



## Rightlander unites with Argyll Entertainment

*Operator behind popular sportsbook brands RedZone, SportNation and GiveMeBet to improve affiliate compliance with suite of innovative tools*

**London – 16 January, 2019** – Rightlander, the most powerful affiliate compliance tool in the market, has put pen to paper on a deal that will see it provide online sportsbook operator Argyll Entertainment with its innovative technologies.

Argyll, which operates the RedZone, SportNation and GiveMeBet brands, will now use Rightlander’s advanced solutions to take its compliance procedures to the next level.

Rightlander will now scan Argyll Entertainment affiliate websites, monitoring all activity which mentions or links to their brands for compliance related breaches, whilst also searching for certain events and conditions defined by the operator.

This puts the power in the operator’s hands, allowing it to ensure that all affiliates sending traffic to its sites are doing so in a compliant and responsible manner.

**Ian Sims, founder of Rightlander**, said: “We are delighted to have joined forces with another big-name operator to help them improve their affiliate compliance initiatives.

“Argyll Entertainment is among a growing number of gambling operators that are prioritising affiliate compliance and our tool is a great way for them to do this. It takes on much of the heavy lifting making it easy for operators to ensure affiliate compliance.”

**Philip Bell, Commercial Director at Argyll Entertainment**, said: “Affiliates are a significant source of new player traffic to our sportsbook brands, but we want to ensure they are engaging this traffic in a responsible and compliant manner.

“Rightlander will significantly improve our affiliate compliance processes and procedures and ensure all of our partners are playing by the rules.”

Rightlander has signed a raft of tier one operator partners since launching in January 2018. Big name brands using its technology include GVC, LeoVegas, Kindred Group, Alea amongst others.

The provider offers compliance checks across 35 territories including the United Kingdom and Sweden helping top operators and affiliates stay compliant across multiple regulated jurisdictions.

Rightlander also recently launched a new PPC Brand Bidding Module that allows operators to monitor PPC activity relating to specific predefined keywords, including their own brand names and other key terms.

ENDS

**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.