



**EA Intel**  
Report 2022

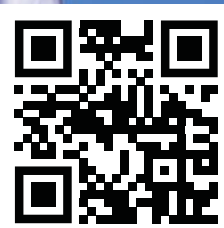
## Affiliates



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# A continuing growth

**T**he *EGR Affiliates 2022* report gives voice to a range of affiliates, providing an update on trends and concerns as well as service offerings provided in 2022. The contributors this year discuss their observations and experiences within the gaming industry over the past 12 months, where the big changes have occurred and how that's impacted affiliates and their partners, both old and new.

The start of 2022 brought welcome light at the end of the tunnel after a gruelling 24 months of stop/start Covid restrictions. People emerged, some with trepidation, from behind their screens and embraced the three-dimensional world once again. And after a tentative start, the hope for normality came at us all like a ray of warm sunshine. But, as is usual with life, the industry still teeters on the brink of the unknown as it waits for the overdue white paper into the Gambling Act 2005 review, while M&A activity looks set to intensify with a strengthening dollar squeezing the pound and the euro. So, the unknown it might be, but the igaming world continues to evolve with affiliate partnerships vital for operators to reach new audiences.

By Jo Herbert | **Report editor**

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Featuring: *RB Capital*

# Affiliates assemble: the state of the union

RB Capital co-founder Julian Buhagiar analyses the ups and downs of the post-pandemic affiliate landscape and offers his insights for what will likely be another changeable year ahead

One sure-fire sign that the world is righting some of its (many) wrongs post-Covid is when the gaming conference calendar starts to get packed again with a plethora of global events. In fact, to such an extent that the last quarter of this year is quite literally jampacked with different events running each week until the run up to the festive season. It truly feels that gaming is back to its usual rowdy, belligerent self.

Is this also true of the affiliate industry? There definitely were all the right noises being made at recent gambling conferences (unless you also count the coughs and sniffles, of which there were plenty), but taking a wider view, what is the actual state of the union address in the affiliate landscape?

## A chunk of change

Let's start with our favourite bugbear du jour – the US. One of the major challenges facing this industry is the gradual rollout of a state-by-state approval, which has not only taken much longer than expected, but is also more cumbersome than originally envisaged. It's clear that organic traffic is not going to be the shining beacon it once was in Europe (and in retrospect, how did we ever expect it to be, given all that spend...?). The licensing process is clearly not as straightforward as we were led to believe, which is likely going to be a hindrance to a good amount of quality affiliates who will not make it across the pond.

And that's even before we look internally to Europe and the rapidly changing (diminishing, perhaps?) landscape we find ourselves in. A brisk wave of compliance has swept most of the western

European operators, levelling extra challenges onto affiliate networks and putting additional revenue pressure on the entire ecosystem. Asia, for now, looks unchanged; assuming of course you have the necessary (local) talent to acquire players in lucrative markets such as Japan, Vietnam and Thailand.

Despair not, as one thing is for sure – M&A is anything but on a decline. The last quarter has broken records yet again, both in terms of volume but especially in deal size. What is certain is that the costs to acquire new players, especially stateside, is being borne by larger affiliate networks that are determined to offset the cost (and the time) by ingesting smaller, more strategically placed ventures.

*Unlike operator and B2B buys, the landscape is not that clear for affiliates. It's true that larger buyers, especially publicly floated entities, still see M&A as being a main driver for growth but the buying criteria seems to be changing this year. There is an increasing preference towards paid media, perhaps to alter the dynamics of rapidly escalating acquisition costs*

**Julian Buhagiar** | RB Capital

The rapidly weakening euro (at the time of writing below parity with the dollar) and its only slightly better faring English sibling is also an opportunistic incentive to would-be stateside buyers. Since most non-public companies this side of the Atlantic prefer to record their earnings in pounds or euros, this presents an even more discounted proposition to US buyers. This means that, for as long as oil and gas dependencies continue to impact the exchange rates, the sale prices on European assets will continue to prevail.



**Julian Buhagiar**

◆ Co-founder  
◆ RB Capital

Julian Buhagiar is co-founder of RB Capital. He is an investor and board director of multiple ventures in the gaming, fintech and music industries. He has managed investments, M&A and exits in excess of \$700m to date.



**PARIMATCH  
AFFILIATES**



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MATCH**

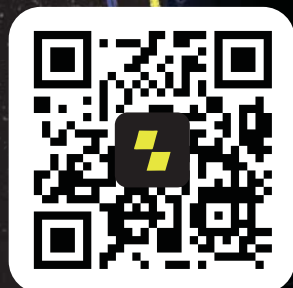
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This leads us to the ever-increasing need to have businesses ready and ever-more prepared in the face of acquisition. Never before has the importance of having the details of a sell-side affiliate business readily available in the face of an acquirer been so acute. At a time when buyers are screaming 'spend spend spend' the one key requirement is to make sure that the proverbial ducks of any seller are in order. Fail that, and a frantic buyer quickly moves on to the next readily available business to acquire. It has happened more times this year than we can remember previously, which surely means that there is a growing need for any affiliate business to be readily packaged up as a going concern.

