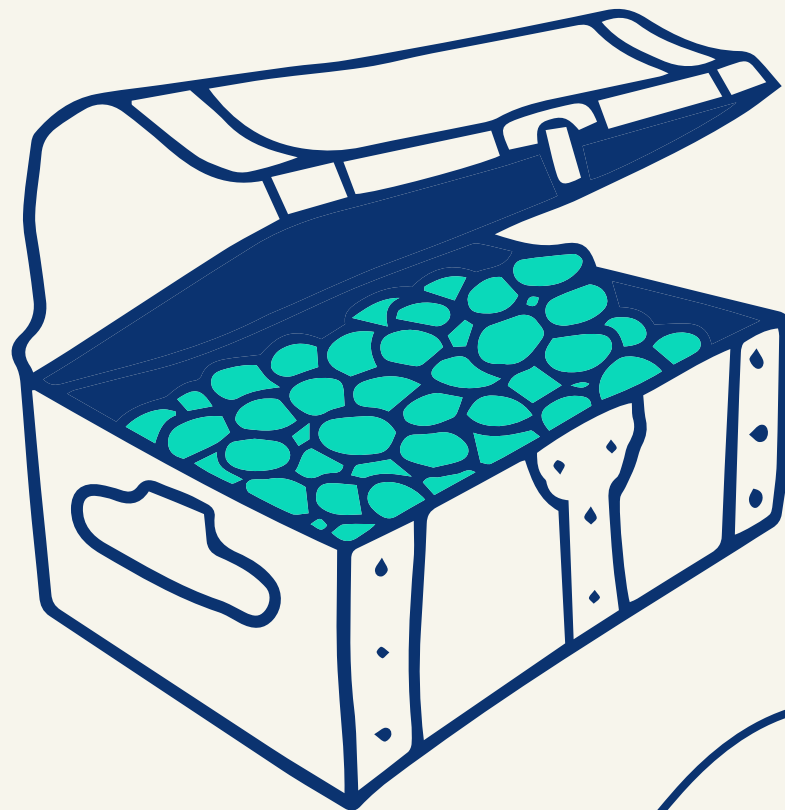


# WORLD OF INPAGE MONETIZATION

DETAILED GUIDE FOR PUBLISHERS

**FULL IMMERSION**

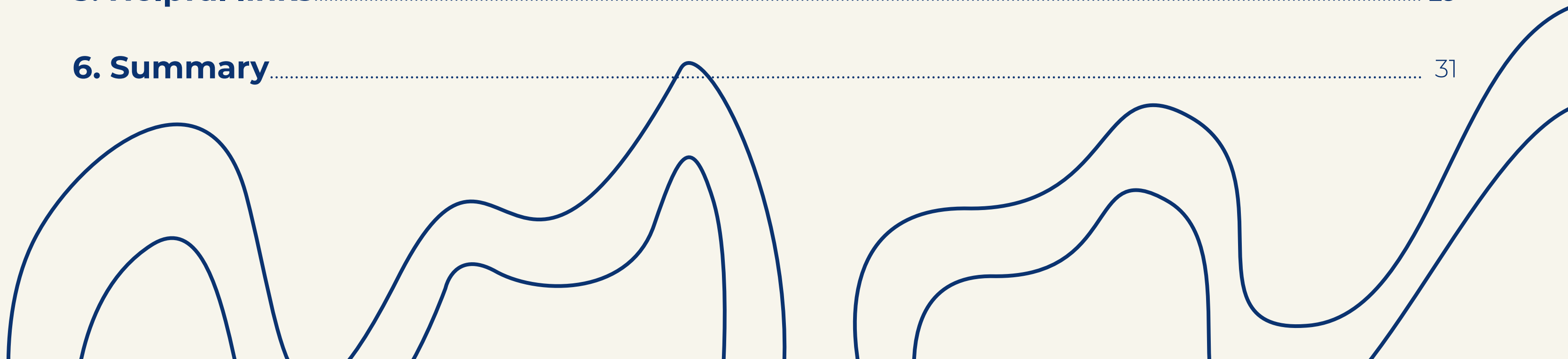




# CONTENT



<b>1. Intro</b>	3
<b>2. Website monetization with inpage advertising</b>	5
features	5
how it works?	6
what platforms can work with it?	7
advantages for publishers	8
how do users react to inpage ads?	15
what CTR to expect?	16
how does inpage look on the Publisher's platform?	19
<b>3. Inpage monetization setup in EVADAV</b>	21
<b>4. How to increase profit: EVADAV advice</b>	26
<b>5. Helpful links</b>	29
<b>6. Summary</b>	31





**+ INTRO**

Having a website with good traffic volume and not receiving additional income is an unacceptable luxury for the webmaster.

Therefore, competent website owners continue looking for the most effective ways to monetize their sites while we work on them in return.

## THIS GUIDE...



### WILL TELL YOU

how inpage works, why it has become so popular quickly, and its prospects.



### YOU WILL LEARN

to implement it in your online platform and learn how to get more profit.

Let's close all the questions here so  
**YOU CAN START EARNING TODAY.**



### INPAGE

is a relatively new format that has demonstrated itself immediately as a powerful tool for traffic monetization and has already experienced some improvements.

