Client Requirements

KEIBOARDER>

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Version 1.1

Contents

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1 Document Revision

VERSION	REVISION DATE	DESCRIPTION OF CHANGE
0.1	2023-12-29	Basic Outline
1.0	2024-01-31	Initial Requirements for Replacing the Current Data Provider and the foundation for future development.
1.1	2024-02-14	Added link to view the ERD in more detail.

2 Data Types

The data types outlined below represent a loose outline of what is needed to complete the Yield Sec Portals. That being said, these data types are not set in stone without flexibility, and can evolve as needed for the success of the application overall.
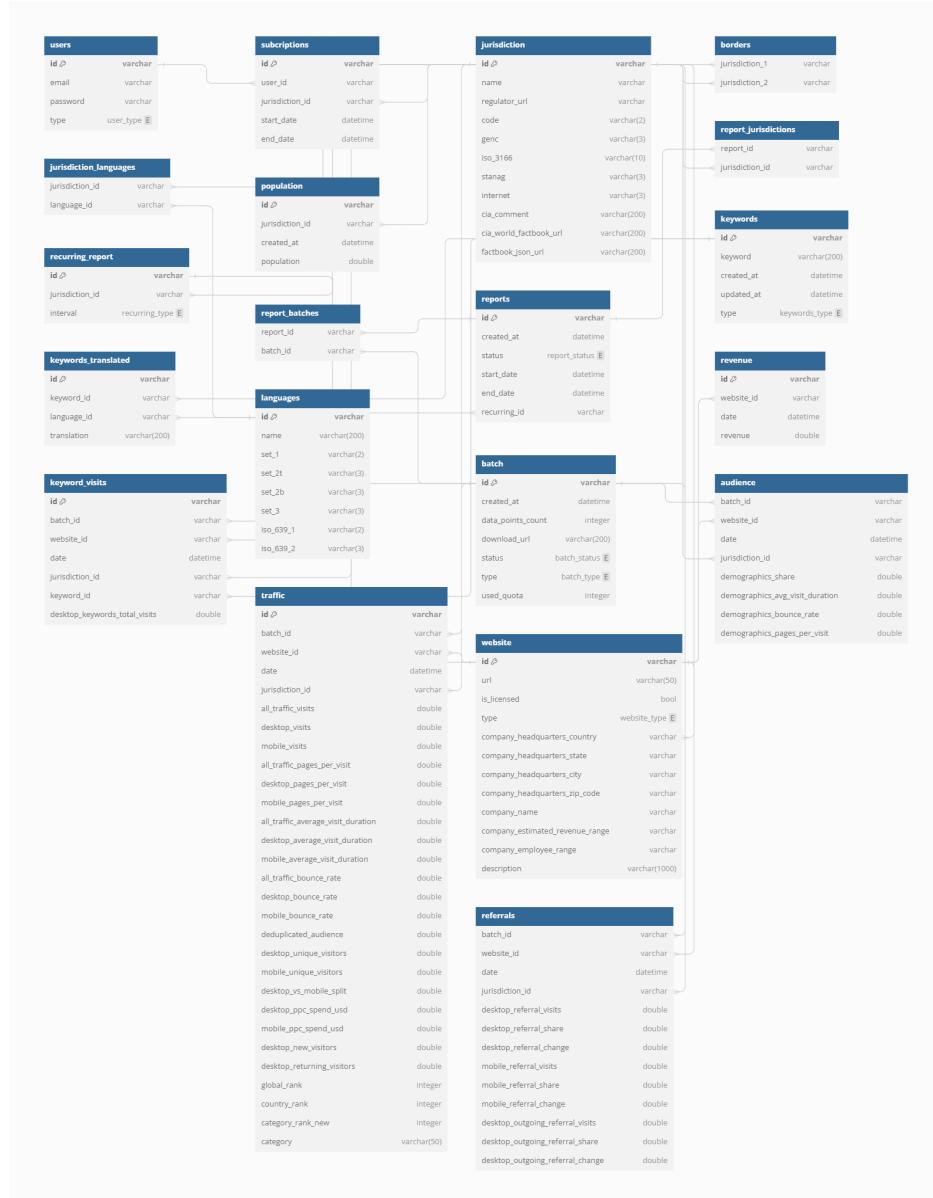
Figure 1: Entity Relationship Diagram

2.1   Users

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
email	String	Not Null
password	String	Not Null
type	Enum	Not Null

Passwords will be encrypted.

2.1.1   User Types

- Super Admin
- Admin
- Analyst
- Customer

2.2   Keyword

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
keyword	String	Not Null
created_at	DateTime	Not Null

ATTRIBUTE	DATA TYPE	NULLABLE
updated_at	DateTime	Not Null
language_id	Languages	Not Null
type	Enum	Null
sub_type	Enum	Null

2.2.1 Keywords Type

- Legal Brands
- Illegal Brands
- Product Types
    - Add Sub-type
- Events
- Teams
- Leagues
- Sports
- Bonuses and Offers
- Payment Types
- Workarounds
- Website Classification
- Operators
    - Add Sub-type

2.2.2   Keywords Sub-Type

- Many Gambling Products
- Sports Betting Only
- Casino Only
- Poker Only
- Lottery Only
- Predictors Only
- E-sports Only
- Daily Fantasy Only
- Social Casino Only

2.3   Subscriptions

ATTRIBUTE	DATA TYPE	NULLABLE
it	String	Not Null
user_id	Users	Not Null
jurisdiction_id	Jurisdiction	Not Null
start_date	Date	Not Null
end_date	Date	Not Null

2.4   Jurisdiction

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
name	String	Not Null
regulatory_url	String	Not Null
code	String	Not Null
genc	String	Not Null
iso_3166	String	Not Null
stanag	String	Not Null
internet	String	Not Null
cia_comment	String	Not Null
cia_world_factbook_url	String	Not Null
factbook_json_url	String	Not Null

Table populated from the following:

- CIA Country Data Codes

2.5 Borders

ATTRIBUTE	DATA TYPE	NULLABLE
jurisdiction_1	Jurisdiction	Not Null
jurisdiction_2	Jurisdiction	Not Null

2.6   Jurisdiction Languages

ATTRIBUTE	DATA TYPE	NULLABLE
jurisdiction_id	Jurisdiction	Not Null
language_id	Languages	Not Null

2.7   Population

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
jurisdiction_id	Jurisdiction	Not Null
created_at	Date	Not Null
population	Double	Not Null

2.8   Reports

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
created_at	Date	Not Null
status	Enum	Not Null
start_date	Date	Not Null
end_date	Date	Not Null
recurring_id	Recurring Report	Not Null

2.8.1 Report Statuses

- Draft
- Keywords Review
- Keyword Processing
- URL Review
- URL Processing
- Financial Review
- Done

2.9 Report Jurisdictions

ATTRIBUTE	DATA TYPE	NULLABLE
report_id	Reports	Not Null

ATTRIBUTE	DATA TYPE	NULLABLE
jurisdiction_id	Jurisdiction	Not Null

2.10   Recurring Report

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
jurisdiction_id	Jurisdiction	Not Null
interval	Enum	Not Null

2.10.1   Recurring Types

- Weekly
- Monthly
- Quarterly
- Yearly

2.11   Report Batches

ATTRIBUTE	DATA TYPE	NULLABLE
report_id	Reports	Not Null
batch_id	Batch	Not Null

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2.12   Batch

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
created_at	Date	Not Null
data_points_count	Integer	Not Null
download_url	String	Not Null
status	Enum	Not Null
type	Enum	Not Null
used_quota	Integer	Not Null

2.12.1   Batch Statuses

- Pending
- Processing
- Completed
- Retry
- Bad Request
- Internal Error

2.12.2   Batch Type

- Traffic
- Referrals

- Audience

- Keywords

- Apps

- Company

- Technologies

- E-commerce

2.13   Keywords Translated

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
keyword_id	Keyword	Not Null
language_id	Languages	Not Null
translation	String	Not Null

2.14   Languages

ATTRIBUTE	DATA TYPE	NULLABLE
name	String	Not Null
set_1	String	Not Null
set_2t	String	Not Null

ATTRIBUTE	DATA TYPE	NULLABLE
set_2b	String	Not Null
set_3	String	Not Null
iso_639_1	String	Not Null
iso_639_2	String	Not Null

Table populated from the following:

- List of Language Codes
- CIA Language Data Codes.

2.15   Websites

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
url	String	Not Null
type	Enum	Null
company_headquarters_country	Jurisdiction	Null
company_headquarters_state	String	Null
company_headquarters_city	String	Null

ATTRIBUTE	DATA TYPE	NULLABLE
company_headquarters_zip_code	String	Null
company_name	String	Null
company_headquarters_employee_range	String	Null
company_logo	File	Null
description	String	Null
activity_type	Enum	Null
legality_type	Enum	Null

2.15.1 Website Type

- Operators
- Affiliates
- Ads
- Social Media Mentions and Posts
- Search
- App Store
- Ignore - Do not include in further queries.

2.15.2 Activity Type

- Many Gambling Products
  - Only available to "Operators"
- Sports Betting Only

- - Only available to "Operators"

- Casino Only

  - Only available to "Operators"

- Poker Only

  - Only available to "Operators"

- Lottery Only

  - Only available to "Operators"

- Predictors Only

  - Only available to "Operators"

- E-sports Only

  - Only available to "Operators"

- Daily Fantasy Only

  - Only available to "Operators"

- Social Casino Only

  - Only available to "Operators"

- Promoting

  - Only available to "Affiliates", "Search", "Ads", "Social Media" and "App Store"

2.15.3 Legality Type

- Legal

  - Only available to "Operators"

- Illegal

  - Only available to "Operators"

- Promoting Legal

  - Only available to "Affiliates", "Search", "Ads", "Social Media" and "App Store"

- Promoting Illegal

> **–** Only available to "Affiliates", "Search", "Ads", "Social Media" and "App Store"

- Promoting Both

> **–** Only available to "Affiliates", "Search", "Ads", "Social Media" and "App Store"

2.16   Revenue

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
website_id	Websites	Not Null
date	Date	Not Null
revenue	Double	Null

2.17   Keyword Visits

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
batch_id	Batch	Not Null
website_id	Websites	Not Null
date	Date	Not Null
jurisdiction_id	Jurisdiction	Not Null

ATTRIBUTE	DATA TYPE	NULLABLE
keyword_id	Keyword	Not Null
desktop_keywords_total_visits	Double	Not Null

2.18   Traffic

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
batch_id	Batch	Not Null
website_id	Websites	Not Null
date	Date	Not Null
jurisdiction_id	Jurisdiction	Not Null
all_traffic_visits	Double	Not Null
desktop_visits	Double	Not Null
mobile_visits	Double	Not Null
all_traffic_pages_per_visit	Double	Not Null
desktop_pages_per_visit	Double	Not Null
mobile_pages_per_visit	Double	Not Null

ATTRIBUTE	DATA TYPE	NULLABLE
all_traffic_average_visit_duration	Double	Not Null
desktop_average_visit_duration	Double	Not Null
mobile_average_visit_duration	Double	Not Null
all_traffic_bounce_rate	Double	Not Null
desktop_bounce_rate	Double	Not Null
deduplicated_audience	Double	Not Null
desktop_unique_visitors	Double	Not Null
mobile_unique_visitors	Double	Not Null
desktop_vs_mobile_split	Double	Not Null
desktop_ppc_spend_usd	Double	Not Null
mobile_ppc_spend_usd	Double	Not Null
desktop_new_visitors	Double	Not Null
desktop_returning_visitors	Double	Not Null
global_rank	Double	Not Null
country_rank	Double	Not Null
category_rank_new	Double	Not Null

ATTRIBUTE	DATA TYPE	NULLABLE
category	String	Not Null

2.19   Referrals

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
batch_id	Batch	Not Null
website_id	Websites	Not Null
date	Date	Not Null
jurisdiction_id	Jurisdiction	Not Null
direct	Double	Not Null
referral	Double	Not Null
search	Double	Not Null
social	Double	Not Null
paid	Double	Not Null

2.20   Audience

ATTRIBUTE	DATA TYPE	NULLABLE
id	String	Not Null
batch_id	Batch	Not Null
website_id	Websites	Not Null
date	Date	Not Null
jurisdiction_id	Jurisdiction	Not Null
demographics_share	Double	Not Null
demographics_avg_visit_duration	Double	Not Null
demographics_bounce_rate	Double	Not Null
demographics_pages_per_visit	Double	Not Null

3 Account Types

Account types need clearly outlined permissions to ensure all permissions are correctly implemented. Additional discussions will be needed to thoroughly document the permissions per account type. Currently, the account type permissions are only outlined at a high level and are subject to change once the UI/UX workflow discussions commence.

1. Super Admin

    (a) Permissions: Add, Edit, Delete and View All

2. Admin/Account Manager

    (a) Permissions: Add, Edit, and View All

3. Analyst

    (a) Permissions: View and Add Data Inputs

4. Customer

    (a) Permissions: View

3.1 Super Admin

Currently, will be the only Super Admin user. This user account will not be restricted in the portals.

3.2 Admin/Account Manager

Currently, Y will be the only Admin/Account Manager user. This user account will be similar to the Super Admin user, only being restricted on delete functionality.

3.3 Analyst

The India team will be set up as Analyst users to have access to view content but will not have edit or delete access to existing data. The India team should be able to add new entries. The new entries added by the India team should be reviewed by an Admin/Account Manager or Super Admin user. When the India team adds new entries, an alert should be triggered to let the Admin/Account Manager or Super Admin users know that new entries were added.

3.4   Customer

Customer users will be those users paying for access to the Yield Sec data, either through the IGB deal to access Factbook, or directly to Yield Sec to access Factbook or other Yield Sec product offerings. Customers will only be able to view the data they have paid to access.

4 Business Logic Constraints

4.1 New Report User Workflow

The New Report User Workflow outlines the process a user would experience when creating a new report. The workflow is discussed in greater detail below, with each section corresponding to a status on the Workflow.

images/Workflows/Workflow-New Report User Flow.drawio.png

Figure 2: New Report User Workflow

4.1.1 Draft Status

When a user adds a new report through the front-end, the user has to enter the jurisdiction, start date, end date, brands, monthly financials, and population numbers to save the report as a draft.

4.1.2   Keyword Review Status

After the report has been saved in draft status, the user can then add keywords to the report, which moves the report into keyword review status. The user has the option to add new keywords or existing keywords to the report. The base level group of keywords is added to the report by default. The manual keyword add function should display as an editable table view with easy add functionality. The user also has the option to copy keywords from an existing report instead of manually adding the keywords.

4.1.3   Keyword Processing Status

After the keywords are added to the report, the report moves to keyword processing status. The data pull is initiated in the database, APIs are called, and the data is stored on tables. A list of URLs is created, excluding duplicate URLs.

4.1.4   URL Review Status

Once the list of URLs is returned, the report moves to URL review status. The URL data is presented in an editable table view. The previous URL data is returned and displayed to the user, giving the user the opportunity to update the URL data or accept the previous selections. URLs are labeled as either legal or illegal.

4.1.5   URL Processing Status

After the URLs are labeled, the report moves to URL processing status. Calculations are performed on the data associated with the URLs, APIs are called, and data is stored on the tables.

4.1.6   Check Financials Status

After the data is stored on the tables, the report moves to check financials status. The user is presented with financial data associated with legal URLs, including the cost per visit for legals URLs. The user is prompted to enter the cost per visit for illegal URLs and additional calculations are performed.

