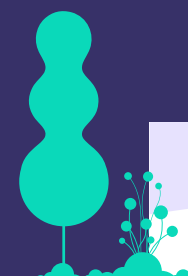
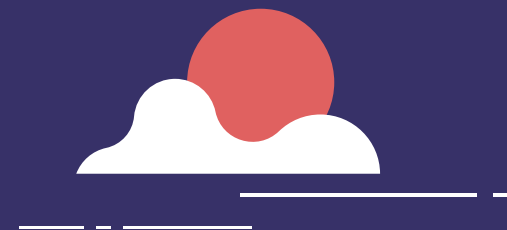


How to become a successful advertiser:

step-by-step guide



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Intro

Digital marketing goods and services demand a more complex approach each year.

Evadav ads network works successfully with different ads formats. But how exactly one should choose formats, what criteria should be considered, and what pros and cons does every format have?

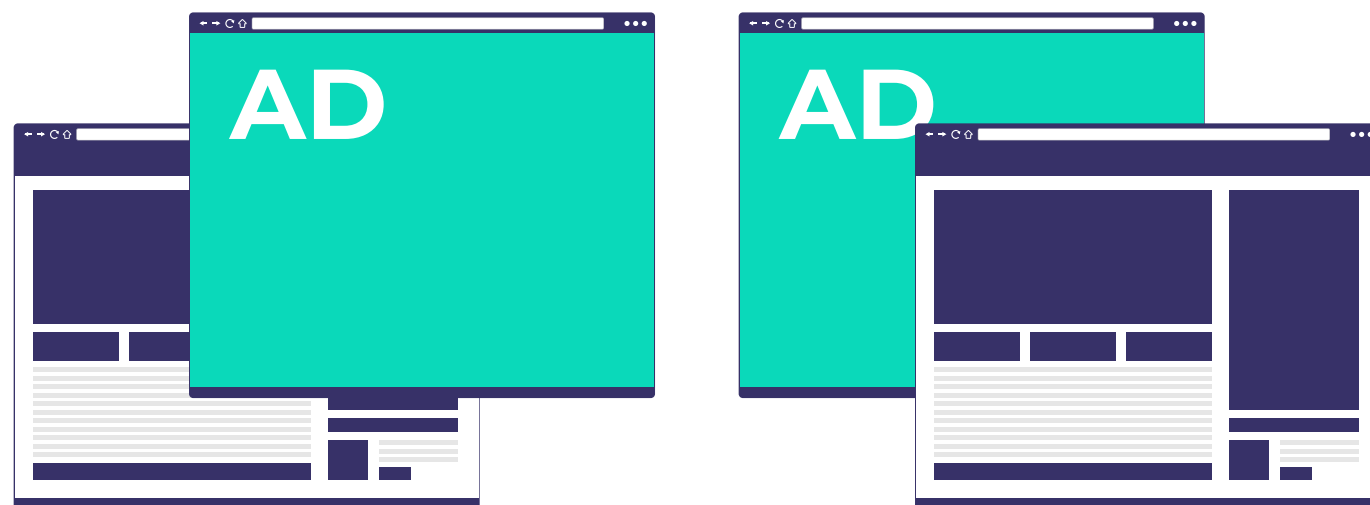
The Evadav team has prepared a **klondike of useful information** about formats, the best verticals and geo, sources, and system updates in one guide. Sit back as the fun begins.



The background is a solid dark blue. Overlaid on this are several thin, teal-colored lines that form abstract, organic shapes. These shapes include large, sweeping curves and some more angular, geometric forms, creating a layered, artistic effect behind the text.

Efficient advertising formats

POP-UNDER – is a landing page that opens behind the main browser's window after you click on the website.



Initially, the pop-up was popular in arbitrage. But as it's quite an aggressive ads format when a banner covers a page content, it annoyed users and got a huge bounce rate.

*Therefore **pop-under** took its place – it's similar to pop-up but still **less aggressive**.*

IN WHICH CASES AND WHY DO YOU CHOOSE THIS FORMAT?

To open a pop-under you just need to click somewhere on the website page or open a website with a code.



Choose this ad format when you need



to get **a lot of cheap traffic**



and **you don't have a detailed KPI.**

TOP VERTICALS

Most popular verticals for Evadav pop-under advertising:



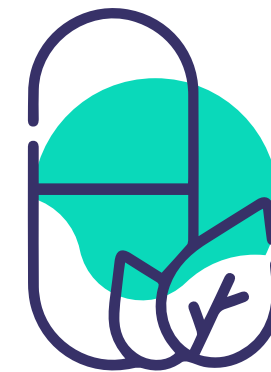
Dating



Sweepstakes



APK



Nutra



Finance



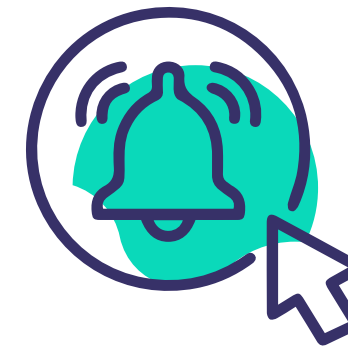
Gambling



Questionnaires



Software

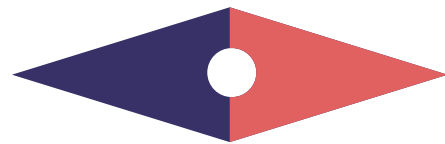


Push subscriptions



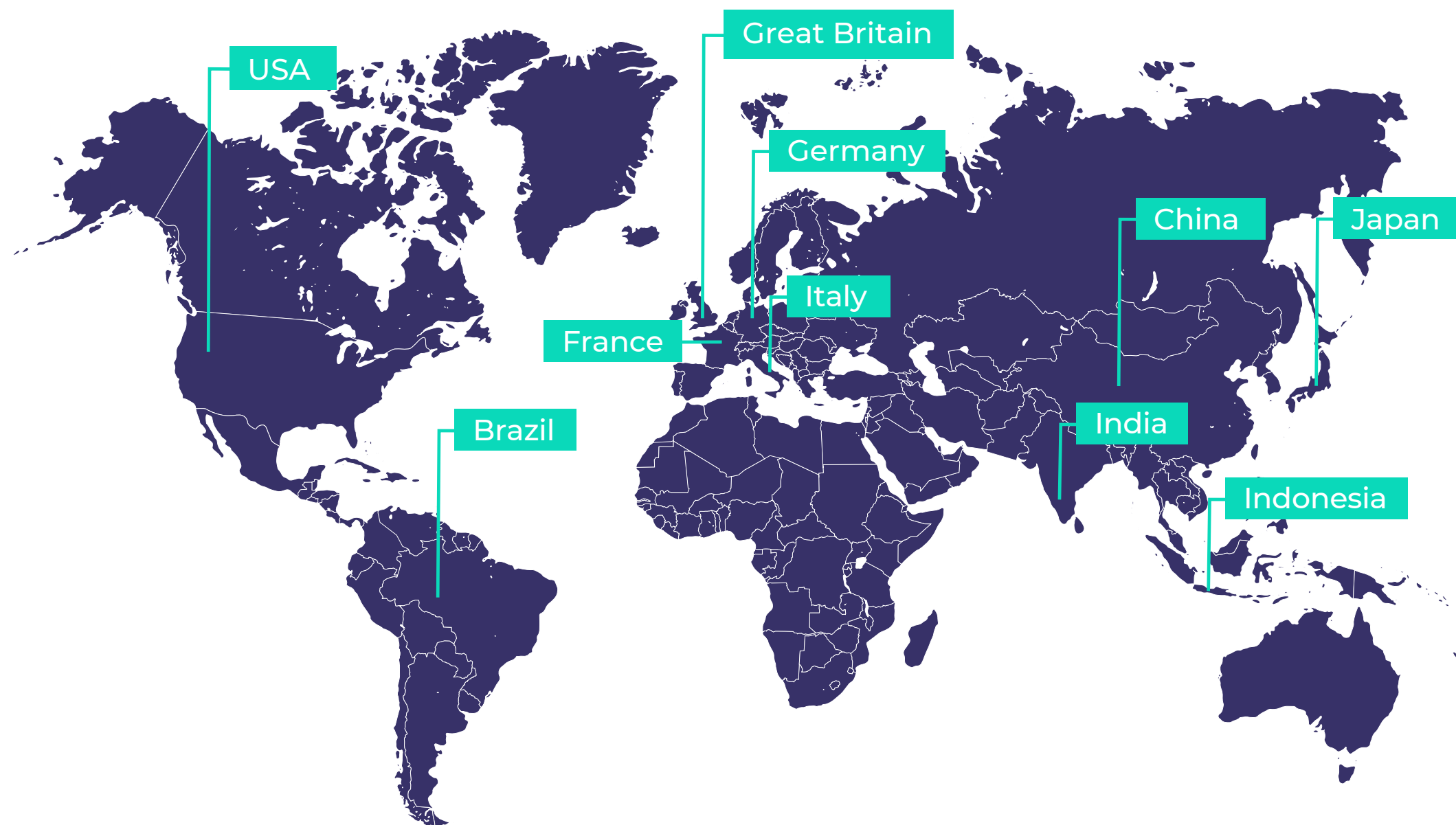
Mobile
subscriptions

Pop-traffic is easiest to **convert with SOI offers**, where the user needs to go through a simple registration without data validation. So it is online dating, questionnaires, and online raffles show the best results with pop-under traffic. Pop-under is a good choice **for offers with soft KPIs**.



BEST GEO

Most advertisers are pleased with the volumes and convertibility of popunder-traffic in the following regions:



In terms of the volume of popunder traffic, **the USA is consistently leading**, and this is due to the territorial features of the region.

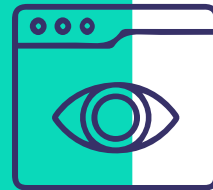
This format **does not provide for creatives**, so pop-unders work well in India, Brazil, and Indonesia, where it is **easier to "warm up" the audience** using the most common "pain."

PROS AND CONS

THE ADVANTAGES OF THIS FORMAT COMPARED TO OTHER ONES:

GUARANTEED IMPRESSION

a user will go to the advertiser's website for sure



ONCE A DAY

Ads are being displayed to one user only once a day to avoid budget waste in case the user visits one website several times per day



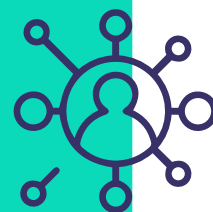
PAYMENT PER VIEW

it's cheaper than other formats, as the payment is being done with **PPV** (pay per view) or **CPM** (cost per 1000 views) model



WIDE AUDIENCE REACH

Attracts big volume of traffic



ADAPTIVE

to any devices

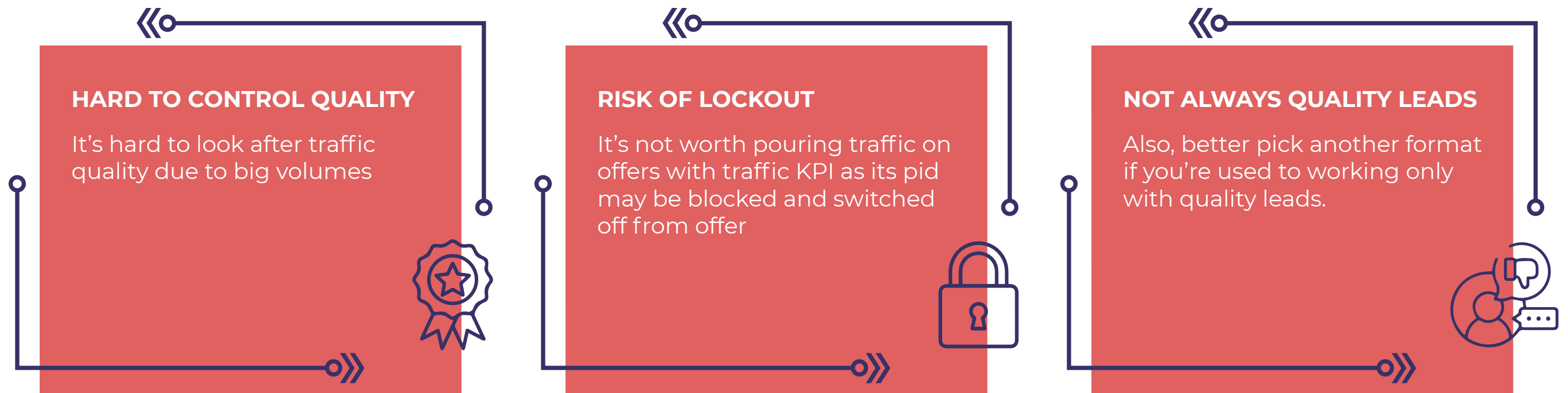


EASY TO USE

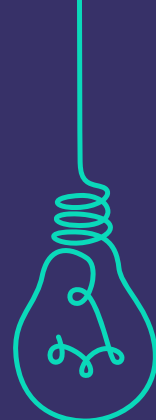
as you don't need banners and texts



POP-UNDER DISADVANTAGES:



EVADAV TIP



Evadav tracks quality using internal and third-party traffic checking and cleaning systems.

We recommend using trackers to cut non-profit sources off.

Pop formats are about traffic amount, not quality. There is a lot of adult traffic, bots, and low-converting mobile traffic in terms of these formats in ads networks. However, the low cost covers all these disadvantages.

The bidding system is the same as for other formats — **auction**.



Those, who make a higher bid, buy traffic. If traffic doesn't run you **need to raise the bid until it opens**.

Also, budgets, limits, and targeting unraveling influence campaigns. There are no certain algorithms, you **need to test** everything manually.

THERE IS AN OPTION TO USE **POP-UNDER PREMIUM TRAFFIC** IN EVADAV:



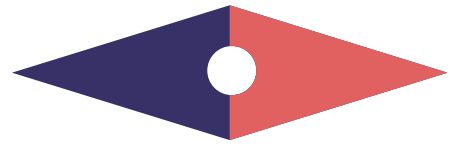
CR is several times higher (up to 100 times higher, than average market pop traffic has according to our research);



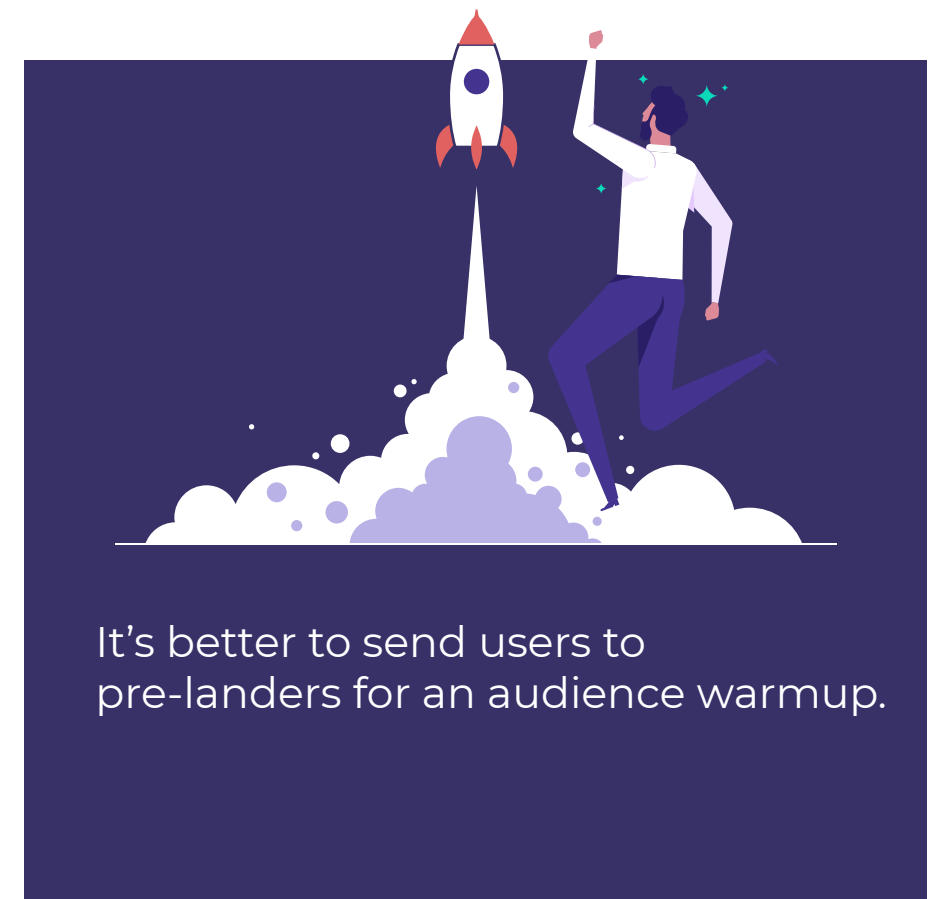
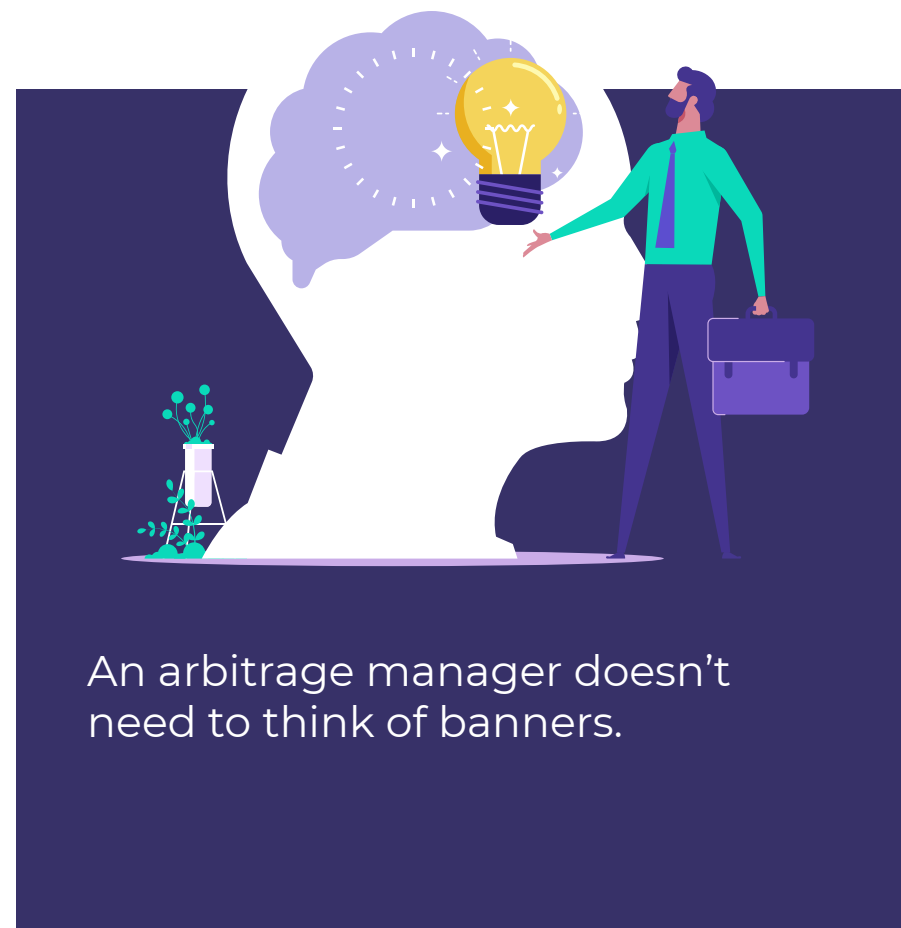
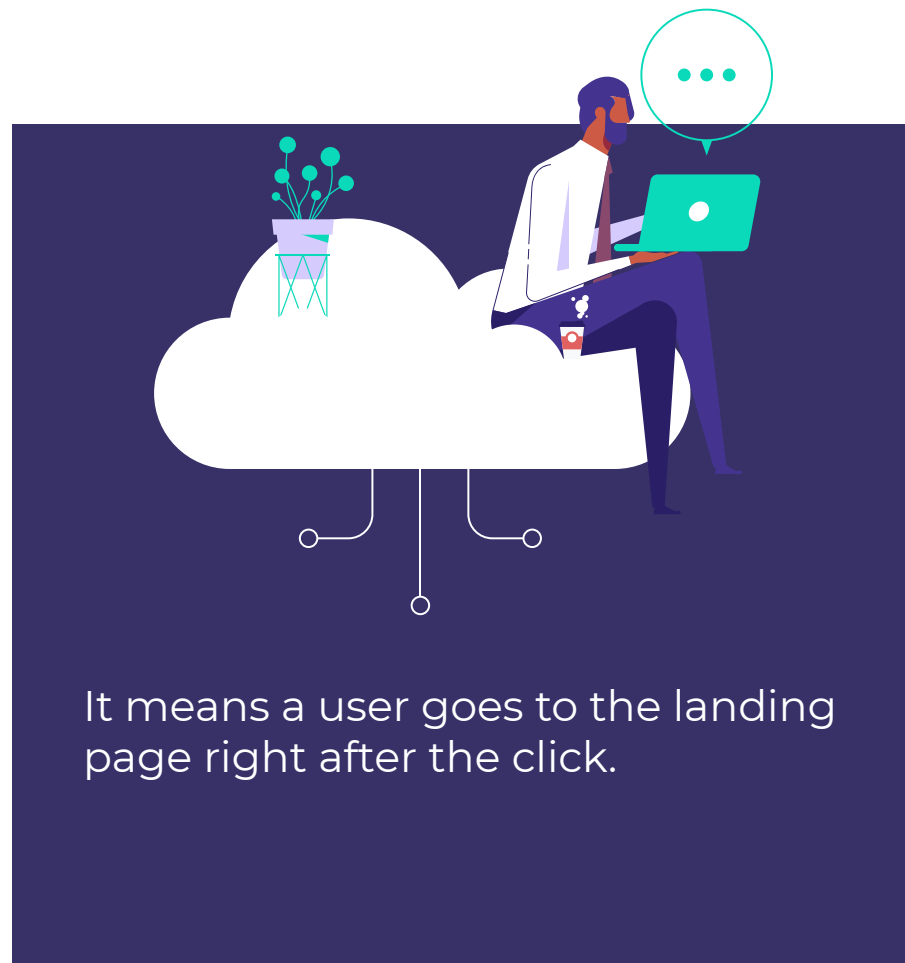
Properly picked **websites, zones, sources** for a maximum match with your offers;



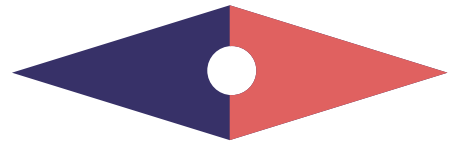
Less optimization is needed which means your time is converted to money more effectively;



POP-UNDER is a great format for starting your ad campaigns as the main advantage of this format is **the absence of creatives and huge volumes**.



A definite advantage of pop-under formats is the ability to use the **smart CPM** option.



SMART CPM

This tool allows **optimizing** traffic spend.

An advertiser submits a maximum bid he/she can pay, and the system defines the closest bid of a competitor and makes a bid 1% higher to win the auction.



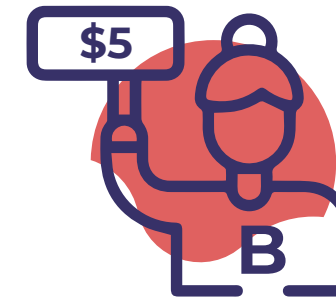
to the
competitor's
maximum bid

For instance, to **win all auctions** an advertiser can **submit an extremely high bid** (2 times higher than the maximum), as a result, he will **pay only the amount of the competitor's maximum bid + 1%**.

FOR INSTANCE:



An advertiser A
submits
a bid equal \$8



His competitor B
(on this source),
makes a bid of \$5



A competitor C
sets \$4,80



A competitor D
sets \$4,20

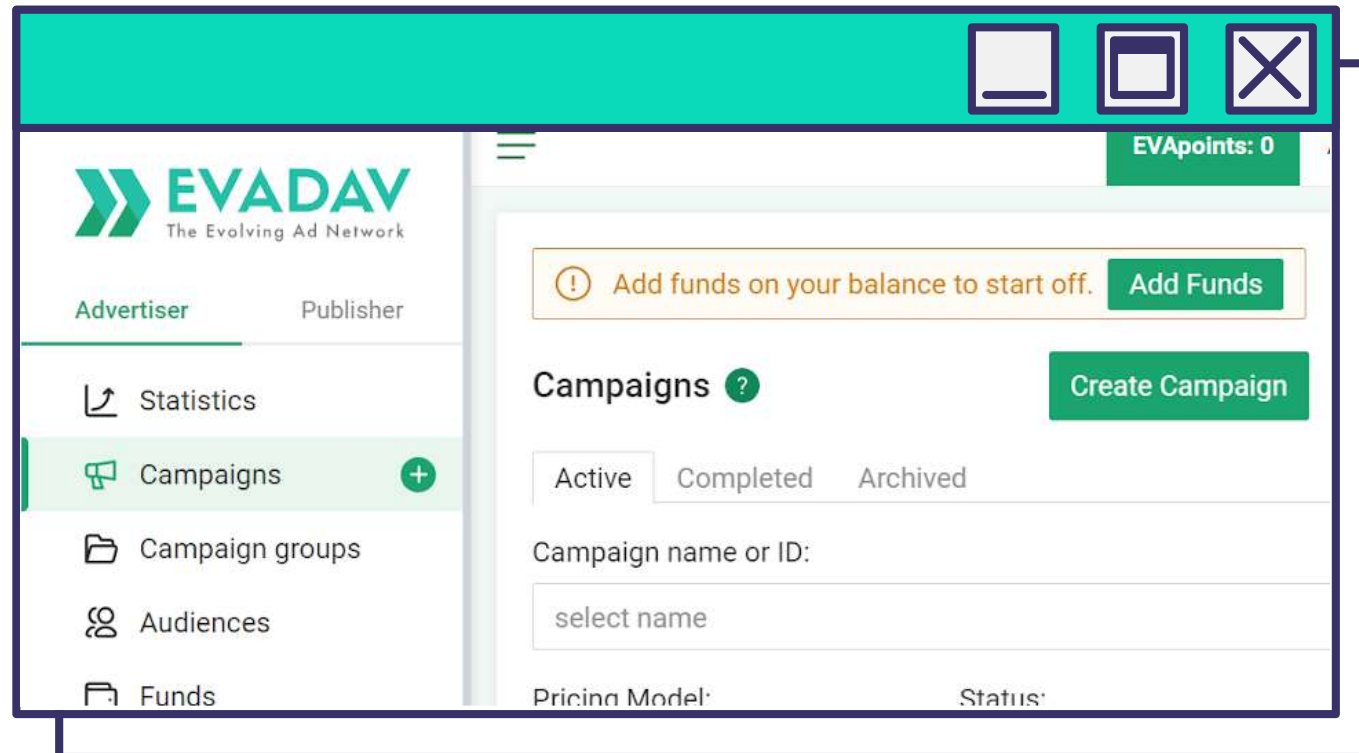
In this case, **advertiser A wins** an auction
and gets traffic for \$5,05

EVADAV TIP

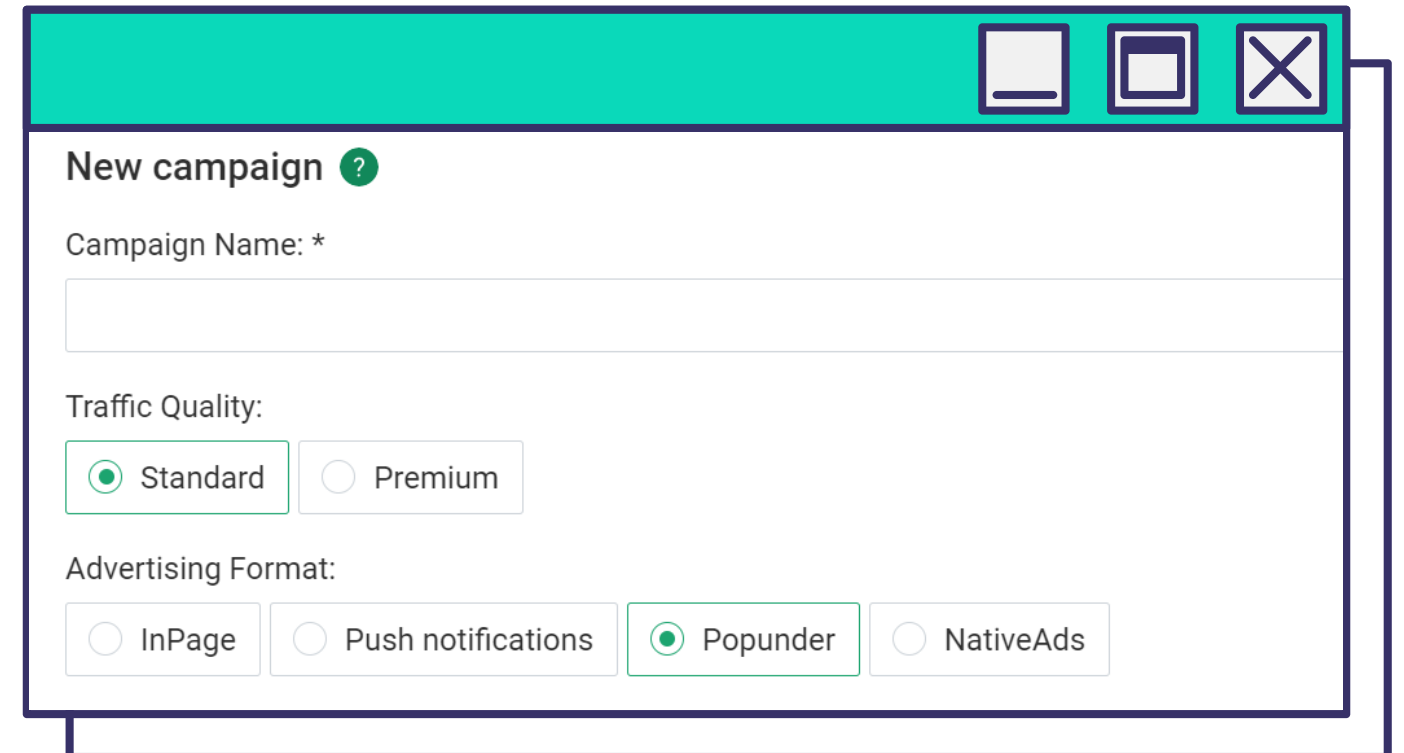


We recommend choosing good hosting for landings. It's better to buy a private VDS (Virtual Dedicated Server) or VPS (Virtual Private Server) — it's a hosting service where a user gets a virtual server with maximum privileges.

