

The world of Native Ads

EARN OFF ADVERTISING
WITHOUT HARMING

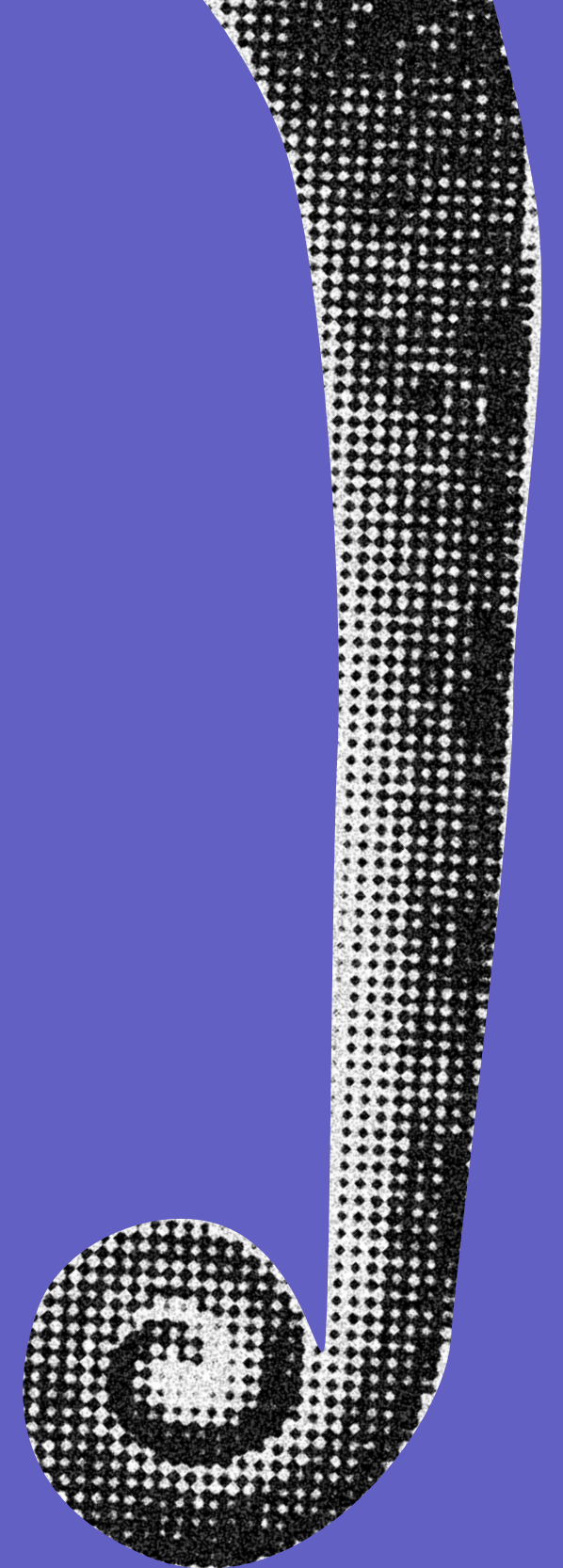
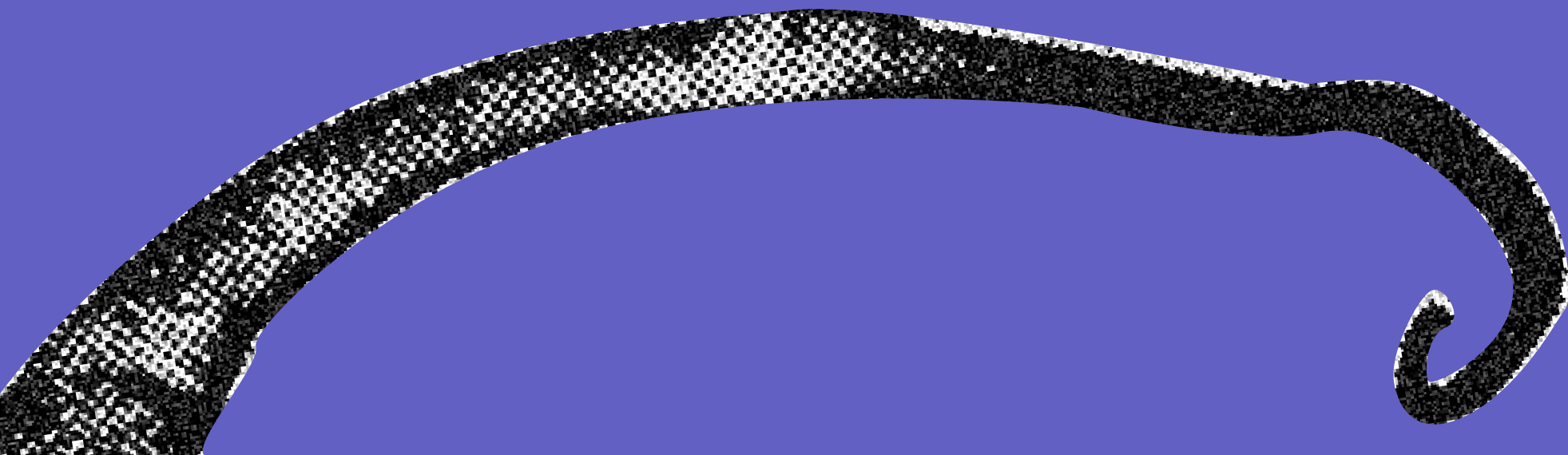
YOUR WEBSITE

DETAILED GUIDE FOR PUBLISHERS



Content

1. Intro	3
2. Monetization of a website with native ads	6
format features	7
topic websites that can work with it	9
native ads stats	11
advertising approaches	14
pros and cons	19
widgets	23
how does a publisher get into premium sources?	24
3. Setup of native ads monetization in Evadav	26
4. Publisher's common mistakes	34
5. Tips from Evadav on increasing income	36
6. Final thoughts	39
7. Useful materials	41





Intro©

You can **monetize your resource** in different ways, but not every website owner decides to advertise aggressively.

Having a **trusted resource** with good attendance and not **building a passive income** from ads is absurd.

But losing traffic because of the wrong advertising format is even more unreasonable.

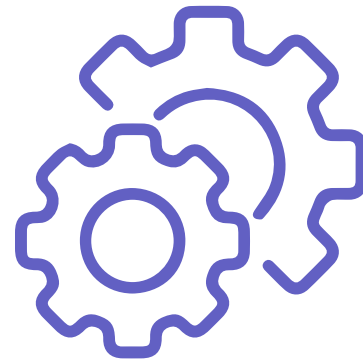
Native advertising can **effectively monetize traffic** and **improve user experience** if the webmaster configures and runs it properly.



The native format is **attractive for publishers** because:



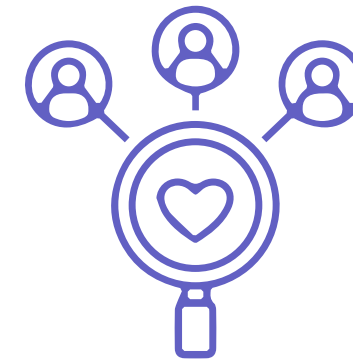
it covers all geo;



it is configured
in 2 clicks;



has high adaptability
to mobile devices;



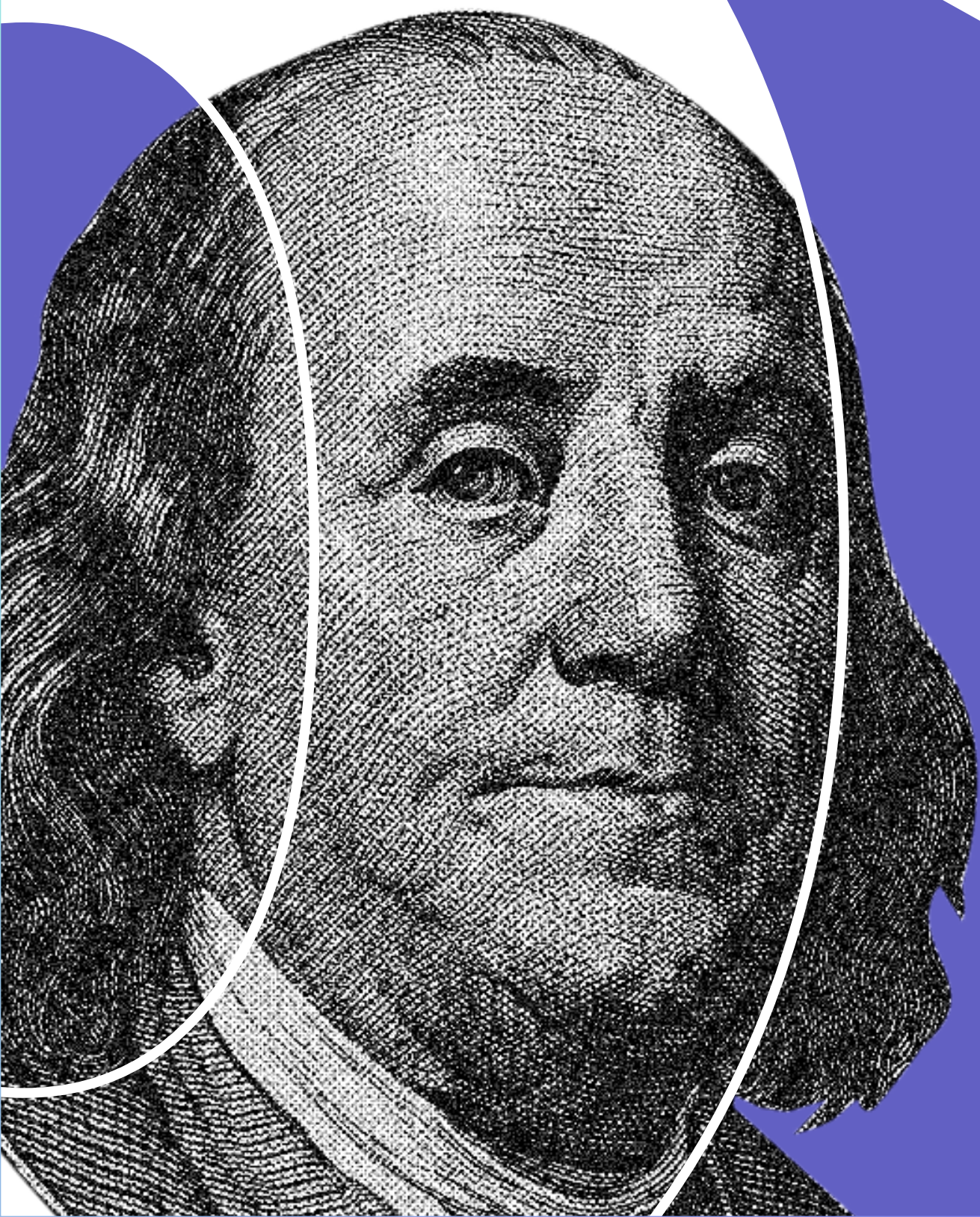
it is highly
relevant.

In one guide, we have compiled a **step-by-step configuration** instruction, the most **valuable tips and insights** from the Evadav team. Let's go!

Set native ads up with Evadav

Evadav tip

We recommend native ads if your audience is sensitive to advertising formats but you want to get a high return.

