



AFFILIATE



Featuring:

138.com
Betfair
Binary Option Affiliates
iAffiliates
Income Access
NetEnt
NetRefer

SOUTH PARK™ REEL CHAOS



VISIT US AT
EIG
STAND #735



OUT 23RD OCTOBER 2014

Contact us at sales@netent.com

BETTER GAMES™

NETENT

Introduction

Opportunities abound

As gaming operators battle it out in this ultra-competitive sector, albeit helped by the number of regulated markets rising year by year, the role of affiliates becomes ever more vital.

The affiliate space – equally attractive to major industry websites, self-starters and a plethora of independently run pages – is ever-evolving, and the past 12 months have seen plenty of significant developments.

From the rapidly growing need for mobile affiliate products, to the move from SEO towards ASO and the growth in binary options, 2014 has been another year of change for the industry.

Advancements in mobile have opened up further revenue streams for affiliates and operators alike, while the emergence of ASO is providing even greater opportunities to target players with greater efficiency. But as competition has become fiercer, operators must continually explore new methods to differentiate themselves. And one of those is through building meaningful and profitable relationships with affiliates.

In this year's *eGR Affiliate Report*, we find out from some key industry figures how they are standing out from the crowd and learn about the trends and transformations that are driving the affiliate industry today.

By Chris Matthews | *Report editor*

Technology · Digital Marketing · Traffic



*Head of content:***Alun Bowden**

Tel: +44 (0)20 7832 6561

a.bowden@pageantmedia.com

*Report editor:***Chris Matthews**

Tel: +44 (0)20 7832 6656

c.matthews@pageantmedia.com

*Staff writer:***Karolina Kaminska**

Tel: +44 (0)20 7832 6654

k.kaminska@pageantmedia.com

*Head of production:***Claudia Honerjager***Sub-editors:***Rachel Kurzfield****Eleanor Stanley****Luke Tuchscherer***Group commercial manager:***Sam Compagnoni**

Tel: +44 (0)20 7832 6554

s.compagnoni@egrmagazine.com

*Publishing account manager:***Debbie Robson**

Tel: +44 (0)20 7832 6551

d.robson@egrmagazine.com

*Publishing account manager:***Charlie Robson**

Tel: +44 (0)20 7832 6552

c.robson@egrmagazine.com

Content sales:

Tel: +44 (0) 20 7832 6512

subscriptions@egrmagazine.com

*Group head of content:***Gwyn Roberts***CEO:***Charlie Kerr**

eGaming Review is published monthly by Pageant Gaming Media
Thavies Inn House, 3-4 Holborn Circus
London, EC1N 2HA, United Kingdom

ISSN 1742-2450

Printed by The Manson Group
© 2014 all rights reserved.
No parts of this publication may be reproduced or used without the prior permission from the publisher

Contents

◆ www.egrmagazine.com

06

Better games mean better business

Björn Krantz, of NetEnt, talks to *eGaming Review* about how creating best-of-breed games is the winning formula when it comes to affiliates, operators and their players

09

Affiliate visions of mobile and multi-platform traffic

Harry Bienenstock, of Income Access, discusses the findings of the IAB's report on mobile advertising revenue and the growing influence of mobile marketing

12

Betfair: breaking new ground

Jonathan Chapman-Pemberton, of Betfair, talks to *eGaming Review* about the company's new look affiliate offerings and what makes them stand out in the marketplace

15

How to achieve affiliate programme efficiency

Ahsan Shah, of NetRefer, talks to *eGaming Review* about key performance indicators and how to get them right in an affiliate programme

18

The future is bright

Stephanie Wynters discusses the developments in the affiliate space and what 138.com offers the industry

22

Adapt and advance

Ran Hay, of iAffiliates, speaks with *eGaming Review* about innovations in the industry and the importance of adaptability

25

Binary benefits

Philip Burns, affiliate director at Binary Option Affiliates, discusses the rise in popularity of binary trading and the success of the affiliate offering in this ever growing market

Head of content:
Alun Bowden
 Tel: +44 (0)20 7832 6561
 a.bowden@pageantmedia.com

Report editor:
Drew Nicol
 Tel: +44 (0)20 7832 6569
 d.nicol@pageantmedia.com

Head of production:
Claudia Honerjager

Sub-editors:
Rachel Kurzfield
Eleanor Stanley
Luke Tuchscherer

Group commercial manager:
Sam Compagnoni
 Tel: +44 (0)20 7832 6554
 s.compagnoni@egrmagazine.com

Publishing account manager:
Debbie Robson
 Tel: +44 (0)20 7832 6551
 d.robson@egrmagazine.com

Publishing account manager:
Charlie Robson
 Tel: +44 (0)20 7832 6552
 c.robson@egrmagazine.com

Content sales:
 Tel: +44 (0) 20 7832 6512
 subscriptions@egrmagazine.com

Group head of content:
Gwyn Roberts

CEO:
Charlie Kerr



eGaming Review is published monthly by Pageant Gaming Media Thavies Inn House, 3-4 Holborn Circus London, EC1N 2HA, United Kingdom

ISSN 1742-2450

Printed by The Manson Group © 2014 all rights reserved. No parts of this publication may be reproduced or used without the prior permission from the publisher

Contents

◆ www.egrmagazine.com

06

Less talk, more action

Nick Nally, chief development officer at Continent 8, takes a look at some of the significant regulatory events from the past year, and assesses how the industry will fare in the future

09

Best in class

Joseph Cuschieri, executive chairman of Malta's Lotteries and Gaming Authority (LGA) talks to eGaming Review about Malta's plans to expand its gaming industry into new markets

10

Bringing increased business agility with a new breed of IT

Nick Tonna, of BMIT, explores the growing appeal of cloud technology in the egaming industry and why Malta offers a standout operating environment

13

We speak in English, it's one of the great advantages of Malta

Jeffrey Buttigieg speaks to eGaming Review about the often overlooked benefit of having your company based in an English-speaking jurisdiction

15

Size doesn't matter

Peter Greenhill, director of ebusiness and CEO of egaming development at the Isle of Man Government's department of economic development, on the advantages of joining the jurisdiction's close-knit community of some of the biggest names in online gaming

18

What's in a name?

Phil Adcock, director of Domicilium (IOM) Ltd explores the importance of domain names and the lengths businesses go to in order to protect their intellectual property

20

Smart, direct and to the point

Lisa Duckworth, commercial director of the Isle of Man Post Office and its specialist egaming division Secure Direct Mail, talks to eGaming Review about the role of direct mail and mobile in today's marketing landscape

25

Alderney continues to set the standard

Robin Le Prevost, Alderney's director of ecommerce development explains Alderney's strategy and comments on the future of online gambling in the jurisdiction and further afield

29

Update on IP licensing compliance requirements

Scott Moar, director of operations for Curaçao eGaming, gives an update on Curaçao eGaming's recently expanded compliance services provided by CloudX Technology Group



Björn Krantz

◆ *Managing director, GMO*

◆ *NetEnt*

Björn Krantz, is managing director and chief of GMO at NetEnt. Björn has more than 15 years' international experience in the field of sales and marketing management. Björn currently serves as chief of global marketing operations as well as managing the company's Malta-based business, and will soon take on the role of managing director and chief of North America market operations. Having been with the company since 2009, Björn is a genuine and passionate ambassador for NetEnt.

Featuring: *NetEnt*

Better games mean better business

Björn Krantz, of NetEnt, talks to *eGaming Review* about how creating best-of-breed games is the winning formula when it comes to affiliates, operators and their players

NetEnt is a premium, world-leading B2B supplier of digitally distributed casino gaming systems used by many of the industry's most successful operators. Growth and innovation are intrinsic in NetEnt's ethos, which is realised in the delivery of first-class gaming products and services.