4.1.7   Done Status

Once the calculations are completed, the report moves to done status. At this point, the report is complete and the customer can view the report. The report becomes part of

the historical data for that customer and will remain viewable as long as the customer maintains an active account.

4.2 New Jurisdiction User Workflow

The New Jurisdiction User Workflow outlines the process a user would experience when adding a new jurisdiction.
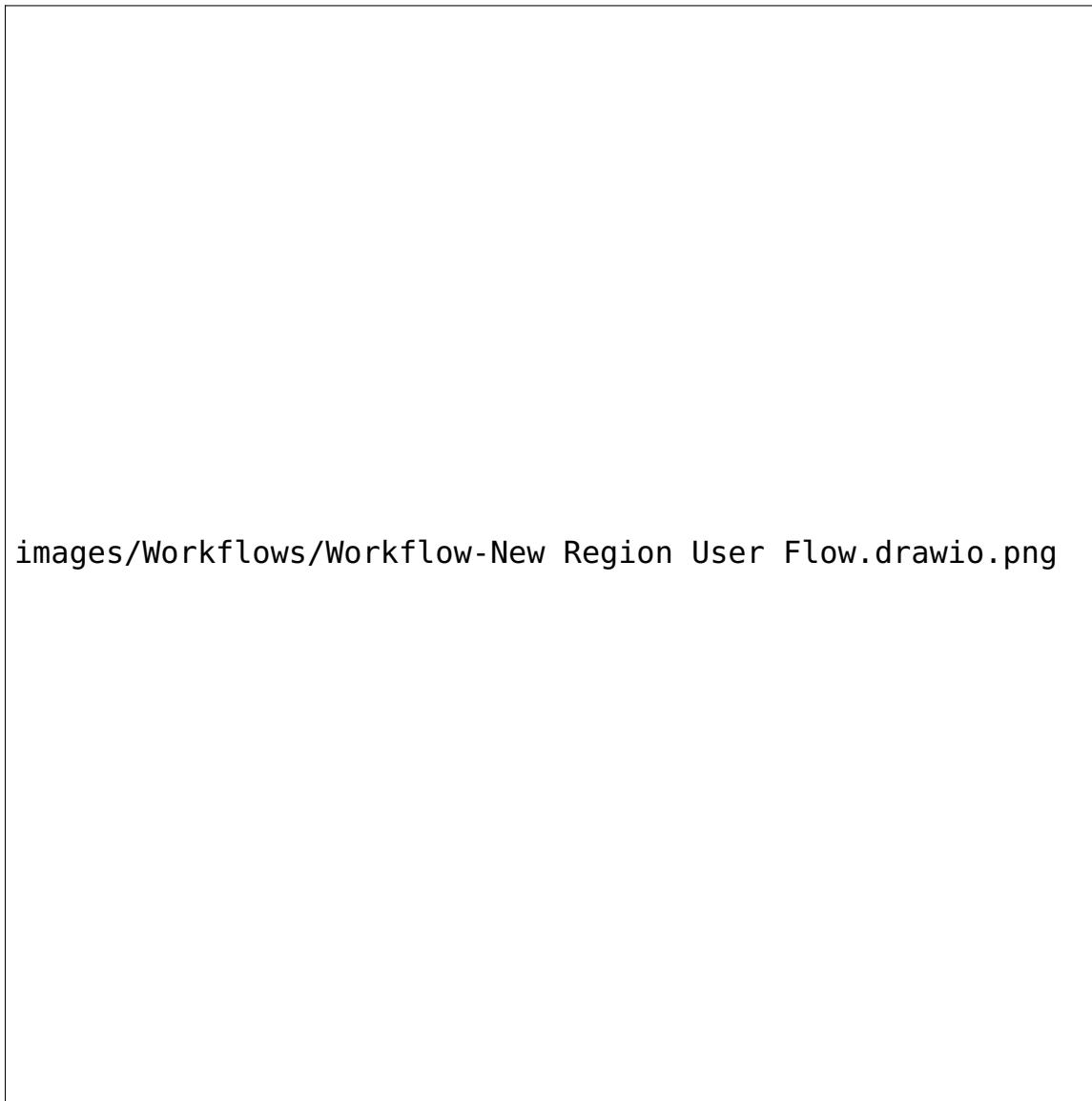
images/Workflows/Workflow-New Region User Flow.drawio.png

Figure 3: New Region User Workflow

When a user adds a new jurisdiction through the front-end, the user has to enter the

name and code of the jurisdiction, as well as the regulator URL to save the jurisdiction to the database. The user can then proceed to add languages, border countries, and demographic countries associated with the jurisdiction.

4.3   New Keyword Back-end Workflow

The New Keyword Back-end Workflow outlines the process that needs to happen in the database when adding a new keyword.
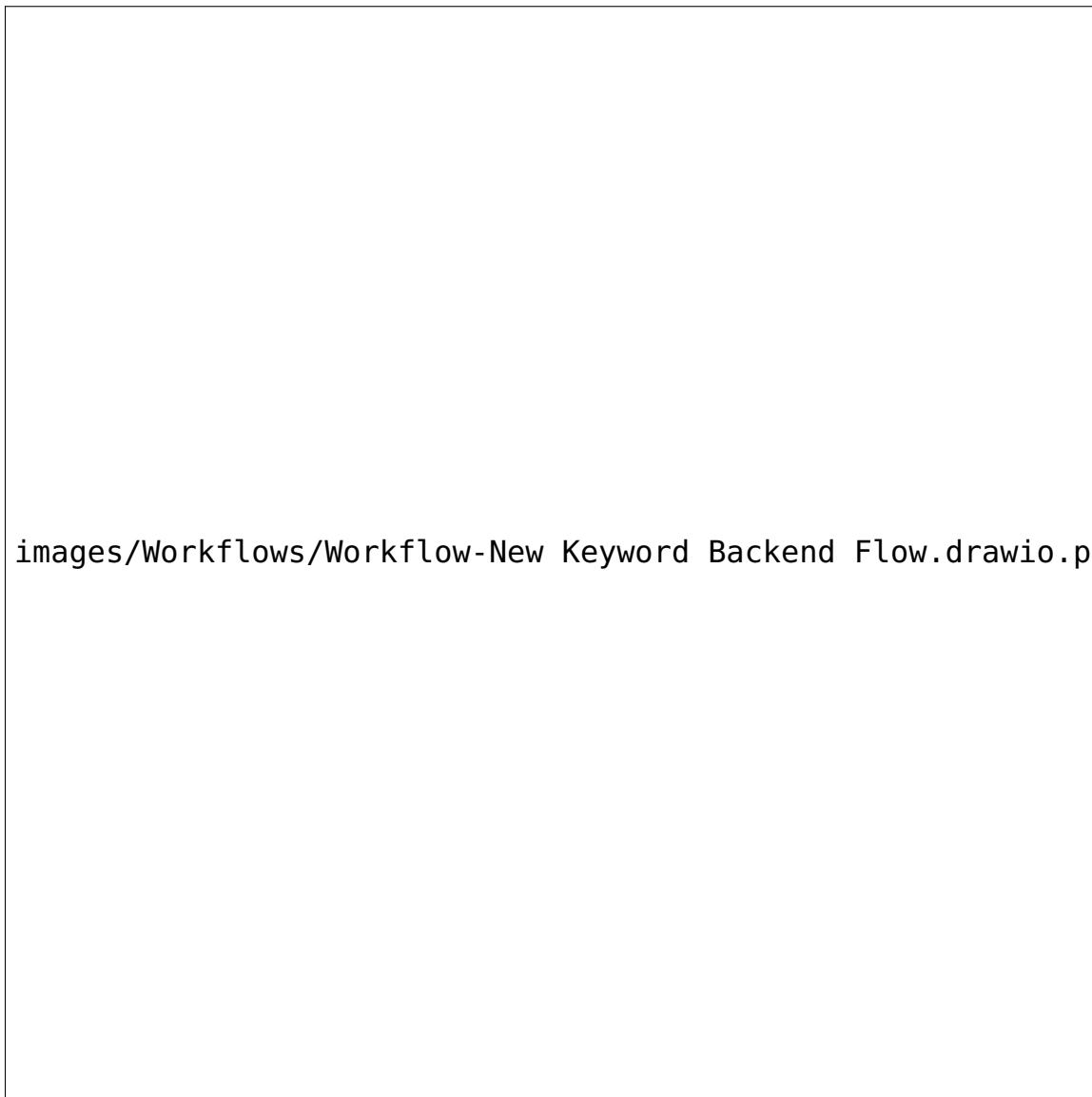
images/Workflows/Workflow-New Keyword Backend Flow.drawio.png

Figure 4: New Keyword Back-end Workflow

When a user adds a new keyword through the front-end, all the languages in the database are pulled and then that keyword is translated into all the languages. The keyword is saved to the database, in all the newly translated languages.

4.4   New Language Back-end Workflow

The New Language Back-end Workflow outlines the process that needs to happen in the database when adding a new language.
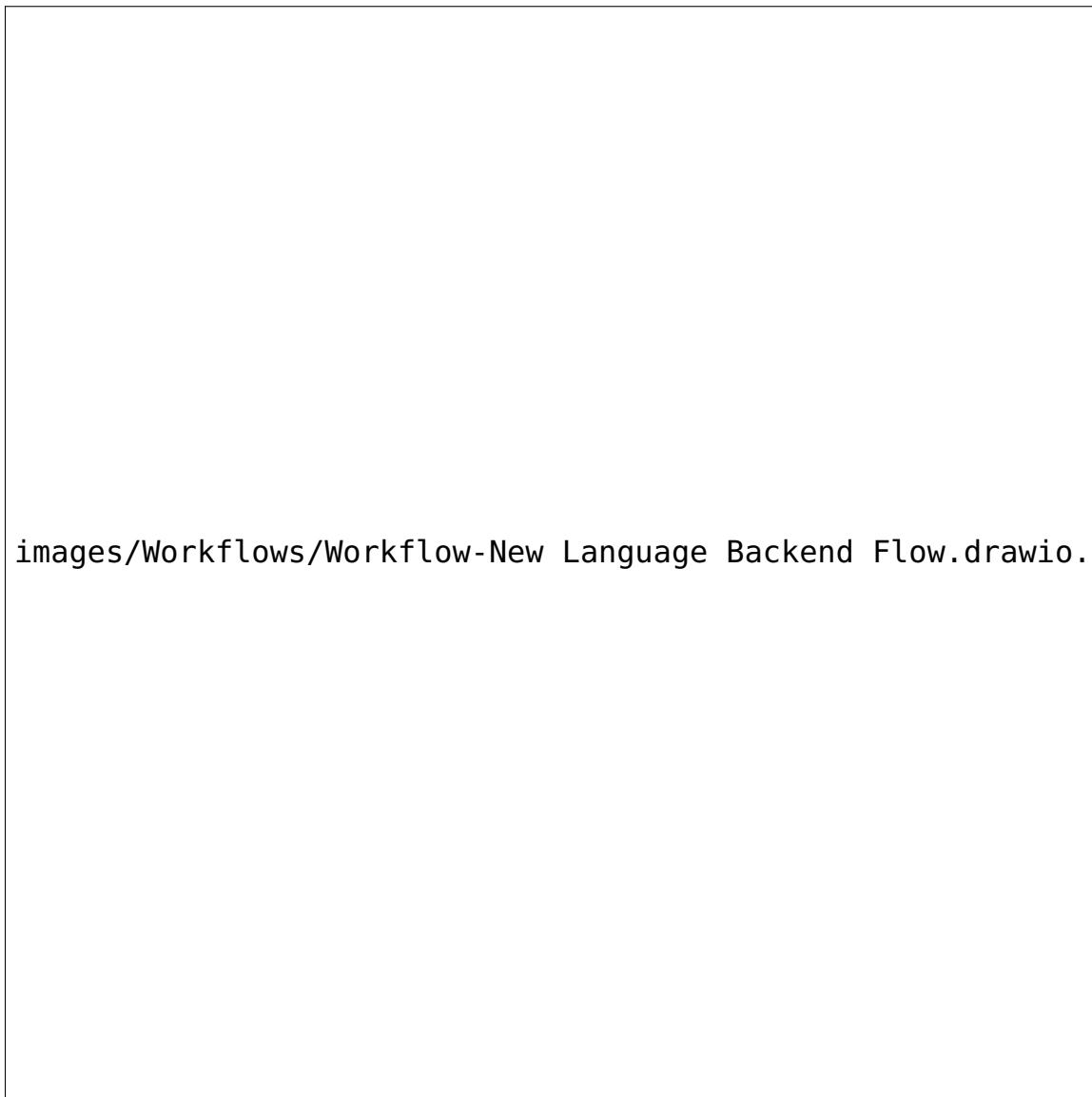
images/Workflows/Workflow-New Language Backend Flow.drawio.png

Figure 5: New Language Back-end Workflow

4.4 *New Language Back-end Workflow*

When a user adds a new language through the front-end, all the keywords in the database are pulled and then those keywords are translated into the new language. The keywords are saved to the database, in the newly translated language.

5 Application Pages

A design of each page of the Client Admin Portal is outlined below, with details pertaining to the individual pages separated out into different sections. The section that displays for each page includes a screenshot to give an idea of how the page could look, and functionality details relevant to the page.

5.1 Dashboard

The Dashboard is the landing page for a user after they login to Client. The user will see a variety of graphs displaying information relevant to the user on this page. The UI/UX design for this page has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.
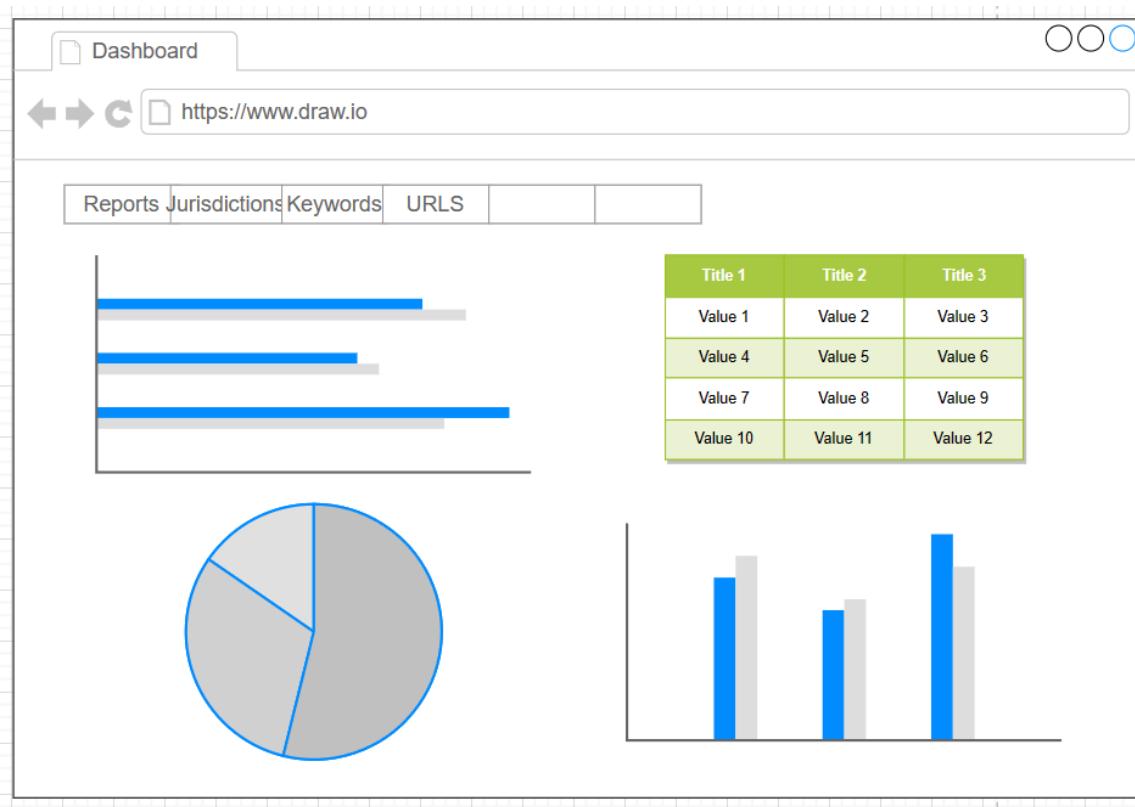
Figure 6: Dashboard Page

The Dashboard should display links that allows the user to navigate to pages of interest.

