com
9	ForexLive	forexlive.com
10	FX Empire	fxempire.com

LOTTERY

Rank	Name	Website
1	XOSO	xoso.com.vn
2	Euro-Millions.com	euro-millions.com
3	Lottery Post	lotterypost.com
4	Lotto.de	lotto.de
5	Lottery.co.uk	lottery.co.uk
6	Jugando OnLine	judandoonline.com.ar
7	LotteryUSA	lotteryusa.com
8	Estrazione Del Lotto	estrazionedellotto.it
9	Minh Nogoc	minhngoc.net
10	Tujugada	tujugada.com.ar

POKER

Rank	Name	Website
1	Card Player	www.wpnaffiliates.com
2	GipsyTeam	gipsyteam.ru
3	Poker News	pokernews.com
4	Shark Scope	sharkscope.com
5	EducaPoker	educapoker.com
6	TwoPlusTwo.com	twoplustwo.com
7	Cardschat	cardschat.com
8	UpSwing Poker	upswingpoker.com
9	The Hendon Mob Poker Forum	thehendonmob.com
10	PokerStrategy.com	pokerstrategy.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.

bet365 Partners

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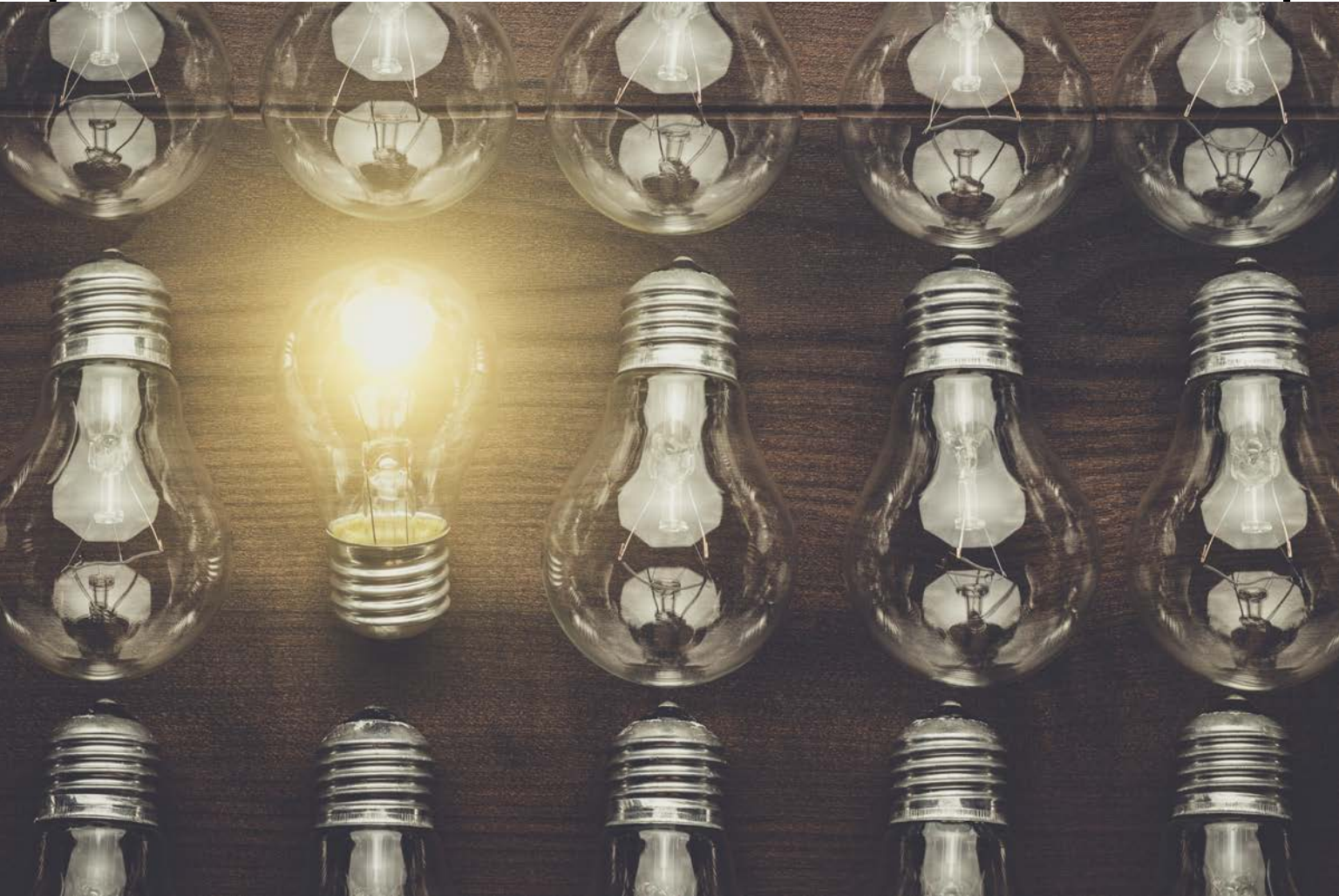