So, what makes NetEnt stand out from the crowd, and how do they see relationships with affiliates developing in the future? Björn Krantz shares his thoughts and views with *eGaming Review* on why operators with NetEnt games are worth promoting.

eGaming Review (eGR): NetEnt is an online casino supplier. How does working with affiliates fit into the overall strategy in serving the online casino operators?

Björn Krantz (BK): As a supplier, NetEnt's mission has always been to create value through providing leading-edge online casino solutions to deliver the ultimate gameplay experience. Now this is extremely relevant for affiliates. After all, it is their job to make recommendations to players in terms of what casino to visit. These recommendations can only be as good as the games a player can expect to find at the suggested casino, so, it makes sense for affiliates to direct players to casinos that offer NetEnt games.

As much as NetEnt's best-of-breed games have a significant role to play in steering players towards casinos offering our slot games, it is also important to mention NetEnt's other product verticals. NetEnt has a vast casino offering, which includes the award-winning mobile product, Touch™, Live Casino, pooled jackpot games, video poker games and more. With a variety of casino product verticals

available under one roof, affiliates can target a range of demographics, thus widening their client portfolio and increasing revenue.

The bottom line is, we not only want to build relationships directly with affiliates but also across a multi-department contact surface within the casinos themselves. NetEnt is constantly striving to be the undisputed top-of-mind industry partner of choice, building long-term strategic partnerships.

eGR: NetEnt is known in the industry for their better games, but how do their better games impact affiliates?

BK: As the predominant commission structure of the gaming affiliate market is now revenue share, the quality and entertainment factor of the games have a significant impact on the affiliates' revenue. Promoting best-of-breed games contributes to sustained player loyalty. While the players choose to play for longer, due to superior-quality games, affiliates will benefit from an increase in revenue and therefore commissions.

eGR: What is NetEnt's strategy for creating and sustaining relationships with affiliates?

BK: In June this year, NetEnt launched an affiliate area. The intention being to help affiliates promote NetEnt games easily by finding all promotional material for our games in one, easy-to-access common place. The main purpose of the affiliate area is to minimise the operators' workload. Affiliates are now able to get hold of a lot more material they need without having to go through their designated affiliate manager within the operator. They will have instant access to a plethora of downloadable assets, from banners, characters and fonts to posters, logos and more, to advertise NetEnt's games on their websites with maximum impact, while adhering to NetEnt's brand guidelines.

eGR: Why should affiliates promote NetEnt?

BK: There are many reasons, but fundamentally

it boils down to our games; the quality and excitement delivered to the player and the increased revenue realised by the operator. All NetEnt games are developed based on a high return-to-player (RTP) in the range of 95-98%. This has a positive impact on player lifetime value, which results in increased revenues for both affiliates and operators. The team at NetEnt has mastered the design of the pay table, which is at the core of high-performance, best-of-breed games.

eGR: How do you see the relationships between NetEnt and affiliates developing over the coming years?

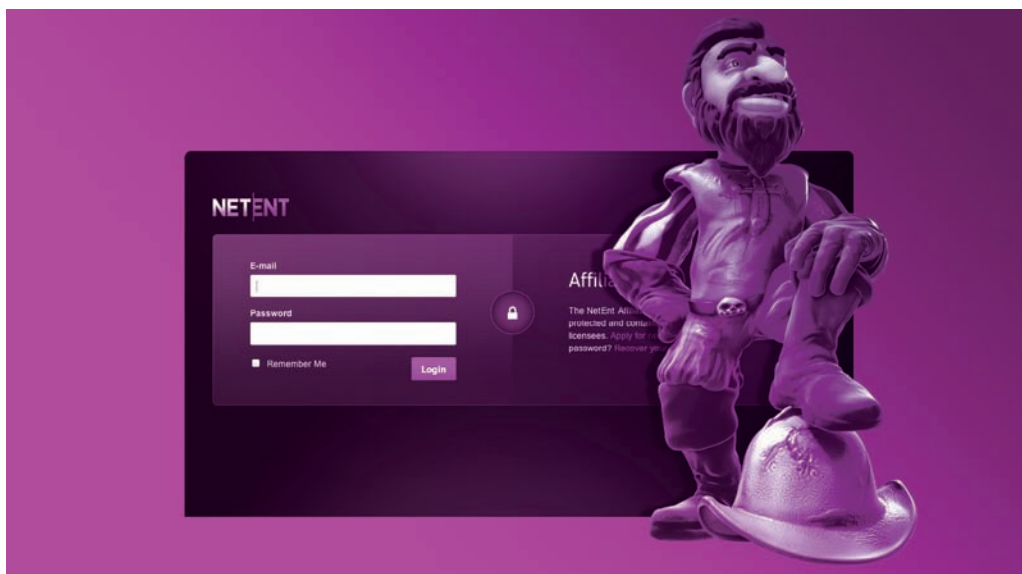
BK: Ultimately, we want to work with affiliates in several ways; directly with affiliates and through operators. We want to understand their needs better in order to help them drive traffic to online casinos in the easiest way possible, while capitalising on increased revenues. I try to attend affiliate conferences as often as I can, for the sole purpose of gaining a greater understanding of the affiliate world and how NetEnt could be involved. I am optimistic that over the coming years we will have more opportunities to showcase our best-of-breed games, and discuss the many benefits of working with NetEnt.

eGR: What would you credit with being the secret of NetEnt's success?

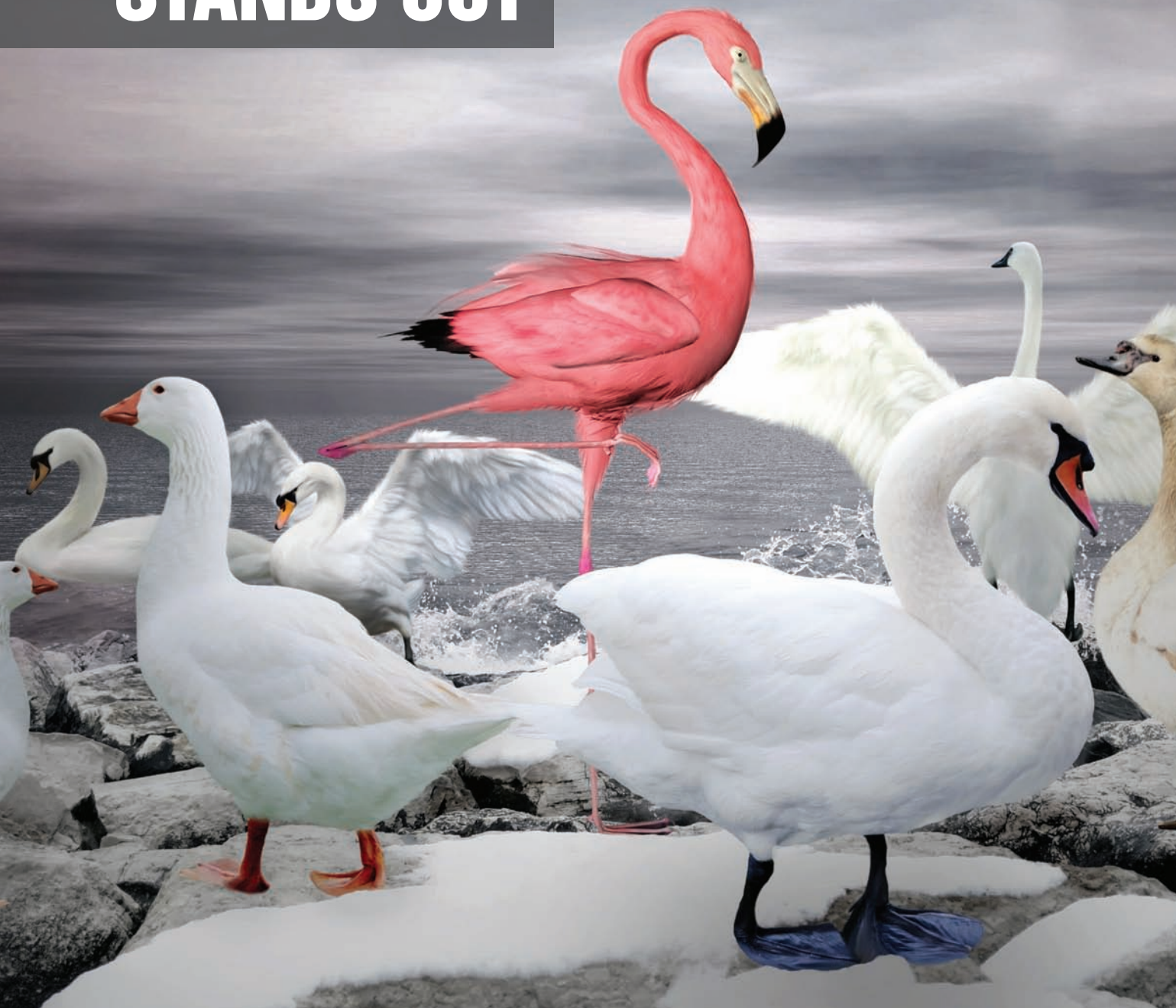
BK: I would have to say adaptability and innovation. We take the time to do things well by providing solutions that can be easily integrated, while never succumbing to the challenges of change. NetEnt comprises a team of innovators with their finger firmly on the pulse of technological growth. Both attributes allow us to stay ahead of the competition.

