EVADAV
The Evolving Ad Network

# DIGEST

expert predictions:

+31 °

+45 %

+11°

+100 %

**LOOKING FOR PROFIT IN 2023**

# Content


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Getting to a **new level of income** always requires **new approaches**.

The market is constantly changing - what worked yesterday and tomorrow may become even **more profitable** or gone forever.

If you want to run the most **effective campaigns** in 2023, you should keep up with the trends and be able to adjust to any changes.

We want you to be one step **ahead of the competition**!
So today, we will guide you through the **2023 trends** in affiliate marketing.

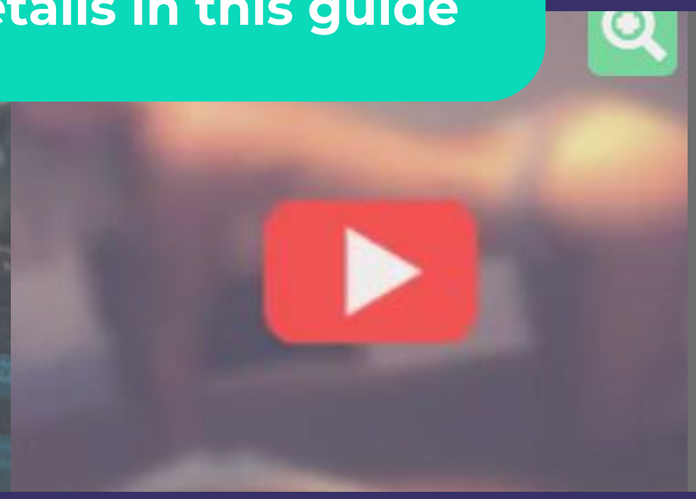
Tools that help you to **increase profit**,

effects, and trends that are already seen from the beginning of this year,

GEO with a high probability of success

We will give you **practical tips** for successfully launching your advertising campaigns.

**read all the details in this guide**



Most promising **geo**

According to Evadav experts, in 2023, the US, Canada, and Japan will remain the leaders in market volumes and payment rates.

**USA**

**Canada**

**Japan**

That said, they still may be less profitable compared to developing countries - such as

🇮🇩 **Indonesia**

🇧🇷 **Brazil**

🇬🇧 **Great Britain**

🇮🇳 **India**

According to Evadav forecasts today, the following countries with high GDP per capita have good potential:

🇸🇬 **Singapore**

🇶🇦 **Qatar**

🇦🇪 **the UAE**

🇳🇴 **Norway**

🇩🇪 **Germany**

Reasons you should look for **traffic in Latin America** in 2023:

- large and loyal audience;
- inexpensive traffic;
- moderate level of competition;
- Latinos are emotional and tend to rash actions and impulse online purchases. Therefore, **conversion** here is good;
- The population of Latin America is highly distrustful of traditional medicine; consider it while choosing an offer - Nutra is in demand.

*In addition, in 2023, Evadav suggests looking towards such areas as Brazil, Peru, Argentina, Ecuador, Chile, Colombia, and other **countries of Latin America.***

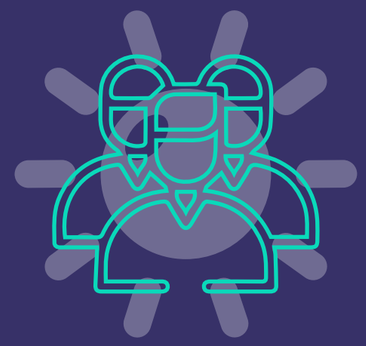
*These regions showed **excellent competitiveness** (especially in comparison with the CIS countries) already in the second half of 2022.*

GO to Content

**Tier-1** countries remain the most **attractive**, but it becomes **harder and harder** to work with them.

High competition,

large budgets,



and a sophisticated audience that becomes more difficult to surprise

for arbitrage managers to focus on other Tier in 2023.

Some **CIS countries**, which for known reasons fell off last year, are likely to remain out of the game this year, too.

**Access to** TikTok, Facebook, and Instagram is restricted, and Google Ads **doesn't work either**.

**Traffic is expensive, and competition is crazy** - until the situation stabilizes, there is nothing to do here, and new traffic channels are unlikely to help.

However, some CIS countries have **not been affected by restrictions** and blocks.

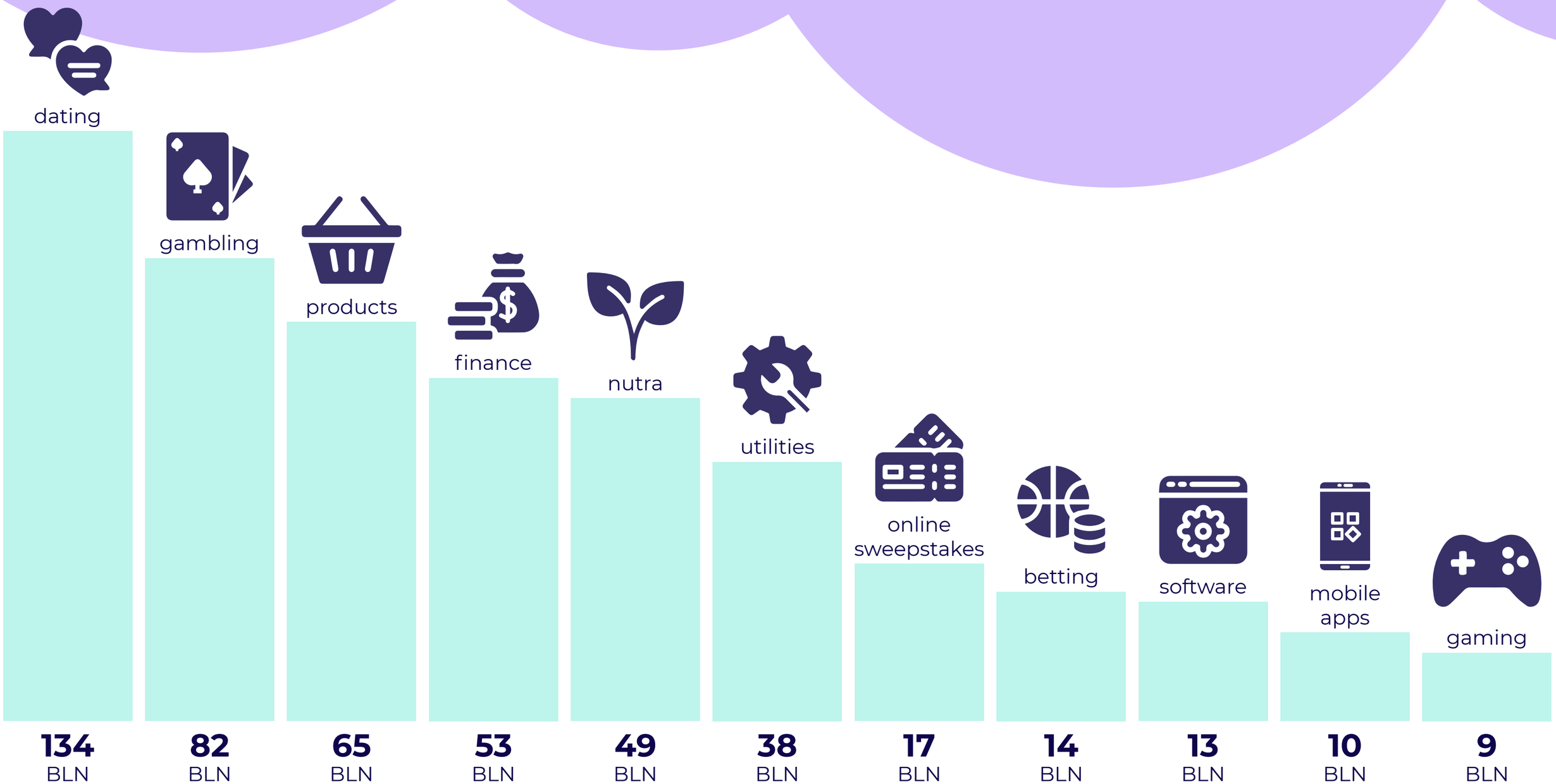
At the same time, the level of local competition has decreased, and the sources are still working.

