

# Catena Media and recent acquisition, SuperScommesse (ASAP ITALIA), both nominated for EGR Italy ‘Affiliate of the Year’

**A**s one of the world’s most successful lead generation companies, we are proud to see our position within the Italian market acknowledged through the prestigious EGR award nominations received. This year, we hold 33% of the shortlisting within the ‘Affiliate of the Year’ category, with both Catena Media itself and acquisition, SuperScommesse (ASAP Italia), taking two of the six spots announced. The fifth edition of the EGR Italy Awards will be held at Aldrovandi Villa Borghese in the heart of Rome on Thursday, 4th October 2018.

With a strong presence in the Italian market, Catena Media has observed an upward trend within the past year. Leading market specific casino related products at Catena Media include: slotgallinaonline.it, auraweb.it, videoslotmachineonline.it – whilst superscommesse.it, a project by Catena Media’s powerful acquisition, ASAP Italia, leads the way as top sports betting odds comparator in Italy with an independent nomination alongside Catena Media for this year’s EGR Italy ‘Affiliate of the Year’ award.

“Being nominated for this key category for the second time (USA in May) within one year is an honor and a true accomplishment for our team and a clear sign to the market that we are the number one lead generator in the verticals we aim to be in.”

Per Hellberg, CEO

Acquisition of market-leading, rapid growth, sports news and lead-generator: ASAP Italia, announced 27th June 2018, lead Catena Media to take a major stake in the Italian market, improving its already strong positioning even further. Nominated SuperScommesse alone has a community of fans consisting of over 300,000 people and observed recorded growth of 70% vs. the previous year, both in terms of traffic and number of users. The site reaches almost 3 million visitors a month, leading to its top positioning. Numbers for the Italian casino portfolio at Catena Media have also seen positive results vs. the previous year, with a 16% overall increase in traffic; 60% increase in page view; 20% increase in time spent on site and a 10% reduction in bounce rate. Organic traffic also spiked by 20%, with direct visits improving by 15%.

The EGR Italy Awards are dedicated to rewarding outstanding contribution to the Italian egaming sector, by celebrating industry excellence over the past 12 months. The official category description and criteria for the ‘Affiliate of the Year’ 2018 award are shown below, in their original form as listed on the EGR website.

## AFFILIATE OF THE YEAR

The judges will reward the affiliate that has stood out from the pack in a competitive sector through innovation, traffic generation and growth, genuine ROI for operators and the ability to build strong partner relationships. This is not an award for the biggest affiliate site in the US, but scale will be a factor in determining the winner. Entrants will need to provide evidence of growth, innovation, quality and scale of traffic and differentiation.

## KEY CRITERIA INCLUDE:

- Differentiation and quality of offering
- Quality and scale of traffic
- Growth
- Innovation
- Strong partner relationships

For more information on the EGR Italy Awards, visit <https://egritalyawards.awardstage.com/>