STEP-BY-STEP SETUP

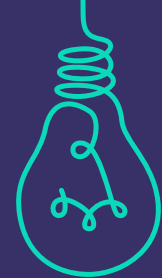


Select **Create Campaign** in the **Campaigns** tab to run popunder ads.



Enter **Campaign Name**,
Advertising format — **Popunder**,
and **Traffic Quality** — **Standard** or **Premium**.

EVADAV TIP



Choose **Standard** if you have enough experience to handle large traffic volumes and optimize campaigns.

Premium traffic is for advertisers who want to receive select traffic and do not spend time setting blacklist and whitelist. Premium traffic is smaller in volumes, but it converts twice better!

Pricing model:

☒ CPM
☐ Smart CPM

EVADAV TIP



If you want to reduce advertising campaign costs, choose the Smart CPM model. Specify the daily limit to save the budget.

Select **Pricing Model** to pay for popunder traffic:

CPM (COST PER MILLE)

cost per thousand impressions.



SMART CPM

is the way to win the auction with our system. Please indicate the bid you are willing to pay for 1000 impressions of popunder ads. The system will find the bid of the nearest competitor and automatically increase yours by 1%, thus winning the auction.



Target URL

Target url: * ?

{ZONE_ID}
{SOURCE_ID}
{CAMPAIGN_ID}
{COST}
{COUNTRY}
{BROWSER_VERSION}
{CLICKID}
{FORMAT}
{OS}
{OS_VERSION}

[Macros Info](#)

In this block, **type the URL of the target page** that users will be directed to — landing page or pre-lander.
Add macros at the end of the link to track traffic by the desired parameters and optimize the campaign.

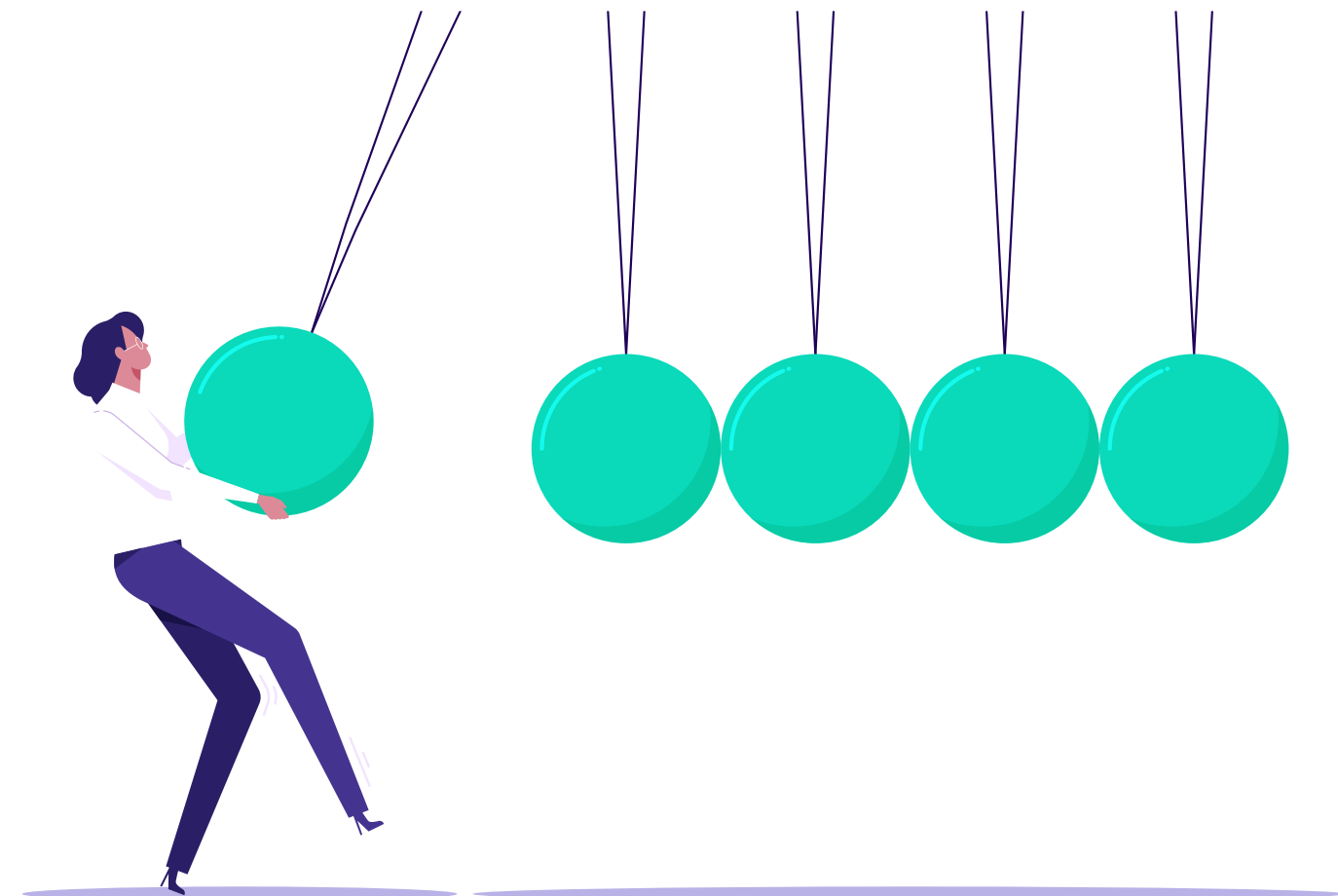


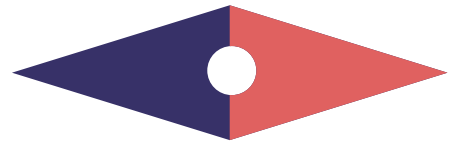
Campaign Group

Campaign group:

none

Group advertising campaigns by individual features for easy statistical analysis.





Frequency capping (per day): * ?

2

Conversion postback url: ?

https://evadav.com/phpb?click_id={CLICKID}&payout={PAYOUT}

Copy

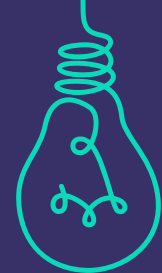
Frequency Capping (per day)

Set the number of ad impressions per day to a unique user.

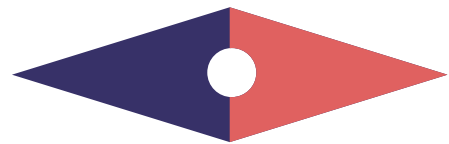
Postback URL

With the help of a postback link, you can transfer the advertising campaign indicators to the tracker or traffic source. You can also configure data transfer to Evadav statistics.

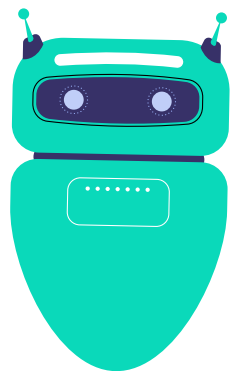
EVADAV TIP



We recommend limiting the frequency capping to 2-5 times a day — it is optimal for the popunder format, which can annoy the user.

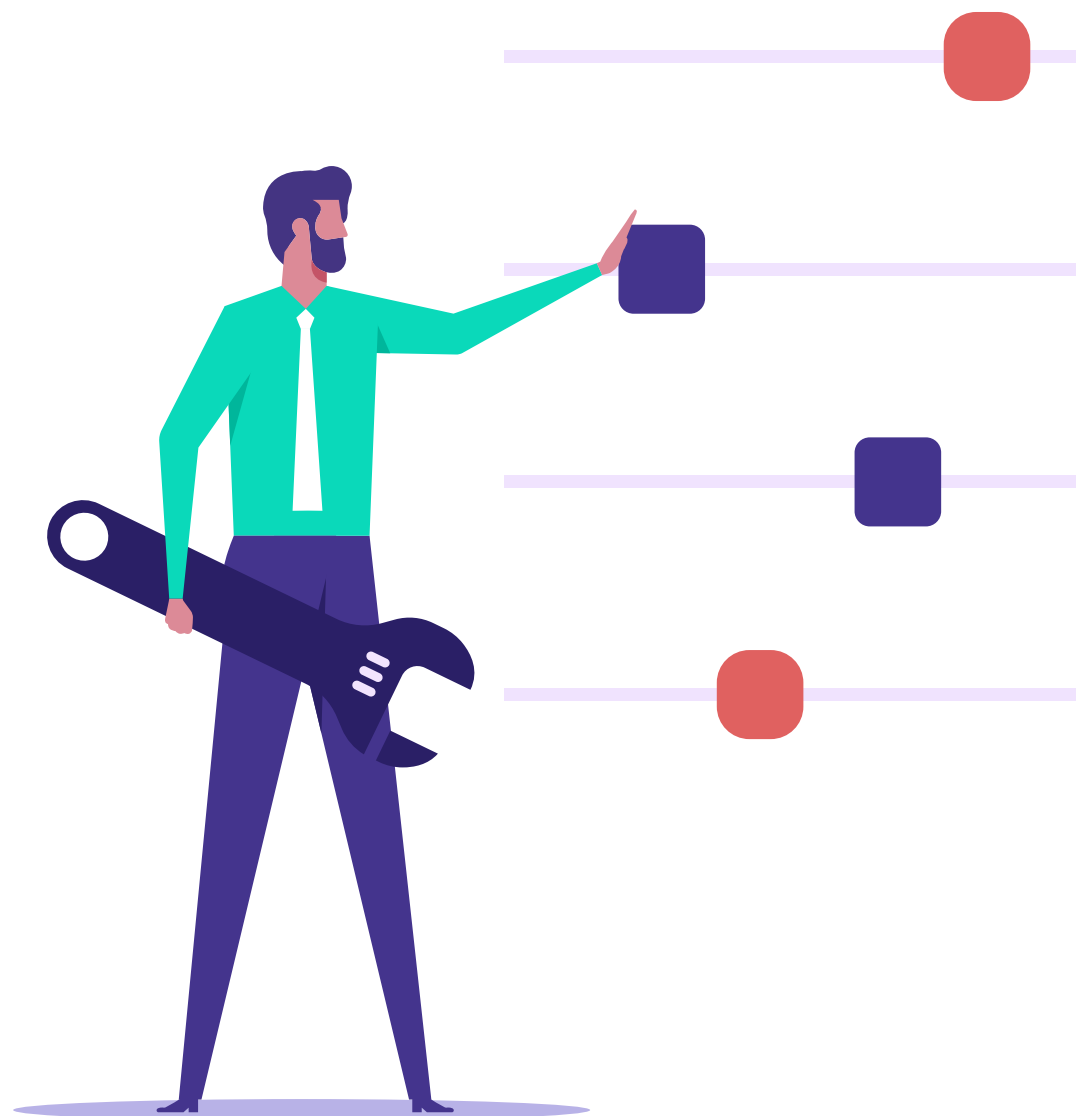


Automated rules



Add automated rules if you do not want to do manual optimization.

This feature will allow you to **block inefficient sources** automatically without your participation.



With the help of automated rules, you can collect blacklists with inefficient sources and whitelists with best-performing sources for your campaign.
You can then use these lists to launch next campaigns.

Automated rules

Delete rules

Conditions for SourceID: *

Add conditions

Cost per lead is greater than 2

Period of time: *

Last n days 7

Create or Add to audience: *

New Audiences blacklist

For example, if you set the following automated rules, the sources with the price per lead of \$2 will go into the blacklist.

Targeting & Audiences

Countries: *

choose

Europe

Asia

Africa

North America

South America

Australia and Oceania

CIS

European Union

Tier 1

Tier 2

Tier 3

Cities

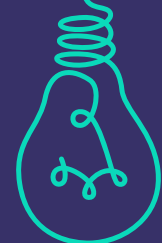
Regions

Include

Exclude

Select traffic parameters in **Targeting & Audiences**.
Select a group of countries or individual geo in the **Countries** box. You can add or remove cities and regions.

EVADAV TIP



We recommend running desktop campaigns separately from mobile ones because bids differ for these types of traffic. Individual campaigns will be easier to analyze results and optimize.

Device:

all

OS:

all

OS version:

Browser:

all

Browser language:

all

Connection type:

all

Mobile ISP:

In this block, select **devices** — mobile and/or desktop, **OS and their version, browsers** and **browser language** (important for multilingual geo), **mobile ISP** (rarely used), **connection type** — WIFI/Mobile (option is relevant if advertiser works with mobile subscriptions and questionnaires, click2call, and click2SMS-offers).

Type (Blacklist / Whitelist) and Audiences

Type: Audiences: ?

Blacklist ▼ select name

Select the platforms where your popunder advertising will be rotating.

Bid

Bid ^

Recommend Bid Max Bid

CPM in \$: * ?

0,00

Set the Bid for 1000 impressions.

Set the bid above the recommended to win the auction, get more impressions, and collect statistics faster.

LAUNCH THE POPUNDER CAMPAIGN NOW!

Campaign Schedule

☒ User local time
 ☐ UTC

00 ▾

All Working_Days Weekend Clear all

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Tue	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Wed	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Thu	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Fri	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sat	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sun	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23

☐ Set display period

Date start: ?

25.05.2023

Date end: ?

26.05.2023

☒ No end date

In the **Campaign Schedule** block, you can set the days and time of the advertisement display and also campaign period.

Advertising Limit

Total Budget Limit in \$: ?

Daily budget in \$: ?

Total impression limit: ?

Daily impression limit: ?

☒ Launch an advertising campaign immediately after moderation ?

Create

Advertising Limit allows setting a general and daily budget and display limits.

EVADAV TIP



Use the platform's full capabilities when setting up an advertising campaign to target your audience more precisely and to use the budget efficiently.

TIPS AND TRICKS

HOW TO GET THE MAXIMUM PROFIT WITH THE POPUNDER FORMAT:



RUN CAMPAIGNS WITH WHITELISTS

So you will spend the budget for popunder ads only on those sources that showed the best results.

ADD REVIEWS ON A LANDING PAGE

such “blocks of trust” positively affect conversion.



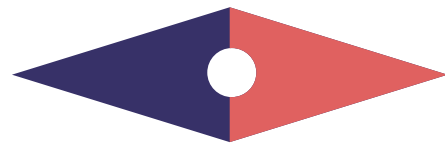
DO A/B TESTING

of landing pages and offers. Compare that works better and optimize campaigns.

CHOOSE PREMIUM TRAFFIC

where the best convertible traffic is collected.





5

USE TRACKERS TO ANALYZE ALL THE INDICATORS

of the advertising campaign. It will help timely and effectively optimize advertising campaigns.

RUN DIFFERENT ADVERTISING CAMPAIGNS

on desktop and mobile traffic.

6



7

TRACK SUSPICIOUS TRAFFIC WITH TRACKERS

Many trackers can analyze traffic quality. It will save your budget and bring a good profit.

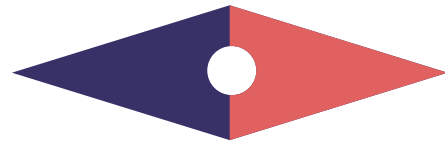
USE PRE-LANDERS


to warm up the audience and eliminate non-target traffic.

8



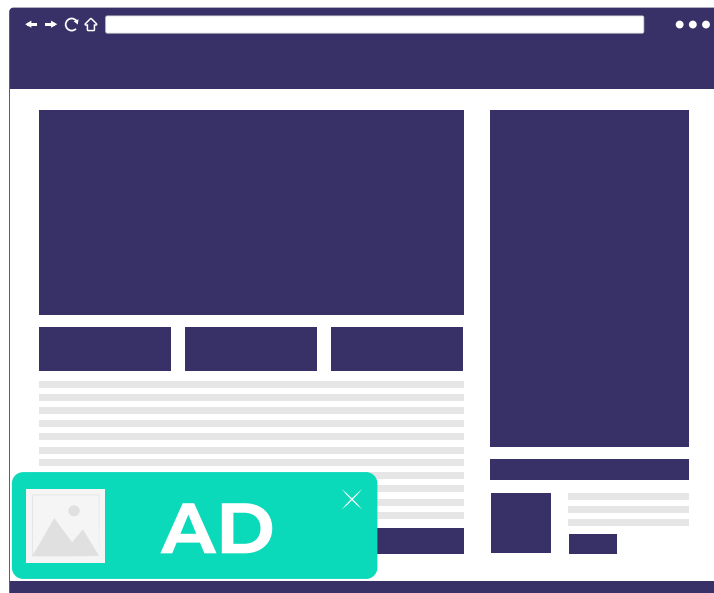
Following Evadav's recommendations, advertisers always get excellent financial results.



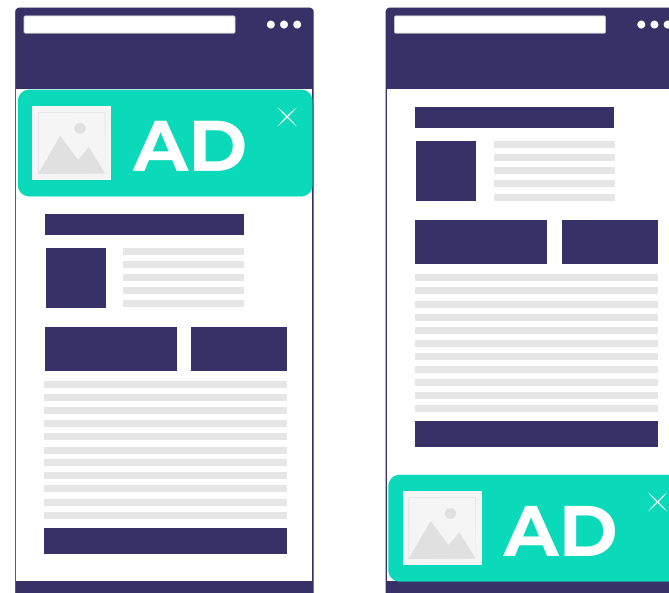
<div><div><div></div><div></div><div></div></div></div>										
Date	Impressions	Clicks	CTR	CPC	Cost	Leads	Cost per lead	Payout	Profit	ROI
28.02.2023	13 271	0	0,00	0,000	120,52	573	0,21	160,53	40,01	33,20
01.03.2023	12 977	0	0,00	0,000	128,50	631	0,20	176,77	48,27	37,57
02.03.2023	14 240	0	0,00	0,000	130,77	666	0,20	186,57	55,80	42,67
03.03.2023	13 078	0	0,00	0,000	129,82	601	0,22	168,28	38,46	29,63
04.03.2023	14 350	0	0,00	0,000	134,18	720	0,19	201,51	67,33	50,18
05.03.2023	13 653	0	0,00	0,000	133,02	723	0,18	202,44	69,42	52,19
06.03.2023	13 237	0	0,00	0,000	129,96	699	0,19	195,72	65,76	50,80
07.03.2023	12 819	0	0,00	0,000	144,13	678	0,21	189,93	45,80	31,78
08.03.2023	13 296	0	0,00	0,000	132,90	652	0,20	182,56	49,66	37,37
09.03.2023	13 115	0	0,00	0,000	124,48	689	0,18	193,01	68,53	55,05
10.03.2023	12 844	0	0,00	0,000	125,51	648	0,19	181,35	55,83	44,48
11.03.2023	12 904	0	0,00	0,000	127,44	679	0,19	190,03	62,59	49,11
12.03.2023	13 997	0	0,00	0,000	143,63	747	0,19	209,16	65,53	45,62
13.03.2023	13 123	0	0,00	0,000	128,43	646	0,20	180,97	52,54	40,91
14.03.2023	14 218	0	0,00	0,000	128,16	676	0,19	189,28	61,12	47,69
15.03.2023	12 574	0	0,00	0,000	126,00	716	0,18	200,48	74,48	59,11
16.03.2023	12 857	0	0,00	0,000	145,86	615	0,24	172,20	28,34	18,06
17.03.2023	13 831	0	0,00	0,000	133,68	636	0,21	177,99	44,31	33,14
18.03.2023	12 715	0	0,00	0,000	125,30	650	0,19	181,91	56,60	45,17
19.03.2023	12 798	0	0,00	0,000	123,32	648	0,19	181,35	58,03	47,06
20.03.2023	13 033	0	0,00	0,000	129,68	678	0,19	189,93	60,26	46,47
21.03.2023	13 968	0	0,00	0,000	133,36	652	0,20	182,56	49,20	36,90
22.03.2023	13 415	0	0,00	0,000	126,02	653	0,19	182,75	56,73	45,02
Total	306 316,00		0,00		3 004,67	15 276,00	4,54	4 277,28	1 272,61	42,35

Here is an example of our bronze advertiser's weekly statistics **Dating Vertical**.

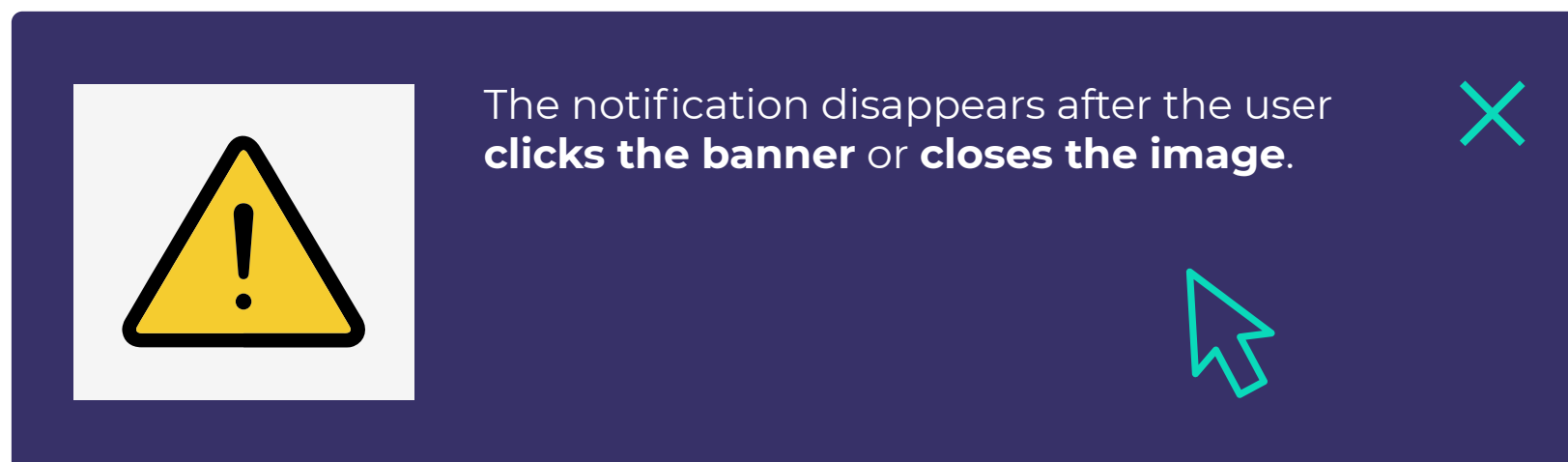
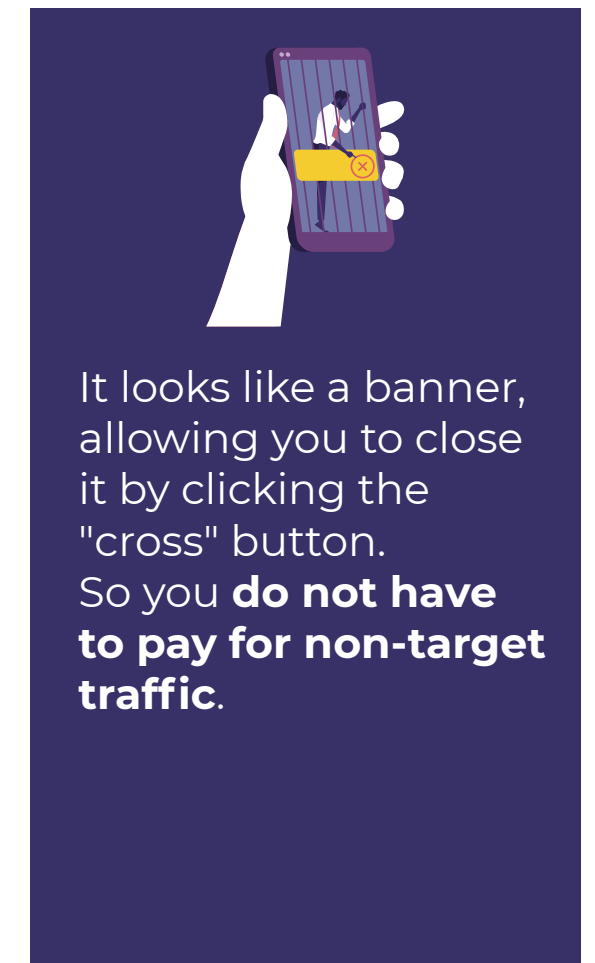
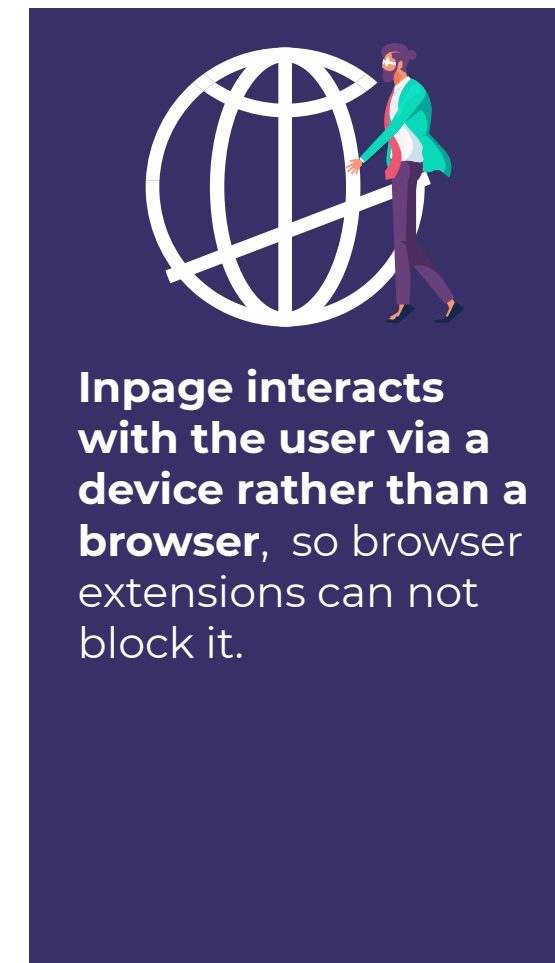
INPAGE is a new advertising format that looks like a **small ad window with an image and text** that appears a few seconds after someone gets on the page.



Advertising is **in the corner of the screen** when using a PC,



at the top or the bottom of the page if the user enters the site from a mobile device.