We are talking about

GO to Content

# Forecast for verticals

In **the first months** of 2023, the arbitrators can relax, as vertical trends are unlikely to change dramatically.
To begin with, let’s take a look at last year’s vertical ad **impressions**:

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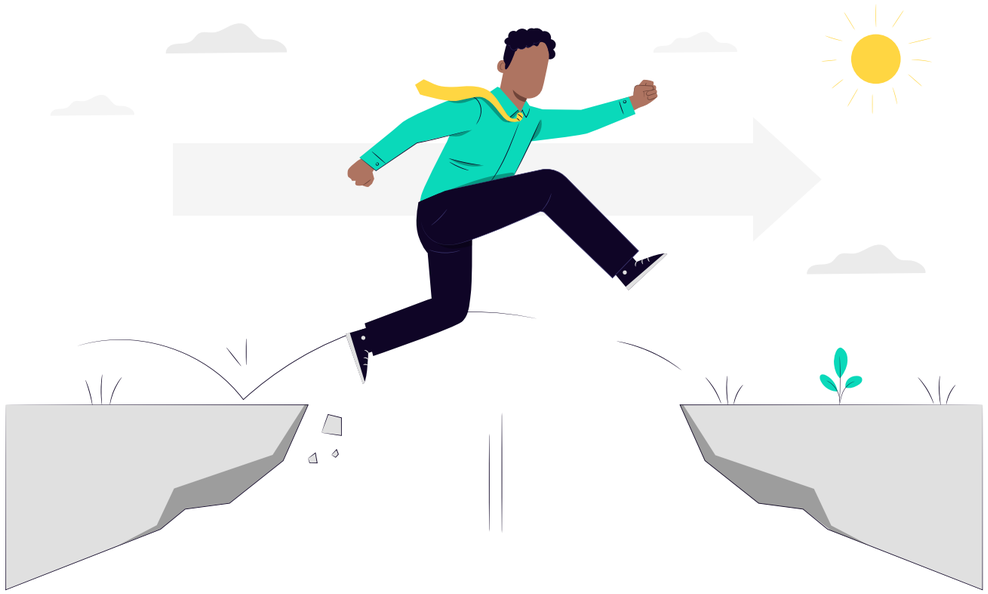


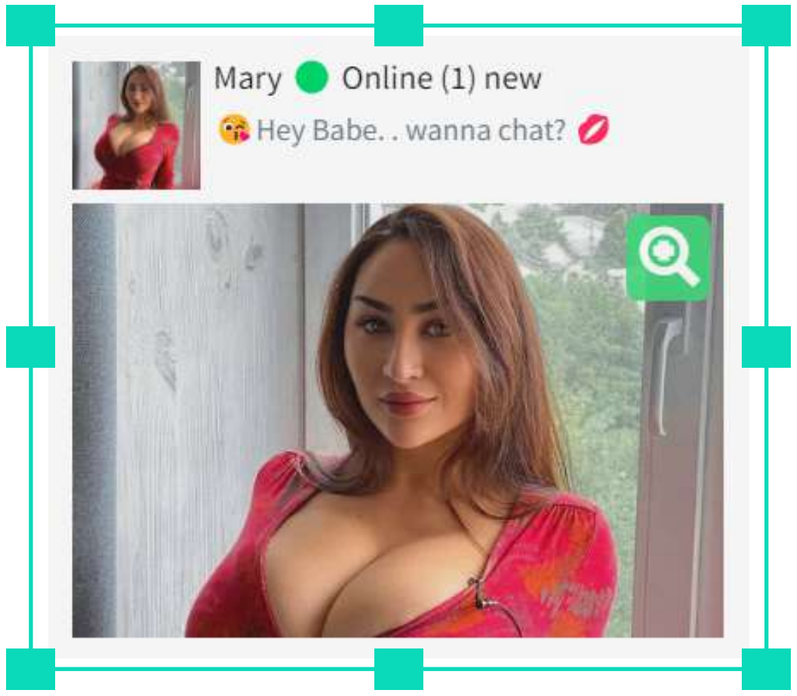
Based on the statistics, Evadav experts once again **bet on** the "evergreen" **verticals**.

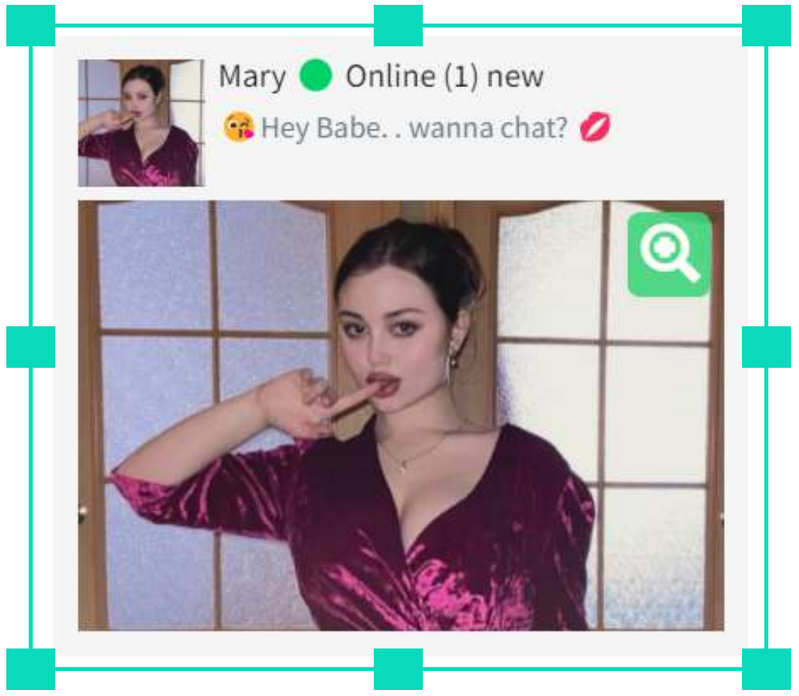
Given the instability of the past period, hardly anyone will risk **trying new** and continuing to develop in the proven niche, adjusting to the volatile requirements of advertising platforms.

However, some **trends** are already evident in some niches **today**.

# Dating vertical

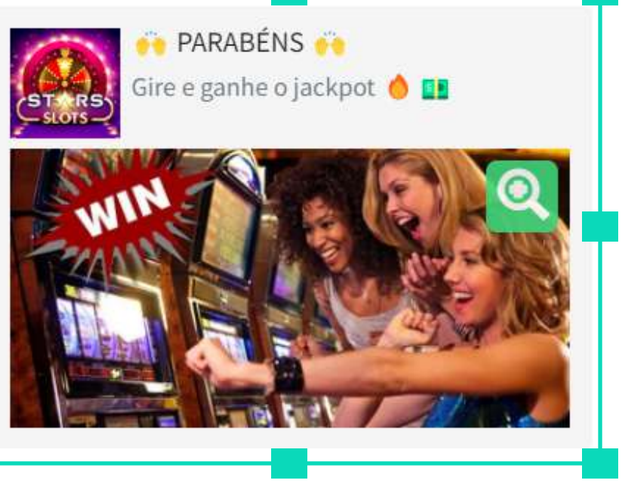
**Dating** vertical remains in demand in 2023.
From year to year, services and platforms for online dating convert perfectly. People used to chat and meet online.

