

# CASE STUDY

CAESARS INTERACTIVE ENTERTAINMENT (CIE)



CAESARSCASINO.COM  
AFFILIATE PROGRAM  
SHOWS **35%**  
YEAR-ON-YEAR  
NET REVENUE  
GROWTH



## COMPANY

Caesars Interactive Entertainment (CIE) is a subsidiary of Caesars Acquisition Company and houses all of Caesars' online properties. These properties include CaesarsCasino.com, HarrahsCasino.com, WSOP.com (NJ) and WSOP.com (NV).

CIE's CaesarsCasino.com is licensed by the New Jersey Division of Gambling Enforcement (DGE) and is home to over 300 online games, including slots, blackjack, roulette and more.

## CHALLENGES

Navigating DGE legal requirements can be arduous for affiliates, especially those making their first foray into the iGaming industry. Educating affiliates on how to acquire the requisite license to operate in New Jersey was identified as a core need for CaesarsCasino.com.

Monitoring the subsequent performance of these affiliates and ensuring successful campaign initiatives also requires a commitment to regularly updating promotional content and communicating those updates to the affiliate database.

[incomeaccess.com](http://incomeaccess.com)

[inquire@incomeaccess.com](mailto:inquire@incomeaccess.com)

2020 Robert-Bourassa Suite 2330

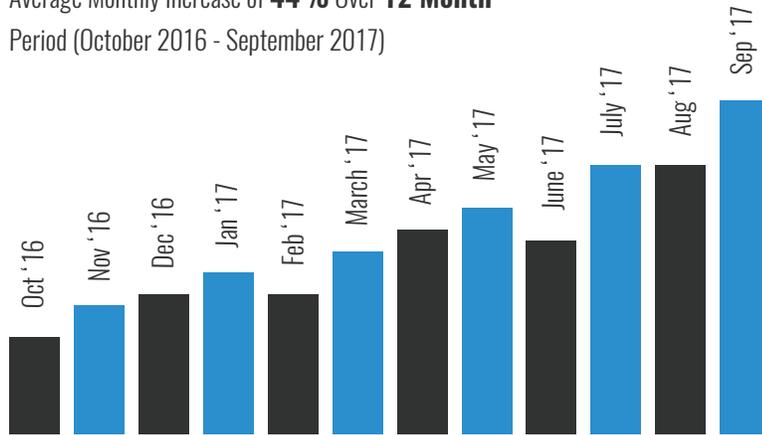
Montreal | QC | Canada

1 (514) 849 8595

 **INCOME ACCESS**  
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## AFFILIATE COMMISSIONS

Average Monthly Increase of **44%** Over **12 Month** Period (October 2016 - September 2017)



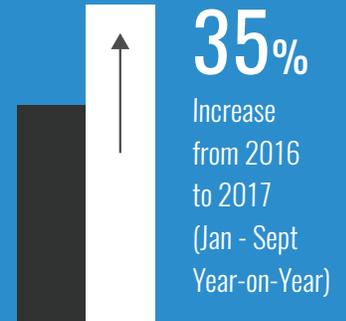
### SOLUTION

- Through its partnership with Income Access, which commenced in July 2015, CIE has experienced consistent growth through its affiliate channel. Crucial to this success is Income Access' more than 15 years of affiliate management experience, which has resulted in effective communications with affiliates new to the New Jersey market. These communications keep affiliates regularly updated with details concerning new promotions and marketing materials.
- Additionally, the platform's Ad Serving and Ad Replacement tools allow CIE to better manage and coordinate the replacement of out-of-date banners. This functionality empowers admin users to update banners for all affiliates using the same full tracking link, reducing the possibility that the brand will be associated with inaccurate or unsuitable content.
- The Income Access platform, which provides reporting analytics down to the player and banner levels, allows CIE to track performance and identify actionable data for future campaigns.

### RESULTS

- As can be seen in the graphs to the right, the combination of strategic partnerships and leveraging of the Income Access platform has contributed to CaesarsCasino.com in achieving consistent growth through its affiliate channel. In addition to these figures, the brand has also seen an upwards trajectory across its Active Accounts, Depositing Accounts and Total Bets.

## NET REVENUE INCREASE



## PLAYER REGISTRATION INCREASE

