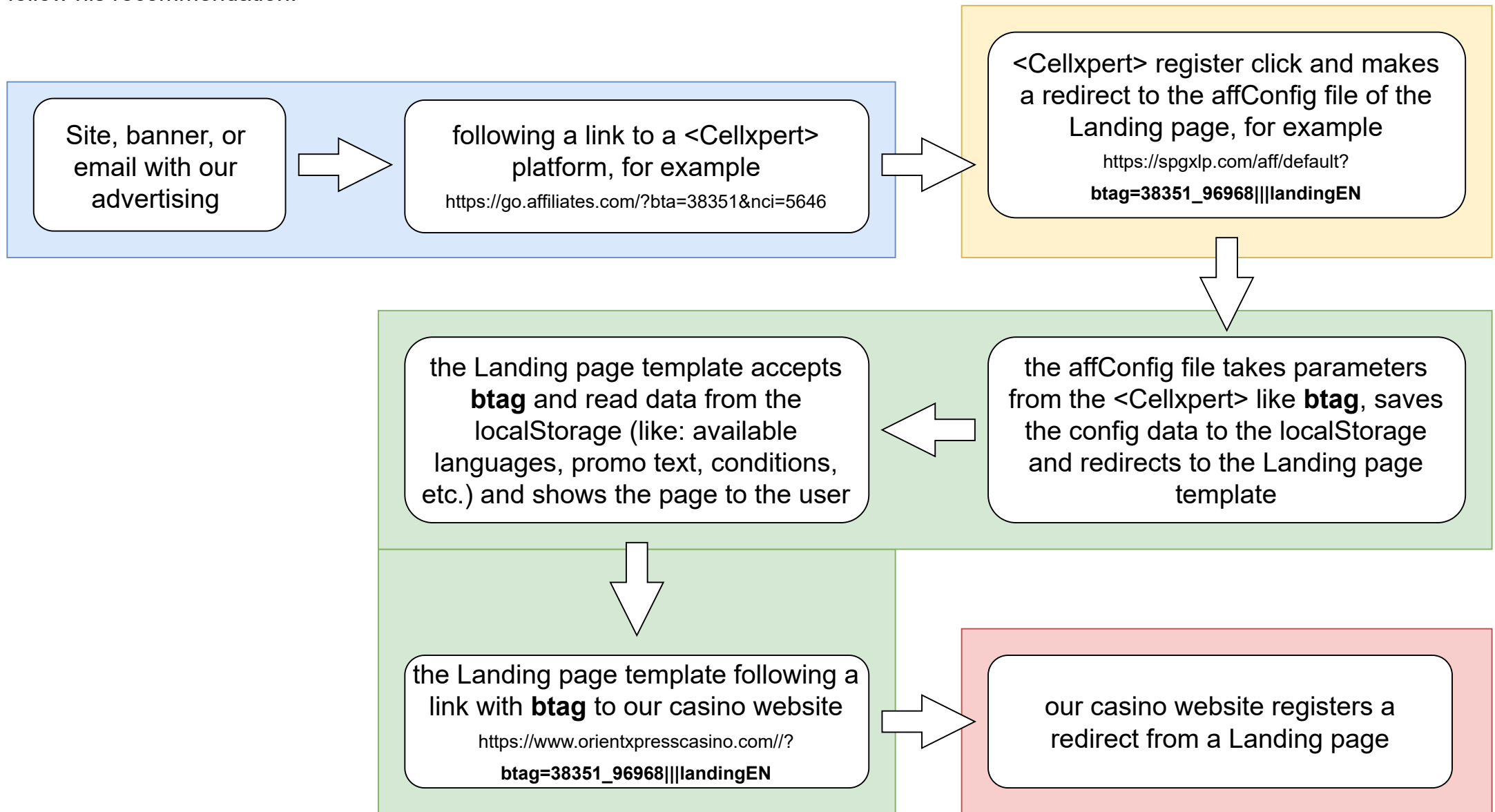


How the landing page works

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.



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)>`