

The World of Native Ads:

maximum
profit
on the
warmest
traffic

*step-by-step
guide for
advertisers*

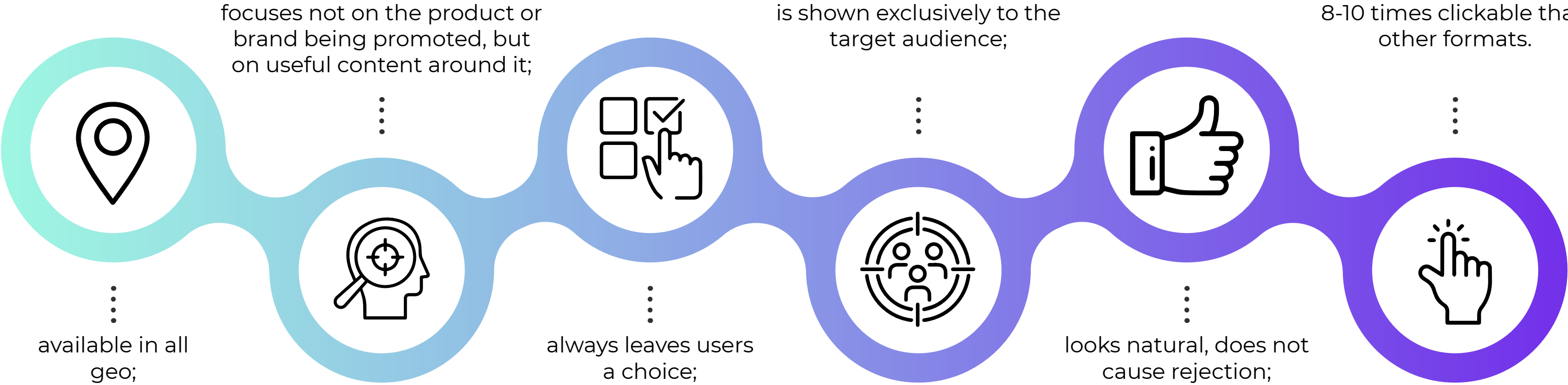
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Intro



Here are reasons why native advertising is effective:

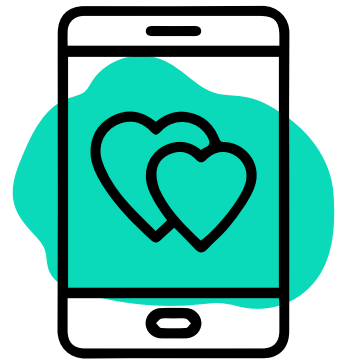
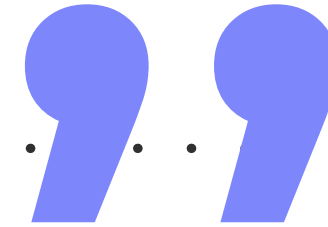


*We invite you to **get acquainted with native ads**. This guide will cover all your questions about this format, and you will definitely want to try it.*

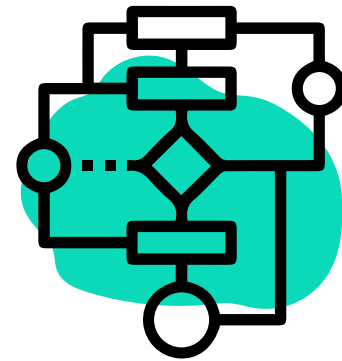
Native Ads:

features and peculiarities

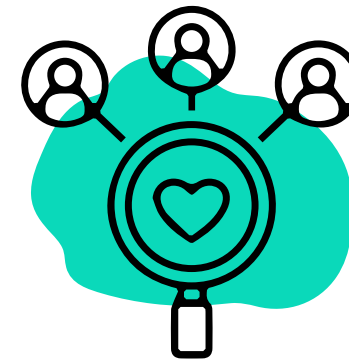
Native advertising is a type of banner advertising which is gently and **organically introduced** into the content.



Due to the strict correspondence between the site theme



and algorithm selection of impressions based on behavioral analysis,



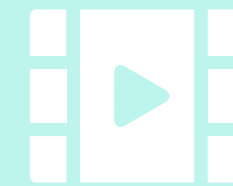
it finds interested users.



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

Evadav tip

Do not confuse native advertising with native content. The sponsor pays the latter for content marketing - articles, podcasts, reviews, videos, and news.



Native is always integrated into the **content of a non-advertising nature.**



The native ad contains **helpful information for the user** and a reference to a promoted object — a product, service, or company.

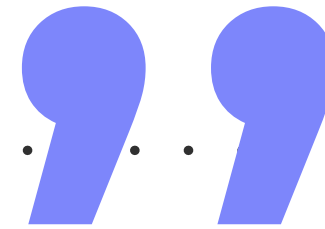


The native ad **is always relevant** to the site's theme; it **does not look like advertising** and **will likely interest the user**.



Instead of an obsessive "buy two for the price of one," "there are 10 minutes left till the end of promo," the user is offered help, which is the **direct way to conversion**.

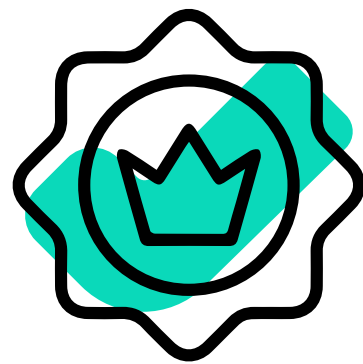
Native advertising is as **effective a marketing strategy tool** as other popular digital advertising formats.



It exists to solve the same tasks —



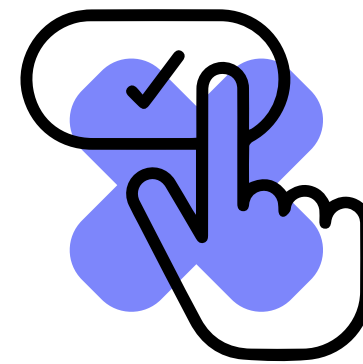
increase sales,



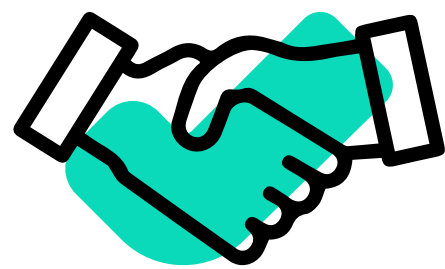
create the image,



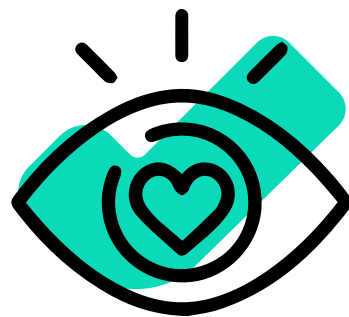
push to buy,



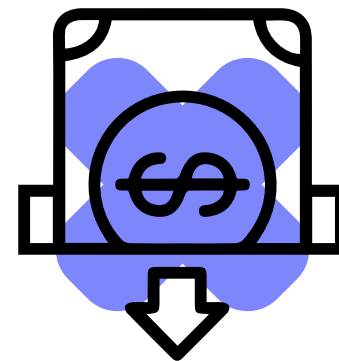
sign,



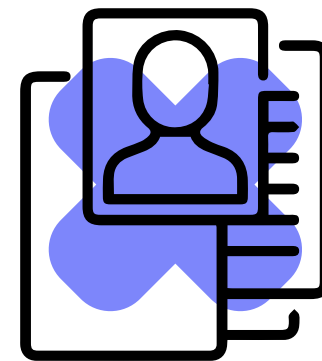
and increase trust



and awareness of the brand, product, and service.



make a deposit,



or leave data.

This maximally natural format is suitable for long-term advertising campaigns.

It does not drive much traffic at once, but it works in the long run.

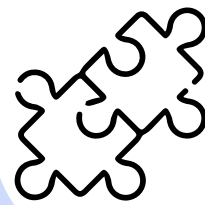
native ads signs

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



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

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



Native ads **correspond to the website's subject** and **adjust to the type of content**.

