



Technical Questionnaire

Answer the following questions to the best of your abilities. In the event you are unable to answer a question or are unsure of an answer do not hesitate to reach out to your Integration Specialist for clarification. It is important to note that if the questionnaire is not fully complete, your integration cannot continue.

1. Pointing the Sub-Domain

As part of your integration, you must point your affiliate sub-domain to a specific CNAME / Alias that Income Access provides to you. Once this task is complete and the website is active, you will be able to access the affiliate program software. To minimize the down time on a brand-new domain, Income Access will only port your platform to our production servers once we can confirm that your domain is correctly pointed to the CNAME.

2. Login Boxes

To make your front-end and the Income Access back end interact together, we suggest including the following components on your front-end pages:

Affiliate Login: To allow affiliates to login to the program, there are 3 options:

- **Login Links:** You can have all your 'login' links point to the back-end login page:
<http://affiliates.yourdomain.com/login.asp>
- **Login form:** You can include a login form on your hosted front-end pages and give affiliates the opportunity to login directly from the front end; any errors will be handled by the back-end pages. Please see a sample code below of how the HTML fragment would look like.

Signup button and links: Have any signup buttons and/or links point to the registration page on the back end: <http://affiliates.yourdomain.com/registration.asp>

Password Reminder: Have your password reminder link to the back-end password reminder page:
http://affiliates.yourdomain.com/password_reminder.asp

Example of login HTML fragment:

```
<center>

<form id="ChronoContact_Sign_In" name="ChronoContact_Sign_In" method="post"
action="http://affiliates.[Your_Domain_Name].com/login.asp">

    <table>

        <tbody>

            <tr><td><input name="username" type="text" size="15"> Username</td></tr>

            <tr><td><input name="password" type="password" size="15"> Password</td></tr>

            <tr><td></td></tr>

            <tr><td><input align="center" name="submit" type="submit" size="15" value="Login"></td></tr>

        </tbody>

    </table>

    <p class="small">

        <a href="http://affiliates.[Your_Domain_Name].com/password_reminder.asp">Lost Your Password?</a>

    </p>

    <p class="small">

        <a href="http://affiliates.[Your_Domain_Name].com/registration.asp">Not a member yet? Sign up now</a>

    </p>

</form>

</center>

</div>
```

3. SSH and Public IP Address

An SFTP connection, if chosen, requires SSH key cryptography to authenticate the server. To enable the SSH key cryptography, Income Access requires your System Administration team to send over your Public SSH Key (in .pub format) and the Public IP of the server that will be used to send the daily data files to Income Access.

Example of how to retrieve your server's Public IP:

- By using the following command you will be asked a few other details (like passphrase and destination for the keys):

```
$ ssh-keygen -t dsa
```

With this command a SSH2 key will be generated on the path specified. With this complete, please send back the .pub SSH file so we can use this on our server. Before sending back the technical questionnaire, please ensure you have attached the file containing your SSH key.

Please provide your public IP Address:

Public IP Address

4. SSL Certification

Secure Socket Layer (SSL) encryption is an additional layer of security that must be applied to your affiliate program website. This certification encrypts data transferred in packets (like user passwords, payment method details, etc.) over the internet to ensure a secure transfer of sensitive data such as affiliate payment information and contact details. It requires a separate application to the registrar. Having an SSL certification is a mandatory requirement for your integration.

Please ensure to attach your valid SSL certificate, in .pfx format ideally, when returning this document.

If you have not yet purchased your SSL certificate, please ensure that the certificate is valid for your affiliate program sub-domain (that you have selected above) and that it is compatible with an IIS7 configuration.

If you are unsure how to purchase an SSL certificate, Income Access can help you obtain the correct SSL certificate by providing you with a **CSR Request** which can be generated with the following information about your company:

- Friendly Name
- Country/Region

- State / Province
- City
- Organization
- Organizational Unit
- Affiliates Sub-Domain

5. Tracking Process

Income Access software uses a standard, cookie-based affiliate program tracking method for your traffic. When configured accordingly, cookie-based tracking ensures that the first affiliate to refer a given player gets the traffic and subsequent revenue from that player. With cookies, you can decide how long a given player referral will remain active. This method of tracking is preferred by most affiliates. The use of cookies makes sense in this context since a player may or may not register the first time they reach your website. It is important to note that the Ad Serving technology *does not rely* on cookies but uses them if they are there. This flexibility allows it to be compatible with our Mobile Tracking Technology as well, where the use of cookies is not an option.