#### **Out with the old**

What happens next? Unlike operator and B2B buys, the landscape is not that clear for affiliates. It's true that larger buyers, especially publicly floated entities, still see M&A as being a main driver for growth but the buying criteria seems to be changing this year. There is an increasing preference towards paid media, perhaps to alter the dynamics of rapidly escalating acquisition costs. Beyond the white markets, there's also visible increased appetite for more covert, focused optimisation towards organic

search. And let's not forget the evolution of the new kids on the block – streamers – and their ever-increasing influence on how brands can then acquire new players.

Indeed, this latter category is becoming so influential (ahem) in its own right, there is a real likelihood that at some point streamer brand value may start to eclipse the very services they are supposed to represent, forcing a change in the relationships – both commercial as well as practical – between operator and affiliate.

One major disappointment – the NFT boom has come and arguably left the majority of affiliates apathetic, at least insofar as creating a new revenue opportunity. Which is ironic given that one of the very first incentives of the Ethereum project back in 2015 was for early adopters to receive free ether (ETH) for just spreading the word. Where are similar incentives for all the new tokens? Surely this would have been a golden opportunity for all the power affiliates out there.

Whatever the future holds in store this year, it's clear that it will be another roller-coaster ride into the unknown. Which, for all of the affiliates out there, is surely a good thing. Well, as long as it stays exciting. ♦



Featuring: *Safe Affiliate Programs*

# Business as usual?



## Ellen Learmonth

◆ Programme manager  
◆ Safe Affiliate Programs

Ellen Learmonth is programme manager at Safe Affiliate Programs. Besides her expertise in affiliate marketing, Learmonth has covered all disciplines of digital marketing spanning 20+ years. She is passionate about innovation and prides herself on building strong relationships based on honesty and integrity. Learmonth has attended most affiliate conferences over the past 16 years, during 10 of which she represented Golden Euro Affiliates.

Ellen Learmonth, programme manager at Safe Affiliate Programs, looks at whether in-person affiliate conferences signal a return to business as usual or if lockdown-induced adaptations made during the pandemic has irreversibly changed the way business is done

**A**re we back to 'business as usual' two years on from the Covid-19 outbreak? For us folk living and working in the UK, the post-pandemic times started in February this year. It was a heady mix of great excitement at the prospect of getting 'back to normal' but also trepidation about getting back on public transport and going back to our offices. Back to business as usual didn't, and still doesn't, feel quite like the business as usual it once was.

Reluctance to go back to the busy office combined with the comfort of working either full-time or part-time from home forced employers to look at alternatives to the usual office set-up. Surprisingly, most companies in digitally focused industries like ours found that working from a home office had no significant impact on productivity and, so, the day-to-day running of business continued. Granted, some changes were needed, and senior management, IT departments and admin pulled out all the stops to accommodate the new requirements. Once everyone familiarised themselves with video conferencing tools, departments and teams connected easily.

A future of 'smaller' office spaces with hot desks shared by staff to allow rotation between home and corporate working might be a good idea. It all points to a positive new cooperation between employer and employee with no lack in productivity, happier employees, better opportunities for families to share responsibilities and reduced office space costs and maintenance. Although, regrettably, the ongoing cost-of-living crisis that the UK and

most of Europe are facing might change this dynamic somewhat.

## A virtual world

What about business as usual at our conferences? During the 'Great Lockdown of 2020/21' (future history study course for our great grandkids) getting out and about to mingle and represent ourselves was an absolute no-go, so the usual face-to-face conferences were replaced by virtual conferences. Dial-in events and web seminars (webinars) became the new obsession, with daily, weekly and monthly video linkups taking over. The world of affiliate conferences had been 'Zoomified'.

Formats got better as the software and platform suppliers of virtual meetings and event hosting understood the need and rapidly filled this space. Life really had changed; the great gatherings of London, Amsterdam, Malta and Barcelona looked to be a lost carefree pleasure. The question of whether the convenience and cost-saving adventure would reduce the amount of people attending a real in-person conference once normality resumed became a real worry. Were we ready to meet face-to-face again after two long years?

The first in-person conference to take place, in Amsterdam in September 2021, proved successful and answered the aforementioned question with an emphatic, yes! We were ready to meet, and the event organisers made us feel safe with daily checks on Covid test results and valid vaccine passports. SIGMA Malta followed that November, but this felt more localised. It was busy, but then Malta probably has the largest amount of iGaming companies per square foot than anywhere else in Europe so it was to be expected. However, international participation wasn't represented as well as other years.