Users are presented with relevant advertising in the format **they expect to see here** — video, post, information article, video review, and infographics.

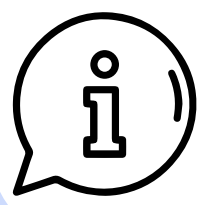
....



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

He initially knows that he deals with advertising, so A priori is loyal.

....



In native banners, the **focus is not on the product** but on valuable and interesting information that can reach users.

native ads signs

372 %

According to AdYouLike [research](#), from 2020 to 2025, the total cost of native advertising worldwide is expected to increase by 372% — from \$85.83 billion to \$402 billion.



\$27.42 billion



And the most significant native market in Europe will be the UK, which will reach \$27.42 billion by 2025.



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

\$109.96 billion

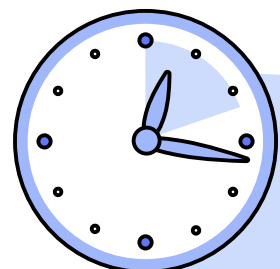


In particular, the global cost of native ads in the US will increase by \$109.96 billion

\$72.8 billion



and \$72.8 billion — in Western Europe.



from **2020** to **2025**.

There are as many formats of content as ways to work on native ads. The format of native advertising is determined depending on the **advertiser's target goal**.

Native ads can solve two types of problems:

1



lead generation

the criterion for evaluating effectiveness, in this case, is the growth of sales, completed forms, and subscriptions;

2

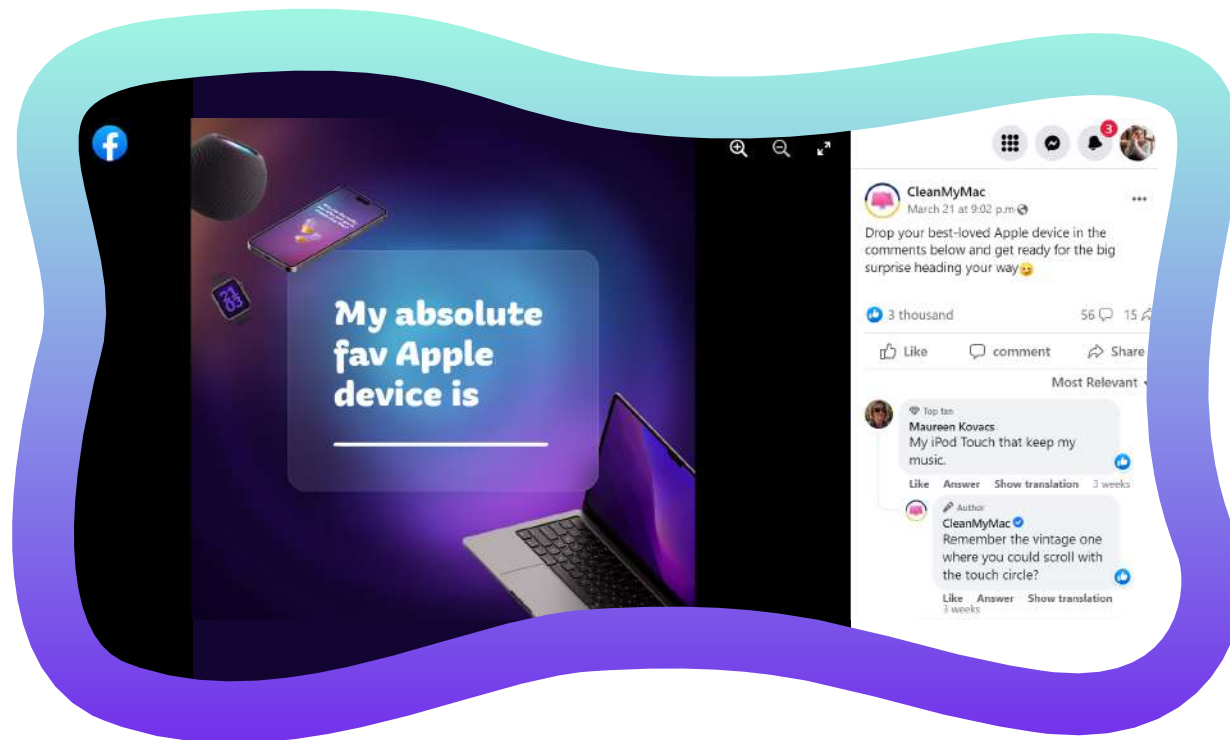


branding

here, they assess the dynamics of engagement, the percentage of video ad full views, brand awareness, the depth of site browsing, and the average dwell time.

Main native ads formats:

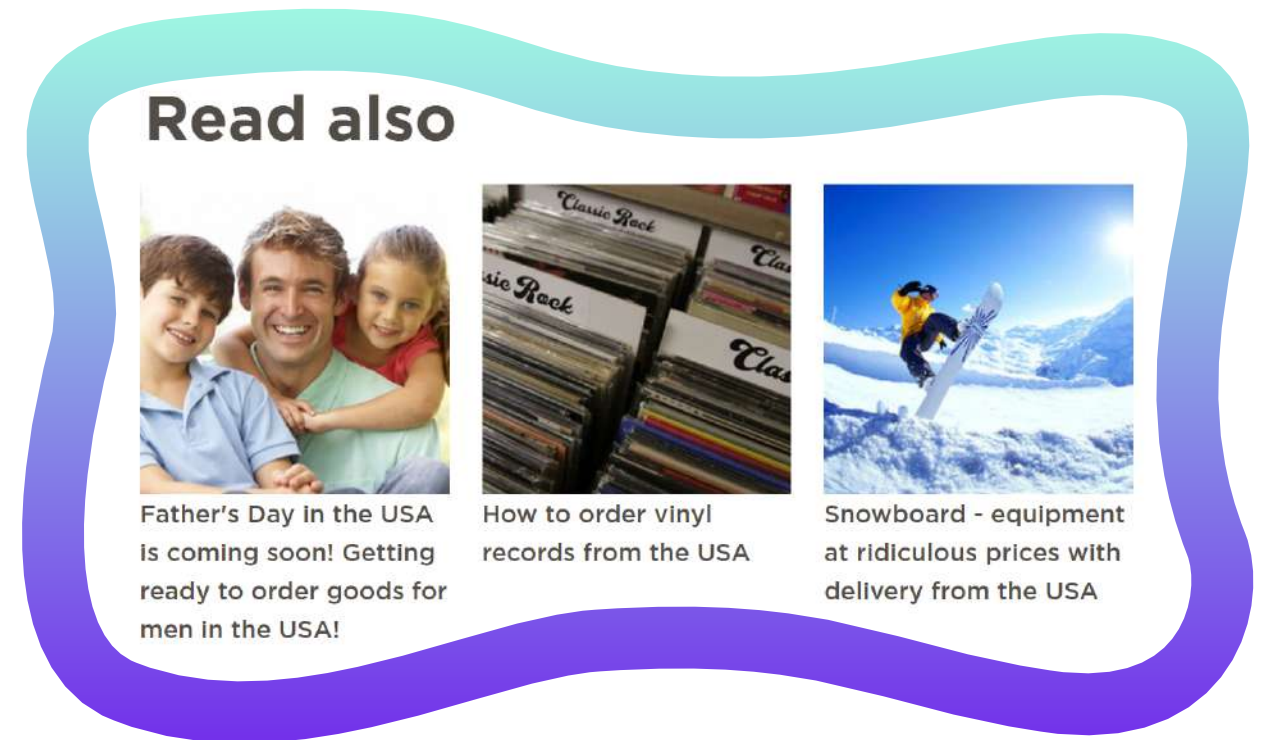
PUBLICATIONS IN THE SOC. NETW. FEED



are usually not distinguished from the general style of profile design. It could be a **photo**, **video**, **infographic**, or **post**.

For example, the confectioner demonstrates the cake preparation process using equipment of a particular brand. The audience can interact with such native ads directly in the social media or visit the brand's site.

RECOMMENDATION BLOCKS



next to the site's main content. Most often, there is a note "You may also like..." "Recommend" next to them.

