

Partner Account Guide

This guide will help you start a productive and mutually beneficial cooperation. Working with the affiliate platform is simple and effective, which you will soon see for yourself.

01 Home Page

02 Websites

03 Affiliate Links

04 Media (Banners)

05 Promo Codes

06 Reports

07 Payment History

08 Commission Structure



The data shown in the examples are taken from a test account and do not relate to any real partners, as all data from affiliate accounts is confidential commercial information and is not disclosed.

SECTION 01

Home Page



The first thing you will meet in the Personal Account is the main page of the site, which, like all other sections, consists of three main blocks:

01

Header (Top Bar)

Basic functionality of profile data management, language change, support and motion typing of the mobile application.

02

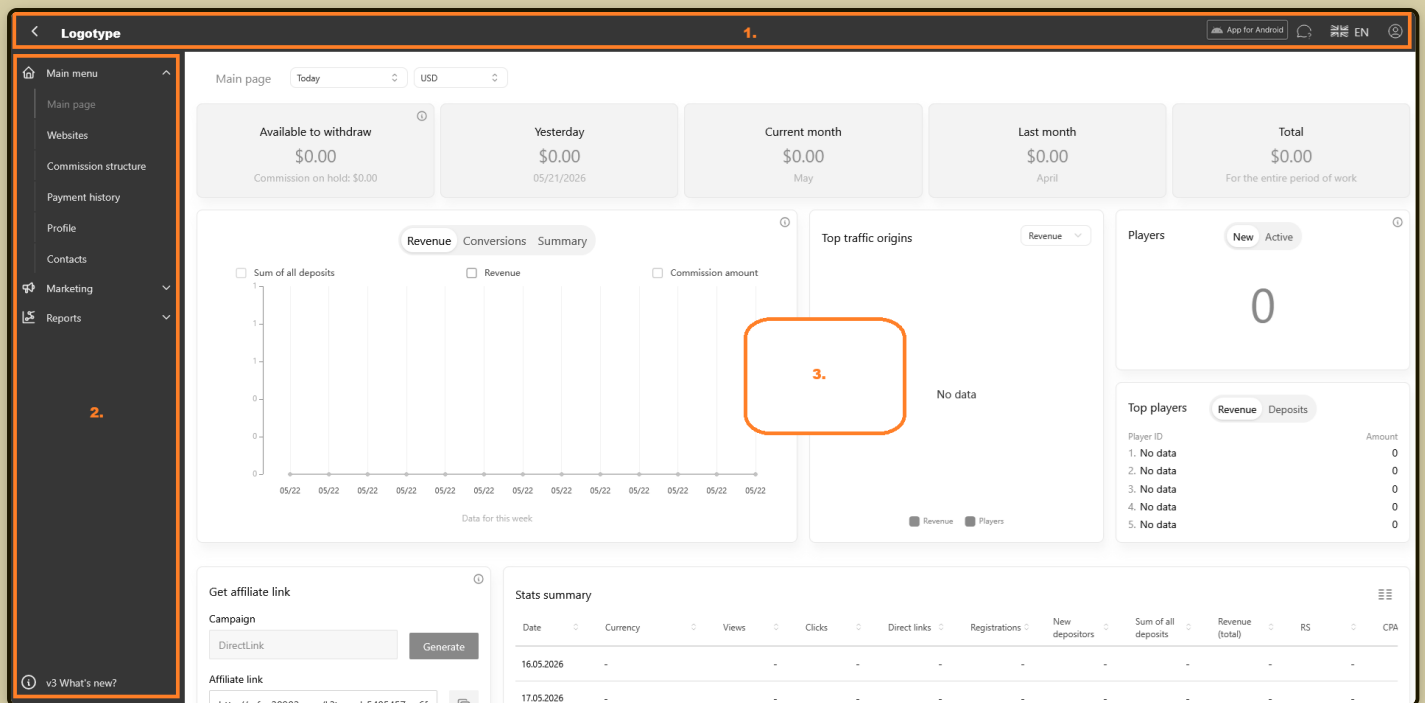
Side Panel (Left Menu)

A vertical menu — a side panel that provides navigation by sections and partitions of the interface.

03

Central Content Block

Displays the basic information, analytics, graphics and workspairs associated with the selected section, as well as a piper with legal information and additional sections.

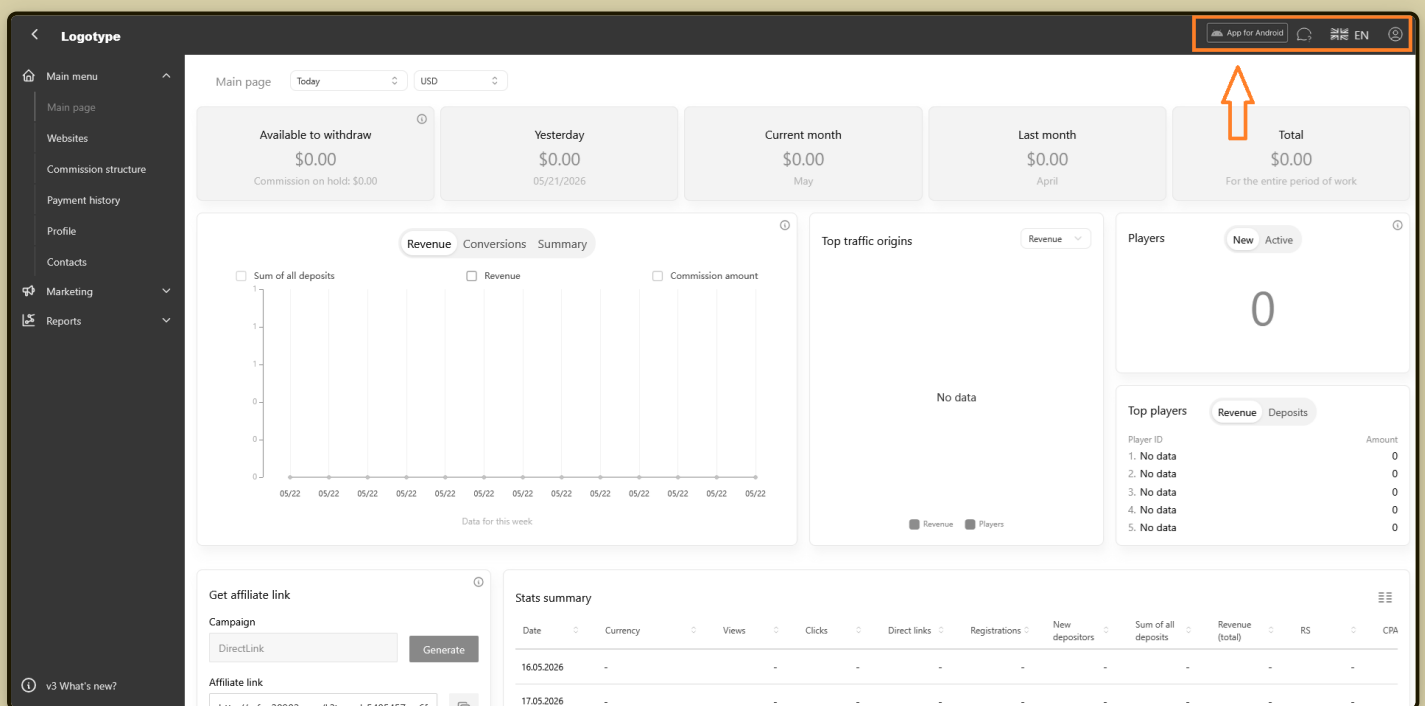


MAIN PAGE — FULL INTERFACE OVERVIEW: 1 HEADER · 2 SIDE PANEL · 3 CENTRAL CONTENT BLOCK

To ensure uninterrupted access for your users, you should either update the domain in your links yourself or log in to your Personal Account and copy the new link in full. There is no need to create a new link each time – it will be updated automatically in the list of available links.

