

Rightlander partners with Awin to accelerate growth into new markets

London: 27th June 2022– Affiliate and advertising compliance experts, Rightlander.com have announced an overall product enhancement to support their growth into new markets including Affiliate Networks and Platforms, Digital Agencies, Forex, Telecommunications and Utilities.

The move follows Rightlander's experience and success in the iGaming vertical, where a number of parallels can be drawn between customer challenges, marketing regulations and partner guidelines. These include the need for honest marketing as well as customer acquisition channels that marketing partners derive traffic from, such as websites, social media, search engines and email.

The new portal has been developed with input from leading brands in their sector such as Awin to help clients effectively review and rectify marketing infractions detected by Rightlander.

Alex Parmar-Yee, UK Strategy Lead at Awin, said “ We chose to work with Rightlander to enhance our ability to carry out publisher audits based on the requirements of individual advertisers. It was important to have a partner who was able to accommodate the wide variety of needs from our clients relating to areas such as content accuracy, offer intelligence and exposure monitoring. The tools provided have allowed our client teams to carry out important housekeeping more efficiently, so that even more focus can be dedicated to strategy and account management.”

New solutions have also been introduced to help save clients time, reduce risk and grow their partnership programs with confidence. These include *Screen*, which allows clients to evaluate the online content of new affiliate applicants as part of their suitability checks, and *Verify* that helps clients to ensure that their promotions are live on authorised sites and linking to the correct landing pages.

This is in addition to Rightlander's core solutions that help clients to *Discover* undisclosed content and continuously *Monitor* partners for accurate and compliant marketing worldwide.

Rightlander's new modular portal allows clients to segment and prioritise results by business objective and marketing channel (websites, social media, PPC ads, video streaming, Telegram and email) and offers a comprehensive list of API integrations to deliver data to a client's systems.

The solution offers targeted scanning by frequency (daily, weekly, monthly) and compliance issue (e.g. required T&Cs or prohibited text) per URL along with cutting edge technology to reduce false positives, minimise time spent checking infractions and streamline the remediation process.

Ian Sims, founder of Rightlander.com, said "Having the opportunity to fine-tune our product with such a high profile partner has been fantastic. The evolving nature of affiliate marketing and the emergence of influencers, coupled with an ever-increasing array of regulations and advertising marketing guidelines in different consumer verticals has heaped a huge compliance workload on marketing teams.

"Awin put Rightlander through a 6 month trial period before selecting us as their marketing compliance partner and we're delighted that our monitoring software has saved them so much time and helped them to resolve so many more compliance issues."

For more information on Rightlander, contact Jonathan Elkin jonathan.elkin@rightlander.com

About Rightlander:

Rightlander.com is a state-of-the-art advertising and 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.

Launched in January 2018, the Rightlander.com 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.

www.rightlander.com

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About Awin:

With 21 years of experience, our network offers a global community of people, technology and business intelligence insights. No matter what type of partner, level of service, or tools your business needs, Awin provides solutions to drive sustainable growth.

Part of the Axel Springer and United Internet Groups, with ShareASale and Commission Factory, Awin's global affiliate network is powered by 17 offices worldwide, over 1,200 employees, 241,000 contributing publishers and 21,200 advertisers.

Connecting businesses with customers around the world across the retail, telecommunications, travel and finance verticals, Awin generated £12 billion in revenue for its advertisers and £920 million for its publishers in the last financial year.