With the inpage format, advertisers have finally reached **Apple device owners**.

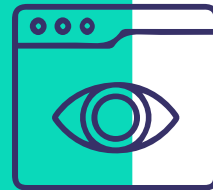
Using the platform's full capabilities when configuring this format will allow you to reach the **highest possible ROI**.

PROS AND CONS

IN-PAGE ADVANTAGES COMPARED TO OTHER FORMATS:

CAN NOT GO UNNOTICED

appear suddenly when the user interacts with the device, and therefore can not go unnoticed;



IT IS EASIER TO PLAN THE BUDGET

there is no subscriber base, as there is no need to subscribe to them;
it is easier to plan the budget as there are no leftover clicks;



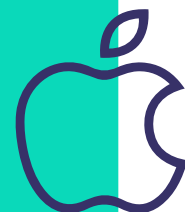
DO NOT RESPOND TO BROWSER BLOCKS

such pop-up messages do not respond to browser blocks;



IOS AND MACOS

give access to the new and solvent iOS and MacOS audience;



HIGHER CONVERSION

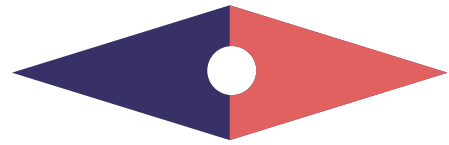
provide higher conversion in top geo and verticals;



LOOK NATIVE

look maximally native due to the use of custom styles.





DISADVANTAGES:

LESS VISIBLE

There is no large image, making it less visible on the desktop.



WON'T WORK ON THE CPM MODEL

As views are counted right in the moment of ad display, not delivery, therefore they won't work on the CPM model.



NEED TO TRACK SOURCES

There's a need to track sources properly and exclude non-relevant ones, as traffic volumes are huge.



ANNOYING

Users may consider in-page annoying



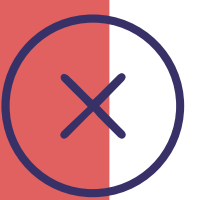
THEMATIC

The offer's vertical must align with the website's thematic



EASY TO CLOSE

Easy to close notification means easy to lose a user.



TOP VERTICALS

The following verticals are in Evadav's top-list:



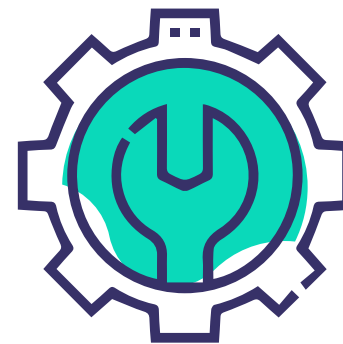
dating



webcam



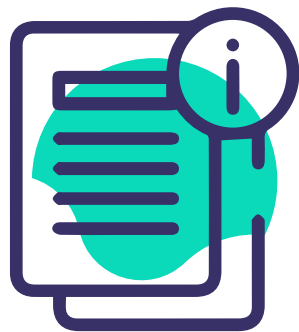
adult games



utilities



gambling



content sites



APK



sweepstakes



betting



finance

WHO CAN WORK WITH THE INPAGE FORMAT?

The format suits advertisers targeting campaigns on iOS and macOS device users.

As well as, those who want to adapt the visual pop-up advertising to the offer's specifics and vertical and get even more conversions.

The most inspiring results our advertisers received when promoting dating offers (including 18+) with inpage. Creatives in **Social style** are as much like notifications from social networks.

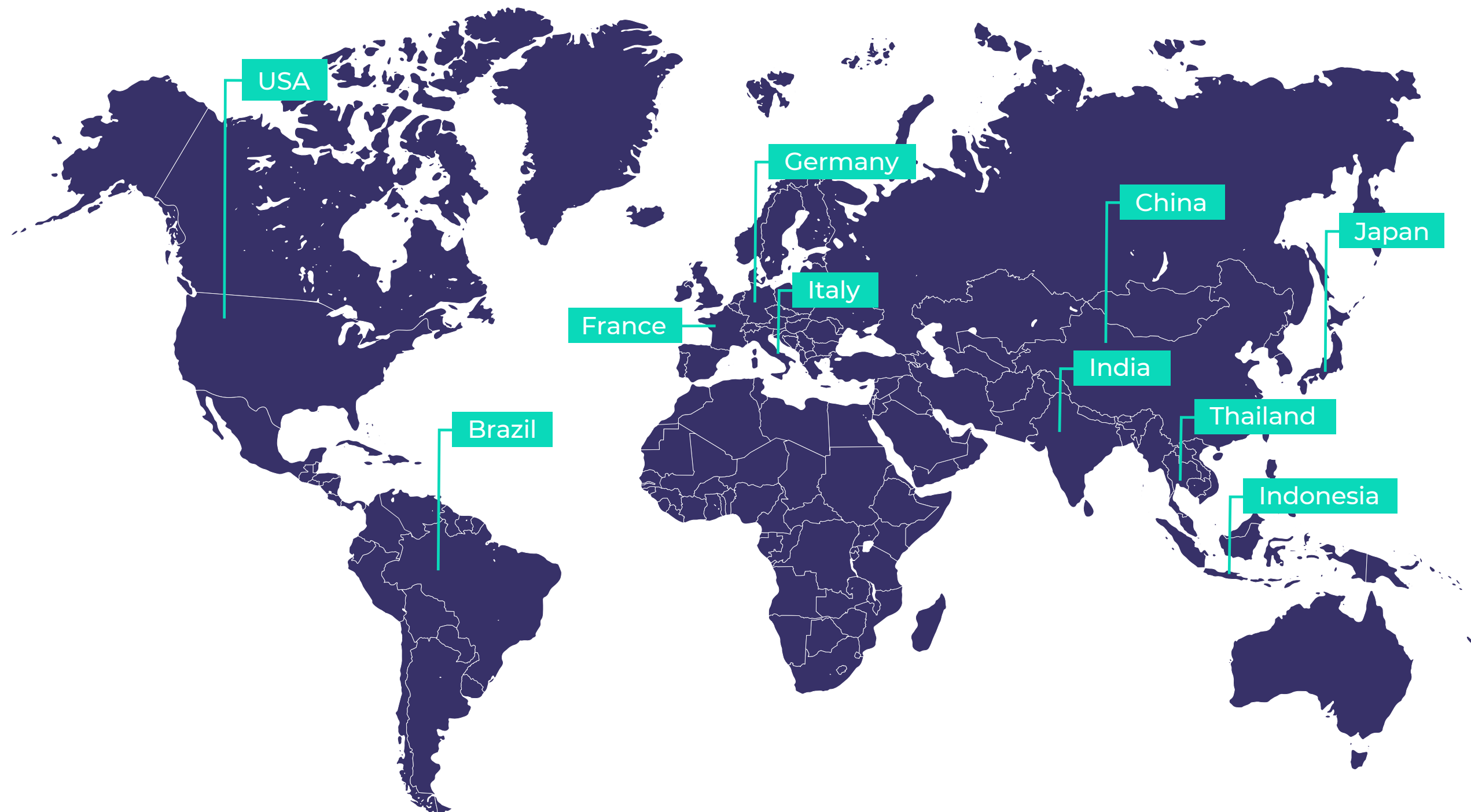
The **Classic template** is ideal for gambling, betting, and sweepstakes.

Utilities and APK work well with creatives in a **System style** that makes notifications similar to system messages.

Custom styles **personalize creatives** and make the inpage format very effective for most verticals.

BEST GEO

Most of the inpage traffic is in these geo:



One of the competitive advantages of inpage is reaching iOS device users.

It means that among the most popular geo for inpage format will always be countries with a **large percentage of safari-browser users**:



USA



the UK



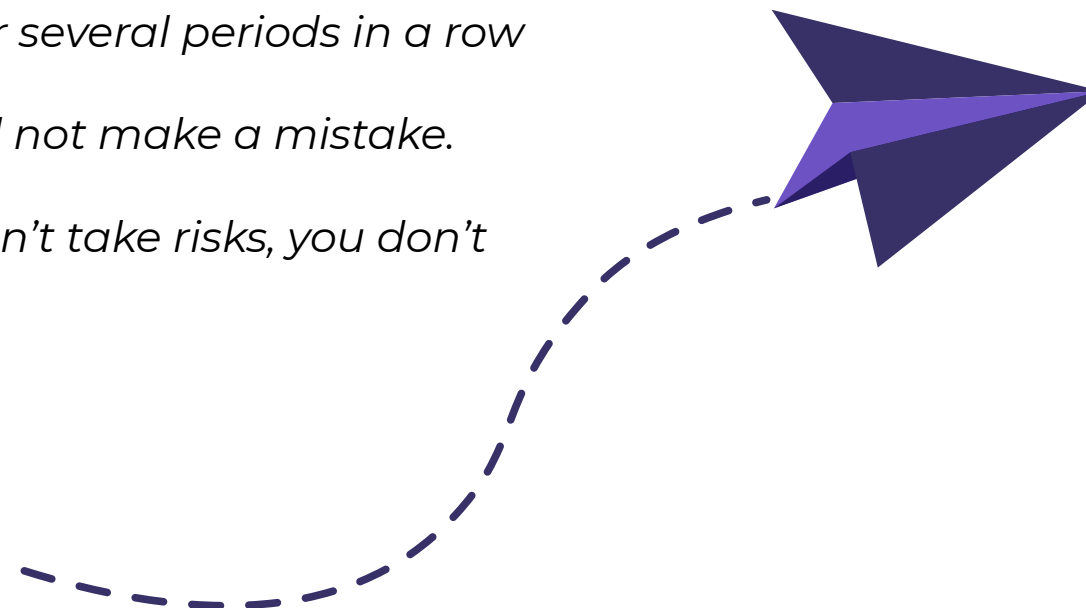
Japan

This audience can be conditionally considered solvent; here, it is possible to work with large budgets, as it is **prospective**.



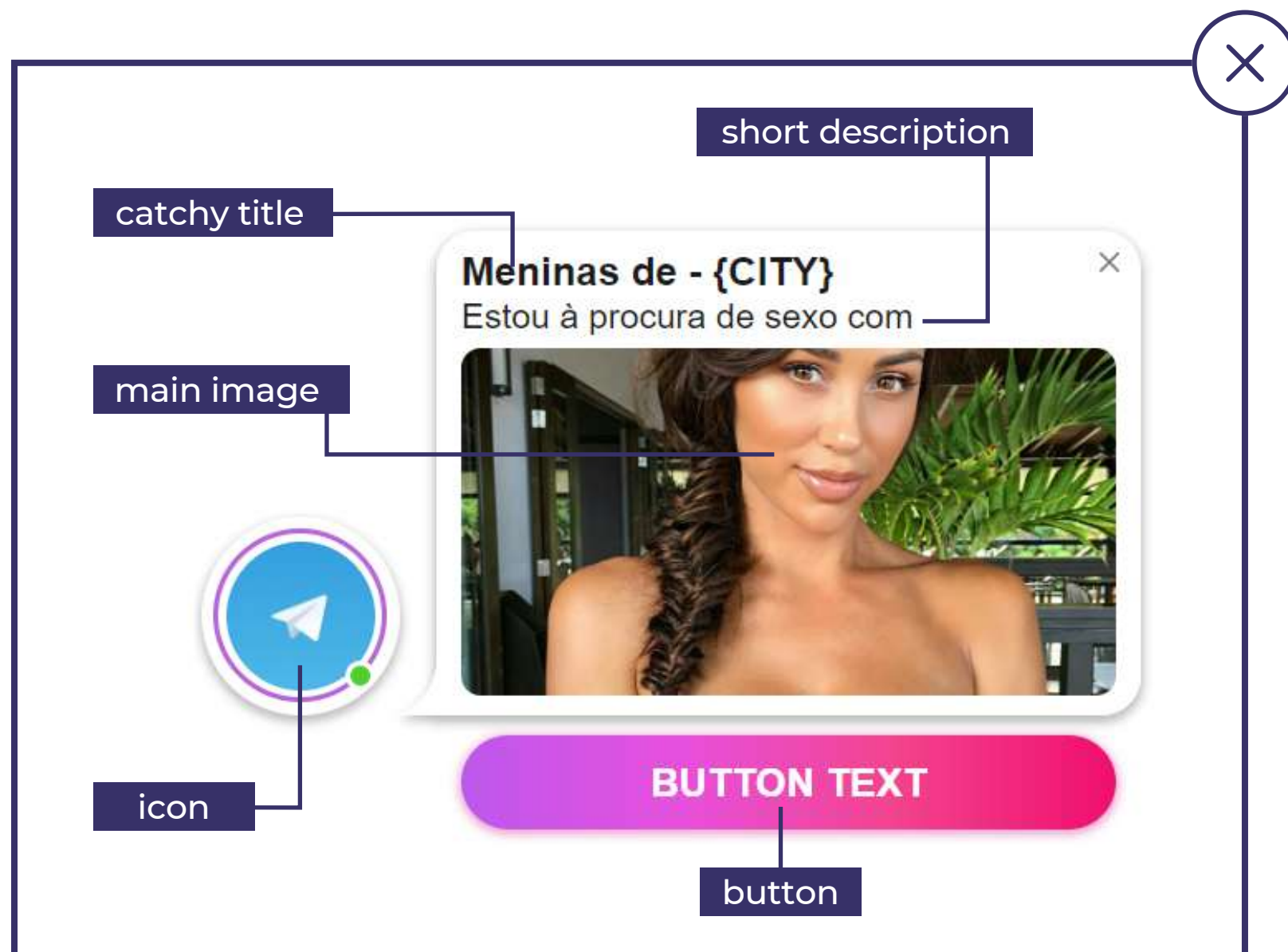
By the way, the States confidently held the lead for several periods in a row but now gave way to India. Weird? Not at all! Advertisers saw the prospect in this region and did not make a mistake. It happens.

Do not be afraid to scale and try new geo. You don't take risks, you don't drink champagne!



CUSTOM STYLES FOR CREATIVES

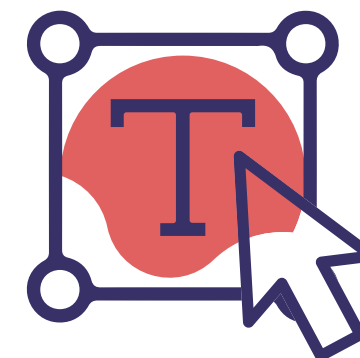
Successful creatives are a fundamental factor in the **conversion** and your final **ROI**. The clickability directly depends on how attractive the advertisement **visual** will be.



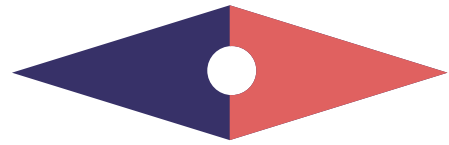
Design elements of inpage creative



First, the user pays attention to the **image**,



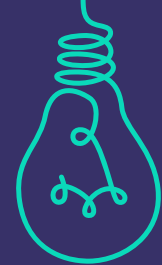
after which he has (or does not) a desire to read the text and then click.



After the **update**, the inpage works as usual but brings even **more conversions**.

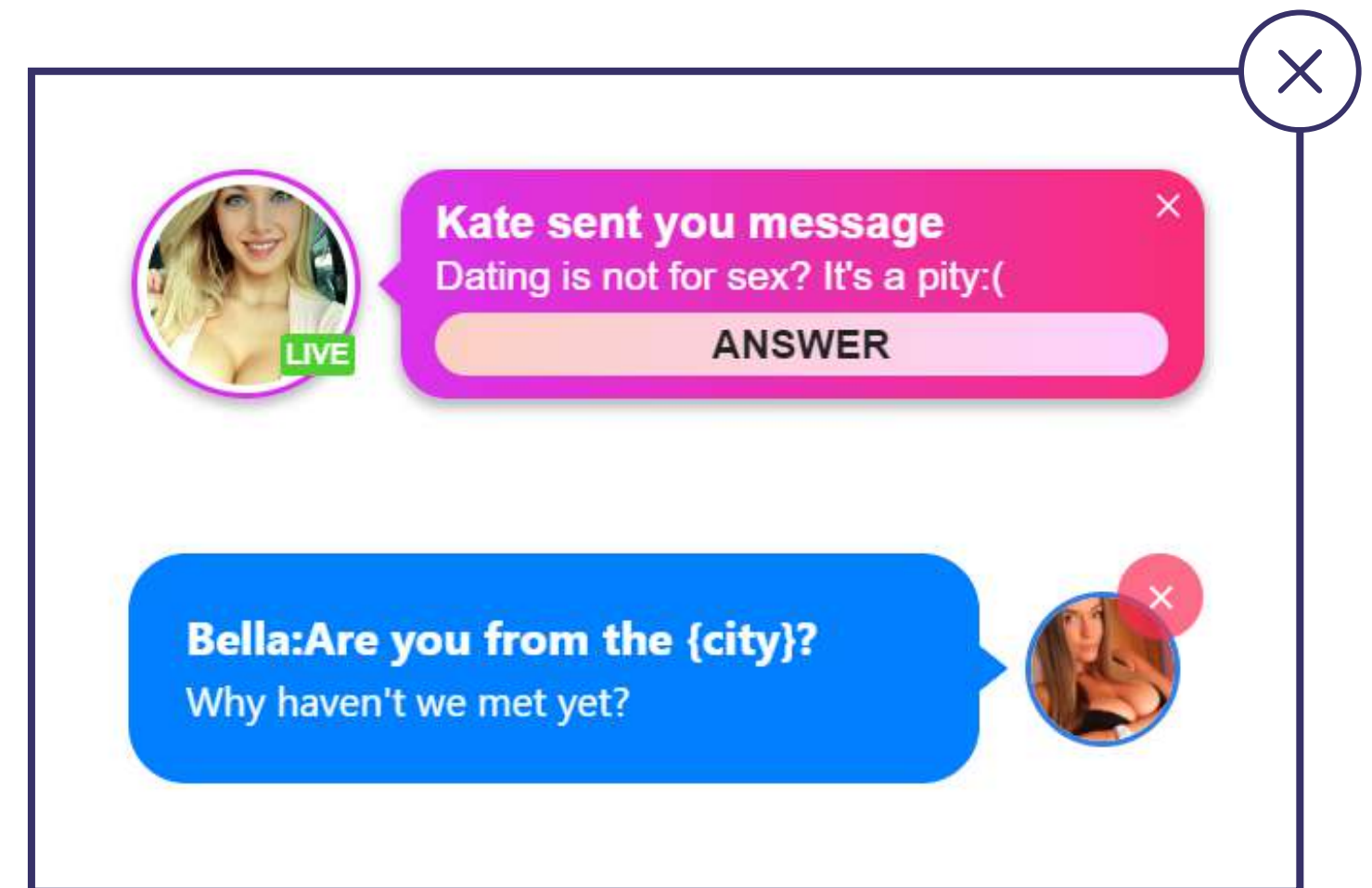
Thanks to new styles, pop-up messages can be customized to any vertical.

EVADAV TIP

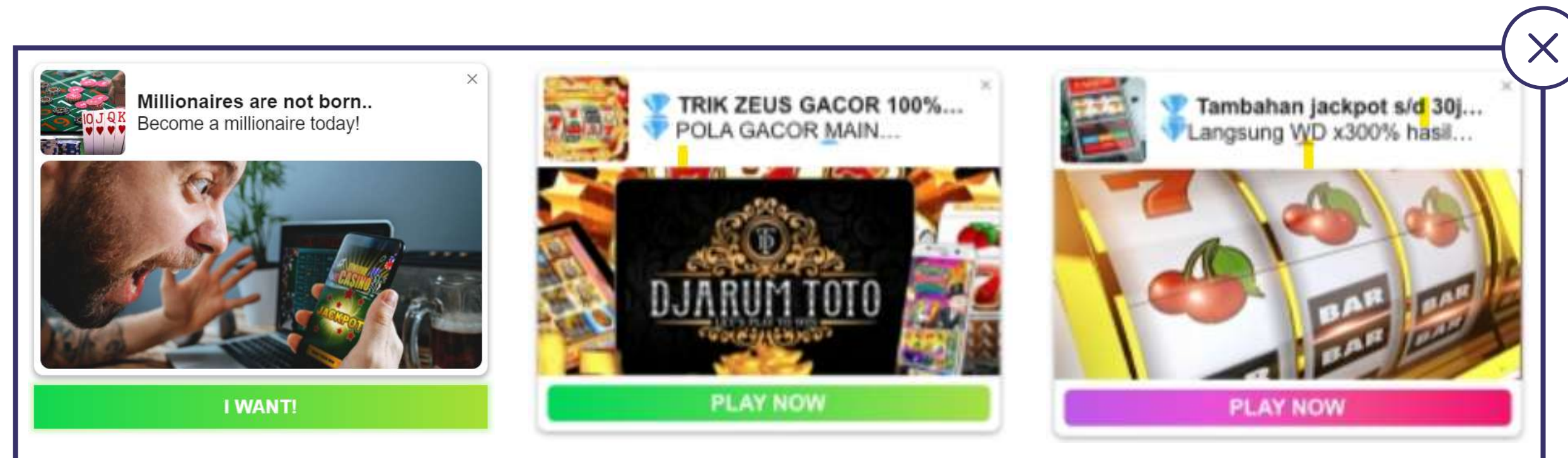


It's really important to change creatives from time to time for in-page as it burns out really fast. **Make up to 8 creatives** for each campaign and run A/B testing to define the best of them.

EXAMPLE:



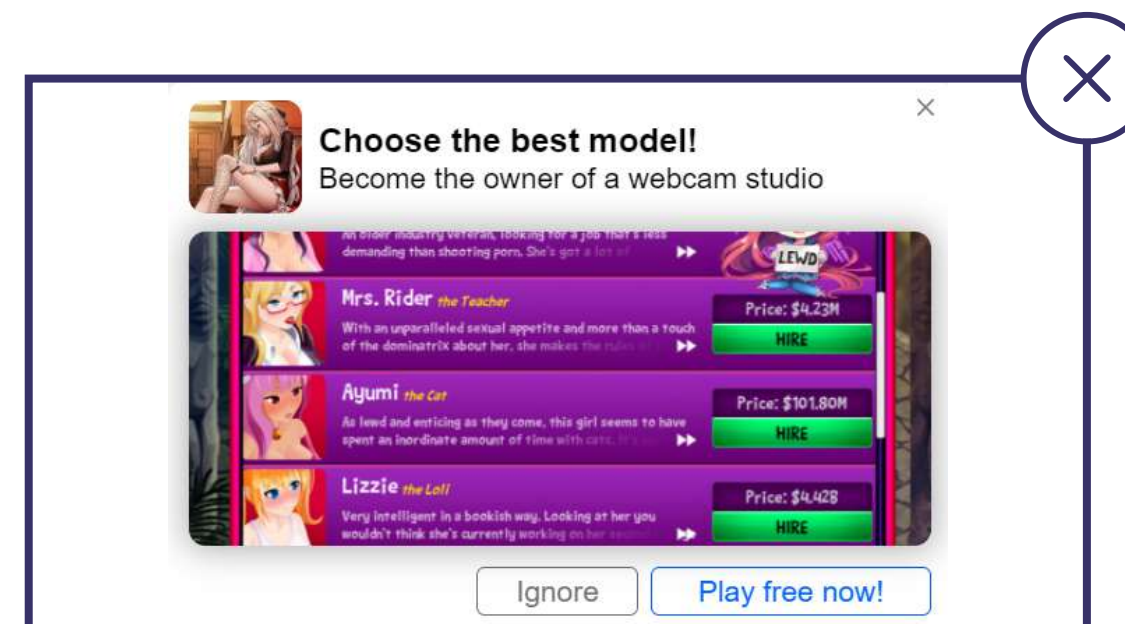
Creatives for **dating** in **Social style** look like this.



For **gambling** you can create inpage-notifications in **Classic style**.



Creatives for **Nutra** in **Social style** show good results.



The following creative was made in **System** style for gaming.

LAUNCH PROFITABLE IN-PAGE CAMPAIGNS RIGHT NOW!

It's easy to try working with In-page: sign up in Evadav and pour traffic profitably.

STEP-BY-STEP SETUP

New campaign ?

Campaign Name: *

Traffic Quality:

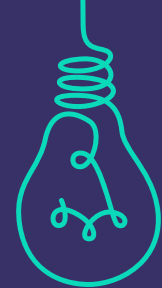
☒ Standard
 ☐ Premium

Advertising Format:

☒ InPage
 ☐ Push notifications
 ☐ Popunder
 ☐ NativeAds

Enter **Campaign Name**.
 Select **Traffic Quality** — **Standard** or **Premium**,
 and **Advertising Format** — **InPage**.

EVADAV TIP



Choose **Premium inpage** if you do not want to work with white and blacklists and pick out the sources manually. These traffic sources bring **high results with minimal effort** on the advertiser's part.

Pricing model:

☒ CPC
 ☐ CPM

Select **Pricing Model**.

The user determines which model is optimal, depending on the offer and the purpose of the advertising campaign.

With Evadav, you have two options:



CPC

the optimal choice at the start when you need to define the CTR.



1 000

CPM

an actual solution for a campaign if CTR allows you to buy **1000 clicks cheaper than with CPC**.

Target url: * ?

{ZONE_ID}
{SOURCE_ID}
{CAMPAIGN_ID}
{COST}
{COUNTRY}
{BROWSER_VERSION}
{CLICKID}
{FORMAT}
{OS}
{OS_VERSION}

[Macros Info](#)

Enter the **target URL** (landing page or pre-lander).

If you plan to track the advertising campaign, add macros to this field right after the link. **It will give you accurate information** you are interested in: **data about the campaign, creatives, geo, etc.**

Next, in the postback, macros will be replaced with appropriate information about the user. For example, the program will show which country the user came from if you enter the macro **{COUNTRY}**.

Campaign group:

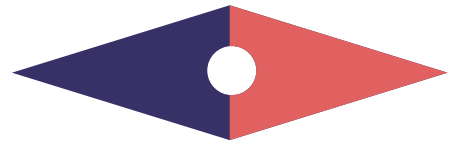
none

Add a **Campaign Group** to group campaigns by any metric for easy statistical monitoring.

EVADAV TIP

You can make it with a minimum number of variables, but there are those that we recommend using necessarily.

These include the **macro {CLICKID}** needed to obtain a postback when converting, and **{SOURCE_ID}** that shows the traffic source.



Frequency capping (per day): * ?

3

Conversion postback url: ?

https://evadav.com/phpb?click_id={CLICKID}&payout={PAYOUT}

Copy

Frequency Capping limit (per day)

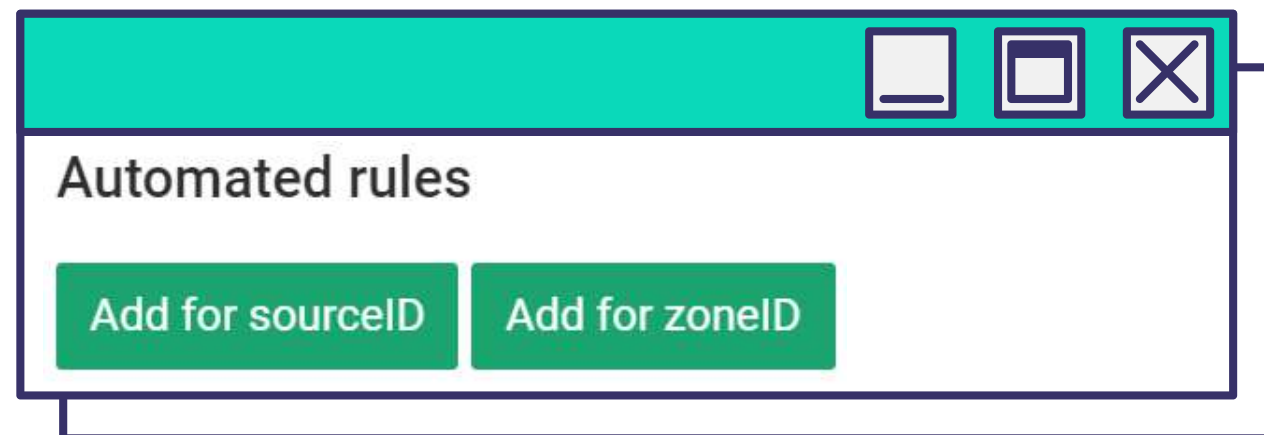
You can limit the number of ad displays to a unique user within 24 hours.

The higher the traffic volume, the higher the number.

Experiment with the displays to find your optimal indicator.