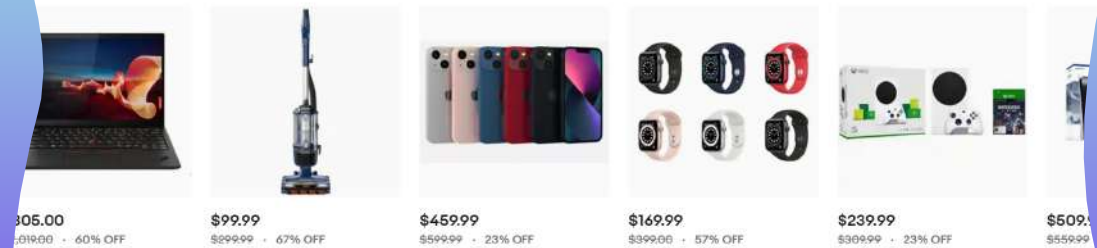
SPONSORSHIP CONTENT



is an article that mentions a brand, product, or service.

For example, a selection of diet recipes with a reference at the end of the sponsored article — the manufacturer of, say, tea for weight loss.

LISTINGS



native ads are placed on commercial sites. They are visually **not different** from other ads and **are not loaded with any additional information**.

A DEDICATED PROJECT

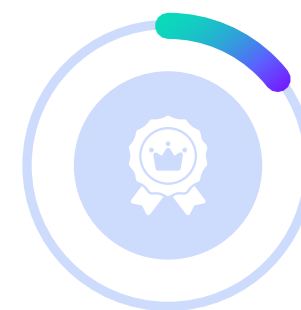
is a material made specially for the promoted brand or product. In this case, it is relevant to the audience's interests. It provides helpful information.

For example, a longread or subdomain site with videos, infographics, photos, and other structured content.



75%

Sponsorship content remains **the most popular format** — advertisers choose it in 75% of cases.



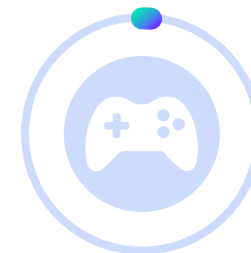
15%

Dedicated projects



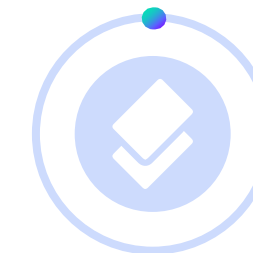
6%

Tests



3%

Games



1%

Cards

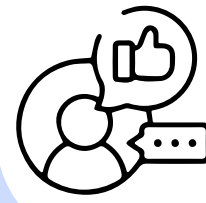
pros and cons of native ads

The effectiveness of native advertising is due to the following **advantages**:



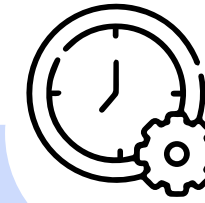
tell about the benefits

in native advertising has a room for action — you can acquaint the user with the product or brand, tell about the benefits and features of the offer;



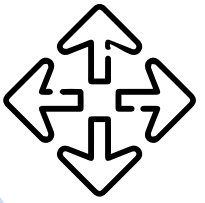
perceiving as a recommendation

native promoted products and brands are a priori trusted, as well as the platform, perceiving advertising as a recommendation, help, or advice.



drives traffic longer

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



shared free of charge by users

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



cannot be blocked

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



native ads are not ignored,

they do not cause "banner blindness";



does not annoy –

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



does not prevent users

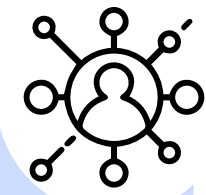
from studying the content and does not irritate them;

pros and cons of native ads



increases the loyalty of the audience

relevant to the interests of website visitors. It increases the loyalty of the audience;



gives great coverage and engagement

without additional investment in advertising campaigns;



easily targeted

and placed where the target audience "lives".

Sharethrough and IPG Media have conducted research using innovative eye-tracking technologies to assess consumer attitudes and visual perception of native advertising.

The results of a survey of 4,770 users and an assessment of the attention of +200 others showed that:



32%

32% of consumers are ready to make free repost of a content with native ads, which is 13% more than in the case of media advertising;



18%

leads the customer to purchase 18% faster;



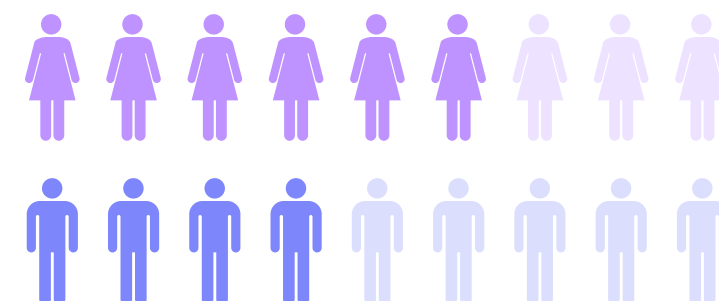
25%

25% more users view native ads in the thread than in media advertising blocks;



9%

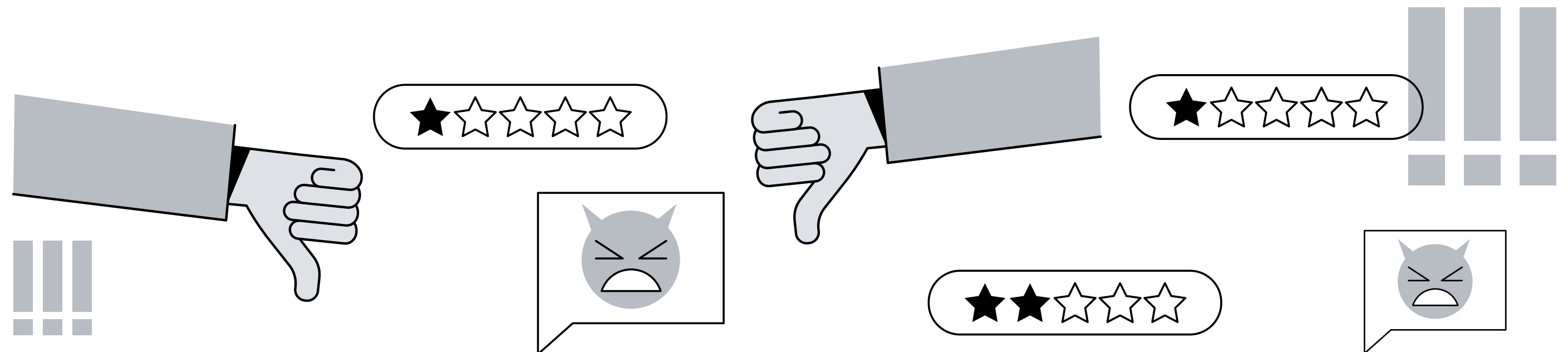
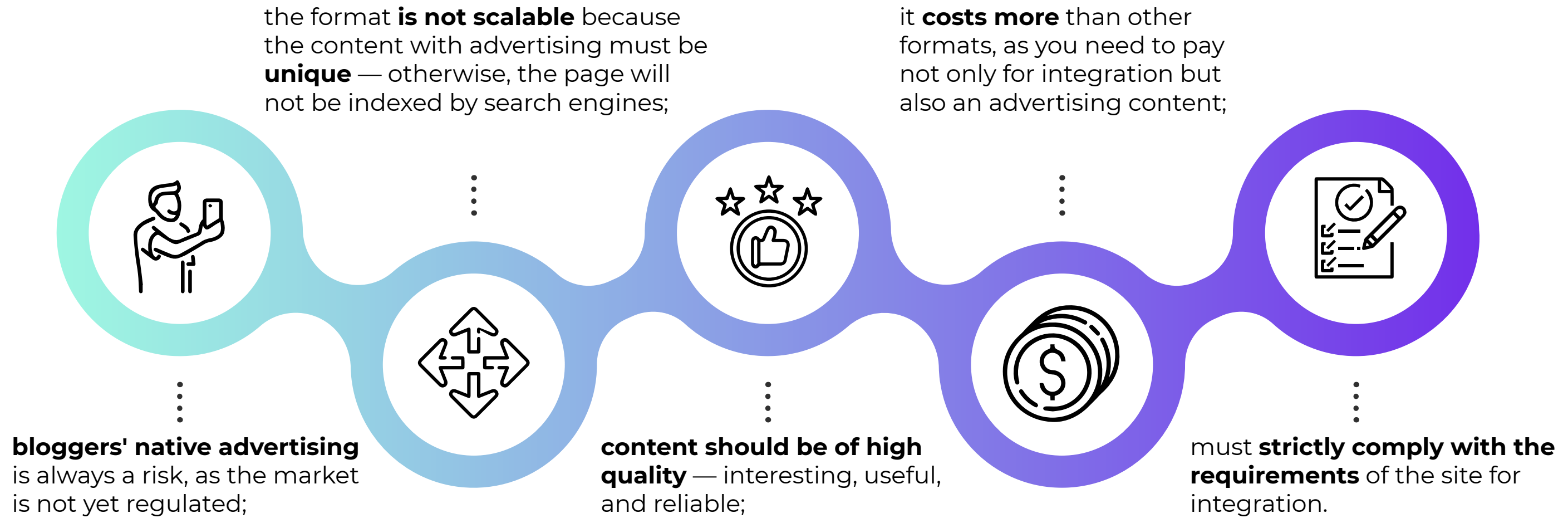
gives 9% more feedback related to the interest in the promoted object than banners.