## London, Malta and Amsterdam

The iGB Affiliate London 2022 conference was to be the event that would measure our back-to-business



readiness. iGB Affiliate London had been pushed back from February to April this year, which presented itself as warm and welcoming. No need for raincoats, hats and scarfs this time. ExCeL London housed not only iGB Affiliate London but also ICE as well at the same time.

Some exhibitors were absent and iGB Affiliate London felt a lot smaller, but it was busy. Our Safe Affiliate Programs' stand was back in its rightful spot and was well manned and well received. This was our first time exhibiting with a big stand so improvements were a work in progress, and we felt that although our message was received loud and clear, it could have been louder and clearer.

We packed up our stand and marketing materials and off we went to Malta for Casino Beats in May. Being so close to the iGB conference, we were expecting more localised visitors, and we were right. The only slight disappointment was that the conference felt more focused on payment and service providers. It seemed the affiliate partners were taking a break between conferences.

So, it was back to Amsterdam in July. The use of conference rooms rather than a stand was opted for, and it proved a busy event. Our brochures were updated and ready to be distributed, spreading the word about our exclusive format of united affiliate programmes and the benefits of working with our brands of affiliate programmes.

Amsterdam was truly open for business with no health checks needed. Travel to the city was welcomed and well organised as the world 'learned to live' with changing variants of Covid. Our representatives came back saying it was great, with lots of people attending, everybody happy to be there and meetings had a relaxed atmosphere. An exclusive affiliate dinner rounded off this event for us.

### **Barcelona to Berlin**

The next conference stop on our agenda was the SBC Summit Barcelona. A conference that had been billed as the next big thing and one that we represented with a new found vigour. Our updated stand and new format of insightful information on our Safe Affiliate Programs as a union, and our affiliate programmes and their brands were received with open arms and a warm welcome.

We took the opportunity to highlight the benefits of affiliates that work with us and put them front and centre of our Barcelona visit. Sadly, the affiliate numbers were a little low this year, but we made a positive impact on the affiliates that did attend.

Barcelona proved to be a welcome break to the year, with a great speaker list, including the brilliant Molly Bloom, and a comprehensive agenda of workshops, with a veritable Who's Who of the industry's top chief executives and other movers and shakers. Barcelona was everything we'd hoped it would be.

So, what's next? Berlin, baby! As we move on to the Berlin Affiliate Meet Markt with more than 3,000 affiliates expected to be in attendance, the affiliate road show jumps country and moves to the German capital.

What we want is to see more industry colleagues taking part in the live face-to-face conference meetings and events rather than international vendors and visitors. Obviously, travel restrictions are still in play with some affiliates, and the current cost-of-living crisis doesn't help. That said, there is no shortage of enthusiasm for meeting and greeting, and Berlin is a fabulous destination to do that.

Regardless of the changes and challenges that the conferences bring, Safe Affiliate Programs is prepared for whatever changes are needed and we are committed to our strategy to deliver a better format for social interaction with our programmes, whether virtual or in person. We are in the process of formulating our strategy to deliver a better format. Watch this space!

### **Business as unique**

So, back to the original question, are we back to business as usual? The answer is maybe. Barcelona wasn't as conclusive as we'd hoped and, in my opinion, future events will have to offer an extraordinary add-on to draw the big crowds we were used to. Big operators have continued being successful during the pandemic which, yes, was to be predicted due to the nature of the business, but has that changed the option or need for being physically present at every conference? I think it has, and it has also focused the mind of the affiliate who should be asking: 'How many times do I need to meet the same affiliate manager in person in the same environment?'

Unless the conference organisers can make each event a unique experience for both exhibitors and affiliates, and not just the same concept in a different location regardless of how attractive those locations are, the numbers might not be the same as they were pre-pandemic. To conclude, as far as Safe Affiliate Programs is concerned, it will be less 'business as usual' and more 'business as unique' or at least as unique as we can make it. ♦

Featuring: *Paysafe's Income Access*

# Affiliates look to diversify as the industry rapidly expands



## Erica Anderson

◆ VP of marketing, igaming and Income Access

◆ Paysafe Group

Erica Anderson is VP of marketing, igaming and Income Access at Paysafe Group. Her role includes a focus on developing the marketing strategy for the Income Access brand and for igaming at Paysafe. With over a decade's industry experience, Anderson also oversees Income Access' in-house affiliate management team and its suite of digital marketing services. Income Access manages close to 20 affiliate programmes including leading igaming brands.

Erica Anderson shares the results from Paysafe's Income Access annual igaming affiliate survey and gives an in-depth analysis of the trends which have emerged in the space during 2022 compared to the previous year

**I**n July we conducted our annual survey of our network of igaming affiliates to better understand their digital marketing strategies, focuses and thinking in 2022. We began this affiliate survey in 2017, and this fifth edition allows us to undertake a comparative analysis of the evolving igaming affiliate space.

