

Poker Affiliate Know How

The best part about being an affiliate for a poker room (and online casino) is you get paid for the life of that customer's business. Every month that your subscriber plays at one of the rooms, you get 25% to 40% of the charges from that original sign up. Probably one of the best affiliate offers on the web.

Poker Room Economics

How do Poker Rooms make money? A poker room collects something called a rake from every pot that is played online. There is usually a cap on how much can be taken from a pot. The rake depends on how many players are at a table and how large the stakes. Here is an example of a more inexpensive poker room (Absolute Poker);

Limits 2 to 3 players \$0.05 for each \$1.00 in pot, maximum \$1.00

All Limits 4 to 5 players \$0.05 for each \$1.00 in pot, maximum \$2.00

All Limits 6 or more players \$0.05 for each \$1.00 in pot, maximum \$3.00

The rake for a regular player ranges from \$100 to \$2000 a month depending on frequency of use and level of stakes being played. An average rake for a regular player, in my experience, is \$500 a month. Most poker players just play, they are not concerned with the rake a room is taking.

Another method of charging poker players is a buy in fee for tournaments. There is the contribution to the prize pool and then there is the entry fee. The entry fee is what the poker room takes as a charge. A typical buy in is \$10 (prize pool)-\$1 (entry fee). Poker rooms also have larger tournaments that range from \$25 to \$500 where the entry fee rises according to the prize pool contribution. A \$100-\$10 tournament is sponsored every Saturday at Prima Network with over 600 players competing.

Poker Room Promotions

Poker rooms promote their sites through many different marketing methods. 3 of the most popular are bonus/reload bonus offers, guaranteed tournaments and brick and mortar satellite events.

A bonus is given to any new player who signs up an account and deposits money. Ultimate Bet offers a 25% bonus up to \$100. The player must clear the bonus by playing a certain number of raked hands. Reload bonus offers work the same way and range from 25% to 50%. They will be offered every month to every quarter depending on the site.

Some sites take this bonus money out of your commission while other sites do not. It depends on the way a bonus can be cleared.

Another promotion that poker rooms offer are satellites into major brick and mortar tournaments. The largest event is the World Series of Poker held every year. Absolute Poker offers freerolls (no charge tournaments) for a chance to win a seat to the WSOP. Winning the freeroll gets you a seat into the final tournament where players compete for the actual prizes.

These satellite competitions are multi-tiered events. Most satellite tournaments have a buy in fee which is smaller than the actual final tournament. So players compete in less expensive qualifying tournaments to play in the final satellite tournament. This is big business and many players regularly buy into the final tournament for hundreds and even thousands of dollars.

A guaranteed tournament is essentially a prize pool that is underwritten by the poker room in hopes that the amount of buy-ins matches the guarantee. These tournaments range from \$200 freerolls to \$1,000,000.00 multi tiered structures. A normal guaranteed tournament ranges from \$1,500 to \$20,000. This tournament traffic feeds the cash ring games. When someone busts out of the tournament they usually go to the cash games and play.

Skin Sites

Poker rooms have formed groups called skin sites. The largest skin site is The Party Poker Network. They have 6 different individual sites that all share traffic together. So you can be playing at Party Poker but be sitting at a table with someone from Empire Poker. They all have the same software and are networked together yet the skin you look at when playing will be slightly different.

Affiliate companies specialize in gambling sites. I am going to list some of the best poker rooms along with the affiliate management companies.



Rating of 4 out of 5

This is the largest poker and casino affiliate management company on the web. They represent 2 poker rooms in the Prima Network and have 13 casinos under their banner. They have an excellent website, great reporting statistics and a very helpful affiliate

Our Mission

To be the most innovative and reputable, online gambling affiliate program, offering guidance and service excellence to loyal affiliates. We endeavor to provide **mutually profitable relationships**, through a market driven program, partnering with the most trustworthy and established organizations.

management team. I have open access to the affiliate managers about any questions regarding the poker rooms and marketing.

The statistics are the most comprehensive in the business. They even do a demographic of your customers according to age, sex, etc.

