

# trafficology

Marketing & affiliate focus by *Gambling Insider*

JANUARY 2023

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## INSIDE:

**Q&A:**  
**SuperCasinoSites**

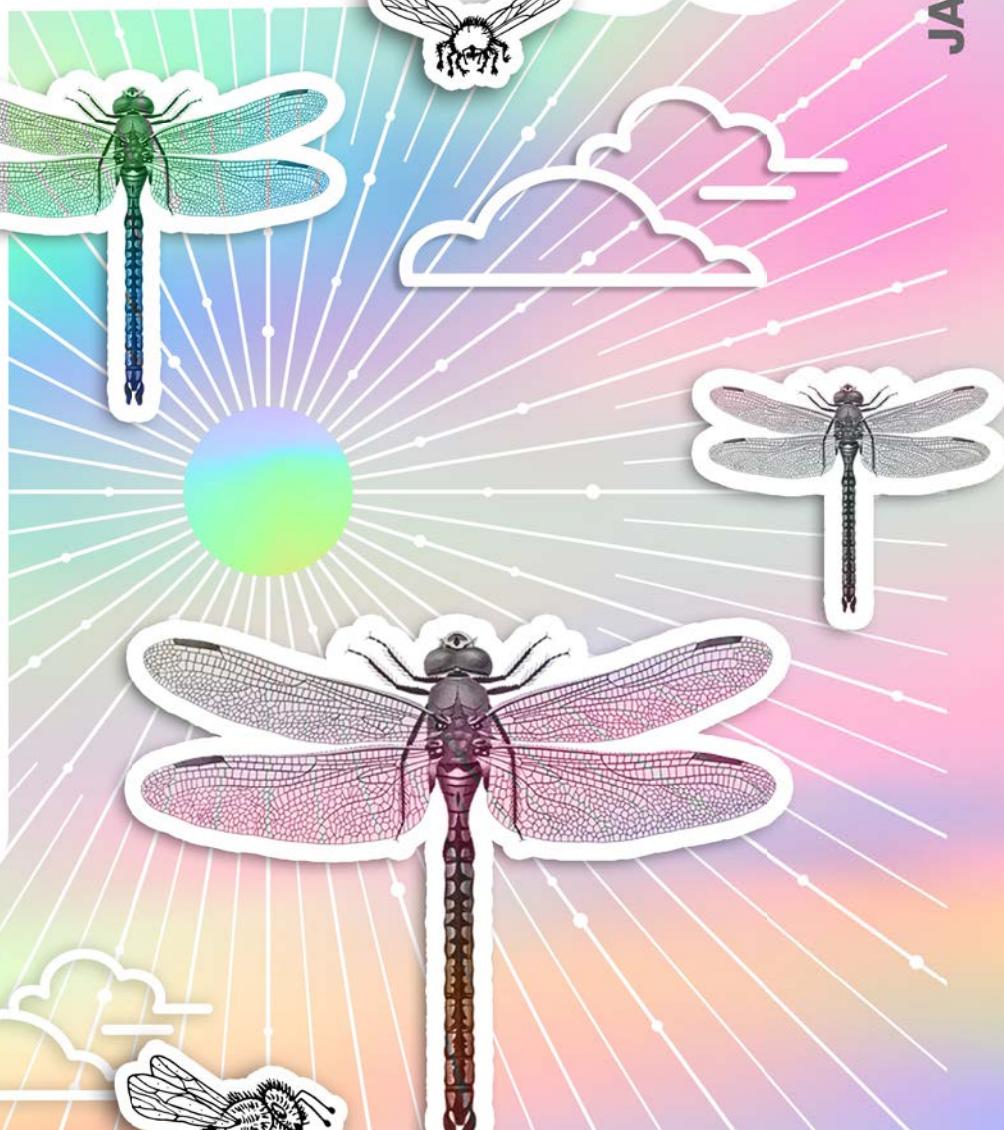
**BestOdds:** The  
old-fashioned way

**Meet the team:**  
**Pin-up Partners**

**Play Hard:**  
**CrazeAffiliates**

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**2023: A NEW DAWN**

As affiliates and operators tell us all about their ambitions or 2023, *Trafficology* starts a new dawn with our fresh new redesign