Quality, passion and knowledge are breathed within the walls of NetEnt on a daily basis. From the animators, graphic artists and sound technicians, to the developers, mathematicians and business intelligence teams, every individual is responsible for creating the NetEnt-quality games. The result is a fresh portfolio of games – featuring branded titles such as South Park and Aliens – all boasting superior graphics, animation, sound and special features. Fusing together equilibrium in the mathematics with high-quality entertainment is NetEnt's key to creating outstanding casino games.

Testament to NetEnt's continuing success are the numerous industry awards acquired over the years. To date, NetEnt has been a winner at the eGR B2B awards for the past five years in a row. This further demonstrates the company's commitment, passion and enthusiasm of truly driving the online casino market forward while pushing the boundaries of innovation within this dynamic industry. ♦



**QUALITY
STANDS OUT**



Trustworthy. Reliable. Responsible.  **iAffiliates**

www.Casino.com www.MansionCasino.com www.LesAcasino.com www.Club777.com www.SlotsHeaven.com

Featuring: *Income Access*

Affiliate visions of mobile and multi-platform traffic

Harry Bienenstock of Income Access discusses the findings of the IAB's report on mobile advertising revenue and the growing influence of mobile marketing

The Interactive Advertising Bureau (IAB), a US-based organisation comprised of over 600 media and technology companies, released its *Global Mobile Advertising Revenue Report* in August of this year. The report, which breaks down performance across segment (i.e. display, search and messaging) and region (e.g. Europe, North America, Asia-Pacific, etc), presents a number of telling statistics that highlight the growing global influence of mobile marketing.

The figure that stands out the most in the IAB report is one showing that global mobile advertising revenue increased 92% between 2012 and 2013, reaching US\$19.3bn. The IAB partly attributes this growth to "smartphone penetration as affordable data plans fuel location-based search-on-the-go".

The IAB does not speak specifically of egaming or industry affiliates when mentioning on-the-go search. The findings, however, illustrate the type of market penetration and growth that has egaming stakeholders ruminating over how to allocate time and money across multiple platforms, including desktop, mobile and tablet.

One such stakeholder is Marit von Stedingk, who runs the affiliate site LuckyMobileSlots.com. "Internally, the devices our traffic comes from are very important, especially for testing to ensure that our website is friendly to those devices...It also gives us a good indication of the keywords we should be targeting," she says. "Equally, how long our audience stay on our website before they exit, and the journey they go through, is very important for us, as you have very different patterns and behaviour depending through which device they arrive."

One emerging strategy is that of cross-platform

engagement, through which player acquisitions are increasingly viewed as being of equal or greater value than single-platform players. This is so much the case, that at this year's Social Casino Summit (ScS) in San Francisco, one of the conference's stated objectives was to explore how to "transform your games so they offer a truly cross-platform and cross-product experience".

As events like ScS, and the industry experts who attend them, delve deeper into the importance of cross-platform engagement, prominent questions emerge about what impact this will have on future marketing initiatives. The challenge for egaming stakeholders, both operator and affiliate, is identifying the optimal strategy for leveraging the high traffic from mobile search, in tandem with the traditionally higher value of desktop players.

"There is a lot of crossover – the desktop audience is rapidly moving to mobile, but there is also a new audience who has never played on desktop," says Ben Tibbits, who is director at Bonus Media Ltd and runs the affiliate site Mobileslots.co.uk. "A lot of the same considerations apply – inspiring player trust is essential."

Moving up with mobile

The IAB is far from alone in aggregating related information. In a recent poll, analytics and analysis specialist, Intelligent Positioning, found that mobile's (i.e. smartphone and tablet) overall share of traffic in the UK had surged from 22.8% to 37% in 2013. However, what this doesn't tell us is how well mobile is converting in comparison to its desktop counterpart with the bigger screen.

According to George Meakin, who runs affiliate website GlobaliGaming.com, part of that knowledge gap may result from a lack of adequate definition. "The distinctions are a bit blurred. After all, most people would think of a laptop as desktop (in analytics terms), when in fact, it can be used for mobile gambling much the same way as a phone," he says. "We are eyeing up other devices and their potential



Harry Bienenstock

◆ *Social gaming acquisition specialist*
◆ *Income Access*

Harry Bienenstock is a social gaming acquisition specialist at Income Access, where his role focuses on overseeing the development of the company's recently launched social gaming network. He manages the project in full, from business development and technical integration scoping to client relations and top level strategy. Previously an Income Access affiliate manager, Bienenstock works to align social gaming operator acquisition needs with the right traffic partners.

for revenue generation with equal enthusiasm to mobile – if not more.”

Element Software, a company specialising in bridging the acquisition and engagement gap between mobile apps and their users, has capitalised on the mobile market’s need to address one of egaming’s most common themes – attracting and retaining long-term customers. Element Software has enjoyed notable industry success, winning 2013’s EiG LaunchPad for their Element Wave solution and signing a partnership deal with sports pool provider, Colossus Bets, earlier in 2014.

As the evidence shows, mobile continues to strengthen its grip on the digital world and the way companies operate within it. However, eyeballs and engagement are two very different KPIs when it comes to evaluating the most important metric: the bottom line.

Making a cross-platform connection

Fortunately, in the egaming industry, there are an increasing number of examples of those who are getting it right. Sky Bet, 32Red, Mr Green and William Hill are among the big-name operators who have benefitted from expanding into mobile.

In August, William Hill reported a 146% year-on-year growth in mobile revenues during the first half of 2014, a figure that helped it increase overall revenues by 7%. Sky Bet, which currently boasts four mobile products (Bet, Vegas, Poker and Bingo), experienced a 29% year-on-year surge in mobile users over the 12-month period ending on 30 June 2014.

Stedingk sees the wide range of available platforms as being on the road to merging so that players will increasingly view them as cohesive pieces of the same whole. “Whether on an iPad or Samsung, players will enjoy using a range of devices to play online,” she says. “Very much how you use several devices to check your emails or do a little work, your entertainment time will be divided by what’s convenient at the time.”

Neil Walker of MobileCasinoFAQ.com agrees that mobile needs to be top-of-mind for operators but also emphasises the importance of being cross-platform savvy. “Players, and that’s me included, are now expecting everything to be available on all devices, so if I go to a site on my mobile and it’s not optimised for my device I’ll go somewhere else,” Walker says. “Some of the early adopters have got it wrong and they hide the mobile site links on their home page, so you can’t find them easily when you get to them on your mobile device.”

