

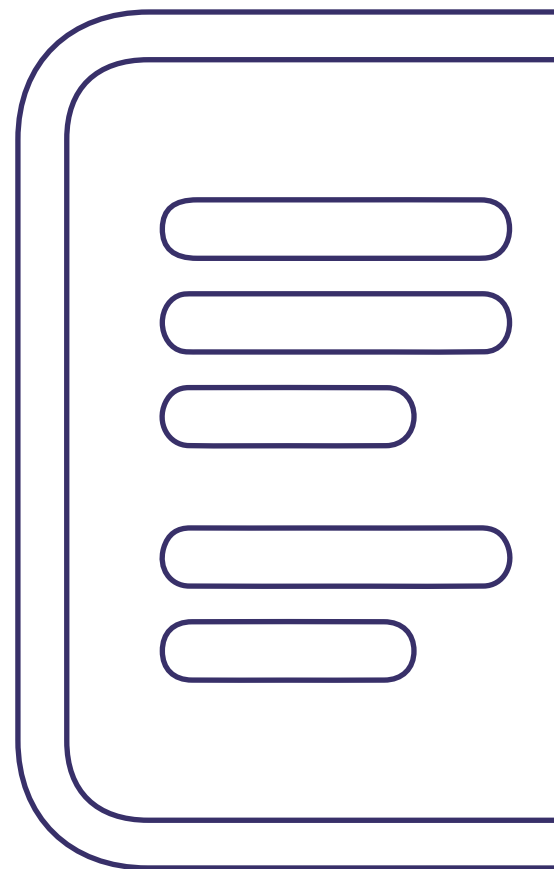
Top formats, verticals, geo, and traffic sources:

the guideline for
advertisers



Contents:

1. Intro	3
2. Efficient ads formats	5
a) pop-under	5
b) in-page	14
c) classic push	21
d) native ads	28
e) Evadav tips on campaign setup	34
3. Top sources	36
4. Evadav system updates	38
5. Useful links	42
a) case studies	42
b) guides	43
c) articles	44
6. Summary	47





Intro

Digital marketing goods and services demand a more complex approach each year.

Evadav ads network works successfully with different ads formats. But how exactly one should choose formats, what criteria should be considered, and what pros and cons does every format have?

The Evadav team has prepared a **klondike of useful information** about formats, the best verticals and geo, sources, and system updates in one guide. Sit back as the fun begins.



A large, stylized teal number '22' serves as the background for the image. The first '2' is on the left and the second '2' is on the right, both rendered in a bold, sans-serif font. The text 'Efficient ads formats' is centered horizontally across the middle of the image, overlapping the two '2's.

Efficient ads formats

a) pop-under



Pop-under is a landing page that opens behind the main browser's window after you click on the website

Initially, the pop-up was popular in arbitrage. But as it's quite an aggressive ads format when a banner covers a page content, it annoyed users and got a huge bounce rate.

Therefore pop-under took its place – it's similar to pop-up but less aggressive.

In which cases and why do you choose this format?

To open a pop-under you just need to click somewhere on the website page or open a website with a code. Choose this ad format when you need to get **a lot of cheap traffic** and **you don't have a detailed KPI**.



a) pop-under

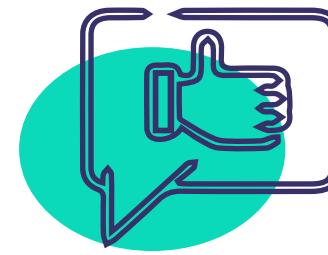
Top verticals



Dating (adult and mainstream)