The 2022 survey comes at a pivotal time for the global igaming market as multiple new jurisdictions have become regulated while established verticals like sports betting and casino continue to grow. The responses from igaming affiliates allow us to take an in-depth look at pertinent trends that have developed over the last year, and it seems that affiliates are looking to diversify with the rapid expansion of the industry.

### Experience and brand promotion

Over the last few years, we've typically seen the affiliate space dominated by more experienced affiliate marketers. However, the 2022 survey saw slightly less than half (49%) of respondents with over five years' experience compared to 57% in 2021. The igaming world is rapidly expanding into new markets, which has likely led to new affiliates emerging.

This continued growth of the igaming world has resulted in affiliates having access to more brands to partner with. The number of affiliates that have diversified their group of brands continues to grow, with 44% of affiliates working with over 100 brands. This number is slightly up from 42% last year and significantly higher than 24% back in 2020.

It appears that affiliates are moving away from

focusing on marketing a small cohort of brands, especially considering the increasing number of brands offering affiliate programmes. Back in 2020, around a third (31%) of affiliates worked with less than 10 brands, and this dropped to 14% in 2021 and remained steady at 15% this year.

### Market movers: US rising

Affiliates were asked to identify the markets they currently work in, and while the major jurisdictions of the UK and continental Europe remained steady, interest in the US has been the biggest gainer, growing by 11% since last year to over two-thirds (69%) this year to become the most popular market. The US overtook the UK and continental Europe, with market penetration at 64% for the UK and 62% for continental Europe.

With New York, Louisiana and other states launching sports betting markets, affiliates have been intrigued by the North American market. When we asked affiliates which markets they are most interested in entering in 2023, the US was their top target, growing from 58% of affiliates last year to two-thirds (67%) in 2022.

Although a greater number of affiliates moved into the US, the country's neighbours have also become targets. To the north, well over half (54%) of affiliates are now targeting Canada following the launch of the Ontarian market in April, compared to 45% in 2021.

Meanwhile, to the south in Latin America, a quarter (26%) of affiliates are active as opposed to just 20% a year ago, as things are trending up in the area. This can be seen with Argentina's largest metropolitan province of Buenos Aires legalising online gambling over the last year, as well as Peru signing legislation in August 2022 to regulate the operation of online casino gambling and sports betting activities in the country.

For the first time in our annual survey, we asked affiliates operating in Latin America which specific

countries they work in. Within those respondents, Brazil led the way with 90% of affiliates being present in the country. Chile and Mexico came joint second with 80% of affiliates being in those markets, while Peru finished in third place with 70% of affiliates operating there. Tied in last place were Argentina and Colombia, both having only 40% of affiliates in that market.

### Ontario market launch

One of the largest igaming market launches of 2022 was the aforementioned Canadian province of Ontario. Results were, however, mixed, as 43% of participants said the new market met expectations but 38% were disappointed by Ontario.

When asked to elaborate, affiliates revealed various issues such as unclear regulations, with one affiliate saying that “policies were perhaps a bit stricter than we had anticipated – it [has been] quite difficult to remain compliant”.

Others were more optimistic. One affiliate remarked their “expectations were met – as expected, it was a slow but clear process”, while another said that “despite performing well, I believe expectations were seemingly higher than performance”.

### Vertical interests

Sports betting and casino remained the preferred verticals for affiliates to promote. However, there has been a changeover at the top this year with sportsbooks being promoted by over four-fifths (82%) of affiliates compared to 77% working in the casino space. Last year, casino led the way with 80% of affiliates promoting the vertical and less than two-thirds (63%) working with sportsbooks. With so many affiliates operating in the US, and that market dominated by sports betting brands, it's easy to see why this trend is emerging.

Sportsbook has not been the only gainer as the lottery vertical has also taken flight. In 2020, the number of affiliates that promoted lottery was less than one in 10 (7%). Last year that number grew to 12% and has jumped again in 2022 to almost a quarter (23%). This marks out lottery as the fastest-growing vertical in the igaming world.

Many established lottery brands are increasingly leveraging the affiliate channel in North America. The Ontario Lottery and Gaming Corporation (OLG) launched an affiliate programme in May, making it the first affiliate programme for a provincial lottery and gaming brand in Canada.

When it comes to new verticals that affiliates are



looking to promote, crypto remains an important focus, growing from 32% of affiliates interested in the space in 2021 to 36% this year. As the crypto market continues to evolve, we expect this vertical to become even more popular.

When asked about plans for expanding into new verticals, affiliates were divided. While 41% plan to diversify and pursue new verticals, slightly more (44%) intend to remain in their current vertical(s). With new markets emerging, it seems that affiliates are split between focusing on a key vertical of expertise and applying it to newly regulated markets or looking to both diversify their plans for markets as well as verticals.