**SO, LET'S DIVE INTO  
THE WORLD OF  
INPAGE MONETIZATION.**





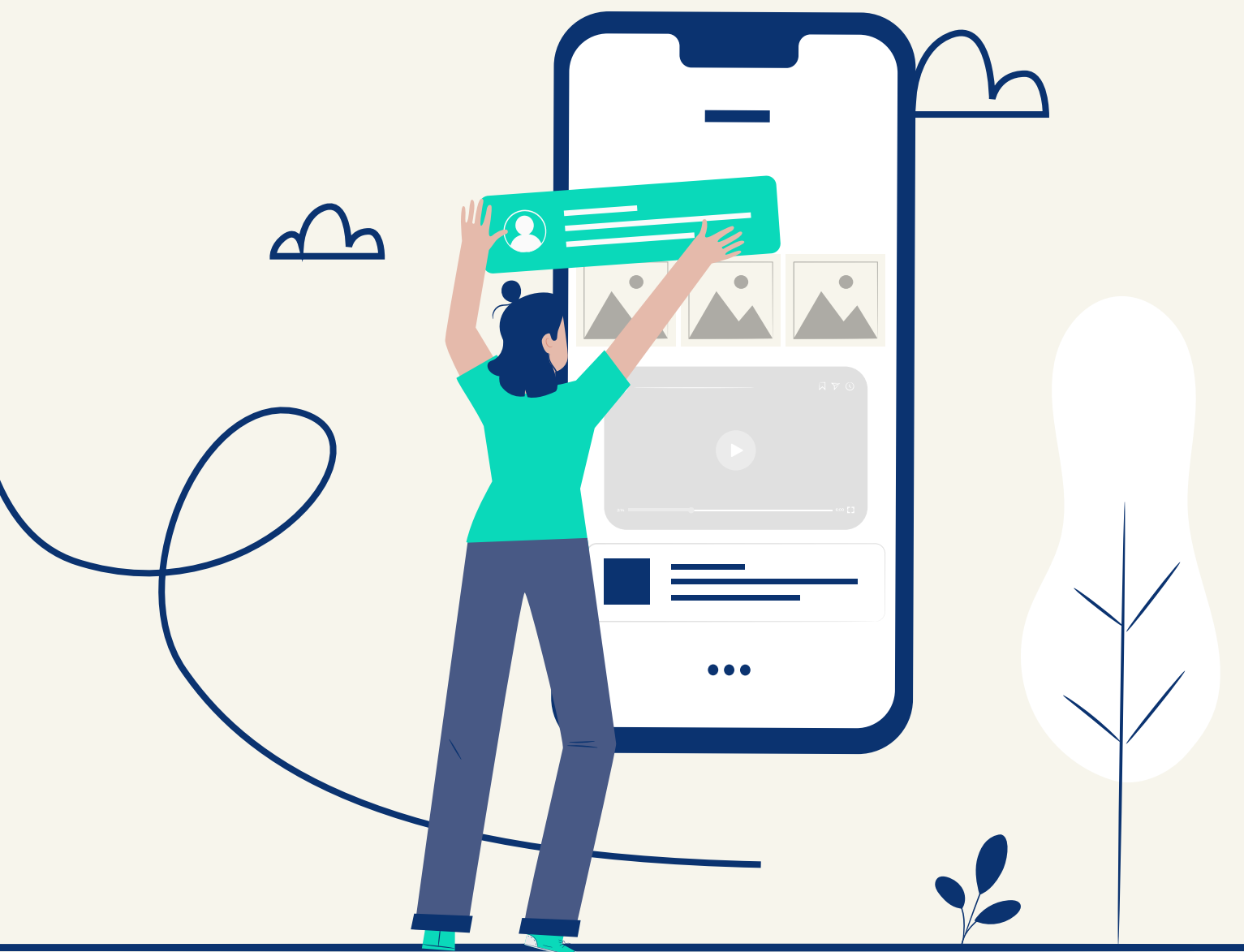
# **+ WEBSITE MONETIZATION WITH INPAGE ADVERTISING**



## INPAGE

is a banner that looks like a pop-up notification with an image and text.

**It appears for every website visitor** and does not disappear until it is closed or clicked.



## FEATURES



Inpage advertising **looks delicate, native, unobtrusive**, and does not block content, which means — **it does not irritate the user.**



But at the same time it **appears suddenly** and at the moment when the **user browses the website.**



Inpage format became an excellent response to Chrome 80.

*In this update, Google has saved users the need to close pop-up windows for the first time interacting with a resource.*

*So, if the user regularly refuses to receive the current site's push notifications, the **browser automatically blocks** them.*

## HOW IT WORKS?

Google once again became a point of progress for advertisers and showed that you should not stop on the achievement because just **one update can ruin the whole business**.

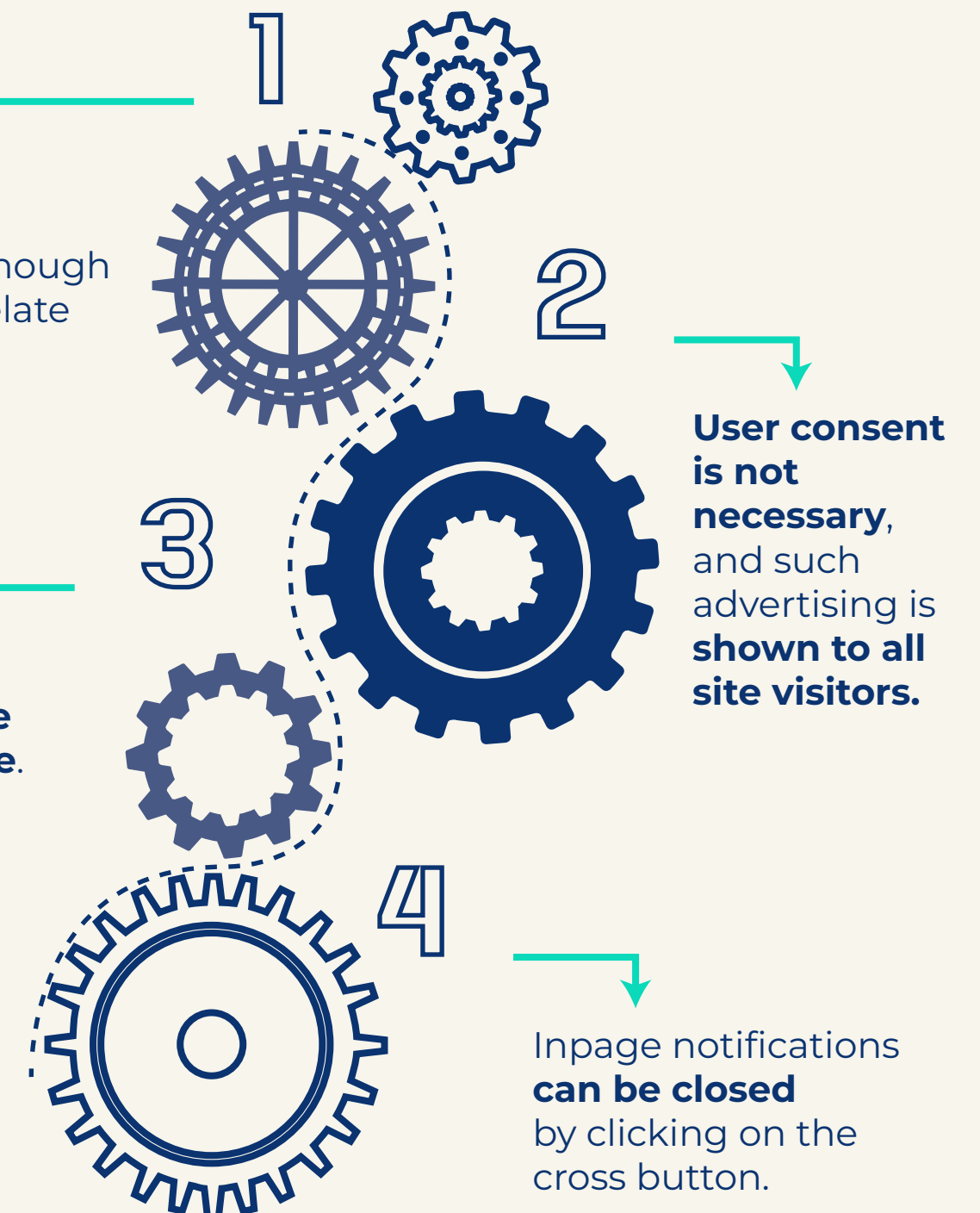
In addition, the **classic push**, or, to be exact, its imperfection, **pushed** the creation of inpage notifications.

Now pop-up ads cover Safari browser users.



Inpage notifications, though they **look like push**, relate not to pop-ups but to banner advertising.

A **special code** is integrated into the **site code** to run it, without binding to the **subscription database**.





## WHAT PLATFORMS CAN WORK WITH IT?



EVADAV works with all top verticals, **allowing you to monetize almost any platform.** In general, inpage is suitable for traffic monetization from the same online resources as the classic push.

**THE PREDOMINANT TRAFFIC SOURCES ON OUR PLATFORM** are the following:



TUBES



PICS



ANIME



ONLINE CINEMA



SHORTLINKS

**Join the best advertising network**

### EVADAV TIP

Select the category of your site in settings correctly — then it will be showing advertising relevant to your traffic type. And this is a direct path to high conversion.





