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Marketing & affiliate focus by *Gambling Insider*

MARCH 2022

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MARCH 2022

INSIDE:

Digits: The latest industry data

Column: SCCG Management

Interview: Routy

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WHAT MAKES AFFILIATES TICK

How affiliates are managed, from office-based to remote, from PLCs to one-man bands

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 January 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 - JANUARY 2022

CASINO - JANUARY 2022

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

Rank	Name	Website
1	Gamesys Group Partners	www.gamesysgrouppartners.com
2	Stakes Affiliates	affiliates.stakes.com
3	TrafficOn	trafficon.io
4	WinBet Affiliates	winbetaffiliates.bg
5	Platin Casino Affiliates	partners.platincasino.com
6	LeoVegas Affiliate	www.leovegasaffiliates.com
7	BC.Game Affiliates	bc.game/casino
8	bet365 Partners	www.bet365partners.com
9	Rajbet Affiliates	pap.raj.bet/affiliates/
10	William Hill Affiliates	affiliates.williamhill.com

SPORTS BETTING - JANUARY 2022

Rank	Name	Website
1	bet365 Partners	www.bet365partners.com
2	NetHive Affiliate Program	www.nethive.com
3	Best Partners	www.bestpartners.com
4	Betway Partners Africa	www.betwaypartnersafrica.com
5	Bovada Affiliate Program	www.bovada.lv/new-bovada-affiliate-program
6	Entain Partners	www.entainpartners.com
7	Betfair Partnerships	partnerships.betfair.com
8	Betway Partners	www.betwaypartners.com
9	Stoiximan.gr Affiliates	affiliates.betano.com
10	William Hill Affiliates	affiliates.williamhill.com

LOTTERY - JANUARY 2022

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	LottaRewards	www.lottarewards.com
8	PA iLottery Affiliate Program	www.pailottery.com/p/partners
9	Affiliate Empire	www.lottogoaffiliates.com
10	Lottomatrix Affiliates	www.lottomatrixaffiliates.com

POKER - JANUARY 2022

Rank	Name	Website
1	Stars Affiliate Club	www.starsaffiliateclub.com
2	WPN Affiliates	www.wpnaffiliates.com
3	Universal Affiliates	www.universal-poker.com
4	Winamax Affiliates	www.winamax.fr/en/affiliates
5	U-affiliates	www.uffiliates.com
6	Entain Partners	www.entainpartners.com
7	bet365 Partners	www.bet365partners.com
8	GGPartners	en.ggpoker.com/partners/affiliate-program/
9	The Spartan Poker Affiliate Program	thespartanpoker.com/affiliate/overview.html
10	CoinPoker Affiliates	agents.coinpoker.com

FINANCIAL - JANUARY 2022

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	Deriv Partners	deriv.com/partners/
7	Exness Partner	www.exnessaffiliates.com
8	XM Partners	partners.xm.com
9	OctaFX Affiliate Program	my.octafx.com/open-account/partner
10	Capital.com Partner Program	capital.com/partnership-programme-lp



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.

WHAT MAKES AFFILIATES TICK?

Trafficology speaks to affiliates **Acroud** and **KaFe Rocks** about their employees, and workplace culture



Affiliate marketing is becoming an increasingly indispensable arm of the gambling industry. More people than ever before are connected via technology and affiliate companies provide operators with a means of capitalising on that connection. But how do affiliates work behind the scenes? What makes them tick? We at *Trafficology* pondered these very questions.

Like any finely tuned machine, an organisation is only as good as the sum of its parts; and this mantra, it can be safely assumed, must apply to affiliates. In this context, we take parts to mean people, and an affiliate's smooth operation to be reliant on a healthy working environment. So given this, we formulated a series of questions to put to two affiliates: Acroud and KaFe Rocks.

We reached out to them and heard back from Robert Andersson, Acroud's CEO and President, and Cordelia Morgan-Cooper, Head of People at KaFe Rocks. Each offered their unique perspective regarding an affiliate's operation and, more specifically, its people. But to start off, we thought it was best to get a feel for these companies first.

