EVADAV

The Evolving Ad Network

Step by step guide

TO CAMPAIGN OPTIMIZATION WORLD

Insiders hacks & tips for those who wants to advertise like a boss

»» Introduction

WHO WE ARE?

EvaDav is an advertising network. Traffic is traded under **CPC** and **CPM** pricing models for the following ad formats: *native ads, in-page traffic, push notifications and popunder.*

We offer a wide range of payment options, **24/7 customer support** and dedicated account managers. Serving over 2 billion impressions every day westrive to be the best in our class by helping you and your business bloom.

Running **over 2 billion impressions for over 50,000 campaigns** every day, we offer a wide range of payment options and 24/7 customer support.

OUR OBJECTIVE

Create and develop both classic and innovative advertising formats to effectively monetize and convert traffic from around the world.

We aim to be the best in our sector and help you and your business grow.

2 billion
impressions per day

21 k
publishers

25 k
advertisers

50 k
advertising campaigns

❯❯ Before we start

Every advertiser dreams to find it's **perfect vertical-geo-platform offer**. But the truth is that our world changes every single minute.

That means that all ad campaigns need an eye on it of someone who will be ready to **implement changes in ads.** So the success of campaigns never happens by itself.

If you want to squeeze as much **ROI** as possible, you need to **set your campaigns in a smart way** at every beginning.

But even then you need to **collect data, analyze** them and **do changes** for better profit.
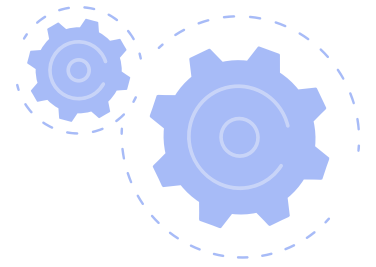
We have prepared a **step by step guide on ad optimization** for you. From now on, you won't be feeling like you are in a rocket cabin with all these settings and stats alone.

We will help you to make sense of the features you can use setting your campaigns' and apply optimization tricks, **like a pro**.

How to choose a format, verticals and geo? Which pricing model to choose? Do I have enough budget to start? How to set other targeting? Where to take ideas for creatives? What to do if traffic volume falls or is absent? How to use all these settings features right?
All these and other questions are covered within this guide.

Fasten your seatbelts and let's start!

» Choosing offer & budget

When you just start your campaigns the best is to focus on industries you know best.

"Verticals," are business niches where vendors serve a specific audience and their set of needs.

That means that to serve someone you need to know them quite well.

It doesn't make any sense to try to be all things to allpeople. Instead, **choose a certain vertical** (or multiple verticals) to specialize in. For instance, you might choose to focus on the **adult, nutra or e-commerce industries**, to name just a few example verticals.

Focusing on certain offers helps you get to know your prospective new clients even before you have met them. With this knowledge you can easily **develop solutions** and **make creatives** that will be really close to the mindset of your potential clients.
When your client is happy with your proposals **you get ROI** upliftment.

HACK

Don't think that you are alone with your campaign. Don't hesitate to **ask your EvaDav personal manager** to find out what goes best in your niche, and then build your plans based on this.

How to choose your optimal testing budget?

Whether you are a newbie or whether you are a pro in advertising it never feels like choosing the right budget to start is an easy pie. Everything changes so fast so the best idea is to **contact your manager to get the freshest information** about industry and budgets.

You can start running your campaigns from only **100$** but we recommend these budgets to become fluent member among competitors by verticals:

Crypto:	**$2000**
APK:	**$500**
Finance:	**$1000**
Betting:	**$1000**
Gambling:	**$1000-1500**
Software:	**$ 500**
Dating:	**$500-1000**
Games:	**$500**
Nutrition:	**$1000**
Sweepstakes:	**$500**
PinSubmit:	**$300**

Using **black and white lists, autorules** are an important factor in the continuity of **optimization**, since it determines the validity of spending on certain indicators, and, accordingly, helps to direct them only to the necessary boundaries.
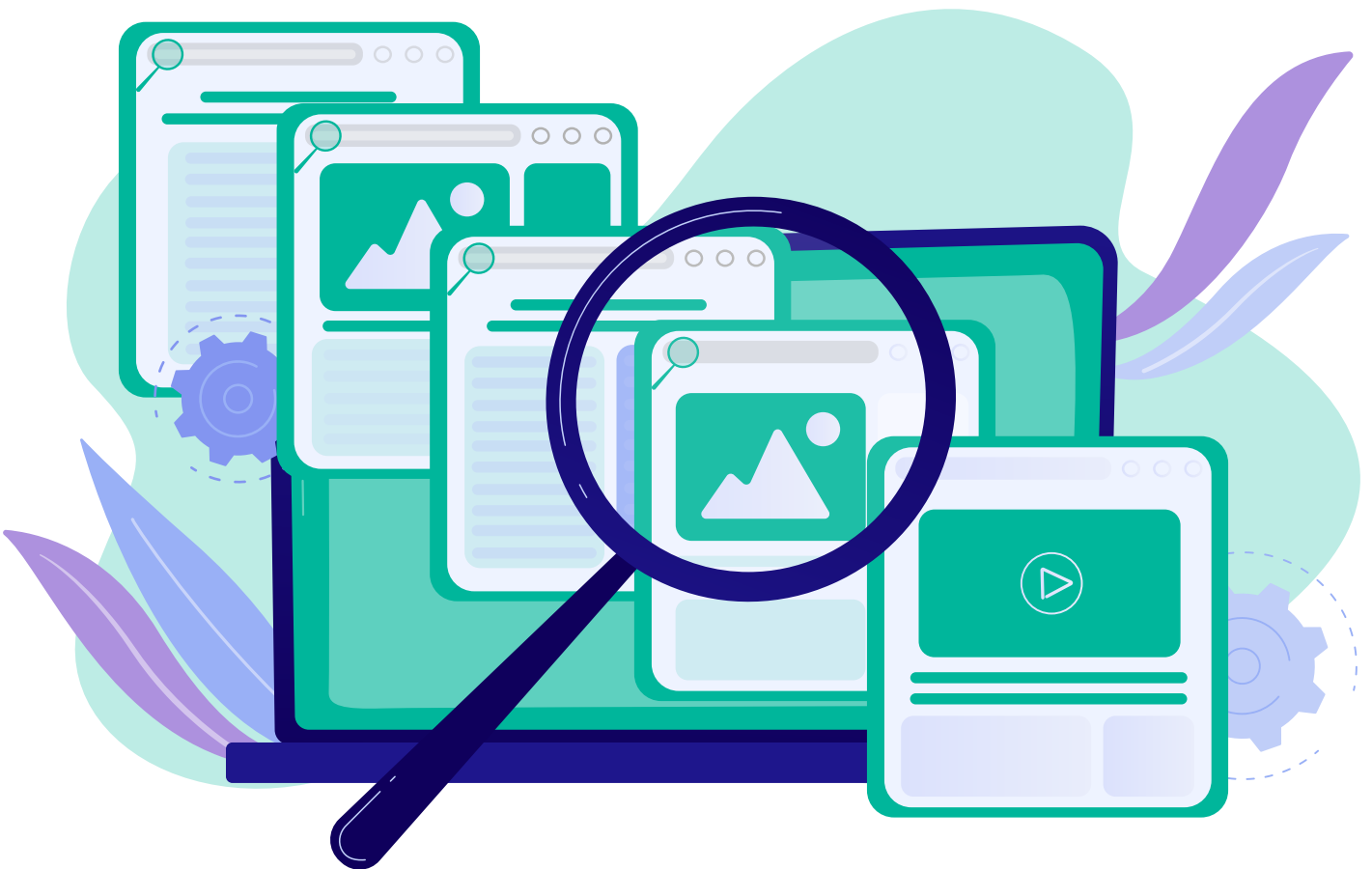
Wait a bit!