# ADVANTAGES FOR PUBLISHERS



Let's see why  
**INPAGE ADVERTISING IS GREAT FOR WEBSITE MONETIZATION:**

## 1 WORKS HERE AND NOW

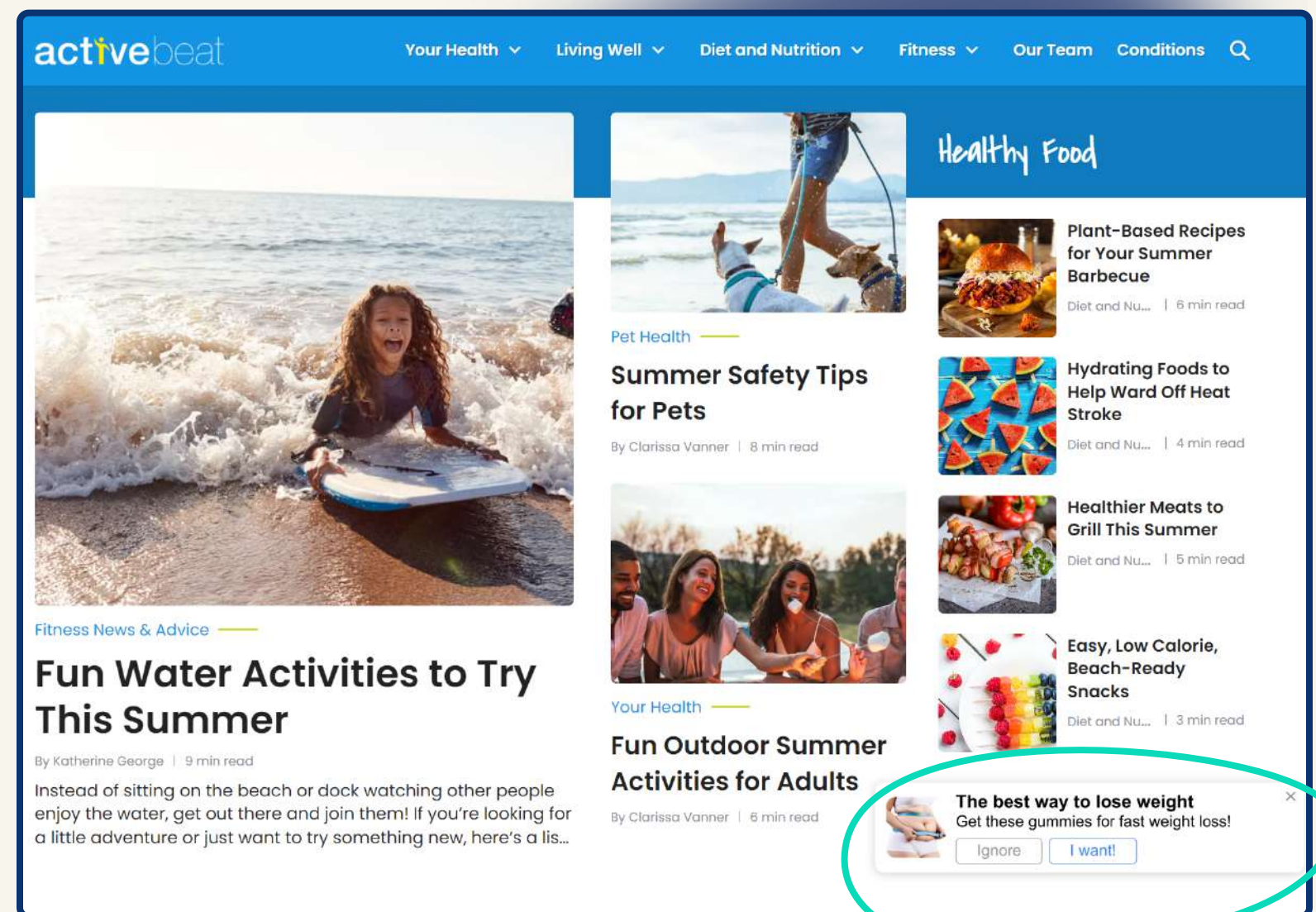
Now webmasters are **not tied to the push affiliate program**, as there is no subscription base.

The **publisher does not lose the accumulated base** after deleting the script from the site's code or switching to another advertising network.

## 2 NOTICEABLE BUT UNOBTRUSIVE

The banner gently pops up in the corner at the top/bottom of the screen and does not block content or spoil the site's design. In this case, it is **well-visible** and looks on the page beautifully and organic.

Inpage **does not cause the desire to leave the site and leaves visitors a choice** — click on the banner or close it by clicking the cross button.



# ADVANTAGES FOR PUBLISHERS



## 3 IT DOES NOT AFFECT SEO

The script for displaying the embedded advertisement in the site code does not affect the speed of site uploading and other technical factors of ranking.

Simply, **inpage monetization will not lower the position** of your site in SERP.



## 4 COVERS A FRESH AND SOLVENT AUDIENCE

Inpage advertising **covers solvent users of iOS devices** that **were not previously familiar** with pop-up notifications. It is the most potentially convertible layer that can finally be monetized!





