

Pop-under world

guideline for advertisers

CLICK HERE



ADS

30%
SALE

Skip Ads

CLICK HERE



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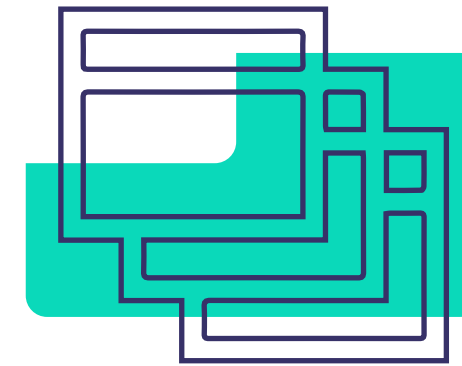
Intro

When creating an advertising campaign, every advertiser wishes **to receive a large amount of traffic** using one format.

The **Pop-Under** ad format closes the needs of arbitrage managers in large volumes, and **low prices** allow to scale advertising campaigns.

The Evadav team has prepared a step-by-step guide to the pop-under format for **cool results and fire profit**.

We will tell you about:



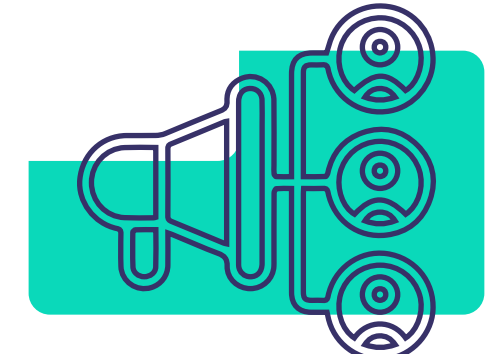
the features of the format,



how to get the maximum profit,



how to create the proper landings,



how to launch and optimize advertising campaigns,

Let's go Pop-under!

A large, stylized teal graphic of the number '22' is positioned in the background. The first '2' is on the left, and the second '2' is on the right. The text 'Pop-under format' is overlaid on the graphic.

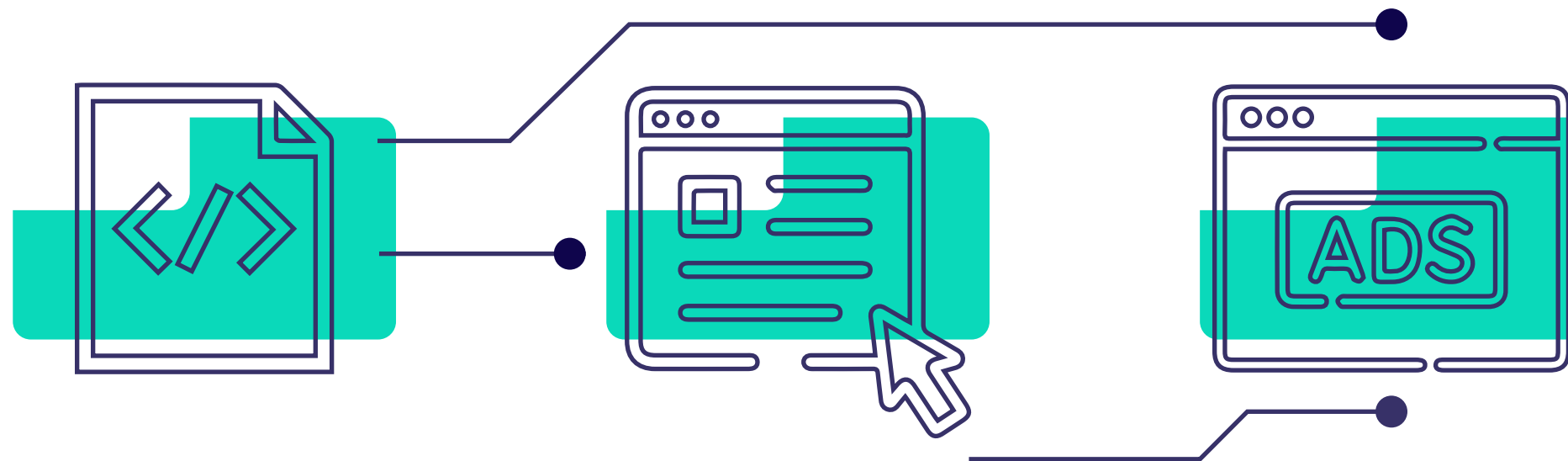
Pop-under format



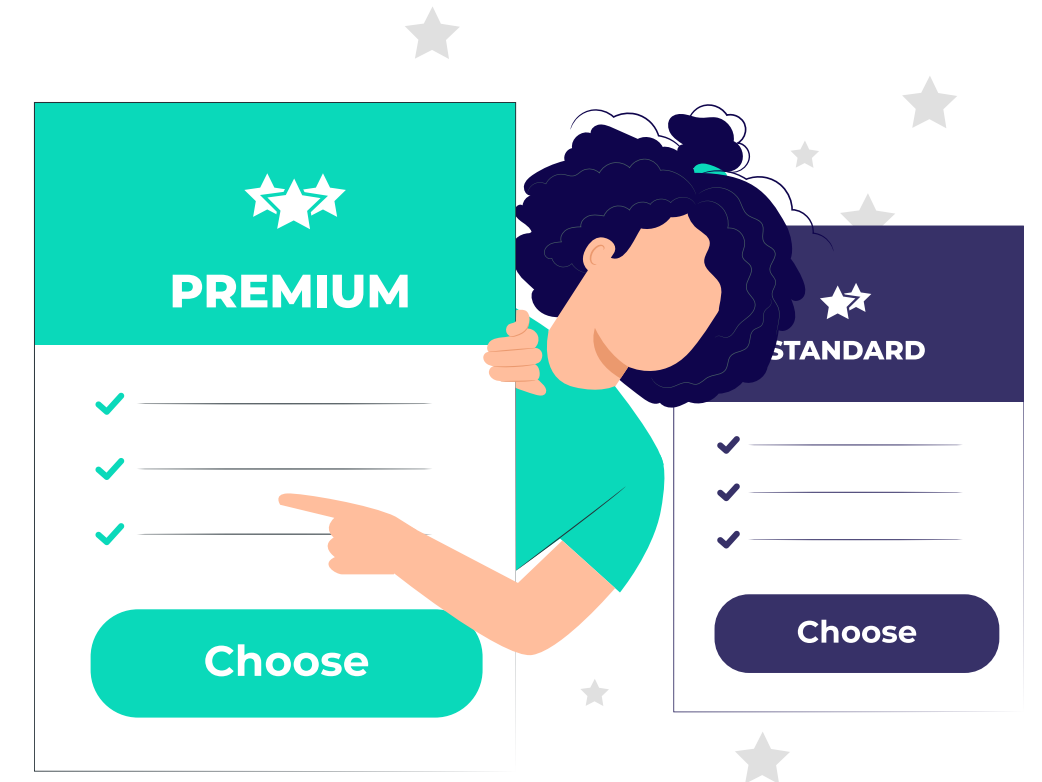
Pop-under

is the format of the advertising banner that appears in the new browser window behind the browsing page with content.

All the advertisers that started after December 2021 have in their account a division of traffic into **premium** and **standard**.



The tool is a Java-based script that runs automatically when a visitor clicks in a specific location.



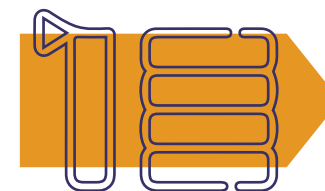


Premium traffic

is **selected high-quality sources of traffic** that will give excellent results already at the start of the advertising campaign.



With premium traffic, the advertiser will no longer have to manually select the sources and create **white** and **black lists**.



But it is worth noting that **traffic volumes are limited** due to high quality and carefully selected locations.

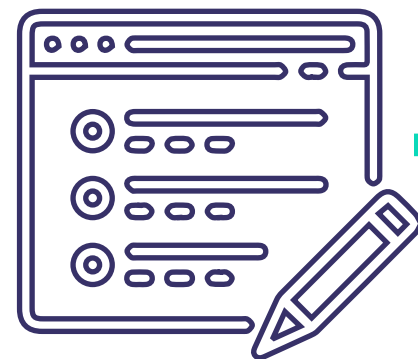


Advantages of using Pop-under Premium Traffic:



CR is several times higher

(up to 100 times higher than average pop-format traffic, according to our study)



Carefully selected sites, zones, sources

to best match your offers



Less optimization is required,

which means that your time is much more efficiently converted to money



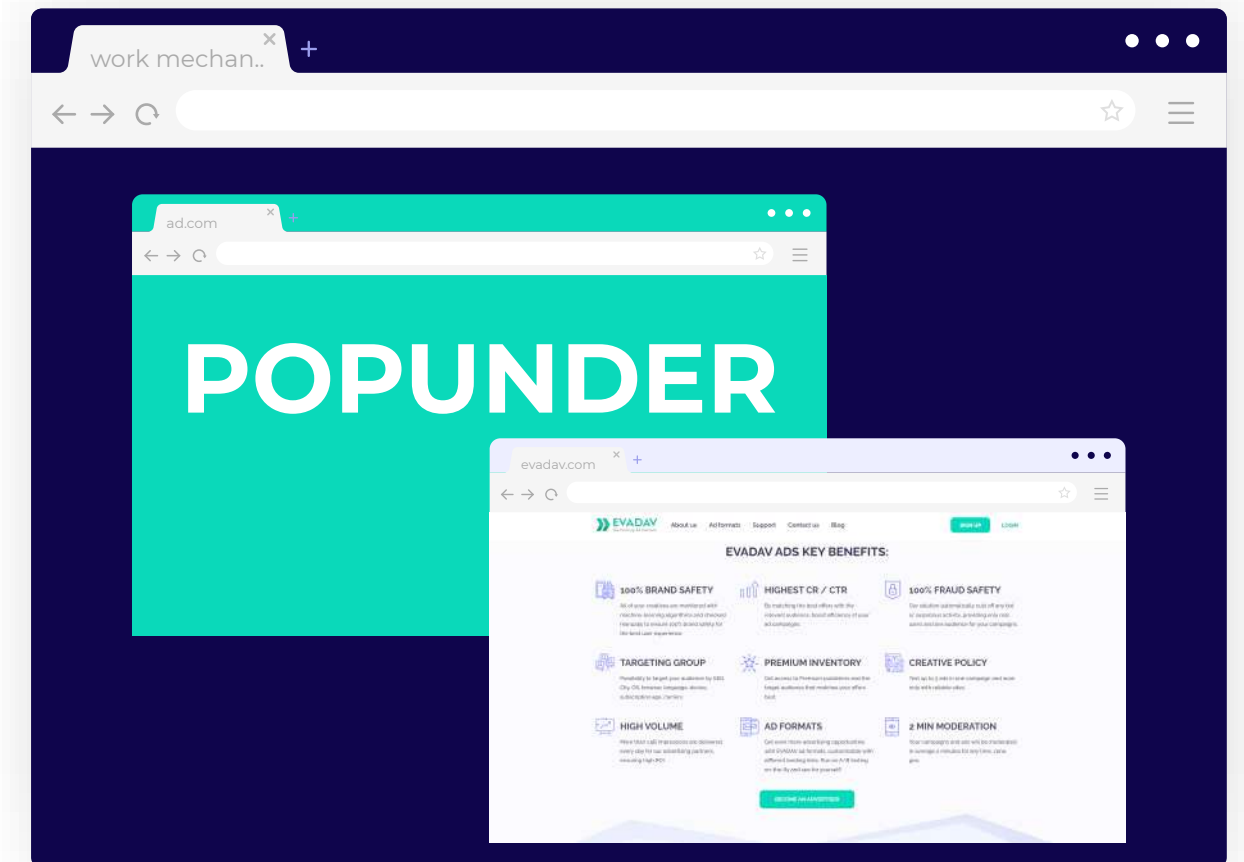
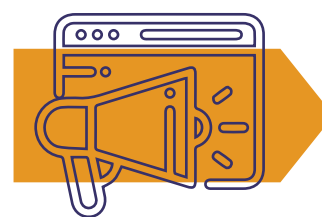
The pop-under format has become popular among advertisers, as it shows **good results at a low price**.



At the same time, the format can generate a **huge amount of traffic**.



The format is suitable for promoting a website, landing page, promo or application.



The pop-under format is less intrusive than the pop-up one and does not annoy the user because it does not overlap the content.

The user will notice the advertising landing only after closing the main website, and he/she won't realize from which site the new tab was opened.



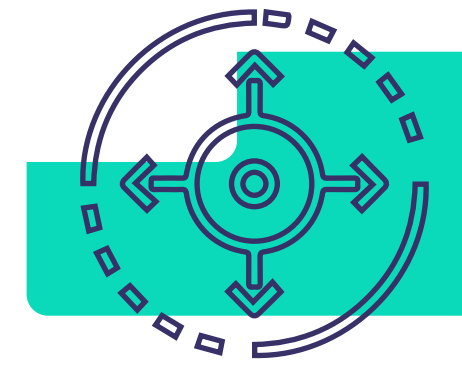
Pop-under works on an **auction system of bids**.



That is, whoever puts a higher bid, buys the traffic.



If the traffic is not going, then the bid must be raised until it starts to open.