Could you give us an idea of the size of your organisation? How many employees do you have? How many brands do you serve?

Robert Andersson: Acroud grows and operates 30-plus comparison and news sites under strong digital brands in traditional and new verticals. We also develop and offer SaaS (Software as a Service) solutions in the affiliate industry, provide streaming services, and run the innovative gaming event — The Festival Series.

We currently have over 75 full-time employees and several consultants, falling under an umbrella of a medium-sized organisation.

Cordelia Morgan-Cooper: We are a remote team of 171 Rocketeers in nearly 30 locations — from the UK to Argentina and Uruguay. Our newest brand is time2play.com, but we also have USCasinos.com and online-slot.co.uk.

From a hierarchy perspective, would you say your organisation is quite free or is management fairly top down?

RA: Prior to the extensive change programme that Acroud has gone through over the past couple of years, the company had a hierarchical top-down organisational structure. And while this type of structure offers plenty of advantages, especially for larger organisations, it is also prone to bureaucracy, communication silos and lack of collaboration.

Reasonably, for the 'new' Acroud, we have taken steps towards a flat organisation with fewer levels of management between leadership and employees. Adopting this structure gave our employees more autonomy in the decision-making process, simplified our internal communication and enabled fast decision-making.

CMC: We are relatively flat as a structure. We empower our Rocketeers to think for themselves and to collaborate constantly — teamwork is really important to us!

After getting a grasp on who we were dealing with, it was time to address the elephant in the room: Covid-19. Every company has been affected to some extent by the pandemic, but not

all in the same way. We wanted to know what impact Covid has had on affiliates and how they've responded.

How about remote work, is that something your organisation allows, or perhaps even encourages? If so, was this something you were doing pre-Covid and why?

RA: Remote working was not something we did to an extent before the pandemic, but the Covid-19 crisis created a sudden need for our business and employees to increase working from home. Since then, Acroud has adopted a hybrid-work model with some days in the office and other days working remote.

CMC: KaFe Rocks has been a remote-first company since it was first incorporated in 2018 and remote work is core to our business. Being remote-first from day one has given us a global talent pool and a real competitive edge.

The pandemic hasn't affected our culture so much, as we didn't have to pivot or find new ways of working. Despite being a fully remote company, we do have an office space called 'The Oasis,' in Malta. It is more of a collaborative space for those who wish to catch up with colleagues face-to-face or need a quiet space to work from.

We've got a beautiful outside area with a pool and barbeque, a games room and a library. The Oasis is open to all our employees whether they are based in Malta or visit from abroad.

Following on from that; in this post-pandemic era, how have you found employee engagement, especially if they cannot interact in-person?

RA: Before the shift from the office to remote, everything was structured around having our employees in the office. Now, without face-to-face engagement and those casual meetings around the coffee machine, we had to redesign how we interact with each other to keep the company's culture alive.

Placing emphasis on virtual events and video communications, we have found different activities and ways to keep people engaged and involved. In a sense, going virtual has also given us the ability to attract a more diverse workforce, and that drives innovation.

CMC: I am passionate about employee wellbeing and engagement, so this has been a real focus for our people team and will continue to be so. We hosted a digital reunion





CORDELIA MORGAN-COOPER

just before Christmas, which was a great opportunity for us to all get together over two days.

Our founders introduced the story of KaFe Rocks and our history, and we also had a really interesting motivational speech from Neil Agius, who has the world record for the longest unassisted sea swim; which really resonated with our Rocketeers with themes of resilience, teamwork and collaboration.

“BEING REMOTE-FIRST FROM DAY ONE HAS GIVEN US A GLOBAL TALENT POOL AND A REAL COMPETITIVE EDGE”

**- CORDELIA MORGAN-COOPER,
KAFe ROCKS HEAD OF PEOPLE**

We also had some team-building activities as well to help everyone get to know each other. We encourage regular 'round-ups' where our teams physically meet and we, of course, hope that this year we can plan and host our whole company reunion in September (plans are already underway!).

Is your organisation fairly concentrated in one place or are your employees quite spread out, across different countries perhaps; and how does this affect your work, again, especially with Covid?