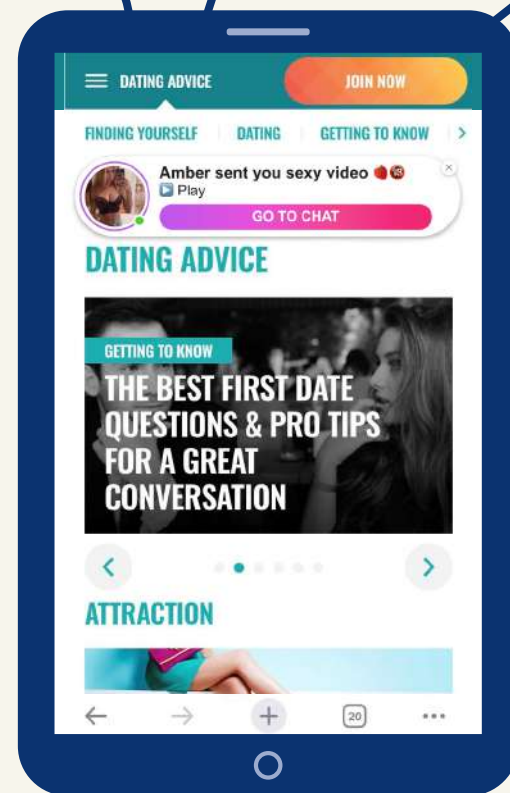
# ADVANTAGES FOR PUBLISHERS



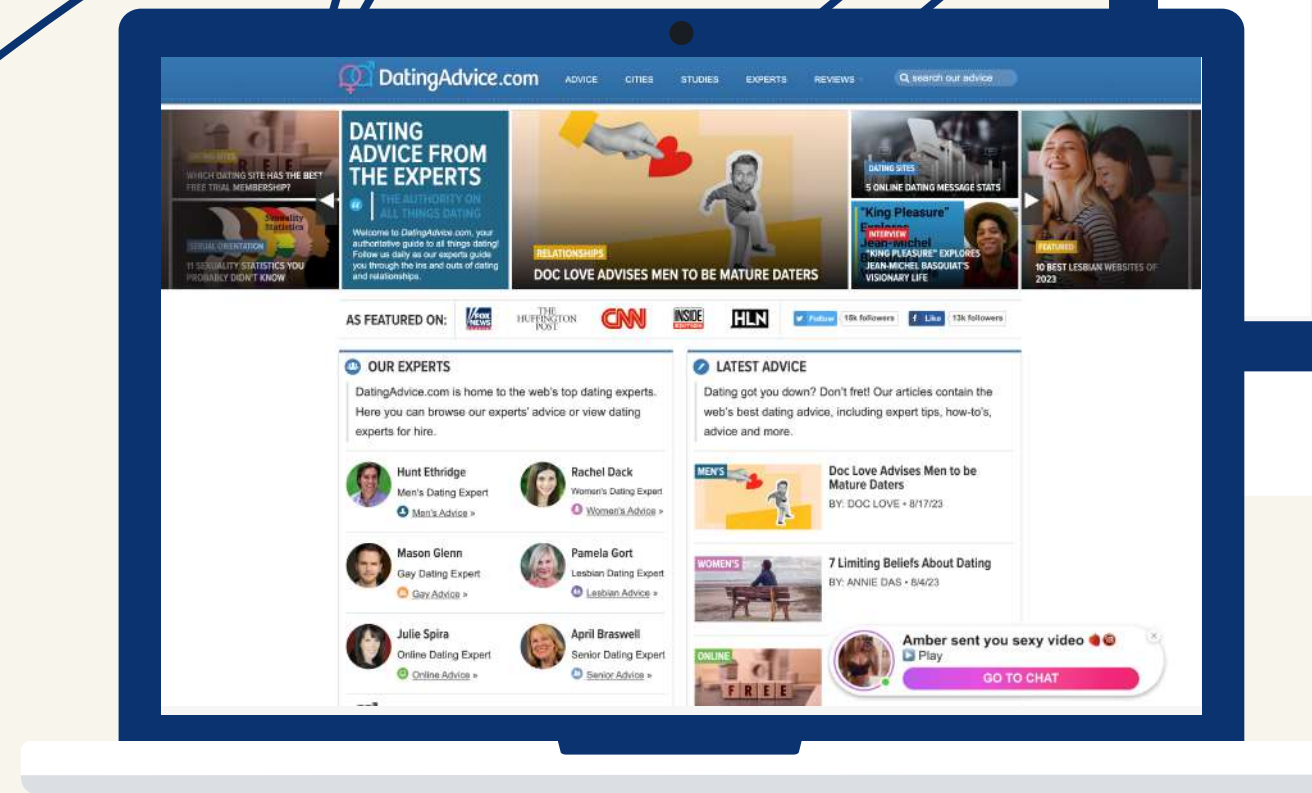
## 5 WORKS ON ALL PLATFORMS AND DEVICES

Now it does not matter what device, operating system, and browser your site's audience has. Inpage notification **will appear before each** visitor.

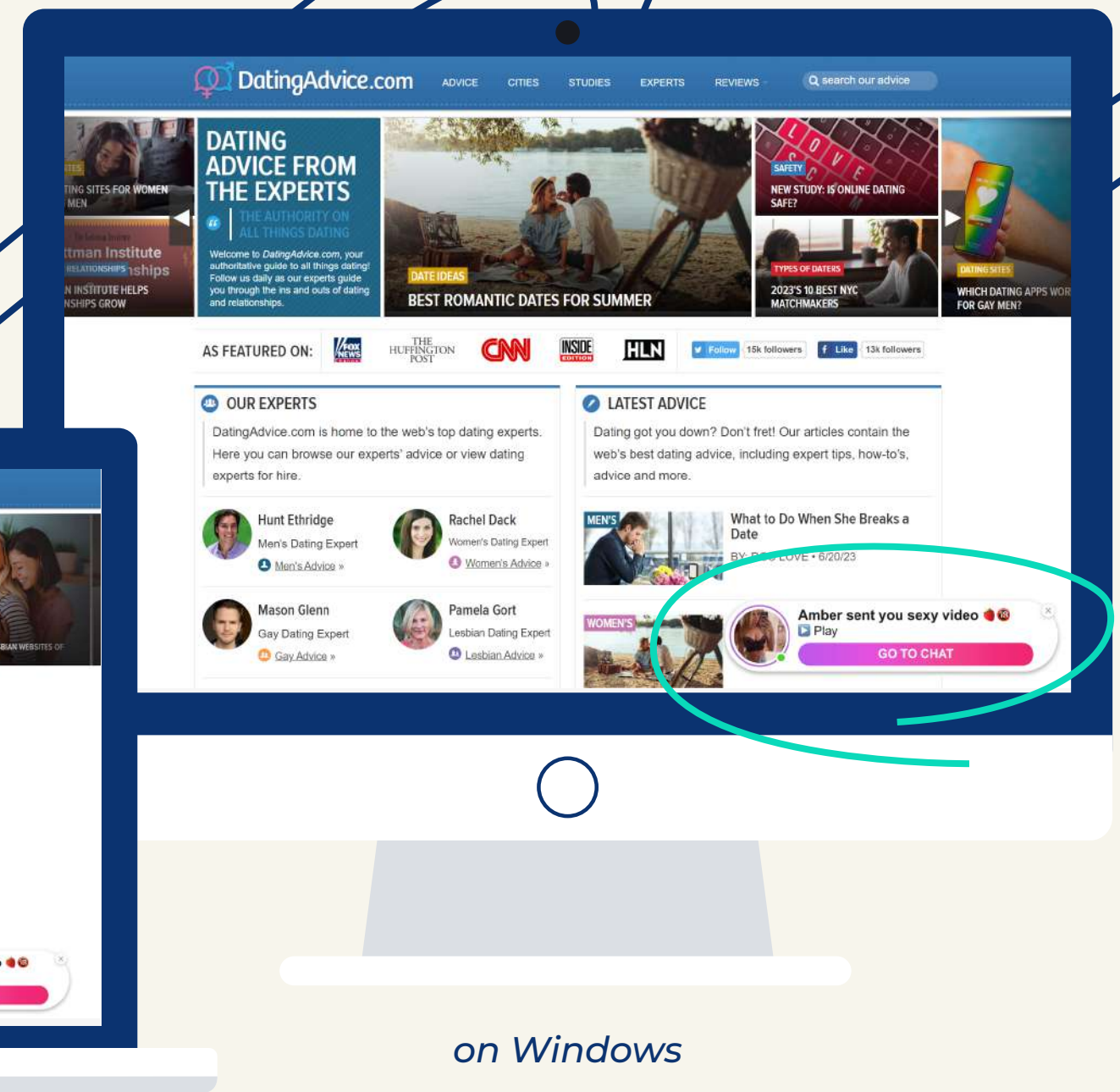
It is a great **opportunity for the publisher to monetize all traffic.**