Commissionable Revenue generated (United States Dollars) Commission payable (%)

\$0 to \$15,000	25%
\$15,001 to \$30,000	30%
\$30,001 to \$500,000	35%
\$500,001 up	40%

Prima Poker Network has anywhere from 2000 to 8000 players competing at any one time. They offer guaranteed tournament money in 2 large tournaments on the weekends, \$100,000 and a \$75,000. Another feature are the bounty tournaments where Lou Krieger and some of his poker pro friends play in the tournament. There is a bounty on each of their heads for anyone who knocks them out of the tournament.

They have loyal customers with a large European contingent.

Royal Vegas Poker (and casino) – Is endorsed by Lou Krieger who is an important author in poker strategy and well known personality. For this reason, Royal Vegas is the most well known poker room in the Prima Network.

7 Sultans (and casino) – Is another Prima Site represented by Fortune Affiliates. This site is the 3rd alternative for players signing up in the Prima Network.

I gave this room a 4 out of 5 because the website goes down once a month, at the beginning of the month.



Rating of 5 out of 5

This company is the best in the business. They represent 2 poker rooms and 3 casinos. Their website is first class in every aspect, statistics, tracking methods (a 30 day cookie for your tracker for a visit) marketing material, promotional bonus offers (sign up and commission bonus) and affiliate management support. There are only good things I can say about this company, first rate and classy.

The statistics are very comprehensive and are an excellent resource to improve your purchase rate.

Income Access has a multi-tiered, click through and sign up payout system. The multi-tiered has monthly payouts of 25% to 35% of the commission and are very generous in their incentive bonus offers. Absolute Poker was giving \$15 for every new player who deposits money and Ultimate Bet was giving affiliates \$25 to \$250 for the amount of income the players accumulated.

Ultimate Bet – Is the leader in the poker software industry. They have the most sophisticated poker software and are on the pulse of the poker playing world. UB has 3 star endorsers that actually play on the site in their own rooms; Phil Helmuth, Annie Duke and Devilfish Elliot. The player traffic ranges from 2500 to 10,000 at any one time. They do not have a network (1 small site they bought) but are independent.

This online poker site has the best click to sign up ratio and click to purchase ratio.

They are esthetically pleasing to look at and offer many extras. They are always running reload bonus offers, World Poker Tour satellite events and dozens of guaranteed tournaments. They are an aggressive player in the online poker business and are positioned to take over. The bonus money is not taken out of your commission.

Absolute Poker – This is a great medium sized poker room. They offer 35% first time bonus up to \$210 which is not taken out of your commission. They have WSOP freerolls that generate traffic and sign ups who deposit money because of the great bonus. There are monthly reload bonus offers for incentive to continue playing at their site.



Rating of 2 out of 5

Empire Poker which is a Party Poker Skin. They are preferred by poker players because of some of the benefits Empire offers that Party does not such as customer support and satellite tournaments. Since they are part of the largest poker room network, with up to 100,000 players at peak times Tradal starts at a 20% payout level and peaks at 30%. They also take money from your commissionable income for every bonus paid out.

Don't let this deter you from signing up with Empire Poker (Tradal). They are aggressively marketing their product with monthly poker magazines sent to every customer. They are also running a once a week freeroll to the WSOP and have large weekend guaranteed tournaments.

Many players do not like Party Poker because of their poor customer service and less than adequate tournament structures. The Party Poker Network does not share tournament traffic just ring/cash game traffic. So, Empire Poker has a better tournament payout structure and much better customer support. Players will leave Party and sign up at Empire because they like the large amount of ring game traffic the network generates but deplore playing at the Party Poker skin. They will sign up at Empire Poker as an alternative. Confused? Don't be.

Empire Poker is a very well known brand name in the online poker community. People seek out Empire Poker affiliates because Tradal gives each of the affiliates bonus codes. **You don't even need a website to promote Empire Poker.** You market your bonus code which gives players extra bonus money by inputting the bonus code at sign up.

I gave them a 2 out of 5 because the statistics are below par, the website is slow and they do not answer questions very fast. But the product sells itself.



