

What a fantastic month we had in July at Rightlander! We kicked things off with a vibrant team catch-up, bringing together colleagues from across the globe for some much-needed face-to-face time.

The energy continued as we reconnected with our clients and friends at iGB Live, Elevate Summit and iGaming Martech — inspiring events that remind us just how dynamic and fast-moving our industry is.

Additionally, we’ve been delving into the ever-evolving world of AI, uncovering just how powerful it becomes when combined with sharp marketing intelligence.

The future feels more exciting than ever, and we’re just getting started.



Goodbye Blind Spots: Next-Gen Visibility for Affiliate and Compliance Teams

Ever gone on a wild goose chase trying to spot your brand on an affiliate’s site or had a sneaky suspicion that a partner’s being a little too shy about where they’re actually promoting you? Wouldn’t it be nice to finally know exactly where traffic to your brand is coming from? You can now!

Built for marketing and compliance teams, our Trackback discovery solution helps provide transparency into your traffic sources, from both disclosed and undisclosed locations. Not only would you get transparency, but you would also be able to measure the value of your affiliate-driven traffic across different channels, including SEO, PPC, and social media.

Give it a try. We are certain we will generate insightful “Ah Ha” moments. Contact your customer success manager to find out how to get rid of those blind spots.



Navigating Compliance in a Digital World

As digital marketing grows more sophisticated, so does regulatory scrutiny—especially in sectors like finance, igaming, retail, and the like. Regulators are focusing more on affiliate and third-party marketing, with several high-profile cases resulting in major fines.

For example, the UK Financial Conduct Authority fined an insurance services firm after affiliates ran misleading ads posing as impartial price comparison sites, when they were directing users solely to one firm. More recently, the UK Gambling Commission fined an iGaming operator around £3.3 million for failings connected to its sponsorship of Premier League clubs, where affiliate-driven branding and promotions breached licensing and compliance rules. The case ultimately led the operator to exit the UK market.

These cases show how brands can be penalised for their affiliates' actions, underscoring the need for full visibility and control over their digital footprint. Compliance teams must monitor huge volumes of content across platforms, languages, and jurisdictions. This is where automation is essential.

Want to learn more about how automation and AI are shaping compliance strategies? [Read the full article on our blog.](#)



Partnerships and more....

We’re excited to announce that Rightlander is a proud media partner of the **eCommerce Expo 2025!** This flagship event brings together innovators across e-commerce, digital marketing, technology, and compliance—a perfect match for brands, affiliate networks, and e-commerce platforms to build and foster meaningful partnerships and gain insights into the latest marketing compliance trends.

It is a free event to attend, and if you find yourself in or close to London next month, why not check it out? Here is a link to the show: <https://www.ecommerceexpo.co.uk/>.

We’d also appreciate your support in completing a new survey from our partner, **the Affiliate and Partner Marketing Association (APMA)**. It covers AI, cookies, tracking, and compliance—key topics shaping the affiliate industry in 2025. In return, you’ll receive a **FREE** copy of the report when it’s released in October.

Last year, over 200 brands participated—let’s help beat that number! Take the survey here: <https://forms.gle/keFEKJvYVQA63kW37>
Thanks for your support!



Meet the team - Where to next?

We plan to attend a few affiliate events in the coming months and would be delighted to meet you if you are also planning to attend.

Our team will be making appearances at:

SBC Europe | September 15 -18
DMEXCO | September 17 - 18
E-commerce Expo | September 24th - 25th

We look forward to seeing you at one of the events. Contact us to book a time to catch up.

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