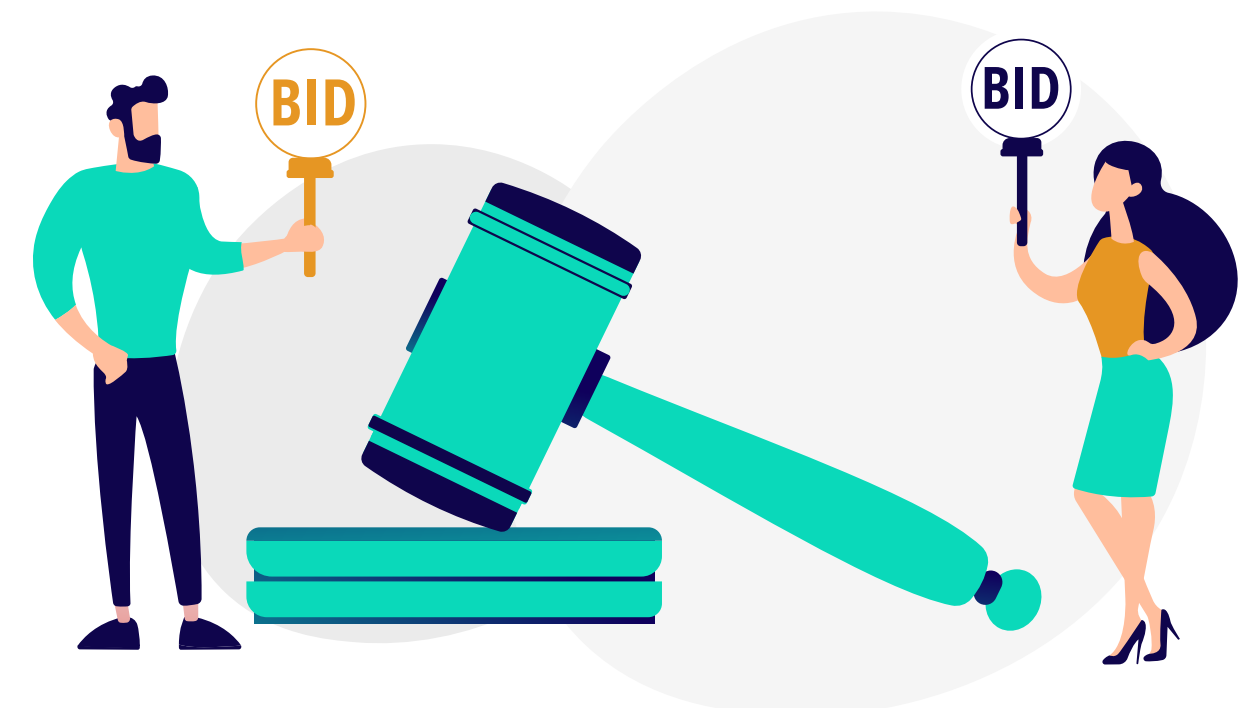
Also, decryption of limits, target extension may help.

All actions need to be tested manually.

tip

If you are new to traffic, you should definitely start with Pop-under. Because the simpler the funnel, the easier it is to convert.

Also, we recommend consulting your personal manager, who will always help.





Pop-under

is a great channel of traffic, as you have the opportunity to attract a huge number of new audiences for your offer.

In the Evadav ad account, you can find information on countries, volumes of traffic, and bids.

Use statistics to analyze and launch advertising campaigns.



The format is perfect to target **all devices**: desktop, mobile, and tablet.



Thus, you can get the **widest possible audience**.



The choice of the audience always depends on the chosen vertical and offer.

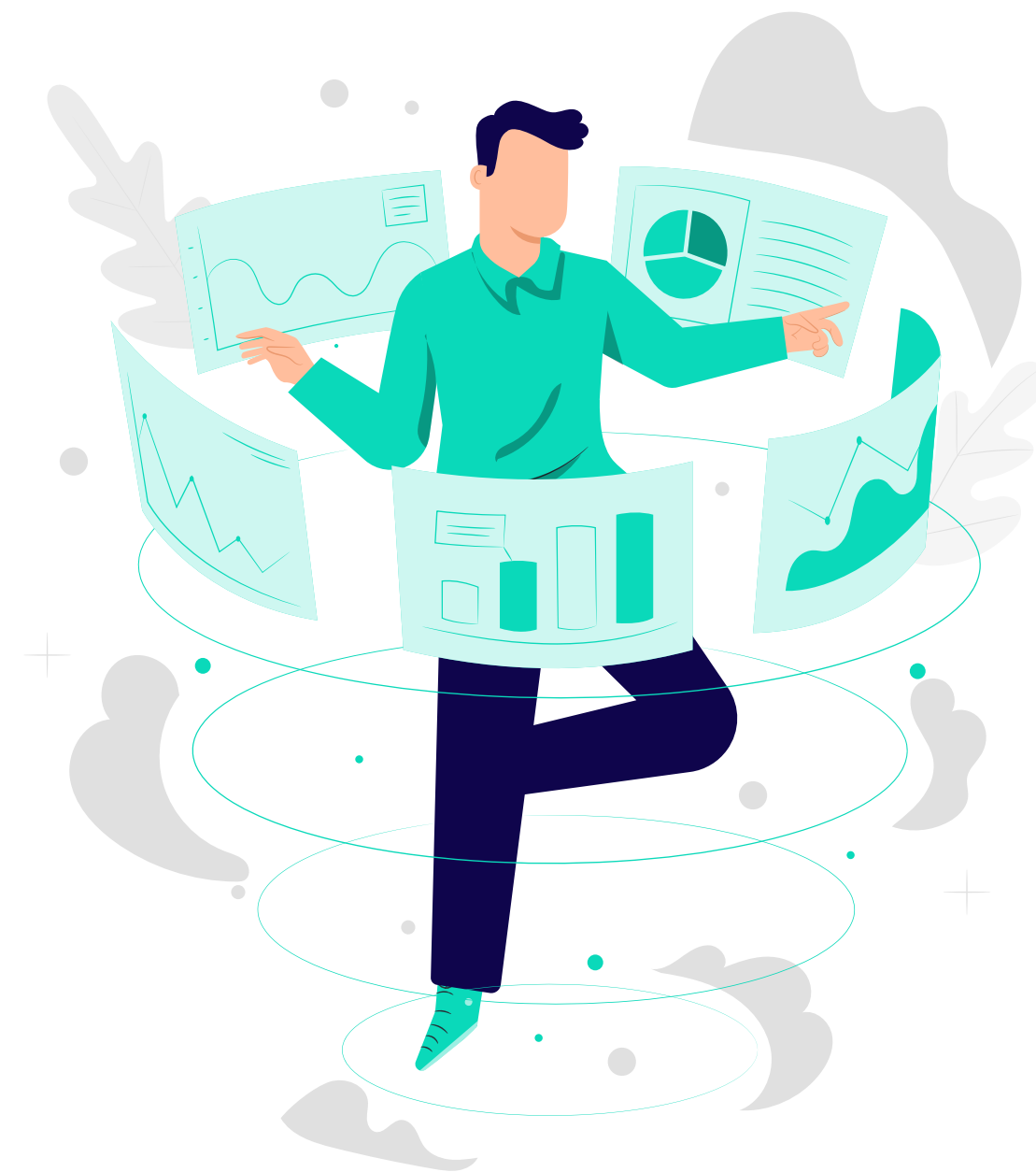


Before launching an advertising campaign, you should **analyze the audience** and find out their interests and "pain".



Top geo in January traffic:

Country	Minimum bid	Recommended bid	Volumes
Vietnam	0.1	1.135	8 461 525
India	0.1	0.851	7 692 760
Thailand	0.1	0.685	2 956 760
Brazil	0.1	0.469	1 908 860
USA	0.4	3.225	1 559 360
Japan	1	6.273	1 169 800
RF	0.1	1.24	721 900
Ukraine	0.1	0.682	562 225
Indonesia	0.1	0.676	492 665
Germany	0.1	0.69	468 440
Malaysia	0.1	0.641	440 855
France	0.1	1.433	321 105
Kazakhstan	0.1	1.265	276 350
Philippines	0.1	2.06	247 180



Up-to-date information on volumes and bids can be found in the Evadav account.



The top verticals for pop-under in Evadav:



offers with simple registration



dating (adult and mainstream)



questionnaires



entertainment



installs



push subscriptions



pin submit



sweepstakes



APK



finances



These niches are suitable for pop-under traffic, as there is often **no quality limit**.

The **price** per click **is the lowest** among other formats.

For example, adult traffic can be purchased for only 0.0002 USD per click, push subscription, questionnaires, and games - 0.0001 USD.

Other categories also cost obscenely cheap and usually do not exceed 0.002 USD per click.



\$ 0,0002
adult traffic



\$ 0,0001
push subscription,
questionnaires, games



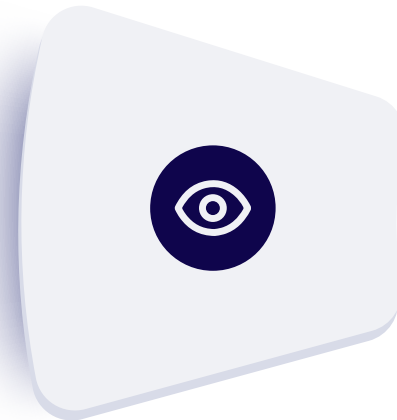
The choice of the right advertising model is an important stage and depends on your chosen campaign goal.

You can work with pop-under on such advertising models:

CPM

(cost per mille/thousand views)

The **CPM model** is paid only for views. Clicks and transitions are not paid. The budget depends on the site attendance. The bigger the audience, the more traffic you can get.



Smart CPM

Smart CPM is used to optimize traffic costs. The advertiser specifies the maximum bid he/she can pay, and the system determines the nearest bid of the competitor and bets 1% higher to win the auction.

Launch pop-under campaigns with Evadav!



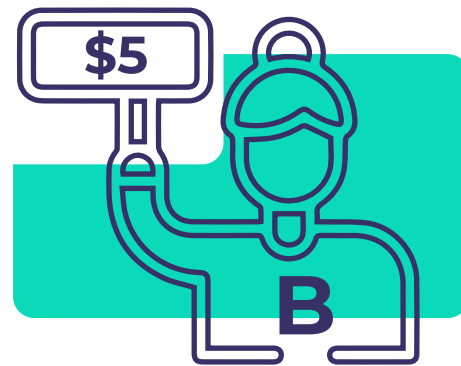
pricing model

For example, in order to win all auctions, the advertiser can specify an extremely high bid (twice as high as the maximum), in the end, he/she will **pay only the amount of the maximum bid of competitors + 1%**.

For instance:



Advertiser A sets a bid of \$8



His rival B (on this board), bets \$5



Competitor C bid \$4.80



Competitor D bid \$4.20

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



Pop-under pros for advertisers:

1

Payment model CPM

(Payment for thousand impressions) is cheaper than other formats since payment is made using the PPV model (Pay-per-view)



2

Guaranteed ad review

the user is guaranteed to go to the advertiser's website



3

Reaching out to a wide audience



4

Displayed once a day

The advertisement is displayed to a unique visitor only once a day, preventing waste of money when the user visits the same site several times a day



5

It is easy to use

because you do not need to develop banners and texts

6

Attracts a lot of traffic





Pop-under cons:

1

Due to the high volume of traffic, it is **difficult to monitor quality**. The Evadav team uses internal and external systems for checking and cleaning traffic.

2

If you are used to working only with quality leads, it is worth evaluating the possibilities of other formats.

tip

We recommend using trackers to filter out non-profitable sources or **use premium pop-under** traffic and immediately launch advertising campaigns on ready-made white lists.



Join the best ad network!

The image features a large, abstract teal graphic on a white background. The graphic consists of several overlapping shapes: a large circle on the left, a horizontal bar at the top right, and a large, rounded shape at the bottom right. The text "Landing pages" is centered horizontally across the middle of the image, overlaid on the teal shapes. The text is rendered in a white, rounded, sans-serif font with a thin black outline.

Landing pages

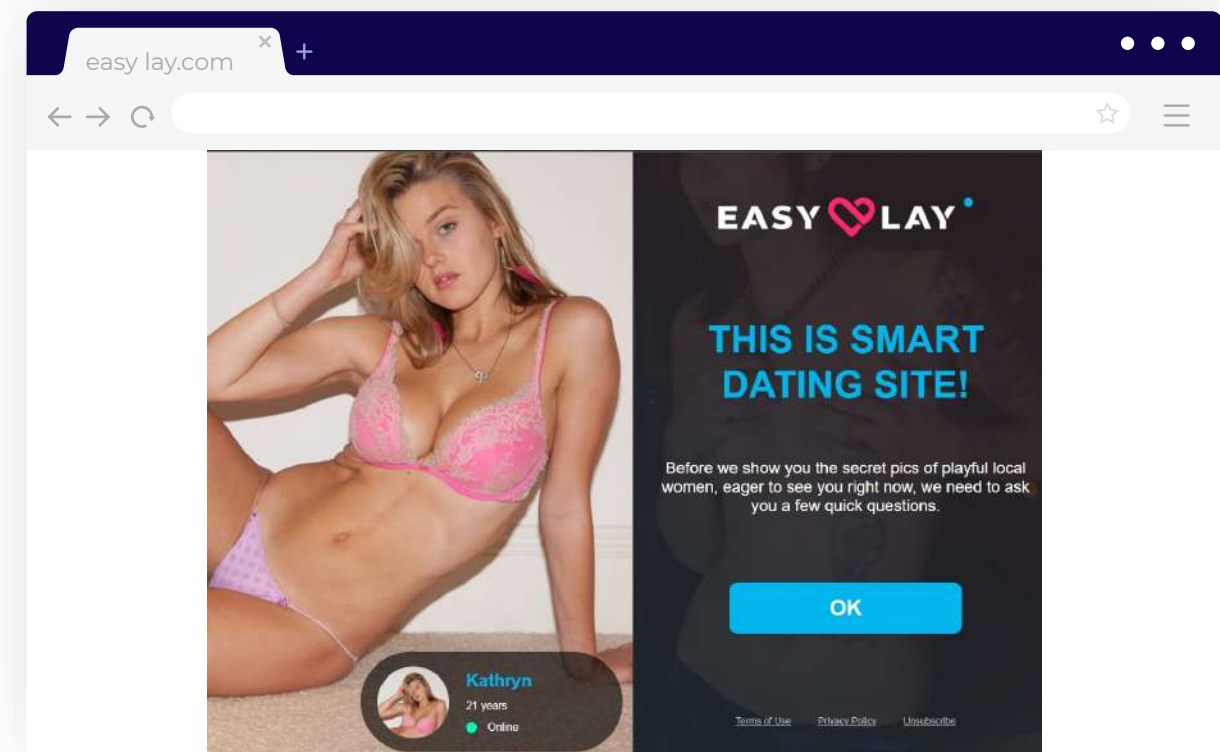


Since there is no need to create a banner for this format, one of the basic conditions for high earnings with the pop-under traffic is to have a **good landing page**.

This is the basis that directly influences the conversion. Often even the most experienced arbitrage managers waste the budget because their landing does not convert.

In order to segment the audience, it is possible and necessary to work with **pre-landers**.

That is, all traffic is first directed to pre-landing, where after additional questions, the user is shifted to the main landing page.



Pre-lander example



Stages of making a good landing:

1

Competitor analysis



2

Audience analysis



3

*Writing of selling text and CTA
(call to action) buttons etc.*

DO IT!

4

Development of high-quality visualization



5

Creation of a landing prototype





Landing structure

The structure of the landing **should be clear.**

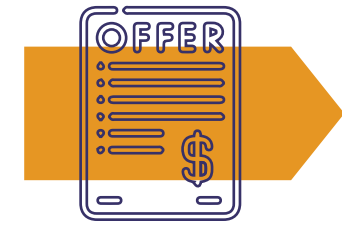
The purpose of any advertising campaign is **to perform a targeted action.**

It is important to structure the information in such a way that the entire landing structure is **simple and understandable** visually, without unnecessary information.

