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ASPIRE GLOBAL FOCUSES ON SUSTAINABLE MARKETING WITH RIGHTLANDER.COM

The leading iGaming supplier, Aspire Global, to use Rightlander's advanced scanning technology to enhance detection of potential non-compliant content.

Aspire Global has partnered with Rightlander.com to boost responsible marketing measures. This partnership will contribute to the company's sustainability commitment by providing a Products and Services offering that promotes responsible consumer behaviour.

Rightlander.com will provide Aspire Global with its technology- a comprehensive range of marketing scanning tools designed to stay on top of affiliate management and compliance. The software scans tens of millions of pages each month and follows every link to detect how the brand is being marketed. It analyses links, text, and images, reporting potentially non-compliant content, outdated offers, incorrect marketing assets, and harmful vocabulary.

Regulatory changes in key markets have increased the need for an agile and easy to use interface that continuously monitors marketing management by flagging potential violations. This is done by the 'Compliance Monitor' tool. In addition, the 'PPC Monitor' tool identifies ads that could be harmful to the brand.

Aspire Global is a provider of technology and managed services to B2C operators. One of the main tasks is to keep an active dialogue with partners, providing them with routines, tools, and support to manage marketing activities according to the company's corporate policy for responsible marketing and advertisement.

Commenting on the partnership, **Nicole Mitton, Head of Customer Success at Rightlander.com**, said: "We are delighted to be working with Aspire Global in assisting them to improve affiliate compliance management. Our technology makes it easy for our partners to clearly see publishers linking to their brands and notifies them of any violation that might occur. We look forward to working with Aspire Global in creating a safer gaming environment."

Liesbeth Oost, Sustainability Manager at Aspire Global, said: “We believe that the future lies with those companies that can generate long-term profit from a business that promotes sustainable user behaviour throughout all parts of the business. Responsible marketing together with responsible gambling is at the core of providing that safe user experience. Therefore, we are continuously looking for ways to optimise the use of technology in our operations, such as through Rightlander’s tools, which contribute to a sustainable and safer gambling future.”

This partnership with Aspire Global comes hot on the heels of similar deals signed with Trustly, Footstock, Ellmount Gaming and Playtech.

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EDITOR’S NOTES:

ABOUT RIGHTLANDER LTD:

Rightlander.com is a state-of-the-art affiliate compliance platform that allows affiliates and operators to identify potentially non-compliant content in regulated jurisdictions. It does this by scanning affiliate content from within the target jurisdiction, looking for events or conditions defined by operator clients and regulators, and sending alerts when it finds content that meets those conditions.

Launched in January 2018 the Rightlander.com product has expanded rapidly into multiple territories around the world and is used by many high-profile merchants, operators and affiliate networks to help them keep on top of their affiliate compliance responsibilities.

www.rightlander.com

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ABOUT ASPIRE GLOBAL

Aspire Global is a leading B2B-provider of iGaming solutions, offering companies everything they need to operate a successful iGaming brand, covering casino and sports. The B2B-offering comprises of a robust technical platform, proprietary casino games, a proprietary sportsbook, and a game aggregator. The platform itself can be availed of exclusively or combined with a wide range of services. In addition to the B2B-offering, Aspire Global also operates several B2C-brands, including Karamba, the greatest showcase of the strength of the B2B-offering. The Group operates in over 40 regulated markets spanning Europe, Latin America and Africa, including countries like the US, UK, Denmark, Portugal, Spain, Poland, Ireland, Nigeria, Colombia and Mexico. Offices are located in Malta, Israel, Bulgaria, Ukraine, North Macedonia, India, Italy and Gibraltar. Aspire Global is listed on Nasdaq First North Premier Growth Market under ASPIRE. Certified Advisor: FNCA Sweden AB, info@fnca.se, +46-8-528 00 399. Please visit www.aspireglobal.com.