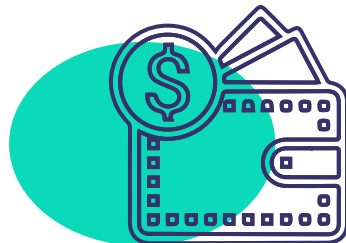
Questionnaires



Entertainment



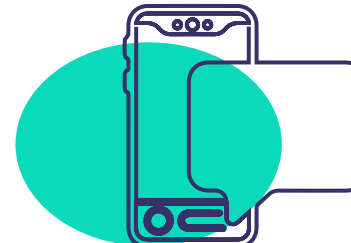
Push subscriptions



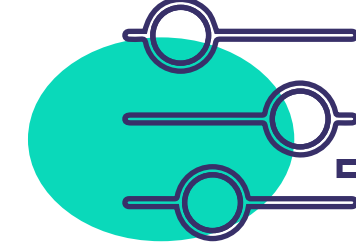
Finance



Sweepstakes



Pin submit



Installs

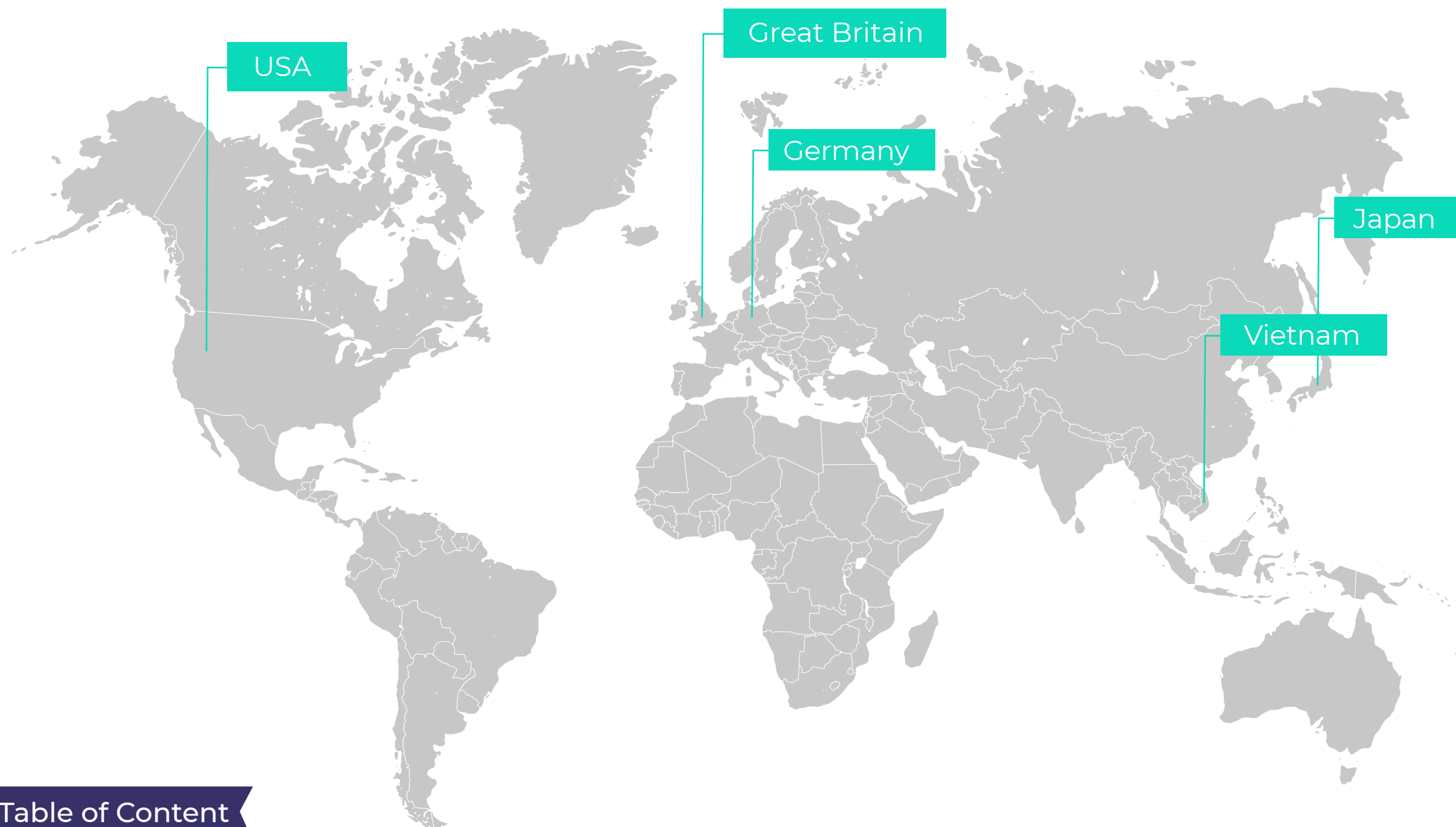
Pop traffic is best to use with offers with a simple registration.

These niches fit pop traffic well as they usually don't have quality restrictions. **Click prices are the lowest** among other formats.