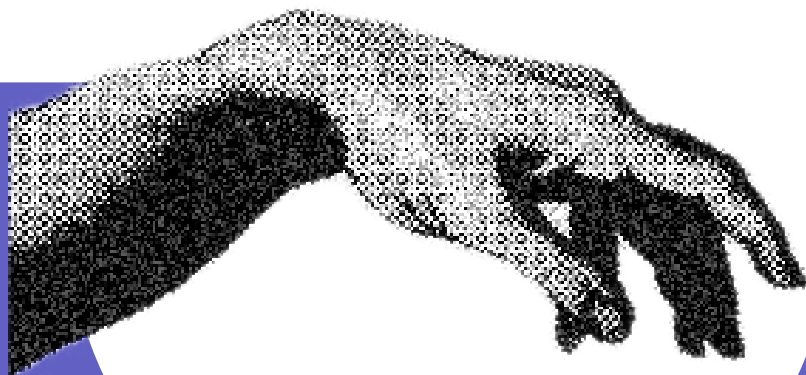


Monetization of a website with native ads

.....
: **Native advertising** is one of the most **effective digital marketing tools**, time-proven
: and repeatedly tested by affiliates, marketers, media buyers, and webmasters.
:
:
:
: ”



Native format is **integrated into the site's context** following the content theme and structure.



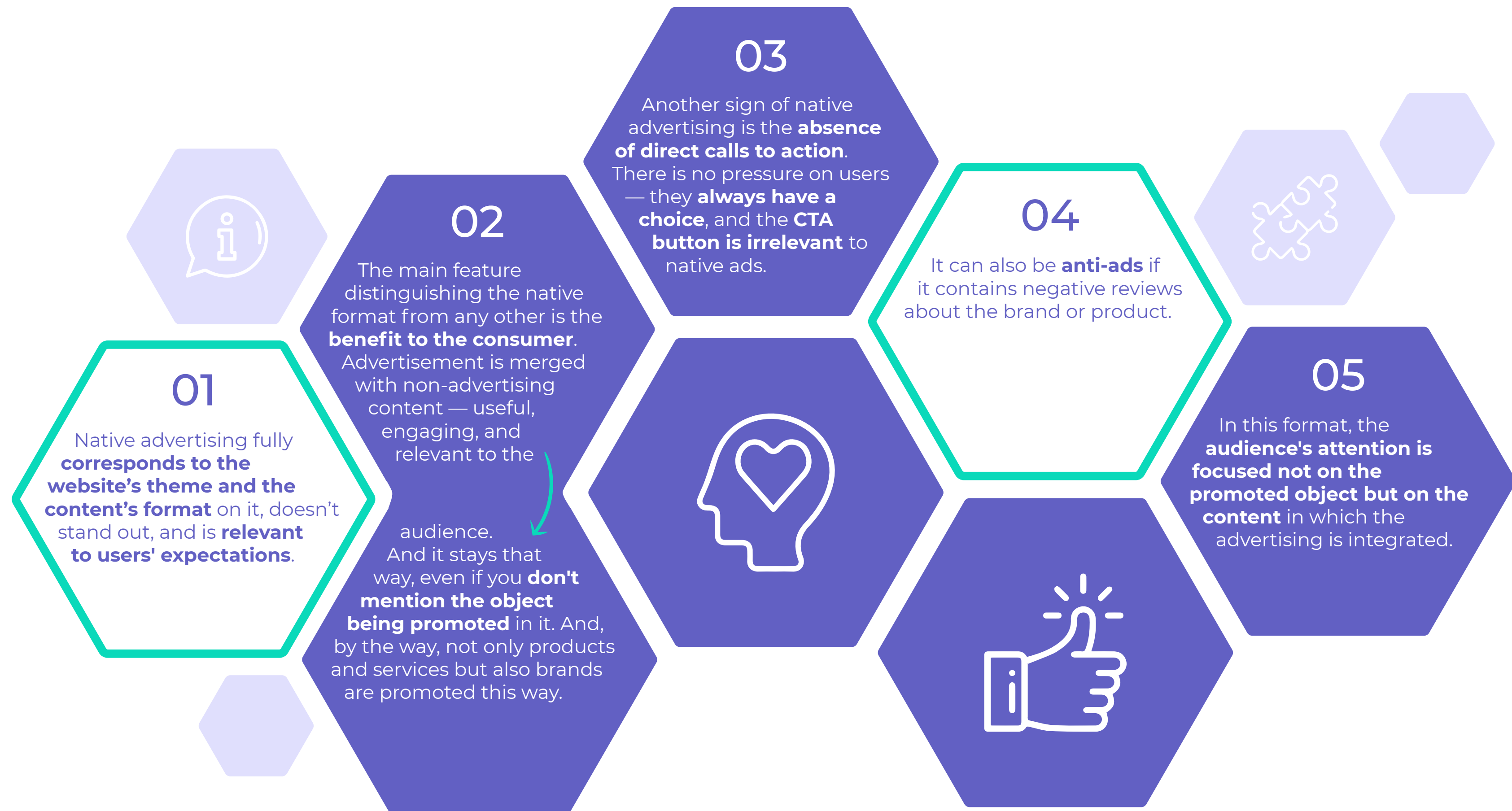
Proper **native ads do not look like advertising**. Users perceive such a format as **part of the website content**.



It does not harm user experience, doesn't violate visitors' privacy, and **works long term**.

.....
: It attracts users and monetizes them profitably,
: but **does not stand out from the context**.
:
:
:





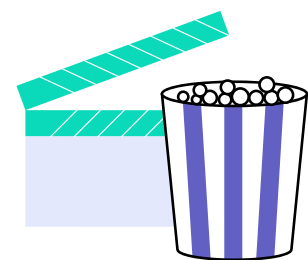
Evadav tip

If you cooperate with a direct advertiser or monetize the traffic in the advertising network, always control the quality of your content and native ads not to harm the website. It must not harm your resource.

Start website monetization with native ads



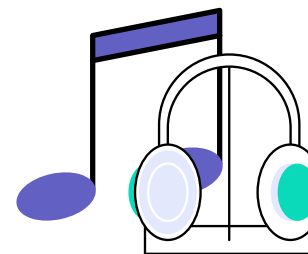
Any site with good daily attendance can receive extra income from native advertising. But **traffic from sources of the following directions converts the best way:**



Movie streaming services



Torrents



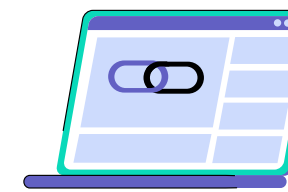
mp3 music sites



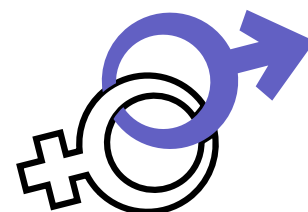
File hosting services



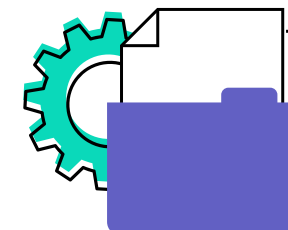
Anime and Manga



Shorters



18+ sources






APK download sites

Evadav tip

If you have a site with 18+ content, choose an advertising network tailored to Adult traffic. There are a lot of advertisers with relevant offers for your source, and they are willing to pay for convertible traffic.

Top-list of geo by **native traffic volume** looks like this:




India

  **32 090 300**
 **1 480 930**




Indonesia

  **27 450 870**
 **1 120 650**


USA

  **21 400 690**
 **958 800**




Brazil

  **18 900 430**
 **72 980**

Germany

  **14 579 808**
 **66 552**




France

  **12 680 670**
 **51 800**




Great Britain

  **11 876 549**
 **22 992**




Japan

  **10 330 120**
 **21 877**

Canada

  **8 960 810**
 **93 884**

Australia

  **8 033 675**
 **74 928**

 *Visible impressions*

 *Clicks*



Advertisers choose websites for both lead generation and branding. So you can promote **products and services and a brand** on your website.

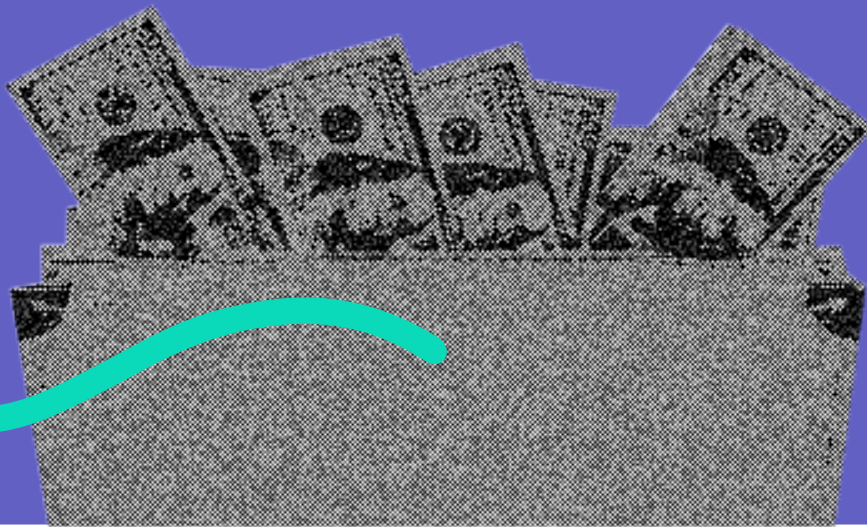
In the second case, the quality of traffic will be judged by the brand awareness growth, browsing depth, CR, etc.

Evadav tip

If you monetize your traffic with [Evadav native ads](#), you can see which ads run on your website anytime.

more than **80%**

According to IAB Europe, more than 80% of users say that watching ads in news content increases their trust in the brand.

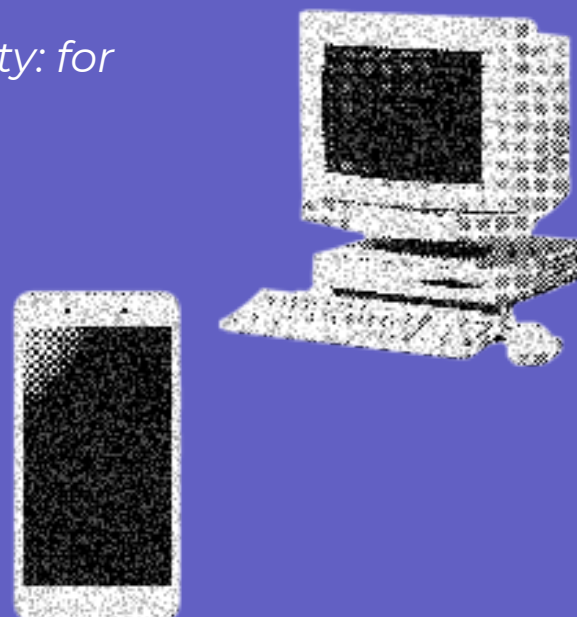
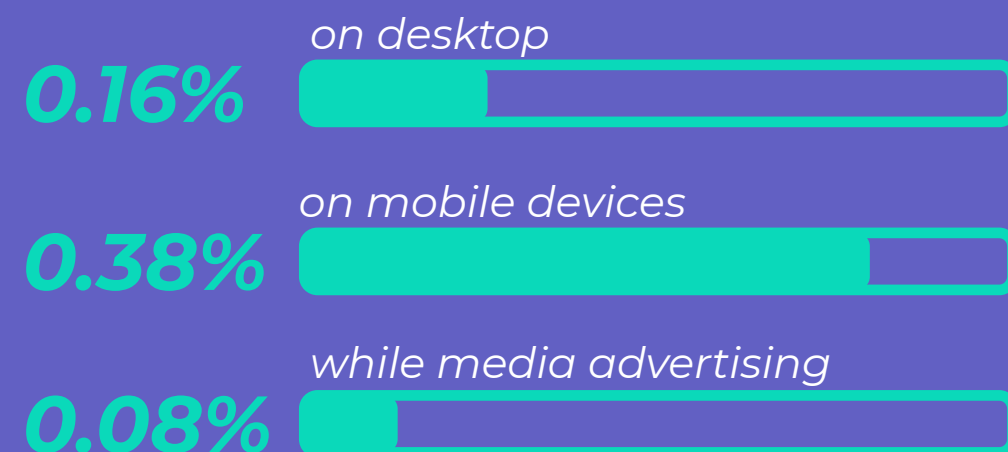


high **CTR**

According to recent trends in the United States, published on March 16, 2022, native ads with close-up images and minimal text show high CTR.