On the right side of the page, there is an **"App for Android"** button for downloading the APP file.

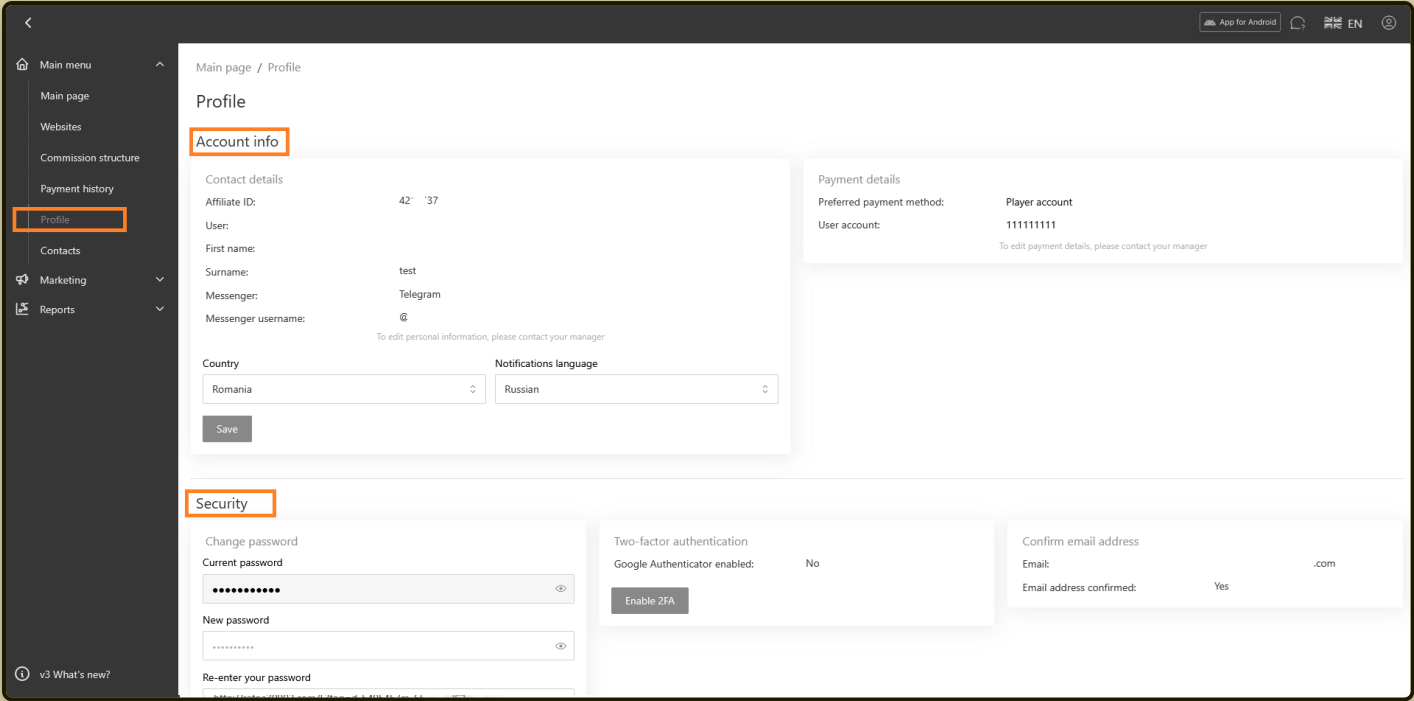
There is also an **"Ask a question"** button, through which you can send a message to support. Next, you will find the language switcher for the Affiliate Program website, and in the **"Profile"** section — your **unique Aff ID**, which can be used instead of your login or email when contacting our managers or support.



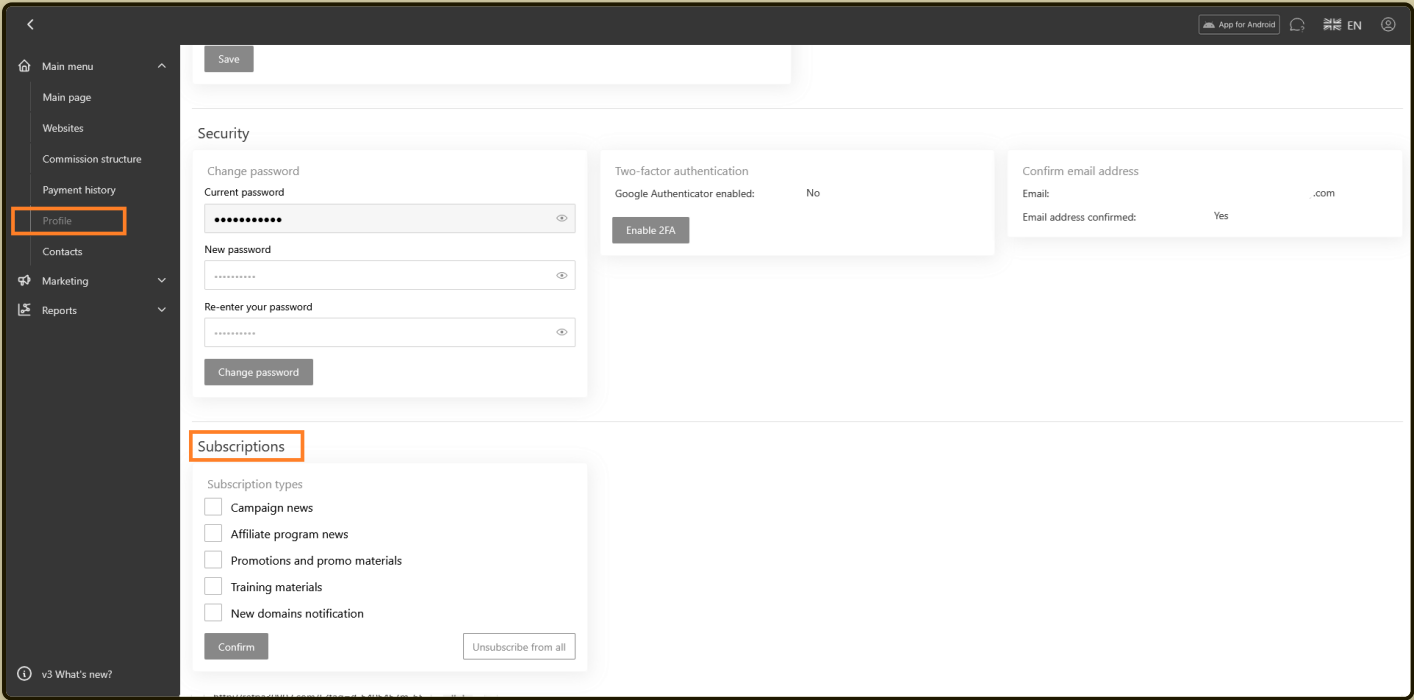
HEADER — APP FOR ANDROID BUTTON (TOP-RIGHT), LANGUAGE SWITCHER, PROFILE MENU WITH AFF ID

When clicked, an additional menu opens, from which you can log out of your account or go to your Profile via the **"Account Settings"** section, where your details are displayed.

Here, you can edit some of your information, change your password, enable **two-factor authentication (2FA)** to enhance your account security, or disable email notifications about domain changes.



PROFILE → ACCOUNT INFO — AFF ID, CONTACT DETAILS, PAYMENT DETAILS, USER ACCOUNT NUMBER



ACCOUNT SETTINGS — SECURITY: PASSWORD CHANGE, 2FA TOGGLE · SUBSCRIPTIONS: CAMPAIGN NEWS, AFFILIATE PROGRAM NEWS, PROMO MATERIALS, TRAINING MATERIALS, DOMAIN NOTIFICATIONS

💡 The Home Page displays the main account data; however, for a detailed analysis of your performance, we recommend using the **Reports** section.

