EVADAV
The Evolving Ad Network

Astrology Vertical:

features and prospects





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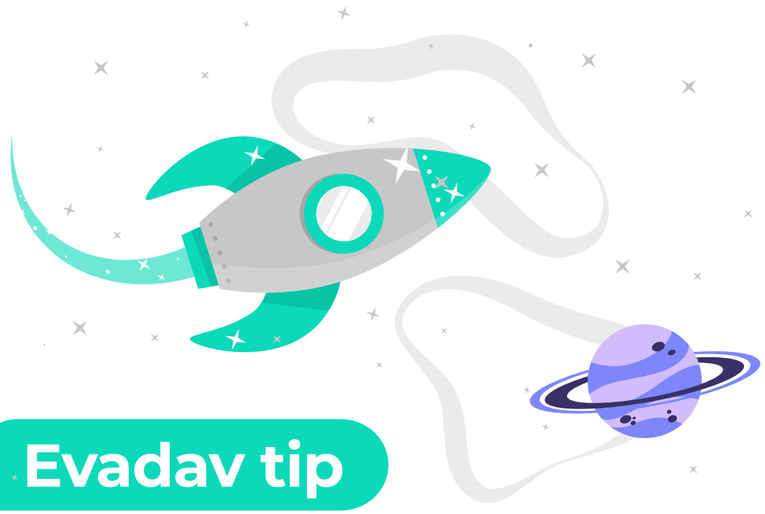
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Entry

The **Astrology Vertical** has existed for a long time and is considered one of the most promising verticals.

The number of Astro-offers remained limited.



Evadav tip

If you want to work with "white" offers but count on a decent ROI, try Astrology Vertical.

Based on our advertiser's experience, we claim the Astro niche **did not burn out**!
It is possible to gain large volumes, saving the return on an advertising campaign.

Let's see if it's worth trying this vertical and **how much you can make.**

We will show you how to use **Evadav traffic** for the astrology vertical

and tell you about the current channels and bids.



Features and specs

Astrological products and services are promoted in this vertical -
in a word, everything related to the opportunity to look into the future:



personal horoscope,
natal card



amulet or lucky charm



witchcraft



tarot divination



financial forecast,
career and personal
advice



date of death,
wedding date



spiritual and mental
health practices



training course in astrology,
numerology, tarot,
and other divination

Launch the Astro-Campaign with Evadav

Although the **astrology vertical is not new**, it has recently become relevant in driving traffic - since the advent of **personal predictors** who are massively promoted via social networks.

Difficulty level:

It is easy to start, especially with Evadav traffic.

Level of competition:

below average. But the partner networks are not as much as, say, in gambling.

Traffic cost:

average.

Auction payment model:

CPC, CPM.

Offer Payout Models:

CPL, CPA,
Paid Per Subscription.

Geo:

The best conversion is in countries from Tier 2, and also good in Tier 3.



Offer type:

"White" - the users get the prediction or the answer to their question.

The target audience

to work with is trusting and impressionable. The vast majority are women of age 40+ with middle and upper income.

Potential leads are in relationships or single, with or without children, have problems in different spheres of life, are interested in horoscopes and fortune-telling, and subscribe to thematic public and accounts of popular psychics.
The parameters of the target audience for astro-offers depend largely on the platform's characteristics for launching an advertising campaign.

GO to Content

Astro-offers in 2023

People tend to be interested in **predictions and divination**. They seek to know themselves, choose a new path, and look into the future with the help of numerologists, tarot readers, astrologers, and other specialists. And today, **Astro-niche is more relevant than ever.**



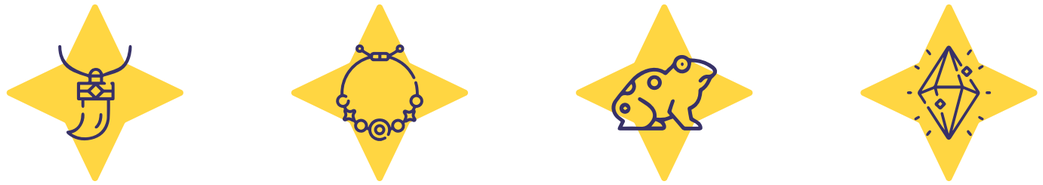
*Millions of people are forced to change their lives radically, so **for 2023**, it is fair to prioritize the most promising offers devoted to astrological forecasts, predictions, online fortune-telling, and amulets.*

TOP the most promising offers :

- astrological forecasts
- predictions
- online fortune-telling
- amulets

Of course, their popularity is not comparable to gambling or dating, but they are **worth testing.**

Charms, bracelets, amulets, and other magical things that will bring imminent wealth and well-being, happiness in private life, and career growth are still popular.



People believe in them massively, so the **category of "amulets"** in the Astrology niche remains one of the most promising.