Dashboard page includes:

1. Reports Link

2. Jurisdictions Link

3. Keywords Link

4. URLs Link

5. Languages Link

5.2   Jurisdictions

The Jurisdictions page displays a list of available jurisdictions and allows the user to edit the information associated with those jurisdictions. The UI/UX design for this page has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.
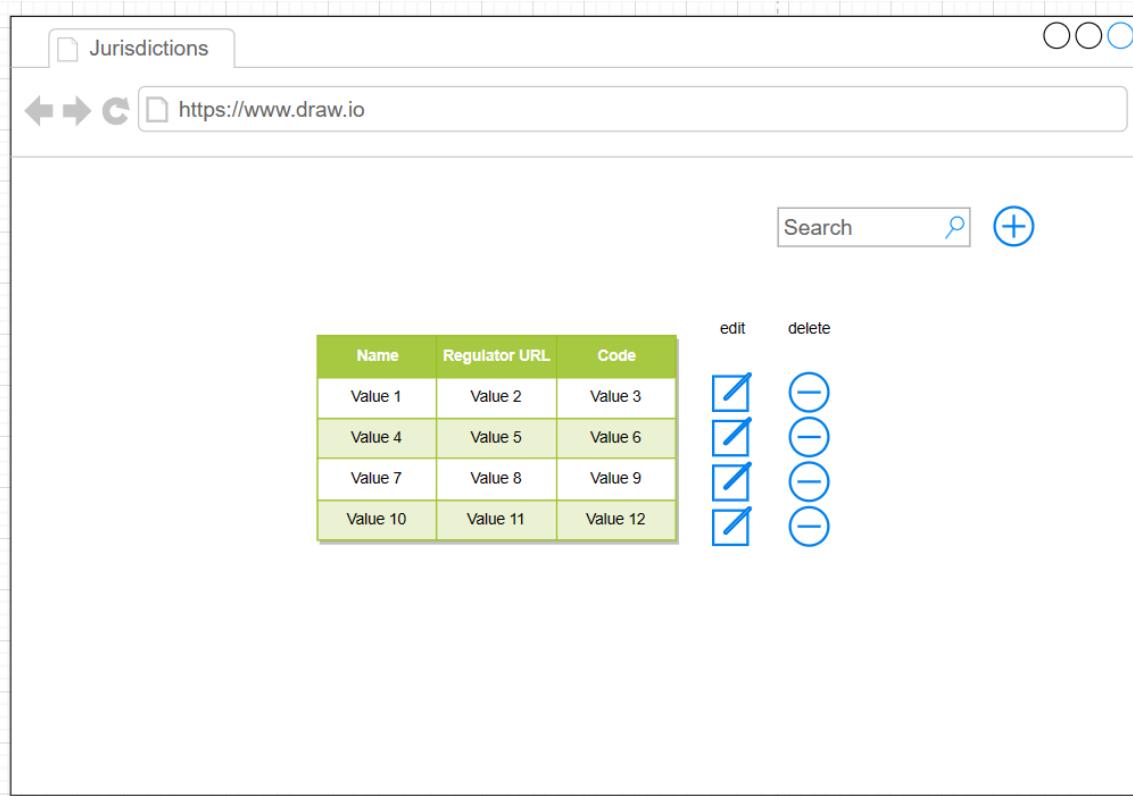
Figure 7: Jurisdictions Page

Jurisdictions page includes:

1. Name

2. Regulator URL

3. Code

4. Edit Function

5. Delete Function

6. Add Function

7. Search Function

5.3 Jurisdictions Single

The Jurisdictions Single page displays details related to a specific jurisdiction and allows the user to edit the information associated with that jurisdiction. The UI/UX design for this page has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.
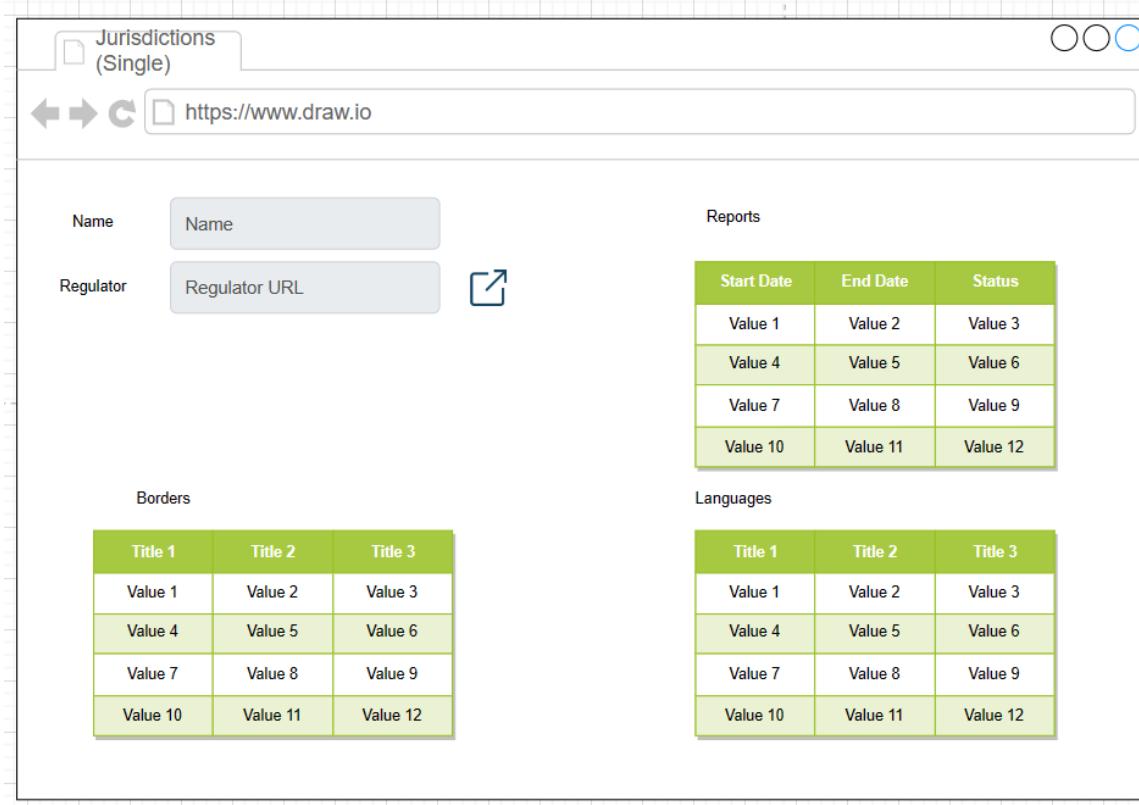
Figure 8: Jurisdictions Single Page

Jurisdictions Single page includes:

1. Name

2. Regulator URL

3. Open Regulator URL Function

4. Reports

5. Borders

6. Languages

5.4 Keywords

The Keywords page displays a list of available keywords and allows the user to edit the information associated with those keywords. The UI/UX design for this page has not been

determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.

Figure 9: Keywords Page

Keywords page includes:

1. Keyword

2. Language

3. Type

4. Edit Function

5. Delete Function

6. Add Function

7. Search Function

5.5   Keywords Single

The Keywords Single page displays details related to a specific keyword and allows the user to edit the information associated with that keyword. The UI/UX design for this page has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.

Figure 10: Keywords Single Page

Keywords Single page includes:

1. Translations

2. Keyword

3. Language

4. Type

5. Created At

6. Updated At

7. Related Domains

8. Edit Function

5.6 URLs

The URLs page displays a list of available URLs and allows the user to edit the information associated with those URLs. The UI/UX design for this page has not been determined at this time. The page should have a title and company logo, but those design aspects are also outstanding.
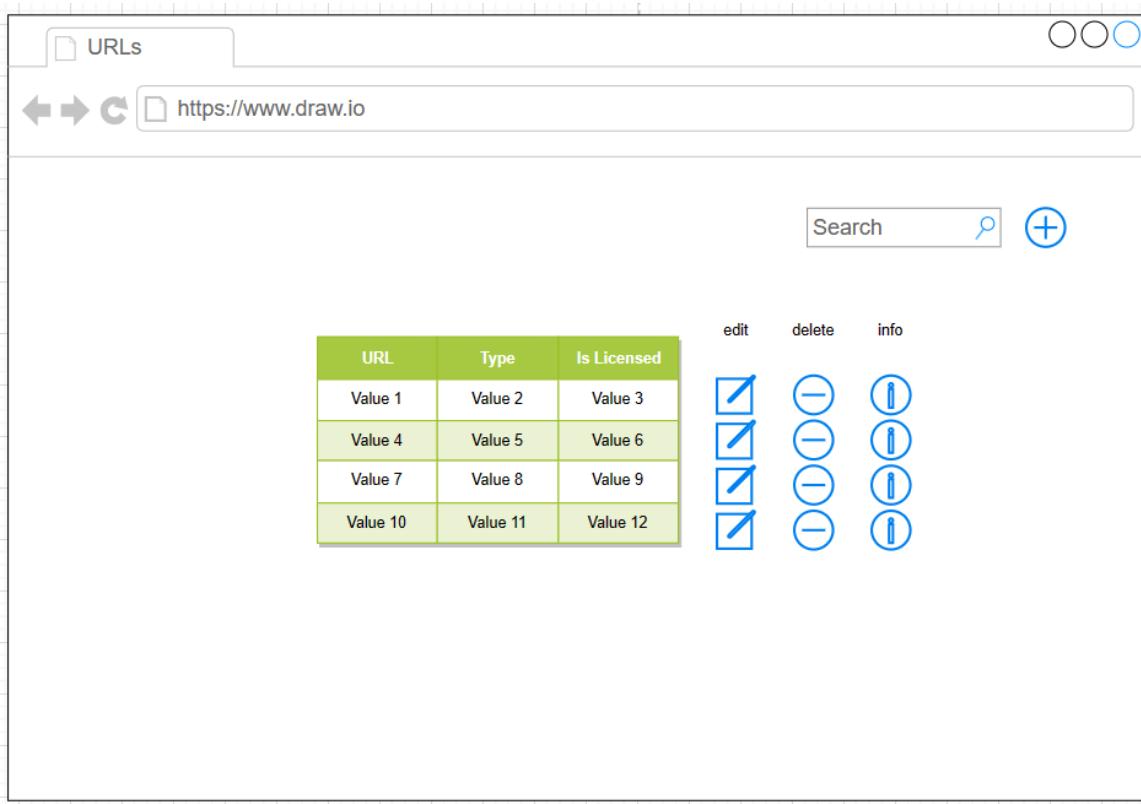
Figure 11: URLs Page

URLs page includes:

1. URL

2. Type

3. Is Licensed

4. Edit Function

5. Info

6. Delete Function

7. Add Function

8. Search Function

5.7 URLs Single

The URLs Single page displays details related to a specific URL and allows the user to edit the information associated with that URL. The UI/UX design for this page has not been determined at this time. The page should have a title and company logo, but those design aspects are also outstanding.

Figure 12: URLs Single Page

URLs page includes:

1. Logo

2. URL

3. Type

4. Description

5. Revenue

6. Audience

7. Traffic

8. Headquarters Country

9. Headquarters State

10. Headquarters City

11. Headquarters Zip Code

12. Company Name

13. Company Estimated Revenue

14. Company Employee Range

5.8   Reports

The Reports page displays a list of available reports and allows the user to edit the information associated with those reports. The UI/UX design for this page has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.
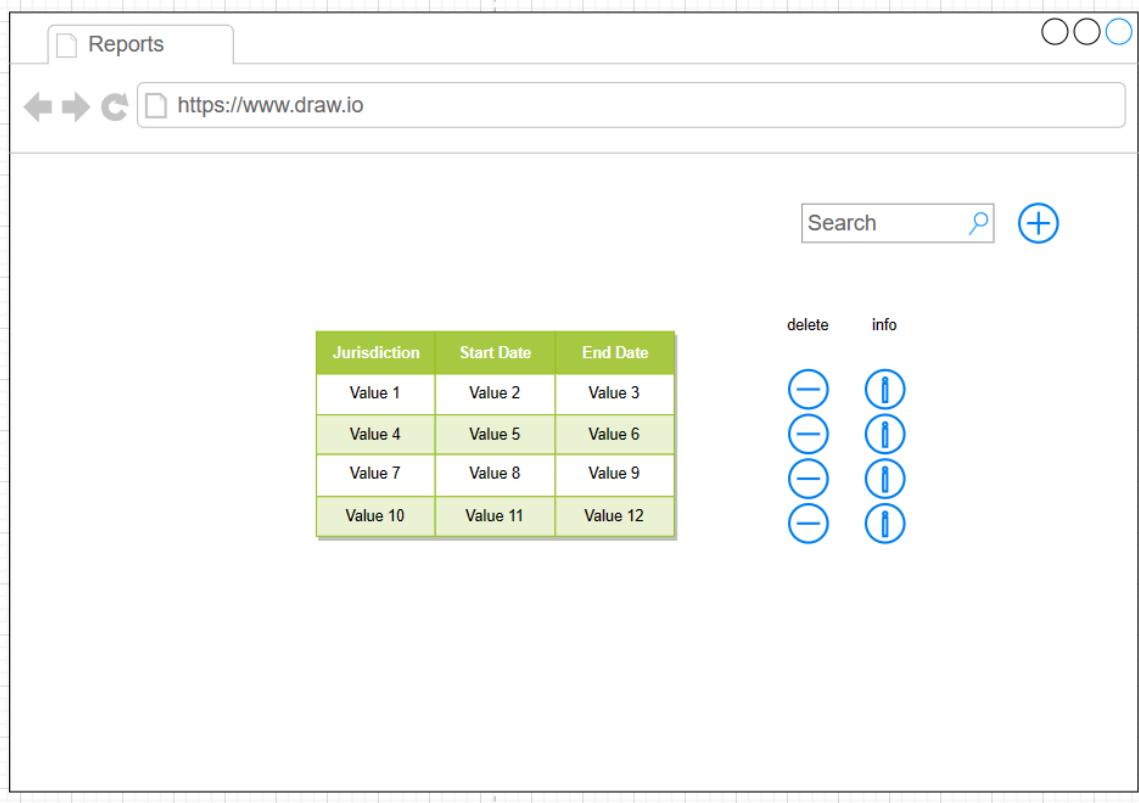
Figure 13: Reports Page

Reports page includes:

1. Jurisdiction

2. Start Date

3. End Date

4. Info Function

5. Delete Function

6. Add Function

7. Search Function

5.9   Reports Single (Draft Status)

The Reports Single Draft Status page displays details related to a specific report and allows the user to edit the information associated with that report. The UI/UX design for this page

has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.