Dashboard KPI Metrics

Example — how the KPI strip looks on the main page:

Available to withdraw \$0.00 Commission on hold: \$0.00	Yesterday \$0.00 05/21/2026	Current month \$0.00 May	Last month \$0.00 April	Total \$0.00 For the entire period of work
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KPI STRIP — AVAILABLE TO WITHDRAW · YESTERDAY · CURRENT MONTH · LAST MONTH · TOTAL

Available for withdrawal	Data for the current payment period. By default, this is a week (Mon–Sun). The data appears every Monday (approximately in the afternoon) for the previous week and resets on Tuesday after the payment is made (if it has been processed).
Yesterday	Data for the previous day, updated at night.
Current month	Data for the current month (starting from the 1st), excluding the current day, as daily calculations are completed at the end of the day.
Last month	Data for the last 30 days, excluding the current day.
Total	Statistics for the entire period, from the first day you started referring players up to the most recent payout accrual.
Chart	Visually displays the days (or months) of growth and decline in your traffic. It can be generated for different periods, and you can enable or disable specific displayed parameters.

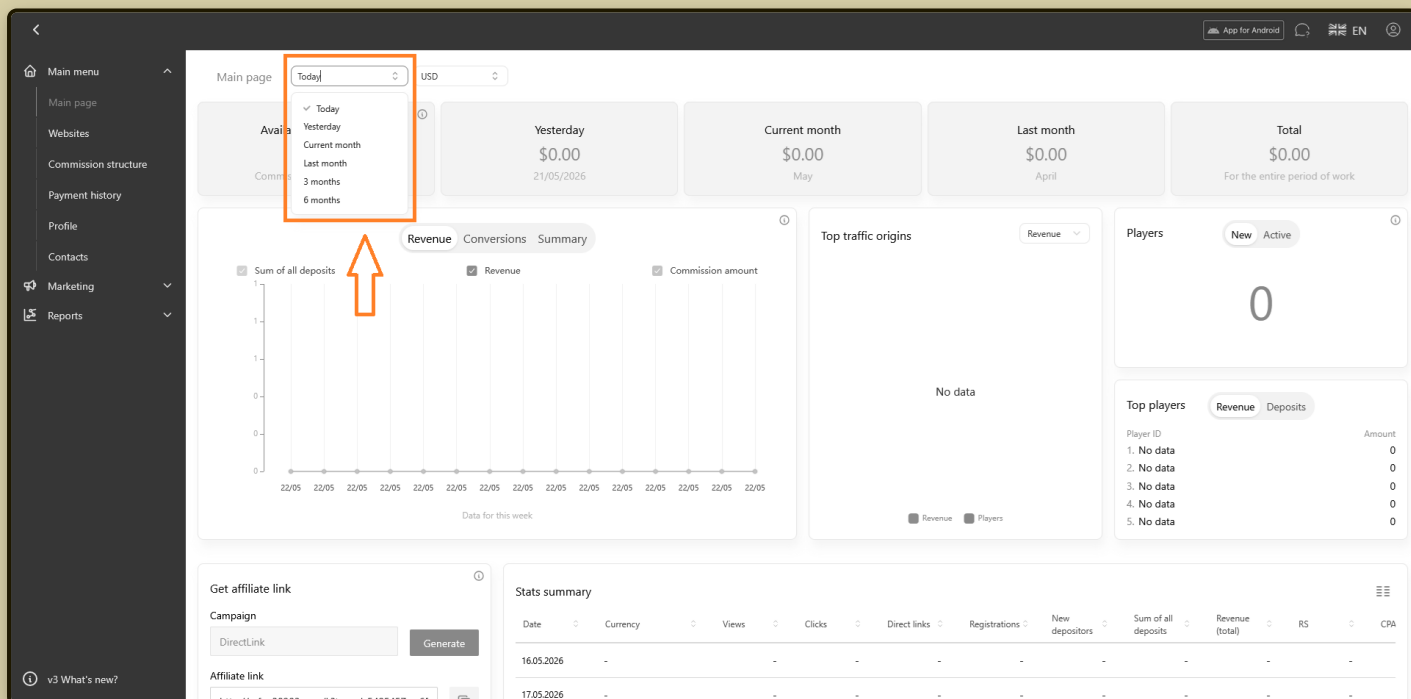


CHART VIEW — PERIOD SELECTOR: TODAY / YESTERDAY / CURRENT MONTH / LAST MONTH / 3 MONTHS / 6 MONTHS

Below, you can find quick statistics for the main report sections. By default, the data is shown for the last 7 days (including the current day). For more details on each section, please refer to the **Reports** description.

Stats summary

Date	Currency	Views	Clicks	Direct links	Registrations	New depositors	Sum of all deposits	Revenue (total)	RS	CPA
16.05.2026	-	-	-	-	-	-	-	-	-	-
17.05.2026	-	-	-	-	-	-	-	-	-	-
18.05.2026	-	-	-	-	-	-	-	-	-	-
19.05.2026	-	-	-	-	-	-	-	-	-	-
20.05.2026	-	-	-	-	-	-	-	-	-	-
21.05.2026	-	-	-	-	-	-	-	-	-	-
22.05.2026	-	-	-	-	-	-	-	-	-	-
Overall		0	0	0	0	0	0	0	0	0

Data for 7 days

STATS SUMMARY TABLE — 7-DAY VIEW: DATE / CURRENCY / VIEWS / CLICKS / DIRECT LINKS / REGISTRATIONS / NEW DEPOSITORS / SUM OF DEPOSITS / REVENUE / RS / CPA

SECTION 02

Websites



⚠ Mandatory requirement for cooperation. Providing an up-to-date traffic source is a mandatory requirement for cooperation. Therefore, to specify your resources, you need to go to the **Websites** section, fill in the required fields, and click **"Add website"**.

Main menu

Main page

Websites

Commission structure

Payment history

Profile

Contacts

Marketing

Reports

Main page / Websites

Websites

Website *

Site category *

Language *

https/example.com

Select category

Select language

Add site

List of websites

ActiveHidden

Website ID	Website
5405457	https://life.com
5405519	https://2333.com
5406743	https://example.com
5436648	https://www.youtube.com/
5585663	https://sign-up
5585726	https://test1.com
5623356	https://life1.com

Entries per page101 - 7 из 7

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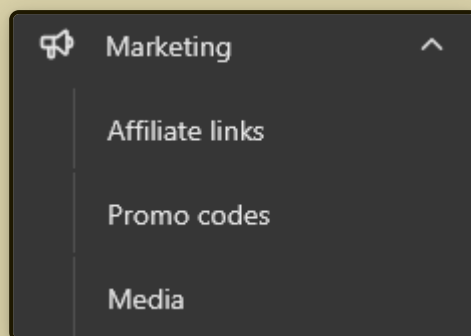
Support

WEBSITES — FORM: WEBSITE URL, SITE CATEGORY, LANGUAGE · ACTIVE / HIDDEN LIST · WEBSITE-ID AND URL COLUMNS

The website will appear in the list, as well as in a special field when generating links. This is necessary so that we can see which traffic sources your players come from and ensure that prohibited types of traffic are not being used to promote.

This also allows you to create different links and then track the effectiveness of your traffic.

Next in the menu is the **Marketing** section, without which you will not be able to start working, and we will not be able to track your results.



MARKETING SECTION — THREE SUBSECTIONS: AFFILIATE LINKS / PROMO CODES / MEDIA

The main promotion tools are **affiliate links**, **media**, and **promo codes**. All of them have a unique identifier, which allows us to determine which partner the players came from and assign them to that partner.

SECTION 03

Affiliate Links



To obtain a link, go to the **Marketing** section and select "**Affiliate Links**." Then choose a website, specify the currency in the "Currency" field, select a campaign in the "Campaign" field, and click the "**Generate Link**" button.

Marketing > Affiliate Links > Select Website > Currency > Campaign > Generate Link

The "**Target Page**" and "**SubID**" fields are optional and serve as additional tools.

