

How to Monetize Traffic From the GEO Philippines

Playbook
by **EVADAV TRAFFIC GROUP**

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Philippines Demographics

- **Capital city** – Manila
- **Total area** – 300,000 km²
- **Currency** – Philippine peso
- **Population** – 117 mln
- **Average age** – 26.6 years
- **Average monthly income**
 - PHP 44,800 (~ \$780)
- **Official language**
 - Tagalog
- **English fluency**
 - ~92% in urban areas
- **Digital advertising market size (2026)**
 - \$4.64 bln
- **E-commerce market size (2025)**
 - \$28.0 bln
- **Average CPC (Meta Ads)**
 - ₱9-10 (~\$0.16-0.17)
- **Daily internet usage**
 - 8h 52m (Nº1 globally)

Digital landscape

The Philippines is one of the best GEOs for traffic monetization, thanks to its high mobile user activity and consistent demand from advertisers.

<u>98M</u> Internet users (83.8% penetration)	<u>137M</u> Mobile connections	<u>97.8%</u> Access internet via smartphone	<u>54h/week</u> Avg. time online
<u>8.9 hrs/day</u> Avg. time online	<u>122%</u> Mobile penetration rate	<u>69.6%</u> Mobile share of HTTP requests from human traffic only	<u>83.8%</u> Internet penetration rate

Device & Connection Profile

Device Preferences

Filipino internet users are overwhelmingly mobile-first, with 97.8% accessing the internet via smartphones, while 62.7% also use desktops or laptops. Mobile formats – popunder, push, in-page – deserve to be the default focus of your setup, not an afterthought bolted onto a desktop-first site. If your traffic skews towards mobile, that's exactly where the demand is.

Mobile speeds

~59.6 Mbps mobile / ~105 Mbps fixed broadband

– pages and ad units need to load fast on mobile networks specifically. Ad units and landing pages that load fine on fixed broadband can lag or fail to render on a mobile connection, and a slow-loading ad simply doesn't get seen. Test your formats on an actual mobile connection, not just Wi-Fi.



Multi-SIM behavior

Mobile connections exceed total population (dual-SIM usage across Globe/Smart). Raw connection counts overstate the number of unique users. Device and session-level data in your Statistics dashboard is what reflects your actual audience size.



Top Monetizable Traffic Sources

The traffic sources that monetize best on the GEO Philippines:

News Portals



Video Streaming



File-Sharing Sites



Entertainment Sites



Gaming Sites



Mobile Apps



That doesn't mean other niches go unmonetized – if you run a different type of site, the system will still match your audience with relevant advertisers. These sources simply show the strongest CPM performance on this GEO, so if your traffic falls into one of them, you start from an advantageous position.

EVADAV works with 2400+ verified premium advertisers and is connected to 150+ demand sources, giving traffic access to a broad pool of buyers across multiple verticals at once – which drives stronger competition for each impression and, in turn, higher CPM.

This scale of verified demand is what secures trusted impressions with high bids for publishers, rather than low-value fill traffic.

When Your Traffic Earns the Most

Mobile – evenings & weekends

Engagement peaks after work and school, roughly 7 PM-midnight (UTC+8), and remains strong through the weekend.

This window overlaps with the times when Filipinos are most likely to be streaming, scrolling social feeds, or gaming on their phones – exactly the context in which popunder and push perform best.

Publishers running mobile-heavy traffic can use this pattern to plan format testing and frequency settings around peak hours.



Desktop – weekday business hours

Desktop traffic tracks the country's large BPO and office workforce, concentrated during the workday.

Since ~76% of desktops run on Windows, publishers should make sure their formats and landing pages display correctly in a Windows environment – a broken creative on the dominant OS quietly caps your CTR before the auction even has a chance to compete. This segment tends to skew toward B2B-adjacent and productivity-related content consumption, which can matter when categorizing traffic for advertiser matching.



These are general patterns from EVADAV's Philippine traffic – your site may differ depending on its audience and content. Check your Statistics dashboard with mobile and desktop tracked separately to see what works for your traffic.

Examples of advertising placed through EVADAV

News Portals

Necesitas dinero?
Escríbeme y regalo 1,250,000 pesos 🎁🎁🎁



Your phone may be in danger
⚠️ Antivirus update recommended



A tragic end for Aga Muhlach!
The morning news about him shocked the whole count...







Video Streaming

Play casino and slots using your mobile ...
Visit Mega Casino World now! Most trusted, secured...



Play and earn with MCW!
Most trusted and reliable egaming today!