How long should you wait before starting campaign results evaluation?

It is advisable to launch several campaigns with different formats and a small budget. Ideally, in order to set everything up correctly for the test, it is advisable to **set up auto-rules for the system**.

If the setting is correct then **a few days will be quite enough** for the test. Just wait for *72 hours* before starting analyzing your campaign results.

⚙️ EXAMPLE
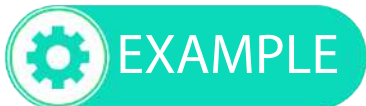
Look at ROI - optimisation took up to 3 days

Date	Impressions	Clicks	CTR	CPC	Cost	Leads	Cost per lead	Payout	Profit	ROI
13.06.2021	4 550 900	5 935	0.13	0.018	107.64	1 124	0.10	150.45	42.81	39.77
12.06.2021	3 036 740	4 998	0.16	0.018	87.90	1 012	0.09	126.73	38.83	44.17
11.06.2021	3 427 013	4 627	0.14	0.018	86.51	973	0.09	124.41	37.89	43.80
10.06.2021	3 285 220	5 193	0.16	0.018	93.83	1 032	0.09	127.24	33.41	35.61
09.06.2021	2 104 751	5 898	0.28	0.025	149.96	1 033	0.15	128.28	-21.68	-14.46
08.06.2021	3 208 253	8 135	0.25	0.036	290.16	1 096	0.26	151.29	-138.87	-47.86
07.06.2021	3 921 127	8 862	0.23	0.024	216.69	1 244	0.17	152.14	-64.55	-29.79

HACK

If you are testing **creatives** then one day will be enough to see the results. You can easily see the performance of each creative at the end of the day.

You can turn off those that just spend your budget and **create new** based on creatives your leads like more.

ID	Campaign	Creative ID	Impressions	Clicks	CTR	CPC	Cost	Leads	Cost per lead
701764	[BG] av push (5) (2+) aug2	976195	21 008	72	0.34	0.037	2.66	7	0.38
701764	[BG] av push (5) (2+) aug2	976194	19 722	70	0.35	0.037	2.59	6	0.43
701764	[BG] av push (5) (2+) aug2	976192	19 828	68	0.34	0.037	2.52	8	0.31
701764	[BG] av push (5) (2+) aug2	976191	16 924	53	0.31	0.037	1.96	5	0.39
701764	[BG] av push (5) (2+) aug2	976196	13 972	52	0.37	0.037	1.92	3	0.64
701764	[BG] av push (5) (2+) aug2	976193	12 210	40	0.33	0.037	1.48	2	0.74
701764	[BG] av push (5) (2+) aug2	976190	13 953	37	0.27	0.037	1.37	2	0.68
701764	[BG] av push (5) (2+) aug2	976197	10 188	27	0.27	0.037	1.00	1	1.00

Geo & 4 Ads formats

According to the standard, **Tier1 countries** are better to work with for greater profit but in the real world top geo changes from month to month in the context of formats and verticals.

You can check our July's 2021 update of "Top Geo and Verticals" guide or **ask your personal manager.**

For all

We advise you to focus also on **vertical and geo**, where you already have experience in work. We recommend doing **split tests** by format if you are not sure which one will work best for you.

For beginners

We recommend **concentrating on less popular geos**, where you can gradually get your hands on tests and analyze work with less investment.

For an experienced affiliate / webmaster / agency

We advise you to **proceed from the needs of the offer and your budget**. Please note that for the top geo, the competition is higher and therefore higher bids and more budget for the test will be required.

Which one from the ads formats is better to choose?

There are **two main criteria for choosing formats** to work with. First one is to start from the ones you already know and then try to test others. This will be a nice start for a newbie.

But if you feel more confident, try to choose ads format based on your campaign goals and behaviour of your leads.

