

Rightlander.com enhances platform with new PPC Monitor

Innovative affiliate compliance platform rolls out the PPC Monitor to detect brand bidding and non-compliant marketing practices

London – 11 March 2021 – Rightlander.com, the innovative affiliate compliance platform, has launched a new product to help operators take their affiliate marketing activity to the next level. The PPC Monitor has been designed to ensure regular monitoring of desktop and mobile PPC ads to detect non-compliant or misleading marketing practices by affiliates that is likely to have a significant financial or regulatory impact on operators.

Ian Sims, founder of Rightlander, said: ""This area of marketing has long been a high revenue generator for affiliates and operators alike and it is not uncommon for ads to contain non-compliant copy, misleading information or even to deploy devious redirects. Often appearing at the top of search results, this content is highly visible and presents a significant risk to brands operating with affiliates in regulated territories."

The PPC monitor identifies affiliates bidding on client brand names, hijacking traffic and using their own tracking codes to intercept traffic. Rightlander.com follows each PPC link, analysing each redirect looking for tracking codes and identifying the target landing page. From this, the monitor can determine which affiliates are using an operator brand to intercept traffic through their own tracking links or are even redirecting it to 3rd parties.

The tool provides operators with affiliate identifier tracking codes, snapshots of landing pages, snapshots of Google search pages as well as full ad text and landing page URLs. Due to the flexibility of the product, Rightlander.com can create custom configurations based on operator requirements including the scanning of multiple keywords and phrases, mobile and/or desktop emulation, expanding search levels to include country, state or city level.

To complement the PPC Monitor, Rightlander.com has also launched the IGRG 'Prohibited Terms' which monitors UK desktop and mobile PPC ads to detect and identify affiliates who are bidding on the list of 'prohibited terms' provided by the Betting & Gaming Council and which could invite scrutiny from the UKGC, ICO or ASA.

For more information on the PPC Monitor, please contact Jonathan Elkin at

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Editor's notes:

About Rightlander Ltd:

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