53%

native ads are watched 53% better than a media advertisement;

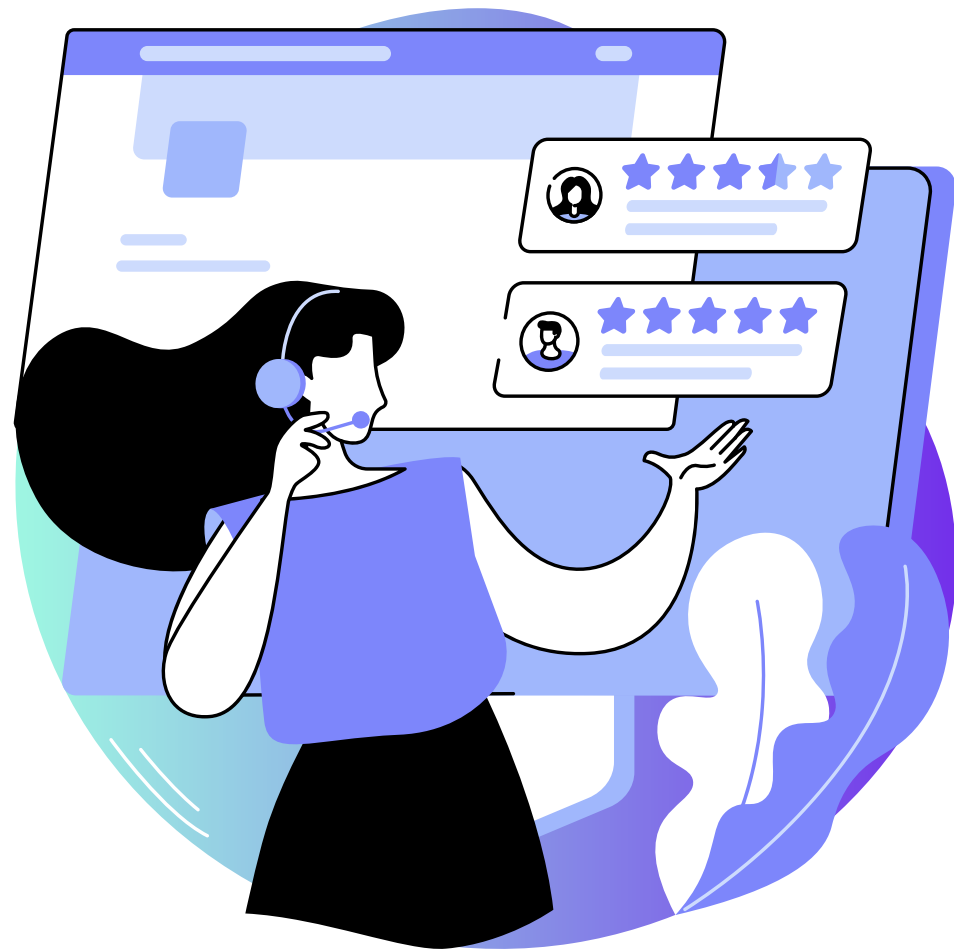
Before you work with native ads, you need to know about its **pitfalls:**



who will benefit from native ads

In most cases, platforms that offer advertising integration value their reputation and traffic.

Therefore, they are not always ready to cooperate — for example, they do not want to promote products without USP or start-ups with questionable potential.



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

For example:



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



financial institutions — banks, insurance companies, credit organizations;



brands that want to increase awareness and trust;
real estate agencies (taking into account the region);



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

who will benefit from native ads

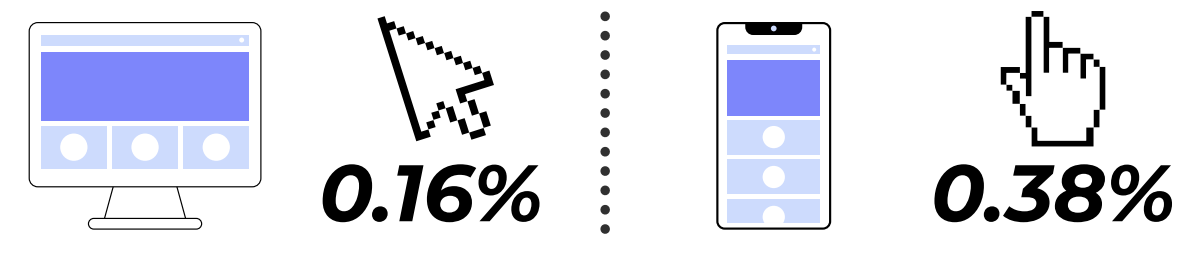
TOP VERTICALS

The top verticals from Evadv in which native traffic brings the most conversion:

- Content site
- Betting
- Gambling
- Dating
- Trading
- Nutra
- Crypto

Try Evadv native traffic

Google DoubleClick estimated the native format **clickability** to be 0.16% on desktops and 0.38% on mobile devices.



0.08%
For comparison with media advertising, CTR was 0.08%.

9 times
App Next rated CR native ads 9 times higher than other formats.

18% more
The Native Advertising Institute concluded that after viewing advertising in native format, users are easier to agree to purchase, so it brings 18% more conversions than other formats.






who will benefit from native ads




TOP GEO

Evadav's **geo top-list for native advertising** according to the results of the 1st quarter of 2023 was formed as follows:




USA

  **23 549 769**
 **719 106**




France

  **16 265 007**
 **38 853**




Great Britain

  **13 234 437**
 **17 244**




Germany

  **13 199 856**
 **19 656**




Australia

  **11 432 061**
 **56 196**

Spain

  **10 655 694**
 **13 293**

Canada

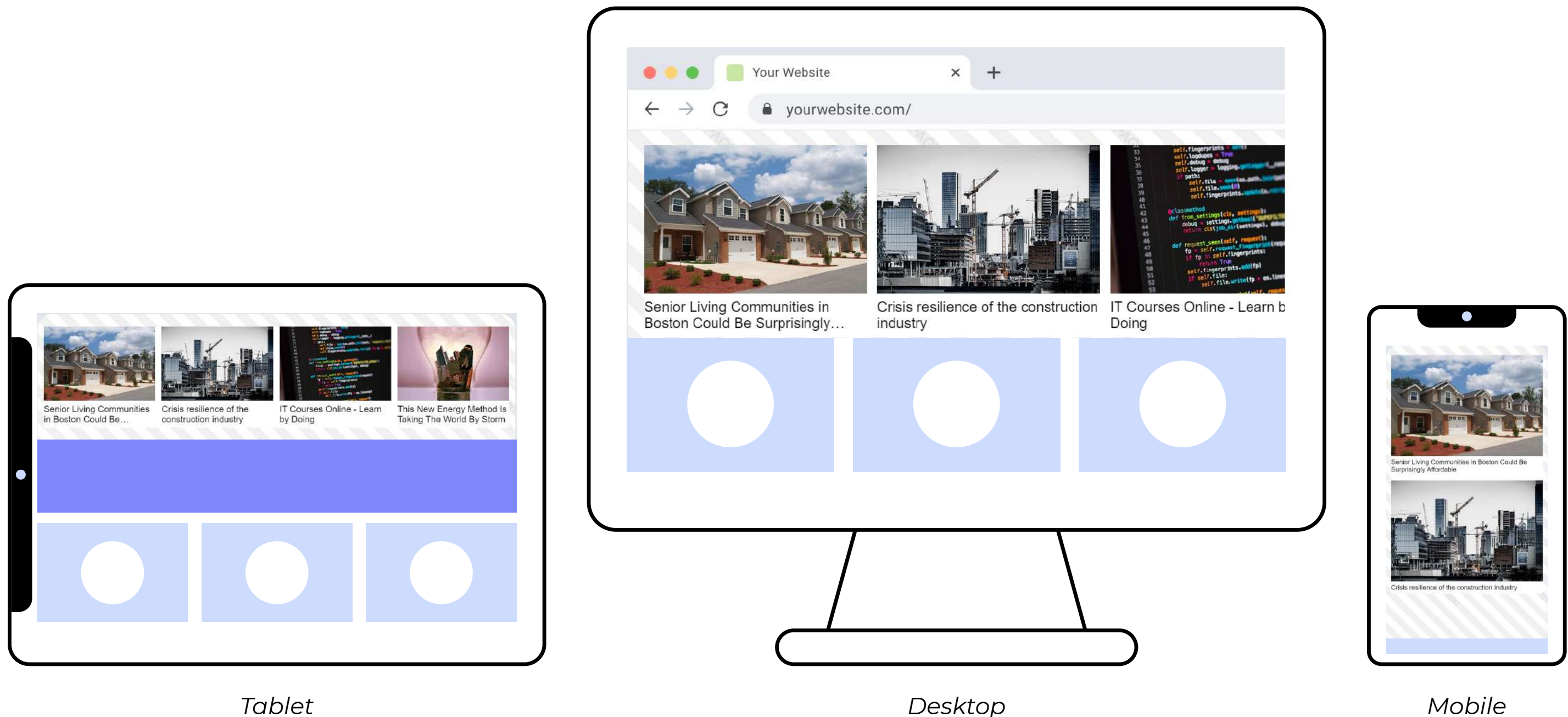
  **9 800 259**
 **70 413**

 Impressions
 Clicks

The choice of geo to launch native advertising depends primarily on the **budget**. The most expensive and **high-quality traffic** can be obtained **from Tier 1**. For beginners and advertisers with a limited budget, we recommend buying traffic to Tier 2 and Tier 3, where competition and bids are lower.

working creatives for native ads

Creatives for native advertising consist of a **title and an image**. They are displayed on a website as follows:



HOW TO CHOOSE IMAGES FOR CREATIVES

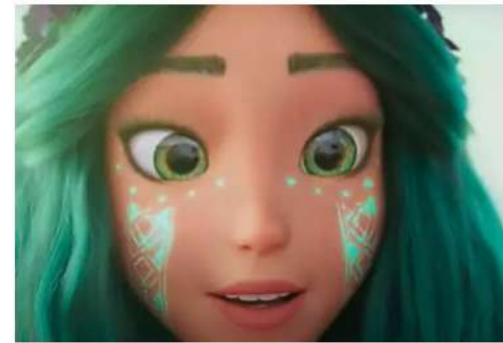
Successful creatives for native ads look like this:



Ukraine Price Of Solar Panels:
See How Much It Will Cost...
Search Ads



If you own a mouse, you have
to play this game. No Install...
Panzer.Quest strategy game



Український мультфільм
«Мавка» став лідером за...
RFI



This is a big loss for Sylvester
Stallone.
Mansion Global

Evadav tip

to get more clicks,
use images with
people on
creatives instead
of logos.

Use **high-quality images** for advertising.
You can select stock photos and make them
unique or **use AI tools**.

Image is not just a part
of the visual; it reflects the
essence of the text, helps express
the vibe and attracts the user's
attention.

Uninteresting, unattractive, improbable, or shocking **creatives will bring fewer clicks**. Example:



[Gallery] Scientists Claim They've Finally...



[Gallery] Gross Practices from The Wi...



[Gallery] Mama Bear Pleaded to Him to Save Her Drowning Cubs, Then This Happened
HeraldWeekly



[Pics] Always Put a Plastic Bottle on Your Tires when Parked, Here's Why
Cleverst

Evadav tip

avoid clichés of native advertising such as soda, "tiger balm", cream. CTR may be good, but conversion — no.

HOW TO MAKE A TITLE

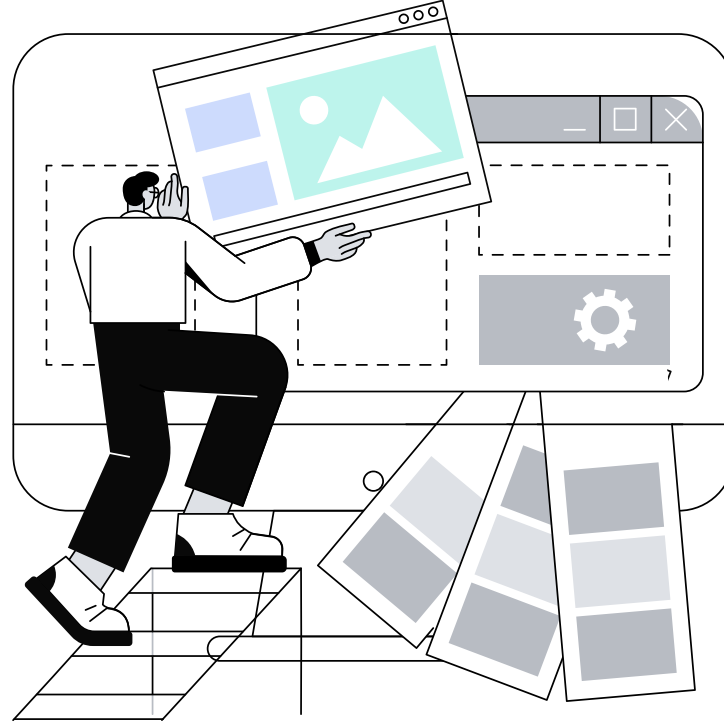
The goal of the title is to **interest the user** and make them think while **remaining clear** and **conveying the essence** of the content.

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

WHAT TEXT IS MORE CLICKABLE



Try to give users **valuable and interesting information**, do not focus first on the product, service, or company.



Use images, quizzes, and interesting facts and serve them structured and accessible.



Don't forget to **match the themes and tone of voice** of the platform.