Below is an overview of how Income Access tracking works (steps 4, 5, and 6 are the portions your developers or software provider will need to complete):

- 1) Affiliates will take the banner code from the Affiliate Program and place it on their website(s).
- 2) Upon a click of the banner, Income Access drops its cookies as well as other Ad Serving relevant data on the player's device. (geo-location as well as strategy, campaign and Ad Data)
- 3) Upon the click of this banner, the player gets seamlessly re-directed to the appropriate landing page.

In the background Income Access will:

- Record click information onto the Income Access database.
 - Drop an affiliate referral cookie (in case the customer eventually becomes an affiliate, the affiliate referral will be enabled by this cookie). The only purpose of this cookie is the tracking of affiliate referrals.
 - Build the final redirect URL based on the Ad Serving Strategies as well as geo-location and merchant settings.
 - Redirect customer to the final landing page URL.
- 4) The player lands on the final landing page (your player registration page) with the Income Access tracking variable which is called the BTAG.
 - 5) Your website reads the BTAG and creates a cookie that records its value as the same BTAG on the player's machine.
 - 6) When the player finally creates an account, your website reads this BTAG (contained in the cookie) and tags the player registration record with it. This way, any valid player that registered

using an Income Access generated link must also be associated with a valid BTAG transmitted in the query string.

6. Installing the Ad Serving Pixel

The Ad Serving pixel is used to send attribution data on registrations back to Income Access as the registration takes place. This data is used to load data in specific ad serving reports. To make the installation of the pixel easy, we suggest that it be placed in an iFrame on the **player registration confirmation page** on the gaming website. Note that formats other than iFrame are fine for this implementation.

```
<iframe style="display:none"
```

```
src="[client's new tracking url]/Processing/Pixels/Registration.ashx?PlayerID=[playerid]">
```

```
</iframe>
```

[client's new tracking url]: This will be provided to you by your Integration Specialist once it has been created. The standard naming convention for the client tracking domain will follow a convention which normally looks like the following:

WI[**brandname**].adsrv.eacdn.com

[playerid]: Player ID is a **unique numeric identifier** from your player database that you would like Income Access to refer to this player as within the reports. This value needs to be **dynamically populated** upon player registration on your system. This means, as a player registers for the first time, a new ID needs to be assigned to this player and then populated into this pixel before it is rendered (fired) on the player's PC in the iframe. Your Integration Specialist will be there to guide you through the pixel installation process. Please note that not all ad serving reports will capture all data completely until this pixel is installed and test fired successfully.

7. Cookies

A cookie generator code must be included on any page where you wish to direct players. Any future pages added to your site will need to include the cookie generation code to ensure that there are no breaks in player tracking. A cookie should be created for every redirect to your page that includes an Income Access BTAG in the landing URL. You can define the expiration time for this cookie. Income Access suggests your cookie last for a minimum of 30 days as per industry standards. This ensures that if an affiliate sends a player to your site, they are credited with that player's traffic and revenue if that player signs up on your site within 30 days of originally landing on your page via this affiliate's banner. If the player is directed to your website from another affiliate's banner after 30 days, then the second affiliate is credited with the visit.

7.1 Cookie Rules

The following are guidelines suggested by Income Access which follow industry standards. If you feel these guidelines do not fit your business needs, please advise your Integration Specialist and they will help you find the best solution for your business. When a player lands on your website with a BTAG included in the URL, a cookie must be created on the user's machine. Please use this logic to implement the cookie code:

- When the customer lands on your site with a BTAG on the URL, check if there is already a cookie:
 - If a cookie with a BTAG exists on the machine, do not overwrite it.
 - If a cookie without a BTAG exists on the machine, then overwrite the cookie.
 - If there is no cookie on the machine, create one and include the BTAG.
- When the customer registers on your site, read the BTAG contained in the cookie.

If you have an existing cookie code that you would like to use to track the affiliate BTAG variable, please edit it to record the BTAG value that will be passed from the affiliate banner to your site.