Advertising Format:

(●) Push notifications   (○) Popunder   (○) NativeAds
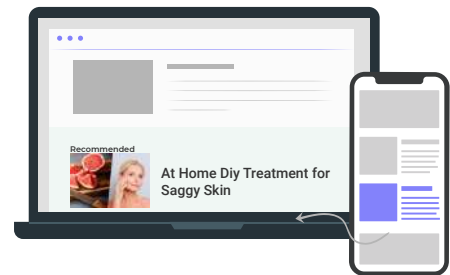
Push notification types: *

☑ Classic push   ☑ In page push

Native

◆ Native banners always in viewable are for users who visit sites you advertise at. They enjoy click rates that are eight times higher than regular formats

◆ Native ads don't annoy users as they provide seamless integration with site content

◆ Such a format maximizes profits and realizes the long-term goals of growing your business

Push notifications

◆ They can reach your leads even when they are not browsing

◆ These interactive messages are sent to the desktop or mobile device of the user who has agreed to receive notifications from the browser

◆ They can become annoying and a bit a
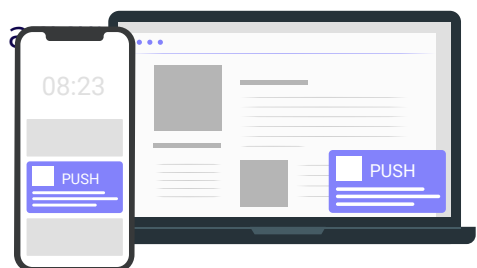
In-page Messages

◆ Gives a possibility to target IOS, Mac OS, and other platforms

◆ Solid format for monetizing traffic as pre-obtained user consent ensures a high click rate

◆ Less aggressive than classic pushes as is shown on page

Popunder

◆ Ideal format for attention capturing as it shows full page with your content

◆ You can choose frequency of how often you want to show it to your leads

◆ Works best with prelenders
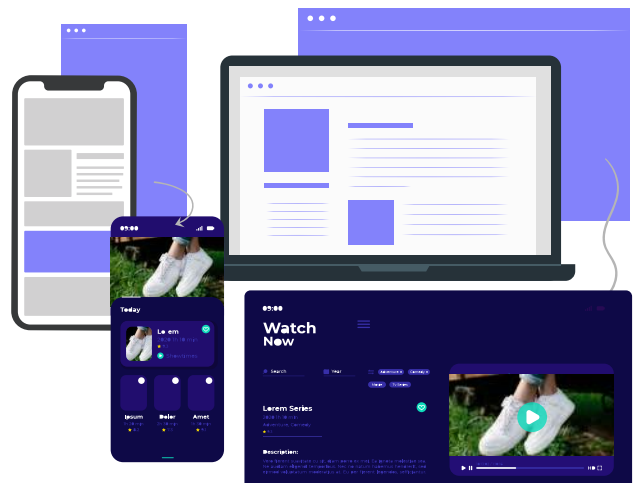
Which pricing model to choose?

Choosing the right pricing model is crucial for the success of your campaign. We recommend choosing it based on the **goal of your campaign**.

Pricing model:
CPC ◉ CPM
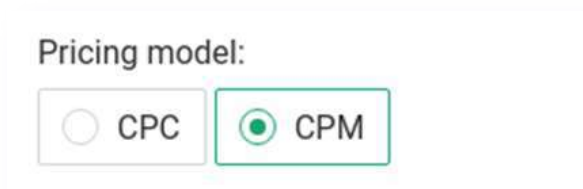
🖱 **CPM**	cost per mile - payment for 1000 impressions (we have each impression on pops = click and opening of the landing). First of all, you need to build on the goal of the campaign. **If the goal is simply to attract an audience, then CPM**.
🖱 **CPC**	cost per click - pay per click. If the goal is to get a conversion / lead then CPC. **If you've got creatives with high CTR (click-through ratio), then you'll be able to switch and/or duplicate such campaigns for more profitable traffic buying from CPC to CPM model**
🖱 **Smart CPC**	we also recommend using this option on popunders, which will help you win a traffic auction from your closest competitors. **This tool allows you to optimize your traffic costs**. Advertisers indicate the maximum bid he can pay. The system determines the closest competitor's bid and bid 1% higher to win the auction.

Winning bid. How to?

Countries & Bid

Europe   Asia   Africa   North America   South America   Australia and Oceania   CIS

European Union

Tier 1   Tier 2   Tier 3

Countries: *

choose

CPM in $: * ❓

0,00

recommend bid   max bid

⚙ EXAMPLE

To win all auctions, the advertiser can specify an extreme high bid (2 times higher than the maximum), in the end he will pay only the amount: the maximum bid of competitors + 1%.

For example:

◆ Advertiser A specifies a bid of $ 8

◆ His competitor - B (on this course), bets $ 5

◆ Competitor C bets $ 4.80

◆ Competitor D bets $ 4.20

◆ Under these conditions, advertiser A will win the auction and receive traffic at the price $ 5.05

PRO TIP

Use EvaDav "Statistic" tool that will help you to identify common volumes and bids within different ad formats and pricing models.

Volumes of traffic

Push CPC | Push CPM | In-page CPC | In-page CPM | Popunder CPM | Native ads CPC | Native ads CPM

Search:

Country	Minimal bid	Recommended bid	Yesterday clicks
India	0.001	0.005	1 616 404
Brazil	0.001	0.009	982 600
Indonesia	0.002	0.007	480 692
Thailand	0.004	0.026	172 324

statistics

» Creatives & Targeting

Advertising is like a battlefield where you need to be aware every moment to become a winner.

HACK

Just **test one element at one time** otherwise you will get confused really fast about what gives you real results.

Make **different campaigns with different targeting options** (separate campaigns for different geo or platforms) otherwise you will only create obstacles for campaign success.

ID	Campaign	Creative ID	Impressions	Clicks	CTR	CPC	Cost	Leads	Cost per lead
697286	[BG] viber push (140) july23_2	966402	7 805	130	1.67	0.041	5.33	11	0.48
698456	[EE] av push (146) (2+) july26	969613	13 603	180	1.32	0.027	4.84	2	2.42
698456	[EE] av push (146) (2+) july26	969611	12 577	157	1.25	0.027	4.24	1	4.24
698456	[EE] av push (146) (2+) july26	969610	12 346	156	1.26	0.027	4.17	3	1.39
697286	[BG] viber push (140) july23_2	966399	6 668	96	1.44	0.041	3.94	5	0.79
697286	[BG] viber push (140) july23_2	966394	6 777	95	1.40	0.041	3.90	7	0.56
698456	[EE] av push (146) (2+) july26	969609	11 679	139	1.19	0.027	3.72	1	3.72
698456	[EE] av push (146) (2+) july26	969612	11 368	138	1.21	0.027	3.71	3	1.24
697286	[BG] viber push (140) july23_2	966398	6 508	88	1.35	0.041	3.61	7	0.52
697284	[BG] viber push (140) july23	966393	13 991	84	0.60	0.037	3.11	4	0.78
700348	[EE] av push (146) (2+) july30	973850	5 420	98	1.81	0.027	2.63	0	0.00

You can create **3-4 campaigns** separately for different ad formats. In each campaign you can test different creatives. Doing so you will see which ad formats are better for your offer and which creatives work best for you.