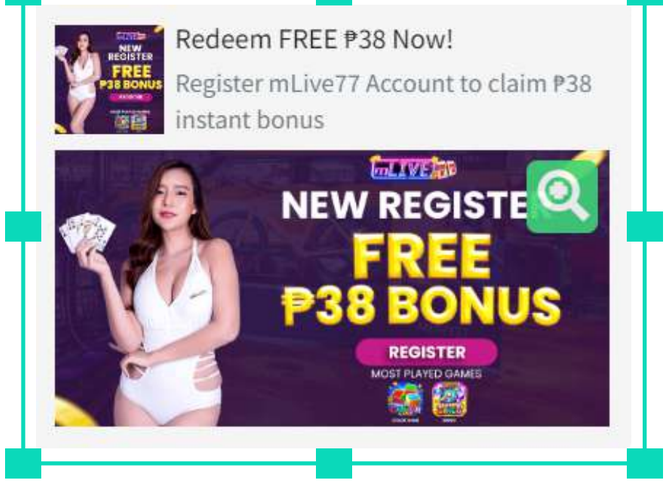


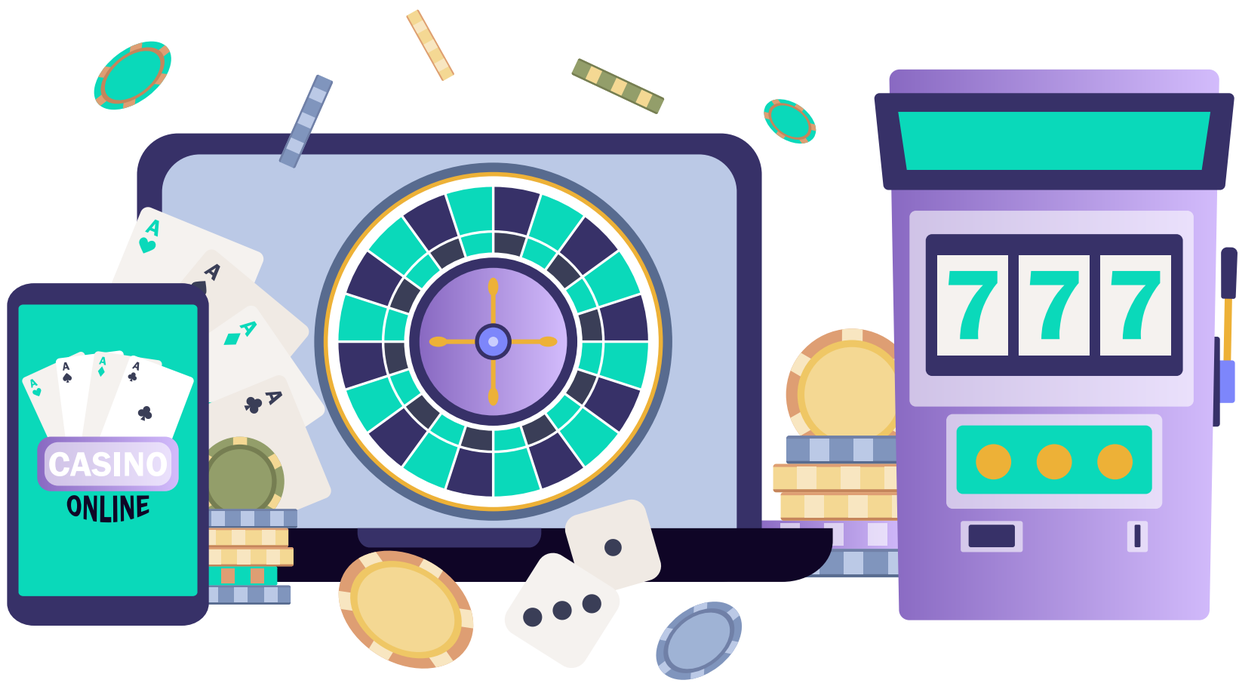



# Gambling vertical

Gambling vertical will definitely grow and develop, as gamblers become even more every year.




*Case study on getting rich with gambling offers >>*

**Bangladesh**

By the way, Bangladesh is already showing excellent results.

GO to Content

# Nutra

**Nutra** will prosper, as the online audience is "aging," mastering the Internet as a way to find solutions to health problems.
Statistics of online purchasing miracle products for health will soon grow significantly, judging by last year's trends.

Norėdami išvengti insulto:

Jūs nemirsite, jei laiku išgersite 2 mg

Erecție chiar și la 70 de ani

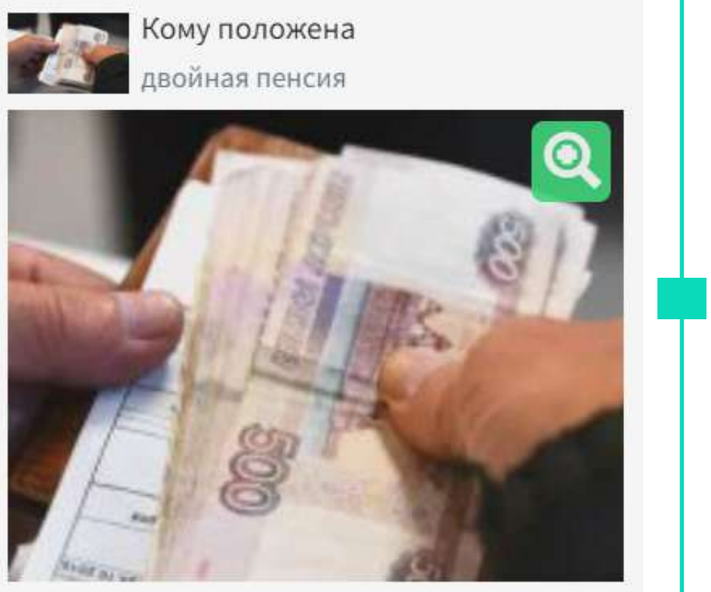
Bărbați, vă rog să citiți!

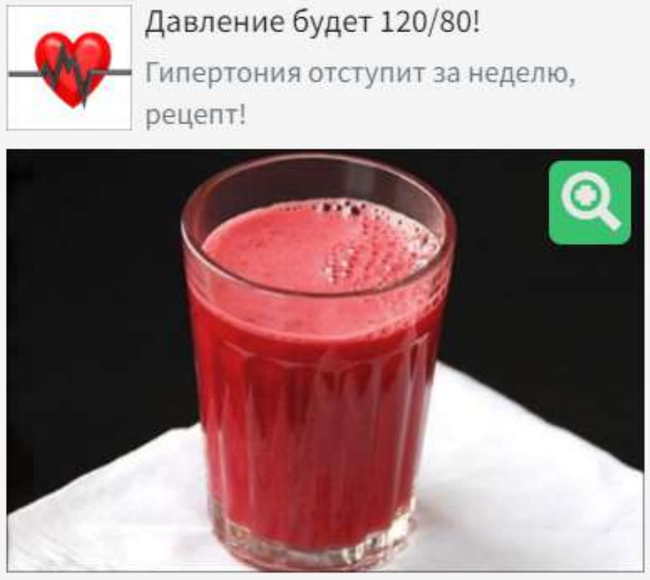
Impotencia causa próstata!

Hay una manera simple y económica ayudar

# Info products

Subscription-based **info products**, designed to solve the problems of different audiences - from weight loss to income, showed a good conversion in the second half of last year and are likely to continue to grow.





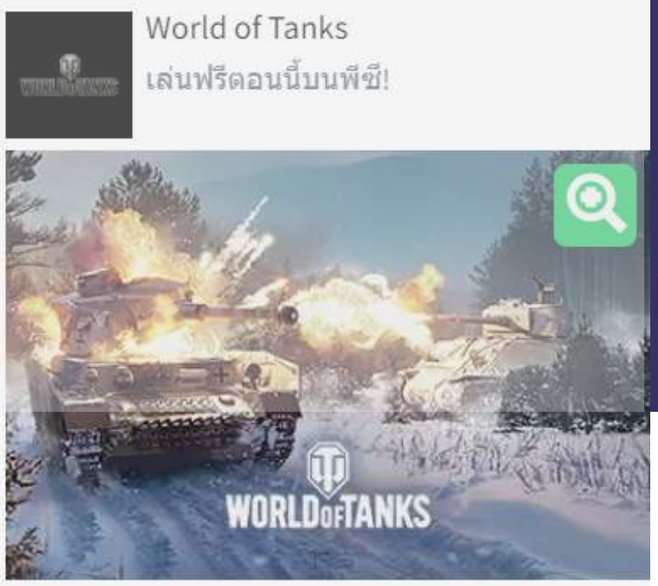
## Gaming

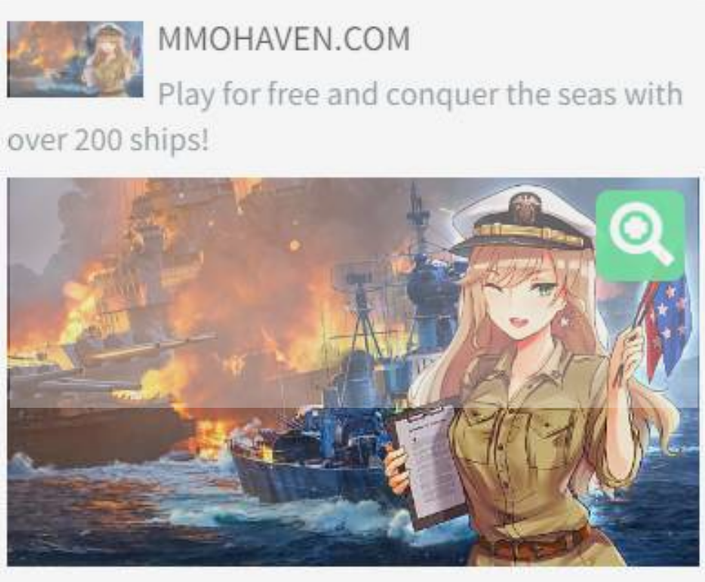
**Gaming** vertical stays in the top for at least one more year. Evadav experts see huge potential in it and expect that the niche **revenue** will reach **$114.4 billion** in the next five years.

