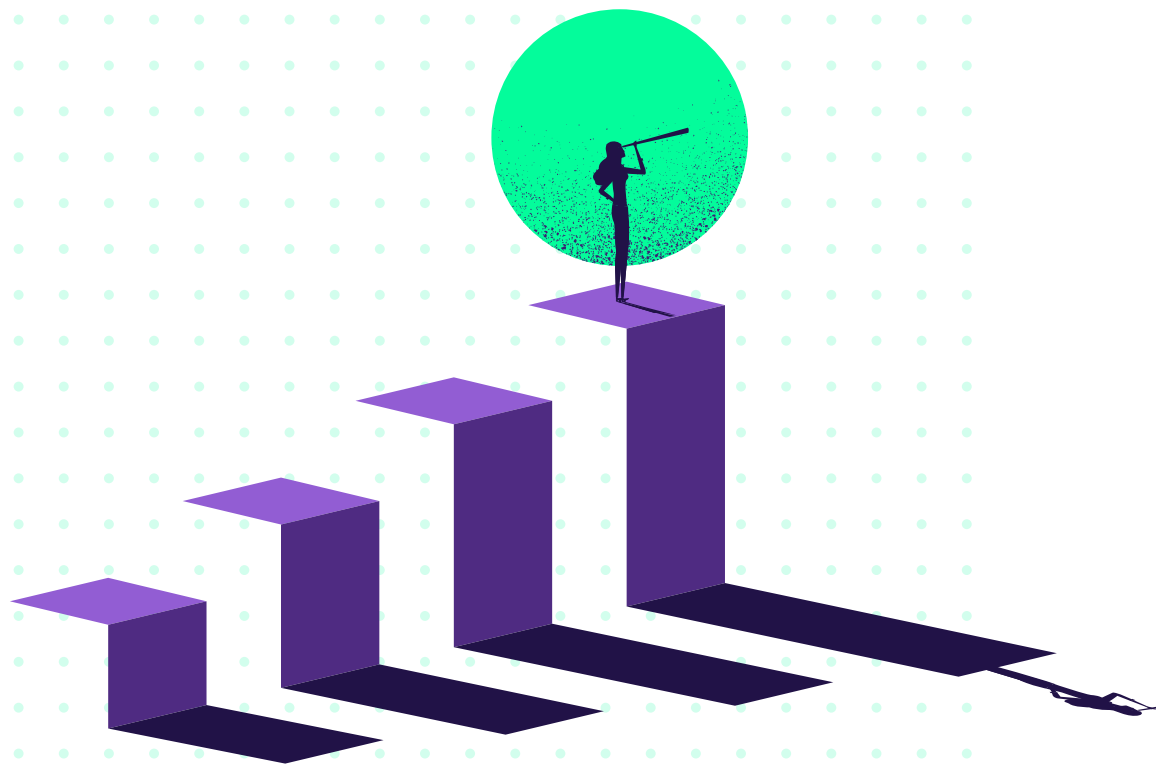


game lounge

Affiliate Trust and Data Index Report



April 2025

Aim.

This report is designed to give operators, affiliate networks, and industry stakeholders a clear, evidence-based view of how leading affiliate platforms compare in terms of data accessibility, usability, integration quality, and embedded security features.

The affiliate tech ecosystem remains fragmented, inconsistent, and often opaque. By evaluating over 100 data points across granularity, usability, and account-level security, this report provides a transparent benchmark that helps all parties—operators, affiliates, and platforms—make smarter decisions.

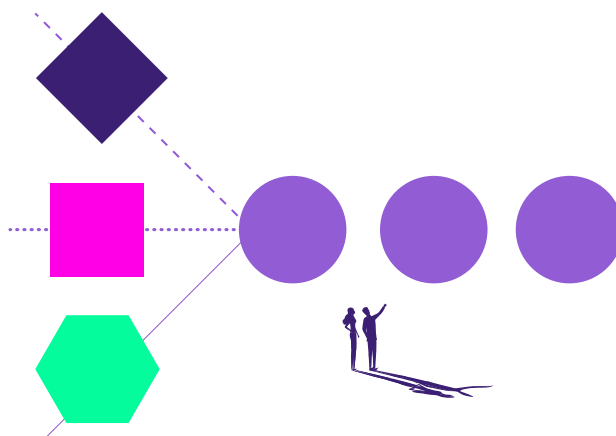
We believe this is a step toward a more aligned and data-driven ecosystem where affiliates can operate with confidence, and platforms are encouraged to raise their standards.