Figure 14: Reports Single Draft Status Page

Reports Single Draft Status page includes:

1. Jurisdiction

2. Start Date

3. End Date

4. Population

5. Legal Brands + Revenue

6. Edit Function

7. Next Button

5.10   Reports Single (Keyword Review)

The Reports Single Keyword Review page displays details related to a specific report's keywords and allows the user to edit the keyword data associated with that report. The UI/UX design for this page has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.
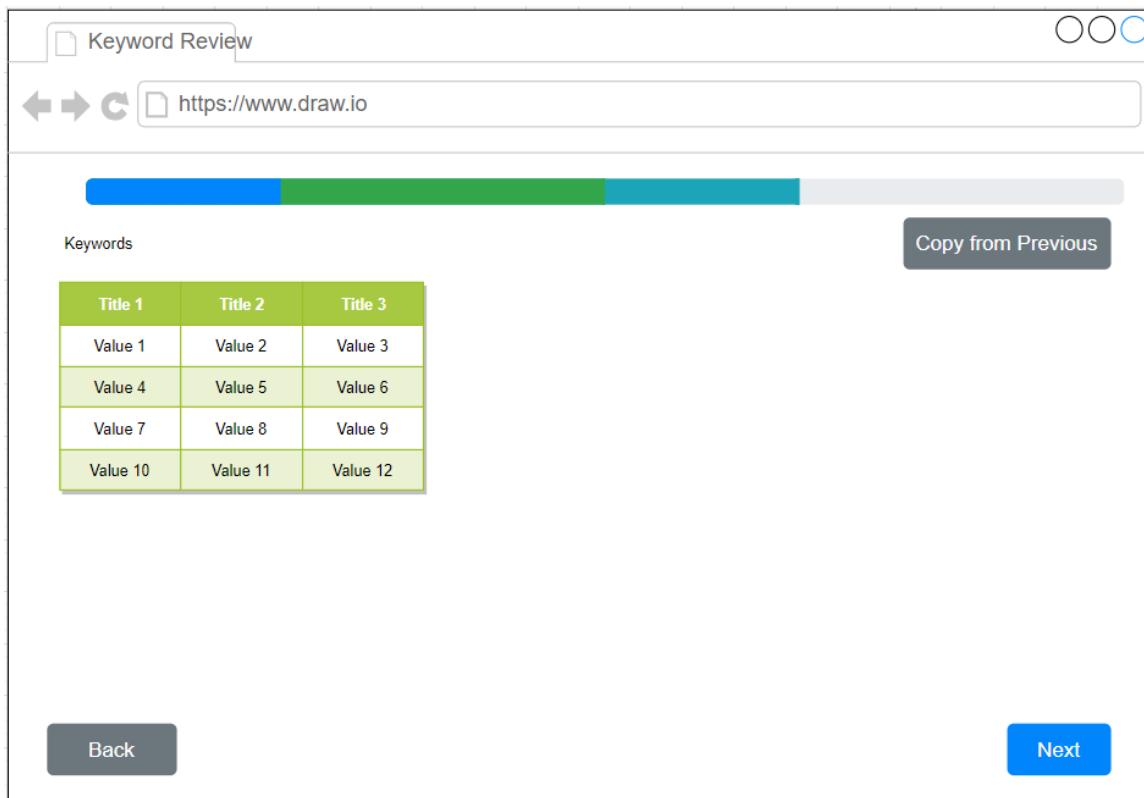
Figure 15: Reports Page with a status of "Keyword Review"

Reports Single Keyword Review page includes:

1. Keywords

2. Copy from Previous Function

3. Delete Function

4. Add Function

5. Edit Function

6. Back Button

7. Next Button

5.11   Reports Single (Keyword Processing)

The Reports Single Keyword Processing page displays a processing symbol to let the user know that the back-end is working and there is nothing for the user to enter at this time. The UI/UX design for this page has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.
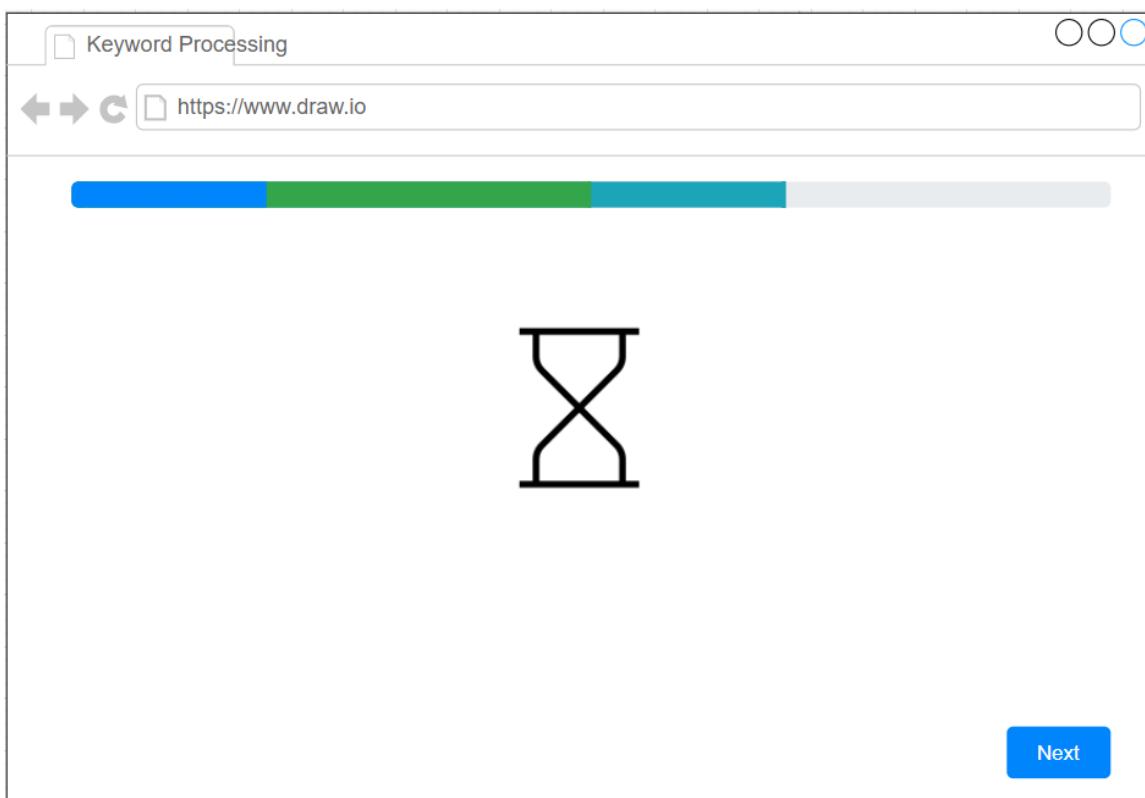
Figure 16: Reports Single Keyword Processing Page

Reports Single Keyword Processing page includes:

1. Processing Indicator

2. Back Button

3. Next Button

5.12   Reports Single (URL Review)

The Reports Single URL Review page displays details related to a specific report's URLs and allows the user to edit the URL data associated with that report. The UI/UX design for this page has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.
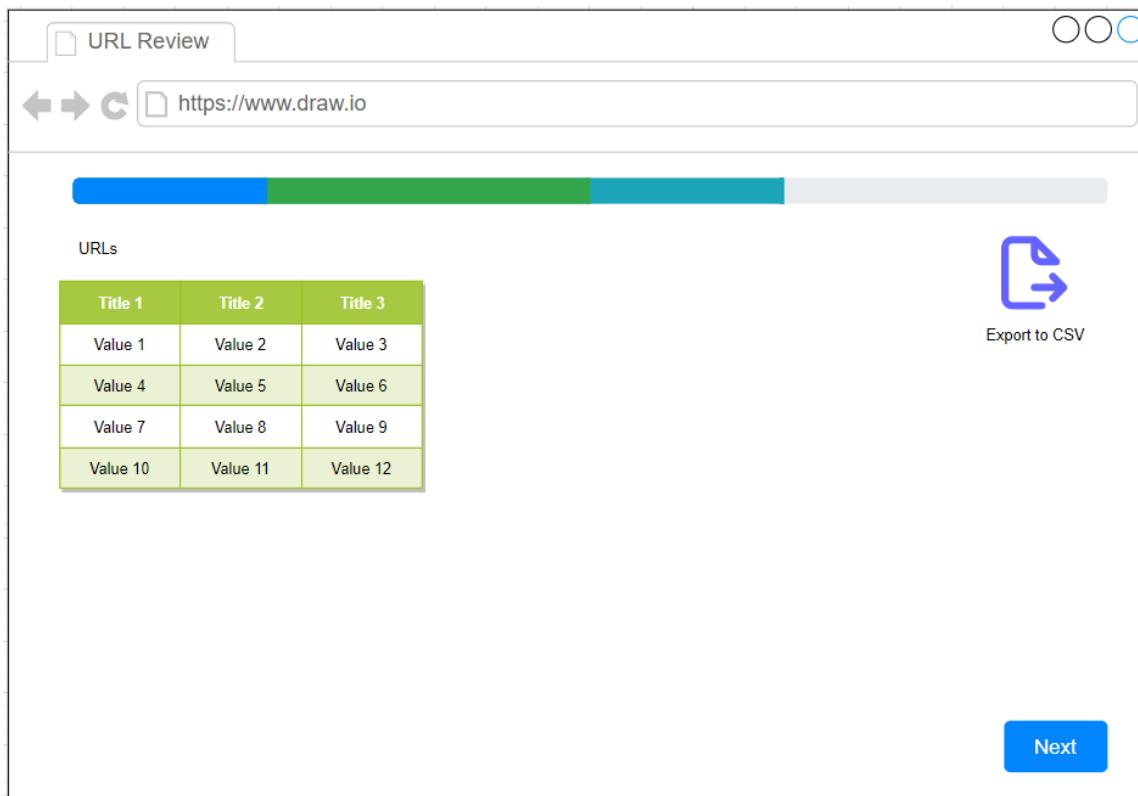
Figure 17: Reports Single URL Review Page

Reports Single URL Review page includes:

1. URLs

2. Export to CSV Function

3. Delete Function

4. Edit Function

5. Add Function

6. Back Button

7. Next Button

5.13   Reports Single (URL Processing)

The Reports Single URL Processing page displays a processing symbol to let the user know that the back-end is working and there is nothing for the user to enter at this time. The UI/UX design for this page has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.
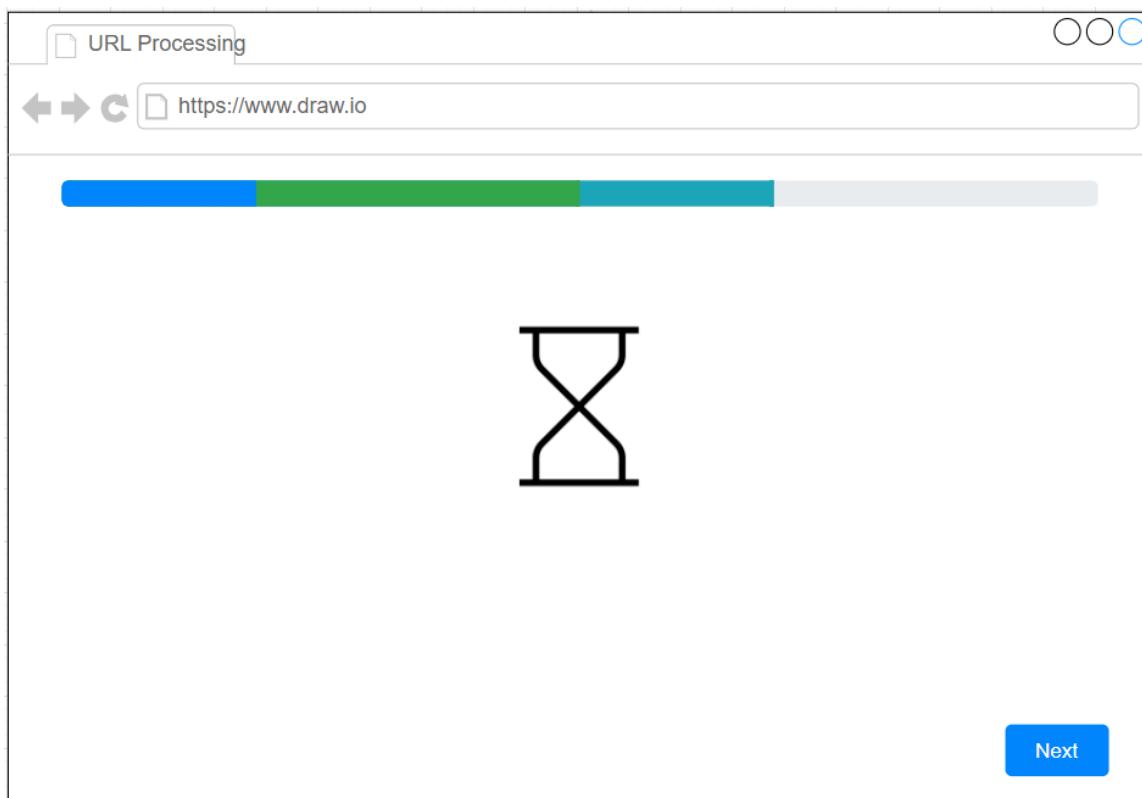
Figure 18: Reports Single URL Processing Page

Reports Single URL Processing page includes:

1. Processing Indicator

2. Back Button

3. Next Button

5.14   Reports Single (Financial Check)

The Reports Single Financial Check page displays details related to a specific report's financial data and allows the user to edit the financial data associated with that report. The UI/UX design for this page has not been determined at this time. Additional requirements must be gathered to finalize this design. The page should have a title and company logo, but those design aspects are also outstanding.
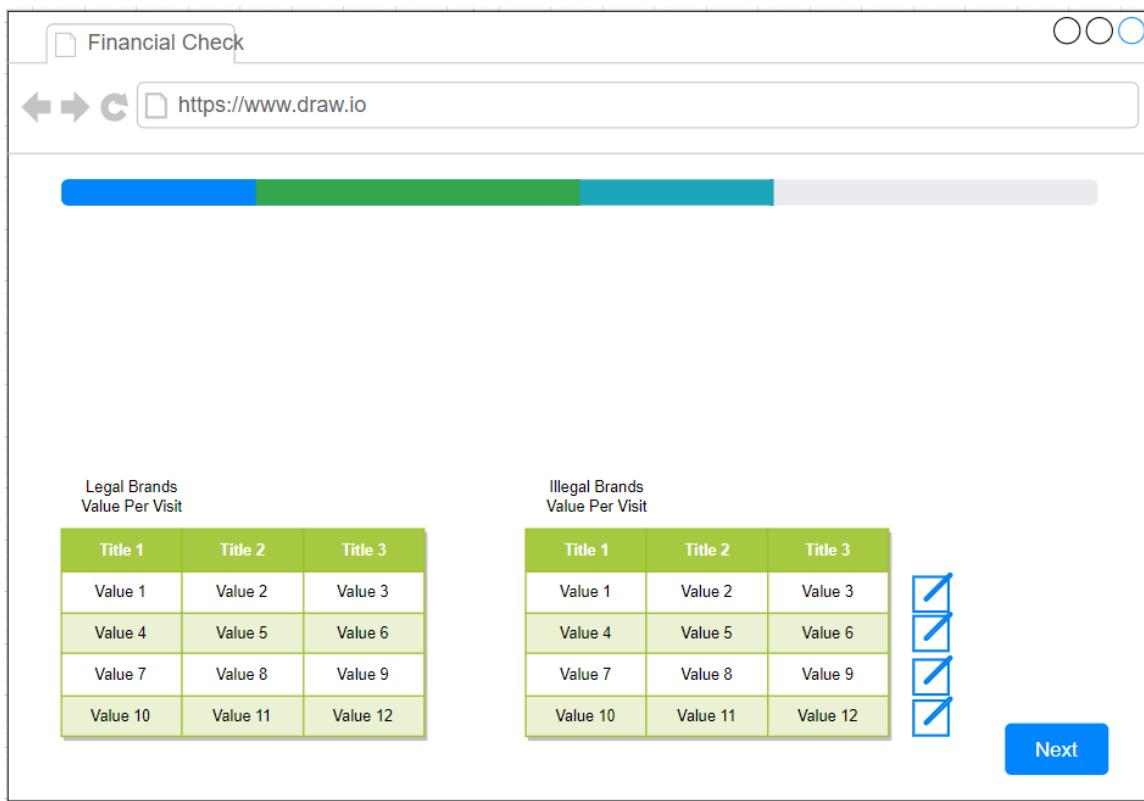
Figure 19: Reports Single Financial Check Page