**5**
**years**

**114,4 $**
**billion**

Have you calculated how much of this “pie” the affiliates can get?



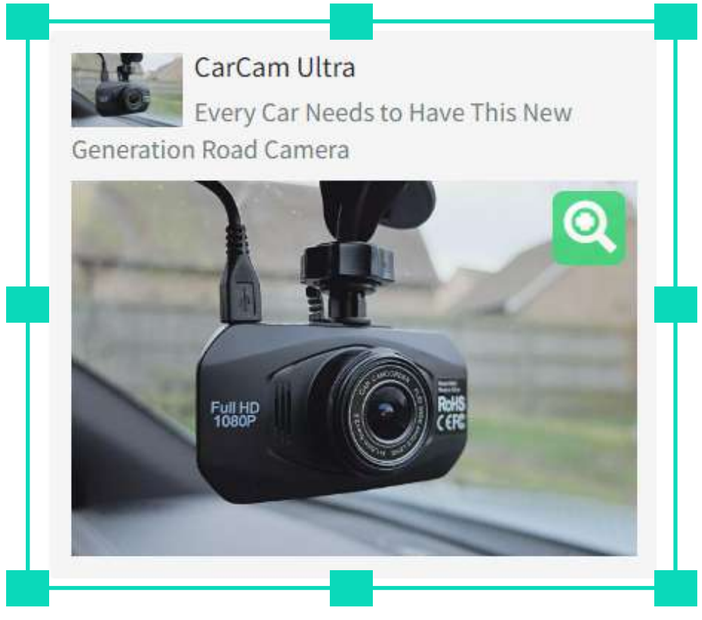
# E-commerce

**E-commerce** is expected to fade away from year to year, but we do not recommend ignoring it in 2023.

However, **e-commerce thrives** in Latin America (namely, Colombia, Mexico, Peru).

Due to the difficulty of launching advertising via Google, the traffic volume to the USA, Canada and Europe began to decrease.

In Asia, the Philippines accounts for the lion's share of traffic.



## Wonder what offers will be in demand in 2023?

Everything is predictable, promote **smartphones, laptops, and clothes** – you won’t regret it.

### Evadav tip

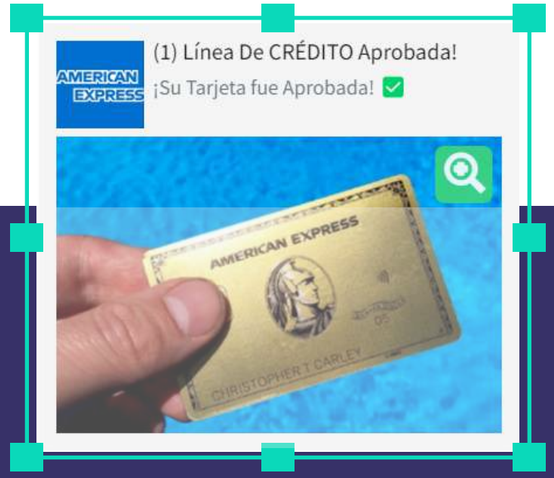
The e-commerce vertical is characterized by **a huge variety of products**, and this advantage will not allow it to leave affiliate marketing for more than one year.

### Evadav tip

Try to work in 2023 with less popular **geo with low competition - Costa Rica, Bolivia, Panama, and Brazil.**

# Finance

**Finance** remains a niche for **pop and push traffic** from Africa and Latin America in 2023.




To date, the most popular offers are ones with credit cards,

**interest rate drop**

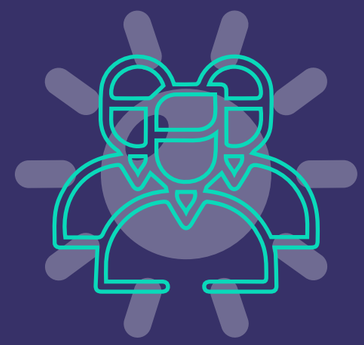
The interest rate on microloans is expected to drop from 1% to 0.8% in 2023.

the opening of accounts in large banks,

**increase in demand for CPA-networks**

It will lead to an increase in demand among financial institutions for CPA-networks as an effective tool of lead-generation.

and Forex, where the user has to make the **first deposit** for **conversion**.



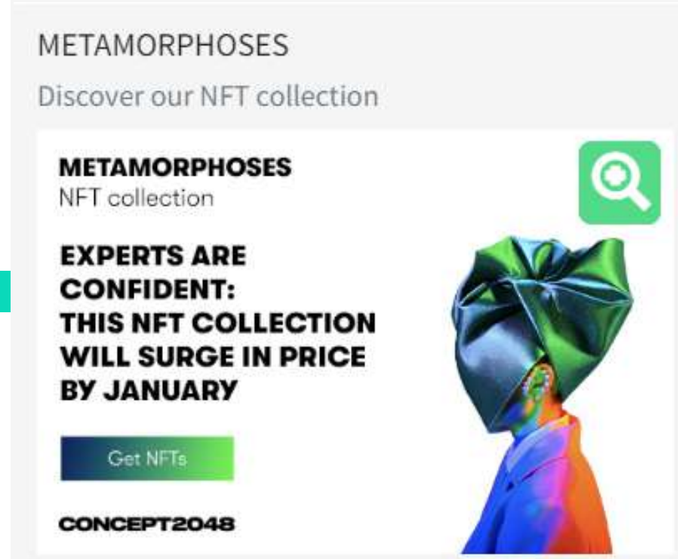
**the new audience will grow**

In addition, the new audience will grow, and the arbitrators can successfully monetize it.

# Cryptocurrency

**Cryptocurrency** and related businesses are reaching a **new level**.
More and more services seek to use crypto payment, especially those geos with payment systems issues.

So we will hear more about the Crypto vertical, particularly the NFT.



# Changes in traffic sources

Let’s review the **top sources** from last year and see what’s expected of them today.

**Facebook, Instagram** continue to tighten the requirements for advertisers.

There is no doubt that in 2023 “farming” accounts will become even more difficult.

**Trust accounts** will be valued more than ever.

If you are working with **Google**, we recommend trying new **automated formats** - UAC and Discovery, which have recently demonstrated quite a high efficiency.

*Last December, the US Congress passed a bill to ban the TikTok app from Americans' devices.*

*The reason was the origin of the site - now such online resources from China or the Russian Federation are considered potentially dangerous for Americans, because they can be used to collect personal data and spread fake information.*

***Most likely, TikTok for the USA, as a traffic source, will get lost.***

**TikTok** spreaded in Europe in the last few months.

If the trend continues, it will be possible to use it when working with geo from **Tier 1**.

**Advertising networks with traffic from apps** today are among **the most promising** for arbitrators.

Throughout the past year, the source has shown **excellent results** and continues to do so.

The key to success is that the advertiser **does not promote the offer directly**,

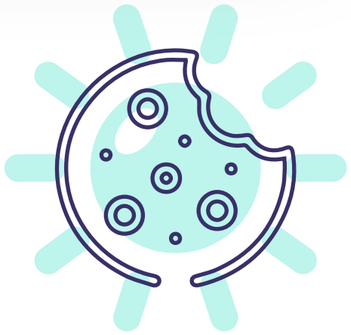
but drives traffic to the application, which **does not annoy** users and **can hold it** (until the application is removed from the device).

Great channel to promote with.
And a **little competition** so far.

# Key trends for tomorrow

## Business owners increasingly need affiliates

Everyone has already realized the value of **cooperation with CPA-networks.**



An additional incentive was the gradual **elimination of cookies**.

Affiliate marketing brings **results** to all participants of the deal, so it remains a trend in 2023.

## Advertising budgets are growing

Business owners are willing to raise marketing costs when they see a **good level of ROI**.

The larger the players in the market, the more they are **willing to pay** for the best partners who optimize the marketing strategy and lead the company to **success**.

**>8 $**
**billion**

*According to the latest Statista data, the amount of investment in affiliate marketing last year was more than $8 billion and will continue to grow in 2023.*

## Cookies fade away

Google has long warned that they will gradually **abandon third-party cookies**.

It has not happened yet, but it is time for advertisers to adapt to the future without cookies.

They helped **target** the right audience accurately.