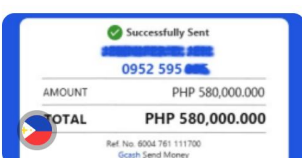
>>> (1 new) Message
👉 Hey Babe.. Are you here alone? 🍷







File-Sharing Sites



Gcash alert: ₱580,000 na-credit na
I-check ang balance

¿El dispositivo funciona lento
¡No dejes que los virus roben tus datos!

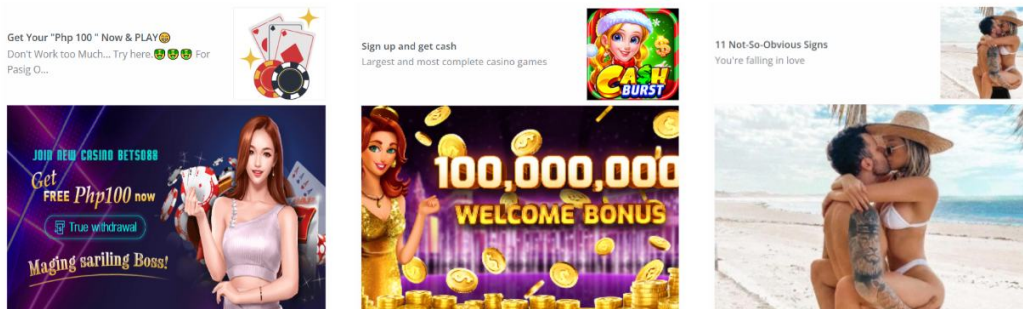




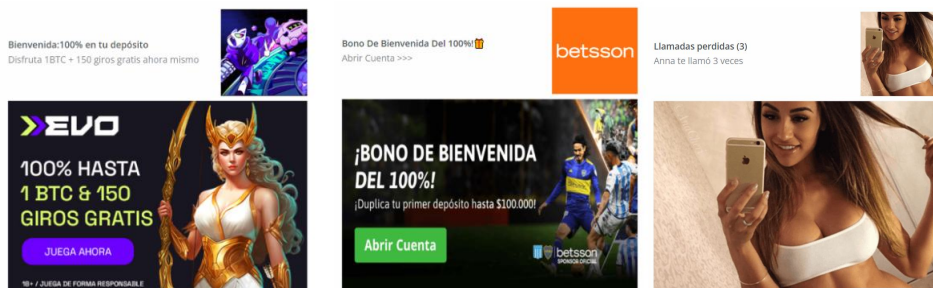
(1) +63 917 684 20**
Binabati kita! 2,000

Examples of advertising placed through EVADAV

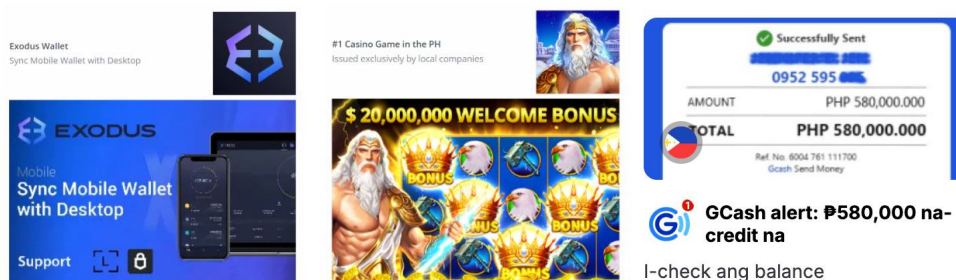
Entertainment Sites



H5 Games Sites

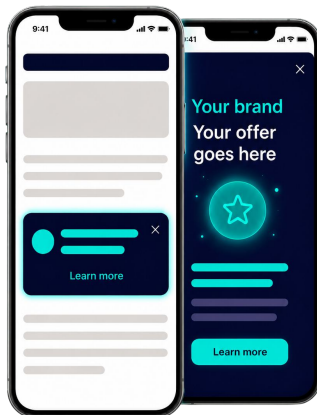


Mobile Apps

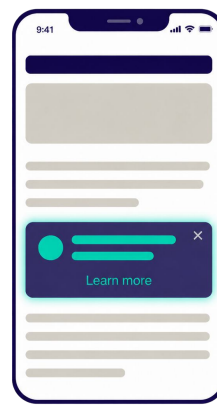


Top Formats to Monetize Filipino Traffic

Popunder



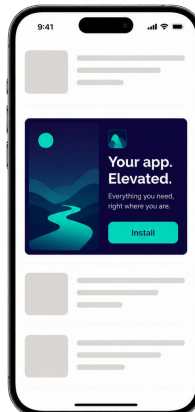
In-Page



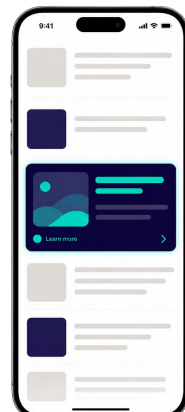
Push



Banner



Native



Ad Format Rates at EVADAV (Philippines)

