

# trafficology

Marketing & affiliate focus by *Gambling Insider*

FEBRUARY 2022

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## INSIDE:

**Q&A: Gaming1's  
Martin Janovcik**

**Q&A: Campeón  
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Hovhannisyan**

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**THE AMERICAN  
DREAM**

We explore affiliate  
ambitions in US sports

# 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 the whole of 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 2021

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

## CASINO 2021

Rank	Name	Website
1	Gamesys Group Partners	www.gamesysgrouppartners.com
2	WinBet Affiliates	winbetaffiliates.bg
3	TrafficOn	trafficon.io
4	Platin Casino Affiliates	partners.platincasino.com
5	Stakes Affiliates	affiliates.stakes.com
6	LeoVegas Affiliate	www.leovegasaffiliates.com
7	Partners.io	partners.io
8	Euro Partners	www.europartners.com
9	Betsson Group Affiliates	www.betssongroupaffiliates.com
10	Buffalo Partners	www.buffalopartners.com

# SPORTS BETTING 2021

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

# LOTTERY 2021

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	West Lotto Partners	westlotto.de/unternehmen/affiliate/partnerprogramm.html
5	LottoStar Affiliate Programme	lottostar.co.za/affiliate
6	The Lotter Affiliates	www.thelotter-affiliates.com
7	Lottomatrix Affiliates	www.lottomatrixaffiliates.com
8	Affiliate Empire	www.lottogoaffiliates.com
9	LottaRewards	www.lottarewards.com
10	MegaRush Affiliates	megarushaffiliates.com

# POKER 2021

Rank	Name	Website
1	WPN Affiliates	www.wpnaffiliates.com
2	Stars Affiliate Club	www.starsaffiliateclub.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	The Spartan Poker Affiliate Program	www.thespartanpoker.com/affiliate/overview.html
9	CoinPoker Affiliates	agents.coinpoker.com
10	Natural8 Affiliates	www.natural8.com/affiliates

# FINANCIAL 2021

Rank	Name	Website
1	eToro Partners	www.etoropartners.com
2	TrafficOn	trafficon.io
3	Kraken Affiliate Program	www.kraken.com
4	IG Markets Partners	www.ig.com/uk/marketing-partnership
5	BinPartner	binpartner.com
6	Exness Partner	www.exnessaffiliates.com
7	XM Partners	partners.xm.com
8	Deriv Partners	deriv.com/partners/
9	Capital.com Partner Program	capital.com/partnership-programme-lp
10	Binary.com Affiliate Program	binary.com/en/affiliate-ib.html



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.



# A SINGLE SOURCE OF TRUTH

We sat down with Gaming1's Head of Affiliates **Martin Janovcik** to discuss his background, affiliate marketing and the challenges facing operators in an ever-changing environment

## CAN YOU TELL US A BIT ABOUT YOURSELF, YOUR CAREER AND YOUR ROLE AT GAMING1?

I have leaned towards the sports betting industry since university. I started as a freelancer for a couple of affiliate websites, and then I worked for Betradar at a very early stage in the company's evolution, helping to translate the user interface into various languages.

I also spent some time at a major Czech sportsbook. It was very technologically advanced, with a digital and product marketing-oriented strategy. But fast-forwarding to where I am now at Gaming1, I joined the company in the summer of 2017, and so far, it's been a very interesting challenge.

We really started to build things from scratch with a very small team. My first focus was actually on affiliate marketing. My role evolved into Director of Digital Marketing and acting as Head of Affiliates at the same time, so we are developing the whole scope of digital marketing, with an emphasis on acquisition and affiliate channel.

## IS THERE ANYTHING MORE YOU CAN TELL US IN TERMS OF MARKETS, PRODUCTS, THAT KIND OF THING?

We have our own platform as an operator, and we buy games from other providers as well. The sportsbook is our own, in-house product, and there is a significant strategic focus on improving our specialist sports betting capabilities. And it's very important because we are going to enter new markets in 2022 and 2023.

