IncomeAccess
A Paysafe Experience

micasino.com

Success Story

MiCasino.com is a premier online casino and sports betting platform tailored for Latin American players. Its core vertical, casino gaming, offers poker, blackjack, bingo, online roulette, video slots, live-dealer tables and virtual games through an intuitive, in-browser and mobile-optimized interface. **Licensed and regulated across multiple regional jurisdictions, the platform's library features flagship slot titles such as Asgardian Champions, Atlantis Quest and Strike Riches, alongside professional live-streamed tables for roulette, baccarat and blackjack.** A fully integrated sports-betting module covers football, basketball, baseball, tennis, esports and virtual games, with in-play odds updated in real time.

To foster loyalty, MiCasino.com offers a 100% Welcome Bonus on the first deposit and delivers ongoing promotional codes—ranging from casino-free spins to sports-free bets—via email, SMS and in-platform alerts. A dedicated customer support team provides 24/7 chat and email assistance in Spanish, while multiple withdrawal options—including bank transfers, digital wallets, cards, cash and cryptocurrencies—ensure a seamless experience from signup to payout.

The Goals

Recruit and retain high-value affiliates in Mexico, Peru, Chile, Ecuador, Venezuela, Bolivia, Honduras, Guatemala and Costa Rica with local campaigns.

Boost new player registrations and FTDs through targeted affiliate promotions.

Equip partners with real-time analytics, pre-localized creatives and a centralized asset hub.

In November 2023, MiCasino.com partnered with Income Access to elevate affiliate marketing into a primary acquisition channel. Three objectives framed the collaboration. First, recruit and retain a diverse network of high-value affiliates across Mexico, Peru Chile, Ecuador, Venezuela, Bolivia, Honduras, Guatemala and Costa Rica establishing local partnerships and language-specific campaigns. Second, drive significant increases in new player registrations and first-time deposits (FTDs) through region-optimized affiliate campaigns aligned with local market peaks. Third, empower partners with granular, real-time analytics, pre-localized creatives and a centralized repository for all marketing assets, streamlining campaign setup and optimization.

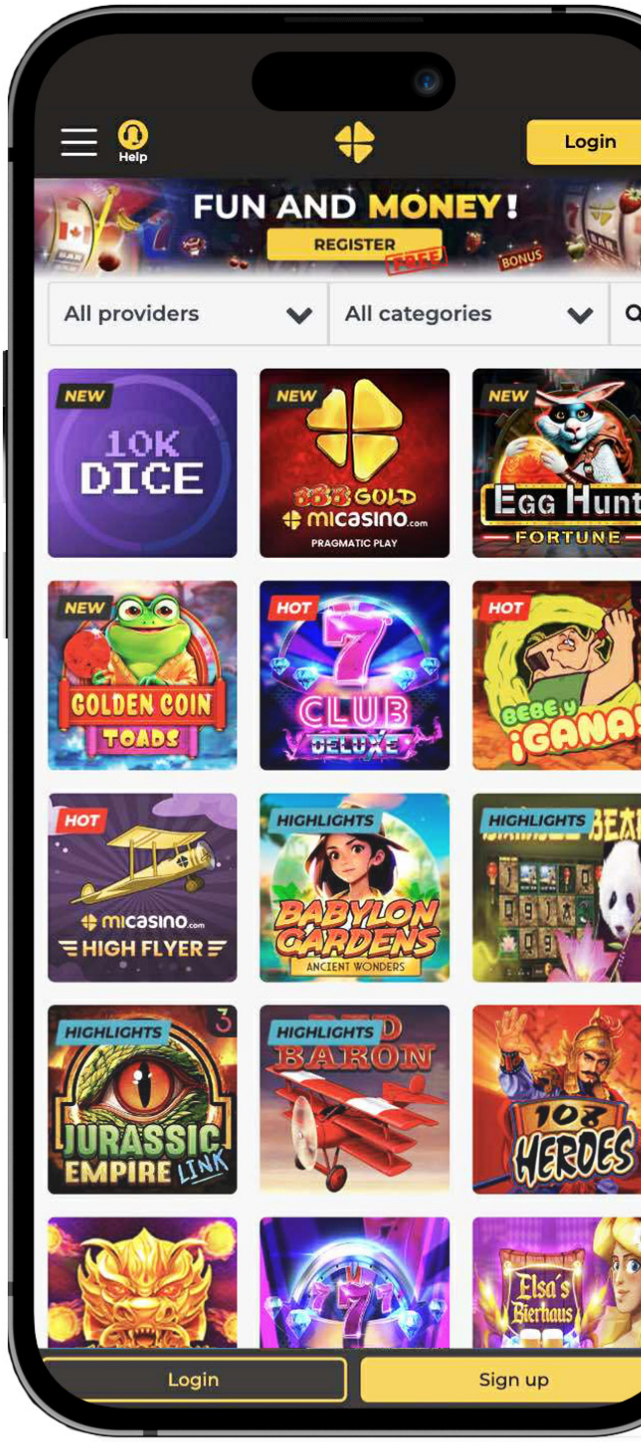
Steps to Take

Income Access launched a unified affiliate portal with real-time tracking for registrations, FTDs, NGR and conversions, plus a library of localized banners, email templates and tracking links.

