

# INCOME ACCESS ACCREDITATION

Income Access Accreditation Course (IAAC) is setting the standard in affiliate marketing for the iGaming industry. As the market continues to evolve and become increasingly competitive, it is more important than ever to have an affiliate programme built on the foundation of a highly skilled team, well-versed in the core fundamentals and effective application of affiliate marketing. With this principle in mind, Income Access has harnessed 10 years' experience as a leader in the iGaming sphere to develop a go-to solution for educating and up-skilling in affiliate marketing.

Designed to combat recruitment shortages and provide a tool for accelerated career growth in the field, IAAC offers comprehensive affiliate programme management strategy and insight, in conjunction with use of the Income Access software platform. To deliver the highest quality learning experience possible, Income Access has partnered with global leader in eLearning delivery solutions, Desire2Learn, to equip operators and affiliate managers with the knowledge and means to remain ahead of the affiliate marketing curve.

## KEY BENEFITS

### For Organisations:

Save time and money related to training, up-skilling, and investing in your team

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Combat HR/recruitment shortages – hire internally, training candidates with little to no experience

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Provide a standardised training format with measurable results related to comprehension of course content

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Provide strategic direction to ensure your team is leveraging the Income Access software platform, for maximum ROI

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Help ensure industry-leading affiliate programme management operations

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### For Affiliate Managers:

Invest in your skills training and career building by becoming an invaluable member of your organisation

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Open doors to new career opportunities and accelerated career growth in affiliate marketing

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Leverage Income Access' holistic industry perspective of affiliate programme management best practices

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Earn industry-wide recognition by becoming Income Access Certified

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## KEY FEATURES

- To deliver the highest quality learning experience available, Income Access has partnered with global leader Desire2Learn to provide accessible and engaging eLearning
- Course content is delivered via an online, independent learning solution
- Course content couples affiliate marketing fundamentals with iGaming industry context, insight, and strategy, in conjunction with the Income Access software platform
- The IAAC will administer premier affiliate marketing training and knowledge to iGaming operators and affiliate managers

## INSIGHT OBTAINED THROUGH INCOME ACCESS ACCREDITATION

The IAAC course content is organised by modules aimed at improving practical and theoretical knowledge in the following areas:

### 1) iGaming Industry Context

- Fundamentals of affiliate marketing
- Insight into iGaming industry verticals
- Affiliate relationship building and management
- Affiliate and player incentives

### 2) Affiliate Programme Management Strategies & Best Practices

- Strategy development fundamentals
- Acquisition strategies
- Retention tactics and methods
- Profile-building techniques

### 3) Income Access Software

- Communication strategies
- Commission strategies
- Promotional marketing techniques
- Player tracking and data delivery
- Reporting and industry key performance indicators
- Affiliate payment strategies

### PRICING

Income Access is offering an introductory price of **£350** for individual registrations and **£325** for purchases of five or more registrations.

**Offer expires April 19, 2013.**

To find out more about Income Access' Accreditation Course, please contact the Business Development team:

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