### Key insights

The igaming world is rapidly expanding at a market level, making it crucial to understand the motivations of the affiliates that are promoting new and existing brands. Based on our latest survey, it's clear that affiliates are consistently looking to diversify the markets and verticals they work within. Emerging markets in both North and Latin America are growing and seem to have caught the eye of affiliates looking to promote in new areas, while growing verticals like lottery and crypto are beginning to take a larger place within the industry.

One thing remains apparent, as the igaming world continues to evolve, the affiliate marketing channel remains vital for operators looking to

reach new users. ♦

Featuring: *Betsson Group*

# The best service possible



## Triston Smook

◆ Senior affiliate business development manager

◆ Betsson Group

Triston Smook is the senior affiliate business development manager of Betsson Group. He has more than 18 years' experience working in the gambling and casino industry, specifically in affiliate management, sales, digital marketing, contact centres, e-payments and risk management. Smook is a strong marketing professional with working knowledge and experience in multiple global markets including the US, Latam, Canada, Sweden, Norway, Finland, Denmark, UK, Baltics, Poland, Germany and more.

Triston Smook discusses Betsson Group's commitment to its affiliates and why these partnerships have and will continue to power the growth of its brands into new markets

**EGR Intel (EGR):** Are affiliates the traditional biggest acquisition channel for Betsson Group?

**Triston Smook (TS):** I would say that affiliation remains one of the biggest acquisition drivers for Betsson Group for casino and sportsbook. We can include poker here as well, but the main products for the group are the former. Through these affiliate partnerships, Betsson Group has been able to grow and develop key markets and thrive in a highly competitive environment.

**EGR:** How does Betsson provide its affiliates with an efficient service and support?

**TS:** As any operator grows in respect of their geolocations, brands and product offerings, the busier it becomes for that affiliate team. Where Betsson stands out is through our efficiency in the services that we offer to our partners. These include automated payment solutions to ensure our partners are paid on time every month without the hassle of paperwork or invoicing. Similarly, marketing materials, content and brand information are literally a click away and diligently maintained. We have a dedicated compliance support team that are highly attentive and in direct communication with our partners, there to inform them of any updates or changes. This helps our affiliate partners navigate through the legal requirements far easier and keeps both parties on the right track.

Moreover, our operations team are on the front-line, always available throughout the week to answer queries and solve any problems that might arise. We also have the affiliate management team, made up of experienced professionals with unique

knowledge of their respective markets, working as regional managers focusing on growth through sales. Last but not least, we have the business development manager who is dedicated to driving new business in support of all brands. As a team, we function as a cohesive unit and are committed to supporting and servicing our affiliate partners in the best possible way. The quality of the relationships we have built and maintained is proof of our passion, enthusiasm and hard work all of us put in.

**EGR:** What marketing tools do you offer?

**TS:** We have a range of marketing assets that are available for each of our brands per country, language and product. We offer landing pages to support our welcome offers or any page that could help increase conversions. We also offer banner assets in a range of formats and sizes. In fact, we can tailor-make any size or format to meet the needs of our partners whether its mobile, web or app.

Our commercial teams are also constantly coming up with great new marketing campaigns, signing sponsorship deals or partnering with new brand ambassadors – all of this provides additional brand assets to our affiliate partners. In the last few months alone, Betsson has been the official sponsor of CONMEBOL Copa América Femenina in Latin America, sponsored the EKO Acropolis Rally in Greece, renewed its naming rights for NordicBet Liga (the first division football league in Denmark), signed the Brazilian football icon Zé Roberto as a global brand ambassador, and sponsored both the men's and women's teams of Club Athletico Paranaense in Brazil.

**EGR:** How does Betsson work with acquisition sources such as Twitch to generate traffic and views?

**TS:** Streamers can be a valuable source of new traffic as they have the unique ability to perform word-of-mouth and visual advertising simultaneously. The right streamers can help to build strong brand



awareness among their followers. These followers are loyal, which helps create an atmosphere of trust between the streamer and our brand, making it easier for registrations and deposits to happen.

Streamers showcase our brands in new and exciting ways by playing live games or betting on live events. While streaming, they explain how games work, options available for deposits and how to withdraw. Sometimes streamers assist us in promoting specific games which may be exclusive across our brands or help by supporting our promotional campaigns via their channel.

**EGR:** How do your affiliate partners help push Betsson's brand awareness?

**TS:** The fastest way to get good brand awareness is to make sure we take care of our partners and deliver the best service possible. Affiliates are business owners, not employees. If we create an environment where they can thrive and feel appreciated while earning good commissions consistently, then it is easy for them to refer our brands and our affiliate managers to their network of business connections. It also helps to have strong brands that are easily recognisable and trusted by the players. This, in turn, helps to grow our market share and make it an easy choice for our affiliate partners to promote us.

**EGR:** How does Betsson develop its relationships with key partners? Have the side effects of the Covid-19 pandemic changed the way you engage and do business?