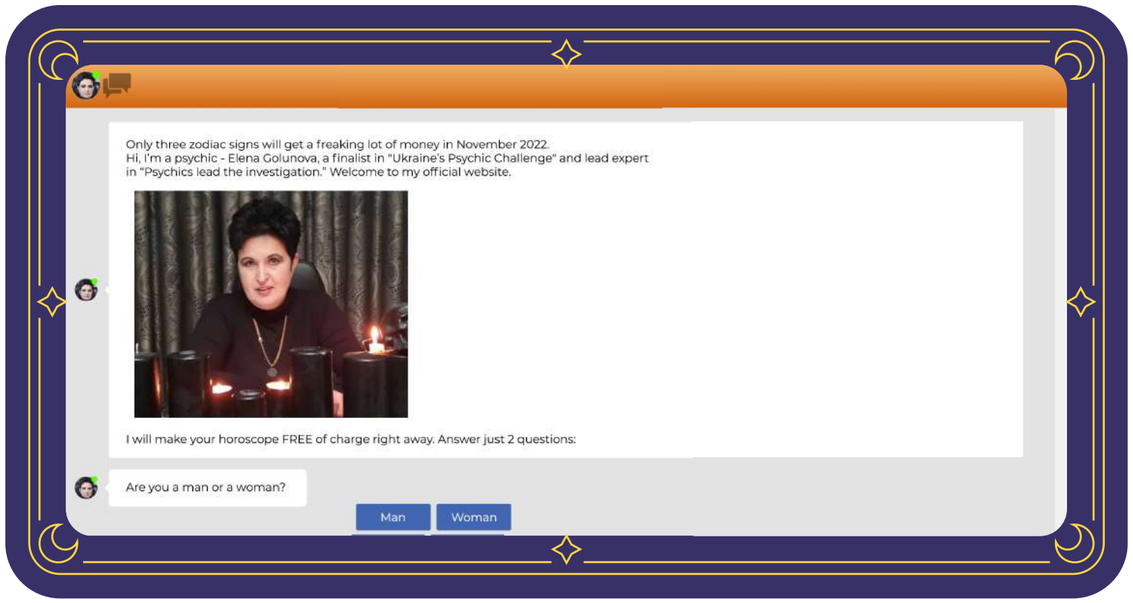




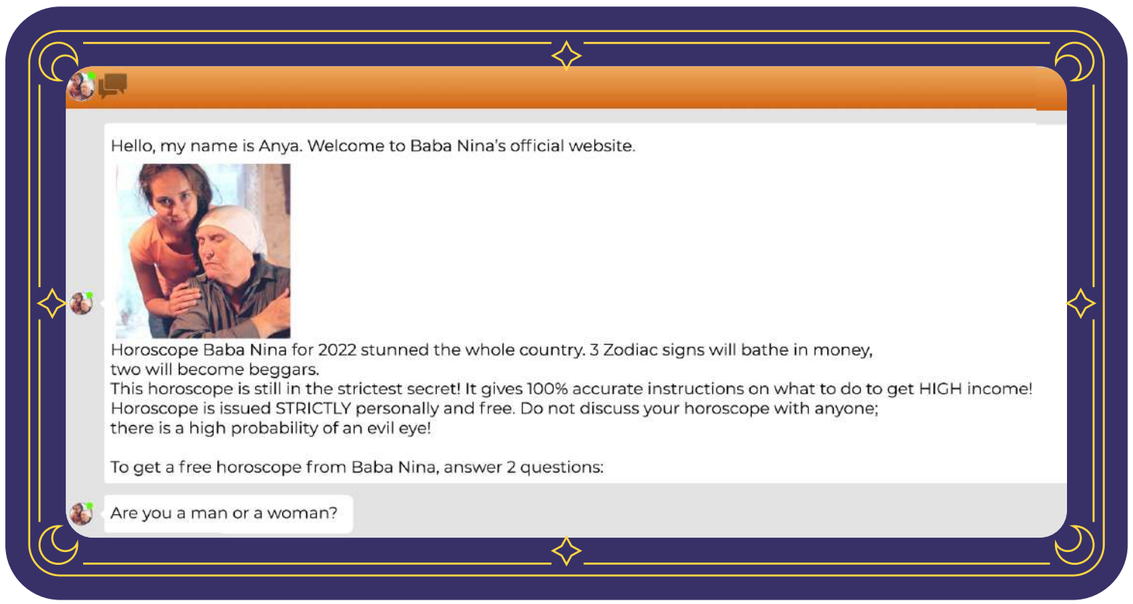
Evadav tip

To choose a good Astro offer, contact your manager.

To date, **personal horoscopes** are our network's top Astrology vertical **top offers**.









The personal blog of baba Nina and Elena Golunova is used for landing.

The Astro-offer’s funnel usually looks like this:

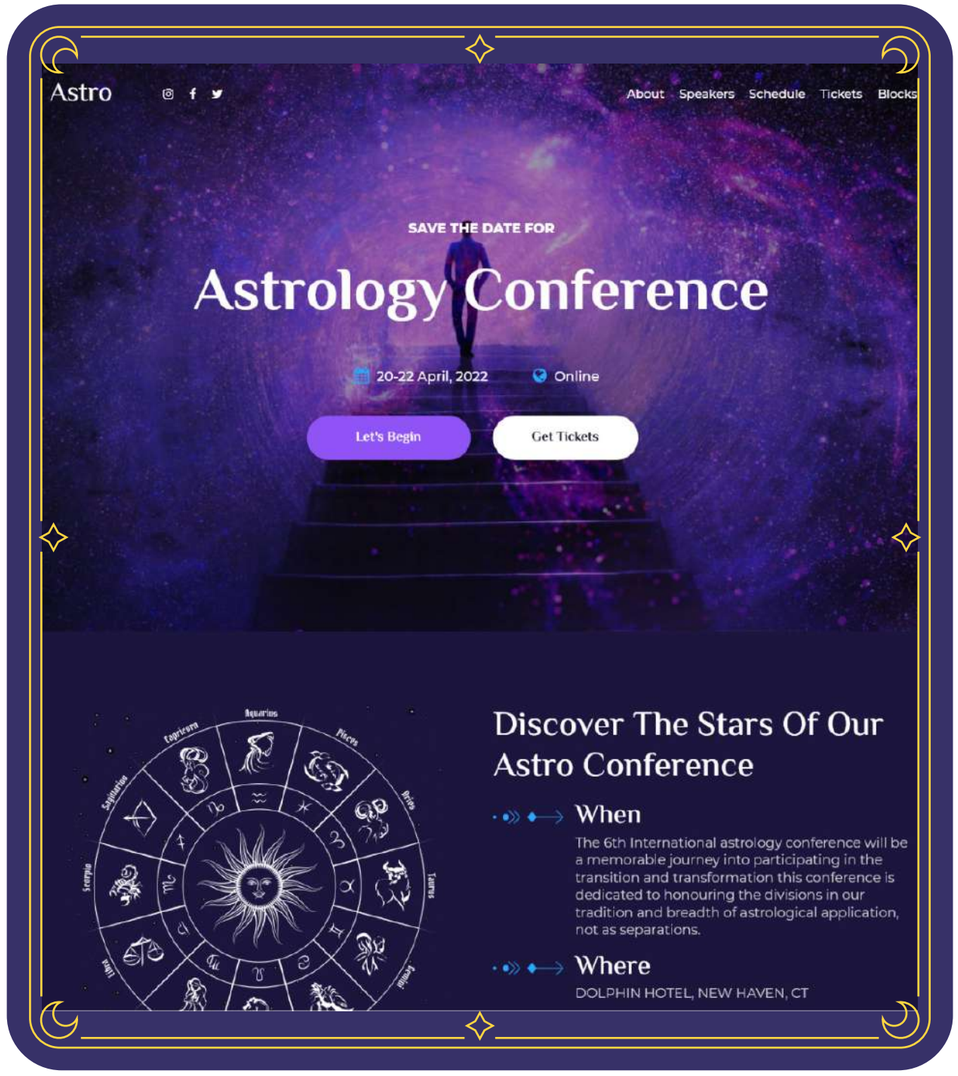
click on advertising

registration (data entry and email)

DEMO

access to the horoscope
demo version

offer to purchase
the full version



Top **geo**

To date, the Top geo for the promotion of horoscopes and predictions are the following:

- Armenia
- Asia
- Africa
- Belarus
- Kazakhstan
- Kyrgyzstan
- Moldova
- Tajikistan
- Turkmenistan
- Ukraine
- Uzbekistan



Evadav tip

Please note that the **top geo** for astrology offers is **updated regularly**.

Check with the Evadav manager which regions show high Astro-niche conversion today.

Promoting Astro-offers

It is easy to **earn on horoscopes** with CPA-model payment:

3

Create a few creatives.

2

Find the **thematic images and icons** for ads and banners.

4

Come up with a pre-lander to "**warm up**" the audience.

5

Choose a **landing from a partner network** or make your own.

1

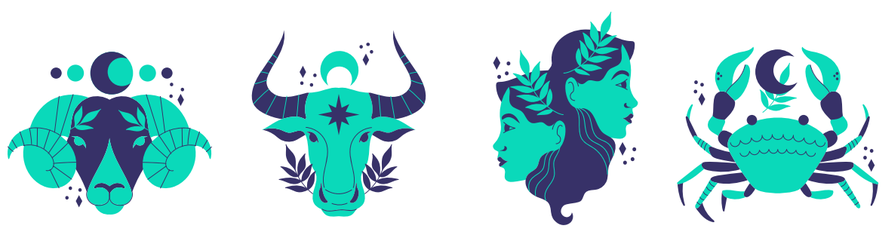
Choose the right **ad format and targeting** at your Evadav account.



To **promote the Astrology offers**, the advertiser needs to correctly **line up a funnel** based on the traffic source and the target action that will lead to **conversion**.

The advertiser’s main efforts in Astrology are to "warm up" the audience - **the "warmer" the users, the faster and easier they get to the next stage of the funnel.**

The effective funnel should be **interactive** and maximally **native**.





Evadav tip

Use zodiacal symbols and captivating local text in creatives.

Advertising of the offers with horoscopes and predictions is often **easy to moderate**. You can drive traffic to them, you don’t need cloaking skills.

But the charms and amulets belong to the "gray" products. Nothing is prohibited in them, but not all channels accept such an offer.





*For example, such goods are called "inflated promises" in **social networks**. Therefore, Facebook will not promote them.*

Pick the **theme groups** for the TV show’s fans, like "Psychic Challenge."



By the way, sometimes you can directly negotiate advertising with the administrator.

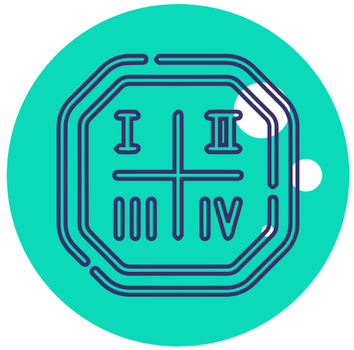
However, any public and community on



astrology,



the energy of stones,



numerology,



predictions,



tarot divination,



and other mystical topics will work.

To date, **teaser networks** remain a popular source for Astro-offer promotion.

They are visible

Not expensive.

Provide good coverage.

But **better traffic** for horoscope subscriptions can be obtained through **push notifications, pop, and inpage formats**.



Evadav tip

Evadav push, inpage, and native formats show **the highest ROI** for Astrology offers.

Inpage format

is not sensitive to browser locks and covers Safari browser users. And inpage's recent updates allow you to create ads similar to system messages and social media notifications.
And most importantly, the consent of users is not required to show such advertising.

These messages appear in front of every visitor and do not disappear until they are closed.

Popunder

appears in a new tab when loading a page where the corresponding script is integrated.
They do not block content and do not irritate the user.
Landing (pre-lander) in a separate window unobtrusively "waits" for the user to finish working and become interested in this page.

This format is much more delicate than the pop-up, there is no need to spend time on creatives, and it brings good conversion in astro-offers.