RA: Although Acroud is distributed with people working across the globe, we have our offices in Denmark, Malta, Sweden and the UK. Reasonably, these are the regions where our employees are concentrated.

Working across these different regions even before the shift to the hybrid-work model helped us evolve and adjust to the 'new normal' fairly easily. Primarily because Acroud has already incorporated the technology, data, access and security tailored for different working modes, enabling seamless virtual collaborations.

CMC: We are spread across the whole globe with multiple time zones. As a business we are output focused, so for us it doesn't matter when the work is completed.

We are very flexible when it comes to working hours and understand that not everyone is an early bird or a night owl.

But moving onto the meat of our query, people are an essential component of any business and who a company hires can tell you

a lot about how it operates. In this regard, affiliates are no different. In fact, people are especially important to affiliate brands. When your business is about making connections between consumers and companies, dedicated employees can make a big difference between success and failure.

What are you looking for when you hire a new employee? Obviously it's different for each role, but generally, what qualities are key?

RA: In addition to the imperative skills and experience for a specific role, we look for passion and dedication. The candidate's attitude towards learning, developing and growing is often what determines whether the candidate successfully secures the position. I believe that with the right attitude, one can achieve anything.

CMC: We celebrate individuality and want our Rocketeers to have fun at work! When it comes to values, trust, accountability, passion and teamwork are at the core of our business; so we really look to see these traits in everyone that we hire.

With so many affiliates out there, how can any one company stand out these days and how much do your employees contribute to this on an individual basis?

RA: Since January 2021, Acroud has been a different company from our direct competitors. With the acquisition of PMG, we have moved away from being just an affiliate company and have started offering B2B services, referred to as SaaS solutions.

This strategic move has created a new company with less exposure to SEO and other risks associated with the affiliate industry, while creating a more robust revenue platform for future growth. Also, within the affiliation area, we are shifting away from the traditional content and more towards innovative and rich media: streaming, podcasting and our live gaming event — The Festival Series — creating online and offline opportunities.

Ultimately, the success of this strategy is down to the individuals who make Acroud. Our employees collaboratively identify the most critical projects to work on and the areas where they can make the most significant contributions.

A business is only as successful as its employees, and that's why the right attitude, passion and mindset, aligned with the company's vision, is so important.

CMC: We are the lighthouse for reputable iGaming, so we always want to be able to demonstrate this.

At the start of 2022 we introduced our unlimited vacation policy to further cement our commitment to improving our Rocketeers' work-life balance, as well as 24/7 mental health support — it's really okay to have a not-so-okay day. Our employee benefits are industry leading, and we really want to continue pushing the boundaries.

Trafficology: So what can we take away from this? Ultimately, how affiliates operate reflects the broader global business environment. A shift to remote work, as well as a more international outlook, are trends affecting companies across various industries; and Acroud and KaFe Rocks seem to have wholeheartedly embraced them. They have, either on their own initiative or prompted by pandemic-related restrictions, adopted what is in effect a virtual office — and seemingly with little impact on their day-to-day operations. While KaFe Rocks represents a company that implemented remote working from day one,

“A BUSINESS IS ONLY AS SUCCESSFUL AS ITS EMPLOYEES, AND THAT’S WHY THE RIGHT ATTITUDE, PASSION AND MINDSET ALIGNED WITH THE COMPANY’S VISION IS SO IMPORTANT”

**- ROBERT ANDERSSON,
ACROUD CEO AND PRESIDENT**

Acroud successfully managed to pivot in response to Covid.

Another area that stood out was both businesses' employee-centric outlook and flat hierarchy. It's not hard to see how this structure might lend itself to affiliates. When you're promoting a product or service to a large audience, input from a diverse team will undoubtedly serve you well.

Digital channels are driving considerable growth in the gambling industry, and affiliate companies are responsible for a lot of this. As a new generation matures and society continues to move more online, their role in securing new customers will only increase.

How they manage their people, therefore, will only grow in importance.