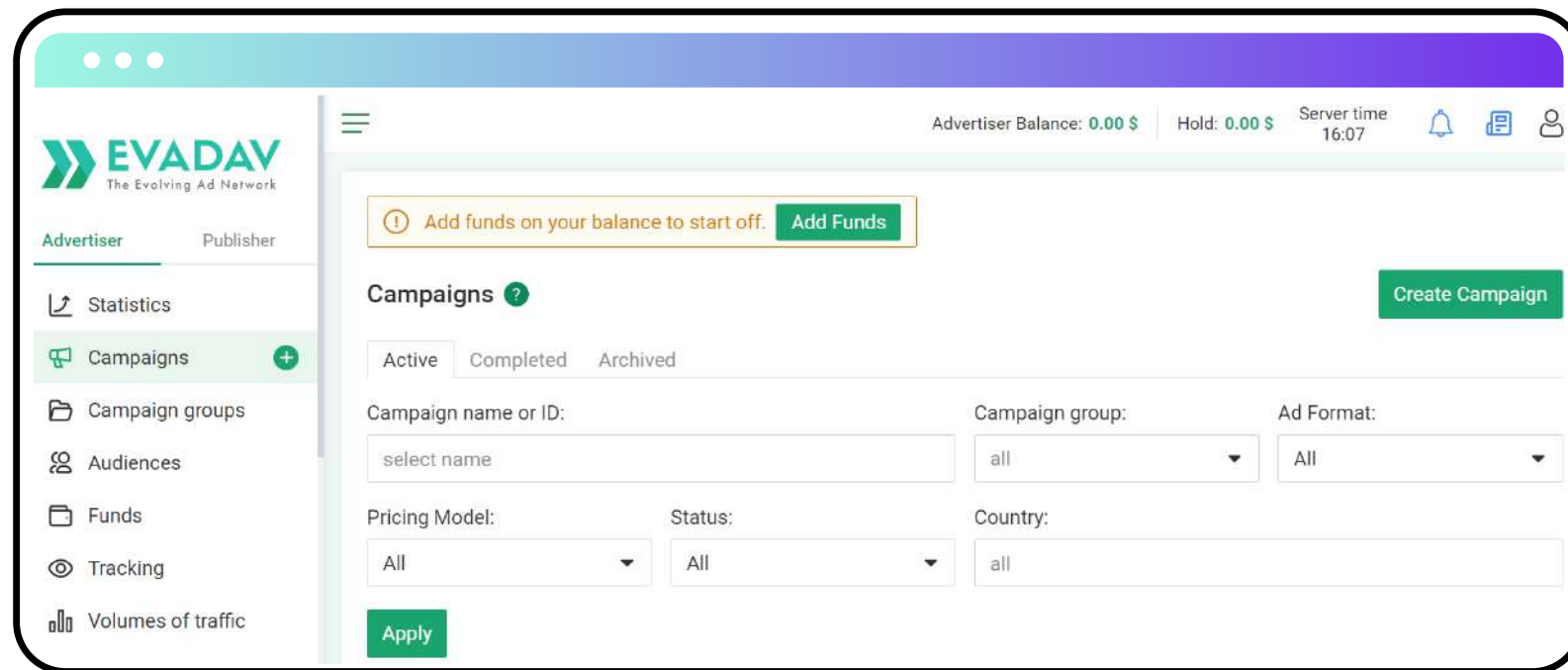
Evadav tip

Focus on the target audience's "pain" and offer a solution.

Step-by-step setups

of native

ads



To configure a native format advertising campaign, you need to go to the **Campaigns** tab and select **Create Campaign**. Fill in the **Campaign Name** field.

Then select **Traffic Quality**:



The Standard

is about large traffic volumes at the auction price. A good choice for experienced advertisers who know how and are ready to optimize the campaign.



Premium

is traffic from top websites relevant to your offers. Premium traffic is not so much, but it **converts 2 times better** than the standard.

Evadav tip

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

But if you do not want to spend time on testing and optimization (like configuring blacklist and whitelist, selecting sources manually, etc.) then choose premium traffic. It is repeatedly tested by advertisers and converts perfectly.



Advertising Format:

InPage Push notifications Popunder NativeAds

Pricing model:

CPC CPM

Campaign group:

none

Target url: * ?

{ZONE_ID} {SOURCE_ID} {CAMPAIGN_ID} {CREATIVE_ID} {COST} {COUN
 {BROWSER} {BROWSER_VERSION} {CLICKID} {FORMAT} {OS} {OS_VERS
 {CONNECTION_TYPE}

Macros Info

Frequency capping (per day): * ?

3

Conversion postback url: ?

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

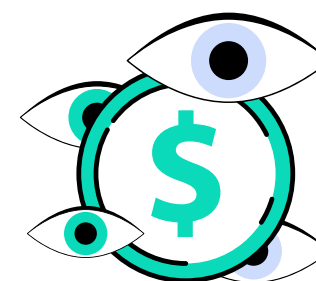
Select **NativeAds** in the **Advertising format** field.

Pricing Model:



CPC

is a payment per each click. This pricing model allows more accurate budget planning, assessing creative effectiveness, and getting "warm" traffic.



CPM

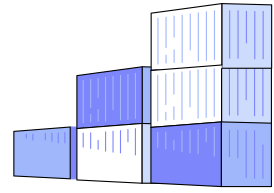
is a payment per thousand impressions. This model is ideal for advertising campaigns to raise brand awareness and promote popular products.

Evadav tip

Choose CPM-model if you have studied the target audience and can do the advertising setup accurately.

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

Campaign Group



Advertising campaigns can be grouped into separate topics for easy viewing of statistics.

Frequency capping (per day)



The advertiser can set the number of times the advertisement displayed per day to a unique user.

Evadav tip

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

Target URL

Target url: *

`https://ttarget_url.com/?zone_id={ZONE_ID}&source_id={SOURCE_ID}&country={COUNTRY}&browser={BROWSER}&campaign_id={CAMPAIGN_ID}&os={OS}`

`{ZONE_ID}` `{SOURCE_ID}` `{CAMPAIGN_ID}` `{CREATIVE_ID}` `{COST}` `{COUNTRY}` `{CITY}` `{BROWSER}` `{BROWSER_VERSION}` `{CLICKID}` `{FORMAT}` `{OS}`

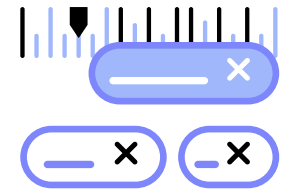
`{OS_VERSION}` `{LANG}` `{CONNECTION_TYPE}`

Here the advertiser needs to enter the link of the target page to which users will get - a landing page or a pre-lander.

Adding macros after the link lets you easily track conversions by the desired parameters. It will allow you to analyze traffic more efficiently and optimize campaigns timely.

For example, if the advertiser wants to know which geo the user came from, it is necessary to add `{COUNTRY}` to the target URL, `{BROWSER}` – user's browser, `{CAMPAIGN_ID}` – unique offer id, `{CREATIVE_ID}` – internal creative ID, `{OS}` – user's device operating system.

Postback URL



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

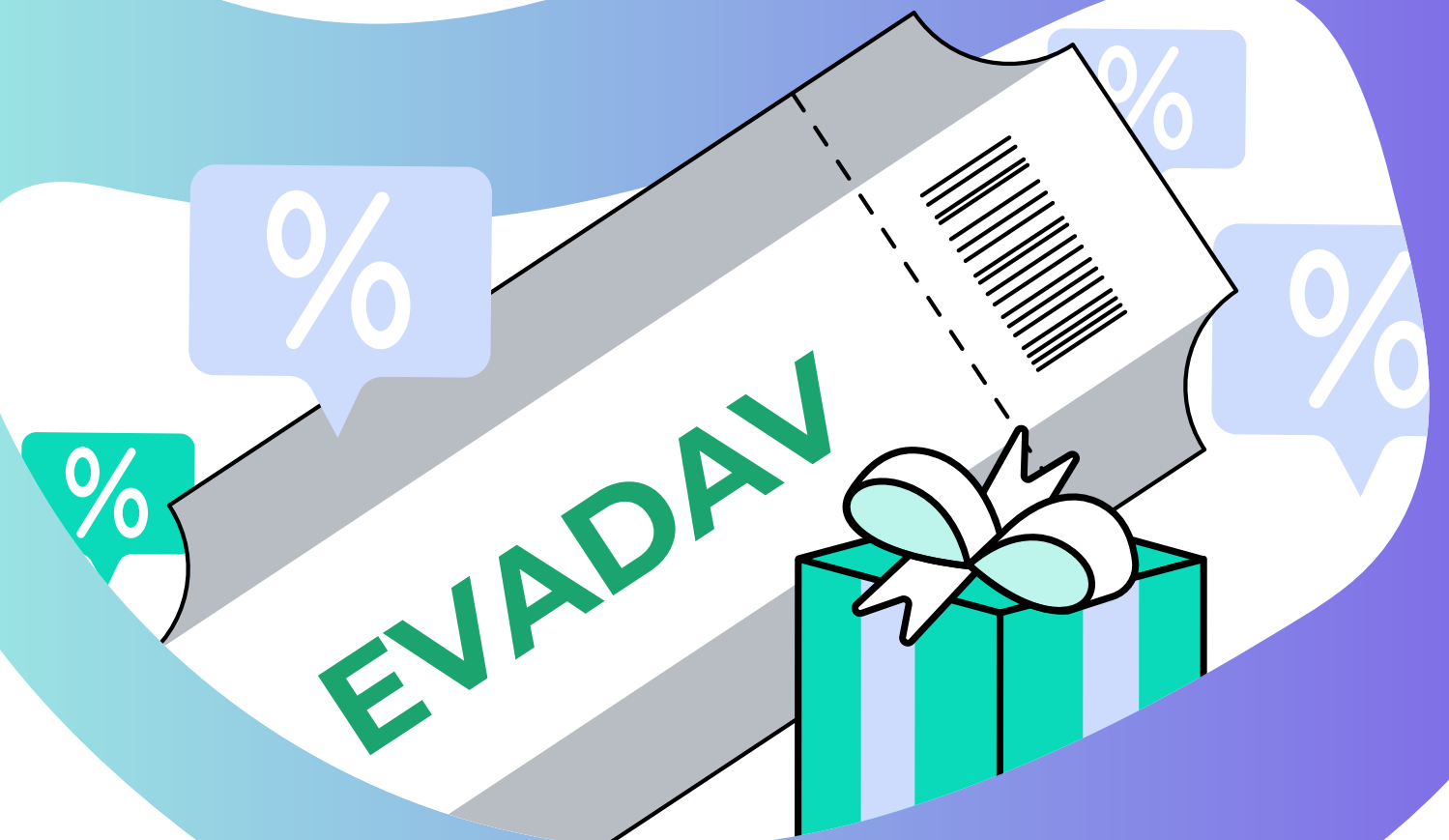
Next, you can configure data transfer to Evadav statistics.