Website *	Currency *	Campaign *	Landing page	SubID	Generate link
Select website	Select currency	Select campaign	/mainpage	subid-123	

AFFILIATE LINKS GENERATOR — FIELDS: WEBSITE* / CURRENCY* / CAMPAIGN* / LANDING PAGE / SUBID + GENERATE LINK BUTTON

| Target Page

Using the "**Target Page**" field, you can generate a link to any internal page of the bookmaker's website (Bonuses page, Line, Live, a specific match, etc.).

For example, to generate a link to the registration page, you need to copy the part of the URL without the domain, starting from the first slash character, like this:

/registration

Then paste it into the "**Target Page**" field and click "**Generate Link**."

https://example.com/registration

URL PATH EXAMPLE: HTTPS://EXAMPLE.COM/REGISTRATION — COPY THE PART STARTING FROM THE SLASH

Affiliate links

Website * Currency * Campaign * Landing page SubID

Generate link

Сгенерированная ссылка

List of affiliate links

Active Hidden

Link ID	Generated link	Website	Campaign	Landing page	SubID	Currency
6218020	https://...com/L?tag=d_..._37c&site=...&subid=97&r=registration	https://www.life.com/...	DirectLink USD	registration	-	USD

GENERATED AFFILIATE LINK WITH /REGISTRATION AS TARGET PAGE — LIST: LINK ID / GENERATED LINK URL / WEBSITE / CAMPAIGN / LANDING PAGE / SUBID / CURRENCY

SubID

The **"SubID"** parameter is used for segmenting links and tracking their effectiveness. For example, by placing several links on the same website under the same campaign, you can specify a different SubID for each and then track in the **Marketing Tools Report** what converts better. To do this, enter the required SubID and click **"Generate Link."**

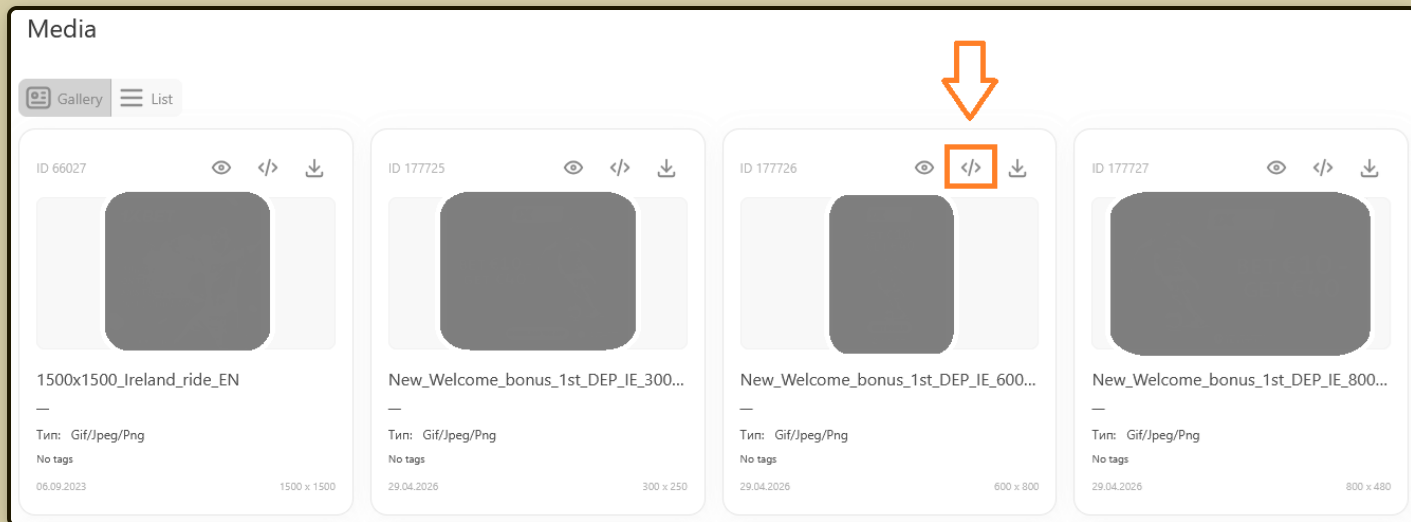
Website * Currency * Campaign * Landing page SubID

Generate link

Сгенерированная ссылка

GENERATED LINK WITH SUBID — VALUE VISIBLE IN THE LINKS LIST, USED FOR FILTERING IN MARKETING TOOLS REPORT

You can create a link that includes both a Target Page and a SubID for specific websites. All of this can later be tracked in the **Marketing Tools Report** and helps evaluate the quality of your traffic.



AFFILIATE LINK COMBINING TARGET PAGE + SUBID — BOTH PARAMETERS IN THE FORM FIELDS AND EMBEDDED IN THE GENERATED URL

SECTION 04

Media

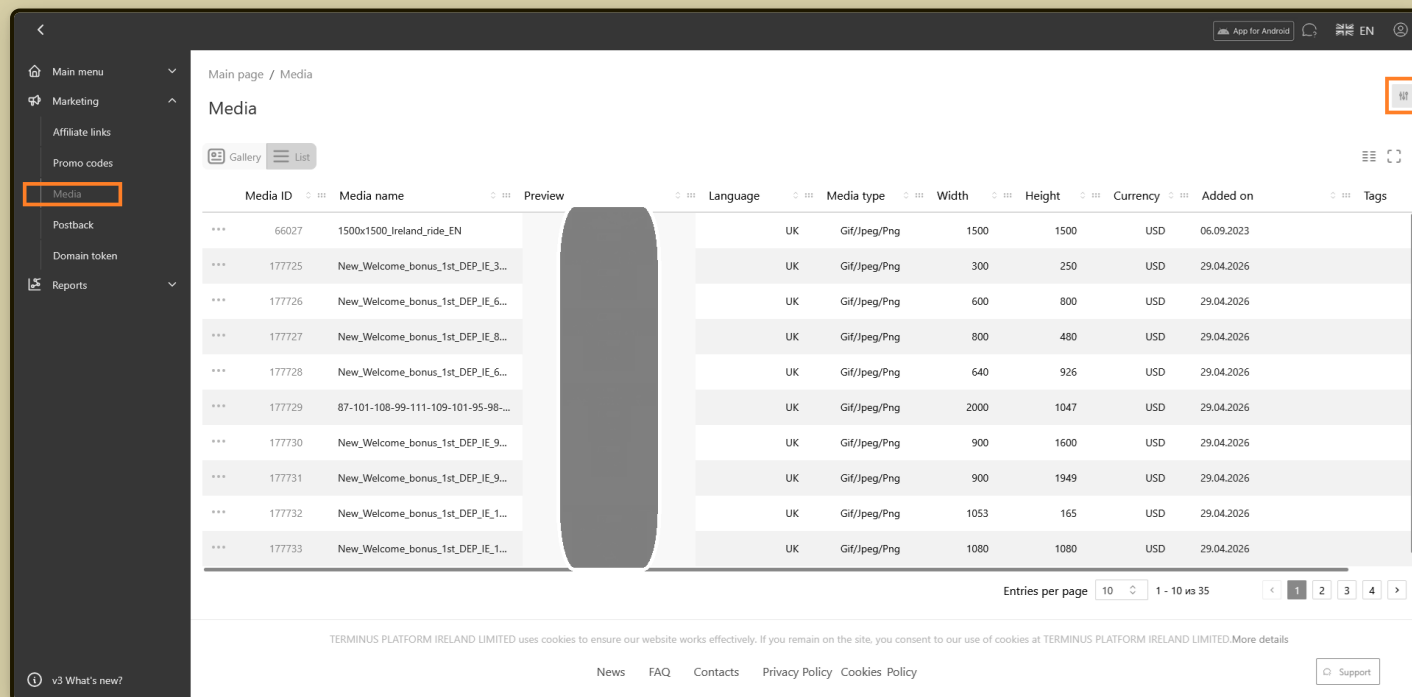


Media (banners) in your Personal Account already contain your affiliate link.