Which affiliate platform is best?

If you work in iGaming, you've probably already got an opinion. This report puts those views to the test—using more than 100 data points to benchmark platforms on data access, usability, and security.

At Game Lounge, we work with a wide variety of affiliate systems. Some are intuitive and data-rich. Others are not. This inconsistency impacts our ability to optimise marketing spend and generate long-term value.

To address this, we've created the Affiliate Trust and Data Index—a scoring and comparison framework that assesses platforms based on factors that matter most to performance-driven affiliates and their operator partners.



We focus on three dimensions:

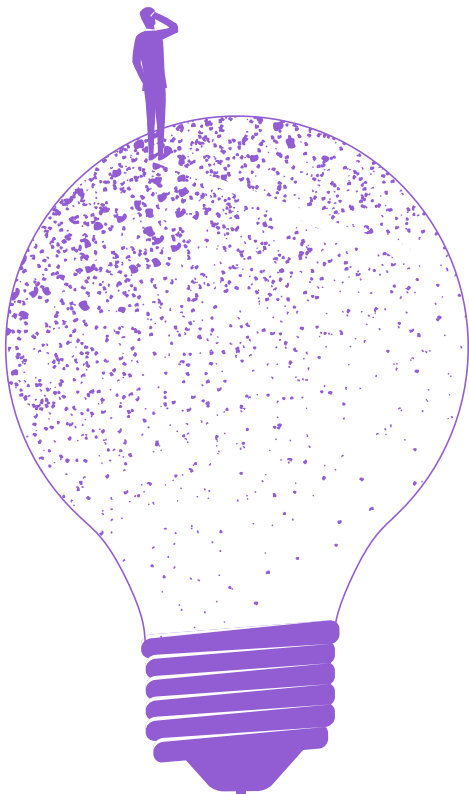
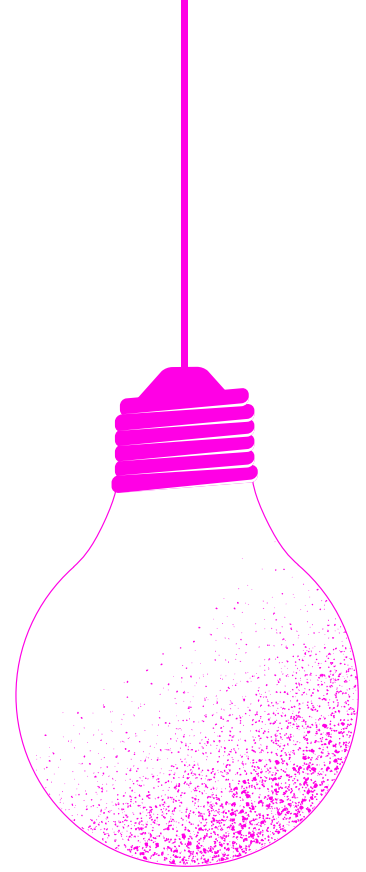
Granularity – the richness and transparency of the data provided.

Usability – specifically, the quality of API access and how it integrates into affiliate workflows.

Security – the measures in place to ensure data integrity and responsible access control. While not currently scored separately, we have integrated core security criteria directly into the usability scoring.

This includes support for:

- ✓ 2FA using OTP
- ✓ API key authentication
- ✓ 2FA for sensitive changes (*bank details, password, withdrawals*).



This report captures our findings so far. It reflects how well-known platforms perform when evaluated **objectively, based on consistent criteria.**

WIN-WIN-WIN OUTCOME



We see this initiative as a clear win-win-win for all parties involved.

A win for the operator: With better-quality data coming from the affiliate platform, we can deliver higher value players.

A win for the affiliate platform: The operator earns more, which means the platform earns more in commission.

