



CONSULTING & DEVELOPMENT

SERVICE
OFFER
DESCRIPTION



GROW THE BUSINESSES WITH US

With over 8 years of experience in running self-operated Gambling and Affiliate Marketing products, our team of professional project managers, developers and financial specialists is ready to provide an all around support in launching and scaling of your Gambling business!

- Fresh casino products launch

- Affiliate Marketing business development

- Current projects consulting & audits

- Financial scaling
troubleshoot

- Marketing
researches

- Players potential
analysis

- CPA, CPL, Hybrid, Rev Share
models

- Design & services
development





STARTING NEW ONLINE CASINO

Thinking about your own Brand, but not sure where to start from?

AffConsult is here to help!

TRY OUT OUR DEALS:

- GEO research - Financial planning

- Product & project structuring - White Label & Turnkey

- Providers, Antifraud, VIP management, Players retention, KYC & AML services

- Marketing strategy & bonus systems

- Law & licensing services - Workforce teaching & optimization



AFFILIATE MARKETING SOLUTIONS

Affiliate Program makes it easy to attract and monitor traffic from the worldwide Partners!

NEW PRODUCTS:

- Turnkey development
- Front page & Cabinet design
- Offer models planning
- CPA, CPL, Hybrid, Rev. Share accounting
- Marketing & SMM services
- Cohort analysis
- Departments set-up
- Affiliate program administration

EXISTING PRODUCTS:

- Affiliate Statistics refactoring
- Project re-designs
- Marketing strategies analysis
- Payment models optimization
- Antifraud systems development
- All-round service improvement
- Departments productivity audit
- Microservices implementation

CASINO PRODUCT COMMON ISSUES

The combination of classical product related problems and situations:

« I want to launch my own online casino brand, but I don't understand how much it should cost and what strategy to choose! »

« I am unable to structure the development procedure! »

« I have many abusers and bonus hunters in my product! »

« The average GGR is constantly decreasing! »

« I feel like the retention marketing is not working well! »

« I don't know which slot providers and payment systems are popular within specified countries! »

« I am facing an incoming players quantity downturn! »

« The product has been operating for more than a year, however it is unscalable! »

« My player's average deposit rate is low. The players are afraid to play at the casino! »

« I have no clue how to work with the VIP players! »

**« How do we open a new players region?
What should we begin with? »**

AFFILIATE PROGRAM COMMON ISSUES

Affiliate Marketing requires special knowledge and assistance:

« We've heard about Affiliate Marketing, but not sure where to start from! »

« Our front-page design is way too old! »

« We need more high level Affiliates in our Program! »

« We are opening a new region and want to find out about local CPA & CPL rates !»

« Can You develop an automatic CPA payback & cohort analysis tool? »

« The general traffic quality from our Affiliates is constantly decreasing! »

« The CPA payback schedule is fluctuating way too much!

« My Affiliate managers just don't know how to communicate with English speaking Affiliates! »

« We are getting too many rubbish Affiliates! »

« We've heard about Affiliate conferences and would like to participate in one of them! »

« We are facing difficulties with understanding of the common casino traffic sources! »

« We would like to set up a bonus shop/program for the Affiliates! »



CASINO CASE STUDIES



Given:
Our Client purchased a Maltese turnkey pack from the world known service provider and faced difficulties with initial players attraction and management.

- Discoveries:**
- Undiversible list of accepted regions
 - Poor retention marketing
 - Low understanding of statistics
 - Small GGR per player numbers



OUR SOLUTIONS:

Focus shift to 4 Tier-1 countries, that led to an increase in players management quality.

Developing of specific bonus programs. Sms and email marketing means improvement.

The Client did not have any professional background in online Casinos and was vague about product mechanics. Our team has given multiple speeches and lessons regarding the business terminology, financial and managerial aspects.

Apart from increasing the monthly active players inflow, we have managed to positively double up the game turnover leading the product to monthly paybacks.





AFFILIATE PROGRAM CASE STUDIES



Given:

Due to a rapid quartile business scaling, the Client faced difficulties with Affiliates traffic analysis, CPA paybacks and department structure.

Discoveries:

- Large volumes of new Affiliates registrations
- Poor CPA & Hybrid traffic control & management
- No knowledge base regarding players cohort analysis
- Low quality of Affiliate Program Software



OUR SOLUTIONS:

Complete restructuring of the Affiliate Department into Supports, Accounts and Networks managers.

Updating the CPA payment model KPIs, introduction of diverse baseline and FD/RD% accumulatives.

Developing a specific cohort analysis tool that automatically verifies all Affiliate's subchannels.

Complete front page redesign, anti fraud tool code refactoring, admin panel flow optimization.



SMART GAMBLING SOLUTIONS

Thank
You

