



Rightlander partners Genting

Operator becomes the latest to leverage Rightlander's innovative affiliate landing page tracker to improve compliance

London – 4 June 2018 – Genting has become the latest tier one operator to partner with ground-breaking affiliate landing page tracker, Rightlander, as it looks to improve affiliate compliance and its strengthen responsible gambling measures.

Rightlander's technology scans affiliate websites, simultaneously building a list of locations where an operator's brand is mentioned or linked to while also searching for certain events and conditions defined by the operator.

These can be inclusive or exclusive and specific to the individual operator. The technology also captures images and the content of anchor text used to link to the operator's brands and creates a variety of custom reports and alerts for the operator

This will help Genting discover affiliate websites linking to its brands that they are currently unaware of, allowing it to ensure the affiliates sending traffic to its sites are acting responsibly.

Rightlander also allows operators to set automatic "compliance violation events" that notify them whenever they occur on any of the websites linking to their brands.

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

Ian Sims, founder of Rightlander, said: "Compliance is a key consideration for operators now and moving forwards, and we are delighted to be working with Genting to help them ensure the affiliates sending traffic to their websites are acting responsibly.

"The Rightlander platform makes this processes easy and efficient, and ensures operators can be confident that the affiliates they are working with are fully compliant with the rules and regulations they must adhere to."

Robert Wakeham, Head of Affiliates at Genting, said: "We take compliance very seriously, and are thrilled to be working with Rightlander to take our protocols to the next level. This has allowed us to improve our monitoring process, and to significantly boost compliance as a result."

The partnership with Genting comes shortly after striking similar deals with the likes of LeoVegas and GVC, as well as with ALEA for its SlotsMillion and LadyLucks brands, the bgo Group for its roster of online casino sites and the Kindred Group.

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Editor's notes:**About Rightlander:**

Rightlander is a state-of-the-art landing page tracking platform that allows affiliates to effectively and efficiently identify broken landing pages, or those that have been significantly altered or lost relevance. It does this by following links to the merchant's website, scanning the page, and storing the image and data in an intuitive dashboard. Rightlander allows affiliates to make informed decisions about where they send traffic, increasing conversion and driving revenues.