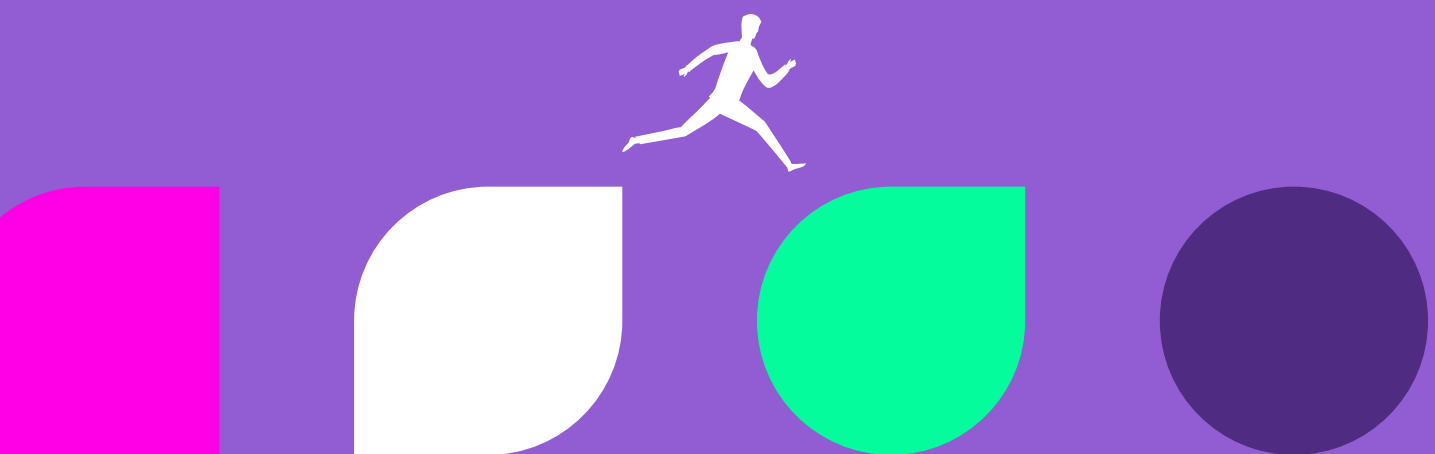
A win for us (the affiliate): We get a share of the improved performance and a stronger relationship with the operator.

Everyone benefits when data flows properly, systems are transparent, and integrations are seamless.

Methodology.

We've defined and weighted specific platform features. For each, we've applied a uniform scoring approach:

Feature availability	Score
Always available	1.0
Available but inconsistent	0.6
Not available/unknown	0.0



These scores are applied across more than 100 individual data points that represent real-world needs of modern affiliate operations. These are grouped into three evaluation pillars:

Granularity (approx. 50+ data points)

Covers the depth and precision of reporting, including:

1. Campaign- and sub-ID level tracking
2. Click counts, FTDs, deposits, and revenue visibility
3. Player activity (e.g. registration date, activity date, deposits, win amount)
4. Payout calculation breakdowns
5. Multi-channel traffic segmentation
6. Geo- and device-level data

Usability (approx. 40+ data points)

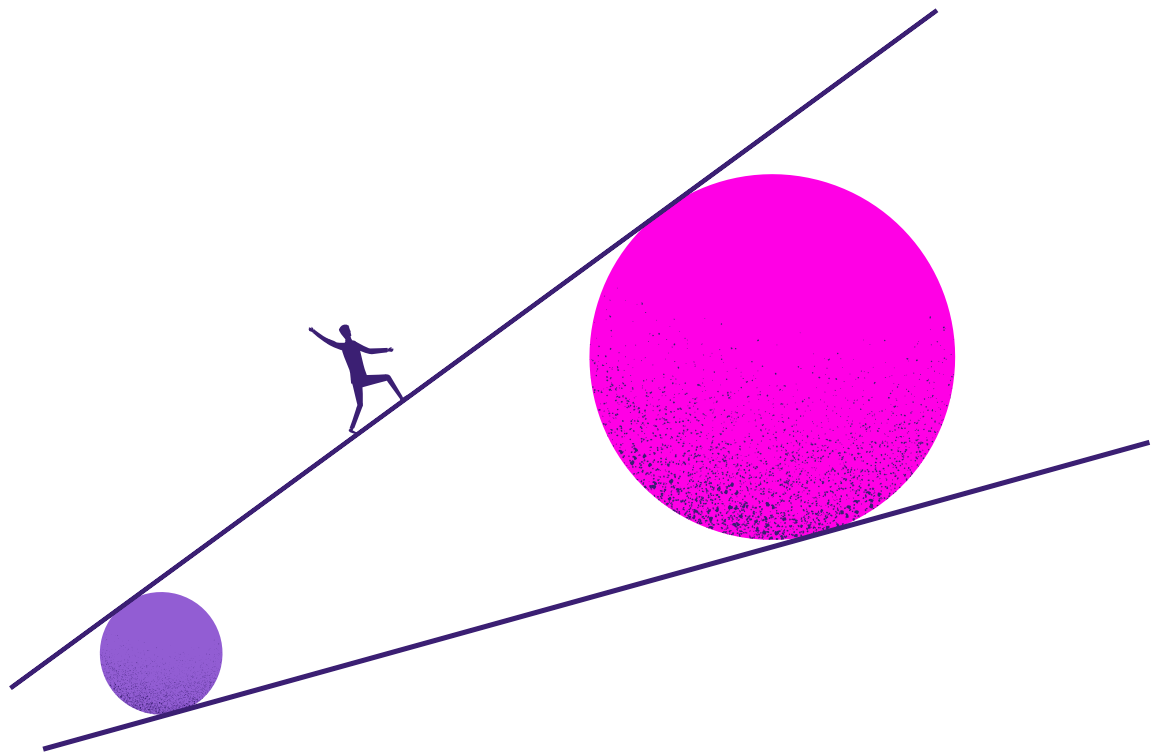
Evaluates how well platforms support modern workflows:

1. Reporting APIs (authentication, filtering, pagination)
2. Data export functionality
3. Dashboard navigability and data freshness
4. Speed of data availability (real-time vs delayed)
5. Developer experience and integration ease

Security-related Usability (approx. 10+ data points)

Security is integrated into usability and includes:

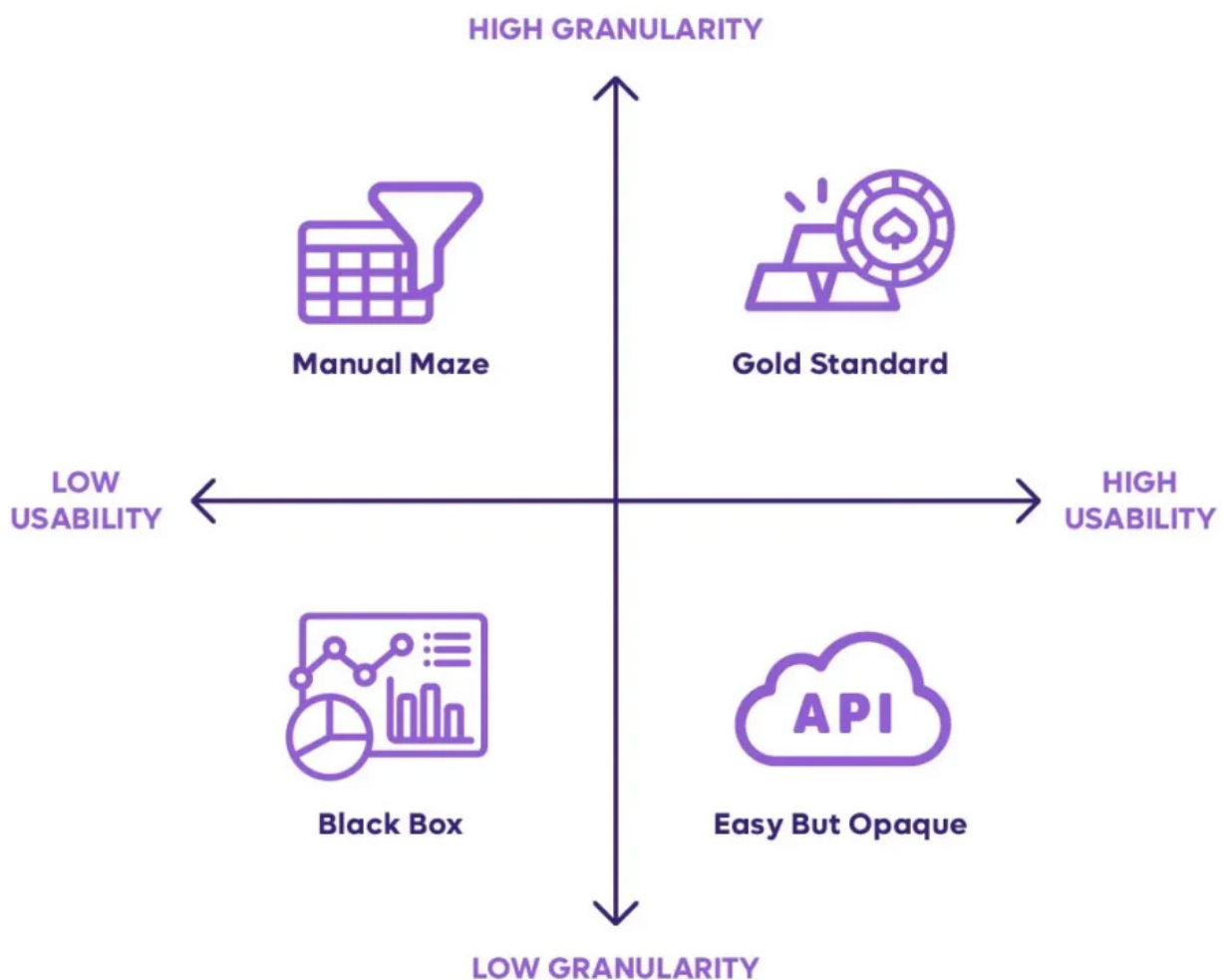
1. 2FA using OTP
2. API key support
3. 2FA for bank detail changes
4. 2FA for withdrawals and password resets



