



Catena Media becomes the first affiliate to feature online casinos with a fully integrated In-Banner Pay N Play® solution for Swedish players

Catena Media has started a collaboration with Trustly and integrated an online casino site that offers the In-Banner Pay N Play solution, into its comparison site, JohnSlots.

JohnSlots is the first affiliate site to fully integrate online casino sites embedding In-Banner Pay N Play and there are possibilities to further develop this functionality and extend it to other Catena Media casino affiliate sites.

Catena Media's use of the In-Banner Pay N Play solution enhances the use of a regular redirection to a casino's Pay N Play payment page.

With the In-Banner Pay N Play solution, users redirected via JohnSlots can, in one single step, create an account and deposit money with an online casino. When users on JohnSlots find an online casino site that offers Pay N Play as a deposit method, through the functionality of In-Banner Pay N Play, they can simply choose to register and deposit with the casino, which loads in an overlay page sitting on top of JohnSlots

You can try the In-Banner Pay N Play solution in JohnSlots' review of Pronto casino.

"This is the first time Trustly has worked with an affiliate in implementing a full solution for the In-Banner Pay N Play feature they have. We were more than thrilled to be a part of this project," says James Bason, Head of Research and Development at Catena Media.

Vasilije Lekovic, Director of Gaming Accounts at Trustly, says:

"We're excited to launch our In-Banner Pay N Play solution together with Catena Media. The company's willingness to invest in innovation benefits both affiliates and operators by delivering a better player experience and driving higher conversion. So far, it's been a joy to work together with the Catena Media team, and we look forward to continuing to strengthen this fruitful partnership."

At the moment, the Pay N Play solution is only available on certain online casino sites integrated into JohnSlots and offered only to users residing in Sweden. Juri Totaro, who is the Product Owner for JohnSlots, is hopeful for Catena Media's users from other countries to be offered similar features on their favourite online casino sites in the future.

"I'm excited to see more innovative solutions in the pipeline and features that will take all Catena products to the next level by strengthening relationships with other companies in the industry."