on mobile



on MacOS



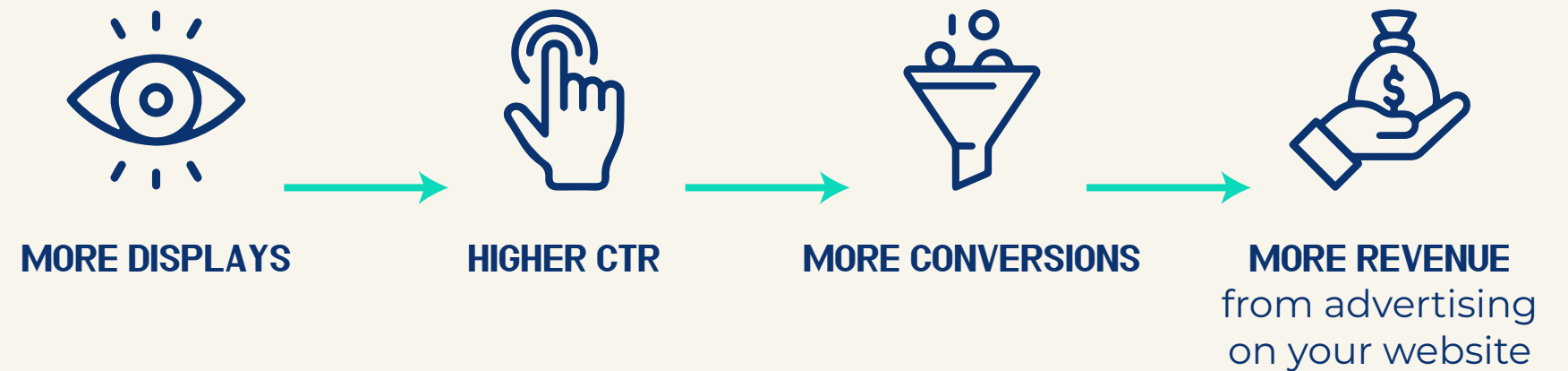
on Windows

# ADVANTAGES FOR PUBLISHERS



## 6 VISIBILITY ON THE WEBSITE - 100%

Inpage notifications **appear in front of the user when interacting with the platform.**  
For a publisher, **that means they'll see the ad.**



## 7 DOESN'T REQUIRE A SUBSCRIPTION

**Users do not need to subscribe** to see the advertisement.  
For them, the inpage is displayed as a push, only without a subscription base.

## 8 BRINGS PROFIT FOR EVERY CLICK

Inpage **pops up in front of every website visitor** and does not disappear until it is reacted to.

In contrast to classic push notifications, the reward is done not for signed-up users.  
In this case, the **publisher receives income if the user clicks on the advertisement.**



# ADVANTAGES FOR PUBLISHERS



## 9 FLEXIBLE DISPLAY SETTINGS

The publisher can **customize the display** of pop-up banners on his site:



**On mobile devices**, inpage notifications **appear at the top or bottom of the page, on the desktop — in the corner**. They do not block content or prevent the user from interacting with the site in both cases.



### EVADAV TIP

*Test different settings to see what works best. Please contact your manager to customize your inpage.*



# ADVANTAGES FOR PUBLISHERS



## 10 NOT AFRAID OF BROWSER UPDATES

Once Google almost “buried” push traffic and continues to struggle with obsessive advertising, but the inpage format is not the case, as the user **interacts with advertising within the site**, not the device.

## 11 LOOKS NATIVE

Recall, in 2022, for our advertisers, **we added the possibility of custom stylization of inpage creatives**.

It means that the publishers' sites now place more high-quality and diverse advertising, stylized as a vertical of the offer. **It is the direct path to high CTR.**

Depending on the **TEMPLATE** chosen by the advertiser, **THE INPAGE NOTIFICATION** on your site **MAY LOOK LIKE THE FOLLOWING:**





# ADVANTAGES FOR PUBLISHERS



## 12 COMBINED WITH OTHER ADVERTISING FORMATS

Inpage advertising **remains non-aggressive**, even though it appears to visitors without consent.

A small pop-up window with personalized text-graphic information is **combined with any other ad** within one page or site.

### EVADAV TIP

*The classical push and inpage have different mechanisms but are visually identical for the user, in general.*

*In addition, inpage campaigns are often launched as part of the offers scaling that have shown good results with push format.*

*Therefore, **publishers can successfully combine inpage and push advertising** on their sites.*



## 13 DEMANDED AND POPULAR

The inpage format immediately rocked the market, and advertisers rushed to take the best, squeezing a fresh and long-awaited **iOS audience**.

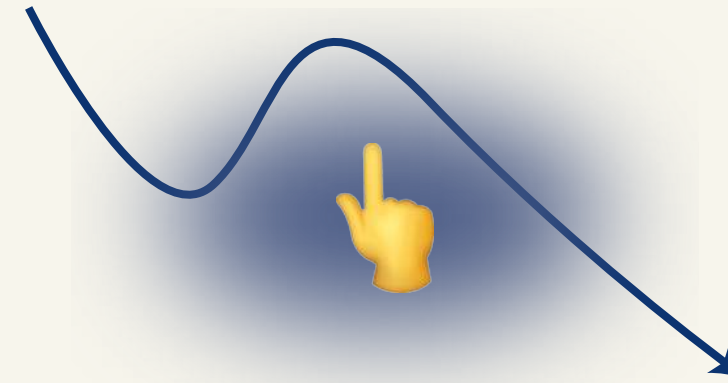
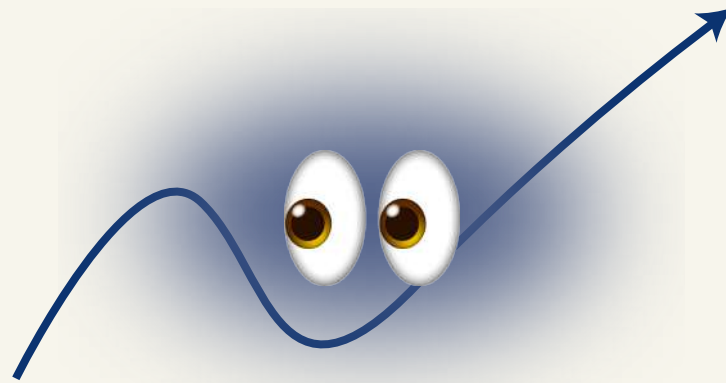
But sources of inpage traffic are not as many as they would like.



## HOW DO USERS REACT TO INPAGE ADS?



Visitors are usually **loyal to the inpage** on the site and do not rush to close them. However, the **user activity** in the inpage format **depends directly on the number of notifications** shown to the same user.



