

Affiliate marketing

1. Overview

1.1 What is affiliate?

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.

1.2 Affiliates in our system:

We are currently working with 3 affiliation system:

- 'Income Access'.
- 'Cellexpet'.
- 'MyAffiliate'.

But, actually, we are working in 2 ways: 'Income Access' and 'Cellexpet' ('MyAffiliate' behaves as 'Income Access')

What is the difference between 'Income Access' and 'Cellexpet'?

1. The 'Cellexpet' transfer us the aff_id into btag, other affiliates not (see section 1.4).
2. The 'Income Access' and 'Cellexpet' receive players actions by files (csv files). The 'Cellexpet' receives players actions by API.

1.3 Affiliate per brand:

Only one and single affiliate can work with a certain brand. In other words: only one affiliate per brand.

The way to know what is the affiliate for each brand is via DB ('sysparam' table > 'AFFILIATION_SYSTEM' parameter)

1.4 Btag:

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.

1.5 btag structure:

- Income Access btag structure: `a_<integer>b_<integer>c_<optional_text>`

Example:

- `a_1894b_204c_`
- `a_1885b_420c_`
- `a_2030b_276c_thespecialgifts2`

- Cellexpert btag structure: `integer<aff_id>_<integer><optional_text>|||<integer(banner)><Optional_text (campaign)>`

Example:

- `2287_370917|||none_ridika.default`
- `35347_372130|||RegistrationForm_`
- `35083_373993|||HomePage_`

- MyAffiliate btag structure: `<Token>`

Example:

- `PQ4YXsO2q5nUOsjNOfgKeWNd7ZgqdRLk`
- `FuOKDuCubKDUOsjNOfgKeWNd7ZgqdRLk`
- `ieQz0IK_kMLUOsjNOfgKeWNd7ZgqdRLk`

2. How does it work?

2.1 Income Access:

- Player do registration with an 'income access' btag (see example above).
- Player's btag is saved to:
 - DB > 'Players_L01' table.
 - BOUI > 'Acquisition Channel' tab.

Players lookup > Player Details

Player Details

Linked Accounts
Important notes
-Player has Blocked Payment Methods
-Player has Related Accounts

UID: 22
Username: yochi3
Account Status : Active

Players Activities Promotion Report

First Name	Lalin	Total Balance	€0.00
Last Name	Levi	Bonus Balance	€0.00
Remaining Wagering Balance	€0.00	Available to withdraw	€0.00
Average bet	€0.00	Average deposit	€0.00
Favorite game		Max Balance	€0.00

Personal Details Financial Games History Self Exclusion Limits Loyalty Acquisition Channel Logs Risk Un-tag

Banner Tag a_12b_23c_yochi

Registration Bonus Code

Username dvir@playerdelivery.com Site ID 12

Site Name Banner ID 23

Creative Name 5555 welcome black 728x90 Affiliate ID 4509

Banner Type Banner

- In parallel, two processes are running behind the scenes:

- API - getting all affiliate details from 'income access' and saving it in 'affiliate_btag' and 'affiliate' tables.
- Parser - has few tasks:
 - dividing btag to: $a=site_id$, $b=bunner_id$ saving it to DB (affiliate_btags table).

affiliate_btags @pr_bbo (... x)

File Edit View Window Help

Import Wizard Export Wizard Filter Wizard Grid View Form View Memo Hex Image Sort Ascending Sort Descending

id	banner_id	affiliate_id	site_id	site_name	creative_name	banner_type	updated
1053	23	4509	12		5555 welcome black 728x90	Banner	2015-10-08 09:42:16

- finding the affiliate belongs to each btag and saving it in 'Players_L01' table > 'affiliate_btag_id' column.