And Google DoubleClick compared the clickability: for example, native ads show CR



45%

The survey showed that almost 45% of Internet users prefer less intrusive advertising, which also does not affect page download speed.



Native advertising works.

Evadav publishers' statistics are convincing:

Date ↓	Unique ↑	Sub ↑	CR ↑	Unsub ↑	Impressions ↑	Clicks ↑	CPM ↑	CPC ↑	CTR ↑	CPA ↑	TBR ↑	Total ↑
16.04.2023	0	0	0.00	0	2 892 709	32 884	0.0462	0.0041	1.14	0.00	0.00	133.68
15.04.2023	0	0	0.00	0	2 826 646	32 467	0.0456	0.0040	1.15	0.00	0.00	128.85
14.04.2023	0	0	0.00	0	2 798 219	31 130	0.0444	0.0040	1.11	0.00	0.00	124.37
13.04.2023	0	0	0.00	0	2 884 846	32 268	0.0443	0.0040	1.12	0.00	0.00	127.71
12.04.2023	0	0	0.00	0	2 885 100	32 758	0.0440	0.0039	1.14	0.00	0.00	126.95
11.04.2023	0	0	0.00	0	2 908 206	32 111	0.0455	0.0041	1.10	0.00	0.00	132.37
10.04.2023	0	0	0.00	0	2 930 109	32 597	0.0457	0.0041	1.11	0.00	0.00	133.97
09.04.2023	0	0	0.00	0	2 867 390	33 324	0.0445	0.0038	1.16	0.00	0.00	127.55

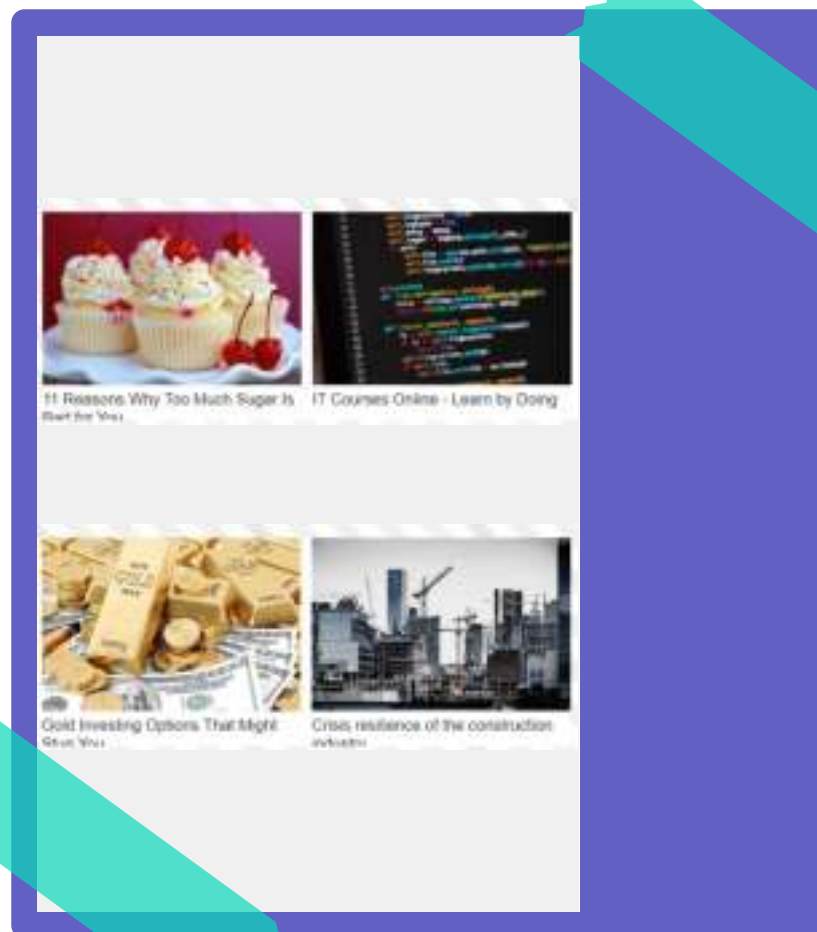
Publishers have chosen the correct link placement on the site and selected advertisers for the platform precisely for maximum conversion.

Date ↓	Unique ↑	Sub ↑	CR ↑	Unsub ↑	Impressions ↑	Clicks ↑	CPM ↑	CPC ↑	CTR ↑	CPA ↑	TBR ↑	Total ↑
16.04.2023	0	0	0.00	0	15 108 673	67 927	0.0208	0.0046	0.45	0.00	0.00	314.47
15.04.2023	0	0	0.00	0	13 097 165	60 840	0.0199	0.0043	0.46	0.00	0.00	260.87
14.04.2023	0	0	0.00	0	14 158 130	63 351	0.0210	0.0047	0.45	0.00	0.00	297.03
13.04.2023	0	0	0.00	0	12 599 796	56 602	0.0193	0.0043	0.45	0.00	0.00	243.69
12.04.2023	0	0	0.00	0	10 573 102	44 850	0.0180	0.0042	0.42	0.00	0.00	190.35
11.04.2023	0	0	0.00	0	11 641 721	53 518	0.0165	0.0036	0.46	0.00	0.00	192.54
10.04.2023	0	0	0.00	0	12 029 367	59 754	0.0150	0.0030	0.50	0.00	0.00	179.89
09.04.2023	0	0	0.00	0	14 271 065	72 543	0.0140	0.0028	0.51	0.00	0.00	200.16
08.04.2023	0	0	0.00	0	15 733 494	73 099	0.0155	0.0033	0.46	0.00	0.00	243.50
07.04.2023	0	0	0.00	0	14 270 558	66 384	0.0164	0.0035	0.47	0.00	0.00	234.03
06.04.2023	0	0	0.00	0	11 323 603	55 510	0.0185	0.0038	0.49	0.00	0.00	209.52

[Contact your personal manager](#) for recommendations on ads placement and effective optimization.

Ways to promote native ads just as many as there are formats of content:

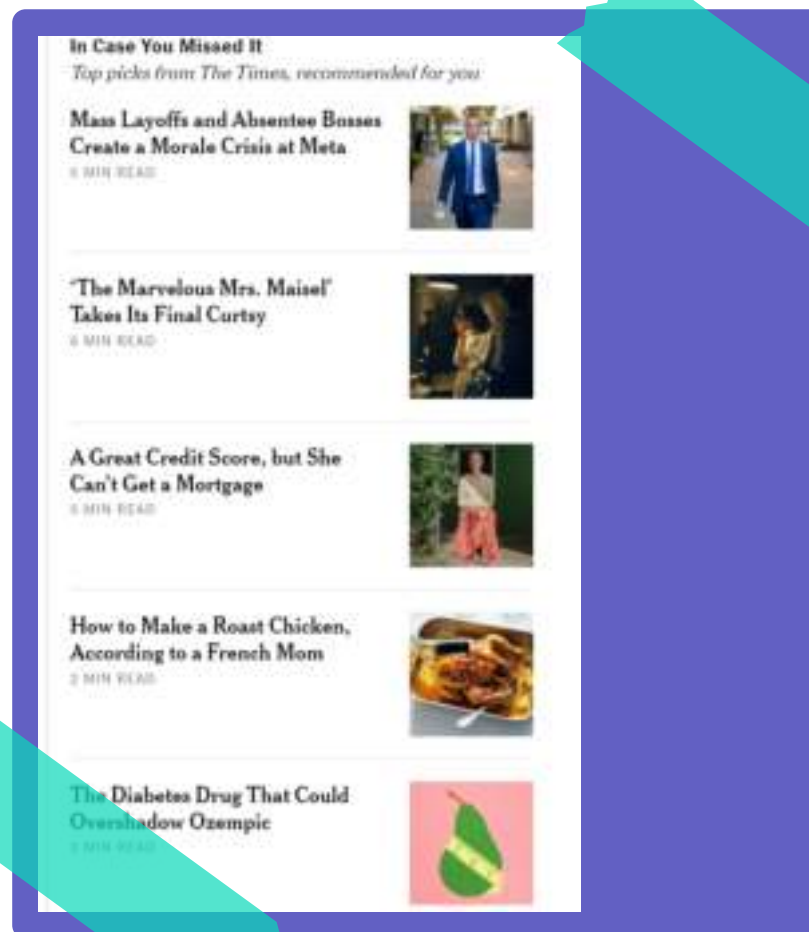
NATIVE WIDGETS



Thanks to appropriately selected colors, fonts, and styles, widgets fit organically into the design and look like a part of the page.

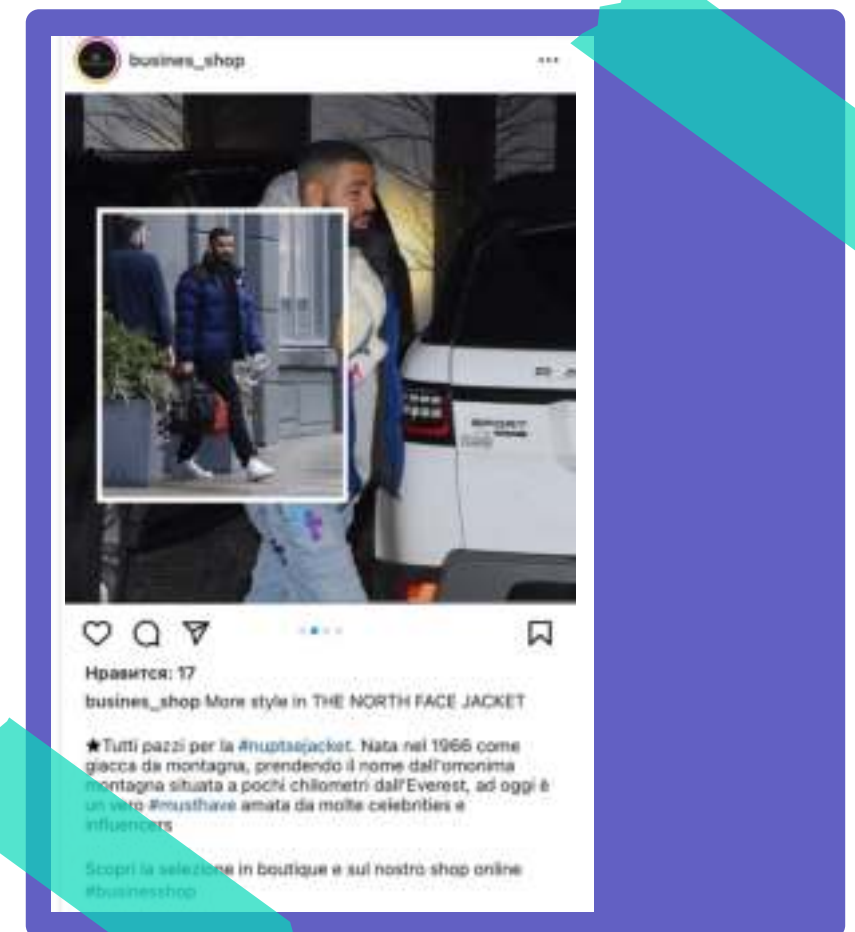
Detailed widget container customization is possible in Evadav, so native advertising works perfectly on the publisher's website.