To obtain them, go to the **Marketing** section and select **Media**. Then choose the banner you need from the list and click the **"Code"** button. You need to copy this code and place it on your website.

Marketing > Media > Select Banner > Click "Code" > Copy & Place on Site

Please note that banners can be selected for specific websites and sorted by format and size.



MEDIA GALLERY — BANNER THUMBNAILS WITH ID, NAME, AND ACTIONS: PREVIEW / CODE </> / DOWNLOAD ↴

Website *

Currency *

Campaign *

Generate promo code

https://www.life.com/destinations/

USD

DirectLink USD

Promo code list

Promo code ID	Website	Campaign	Currency	Btag	Promo code
206	https://www.life.com/dest...	DirectLink USD	USD	d_4986038m_97c_ _4244938	_4244938

MEDIA LIST VIEW — COLUMNS: MEDIA ID / MEDIA NAME / PREVIEW / LANGUAGE / MEDIA TYPE / WIDTH / HEIGHT / CURRENCY / ADDED ON / TAGS



Important! If you simply download a banner, it loses its code — it becomes just an image, and you will need to add your affiliate link to it separately. If you have any difficulties installing a banner on your website, please contact support, and a technical specialist will assist you.

SECTION 05

Promo Codes



Another tool for attracting players is a **promo code**.

A promo code has a **higher priority than an affiliate link**, so if a player registers using a promo code, the player will be assigned to the owner of that promo code.

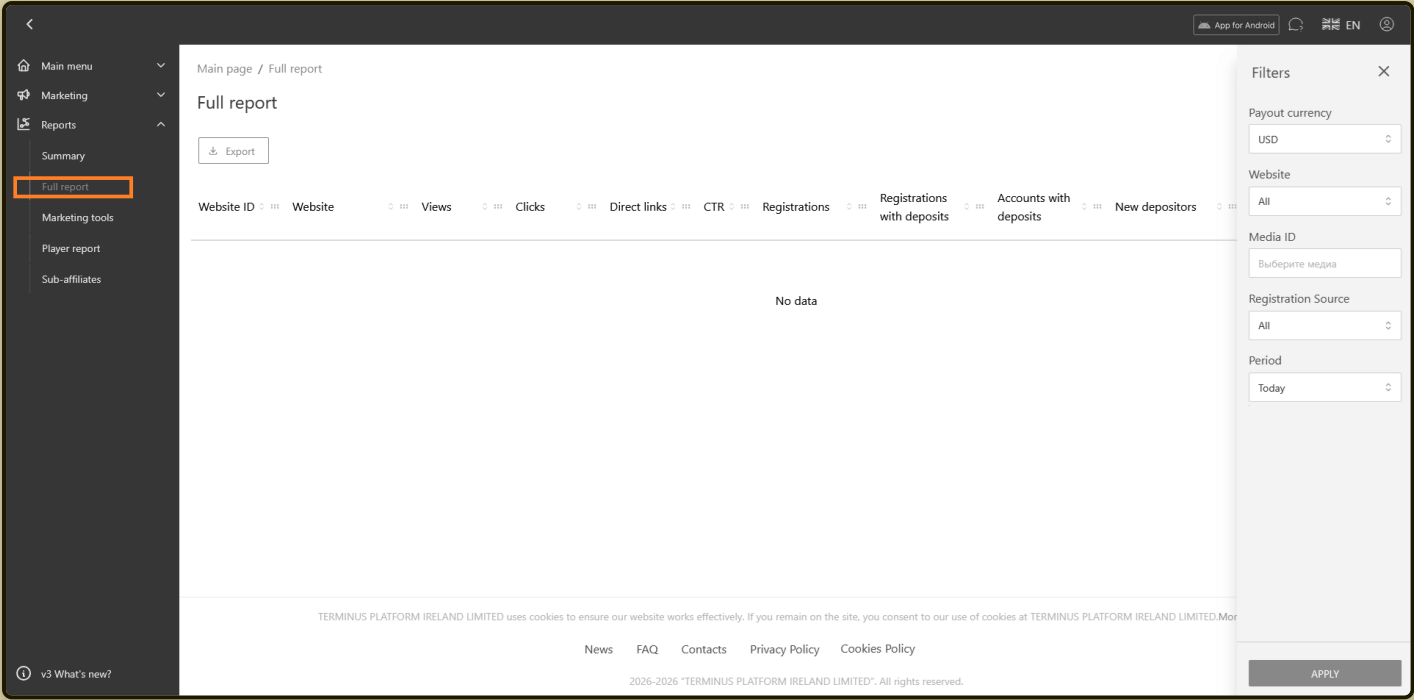
The promo code must be entered during registration on the bookmaker's website. After that, it increases the maximum possible bonus amount on the first deposit when selecting the Sports 50% bonus or the Casino 30% bonus (the terms for receiving and wagering the bonus can be found on the bookmaker's website in the corresponding Bonuses section).

EXAMPLE — BONUS WITH & WITHOUT PROMO CODE

The maximum bonus amount a player can receive **without** a promo code is **\$100**, while **with** a promo code it is **\$130** (if the Casino bonus option was selected during registration). However, the bonus amount is still equal to the deposit amount.

To generate a promo code, go to the **Marketing** section and select **Promo codes**, then choose "Website" → "Currency" → "Campaign" and click **"Generate Promo Code."**

Displays general statistical data for the selected period. You can also view it separately by individual websites or media sources.



SUMMARY REPORT — METRICS GRID + FILTER PANEL: PAYOUT CURRENCY / WEBSITE / MEDIA ID / PERIOD SELECTOR

Views and Clicks	Apply only to banners installed on the website using the provided code. CTR is calculated accordingly if you have impressions and clicks. If you upload the banner as a simple image and add your affiliate link manually, traffic data will be displayed in the Direct Links section, just like all other links created in your account.
Registration with Deposit	A player who registered and made a deposit within the selected period.
New Accounts with Deposits	Players who registered before the selected period but made their first deposit during the selected time frame.
Accounts with Deposits	The number of players assigned to you who made a deposit during the reporting period, as well as the total amount of deposits made by those accounts.
Revenue	The total amount of money lost and won by your players during the selected period (in simple terms, the bookmaker's revenue).
Bonus Amount	Bonuses wagered by your players. They are always counted as a negative value, since they represent a player's winnings.
Commission Amount	Your income expressed as a percentage. To correctly calculate your RS, you need to add the Bonus Amount (always 0 or a negative number) to the Revenue, and then calculate your percentage from that total.

