



Rightlander strengthens senior team with new Sales Director

Andy Parsons joins Affiliate Compliance business in response to the phenomenal interest that's being shown in Rightlander by Operators from within the iGaming space over recent months

London: 14 November, 2018 – Rightlander, the fast-growing software business that has already signed up a raft of tier one operators to its automated Affiliate Compliance Monitoring Tool, has bolstered its senior management team with the appointment of sales veteran, Andy Parsons.

Parsons has been an advisor to Rightlander since the company first launched and now joins on a full-time basis as Sales Director. His appointment comes off the back of the high level of interest that's being shown in Rightlander's range of compliance tools.

Parsons has more than 30 years sales experience and will be responsible for ensuring the business continues to grow at a rapid rate and will work closely with founder Ian Sims.

Ian Sims, Founder of Rightlander, said: "The Rightlander business has expanded at a rapid rate, and we are now in a position where we require a full-time Sales Director. Andy has worked with us from the very start, so he was the natural choice for the role.

"I look forward to working closely with Andy over the coming months as interest in Rightlander's compliance tools continues on its rapid upwards trajectory, fuelled in part by our expansion into other territories too. I'd therefore like to take this opportunity to welcome him to the team as someone who will undoubtedly continue to be an invaluable asset to Rightlander."

Andy Parsons, Rightlander Sales Director, said: "Affiliate Compliance is absolutely imperative for all Operators and where Rightlander comes into its own is in its ability to significantly cut the time and cost that would normally be involved in monitoring these sites by offering a fast, comprehensive and accurate solution.

"The extraordinary interest that Rightlander has attracted demonstrates just how important Affiliate compliance is being taken by operators and that Rightlander is being seen as a practical solution. I am therefore tremendously excited to be joining the business and look forward to the challenge ahead."

Rightlander's technology automatically scans millions of Affiliate pages alerting the operator to any potentially non-compliant events or equally, any specific conditions as defined by the operator. It can even find affiliate sites with cloaked links that the operator may not have been aware of previously, hence helping the operator to build an affiliate landscape map by linking site ownership.

Rightlander also recently launched two new products to help operators take their affiliate marketing activity to the next level; a smart PPC Brand Bidding module and the Multi-Geo Affiliate Compliance module

The PPC Brand Bidding tool regularly scans Google Ads and monitors PPC activity relating to specific predefined keywords such as an operator's brand name, whilst the Multi-Geo Affiliate Compliance Tracking module now gives Rightlander the capability to scan Affiliate websites from multiple territories.

Rightlander's tier one operator partners include GVC Holdings, LeoVegas, bgo, Alea, Genting, the Kindred Group, Videoslots, Mansion and Gaming Realms.

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Editor's notes:

About Rightlander:

Rightlander is a state-of-the-art affiliate compliance platform that allows affiliates and operators to identify potentially non-compliant content in regulated jurisdictions. It does this by scanning affiliate content from within the target jurisdiction, looking for events or conditions defined by operator clients and regulators, and sending alerts when it finds content that meets those conditions. Initially launched in January 2018 with a UK focus, the Rightlander product has expanded rapidly into multiple territories around the world and is used by many high-profile merchants, operators and affiliate networks to help them keep on top of their affiliate compliance responsibilities.