Conversion postback URL

The Conversion postback URL ensures the advertiser receives a unique Click ID to adjust the **data transfer between the advertising network and the tracker**. The link is necessary for the tracker, which will help collect data on the advertising campaign results. You can also extend the ability to automate processes by running the work through the API.



Add **Automated Rules**. Set automated rules to simplify the task of source collection.

Then **sources are collected according to the specified parameters**; no manual work is required from the user to optimize traffic.

Automated rules allow you to **block inefficient sources automatically** without your participation.

With the help of automated rules, you can collect blacklists with inefficient sources and whitelists with best-performing sources for your campaign. You can then use these lists to launch the next campaigns.

Having set the automated rules, it is necessary to set up postback **according to the same rules**.

YOU CAN SET THE FOLLOWING CONDITIONS:

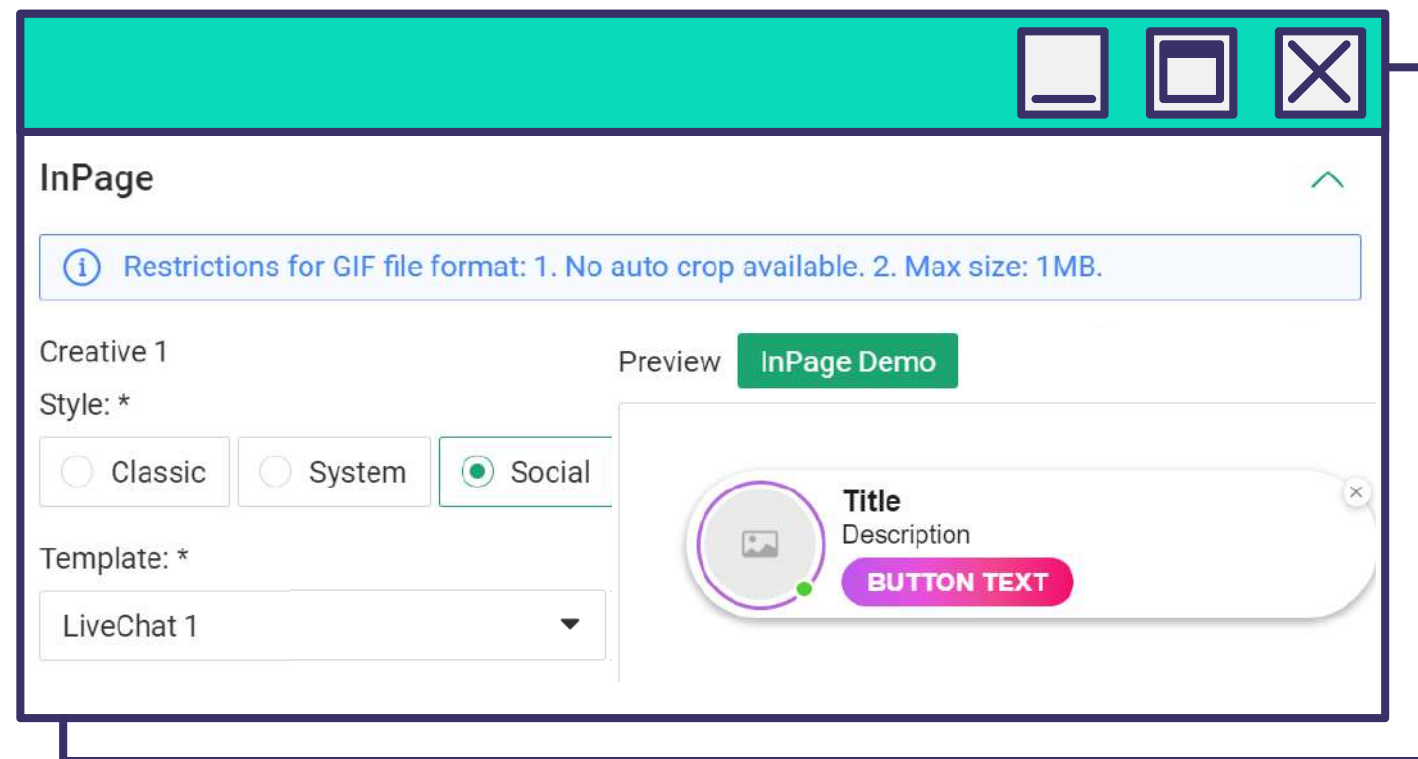
Impression, Clicks, Cost, Leads, CTR, Cost per Lead, ROI, and Profit.

- You can specify several parameters at once.

Automated rules can be set for sources and zones:



With these settings, sources costing above \$10 and bringing less than 1 lead in 7 days will go to the blacklist.

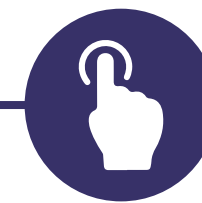


Make creatives for your advertising campaign in the following block. Inpage started looking more native with Evadav. You can apply different custom styles to your creatives in the format settings.

AVAILABLE CUSTOM STYLES:



The updated inpage format from Evadav has changed in appearance, but the mechanics remain the same. After the update, users can choose **styles with ready-made templates**:

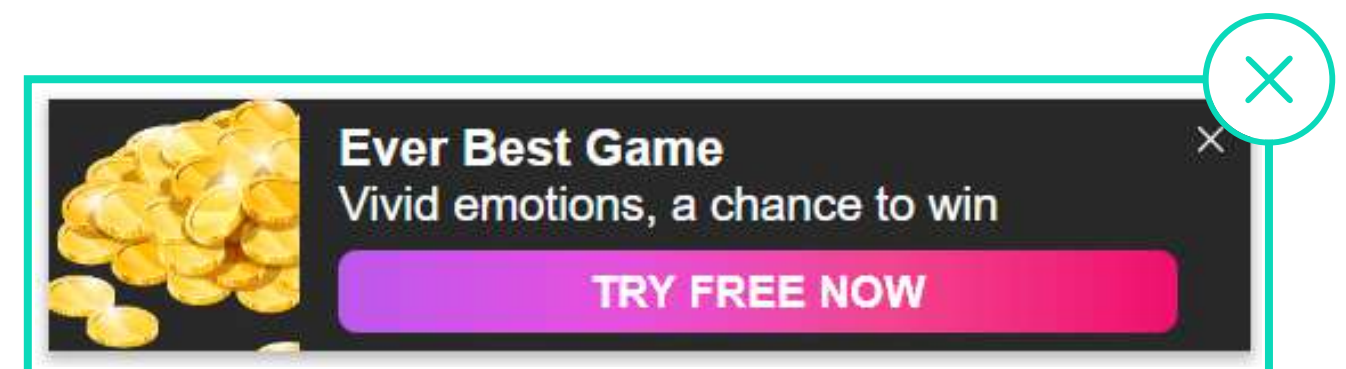


CLASSIC (Light, Dark, Standart)

This style will make the creative with text and icon visually similar to the classic push notification.

We recommend you apply **Classic Standard** to such verticals as **gambling, betting, crypto, nutra**, and **sweepstakes**.

Light and **Dark** templates work perfectly with **finance** and **e-commerce** verticals.

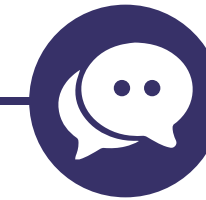




SYSTEM

(Mac, Win, Android, iOS)

Such templates allow you to stylize inpage for system messages of different operating systems. It makes it easy to **promote software, antiviruses, utilities, and sweepstakes.**

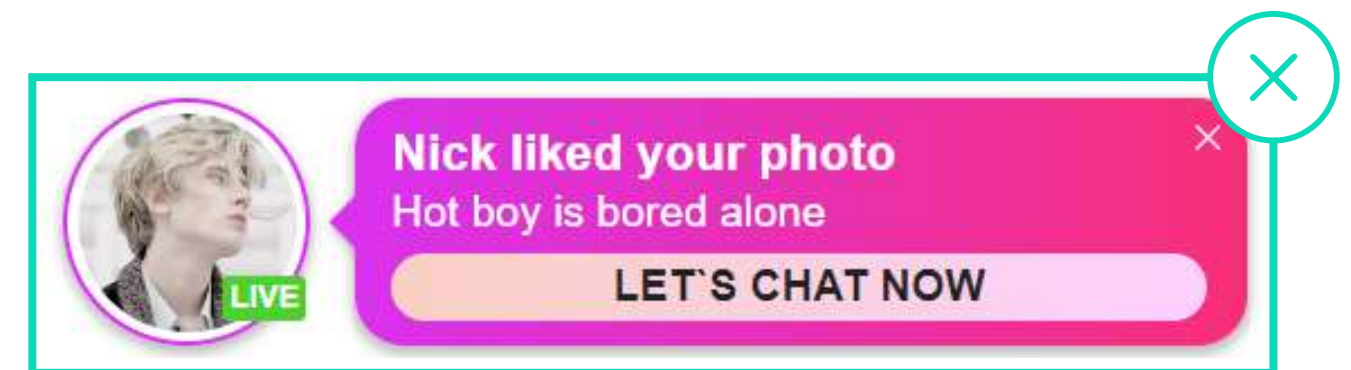
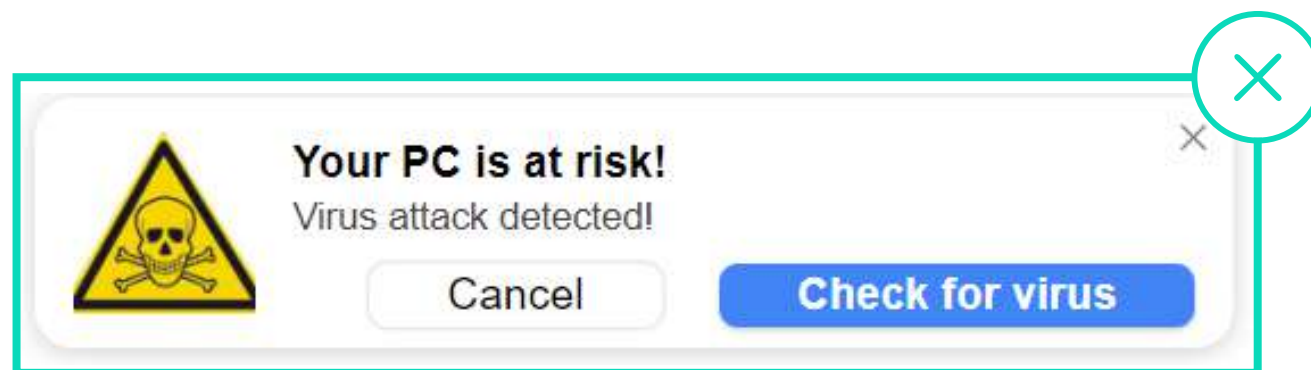


SOCIAL

(LiveChat1, LiveChat2, Standard Social)

Ideal templates for customizing the creatives under the social network.

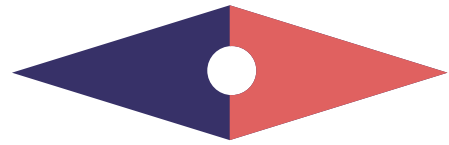
The **Social** style will be as much as possible similar to the new message of the popular social network. Perfect for **dating** and **webcam.**



After the updates, the **customization of creatives for any verticals and pre-landers** has been simplified for the user.

Banners are as attractive and relevant as possible, which leads to an **increase in CTR and CR.** As a result, the **ROI also grows.**

Note that custom styles are **exclusive to our platform.** This option is not available in almost any advertising network.



Title: * ?

30

Description: *

45

Button text: *

15

Button position: *

Align left

Select a **template** corresponding to the selected banner format, and add a catchy **title**, short **description**, **icon**, main **image**, and **button**. The preview shows you how inpage will look on the user's screen.

The description text must contain a **semantic core**: clear words and terms for your audience.



The text for the button should be **triggering**, with a clear **CTA (Call To Action)**.

REGISTER ON THE SITE

BUY A PRODUCT

GET A BONUS

The button can be placed inside, outside, or with a left alignment.





Add an **icon** and **image**.

100%

The **Preview** allows you to watch changes in the process of creating an inpage.

Dear User!

We invite you to see what a **custom In Page** format will look like on a real website. You can view different styles, templates and other options for customizing the in page design.

Style

Classic

Template

Dark

Title

30

Description

45

Button text

15

Button position

Inside

Button style

Rounded

Button color

Dating bright gradient

Icon

Выберите файл

Файл не выбран

Big image

Выберите файл

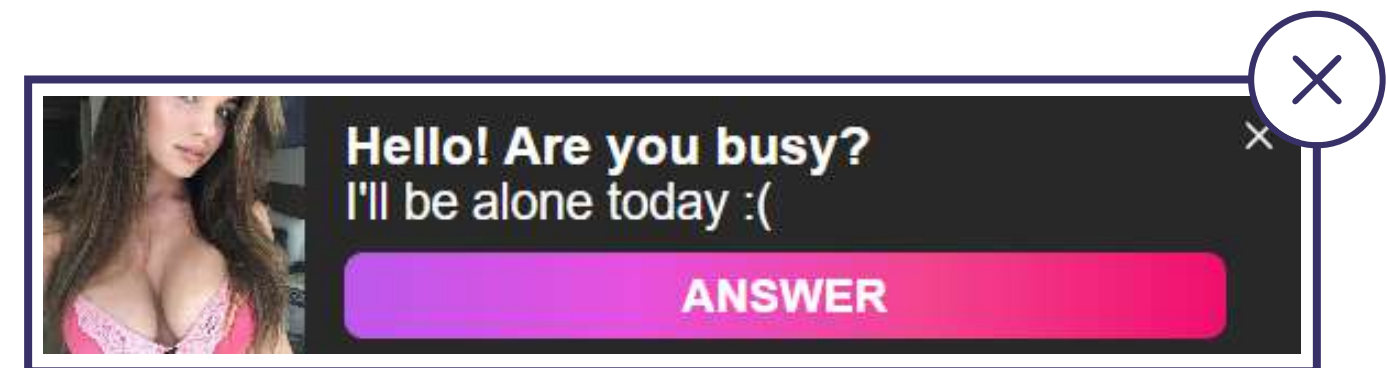
Файл не выбран

Small/Large

Hide editor

Use the **InPage Demo** option, which allows you to customize advertising in-depth and look at it with the eyes of the user.

Click **Hide Editor** to see the ready-made creative on the publisher's page:



☒ Use own target url

Target url: *

{ZONE_ID}

{SOURCE_ID}

{CAMPAIGN_ID}

{CREATIVE_ID}

{COST}

{COUNTRY}

{CITY}

{BROWSER}

{BROWSER_VERSION}

{CLICKID}

{FORMAT}

{OS}

{OS_VERSION}


{LANG}

{CONNECTION_TYPE}

Macros Info

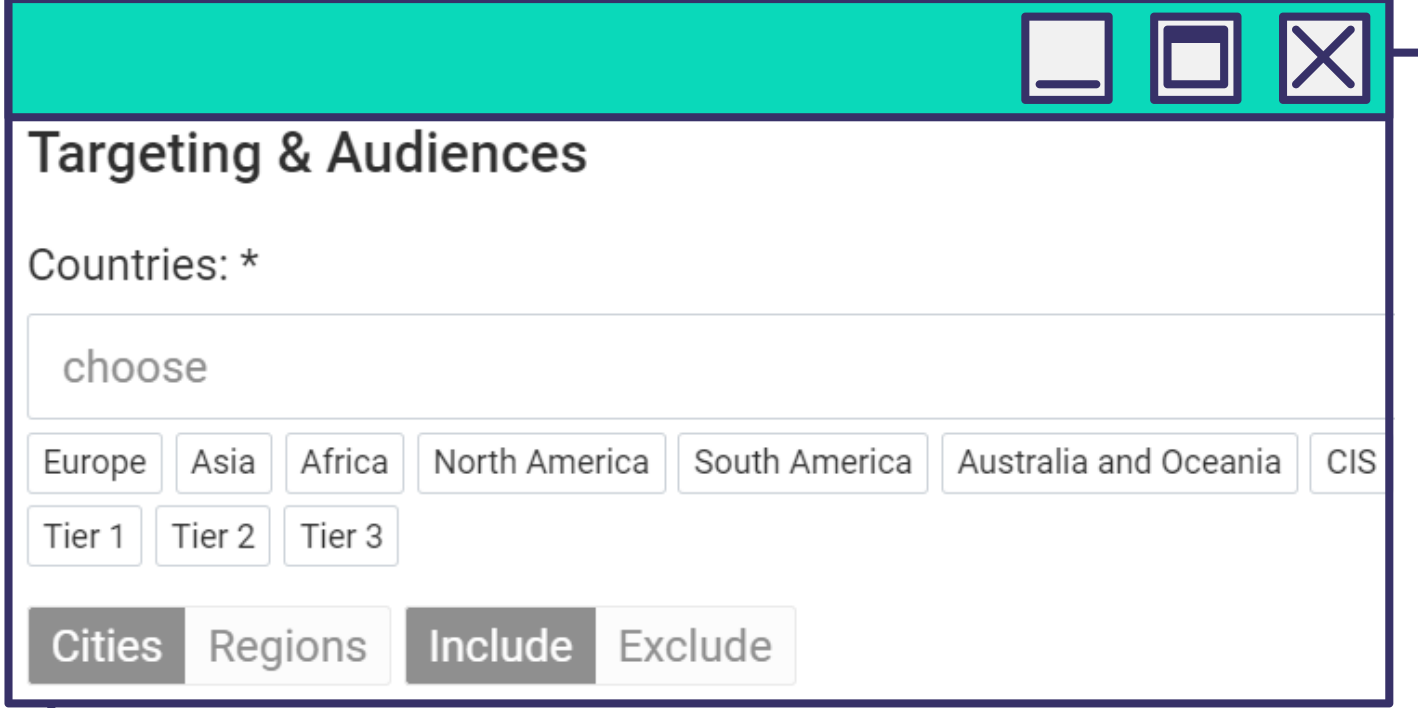
Add another creative for testing

Add a few more creatives.



As part of the advertising campaign, you **need to test different creatives**.

For example, we test livechat for the presence of images. **The more attractive the images, the better**, but don't forget to include tests in your budget. Usually, the image gives a +30% CTR. Also, test the **button placement** — it also often affects the CTR.



Targeting & Audiences

Countries: *

choose

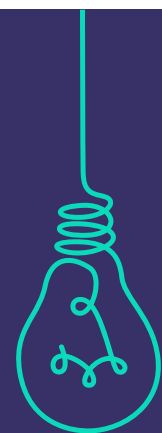
Europe Asia Africa North America South America Australia and Oceania CIS

Tier 1 Tier 2 Tier 3

Cities Regions Include Exclude

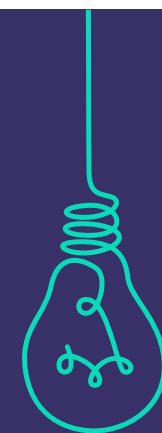
In the targeting settings, **specify the country or category of countries** where you want to rotate inpage advertising.

EVADAV TIP



We **recommend experimenting with creatives** in any amount without limiting imagination. Next, keep an eye on the CTR indicator. You can turn off those creatives that did not work at any time, leaving everything that contributes to the clickability increase.

EVADAV TIP



We **recommend starting with geo from Tier 2 and Tier 3** if you do not have enough experience yet. Before setting up, we recommend making detailed research of the selected region's target audience.

Device:

all

OS:

all

OS version:

Browser:

all

Browser language:

all

Connection type:

all

Mobile ISP:

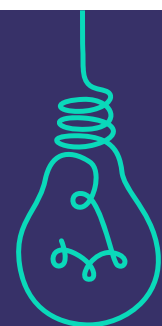
Target the campaign on technical parameters.

You can select **Mobile/Desktop** or all devices and target the campaign to users of specific operating systems and their versions. Here also set one or more **browsers** and the **browser language** typical of the target user.

Important: it is not always the same as geo.

Select the **communication type**: Mobile, Wifi, or all.

The **mobile ISP** is configured very rarely. In most cases, there is no need to specify one.



EVADAV TIP

We recommend separating **mobile and desktop campaigns**, as the difference in rates in different countries is very significant.



Type:

Audiences: ?

Blacklist ▼

select name

Select **Audiences** (Blacklists and Whitelists).
Specify a pre-configured blacklist or whitelist and a specific audience **set in advance** as a list.

Bid

Recommend Bid Max Bid

CPC in \$: * ?

0,00

Specify a **Bid**.
Depending on the campaign settings, the system will offer a recommended and maximum bid.
You can follow tips or set your bid.

Campaign Schedule

☒ User local time
 ☐ UTC

00 ▾

All

Working Days

Weekend

Clear all

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Tue	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Wed	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Thu	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Fri	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sat	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sun	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23

☐ Set display period

Date start: ?

30.05.2023

Date end: ?

31.05.2023

☒ No end date

In the **Campaign Schedule** block, select the days and time, date of campaign's start and end.

When forming the schedule of the advertising campaign, it is necessary to **analyze data about the target audience**. To increase the effectiveness of advertising campaign, it is necessary to divide the displays by time and then draw conclusions when it is most effective.

Advertising Limit

Total Budget Limit in \$:

Daily budget in \$:

Total click limit:

Daily click limit:

!

Attention! Make sure to set spend and/or click limit for your campaign. Please to specification of push format spend will continue for 12 more hours after the reached its limit, so the clicks and spend numbers will grow, which **may cause** A campaign without limits might be rejected.

☒ Launch an advertising campaign immediately after moderation ?

Create

For efficient spending, set **daily and total** click and budget limits.

TIPS AND TRICKS



1

TEST NEW BUNDLES

With the help of inpage advertising, you can test new bundles and successfully launch "burnt-out" campaigns on push.

CONFIGURE THE SOURCES CORRECTLY

because, with a certain similarity to the classic push, inpage has specificity, affecting the sources.

2



DO NOT IGNORE THE CREATION OF NEW BLACK- AND WHITELISTS:

if the sources are blacklisted in a regular push campaign, it does not mean it is unsuitable for a more innovative format.



3

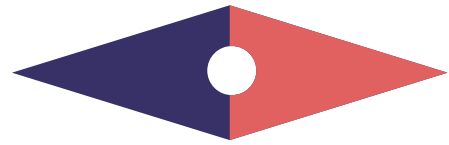
USE ADVANCED TARGETING OPTIONS

to avoid unnecessary clicks while optimizing costs.

4



So that you can use the inpage format to the maximum, we have prepared **practical recommendations**, following which you can launch your inpage campaign, counting on a high profit.



ADVERTISING SHOULD BE AS CLOSE TO THE OFFER

When making creatives, remember that for this format, **personalization** is key. Therefore, advertising should be as close to the offer as possible so the user is genuinely interested in the banner and follows a link.

POSSIBLE AND NECESSARY TO EXPERIMENT

Inpage is a very flexible format. Therefore it is possible and necessary to experiment with it, adjust it, and take all advantages. Then you can get the maximum CTR when the CPC/CPM is low.



APPLYING THE AUTOMATED RULES

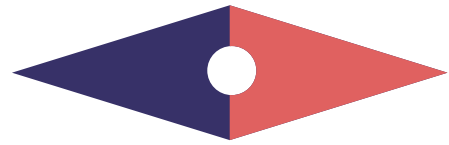
When applying the automated rules, stick to the sense of measure. They should not be too many; it is crucial to avoid contradictions.




TEST, TEST, AND TEST AGAIN!

This way, you can collect whitelist sources that result in a profit.

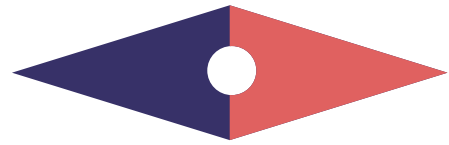





<div><div><div></div><div></div><div></div></div></div>										
Date	Impressions	Clicks	CTR	CPC	Cost	Leads	Cost per lead	Payout	Profit	ROI
14.03.2023	6 261 786	79 899	1,28	0,0050	399,50	10 610	0,0377	530,50	131,01	32,79
15.03.2023	6 984 459	74 853	1,07	0,0050	374,27	12 037	0,0311	601,85	227,59	60,81
16.03.2023	6 778 537	75 264	1,11	0,0050	376,32	13 189	0,0285	659,45	283,13	75,24
17.03.2023	6 193 429	85 320	1,38	0,0050	426,60	11 761	0,0363	588,05	161,45	37,85
18.03.2023	7 867 055	86 255	1,10	0,0050	431,28	12 472	0,0346	623,60	192,33	44,59
19.03.2023	7 240 075	85 254	1,18	0,0050	426,27	12 283	0,0347	614,15	187,88	44,08
20.03.2023	7 175 198	95 048	1,32	0,0050	475,24	10 776	0,0441	538,80	63,56	13,37
21.03.2023	9 797 476	126 630	1,29	0,0075	949,73	18 645	0,0509	1398,38	448,65	47,24
22.03.2023	9 252 889	135 750	1,47	0,0075	1018,13	20 123	0,0506	1509,23	491,10	48,24
23.03.2023	9 232 654	146 650	1,59	0,0075	1099,88	20 277	0,0542	1520,78	420,90	38,27
24.03.2023	10 293 316	135 719	1,32	0,0075	1017,88	21 882	0,0465	1641,15	623,26	61,23
25.03.2023	8 266 916	137 809	1,66	0,0075	1032,07	19 798	0,0521	1484,85	452,78	43,87
26.03.2023	9 131 685	137 838	1,51	0,0075	1033,79	20 231	0,0511	1517,33	483,54	46,77
27.03.2023	8 264 803	136 409	1,65	0,0075	1023,07	19 572	0,0523	1467,90	444,83	43,48
28.03.2023	9 082 733	157 940	1,74	0,0075	1184,55	19 964	0,0593	1497,30	312,75	26,40
29.03.2023	9 196 974	156 945	1,71	0,0075	1177,09	19 945	0,0590	1495,88	318,79	27,08
30.03.2023	9 370 703	135 190	1,44	0,0075	1013,93	20 138	0,0503	1510,35	496,43	48,96
31.03.2023	8 846 177	123 183	1,39	0,0075	923,87	19 928	0,0464	1494,60	570,73	61,78
01.04.2023	8 291 257	138 265	1,67	0,0075	1036,99	19 746	0,0525	1480,95	443,96	42,81
02.04.2023	10 236 481	145 728	1,42	0,0075	1092,96	20 600	0,0531	1545,00	452,04	41,36
03.04.2023	9 240 844	137 194	1,48	0,0075	1028,96	18 198	0,0565	1364,85	335,90	32,64
04.04.2023	7 282 203	139 884	1,92	0,0075	1049,13	18 331	0,0572	1374,83	325,70	31,04
05.04.2023	6 111 496	141 916	2,32	0,0075	1064,37	17 794	0,0598	1334,55	270,18	25,38
06.04.2023	7 005 172	142 039	2,03	0,0075	1065,29	15 278	0,0697	1145,85	80,56	7,56
07.04.2023	7 132 540	157 319	2,21	0,0075	1179,89	20 896	0,0565	1567,20	387,31	32,83
08.04.2023	8 246 103	155 527	1,89	0,0075	1166,45	17 316	0,0674	1298,70	132,25	11,34
09.04.2023	7 627 705	153 673	2,01	0,0075	1152,55	18 519	0,0622	1388,93	236,38	20,51
10.04.2023	8 917 456	160 359	1,80	0,0075	1202,69	19 043	0,0632	1428,23	225,53	18,75
11.04.2023	9 450 073	148 401	1,57	0,0075	1113,01	20 001	0,0556	1500,08	387,07	34,78
12.04.2023	4 583 255	127 694	2,79	0,0075	957,71	18 578	0,0516	1393,35	435,65	45,49
Total	243 361 450	3 859 755			27 493,43	527 931		37 516,63	10 023,20	36,46

With the right approach and with our recommendations you can get such statistics on the vertical.