**THE MORE TIMES HE HAS SEEN AN INPAGE AD, THE LESS IS CLICK PROBABILITY.**

**Add your sites right away, as you are already awaited!**

## WHAT CTR TO EXPECT?



According to the internal statistics of EVADAV, the **inpage format has become the most promising** for the past period. And for those who still have doubts about the profitability of the format, we have **the latest statistics** from our publishers with excellent results from inpage monetization:

Date ↓	Unique ↓↑	Sub ↓↑	CR ↓↑	Unsub ↓↑	Impressions ↓↑	Clicks ↓↑	CPM ↓↑	CPC ↓↑	CTR ↓↑	CPA ↓↑	TBR ↓↑	Total ↓↑
30.06.2023	0	0	0.00	0	2 451 464	24 969	0.0478	0.0047	1.02	0.00	0.00	117.12
29.06.2023	0	0	0.00	0	1 491 117	15 880	0.0566	0.0053	1.06	0.00	0.00	84.44
28.06.2023	0	0	0.00	0	2 401 746	24 629	0.0519	0.0051	1.03	0.00	0.00	124.62
27.06.2023	0	0	0.00	0	2 446 903	25 034	0.0525	0.0051	1.02	0.00	0.00	128.46
26.06.2023	0	0	0.00	0	2 506 325	25 497	0.0510	0.0050	1.02	0.00	0.00	127.76
25.06.2023	0	0	0.00	0	2 632 701	27 971	0.0487	0.0046	1.06	0.00	0.00	128.29
24.06.2023	0	0	0.00	0	2 563 742	26 910	0.0528	0.0050	1.05	0.00	0.00	135.28
23.06.2023	0	0	0.00	0	2 449 093	24 756	0.0512	0.0051	1.01	0.00	0.00	125.43
22.06.2023	0	0	0.00	0	2 434 101	25 447	0.0500	0.0048	1.05	0.00	0.00	121.65
21.06.2023	0	0	0.00	0	2 424 414	24 613	0.0477	0.0047	1.02	0.00	0.00	115.57
20.06.2023	0	0	0.00	0	2 409 903	24 477	0.0470	0.0046	1.02	0.00	0.00	113.32
19.06.2023	0	0	0.00	0	2 374 595	24 030	0.0451	0.0045	1.01	0.00	0.00	107.15

# WHAT CTR TO EXPECT?



Date ↓	Unique ↓↑	Sub ↓↑	CR ↓↑	Unsub ↓↑	Impressions ↓↑	Clicks ↓↑	CPM ↓↑	CPC ↓↑	CTR ↓↑	CPA ↓↑	TBR ↓↑	Total ↓↑
30.06.2023	0	0	0.00	0	1 582 842	46 131	0.0590	0.0020	2.91	0.00	0.00	93.36
29.06.2023	0	0	0.00	0	1 542 747	46 247	0.0695	0.0023	3.00	0.00	0.00	107.26
28.06.2023	0	0	0.00	0	1 546 130	49 588	0.0822	0.0026	3.21	0.00	0.00	127.02
27.06.2023	0	0	0.00	0	1 510 685	47 198	0.0780	0.0025	3.12	0.00	0.00	117.87
26.06.2023	0	0	0.00	0	1 521 844	42 030	0.0576	0.0021	2.76	0.00	0.00	87.65
25.06.2023	0	0	0.00	0	1 564 450	46 190	0.0651	0.0022	2.95	0.00	0.00	101.87
24.06.2023	0	0	0.00	0	1 649 042	58 083	0.0723	0.0021	3.52	0.00	0.00	119.17
23.06.2023	0	0	0.00	0	1 632 800	54 887	0.0793	0.0024	3.36	0.00	0.00	129.55
22.06.2023	0	0	0.00	0	1 571 185	58 617	0.1048	0.0028	3.73	0.00	0.00	164.65
21.06.2023	0	0	0.00	0	1 779 600	67 514	0.0985	0.0026	3.79	0.00	0.00	175.33
20.06.2023	0	0	0.00	0	1 917 073	65 526	0.0811	0.0024	3.42	0.00	0.00	155.40
19.06.2023	0	0	0.00	0	1 875 585	67 760	0.0896	0.0025	3.61	0.00	0.00	168.13

# WHAT CTR TO EXPECT?



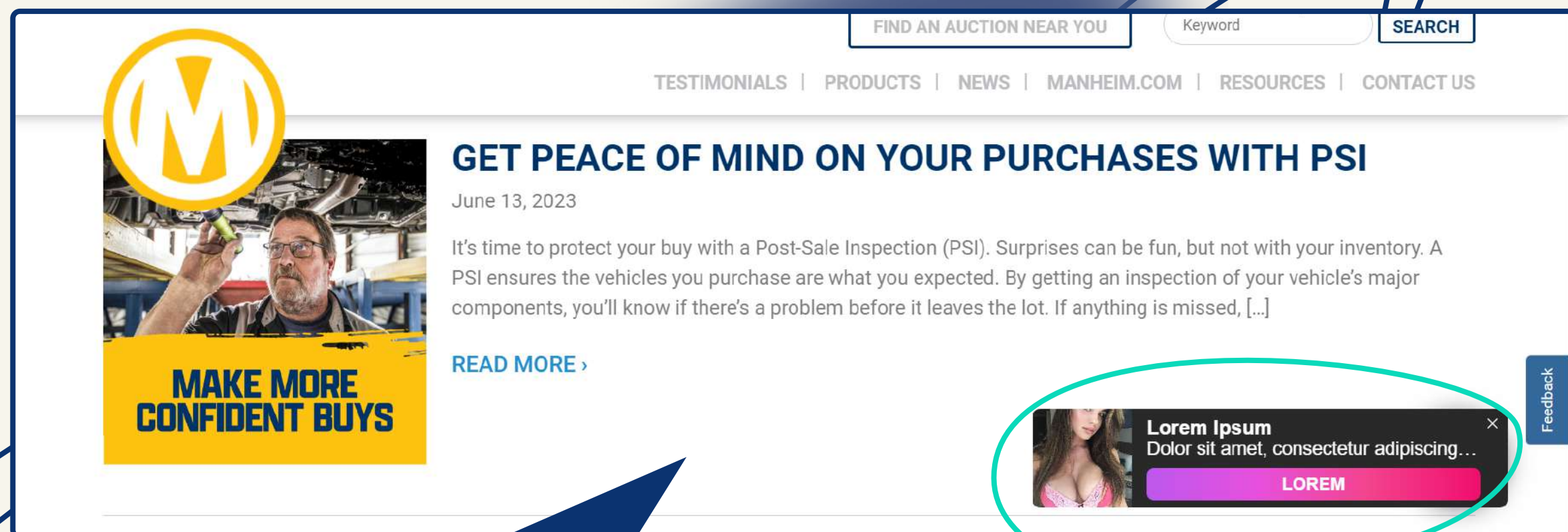
Date ↓	Unique ↓↑	Sub ↓↑	CR ↓↑	Unsub ↓↑	Impressions ↓↑	Clicks ↓↑	CPM ↓↑	CPC ↓↑	CTR ↓↑	CPA ↓↑	TBR ↓↑	Total ↓
30.06.2023	0	0	0.00	0	539 451	12 870	0.0874	0.0037	2.39	0.00	0.00	47.17
29.06.2023	0	0	0.00	0	526 743	13 424	0.0916	0.0036	2.55	0.00	0.00	48.25
28.06.2023	0	0	0.00	0	537 067	14 084	0.1031	0.0039	2.62	0.00	0.00	55.35
27.06.2023	0	0	0.00	0	685 844	18 483	0.1054	0.0039	2.69	0.00	0.00	72.26
26.06.2023	0	0	0.00	0	883 585	21 770	0.0961	0.0039	2.46	0.00	0.00	84.88
25.06.2023	0	0	0.00	0	806 519	19 241	0.0911	0.0038	2.39	0.00	0.00	73.45
24.06.2023	0	0	0.00	0	616 809	15 524	0.0860	0.0034	2.52	0.00	0.00	53.08
23.06.2023	0	0	0.00	0	575 651	13 074	0.0951	0.0042	2.27	0.00	0.00	54.77
22.06.2023	0	0	0.00	0	532 318	13 021	0.1097	0.0045	2.45	0.00	0.00	58.38
21.06.2023	0	0	0.00	0	516 222	12 764	0.1028	0.0042	2.47	0.00	0.00	53.05
20.06.2023	0	0	0.00	0	518 042	12 211	0.0951	0.0040	2.36	0.00	0.00	49.29
19.06.2023	0	0	0.00	0	522 800	12 546	0.1173	0.0049	2.40	0.00	0.00	61.31
18.06.2023	0	0	0.00	0	563 842	15 683	0.1164	0.0042	2.78	0.00	0.00	65.62
17.06.2023	0	0	0.00	0	606 788	18 501	0.1164	0.0038	3.05	0.00	0.00	70.62



## HOW DOES INPAGE LOOK ON THE PUBLISHER'S PLATFORM?



The inpage notification appears on the device screen **at the bottom** or **top, left** or **right**. Such settings depend on the device type and site design.