Below you can see a sample of ASP code for how the cookie will be created. Note that this is only an example. Cookies can be created in many ways. You will have to decide your method depending on your requirements.

```
Response.cookies("btag") = affiliatecookie
```

```
Response.Cookies("btag").Expires = DateAdd("d",application("cookielife"),now())
```

```
Response.Cookies("btag").domain = networkcookiedomain
```

In addition, you can also find various websites which can provide more examples of how to drop a cookie in the language and characteristics you need:

- Dropping a cookie in PHP: <http://php.net/manual/en/function.setcookie.php>
- Dropping a cookie in JavaScript: <http://www.quirksmode.org/js/cookies.html>
- Dropping a cookie in ASP.Net: <http://www.asp.net/web-forms/videos/how-do-i/read-write-and-delete-cookies-in-aspnet>

8. Income Access Tracking Variable

Income Access software uses a specific tracking variable called a "BTAG" to track incoming traffic from your affiliates or media partners. Your database administration and development teams must store the BTAG sent to your page via the clickthrough process described above into a cookie that is written on the customer's machine. Additionally, you need to be able to tag the registering customers with this BTAG.

The BTAG is an alphanumeric string with three components that can be up to 250 characters long. The components are:

- **a_[integer]:** This component contains a numerical affiliate site identifier. This number is assigned to an affiliate account's sites. An affiliate can have several numerical identifiers.
- **b_[integer]:** This component contains a numerical banner/creative identifier. This number is used to identify the creative that generated the traffic and to track the performance of your creative materials.
- **c_[alphanumeric keyword]:** This is an additional optional parameter that is used to track additional information such as PPC Keywords, campaign identifiers or other additional custom affiliate data. The maximum suggested amount is 250 characters –this is also dependent on what you can store. You can review this with your Integration Specialist.

Below is the actual BTAG format along with an example of an actual BTAG:

- **Format:** a_[int]b_[int]c_[alphanumeric]
- **Example:** a_564b_765c_free-bonus-campaign

9. Client Tracking Implementation

Income Access supports multiple tracking URL types. Below is a list of the most common types and their configuration. Please note that the examples represent a basic set of standard parameters. If you require additional affiliate information to be sent to your page via your tracking URL, please notify your Integration Specialist. Tracking Implementation is completed by your Development and Database Administration teams or that of your gaming software provider. Check with your teams and/or software provider(s) to ensure that one of the below tracking options can work for you. If you require additional assistance or if your teams and/or provider would like to discuss alternative tracking implementations, please contact your Integration Specialist.

- Standard Tracking Implementation
 - **URL Format:** [landing_page]?bttag=a_[int]b_[int]c[alphanumeric_keyword]
 - **Sample:** http://www.yourbrandhomepage.com?a_987b_789c_samplecampaign

This type of tracking implementation uses a simple and straightforward method. The Income Access BTAG is simply appended to the URL of your main page. The main page will also be responsible for creating and writing the cookie onto the customer's machine. This option requires that any desired landing page use the same tracking implementation. A page that does not create and write the tracking cookie and/or retrieve and store the Income Access BTAG should not be used as a landing page since any traffic redirected to it will not be tracked.

- SEO Tracking URL with Redirect (**recommended**)
 - **URL Format:**
[SEO_Tracking_Page]?btag=a_[int]b_[int]c_[alphanumeric_keyword]&targeturl=[final_landing_page]
 -

Sample: http://trackinggateway.youraffiliatedomain.com?btag=a_435b_564c_samplecampaign&targeturl=http://www.affiliatepromotionalwebpage.com

This type of tracking implementation is the most flexible option. The additional tracking page and subsequent redirect allow your marketing team and your affiliates to direct players to additional splash and promotional pages instead of exclusively directing them to your brand's main page while taking advantage of SEO link back.

In this type of implementation, the SEO tracking page will be the page that creates and writes the cookie with the BTAG values passed on via the Income Access Clickthrough process, which will ensure that the potential customers will be tracked without adding any additional implementation on the final landing page.