ROBERT ANDERSSON

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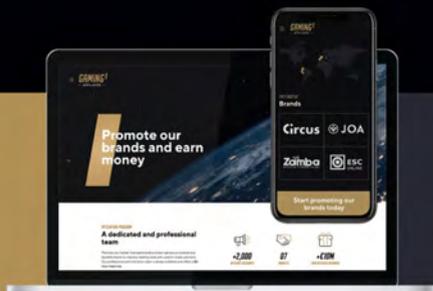
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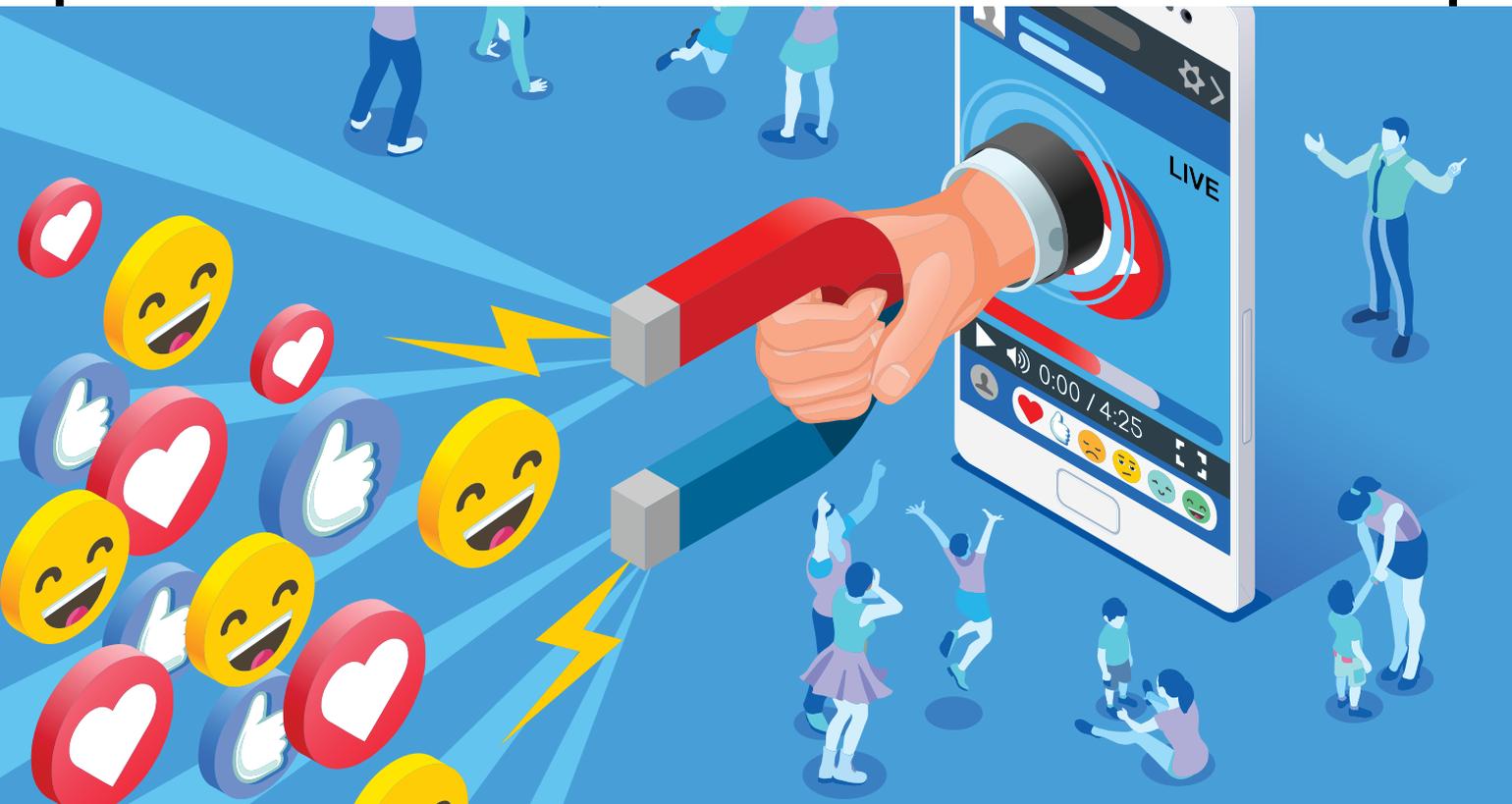
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INFLUENCER MARKETING MADE AUTHENTIC