RECOMMENDATION BLOCKS



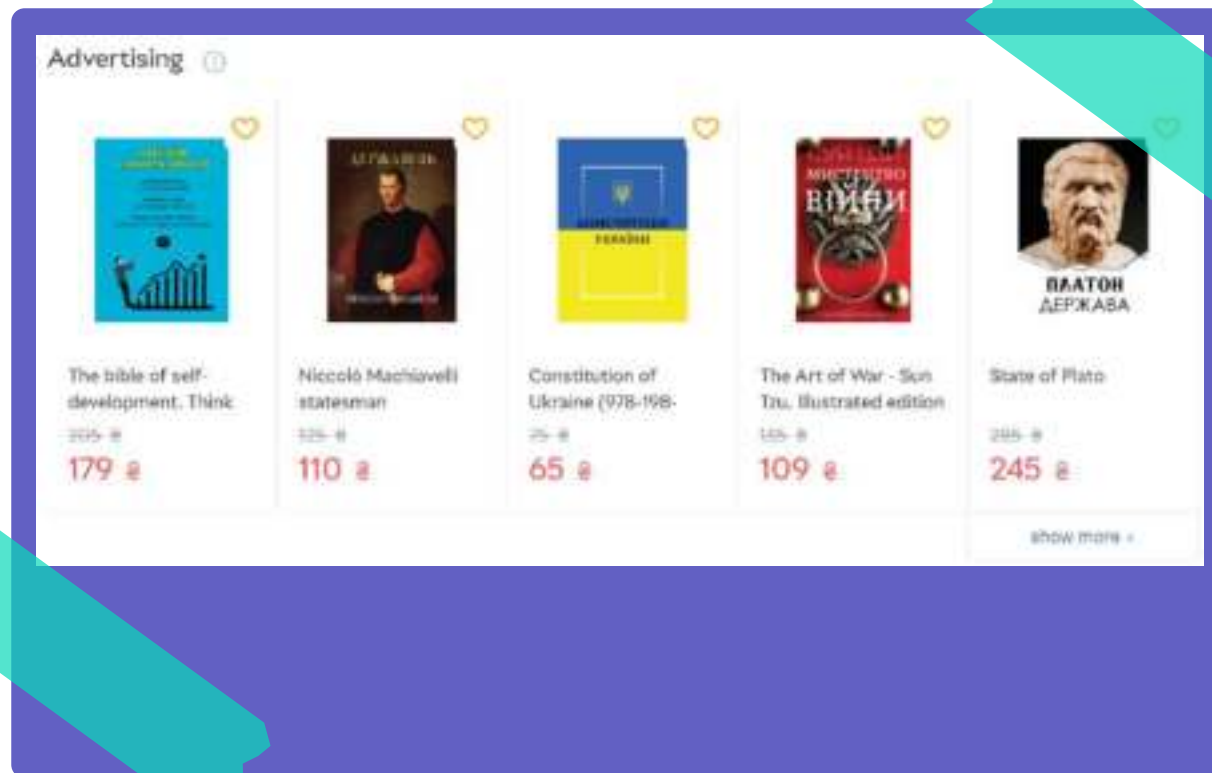
The most popular native format. The block with such advertising is usually marked, so users are aware that it is advertising.

SOCIAL MEDIA FEED



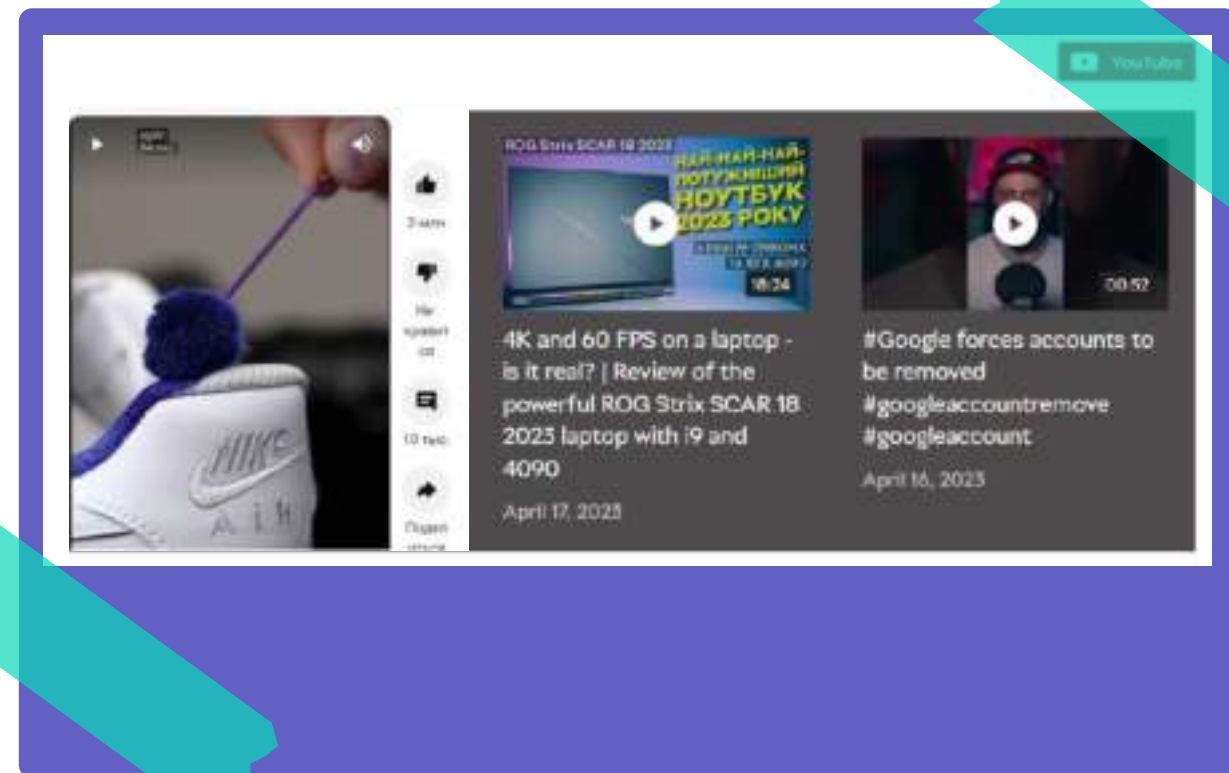
Posts and publications with the mention of an offer or brand corresponding to the overall style of the profile and relevant to the target audience's interests.

LISTINGS



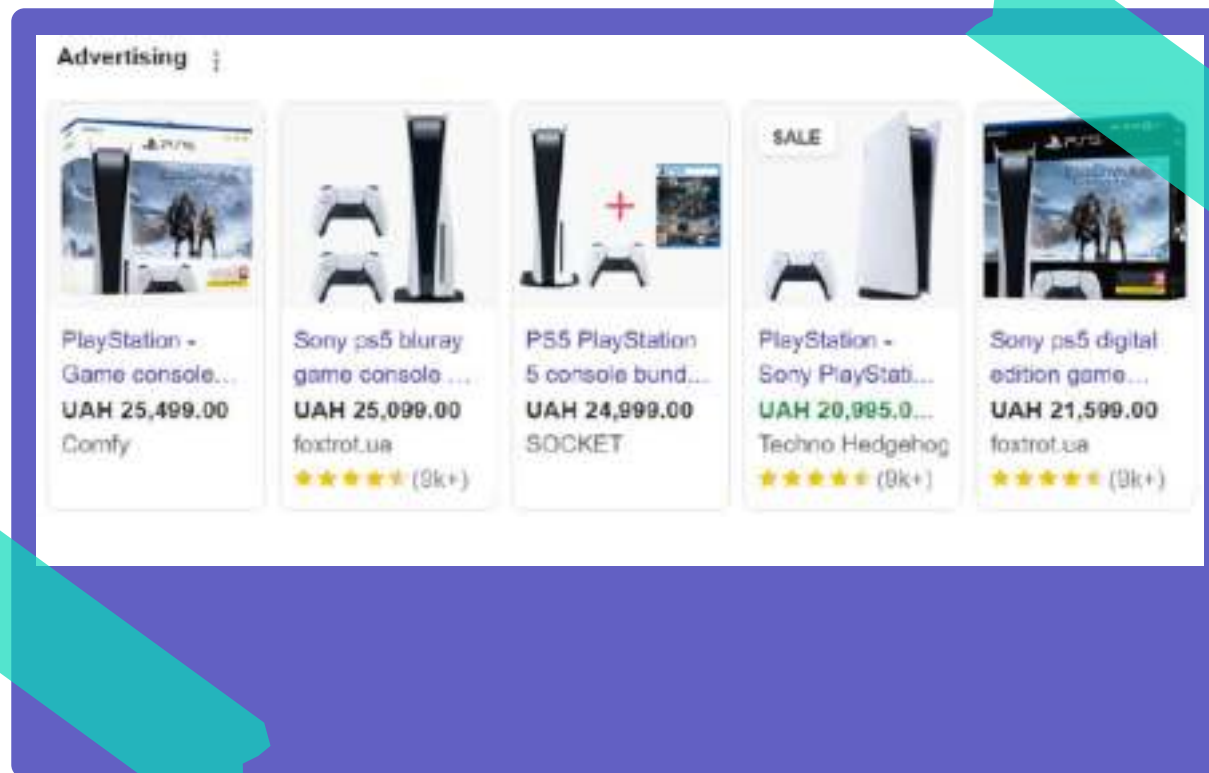
lists of promoted goods on **eCommerce** projects. They look the same as the rest of the products in the store and do not give additional information.

VIDEO



On video platforms, native ads often look like **product reviews, ratings, and tutorials**.

CONTEXTUAL ADVERTISING



*users see it in search results for a specific request.
It is mixed among organic SERP and almost does not differ from it visually, but is necessarily marked as "Ads."*

DEDICATED PROJECTS



*special content dedicated to the promoted object.
It also carries helpful information and is relevant to the audience's interests, but at the same time fully covers one product, service, event, or brand.*

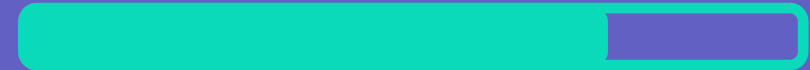
SPONSORED CONTENT



paid content of any format with the mention of the advertised object.

75%

articles



Today **articles remain the most popular format** — they account for 75% of native ads.



15%

dedicated projects



6%

tests



3%

games



1%

cards



Native ads can be in



tutorials,



collections of useful
materials,



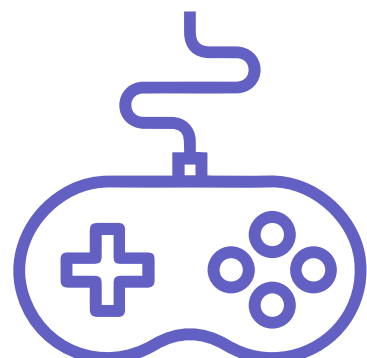
infographics,



research,



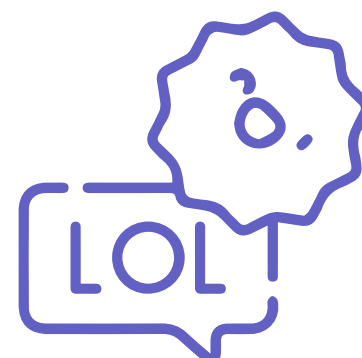
questionnaires,



games,



podcasts,



memes,



checklists,



and even blocks
with reviews.

Evadav tip

one should distinguish between native advertising and native content. The latter is part of the content marketing strategy. Such promotional materials are fully dedicated to the advertised object, while **the non-ads content always surrounds the native ads.**

Any format is suitable if it is
relevant to user needs and
expectations.