They also helped to **limit the frequency capping** optimally,

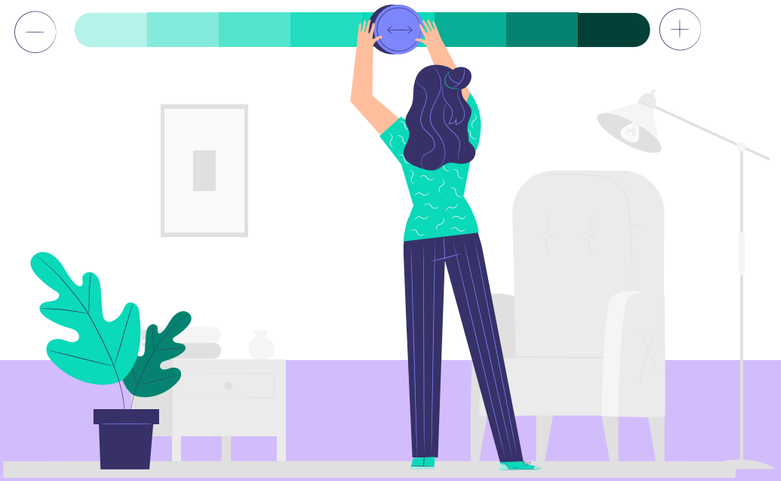
were responsible for **demographic targeting** and other necessary analytics.

*To adapt, you will have to **carefully analyze** the specifics and features of the **target audience** and the sources of transitions, without violating users' privacy.*

## Offer rates are growing

The more companies prefer **CPA traffic**,

the faster the **rates will increase**.

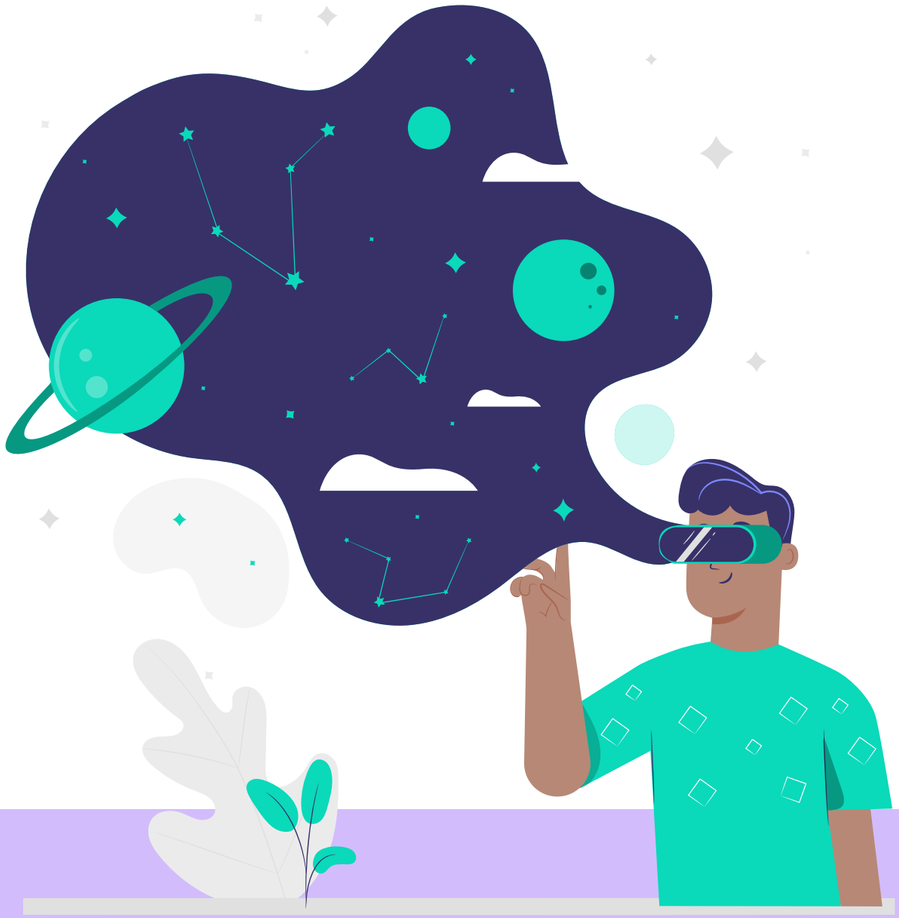


*Many companies have **already raised** them significantly, particularly financial institutions and world-renowned brands.*

## The development of the metaverse - "virtual tomorrow" is near

Since Mark Zuckerberg appeared in the Meta and Game industry, the **metaverse evolves at an accelerated pace**.

As the main platforms of the metaverse are actively working on the **integration of advertising into games**, digital transactions and immersion advertising, affiliates in 2023 should explore the metaverse to have a **future** here.



*Many brands already promote their products in the virtual world, giving the opportunity to buy their **products in digital format**.*
*Users get links to the promoted resource directly from the game.*

*To interact with metaverse platforms, you can not only **promote virtual products** but also create your virtual world.*

# Effective forms of presenting advertising content

Before launching advertising campaigns in 2023, we invite you to take a look at **last year's statistics** by format:

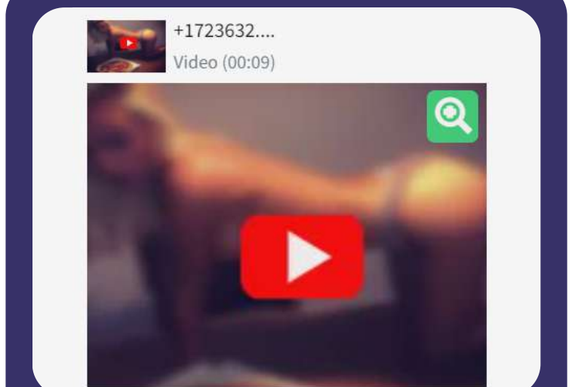
| Format | Impressions | Clicks |
|---|---|---|
| Push | 400 B | 3 B |
| Inpage | 100 B | 1 B |
| Popunder | 50 B | 150 M |
| Native | 20 B | 300 M |

Surprisingly, **push** is **leading** (the format that according to many webmasters should have been R.I.P long ago).

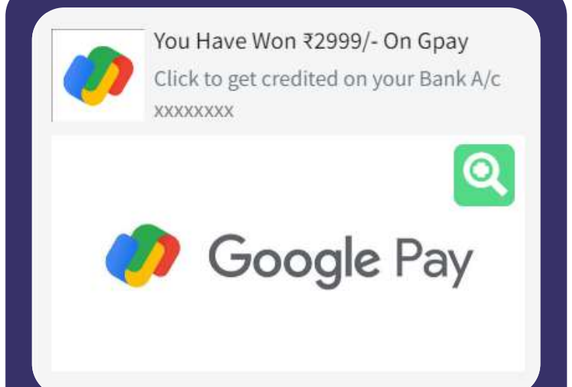
In the examples below are the **approaches** that bring the most **profit** in 2023:

photos "Before" and "After",

dynamic elements and **icons** of system messages,




**large images** for desktop, simulation of YouTube-button for video playback and phone number in the title,



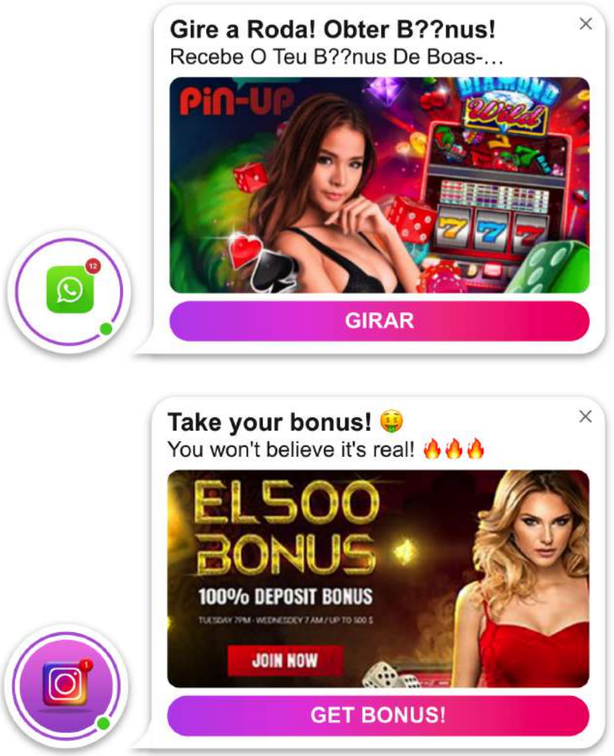

Google symbols.

