

Affiliate Governance Playbook

Governance framework to keep casino and sportsbook affiliate programmes compliant and conversion-focused.

1. Programme Design

- Define acceptance criteria: licensing status, vertical focus, markets covered, historical compliance record.
- Outline commission structures and escalation ladders for repeated breaches.
- Publish code of conduct covering bonus claims, responsible gambling messaging, and geo restrictions.

2. Onboarding Checklist

1. Vet affiliate ownership details, traffic sources, and promotional methods.
2. Provide welcome pack with approved brand guidelines, disclosure examples, and contact points.
3. Issue tracking links segmented by market and vertical.
4. Schedule onboarding call to review compliance expectations and reporting cadence.

3. Creative & Messaging Control

- Maintain central repository of landing page headlines, bonus copy, and creative assets with expiry dates.
- Require affiliates to submit custom content for approval before publishing.
- Implement change log capturing creative updates, reviewer, and timestamp.

4. Monitoring Cadence

Frequency	Action	Owner
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Weekly	Automated scans for keyword, bonus, and disclosure compliance	Partnerships Ops
Monthly	Manual page reviews & screenshots for top affiliates	Compliance
Quarterly	Traffic quality analysis (FDP, NGR), fraud checks, and contract renegotiation	Finance + Partnerships
Ad hoc	Regulator updates, market entry/exit communications	Compliance

5. Enforcement Workflow

1. Issue warning with required remediation steps and deadline.
2. Suspend tracking if issues persist beyond agreed timeframe.
3. Notify finance to hold commission payouts until compliance confirmed.

4. Document incident and resolution, share highlights during quarterly reviews.

6. Reporting Dashboard

Track the following metrics per affiliate and market:

- Qualified FTDs and NGR contribution.
- Compliance status (green / amber / red) with notes.
- Top performing landing pages and associated keywords.
- Responsible gambling content coverage score.
- Chargeback and fraud alerts.

7. Continuous Improvement

- Host quarterly partner workshops to share industry changes and best practices.
- Rotate creative tests (CRO, localisation, new offers) with highest performing affiliates.
- Update governance doc whenever regulators release new guidelines.
- Store all agreements, audits, and communications in a searchable compliance repository.