**TS:** Over the lockdown periods, it became easier to connect with our affiliate partners. I feel it changed the way we all do business as we were presented with an opportunity to communicate with partners across the world who were living through similar situations. We all shared stories and experiences and this helped form relationships even quicker. We discovered that everyone has the same ambitions to work hard and be successful at what they do – no matter if they are at the office or working from home. We all must respect our partners as human beings in both their personal and professional capacity.

**EGR:** Following the Swedish government's new measures to protect customers, what is Betsson doing to ensure its partners are fully compliant with regulations?

**TS:** We have a dedicated compliance team that closely monitor any changes or regulatory requirements across all our licences, not only in Sweden. We are committed to ensuring our brands are pro-



moted within the regulatory framework and our marketing teams maintain this across all our marketing channels. The compliance team run daily checks across all listed and partnered sites to ensure the rules are upheld. We also maintain checks on betting where no under-age betting is allowed by minors or on events with minors. If we detect any wrongdoing, whether it's promoting without the correct disclaimer or using an incorrect term, we act immediately to suspend the promotion and work closely with the partner to assist them to become compliant.

**EGR:** What's Betsson's approach to responsible gambling?

**TS:** Responsible gambling is one of the most actively monitored subjects across the Betsson Group. Each employee is enrolled into the Betsson Compliance Academy and assigned mandatory courses to ensure we are all kept informed and educated. Courses include responsible gambling, anti-money laundering, GDPR and more. We all take it very seriously as it's part of the Betsson culture and in line with one of our core values, Fair Play.

**EGR:** What are Betsson's plans for growth and development over the next 12 months?

**TS:** Betsson always has strong ambitions for development with our growth cycle continuing year on year as we grow our brands in each market, always looking for the next opportunity to proudly fly the Betsson flag. Latam is a great opportunity for Betsson to continue going from strength to strength, with new markets possible in the future. The North America adventure has just begun and we have some exciting plans. There are other interesting markets on the cards and, of course, Betsson Group Affiliates will be a key stakeholder in acquiring new business and growing our brands wherever the opportunity takes us. ♦

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Featuring: **ONE**

# The power of ONE

ONE's head of product Oliver Harding-Fleet explains the formation of the proprietary banking and payments solution and how it provides clients with a seamless currency movement network around the world

**O**NE started as an over-the-counter (OTC) crypto trading desk. Our focus was on serving a few large individual and institutional clients that, by virtue of accepting deposits in crypto from their customers, accrued large volumes of digital assets over time which we liquidated for them.

This business model worked well for our customers – they loved the level of service they received such as 24/7 availability, competitive prices and instant execution – however the majority of our clients were in the gaming, gambling and sports betting sectors, which meant that although they could move seamlessly between crypto and fiat through our trading desk, they struggled with the most basic parts of running their businesses, namely accepting, holding and moving money. The mainstream and legacy banks struggled to understand these legitimate and profitable businesses and so withdrew or denied facilities, blocked payments and imposed restrictions – often with little notice.

As a result, our clients were spending a disproportionate amount of time and money solving problems to do with money. The focus was no longer on growing their businesses; they were having to build complex and obscure relationships with myriad financial partners and build in layer upon layer of contingency banking, just in case they lost their privileges overnight.

Financial exclusion didn't only impact our customers that were perceived to be in higher-risk sectors – it also impacted anyone connected to our customers, including their customers, suppliers,

partners, software vendors, etc. The system was broken and it was time to level the playing field.

Our response was to build our own proprietary banking and payments solution, designed from the ground up, for a traditionally excluded customer base with a focus on the gaming, crypto and off-shore sectors. We did this by creating a long-term sustainable proposition that combines a robust regulatory framework with a network of global banking partnerships, along with the latest generation technology and deep sector expertise, complete with real-time fraud monitoring and the highest levels of security. This combination of key elements allows us to make better decisions about who we can work with and how, in order to understand the degree of risk that our clients truly represent and ultimately to enable our clients' businesses to thrive by facilitating the seamless and global movement of money.

## The growth of a currency solution

Since its initial launch, ONE has grown rapidly and today serves more than 150 clients worldwide via our best-in-class digital currency trading solution and proprietary banking and payments platform. From your first interaction with a member of the ONE team, you will benefit from a human-led and personalised onboarding experience, with our in-depth sector expertise and understanding of your business allowing us to provide a tailored and enriched customer experience as we guide you through the process.

Within our payments and banking service, a ONE account gives you endless options for money movement. Through our global network of integrated banking partners, we issue real accounts (IBANs) in the name of our clients, in the world's pre-eminent currencies, including USD, EUR, GBP, AUD, CAD, HKD, SGD, NOK, DKK and SEK. Our clients can receive and make payments via SWIFT, SEPA, SEPA Instant, Faster Payments and



**Oliver Harding-Fleet**

◆ Head of product  
◆ ONE

Oliver Harding-Fleet is head of product at ONE, focused on delivery of market-leading financial services solutions. He has a long background in payments and has spent time in product leadership positions at HSBC Merchant Services, CashFlows and ONE.