A Landing page must include:



company name, logo



the offer itself and its description



benefits of the offer



reviews, case studies



the answers to FAQ



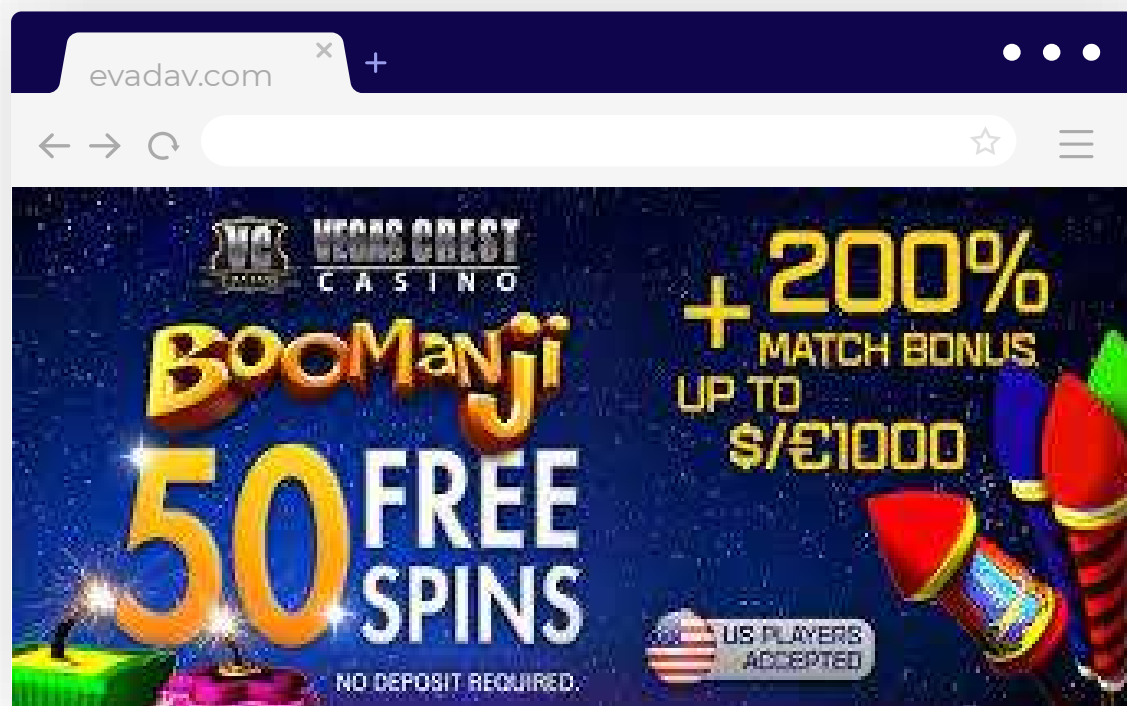
contacts



Vivid headline

A **headline** is the **first thing that pops into the eye of a user** when he/she goes to the landing page.

The **more interesting and attractive** it is, the more likely the user will stay on the page, read the main description and get to know the product.



Evadav tips on writing a converting headline:

show the benefit of the offer for the user

Answer the question of what benefit the user will receive after the purchase.



show time constraints

For example, a five-hour discount or a 14-day weight loss.



offer uniqueness

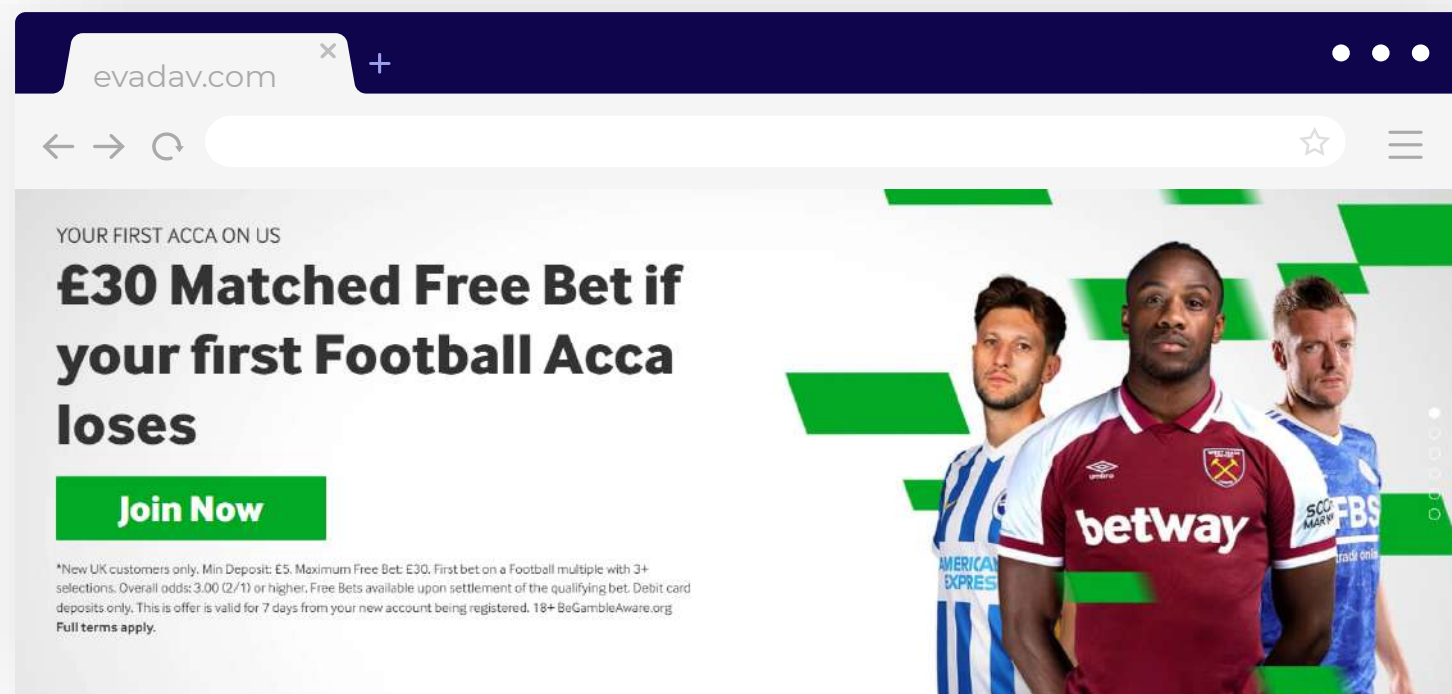
Form your unique trade offer.



Attractive image

The **alignment between text content and design** should be kept in mind when designing landing.

Design is important because through interesting visual solutions you can attract the website visitor (the potential lead).



Tips on selecting images:



select bright, attractive images;



the image should display and be connected to the offer;



the image should be complementary to the landing and should be organically incorporated into the page;



make a good visual.



Clear call to action (CTA)

Юзер должен четко понимать, что делать после попадания на лендинг.

Use **CTA (call-to-action)** in a button or feedback form with which the user performs a target action, conversion.

In any case, work on creating the **right CTA message**, it will help increase the conversion of your advertising campaign.

CTA can be different:

«download»

«receive»

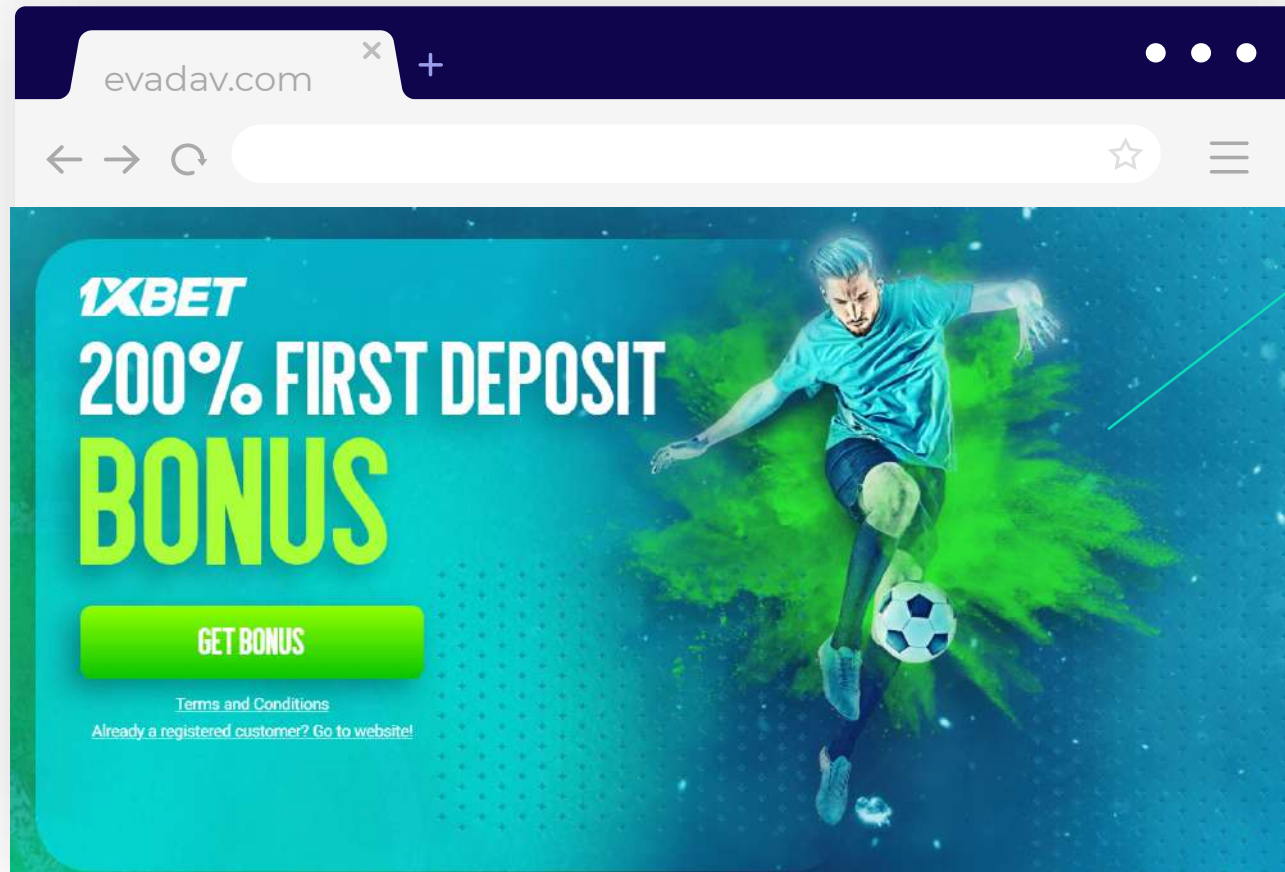
«register»

«bet»

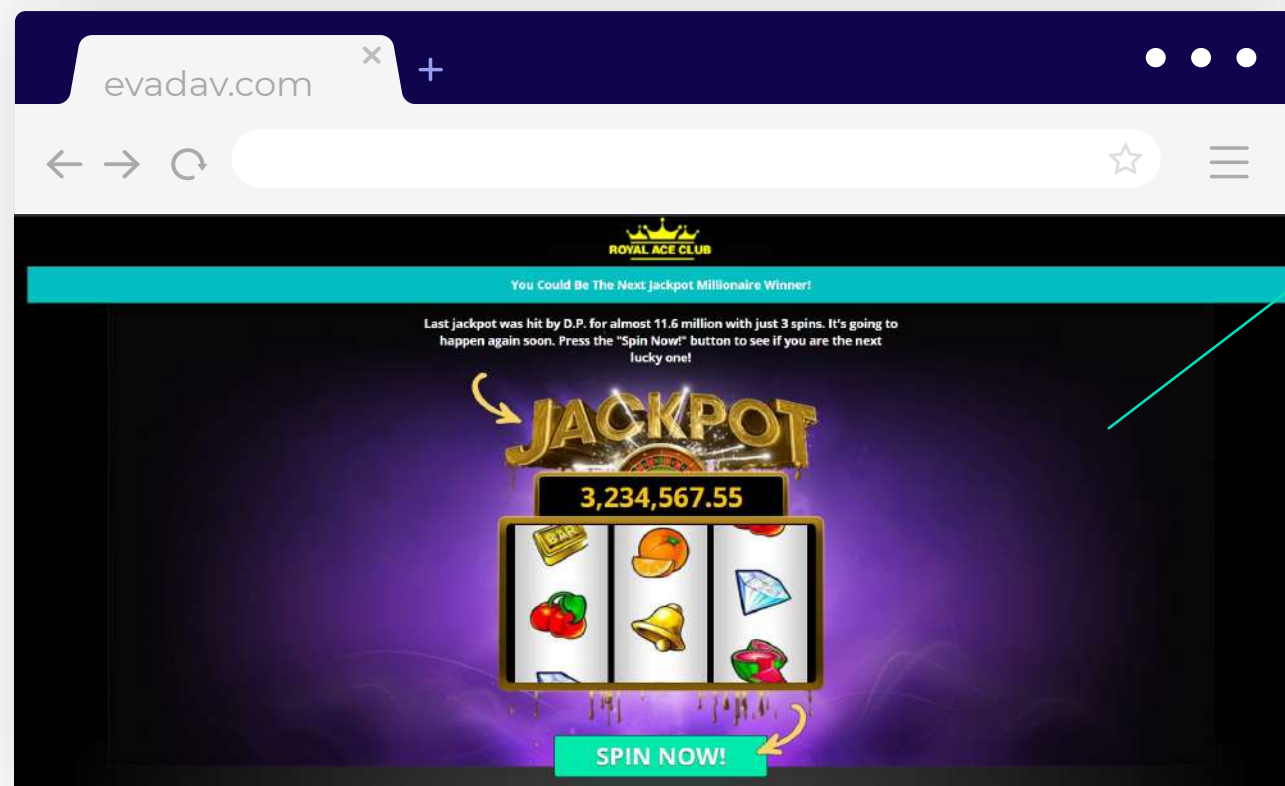
«order»

etc.

composition of landing page



"Bonus", "discount" are often a big incentive to purchase,



and time-bound motivates users to make decisions faster.



It's hard to predict what kind of landing your target audience will like.

Do not forget that **for any landing, it is recommended:**



to do **A/B testing** of headlines, images, texts, CTA.



This is followed by **analysis** and process **optimization**.

Join the best ad network!

More about recommendations and restricted materials read here



EVADAV PROHIBITED MATERIALS RULES

All landing pages pass fast and loyal **moderation** in Evadav.

If you have any difficulties or questions about landings, you can always count on the help of the Evadav Support team, which will help you solve the problems 24/7 if you have any doubts before the launch.