Evadav tip

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

Use trackers to understand where the traffic is coming from and optimize the campaign based on this information. The trackers will save you from routine work by automatically gathering all the information in one interface.

You can **configure integration** with the most popular trackers on the platform **in just two clicks**. You can count on a **good discount** with the "**evadav**" promo code. Here is the list...





AdsBridge

full cost is \$29-\$799. The service allows you to create and manage campaigns in one tab, flexibly configure reports, track bot and fraud traffic, and display data in real time.



LandingTrack

with the promo code, you can get a **20% discount** for payment for 2 months, 3 months free — for payment for 12 months, and 1 month free — for payment for 6 months. The total cost is \$49 - \$499. The following options are available in the tracker: the ability to automate campaigns, fast data upload in real-time, access to service for team members, and split testing.



BeMob

\$49-\$499, You can get a **25% discount** with the promo code. Trial — 3 months. Ability to conduct split-testing, real-time data display, domain redirection, simple interface.



Binom

\$69 per month. But the first time you pay with the promo code, you get a **40% discount**. The tracker processes clicks in 5-7 seconds, manages large amounts of data, generates reports instantly, and it is updated regularly.



TheOptimizer

\$199 - \$699, promo code gives a **69% discount**. Fast working, integrated with other trackers, simple and intuitive.



Mixpanel

The tracker costs \$199 to \$999, but the promo code **saves up to 50%**. Here you can adjust to any vertical, analyze the audience's behavior, and it shows the high speed of data processing and uploading.



PeerClick

\$99-\$649, and the promo code gives you \$50 on balance. The system handles up to a million clicks per day, is suitable for mobile traffic, protects against bot traffic and moderation;



Zeustrack

\$499 and \$899, the **discount is up to 50%** with the promo code. The service offers unlimited clicks, cloud storage for landing, and integration with third-party resources.



Redtrack

The total price is \$49 - \$1119, but the promo code gives the right to a **discount of up to 50%**. The redirection scheme after the transition to the target page, convenient interface, configuration of multiple filtering streams for one advertising campaign, instructions for different CPA networks, and the possibility of setting limits for conversions are at your disposal.



Keitaro

from \$25 to \$70. The promo code gives a **50% discount**. Here you have flexible settings, own editor of landing and offers, protection from bot traffic, cloaking capability, API with full set of functions, 30 filters for traffic distribution.



Voluum

When buying a Discover and Profi plan, users receive a **lifetime discount of \$10 and \$20**, respectively (at the total cost of the tracker - from \$89 to \$499). Regularly updated service with a simple interface allows you to track data with SSL and displays statistics in real-time.



Funnelflux

The first month will cost you \$1, and the next month will cost you \$99. Working with this tracker, you will be able to track data without cookies, connect unlimited domains, and apply flexible report display settings.



Octotracker

"Pro" tariff with a promo code can give a **30% discount** when paying for the first month. The service offers high traffic quality control and a powerful analytics system (including financial one).



ThriveTracker

costs from \$44 to \$799, but if you buy 6 months with the "EVADAV30" promo code, you get a **30% discount**. The tracker has up to 50 traffic sources, detailed reports on the specified parameters, and split testing.

Targeting & Audiences

Targeting & Audiences

Countries: *

Europe Asia Africa North America South America Australia and Oceania CIS European Union

Tier 1 Tier 2 Tier 3

Cities Regions **Include** Exclude

Device:

OS:

OS version:

Browser:

Browser language:

Connection type:

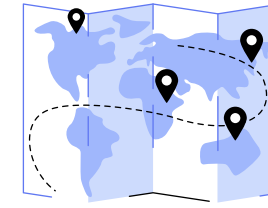
Mobile ISP:

Type: Audiences: ?

Blacklist

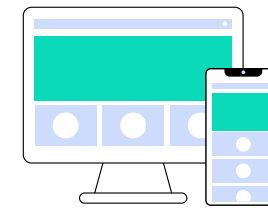
The section will allow you to apply **flexible targeting settings** to better target your audience.

Countries



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

Device

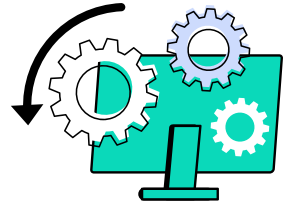


Select the devices you want to receive traffic from — Mobile or Desktop.

Evadav tip

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

OS / OS version



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

Evadav tip

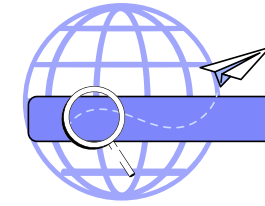
Traffic from the OS's latest versions shows a higher conversion. A more solvent audience uses them. Highly recommended.

Mobile ISP



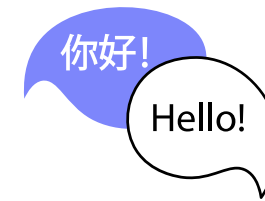
Allows you to target an audience with a specific mobile operator or ISP. This option is rarely used — for example, when working with an offer from a provider who wants to lure a competitor's customers.

Browser



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

Browser language



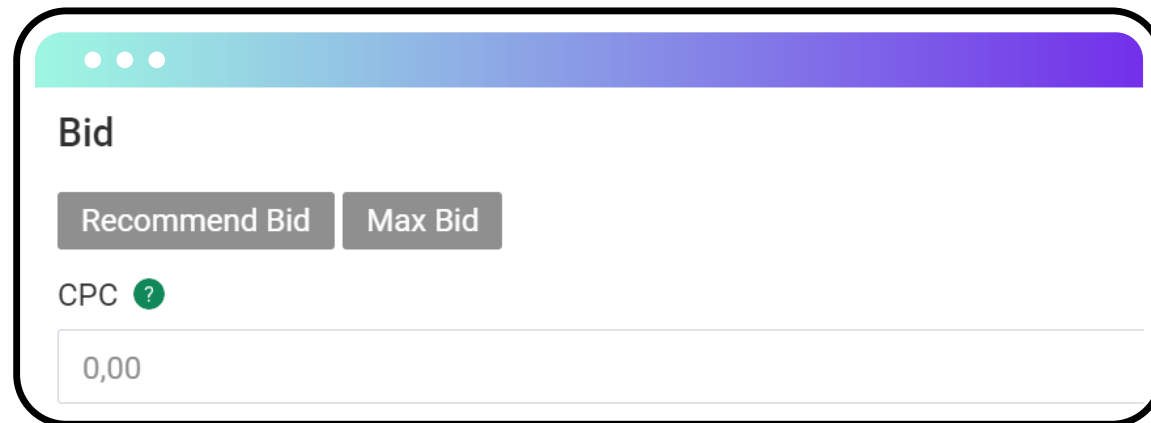
Targeting your browser language will help you **filter unwanted traffic**. For example, if you are working with multilingual geo.