MdGm_toPlayers_L01 @

File Edit View Window Help

Import WizardExport WizardFilter WizardGrid ViewForm ViewMemoHexImageSort AscendingSort DescendingRemove SortCustom Sort

phone	phone1	phone2	phone3	phone4	mobile	mobile	mobi	mot	mo	promo	remem	friend	registrat	boni	mark	vipSegn	avoidPay	identif	platfo	basel	lastDomain	billboard	btag	nonLi	registration	registri	hideFr	perman	tag_status	reg_status	modified	affiliate_btag_id	dyna
(Null)	(Null)	(Null)	(Null)	(Null)	13-123456789	New	(Null)	(Null)	(Null)	(Null)	192.168.0	0	14	1	(Null)	(Null)	Brows	0	https://www.o	(Null)	a_12b_23c_yochi	0	1	0	0	100	2017-07-06 08:26:15	100	2017-07-06 08:26:15	1053			

- Player's activities are saved (in addition and except of all other trivial locations) to 'IA next players' (BOUI) - there you will be able to see all player activities (registration, deposit, bet, win, withdraw, adjustment, reverse deposit and bonus).

In addition, in the 'IA next players' list you will be able to see player's: 'btag', 'affiliate name' and 'affiliate ID'.

In case of empty 'affiliate name' and 'affiliate ID' fields, you have to wait (at about) 10 minutes and refreshing the page. If doesn't work you have to ask Dev\IT about the two processes above ('API' and 'Parser') if they are running correctly.

Player ID	Player name	User name	Affiliate ID	Affiliate Name	F tag	VIP Segmentation	Send registration	Registration Date	Deposit	Deposit Count	Bet Win	Approved Withdraw	Balance adjustment amount	Tag Status	Action
26000851	Test5 Test player	yochi5	2	ofing	PQ4YXsO2q5kWqczuvZc...	1	No	2017-12-25 09:18:53	0.00	0	2.94	0.00	0.00	Tag	Edit
26000854	Alla Rter	product			elad_btag	1	Yes	2017-12-26 06:53:22	100.00	1	0.00	0.00	200.00	Tag	Edit
26000858	Ser Pli	yochi6	2	ofing	PQ4YXsO2q5kWqczuvZc...	1	Yes	2017-12-26 09:08:37	0.00	0	22.20	0.00	30.00	Tag	Edit
26000860	tupac qa	vair_y835	2	ofing	PQ4YXsO2q5kWqczuvZc...	1	Yes	2017-12-26 09:16:44	0.00	0	0.00	0.00	0.00	Tag	Edit
26000861	Test player Test7	yochi7	2	ofing	PQ4YXsO2q5kWqczuvZc...	1	Yes	2017-12-26 09:23:38	0.00	0	0.00	0.00	0.00	Tag	Edit
26000862	dfdsf dfdsf	vair_test001			a_17b_6943c_casino1...	1	Yes	2017-12-26 09:41:05	0.00	0	3.60	0.00	200.00	Tag	Edit

- In parallel, an 'income access' process is running and player's activities are saved to two tables in DB:
 - ➔ 'income_access_registration' table.
 - ➔ 'income_access_sales' table.

2.2 Cellexpert:

- Player do registration with an 'Cellexpert' btag (see example above).
- Player's btag is saved to (same as 'income access'):
 - ➔ DB > 'Players_L01' table.
 - ➔ BOUI > 'Acquisition Channel' tab.
- In parallel, two processes are running behind the scenes:

1. Parser - dividing the btag to 3 sections: Affiliate ID, getting all affiliate details from 'income access' and saving it in 'affiliate_btag' and 'affiliate' tables.
2. API
3. Parser - finding the affiliate belongs to each btag and saving it in 'Players_L01' table > 'affiliate_btag_id' column.

Affiliate name	Btag structure	Parser and API processes
Income Access	a_1885b_420c_	API process - first. Parser process - second
Cellexpert	2287_370917 none_ridika.default	Parser process - first. API process - second.
MyAffiliate	PQ4YXsO2q5nUOsjNOfgKeWNd7Zgq dRLk	API process - first. Parser process - second.