The French market will be one, with our flagship Circus brand, which is going to be Circus Bet in France, and there are a couple of other big ones, as well as some states in the US. Now our current portfolio, geographically speaking, covers Belgium, Portugal, Spain, Colombia, Peru, Serbia and then France with our partner brand.

## SO WHEN YOU'RE LOOKING FOR GOOD AFFILIATES TO WORK WITH, WHAT QUALITIES ARE YOU INTERESTED IN?

Consistency of communication with affiliates, and the potential for building mutual trust. I always mention it to the affiliate team, and I'm really proud of what they have achieved over the past few years. In the past year — knock on wood — we haven't seen any significant technical errors on our site.

The payments are also in great shape and handled in a very timely manner. So when you ask what we are looking for when it comes to affiliates, I always prefer to look, firstly, at what we can do better, and what we can excel at, internally.

On many occasions, it's very obvious who the key player is in a market. But you also have very niche, smaller businesses, especially in places like Portugal, so we need to make sure that we have a little bit of everything, from the biggest players to that niche, local expertise.

## WHAT ARE THE BIGGEST CHALLENGES FACING COMPANIES LIKE GAMING1 AT THE MOMENT?

The big challenge is to be competitive. That's why we are putting a lot of emphasis on the products, but also on the affiliates side, when it comes to conversion rates and retention rates, as well as the average value per customer we can deliver and sell.

When it comes to challenges on the commercial business side, it's mostly about how we split our budget in the best possible way between the different digital channels. But we also have to consider how to allocate the cost on top of the revenue share on the affiliate channel — on affiliate media buying — and how we ensure profitability and a return on advertising spend.

## HOW DIFFICULT IS IT TO GET THAT BALANCE RIGHT?

You cannot rely on a single source of truth. You always need



to have an open mind and be able to see a variety of options. We know that, going forwards, with regulations, with GDPR, it's going to become more and more challenging. So you need to simplify and deconstruct how you evaluate your return on spend.

When it comes to the value of channels, our industry is built on the bonds between the three points of a triangle: operators, vendors and, crucially, affiliates. Even the major players with big brand recognition take affiliates seriously. They're capturing a lot of high-intent organic search, so I prefer to take a holistic perspective, and regard the affiliate channel as a part of SEO, where we, as operators, will be never able to compete with well-established, highly Google-ranked affiliates.

Certain things are changing as the industry evolves. To name one, the revenue share models and the duration of the revenue share — which is always sensitive — will probably change. We try to keep things transparent, so as not to surprise affiliate partners with unexpected events, and I think we do things the right way, but there's always something to improve. We are very strict on ourselves, but the channel is growing. It's growing in revenue, the cost ratio is at a good level — we have good profitability — and it's getting bigger and bigger percentage wise.

#### **IF WE GO BACK TO WHAT YOU WERE SAYING EARLIER, WHAT ARE GAMING1'S PLANS FOR THIS YEAR? WHAT'S ON THE HORIZON?**

A couple of really big milestones. We're adding another affiliate software into our portfolio, besides NetRefer, which we currently use. We're going to be using MyAffiliates for expansion in the US. We have a very strong joint venture with an established hospitality and gaming company, Delaware North, in the States.

Secondly, we're launching in two, new European markets with our Circus brand. And again, within 30 days of the site going live in a new territory, we will also launch our affiliate programme. Those are the key developments for Q1 and Q2, but when I look more long term, we want to boost sports betting affiliates, and the sports betting affiliate channel, to build up on the road to the FIFA World Cup in November.

#### **WHAT ARE YOUR EXPECTATIONS FOR THE WORLD CUP?**

I think it's going to be an even bigger growth event than championships we have previously experienced. I remember the first campaign I worked on was for the Germany 2006 FIFA World Cup, and it was a whole different world in gaming than what it is now. I think one of the reasons why it's going to be even bigger, is that it happens in November, which is one of the top months for betting in Europe.

We know all the reasons why the September-October-November period is always the big season, so I think this is going to be the icing on top of the cake for operators in 2022.