Each platform is assessed against these features using the scoring scale above. Their scores are then weighted and aggregated into two primary axes: **a Granularity score and a Usability score**, which determine their placement in the quadrant analysis. To simplify visualisation, we've integrated the security-related data points directly into the Usability score, allowing us to position each platform clearly within a two-axis quadrant without introducing a third dimension.

Quadrant Analysis: Usability vs. Granularity

Rather than simply producing a ranked list, we've plotted the evaluated platforms in a quadrant, revealing the trade-offs each system makes.



X-Axis: Usability

Reflects ease of integration, automation support, and developer experience.

Based on availability of reporting APIs, data exports, and integration tools.

Y-Axis: Granularity

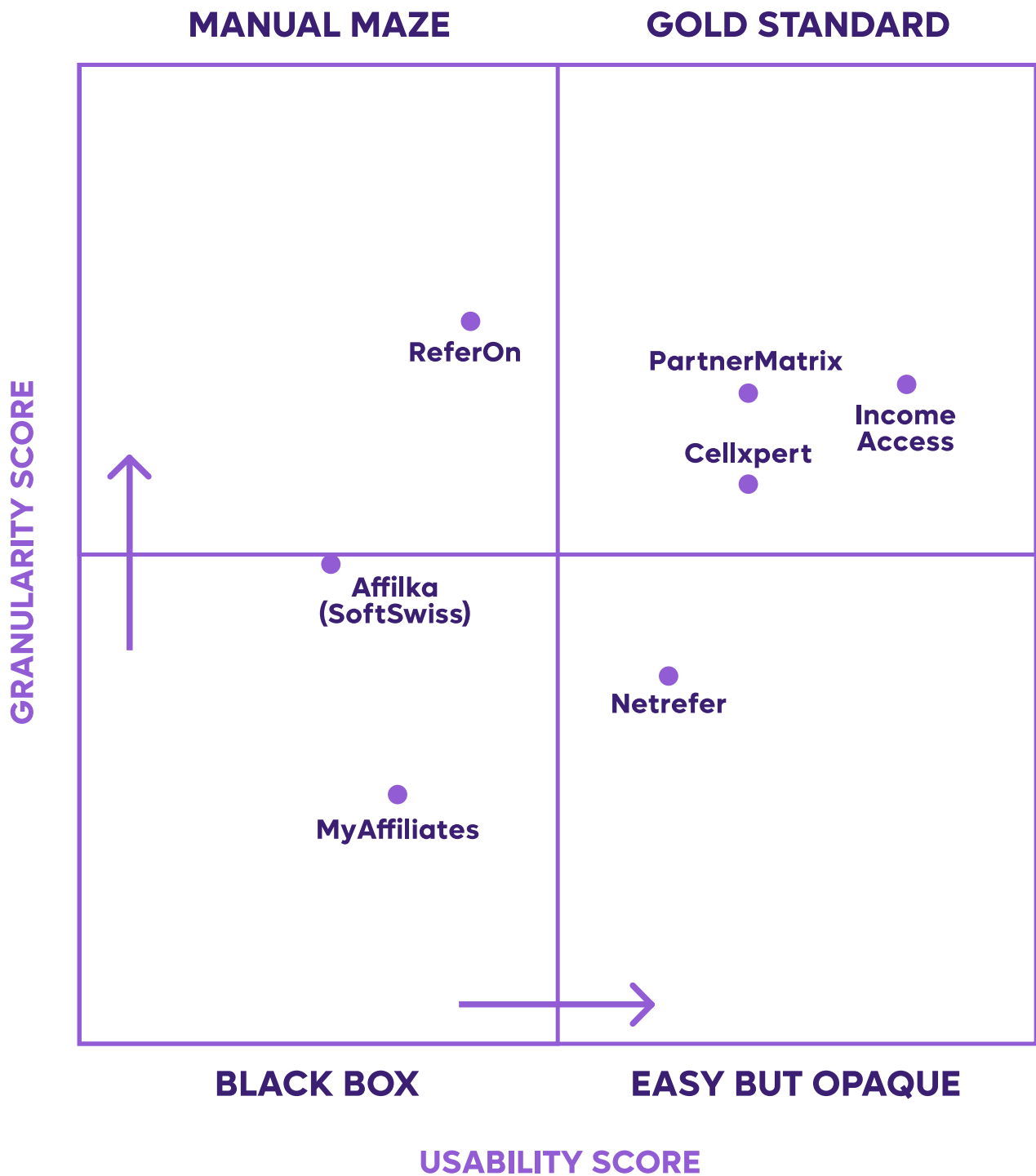
Measures the depth and transparency of reporting (e.g. clicks, FTDs, sub-IDs, campaign data).