Juicy creatives for your campaigns

It is advisable to have **at least 5 creatives for offers**, and on the very first day of the advertising campaign work it will be obvious which one is being clicked more and what is worth focusing on.
You can also **use spy tools** to find the best creatives in industry to copy them.

More about it you can see in **"Results & Tips"**.

For instance, for push format advertisers can use different variants of titles up to 30 symbols length, catchy descriptions - up to 45 symbols; upload 192*192 pixels icons and main image.

PUSH NOTIFICATIONS, INPAGE

Do not forget that it is important to **change the creatives very often** as no one canceled the user's fatigue.

NATIVE

There should be **selling text and banners** with catching eye creatives. At the same time, do not forget that native advertising should be combined with the content of the site.

HACK

Sometimes using popular types of creatives do not give results you expect.
The more users use similar creatives, the more exhausted everyone will be in the end - CTR falls and amount of leads decreases.
Just feel what will catch your leads for sure.

Use images of star person as it makes your message much more attractive and **find a good copywriter** for writing messages that will touch the needs of your leads.

But don't use celebrity images as it would look like they are ambassadors of your offer without their consent if you are not ready to pay royalties to them :)

Eye catching and juicy ad with Angie
that is just calling your leads to follow this tasty ad
**But this ad will bring you a lot of troubles**

PRO TIP

Play with Icons, Banners and Texts to find the best that will please the taste of your leads. Don't forget that you can upload up to 16 creatives per one campaign, ask your manager to activate this feature to you.

Playing with icons could be fun.
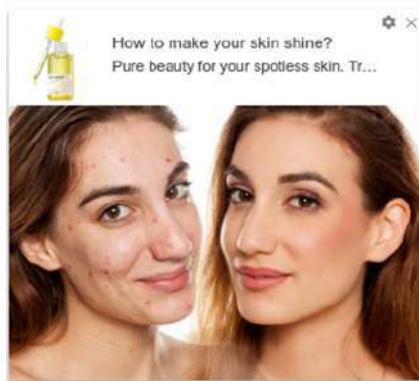Try different types: photos or drawings, B&W or color, person or things on it and test which works better for you.
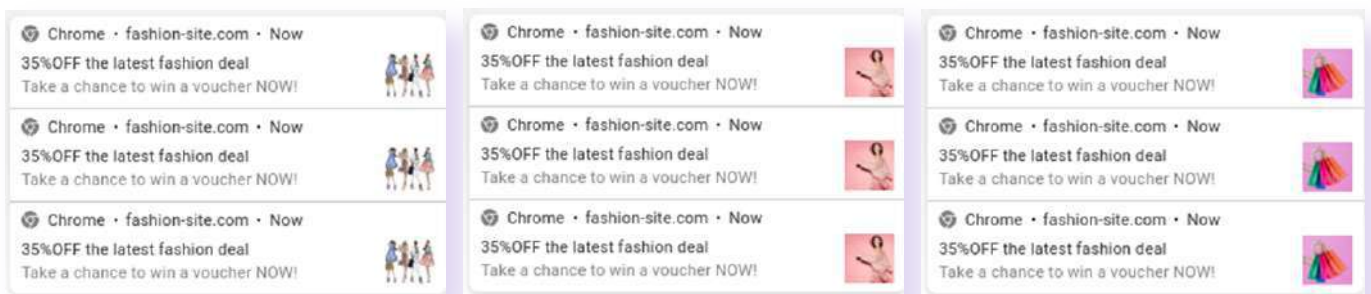
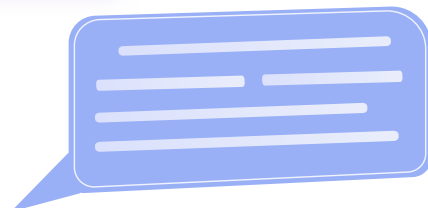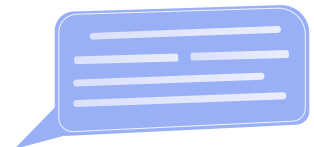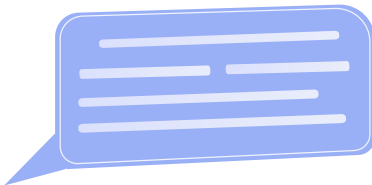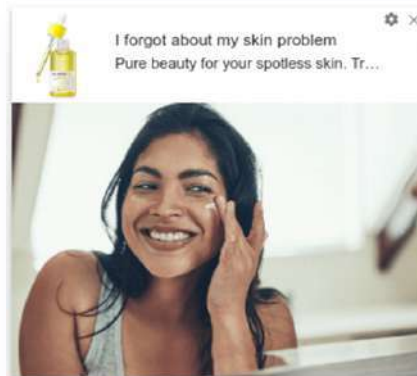You may also try to **test different banners**.
Identify which of them your leads like more real personas or drawings?
Good idea is to s**how results your leads** can get with your offer - show them the ultimate goal or before/after creatives.

Try different messages:
just identify your product, ask questions or create creatives that look like real testimonials.

# Target your ads like a real sniper

On EvaDav you can make **multiple targeting choices** in order to achieve your goals.

The better you know the industry you are working with and your lead's pains and needs the best results you will receive.