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SO YOU WANT TO STAND OUT?

N1 Partners Group Chief Product Officer **Yaroslav Laptev** discusses all the ins and outs of online casino, from increased competition to the tightening of regulations



What have been the main developments in online casino in recent years? Has it become more difficult now to stand out from the competition?

Yes, now it is more challenging to stand out among competitors. There are an increasing amount of different projects and, as a result, a rise in the cost of attracting users to your products. In a more advantageous position are projects operating on the market for a long time; with a well-built retention scheme, and those that can quickly adapt and work with various traffic sources. Growing competition leads casinos to develop additional integrations and features that help attract a new audience, as well as increase player engagement and making projects more unique to stand out in the

industry. If we talk about N1 Partners Group specifically, the main task of our team is to create a product for the audience that will try to reflect its interests as much as possible. Therefore, we conduct a lot of research to study users and their preferences. Among the latest features we are integrating into our projects is Lucky Spin. This promo allows users to receive additional privileges for active play. And Mystery Drops will enable players to continue enjoying their favourite games while participating in the jackpot draw.

What do users look for in an online casino?

First of all, users are interested in the ease of interaction with the casino site: quick support service responses to requests, a personalised

approach, ease of use of the mobile and web versions of the site, increased withdrawal limits and the speed of their withdrawal. The personalisation of projects for the region is of no minor importance because the players' preferences differ in different areas. A comprehensive library of online casino games is also an advantage. There are top games from various providers and their presence on the project matters.

How difficult is it to operate in various markets now, given the tightening of online casino regulation?

The introduction of country regulations reduces the diversity of choice of regions for operation. But on the other hand, obtaining a licence also opens up new opportunities for casinos. We can use additional promotional tools for our projects, which increases our ability to contact different audiences.

What markets does N1 Partners Group focus on and which markets are you targeting?

We operate in more than 20 regions, including LatAm and Asia. We also consider the regions of India and the Middle East. But I would like to note the launch of projects on country licences – N1 Bet in Nigeria and N1 Casino in Greece. Shortly, we plan to launch a project in Serbia.

Problem gambling is becoming an increasingly significant issue in today's industry. Is this something N1 Interactive has encountered recently?

We understand this problem and try to support such players. The company has a wide range of mechanisms for working with users. For example, players who exhibit risky behaviour by specific parameters may be restricted from playing. Such cases are evaluated individually. The necessary set of actions is applied based on the specific situation. We may also initiate additional tests when we understand the user is at risk. Our support team keeps in touch with such players and is interested in their psychological state.

What are N1 Partners' plans for the rest of 2022 and beyond?

Developing our projects is the main task, as I mentioned earlier. We have integrated several new features over the past six months and do not plan to stop. By the end of the year, we intend that jackpots, Lucky Spin and personalised tournaments for popular games such as Aviator will appear on all projects. Several additional features are in development and I think we will announce them to our audience very soon.



YAROSLAV LAPTEV

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THE RISE OF FANTASY SPORTS

The Game Day's **Scott Engel** speaks to **Rick Wolf**, one of the founding board members of the Fantasy Sports and Gaming Association (FSGA), to get a handle on the fantasy industry heading into the 2022 NFL season



The Game Day: How much more popular will fantasy football be this season compared to past years?