COMMISSION CALCULATION FORMULA — EXAMPLE

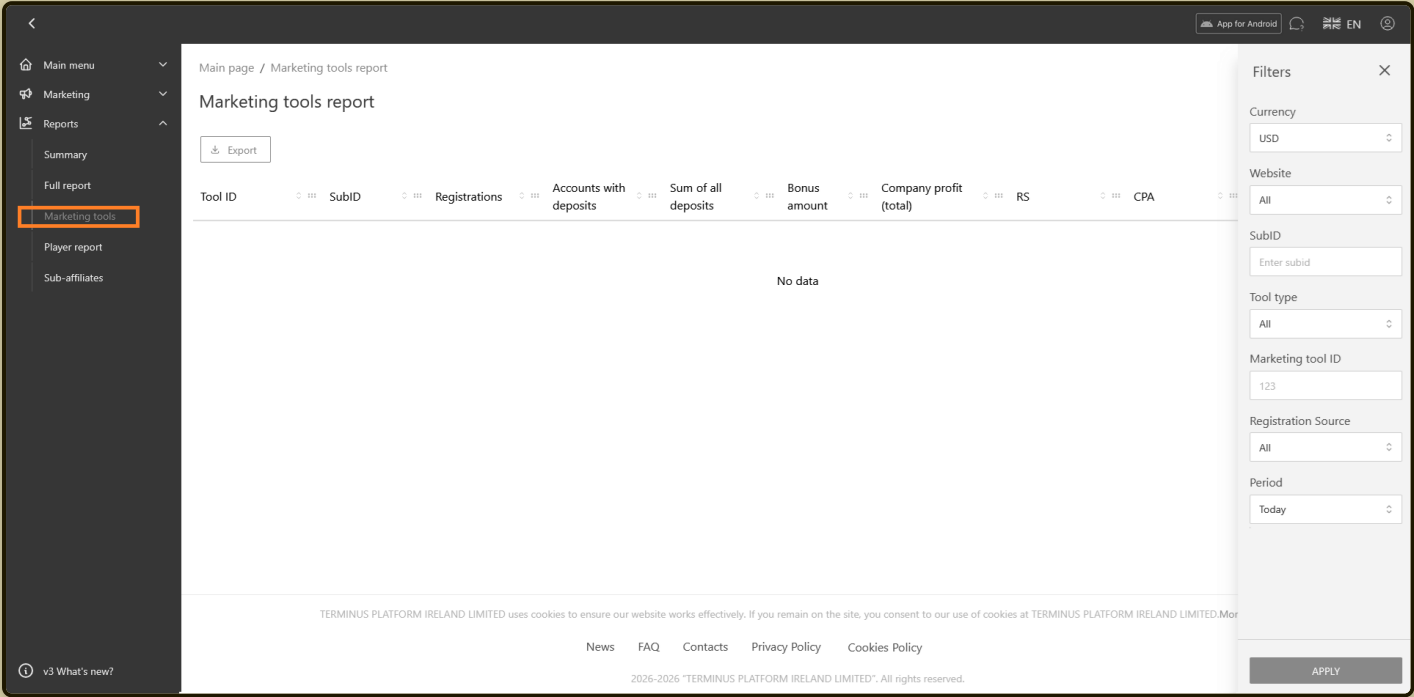
Revenue \$1,000 + Bonus Amount (-\$25) = \$975 net revenue

20% × \$975 = \$195 Commission Amount

If a partner has **CPA** or **Referral (sub-affiliate) commission**, it is added to their Commission Amount and included in the final Total Commission figure.

Full Report

Provides more detailed statistics for the affiliate account for the selected period. The data is broken down by websites, and in addition to the parameters available in the **Summary Report**, it also includes website details and its ID, the ability to export the report to Excel or CSV, and the option to enable or disable specific report sections.

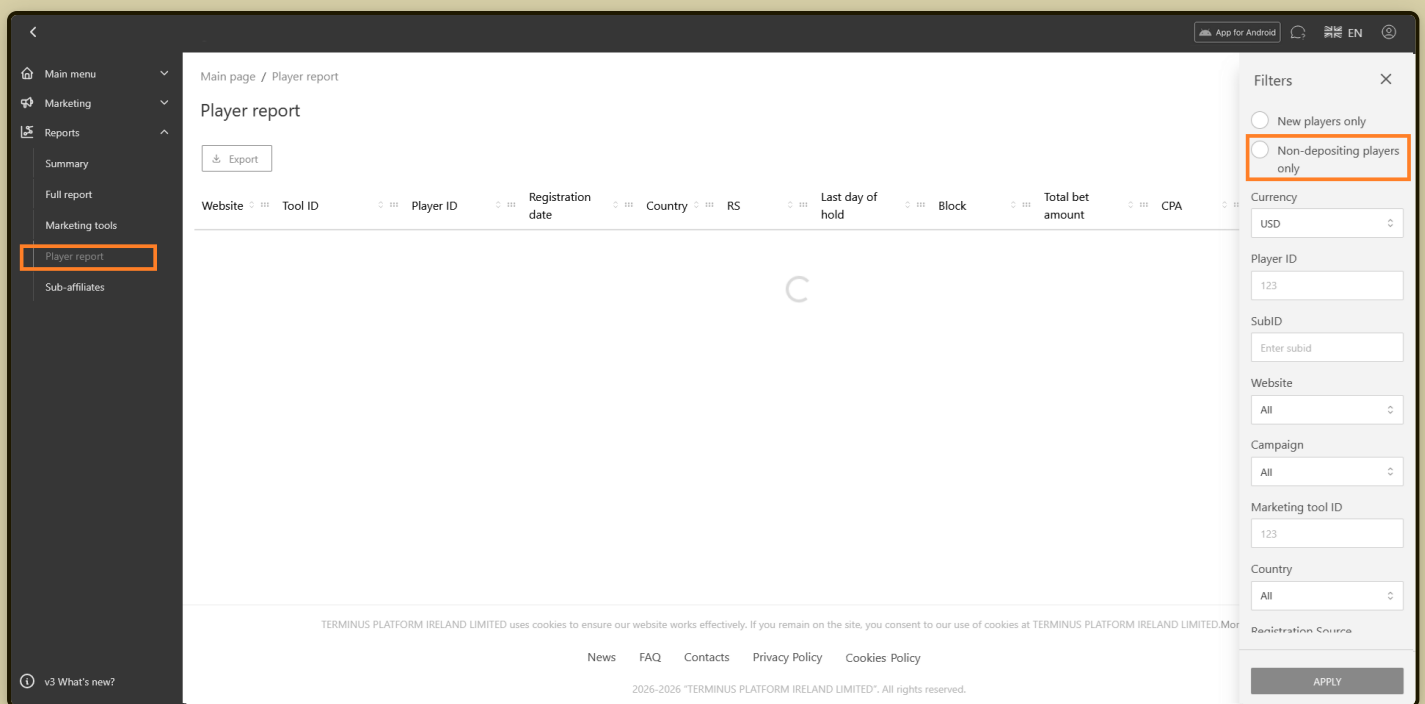


FULL REPORT — PER-WEBSITE BREAKDOWN · EXPORT (EXCEL/CSV) · FILTER: CURRENCY / WEBSITE / REGISTRATION SOURCE / PERIOD

Marketing Tools

Allows you to check statistics for a specific website, link, or banner that was used for advertising.

This is the report where you can view statistics by the **"SubID"** parameter. It also displays promo codes, promo names, and media types — everything you need to evaluate the performance of all promotional materials on your websites or in your groups.

