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
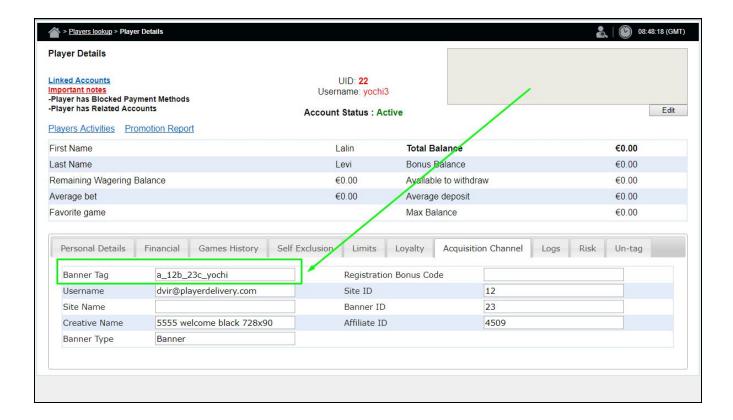
    (campaign)>

    Example:
    ➔ 2287_370917|||none_ridika.default
    ➔ 35347_372130|||RegistrationForm_
    ➔ 35083_373993|||HomePage_

- MyAffiliate btag structure: <Token>
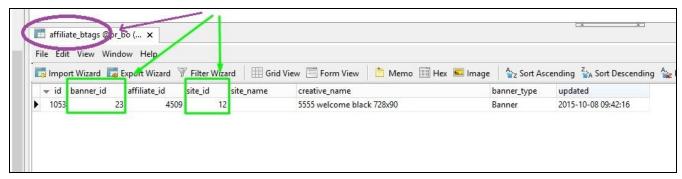
    Example:
    ➔ PQ4YXsO2q5nUOsjNOfgKeWNd7ZgqdRLk
    ➔ FuOKDuCubKDUOsjNOfgKeWNd7ZgqdRLk
    ➔ ieQz0IK_kMLUOsjNOfgKeWNd7ZgqdRLk

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.

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

    1. API - getting all affiliate details from 'income access' and saving it in 'affiliate_btag' and 'affiliate' tables.

    2. Parser - has few tasks:

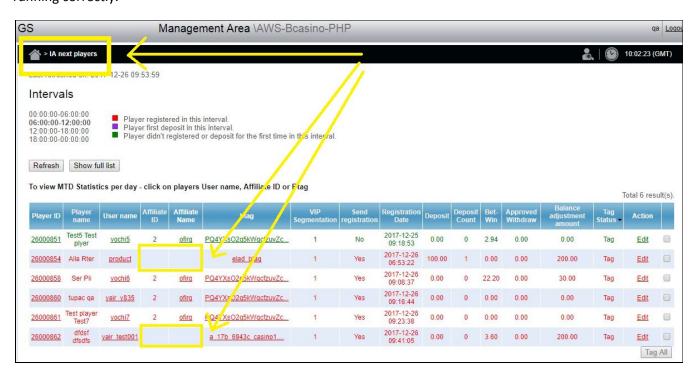   ➔ dividing btag to: a=site_id , b=bunner_id saving it to DB (affiliate_btags table).

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

- 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.

- 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	PQ4YXsO2q5nUOsjNOfgKeWNd7ZgqdRLk	API process - first. Parser process - second.