# 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 November 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	bet365 Partners	<a href="http://www.bet365partners.com">www.bet365partners.com</a>
2	NetHive Affiliate Program	<a href="http://www.nethive.com">www.nethive.com</a>
3	betway Partners Africa	<a href="http://www.betwaypartnersafrica.com">www.betwaypartnersafrica.com</a>
4	TrafficOn	<a href="http://trafficon.io">trafficon.io</a>
5	Entain Partners	<a href="http://www.entainpartners.com">www.entainpartners.com</a>
6	Stoiximan.gr Affiliates	<a href="http://affiliates.betano.com">affiliates.betano.com</a>
7	IxBet Partners	<a href="http://ixpartners.com">ixpartners.com</a>
8	DraftKings Affiliates	<a href="http://www.draftkings.com/affiliates">www.draftkings.com/affiliates</a>
9	eToro Partners	<a href="http://etoropartners.com">etoropartners.com</a>
10	Betsson Group Affiliates	<a href="http://www.betssongroupaffiliates.com">www.betssongroupaffiliates.com</a>

## CASINO

RANK	NAME	WEBSITE
1	BC.Game Affiliates	<a href="http://bc.game/affiliate">bc.game/affiliate</a>
2	Super Afiliados	<a href="http://www.superafiliados.com">www.superafiliados.com</a>
3	Rajbet Affiliates	<a href="http://pap.rajbet/affiliates/">pap.rajbet/affiliates/</a>
4	Betsson Group Affiliates	<a href="http://www.betssongroupaffiliates.com">www.betssongroupaffiliates.com</a>
5	Gamesys Group Partners	<a href="http://www.gamesysgrouppartners.com">www.gamesysgrouppartners.com</a>
6	Jackpot Partners	<a href="http://jackpot-partners.com">jackpot-partners.com</a>
7	LeoVegas Affiliate	<a href="http://www.leovegasaffiliates.com">www.leovegasaffiliates.com</a>
8	Betfred Affiliates	<a href="http://betfredaffiliates.com">betfredaffiliates.com</a>
9	U-affiliates	<a href="http://affiliate.888.com">affiliate.888.com</a>
10	Entain Partners	<a href="http://www.entainpartners.com">www.entainpartners.com</a>

**SPORTS****FINANCIAL**

RANK	NAME	WEBSITE
1	bet365 Partners	<a href="http://www.bet365partners.com">www.bet365partners.com</a>
2	NetHive Affiliate Program	<a href="http://www.nethive.com">www.nethive.com</a>
3	betway Partners Africa	<a href="http://www.betwaypartnersafrica.com">www.betwaypartnersafrica.com</a>
4	Entain Partners	<a href="http://www.entainpartners.com">www.entainpartners.com</a>
5	Stoiximan.gr Affiliates	<a href="http://affiliates.betano.com">affiliates.betano.com</a>
6	Betfair Partnerships	<a href="http://partnerships.betfair.com">partnerships.betfair.com</a>
7	IxBet Partners	<a href="http://ixpartners.com">ixpartners.com</a>
8	Bovada Affiliate Program	<a href="http://www.bovada.lv/new-bovada-affiliate-program">www.bovada.lv/new-bovada-affiliate-program</a>
9	TrafficOn	<a href="http://trafficon.io">trafficon.io</a>
10	PM Affiliates	<a href="http://pmaffiliates.com/en/">pmaffiliates.com/en/</a>

RANK	NAME	WEBSITE
1	eToro Partners	<a href="http://etoropartners.com">etoropartners.com</a>
2	TrafficOn	<a href="http://trafficon.io">trafficon.io</a>
3	Exness Affiliates	<a href="http://www.exnessaffiliates.com">www.exnessaffiliates.com</a>
4	Deriv Partners	<a href="http://deriv.com/partners/">deriv.com/partners/</a>
5	IG Markets Partners	<a href="http://www.ig.com/uk/marketing-partnership">www.ig.com/uk/marketing-partnership</a>
6	XM Partners	<a href="http://partners.xm.com">partners.xm.com</a>
7	Capital.com Partner Program	<a href="http://capital.com/partnership-programme-lp">capital.com/partnership-programme-lp</a>
8	IC Markets Affiliate Program	<a href="http://www.icmarketspartners.com">www.icmarketspartners.com</a>
9	BinPartner	<a href="http://binpartner.com">binpartner.com</a>
10	IQ Option Affiliate	<a href="http://affiliate.iqoption.com">affiliate.iqoption.com</a>