#### **ASSUMING ICE AND LAC GO AHEAD, DOES GAMING1 HAVE ANY BIG PLANS FOR THOSE SHOWS?**

We've been waiting since our first appearance at affiliate fairs in July 2019. Definitely Amsterdam and London are the places that we plan to be and exhibit with our stand, and we want to every year if the current confusing situation in the world will allow us to. So we'll be at London in April, and then Amsterdam comes afterwards, so we are definitely going to be there.



# “THE AMERICAN DREAM”

AffiliateCon spoke to **Shmulik Segal** of MediaTroopers on the recent launch of mobile sports betting in New York and the role the affiliate will play in the world of US gaming



## FIRSTLY, CAN YOU TELL US A BIT ABOUT YOUR CAREER HISTORY AND ABOUT MEDIATROOPERS?

I started my gaming career with Playtech in 2004, when the US was still open. I started in account management, moved to products and then worked with Playtika for a while, then with Aspire Global as the Vice President of Product. For the past seven years, I have worked in the performance marketing industry as an affiliate, sometimes for other companies and now with MediaTroopers.

MediaTroopers is a performance marketing agency, focusing on the US regulated casino and sports market. We are licensed to operate in 18 states at the moment, mainly for sports and casino but also for poker and bingo. We have launched this company alongside the growth of the US gaming industry. When New Jersey and Pennsylvania opened up and we saw how difficult it was for affiliates to get licences, myself and Benjamin Truman joined together to create this company to

aim for the American dream. With that, we focus on America and are all the time working on the US, all the time checking regulation and working for the next licence. Recently, we have begun operating in New York and, of course, we are waiting for even more states to regulate. These include: Louisiana, Maryland and Ontario; we are currently considering this as part of the US with the way it operates, and Illinois is going to remove in-person registration in march, and Maryland is coming soon. Overall, we have a lot of activity, all focused on the US casino and regulated sports markets.

## IN RELATION TO NEW YORK, HOW BIG DO YOU THINK THIS MARKET HAS THE POTENTIAL TO BE? AND WHAT ARE SOME OF THE REASONS FOR THIS?

We started operating in New York recently, with Caesars, DraftKings, FanDuel and BetRivers, we are also launching with BetMGM. Across the state we are seeing very, very good results,

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amazing results. We already have operations in New Jersey, a state that we know New Yorkers travel to bet often, according to what we see, New York is going to be huge and affect the rest of the country.

#### **DO YOU THINK THE LAUNCH IN NEW YORK COULD HAVE A NEGATIVE EFFECT ON NEW JERSEY?**

It might happen but New Jersey is a very different market; they have casino, bingo and poker. The state also has many more operators than New York. With that being said, there will be an effect, for sure, because those who used to travel from New York to New Jersey are unlikely to do that now. Overall, I think that both of them are going to grow.

#### **WITH SPORTS BETTING COMES THE POTENTIAL FOR IGAMING IN NEW YORK. DOES MEDIATROOPERS APPROACH THESE SEGMENTS DIFFERENTLY? AND IF SO, HOW?**

Yes definitely. Casino customers are not the same as potential sports betting customers. When you are dealing with sports it is much more seasonal; now that we have the playoffs we are putting much more activity towards this. Casino, on the other hand, is more evergreen, you can promote blackjack all year long, you can promote slot machines all year long. The customer base is very different. However, everything is very much early days in the States; the people who are betting now will be different to those betting in three or four years' time. Take Britain for example, everyone knows what betting is and how to bet, the same can't be said for the US yet.

#### **WHAT IS THE ROLE OF THE AFFILIATE IN A NASCENT MARKET LIKE NEW YORK?**

The role of the affiliate is really to educate the customer, that there is a thing called sports betting and this is a thing you can do at home, without having to travel to Connecticut to do so. They need to understand that this is entertainment, it is fun and is complementary to what they are already doing.

We educate these bettors by producing articles that are delivered through media channels. This allows people to know when they can bet before and during the game. It really is about education more than anything.