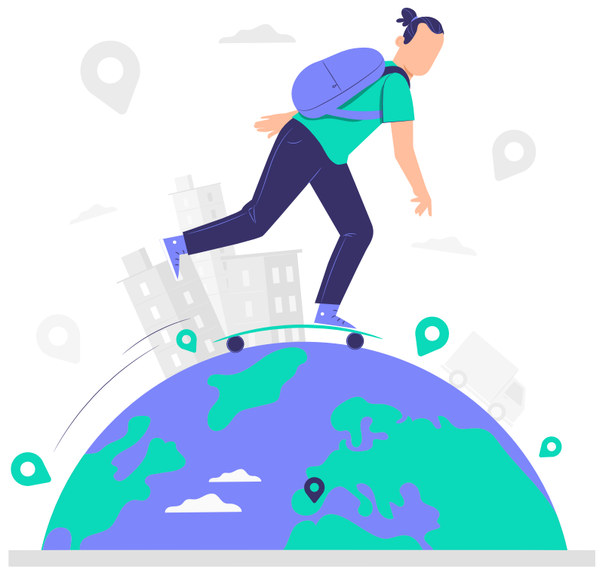
Push notifications

are good because users sign up voluntarily.
It means that the target page gets not quite "cold" traffic.

Miniature pop-up messages with photos of famous psychics, magical attributes, and astrological symbols will not go unnoticed.

We propose to compare **bids** in the most promising geo for astro-vertical:

	Push classic, CPC	In Page, CPC	Popunders, CPM
🇦🇲 Armenia	0,06 $	0,05 $	2,00 $
🌏 Asia	0,05 $	0,03 $	5,00 $
🌍 Africa	0,03 $	0,05 $	4,00 $
🇧🇾 Belarus	0,10 $	0,08 $	3,00 $
🇰🇿 Kazakhstan	0,10 $	0,10 $	3,00 $
🇰🇬 Kyrgyzstan	0,03 $	0,02 $	1,00 $
🇲🇩 Moldova	0,07 $	0,04 $	2,00 $
🇹🇯 Tajikistan	0,20 $	0,07 $	2,00 $
🇹🇲 Turkmenistan	0,02 $	0,03 $	2,00 $
🇺🇦 Ukraine	0,10 $	0,09 $	5,00 $
🇺🇿 Uzbekistan	0,10 $	0,08 $	3,00 $



Evadav tip

Among **the Asian countries**, we recommend to pay attention to India, Indonesia, Vietnam, Thailand, Pakistan.

Promising regions in Africa - South Africa, Nigeria, Ethiopia, Egypt, Congo.

Creatives with relevant **media persons** show **good conversion** in the promotion of Astro-offers.

Use :



photos of participants of the **"Psychic Challenge"**,

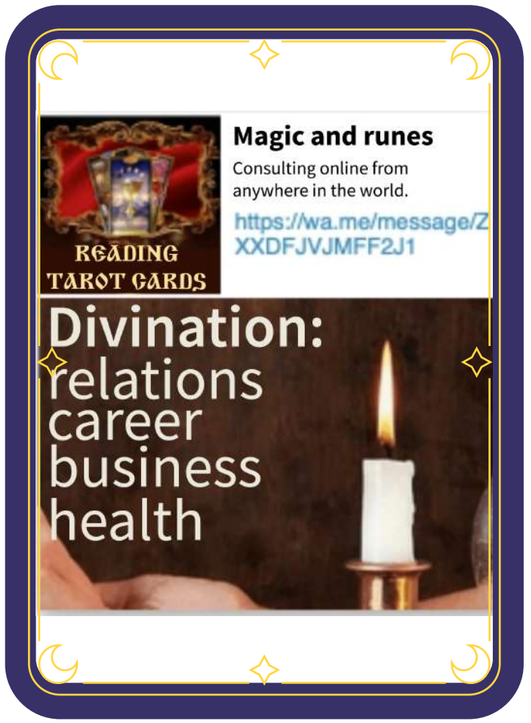


magical attributes,



and for a more mature audience - previously famous **magicians and fortune tellers**.

Note the following creatives, such as **unlikely to bring good conversion:**



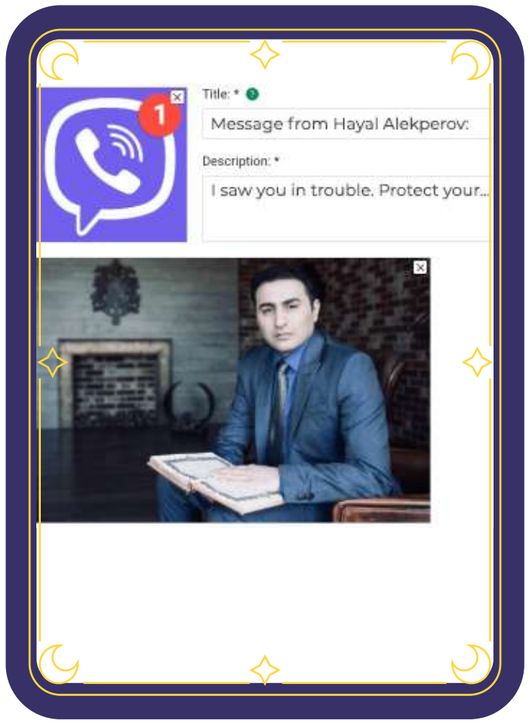


A **successful creative** may look like, for instance, an **unread message**:







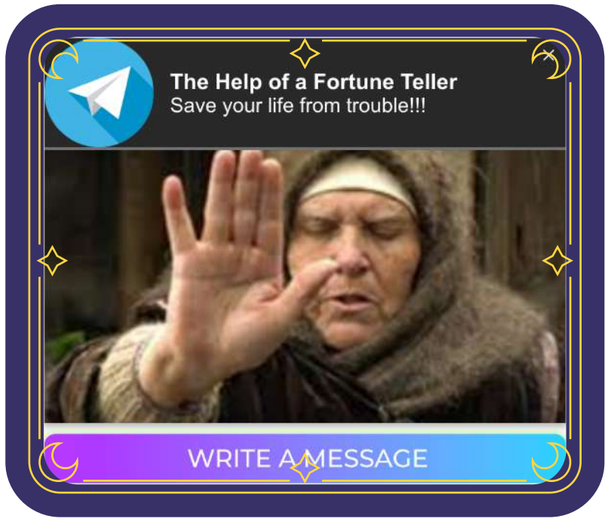


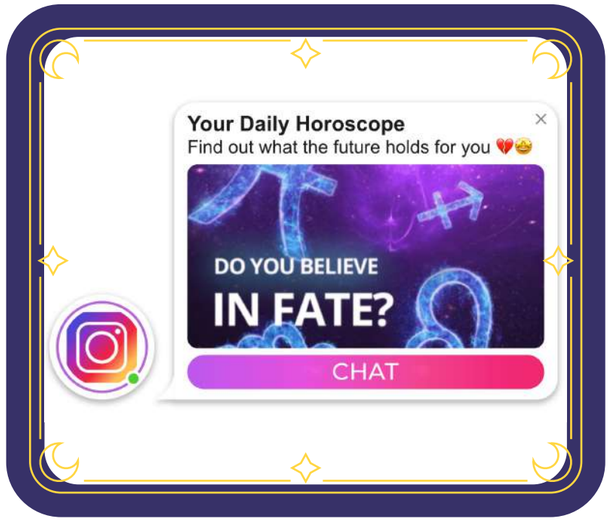
Evadav tip

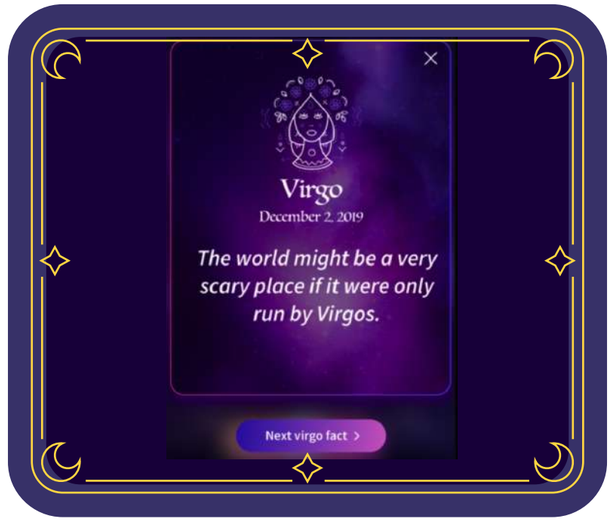
Use the logos of popular messengers such as Viber, WhatsApp, and Telegram. It increases the probability of conversion.

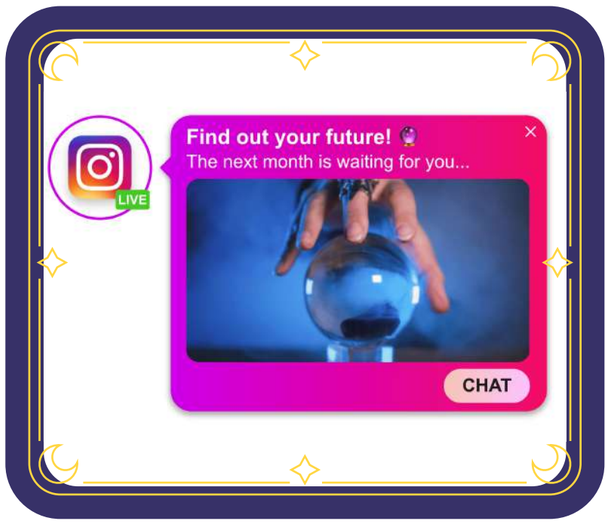
Creatives, where the icon has a number that indicates the number of unread messages, show a high CTR.

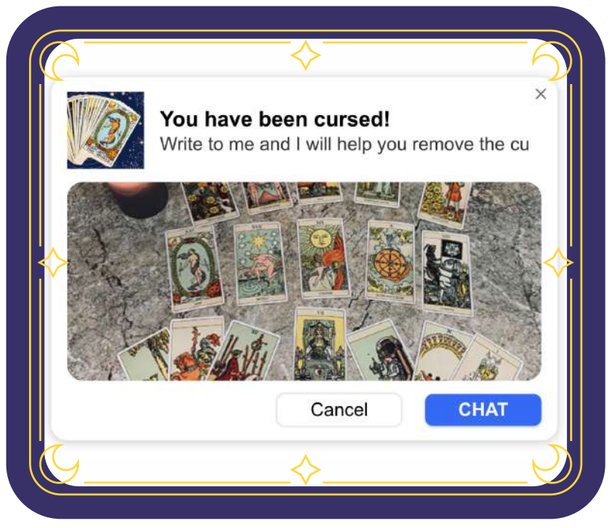
Or as system notifications that cause **fear, interest, or intrigue:**