## Evadav tip

Remember, using **original logos** is prohibited, do not forget to slightly **modify** symbols, logos, brand captions.

The runner-up is the **Inpage**, which showed excellent clickability in 2022.

And after the option to customize ads to different sources, their potential allows us to believe that in 2023 this format may **become first**.



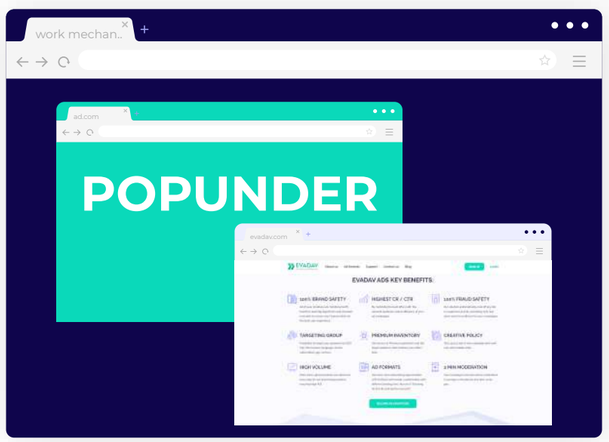

*For example, inpage **creatives** stylized as a new message in WhatsApp or Instagram*

*Read in our blog how to use custom styles of inpage format >>*

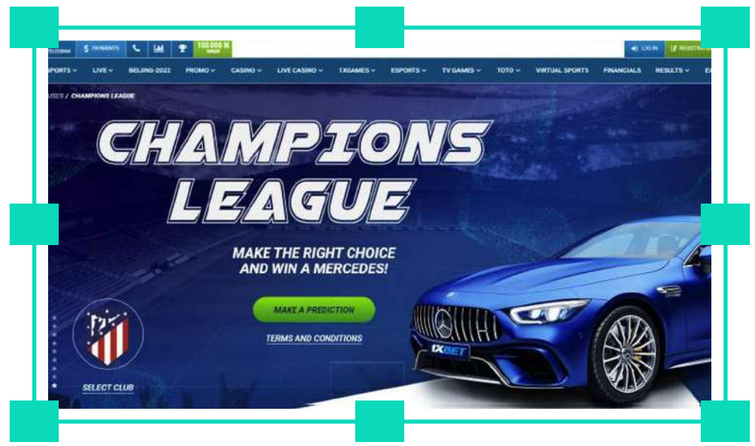
*Use inpage custom styles to enhance CTR!*

**Launch inpage-campaign with Evadav!**

**Popunder** is slightly weaker than the **push and inpage**, but still working.




*The offer appears in a new tab and does not come upon the working area (and **does not annoy** the user).*




Popander is a more **delicate** format than popups.

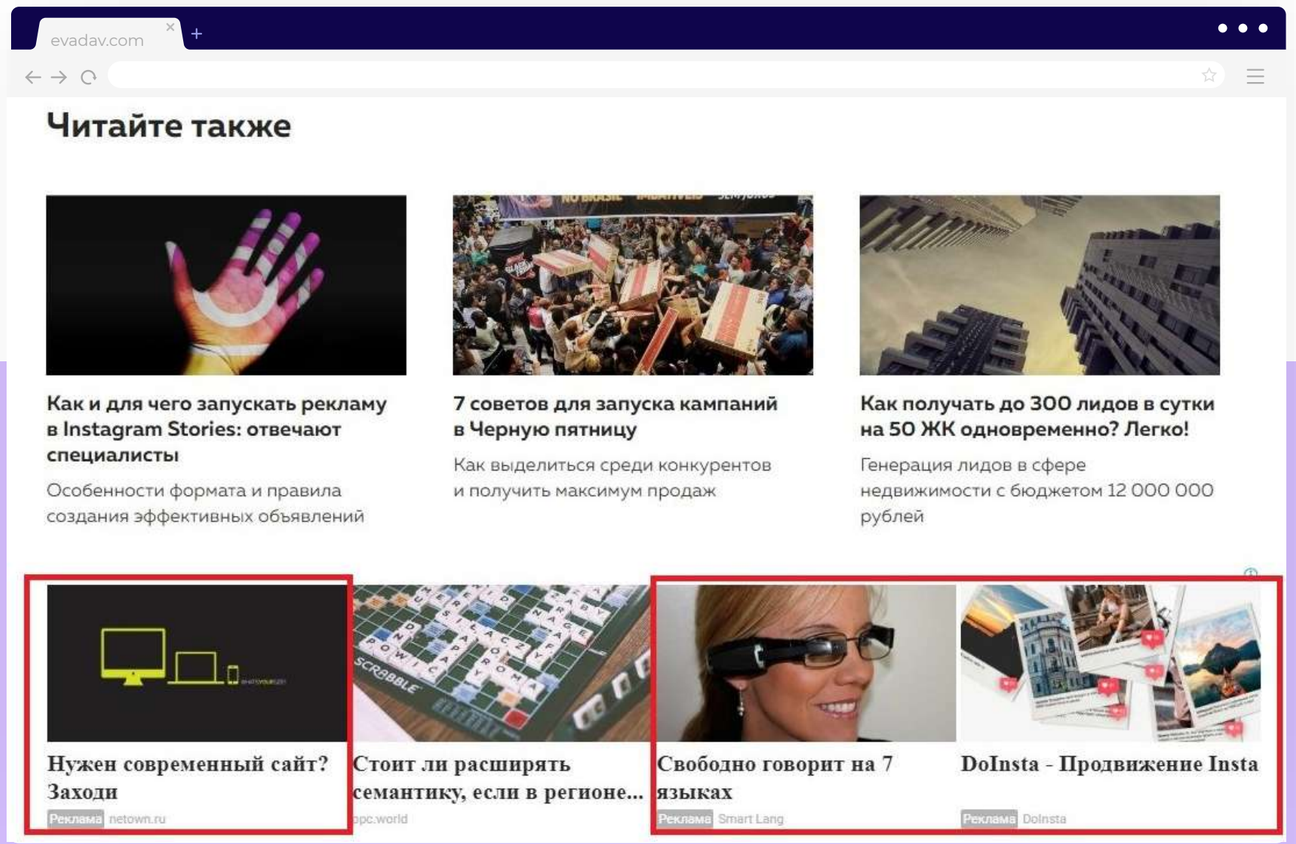
It is unobtrusively "waiting" for the user to finish working and get interested with the tab,

so is perfect for website **monetization**.

And the popunder format is adapted to**all types** of devices,

and it does not concern "banner blindness."

**Native traffic**, as safe and efficient as the push, but requires uniqueness.



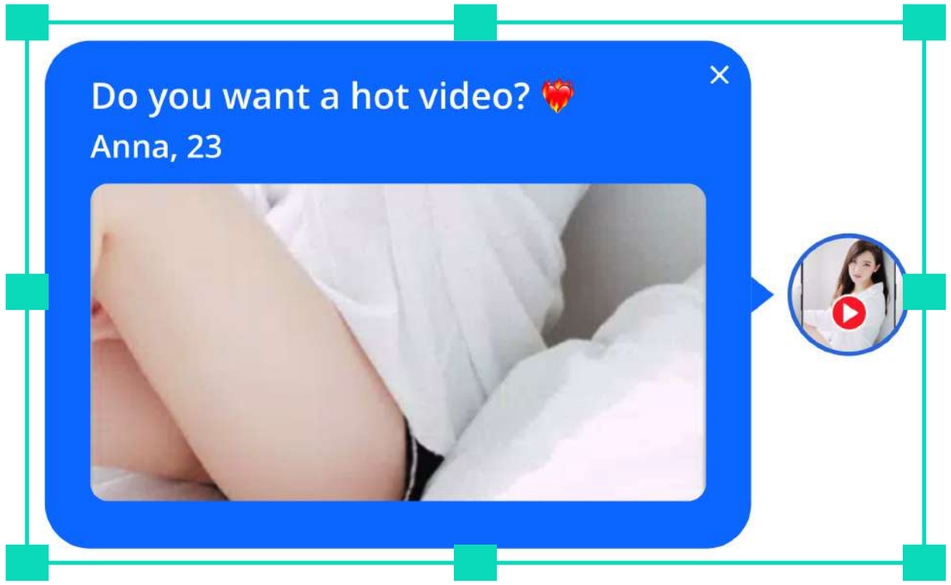

*Ads are seamlessly integrated into content, do not interfere with users, but remain visible.*

## "warm" audience

Native advertising brings the **"warm" audience** from the most reputable sites, so it remains relevant for mining target traffic.