Featuring: ONE

CHAPS, and can utilise our highly competitive FX solution to make transfers or payments in up to 19 currencies and counting.

Our clients have seen the benefit of our product first-hand and have been our biggest advocates in the market, pushing to onboard their ecosystem and partners with ONE. Customers of ONE have the potential to make free, simple and fast payments to other active customers and ONE accounts, creating a network in which businesses are able to move money seamlessly between them around the world in an instant. In addition, with the development of our API, our partners can now integrate with ONE to consume our service directly within their own platforms as well as enhance their proposition by offering an integrated solution to their merchants, including the issuance of accounts underpinned by ONE's payment infrastructure, licensing and banking relationships.

#### **Safety first**

Security is standard at ONE, with features including two-factor authentication, configurable IP-blocking and geofencing, ensuring access to our platform is always in the control of the client and is fully secure. The protection of client funds is of the utmost importance to us, with all funds ring-fenced and safeguarded in accordance with our licensing requirements. Payment validation and active fraud monitoring within our platform help to ensure

transaction success while also eradicating mistakes and protecting our clients from fraud or unknown payments. The ability for our clients to create and manage their own users, while specifying roles, privileges and spend limits, also helps to ensure our platform is customisable and suited to the particular needs of each business. Our customer relationship and support teams are always on hand to assist, ensuring your money is always safe.

Along with our banking and payments proposition, our best-in-class digital currency trading solution has continued to expand and evolve over time in accordance with the needs of our clients. ONE now facilitates deep-liquidity cryptocurrency trading across a multitude of coins, networks and fiat currencies, including stablecoins. When you trade with ONE, you can be assured of a competitive price without slippage, supported by exceptional client service and a trusted user experience. Our trading team is available all-year round 24/7 to facilitate your crypto needs. In addition, when combined with our payments and banking service, depositing fiat from your account to trade or settling fiat to your account post-trade has never been easier – this is the power of ONE.

We are always open for applications, whether for financial services, digital currency trading solutions or both. So, if you think you or anyone within your network may be interested in our services, please get in touch through our website, [one.io](https://one.io). ♦



Featuring: *Parimatch Affiliates*

# The brotherhood of affiliates

Parimatch Affiliates on enhancing performance and profits of affiliates through brand power, innovation, energy and personalisation

**P**arimatch strives to always stay at the cutting-edge of technology by offering its users the best gambling and sports betting experience. We put the user front and centre, working hard to ensure the highest level of satisfaction for every one of our users. By adapting to an environment as volatile as online gambling, where one trend replaces another in the blink of an eye, Parimatch's brand remains at the forefront of the industry.

With over one million active players in over 15 regions worldwide, Parimatch aims not only to continue to grow its user base but to also keep existing users engaged. Simplicity and ease of use of services as well as fast processing of payments are the brand's main strengths. For Parimatch Affiliates, a personalised approach to working is a top priority. Affiliates can earn up to 45% commission on our RevShare model, with individually negotiated deal terms on the CPA and hybrid models.

## Brand power

One of the problems affiliates face when working with operators is a narrow selection of regions and countries, hence a wider selection of geolocations (GEOs) is an important factor to ensure success. The more GEOs an affiliate programme offers, the more opportunities affiliates have to test marketing campaigns and reap the rewards. Parimatch Affiliates features highly converted offers with a wide range of GEOs and a paying target audience. Currently, affiliates can accept traffic from regions including CIS, Cyprus, Brazil, Bangladesh, Indonesia and more. There are also additional gambling/betting-related products designed specifically for the Australian and Canadian markets.

Parimatch is a well-known, trusted brand with good media coverage in all regions where it operates. In fact, due to the sponsorship of top clubs such as FC Chelsea, FC Leicester City and FC Aris, Parimatch is now a household name. We also have top ambassadors in various countries such as our first responsible gambling ambassador, Ukrainian boxer Oleksandr Usyk.

Affiliates working with Parimatch's affiliate programme have access to a wealth of multi-language and event-based promotional materials, easily customisable S2S Postback tracking with sub-ID reporting, in-depth reporting and API feeds with odds. Parimatch Affiliates also has a strong focus on the mobile sector, offering the opportunity to promote the brand's highly touted iOS app.

But what we think really sets Parimatch Affiliates apart is the exclusive working terms for partners and the brand energy and strength which is clearly visible to all those in the affiliate programme business. With the professional skills and productivity of our partners, Parimatch Affiliates regularly holds networking events and private parties packed with business insights, productivity and fun. We have built a veritable community of like-minded affiliate marketers, all committed to hard work and high performance.