Format	Device	Avg. CPM
Popunder	Mobile	0.57333
Popunder	Desktop	0.74509
Native	Mobile	0.00025
Native	Desktop	0.00100
In-Page	Mobile	0.00118
In-Page	Desktop	0.00011
Push	Mobile	0.00029
Push	Desktop	0.00053
Banner	On request	On request
Banner	On request	On request

Format Comparison for Philippine Traffic

Format	Device compatibility	Setup difficulty
In-Page Push	IOS + Android + Desktop	Low
Push	Android, Desktop: Chrome And Firefox	Medium, needs a base
Popunder	Android + Desktop	Low
Native	All Devices	Medium
Banner	IOS + Android + Desktop	Low

How to Set Up Monetization Right From the Start

EVADAV is recognized as one of the market's trusted traffic sources: only traffic from quality sources is accepted for purchase, and all incoming traffic is filtered for bots and invalid impressions before it even reaches the auction.

Step 1. Sign up with EVADAV Ad Network as a publisher.



SIGN UP

ADVERTISER

PUBLISHER

I want to monetize my site or have own traffic for sell

E-mail

Step 2. Create a new Stream.

Streams 

Create Stream

Search:

Name 

Created 

Step 3. Create a Widget inside the Stream.

Create Widget (stream: ASD)

Back to list

Push notifications

Popunder

Native

☒ Native

☐ Pop-up

☐ In page

Name: *

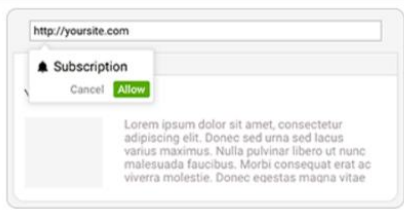
Domain (HTTPS only): *

Subscription postback link: ?

Custom service worker name: ?

evasw.js

Preview



Step 4. Install the code on your site. The Widget generates a code snippet that needs to go on your site.

Name ↑↓	Ad format ↑↓	Type ↑↓	Status ↑↓	Created ↓	
test 2	Banner	Banner	active	11.08.2026 10:28	Get code

Step 5. Monitor your stats in real time.

Statistics ?

Date

Country

Widget

OS

Browser

SubID 1

SubID 2

Date range:

Ad format:

Pricing type:

Stream:

08.08.2026 - 14.08.2026

all

all

all

Widget:

Country:

Os:

all

all

all

Browser:

SubID 1:

SubID 2:

all

Apply

Step 6. Contact your dedicated manager to optimize and scale.

After optimizing the format strategy with an EVADAV manager, revenue grew by about 30%, from \$3,800-4,000 a day to \$4,800-5,400 🙌

Date ↓	Unique ↑	Subs ↑	CR ↑	Unsub ↑	Impressions ↑	Clicks ↑	CPM ↑	CPC ↑	CTR ↑	CPA ↑	TRB ↑	Total ↑
28.06.2026	0	0	0.30	0	9 486 313	63 668	0.5465	0.0188	1.14	0.00	0.06	5184.27
27.06.2026	0	0	0.30	0	9 383 242	153 285	0.5299	0.0209	1.35	0.00	0.06	4972.18
26.06.2026	0	0	0.30	0	9 745 126	138 410	0.5201	0.0207	1.29	0.00	0.06	5068.44
25.06.2026	0	0	0.30	0	9 038 806	128 493	0.5445	0.0213	1.24	0.00	0.06	4921.63
24.06.2026	0	0	0.30	0	9 919 649	174 618	0.5403	0.0209	1.40	0.00	0.06	5432.00
23.06.2026	0	0	0.30	0	9 527 666	148 733	0.5476	0.0243	1.12	0.00	0.06	5217.35
22.06.2026	0	0	0.30	0	9 054 513	122 594	0.5395	0.0241	1.05	0.00	0.06	4884.91
21.06.2026	0	0	0.30	0	9 352 954	96 339	0.5382	0.0269	0.96	0.00	0.06	5033.76
20.06.2026	0	0	0.30	0	9 878 592	111 696	0.5171	0.0263	0.88	0.00	0.06	5108.22
19.06.2026	0	0	0.30	0	9 236 824	117 320	0.5366	0.0207	1.05	0.00	0.06	4956.48
18.06.2026	0	0	0.30	0	9 063 216	108 362	0.5342	0.0243	1.00	0.00	0.06	4841.57
17.06.2026	0	0	0.30	0	7 457 053	112 442	0.5381	0.0233	1.13	0.00	0.06	4012.64
16.06.2026	0	0	0.30	0	7 207 681	148 377	0.5403	0.0203	1.34	0.00	0.06	3894.31
15.06.2026	0	0	0.30	0	7 174 967	113 613	0.5225	0.0206	1.26	0.00	0.06	3748.92
14.06.2026	0	0	0.30	0	7 805 757	132 335	0.5211	0.0242	1.36	0.00	0.06	4067.58
13.06.2026	0	0	0.30	0	7 680 394	86 222	0.5177	0.0233	0.93	0.00	0.06	3976.14
12.06.2026	0	0	0.30	0	7 237 382	162 760	0.5294	0.0237	1.66	0.00	0.06	3831.47