**LOTTERY**

RANK	NAME	WEBSITE
1	FDJ Affiliate Program	<a href="http://www.fdj.fr">www.fdj.fr</a>
2	Lottoland Affiliates	<a href="http://www.lottolandaffiliates.com">www.lottolandaffiliates.com</a>
3	Michigan Lottery Affiliates	<a href="http://www.michiganlottery.com/about/affiliate">www.michiganlottery.com/about/affiliate</a>
4	West Lotto Partners	<a href="http://www.westlotto.de/unternehmen/affiliate/partnerprogramm.html">www.westlotto.de/unternehmen/affiliate/partnerprogramm.html</a>
5	The Lotter Affiliates	<a href="http://www.thelotter-affiliates.com">www.thelotter-affiliates.com</a>
6	PA iLottery Affiliate Program	<a href="http://www.pailottery.com/p/partners/">www.pailottery.com/p/partners/</a>
7	The Lottery Office Affiliates	<a href="http://lotteryofficeaffiliates.com">lotteryofficeaffiliates.com</a>
8	Affiliate Empire	<a href="http://www.lottogoaaffiliates.com">www.lottogoaaffiliates.com</a>
9	Tipp24 Partners	<a href="http://www.tipp24.com/aktionen/partnerprogramm">www.tipp24.com/aktionen/partnerprogramm</a>
10	LottaRewards	<a href="http://www.lottarewards.com">www.lottarewards.com</a>

**POKER**

RANK	NAME	WEBSITE
1	WPN Affiliates	<a href="http://www.wpnaffiliates.com">www.wpnaffiliates.com</a>
2	Stars Affiliate Club	<a href="http://www.starsaffiliateclub.com">www.starsaffiliateclub.com</a>
3	Winamax Affiliates	<a href="http://www.winamax.fr/en/affiliates">www.winamax.fr/en/affiliates</a>
4	Universal Affiliates	<a href="http://www.universal-poker.com">www.universal-poker.com</a>
5	U-affiliates	<a href="http://affiliate.888.com">affiliate.888.com</a>
6	Entain Partners	<a href="http://www.entainpartners.com">www.entainpartners.com</a>
7	bet365 Partners	<a href="http://www.bet365partners.com">www.bet365partners.com</a>
8	GGPartners	<a href="http://en.ggpoker.com/partners/affiliate-program/">en.ggpoker.com/partners/affiliate-program/</a>
9	CoinPoker Affiliates	<a href="http://agents.coinpoker.com">agents.coinpoker.com</a>
10	The Spartan Poker Affiliate Program	<a href="http://www.thespartanpoker.com/affiliate/overview.html">www.thespartanpoker.com/affiliate/overview.html</a>



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.



vave

# NUMBER 1 CRYPTOCASINO



## iGAMING SEO FOR 2023

SuperCasinoSites.com Project Manager **Dan Howard** talks all things iGaming SEO, from its importance to its key aspects, with the role of Google also discussed

### How important is iGaming SEO?

Having a solid **SEO strategy** is a very important part of the development of any online commercial project. It is even more important in the iGaming niche because the most valuable traffic here comes from search engines. This is because search engines are the primary way that people discover new websites and online businesses, and they are also the primary way that people navigate the internet to find the information, products and services they are looking for. Therefore, it is essential for iGaming businesses to have a strong SEO strategy in order to ensure that they are able to reach their target audience and attract potential customers.

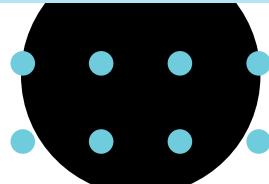
### How has iGaming SEO changed over the years?

It has changed a lot in the past 10 years. I remember many sites that used to rank by relying only on a huge quantity of

backlinks, but with thin or mediocre content. However, over the years, search engines have become more sophisticated and have placed a greater emphasis on the quality of content and the overall user experience. As a result, it is no longer sufficient to simply have a large number of backlinks in order to rank well in search engine results. Instead, it is necessary to have **high-quality, relevant, and valuable content** that meets the needs of users and provides a good user experience.