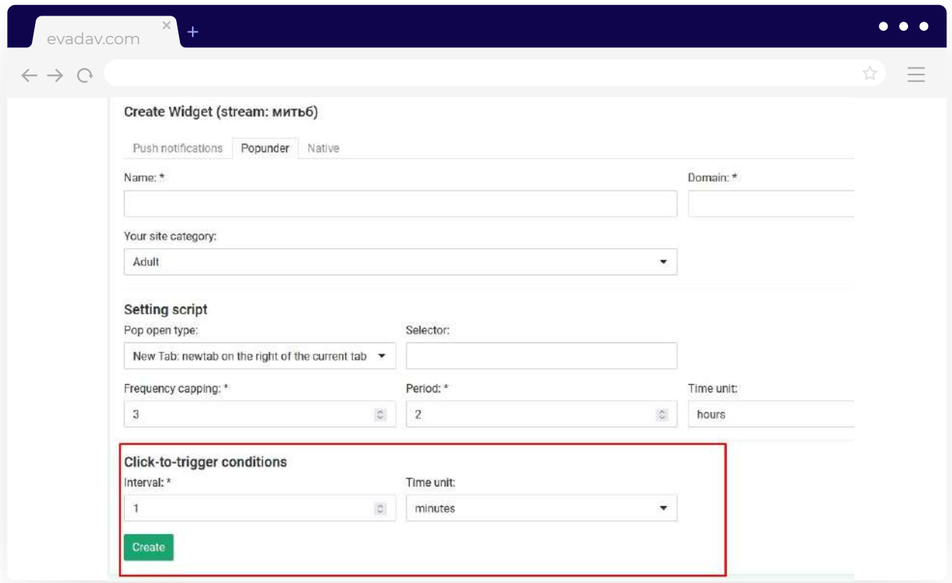
# **Monetization:** how to make even more **money**

1 *As part of one campaign, **prepare two inpage** at once -*

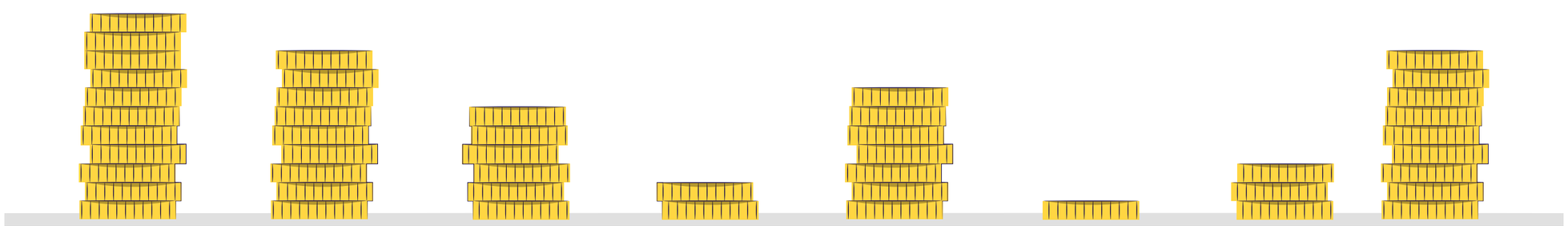



*one of them should contain a **large image** for the desktop version.*

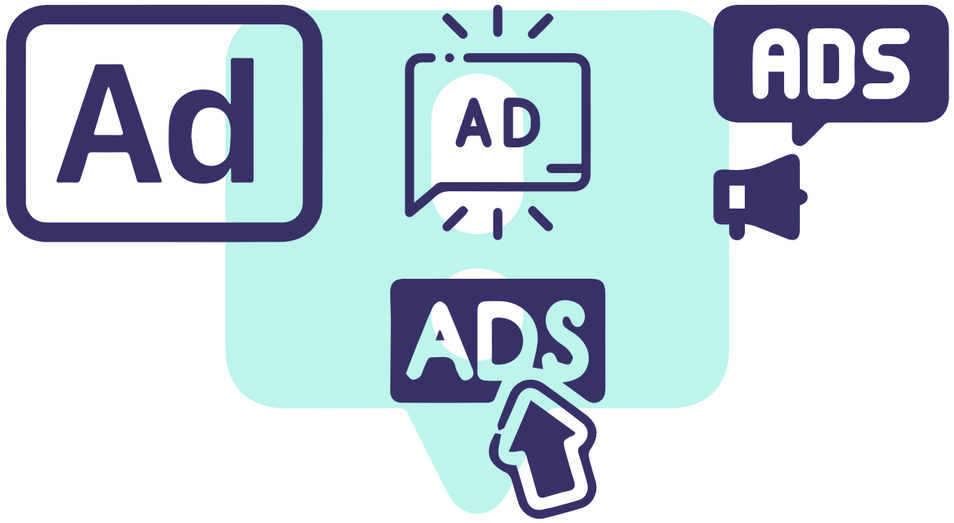
2 *Set a **minimum pause** after the click and closing*



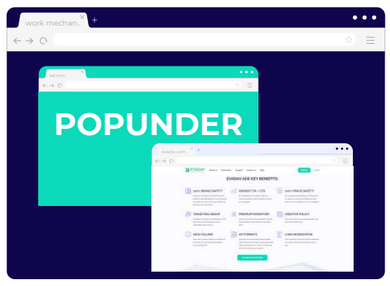

*as recommended.*



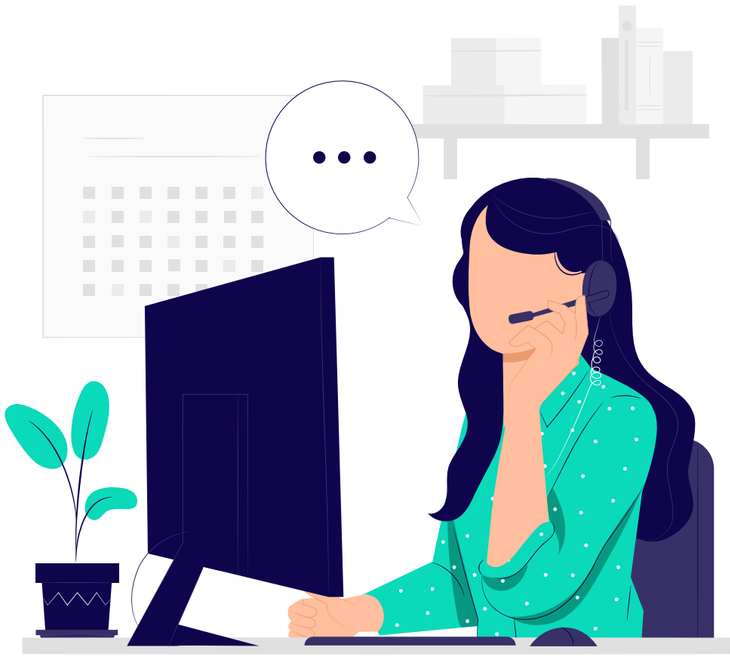
## 3 *Use “**Ads**” to minimize complaints to Google.*




## 4 *Try to **further monetize your traffic** with ourother advertising formats - popunder or native ads.*




## 5 *Use **personal manager’s** tips*



*when choosing an effective advertising format and a suitable place for advertising, particularly inside the **video content** or when clicking on the **website elements** for popunder.*

**Ask for advice**

# How to beat
# the competition in 2023?

According to the forecasts of Evadav experts, in 2023, the following approaches will help to increase the conversion:

## Video format

**Video format** is one of the most preferred ways to submit advertising content.

Static images are gradually replaced by short films, especially in social networks.

Therefore, in 2023 advertisers will have to create **more dynamic content**.

To create ads in a video format you need a team of professionals: writers, designers, operators, editors and people who are able to work with live streams in Instagram Stories and Facebook Live.

*A **simpler way** is to choose an **affiliate network** that offers advertisers assistance in developing **ad creatives.***

*In the past period, Wyzowl statistics showed the following trend:*

**95%**

95% of the audience remembers and responds to the CTA after watching the video with the advertisement, and only 10% - after reading in text format.

**73%**

73% of users watch videos to learn more about the offer;

**89%**

89% purchase after watching the commercial.

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## Voice search

**Voice search** is becoming more popular, so we recommend optimizing creatives for this gadget function in 2023.

### Here’s what makes voice search more effective:

using long keywords in question form;

creating a separate FAQ page;

content updating and **SEO**;

inclusion of sections that could potentially become "favorites".