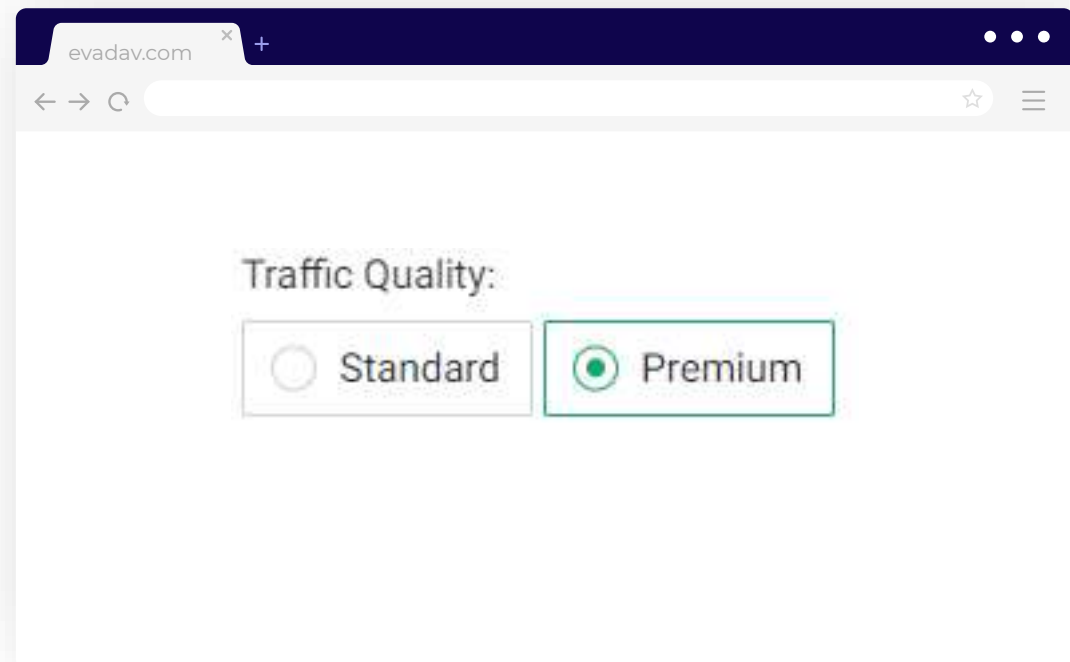


Run and optimize
pop-under **campaigns**



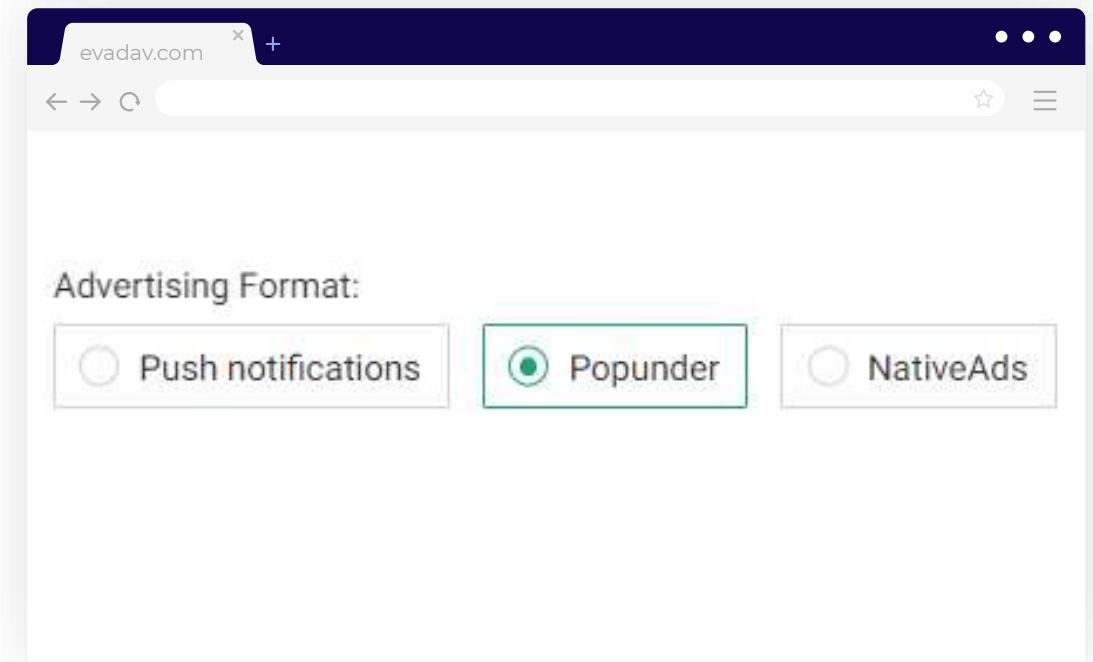
Traffic quality

Select traffic quality:
Standard or **Premium**



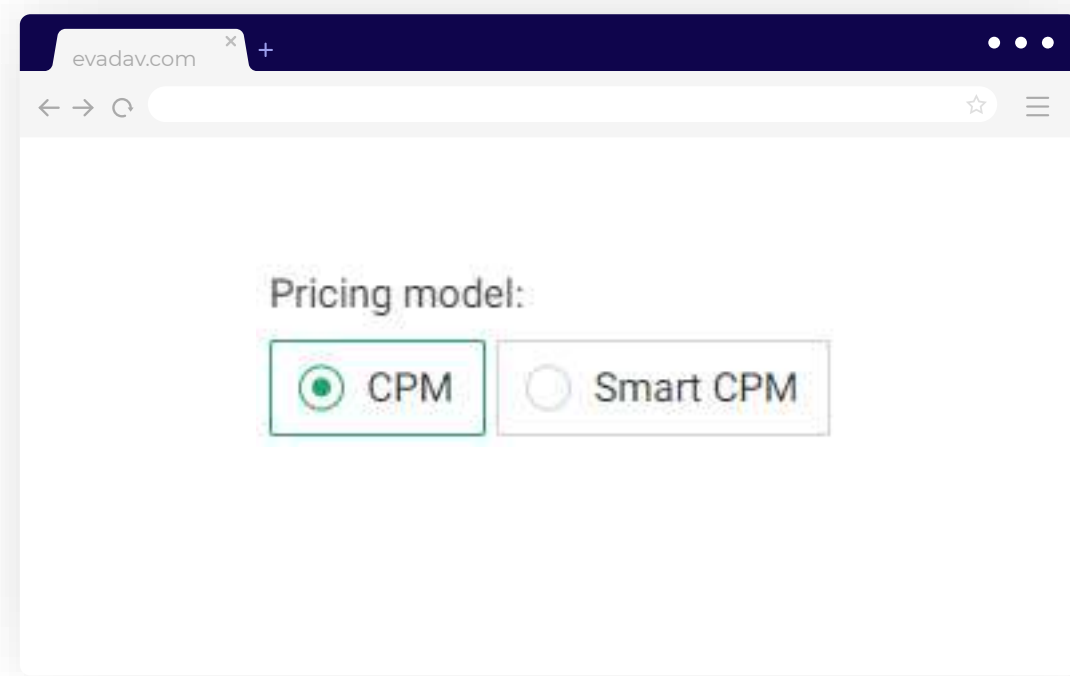
Advertising format

Select **pop-under** format.





Pricing model



What advertising model should be chosen by the advertiser?

The choice of the model depends on the **user's needs**. As we described earlier, in many cases working with **Smart CPM** is quite advantageous.

from \$ 0,1
for 100 views

But advertisers can also choose to work on **CPM**, due to **the purchase of traffic by geo**, where there are already enough displays.

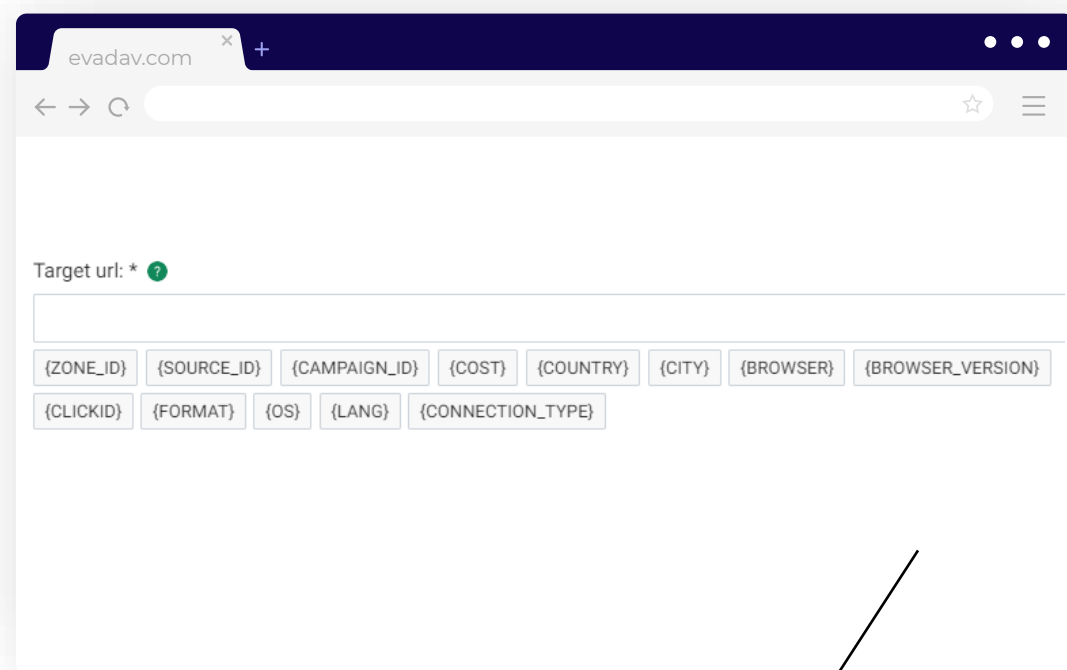
In this case, it may be enough for the advertiser **to take the residual traffic** because the prices start from \$ 0.1 for 1000 views.

A big advertiser whose strategy is to take **large volumes** without fear of competition is also **advantageous to set the maximum CPM**.



Target URL

Insert your landing or pre-lander **URL**. To analyze an advertising campaign, you can add **macros** to the link.



That is, the advertiser indicates exactly what information he wants to receive and enter in the statistics in the personal account: campaign or creative data, GEO or user device, etc.

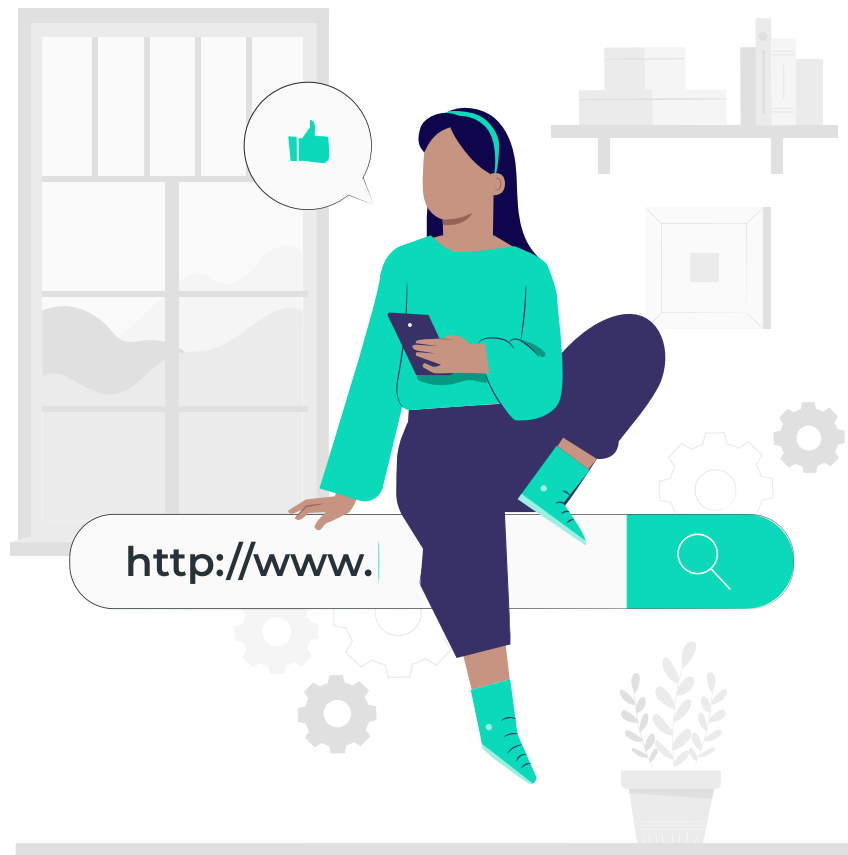
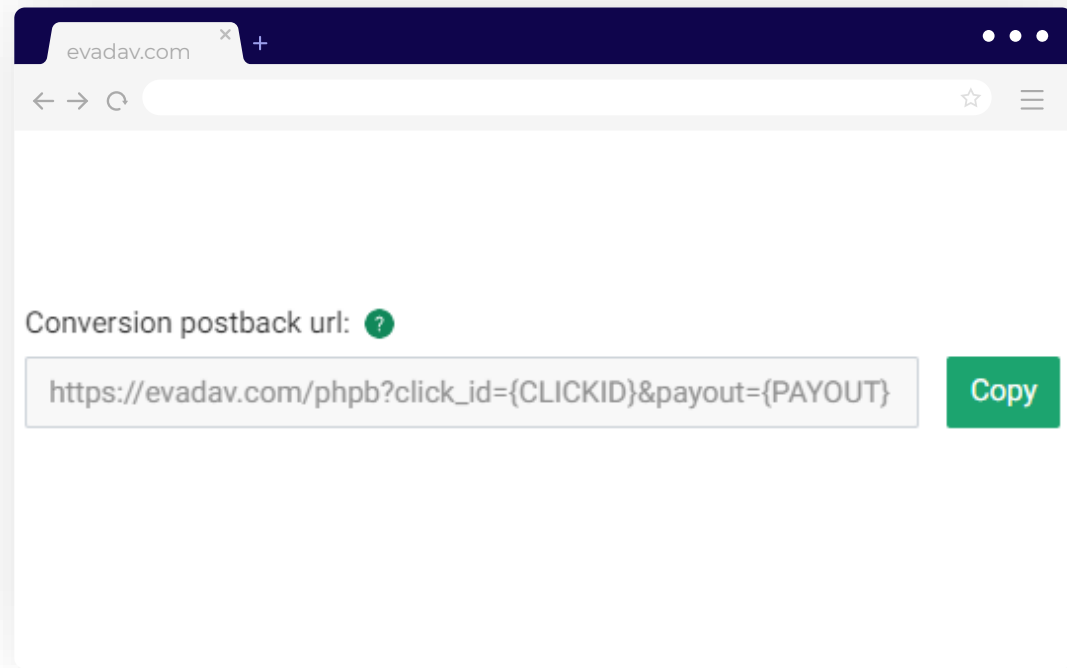
After posting **macros are replaced** with appropriate **user data**.