SCCG Management Founder **Stephen Crystal** writes for *Trafficology* on the role of micro-influencers in affiliate marketing



In 2021, global retail ecommerce reached nearly \$5trn. This growth wasn't a spiky overnight success story triggered by significant shifts in demographics, such as the transfer of boomer wealth to younger generations. Even the Covid-19 lockdowns didn't meaningfully affect the stable upward trend. The growth of retail ecommerce is a resilient, systemic trend projected to increase to \$7.4trn by 2025 – a further 50% growth on 2021.

The growing value of the ecommerce marketplace will continue to drive extreme competition among affiliate marketers, upon whom it continues to rely – another resilient factor complicating the work of affiliates and networks.

Most affiliate marketing will continue to rely on SEO optimisation, looking to jump the ranks of Google's AI algorithms for attention. We continue to advocate for additional use of messy, asymmetrical marketing tactics that better serve intent personas focused on

specific goals.

The argument against this kind of effort is straightforward and compelling. Building backlinked content sites loaded with high-relevance keywords and all the structural metadata needed for today's Google crawlers to easily recognise them is the industry's core competence. They've been doing it for years, if not decades. It's their comfort zone.

The problem is that this is a low barrier for competition and the key reason why Google continues to refine its ranking algorithms as an ongoing process. The algorithms view you as a threat, seeding the internet with synthetic traps and false signals, which drive content seekers away from objectively relevant content.

As Google moves away from mapping keyword relevance to focus on concepts, and as we as marketers focus on what searchers want to do, rather than who they are, we have an opportunity to

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focus on service rather than redirection.

In service of this mission, we propose adding a robust roster of micro-influencers as part of a powerful, holistic set of tools for affiliate marketing. Micro-influencers, with around 100,000 followers, have high value as they tick three significant boxes for driving traffic.

Authenticity: Micro-influencers are more frequently perceived as authentic, which is highly important to Millennials and Gen Z consumers.

Engagement: Influencers with smaller audiences tend to be more tightly engaged with their audiences at a personal level – speaking with them, not to them.

Economics: Niche players are often engaged under terms that provide better economics for the process than macro-influencers; who may have the traffic, but lower conversion rates, pound for pound, than our preferred micro-influencers.

You are adding micro-influencers to your affiliate marketing infrastructure positions. This track of work, to connect intent personas who want to do something (or learn about doing something) with authentic, subject matter experts, can help to satisfy their needs.

Micro-influencers help low-information customers, serving as trusted guides who help them through a new purchase experience. These purchasers benefit from the expertise of a trusted third-party expert by de-risking a complicated transaction, proactively providing guidance that could create a transaction defect in the purchase process. They can also offer the simple confidence that they're making the right choices and give them permission to move forward and choose your product or service.

Micro-influencers also tend to be highly effective for high information customers, who see most SEO-focused content blogs as painfully rudimentary; and in the worst case, wrong. People deep into a particular subject tend to immediately focus on factual or cultural errors in the way they communicate to the reader and immediately invalidate their authority.

In the case of both high and low information customers, micro-influencers solve a significant relevance ranking risk



STEPHEN CRYSTAL

– pogo-sticking, where readers quickly bounce away from your content, back to search. The nature of micro-influencer content coming from a place of current, relevant authority tends to make viewers linger longer.

Now, let's move from text-based blog content, which affiliate marketers typically feel more comfortable with, to video content, specifically platforms like YouTube.

We understand and acknowledge today that videos on platforms like YouTube are not easily optimised for SEO like text-based websites. That said, Google is extremely good at using its concept-driven AI search to drive "how-to-ers" to YouTube videos. YouTube has become a de facto authority for people trying to understand how to do something and, more importantly, value something.