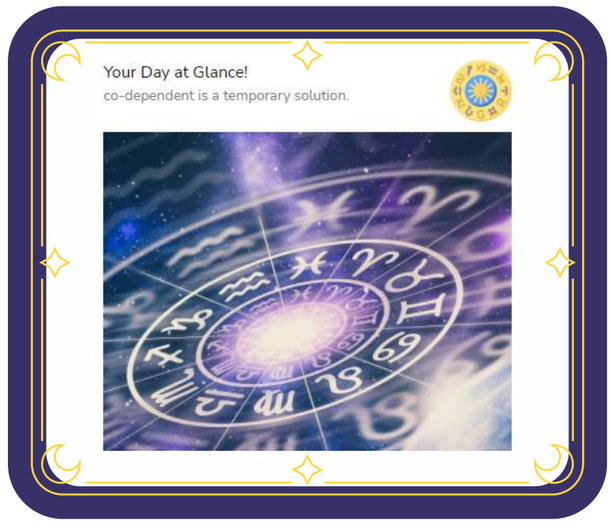












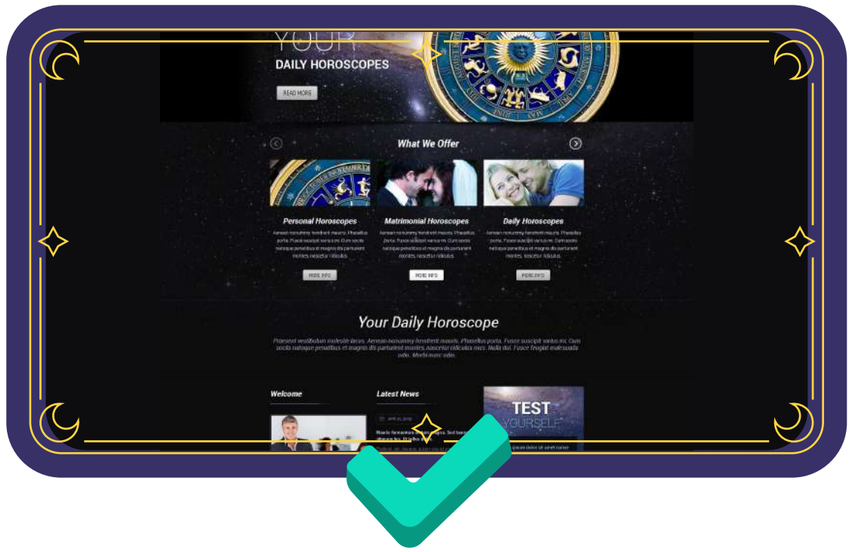
Landings and pre-landers

You can **create** your landing page to get **leads**.

Or use the landing page of the network you will be working with.

We provide **landings** that have already shown **excellent conversion**.

An example of an Astro-offer landing:



Bad landing, which is unlikely to convert, looks like this:



Evadav tip

It is crucial to use **interactive elements** in landing. The more the audience can **interact** with the landing page, the "warmer" it will be at the final stage of the funnel and the greater the likelihood of **conversion**.

Pre-lander in the promotion of Astro-offers is necessary to:

- "warm up" the audience, that is, to **interest** before moving to the target page;
- eliminate **non-target** traffic;
- to pass **moderation** if we are talking about advertising charms and amulets on the sites where it is prohibited;
- segment the audience and work with a **separate** group of users.

Pre-lander

is a page where a user **cannot** make a purchase or subscribe to a horoscope.



There is **no direct offer**,



only a description of the **problem** and **its solution**.

Evadav tip

Astrology works well with **storytelling**.
Nothing pushes people to purchase or subscribe like someone else's experience. It may be the story of the average person or the media person about how they faced life difficulties or even found themselves in a horrible situation.

But someone advised them to get a personal horoscope (Natal card), the taro divination, and their life changed for the better.

The story with an **amulet** or a forecast works the same way.
Use the "pain" that affects your target audience.

18-27

Traffic for forecasts from the series "When I Get Married" should be searched among **female** audiences of 18-27 years.

You can put a picture of the happy bride and her story about how she waited for this day and how events unfolded after receiving the forecast.



40-50

If these are women between the ages of 40 and 50, tell the first-person story of how to get the love of one's life or husband back, increase income, and find a good job with the help of baba Nina's amulet.



Settings and optimization

Evadav experts have prepared recommendations and **life hacks** for you to use when working with **astrology offers**:

Avoid offers

where the user is **immediately redirected** to the channel or contact of some messenger.

High download speed

Provide high download speed of landing and pre-lander. Pages should load in **1-2 seconds**. Otherwise, the user will close them.

Use pre-lander

Products and services in the field of astrology do not belong to the "black" vertical, but in social networks, for example, they are unlikely to be moderated. In any case, pre-landers perfectly "warm up" the audience and weed out non-target users.

Do not use long forms

for registration. People do not like to waste time filling out forms; they are eager to know the answer to their questions! Optimally make **2-3 fields**. It is also important to configure the phone number field so a person can not type an incorrect contact or just a set of numbers.



Review the theme TV shows

You should know the **trending characters** today and use their names in advertising campaigns.

Connect creatives to events such as

"order horoscope for next year," or "find out what will happen next month."

Test extraordinary approaches

using the questions many people ask - "Why are the sheiks doing so well?".

Create different stories for the pre-landers

about how a pensioner, a simple worker, a housewife, or a student got rich.

Run Astrology-Campaign Now

Summary

We hope you are now ready to step out of your comfort zone and gain experience in a new vertical - **Astrology**.

You still don’t dare and don’t think you can go far with the "white" offers?
Then let’s show you a **working bundle** from our advertiser to dispel any last doubts!
This guy got almost **$2000** on horoscopes within **six weeks**!