For example, if you want to see from which country the user has clicked the link, then you need to add a macro **{COUNTRY}** in the postback structure.



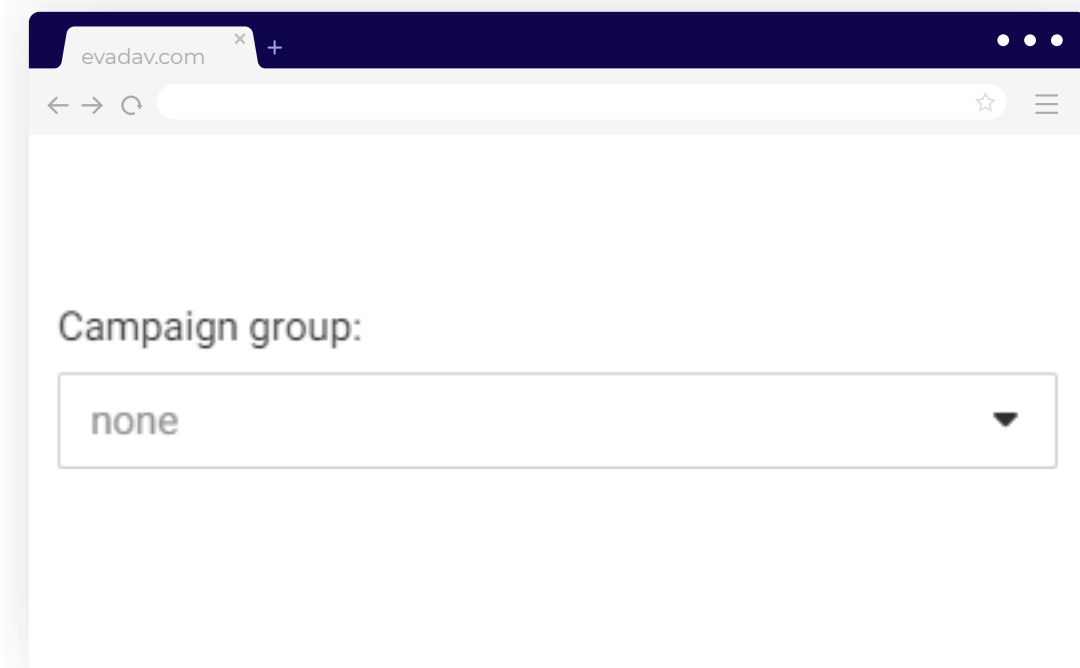


Conversion postback URL



Campaign group

The possibility of **grouping campaigns on any basis** for the convenience of tracking statistics that the advertiser needs.





Frequency capping (per day)

It is the number of times advertisements are shown to a unique user **within 24 hours**.

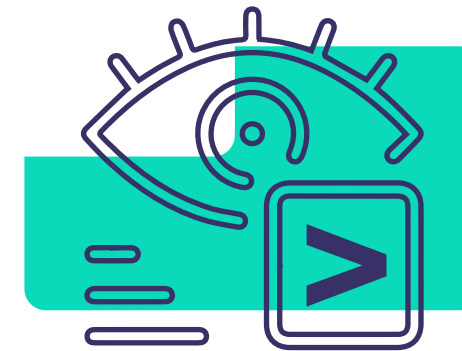
evadav.com x +

← → ↻ ☆ ☰

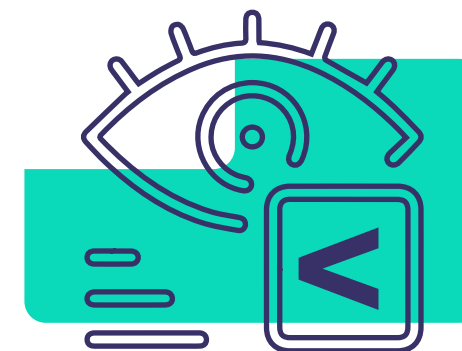
Frequency capping (per day): * ?

tip

We recommend setting a **5-show limit** on a unique user for the optimal number of user touches with your advertisement.



If the advertiser needs to work with a **lot of traffic**, it is possible to put more frequency of displays.

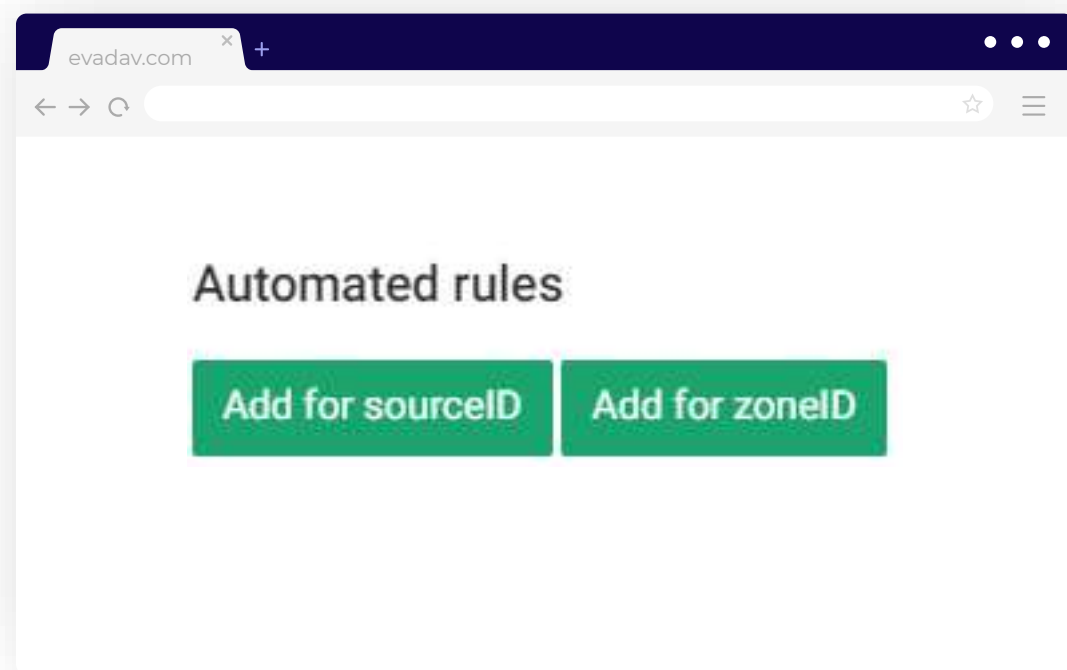


If the advertiser is aimed at **unique users and optimizing traffic**, then it is better to set less frequent displays.



Automated rules

When creating advertising campaigns we recommend setting **automated rules**. According to their set parameters, **the necessary sources are collected**.



In this way, the advertiser **automatically optimizes traffic and sources**, no need to carry out manual optimization.

You can set several conditions at once:



Impression



Clicks



Cost



Leads



CTR



Cost per Lead



ROI



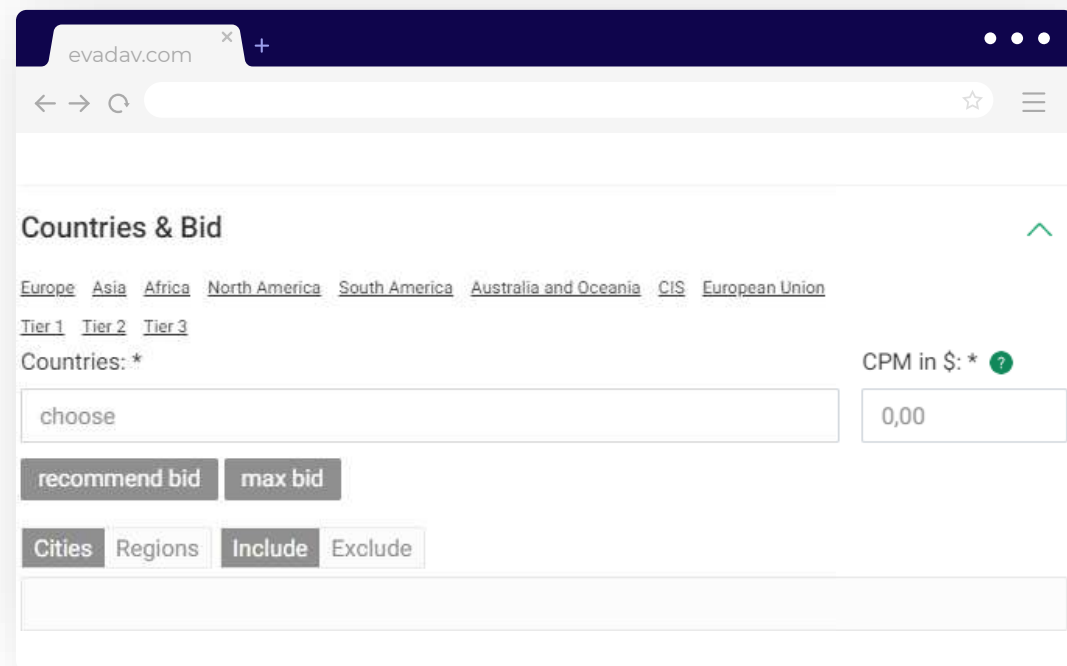
Profit

It is important that the data needed for the collection is also **transmitted via a postback**.



Countries & Bid

Select the **target countries** and **bid** according to which you want to display your advertisement. A convenient feature is the **system's selection of the recommended bids**.



Initially, it is worth studying the traffic in small geo,



then go to geo with a lot of traffic.

Choose the geo and the **target audience** that you know well.



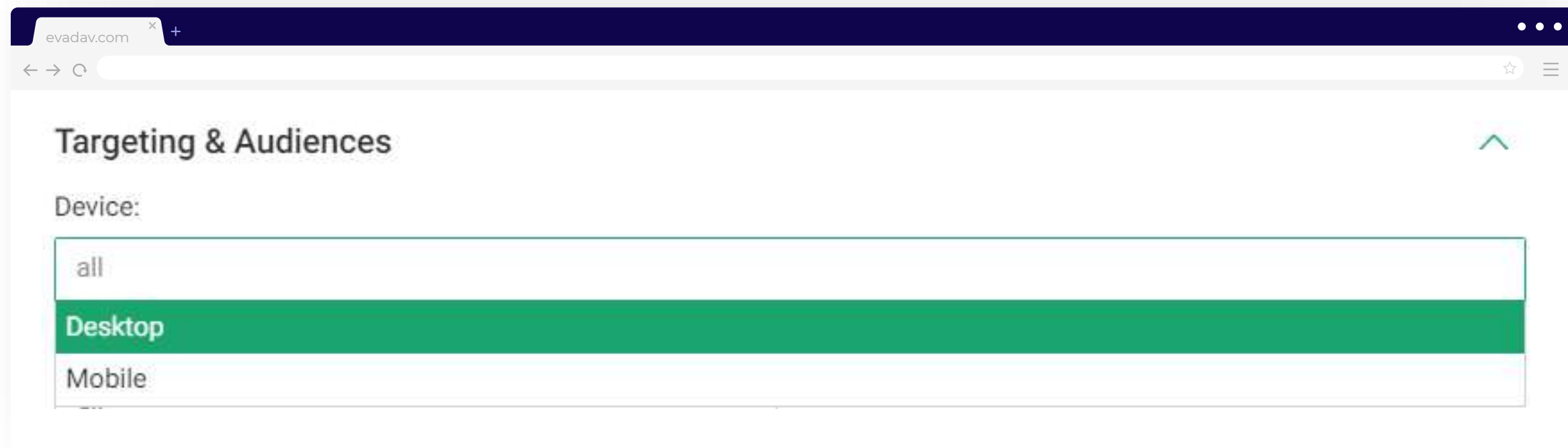
Targeting & Audiences

Device

Select the device that you want to target: desktop, mobile, or all.

Divide the campaigns into mobile and desktop, as the rates for different devices and countries vary.

This way **you save** budget and **simplify** optimization.