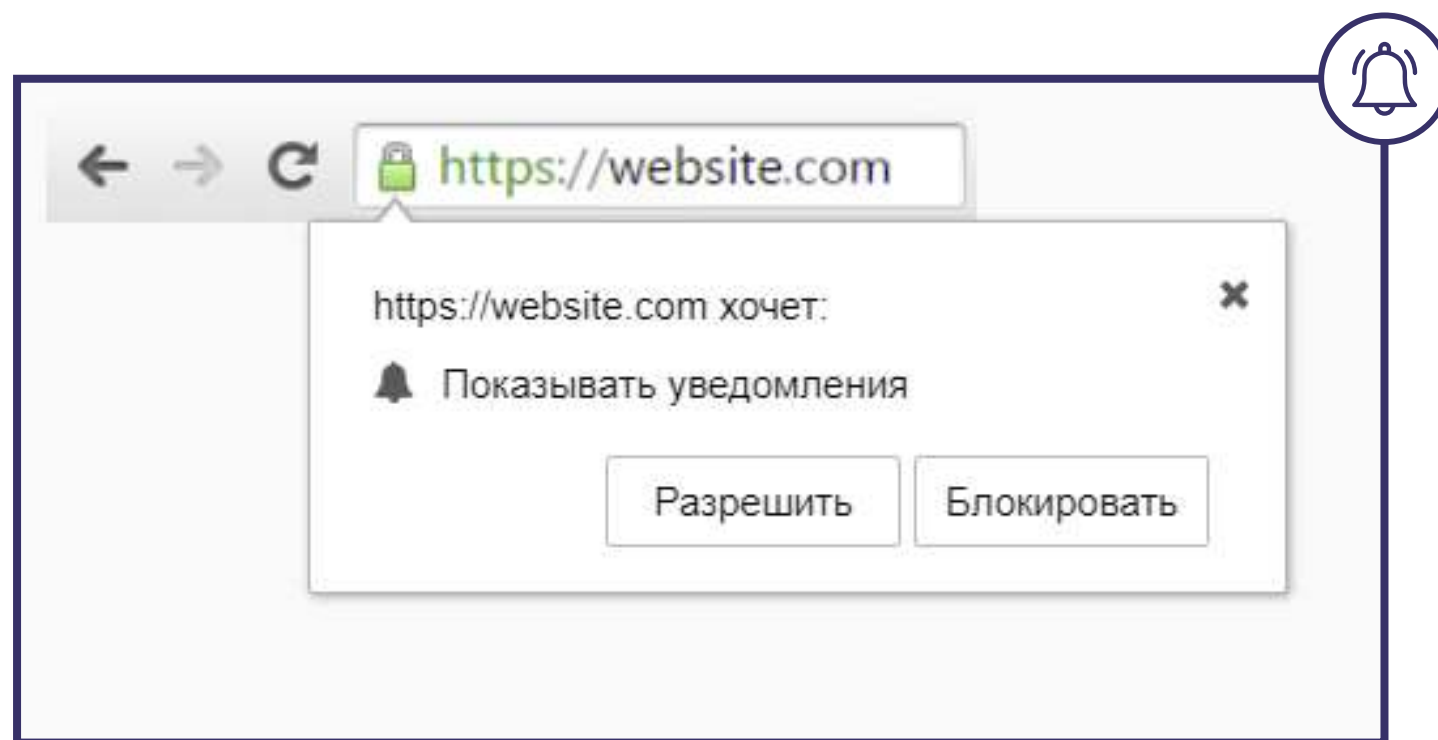
Dating shows great results in the USA.



<div><div><div></div><div></div><div></div></div></div>																	
Day	Impressions	Clicks	CTR	Conversions	CR	Convs Revenue	eCPA	eCPC	CPC	eCPM	CPM	Revenue	Paid	Profit	ROI		
17.05.2023	452 503	13 311	2.9416	944	0.2086	8.3072	0.0079	0.0002	0.0006	0.0069	0.0165	7.4466	3.1282	4.3185	57.9922		
16.05.2023	1 038 435	28 790	2.7724	2 768	0.2666	24.3584	0.0064	0.0002	0.0006	0.0067	0.0172	17.8383	6.9352	10.9032	61.1221		
15.05.2023	1 638 499	52 571	3.2085	4 795	0.2926	42.1960	0.0064	0.0002	0.0006	0.0073	0.0188	30.7796	12.0021	18.7775	61.0062		
14.05.2023	1 515 529	41 363	2.7293	4 300	0.2837	37.8400	0.0072	0.0003	0.0007	0.0084	0.0203	30.8396	12.6767	18.1629	58.8946		
13.05.2023	1 596 547	44 543	2.7900	4 384	0.2746	38.5792	0.0073	0.0003	0.0007	0.0073	0.0200	31.8880	11.6170	20.2710	63.5694		
12.05.2023	1 400 432	39 712	2.8357	3 735	0.2667	32.8680	0.0075	0.0003	0.0007	0.0082	0.0199	27.8940	11.4614	16.4326	58.9108		
11.05.2023	2 051 067	65 445	3.1908	5 604	0.2732	49.3122	0.0068	0.0003	0.0006	0.0099	0.0187	38.3865	20.2549	18.1317	47.2345		
10.05.2023	2 037 346	70 019	3.4368	5 311	0.2607	46.7368	0.0070	0.0002	0.0005	0.0055	0.0183	37.2941	11.2932	26.0008	69.7185		
09.05.2023	1 630 859	54 366	3.3336	4 065	0.2493	35.7720	0.0076	0.0002	0.0006	0.0069	0.0189	30.8236	11.2969	19.5267	63.3498		
08.05.2023	2 149 385	75 380	3.5070	5 040	0.2345	44.3520	0.0079	0.0002	0.0005	0.0059	0.0185	39.8499	12.7198	27.1301	68.0807		
07.05.2023	2 006 111	67 125	3.3460	5 100	0.2542	44.8800	0.0073	0.0002	0.0006	0.0057	0.0187	37.4520	11.4553	25.9967	69.4135		
06.05.2023	2 063 863	71 356	3.4574	5 177	0.2508	45.5576	0.0074	0.0002	0.0005	0.0057	0.0186	38.3892	11.8166	26.5726	69.2189		
05.05.2023	2 496 857	88 139	3.5300	6 179	0.2475	54.3752	0.0072	0.0002	0.0005	0.0076	0.0179	44.6603	18.8667	25.7937	57.7552		
04.05.2023	1 707 264	54 742	3.2064	4 341	0.2543	38.2008	0.0073	0.0004	0.0006	0.0118	0.0187	31.8980	20.1006	11.7974	36.9848		
03.05.2023	1 548 980	45 926	2.9649	3 764	0.2430	33.1232	0.0079	0.0003	0.0006	0.0099	0.0192	29.6947	15.2736	14.4211	48.5646		
02.05.2023	1 536 709	41 614	2.7080	3 636	0.2366	31.9968	0.0082	0.0003	0.0007	0.0081	0.0194	29.7706	12.3989	17.3717	58.3518		
01.05.2023	2 401 391	75 962	3.1632	5 823	0.2425	51.2424	0.0079	0.0002	0.0006	0.0064	0.0191	45.7718	15.2802	30.4917	66.6167		
30.04.2023	3 152 473	108 943	3.4558	7 634	0.2422	67.1792	0.0077	0.0001	0.0005	0.0047	0.0186	58.7585	14.8502	43.9082	74.7267		
29.04.2023	3 017 030	103 998	3.4470	7 221	0.2393	63.5448	0.0078	0.0001	0.0005	0.0050	0.0188	56.6243	15.1768	41.4475	73.1974		
28.04.2023	2 792 146	95 067	3.4048	6 814	0.2440	59.9632	0.0080	0.0002	0.0006	0.0068	0.0195	54.3859	18.8578	35.5281	65.3259		
27.04.2023	1 955 310	58 834	3.0089	5 499	0.2812	48.3912	0.0072	0.0003	0.0007	0.0090	0.0202	39.5689	17.5538	22.0151	55.6374		
26.04.2023	1 514 091	40 817	2.6958	4 577	0.3023	40.2776	0.0068	0.0004	0.0008	0.0095	0.0205	30.9847	14.3743	16.6104	53.6083		
25.04.2023	1 625 414	44 029	2.7088	5 038	0.3100	44.3344	0.0065	0.0003	0.0007	0.0094	0.0202	32.8992	15.2149	17.6842	53.7528		
24.04.2023	2 598 468	82 159	3.1618	7 140	0.2748	62.8260	0.0069	0.0002	0.0006	0.0066	0.0190	49.3037	17.1487	32.1550	65.2182		
23.04.2023	3 634 304	126 916	3.4922	9 069	0.2495	79.8072	0.0075	0.0002	0.0005	0.0054	0.0186	67.6023	19.5261	48.0762	71.1162		
22.04.2023	3 337 174	105 082	3.1488	8 027	0.2405	70.6346	0.0075	0.0002	0.0006	0.0052	0.0181	60.5048	17.3930	43.1118	71.2535		
21.04.2023	3 378 672	99 715	2.9513	7 898	0.2338	69.5024	0.0079	0.0002	0.0006	0.0061	0.0184	62.2720	20.6941	41.5779	66.7682		
20.04.2023	3 107 430	80 462	2.5893	8 521	0.2742	74.9818	0.0069	0.0003	0.0007	0.0076	0.0190	59.0118	23.5949	35.4169	60.0166		
19.04.2023	3 272 181	98 266	3.0031	8 724	0.2666	76.7712	0.0069	0.0002	0.0006	0.0063	0.0185	60.5243	20.6174	39.9069	65.9353		
18.04.2023	2 694 161	78 842	2.9264	7 868	0.2920	69.2384	0.0064	0.0002	0.0006	0.0067	0.0188	50.6094	18.0726	32.5368	64.2900		
Total	65 350 631	2 053 494	3.1423	168 996	0.2586	1 487.1498	0.0073	0.0002	0.0006	0.0069	0.0189	1 233.7268	451.6521	782.0747	63.3912		

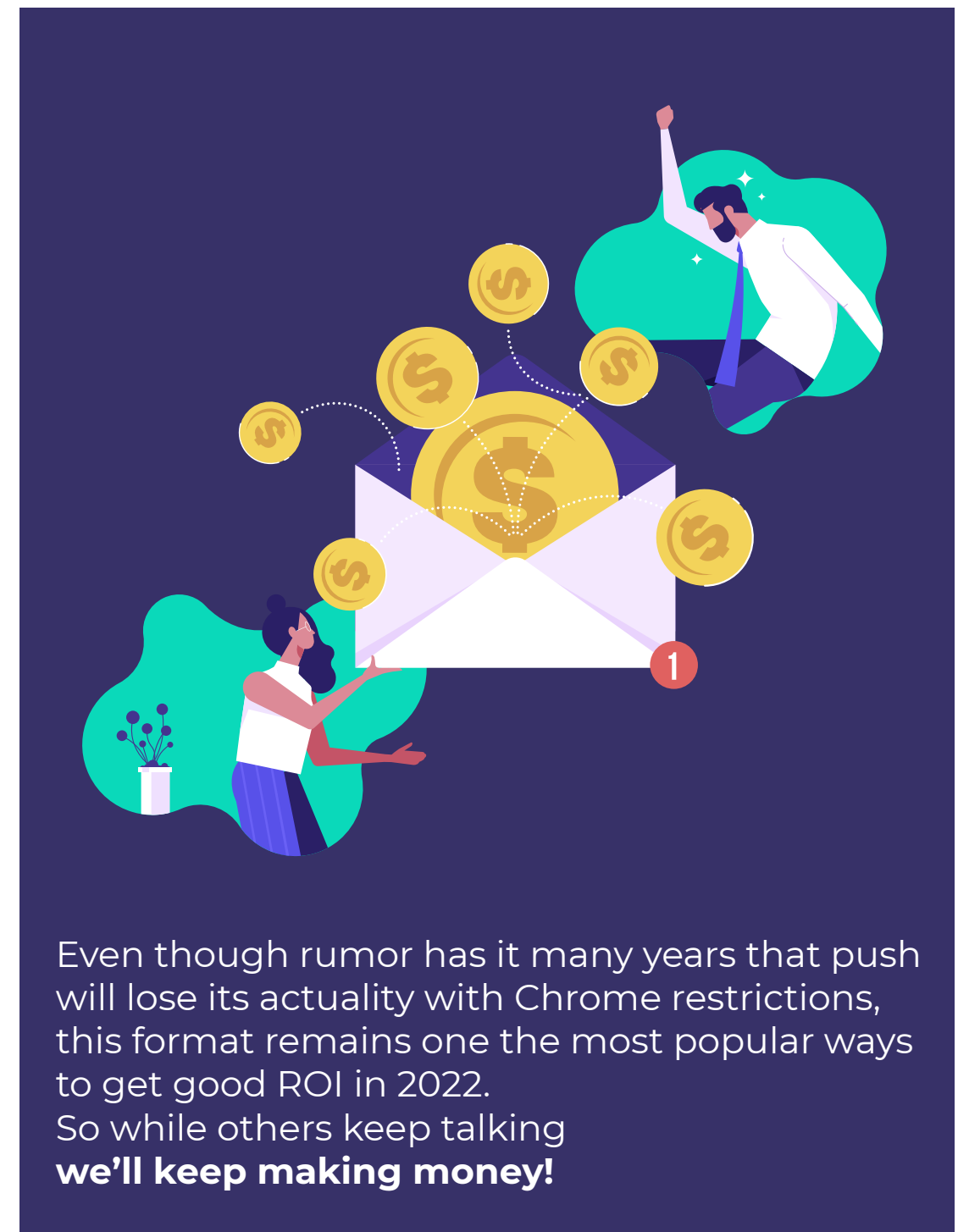
Webcam Vertical in India.

PUSH NOTIFICATIONS are small ones consisting of a headline, description, and banner.



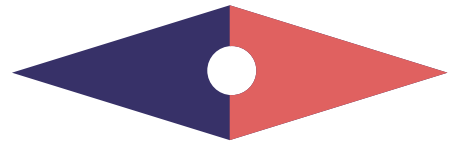
It's one of the most **popular formats in the arbitrage** world.

A user subscribes to notifications by him/herself, and it gives a right to send him/her messages legally until he/she unsubscribes.



Even though rumor has it many years that push will lose its actuality with Chrome restrictions, this format remains one the most popular ways to get good ROI in 2022. So while others keep talking **we'll keep making money!**

Arbitrage managers are more likely to choose push format as it can't be hidden with AdBlock as it happens with banners or anti spam in case of email send-outs.

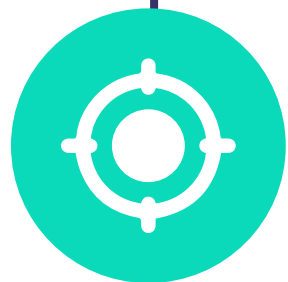


PROS AND CONS

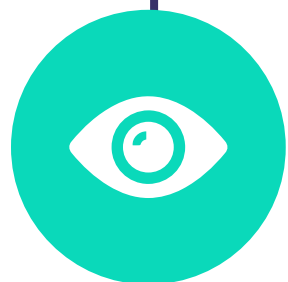
EVADAV PUSH ADVANTAGES BEFORE OTHER FORMATS:



All creatives are tracked with the help of machine learning algorithms and checked manually to ensure the **brand's 100% safety** for a better user experience.



An option to **set targets up** in terms of geo, OS, browser, mobile operator, browser language, and many other parameters.



More than **3 billion views of push ads** are provided to ad partners daily ensuring high returns on investments.



Access to premium publishers and target audience fitting best to your offers and campaigns.



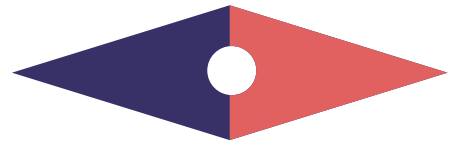
Advertisements are always displayed in the most visible spot for a user ensuring **maximum visibility** for your ads.



Evadav **eliminates any suspicious activity** giving only the real users and live audience for your campaigns.



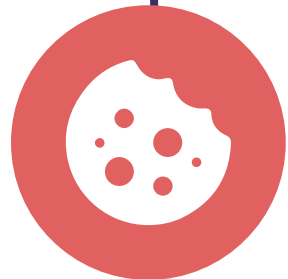
The **user subscribes to the website's** notification by him/herself. And he/she can easily unsubscribe.



PUSH DISADVANTAGES:



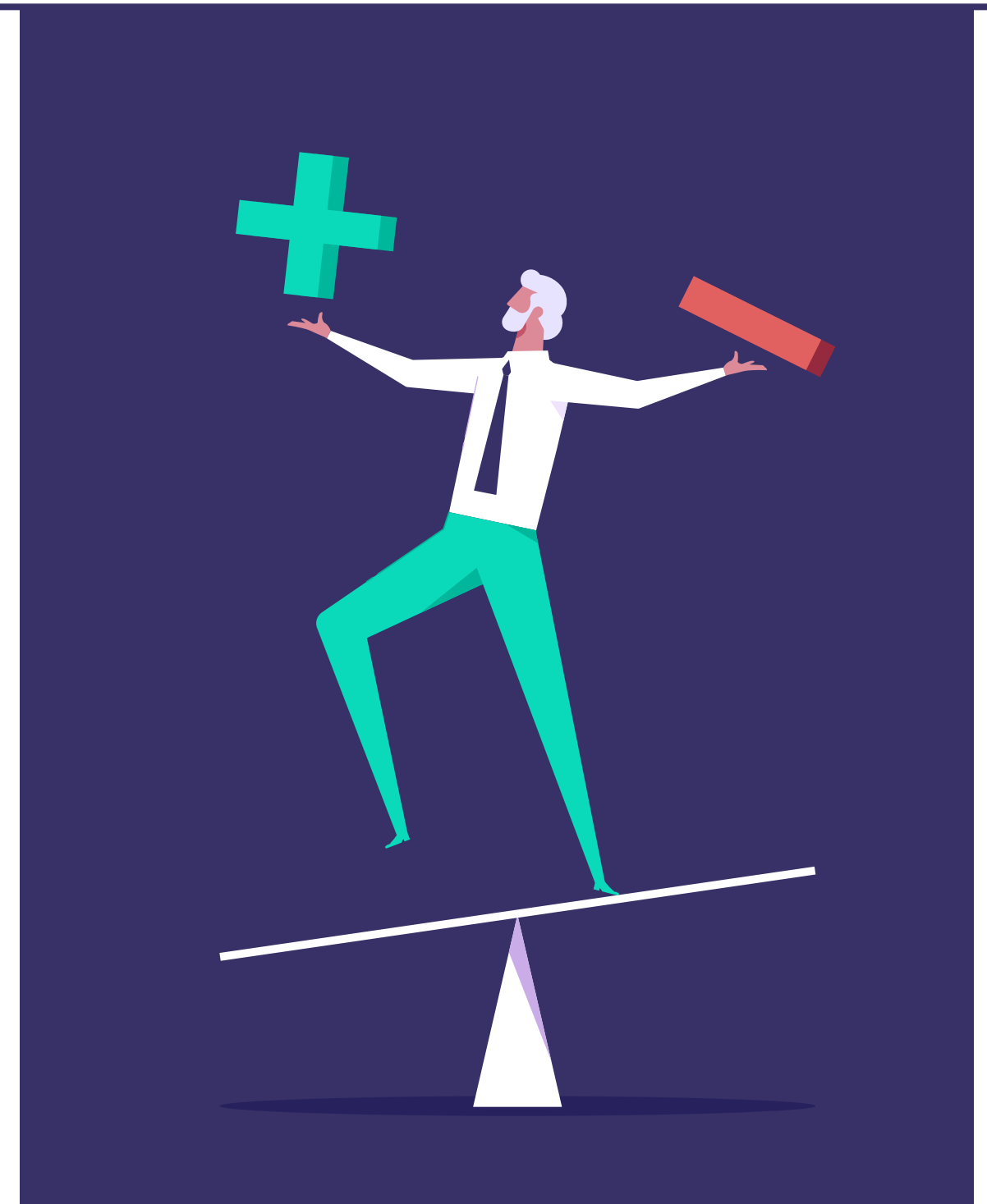
Push notifications often **distract users** coming when they are not expected. Moreover, if they are sent at the wrong time, they will disappear from the screen in 15 seconds after viewing. It means that the potential audience may not go to landing due to the lack of time to do this.



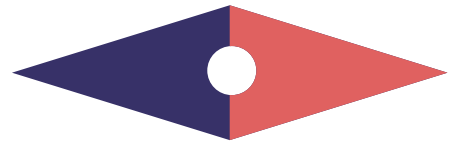
A **user unsubscribes automatically** and falls out of the base **with cleaning cookies**. To get him back to base he needs to go to the website and subscribe one more time.



Irrelevant send-outs. Not all arbitrage managers do their best to personalize emails and not to send them out to everybody from the subscription base.



Remember our team is always in touch **24/7/365**. If you have any questions regarding push setup, contact [Evadav support](#). Also, real-time moderation of campaigns takes an average of 15 minutes which is important.



TOP VERTICALS

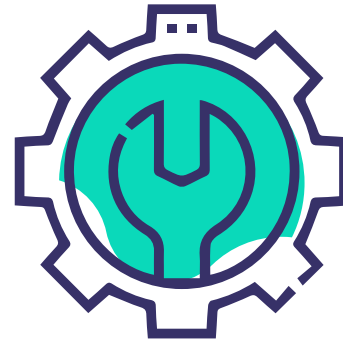
The most push traffic is in the following verticals:



gambling



software



utilities



dating



webcam



trading



betting



nutra



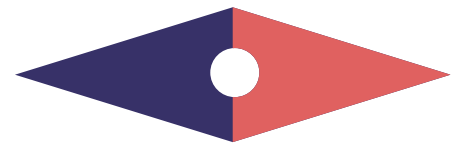
finance



sweepstakes

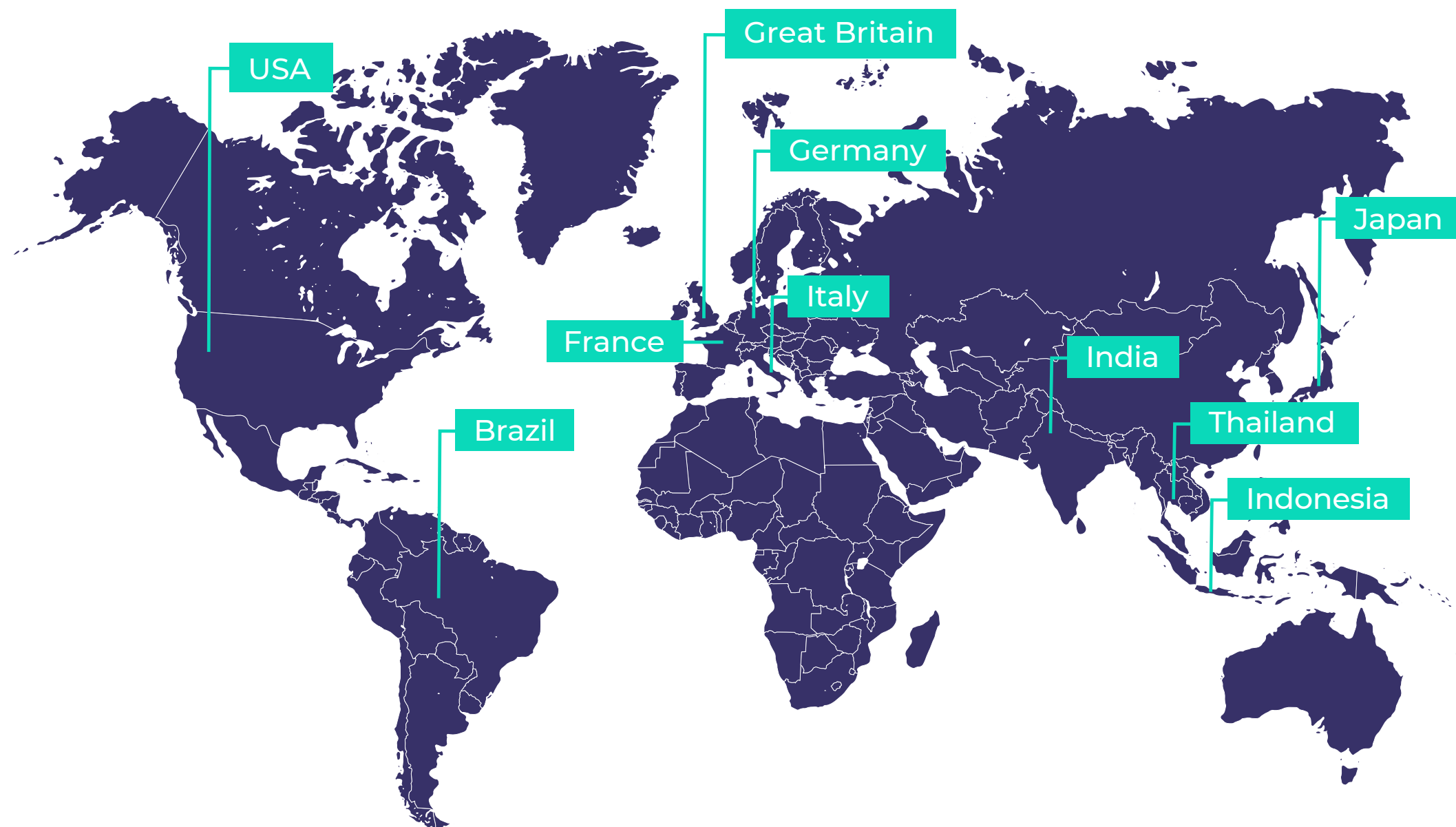
Push shows excellent conversion with most offers as the **audience still responds well to them**. Pop-up messages are a must-have for gambling, dating, online raffles, and nutra. But you can also get **fantastic results** in any other vertical **if you think about creatives well**.





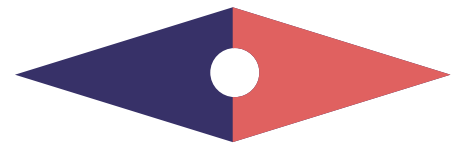
BEST GEO

The following countries show the most fire results in push ads:



Push is a **format for a wide audience**. Top-list of geo with push is perhaps the most dynamic, but you can generally focus on it.



In creatives, **it is essential to use a local language**, so try to adhere to the principle of "One Geo - One campaign", even if the recommended bids for the selected countries are the same.







CREATIVES

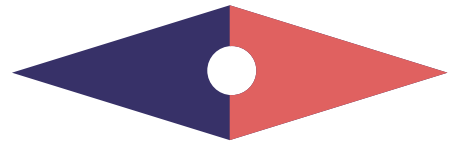
The better you know your audience and its interests and features, the better creative, headline, and text you can choose to **attract attention** and make your audience complete a target action.

EXAMPLES OF CREATIVES:









EVADAV TIPS FOR CREATIVES:



Emotional and bright creatives attract users. Female and celebrities' images may increase CTR (click-through rate);



Runs several **A/B testings** to define the best color scheme, sharpness, and other design elements;



Figures instead of words and **emoji** will make your message more emotional;



Test 5-10 creatives for each campaign to define an option with the best results;



Use the **language** for creatives that is relevant in a target country;



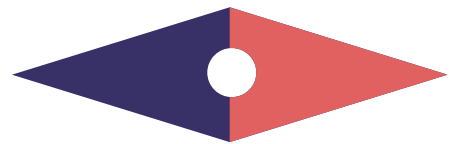
Change creatives often to keep CTR on a high level and more reach.



Make **own unique creatives** and don't be afraid to make **experiments**;

JOIN EVADAV: LEADING ADS!





STEP-BY-STEP SETUP

New campaign ?

Campaign Name: *

Traffic Quality:

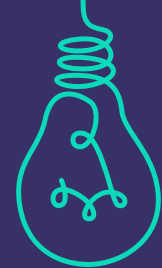
☒ Standard ☐ Premium

Advertising Format:

☐ InPage ☒ Push notifications ☐ Popunder ☐ NativeAds

Enter **Campaign Name**.
Select **Traffic Quality** — **Standard** or **Premium**
and **Advertising Format** — **Push notifications**.

EVADAV TIP



Choose **Premium Push Traffic** if you don't want to work with white- and blacklists, and collect sources manually. These sources are selected traffic that shows excellent conversion and saves you from testing and optimization.

Pricing model:

☒ CPC ☐ CPM

Select **Pricing Model**. The user determines which model is optimal, depending on the offer and the purpose of the advertising campaign. **With Evadav you have two options:**



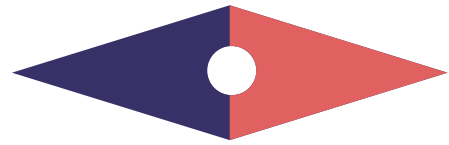
CPM

(Cost Per Milles) - cost per 1000 impressions. Choose CPM if your goal is to get as many impressions as possible and increase brand awareness.



CPC

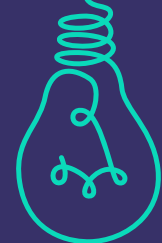
(Cost Per Click)
Choose CPC if your goal is to bring as many target users as possible to the site.



A screenshot of a web interface showing a 'Campaign group:' label above a text input field containing the word 'none'. The interface has a teal header bar with three window control icons (minimize, maximize, close) on the right.

Add a **Campaign Group** to group campaigns by any metric for easy statistical monitoring.

