

Internet Gambling: Income Access debuts new Affiliate Management Software

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Income Access is blazing a new trail for affiliate toolkit usability with the latest version of their industry-leading affiliate management software. Affiliates and merchants are invited to sample what Income Access has to offer at the upcoming ICE and CAP Euro affiliate marketing conferences in London, England, at the end of January.

Montreal, Quebec, Canada January 24, 2008 - Several months ago, the Income Access team launched plans to raise the bar on affiliates' and operators' experiences with the Income Access software. Drawing from Web 2.0's clean, friendly esthetic elements and its emphasis on easy access to information, Income Access crafted version 3.0 of their software. Income Access has now released a demo of this latest version, with its official unveiling to occur at the ICE and CAP Euro affiliate conferences, running January 21st to 27th, 2008.

"Our main objective with this redesign has been to ensure our software's appearance and usability reflects the depth and range of its capabilities as a data analysis tool," says Nicky Senyard, CEO. "By making the design of the software even more intelligent and pleasant to interface with, we've aimed to deliver at-your-fingertips access to information for affiliates and merchants alike."

Just as Web 2.0 is a better version of the Web, version 3.0 of the IA software is a better way to look at reporting for affiliate marketing. The visual elements of the software have been brought out with use of colours and icons that assist users to quickly find what they're looking for to carry out the tasks that matter most. Pop-ups have also been minimized to streamline navigation. A softer, friendlier feel has transformed the admin, merchant, and affiliate interfaces into a more enjoyable environment to log in to.

Version 3.0 of the Income Access software also lets users exercise more control over their data by experimenting with several new features. The presentation of reports has been fine-tuned to put the most commonly used reports front and centre, and to fit more information on a single page. In addition, affiliates and merchants will notice that their daily tasks are faster and simpler thanks to scrolling within reports and the ability to highlight multiple rows of data for easy viewing of pertinent data.

"Version 3.0 will make it easier than ever before to access the information you need to make marketing and business decisions," says Nicky Senyard. "We've always used our own experience with affiliate marketing and affiliate management to push our software from one release to the next, and this latest release is the perfect example of how this approach really pays off for the end user. With 3.0, the Income Access software is now more adept than ever not only at reporting data, but at intelligently supporting the most vital functions involved in affiliate marketing with perfected usability."

Affiliates, operators, and merchants are invited to make appointments with Income Access representatives at the upcoming online gambling conferences to see a demo of version 3.0 of the software. Income Access will be at booth 43 at CAP Euro. To prearrange an appointment time for a demo or a chat, please contact info@incomeaccess.com.

About Income Access

Uniquely placed in the affiliate marketing arena, Income Access provides the industry with affiliate software, an affiliate network and affiliate management services. Income Access is built from the affiliate marketing perspective for the gaming industry and powers the affiliate programs of leading brands in Europe including renowned international brands Victor Chandler, Jackpotjoy, Lasseters, Sporting Bet Europe, Unibet, Ladbrokes, Dublin Bet, Centre Bet, Wager Profits and Bingo.com. Established in 2002 and based in Montreal, Canada, Income Access is operated by a team of seasoned affiliate marketing professionals in online gaming. Income Access is the online gaming industry's trusted partner.