**BANNER POSITIONING ON THE SITE IS CUSTOMIZED.**





# **+ INPAGE MONETIZATION SETUP IN EVADAV**

**i** To launch the inpage monetization, in the **STREAMS** select the

**PUSH NOTIFICATION**



**INPAGE**

The screenshot displays the EVADAV Publisher dashboard. The top navigation bar includes the EVADAV logo, a hamburger menu, and user account information: EVApoints: 0, Publisher Balance: 0.00 \$, Hold: 0.00 \$, and Server time 21:07. The left sidebar shows the 'Publisher' tab selected, with options for Statistics, Streams (highlighted), and MultiTags. The main content area is titled 'Streams' and contains a note: 'Note: If you want to use a smartlink, create stream with 2 or more popup widgets, then get a smartlink for those stream'. A 'Create Stream' button is visible in the top right of the main area. A modal window titled 'Create Stream' is open, featuring a 'Name: \*' field with the text 'Inpage Monetization' and a green 'Create' button. A blue starburst graphic is positioned next to the 'Create' button. A blue line with a circular loop originates from the 'Streams' section and points towards the 'Create' button.

**i** Enter the corresponding values in the **NAME** (source name) and **DOMAIN** fields.

Create Widget (stream: Inpage Monetization)

Back to list

Push notifications

Popunder

Native

☐ Native

☐ Pop-up

☒ In page

You can no longer change the Inpage (classic/social) theme. For more information, please contact your manager.

Name: \*

Domain: \*

Your source

www.yourdomain.com

**i** Then select the **CATEGORY** of your site:



**MAINSTREAM**

if the topic of your site does not concern online dating, particularly the 18+ category and any other adult destinations.



**ADULT**

if the platform contains content for the 18+ audience (dating services, thematic online stores, forums).

Your site category:

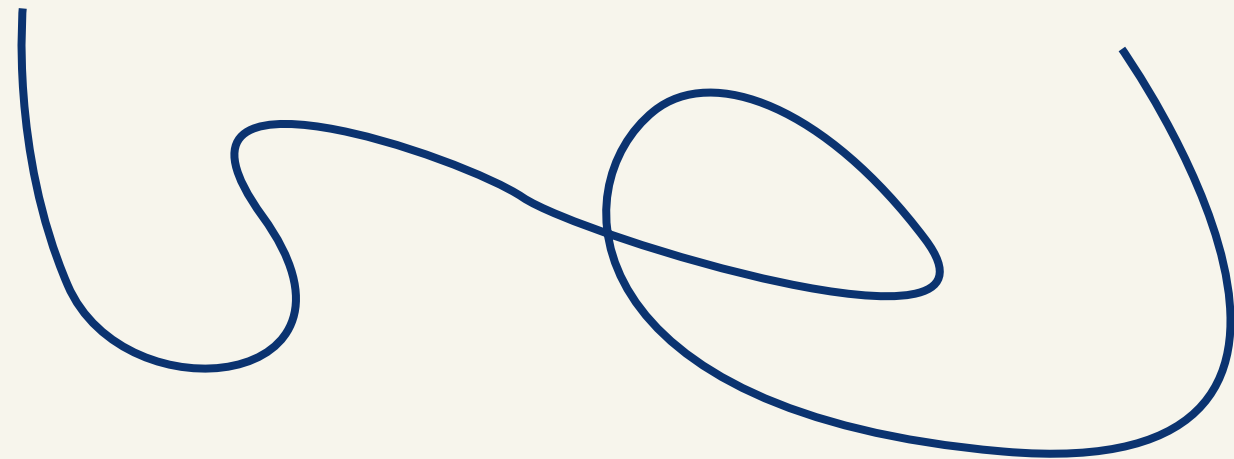
Mainstream

Mainstream

Adult

- i Set the advertising time interval (**DISPLAY DELAY**) to a maximum of 30 seconds.

Display delay: ?



- i Select one of the 4 zones to display the inpage notifications on the device screen.

Widget placement: ?

At the right bottom

At the right bottom

At the right top

At the left bottom

At the left top



- i Set the pause duration after clicking on advertising or closing **(PAUSE AFTER CLICK/PAUSE AFTER CLOSE)**.

Pause after click: ?	Pause after close: ?
<input type="text" value="10"/>	<input type="text" value="0"/>

### EVADAV TIP

We recommend setting the value «0» in the «Pause after close» and 10-15 — «Pause after click» fields.

You can allow two advertisements to be displayed simultaneously («Show two notifications at once») and «Show "Ads" headlines» option.

- ☒ Show "Ads" headlines
- ☒ Show two notifications at once

Create



- i In your **PERSONAL ACCOUNT**, you can track the results of the inpage ads on your site.

The **stats are updated every 5 minutes** and can be arranged according to your parameters.

EVApoints: 0

Publisher Balance: 0.00 \$

Hold: 0.00 \$

Server time 17:16

Your status: Standard ?

Standard

Bronze

Silver

Gold

Platinum

Standard

Bronze

Silver

Gold

Platinum

\$0 To \$500

\$501 To \$1000

\$1001 To \$5000

\$5001 To \$10000

\$10001+

Statistics ?

Date

Country

Widget

OS

Browser

SubID 1

SubID 2

Date range:

Ad format:

Pricing type:

Stream:

24.06.2023 - 30.06.2023

all

all

all

Widget:

Country:

Os:

all

all

all

Browser:

SubID 1:

SubID 2:

all

Apply

Total active users: 0

Date

Unique

Sub

CR

Unsub

Impressions

Clicks

CPM

CPC

CTR

CPA

No data available in table

The background is a solid dark blue. It is decorated with several abstract lines: a thick teal line that forms a large, sweeping arc on the left and a series of connected horizontal and vertical segments on the right; and several thin white lines that create a complex, wavy pattern across the upper half of the image.

# **\* HOW TO INCREASE PROFIT: EVADAV ADVICE**



If you want to make an inpage advertisement bring you the **maximum revenue**,  
**FOLLOW OUR RECOMMENDATIONS:**



**SELECT THE CORRECT AREA FOR THE POP-UP BANNER:**

top/bottom, left/right corner.  
Inpage notifications should not intersect or overlap with other advertisements.



**SET THE OPTIMAL SETTINGS FOR DISPLAYING ADS**

after closing or clicking and a delay time before appearing. You need to contact a personal manager or use default settings to do this.