Measuring affiliate value

Another important statistic to come out of the IAB

report is that search remains the dominant segment, representing 48.9% of the total global mobile advertising revenue in 2013 at \$9.5bn. This bolsters the positioning of affiliates who know how to develop sites that target key audience segments.

This combination of data and insight should help reassure industry stakeholders not only of the value of affiliates, but that they are paying attention to, if not specialising in, mobile acquisition and retention. As these affiliates suggest, operators have been good at acknowledging both the value of mobile and the role that marketing partners can play in elevating its status as an acquisition channel.

“I think most operators now understand that ignoring mobile traffic isn’t an option, but we still have a lot to learn about player behaviour,” says Tibbits, who is also planning the launch of a new brand, CasinoMobile.co.uk, in September. “For example, we find mobile players tend to play in short bursts, often only a few minutes at a time – but they will come back much more often.”

Players, and that’s me included, are now expecting everything to be available on all devices, so if I go to a site on my mobile and it’s not optimised for my device I’ll go somewhere else

◆ Neil Walker | MobileCasinoFAQ.com

Meakin acknowledges that, along with the growth of mobile, egaming stakeholders still have a multitude of factors to consider across their varying business needs and channels. “Releasing the value is a strategic choice. Time spent on mobile might be better deployed elsewhere depending on strategy – developing products for totally new markets is as important – by brand extension or whatever,” he says.

One of the key takeaways from this collective affiliate insight is that there are many forks in the road when chasing cross-platform and mobile success. Comprehensive tracking and segmentation still have a long way to come and there is still much room for conjecture about what marketing strategies work best.

What these affiliates also prove is that they are open to dialogue over strategy, solutions and finding success – just not at the cost of their core marketing strengths. “Analytics are very detailed now and computing/reviewing all of the variables can detract from management’s ability to be forward looking – time we like to spend creatively,” explains Meakin. “We try and keep it light and fun.”◆

Earn up
to \$5,000
Extra!

KICKSTART!

\$5000

\$3000

Accelerate Your Revenue

Join Euro Partners today and receive a cash reward of up to \$5,000 in addition to the earnings from your referred traffic!

GLOBAL
GAMING
AWARDS
2014

SHORTLISTED
DIGITAL ACQUISITION
PROGRAM

europartners®

THE POWER OF PARTNERSHIP



Jonathan Chapman-Pemberton

- ◆ Head of partnerships
- ◆ Betfair

Jonathan Chapman-Pemberton has worked in the digital sector for seven years, specialising in affiliate marketing, and has spent the last three years in the gambling sector, first at Ladbrokes and now heading up the partnerships team at Betfair.

Featuring: *Betfair*

Betfair: breaking new ground

Jonathan Chapman-Pemberton, of Betfair, talks to *eGaming Review* about the company's new look affiliate offerings and what makes them stand out in the marketplace

eGaming Review (eGR): How has Betfair developed its affiliate programme over the last 12 months?

Jonathan Chapman-Pemberton (JCP): The programme has changed a lot over the last 12 months; new team members, new focus, essentially the programme was rebooted. This was necessary to align with the company's overall vision to grow through launching a sportsbook product. The new focus of the programme was to make sure our partners were at the centre of everything we did, rather than them being an add-on. This meant significant changes to almost every aspect of the programme. The overall plan was and still is to create a programme fit for an industry-leading betting and gaming brand and we certainly believe we're on the right track.

One of the major factors was to make sure our service levels were up to scratch and this is a pain point of most programmes. Affiliates don't want to wait around for answers when there's money to be made, so in the last 12 months the team has doubled in size to 10, bringing in

a good mix of experience and youth. Having a large team means that we can now service our partners to a high level, providing dedicated account managers who understand the needs of the affiliates, and giving a quick turnaround to any queries. We've looked at every aspect of the programme and scrutinised it against the competition to make sure we were not just on par, but pushing ahead.

Another big aspect that has changed is the way we communicate with our partners. The sportsbook product especially has come on leaps and bounds mainly down to the quality of the promotions. Therefore, making sure these promotions are communicated to our partners in a timely fashion and in a way that cuts through the fluff has made a huge impact. It doesn't sound much, but these changes have really made a big difference to the programme.

We have plenty more improvements in the pipeline that will significantly help our partners get more value out of the programme and we're very optimistic about the future, so watch this space, as they say!

eGR: How has Betfair changed over the last 12 months as a brand?

JCP: The growth and success of the sportsbook product has helped the partners realise the potential of the programme. Previously, all the sports partners had to focus on was the exchange, which for obvious reasons is limited in what customer-facing promotions we can run and what commission partners can earn. However, the arrival of the sportsbook has really opened up the opportunities and given our partners something new to focus their campaigns on. We've also been very aggressive in the market, above and below the line.

The Betfair brand is really changing and we're slowly being seen as not just an exchange. We are now being seen as a significant player in the sportsbook market in our own right. This

The new focus of the programme was to make sure our partners were at the centre of everything we did, rather than them being an add-on. This meant significant changes to almost every aspect of the programme

◆ Jonathan Chapman-Pemberton | Betfair

change of emphasis has also allowed our gaming products to flourish, with casino acquisition growing at a similar rate to sportsbook.

eGR: Is Betfair's cross-product revenue share plan a major attraction to new affiliates?

JCP: I don't think this is anything new or unique in the industry; most serious partner programmes should have this in place as standard, with no negative carryover like we do.

We have really invested in our casino and bingo products over the last 12 months and continue to do so, whether this is in above the line TV campaigns or market-leading retention bonuses. 'Betfair Boost' is a unique proposition on our bingo product where we offer enhanced bonuses over and above the network standard ones. Our casino has some of the biggest bonuses in the market, open to both new and existing players. Brand awareness coupled with the investment in retention is resulting in sustained revenue for our partners.

However, the major attraction for many of our partners is that we have an unrivalled exchange product, which continues to drive the market. This is a big USP for us and ensures our programme offers something no other programme can rival.

eGR: How do Betfair's affiliate offerings vary between products?

JCP: We have the standard revenue shares – quite generous ones compared to the market on the baselines (30% sportsbook/25-35% casino/arcade/poker/25% bingo) – but I think an interesting thing for our partners are our CPA or hybrid deals. Increasing the size of our team has allowed us to really concentrate on each affiliate and tailor deals to individual partner requirements. Through Nreffer, we have full flexibility when it comes to rewards.

I think the affiliates benefit mostly from the variety of offers and products that we offer our customers. It's worth pointing out that customers can claim a welcome offer on each of our products.

In the last six months we've really ramped up the enhanced promotions on the sportsbook product, which pushed us well ahead of the competition. The enhancements we offered in the World Cup included offering new customers 6/1 on Germany to win the World Cup on the day of the final. To kick off the new football

In the last six months we've really ramped up the enhanced promotions on the sportsbook product, which pushed us well ahead of the competition

◆ Jonathan Chapman-Pemberton | Betfair

season we also paid out on Arsenal to win the Community Shield at 12/1. As I've touched on already, the exchange is a truly unique proposition. It is unrivalled in the marketplace and offers customers the choice, liquidity and markets they can't get anywhere else.

eGR: What is lined up for the rest of the year and are there plans to open up your affiliates programme to new markets in the future?

JCP: The company built a huge momentum over the World Cup and we're all set to continue this into the new football season. We'll be continuing to go hard on the promotions to make sure we're the go-to brand in the market for value, but also for depth of products. Innovation is at the heart of the company with products like Price Rush being developed further.

We have a team in place to continue building on the recent success of the gaming side of our affiliate business. Casino, bingo and poker all offer massive opportunities. Our casino is really starting to be recognised as one of the best in the industry and affiliates see great conversion rates. Bingo is a relatively new product and offers us the chance to acquire a different kind of customer that wouldn't have traditionally been interested in the Betfair model.