On EvaDav you can work with these targeting options:

◆ countries, regions, cities

◆ devices

◆ OS

◆ browser

◆ language

◆ connection type

◆ and others
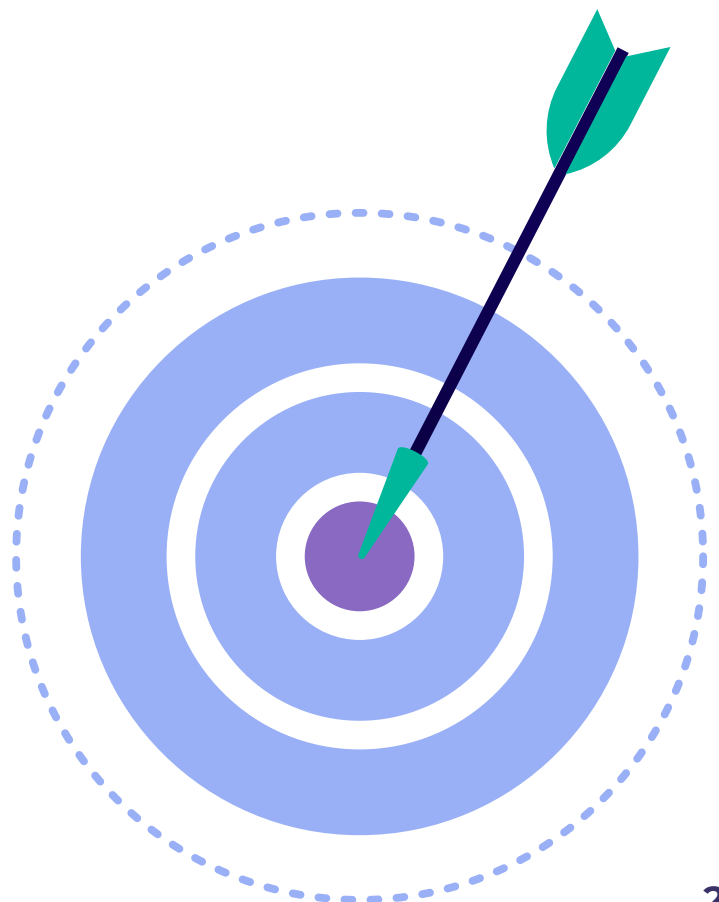
Verticals available on EvaDav:

EvaDav works with almost all verticals. Top of them are:

Applications	E-Commerce
Gambling	Pinsubmit
Adult	Entertainment
Software	Push subscription
Finance	Health
Questionnaire	Sexual content
Sweepstakes	Dating
Betting	Games

Therefore, at the very beginning of the purchase, you can **start a broader targeting** - see the overall efficiency, and then you need to narrow and reduce cost and ineffective spending.

Remove the targeting that is negative, or select the targeting that is most effective in a separate campaign and buy it at **higher bids**.

HACK

To achieve the **maximum results**, we recommend to make **separate campaigns for different targeting options** and not to mix them all together:

◆ targeting specific countries that will bring better results than targeting the whole world. The optimal decision while setting the targeting is : 1 Campaign for 1 geo

◆ While targeting countries and bids advertisers can include separate regions of the countries that they chose

Separating desktop and mobile, as well as **IOS** and **Android** versions are crucial to achieving better results and more effective optimization
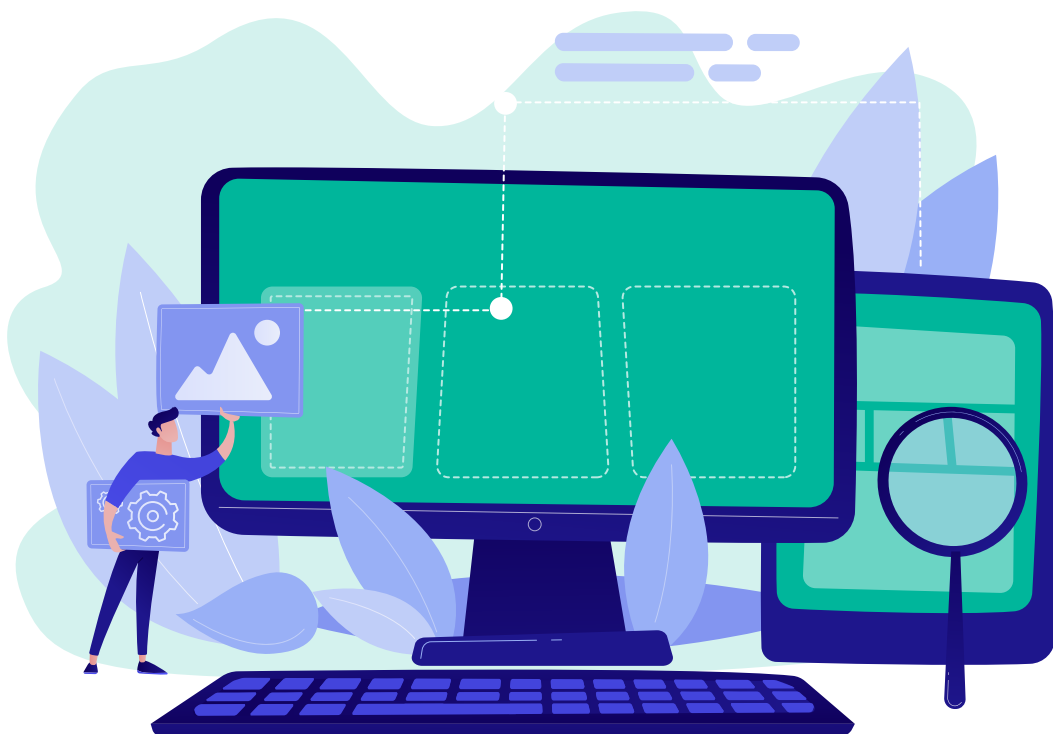
EvaDav has unique features:

- ◆ division of traffic into *adult and mainstream*

- ◆ dividing traffic into *mobile and tablet*

- ◆ microbidding

- ◆ simultaneous use of *whites and blacks*

- ◆ *premium* traffic

- ◆ uploading up to *16 creatives* in one ad campaign. Also, everyone can use a separate url for each creative, instead of starting a new ad campaign everyone has access to autorules, this option helps to optimize the purchase and reduce the time for manual optimization