Publishers **choose native advertising** to monetize their site for such **advantages of the format**:





By choosing **Evadav native ads** for your site, the publisher gets **additional advantages**:



preview for
all device types;



safety;



referral system;

adaptive
block modification;



25K+ verified advertisers
with 50K+ active
campaigns monthly;



15 payment methods;

simple registration and
quick setup in 2 clicks;



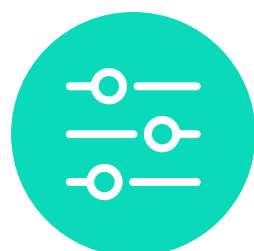
fast moderation of sites;

PremiumAds FEED;



real-time tracking
of statistics;

24h and friendly
Support Team;



detailed configuration
of widgets;

weekly
instant payouts.



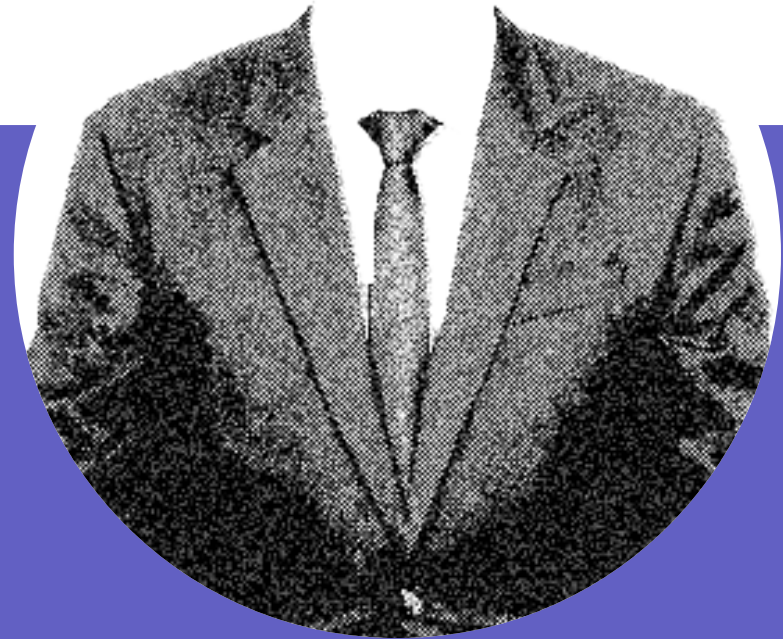
Each advertising format has its **pitfalls**, and native ads are no exception. Before you place native advertising on your site, you should know the following:



Since the native ad is integrated into the **content**, it **must be unique** not to become a reason for the website's pessimization by search engines.



For the same reason, you **can't scale native ads**, as each site should have unique content with advertising;



strict **need to match** the resource's theme, concept, and requirements.

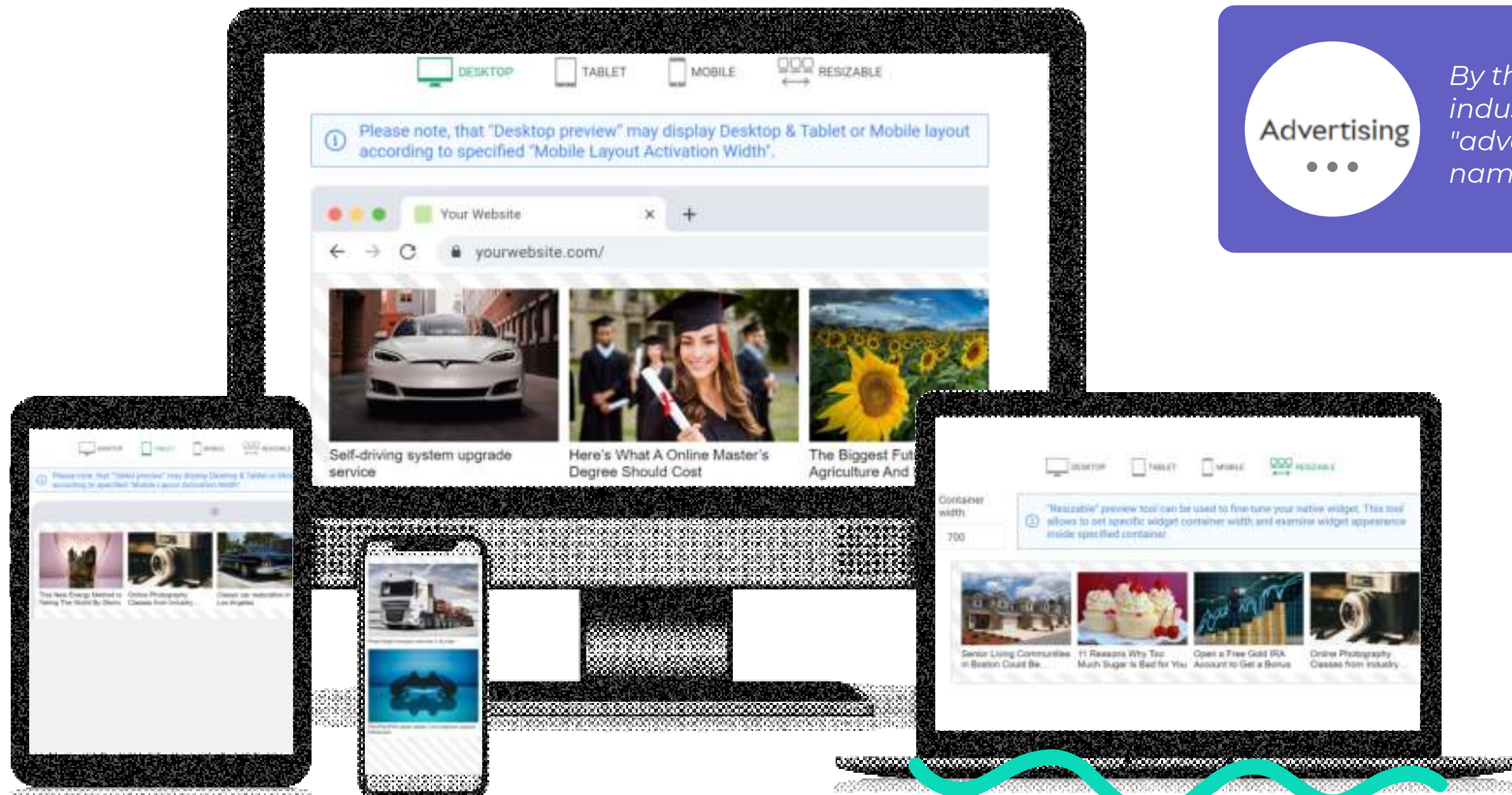
Evadav tip

the amount of income from the native advertising directly depends on the site's attendance. Increase traffic to your resource, improve visibility in search engines, and work on functionality and design within SEO optimization.

More traffic — more revenue from native ads.

Evadav provides its publishers with the most **effective and secure widgets** for native ads and the ability to customize them in detail to make advertising look as native as possible.

On desktop devices, it will look as follows



tablet

mobile

*If you select "**Resizable**," you can set the width of the ad block container and see how it looks.*

Advertising

By the way, the survey results among industry experts showed that "advertising" - is the most suitable name for marking native ads.

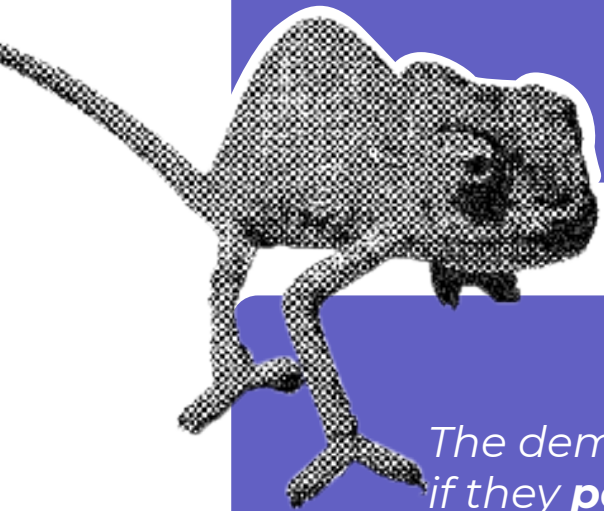
how does a publisher get into premium sources?

There are **two types of traffic** available to advertisers on the Evadav platform:

01



standard



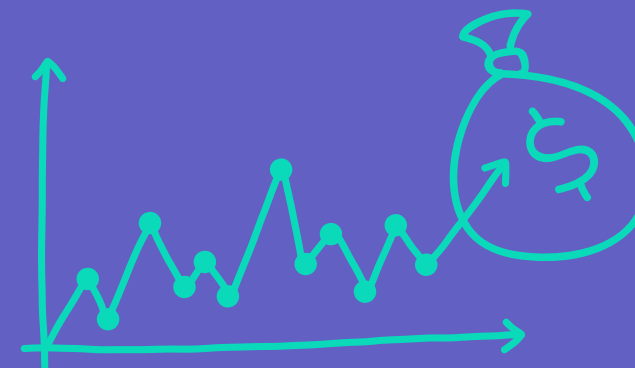
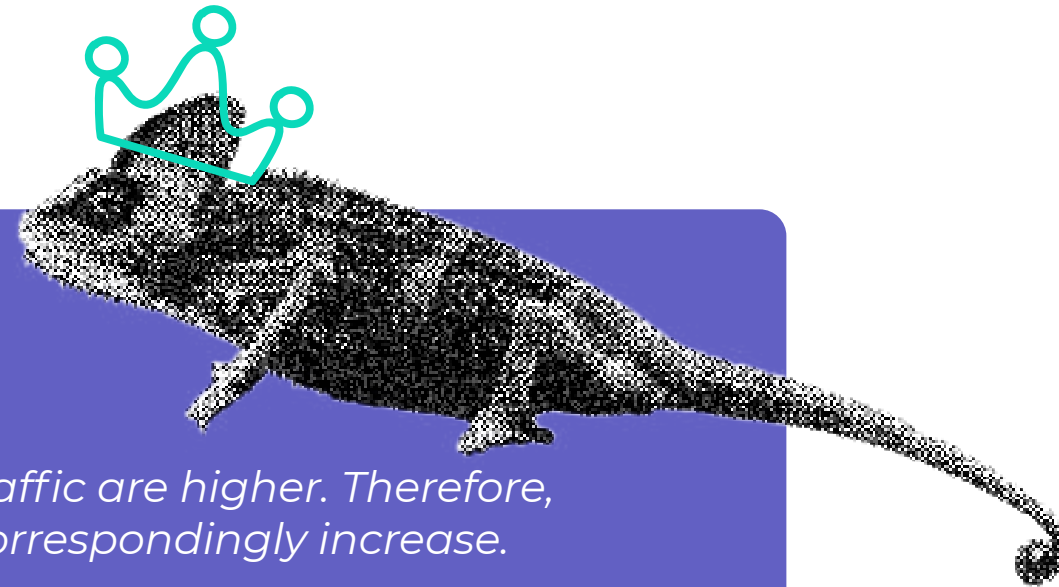
The demand for publishers' traffic will be higher if they **participate more in the auctions**.

02



premium

payouts for premium-quality traffic are higher. Therefore, clickability and efficiency will correspondingly increase.



Evadav tip

specify the traffic type correctly and take time to customize so that advertising looks as organic as possible on your website.

Before the **placement gets to the premium Evadav sources**, it will be tested many times on direct offers. Sites with daily attendance of **3,000+ unique users** can get to the premium sources.



Setup of native monetization in Evadav

Site category



The **advertisement that will run** for your traffic type depends on the site's category.

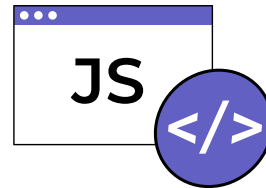


Adult
if your resource contains adult content, services or products.



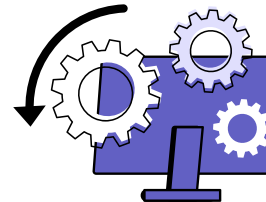
Basic
is suitable for any sites that do not fall into the 18+ category.