The current strategy for new markets is to consolidate where we have licences (Spain, Italy, Denmark and Bulgaria). This way we can concentrate on having the best product we can for those individual markets. We've always had a strong presence outside of the UK due to the exchange. However, we're looking to launch our successful sportsbook product as well, which should really help our partners be able to market us effectively.

The rest of the year will prove a challenge, but one we're looking forward to. ◆

ENJOY YOUR TRAFFIC



REWARDING CPAs • STATE OF THE ART MARKETING TOOLS • EXPERT AFFILIATE MANAGERS

Grandoption | 24option.com

Featuring: *NetRefer*

How to achieve affiliate programme efficiency

Ahsan Shah, of NetRefer, talks to *eGaming Review* about key performance indicators and how to get them right in an affiliate programme

Is your programme driven by vanity metrics that do not drive efficiency, or are you genuinely incentivising for the correct behaviour?

Faced with the criticism that their original book, *Freakonomics*, had no theme and would therefore struggle to sell (it sold more than four million copies), authors Stephen J. Dubner and Steven D. Levitt made a point to include a retrospective explanatory note to best describe the underlying theme in their sequel, *SuperFreakonomics* – that behaviour is motivated by incentive.

Key performing indicators (KPIs) are the bread and butter of the digital age where everything can be measured, especially with regards to marketing cost. If you don't measure it then how do you know if you are actually improving or not? The brutal truth is that not everything is measured and a misguided KPI combined with a lack of transactional cost analysis (TCA) can lead to incentives that have the opposite effect than intended.

An affiliate programme is a microcosm of soft and hard incentives, ranging from the customer to c-level management and every touch point in-between. With more acquisitions being accounted to a team effort rather than individual star account managers, TCA becomes more relevant. By this I mean that even sophisticated programmes, who have aligned their KPIs perfectly with the corporate goals of the company, still may suffer from not knowing what the real costs of doing business with a particular affiliate are. For example, one affiliate programme with core KPIs set on acquiring new depositing customers and increasing net revenue while maintaining the ratio of marketing spend to revenue at 1:4 may have two affiliates meeting all set criteria, yet incur a different cost to a business.

Factors influencing this generally fall into

requiring more or less of a company's internal resources. Examples could include the team who make bespoke marketing creative such as banners, landing pages, HTML templates, exclusive content; or setting up special customer campaigns, player bonuses, exclusive tournaments and free bets, or certain customers having a preference for more expensive financial transactional instruments, a fraud team having to spend more time on vetting customers, a conversion team looking into optimising the customer journey; infrastructure costs like ad-serving for banners, the related teams who optimise those infrastructure costs, or perhaps most importantly, dedicated account management from an experienced affiliate manager or team who co-ordinate all the tasks. As the industry aims to become more efficient, analysis of these transactional costs are becoming more relevant, and affiliates who drive customers who are more efficient from a TCA perspective may warrant a greater reward and vice versa.

If transactional costs are not factored into the mechanisms that are used to monitor success, then short-term wins will usually prevail over the long-term needs of the business: "If it's not measured, it can't be important".

The symptoms of poor KPIs are clear to an outside observer. Imagine a pushy affiliate manager, constantly barraging an affiliate they met at a conference with so many messages every day until the affiliate blocks him on Skype, sets his emails to junk and has avoided that brand's stand at every conference since. It's unlikely the affiliate manager's boss set "annoy most of our partners" as a core KPI. The behaviour described may have been motivated by a KPI falling into one of the following categories:

- A large portion of their income is influenced by one KPI (a poor starting point for any negotiation – think of "Maslow's hierarchy of needs")
- There were no sister KPIs focused on programme optimisation (to the detriment of the 80-20 rule) – e.g. the KPI was set on the



Ahsan Shah

◆ *Head of business development*

◆ *NetRefer*

Ahsan Shah is head of business development for NetRefer, a leader in performance marketing software which offers a superior platform for running and optimising marketing campaigns. Shah has over 10 years of industry experience and is specialised in running affiliate programmes.



number of contacts per day or on the number of new affiliates acquired without anything to balance behaviour

- The person who set the KPI was inexperienced in affiliate marketing, or unaware of the real corporate goal in terms of “profit per X” or just technically unable to align that goal.

With affiliates being in high demand, from time to time they are offered unsustainable deals to join programmes only to get burned later on, e.g. through retrospective changes to terms and conditions, after a company analyses the ultimate cost to the bottom line and finds the ROI is out of kilter. Sometimes, such unsustainable agreements may even lead to an odd affiliate manager taking actions to deceive an affiliate in one way or another to hit misguided KPIs. These actions may haunt an affiliate programme for long after that affiliate manager has left and dealing with a legacy of distrust is something every legitimate programme and affiliate manager has to contend with. It is unlikely that any CEO or CMO would actually approve of any form of fraud against an affiliate partner promoting their brand.

C-Level managers face increasing difficulty with the ever evolving hierarchical structure within their organisations, therefore the level of trust placed in those on the front line has to increase proportionally. This distancing often leads to the setting of outcome-based KPIs (e.g. number of active accounts, new accounts, lapsed accounts etc.) so the acquisition team can manage themselves and send high-level aggregated reporting upstream, to prove they are doing a good job. Any detrimental effects of misaligned KPIs can take a while to weed out due to a combination of poor reporting abilities limiting KPI choices and people satisficing (a portmanteau of satisfying and sufficing) the outcome of KPIs

where one focuses on the easiest way to meet a target without thinking what is in the company’s long-term interests. One example could be affiliate networks who have pricing models based on how much commission their affiliates in their networks generate for the operator – their incentive is in increasing commissions – not maximising marketing efficiency.

Ensuring various teams in a company (such as the operations team in charge of ad-serving, and the marketing team) are aligned for the company’s best interests is not as commonplace as one might think. Good marketing managers will understand their commercial numbers but how many have a full picture on the operational costs that their activities incur? If they were incentivised to truly operate in the business’s best interest, then their goals would align with the operations team more efficiently.

Companies that have more visibility on transactional costs and aligned team KPIs, incentivise employees for behaviour that benefits the long-term success of the company, e.g. improved customer service experience, increased cost efficiency or perhaps assisting in new market penetration. Businesses that shift to behavioural controls generally choose employees with higher skillsets, pay a higher ratio of salary to bonus, invest in HR activities and career pathways.

Those firms tend to rely on better mechanisms to ensure the job gets done properly, believing that in the long-term the results will come. In this environment, you will see a lower churn of external partners and internal employees. This will result in a change in how your company is perceived on the frontlines. Furthermore, staff in such firms feel more supported to do whatever is needed to make their company more successful, think long-term, work smarter and generally believe in what they are selling more. ♦