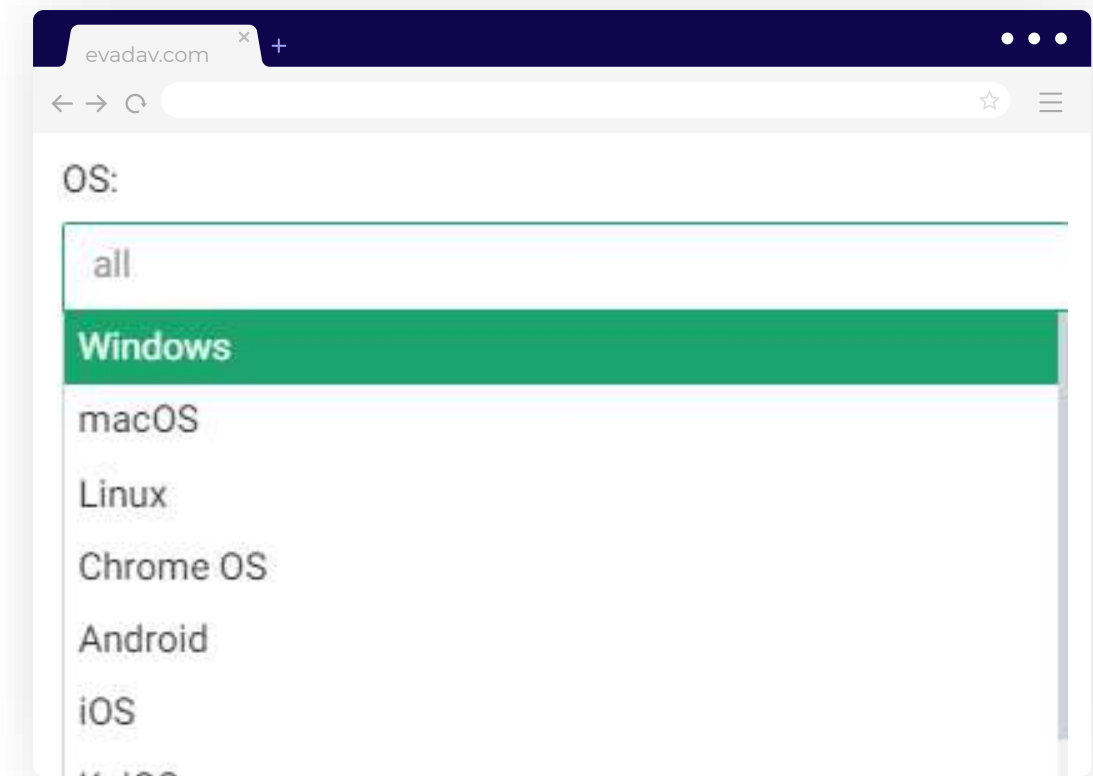
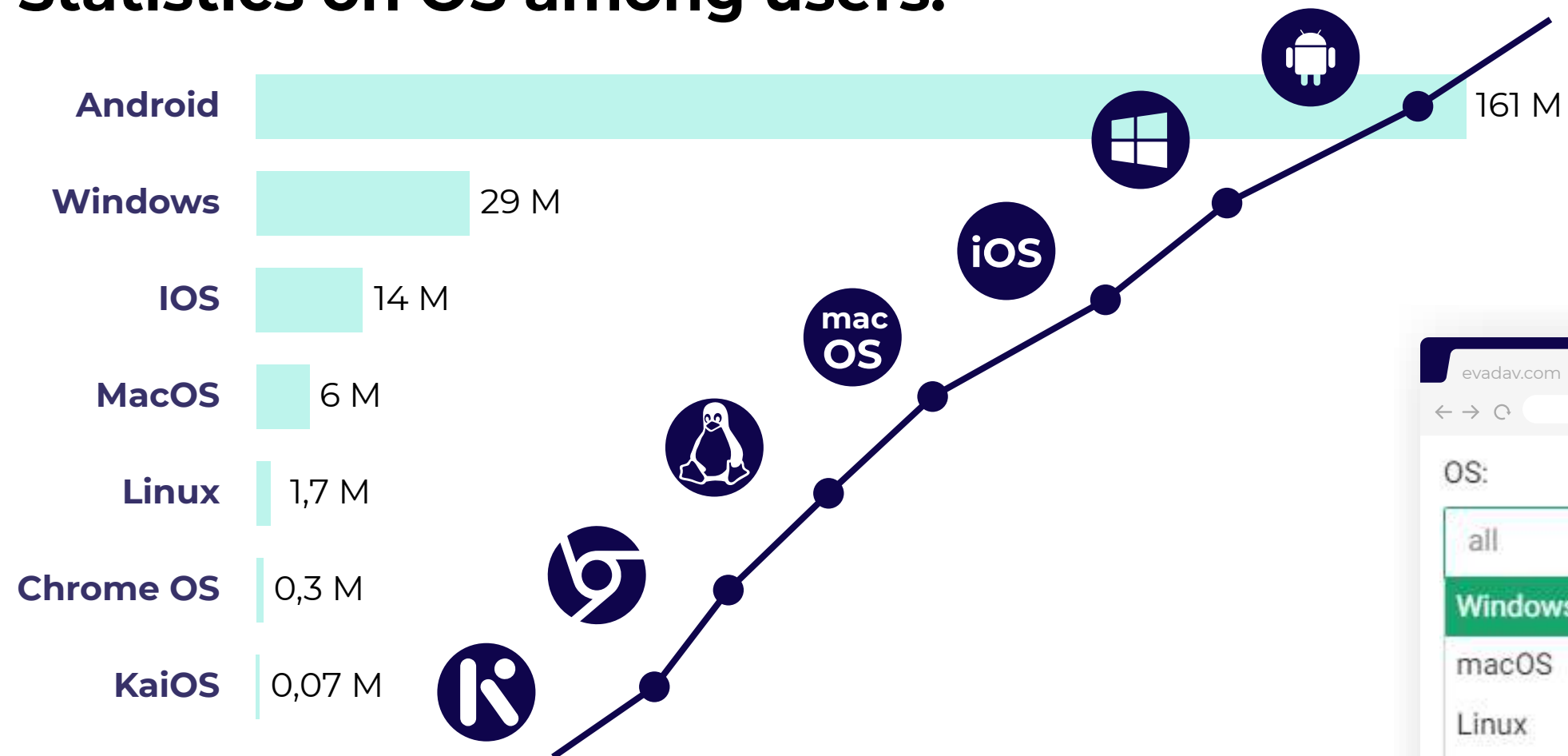




Operating System

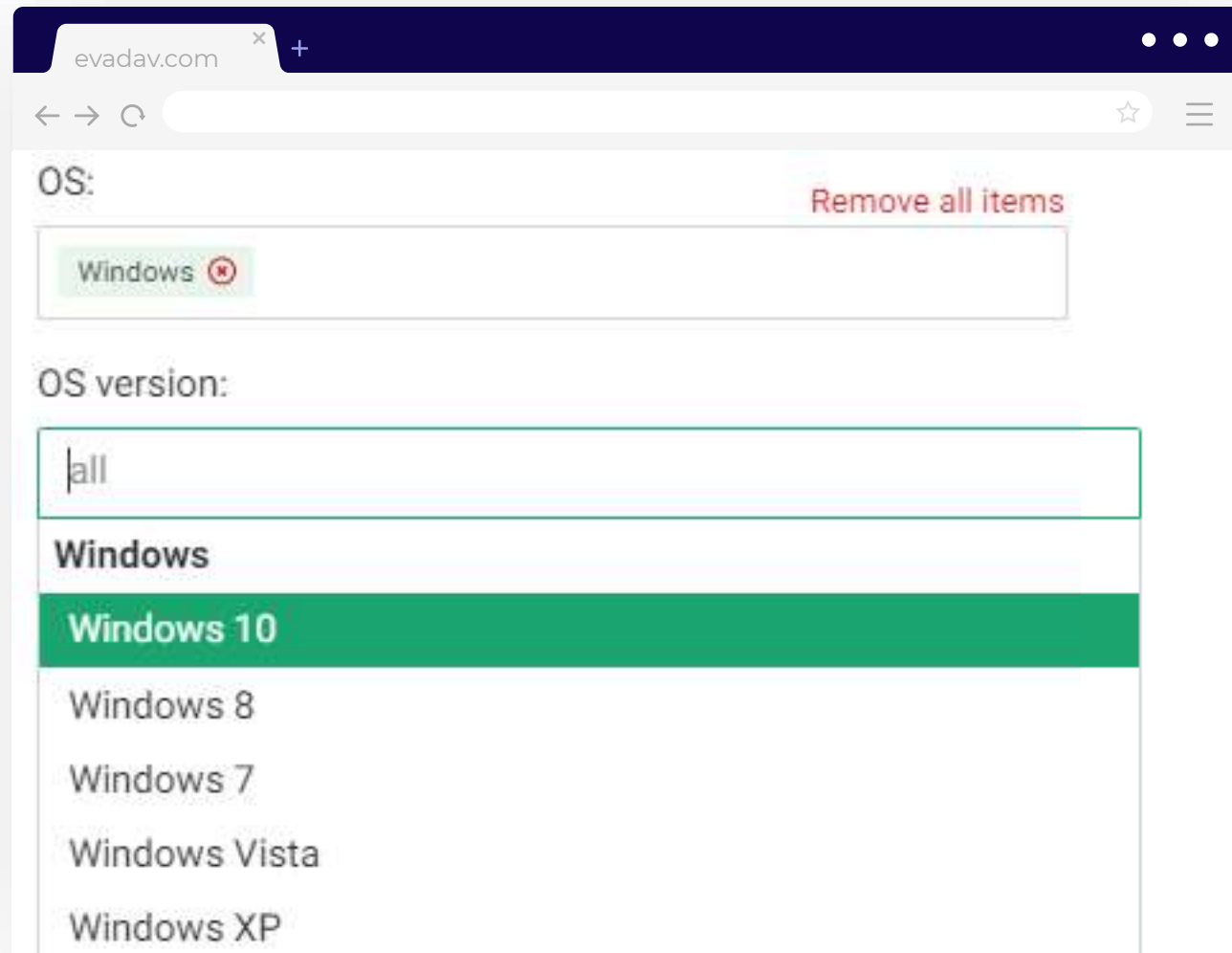
Select the operating system that your target user is most likely to use.

Statistics on OS among users:





OS version



If you target the **latest versions** of operating systems, they **work better**.

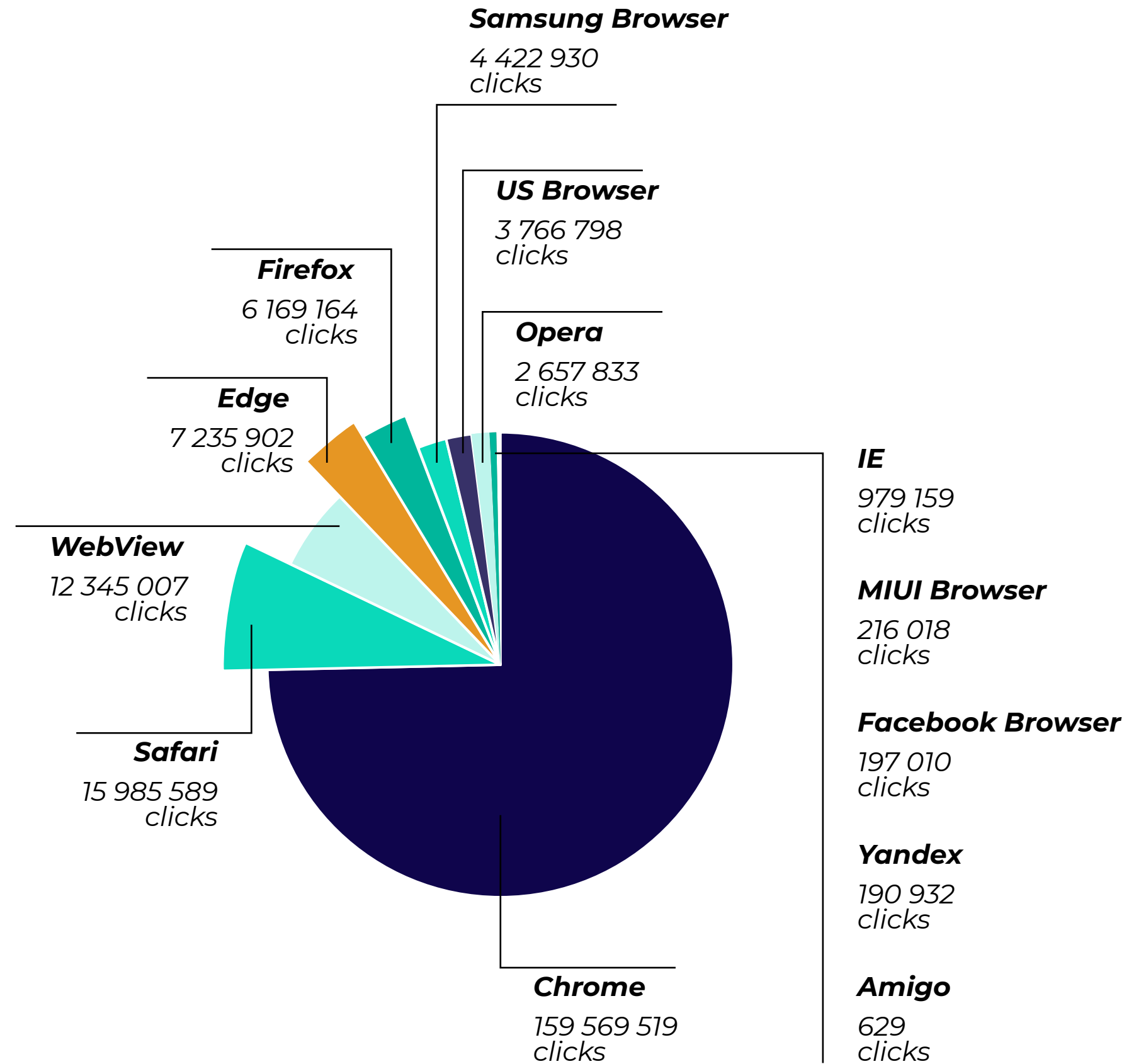
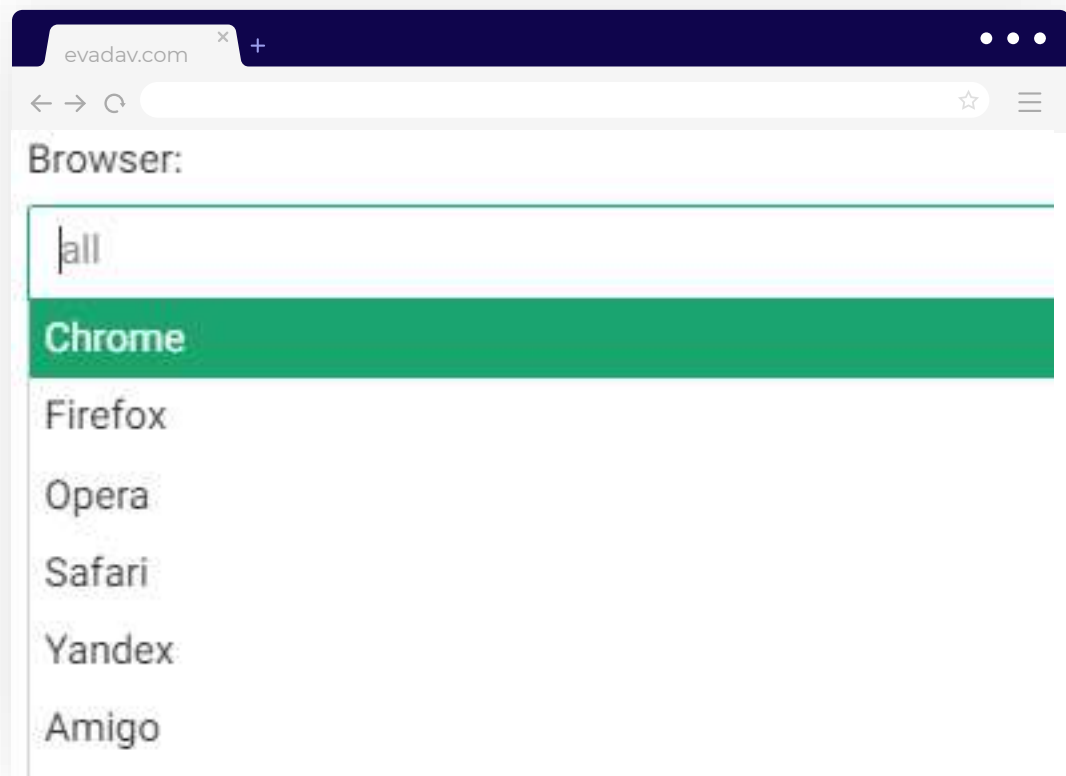
According to conversion statistics, the **second-to-last version works even better** than the last.