EVADAV TIP



We recommend starting your advertising campaign with minimum bids. When you form your black- and whitelists, you can increase prices.

Also, we recommend having at least \$200+ on your balance and using daily limits for Evadav advertising campaigns to control budgets.

A screenshot of a web interface showing a 'Frequency capping (per day): * ?' label above a text input field containing the number '3'. The interface has a teal header bar with three window control icons (minimize, maximize, close) on the right.

Frequency Capping limit (per day)

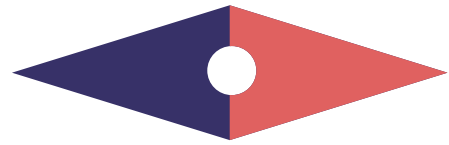
You can limit the number of ad displays to a unique user within 24 hours.

The higher the traffic volume, the higher the number.
Experiment with the displays to find your optimal indicator.

A screenshot of a web interface showing a 'Conversion postback url: ?' label above a text input field containing the URL 'https://evadav.com/phpb?click_id={CLICKID}&payout={PAYOUT}'. To the right of the input field is a green 'Copy' button. The interface has a teal header bar with three window control icons (minimize, maximize, close) on the right.

Conversion postback URL

The Conversion postback URL ensures the advertiser receives a unique Click ID to adjust the **data transfer between the advertising network and the tracker**. The link is necessary for the tracker, which will help collect data on the advertising campaign results. You can also extend the ability to automate processes by running the work through the API.



Target url: * ?

{ZONE_ID} {SOURCE_ID} {CAMPAIGN_ID} {CREATIVE_ID} {COST}

{BROWSER} {BROWSER_VERSION} {CLICKID} {FORMAT} {OS}

{CONNECTION_TYPE}

[Macros Info](#)

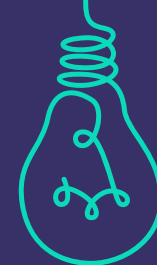
Enter the **target URL** (landing page or pre-lander).

If you plan to track the advertising campaign, add macros to this field right after the link. **It will give you accurate information** you are interested in: **data about the campaign, creatives, geo, etc.**

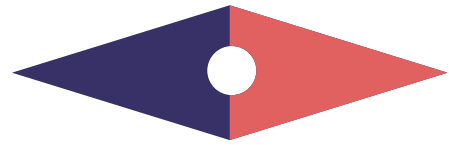
Next, in the postback, macros will be replaced with appropriate information about the user. For example, the program will show which country the user came from if you enter the macro **{COUNTRY}**.



EVADAV TIP



You can make it with a minimum number of variables, but there are those that we recommend using necessarily. These include the **macro {CLICKID}** needed to obtain a postback when converting, and **{SOURCE_ID}** that shows the traffic source.



push notifications

Automated rules

Add for sourceID Add for zoneID

Add **Automated Rules**.

Set automated rules to simplify the task of source collection.

Then **sources are collected according to the specified parameters**; no manual work is required from the user to optimize traffic.

YOU CAN SET THE FOLLOWING CONDITIONS:

Impression, Clicks, Cost, Leads, CTR, Cost per Lead, ROI, Profit.

Having set the automated rules, it is necessary to set up postback **according to the same rules**.

You can specify several parameters at once. Automated rules allow you to block inefficient sources automatically without your participation.

With the help of automated rules, you can collect blacklists with inefficient sources and whitelists with best-performing sources for your campaign. You can then use these lists to launch the next campaigns.

Automated rules

Delete rules

Conditions for SourceID: *

Cost per lead is greater than 2,5

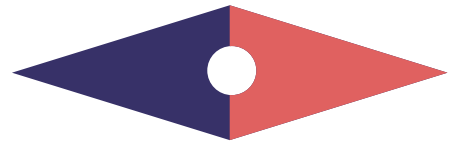
Period of time: *

Last n days 4

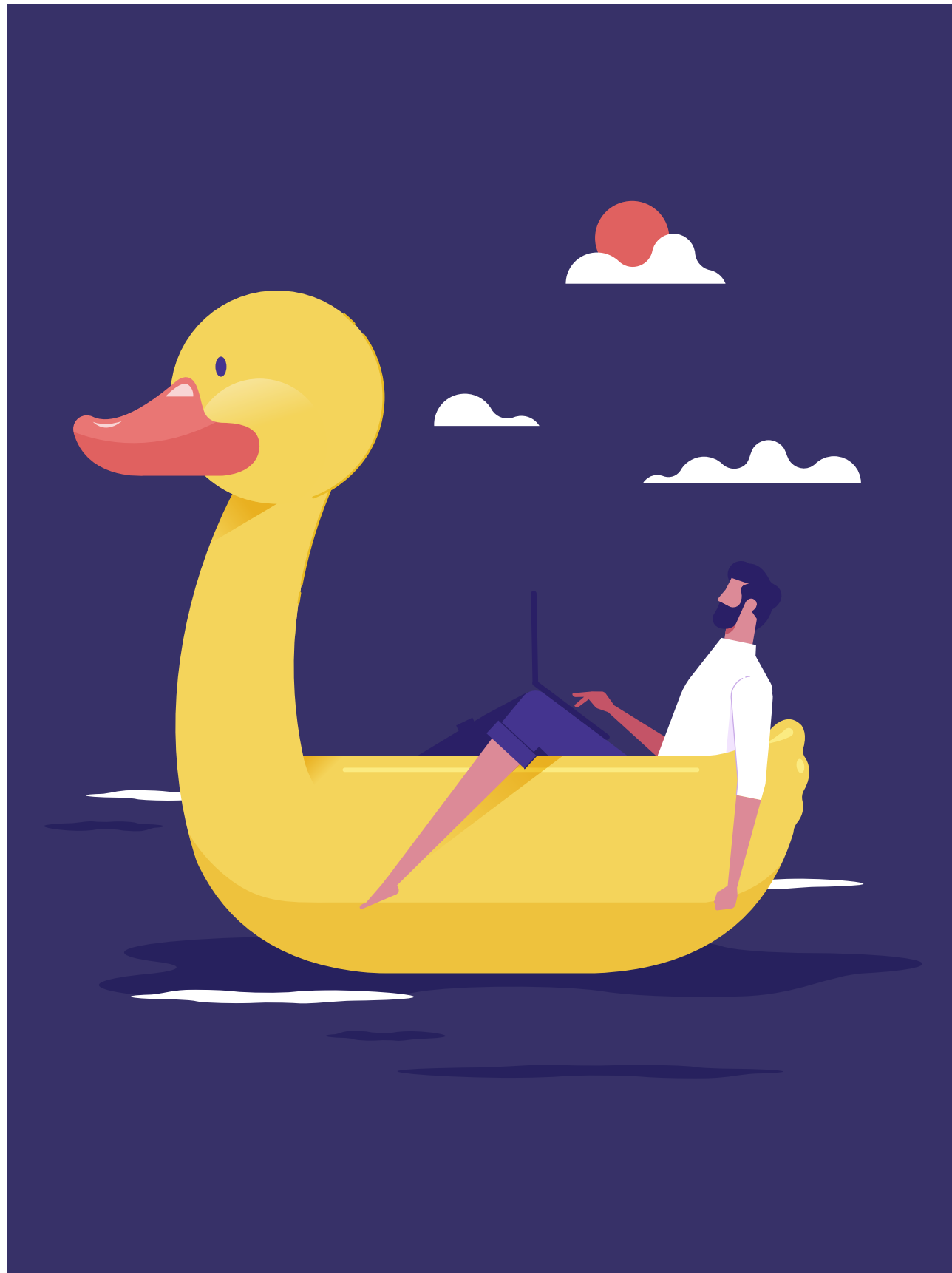
Create or Add to audience: *

New Audiences blacklist

For example, if you set these automated rules, sources with a lead price above \$2.5 will go into the blacklist.



push notifications



Push Notification

Please upload the image (492 x 328 px) to raise the CTR on your campaign.

Creative 1

Icon *

min 192x192 px
jpg, jpeg, png

Upload

Title: * ?

30

Description: *

45

Image

min 492x328 jpeg, jpg, png
Final image adapts to the device where will be displayed

Upload

☐ Use own target url

Preview push notification

Add another creative for testing

Preview

AndroidWindowsMac OS

SingleGroup

ChromeNow

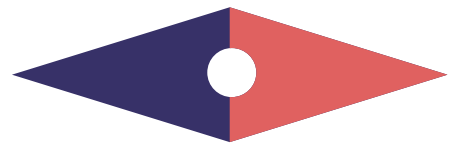
Please note that all systems display push notifications differently.

Make **creatives** for your advertising campaign in the following block. Add a few more creatives.

Use the preview feature to evaluate the visual of creatives before the start and look at them with the user's eyes.

GO to Content

61



☒ Use own target url

Target url: *

{ZONE_ID}

{SOURCE_ID}

{CAMPAIGN_ID}

{CREATIVE_ID}

{COST}

{COUNTRY}

{CITY}

{BROWSER}

{BROWSER_VERSION}

{CLICKID}

{FORMAT}

{OS}

{OS_VERSION}

{LANG}

{CONNECTION_TYPE}

[Macros Info](#)

Add another creative for testing

You can use your **own target URL** and macros for effective optimization. The required minimum is **{CLICKID}** and **{SOURCE_ID}**.



Targeting & Audiences

Countries: *

choose

Europe

Asia

Africa

North America

South America

Australia and Oceania

CIS

Tier 1

Tier 2

Tier 3

Cities

Regions

Include

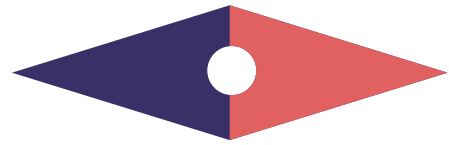
Exclude

Select one or more geo in the **Targeting and Audience** block, where you plan to rotate push ads.

EVADAV TIP

We do not recommend working with Geo from **Tier 1** if you are just starting your way into affiliate marketing.

When you gain experience and work with large budgets, you can collect traffic to Tier 1, risking much less than newbies.



Device:
all

OS:
all

OS version:

Target push campaign on technical parameters.

You can select **Mobile/Desktop** or all devices and target the campaign to users of specific operating systems and their versions.

Browser:
all

Browser language:
all

Connection type:
all

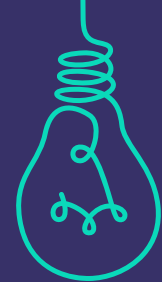
Mobile ISP:

Here also set one or more **browsers** and the **browser language** typical of the target user.

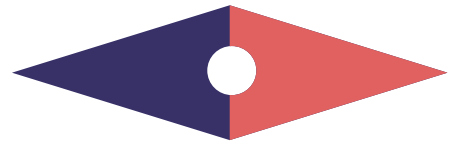
Important: it is not always the same as geo.

Select the **communication type**: Mobile, Wifi, or all.
The **mobile ISP** is configured very rarely. In most cases, there is no need to specify one.

EVADAV TIP



we recommend **separating mobile and desktop campaigns**, as the difference in rates in different countries is very significant.



Type: Audiences: ?

Blacklist ▼ select name

Select **Audiences** (Blacklists and Whitelists).
Specify a pre-configured blacklist or whitelist and a specific audience set in advance as a list.

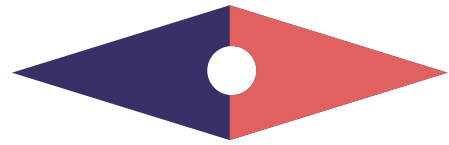
Bid ^

Recommend Bid Max Bid

CPC in \$: * ?

0,00

Specify a **Bid**.
Depending on the campaign settings, the system will offer a recommended and maximum bid. You can follow tips or set your bid.



Campaign Schedule

☒ User local time

☐ UTC

00 ▾

[All](#) [Working Days](#) [Weekend](#) [Clear all](#)

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Tue	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Wed	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Thu	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Fri	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sat	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sun	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23

☐ Set display period

Date start: ?

30.05.2023

Date end: ?

31.05.2023

☒ No end date

In the **Campaign Schedule** block, select the days and time, date of campaign's start and end.

Based on the target audience's characteristics, determine the days and time users are most active and warm to conversion.

Be sure to take into account geo's local time.

Advertising Limit

Total Budget Limit in \$:

Daily budget in \$:

Total click limit:

Daily click limit:

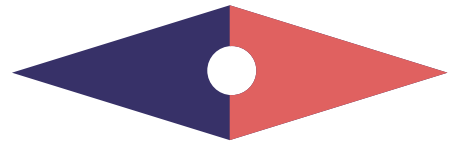
!

Attention! Make sure to set spend and/or click limit for your campaign. Please to specification of push format spend will continue for 12 more hours after the reached its limit, so the clicks and spend numbers will grow, which **may cause** A campaign without limits might be rejected.

☒ Launch an advertising campaign immediately after moderation ?

Create

Set **daily and total limit** for clicks and budget.



TIPS AND TRICKS

Get **expert advice from Evadav** on setting up a push campaign:



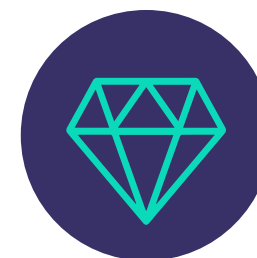
Create separate campaigns for mobile and desktop traffic (bidding rates are usually different) to make it easier to track statistics and optimize.



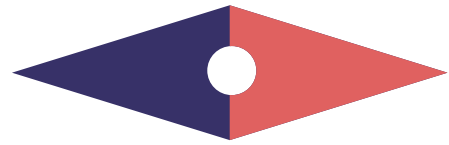
Stick to the recommended bids to get enough impressions and access to top sources. If possible, **use micro bidding** — Evadav has this option.



Ask your personal manager to **connect the automated rules** unless you want to optimize the campaign yourself.



Choose premium traffic for quick results and minimal involvement in the advertising campaign.



push notifications



To not annoy the user, **display push no more than 2-3 times** daily.



Contact your personal manager, who is available **around the clock** for your profitable campaigns.



Run at least 5 creatives for the test period, then disable the "weakest."



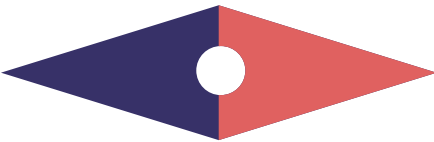
Optimize your campaign **after a week** of launch.



Choose an offer based on the **split-testing** results, but do not test more than 2-3 offers simultaneously.



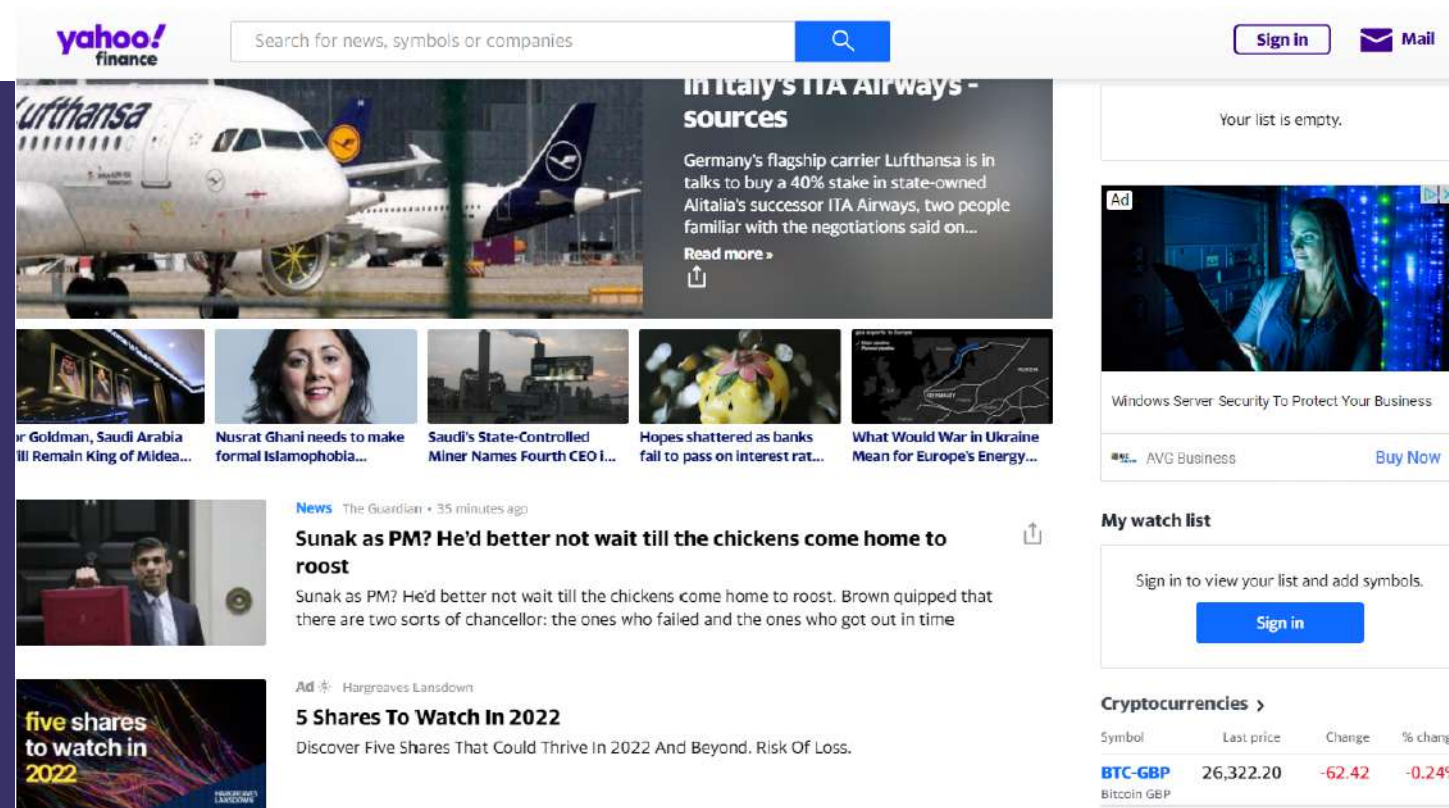
For tests, select the **CPM model**.



Date	Impressions	Clicks	CTR	CPC	Cost	Leads	Cost per lead	Payout	Profit	ROI
19.04.2023	75 192	1 904	2,53	0,0450	85,68	30	2,8560	105,00	19,32	22,55
18.04.2023	79 361	2 073	2,61	0,0450	93,29	33	2,8268	115,50	22,22	23,81
17.04.2023	87 605	2 268	2,59	0,0450	102,06	32	3,1894	112,00	9,94	9,74
16.04.2023	88 806	2 256	2,54	0,0450	101,52	35	2,9006	122,50	20,98	20,67
15.04.2023	78 934	1 940	2,46	0,0450	87,30	29	3,0103	101,50	14,20	16,27
14.04.2023	84 283	1 951	2,31	0,0450	87,80	31	2,8321	108,50	20,71	23,58
13.04.2023	83 408	2 284	2,74	0,0450	102,78	35	2,9368	122,50	19,72	19,19
12.04.2023	125 338	2 703	2,16	0,0600	162,18	68	2,3850	238,00	75,82	46,75
11.04.2023	133 405	2 662	2,00	0,0600	159,72	70	2,2817	245,00	85,28	53,39
10.04.2023	112 647	2 664	2,36	0,0600	159,84	59	2,7092	206,50	46,66	29,19
09.04.2023	131 854	2 515	1,91	0,0600	150,90	65	2,3215	227,50	76,60	50,76
08.04.2023	113 445	2 629	2,32	0,0600	157,74	52	3,0335	182,00	24,26	15,38
07.04.2023	122 376	2 468	2,02	0,0600	148,08	67	2,2101	234,50	86,42	58,36
06.04.2023	119 293	2 579	2,16	0,0600	154,74	52	2,9758	182,00	27,26	17,62
05.04.2023	120 413	2 627	2,18	0,0600	157,62	64	2,4628	224,00	66,38	42,11
04.04.2023	125 947	2 562	2,03	0,0600	153,72	70	2,1960	245,00	91,28	59,38
03.04.2023	133 926	2 582	1,93	0,0600	154,92	69	2,2452	241,50	86,58	55,89
02.04.2023	132 138	2 470	1,87	0,0600	148,20	67	2,2119	234,50	86,30	58,23
01.04.2023	128 883	2 649	2,06	0,0600	158,94	62	2,5635	217,00	58,06	36,53
31.03.2023	126 765	2 648	2,09	0,0600	158,88	60	2,6480	210,00	51,12	32,18
30.03.2023	120 737	2 788	2,31	0,0600	167,28	67	2,4967	234,50	67,22	40,18
29.03.2023	120 966	2 687	2,22	0,0600	161,22	70	2,3031	245,00	83,78	51,97
28.03.2023	146 095	2 997	2,05	0,0600	179,82	66	2,7245	231,00	51,18	28,46
27.03.2023	150 791	2 721	1,80	0,0600	163,26	65	2,5117	227,50	64,24	39,35
26.03.2023	137 695	2 367	1,72	0,0600	142,02	62	2,2906	217,00	74,98	52,80
25.03.2023	156 507	2 669	1,71	0,0600	160,14	66	2,4264	231,00	70,86	44,25
24.03.2023	142 425	2 648	1,86	0,0600	158,88	65	2,4443	227,50	68,62	43,19
23.03.2023	135 425	2 576	1,90	0,0600	154,56	60	2,5760	210,00	55,44	35,87
22.03.2023	138 172	2 581	1,87	0,0600	154,86	58	2,6700	203,00	48,14	31,09
21.03.2023	142 860	2 679	1,88	0,0600	160,74	62	2,5926	217,00	56,26	35,00
Total	3 595 692	75 147			4 288,68	1 691		5 918,50	1 629,82	38,00

Take a look at the results of the push campaign from our advertiser who chose this format to work with cams offer in the top geo.

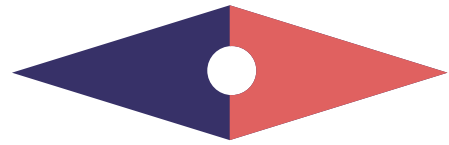
NATIVE ADS is a type of banner advertising which is gently and **organically introduced** into the content.



Due to the strict correspondence of the site theme and algorithm selection of impressions based on behavioral analysis, it **finds already interested users**.



"Banner blindness" was the prerequisite for the appearance of the native format. This phenomenon has long been considered the main problem of classic banner advertising - users have long been accustomed to bright clickbait pictures with provocative headlines and already **subconsciously ignore them**.

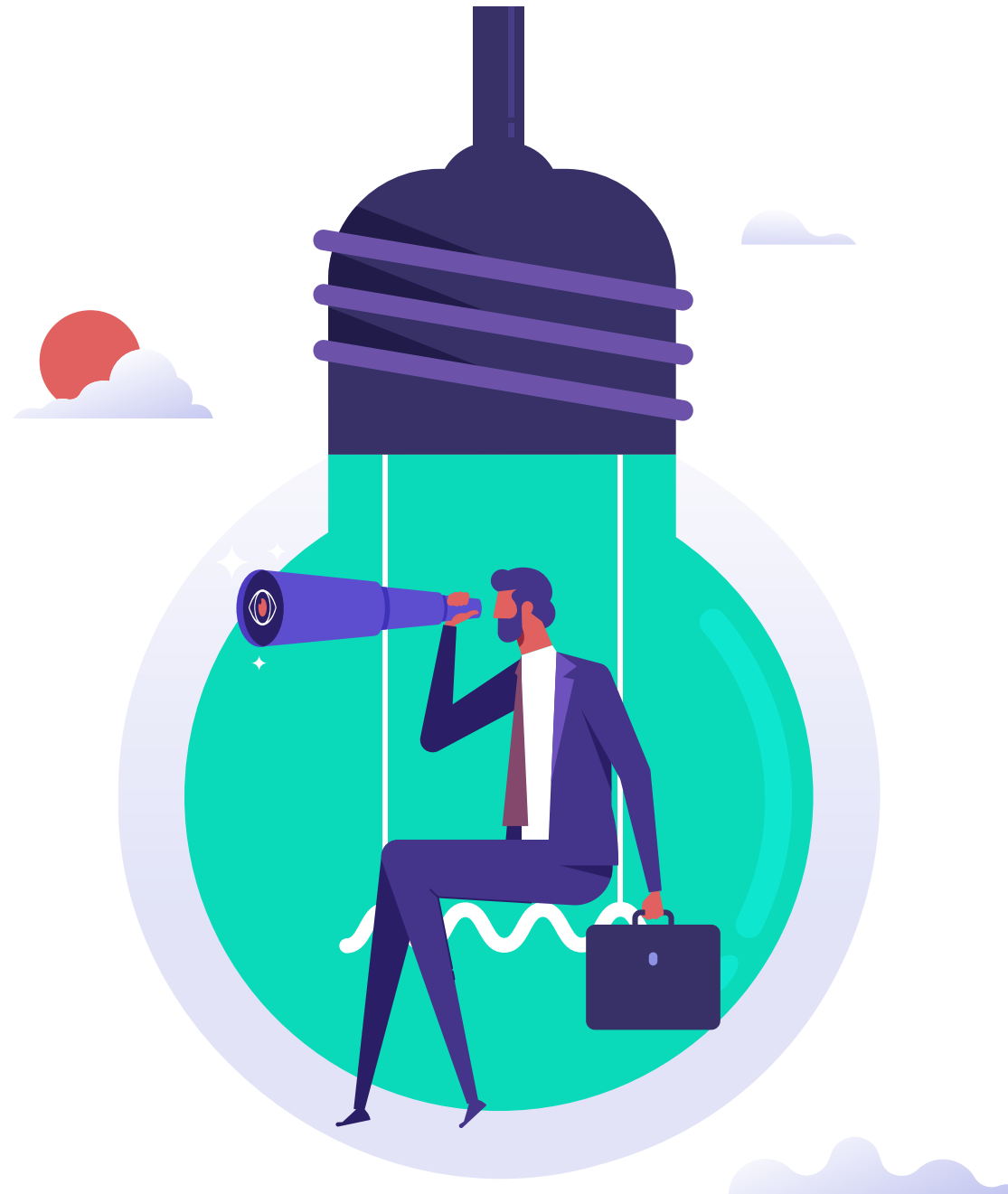


NATIVE ADVERTISING FEATURES:

Native advertising **corresponds to the website theme** and adjusts to the type of content.

The user is **not misled** due to leaving an "advertising" mark.

Content that integrates native advertising is always **unique**.

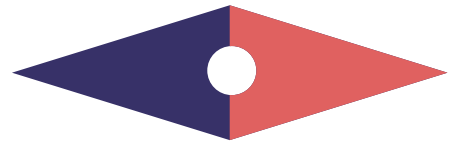


The information **will remain helpful and interesting, even if you remove the native mention** of the promoted object.

It **does not block content or disturb users** and does not appear in additional tabs without their consent.

In native ads, the **focus is not on the product but on valuable and interesting information** that users get.

It may contain negative reviews about a product, service, or company, performing, in this case, the role of anti-ads.



WHO CAN WORK WITH NATIVE ADS?

Native advertising campaigns will show the **best results** if the promoted object is useful to a wide audience.

FOR EXAMPLE:



everyone who works in **e-Commerce** will help to collect basic information about potential leads quickly;



financial organizations – banks, insurance companies, credit institutions;



brands that want to increase recognition and trust;

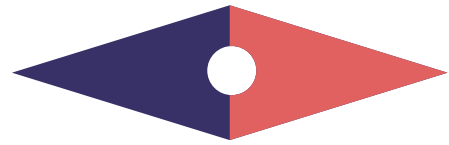


real estate agencies (taking into account the region);



affiliates working in **any vertical or geo**.





PROS AND CONS

PROS:



TELL ABOUT THE BENEFITS

in native advertising, you are free to acquaint the user with the product or brand, tell about the benefits and features of the offer;



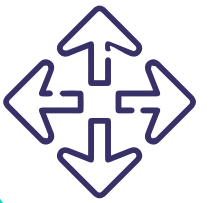
PERCEIVE AS A RECOMMENDATION

natively promoted products and brands a priori trusted, as well as the platform, as users perceive advertising as a recommendation, help, or advice.