申博 138

WHERE EAST MEETS WEST

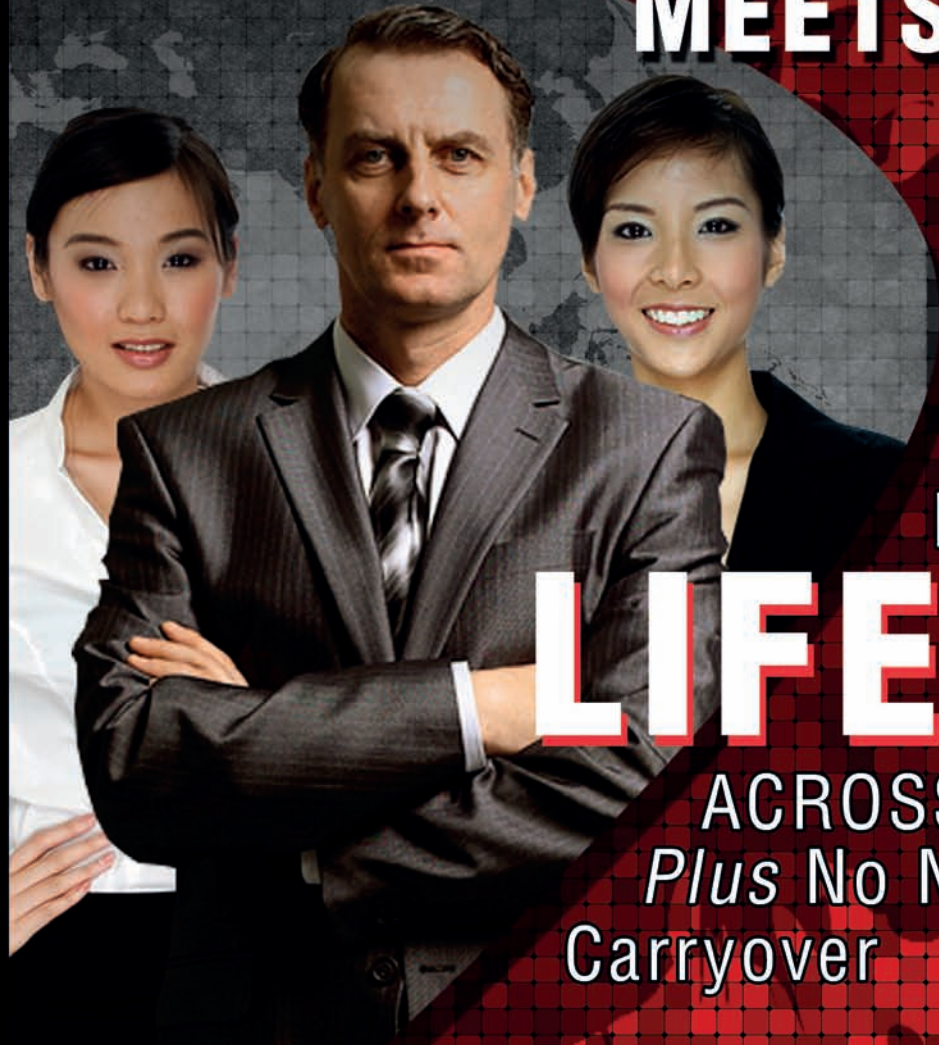
UP TO 45%

REVENUE SHARE

LIFE TIME

ACROSS ALL PRODUCTS

Plus No Negative Carryover



SPORTS



CASINO



LIVE DEALER



FINANCIAL



GAMES



POKER



Proud Sponsor of Watford FC



Betting Sponsor of Newcastle United

START TODAY!

HTTP://AFFUK.138.COM



Stephanie Wynters

◆ *Head of affiliates*
◆ *138.com*

Stephanie Wynters has been in the gaming industry for more than seven years. She was shortlisted for the iGB Affiliate Awards for Best Affiliate Manager (SportsBetting) in 2014, and is well known in the industry by affiliates for her passion for affiliate marketing and coaching affiliates into success.

Featuring: 138.com

The future is bright

Stephanie Wynters discusses the developments in the affiliate space and what 138.com offers the industry

eGaming Review (eGR): How does the affiliate industry lend itself to entrepreneurs in terms of its set-up and structure?

Stephanie Wynters (SW): Affiliates that work with the revenue share model put their marketing capital upfront and expect ROI from operators. 138.com is friendly to start-up affiliate entrepreneurs and it is our job to create a strong brand, products and promotions to deliver optimal results. We offer a flexible approach and develop strategies that can avoid pitfalls. With our support, affiliates get on the path to success much sooner. To give you a specific example, our affiliate managers will often work one-on-one with affiliates, providing them with valuable advice. We work with so many websites on a daily basis that we are able to establish what works and what doesn't. This experience alone saves affiliates from trial and error and A-B testing to see what works in terms of conversions. Beyond that, we maintain frequent communication to help them move in the right direction. 138.com's affiliates get access to self-updating banners, unique promotions, reports and many other tools. Our team also provides regular tips on SEO, email marketing and social media among others. We handle the tedious pain point and time consuming tasks for them so that affiliates can focus on the core of their business and prosper.

eGR: How does the affiliate industry differ between Asia and Europe and what are the main challenges in Asia given that it is unregulated?

SW: Right now, the target market for 138.com is Asian bettors in the UK. 138.com is fully licensed by The Isle of Man Gaming Supervision Commission. We do accept players from other neighbouring regulated markets. As far as the Asian market specifically, we see it as a very lucrative proposition to explore in the future. Google Trends in the UK indicate a volume

increase of keyword searches for Asian betting-related words in English. We've seen a significant growth in 138.com's online presence in the last year. It doesn't stop there; keep an eye out for betting shops opening up in various Chinatowns across the UK by 2015. 138 is here to stay!

eGR: How is the 138 brand different from the competition?

SW: We're a niche brand with a focus on catering to Asian betting in the UK and Europe. Our first priority was to have a best-in-class product. We've continued to deliver as 138.com has experienced high conversions and above-average initial deposits. That, coupled with the "no negative carryover" and up to 45% lifetime revenue share across all products makes affiliates very happy at 138.com. Curiosity to bet at 138.com on the sportsbook has also risen due to the Asian handicap odds. We offer top-notch software for casino gaming through Microgaming and Amaya software. Financial betting is a strong product as it is also unique with us. Powered by SpotOption, we have it connected to both the Tokyo Stock Exchange (TSE) and the New York Stock Exchange (NYSE) for around the clock betting. Our proprietary live dealer studios offer bilingual Asian and European croupiers to offer a variety of dealers. Games are popular this year, the 50/50 games have received rave reviews and a great entertainment factor. For affiliates, we have integrated Income Access to deliver the best reporting and user-friendly experience.

eGR: What do affiliates need to do to boost their brand presence online?

SW: Being distinct and having a unique selling proposition is key to standing out online. It is important that affiliates focus on their strengths and bring out their personalities in their websites while relaying a good professional online image. Some ways they can be top-of-mind is through useful, sharable content in social media channels such as Facebook, Twitter and Google+. Content needs to have objectives and be engaging for it to be effective these days. The post with graphics,



infographics and video are taking the lead. Having all the above linking readers to the website is the key component. SEO is one of the main priorities for online exposure. However, affiliates must get familiar with the constant Google algorithm changes to stay at the top. They must embrace reading and tracking SEO metrics on a regular basis to quantify growth. Keeping the website design clean, simple and user-friendly helps conversion and keeps visitors from leaving too soon. Adding daily, valuable, original website content is all part of the path to online success. Boosting online brand presence is the culmination of many things that add up. The more the affiliates do, the better their online presence, the bigger their bottom line.

eGR: Does 138.com have plans to launch any new products in the near future?

SW: In the next few months, we'll be launching a new poker product, powered by Microgaming. Adding poker to the 138 menu will complete our brand's product offering. We'll be in an even stronger position to retain our players since they won't need to find an additional outlet for that game. We'll likely acquire a number of players solely based on the new poker offering as well.

We started with sponsoring Watford FC and also became the official betting partner for

premier league team Newcastle United. Expect to see more LED perimeter advertising in stadiums in the UK and TV adverts before the end of the year. In addition, we're pretty excited and proud to be bringing camel racing betting to the UK. Stay tuned to 138.com as it's coming before the end of the year. We'd say that the future looks pretty bright at 138.com!

eGR: What are your predictions for the development of the industry over the next year?

SW: The two main realms where we're expecting constant change are technology and regulation.

In terms of technology, we're keeping a close eye on social gaming as it's becoming a hot trend. We're looking forward to the launch of our new products and seeing increased engagement from the affiliates. Also, I believe we'll see more and more affiliates creating apps of their own for their business as it's becoming more important to do so. In terms of regulation, the point of consumption (POC) licensing will be a big deal once it is finalised this year. This means that by law, affiliates targeting the UK market will only be able to promote British licensed operators. 138.com will be one of those companies and we're looking forward to the advantage for further growth, as the Asian UK market is our core focus. ♦

MORE
LIVE STREAMING
MORE
IN-PLAY MARKETS
A WORLD OF
OPPORTUNITIES

bet365affiliates

IN ANOTHER LEAGUE



No1 Operator 2010



No1 Operator 2011



No1 Operator 2012



No1 Operator 2013





bet365



Ran Hay

- ◆ *Affiliate director*
- ◆ *Mansion Group*

Ran Hay is affiliate director at The Mansion Group. He has over a decade of experience in several online industries in addition to gambling and has been an instrumental force in the overall growth and success of iAffiliates.