Rick Wolf: The important thing to know is that 20% of adult Americans now play fantasy sports. Also, 24% now bet on sports. So that number is going to rise, if you realise that only 54% of Americans actually have legalised sports betting in their states right now. Sports betting will become more popular than betting fairly shortly.

However, fantasy sports has always been popular. Seasonal fantasy sports remain powerful and strong, and the popularity is rising because people don't think it's something that is for freaks and geeks anymore. It's for the mainstream American population and it makes the game more fun to watch.

Note from The Game Day: According to the FSGA's most recent market studies, provided by Wolf, 50.4 million US adults play fantasy sports, which constitutes an 18% growth since 2017. A total of 60.2 million adults bet on sports and 70 million adults participate in one or both.

The Game Day: Why will sports betting continue to move past fantasy sports in terms of popularity?

Wolf: If you look at the marketplace for all sports fans, you have your casual fan, your team fan, your fantasy player, your gambler, your historian and your collector. Every sports fan fits into one of those six modes, especially with the collector now having NFTs, etc.

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Trading cards became so popular during the pandemic. An estimated total of 86% of Americans say they're sports fans. Then 68% say they have a favourite team. Those numbers, compared to the 20% and 24% numbers of fantasy players and gamblers, is huge. Those are the people who convert when sports betting becomes available. Your favourite teams are the ones you are more likely to bet on. You get more engaged in the games you are watching. The team fan is converting directly to sports betting. That's what's really pushing the sports betting explosion past the popularity of fantasy sports.

The Game Day: What is the fantasy outlook for daily fantasy sports (DFS) operators during the 2022 season?

Wolf: The jury is still out on DFS. Each time a state flips, we've heard anecdotally there's been a DFS dip in those states as people go to playing parlays or prop games over DFS. But football fits perfectly for the DFS market. If you are playing in a seasonal fantasy football league and betting on sports, then you're probably also playing DFS. There is significant crossover between players who participate in traditional fantasy, daily fantasy sports and sports betting.

Note from The Game Day: Data from the FSGA's most recent market studies shows that there are 30.2 million DFS players, an increase of 7.6 million from 2019.

MORE KEY POINTS FROM THE FSGA

From the most recent FSGA market studies:

- Only 5% of sports bettors have stopped playing fantasy sports after participating previously
- 59% of fantasy players and sports bettors are "crossover" players
- 36% of fantasy players participate in both season-long and daily fantasy sports
- 54% of season-long fantasy participants play fantasy football

“SEASONAL FANTASY SPORTS REMAINS POWERFUL AND STRONG, AND THE POPULARITY IS ACTUALLY RISING, BECAUSE PEOPLE DON'T THINK IT'S SOMETHING THAT IS FOR FREAKS AND GEEKS ANYMORE”

- DraftKings (71% of players use their platform for DFS) and FanDuel (57%) dominate the DFS space, but 61% of DFS players also play on one other site. The third-most popular DFS destination is Yahoo Sports (35% of DFS players)
- 44% of fantasy players participate in season-long league to win money

BIO:

Rick Wolf is one of the founding board members of the Fantasy Sports and Gaming Association. He is also the Senior Vice President of Business Partnerships in the US for the Spotlight Sports Group Global Media Company. Rick has been one of the most influential and successful executives in the fantasy industry since its initial rise to prominence in the mid-1990s.



OUT-OF-THE-BOX ENGAGEMENT

BestOdds Head of Social Media **Brent Booher** discusses the unique worth of TikTok for building brand identity and marketing an affiliate to wider audiences



I'm sure at this point, if you are not already using TikTok to engage with your community, the thought has at least crossed your mind. We all know TikTok is big, powerful and a potential tool for us all, but do we know why?

According to research, TikTok will reach 750 million monthly users some time in 2022. It explains those are conservative numbers, with bots and duplicate accounts stripped out.

With 750 million unique monthly users, TikTok became the most downloaded app in 2020 and 2021, meaning there is still plenty of room for user growth on the platform.

WHY AFFILIATES?

We know TikTok has a large audience, but just as important is that its users like to spend. TikTok users spent more money than any other non-gaming app last year.