The team used regional expertise to recruit affiliates through targeted outreach and local events, rapidly growing the program's reach.

Dedicated affiliate managers provided hands-on support, hosted webinars and shared localized campaign kits to help partners optimize performance.

Income Access implemented its award-winning affiliate platform to establish MiCasino.com program quickly. A unified portal was launched, giving partners a single login to access real-time dashboards for registrations, FTDs, net gaming revenue (NGR) and conversion rates alongside a library of pre-localized banners, email templates and unique tracking links. Leveraging regional expertise, Income Access recruited affiliates through targeted outreach and industry events. IA also provided dedicated managers who hosted quarterly webinars, distributed campaign kits tied to local festivals and sporting events, and offered hands-on coaching to ensure affiliates could optimize promotions swiftly.



Results

The MiCasino.com and Income Access partnership has delivered transformative growth across all KPIs. **Affiliates generated nearly 250,000 new player registrations and over 73,000 FTDs through April 2025, rapidly expanding MiCasino.com customer base. Active affiliates grew by 1,183% between November 2023 and April 2025, highlighting rapid partner adoption. Net gaming revenue (NGR) increased by 4,748% year-on-year, reflecting the significant impact of affiliate-driven growth.**

The average commission payout time was slashed to seven days, further incentivizing affiliate loyalty and fostering long-term collaboration. This performance milestone has positioned MiCasino.com as a leading brand in affiliate-driven player acquisition.

As Income Access and MiCasino.com continue working together in the future, the goal will be to keep expanding the affiliate network, penetrate new markets and connect players with MiCasino.com unique, engaging gaming experiences.

Contact MiCasino.com Team

Through April 2025

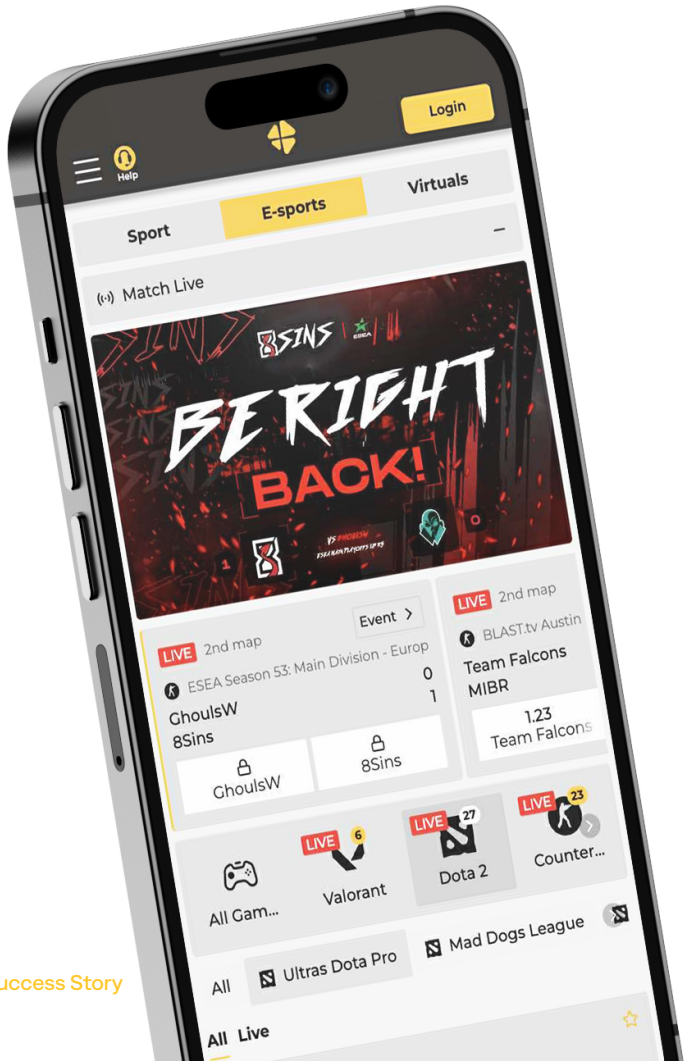
250K
New Player Registrations

73K+
First-Time Deposit

Other Stats

+1,183%
Active Affiliates in less than 2 years

+4,748%
Net Gaming Revenue Year-on-Year



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