LEADS TRAFFIC LONGER

is designed for long-term advertising campaigns, leads traffic longer than any other format;



SHARED FREE OF CHARGE BY USERS

continues to be shared free of charge by users after publication;



CANNOT BE BLOCKED

by browser extensions because AdBlock does not consider the native an advertisement;



NATIVE ADS ARE NOT IGNORED,

and "banner blindness" doesn't affect them;



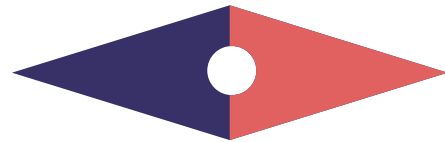
DOES NOT BOTHER –

interesting content is **fully** watched and read;



DOES NOT PREVENT USERS

from studying the content and does not annoy them;



INCREASES THE LOYALTY OF THE AUDIENCE

relevant to the interests of site visitors - it increases the loyalty of the audience;



GIVES EXCELLENT OUTREACH AND ENGAGEMENT

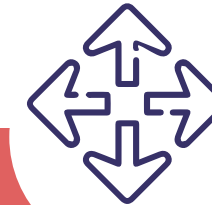
without additional investment in advertising campaigns;



EASILY TARGETED

and placed where the target audience "lives";

CONS:



THE FORMAT IS NOT SCALABLE

because the content with advertising should be **unique** — otherwise, the page with it will not be indexed by search engines;



COSTS MORE

than other formats, as you need to pay not only for ads placement but also for advertising content, in which it is integrated;



FROM BLOGGERS IS ALWAYS A RISK

native advertising from bloggers is always a risk, as the market is not yet regulated;



CONTENT MUST BE OF HIGH QUALITY –

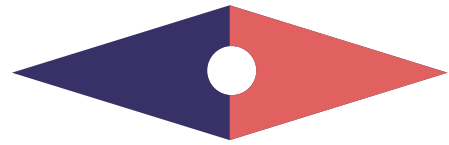
interesting, useful, and reliable.



MUST STRICTLY COMPLY WITH THE PLACEMENT REQUIREMENTS

of the site.





TOP VERTICALS

Here is the top-list of verticals for Native format:



content site



betting



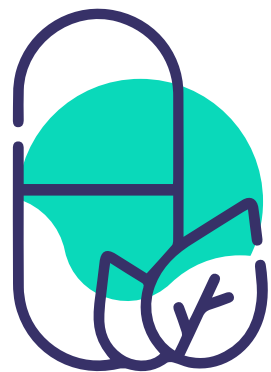
gambling



dating



trading



nutra



crypto



gaming



mobile
subscriptions

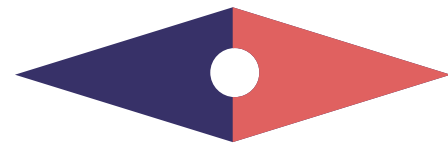


APK

Content sites take the first position because users are **loyal to native advertising** on a content-resource, perceiving it as helpful advice and assistance.

Nutra, gambling, betting, and crypto offers often try to promote with the native format and pre-landers for the same reason.

Recently, there has been an **increase in the number of offers in the gaming industry**. Native ads are often chosen for their promotion.



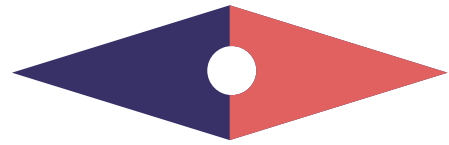
BEST GEO

The most of native traffic is in the following geo:



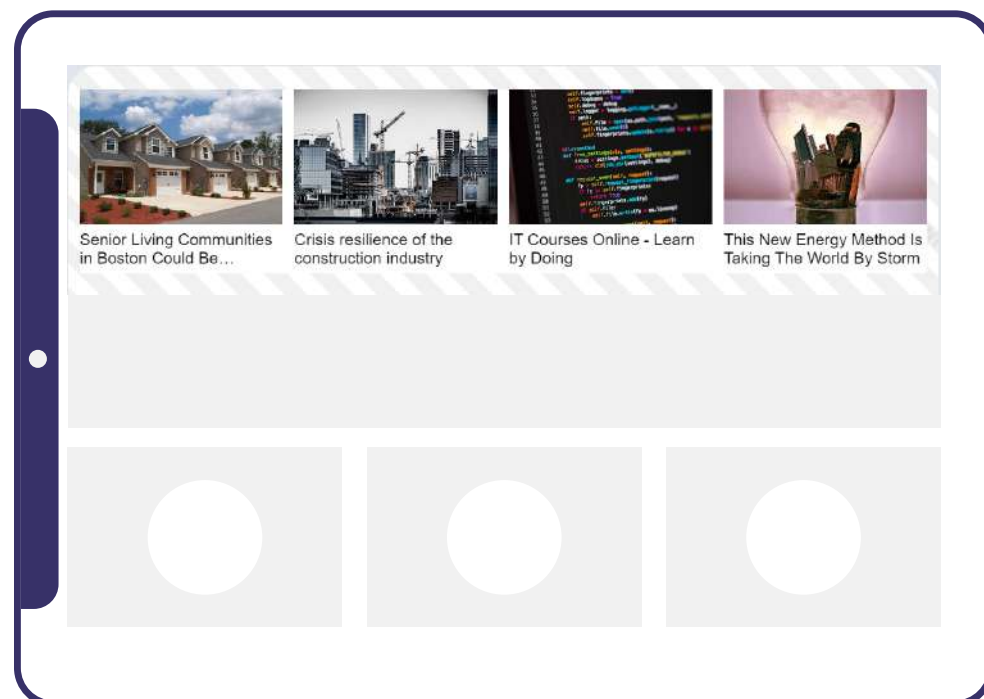
*In the top list of countries where the most native traffic is, the **Western audience** dominates as it is familiar with many of the offers.*

To force solvent but sophisticated users from the US, Germany, Sweden, and the UK to convert, advertisers often choose a native format.

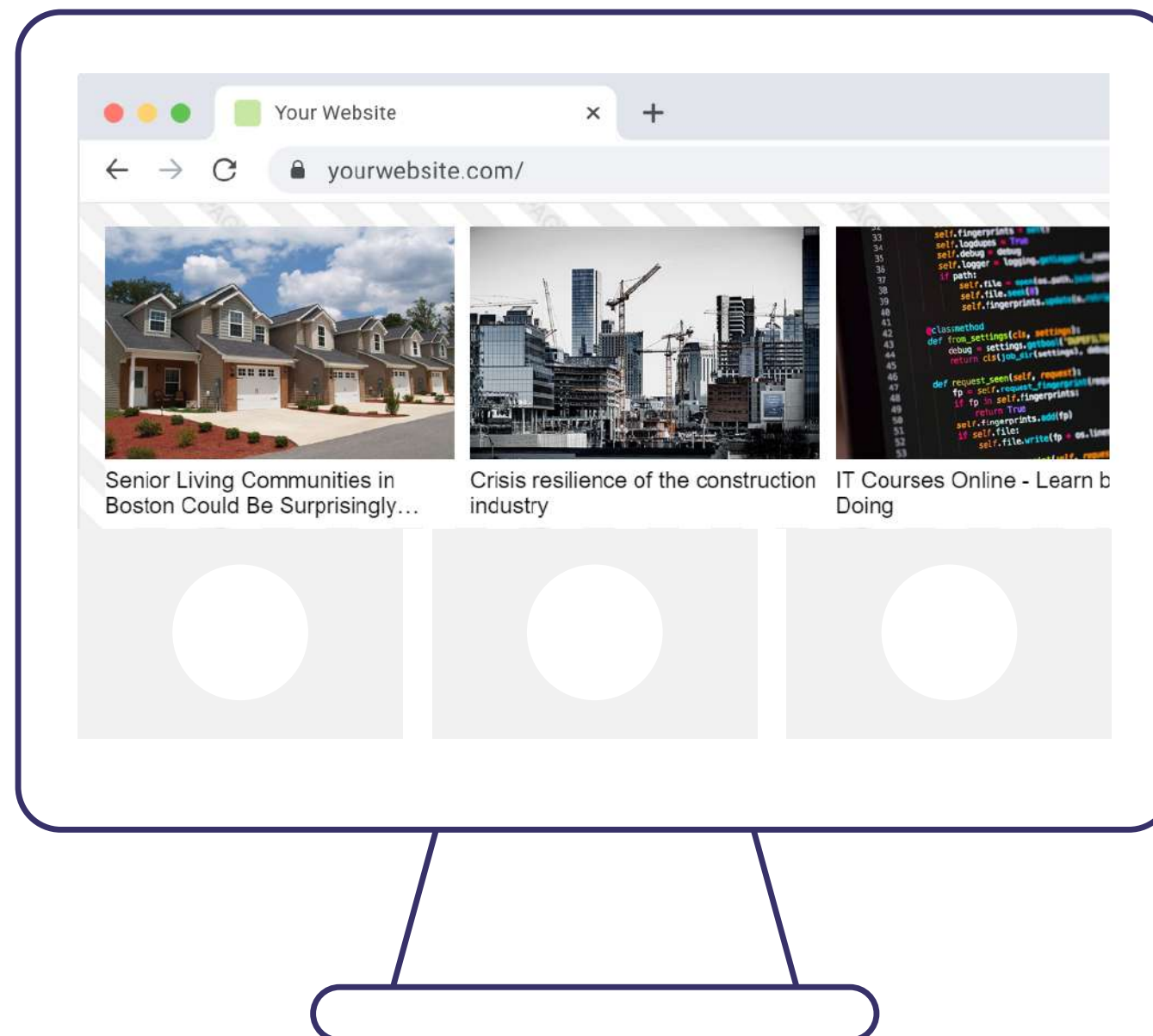


CREATIVES

Creatives for native advertising consist of a **title** and an **image**. Here is how they look on different devices:



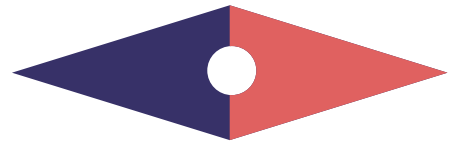
Tablet



Desktop



Mobile



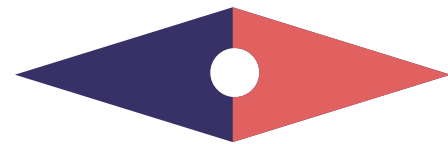
The goal of the title is to **interest users** and make them think while **remaining clear and conveying the essence** of the content.

Ask a question in the title and immediately start answering it; **personalize the text** for your target audience.



Use **high-quality images** for advertising. You can select stock photos and make them unique or **use AI tools**. Image is not just a part of the visual;

it **reflects the essence of the text**, helps convey the vibe, and **attracts the user's attention**.



SUCCESSFUL CREATIVES FOR NATIVE ADS LOOK LIKE THIS:

Paid Content

Recommended by Outbrain



Volodymyr Zelensky's chief of staff on how to end the war
The Economist



The economics of thinness
The Economist



Travaux de rénovation énergétique pour votre...
Cible energie



Paris : Cette astuce pour protéger les domiciles fait...
Expert Market

Read also



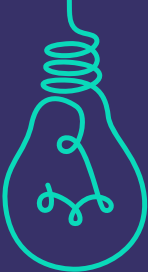
Father's Day in the USA is coming soon! Getting ready to order goods for men in the USA!



How to order vinyl records from the USA



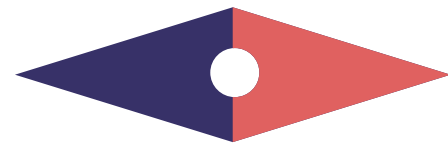
Snowboard - equipment at ridiculous prices with delivery from the USA



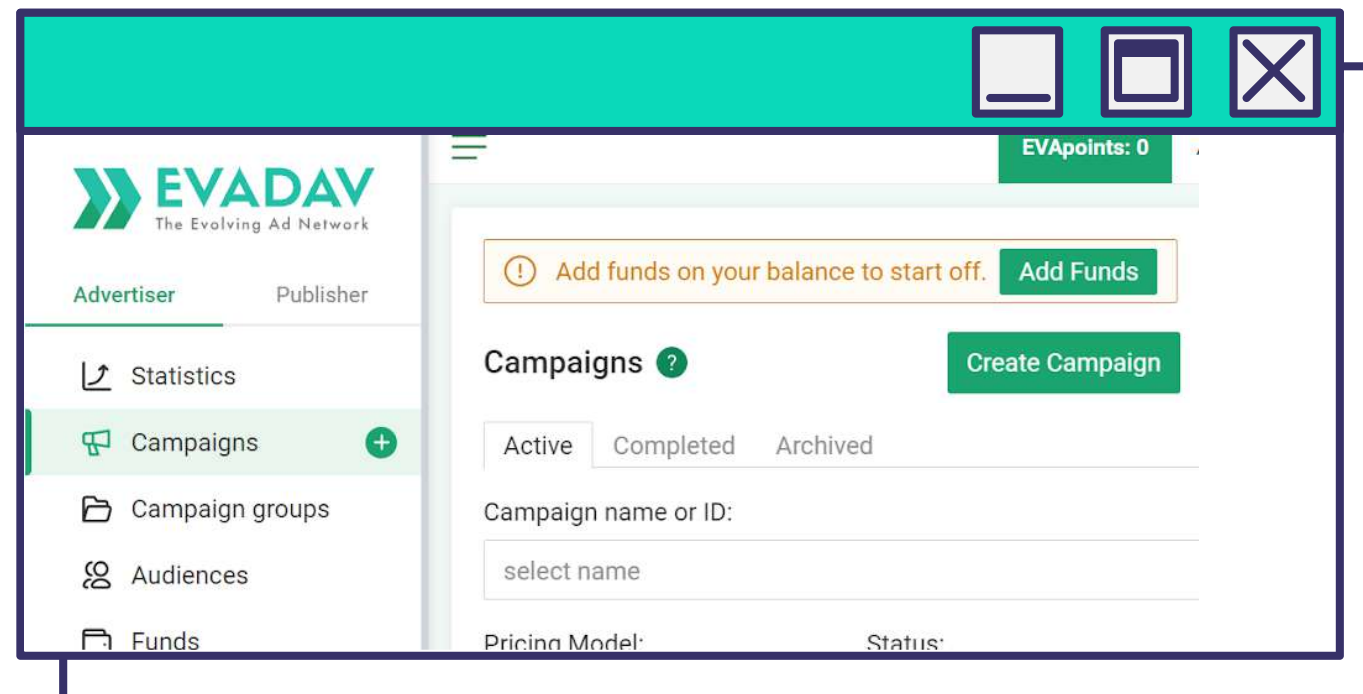
EVADAV TIPS

The more **organic** and properly matched the creatives will be the more clicks and engagement you'll receive from users in return.

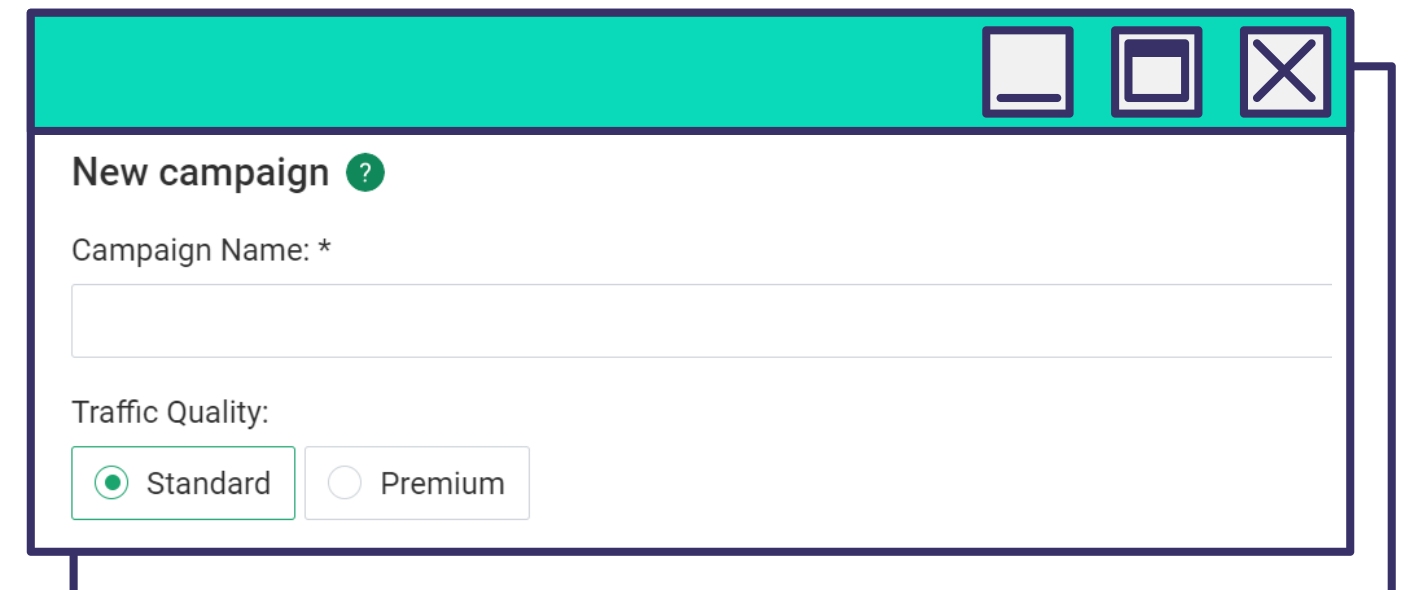
GET COSMIC PROFIT WITH EVADAV!



STEP-BY-STEP SETUP



Go to **Campaigns** tab and hit the **Create Campaign** button.



Then select **Traffic Quality**:

EVADAV TIP

All Evadav traffic is high-quality and tested by our anti-fraud system.

But if you do not want to spend time on testing and optimization - configure blacklist and whitelist, select sources manually, then **choose premium traffic**. It is repeatedly checked by advertisers and converts perfectly.



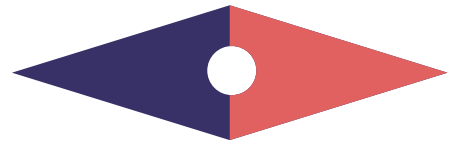
STANDARD

a large traffic volume at the auction price. Good choice for experienced advertisers who are able and ready to optimize the campaign.



PREMIUM

traffic from top sites relevant to your offers. Premium traffic isn't much, but it converts **twice as well as standard**.



Advertising Format:

☐ InPage

☐ Push notifications

☐ Popunder

☒ NativeAds

Pricing model:

☒ CPC

☐ CPM

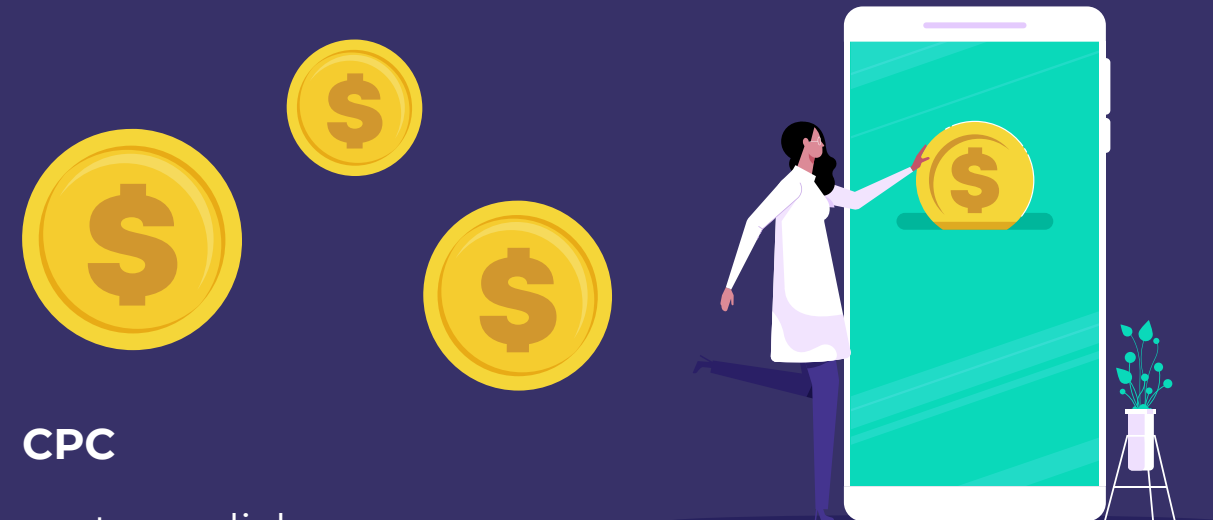
Select **NativeAds** in the **Advertising Format** block.
Pricing Model:

EVADAV TIP



Choose CPM-model if you have done thorough target audience research and can target the advertising accurately.

The more you are sure of a good CTR, the less you risk wasting your budget on empty impressions.



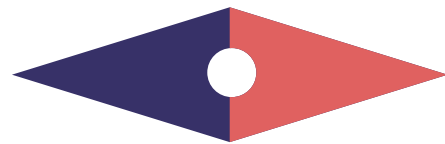
CPC

cost per click.
This price model allows more accurate budget planning, assessing creative effectiveness, and getting "warm" traffic.

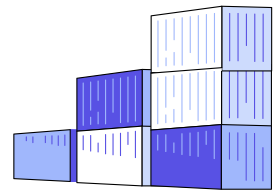


CPM

payment for 1000 impressions.
This model is ideal for advertising campaigns to raise brand awareness and promote popular products.



Campaign Group



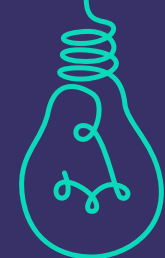
Advertising campaigns can be grouped by separate metrics for easy viewing of statistics.

Frequency Capping (per day)



The advertiser can set the number of advertisements displayed to a unique user daily.

EVADAV TIP



We recommend limiting this parameter to 5 - the optimal number of impressions for native advertising to one consumer.

Target URL

Target url: * ?

https://target_url.com/?zone_id={ZONE_ID}&source_id={SOURCE_ID}

{ZONE_ID}

{SOURCE_ID}

{CAMPAIGN_ID}

{CREATIVE_ID}

{COST}

{COUNTRY}

{BROWSER}

{BROWSER_VERSION}

{CLICKID}

{FORMAT}

{OS}

{OS_VERSION}

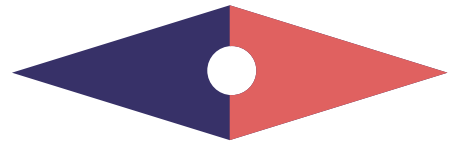
{CONNECTION_TYPE}

Macros Info

In this block, **type the URL of the target page** that users will be directed to — landing page or pre-lander.

Add macros at the end of the link to track conversion by the desired parameters. It will allow you to analyze traffic more efficiently and optimize campaigns quickly.

For example, if the advertiser wants to know from which geo the user came, it is necessary to add **{COUNTRY}** to the target link.



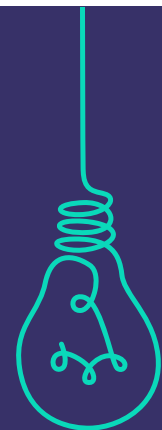
Postback URL



Add a postback link to pass on to the tracker or traffic source the ad campaign indicators you want to track for further optimization.

Next, you can configure data transfer to Evadav statistics.

EVADAV TIP



Developing an effective marketing strategy without collecting and analyzing statistics in detail is impossible.

Use trackers to understand where the traffic is coming from and optimize the campaign based on this information.

The trackers will save you from routine work by automatically gathering all the information in one interface.

Targeting & Audiences

Targeting & Audiences

Countries: *

choose

EuropeAsiaAfricaNorth AmericaSouth AmericaAustralia and OceaniaCISEuropean Union

Tier 1Tier 2Tier 3

CitiesRegionsIncludeExclude

Device:

all

OS:

all

OS version:

Browser:

all

Browser language:

all

Connection type:

all

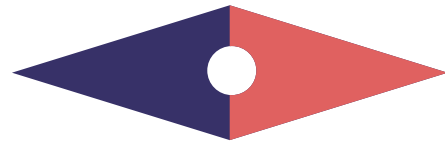
Mobile ISP:

Type:Audiences: ?

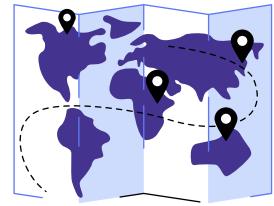
Blacklist

select name

The section will allow you to apply **flexible targeting settings** to better target your audience.

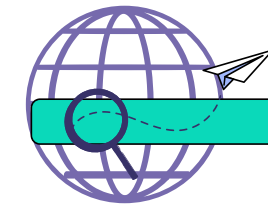


Countries



Advertising campaigns can target a specific geo, region, or tier. You can add or remove individual regions and cities by working with the country category.

Browser



The browser type that will display the advertisements. Chrome has the best performance in native advertising, but we **recommend choosing multiple** browsers.

Device



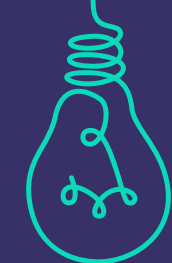
Select the devices you want to receive traffic from — Mobile or Desktop.

Browser language



Targeting your browser language will help you filter unwanted traffic — for example, if you are working with multilingual geo.

EVADAV TIP

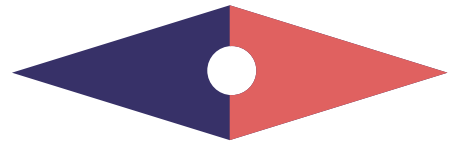


We recommend **dividing advertising campaigns** into mobile and desktop, as their rates differ. So you can save your budget and simplify optimization.

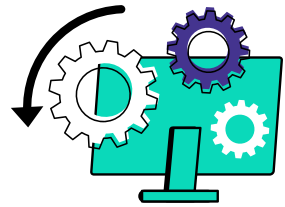
Connection type



The connection type — WiFi or Mobile. This option is essential when the advertiser works with mobile subscriptions and questionnaires, click2call, and click2SMS offers.

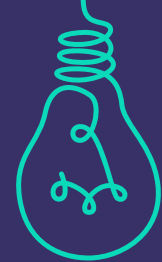


OS/OS version



This option allows you to target users with specific operating systems and their versions.

EVADAV TIP



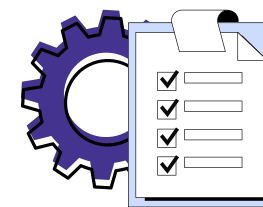
Higher conversion shows traffic from the OS latest versions. A more solvent audience uses them, so we recommend targeting them.

Mobile ISP



Allows you to target an audience with a specific mobile ISP. This option is rarely used — for example, when working with a provider's offer to lure a competitor's customers.

Type (whitelist and blacklist) / Audiences



Setting up a whitelist and blacklist **allows the advertiser to control** on which sites an ad will appear. If traffic from a specific source does not bring conversions, you can add it to the blacklist and **not spend the budget on impressions**.

Sources with the most convertible traffic should be sent to Whitelist.

Campaign Schedule

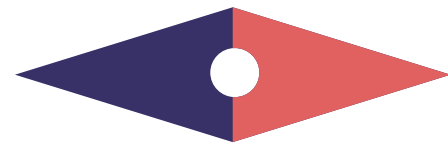


The campaign schedule allows you to configure the display when the probability of CR and CTR is highest. You should consider the local time of the selected geo.

EVADAV TIP



To determine the adequate time for displays, study the features of the target audience carefully and test hypotheses in different advertising campaigns.



Date start / Date end

Campaign Schedule

☒ User local time

☐ UTC

00 ▾

All

Working Days

Weekend

Clear all

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Tue	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Wed	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Thu	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Fri	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sat	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sun	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23

☐ Set display period

Date start: ?

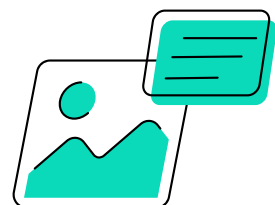
10.04.2023

Date end: ?

11.04.2023

☒ No end date

Period of advertising campaign.



Create an ad by adding a title of up to 80 characters and a good-quality image. You can add **several creatives** as part of a **single advertising campaign**.

Advertising Limit

Advertising Limit

Total Budget Limit in \$: ?

Daily budget in \$: ?

Total click limit: ?

Daily click limit: ?

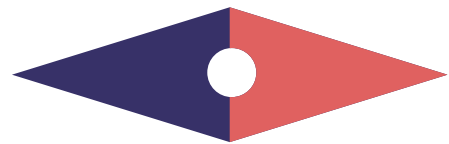
☒ Launch an advertising campaign immediately after moderation ?

Create

The budget cap helps to spread advertising spending evenly. You can set a limit on total/daily clicks or budget.

Be sure to use this option if you are purchasing native traffic using the CPM model.

Test several creatives, so you will quickly find the most effective one and start working profitably.