According to further research, TikTok users are spending an average of \$110m per month within the app. Suppose an affiliate company can build a loyal customer base who is engaged with their content on TikTok.

In that case, there is a long-term opportunity to monetise that customer base by driving TikTok traffic to their website

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“ALTHOUGH WE HAVE DEVELOPED OUR OWN IN-HOUSE TIKTOK STRATEGY, THERE ARE THOUSANDS OF VERY SUCCESSFUL COMPANIES GOING AT IT WITH A DIFFERENT APPROACH”

and other social media platforms, where they can be converted by signing up with your partners.

AFFILIATE STRATEGY

At BestOdds, we have realised that TikTok provides us with opportunities to:

- Increase our brand recognition significantly
- Promote our original content from other platforms (website, Twitter, newsletters, podcasts, etc.)
- Develop an authoritative voice in the industry

We recognise there are many ways for a business to be successful. Although we have developed our own in-house TikTok strategy, there are thousands of very successful companies going at it with a different approach.

That said, here are some key points for how we try to leverage TikTok. We try to be authentic to who we are. This is important for us because there are many voices in the sports betting space. Major media outlets have embraced sports gambling and have considerable resources to throw at it. To quote Billy Beane from Moneyball: “If we try to play like the Yankees in here, we will lose to the Yankees out there.”

This means we can't be a media company. We can't try to be ESPN because we aren't ESPN. But we are BestOdds, and we are very passionate about what we can offer.

If this is who we are and what we are building our brand around, then we have to be loyal to that with our TikTok content as well.

GENERAL BEST PRACTICES

If you are new to TikTok or have not yet started using it, many resources are readily available for best practices. Some of the key ones we try to follow are:

Be specific with your focus and messaging. Niche topics are

great when a platform has 750 million monthly users.

We keep our videos under 60 seconds and make sure no words are wasted. Attention spans are short and there are lots of options waiting for scrolling users. Hook them early or don't hook them at all.

EYEBALLS BEFORE DOLLAR SIGNS

We also believe you should be passionate about building your user base and brand up before trying to monetise it. Your goal should be to develop a loyal customer base which sees value in your content and products.

Then, and only then, should you try to monetise your network. Before that stage, it's all about the content. It's always about the content. But I might be biased because I'm a content creator!



BRENT BOOHER

THE DEEP END

Intress Media Co-Founder **Maryna Sokirko** discusses being an affiliate start-up and the brand's strategy for trying to stand out



Tell us about Intress Media. How did the brand come into creation and what's the story so far?

The goal to enter the regulated US market shaped up quite a long time ago, when the PASPA overturn took place, to be exact. Since I had been involved in other projects in different geos, we didn't get a chance to move on from the idea stage to full-scale development right off.

We realised that entering the regulated US iGaming market was one of the greatest opportunities for iGaming affiliates; mainly because it would only take so much time for most states to adopt and implement regulations.

It took us about two years to finally start taking action by the end of 2020. Intress Media was created in July 2021, which is when active work on the company's portfolio started. Prototyping the website, creating its logic structure and creative assets took about

nine months. We aimed to develop an exemplary website to later effectively scale it to other locations; however, it ended up taking a bit more time than was expected. Simultaneously with that, we were studying the question of licensing and operation in New Jersey.

By the end of 2021, the debut website, IGamingNJ.com, was launched. It felt as if we drew a full breath for the first time in many months. But we also knew that the journey had only just begun, so we took another deep breath and continued working on the next iGaming Network launches.

You have two new licences in the US; New Jersey and Michigan. Is this your first move into the US? If so, why these two markets?

Precisely. Obtaining licences to operate in these states was our first move. We decided to first step into a market with a well-established affiliate presence – New Jersey. You know how

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"WE REALISED THAT ENTERING THE REGULATED US IGAMING MARKET WAS ONE OF THE GREATEST OPPORTUNITIES FOR IGAMING AFFILIATES"

they say 'you should take up the most difficult task first,' that was the thinking behind choosing this state to start with.

We recognise the fact that the development and success of the NJ project would take quite some time and effort, which is why we chose to reach this milestone first. We also wanted to build a product development strategy by the example of the most highly- ompetitive state to later scale it to other locations.

