



## Red Queen latest to sign with Rightlander

### Operator to use the innovative affiliate landing page tracker to improve compliance and responsible gambling

**London – 9<sup>th</sup> August, 2018** – Rightlander, the innovative affiliate landing page tracker, has signed a deal with its latest online casino brand, Red Queen, and will help the operator improve affiliate compliance and responsible gambling measures.

Rightlander’s technology scans any website and builds a list of all the locations where Red Queen, operated by the 1X2 Network, is mentioned or linked to. It follows each link to its destination on the website, takes a screenshot and stores it in a personalised library.

This will allow Red Queen to discover affiliate websites linking to its brand that it is currently unaware of, allowing the operator to ensure that the affiliates sending traffic to its site are doing so in a compliant and responsible manner.

Rightlander’s technology also allows Red Queen 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.

**Rightlander founder, Ian Sims**, said: “We are thrilled to have signed another big-name casino brand to our platform, and look forward to assisting Red Queen in its efforts to improve affiliate compliance.

“Rightlander can scan websites across multiple geographies at an affordable price and by using our technology, Red Queen can prove to the UK Gambling Commission and other regulators around the world that it is doing everything it can to ensure the affiliates sending traffic to the site are doing so in a responsible way.”

**Christopher Reid, Casino Manager at Easi Games**, said: “Regulators in the UK market and beyond have made it clear that operators are ultimately responsible for the affiliates marketing their brands on their behalf.

“Here at Red Queen, we want to ensure our affiliate partners are working in a responsible and compliant way, and the Rightlander platform is the most effective and efficient way for us to monitor the content they are publishing.”

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