Let's look to the future. Google MUM launched in May 2020 as its latest added AI-driven technology to their algorithms family. On May 18, 2021, Pandu Nayak, Google Fellow and Vice President of Search, updated us on MUM, or Multitask Unified Model, and its powerful future benefits.

Have you ever been asked a question that sounded simple but was pretty complicated because the answer was dependent on multiple other factors? That's the first mission of MUM – to help answer a question that has numerous steps or considerations. Here are three fun things to understand about MUM:

MUM doesn't just understand language; it generates language for searchers to answer or drill down the question posed.

This is pretty exciting, as MUM handles multiple threads of intent. In Nayak's example, he suggests that if a searcher were to ask what to do to prepare for a trip to hike Mt. Fuji, MUM would understand that there were multiple considerations here. For example, are you fit enough to do it? Do you need fitness training? Do you have the proper equipment or know what you need to take with you? Do you understand the seasonality of hiking Mt. Fuji? For example, do you know the relative difficulty of hiking Mt. Fuji relative to other mountains like the Himalayas?

This is powerful stuff for affiliate marketers who will have richer opportunities to help connect the results from MUM with products, solutions, and subject matter experts, such as our micro-influencers.

MUM is trained across seventy-five different languages.

This is an easy, obvious value as it dramatically increases reach. For example, our previous search for Hiking Mt. Fuji might have a lot of information for the searcher, but much of it might be in Japanese. MUM can solve this by bringing that information to the searcher in their native language.

MUM is multimodal, understanding text, images and, soon, video.

That last step is particularly notable, closing the gap between our ability to optimise text for SEO optimisation and the unsearchable black-box nature of video content.

In closing, nothing in this article suggests an upheaval in how affiliate marketers do their work, but rather, we recommend adding micro-influencers to your toolbox today. This, and other future-proofing strategies, should keep you in the vanguard of affiliate marketing firms seeking to differentiate from your competitive masses – insisting on being great and not just good enough.

"THE PROBLEM IS THAT THIS IS A LOW BARRIER FOR COMPETITION AND THE KEY REASON WHY GOOGLE CONTINUES TO REFINE ITS RANKING ALGORITHMS AS AN ONGOING PROCESS"

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IMPROVING PERFORMANCE

Routy Founder **Haim Bell** delves into the key aspects for iGaming affiliates, from the importance of tracking data to how performance can be improved

CAN YOU PROVIDE US WITH A BRIEF INTRODUCTION TO ROUTY?

Routy is a tracking and revenue analytics platform built specifically for affiliates working in the iGaming sector. It combines traffic tracking and stats aggregation in a single platform, to allow affiliates to monitor click activity in real-time. This data and insight allows affiliates to improve conversions, which in turn helps them to take monetisation to the next level.

HOW IMPORTANT IS IT FOR IGAMING AFFILIATES TO TRACK DATA?

Once a month, you get your salary and you pay various bills including gas, electric, water, broadband and your rent or mortgage. While your bank account holds your balance and statement, you need to log in to each account to obtain a detailed report for each payment. Affiliates do something very similar – the average affiliate has 30 operator accounts and each day they have to log in to each to see clicks, sign-ups, FTDs, revenues and so on. It takes between five to 10 minutes to gather this information from each account, which ultimately is a full-time job.

Routy combines this information into a single account; and it does this on a daily basis, so that affiliates can stay up to date

with how each brand is performing at all times. But having all of this information in one place is not enough. Affiliates need to be able to optimise traffic on a page and player level, and that can only be achieved with tracking software.

WHAT ARE SOME OF THE COMMON MISTAKES IGAMING AFFILIATE MARKETERS MAKE?

The first mistake, and it is a hard one to admit, is that most iGaming affiliates make business decisions based on hunches and assumptions. I'm not saying this means they always get it wrong, but if decisions are taken without the support of data then it is essentially guesswork.

The second big mistake affiliates make is not finding the right balance between business and player interest – a lot of publishers put generating revenue ahead of the user experience they offer. Of course, affiliates don't usually have a direct line of communication with players, so the only way they can determine whether they are offering what they are looking for is to track conversions at the player level.