Reports Single URL Review page includes:

1. Legal Brands Value Per Visit

2. Ilegal Brands Value Per Visit

3. Delete Function

4. Edit Function

5. Add Function

6. Back Button

7. Next Button

5.15   Reports Single (Done)

The Reports Single Done page displays the completed report and the data in the report is no longer editable. The UI/UX design for this page has not been determined at this time. The page should have a title and company logo, but those design aspects are also outstanding.
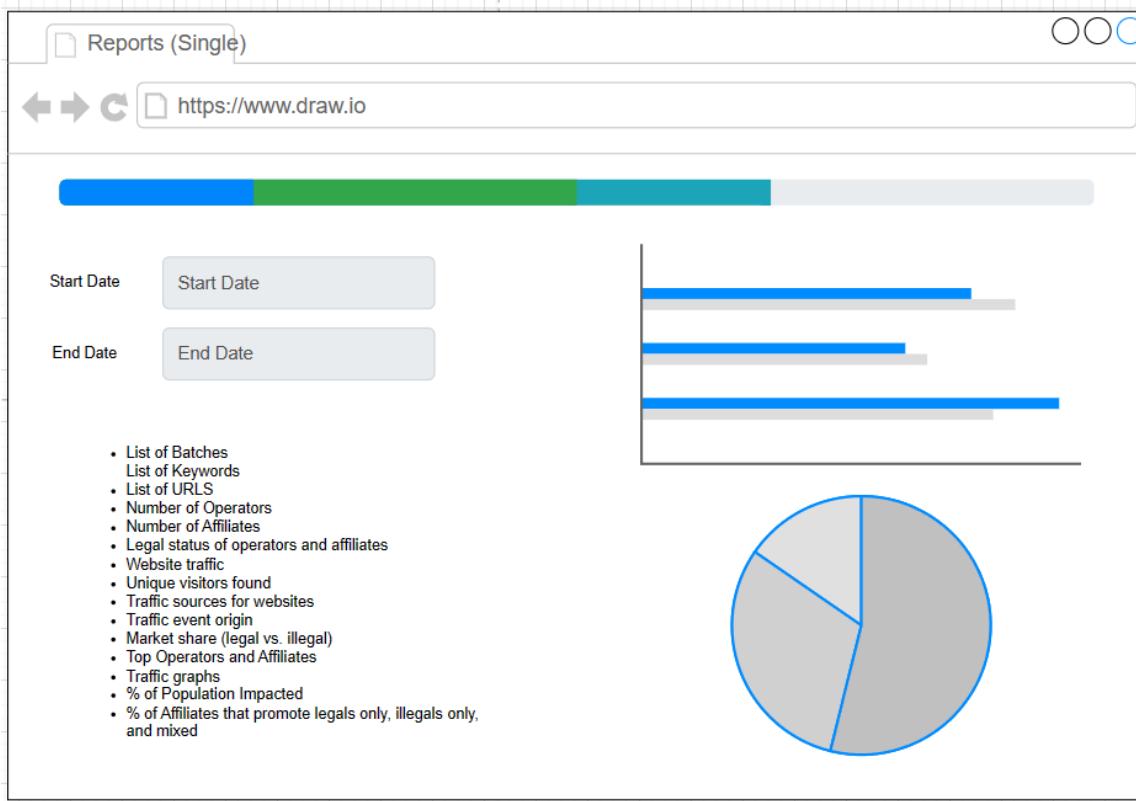
Figure 20: Reports Single Done Page

Reports Single Done page includes:

1. Start Date

2. End Date

3. Relevant Graphs

4. List of Batches

5. List of Keywords

6. List of URLS

7. Number of Operators

8. Number of Affiliates

9. Legal status of operators and affiliates

10. Website traffic

11. Unique visitors found

12. Traffic sources for websites

13. Traffic event origin

14. Market share (legal vs. illegal)

15. Top Operators and Affiliates

16. Traffic graphs

17. Percent of Population Impacted

18. Percent of Affiliates that promote legals only, illegals only, and mixed

5.15.1   Book

Book is a Client product being shared with Partner in exchange for marketing and advertising of Client on the Partner platforms. This is the first product being shared between the two businesses but will not be the last. Future products between the two businesses will be outlined as those requirements are determined.

Partner is providing a subscription based site that grants access to Book through customer login, and Client is providing the Book content to the customers. Customers will pay a fixed monthly rate to access Book. This rate will be affordable, thereby making Book more accessible to those in the business, while removing the ability for competitors to undercut Client in the market.

The Book content is outlined below, with details pertaining to the individual pages separated out into different sections. The section that displays for each page includes a screenshot to give an idea of how the page could look, and details relevant to the page.

The core data points needed to construct Book are as follows:

- Number of Operators

- Number of Affiliates

- Legal Status of Operators

- Legal Status of Affiliates

- Website Traffic

- Unique Visitors Identified

- Traffic Sources

For affiliates, we will need to identify if they promote legal, illegal, or both types of opera-tors. We will need to identify how many unique individuals are engaging in the jurisdiction's gambling marketplace. We will categorize base visits by source: direct, referral, search, social, and paid.

5.16   Book Cover

The Book Cover page is the first page of the Book content.
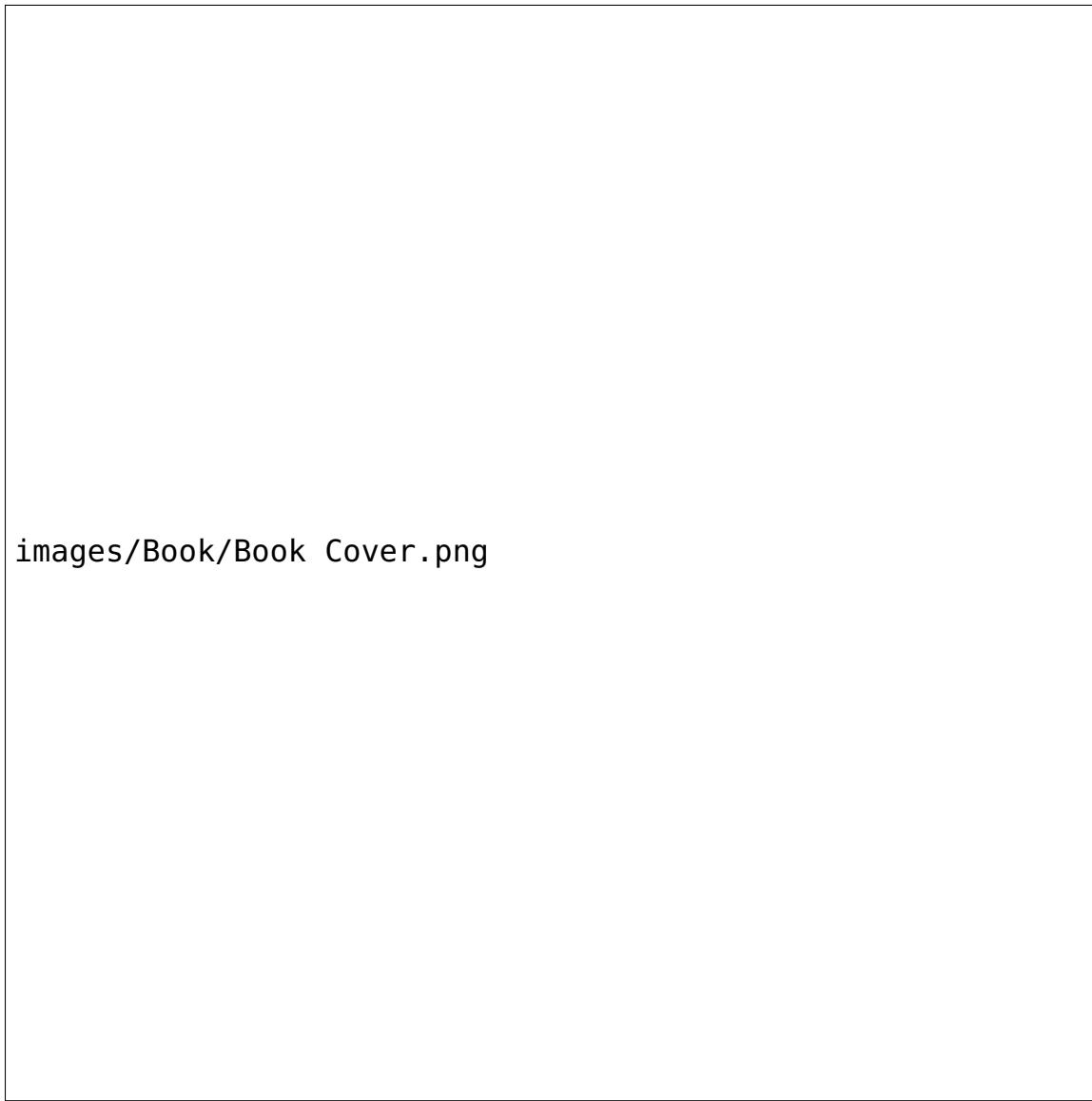
```
images/Book/Book Cover.png
```

Figure 21: Book Cover Page

Book Cover page includes:

1. Large Client logo

2. Confidential document label

3. Date the document was prepared

4. Smaller Client logo

5. Name of client the content was prepared for

5.17   Book Title

The Book Title page is the second page of the Book content.

```
images/Book/Book Title.png
```
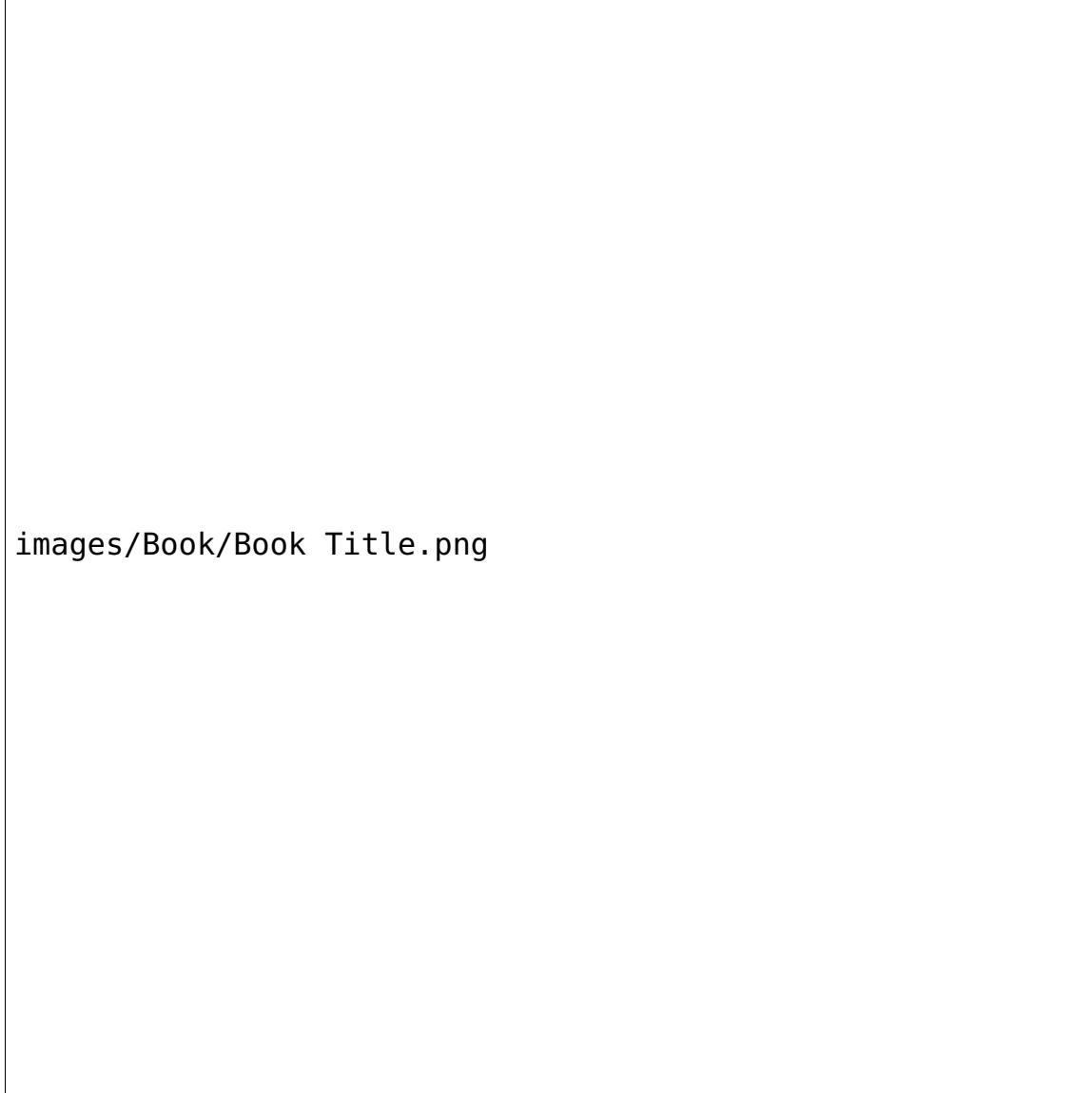
Figure 22: Book Title Page

Book Title page includes:

1. Large Client Logo

2. Industry Name

3. Small Client Logo

5.18   Book Country

The Book Country page is the third page of the Book content.

```
images/Book/Book Country.png
```
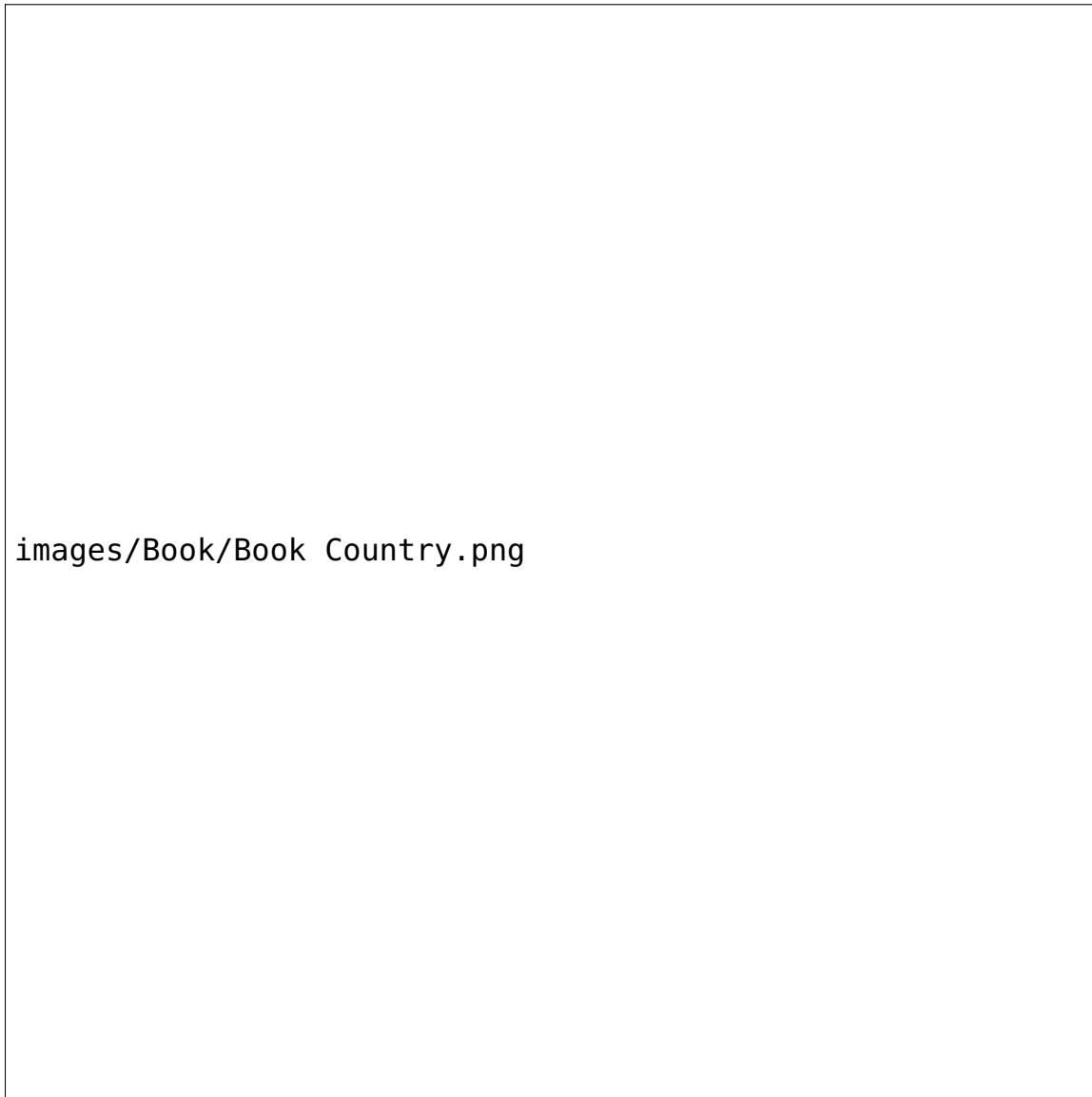
Figure 23: Book Country

Book Country page includes:

1. Title

2. Illegal Operators

3. Population Impact

4. Affiliates Promoting Illegals

5. Label Indicating Country, Year, and Market

6. Channelization with Year

7. Biggest Threat

8. Small Client Logo

5.19   Book Benchmark

The Book Benchmark page is the fourth page of the Book content.

images/Book/Book Benchmark.png
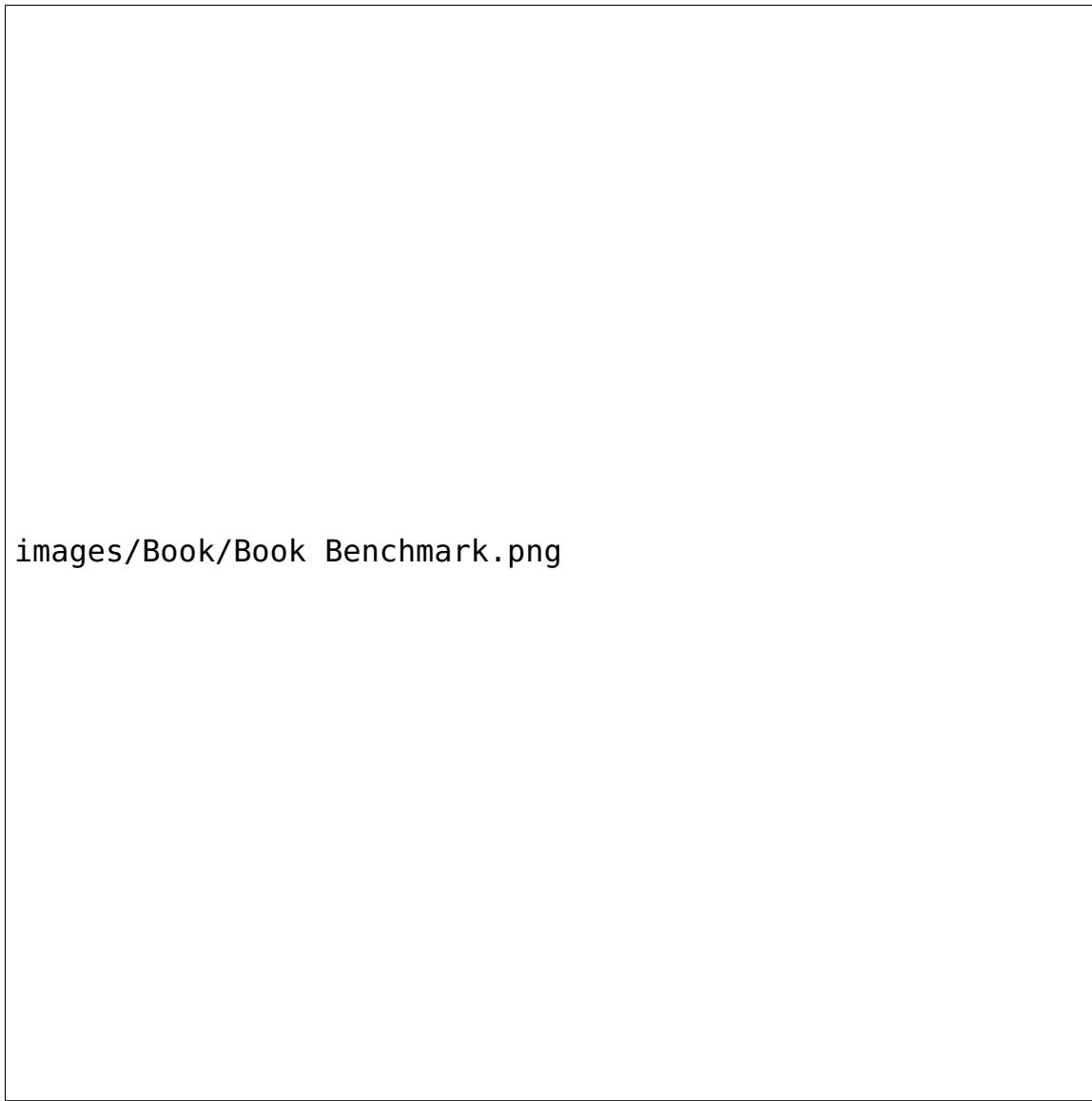
Figure 24: Book Benchmark

Book Benchmark page includes:

1. Title

2. Hallmarks

3. GGR Dollar Channelization Country and Year

4. Percent Illegal

5. Percent Legal

6. Population Impact Analysis

7. Drivers of Customer Illegal Gambling

8. Small Client Logo

5.20   Book Traffic Channelization

The Book Traffic Channelization page is the fifth page of the Book content.

```
images/Book/Traffic Channelization.png
```
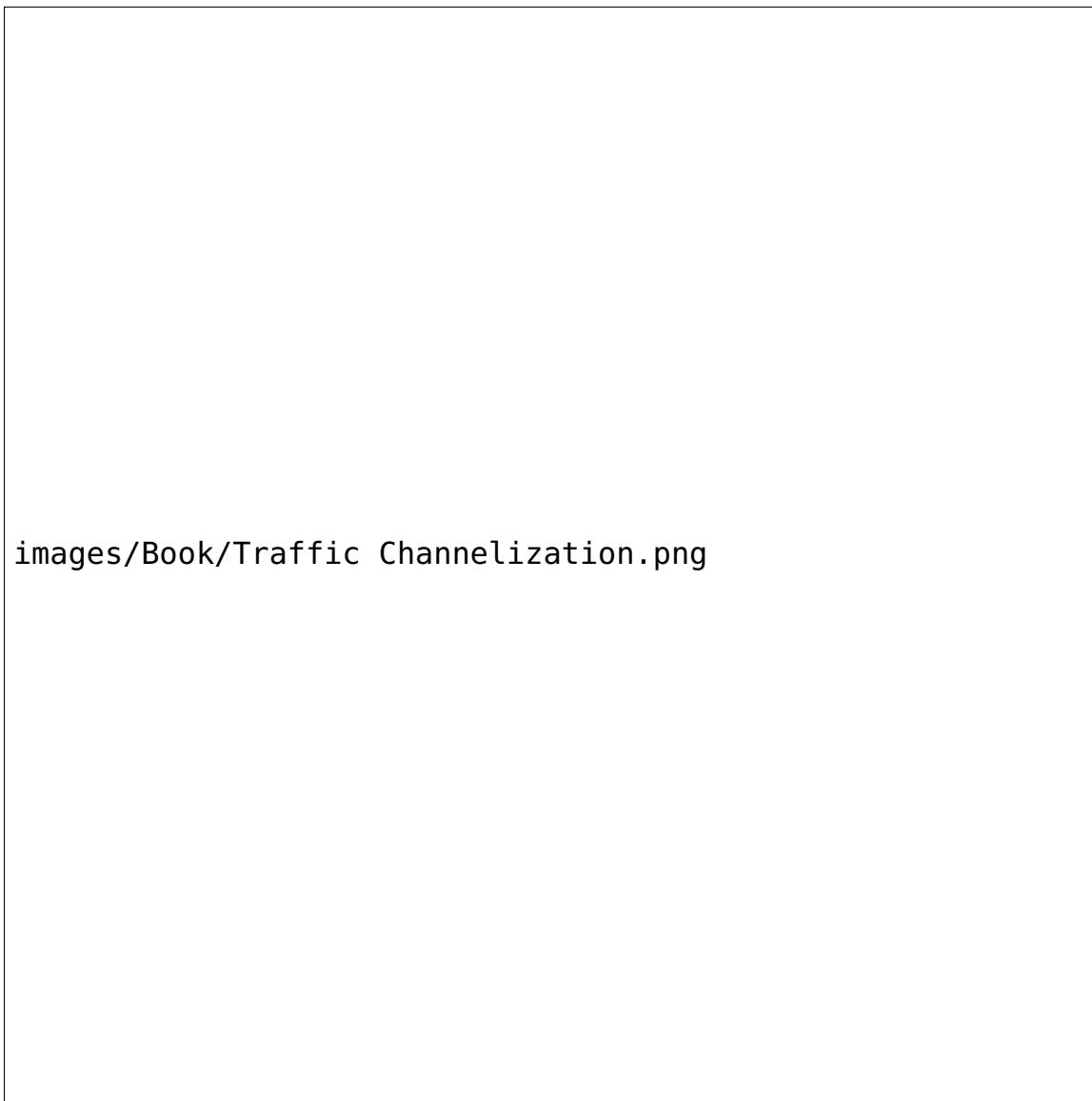
Figure 25: Book Traffic Channelization

Book Traffic Channelization page includes:

1. Title

2. Bar Graph Representation of Total Illegal Share

3. Bar Graph Representation of Top 3 Illegal Brands

4. Bar Graph Representation of Legal Brands

5. Information on Client Products

6. Small Client Logo

5.21   Book GGR Revenue Channelization

The Book GGR Revenue Channelization page is the sixth page of the Book content.
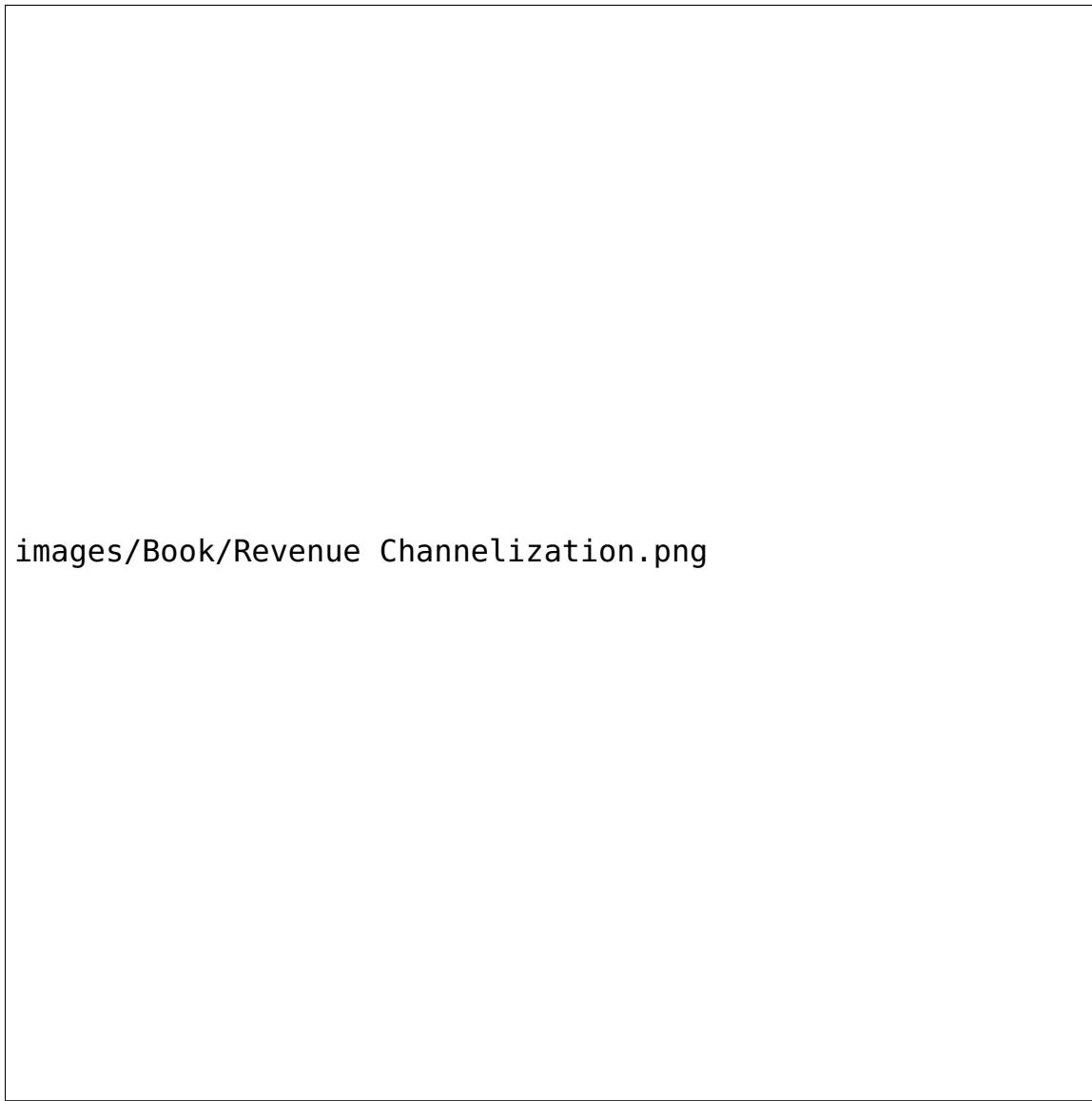
Figure 26: Book GGR Revenue Channelization