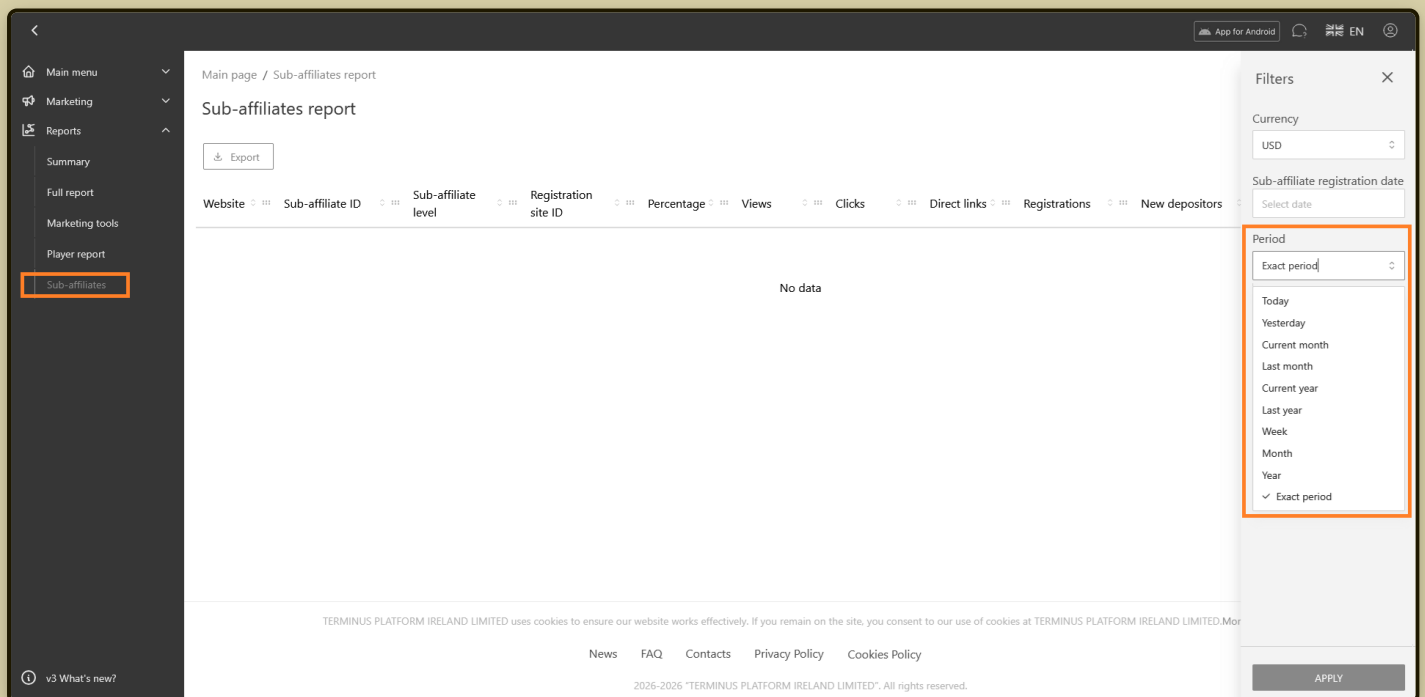


MARKETING TOOLS REPORT — TOOL ID / SUBID / REGISTRATIONS / ACCOUNTS WITH DEPOSITS / SUM OF DEPOSITS / BONUS AMOUNT / COMPANY PROFIT / RS / CPA · FILTERS: CURRENCY / WEBSITE / SUBID / TOOL TYPE / MARKETING TOOL ID / REGISTRATION SOURCE / PERIOD

Players Report

A report that displays data for each player who was active (made a deposit or placed bets) during the selected period.

You can even see the player's ID, which is their gaming account number. New accounts appear in the report from the moment the player makes a deposit. However, by selecting the **"Only players without deposits"** option, you can generate a report of accounts that have registered but have not yet made a deposit.

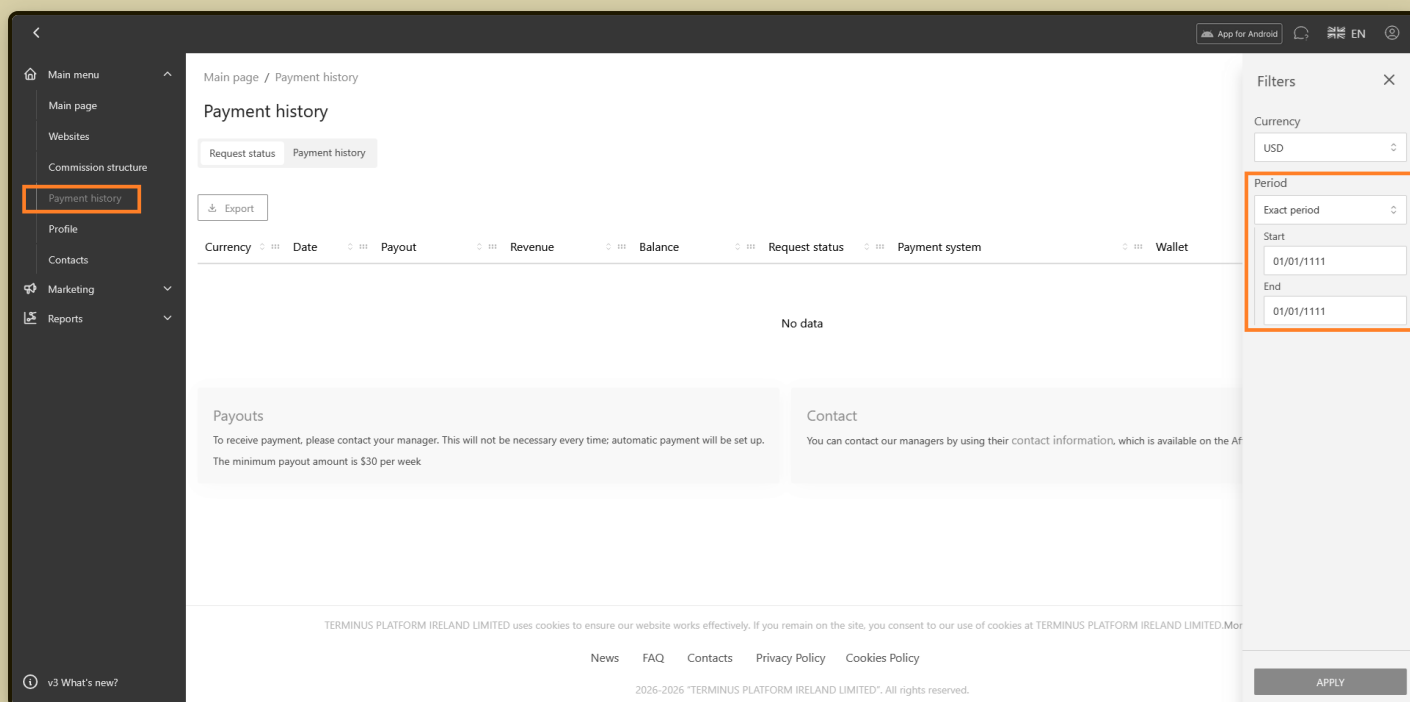


PLAYER REPORT — WEBSITE / TOOL ID / PLAYER ID / REGISTRATION DATE / COUNTRY / RS / LAST DAY OF HOLD / BLOCK / TOTAL BET / CPA · FILTERS: NEW PLAYERS ONLY / NON-DEPOSITING PLAYERS / CURRENCY / PLAYER ID / SUBID / WEBSITE / CAMPAIGN / COUNTRY / REGISTRATION SOURCE

Sub-Affiliates Report

Allows you to view statistics for attracted sub-affiliates. Activation of this type of cooperation is discussed individually with a manager.

Reports can be generated for the previous or current month, as well as for any custom period you select.



SUB-AFFILIATES REPORT — WEBSITE / SUB-AFFILIATE ID / LEVEL / REGISTRATION SITE ID / PERCENTAGE / VIEWS / CLICKS / DIRECT LINKS / REGISTRATIONS / NEW DEPOSITORS · FULL PERIOD FILTER PANEL



IMPORTANT! Unlike the statistics on the Home page, in any of these reports, when selecting any period, the data is displayed **without the current day included**.

If the "Today" period is selected, the data will be displayed including the current day.

If you decide to calculate your earned commission manually, we recommend selecting a date range that does not include the current day.

