How the landing page works

Affiliate is a platform which is advertising and exposing us (as a casino company) to a proper target audience. The exposing is done by recommending and redirecting players to our sites. Affiliate receives (for sure) a commission for each player who arrived to one of our sites follow his recommendation.

<Cellxpert> register click and makes a redirect to the affConfig file of the Landing page, for example Site, banner, or following a link to a <Cellxpert> https://spgxlp.com/aff/default? platform, for example email with our btag=38351_96968|||landingEN advertising https://go.affiliates.com/?bta=38351&nci=5646 the affConfig file takes parameters the Landing page template accepts btag and read data from the from the <Cellxpert> like btag, saves the config data to the localStorage localStorage (like: available languages, promo text, conditions, and redirects to the Landing page etc.) and shows the page to the user template the Landing page template following a link with btag to our casino website our casino website registers a redirect from a Landing page https://www.orientxpresscasino.com//? btag=38351_96968|||landingEN

Btag is a parameter concatenating from the affiliate sites to our site and our DB. The Btag gives us the information where the player came from (site\campaign\etc.) and who has to be rewarded for it. Cellexpert btag structure: integer<aff_id>_<integer> <optional_text> |||<integer(banner)> <Optional_text(campaign)>