Featuring: iAffiliates

Adapt and advance

Ran Hay of iAffiliates speaks with *eGaming Review* about innovations in the industry and the importance of adaptability

eGaming Review (eGR): What sets iAffiliates apart from others in the industry?

Ran Hay (RH): First and foremost, iAffiliates is a family. We treat our partners and their success as part of our own. Our account managers are committed to their affiliates and advance their success through personal communication with the affiliates and by giving our partners tools to succeed. Everything we create, from graphics to content to deals to the vast variety of traffic sources, has been extensively researched to ensure they are industry-leading.

Online casino is not what it was 10 years ago. Today, an abundance of operators and affiliates challenge us to continually develop. iAffiliates uses a large variety of casino brands, each specialising in different markets and traffic types to increase customer acquisition.

Our brands – Casino.com, SlotsHeaven.com, Club777.com, MansionCasino.com and LesaCasino.com – all ensure optimal and efficient traffic monetisation for the affiliate. iAffiliates boasts an innovative set of country and traffic-targeted marketing tools for affiliates, combined with exclusive promotions, individualised banners, landing pages and other specialised material. We are proud to be at the forefront of research in player and traffic acquisition.

eGR: What have been iAffiliates' milestones in 2013/2014?

RH: Last year we launched the all-new SlotsHeaven.com, which specialises in slots. Today it's one of our top-performing casinos, thanks to an incredibly attractive interface. In April 2014 we moved to a new, state-

of-the-art affiliate system which provides a host of benefits: a user-friendly dashboard, detailed real-time reporting, pixel tracking, dynamic tracking, XML feeds, and more. The system gives affiliates optimised creative tools and handles multiple platforms and products to absorb the technological and marketing changes we've applied, as well as those we intend to apply in the near future. iAffiliates continues to raise the bar in terms of the technological offerings we offer our affiliates, with optimisation tools, multilingual tools, responsive landing pages and more.

eGR: What key attributes of a programme should affiliates look for?

RH: The stability of an affiliate programme is crucial for affiliates. We are proud that most of our larger affiliates are long-term partners, and affiliate recruitment continues to grow in both numbers and business scale. The strength of our partnership with our affiliates, old and new, is evidence of our healthy business environment.

The partnership between provider and affiliate is very important as well, and partnership with us is mutually beneficial. Last month, one of our affiliates won an all-inclusive trip to Brazil to see the World Cup final. We regularly hold promotions on social media, in which we offer affiliates incentives to boost their traffic. These include opportunities to win prizes such as vacations and

gadgets, or revenue boosts for new affiliates, to name a few. We also offer exclusive bonuses and promotions to players each month, enhancing value and conversion.

eGR: Today is a mobile era. How is the mobile boost affecting what iAffiliates offers?

RH: iAffiliates acts on a mobile marketing acquisition approach via the Mansion Group client platform product strategy. There are two aspects of business response to mobile

We are proud that most of our larger affiliates are long-term partners, and affiliate recruitment continues to grow

◆ **Ran Hay** | iAffiliates

marketing: product and organisation. On the product level, we've created highly advanced mobile and tablet-oriented marketing tools that enable a larger acquisition scope for affiliates.

Casino.com, our most popular casino, features an entire responsive mobile sector in multiple languages. While we differentiate between mobile and desktop traffic, affiliates are not always aware of these distinctions. iAffiliates works with our partners so they completely grasp the extent of mobile traffic, both in general terms and with regards to specific numbers and statistics that for example indicate which players are more likely to use desktops, tablets or mobile devices. We give our affiliates individualised assistance to optimise material geared towards mobile-leaning traffic and back it up with mobile-oriented traffic deals.

On an organisational level, we already have a standalone mobile brand, Casino.com iVegas Mobile, which will soon be launched for our affiliates. Over a year ago we stated a mission plan: to ensure the success of iAffiliates in the mobile era on all levels – mobile and tablet, development, product, and marketing. Over the course of 2014 we have doubled our mobile traffic. Our grasp of the mobile market led to a simultaneous 27% increase in affiliate recruitment. We are continuing to add tools to perfect communication with a mobile audience. Mobile is currently growing, and will continue to grow, as one of the most significant domains.

eGR: SEO has also undergone trends and fluctuations this year. What SEO strategies should affiliates be aware of, and what is iAffiliates' role in relation to those trends?

RH: Social media has been a big contributor to SEO traffic and ranking levels. The more 'Likes' and 'tweets' you accrue, the more traffic to your site, thus the more your level rises in search rankings. We've all benefited from this source of traffic.

The growing importance of social media along with Google's fluctuating algorithms are affecting our ability to predict traffic long-term, and therefore makes SEO traffic more challenging for affiliates. At the same time, these challenges can offer us increasing quantities of new players, more resources and fresh solutions.

Mobile Application Search Optimisation is also picking up. Both as a standalone product and as a product we can offer to our affiliates, ASO is the future of SEO and is already utilised

The more 'Likes' and 'tweets' you accrue, the more traffic to your site, thus the more your level rises in search rankings

◆ Ran Hay | iAffiliates

by some of our affiliates. We're dealing with differences between classic SEO and ASO, allocating key resources for the optimisation of this area, including cross-company departments such as technology, development and product departments. The value of mobile marketing is indicated by our ongoing mobile TV campaign in the UK offering free money to players, which has increased both ours and our affiliates' earnings.

eGR: How do you deal with licensing issues?

RH: It's a group strategy to operate within regulations in licensed markets. In the last year we've coped with changing regulatory environments and stopped operating in Italy and Belgium. We regroup and act in a unified process in preparation for future regulatory changes. Right now we're in the final stages of the upcoming regulation changes in Italy and the UK and will hold regulated licences there. We expect to see many new players and reactivated affiliate deals once we re-enter these regions.

eGR: What can we expect to see from iAffiliates in 2014/2015?

RH: Our company is growing rapidly, offering affiliates a host of lucrative opportunities. Be prepared to see enhancement in our multi-platform brand, as well as new games for all our casinos, in the near future. As I mentioned previously, we will soon come out with a strong and technologically advanced standalone product for mobile traffic – Casino.com iVegas Mobile. We will also be launching new site languages for our casinos, which already appear in more than 30 languages and are marketed by affiliates from around the world. Our new affiliate platform will be able to track, analyse and optimise on all brands. iAffiliates will be a one-stop-shop for the groups' ongoing product and technology developments.

Every change advances our mission, to increase revenue with our affiliates and create a larger market share for them. ◆

LESS OF AN AFFILIATION, MORE OF A PARTNERSHIP

Partner with Betfair, one of the world's biggest online betting and gaming providers. We have an unrivalled sport betting offering, with both a market-leading Sportsbook and Exchange. We also offer an unrivalled experience with our outstanding Casino, Poker, Arcade and Bingo products.

- **COMPETITIVE REWARDS PLANS**
- **FULL CROSS-PRODUCT EARNINGS**
- **NO NEGATIVE CARRY-OVER**
- **DEDICATED ACCOUNT MANAGERS**
- **MARKET-LEADING PROMOTIONS**

CONTACT US – betfairaffiliates.com



Featuring: *Binary Option Affiliates*

Binary benefits

Philip Burns, affiliate director at Binary Option Affiliates, discusses the rise in popularity of binary trading and the success of the affiliate offering in this ever growing market

Since 2008, the attraction and hype around binary options trading has risen immensely, creating a field for numerous companies and platforms to develop and offer traders the opportunity to partake in trading on the financial markets on a short-term and simpler basis. What was once almost exclusive to institution and governments, has now been opened to the private sector and has skyrocketed in popularity.

