

Embracing Growth, Innovation, and New Opportunities

As Q1 2025 wraps up and spring approaches in the Western Hemisphere, it's the perfect time to reflect on the relationship between marketing and compliance. Are they truly adversaries, or is that just a misconception? At Rightlander, we believe they can—and should—work in harmony to promote responsible marketing, build trust, and fuel growth. Still skeptical? Read on to see how they align for success.



Compliance vs Marketing.....who wins?

Marketers are constantly challenged to stay ahead of a rapidly evolving regulatory landscape and adapt their advertising practices accordingly. At times, they feel regulation takes away their creativity and ability to increase revenue opportunities. Similarly, those charged with protecting their brand's reputation and complying with regulatory standards believe they need to reign in their marketing team's activities. Should one dominate the other? Not at all! When aligned, compliance provides the guardrails that allow marketing to innovate responsibly, build trust and ensure long-term success..



Compliance-Driven Intelligence for Smarter Marketing!

We have challenged ourselves to give you a comprehensive solution that not only safeguards your brand but also fuels your affiliate success. Our solution seamlessly integrates compliance checks with marketing intelligence, uncovering revenue-generating opportunities from risk-assessed sources.

Key features include:

- Automatically analyse all your existing affiliate sites page by page in real time to gain **comprehensive traffic data**
- Automatically analyse your affiliate database for any **risky content**
- Leverage built-in opportunity trackers to **identify revenue opportunities** within your affiliate base for themed keywords such as the upcoming Grand National
- Always stay on top of where your competitors are advertised and **avoid missing out on top placements.**

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Rightlander Intelligence Workbench

With the above sample of innovative tools, we're making compliance work smarter for you.

Rightlander at the London Gaming Congress: Key Insights & Industry Challenges



Ian Sims - Founder, Rightlander

What an event! The London Gaming Congress brought together some of the brightest minds in the industry to tackle today's most pressing gaming challenges. Our Founder, Ian Sims, took center stage in a thought-provoking discussion, exploring critical topics shaping the future of gaming:

- ◆ The rise of Crypto Casinos – A revolutionary shift or a regulatory minefield?
- ◆ Diverging regulations & player safety – Are we finding the right balance?
- ◆ Industry transparency – Where can we improve?

These conversations are vital in driving meaningful change and setting new standards for the gaming community. As always, Rightlander remains at the forefront of responsible gaming and compliance. Watch the panel discussion here: <https://vimeo.com/1068472732/c30ab443b2?share=copy>

Welcome Aboard Our Newest Clients!

We're delighted to welcome **Greentube, Kraken, Suprnation, and Yolo** as they partner with Rightlander to enhance their optimal affiliate performance whilst maintaining compliant marketing! Our newest clients leverage Rightlander's Trackback Discovery, compliance monitoring, and intelligence solutions across multiple regions to strengthen their regulatory compliance, affiliate program oversight, and brand protection. From supporting UK affiliate program launches to ensuring MiCA compliance for crypto marketing and meeting UKGC obligations, these industry leaders are taking proactive steps to maintain responsible and compliant marketing practices.



Meet the team - Where to next?

We plan on attending a few affiliate events in the coming months and would be delighted to meet you.

Find us at the following events:

Affilifest | May 1
SBC Summit Malta | June 10 - 12
iGB Live London | July 1 - 4
Elevate Summit | July 15

We look forward to seeing you. Contact us to book a time to catch up.

Affilifest

SBC | SUMMIT
MALTA



ELEVATE SUMMIT