See results like this — sign up with EVADAV!



How EVADAV Buys Traffic on Direct Link

For publishers without a website – or with traffic that doesn't fit a widget setup – EVADAV accepts traffic via Direct Link (Smartlink). It's a single URL; no code, no widget, no SDK.

Each click enters EVADAV's internal auction and is matched in real time to the highest-paying offer available, based on GEO, device, OS, browser, and language.

Traffic accepted:

- Content sites and redirects
- Social traffic – Meta posts and groups, TikTok bio links, Telegram channels and bots, WhatsApp/Viber broadcasts
- SEO and organic flows
- Mobile web and in-app placements
- Purchased/arbitrage traffic
- Organic traffic

On Philippine traffic specifically, social, streaming, and sports-broadcast sources monetize best on Direct Link.

Getting started:

1. Request Direct Link access from a dedicated manager
2. Create a Popunder Widget in the dashboard and copy the generated link
3. Add SubID macros and postback, if needed
4. Send traffic and track results in real time

Recommendations for Publishers to Maximize Revenue

Start With Page Speed



Compress images, remove unnecessary scripts, and keep the first screen clean. If the page is slow, every format will perform worse.

Match Sources to Verticals*

Traffic source	Best-matching verticals
News Portals	Finance, Utilities, Software
Video Streaming	IGaming, Dating, Software, Mobile Apps
File-Sharing Sites	Utilities, I Gaming, Software, Finance
Entertainment Sites	Dating, I Gaming, Mobile Apps
H5 Games Sites	IGaming, Dating, Mobile Apps
Mobile Apps	IGaming, Utilities, Software, Mobile Apps, Finance

*These are general guidelines based on typical audience behavior for each traffic type – actual results can vary depending on the specific site, its content, and audience. Testing different offers and breaking down your stats by vertical in your dashboard is the best way to see what actually works for your traffic.

Separate SEA Traffic

Do not mix all Southeast Asian traffic into one monetization setup. The Philippines has its own device mix, user habits, active hours, and advertiser demand.

Check Evening & Weekend Traffic Separately

Advertiser campaigns tend to ramp up during the same hours, so testing and reviewing your own stats around that timing

- rather than averaging performance across the full day
- gives a clearer read on what your traffic is actually worth.

Multi-format Monetization

Publishers who combine several formats into one setup earn more than the sum of using those same formats separately.

Working With EVADAV Manager

EVADAV managers are real people, available 7 days a week and always ready to help. From widget setup and monetization settings to revenue optimization and earnings withdrawal, they'll guide you through every step, answer your questions, and help you get the most from your traffic. No bots, no endless waiting – just dedicated support when you need it.



MONETIZE YOUR TRAFFIC FROM APPS AND SITES WITH EVADAV AD NETWORK



- 👉 Premium advertisers who have passed verification and compliance checks ensure a high level of monetization for your site.
- 👉 Guaranteed timely payouts with no fees via 25+ payment systems, including cryptocurrencies.
- 👉 100% brand-safe ads with high-performance metrics.
- 👉 Easy-to-integrate tools and a personal manager to support your growth.
- 👉 Working in partnership with top advertisers across key markets, including the Philippines.
- 👉 High revenue potential without compromising your site.
- 👉 Ad formats that don't slow down your site.
- 👉 Direct, exclusive deals for Philippine site owners.
- 👉 Your website does not fit Google's requirements for monetization or you need an additional revenue stream? EVADAV accepts sites and verticals that major ad platforms reject, and has been doing it since 2018.

Advertiser? Check out the [PDF guide](#) on launching ad campaigns for top verticals in the Philippines!