Primarily, binary options proliferated due to the ease of its trading method which allowed anyone to become a trader overnight. The basics are simple; it's a choice between yes or no with most of the online platforms highlighting these factors to allow for instant trading and potential profit.

With the continuous growth of online trading, affiliate marketing has taken centre stage and is proving to be a lucrative opportunity for those who choose to join the expanding industry. New software and technological advances have made online marketing easier and more accessible to the masses.

We are seeing a new era of businessmen emerge through this industry. If once marketing was the limited domain of large advertising agencies, today we are seeing people from every walk of life earning money through affiliate programmes.

Since the inception of Binary Option Affiliates, it has been a top affiliate programme in the world of online trading with its flagship brand being 24option, a leader in its own right in the binary options industry. Our goal is to offer our affiliates a mutually beneficial partnership, with an affiliate manager that can speak their language and knows their market to help optimise their sites. We provide affiliates with all of the marketing tools they require to succeed in the industry.

The success of Binary Option Affiliates is recognised, winning awards for the best affiliate programme which can inevitably be accredited to the brands we market and the innovation of all of

our teams, from development through marketing, brands and sales.

Our brands

24option started in 2010 and is an industry innovator, creating a unique trading experience. Remaining the industry leader and maintaining top status in the binary options industry is a top priority. 2014 has been a huge year so far for 24option, receiving CySec regulation and announcing a Juventus Football Club partnership for two seasons has sparked even more opportunities and promotions that our affiliates can use to maximise profits.

24option continuously keeps its traders a step ahead with platform upgrades, new trading opportunities, round the clock customer care, an exceptional financial education library, over 100 leading global assets, zero spread, no commission and highly competitive returns. Its website is available in more than 16 languages including major market languages like: English, German, Japanese, Italian, French and Russian.

24option's mobile trading platform

In order to stay ahead in the industry, 24option has launched a new mobile app available for both Android and Apple devices in multiple languages. The app replicates the trading experience traders enjoy on the website. They can access all the option types, expiry times and assets available on the full website, as well as their trading history and open positions. This app launch provides affiliates with a new direction for marketing as their traders can now trade anytime and anywhere using a mobile phone or tablet.

Grand Option started in 2014 and is already a prominent binary options broker offering financial portfolio building to private and institutional investors globally. As a confirmed trusted broker, Grand Option also runs under full EU regulation status by CySec affirming our traders of legitimacy and investors protection.

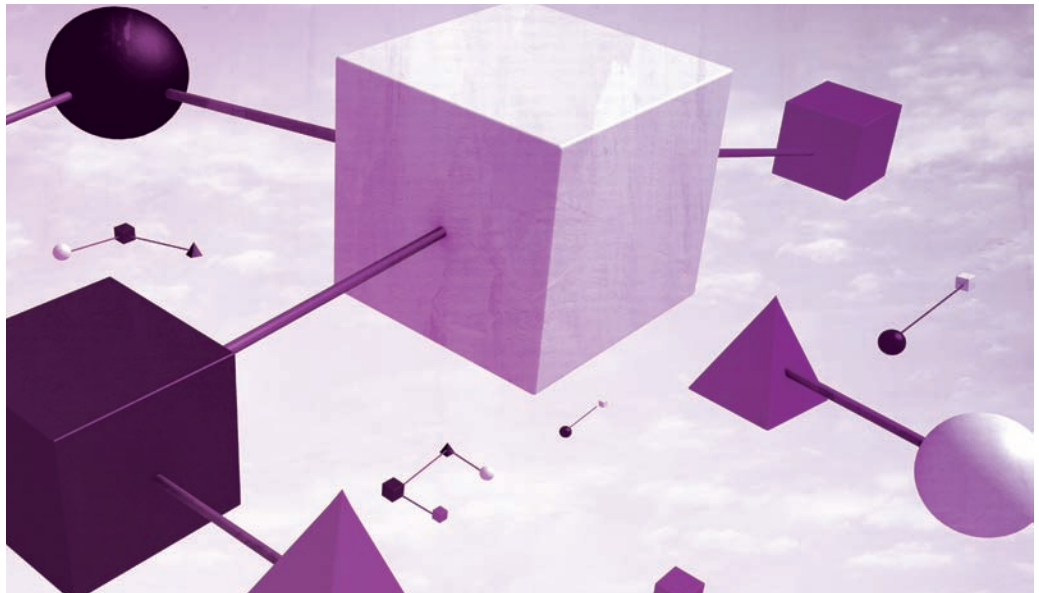
Grand Option welcomes investors to an exceptional trading experience that offers personal account management, a leading financial academy,



Philip Burns

◆ *Affiliate director*
◆ *Binary Option Affiliates*

Stemming from a strong online marketing background, Burns has years of experience in the online gaming and forex industries. Since joining the programme over a year ago he has raised the affiliate programme to a new level.



updated technology and a constant stream of trading opportunities available in major languages like Russian, French, Italian and Turkish. A trader's financial journey is paved with simplicity and efficiency with the outstanding advantages; traders enjoy competitive payouts, round the clock trading support and commitment to customer satisfaction.

Trading platforms

In 2014, both 24option and Grand Option rolled out their new trading platforms and now offer traders the opportunity to trade on a wider and faster platform. The upgrade to the new platform offers traders a user-friendly interface with exciting new features, including personalised trading graphs, trade history and social trading (copy and follow). These features, as well as the trading signals package available on the platform are proving to be important tools for both traders looking for their next big trading option, and for affiliates to market as exciting new features.

Why choose Binary Option Affiliates?

Affiliation with Binary Option Affiliates is the right direction for consistent business growth and high earning outcomes. Our partners enjoy a constant stream of incentives, bonuses and rewards from a programme that promotes and appreciates mutual success. We offer highly visible brands, competitive industry CPA, revenue share and hybrid deals, on

time payments and a dedicated account manager who handles all their account administration, ensuring full and prompt monthly payments, industry insights and advice and a superior level of service.

We have a dedicated managerial team that works in full collaboration with a top, in-house creative studio to provide our partners with state-of-the-art and innovative graphic marketing materials. All marketing tools are custom designed and fully tested. Affiliates can choose from a wide selection of banners, designed newsletters, high converting landing pages, traffic attracting eBooks, enriching online videos and so much more. An affiliate marketing campaign is designed to create awareness and showcase the benefits of our brands and the benefits of binary options trading. Our creative material demonstrates the benefits of binary options for your visitors and their portfolios by providing quick and easy trades from the industry's leading binary options platforms.

What's next to come?

As I have said, we pride ourselves on new innovation and technology. Our goal remains to bring the best product to our clients and partners. Without giving away too many details and secrets, Q3 and Q4 at Binary Option Affiliates are going to be big ones, with new brands, offers and promotions for our affiliates and traders. We believe that the sky is the limit. ♦

More than software, we are Team NetRefer.



Unify marketing. Track activity. Deliver performance.

UNIFIED PERFORMANCE MARKETING
sales@netrefer.com | www.netrefer.com



A black and white photograph of a man wearing a hat, looking intently at a laptop screen. His hands are clasped near his chin, suggesting deep thought or concentration. The background is softly blurred, showing what appears to be a window with some foliage outside.

Pay and get paid globally.

**100 payment options,
40 currencies,
12 languages,
200 countries
& territories.**

What Skrill offers is how payments should be. More choice, secure, intuitive. However you choose to use it, Skrill delivers.

“ Working with Skrill means we can provide our customers with an efficient, market leading Digital Wallet for managing their transactions with Mr. Green. Fast, simple deposit and withdrawal options, coupled with ease of access to funds through a physical MasterCard card, makes Skrill an essential part of our expansion plans. ”

www.mrgreen.com

Skrill