The Michigan project launch felt very fitting because the Great Lakes State is one of those newcomers that took significant steps to legally regulate the iGaming industry within its borders; and has immediately established itself as one of the largest regulated internet gaming markets in the world. We expect the development dynamics of the MI project to differ in some measure from the NJ branch. It's very exciting to see how fast things go in Michigan.

What are some of the regulatory differences you've seen between New Jersey and Michigan – how much of a challenge was it getting regulated in these markets?

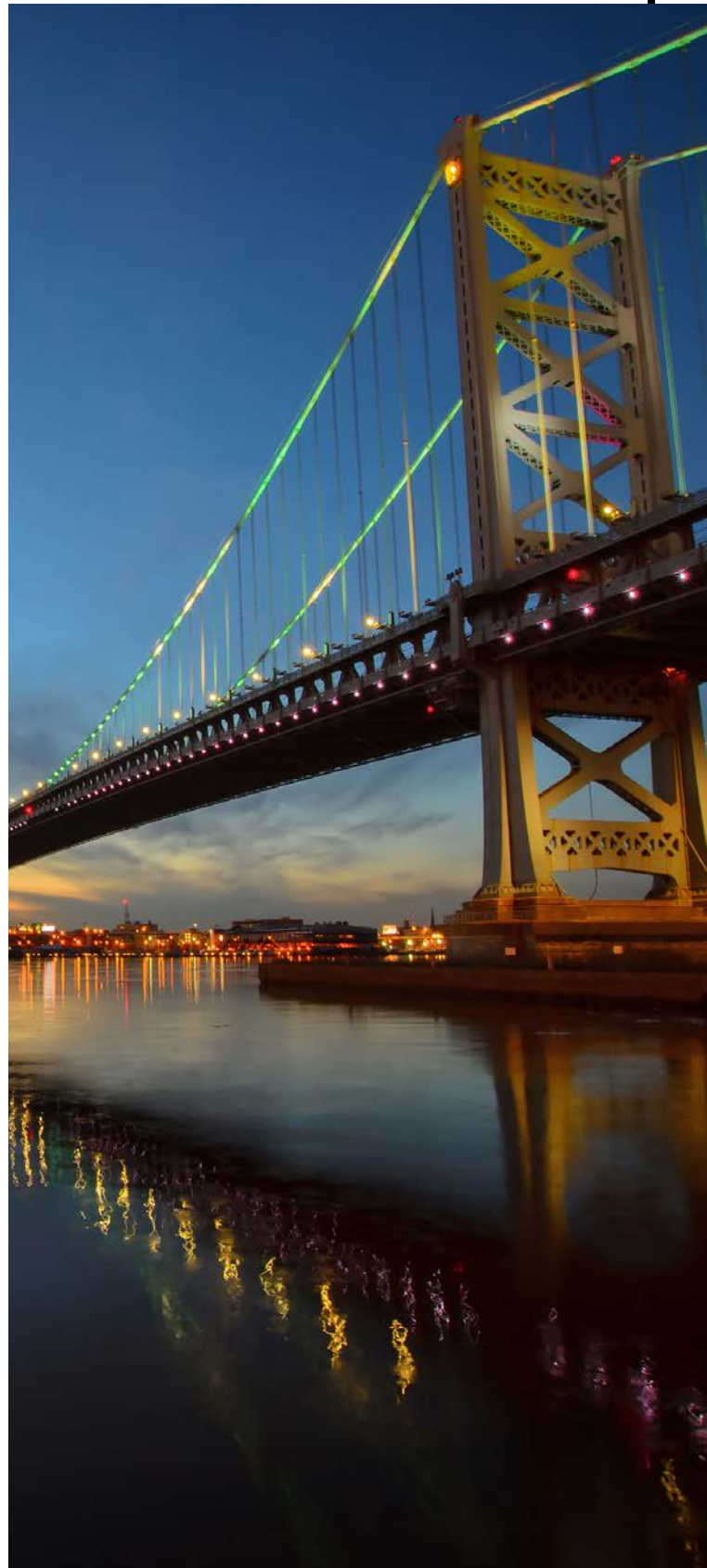
When it comes to differences between NJ and MI regulators, New Jersey was a much quicker process. This is probably largely due to them receiving a greater number of vendor applications, which has sped up the affiliate marketing regulation procedure.