# Podcasts

**Podcasts** are 21st century radio.

*More than **380 million users** in the world perceive information "in between" - during commuting or workout, taking a bath, waiting for their turn in the bank.*

Usually, advertising is **integrated at the beginning**, middle, or end of the podcast, it is quite native and does not irritate listeners.

**>4 $**
**billion**

*To date, business owners invest hard in the podcasting industry. It is predicted at least $4 billion by the end of 2023.*

*Small podcasters will get a lot of opportunities, and large ones will have to struggle with competitors for placement in places with good involvement.*

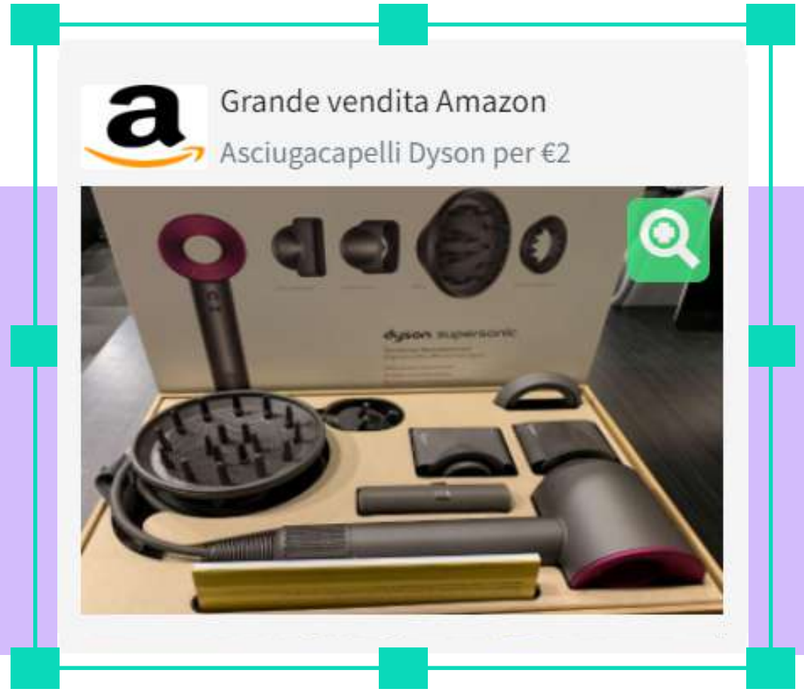
# User-generated content

**User-generated content** became a Must. It is never too late to test this trend:

- refuse stock photos;
- tell about the **positive experience** of other buyers;
- use reviews, hashtags, comments;
- make **creatives with unpacking goods** - in 2023 it is one of the most powerful approaches.

**85%**
**of users**

*According to statistics, 85% of users trust the recommendations of third parties more than direct advertising.*



# Back Button with redirection to the offer

Advertisers who use their pre-landers can **install the Back Button**.

It can redirect to any similar offer, but already with another pre-lander,

offers with push-subscriptions, and even smartlink.

Back Button works with desktop traffic,

but this approach is the best for **Android**

So you can loop the **funnel**.

**Run profitable campaign**

*At the advertisers' requests, we can prepare a **Back Button Offer with a payment** they can receive in their accounts.*

*there is a "Home" button as part of the navigation of the operating platform, users **are used to it**, and so will actively use the **Back Button with a redirect**.*

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## Creatives personalization

Users need to know **who** the product and the brand itself is for.

In 2023, people will pay even more attention to personalized offers.

Therefore, it is crucial to use a specific user’s "portrait" in creatives or to offer **unique conditions** based on preferences and behavior.

To create effective promotional materials in video format and **increase trust**, you will need

more time to **analyze the target audience**,

study "pain",

use semanticcore,

pictures,

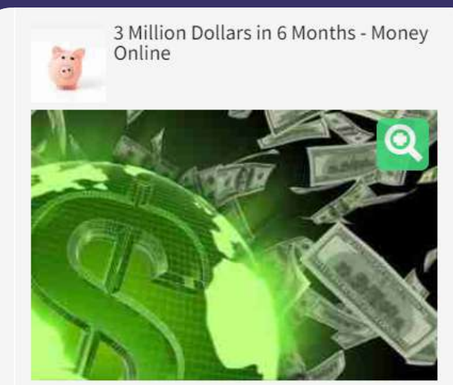
dynamic elements,

emojis.

Photo "before" and "after" work well in creatives for Nutra vertical;

cleaning attributes - for utilities.

Keep using "Battery is low", "ALERT!" and special stop symbols in push notifications for antivirus to trigger the audience.




In the financial vertical, images of money and any thematic attributes contribute to conversion growth.

## Evadav tip

For example, when promoting online courses, you need to focus on parents on maternity leave and use the "pain" of this category - the lack of income and the desire to find a high-paying profession, to have a free schedule.

# Monetizing utilities

Utility owners can use them for additional monetization.

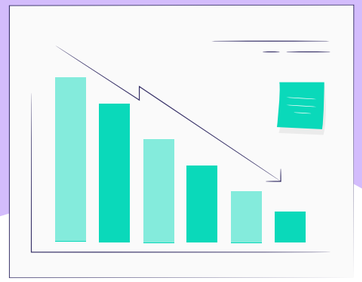
For example, add
**Push Smart Link Evadav**
to the pre-lander,

then monetize
subscribers.

This approach can be called a
trend that should not be missed!

# Anti-trends

# The affiliates should know about the **2023 anti-trends**.



*The following advertising formats and tools, traffic sources and verticals may show **poor results compared to the previous period.***

*However, trends may change over the year, so call them purely hypothetical and recommend a more **detailed analysis** at their best time.*

## Advertisements

in video format, placed at the **beginning of the video**, increasingly go unnoticed due to the use of blockers. In addition, with streaming services, the audience will be less watching ads at the beginning of the videos.

## SMS-mailing

was among the advertising formats, which in 2023 showed less efficiency. Mobile device users are getting more and more SMS messages and are becoming less and less willing to open them.

## Hidden affiliate links,

**shortened URLs, link redirections, and rotation** are becoming less effective as users trust them less and more often use blockers and tools to hide links.

## The tourism industry

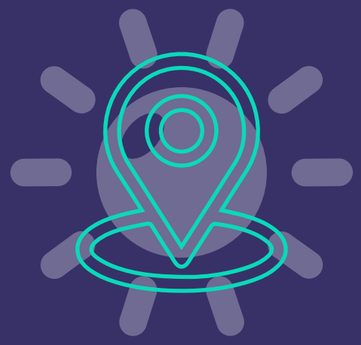
has been knocked out by the COVID-19 pandemic, and so far it has not recovered. Affiliate marketing for the travel niche is still not gaining relevance.

## Interstitial ads

will be less frequently used - they prevent the user from studying content, are annoying, and therefore tend to decrease efficiency.

# Summary

**The main 2023 trend** is the **Evadav** technology platform for expert **monetization**



of all geo,

devices,

browsers with a wide range of verticals.

It is an effective auction advertising network, focused on the client and providing new solutions and tools for both publishers and advertisers.

**Learn more about Evadav opportunities**

We continue to improve, but today we are ready to **give our partners** the following:

**immediate assistance**

24/7/365 support and immediate assistance from the personal manager.
Each personal manager on our platform is an expert and provides round-the-clock support in any questions.

**40 payment systems**

more than 40 payment systems available to you from anywhere in the world, among which the most famous and convenient:

VISA, Capitalist, Payoneer, WebMoney, PayPal, GPay, Mercadopago, Napas, Euteller.

**50 custom options**

тmore than 50 custom targeting and optimization options, including micro bidding, automated rules and premium traffic.

### the most effective advertising tools

the most effective advertising tools that guarantee **high conversion** and are completely safe for the site:

inpage with new **custom styles** for different sources, push notifications with a wide pool of options for targeting, and popunder advertising format.

### own qualitative stock

own qualitative stock of sites, apps, traffic from **own sources**, covers the most **promising markets** of advertising formats - inpage, popunder, native and classic push notifications.

### improved technology

improved traffic check technology, three-level **anti-fraud** system protection.

If you want to feel **confident** in 2023, start **testing** current trends today.

Affiliate marketing continues to evolve, competition is growing, but **there is always a chance** to choose the right **strategy** and leave the competitors behind.

*Affiliate services are in demand, more brands **choose** this way of promotion. There are more and more unique **offers** that need relevant approaches.*

EVADAV
The Evolving Ad Network

***Follow the trends** and get tips from Evadav experts.*

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# Become successful with Evadav in 2023