Rating of 4 out of 5

This affiliate company represents 3 poker rooms, The Gaming Club, River Belle Poker and Lucky Nugget Poker. They are a great affiliate company with a detailed website and responsive managers. RB pays out 25% to 35% of the commissionable bonus to their affiliates.

Commission Level	Minimum New Active Player Per Month	Positive Net Win Generated by player Net Losses	Your Potential Commission Earnings
20%	0	No limit on existing players	Unlimited
25%	1	Up to \$15,000	Up to \$3,750 per month
30%	1	From \$15,001 to \$30,000	From \$4,500 up to \$9,000 per month
35%	1	From \$30,001 and more	From \$10,500 and more per month

I have not played at these 3 poker rooms so I cannot comment on them. The Gaming Club is the 2nd favorite Prima Network skin site. Refer Back is an established affiliate management program of poker rooms and casinos. Their payout structure looks like this;

Here are Refer Back's Clients



ReferBack.com is the exclusive Affiliate Program of choice to Belle Rock Gaming, a super-group of seven world-class Online Casinos and three exciting Online Poker Rooms.

These include:

River Belle online casino and poker room, **The Gaming Club** online casino and poker room, **Lucky Nugget** online casino and poker room, **Jackpot City** online casino, **Aces High** online casino, **Showdown** online casino, **Home** casino

With so many gambling destinations to choose from, your players' opportunities for winning are vastly increased.

You will be able to market these benefits to potential players for any of Belle Rock Gaming's Online Casinos or Online Poker Rooms:

Constant variety and more ways to win.

Exciting and unsurpassed promotions.

A FREE, monthly copy of our Cool Hand lifestyle magazine, awarded to loyal players.

Cash-back points for any bets placed, regardless of whether players win or lose.

Personal and transactional safety through our strict security checks

Players can choose from 150 games

Players can choose from a variety of convenient deposit and withdrawal options

24/7 customer service support

For more information, please [visit the Belle Rock Gaming website](#).

The Gaming Club Online Casino and Poker Room



The Gaming Club is the place to play if you want your players to become one of More Winners, More Often! The Gaming Club, established in 1995, has over 100 cutting-edge casino games and five poker games from which to choose. Winning big has never been this easy or this much fun.

For more information about The Gaming Club, [click here](#).

The River Belle Online Casino and Poker Room



Launched in 1997, River Belle has become one of the most well-known and respected online casinos in the industry. From unsurpassed **customer service** and state-of-the-art **gaming software**, to the challenge of its live poker room, it's little wonder that River Belle has welcomed millions of visitors aboard.

For more information about River Belle, [click here](#).

Lucky Nugget Online Casino and Poker Room



Affiliates, if your players are looking for quality entertainment and a friendly welcome, they won't have to look further than **Lucky Nugget online casino and poker room!** Since Lucky Nugget was established in August 1998, millions of big winners have discovered just how easy it is to **Strike Gold!**

For more information about Lucky Nugget, [click here](#).

Jackpot City Online Casino



While Jackpot City is the **Home of the Biggest Jackpots**, it's also the home of the biggest entertainment. For potential players looking for thrills, excitement, and big winnings, be sure to market Jackpot City!

For more information about Jackpot City, [click here](#).

Aces High Online Casino



Aces High Online Casino takes winning to the extreme with **Fast Paced Casino Action!** Over 90 cutting-edge casino games, on state-of-the-art Viper software, and exhilarating monthly promotions ensure that the winning excitement never ends.

For more information about Aces High, [click here](#).

Showdown Online Casino



The sun won't set on winning at Showdown Online Casino. The games are hot, the winnings are even hotter and there's always something to make your Affiliate marketing easier. With over 60 sizzling casino games, monthly competitions and prizes, your players can enjoy **Wild, Wild Winnings** whenever they play at Showdown!

For more information about Showdown, [click here](#).

Home Casino



There's no place like Home Casino when it comes to winning. Invite your Online Casino players to pull up their favorite chair and enjoy the relaxed atmosphere at Home. Whether they're a first-time player or a regular visitor they'll enjoy the creature comforts that Home has to offer. With over 57 online casino games, including 11 Progressive Jackpots it's no wonder that **Home is Where the Winnings are!**

For more information about Home, [click here](#).