Fallback script link



Here you need to place a **link to your Java script**, which will work if there are no materials to rotate on the website.

Layouts



Specify widget options or select **Fixed widget size**.

Desktop & Tablet

Desktop & Tablet

Columns:

4

Rows:

1

Horizontal Spacing:

10

Vertical Spacing:

10

Image Aspect Ratio:

3:2

Max Text Lines:

2

Mobile

Mobile

Columns:

1

Rows:

2

Horizontal Spacing:

10

Vertical Spacing:

10

Image Aspect Ratio:

3:2

Max Text Lines:

2

Mobile Layout Activation Width:

450

Mobile layout activation width

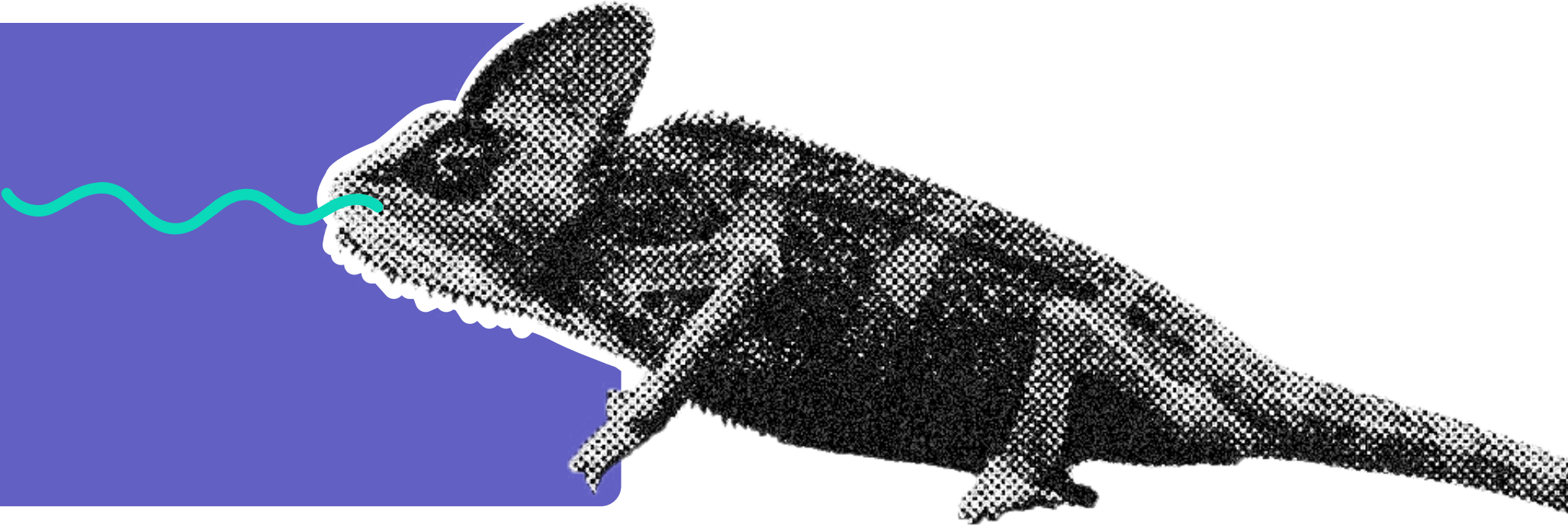


Evadav tip

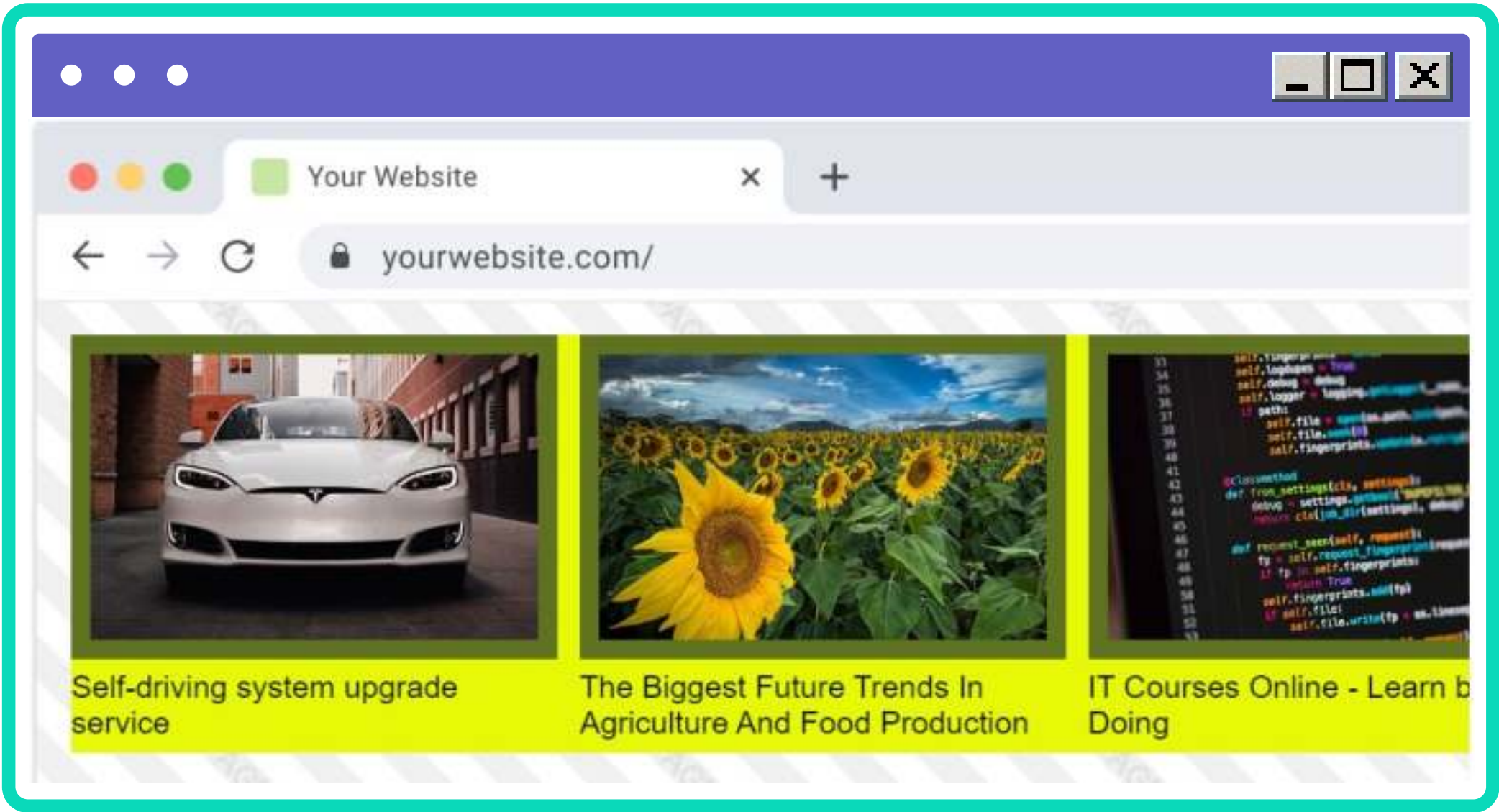
Use the preview to fine-tune the ads rotation on your site for different types of devices.

Set the following values:

- number of rows and columns;
- spacing between widgets;
- the aspect ratio;
- the maximum number of text lines.



Appearance Options



With the **Zoom Effect**, the widget will get closer when hovering the mouse cursor.

This option makes promo creatives dynamic and more attractive; they mimic the content and do not look like advertising.

Appearance Options allows you to change the background, thickness and color of borders. Detailed widget's configuration allows **maximal adjustment to the site design**. Native advertising on your site may look like this.

Appearance options

Select the container's background color with widgets, width, and image border color. You can apply a **zoom effect**.

Text formatting

Select style, color (including color when hovering the cursor on the text), font size, alignment to image.

Ads label

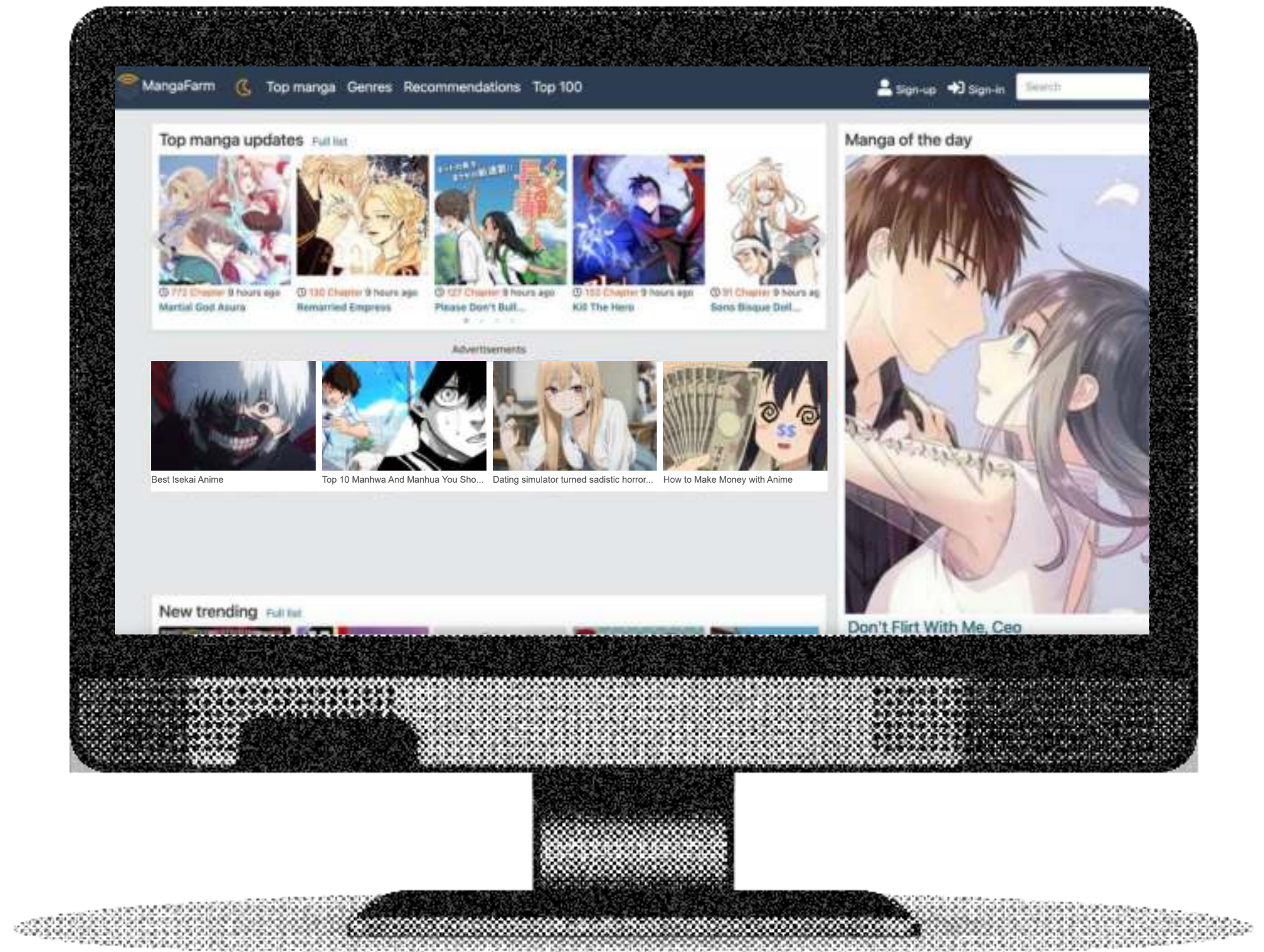
To mark your site's ads as promo content, turn on the **Show Label** option, enter the text in the field, and specify its formatting options.