#### **SPORTS BETTING OPERATORS AND MEDIA COMPANIES SEEM TO BE CONVERGING, WITH GIANTS LIKE DISNEY SUGGESTING THEY WANT TO GET IN ON THE ACTION. WHAT'S YOUR TAKE ON THIS FROM THE PERSPECTIVE OF AN AFFILIATE?**

Well, we are not Disney of course, but definitely there is something happening. Yesterday, watching the NFL, there are promotions for MGM and Caesars, and with this someone watching then knows to go and make a bet. They can then go through an affiliate to learn more.

#### **HOW DOES AN OPERATOR GO ABOUT GETTING A LICENCE IN NEW YORK?**

Well every state is different, in New York as of now all licence slots are taken and we do not know when this is going to change. So these brands that have been left out will have to compete in other jurisdictions to make their product successful.

I think in the future they will increase the number of operators, I don't know when. I also think they will see the revenue coming into states like New Jersey and allow iGaming in the state.



**SHMULIK SEGAL**

**“FOR THE PAST SEVEN YEARS, I HAVE WORKED IN THE PERFORMANCE MARKETING INDUSTRY AS AN AFFILIATE, SOMETIMES FOR OTHER COMPANIES AND NOW WITH MEDIATROOPERS”**

#### **WHAT ADVICE WOULD YOU GIVE TO OTHER AFFILIATES TRYING TO BREAK INTO NEW YORK?**

Well, in general, you need to have patience, you need licences in the US which is a very big difference when compared to the UK and other countries. You need lawyers and you need to know the regulation.

Separately, it is difficult when compared to Europe because people do not understand that they can do this, that they can play mobile. It will take time, so we need patience.

On a final note, we see ourselves as partners of the operators. It is so exciting to see a country as big as the United States getting into this industry and we hope that we will be able to help more and more operators.

I think part of the role of the affiliate is to help dispel the historic distrust of gaming in the US. But I also think this is already happening, you see on TV you can see odds and betting ads, altogether we are dismantling this distrust. This will ultimately be done by offering a good product to the players.



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FIGHTCLUB



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DASISTCASINO



BET



JooSports

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# STANDING OUT IN AN INCREASINGLY COMPETITIVE INDUSTRY

**Kyriaki Saranti**, newly appointed Junior Affiliate Account Manager at Campeón Gaming, explains how the company stands out, the importance of in-person exhibitions and much more

## KYRIAKI, CONGRATULATIONS ON YOUR NEW ROLE. WHAT ARE YOUR RESPONSIBILITIES AS A JUNIOR AFFILIATE MANAGER, AND WHAT ACTIVITIES DO YOU LIKE TO DO WHEN YOU ARE NOT WORKING?

Thank you! I am very excited about my new role at Campeón Gaming and to continue to be a part of such a great team. Last year, I was working as an Affiliate Marketing Specialist and it gave me the opportunity to learn many things about the industry and our company. My main responsibilities as a Junior Affiliate Account Manager consist of taking care of my affiliates, as well as reaching out to new affiliates and helping them with the onboarding process. I am also involved in internal projects, as well as creating marketing tools and acquisition strategies for my affiliates' players. When I am not working, I'm a couch potato. I'm a huge fan of the TV show Friends; I keep on watching it over and over again.