For example, if an affiliate lists the casino brand offering the best commercial deal in the number one position on a page and they send 100 clicks but with zero conversions, that means the player did not find what they were looking for. But by changing the listing for a casino brand that offers a less favourable deal but more of what the player is seeking, the conversion rate will improve.

HOW CAN IGAMING AFFILIATE PERFORMANCE BE IMPROVED?

I always suggest starting with the easiest and most simple things to implement, and one of those things is tracking. For the upper funnel, I would suggest using HotJar or Microsoft Clarity, which is a free alternative to HotJar.

Google Analytics is also a must, but to get conversions to appear in Google Analytics, affiliates must use tracking software.

Affiliates should also look to onboard at least one new partner per month – a single addition can lead to a 30% increase in revenue with the right positioning on the right page.

LOOKING AHEAD, WHAT ARE ROUTY'S GOALS FOR 2022?

I believe that by embracing tracking, all affiliates can grow their businesses. By properly knowing their traffic, affiliates can improve their marketing efforts, take conversions to the next level and ultimately unlock additional revenue.

This is a sector that is always growing, but so too is the competition in it. That is why it is so important for affiliates to maximise the opportunities on the table; and to do that they must leverage the power of data and tracking. Of course, Routy is here to help them do just that.



HAIM BELL

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PLAY HARD



Trafficology talks to **Will Barnes**, Co-Owner at slot streamer Hideous Slots, about his career, hair loss and Spandau Ballet

WHO HAS HAD THE BIGGEST INFLUENCE ON YOUR CAREER? AND WHAT MADE THEM SO INFLUENTIAL?

It's hard not to immediately name some of the biggest streamers, in terms of their following; the names who are known even by those who don't watch them. Those guys are the benchmark and, when you're starting out, it's what you aim for. I knew Stop and Step and The Bandit personally before starting, and those guys were a huge influence. Once we started to look towards attracting a European audience, it was the likes of CasinoGrounds and, more specifically, Let's Give It a Spin, who became that benchmark.

This is a job that is so much about personality and I've never taken influence from anyone in that respect. I think as soon as you curate a personality, you become disingenuous and I never wanted that. I swore to be authentically myself, and I have been – no matter who loves or loathes me. The other side is the content and that's where I draw inspiration. Looking at what gets views, what brings a flurry of comments – the ways other men and women in this industry engage with their audience, and attracting new viewers.

And the great thing about this is that it's not just the 'biggest' streamers you can draw influence from. Some of the 'smallest' streamers, for want of a better word, have the greatest tools, and aspects of their streams and content can be a great source of inspiration.

NAME SOMETHING THAT USED TO WORRY YOU WHICH NOW, LOOKING BACK, SEEMS SILLY?

I used to spend a lot of time worrying if people would like me; and I know now more than ever that not everyone will like you in life, and that's okay. I still aim to be respectful towards everyone, and hate the thought of any of my viewers

or other content creators considering me to be rude, but I'm okay now with not being everyone's 'cup of tea.'

WHAT WOULD YOU SAY TO YOURSELF IF YOU COULD GO BACK IN TIME AND SPEAK TO YOURSELF?

Well, depending on the age I'd probably warn myself about the hair loss! I guess I'd just tell myself that it's good to put yourself out there, and try new things. If I had never put myself out there in my first YouTube video, I wouldn't be on this journey now with thousands of wonderful viewers and great community members.

WHAT HAVE YOU ALWAYS BEEN, AND LIKELY ALWAYS WILL BE, TERRIBLE AT?

Organisation. I'm not an organised person, and once I have three or four things going on at once I can feel quite overwhelmed. I think I'm getting better, but no – I probably won't ever be very good at it. Or tidy!

WHAT IS YOUR FAVOURITE BAND? AND WHY ARE THEY BETTER THAN EVERYONE ELSE?

Spandau Ballet! I just love retro music – we actually parodied the "Gold" video as a promo for the launch of Gold Megaways and I loved it. I was in my element: wig and all.



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