- Numeric Tracking (**not recommended**)
 - **URL Format:** [landing_page]?affid=100xxx000yyy
 - **Sample:** <http://www.yourbrandhomepage.com?affid=1004321000546>

This type of tracking is used only when the integrating system can only record tracking variables exclusively with numeric values. This tracking implementation is not recommended as it has severe limitations. If your system requires the exclusive use of numerical values, please ensure your tracking implementation and corresponding database fields can accept a minimum of 15 characters. The numerical value is parsed as follows; the example used is the value in the above sample link:

1004321000546

- 1 is a prefix
- 0 is a placeholder value
- 4321 represents the affiliate identifier
- 546 represents the banner/creative identifier

11. Tracking Implementation

Income Access supports multiple tracking URL types (see below for details and URL types, and above for more detailed explanations of each type).

The examples given represent a basic set of standard parameters. If you require additional affiliate information to be sent to your page via your tracking URL please notify Integration Specialist.

NOTE: All links direct from the IA Ad Serving domain (example: wlyoursite.adsrv.eacdn.com) and are then redirected to your landing page using a 301 redirect.

Tracking URL Type	Media Partner	Please check and indicate URL sample
Standard	URL Format: [landing_page]?btag=a_[int]b_[int]c_[alphanumeric_keyword] Sample: http://www.yourbrandhomepage.com?btag=a_987b_789c_samplecampaign	
Tracking Gateway	URL Format: [SEO_Tracking_Page]?btag=a_[int]b_[int]c_[alphanumeric_keyword]&targeturl=[final_landing_page] Sample: http://trackinggateway.youraffiliateddomain.com?btag=a_435b_564c_samplecampaign&targeturl=http://www.affiliatepromotionalwebpage.com This option is used to drop a cookie your customers before leading them onto pages that are not your main gaming site such as promotional splash pages.	
Numeric	URL Format: [landing_page]?affid=100xxx000yyy Sample: http://www.yourbrandhomepage.com?affid=1004321000546	

12. Offline Tracking (Bonus and Promotional Codes)

Income Access software supports the creation and use of promotional codes for offline marketing campaigns. The process of creating and using these codes require the involvement of several individuals or teams as the Income Access affiliate program is hosted separately from your own web services and applications. The process outline is as follows:

- **Request for an offline tracking code:** affiliates and marketing partners can request offline tracking codes directly through the Income Access software. The code request tool automatically generates a code request message which is sent to the administrator's mailbox within the software. Alternatively, the administrator can create a marketing account in the software to track offline campaigns, in which case this step can be disregarded.

- **Code Verification:** The administrator then needs to verify that the desired code has not already been used. The Income Access software requires that all offline tracking codes be unique.
- **Coordinating the Code Creation:** Once the code is created in the Income Access software through the appropriate module, a new BTAG will be generated for the code. Make a note of both the code and its corresponding BTAG and communicate these to your team or your provider's technical team as they will need to mirror the code value and the associated BTAG on the system housing the gaming software.

Example of expected flow:

The software provider (or your technical team if you provide your own software) receives initial information from you requesting the offer to be set up with a value using a promotional code which should be reported back to you as a BTAG.

Example of code and offer:

Offer: \$10 Free on registration

Value: \$10 added to player's account when registering and stating code

Code: "10free"

BTAG: a_328b_0

When a player registers and enters the code, it will take precedence over the regular tracking code found in the cookie placed on their computer. This code is then matched to the proper BTAG (in this case a_328b_0) by the software provider on their end, resulting in a sales file containing the proper information to credit the promotional code owner with the new player and its associated sales figures.

12. Net Gaming Revenue Settings

The Income Access platform can support a variety of options to help calculate the commissionable Net Gaming Revenue for your affiliates. CPA commissions, Revenue Share deals and hybrids of CPA and Revenue Share are all supported.

The CPA criteria and calculation of commissionable NGR are dependent on the data made available to Income Access by either your data warehouse or that of your gaming software provider(s). Below are examples of possible commissionable Net Gaming Revenue calculations that Income Access can help calculate for your affiliate program.

12.1 Standard NGR Calculations – NGR with no tax or admin fee deduction

This model assumes that your data warehouse team or gaming software provider(s) can provide a gross gaming revenue figure that already takes into account administration fees, taxes paid on player activity (such as the 20% Danish GGR Tax) or any other types of deductions.