## WHAT DO YOU ENJOY MOST ABOUT THE INDUSTRY?

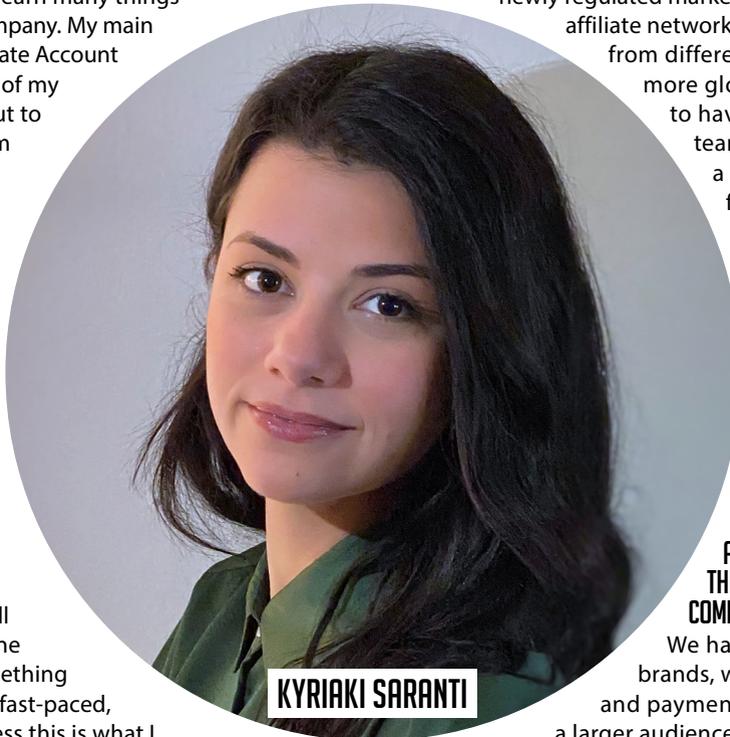
I am still relatively new to this industry and I am sure I still have a lot to learn. However, one thing is for sure: you learn something new every day as it's dynamic, fast-paced, and changes very rapidly. I guess this is what I like so much about it, though; you have to be quick and savvy, and it never gets boring!

## 2021 SAW THE RETURN OF SOME IN-PERSON EXHIBITIONS, WITH CAMPEÓN GAMING IN ATTENDANCE. HOW IMPORTANT ARE THESE EVENTS FOR THE INDUSTRY?

As an affiliate manager, the return of in-person events has helped us build stronger cooperation bonds and relationships with affiliates, and these types of conferences are particularly important for meeting affiliates that we had only met digitally. Further to that, exhibitions play an important role in our brand awareness, as well as in acquiring new partners.

## WHAT DOES CAMPEÓN GAMING HAVE LINED UP FOR 2022?

This year we are going stronger than ever, and we hope to continue growing with our brands. We expect at least three new brands by summer 2022, and we will migrate some of our older brands to superior platforms that are more dynamic and user-friendly; while we also have plans for entering some newly regulated markets. As a result, we expect the affiliate network to grow with more affiliates from different areas and have a larger, more global reach. We also expect to have some additions to the team, as it's important to have a dedicated account manager for each affiliate. Furthermore, we hope to continue attending the main iGaming events, as well as new conferences that we previously didn't have a chance to go to. Last but not least, this year we also have a lot of new projects up our sleeves, so stay tuned for more details.



KYRIAKI SARANTI

## HOW WILL CAMPEÓN AFFILIATES STAND OUT FROM THE CROWD IN AN INCREASINGLY COMPETITIVE INDUSTRY?

We have a large catalogue of brands, with a plethora of games and payment providers that cater to a larger audience. This explains why many of our brands have earned recognition from top awarding bodies in the industry, providing affiliates with a lot of varieties. As an affiliate team, we also know our unique selling points that help us differentiate ourselves from our competitors. We offer quick payments, high-commission models and, perhaps most importantly, a program that affiliates know they can trust. However, I think what helps us really stand out is probably our awesome team, who are available at all times and are always ready to close deals... whether it is at a conference, an iGaming party, or over Skype. As a company, we strongly believe that "our people are our brand" and this is our key to stand out from the crowd.

# Circus

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Netherlands, Serbia, Peru



Portugal

# Zamba

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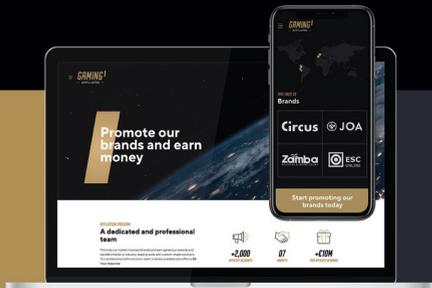
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# OPPORTUNITY IN THE GREAT LAKES STATE

The team at affiliate BestOdds take a Michigander at sports betting...



