



CASHPOINT Partners Grows with Strategic Tools and Management Services from Income Access

The Company

CASHPOINT has over 20 years of sports betting experience

Sponsor of SCR Altach football team

Programme brands include: CASHPOINT.com, CASHPOINT.dk, XTIP.de, XTIP.co.uk and XTIPFun.de

The Challenge

Build affiliate trust through transparency and reliable payments

Offer greater flexibility when negotiating commission structures

Enable day-to-day communications to provide essential affiliate support

The Solution

Dedicated support staff available to affiliates from registration onward

Platform solution that facilitates payments and promotional needs

108% year-on-year growth in affiliate-generated registrations

275% year-on-year growth in affiliate commission payments

The Company

CASHPOINT was founded in 1996 and has since established itself as a leader in the sports betting and entertainment sector. The company operates an extensive internet platform and more than 5,000 outlets in the form of betting shops, kiosks and hospitality venues with self-service terminals. CASHPOINT is strongly positioned not only in Germany and Austria but also in Great Britain and Denmark.

Through strategic marketing, including CASHPOINT becoming an official sponsor of CASHPOINT SCR Altach of the Austrian Football Bundesliga, brand awareness is constantly expanding. XTIP.de has also bolstered its marketing initiatives with the signing of German footballer Lukas Podolski as its ambassador.

The Challenge

CASHPOINT has worked with Income Access since mid-2016 but it was only in June 2017 that the company announced the launch of a newly branded affiliate programme, which now runs on the Income Access platform. While CASHPOINT enjoyed respectable figures through 2016 and early 2017, there was a strong desire to bolster the performance of the affiliate channel.

This resulted in the June 2017 launch of the CASHPOINT Partners Affiliate Programme and an agreement that would see Income Access provide support via its in-house affiliate services team.

“We always carefully plan the changes to our affiliate programme, taking into consideration the feedback of our partners and following market trends.”

– Gottfried Sorf, CASHPOINT Partners Head of Sales Online & Product Online

CASHPOINT Partners, alongside the Income Access affiliate team, worked to identify several areas of focus that were projected to help programme growth. The list of focus points included showing flexibility in accommodating a full range of affiliate deals and advertising models, adjusting payment criteria to accommodate affiliates with lower traffic, offering transparent reporting, and ensuring a direct line of communication for affiliates requiring support and expert advice on maximising conversions.

The Solution

When CASHPOINT Partners was launched on the Income Access platform, it immediately opened an array of options to help address those areas marked for improvement.

Collaborating with the Income Access affiliate team to develop strategic campaigns to incentivise affiliates and players alike, CASHPOINT Partners was equipped with the resources to elevate its affiliate channel to the next level.

In addition to a transparent reporting system and functionality that accommodates tailored commission structures, CASHPOINT Partners also benefits from a streamlined payment process that ensures affiliates receive payments in a timely manner each month.

“We are now open and flexible to a full-range of advertising models, including Revenue Share, CPA, Fix Deals and Hybrid. With our new affiliate platform, we are now able to offer any deal, no matter the complexity of it,” says Sorf.

The Results

Despite enjoying strong returns from the affiliate channel prior to launching CASHPOINT Partners, Q4 2017 proved there was ample room for growth, achievable by leveraging the cumulative expertise of CASHPOINT and the Income Access affiliate team.

2017 was an overall improvement from the previous year, highlighted by an October to December period during which CASHPOINT Partners generated the affiliate channel’s best-ever quarter across several key metrics.

Registrations, deposits, active accounts, depositing accounts and overall commission payments, all reached new quarterly highs in Q4 2017. This followed a strong Q3, during which the affiliate channel had its highest quarterly net revenue figure.

“Through strategic marketing initiatives, including our sponsorship of several major football teams, we have increased our market share in key regions such as Germany,” says Sorf. “The Income Access platform allows us to carefully monitor the performance of campaigns associated with these initiatives and make more informed decisions.”

Are you looking to jumpstart your affiliate programme?

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“The Income Access reporting system helps our affiliate managers and our partners make more informed decisions on how to improve their results and increase revenues for both sides.”

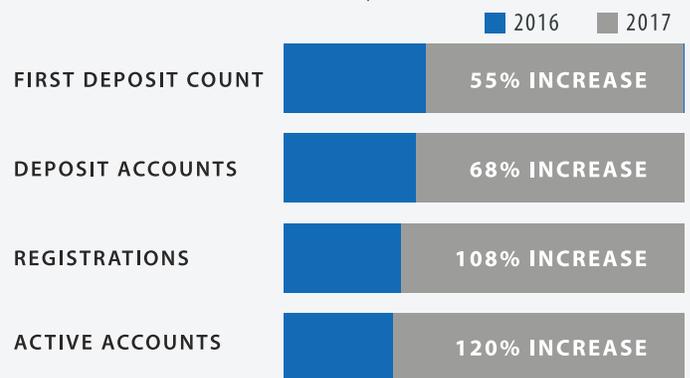
- Christoph Bruckner, CASHPOINT Partners Campaign Manager

As CASHPOINT Partners monitors newly regulated markets and devises corresponding marketing campaigns, the Income Access platform and affiliate services team are supporting with actionable data and expert insights.

Further supporting entry into new markets, the Income Access platform facilitates the management of CASHPOINT Partners’ marketing materials, including real-time odds banners, rotating banners and customised landing pages.

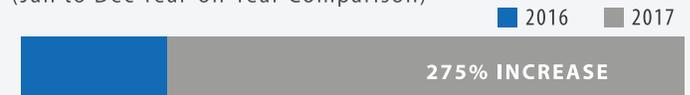
PLAYER ACQUISITION STATS

(Jan to Dec Year-on-Year Comparison)



AFFILIATE COMMISSION PAYOUTS

(Jan to Dec Year-on-Year Comparison)



PLAYER DEPOSITS

(Jan to Dec Year-on-Year Comparison)