Book GGR Revenue Channelization page includes:

1. Title

2. Graph of Total Illegal Share

3. Graph of Top 3 Illegal Brands

4. Graph of Legal Brands

5. Information on Client Products

6. Small Client Logo

5.22 Book Legal vs Illegal Traffic Visits by Source

The Book Legal vs Illegal Traffic Visits by Source page is the seventh page of the Book content.

images/Book/Legal vs Illgal Traffic.png
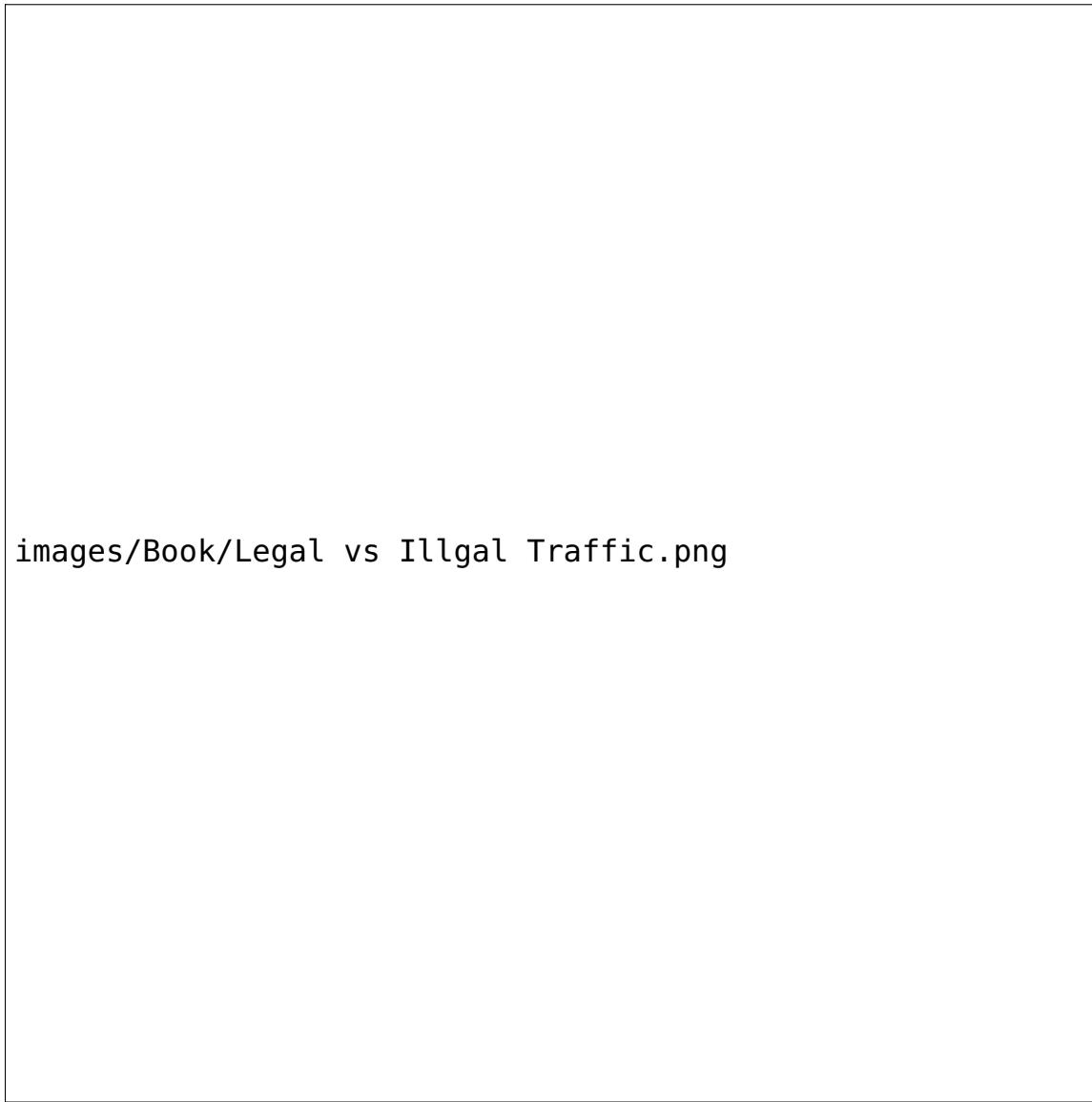
Figure 27: Book Legal vs Illegal Traffic Visits by Source

Book Legal vs Illegal Traffic Visits by Source page includes:

1. Title

2. Graph of Legal Visits by Source

3. Graph of Illegal Visits by Source

4. Analysis of How Traffic is Channeled

5. Small Client Logo

5.23   Book Legal vs Illegal Traffic Product Event

The Book Legal vs Illegal Traffic Product Event page is the eighth page of the Book content.
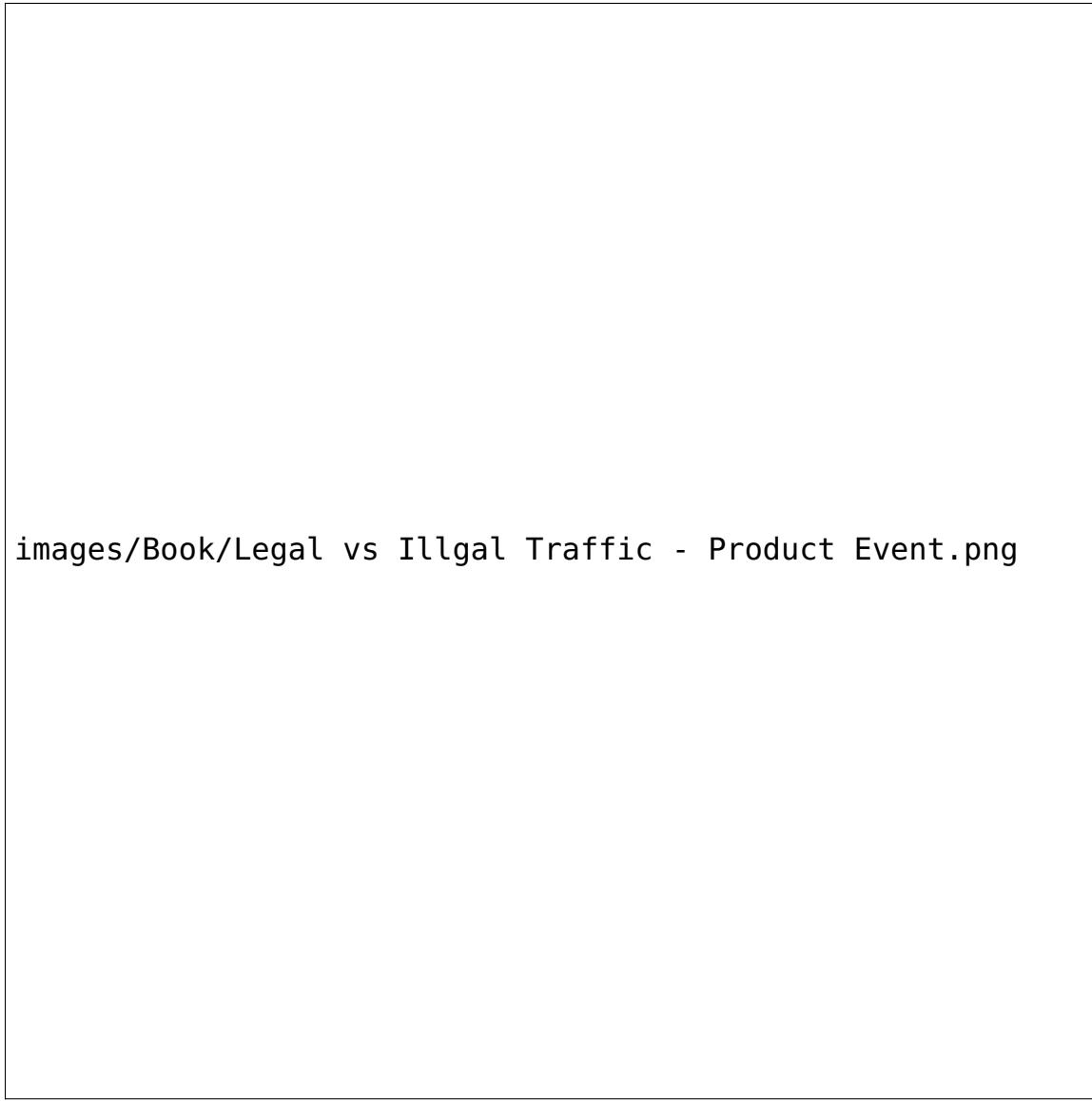
images/Book/Legal vs Illgal Traffic - Product Event.png

Figure 28: Book Legal vs Illegal Traffic Product Event

Book Legal vs Illegal Traffic Product Event page includes:

1. Title

2. Graph of Legal Visits by Source

3. Graph of Illegal Visits by Source

4. Analysis of How Traffic is Channeled

5. Small Client Logo

5.24   Book Percent of Affiliates Promote Illegal Only

The Book Percent of Affiliates Promote Illegal Only page is the ninth page of the Book content.

```
images/Book/Percent of Affiliates - Illegal Only.png
```

Figure 29: Book Percent of Affiliates Promote Illegal Only

Book Percent of Affiliates Promote Illegal Only page includes:

1. Title

2. Pie Chart of Affiliates Promoting Legal, Illegal, or Both Types of Gambling

3. Small Client Logo

5.25   Book Affiliates Top 10

The Book Affiliates Top 10 page is the tenth page of the Book content.

```
images/Book/Affiliates Top 10.png
```

Figure 30: Book Affiliates Top 10

Book Affiliates Top 10 page includes:

1. Title

2. Bar Graph of Top 10 Affiliates

3. Information about Affiliates

4. Small Client Logo

5.26   Book Completed Report

A Book Completed Report will be a compilation of all the individual Book pages outlined above. The pages will be presented in a cohesive format that clearly outlines all the details for the viewer.

6 Integrations

6.1 Similarweb

WEBSITE	Website
DOCUMENTATION	Developer Documentation
FEATURES	Data
COMPETITORS	Serpstat, Semrush, Ahrefs, Mangools, SpyFu, Conductor Competitive Intelligence
MONTHLY COST	$149

Pros

- Webhooks
    - We are able to subscribe to information updates on a daily, weekly, or monthly basis.
    - Only one subscription per event type is allowed.
- Batch requests.

Cons

- Competition is steep.
- Audience data only for 25 countries globally.

– Will need to create dummy data for the rest of the world.

Neutral

- Time periods for release

    – A specific date's data is released within 72 hours after the end of that date (EST time zone).

    – Monthly data is released by the 10th of the following month. In most cases, it is released sooner.

Potential Alternatives

- Serpstat

- Semrush

- Ahrefs

- Mangools

- SpyFu

- Conductor Competative Intelligence

6.2   CIA World Book

WEBSITE	Website
DOCUMENTATION	Developer Documentation
FEATURES	Population
COMPETITORS	WorldPop
MONTHLY COST	N/A

Pros

- Reliable.

Cons

- No Official API.
- Population data needs to be cleansed.
- GitHub project is maintained by a bot.

Suggestions

- Build our own scraper to maintain the population data.

6.3   Azure Active Directory B2C

Dependent on deal specifications with partner.

WEBSITE	Website
DOCUMENTATION	Developer Documentation
FEATURES	SSO with partner
COMPETITORS	OpenID
MONTHLY COST	N/A

Pros

- Built on top of OpenID - common SSO protocol.
- Libraries for a healthy amount of code languages.

Cons

- Will need setup corrdination with partner.

Neutral

- OpenID Connect

6.4 Optimizely

Dependent on deal specifications with partner.

WEBSITE	[Website](#)
DOCUMENTATION	[Developer Documentation](#)
FEATURES	SSO with partner
COMPETITORS	OpenID
MONTHLY COST	N/A

Pros

- User Interface.

Cons

- Mostly for digital marketing.
- Learning curve.
- Limited server-side experimentation.
- Mostly for marketing websites - not necessarily for customer dashboards.

Neutral

- partner's platform.

6.5   Google Translate

WEBSITE	Website
DOCUMENTATION	Developer Documentation
FEATURES	Translation
COMPETITORS	Libre Translate
MONTHLY COST	N/A

Pros

- Industry standard.

Cons

- Pay per translation.

6.6   Libre Translate

WEBSITE	Website
DOCUMENTATION	Developer Documentation
FEATURES	Translation
COMPETITORS	Google Translate
MONTHLY COST	$30.00

Pros

- Flat rate.

Cons

- Unsure how it compares to larger brands (i.e. Google Translate).

6.7   Stripe

Open to other payment platforms.

WEBSITE	Website
DOCUMENTATION	Developer Documentation
FEATURES	Payments
COMPETITORS	Chargebee, Square, Quickbook Payments
MONTHLY COST	N/A

Pros

- Engineering "friendly".
- Extensive documentation.

Cons

- Limits on transaction amount.
    - Limits unclear - based on individual account.
- Support is all email-based.
- Transaction fees are higher than traditional credit card processing.

6.8   Brandfetch

WEBSITE	[Website](#)
DOCUMENTATION	[Developer Documentation](#)
FEATURES	Logos
COMPETITORS	Clearbit, Klazify, Ritekit
MONTHLY COST	$99

Pros

- Global logo coverage.

Cons

- Free plan for up to 250 API calls.
- Offer Enterprise plan.

6.9   Data.ai

WEBSITE	Website
DOCUMENTATION	Developer Documentation
FEATURES	App Store Data
COMPETITORS	UNKNOWN
MONTHLY COST	UNKNOWN

Pros

- Highly rated on G2 for mobile app information.

Cons

- Cost not publicly available.

- Must have login to get access to API documentation.

6.10   Sentry.io

WEBSITE	Website
DOCUMENTATION	Developer Documentation
FEATURES	Status Monitoring
COMPETITORS	Bugpilot, Logtail, Instabug, Datadog
MONTHLY COST	Included with Keiboarder

Pros

- Most tech stacks covered.
- Integrates with project management software.

6.11   Amplitude

WEBSITE	Website
DOCUMENTATION	Developer Documentation
FEATURES	User Analytics
COMPETITORS	Google Analytics, PostHog, MixPanel
MONTHLY COST	FREE

Pros

- Simpler implementation than Google Analytics.

- Easier to extract data than Google Analytics.

6.12   Hotjar

WEBSITE	Website
DOCUMENTATION	Developer Documentation
FEATURES	Usage heatmaps
COMPETITORS	Glassbox, Mouseflow
MONTHLY COST	FREE

Pros

- Usage heatmaps to show how users are interacting with the application.

- Records user sessions in video.

Cons

- Limited sessions (35) on the free plan.

- No API access until the Plus plan.

6.13   CRM

No CRM exists for Client at this time.

6.14   Customer Success

No Customer Success platform exists for Client at this time.

7 Task Decomposition

Project Phases High-level Overview:

All phases beyond Phase 1 subject to change after road-map discussions with Ismail.