2

**SET THE DISPLAY OF TWO INPAGE**

ads instead of one. Then the user will have a choice between different offers. It will attract more attention and increase the likelihood of clicks leading to landing rather than closing the banner.



**CORRECTLY SELECT PAGES OF THE SCRIPT PLACEMENT**

on the site for the best CTR.

The optimal place for inpage advertising is the home page or any URL with content.



### USE «ADS» HEADLINES

if you want to please Google.  
But we do not recommend doing this, as  
the inpage script does not harm SEO,  
anyway.



### FOLLOW A PERSONAL MANAGER'S TIPS


when choosing an effective advertising  
format and a suitable place for advertising.



### COMBINE INPAGE MONETIZATION

with our other advertising formats —  
popunder or native ads.

**Must see**




**Fran Drescher: The Nanny star taking on Hollywood**

**How to Watch**


**BBC World News TV**  
The latest global news, sport, weather and documentaries

**Listen Live**


**BBC World Service Radio**  
Stories from around the world




**'It's like an oven' - extreme heat hits southern US**



**A surfboard-stealing otter is on the run**



**An unsolved murder in Canada fuels rifts with India**



**Victory! John won \$5874 now on the Lisbon — Porto bet!**

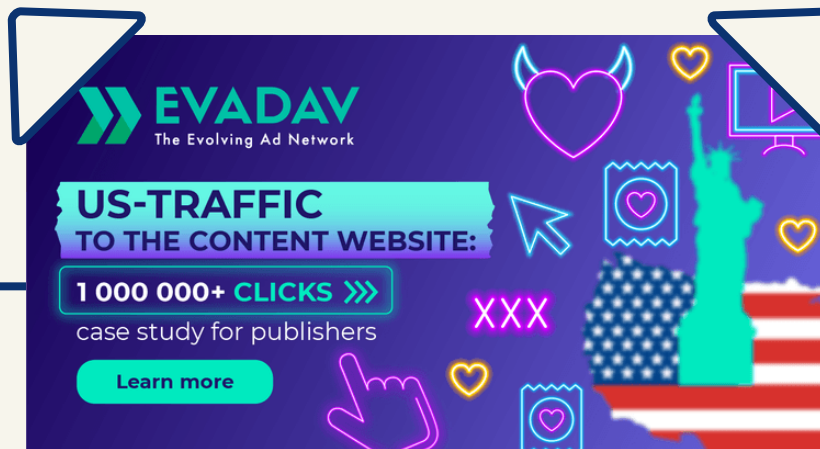


## HELPFUL LINKS



## IMPORTANT UPDATE

*for EVADAV publishers: improved payout functionality*



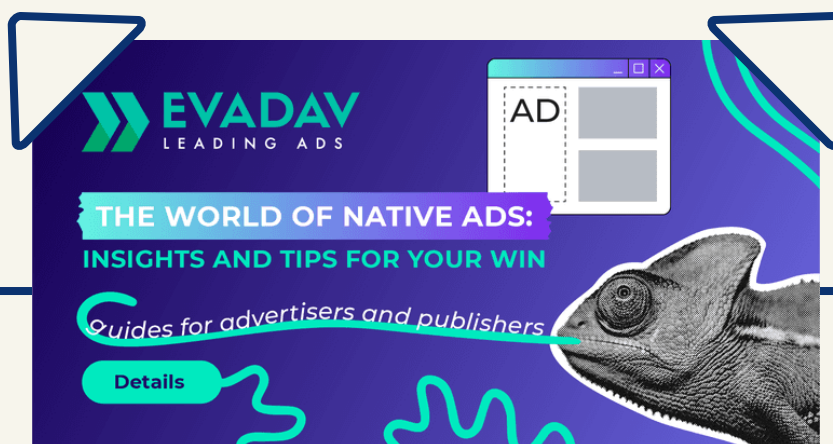
## CONTENT WEBSITE:

*how to attract traffic quickly and inexpensively*



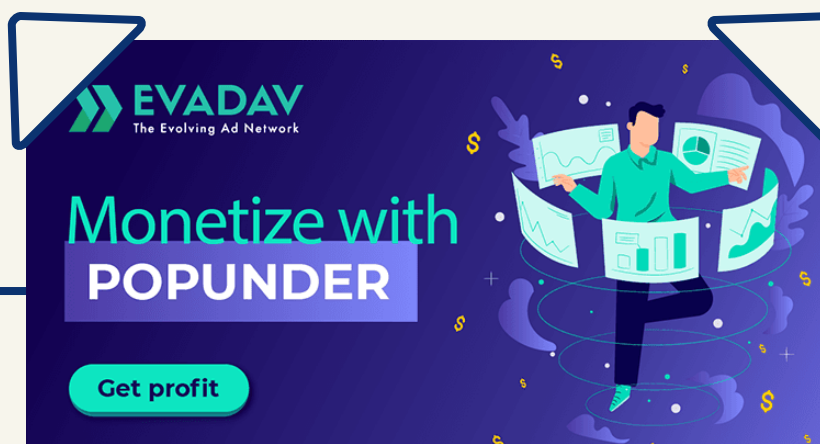
## HOW TO MONETIZE

*a Football Event*



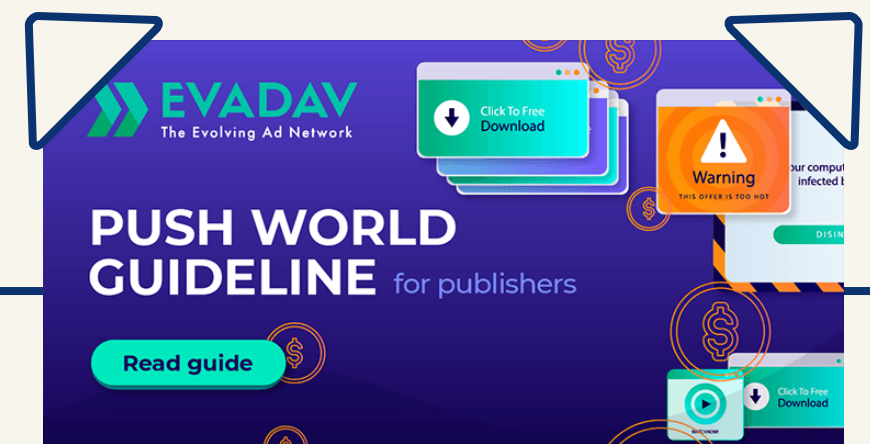
## HOW TO MAKE MONEY

*with EVADAV native format?*



## HOW TO MAKE MORE

*money with Evadav Popunder*



## PUSH WORLD

*Guideline for publishers*



## SUMMARY





Inpage format has been in the market of digital advertising for 5 years. It can not be called new, but relative to all others, it is pretty young.



Against all the advantages over the classic push, the inpage has become an **effective monetization method**. Despite the fundamental difference in the mechanism of pop-up banners, initially, inpage was considered by the affiliates as a derivative of the push format but quickly became an **independent advertising tool**.



Advertisers immediately rushed to push a new and solvent audience, and publishers were happy to test monetization with a new format.

Many are keen to get the best from your website, so lose no penny —

**ADD MONETIZATION NOW!**

A teal wavy line that starts under the 'ADD MONETIZATION NOW!' text and curves upwards to point at the button.

**Try inpage monetization with EVADAV!**