### What are the latest developments in this area?

The latest developments in the field of **iGaming SEO** include the use of topical depth optimisation for content creation, as well as the use of digital PR campaigns to increase brand awareness and target citations on Tier 1 media sites. Topical depth optimisation involves creating detailed and comprehensive content that covers a specific topic in depth, rather than simply providing a superficial overview. This can help to increase the relevance and authority



of a website in the eyes of search engines, which can in turn lead to higher rankings. Digital PR campaigns involve using digital marketing techniques to promote a website or brand and generate buzz and interest among target audiences. These campaigns can

world. As such, it is important for iGaming businesses to understand how Google's algorithms work and to optimise their websites and content in order to rank well in search results. However, Google also has the

## **"HAVING A SOLID SEO STRATEGY IS A VERY IMPORTANT PART OF THE DEVELOPMENT OF ANY ONLINE COMMERCIAL PROJECT. IT IS EVEN MORE IMPORTANT IN THE IGAMING NICHE BECAUSE THE MOST VALUABLE TRAFFIC HERE COMES FROM SEARCH ENGINES"**

be particularly effective for iGaming businesses that are trying to establish themselves as thought leaders or experts in their field.

### **What are the key aspects of iGaming SEO?**

There are several key aspects of iGaming SEO that are essential for **the development of a successful affiliate site** in this niche. One of the most important aspects is having a well-organised website structure that is based on a hierarchical model, with separate sections for each topic. This can help to make it easier for search engines to understand the content of a website and to determine its relevance to specific search queries. Another important aspect is the regular publication of comprehensive articles, such as reviews and how-to guides, on the website. These articles should be well-written, informative and relevant to the iGaming niche in order to attract the attention of search engines and users alike. Finally, it is also important to focus on building high-quality backlinks from authoritative and relevant websites, including Tier 1 media sites, in order to increase the credibility and authority of a website in the eyes of search engines.

### **What role does Google play in this area?**

Google plays a significant role in the field of iGaming SEO, as it is currently the dominant search engine and is used by the majority of internet users around the

power to make controversial updates to its algorithms that can have a significant impact on the ranking of websites in search results. In recent years, there have been a number of controversial updates that have resulted in some websites losing significant traffic and visibility, while others have gained. As a result, it is important for iGaming businesses to **stay up-to-date with Google's updates and changes in guidelines**.

### **What does the future look like for iGaming SEO?**

The future is a search based on artificial intelligence. Many people will switch from searching for information via search engines to using services like **OpenAI**. As AI technology continues to improve and become more widely used, it is likely that search engines will increasingly rely on AI algorithms to understand and analyse content and to determine its relevance and value to users. This could lead to more personalised search results and a greater focus on user experience, as search engines strive to provide users with the most relevant and valuable information. In addition, it is possible that people will increasingly turn to AI-powered services for their information needs rather than using traditional search engines. This could have a major impact on the way that iGaming businesses approach SEO and the strategies they use to reach their target audience.





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## THE OLD-FASHIONED WAY

Working remotely or in an office? Which is best for an affiliate start-up?

**Will Armitage, Co-Founder of BestOdds, explores...**

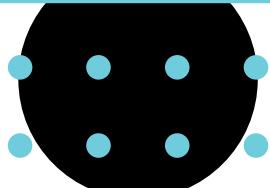
Covid-19 has ploughed a destructive path across the world since it first reared its ugly head in Wuhan three years ago. It changed the world forever. Not only did it cause great economic and human suffering, but it also accelerated a revolutionary working culture. Working-from-home.

For the first time ever, it was not the likes of artists or carers who were working from home; rather we had industries such as pharma, legal, accounting, finance, entertainment and many more besides quickly adapting to the working remotely modus operandi. It did not take too long for the novelty to wear off and the initial fun of a Zoom or a Teams call waned. As the world realised that Covid was not some passing winter flu, the entrepreneurial zeal of people came to the fore: Why can I not set up my business and run it from my front room?

The result was millions around the world used lockdowns as periods to launch a business. Many used the time to build one-person businesses focussing on a true passion. A few overachievers built unicorns in record time with a large headcount of employees who had never met any of their colleagues in person!