TIPS AND TRICKS

Campaigns with native traffic meet the expectations of advertisers who use **recommendations from Evadav experts:**



1

STUDY THE TARGET AUDIENCE CAREFULLY

its “pain,” preferences and behavior;

TEST MOBILE AND DESKTOP TRAFFIC

in different advertising campaigns;

2



3

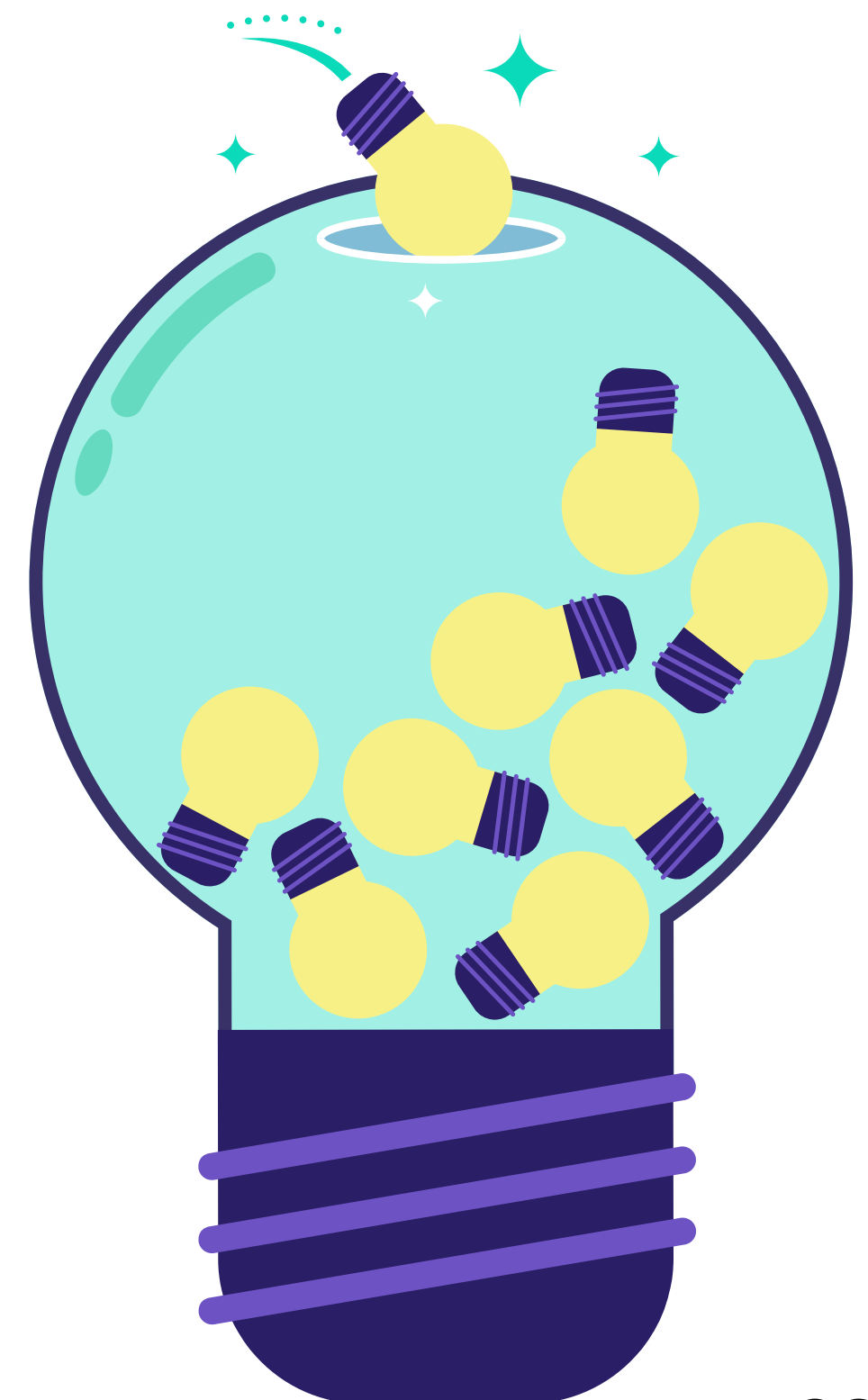
DO NOT FORGET ABOUT THE UNIQUENESS

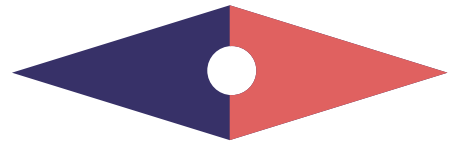
Multichannel is great, but do not forget about the uniqueness of promotional materials;

CHOOSE EVADAV PREMIUM TRAFFIC

if you do not want or do not know how to optimize;

4





5

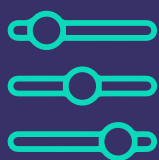
TEST SEVERAL CREATIVES,

then leave those with the highest CTR and CR. Combine in one bundle the most convertible ads, pre-landers, and landing pages;

USE ALL AVAILABLE TARGETING SETTINGS

to target your audience more accurately and spend the budget efficiently;

6



7

USE THE PLATFORM'S FLAGSHIP OPTIONS –

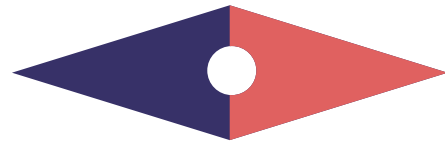
micro bidding, blacklist and whitelist, and automated rules to simplify the optimization process and improve results faster;

USE THE TIPS OF THE PERSONAL MANAGER,

who is available 24/7 for your space ROI!

8

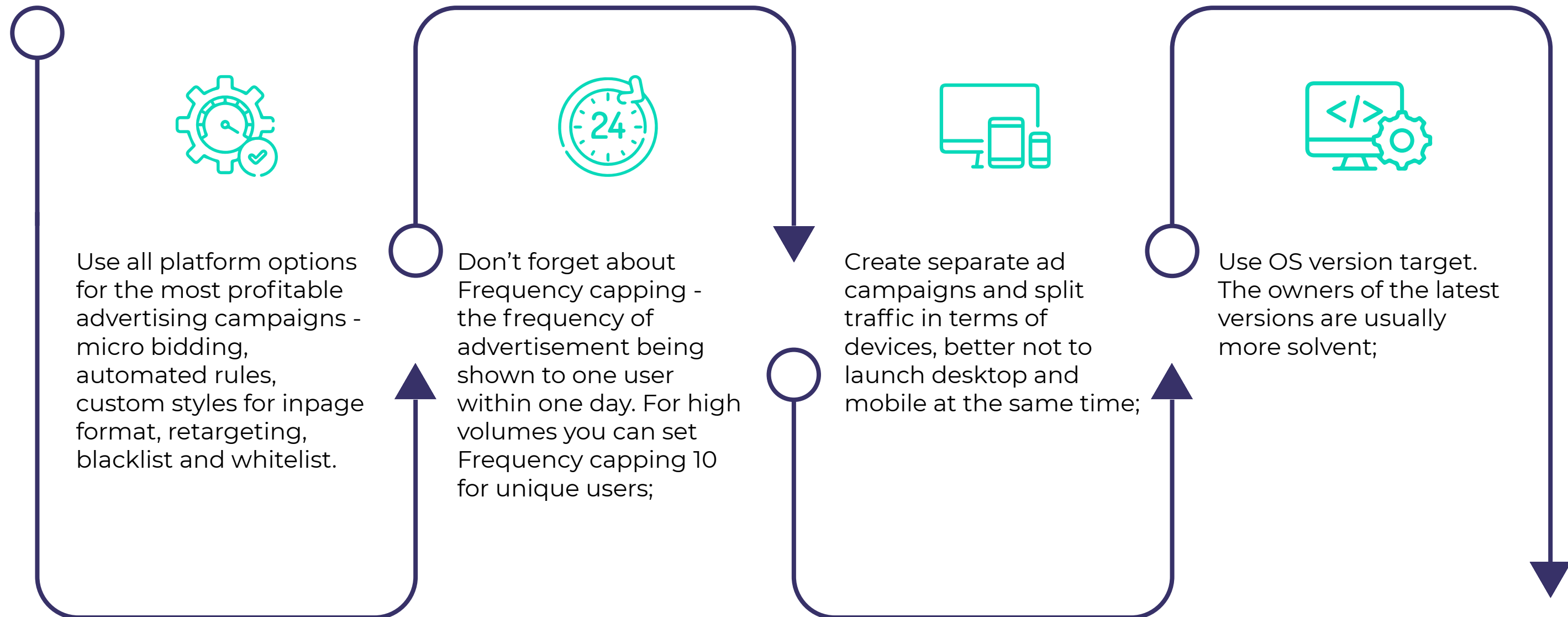


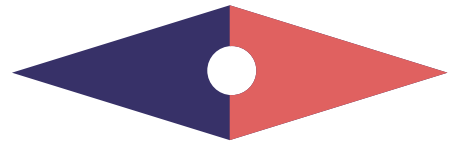


And finally, let's show the **statistics of our advertiser's successful campaign** to inspire you to achieve even better results Betting Vertical:

Day	Impressions	Clicks	CTR	Conversions	CR	Convs Revenue	eCPA	eCPC	CPC	eCPM	CPM	Revenue	Paid	Profit	ROI
18.04.2023	182 181	8 319	4.5663	1 112	0.6104	0.0000	0.0011	0.0001	0.0002	0.0031	0.0070	1.2753	0.5565	0.7187	56.3588
17.04.2023	216 028	8 894	4.1171	1 309	0.6059	0.0000	0.0012	0.0001	0.0002	0.0032	0.0070	1.5122	0.6931	0.8191	54.1656
16.04.2023	260 280	12 435	4.7775	1 578	0.6063	0.0000	0.0012	0.0001	0.0001	0.0032	0.0070	1.8220	0.8253	0.9966	54.7018
15.04.2023	241 457	9 374	3.8823	1 413	0.5852	0.0000	0.0012	0.0001	0.0002	0.0034	0.0070	1.6902	0.8229	0.8673	51.3151
14.04.2023	275 429	12 273	4.4560	1 408	0.5112	0.0000	0.0014	0.0001	0.0002	0.0029	0.0070	1.9280	0.8094	1.1186	58.0175
13.04.2023	278 941	12 799	4.5884	1 315	0.4714	0.0000	0.0015	0.0001	0.0002	0.0029	0.0070	1.9526	0.8199	1.1327	58.0083
12.04.2023	211 039	9 095	4.3096	1 161	0.5501	0.0000	0.0013	0.0001	0.0002	0.0037	0.0070	1.4773	0.7743	0.7030	47.5881
11.04.2023	209 563	8 046	3.8394	1 244	0.5936	0.0000	0.0012	0.0001	0.0002	0.0038	0.0070	1.4669	0.8039	0.6630	45.1981
10.04.2023	202 335	5 922	2.9268	1 370	0.6771	0.0000	0.0010	0.0001	0.0002	0.0043	0.0070	1.4163	0.8674	0.5490	38.7585
09.04.2023	178 329	3 137	1.7591	1 283	0.7195	0.0000	0.0010	0.0003	0.0004	0.0047	0.0070	1.2483	0.8296	0.4187	33.5412
08.04.2023	176 165	4 047	2.2973	1 199	0.6806	0.0000	0.0010	0.0002	0.0003	0.0044	0.0070	1.2332	0.7685	0.4646	37.6786
07.04.2023	170 750	3 080	1.8038	1 198	0.7016	0.0000	0.0010	0.0003	0.0004	0.0045	0.0070	1.1953	0.7766	0.4187	35.0289
06.04.2023	193 030	4 224	2.1883	1 505	0.7797	0.0000	0.0009	0.0002	0.0003	0.0044	0.0070	1.3512	0.8469	0.5043	37.3229
05.04.2023	200 629	5 182	2.5829	886	0.4416	0.0000	0.0016	0.0002	0.0003	0.0045	0.0070	1.4044	0.8946	0.5098	36.3019
04.04.2023	214 572	5 225	2.4351	1 666	0.7764	0.0000	0.0009	0.0002	0.0003	0.0044	0.0070	1.5020	0.9422	0.5598	37.2720
03.04.2023	219 525	5 874	2.6758	2 060	0.9384	0.0000	0.0007	0.0002	0.0003	0.0045	0.0070	1.5367	0.9846	0.5521	35.9291
02.04.2023	229 355	6 783	2.9574	2 513	1.0957	0.0000	0.0006	0.0002	0.0002	0.0045	0.0070	1.6055	1.0237	0.5818	36.2394
01.04.2023	199 215	5 617	2.8196	2 269	1.1390	0.0000	0.0006	0.0002	0.0002	0.0044	0.0070	1.3945	0.8802	0.5143	36.8829
Total	3 858 823	130 326	3.3774	26 489	0.6865	0.0000	0.0010	0.0001	0.0002	0.0039	0.0070	27.0118	14.9195	12.0923	44.7667

No matter which format you choose, the Evadav team has prepared common **tips** you're recommended to follow:





Split traffic on Premium and Standard quality based on goals of the offer (volumes, high quality, price, etc);



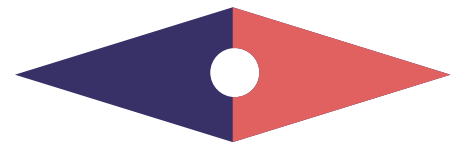
Make a schedule for ads display according to geo of your target audience;



Newcomers are welcome, so do not miss the opportunity to get additional bonuses. For example, with Evadav Leading Ads, every advertiser can get \$20 for the first replenishment of the balance to run the top vertical after registering. Sign up, use your promo code: **dating, gambling, betting, gaming, trading, nutra, cams, application, software** or **sweepstakes**, and get a bonus for a confident start!

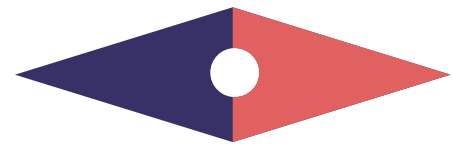


Use trackers for timely and effective optimization of campaigns. You can **configure integration** with the most popular trackers on the platform **in just two clicks**. You can get a good discount with the "**evadav**" promo code. Choose yours...



RECOMMENDED TRACKERS BY EVADAV:





OTHER TRACKERS INTEGRATED WITH EVADAV:

 adspect

 AnyTrack
Seamless Conversion Tracking

 AppsFlyer

KOCHAVA 

Prosper202™

 ClickMeter

 ClickFlare

 CPV LAB PRO

 LandingTrack

 REDTRACK

 MobiTrax
MOBILE TRACKER

 improvely

 FunnelFlux

 LinkTrackr

wecantrack 

 zeustrack

 OCTO
TRACKER

The background is a solid dark blue. Overlaid on this are several teal-colored graphic elements: a large, thin-lined circle on the left side; a large, thin-lined rectangle in the upper right; a smaller, thin-lined rectangle below it; a thin-lined circle on the right side; and a thin-lined oval at the bottom center. The text is centered horizontally and partially overlaid by these shapes.

**Top sources according
to verticals/formats**

Evadav works with top sources on different verticals and formats.



To get access to top sources **contact your manager for recommendations** about what is relevant at the moment as the lists are often changing and new sources are being added.

It will significantly simplify advertisers' work and there **always will be up-to-date data**.

Also, the manager can additionally provide you with extended lists or even make black lists.

EVADAV TIP



Don't ignore working on black lists because when you limit irrelevant sources there is no sudden drawdown in traffic volumes, and all new sources added by publishers are being automatically added to advertisers' ad campaigns. It's very useful, isn't it?



There are top sources in **Premium traffic** as well, you only need to set bids higher than it's recommended and push limits to win auctions more often.



**Evadav
system updates**

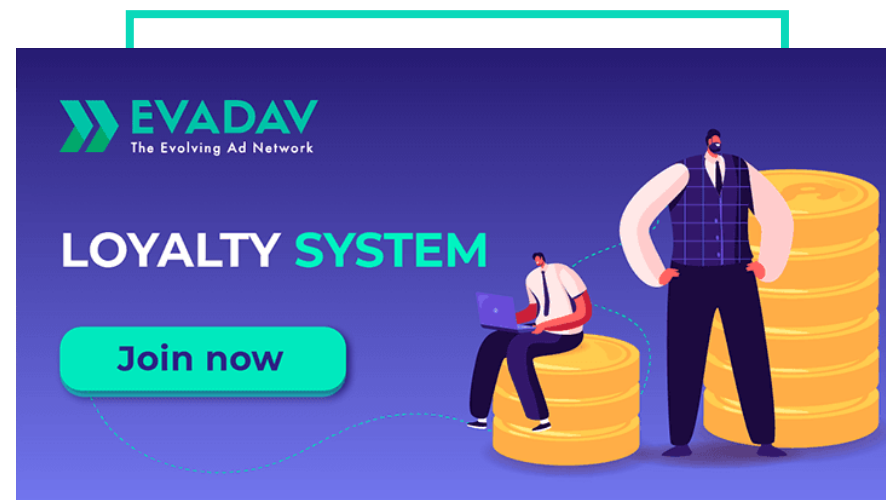
1



Referral program for advertisers — it's a way to get even more profit. Due to our program, every Evadav advertiser can raise his/her profit fast and without extra investments.

You bring new partners and get a reward for each. The more you bring, the higher your reward is. Read more in the following article...

2



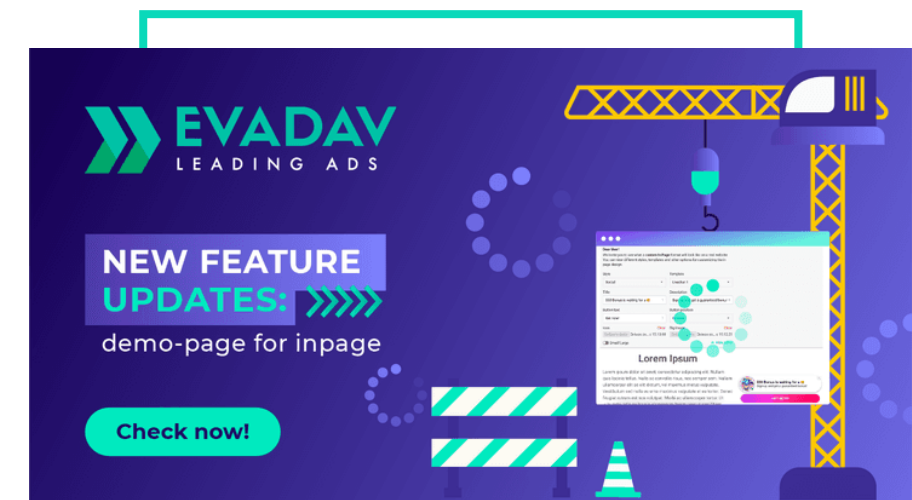
We've developed a **rewarding system** for all our loyal Evadav partners-advertisers. It includes 6 levels of "strength" of each partner and it depends on your monthly spending. The more you spend the more tools and benefits become available for you.

3



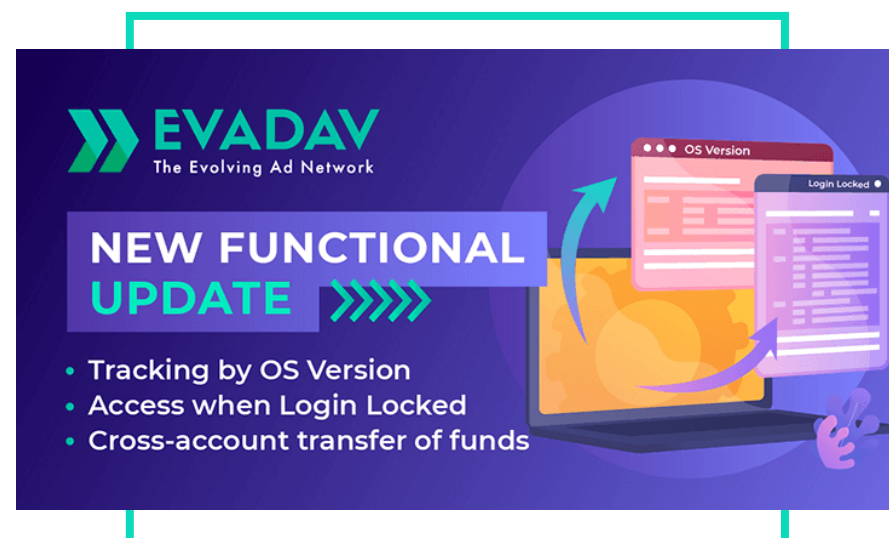
Personalization is a global trend. The option of the **creatives customization** has been added for the inpage format. The stylization of Evadav inpage ads allows to reach a new level of personalized advertising.

4



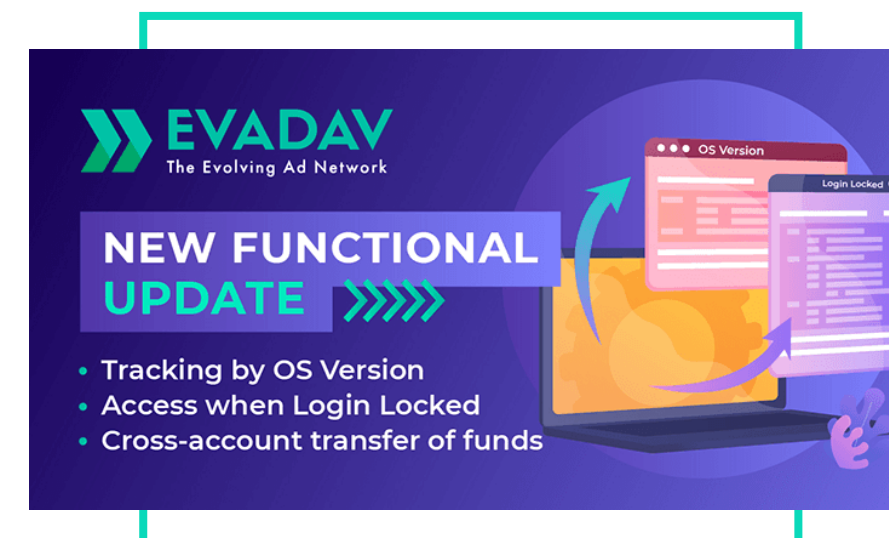
The **Inpage Demo** button appeared in the Personal Account so the advertiser could quickly go to the demo page. Now it is possible to test inpage visuals before launching the campaign.

5



Evadav advertisers can now **track traffic by the operating system version**. Search **{OS_VERSION}** in the list of macros and use it to optimize and improve ROI efficiently.

7



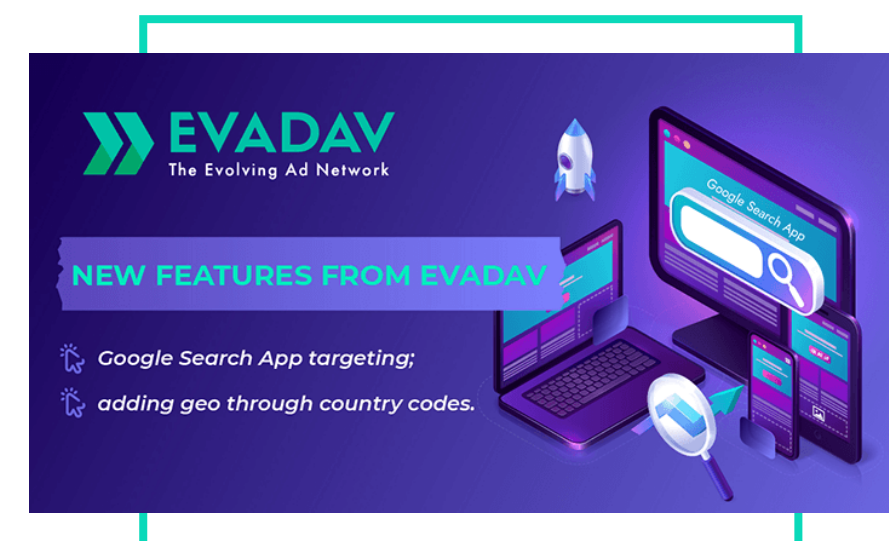
To make you feel more comfortable on our platform, we have added the **possibility of transferring funds between the accounts** (in Publisher and Advertiser accounts).

6



We are ready to present you with the **updated native format** from Evadav! With the new functionality, you can boost your profit massively without the audience burnout.

8



We appreciate your time! You can **spend even less time setting** up advertising campaigns. Enter the country codes with a comma to **target** a specific geo in your campaign.

The background features a dark purple field with large, flowing teal-colored shapes. On the left, there are two overlapping circular outlines. On the right, a large, angular shape resembling a stylized '5' or a bracket is formed by teal lines. The text 'Useful links' is centered horizontally and partially overlaid by these shapes.

Useful links

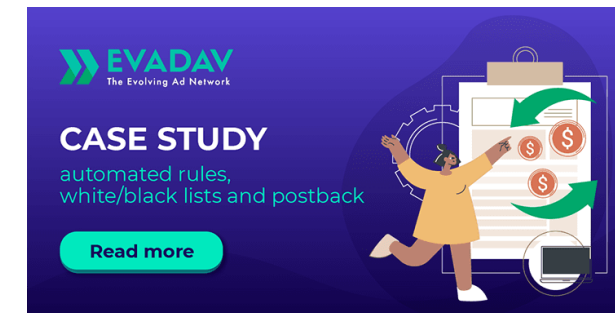


How to get **250% ROI** with gambling offer and using native ads



For advertisers: life hacks and common mistakes while working with **creatives**.

How to make, test, and optimize creatives to make money like a pro.

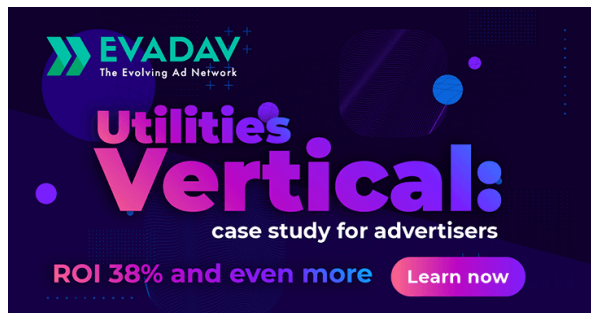


How to **improve conversion** and not to waste budget.

Tools for cosmic profit: Automated rules, Black/White Lists, and Postback



How to make money with a **crypto** offer, geo **Italy**, during the pandemic



How to make money on **American traffic** and utilities with **38% ROI**? Real case with finished bundle and results.



\$4000 on the trading offer with a popunder from Evadav! Case study with step-by-step setup and expert advice.



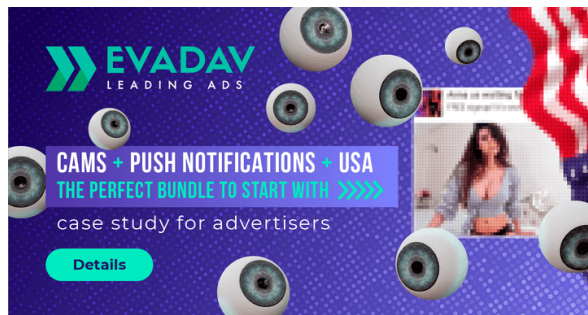
Making **\$10,000 off online dating with stylized inpage ads!** Mega-successful case of dating offer **in America**.



ROI 84% on gambling with Evadav custom styles. Case study with real statistics and detailed configuration.



How much money can you make on **Adult Games** promotion in the States? Read Evadav case study.



ROI 38% on Cams offer with push in USA





How to **create** and **optimize inpage** ad campaigns as a god, getting even more profit with new custom styles.



American-style arbitration: a strategy for advertisers working with Top Geo.



Detailed **Astro Vertical** guide: offer's specifics, prospects, life hacks.



A guideline for advertisers in **Push world**: how to earn maximum and raise cosmic conversion



Nutra Vertical: how to promote “magic pills” profitably?



A step-by-step guide to work with **popunder** format for awesome results and fire profit.





Summary

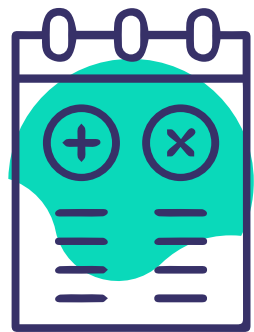
In this guide we've:



defined basic principles of Evadav ad formats



got acquainted with each of them in detail



learned about the advantages and disadvantages of formats



shared the features of working with verticals, geo, sources for each format



reviewed the main settings in detail

Now you have a detailed **map of opportunities** Evadav can give to you. Use our tips and recommendations properly.

If you are still not among [Evadav](#) partners, then you have a great opportunity to sign up and review all the benefits of working with us.



Make audience analytics, choose the format that fits best your goals and offer.

Don't miss out on useful guides, articles, and case studies where we share knowledge and give recommendations to help you out with your work so that you could get cosmic profit.

JOIN EVADAV: LEADING ADS!