## More traffic, more profit

Parimatch takes a reverent approach to every major event in the world of sports which opens up great opportunities for affiliates to attract traffic. The brand runs native promotions directly on its platform and, in turn, Parimatch Affiliates offers a host of creatives and promotional materials to its affiliates to provide top-notch tools to work effectively. Increasing the brand's visibility in the media and other channels through which the target audience can be reached is vital, and promos like building local sponsorships can result in a positive effect on affiliates' performance and profits. Overall, this is



## Parimatch Affiliates

Parimatch Affiliates is the official affiliate programme of Parimatch, the global brand offering high-end gambling and sports betting products. Established 28 years ago and with its roots in Ukraine, Parimatch combines online casino with a diversified gaming portfolio, esports offers and sportsbook. Parimatch Affiliates, currently undergoing a rebrand, offers the best in technology, innovation, brand power and energy to provide an exceptional affiliate programme experience.

the aim of the programme: to create optimal conditions for its affiliates in order to enhance their performance.

Testament to this is the way Parimatch prepared for the start of the IPL, arguably the world's most popular and high-profile cricket league. Thanks to working with local cricket stars, the affiliates have gained access to effective occasion-specific landing pages, which have had a positive impact on conversion rates (CR). The work done in the Indian market during 2021-2022 has resulted in huge volumes of traffic and large profits, with affiliates generating a large chunk of the profits in the form of commission payouts.

Bettors interested in Parimatch services were offered generous 150%-200% bonuses on their first deposit in the form of free bets. This promotion increased the interest of betting enthusiasts in the Parimatch product. In turn, to encourage affiliates, our programme offered increased commissions of up to 50% on the RevShare payout model. This resulted in huge volumes of traffic benefiting both the promoted brand and the affiliates – a commission payout growth of 255.4% year on year.

Ranked on par with online gambling in terms of player engagement and profitability, the betting industry continues to grow at a rapid pace. The importance of high-profile sporting events can't be overstated, with the biggest betting activity taking place around the world's major sporting events.

Parimatch is the official sponsor of several of the top football clubs, ensuring the brand is always in the limelight. This, in turn, has a positive effect on earnings per click (EPC) and CR affiliates. Parimatch Affiliates is planning an even bigger promotion campaign for the FIFA World Cup, which will be beneficial for tens of thousands of betting enthusiasts through exclusive deals, event-specific landings and creatives for affiliates; but that's being kept under wraps for now.

### Improving our programme

Today, the affiliate programme is in the process of a global rebranding and has already changed its name from PMaffiliates to Parimatch Affiliates. The objective of the rebranding is to get closer to Parimatch, bringing more tech, innovation, brand power and energy to affiliates to attract traffic more productively and effectively. The changes will also affect the website as well as the affiliate personal account to further provide an improved programme experience. Here are a few recent highlights:



- ◆ Winner of Best Affiliate Program of the Year at the SiGMA Balkans/CIS 2022 Awards
- ◆ Nominated at the *EGR* awards and other prestigious industry awards
- ◆ Participation in several industry-specific conferences and events dealing with affiliate marketing and various aspects of the gambling industry in general
- ◆ Planned and held several meetings and private parties with affiliates in different parts of the world including Amsterdam, Kyiv and others.

The next meeting for affiliates working with Parimatch Affiliates is scheduled for December in Bangkok. These events connect our programme with affiliates and help create a close-knit team aiming for maximum results. Be sure to look out for updates.

Parimatch Affiliates offers the opportunity to join the new wave of affiliate brotherhood where every member is an integral part of the programme – a big team where everyone is on the same high level. A caring approach is a top priority for the programme, and that means not only providing the best conditions for monetising both gambling and betting traffic and constantly working to improve Parimatch's product, but also creating a comfortable and friendly environment for all who do business with us. And if any affiliate isn't with Parimatch Affiliates for whatever reason, now's the perfect time to join. ◆

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# Complex finance made simple

ONE provides digital currency trading solutions and access to a global payments and banking network, for underserved industries including: the igaming, gambling and sports betting sectors; entities that interact with cryptoassets; and complex and offshore structures

## Deep liquidity digital currency trading solution

### Trade crypto

24/7 OTC crypto trading desk supporting all major cryptocurrency & fiat pairs, including stablecoins

### Competitive price

Highly competitive fixed margin regardless of transaction volume and size

### Instant execution

Guaranteed price and no slippage - fast settlements available

### White-glove service

Single high-touch channel for all client queries with 1:1 account management

### Trusted provider

Experienced trading team trusted by clients globally

## Access to a global payments and banking network

### Own real accounts

Real IBANs in your name in multiple currencies (USD, EUR, GBP, AUD, CAD, HKD, SGD, DKK, NOK & SEK)

### Make payments

Access to SEPA, SEPA Instant, SWIFT, Faster Payments and CHAPS. Payments out in up to 19 currencies

### The 'Network Effect'

Potential for free, fast and simple payments to other ONE customers and accounts

### Simple to onboard

Streamlined process with a human touch: we do all the heavy lifting for you

### Proprietary platform

In-house development providing a secure and enriched user experience