Thanks to the power of modern technology, LinkedIn and Zoom, what would have seemed totally alien to previous generations is now wholly feasible. You can build a successful business which operates entirely remotely. It is not easy, mind. With strong and clear leadership, a sense of team camaraderie, hard work and some luck, it is possible to build a brand and successful business on a global scale.

BestOdds began two years ago on the back of an idea and a chance meeting. Fast forward to the present. We



# WILL ARMITAGE

now have team members and contributors living in Canada, the US, Colombia, Ireland, England, Germany, Italy and Kenya.

But what about the productivity of this working remotely

and went the extra mile for your colleagues. There was not the distractions of kids, pets, social media, or boxsets during the workday. You lived and breathed work while in the office.

If I was given the choice today between remote or the



**"IF I WAS GIVEN THE CHOICE TODAY BETWEEN REMOTE OR THE OLD-FASHIONED WAY, I WOULD BE FULLY IN THE GOLDMAN SACHS CAMP OF BRINGING THE ENTIRE TEAM TOGETHER FULL-TIME UNDER ONE ROOF!"**

phenomenon? If I was given the choice, would I rather recruit everyone remotely or have all heads, whether part-time or full-time collaborating in person together in an office?

The likes of Goldman Sachs receive a bad press for how they operate and their perceived ruthlessness. But, frankly most of this seems to stem from jealousy. They simply recruit and retain some of the very best talent, and, together, they have built a massive money-printing behemoth. They have not attained their mantle at the top of the banking pile by gut feel and ceding to a lot of work flexibility. The data showed that working from home reduced employees' efficiency and productivity. No wonder they were the first to demand their staff return to the office.

The BestOdds team gathers twice a year in meet up in person. We socialise, strategise and learn more about one another's personalities. These energising sessions are always incredibly productive and enjoyable. They are great for team bonding and brain dumping of ideas. With our small team spread across four continents, we simply cannot do this more frequently. Having worked for over a decade at IG Group as it grew from a team of 90 in one office to 1,500 across 15 countries, I know how important having teams physically together can be from the perspective of productivity, creativity, camaraderie, and strategic growth. At IG, we worked hard, played hard,

old-fashioned way, I would be fully in the Goldman Sachs camp of bringing the entire team together full-time under one roof! It simply makes more sense for all the reasons cited above, especially from the creativity and productivity perspectives. The problem for us would be the complexity of making the entire team up sticks from their respective cities to move into one head office.

I wouldn't change the BestOdds team, but I would love to have us all full-time together in an office. Maybe my wish will come true one day?! I wonder how many other founders with fully remote teams in the affiliate world think the same...





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# PIN-UP PARTNERS



## MEET THE TEAM: PIN-UP PARTNERS

Head of Sales **Alex G**, Head of Affiliates AM **Karma**, and CMO **Stase Blitz** tell *Trafficology* their beginnings in the gaming industry and what a normal day at Pin-Up Partners looks like

### ALEX G - HEAD OF SALES

#### How and when did you get into the gaming industry?

I “met” iGaming more than five years ago. We drove traffic to different brands from our CPA network. Later, I started an iGaming-dedicated CPA network but shifted to a direct advertiser brand (Pin-Up) after two months. I’ve been with Pin-Up for more than two years now.

#### What is your favourite thing about the industry?

My favourite thing about iGaming is money. You won’t find a more profitable vertical in the CPA market, I tried all of them.



#### What does a normal day look like for you at Pin-Up Partners?

We have a strategic roadmap and weekly sprints, we start the day by checking daily tasks and stats. We build huge projects in small steps.

#### What do you do in your spare time?

I’m a motorcycle enthusiast and extreme sports lover, video games addict, and experienced traveller, but most of my time I spend with my family, sharing everything stated above.

### KARMA - HEAD OF AFFILIATES AM

#### How and when did you get into the gaming industry?

It all started with an office party at my mum’s which I had absolutely no intention of attending, but was pretty much forced to. It’s funny because if I had not gone there I wouldn’t have met a person who was the first in the chain of events and people that have led me to iGaming. It was a huge lesson – meet other people and find out what they do, and maybe it may lead you to something great!

