

# Rightlander partners with BetBull

*Supplier to help tier one operator improve affiliate compliance*

**London – 22 September 2021** – Rightlander.com, the ground-breaking compliance platform has signed a deal with BetBull to help them improve affiliate compliance and boost responsible gambling measures.

**Nicole Mitton, Head of Customer Success at Rightlander.com**, said: “It’s great to see operators like BetBull partnering with Rightlander to ensure adherence to advertising regulations. These efforts are not only noteworthy from a regulatory point of view, but are also a solid indicator that BetBull are invested in protecting the interests of their stakeholders, affiliates and players in regulated markets.”

Rightlander will offer its technology which encompasses a comprehensive range of affiliate compliance tools which include the Automated Compliance Monitor, a PPC Monitor and a Proactive Affiliate Finder allowing BetBull to remain proactive and in control of their affiliate marketing.

**Gabrielle Mallia, BetBull** said: “We decided to opt for Rightlander because of its ability to give further visibility into our affiliate's practices. The PPC Monitor is particularly key in allowing us to ensure adherence to policies specifically related to keywords and geos of promotion. Rightlander increases the efficiency in our compliance monitoring with its wide scope and allows us to quickly identify any breaches should they occur.”

The Automated Compliance Monitor helps detect non-compliant content across territories including the United Kingdom, Sweden, Denmark, Australia and the United States. The monitor flags potential violations such as missing terms and conditions, outdated offers, incorrect marketing assets allowing BetBull to remain compliant according to their jurisdiction’s regulations.

The Proactive Affiliate Finder scans millions of web pages every month to identify new and prominent sites and the innovative PPC Monitor identifies harmful ads to stop them from appearing on an operator’s branded keywords.

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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](http://www.rightlander.com)

**For more information, please contact:**

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**About BetBull:**

BetBull is an innovative sports betting site that focuses on social features to create a unique experience for users. BetBull launched its operations in 2017 and has been part of Wynn Interactive since October 2020, with its sister company operating in various states in the US under the WynnBET brand.