Use traffic estimator from right column of your ad cabinet to predict possible campaign results (traffic estimator is not pay attention on white and black lists, shows traffic amount on country level, not counting browser or connection type and shows the whole possible amount of traffic)
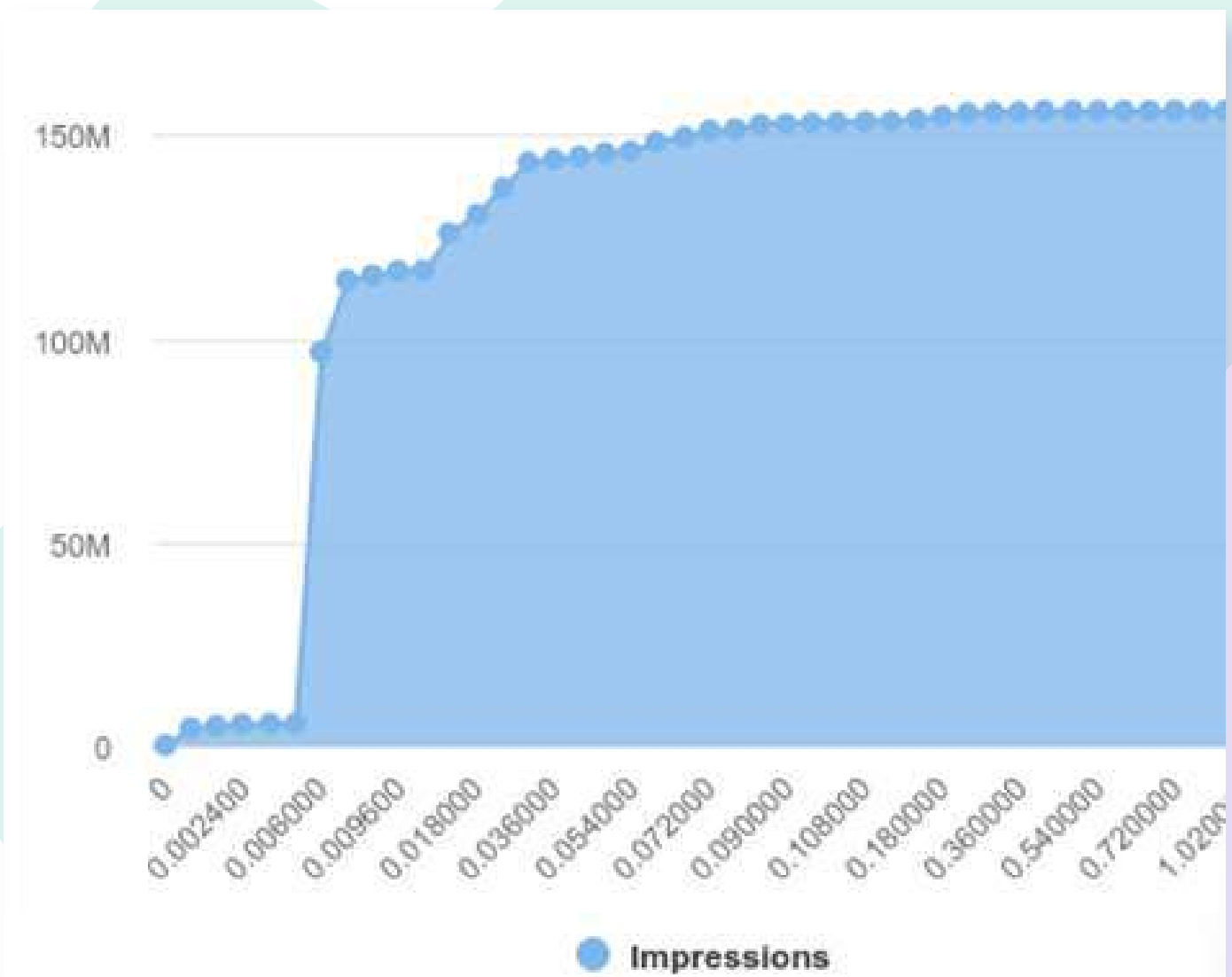
Black and white lists

Not all traffic sources will serve you with leads generations so it's important to **clean and update your sources every day** with white and black lists.

White list

a list of sources on which you want **to spin** an advertising campaign (which gave the result in the form of leads, a good CTR, suitable for traffic offers)

Black List

a list of sources that you want **to exclude** from the target of an advertising company, which for one reason or another do not work for you and simply drain your budget.
A priori ad campaign is spinning on all sources, after the first tests already, we strongly recommend creating your own audiences and adding them to the campaign target in order to avoid unnecessary expenses.

Frequent mistakes:

1 The advertiser adds a list to the audience in the cabinet, but **does not add campaigns to the targeting**, and the ad continues to flow on all traffic sources.

2 "Blacklist" is set in the ad campaign settings by default and the advertiser's inattention can lead to the fact that good sources from the audience are blocked. Accordingly, you need to **change the type of audience.**

Type:

Blacklist ▾

Audiences: ❓

Remove all items

a131811 Whitelist ⊗

HACK

It's not easy to add sources to white and black lists by hand so we recommend you to create autorules that will do all the dirty work for you.

Automated rules

This feature is hidden in most ad networks but EvaDav provides it for every single user.
Creating autorules saves your time as you don't need to waste time for traffic analysis and adding all sources that meet criteria you need to lists. There are two auto-rules that every campaign needs for sure.

The first auto-rule blacklists all sources that have spent the maximum allowed amount and did not bring first conversion. That is, the auto-rule is waiting for the maximum allowable cost for the first conversion, after which, if the conversion has not happened, this source **becomes blacklisted automatically**.

You need to **add an audience to your campaign blacklist** and also add the same audience to **automated rules.**
These autorules will be adding all sources with the budget you set (2$, as in example) that you are ready to spend waiting for your first conversion.
Also set a period you are ready to wait for the first conversion to come.
We recommend setting 3 days or more.

The second rule is necessary to maintain the optimal cost of the purchase conversion, when there is already more than **1 conversion on the source**. This is a very important point! Many advertisers forget the first rule and put only the second, but if there are no conversions at all on the source, the cost per lead rule does not work, it is necessary to set the first rule.

Automated rules ⌃

Delete rules

Conditions for SourseID: *   Add conditions

| Cost | ▾ | is greater than | ▾ | 2 | 🗑 |
| Leads | ▾ | is less than | ▾ | ① | 🗑 |

Period of time: *

| Last n days | ▾ | 3 |

Create or Add to audience: *

New Audiences   USA - sweep - classic   ▾

The cost per lead auto-rule works only if the source ID is from **1 conversion**.
Because it is calculated by the advertiser's spread divided by conversions, if conversions are 0, you cannot divide it by 0!

