

compliant



RIGHTLANDER

Compliant and Rightlander sign partnership agreement

Synergy to fuel growth for licensing and compliance platforms

4th May, 2022 – Licensing expert Compliant has partnered with Rightlander, a leading provider of marketing compliance software, in a deal that will see the two parties work together to offer their combined services to their respective customers.

The alliance will create synergy between the two companies that are focusing on supporting and navigating operators and affiliates through the complex regulatory landscape in the US as more states allow online gambling.

Rightlander represents the industry authority on compliance, offering solutions to automate affiliate compliance controls. It enables operators to screen affiliates for suitability, discover undisclosed content, monitor offers for compliance and accuracy, verify offer placement and landing pages, and engage highly ranked affiliates.

Compliant's platform, in addition to helping apply for and manage licenses needed to operate in the US, makes it quick and easy for operators to track their CPA affiliates and vendors' licensing status across jurisdictions. Those vendors, affiliates, and suppliers can also leverage Compliant's licensing platform to keep on top of their own licensing requirements.

Chris Oltyan, CEO of Compliant, said: "We are thrilled to enter into a partnership with Rightlander, which will prove to increase our scope and emphasise the importance of compliance and licensing in the industry."

"This referral agreement will serve to highlight the major benefits offered by the Compliant platform, which can offer CPA marketing affiliates and mid-tier vendors access to gaming license application generation."

Brean Wilkinson, Operations Manager at Rightlander, said: "We are delighted to have Compliant in our corner at a time when the industry needs experts in compliance and licensing more than ever."

“The Rightlander platform has a strong history in affiliate compliance and this partnership will only serve to increase our visibility, allowing more operators to better screen affiliates for suitability.”

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About Compliant

US gaming license platform provider Compliant, formerly Rebric, makes gaming licensing easy. Compliant’s platform allows sportsbooks to easily onboard and manage all employees' gaming licenses across every US state.

Launched in 2020, the platform reduces the time it takes to fill out forms for licenses by 92%.

Compliant provides the solution to compliance teams’ problems in securing employee licenses, significantly cuts the cost related to licensing, and accelerates the speed companies can move into new markets.

To find out more, visit <https://www.compliant.com/>

About Rightlander

Rightlander is a leading provider of services for discovery and monitoring of online content across key marketing channels to help businesses maintain compliant, accurate and competitive marketing assets without the need for manual checking.

Founded in 2017, Rightlander has established itself as a leading marketing compliance software provider. To find out more about the services Rightlander offers, visit <https://www.rightlander.com>