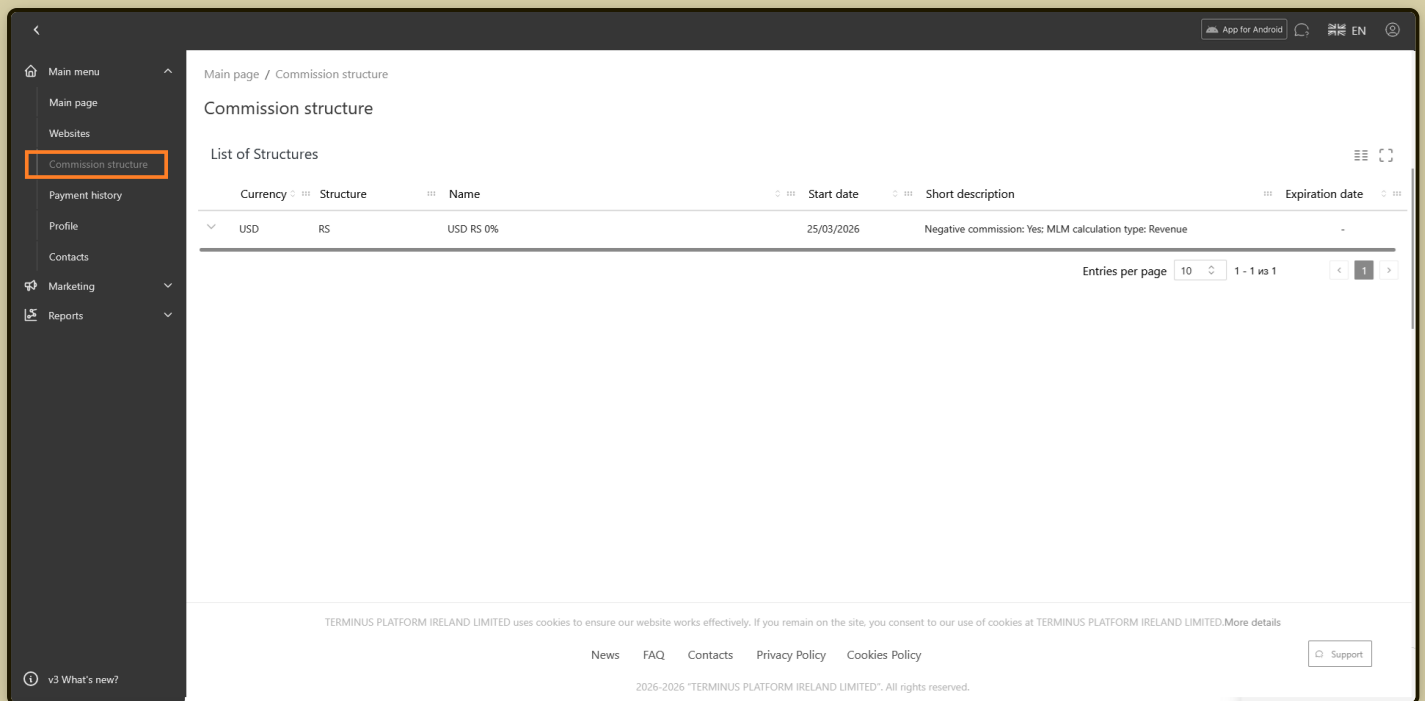
SECTION 07

Payment History



To receive your first payout, you need to contact the affiliate program support team. After that, payouts will be processed **automatically**.

Payouts are made **once a week (every Tuesday)** for the period from Monday to Sunday (inclusive) of the previous week, provided that the earned amount is equal to or exceeds the minimum payout threshold of **\$30**.



PAYMENT HISTORY — CURRENCY / DATE / PAYOUT / REVENUE / BALANCE / REQUEST STATUS / PAYMENT SYSTEM / WALLET
· FILTER: CURRENCY / PERIOD (EXACT PERIOD WITH START AND END DATE)

On the Home Page, you can see the amount available for withdrawal, which is generated every Monday. For more accurate information about the available amount, please check the **Payout History** section.



If the amount available for withdrawal is less than the minimum threshold of **\$30**, it will be carried over until it is paid out (i.e., until it reaches the minimum payout amount). When viewing the available amount, please note that **both negative and positive balances** are carried over to the next period.

Tiered Commission Structure

If you have a tiered commission structure that increases your commission percentage based on the number of referred accounts with deposits, for example: by default you have 15% (Tier 1), from 101 new accounts with deposits you move to Tier 2 with 20%, and from 1001 accounts with deposits you move to 25% — the recalculation is performed at the end of the month for the entire reporting period (1 month).

This means that each month you start from Tier 1 of the tiered structure at 15%. As soon as you reach the required number of depositing accounts, the commission is calculated according to the corresponding percentage. However, since payouts are made weekly, and you may reach the next tier (for example) during week 2 or 3, the difference will be recalculated at the end of the month and included in the final total of your monthly earnings.

TIER STRUCTURE EXAMPLE

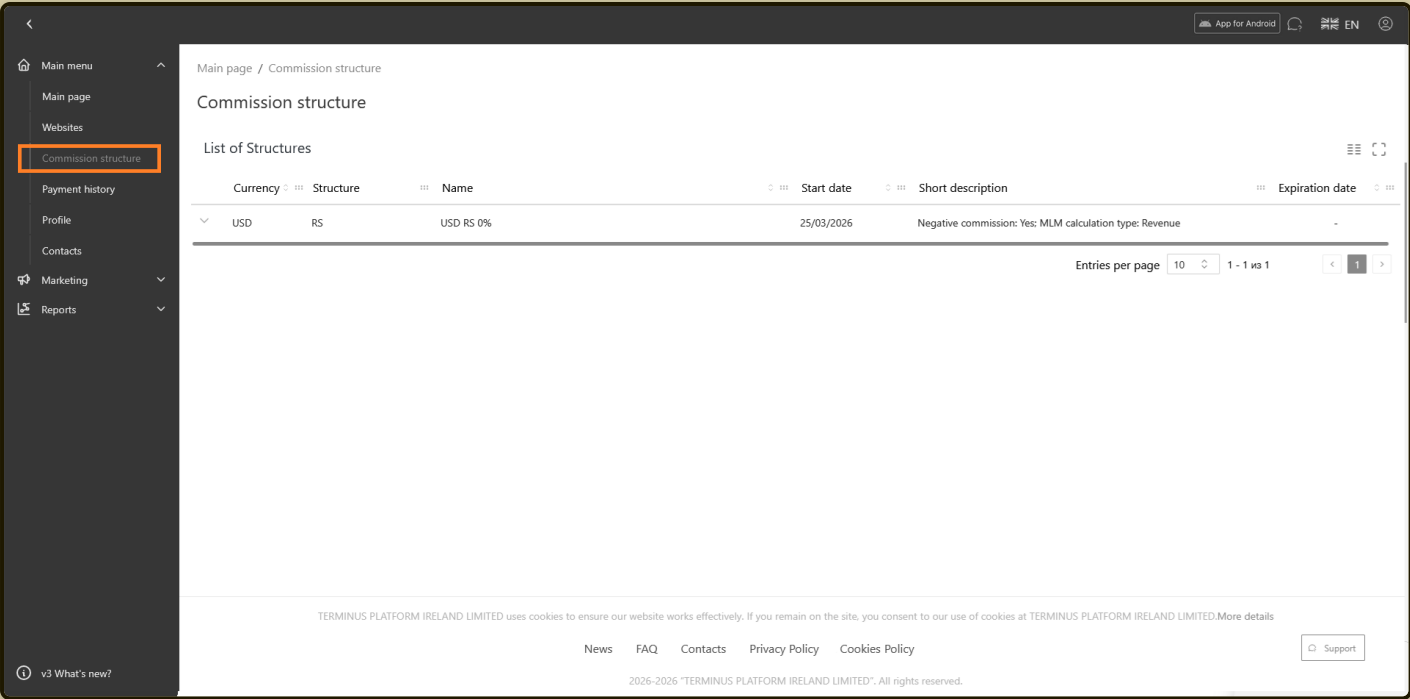
Default: **15%** (Tier 1) · From 101 new depositors: **20%** (Tier 2) · From 1,001 depositors: **25%** (Tier 3)
Recalculation is performed at the end of the month for the entire reporting period.

SECTION 08

Commission Structure



Here you can see your commission structure: Revenue Share, its start date, description, and end date.



COMMISSION STRUCTURE — LIST OF STRUCTURES: CURRENCY / STRUCTURE TYPE / NAME / START DATE / SHORT DESCRIPTION / EXPIRATION DATE



This section is for reference only. To adjust or discuss your commission terms, contact your account manager directly.

END OF DOCUMENT

Thank you for your attention!

This document is for informational purposes only.