PRO TIP

Don't forget that one audience can be used in several campaigns and can be automatically filled with sources and zones. For instance, you can at the same time exclude useless sub-zones while getting traffic from the main zone.

Track like a pro

As you already understood, the more you know about your campaigns the more you have control over it.
We highly recommend you to **use a tracker** as it connects offers on one side and traffic sources on the other. In the tracker you can **view statistics** by many parameters.

PRO TIP

Use macroses as a tracker itself cannot show all the information in statistics without them.

Target url: *

{ZONE_ID} {SOURCE_ID} {CAMPAIGN_ID} {CREATIVE_ID} {CPM}

{COUNTRY} {CITY} {BROWSER} {BROWSER_VERSION}

{SUB_PERIOD} {CLICKID} {FORMAT} {OS} {LANG}

{CONNECTION_TYPE}

Frequency capping (per day): *

3

Conversion postback url:

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

⌗**zone_id**	if you will not be using this macros, you will not be able to decompose traffic sources in your statistics on CPC id
⌗**source_id**	if you do not use this macros, you will see one large stream and will not be able to split it into sources
⌗**creative_id**	if you use several creatives in one campaign, each creative may have different performance indicators and ctr indicator, if you do not use this macros - traffic in your statistics is perceived as if everything is from one creative
⌗**sub_period**	you can send the period of the subscription cohort on push notifications using a macros. Different cohorts convert in different ways, this needs to be tracked too
⌗**format**	which ad format, if you put both in-page and push formats together, you need to keep track of which format is the most effective. If you do not use this macros, everything will be perceived by one thread
⌗**clickid**	a macros required if the you transfer conversions to the traffic source

NOW YOU ARE READY FOR LAUNCHING CAMPAIGNS ON THE NEW LEVEL. LET'S GO BACK TO YOUR AD ACCOUNT!

≫ Optimization & fails

So your campaign has already launched for a few days and you are ready to analyze the results you got. You are eager to earn more and ready **to optimize your campaign** following this **step by step guide**.

All work with traffic is constant testing and searching for profitable bundles (offer-target-source). *Use these features for a winning campaigns*:

◆ set autorules

◆ use macroses and check results with trackers

◆ create white and black lists

◆ try new creatives

◆ try new formats

◆ try new geo

◆ ask for and follow other tips from your manager

Common mistakes better to avoid

The biggest mistake is **arrogance and blind work**, there is no magic pill - you need to use trackers, you need to constantly optimize and monitor your offers.

What can kill your performance and **waste your budget:**

◆ starting your ad campaign without targeting all geo

◆ using Google analytics as a tracker (use recommendations from "Results & Tips")

◆ using white and black lists from internet

◆ creating clones of the same ad campaign with the same creative - it turns out that you are competing with yourself for traffic and reducing your CTR

◆ forget to set the limits on your ad campaign and drain the budget on the first day

You have all the statistics and optimization tools right in your account - just use them!

What to do if your traffic volume goes down or your campaign still doesn't have any?

Sometimes you want to cry seeing how your traffic goes down or you are not satisfied with its volume.
For sure you want more traffic. Here are few **tips** that will help you to change it:

POPUNDER, NATIVE (CPM)

◆ Increase bid with whitelisted zones and launch new campaigns with them

◆ Send all unefficient traffic to blacklist

◆ Check recommended and maximum bid and increase the bid to beat your competitors

PUSH NOTIFICATIONS, NATIVE (CPC)

◆ Test new ideas for creatives

◆ Increase bids within zones with better performing

◆ If your targeting is really narrowed - expand it

◆ Try preleanders

HACK

Sometimes it's a really good idea to **retest your campaign**.

Especially if you had campaigns with nice performance but **freeze them** or made some serious **targeting changes**.

Just relaunch them as new ones for better performance.

What if your traffic is dead?

If you are in this kind of tragic situation there is still a light at the end. Just read common explanations listed below and fix them step by step.

Check the date

1 Sometimes you still don't have any traffic because you set the **wrong launching date** and the campaign is not active yet. Just stop panic and check it.
Fix it as soon as possible if it's the issue.

Check your budget

2 Sometimes the speed of your campaign will slow down as soon as you go below $50. If you have a balance of **less than 20$** on the balance, the running campaign stops. Just refill your wallet and keep an eye on it to avoid this kind of sad situation.

Expand your targeting

3 Yes, it sounds weird as we recommended **narrowing it down** to advertise to those who are really interested in your ad but sometimes it becomes too narrowed and leads to low traffic volume.
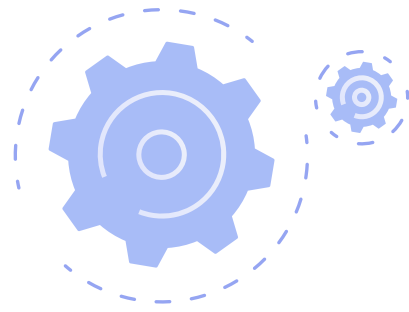
Change platform or GEO

4 Sometimes your targeting is **irrelevant** for those that you work with. Just change it.

Be patient

5 If you launched your campaign **a few hours ago** it's too early to make any conclusions just give it a few days to run.

Admit your defeat

6 Uhh, sometimes it's really sad to see that some **serious competitors took all your traffic**. They set bids that you can't compete with. Just admit life as it is and try other verticals or be happy with what you have.

Hacks & underwater stones

In this part of this guide we want to share some **TOP-secrets that are not so obvious** when you use EvaDav but you can get access to them if you really believe that your personal manager is really the person you can follow blindly.

Simultaneous usage of black and white lists

Usually we use just black or white lists when launching campaigns (or none of them) but using both of them will bring results that are much more effective than ever before

Microbidding

This is an option with which you can use the necessary bids pointwise for each source and thus cut off even more non-target traffic and bid well for the most suitable sources for you upon request from a personal manager.
Just ping him!)