Evadav tip

Use all platform options to customize the display of native ads on the website so that the advertising does not differ from the page design.



If you've done everything correctly, the native ads will appear **on mobile** devices like this.



On desktops and tablets, the block of native ads looks similar.

Statistics

The screenshot shows the EVADAV Publisher Dashboard. The top navigation bar includes the EVADAV logo, a menu icon, and user information: Publisher Balance: 0.00 \$, Hold: 0.00 \$, and Server time 19:01. The left sidebar contains links for Advertiser, Publisher, Statistics (active), Streams, Payouts, CPA Rates, Level System, Profile, Referral program, and Support. The main content area displays the user's status as 'Standard' with a progress bar showing levels: Standard, Bronze, Silver, Gold, and Platinum. A table on the right lists the revenue ranges for each status: Standard (\$0 To \$500), Bronze (\$501 To \$1000), Silver (\$1001 To \$5000), Gold (\$5001 To \$10000), and Platinum (\$10001+). Below this, the 'Statistics' section features a filter interface with tabs for Date, Country, Widget, OS, Browser, SubID 1, and SubID 2. The filters are set to: Date range: 10.04.2023 - 16.04.2023, Ad format: all, Pricing type: all, Stream: all, Widget: all, Country: all, Os: all, Browser: all, SubID 1: (empty), and SubID 2: (empty). An 'Apply' button is present. At the bottom, it shows 'Total active users: 0'.

EVADAV
The Evolving Ad Network

Advertiser **Publisher**

Statistics

Streams

Payouts

CPA Rates

Level System

Profile

Referral program

Support

Your status: Standard ?

Standard Bronze Silver Gold Platinum

\$0

Standard	\$0 To \$500
Bronze	\$501 To \$1000
Silver	\$1001 To \$5000
Gold	\$5001 To \$10000
Platinum	\$10001+

Statistics ?

Date Country **Widget** OS Browser SubID 1 SubID 2

Date range: 10.04.2023 - 16.04.2023

Ad format: all

Pricing type: all

Stream: all

Widget: all

Country: all

Os: all

Browser: all

SubID 1:

SubID 2:

Apply

Total active users: 0

You can track results in the dashboard by sorting streams by the required parameters.

Publisher's common mistakes



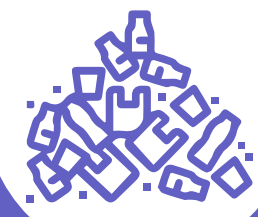
Beginners face the same **mistakes**.



Wrong selection of advertising network

Study the T&C of an affiliate network (user-friendliness, complexity of registration, payment methods and frequency, responsiveness of support), consider geo and look for **feedback from other publishers**.

Evadav checks every advertiser to ensure that your website has only high-quality advertising that will not harm the traffic volume and position in organic SERP.



Too much advertising

Once your site has grown to generate **additional passive income from advertising**, do not turn it into a "dump."

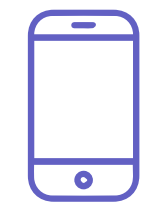
Otherwise, you will lose your audience and profit. **Native ads are compatible with other formats**, but not when the whole site is covered with advertising.



Ignoring website development

Never stop developing your resource. Traffic is much easier to lose than to attract.

To maintain and increase its volume, **improve your website**, follow trends, interact with the audience, control download speed, etc.



Absence of an adapted version of the site for mobile devices

Weird fact for the age of gadgets, but it happens. Mobile traffic exceeds desktop traffic almost twice, so today, site owners are obliged to **adapt their resources to the mobile format**.



Lack of analysis

Do not place the ad and wait for it to start earning. Results need to be **analyzed to increase efficiency and income**.



Wrong place for a banner

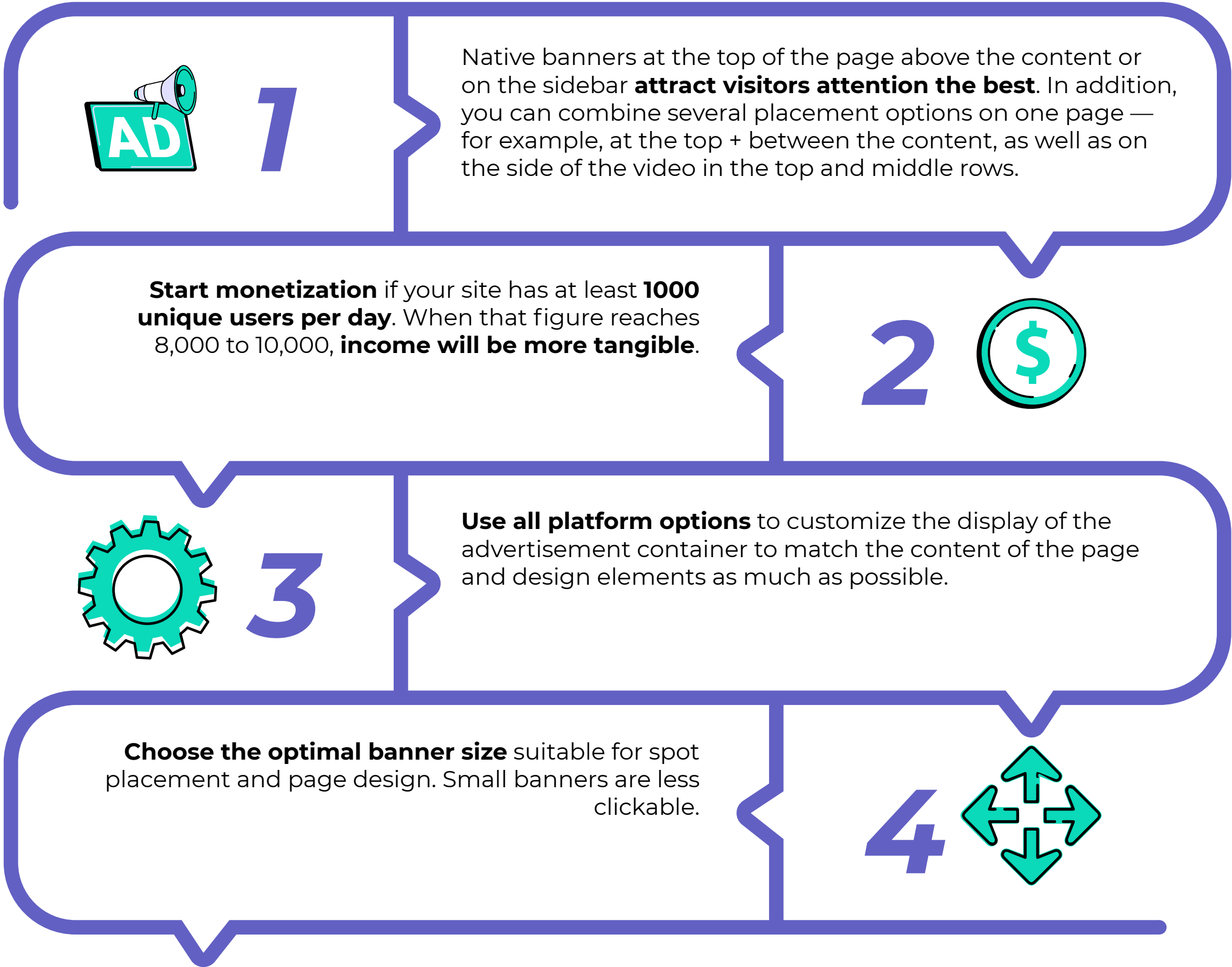
It would be best to place native ads in the most visible part of the website, but not at the expense of design and usability.



Tips from Evadav on increasing income



Finally, here is a few **life hacks that will help increase your revenue** from native ads:



Ads on the home page always show a higher CTR.

But the best native advertising works in the complex by placing ads on different site pages, including the main.



5

Control how your widget looks after configuration and analyze its performance.

Mark the block with native advertising by "Recommended" or "You may also like", "% for eCommerce, etc.

6

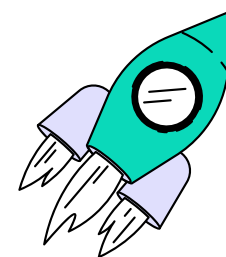


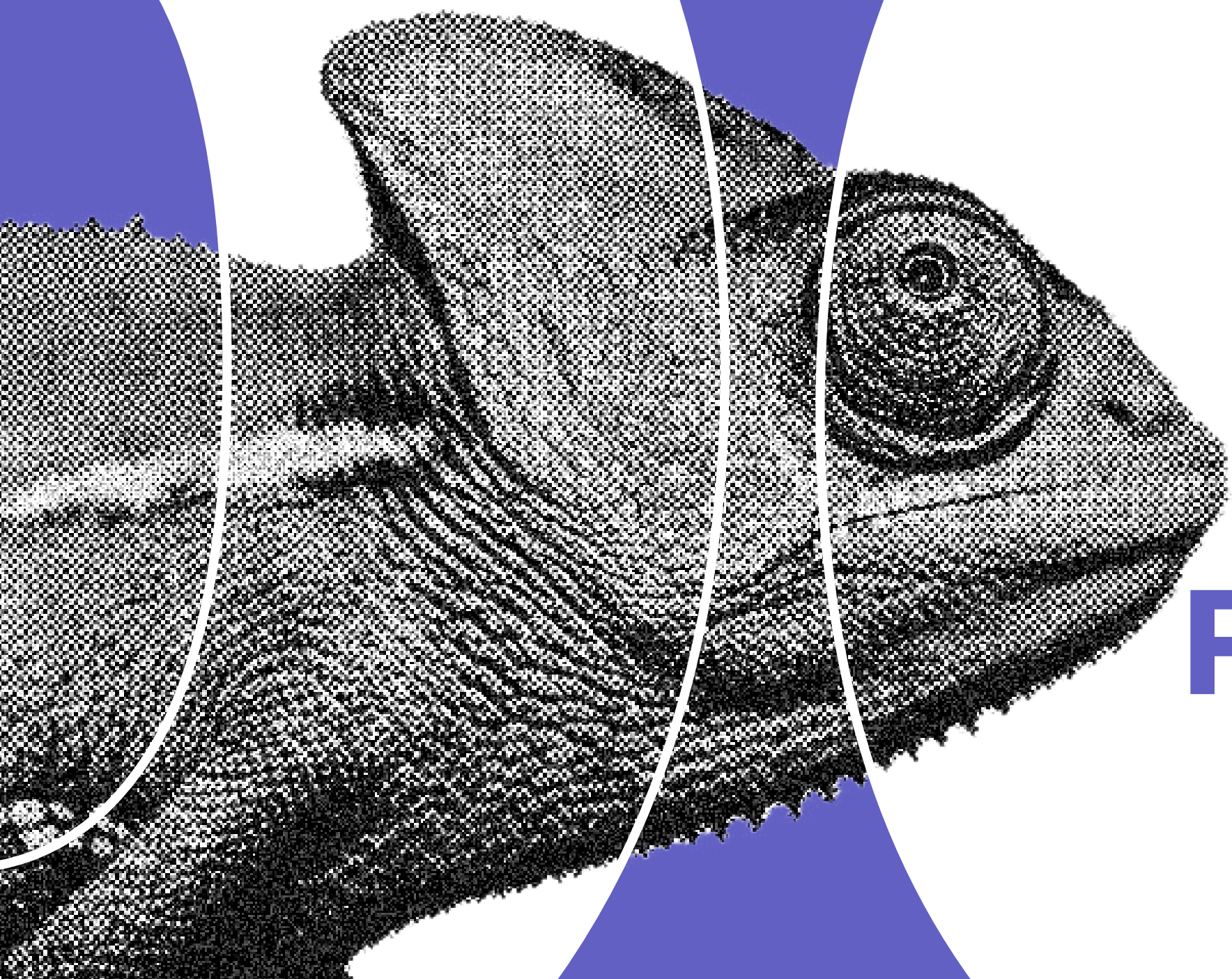
7

Test different options for advertising content **placement** on the page and analyze their effectiveness.