The top three states in the US for overall total sports betting handle are New Jersey, Pennsylvania and Michigan.

With 10 million residents or 3% of the entire US population living in the Great Lake State, sportsbooks are aggressively trying to earn their piece of the enormous Michigan sports and casino betting pie.

For December 2021, the total handle for Michigan sports betting operators was an impressive \$484.6m. With 15 operators now licensed to offer sports betting products in the state, the competition to claim market share is fierce and crowded.

For regulated US affiliates, Michigan is a great opportunity and those who can successfully help the many sportsbooks with their ambitious customer acquisition goals, could make 2022 a very rewarding year.

## MICHIGAN SPORTSBOOK MARKET SHARE:

### TOP 3 SPORTSBOOKS (MICHIGAN) - BY TOTAL HANDLE (2021)

SPORTSBOOK	2021 TOTAL HANDLE (JUST MICHIGAN)
FanDuel	\$993,042,162
DraftKings	\$951,116,078
BetMGM	\$828,032,172

In our table above, we see that FanDuel, DraftKings and BetMGM are the top three sportsbooks in Michigan. Combined, these three sportsbooks make up an impressive 76% of the total handle.

Things also get interesting when we analyse the total revenue of these three giants and not just their overall handle.

### TOP 3 SPORTSBOOKS (MICHIGAN) - BY TOTAL REVENUE (2021)

SPORTSBOOK	TOTAL 2021 REVENUE (JUST MICHIGAN)
FanDuel	\$102,073,377
BetMGM	\$91,999,464
DraftKings	\$53,351,067

Most of us recognise that FanDuel and DraftKings have a huge daily fantasy sports (DFS) database to draw from for new customer acquisition opportunities. An advantage their competitors just don't have. Traditionally those two giants have not been as reliant on affiliate partnerships to help drive new business compared to many other operators.

It's very interesting to note just how efficient BetMGM is compared to FanDuel and DraftKings. BetMGM trailed FanDuel by \$165m in total handle, but in overall revenue it trails by just \$10m.

Compared to DraftKings, BetMGM generated almost \$39m more in revenue last year despite a \$123m difference in handle. That's efficient.

BetMGM has a physical sportsbook and lounge in Detroit, which gives them an advantage from a brand recognition standpoint and is an obvious extra revenue generator for them. From an affiliate perspective, BetMGM makes for an excellent partner. It is aggressively trying to become the most popular sportsbook brand in Michigan and a large part of their strategy is working with those affiliates who can drive new business their way.

However, the battle for the Michigan market share, especially from an affiliate standpoint, is not just about the top three

### ADDITIONAL MICHIGAN SPORTSBOOKS - TOTAL HANDLE (2021)

SPORTSBOOK	2021 TOTAL HANDLE (JUST MICHIGAN)
Barstool Sports	\$350,476,332
PointsBet	\$158,302,483
*Caesars (since August only)	\$146,788,755
**Caesars 12 month run rate	\$704,586,024
BetRivers	\$44,315,305
Fox Bet	\$43,410,884

**“THE TOTAL HANDLE FOR MICHIGAN SPORTS BETTING OPERATORS WAS AN IMPRESSIVE \$484.6M. WITH 15 OPERATORS NOW LICENSED TO OFFER SPORTS BETTING PRODUCTS IN THE STATE, THE COMPETITION TO CLAIM MARKET SHARE IS FIERCE AND CROWDED”**

sportsbooks. As we dive deeper down the list of operators, the role of the affiliate becomes even more paramount in helping the many other operators with their customer acquisition strategies.

### ADDITIONAL MICHIGAN SPORTSBOOKS - TOTAL HANDLE (2021)

Barstool Sports finished 2021 as the fourth ranked sportsbook in Michigan by total handle. By now we are all familiar with the Barstool Sports media empire created by Dave Portnoy and his team. Much like the market leaders at FanDuel and DraftKings, Barstool Sports is often less reliant on affiliate partnerships because of its ability to tap into its own database of end users from its media side of the business.