Cashback on your spends

Yes, you can get back part of your expenditures just ask your manager for the details

Hidden features in your ad cabinet

They are so hidden that we can say nothing about it out loud here. Just ask your manager ;)

ASK YOUR EVADAV MANAGER ABOUT THINGS WE HAVE MENTIONED ABOVE AND SEE WHAT WILL COME OUT OF IT!

❯❯ Results & Tips

If you feel like you are ready to go to the next level of campaign optimization then we have a few more
Pro tips for you.

Steal like an artist

You can use spy tools to search for finding creatives that work great on the market to keep track of your competitors most profitable ad campaigns on different sources with these platforms: AdPlexity, Anstrex, Mobidea and others.

Keep everything on track

Use trackers like The Optimizer to filter out traffic. All these are paid tools, but in the end, when working with traffic, it helps to gain profit and increase turnover.

HACK

You can receive a discount of up to 50% in each of these tracker:

Adsbridge.com	Appsflyer.com	Bemob.com	Binom.org	Funnelflux.com
Keitaro.io	Kintura.com	Landingtrack.com	Octotracker.com	Peerclick.com
Redtrack.io	Theoptimizer.io	Thrivetracker.com	Voluum.com	Zeustrack

Just use promo code: **EVADAV**

Regarding traffic we recommend using **macroses**. Also you can use statistics that is available for all sorts of breakdowns right in your advertising cabinet:
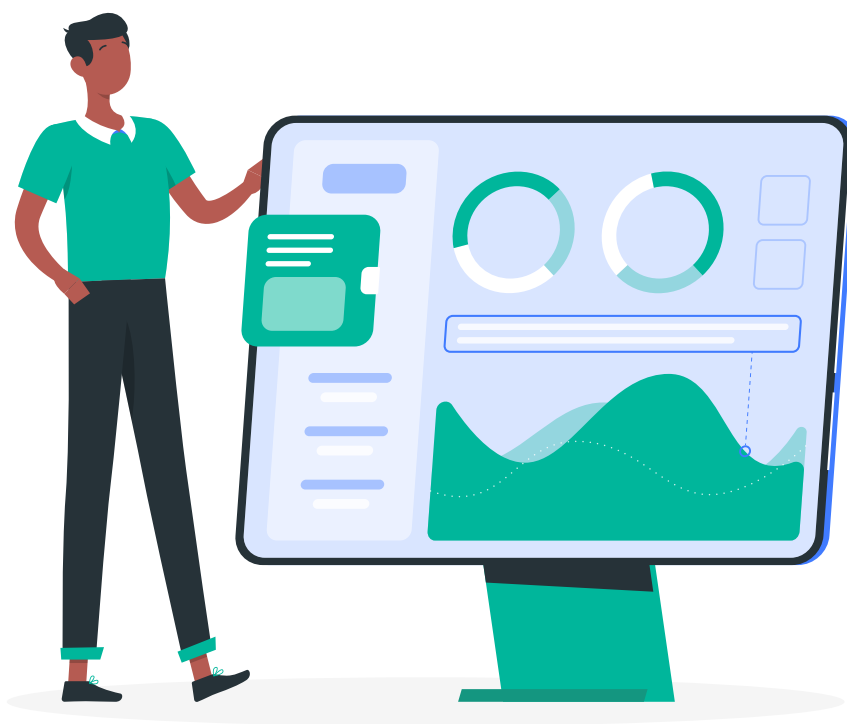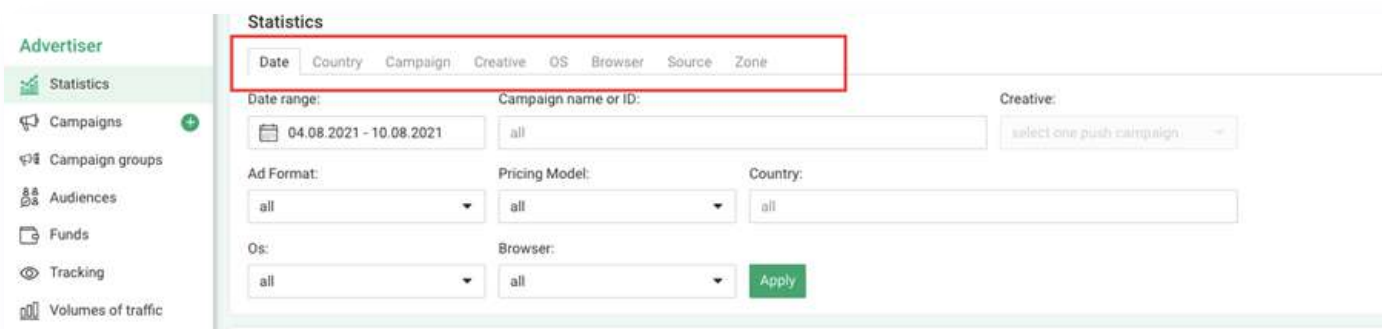
TO START USING THESE PRO TIPS VISIT YOUR EVADAV ADVERTISING CABINET RIGHT NOW!

Conclusion & Recommendations

To wrap up we want to remind you some crucial things about advertising campaigns you should remember:

Pricing model
To wrap up we want to remind you some crucial things about advertising campaigns you should remember:

Budget
Choose testing budget based on verticals, geo and bids

Wait a bit
Give your campaign the possibility to optimise natively. Usually it takes about 3 days and then start optimizing your campaigns

Use white and black lists
This will help you not to waste your budget for not relevant sources

Use automated rules
This will help you to create black lists automatically saving your precious time

Narrow down your targeting

Create diverse campaigns with a specific targeting. Do not mix together counties from different Tiers or different OS platforms

Play with your campaigns

Try different creatives, try new geo and play with rates and you will find your perfect match

Track your traffic

Use traffic trackers and insert macroses to your links. It this case you will be able to control what is really going with your campaigns

Try again

As you understand, launching a campaign once is not enough. You need to find weak spots and avoid them, you need to do more of what is giving a great result and hold your hand on pulse when something is changing

Advertising campaigns are not something you may launch once and then spend your whole life just spending money you earn from it. **Optimization is a cornerstone of our great results** as we live in a world where people's needs are so changeable and we need to find perfect offers to propose them everytime.
Wish you good luck and high ROI!

CREATE YOUR SUCCESSFUL CAMPAIGNS WITH EVADAV!