There was another difference in approach we noticed during the application for vendor registration. While Michigan regulators allow submitting all the necessary documentation entirely digitally, as well as providing approvals in the same manner, New Jersey representatives require paperwork in addition to electronic means of communication.

Applying for vendor registration requires affiliates to be considerate, consistent and react quickly.

What are your aims, overall, for the US market?

We will proceed with the scaling into every regulated US state, while staying vigilant of other state lawmaker actions with regards to online gaming regulation. It's worth noting that last year saw increased competition in the segment, with the growing number of those interested in stepping into the US iGaming industry, and such conditions require affiliates to be resilient and adaptable. That is why we need to stay flexible and focus on growing our products by, among other things, drawing inspiration and learning from successful players on the market.



PLAY HARD



Tim Poole speaks exclusively with football legend and Digitain Brand Ambassador **Luís Figo** in Nice. Which is the greatest ever Real Madrid team? Did Gareth Bale fulfill his potential at the Bernabéu and who was laziest in Real Madrid training? Figo tells *Trafficology* all...

You won multiple titles with Real Madrid, including the Champions League, and you beat England with Portugal (thanks for that, by the way!). But individually, you won the Ballon d'Or in 2000 – finishing 16 votes ahead of Zinedine Zidane. Is this your proudest moment?

Individually, it was one of the biggest achievements. But this comes from a great team performance, because if you don't have the chance to improve your skills and work in a team that allows you to win, it's much more difficult to perform in a way that allows you to achieve these individual awards. My generation was full of talented players – every year, 10 or 15 players could win so it was very difficult and I'm very proud to have done it. It was a unique moment for the career of a footballer and I think I made some history.

In training, who were the best – and worst – players? I would guess someone like Guti was a hard worker, but was there anyone who was particularly lazy? Perhaps (and I could be wrong) Ronaldo and Roberto Carlos!?

Well, the Brazilians, they have another mentality! They relax a little bit because of the talent they have. One of them was Ronaldo – but he didn't need to work like me to achieve the performance that I want. That's the difference: when you're born with so much talent and when you have to work to develop your talent. In the end, you have to make sacrifices to perform as you want.

Your Galacticos team was followed by the Real Madrid squad with Cristiano Ronaldo that won multiple Champions Leagues – plus the Real Madrid team that beat Liverpool (I'm a Liverpool fan!) to win the Champions League this year. If you were to rank the three squads, which one is the greatest – and why?

It's difficult to choose one greatest, because there are different generations and opponents. But I always choose my generation! I didn't play with Cristiano Ronaldo's generation and they won

much more than us. From the outside, it's always easy to talk but it's always difficult to win. A lot of teams have the same goals as yourself – but I choose my generation as it's the one I lived in. I have a lot of respect for the other generations, though, and I know how difficult it is to make Champions League finals.

Gareth Bale had a lot of controversy with Real Madrid fans – there was the golf celebration, for example – but he did win a lot with the club. As someone who played in his position in the past, how do you look back on his time at Real Madrid?

He was in Madrid for a long time. Part of that time, he did very well. Performance wise, he achieved very important personal moments for the team. Watching from the outside like me, some years were very good and the others you expect more in terms of performance.

But the quality was always there. The one who has to answer about that is himself. For me, someone in the same profession, it's very difficult to discuss. He had a lot of injuries too. The last part of his presence in the club was not so positive, because he didn't play and because of injuries.

I think in the last part, it could be better. But you cannot forget what he did for the club.

If you could travel back in time, or travel forward in time but remain at your absolute peak, who would you rather play alongside – Cristiano Ronaldo or Karim Benzema?

It's easy for me because I played with Cristiano so I have to pick Benzema! Cristiano played with me when he was very young and I was almost finishing in the national team. He was an amazing talent and you could see he would achieve whatever he wanted. He made history in football and continues to show how good he is for his team. Benzema, I didn't have a chance to play with him, but I'm sure he would consider me and my assists!

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