Sample calculation formula:

Gross Gaming Revenue – Bonuses given to players* – Chargebacks* = Commissionable Net Gaming Revenue.

*Please Note that negative values in these fields will result in an addition (100 – [-10] – 0 = 110).

12.2 Non-Standard NGR Calculation – NGR with admin fee deduction

This model assumes that additional admin fees must be deducted from the GGR amount provided by your data warehouse team or gaming software provider(s) to calculate the Commissionable NGR. The GGR amount provided should account for any taxes paid on player activity (such as the 20% Danish GGR Tax).

Sample calculation formula:

Gross Gaming Revenue – Admin Fees – Bonuses given to players* – Chargebacks* = Commissionable Net Gaming Revenue.

*Please Note that negative values in these fields will result in an addition (100 -20 – [-10] – 0 = 90).

12.3 Non-Standard NGR Calculation – NGR with tax deduction

This model assumes that additional taxes must be deducted from the GGR amount provided by your data warehouse team or gaming software provider(s) to calculate the Commissionable NGR. The GGR amount provided should account for any admin fees.

Sample calculation formula:

Gross Gaming Revenue – Taxes – Bonuses given to players* – Chargebacks* = Commissionable Net Gaming Revenue.

*Please Note that negative values in these fields will result in an addition (100 -10 – [- 10] – 0 = 80).

12.4 Non-Standard NGR Calculation – NGR with tax and Admin Fee Deduction

This model assumes that additional admin fees and taxes must be deducted from the GGR amount provided by your data warehouse team or gaming software provider(s) to calculate the Commissionable NGR

Sample calculation formula:

Gross Gaming Revenue – Taxes – Admin Fees – Bonuses given to players* – Chargebacks* = Commissionable Net Gaming Revenue.

***Please Note that negative values in these fields will result in an addition (100 -20-10 – [- 10] – 0 = 80).**

12.5 Non-Standard NGR Calculation – No NGR Calculation

This model assumes that your data warehouse team or gaming software provider(s) will calculate any fees and deductions and that Income Access should display all amounts as is.

Please provide your desired NGR calculation for each merchant:

NGR Calculation: Standard/nonstandard	Merchant/Brand Name	Admin rate	Tax fee
Example: Standard	Brand A	0%	0%

13. Bulk Email SMTP Settings

Communicating with your affiliates, whether it is to inform them of important upcoming events, exciting new campaigns, or the latest suite of creatives you have made available, is always an important part of any affiliate program. Through the internal bulk e-mail tool, you can manage your email marketing through one interface by sending out mass communications to all affiliates or groups of affiliates.

The Income Access Bulk Email tool allows you to send bulk emails to affiliates through your SMTP server. Sending bulk emails through a dedicated email server with your own domain ensures better delivery and receipt. You can set up your mailer in either plain text or HTML and use the built-in merge fields to tailor and customize your communications to directly reflect your individual affiliates. If you intend to use email marketing strategies with your affiliates, this may be a good option for you.

Do you wish to use this feature, or do you prefer to handle bulk emails on your own?

Description	Desired Setting
<p>Bulk Email allows you to tailor all aspects of the White Label into your domain name. Auto responders, earnings, alerts etc will be marked as coming from "youralias@yourdomain.com"</p> <p>Please indicate whether or not you would like to use this feature</p>	<p><input checked="" type="checkbox"/> Yes, I would like to use this tool, and will provide needed information below</p> <p><input type="checkbox"/> Yes, I would like to use this tool, but have no knowledge of the needed information</p> <p><input type="checkbox"/> No, I will not be using this tool</p>

If you selected to use the Bulk Email tool on your White Label, please provide us with the following SMTP Email Server details from your Systems Administrator. Your Integration Specialist will show you how to set this up:

FIELD NAME	DESCRIPTION	VALUE
@smtpserver	Server Name	
@smtpserverport	TCP Port (if different from 25)	
@smtpauthenticate	Does this server require authentication (true/false)	
@sendusername	Username (if the Server requires Authentication)	
@sendpassword	Password (if the Server requires Authentication)	
@smtpusessl	Does the server use SSL certification (true/false)	

14. Customizations

Other customizations can be made depending on the request. If these customizations fall outside the initial agreed upon scope, they are subject to additional fees and will only be considered once the original scope has been completed.