



## **ComeOn! boosts compliance efforts with Rightlander**

### **Operator to use innovative affiliate landing page tracker to improve responsible gambling measures**

**London – 19 August, 2018** – ComeOn! has become the latest online casino operator to sign-up to Rightlander, the innovative affiliate landing page tracker that allows operators to improve affiliate compliance and responsible gambling measures.

Rightlander’s technology scans any website and builds a list of all the locations where ComeOn! is mentioned or linked to. It follows each link to its final destination on the website, takes a screenshot and stores it in a personalised library.

This allows ComeOn! to discover affiliate websites linking to its brand that it is currently unaware of, and means the operator can ensure that the affiliates sending traffic to its site are doing so in a compliant and responsible manner.

Rightlander’s technology also allows ComeOn! to set “compliance violation events”, and will automatically notify the operator whenever they occur on any of the affiliate websites that link to its brand.

By using Rightlander, ComeOn! can demonstrate to the UK Gambling Commission and other regulators that it is doing all it can to ensure the affiliates sending traffic to their websites are acting responsibly.

**Ian Sims, founder of Rightlander**, said: “Compliance is now a key consideration for operators particularly when it comes to the affiliates they work with. We are thrilled to see ComeOn! ramping up its compliance efforts with the help of Rightlander.

“Our competitively priced product does all of the heavy lifting for operators and provides them with a clear view of the affiliates linking to their brands across geographies and whether they are doing so in a responsible manner.”

**Katy Stafford at ComeOn!**, said: “Compliance is at the top of our agenda, and by working with Rightlander and its innovative technology we can be sure the affiliates promoting our brand on our behalf are doing so in a compliant way.”

Rightlander has signed up a raft of tier one operator partners since it launched earlier in the year, including GVC, LeoVegas, bgo, the Kindred Group and Red Queen.

\*\*\* ENDS \*\*\*

#### **Editor’s notes:**

##### **About Rightlander:**

Rightlander helps operators enhance affiliate compliance and boost operator responsible gambling measures. The firm’s proprietary technology automatically scans affiliate websites across multiple geo-locations and builds a list of locations an operator’s brand is mentioned or linked to. It follows each link to its destination on the website, takes a screen shot, and

stores it in a personalised library. The Rightlander product allows operators to better monitor advertising campaigns as well assists affiliates in making informed decisions about where they send traffic, increasing conversion and driving revenues.