# PIN-UP PARTNERS

## What is your favourite thing about the industry?

Scale and versatility. The iGaming industry is so developed and widespread, that you may drive huge volumes of traffic, and make a profit no matter the geo and location, as the industry is pretty much worldwide, and it comes to one's

## What is your favourite thing about the industry?

Inside the industry – it's the people, for sure. The iGaming niche is relatively compact, and you have the opportunity of meeting business owners to learn and collaborate. This is a great opportunity for rapid professional growth!

**"SOMETIMES WE ARE PRIME EXAMPLES OF DESK JOCKEYS WORKING 9 TO 5 AND MEETING BY THE WATER COOLER"**

**STASE BLITZ**

ingenuity to combine the traffic source and approach to hit it big!

## What does a normal day look like for you at Pin-Up Partners?

It all starts with a "good morning." Then I check the traffic and stats, check the daily to-do list and see what meetings I have. I like to have a precise schedule as I have to communicate with many people throughout the day.

## What do you do in your spare time?

In 2022, I didn't have much free time, as we had dozens of conferences to visit and places to fly to. Generally, I like reading and travelling, be it visiting another country for sightseeing or going outside the city for the weekend. There are many ways of broadening one's horizons.

## STASE BLITZ - CMO

## How and when did you get into the gaming industry?

Right after getting my Master's degree, I started an internship in a digital marketing agency, and that's where I've learned about affiliate marketing, and after some time, I learned about the iGaming niche and here I am.

## What does a normal day look like for you at Pin-Up Partners?

Sometimes we are prime examples of desk jockeys working 9 to 5 and meeting by the water cooler. However, most of the time our job consists of multitasking and doing it all at once. Sometimes it's networking at a conference while working on an online project. Marketing Pin-Up is all about responsiveness and rapid decision-making.

## What do you do in your spare time?

I like to play PS and Nintendo Switch, I'm really into gaming culture and worlds created by game designers. I'm really into that stuff, as it is a goldmine of ideas that can be implemented in marketing and induce a positive reaction.

# PLAY HARD



## Mark George Abdilla, CMO, CrazeAffiliates

**If you could sit down for a three-course dinner with anyone in the industry, who you haven't yet met, who would it be and why?**

Without diminishing the outrageous talent in the industry, I can't pinpoint anyone in particular. Although we are business partners and meet daily, I would choose to dine with my Co-Founder Adrian since there is always something new and exciting to discuss.

**You've said you're like a 10-year-old in a 40-year-old's body. What makes you so child-like?!**

I'm blessed to be surrounded by extraordinary colleagues, friends and of course, my beautiful wife and son, who makes me feel comfortable living and acting the way god made me to. I tackle issues like children do, with simplicity and honesty, but add a dose of responsibility that comes with experience and age. This approach lets me live a happy personal and professional life not without challenges but damningly fun.

**What is the craziest thing that's ever happened to you, both at work and in your entire life?**

I could write two volumes to answer your question but let me choose two examples. Some years ago, I used to live and work in London. One day I was commuting, heading towards a job interview with one of the biggest hotel chains in the world based in Watford. On the train, I sat next to this chap and spent 30 minutes talking to the point that we somehow made friends. As soon as we arrived in Watford, we went our separate ways. I grabbed a quick bite and headed toward the interview. Little did I know that the same guy sitting next to me was the person I had to interview.

Another strange experience happened on vacation in India. We got scammed 3k on our very first day in Delhi. We paid this agency to arrange a 15-day tour of Rajasthan. The day after this tour started, as soon as we arrived at our first hotel, we got shocked and instantly realized that we would never get what we had agreed to. So we decided to take a bite and continue on our own, not to ruin the holiday. After unlimited calls, they told us we would not get any refund. To cut a long story short, we got a random BnB in Jaipur and were greeted by a remarkable young local in his flat. After a beer, we told him what had happened to us.

What happened next is insane. The guy happened to be the son of an Indian minister, and the day after, he got us all our money back. All this is happening in a country with 1.45 billion population.

**If there was one moment you could go back and relive, what would it be and why?**

My son's birth was the happiest experience I have ever had. The joy was so immense I would believe it every day.

**What is your favourite cuisine? Why is it so tasty?**

It has to be Indian. The spice and the complexity of tastes are so elaborate and fulfilling that, for me, nothing comes close.

**What do you love most about your job?**

I love everything, from planning and executing to daily problem solving but interacting with our staff tops it all even because they give us so much dedication and work ethic.

# bet365 Partners

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