

## The Odds are Good for Winner.com and TradeDoubler

Friday 26 April, 2013

Winner.com, a leading online casino has announced the launch of an industry first App-Only affiliate program in partnership with TradeDoubler.

The deal involves a mobile-first experience that looks beyond affiliate banners, links and marketing assets. Instead allowing affiliates to effectively capture and monetize their mobile traffic by simply adding one line of code to their services, thus taking advantage of CPA, CPL and CPI models for a range of sports betting. These include casino, poker and bingo games as well as the popular Marvel and Pink Panther Roulette.

With approximately 75% of smartphone users embracing the mobile app world in 2013, Winner.com have proactively adapted to this new consumer behavior ensuring their affiliates have an accessible and multi-channel presence on as many devices as possible.

Most affiliate strategy models target consumers at their PC's, but with the mobile-app approach carried out by Winner.com, users can now be targeted whatever the time or location, be it on lunch breaks, sunny beaches and everything in between.

Providing this app based service also allows for tighter integration with a user's handset, resulting in better application performance and access to a wider range of features and information. This coupled with the fact that 75% of iPhone owners use their apps daily with 46% on the lookout for new ones makes it crucial for affiliates to understand the new complexities of consumer behavior. Winner.com recognises this and enables affiliates to make the most of this growing opportunity by targeting a mobile app industry worth over £10 billion annually, of which 80% is generated through gaming.

### Spokesperson from Winner.com Says

"Winner delivers top-quality service through a number of online gaming products, including Sports Betting, Mobile, Casino, Social Games, and Poker. Support and security are also second to none, so Winner's players can rest assured that when they are enjoying the best in online entertainment, they and their personal information are safe and secure."

Advertisers, marketers and affiliates can sign up to the program through Tradedoubler where a range of flexible solutions can be accessed.

-ends-

### Note to editors:

<https://itunes.apple.com/gb/app/winner-casino-real-money-casino/id602200581?mt=8>

<https://www.facebook.com/pages/Winner-Casino/198758904526>

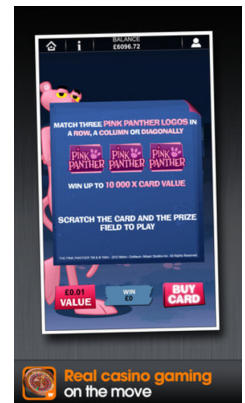
Affiliates are rewarded through a clear cost-per-acquisition (CPA), cost-per-lead (CPL) or cost-per-install (CPI) payment model. The new solutions can be delivered as part of a wider affiliate programme with all reporting and payment integrated into a single, results-focused dataset.

Winner.com offers consumers a comprehensive range of betting opportunities through [mobile casino games](#) - football, basketball, ice hockey, and rugby union – as well as poker, bingo and games such as Marvel Roulette and Pink Panther.

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