Phase 1:

- Data Scripts
- Epics Included: ABC-40, ABC-41

Phase 2:

- Figma/Anima File
- Epics Included: ABC-82, ABC-78

Phase 3:

- Admin Portal
- Epics Included: ABC-72, ABC-98, ABC-18, ABC-12, ABC-57, ABC-31, ABC-30, ABC-29, ABC-32

Phase 4:

- Customer Portal
- Epics Included: ABC-43, ABC-44
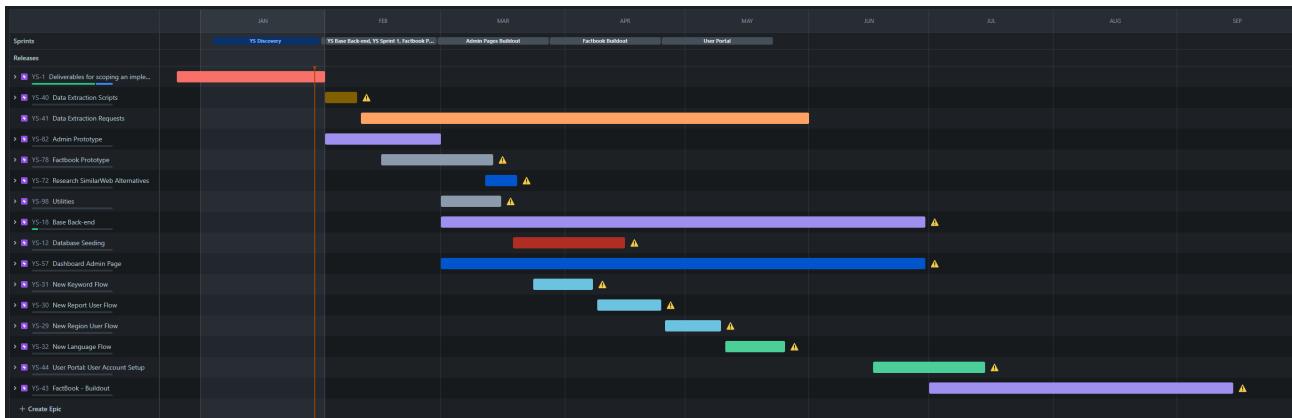
Figure 31: Jira Ghannt Chart

7.1   Discovery

The Epic(s) and Stories below were completed as part of the **Client Discovery SOW**, dated **2023-12-13**.

7.1.1   Jira Epics

EPIC #	DESCRIPTION	ESTIMATED DATE
⚡ ABC-1	Deliverables for scoping an implementation project	2024-01-31

7.1.2   Jira Stories

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-1	🔖 ABC-2	Project Requirements Document	═ Medium
⚡ ABC-1	🔖 ABC-3	Project Proposal	═ Medium
⚡ ABC-1	🔖 ABC-4	Implementation SOW	═ Medium
⚡ ABC-1	☑ ABC-9	Setup a meeting with Sam Gibson from IGB	═ Medium
⚡ ABC-1	☑ ABC-10	Set up a meeting with Ismail to review keywords database	═ Medium
⚡ ABC-1	☑ ABC-25	Test BATCH API	═ Medium
⚡ ABC-1	☑ ABC-26	Finalize steps for Zac to use API call to gather relevant data	═ Medium

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-1	☑ ABC-27	Faith to include agenda template in meeting invite by 1/17/24	═ Medium
⚡ ABC-1	☑ ABC-28	Faith to include meeting notes and action items (above format) in the auto email distributing the meeting notes by 1/16/24	═ Medium
⚡ ABC-1	☑ ABC-37	Test Combination Batch Keywords	═ Medium
⚡ ABC-1	☑ ABC-38	SOW for Fleming to Generate URL Reports + Traffic	═ Medium
⚡ ABC-1	☑ ABC-39	Send Keywords Template to Zach and Ismail	═ Medium
⚡ ABC-1	☑ ABC-55	Edie needs to look up Similar Web competitors	═ Medium
⚡ ABC-1	☑ ABC-56	Edie to add Data.ai to the requirements document	═ Medium
⚡ ABC-1	☑ ABC-60	Edie to review ADB2C	═ Medium
⚡ ABC-1	☑ ABC-61	Edie to review and research Optimizely DXP	═ Medium
⚡ ABC-1	☑ ABC-143	Faith/Edie to ask E&K if they can provide API	═ Medium

7.2 Data Extraction Scripts

The Epic(s) and Stories below are included in **Client API Data Extraction SOW**, dated **2024-01-18**.

7.2.1 Jira Epics

EPIC #	DESCRIPTION	ESTIMATED DATE
⚡ ABC-40	Data Extraction Scripts	2024-02-05
⚡ ABC-41	Data Extraction Requests	2024-06-01

7.2.2 Jira Stories

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-40	🔖 ABC-62	Data Extraction: Traffic & Engagement Report	═ Medium
⚡ ABC-40	🔖 ABC-63	Data Extraction: Website Referrals Report	═ Medium
⚡ ABC-40	🔖 ABC-64	Data Extraction: Audience & Engagement Report	═ Medium

7.3 High-Fidelity Prototype

The Epic(s) and Stories below are included in **Client High Fidelity Prototype SOW**, dated **2024-01-29**.

7.3.1 Jira Epics

EPIC #	DESCRIPTION	ESTIMATED DATE
⚡ ABC-82	Admin Prototype	2024-02-28
⚡ ABC-78	Prototype	2024-03-13

7.3.2 Jira Stories

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-82	🔖 ABC-83	Admin Keywords Page	= Medium
⚡ ABC-82	🔖 ABC-84	Admin Keywords Detail Page	= Medium
⚡ ABC-82	🔖 ABC-85	Admin Regions Page	= Medium
⚡ ABC-82	🔖 ABC-86	Admin Region Detail Page	= Medium
⚡ ABC-82	🔖 ABC-87	Admin URLs Page	= Medium
⚡ ABC-82	🔖 ABC-88	Admin URLS Detail Page	= Medium
⚡ ABC-82	🔖 ABC-89	Admin Reports Page	= Medium
⚡ ABC-82	🔖 ABC-90	Admin Reports Detail Page (Draft)	= Medium
⚡ ABC-82	🔖 ABC-91	Admin Reports Detail Page (Keyword Review)	= Medium

EPIC #	JIRA #	DESCRIPTION	PRIORITY
ABC-82	ABC-92	Admin Reports Detail Page (Keyword Processing)	Medium
ABC-82	ABC-93	Admin Reports Detail Page (URL Review)	Medium
ABC-82	ABC-94	Admin Reports Detail Page (URL Processing)	Medium
ABC-82	ABC-95	Admin Reports Detail Page (Done)	Medium
ABC-82	ABC-100	Login Page	Medium
ABC-78	ABC-107	FP - Dashboard	Medium
ABC-78	ABC-108	FP - List of Reports	Medium
ABC-78	ABC-109	FP - Report (Page 1)	Medium
ABC-78	ABC-110	FP - Report (Page 2)	Medium
ABC-78	ABC-111	FP - Report (Page 3)	Medium
ABC-78	ABC-112	FP - Report (Page 4)	Medium
ABC-78	ABC-114	FP - Report (Page 5)	Medium
ABC-78	ABC-115	FP - Report (Page 6)	Medium
ABC-78	ABC-116	FP - Report (Page 7)	Medium

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-78	🔖 ABC-117	FP - Report (Page 8)	= Medium
⚡ ABC-82	🔖 ABC-133	Admin Dashboard	= Medium
⚡ ABC-82	🔖 ABC-134	Admin Reports Detail Page (Check Financials)	= Medium
⚡ ABC-82	🔖 ABC-180	Update Project Requirements Document for Admin Prototype	= Medium
⚡ ABC-78	🔖 ABC-181	Update Project Requirements Document for Prototype	= Medium

7.4   Admin Portal

The Epic(s) and Stories below are included in **Client Professional Services SOW**, dated **2024-01-19**.

7.4.1   Jira Epics

EPIC #	DESCRIPTION	ESTIMATED DATE
⚡ ABC-72	Research SimilarWeb Alternatives	2024-03-19
⚡ ABC-98	Utilities	2024-03-15
⚡ ABC-12	Database Seeding	2024-04-15

EPIC #	DESCRIPTION	ESTIMATED DATE
⚡ ABC-18	Base Back-end	2024-07-01
⚡ ABC-57	Dashboard Admin Pages	2024-07-01
⚡ ABC-31	New Keyword Flow	2024-04-07
⚡ ABC-30	New Report User Flow	2024-04-24
⚡ ABC-29	New Jurisdiction User Flow	2024-05-09
⚡ ABC-32	New Language Flow	2024-05-25

7.4.2   Jira Stories

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-12	🔖 ABC-13	Seed DB with Regions	= Medium
⚡ ABC-18	🔖 ABC-14	When a new domain is found, get the website description	= Medium
⚡ ABC-18	🔖 ABC-15	When a new domains are found, get company information	= Medium
⚡ ABC-18	🔖 ABC-16	Every Friday, update the populations of each Jurisdiction	= Medium
⚡ ABC-30	🔖 ABC-20	Editing the URLs - Admin Page	= Medium
⚡ ABC-57	🔖 ABC-22	Dashboard - Admin Page	= Medium

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-31	🔖 ABC-23	When new keyword added, translate to all languages in language table	═ Medium
⚡ ABC-32	🔖 ABC-24	When new language added to table, translate all existing keywords	═ Medium
⚡ ABC-29	🔖 ABC-33	Add New Region - Admin Page	═ Medium
⚡ ABC-30	🔖 ABC-34	Add New Report - Backend Flow	═ Medium
⚡ ABC-31	🔖 ABC-35	Add New Keyword - Admin Page	═ Medium
⚡ ABC-32	🔖 ABC-36	Add New Language	═ Medium
⚡ ABC-18	🔖 ABC-47	API Endpoint: Number of Operators	═ Medium
⚡ ABC-18	🔖 ABC-48	API Endpoint: Number of Affiliates	═ Medium
⚡ ABC-18	🔖 ABC-49	API Endpoint: Legal Status of Operators and Affiliates	═ Medium
⚡ ABC-29	🔖 ABC-58	Add New Region - Backend Flow	═ Medium
⚡ ABC-30	🔖 ABC-59	Editing Single URL - Admin Page	═ Medium
⚡ ABC-12	🔖 ABC-96	Seed DB with Languages	═ Medium
⚡ ABC-18	🔖 ABC-97	When new company is found, fetch the logo from Brandfetch	═ Medium
⚡ ABC-18	🔖 ABC-123	API Endpoint: Website Traffic	═ Medium

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-18	🔖 ABC-124	API Endpoint: Unique Visitors Found	= Medium
⚡ ABC-18	🔖 ABC-125	API Endpoint: Traffic Sources for Websites	= Medium
⚡ ABC-18	🔖 ABC-126	API Endpoint: Traffic Event Origin	= Medium
⚡ ABC-18	🔖 ABC-127	API Endpoint: Market Share (Illegal vs Legal)	= Medium
⚡ ABC-18	🔖 ABC-128	API Endpoint: Top Operators and Affiliates	= Medium
⚡ ABC-18	🔖 ABC-129	API Endpoint: % of Population Impacted	= Medium
⚡ ABC-18	🔖 ABC-130	API Endpoint: % of Affiliates that Promote Legals Only	= Medium
⚡ ABC-18	🔖 ABC-131	API Endpoint: % of Affiliates that Promote Illegals Only	= Medium
⚡ ABC-18	🔖 ABC-132	API Endpoint: % of Affiliates that Promote Legals and Illegals	= Medium
⚡ ABC-18	🔖 ABC-160	Table: Users	= Medium
⚡ ABC-18	🔖 ABC-161	Table: Subscriptions	= Medium
⚡ ABC-18	🔖 ABC-162	Table: Jurisdictions	= Medium
⚡ ABC-18	🔖 ABC-163	Table: Borders	= Medium

EPIC #	JIRA #	DESCRIPTION	PRIORITY
ABC-18	ABC-164	Table: Jurisdiction Languages	Medium
ABC-18	ABC-165	Table: Population	Medium
ABC-18	ABC-166	Table: Reports	Medium
ABC-18	ABC-167	Table: Report Jurisdictions	Medium
ABC-18	ABC-168	Table: Report Batches	Medium
ABC-18	ABC-169	Table: Recurring Report	Medium
ABC-18	ABC-170	Table: Batch	Medium
ABC-18	ABC-171	Table: Keywords	Medium
ABC-18	ABC-172	Table: Keywords Translated	Medium
ABC-18	ABC-173	Table: Languages	Medium
ABC-18	ABC-174	Table: Website	Medium
ABC-18	ABC-175	Table: Revenue	Medium
ABC-18	ABC-176	Table: Keyword Visits	Medium
ABC-18	ABC-177	Table: Traffic	Medium
ABC-18	ABC-178	Table: Referrals	Medium

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-18	🔖 ABC-179	Table: Audience	= Medium

7.5   Client Portal

The Epic(s) and Stories below are included in **Client Professional Services SOW**, dated **2024-01-19**.

7.5.1   Jira Epics

EPIC #	DESCRIPTION	ESTIMATED DATE
⚡ ABC-44	User Portal: User Account Setup	2024-07-14
⚡ ABC-43	Build-out	2024-10-01

7.5.2   Jira Stories

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-43	🔖 ABC-45	Dashboard	= Medium
⚡ ABC-43	🔖 ABC-46	List of Reports	= Medium
⚡ ABC-44	🔖 ABC-50	User Signup	= Medium
⚡ ABC-44	🔖 ABC-51	User Jurisdiction Selection	= Medium

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-44	🔖 ABC-52	User Subscription Selection	= Medium
⚡ ABC-44	🔖 ABC-53	User Payment Page	= Medium
⚡ ABC-44	🔖 ABC-54	User Update Payment	= Medium
⚡ ABC-43	🔖 ABC-113	Auth In from IGB	= Medium
⚡ ABC-44	🔖 ABC-144	User Update Account Information	= Medium
⚡ ABC-43	🔖 ABC-149	Notify User of New Report	= Medium
⚡ ABC-44	🔖 ABC-150	User Delete Account	= Medium
⚡ ABC-44	🔖 ABC-151	User Cancel Subscription	= Medium
⚡ ABC-43	🔖 ABC-152	Report (Page 1)	= Medium
⚡ ABC-43	🔖 ABC-153	Report (Page 2)	= Medium
⚡ ABC-43	🔖 ABC-154	Report (Page 3)	= Medium
⚡ ABC-43	🔖 ABC-155	Report (Page 4)	= Medium
⚡ ABC-43	🔖 ABC-156	Report (Page 5)	= Medium
⚡ ABC-43	🔖 ABC-157	Report (Page 6)	= Medium
⚡ ABC-43	🔖 ABC-158	Report (Page 7)	= Medium

EPIC #	JIRA #	DESCRIPTION	PRIORITY
⚡ ABC-43	🔖 ABC-159	Report (Page 8)	═ Medium

8 Signatures

Each party, as evidenced by the signature below or electronic signature, as applicable, of its authorized representative, acknowledges that it has read and agrees to this PRD in its entirety.

8.1 CLIENT Approval

NAME	CLIENT	
ROLE	Founder, CEO, President	
DATE		signature

8.2 Keiboarder, LLC Approval

NAME	Faith Doyal & Edie Woelfle	
ROLE	Owner	
DATE		signature