PointsBet, which is ranked fifth by total handle, does not own a media empire nor does it have a huge DFS database with which they can cross market too. They have traditionally been a very good partnership opportunity for affiliates and currently they are working hard to try and close the handle gap between themselves and Barstool.

Maybe the most exciting opportunity for affiliates licensed in Michigan is the arrival of Caesars. After buying William Hill early in 2021, Caesars didn't start offering products to Michigan consumers under its own brand until August.

Despite its late start in 2021, Caesars still finished sixth in overall handle. Its 12-month run rate actually projects them to be just outside the top three over the course of a full year.

Caesars has been extremely determined to grow its business in Michigan and appears to have its sights set on cracking the top three. It is another sportsbook who has previously achieved great success through the affiliate partnership route and that will be a big part of its 2022 strategy.

Michigan trails behind New Jersey, Pennsylvania and soon to be New York in total annual handle per state. But, with its current competitive landscape, affiliates have a great opportunity to partner with some truly aggressive operators who are willing to spend on new customer acquisition right now.

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# PLAY HARD

Associate Consultant at Hybrid Interaction, **Narine Hovhannisyan**, speaks to *Trafficology* about vegetable faces, the colour of smells and truth-telling potions



## TO YOU, WHAT'S THE CLOSEST THING TO REAL MAGIC?

Food. Life without good food is the same as life without real magic – boring.

## IF YOU COULD SAY ANYTHING TO YOUR 'FRENEMY', WHAT ARE SOME THINGS THAT SOUND LIKE COMPLIMENTS BUT ARE ACTUALLY INSULTS?

You're the best toxic thing that has ever happened to me.

## WOULD YOU RATHER GO WITHOUT SHAMPOO FOR THE REST OF YOUR LIFE OR TOOTH PASTE FOR THE REST OF YOUR LIFE?

I know some people who don't brush their teeth and they look better than mine :) So I'm giving up the toothpaste to have shiny hair all the time!

## A TRUE TESTAMENT OF A RELATIONSHIP: IF YOU HAVE A PARTNER, WOULD YOU STILL LOVE THEM IF THEY LOST ALL OF THEIR SKIN?

Would you? :) If I live in the Marvel universe and my partner looks at least 50% like Thor or Iron Man, and he lost all of his skin during one of the Earth invasions, then hell yes I would.

## HAVE YOU EVER EATEN FOOD FROM THE FLOOR?

If you saw the "Cheesecake" episode of "Friends" you wouldn't ask me that question. Plus there is always a three (five, 10 or any other number that you like when it comes to a good piece of cheesecake) second rule.

## IF COLOURS HAD SMELLS, WHAT COLOUR WOULD PURPLE SMELL LIKE?

Purple would smell like an evil witch. Remember Ursula from Disney's "The Little Mermaid"? She had black and purple legs aka tentacles. Purple is usually the colour of power, royalty and vicious characters in lots of cartoons and movies.

## ...AND IF YOU WERE A COLOUR, WHAT COLOUR WOULD YOU BE AND WHAT WOULD YOU SMELL LIKE?

I would be emerald-ish and I'd smell like the sea. We don't have the sea in Armenia!

## HOW WOULD YOU DESCRIBE YOUR FACE USING VEGETABLES FOR REFERENCE?

Cherry tomatoes... sweet and delicious.

## WHAT WOULD YOU RATHER: SPEAK IN RHYME OR RIDDLES FOR THE REST OF YOUR LIFE?

Riddles, would love to annoy everyone for the rest of my life as the Mad Hatter does.

## WHAT DO YOU WISH THEY TAUGHT YOU IN SCHOOL THAT THEY DIDN'T?

Potion-making. Imagine being skilled in this class and making a truth-telling potion, or a potion that helps you to read someone's mind for some time. Amazing skill.

## AND LASTLY... WHAT IS BETTER, A TULIP OR A POTATO? AND WHY?

I highly doubt anyone would think about the best answer for this question; but I will go with potato, simply because I can carve tulips out of it :)



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