OS	Version	Impressions	Clicks	Conversions
Android	10	0	45 460 557	1 828 557
Android	11	0	51 625 319	1 605 604
Android	9	0	23 403 386	910 316
Android	8.1.0	0	17 042 616	875 183
Windows	NT 10.0	0	20 665 935	289 130
Android	7.0	0	3 985 550	129 804
Android	6.0.1	0	4 452 832	125 762
Android	7.1.2	0	1 841 675	98 742
Android	7.1.1	0	2 813 643	94 869
Android	5.1.1	0	2 605 433	83 032
Windows	NT 6.1	0	5 047 880	81 245
Android	8.0.0	0	3 453 944	75 708
macOS	X 10_15_7	0	1 147 439	51 338
Android	6.0	0	1 305 302	33 189
Windows	NT 6.3	0	2 485 098	32 240
Windows	NT 6.2	0	999 573	18 329

Operating system version performance statistics

Browser

Select the browsers you want **to target** or pick all.

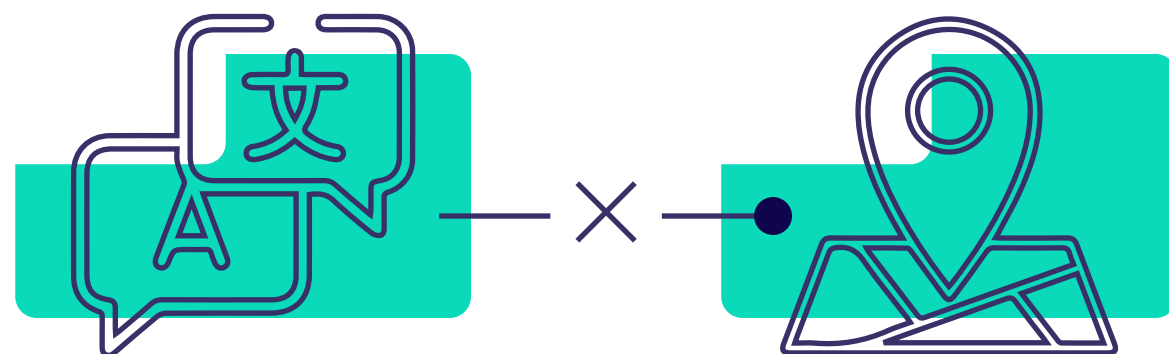
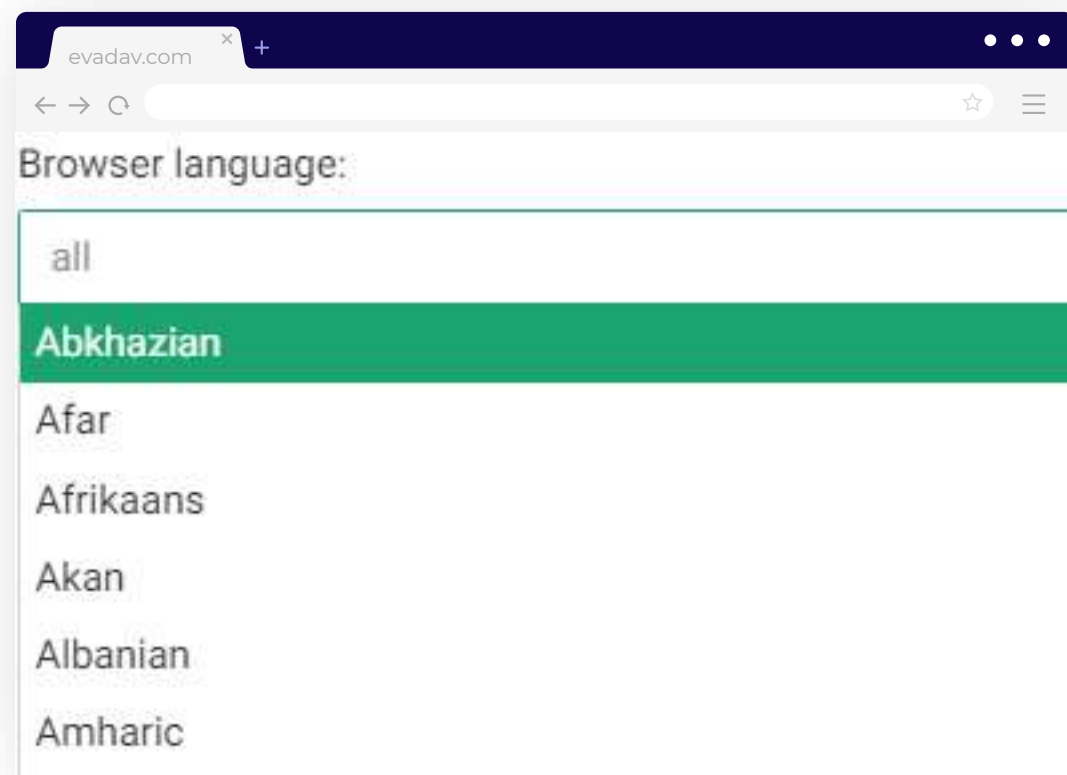


Browser statistics



Browser language

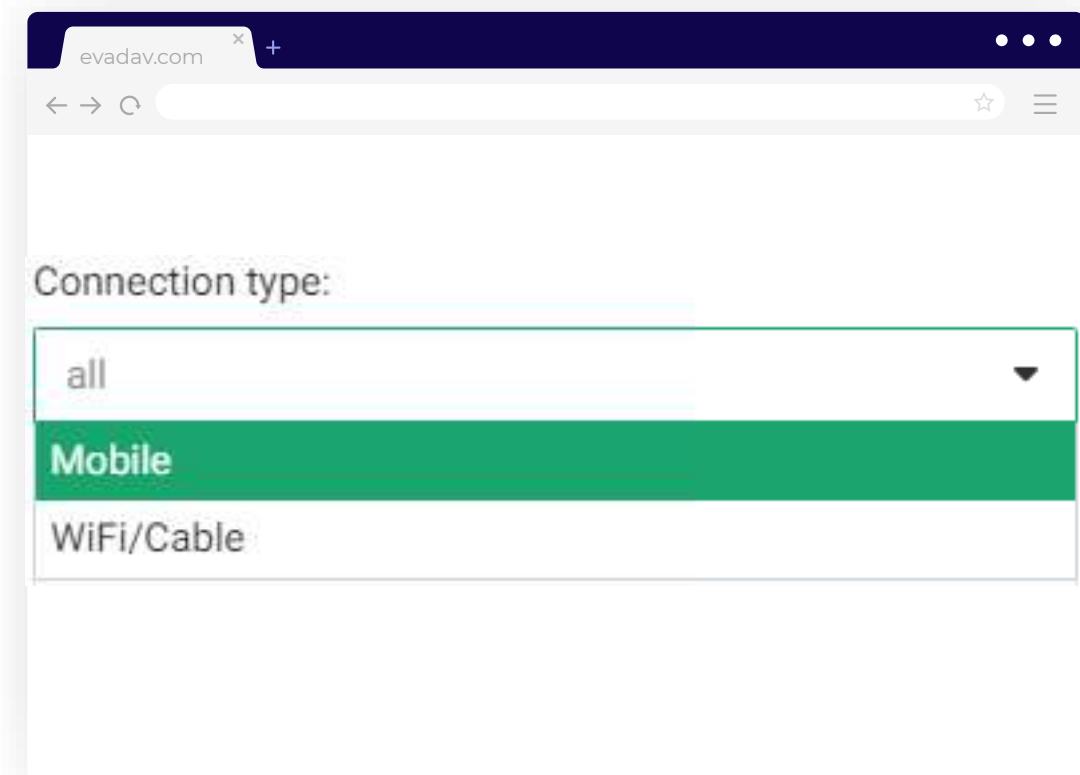
It's simple: choose the language of the browser of **the users you target**.



The language may not coincide with the selected geo, depending on the purpose of the advertising campaign and the result you want to achieve.

Connection type

A choice of connection type is available: **mobile Internet**, **Wifi**, or all.



mobile Internet



Wifi



Mobile provider

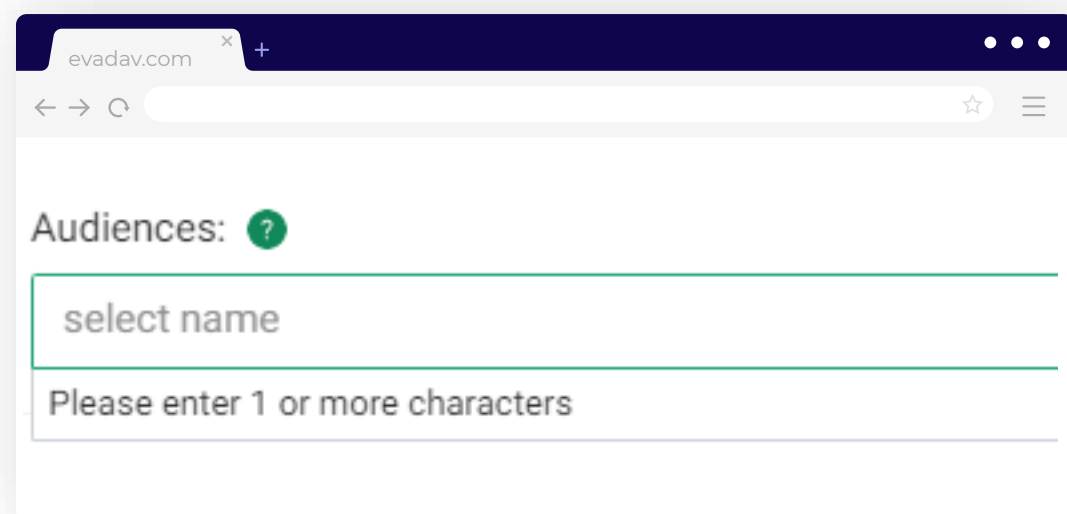


evadav.com

Mobile ISP:

The mobile provider is **usually not selected**, only in rare cases when this parameter is important for achieving the goals.

Audiences



evadav.com

Audiences: ?

Please enter 1 or more characters

Optionally select the audience to serve as a list.

Private audience (black & white lists)

This option selects **previously created White and Black lists**.



evadav.com

Type:

- Blacklist
- Blacklist**
- Whitelist



Campaign schedule

The screenshot shows a web browser window with the URL 'evadav.com'. The page title is 'Campaign Schedule'. It features a time zone selector with 'User local time' selected and 'UTC' as an option. Below this are tabs for 'All', 'Working Days', 'Weekend', and 'Clear all'. A grid shows days of the week (Mon-Sun) and hours (00-23). At the bottom, there are fields for 'Date start' (13.02.2022) and 'Date end' (14.02.2022), with a 'No end date' checkbox.



The schedule is usually based on an **analysis of the target audience of the offer.**



It is recommended to create **separate campaigns** on different time and days in order **to track the most effective time of the pop-under display.**



Also, focus on your geo **local time.**



Advertising limit

You can set a **limit on your spending** to ensure that your advertising campaign does not spend more than you plan to. It is possible to set **daily limits, total limits and limits per click**.

evadav.com

Advertising Limit

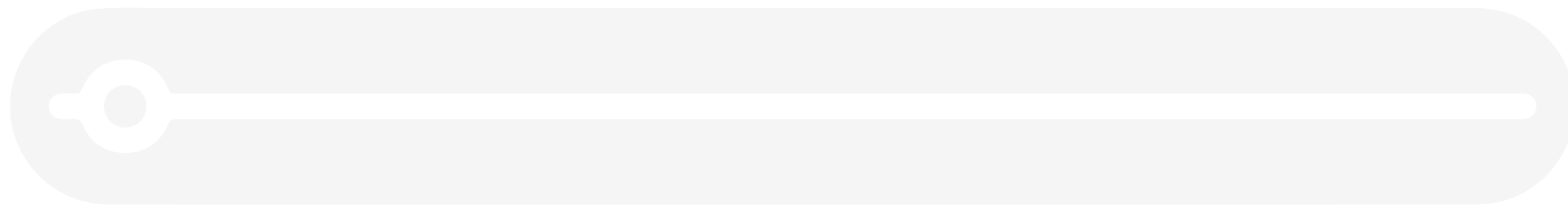
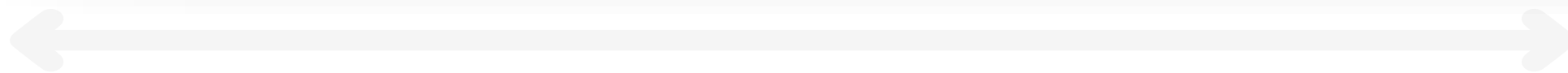
Total Budget Limit in \$: ?

Daily budget in \$: ?

Total click limit: ?

Daily click limit: ?

Launch an advertising campaign immediately after moderation ?





After setting up the advertising campaign, the advertiser receives **conversions**.

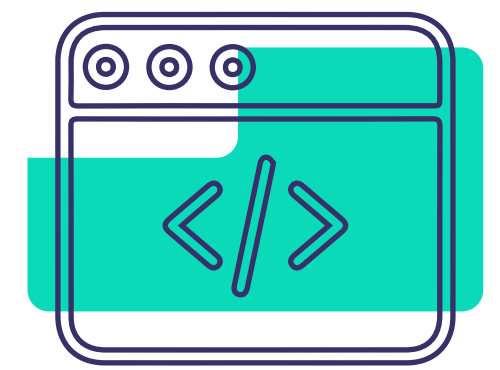
It is necessary to understand from which sources the conversions come and on this basis to create **white and black lists**.



You can configure conversion tracking using a **tracking link** or a **tracking pixel**.



Postback **links** are the preferred tracking method,



and **pixels** can only be used as a backup.

— Postback —

is a link that transfers data from a partnership program to a third-party tracker.

Postback contains all the important parameters that the arbitrage manager needs to consider to optimize the advertising campaign.



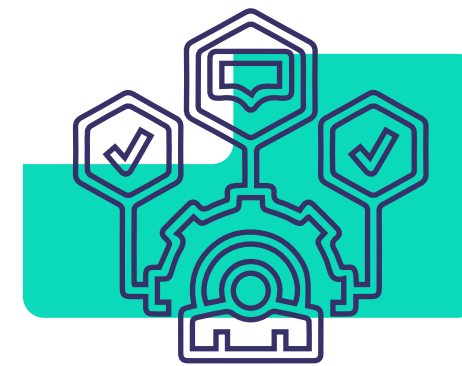
Using a **postback** is a must-do in arbitrage.
The postback configuration makes it:



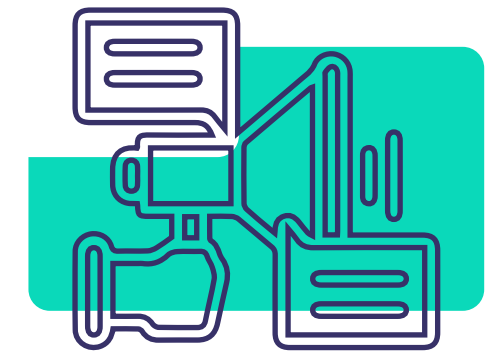
possible to track traffic by different parameters,



to have a precise idea of completed conversions,



to use different functions for advertising campaigns automation.