Ad format
push classic

Offer type
astrology (horoscopes)

Affiliate Network
taken from Offervault

Campaign period
15.09.2022 – 31.10.2022

Geo
Kazakhstan

1 192,7 $
Total budget

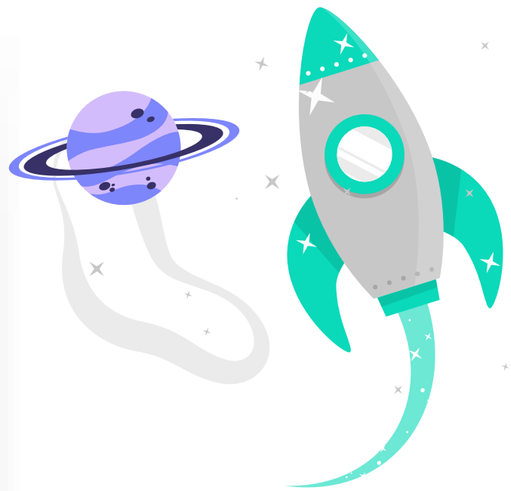
1 991 $
Total earnings

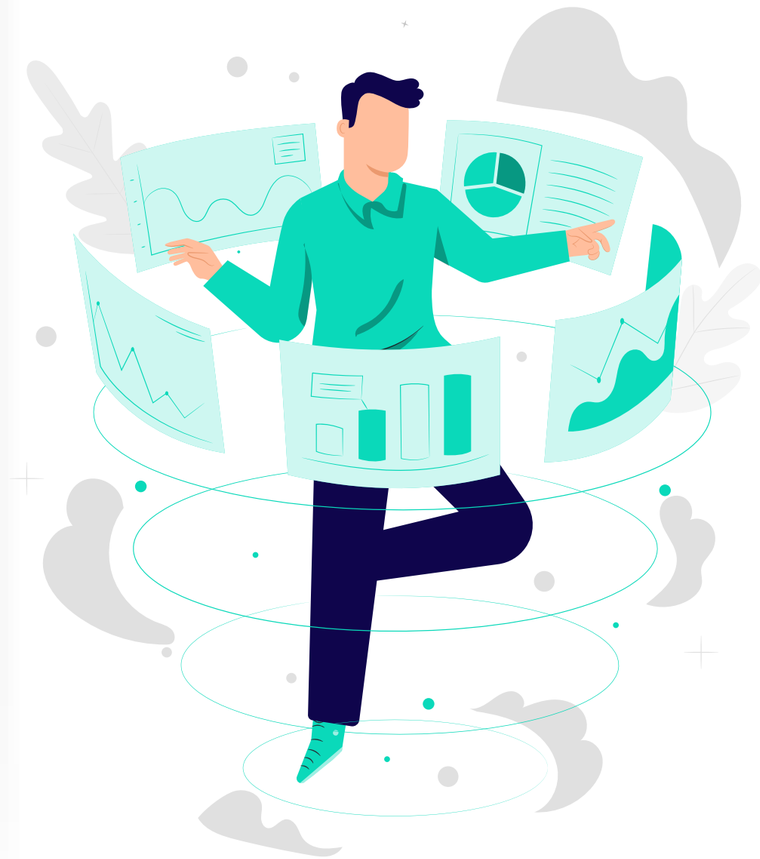
798,3 $
Net profit

57%
ROI

evadav.com

Date	Impressions	Clicks	CTR	CPC	Cost	Cost per lead	Payout	Profit	ROI
01.10.2022	241578	13344	5,52	0,003	36,03	0,14	68,04	32,01	88,85
02.10.2022	599845	14226	2,37	0,003	38,41	0,14	75,26	36,85	95,94
03.10.2022	489253	14794	3,02	0,003	39,94	0,14	74,33	34,39	86,09
04.10.2022	429742	15904	3,70	0,003	42,94	0,16	72,55	29,61	68,95
05.10.2022	548105	15920	2,90	0,003	42,98	0,16	72,01	29,03	67,53
06.10.2022	500407	15853	3,17	0,003	42,80	0,16	72,28	29,48	68,87
07.10.2022	439919	15964	3,63	0,003	43,10	0,17	70,66	27,56	63,93
08.10.2022	514147	15889	3,09	0,003	42,90	0,17	69,60	26,70	62,24
09.10.2022	517688	15704	3,03	0,003	42,40	0,17	69,69	27,29	64,36
10.10.2022	600665	15917	2,65	0,003	42,98	0,17	66,96	23,98	55,81
11.10.2022	574731	15489	2,69	0,003	41,82	0,17	67,77	25,95	62,05
12.10.2022	503091	14969	2,98	0,003	40,42	0,16	69,93	29,51	73,02
13.10.2022	569568	14992	2,63	0,003	40,48	0,15	73,63	33,15	81,90
14.10.2022	642395	14567	2,27	0,003	39,33	0,16	65,50	26,17	66,54
15.10.2022	540633	14465	2,68	0,003	39,06	0,17	63,45	24,39	62,46
16.10.2022	662094	14874	2,25	0,003	40,16	0,16	69,12	28,96	72,11
17.10.2022	534038	14495	2,71	0,003	39,14	0,15	73,25	34,11	87,17
18.10.2022	570387	14985	2,63	0,003	40,46	0,16	69,93	29,47	72,84
19.10.2022	524905	14478	2,76	0,003	39,09	0,17	63,72	24,63	63,01
20.10.2022	643095	14568	2,27	0,003	39,33	0,16	65,07	25,74	65,43
21.10.2022	524590	14923	2,84	0,003	40,29	0,17	64,53	24,24	60,16
22.10.2022	549589	14884	2,71	0,003	40,19	0,31	35,25	-4,94	-12,28
23.10.2022	654958	14594	2,23	0,003	39,40	0,16	56,24	16,84	42,73
24.10.2022	534594	14730	2,76	0,003	39,77	0,16	66,15	26,38	66,33
25.10.2022	635486	15090	2,37	0,003	40,74	0,16	71,26	30,52	74,90
26.10.2022	572509	14751	2,58	0,003	39,83	0,16	67,23	27,40	68,80
27.10.2022	634450	14609	2,30	0,003	39,44	0,15	71,20	31,76	80,51
28.10.2022	530980	14690	2,77	0,003	39,66	0,17	63,45	23,79	59,97
29.10.2022	600298	14299	2,38	0,003	38,61	0,15	70,12	31,51	81,62
30.10.2022	530958	14901	2,81	0,003	40,23	0,16	70,60	30,37	75,48
Total	**16 965 646**	**463 708**			**1 252,01**		**2093,58**	**841,57**	



