



MANY AFFILIATE SYSTEMS **ONE** STANDARD

Affiliate Standard Reporting

Back in June of 2019 - Better Collective, Catena Media, Game Lounge and Raketech met in Malta to discuss an ongoing issue in our industry of affiliate data and reporting standards. Our aim was to try and benefit both operators and affiliates alike, looking at these three key metrics with the goal of improving transparency, cost and accuracy.

1

Business intelligence

Data is important to affiliates and with a better flow of data, affiliates will be able to generate more customers for the operators.

2

Technical Integration

The Affiliate Reporting Standard ensures that all the operator's affiliates get the same data in the same format reducing the need for support to affiliates.

3

Financial reporting

Many affiliates are stock listed and are required to report revenues and customers regularly following industry standards. The Affiliate Reporting Standard helps operators build trust, transparency and accuracy with affiliates.

One Financial Reporting Standard

To improve:

Business intelligence

- As data would be standardized, the affiliate would be able to build much better and smarter BI, utilizing more available and advanced techniques in fields such as predictive analysis, AI etc for optimizations with the ultimate goal of increasing revenue and depositors for both parties.
- We would decrease time spent on collecting and transforming data into an understandable format and invest all of those resources on profit maximization for both parties.
- We would be able to increase coverage and accuracy, which would be mutually beneficial for performance and optimizations as we would be looking at standardized data that would increase confidence in decision-making.

Financial Reporting to authorities & transparency

- Data used to optimize business opportunities and performance would flow much quicker and be more transparent, providing business value for operators but also for affiliates when it comes to financial reporting. This would build a higher level of trust between affiliates and operators.

Technical Integration and technical support

- Standardized data would save thousands of hours spent on setting up and supporting new unique integrations, even with the same provider (e.g. tailored Income Access reports).
- Standardized data with a third party provider would decrease the need for affiliates to integrate directly with operators, thus saving time on the operator side also
- Data exposed to affiliates would be standardized both in variables, format and be accessible the same way for all affiliates.
- Making collection and comparison completely seamless. It would (as a bonus) decrease the amount of time needed in the Affiliate System vendor to Operator relationship to maintain conversations with all the major players, to tailor technical solutions and/or offer support based on custom solutions.