By using a postback, **the efficiency of advertising is improved and the budget is saved.**

①
The “Click ID” parameter tracks every click



②
and when a certain Click ID **performs a conversion**, the system counts it.



How does a postback work?



③
The completed conversion is **transmitted to the server of the partner network**, then the information is transmitted to the tracker server.



④
Next, you can configure the **transfer of information to Evadav statistics.**



Select any tracker you know and use it to **analyze the Evadav campaign** in more depth:



[Adsbridge.com](https://adsbridge.com)



[Appsflyer.com](https://appsflyer.com)



[Bemob.com](https://bemob.com)



[Binom.org](https://binom.org)



[Keitaro.io](https://keitaro.io)



[Voluum.com](https://voluum.com)



[Redtrack.io](https://redtrack.io)



[Peerclick.com](https://peerclick.com)



A large, stylized teal number '25' is the background of the slide. The '2' is on the left and the '5' is on the right. The text is centered over the number.

How to make maximum
with pop-under Format?

The main mistakes of advertisers are **not using all the tools** available in Evadav.



Only 20% of Evadav users use automated rules.



And more than 50% of all advertisers operate with no black and white lists.

Start with a **simple offer** with a **small payout**. It's harder to work with **large payouts** and more experience is needed.

In order to work successfully with pop-under, several points need to be fulfilled:

find a simple offer,

understand the "pain" of a potential lead,

buy fast hosting for landing,

make sure to use the tracker,

make a proper landing page.

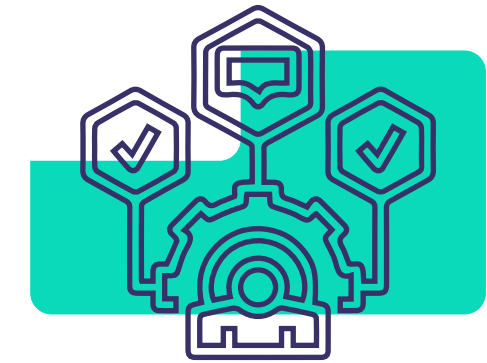




Pop-under is super easy to configure. The main thing is the **optimization** of advertising campaigns and **quality landing pages**.



When you work with the pop-under, you have to understand that **the leads go to landing "cold"**, they're not initially interested in your offer.



The main point is **to keep the user's attention** with an interesting offer, a landing, and a strong call to action.

Speed matters. Especially when it comes to the speed of loading the landing.

If your landing takes a long time, the chances of the user closing this page will increase, and you will simply pay for this display in vain.

Use good known hosting for your landings to increase the loading speed.





How to improve campaign performance:

1

Run campaigns with **white lists**. White lists with sources relevant to your offer will save up on impressions. Start with pop-under premium traffic where the best convertible traffic is collected.



2

Do **A/B-testing** of landings and offers. Compare what works best and optimize the campaign.



3

Add **comments** on landing, it strengthens the user's confidence in the product.



4

Keep an eye out for **suspicious traffic**. Many trackers are able to analyze the quality of traffic. It will help to save budget and get a good profit.



5

Use **trackers** to analyze all the indicators of the advertising campaign. It will help in optimizing advertising campaigns.



6

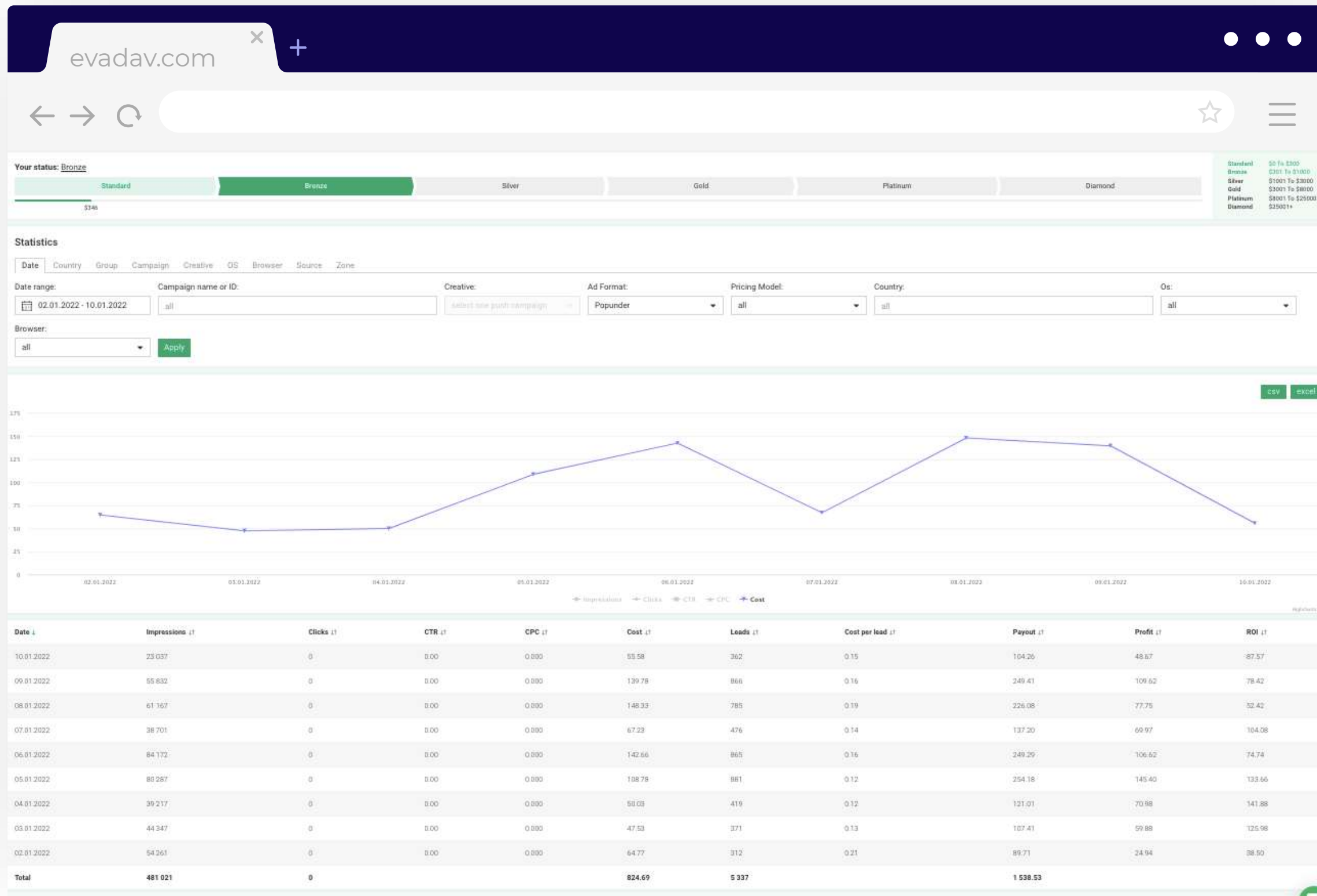
Launch **different advertising campaigns** on desktop and mobile traffic.





profit improvement life hacks

Following Evadav's recommendations, the advertiser can become the best and **have excellent financial results**. Below is an example of our bronze-level advertiser's statistics per week.



Example of advertiser statistics by pop-under format



Useful materials

Trackers as an effective automation tool.



Track your advertising campaigns to improve conversion and ROI.

How to promote **gambling** offers?



The Evadav team has several tips for you.

Affiliate Marketing trends in 2022.



Recommendations for profit improvement from Evadav experts

Premium pop-under traffic for advertisers.



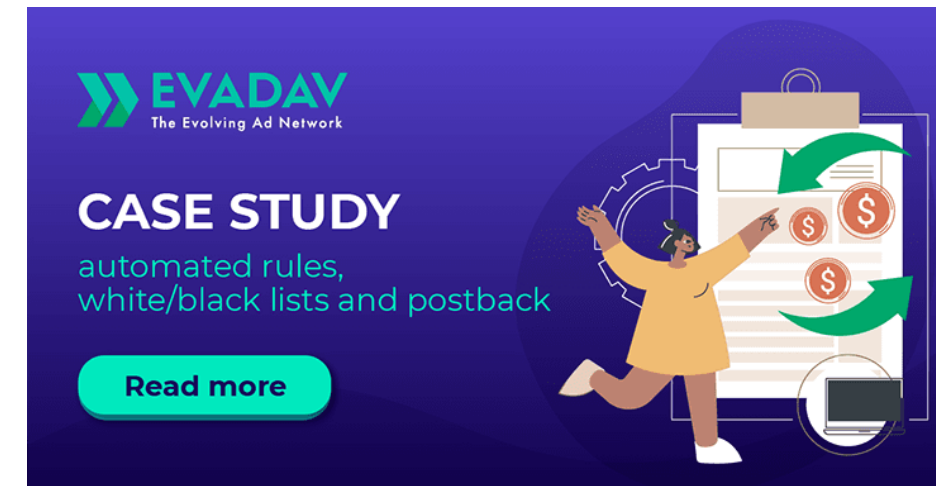
Enable this option in your advertiser account now

A step-by-step guide to the world of ads,



insights for advertisers. The Evadav team collected all the useful and up-to-date information about the formats, best verticals, geo, sources, and system updates in one guide

Case study: **automated rules, campaigns' white/black lists,**



and **postback.** How to improve conversion and not to waste budget: tools for cosmic profit.

Crypto offers for Push and Pop-under: useful tips



Case study for advertisers: life hacks



and the most common mistakes while working with **creatives.** Create, test, and optimize creatives to make money like a pro.



Summary

Pop-under

is a great way to get **a lot of traffic at a low price**. Even an arbitrage newbie will easily understand the pop-under settings.

This traffic source is tested by time and many arbitrage managers with extensive experience.

To get good results and conversions, you need **to know niches and audiences well**,

use all available Evadav tools on optimization and automation of processes.

Evadav's pop-under traffic is well used in verticals such as:



adult



smartphone content



sweepstakes

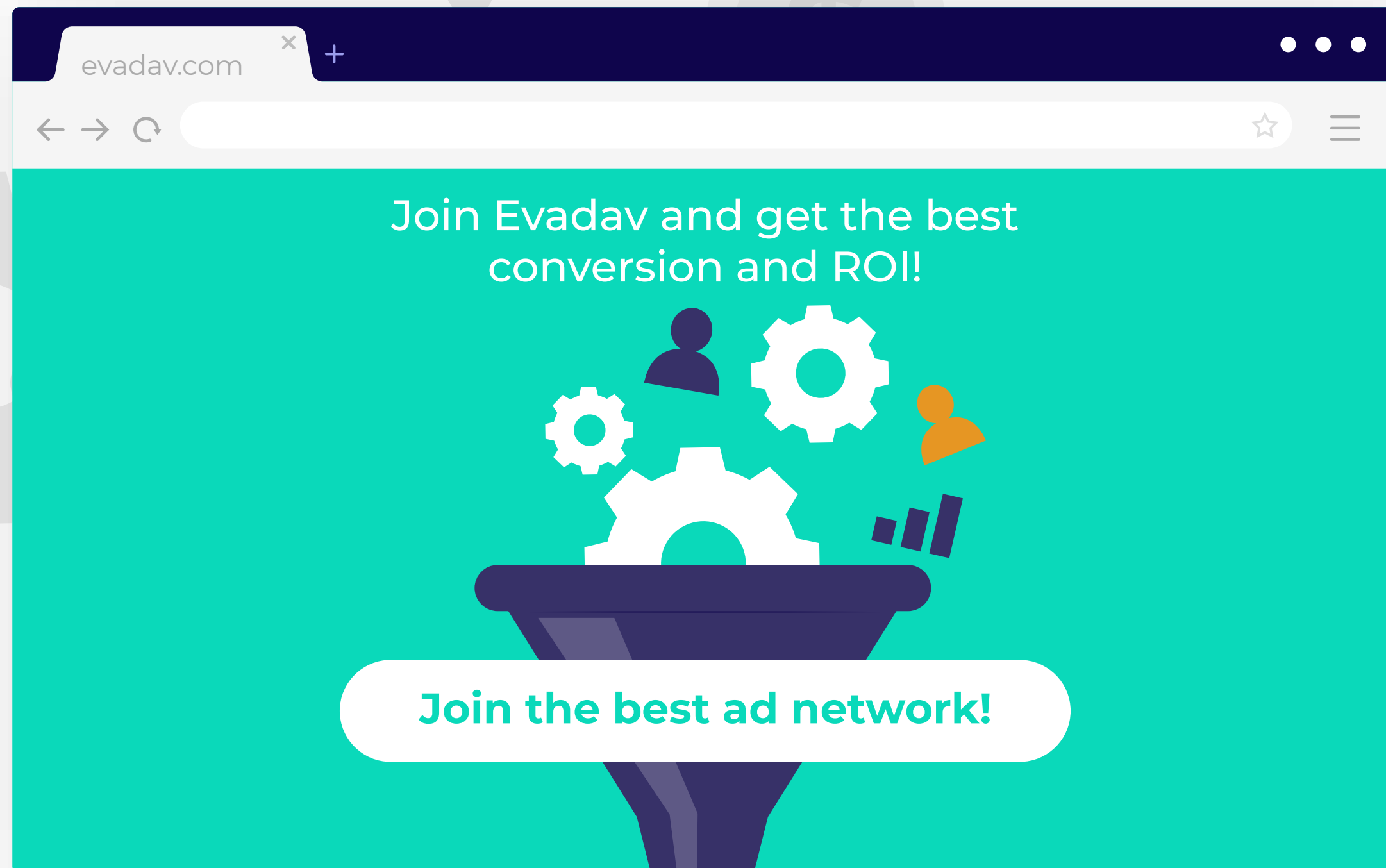


gambling



betting

Evadav support is ready to help you with any question 24/7.
Feel free to ask your personal manager for any advice and guidance.



The image shows a browser window with the URL 'evadav.com'. The main content area features a teal background with the text 'Join Evadav and get the best conversion and ROI!' and an illustration of a funnel with gears and people icons. A white call-to-action button at the bottom of the banner reads 'Join the best ad network!'.

evadav.com

Join Evadav and get the best conversion and ROI!

Join the best ad network!