Connection type



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

Bid



It corresponds to the price model chosen by the advertiser.

The higher the bid - the more impressions.

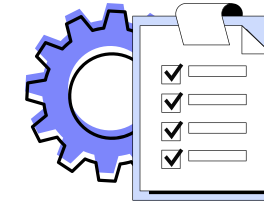
The system will offer a Min, Max, and recommended bid.

Evadav tip

Stick to the recommended bid. If you set a too-low bid, you will not get many impressions for your ad.

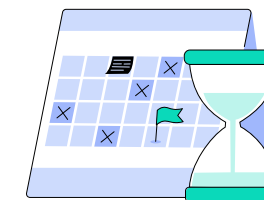
With a high bid, you will spend the budget faster but can collect statistics quicker and increase the CTR. Creatives with a good clickability have a better chance of winning an auction, even if the bid is not higher than that of competitors.

Type (blacklist and whitelist) / Audiences



Setting up a whitelist and blacklist **allows the advertiser to control** which sites an ad will appear on. If traffic from a specific source does not bring conversions, you can add it to the Blacklist and **not waste the budget**. Integrations with the most **convertible traffic** should go to **Whitelist**.

Campaign schedule



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

Evadav tip

Carefully study the features of the target audience and test hypotheses in different advertising campaigns to determine the effective display time.

Date start / Date end

Campaign Schedule

User local time UTC 00 ▾

All Working Days Weekend Clear all

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

Set display period

Date start: ?

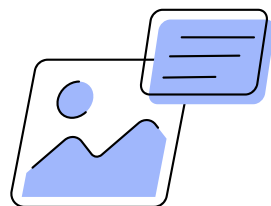
10.04.2023

Date end: ?

11.04.2023 No end date

Create

Period of advertising campaign.



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

Advertising limit

Advertising Limit

Total Budget Limit in \$: ? Daily budget in \$: ?

Total click limit: ? Daily click limit: ?

Launch an advertising campaign immediately after moderation ?

Create

The budget restriction helps to distribute the advertising campaign expenses evenly. You can limit the total/daily number of clicks or the budget.


Don't forget about the restrictions on participation in the auction with low limits in the advertising campaign settings.

Evadav tip

Use this option if you purchase native traffic using the CPM model.

Evadav tip

test several creatives, so you will quickly find the most effective and start working with positive results.



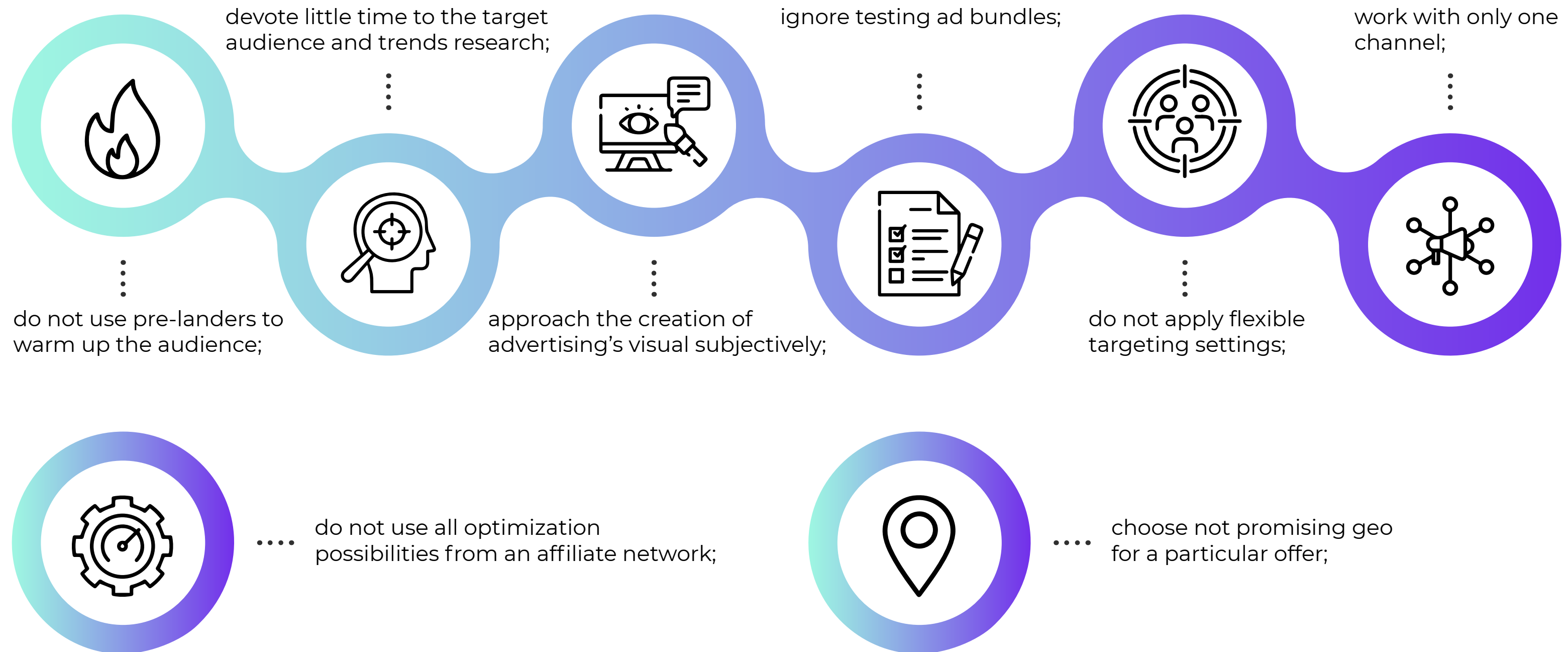
How to get more

native ads

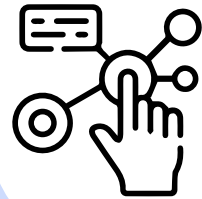
traffic?

advertiser's common mistakes

Advertisers often **underestimate the effectiveness of native ads** because they make classic mistakes that **do not bring the expected profit**.

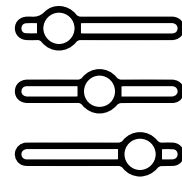


Campaigns with native traffic meet the expectations of those advertisers who follow **recommendations from Evadav experts:**



Test several creatives,

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



Use the platform's best options –

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



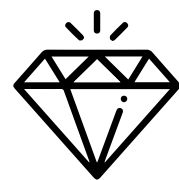
Use all available targeting settings

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



Follow the tips of the personal manager

available 24/7 for your cosmic ROI!



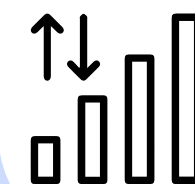
do not forget about the uniqueness

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



Study the target audience carefully–

its "pain," preferences, and behavior;



Test mobile and desktop traffic

in different advertising campaigns;



Choose Evadav's premium traffic

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

tips and life hacks

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

And finally, let's show the statistics of our advertiser's successful campaign to inspire you to even greater results!

Useful materials





*Native ads
successful strategy*



*Advertising strategies
for increasing CTR*



*Advertising marketing
2023 trends:
what to expect this year*



*AI tools
for partners*

Final thoughts



In traffic arbitration, native advertising is still less popular than other formats.

But we, as advertisers and consumers of advertising, face it often and long ago.

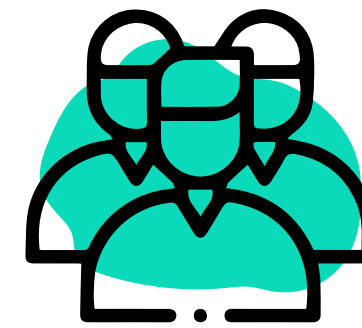
Covert advertising appeared long before such concepts as "native" or "content marketing",

but it is still relevant because today it is the softest and most **delicate way**

*Try
Evadav's native
traffic — it may bring you
the most profit!*



to raise brand awareness,



establish contact with the audience,



tell about the benefits and features of the offer.

Launch native format campaign

Launch native format campaign