Indicates how much operational insight the platform exposes.

Quadrant View

Quadrant	Label	Description
Top Right	Gold Standard	Rich data + high usability. Platforms here deliver what modern affiliates need.
Top Left	Manual Maze	Deep data, but clunky integration. Often reliant on manual reporting exports.
Bottom Right	Easy but Opaque	API-friendly but weak data. Suitable only for top-line monitoring.
Bottom Left	Black Box	Poor integration and shallow reporting. Risky to use without significant workarounds.

Results.



ReferOn leads in granularity, offering deep, reliable data across key campaign and customer dimensions. Its usability score is moderate, likely due to areas of friction in automation or developer experience.

Income Access combines the highest usability score with strong data granularity. It's a well-balanced platform suitable for teams that prioritise both reporting detail and ease of integration.

PartnerMatrix and Cellxpert show consistent strength in both categories, making them good all-rounders for affiliates looking for a mix of data quality and operational ease.

Affilka performs well in granularity but scores lower on usability, likely reflecting limited support for automated data flows or API integration.

Netrefer scores better on usability than data depth. While workable from a user interface or API perspective, it lacks the transparent, granular insights needed to support performance-focused affiliate strategies. When evaluating Netrefer based on our criteria, we considered the availability of its API through ASR, which the Netrefer system is capable of providing.

My Affiliates underperforms across both dimensions, reflecting limitations in data accessibility and automation that could hinder scale or operational efficiency.



Why this matters.

For too long, affiliate platforms have operated in a vacuum—free from scrutiny, free from comparison, and too often, free from pressure to modernise. There's been no consistent baseline for what "good" looks like, and no real accountability for what platforms choose to expose—or hide.

This report isn't about calling anyone out. As we like to put it: "We are not here to compare, we are here to raise the bar." It's about encouraging platforms to improve data access, integration quality, and transparency—for the benefit of everyone involved.



Operators deserve clarity.

When we say that, we mean this: operators have the right to know exactly what data their affiliate platform is making available to their partners—and what it is not. Some platforms expose detailed sub-ID, clickstream, or revenue share breakdowns. Others don't. Some let operators opt in to richer tracking or pass through custom dimensions.

Others make it difficult, or leave the choice entirely to the platform. By exposing these differences, we can create a level playing field. A space where the affiliate's success isn't limited by what the platform refuses to share. A space where the operator can actively choose to provide affiliates with deeper insight and more actionable reporting, knowing it will lead to better results for all parties.



Affiliates need better tooling.

Modern affiliate programmes are data-driven. To scale campaigns, automate tracking, and optimise ROI, we need accurate, timely, granular data—and we need it via interfaces that work. Many platforms today still fall short. This report is one step in helping them, and the industry, move forward.



KEITH CASSAR
Chief Technology Officer

Author's note.

As someone who has worked across data, product, and tech in this space, I've seen first-hand how much time is wasted and value is lost because platforms fail to expose the right data or support basic integration.

This index isn't about throwing shade. It's about creating clarity in a noisy market. We want affiliate managers, sales managers, product teams, and operators to be able to make better decisions, faster—and we want vendors to feel encouraged to compete where it actually matters: in transparency, usability, and trust.

If you're working in this space and have thoughts, feedback, or a platform you'd like us to look at, get in touch.



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