Improve and promote your resources.

8





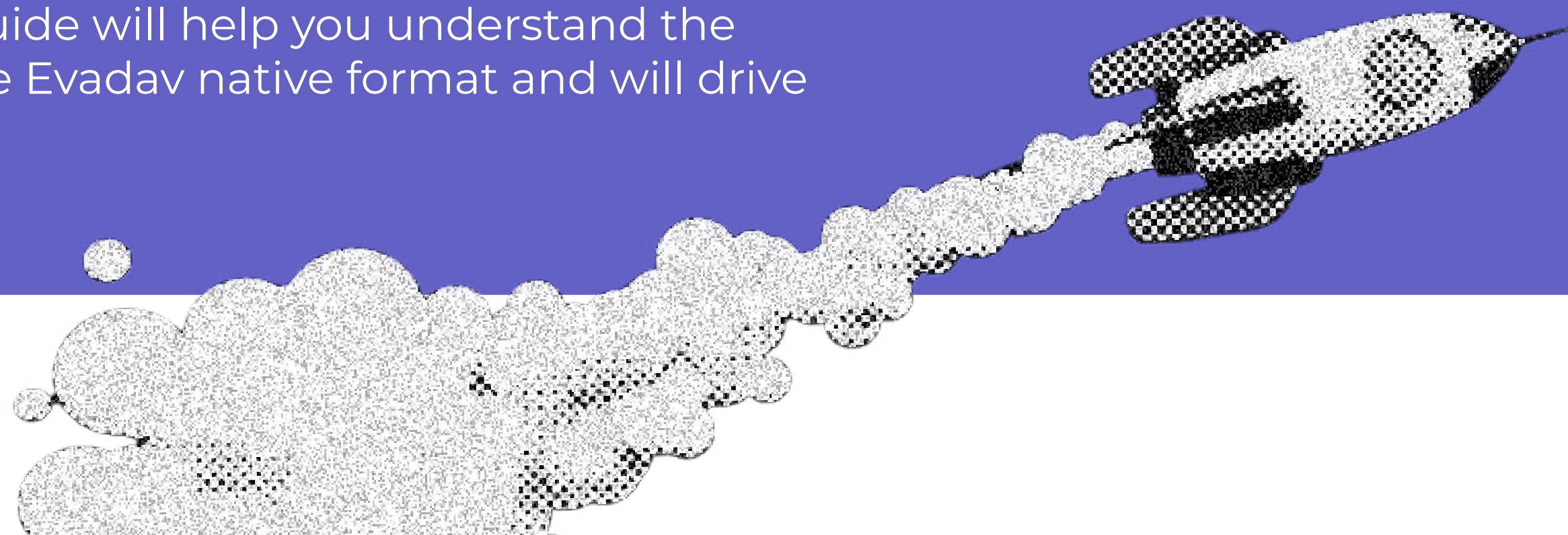
Final thoughts

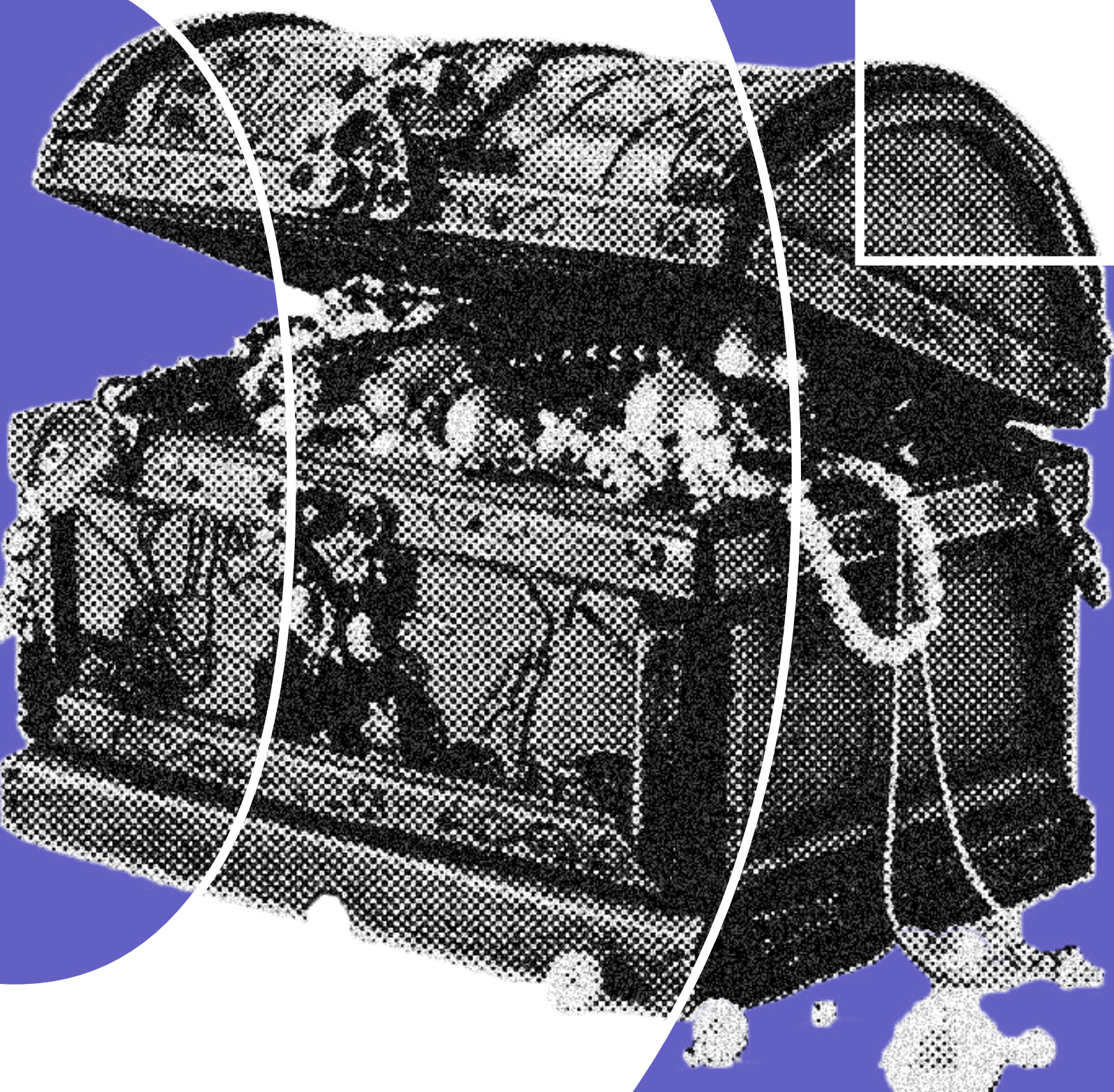


A stylized illustration of a dartboard with a red line pointing to the bullseye. The dartboard is circular with a black and white checkered pattern. The bullseye is a small red circle in the center. A red line points from the top left towards the bullseye. The background is a solid light blue color.

A decorative illustration featuring a wavy line, a large dollar sign, and a piggy bank, symbolizing financial concepts.

side will help you understand the
the Evadav native format and will drive





Useful
materials



How to increase website profit



How to make money with native ads?



*Phishing will not pass:
how do we monitor the quality of partner's ads?*



*Important update for Evadav publishers:
payout functionality improvement*

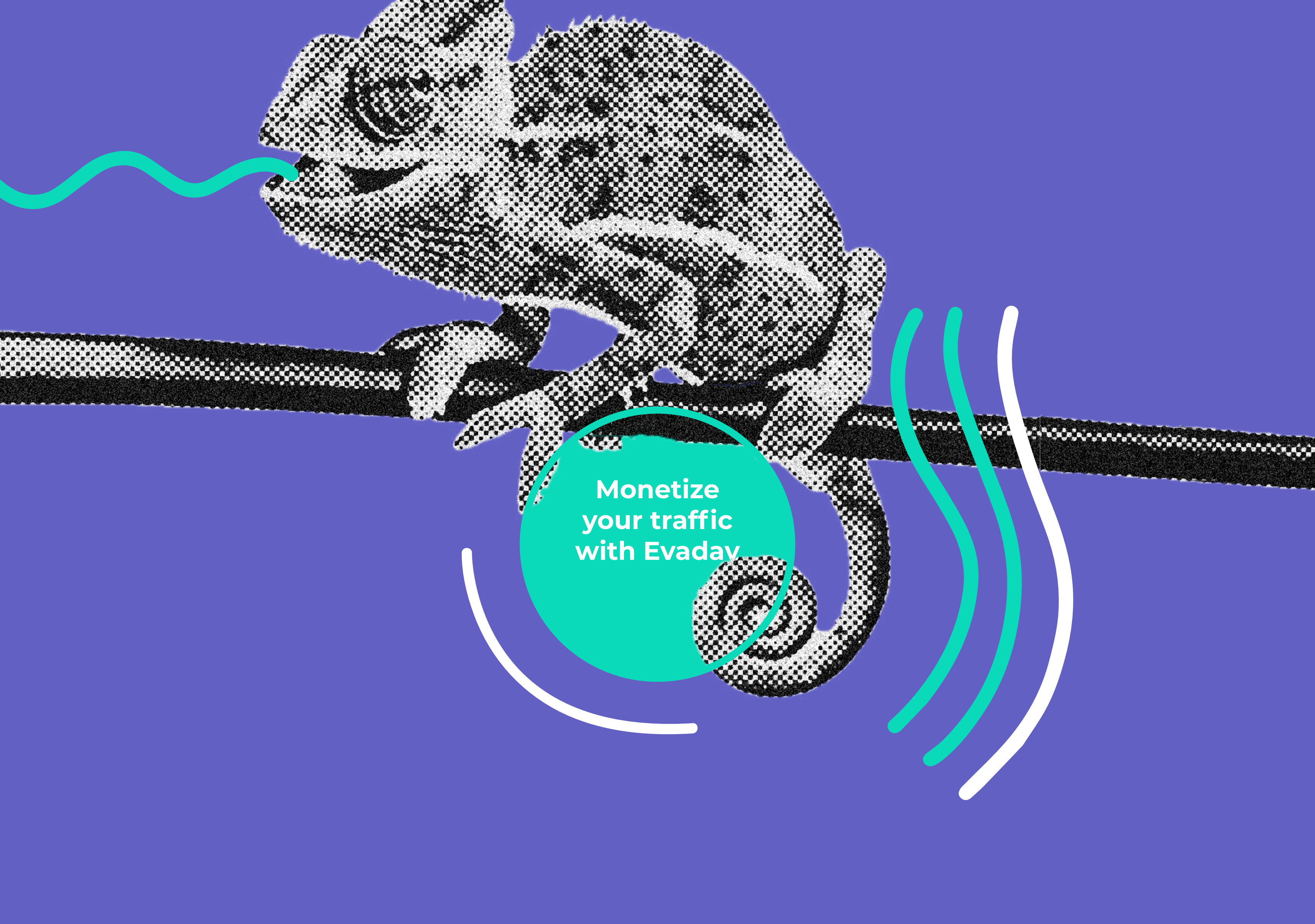
Other advertising formats:



*Guide for publishers:
how to earn more with popunder
format*



*Guide to the world of push format
for publishers: monetize traffic
with fire profit*



**Monetize
your traffic
with Evaday**