



Rightlander signs Mansion Group

Supplier to help tier one operators improve affiliate compliance via its innovative landing page tracker

London – 08 August, 2018 – Rightlander, the ground-breaking affiliate landing page tracker, has signed a deal with the Mansion Group to help improve affiliate compliance and boost their 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 Mansion discover affiliate websites linking to their brands that they are currently unaware of, allowing them to ensure the affiliates sending traffic to their 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.

Millions of affiliate web pages are scanned many times faster, and more accurately than manual processes. Further, Rightlander's best of class compliance tools capture and store affiliate website data in easy-to-sort exportable CSV files and easy-to-action PDF files with images of brand assets allowing Mansion to be at the cutting edge of compliance monitoring.

Rightlander founder, Ian Sims, said: “Our competitively priced product does 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.

We are thrilled to be working with the Mansion Group to help them improve their processes and better manage their affiliate partners.”

Ali Hawa, Head of Risk & Compliance at Mansion Group, said: “ “

The partnerships with the Mansion Group comes hot on the heels of similar deals signed with ALEA for its SlotsMillion and LadyLucks brands, the bgo Group for its roster of online casino sites along with the Kindred Group, LeoVegas and GVC

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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.