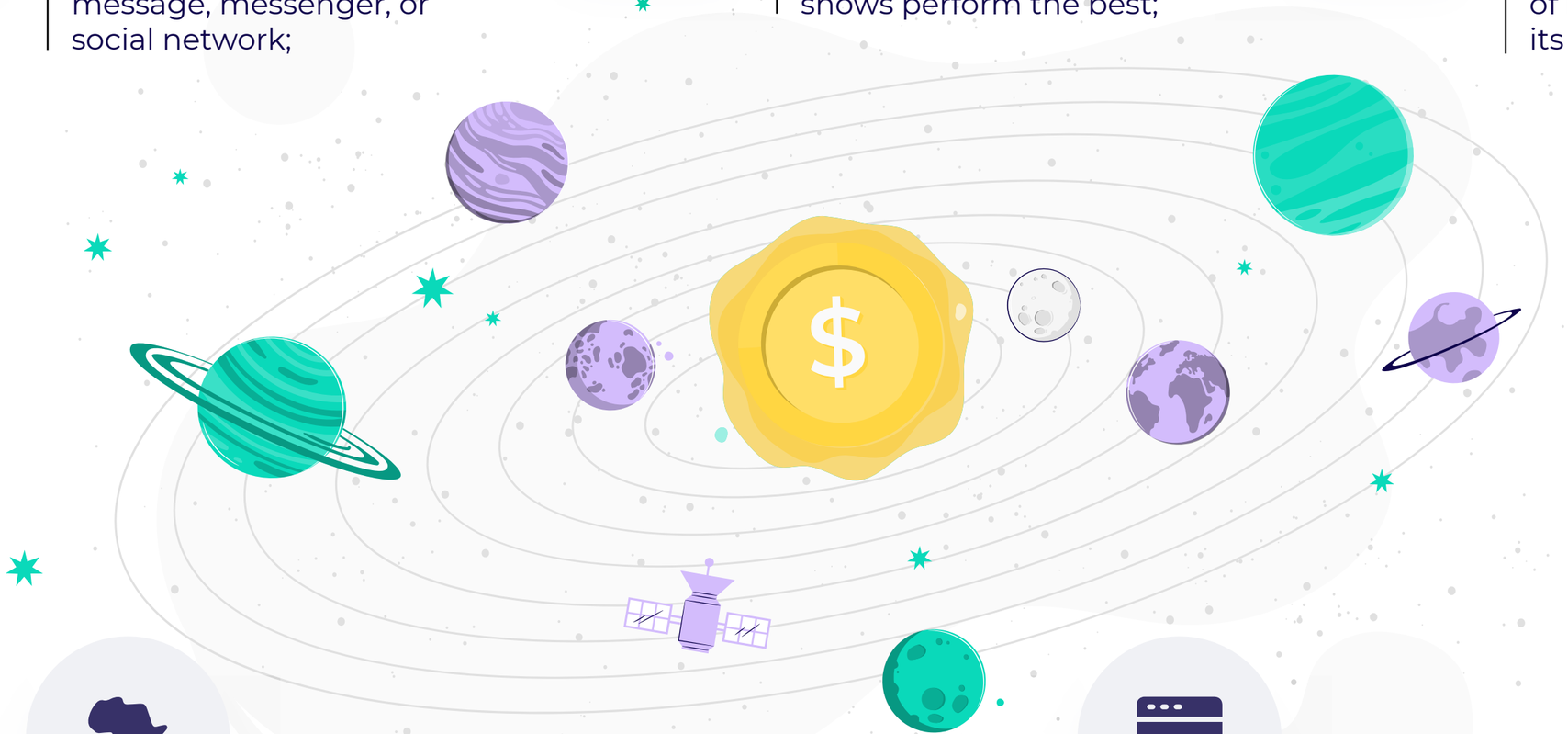


Let's take a look at the main aspects of our guide on making money with Astro-offers:

inpage is the most effective format in astro-offers promotion, as it is visually similar to the new system message, messenger, or social network;

creatives with famous personalities in astrology, magic, and particular finalists of thematic reality shows perform the best;

the most appropriate pre-lander for astrology is **storytelling**, which highlights the “pain” of its audience and offers its solution;



second and third-world countries are suitable for this vertical;

an **interactive landing page as a blog** of a well-known psychic demonstrates excellent conversion.

Astro-vertical existed long ago and showed **promising results** with the right approach.

- horoscopes
- amulets
- forecasts



refer to “white” offers. Working with them is relatively easy, especially now that **you have a “success formula in the Astro-vertical”** from Evadav experts!

The potential of an Astro-niche is obvious – problems in different spheres of life constantly pursue people who are all superstitious at some point.

For this reason, the Astro-vertical **will never burn out**.



So get ready with mighty creatives, "aim" more accurately into your audience, and use Evadav's tips to earn Astro-profit.

Join the best advertising platform, Evadav!