For instance, you can buy adult traffic at only USD 0,0002 per click, push subscriptions, questionnaires, and games - USD 0,0001. Other categories also cost obscenely cheap and don't exceed USD 0,002 per click.

a) pop-under

Evadav best geo to run pop-under:

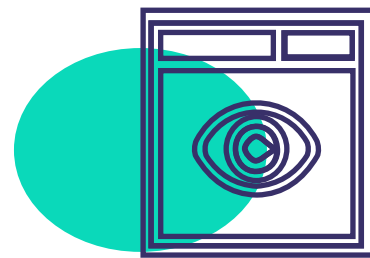


a) pop-under

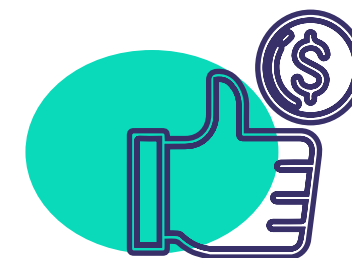
The advantages of this format compared to other ones:



Guaranteed impression — a user will go to the advertiser's website for sure



Ads are being displayed to one user only **once a day** to avoid budget waste in case the user visits one website several times per day



Payment per view — it's cheaper than other formats, as the payment is being done with PPV (pay per view) or CPM (cost per 1000 views) model



Easy to use as you don't need banners and texts



Adaptive to any device



Wide audience **reach**, attracts big volume of traffic

a) pop-under

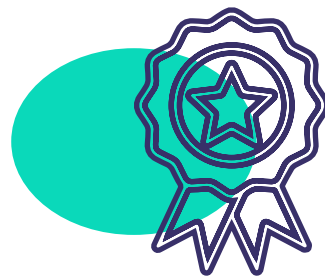
Pop formats are about traffic amount, not quality. There is a lot of adult traffic, bots, and low-converting mobile traffic in terms of these formats in ads networks. However, the low cost covers all these disadvantages.

Evadav tip



Evadav tracks quality using internal and third-party traffic checking and cleaning systems. We recommend using trackers to cut non-profit sources off.

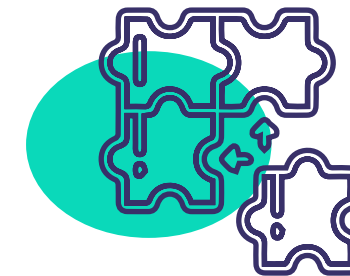
Pop-under disadvantages:



It's hard to look after traffic quality due to big volumes.



It's not worth pouring traffic on offers with traffic KPI as its pid may be blocked and switched off from offer.



Also, better pick another format if you're used to working only with quality leads.

a) pop-under

Setup tips: life hacks and the most frequent mistakes

The bidding system is the same as for other formats — **auction**.

Those, who make a higher bid, buy traffic. If traffic doesn't run **you need to raise the bid until it opens**. Also, budgets, limits, and targeting unraveling influence campaigns. There are no certain algorithms, you need to **test everything manually**.

There is an option to use **Pop-under Premium Traffic** in Evadav:

- ✓ **CR is several times higher** (up to 100 times higher, than average market pop traffic has according to our research);
- ✓ Properly picked **websites, zones, sources** for a maximum match with your offers;
- ✓ **Less optimization is needed** which means your time is converted to money more effectively.

a) pop-under

Creatives: examples, recommendations, life hacks, mistakes

Pop-under is a great format for starting your ad campaigns as the main advantage of this format is **the absence of creatives and huge volumes**. It means a user goes to the landing page right after the click.

An arbitrage manager doesn't need to think of banners. It's better to send users to pre-landers for an audience warmup.

A definite advantage of pop-under formats is the ability to use the **smart CPM** option.



a) pop-under

Smart CPM

This tool allows **optimizing traffic spend**. An advertiser submits a maximum bid he/she can pay, and the system defines the closest bid of a competitor and makes a bid 1% higher to win the auction.

For instance, to win all auctions an advertiser can submit an extremely high bid (2 times higher than the maximum), as a result, he will pay only the amount of the competitor's maximum bid + 1%.



a) pop-under

For instance:

An advertiser A submits a bid equal \$8

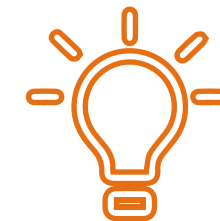
His competitor B (on this source), makes a bid of \$5

A competitor C sets \$4,80

A competitor D sets \$4,20

In this case, advertiser A wins an auction and gets traffic for \$5,05

Evadav tip



We recommend choosing good hosting for landings. It's better to buy a private VDS (Virtual Dedicated Server) or VPS (Virtual Private Server) — it's a hosting service where a user gets a virtual server with maximum privileges.

Launch pop-under campaigns

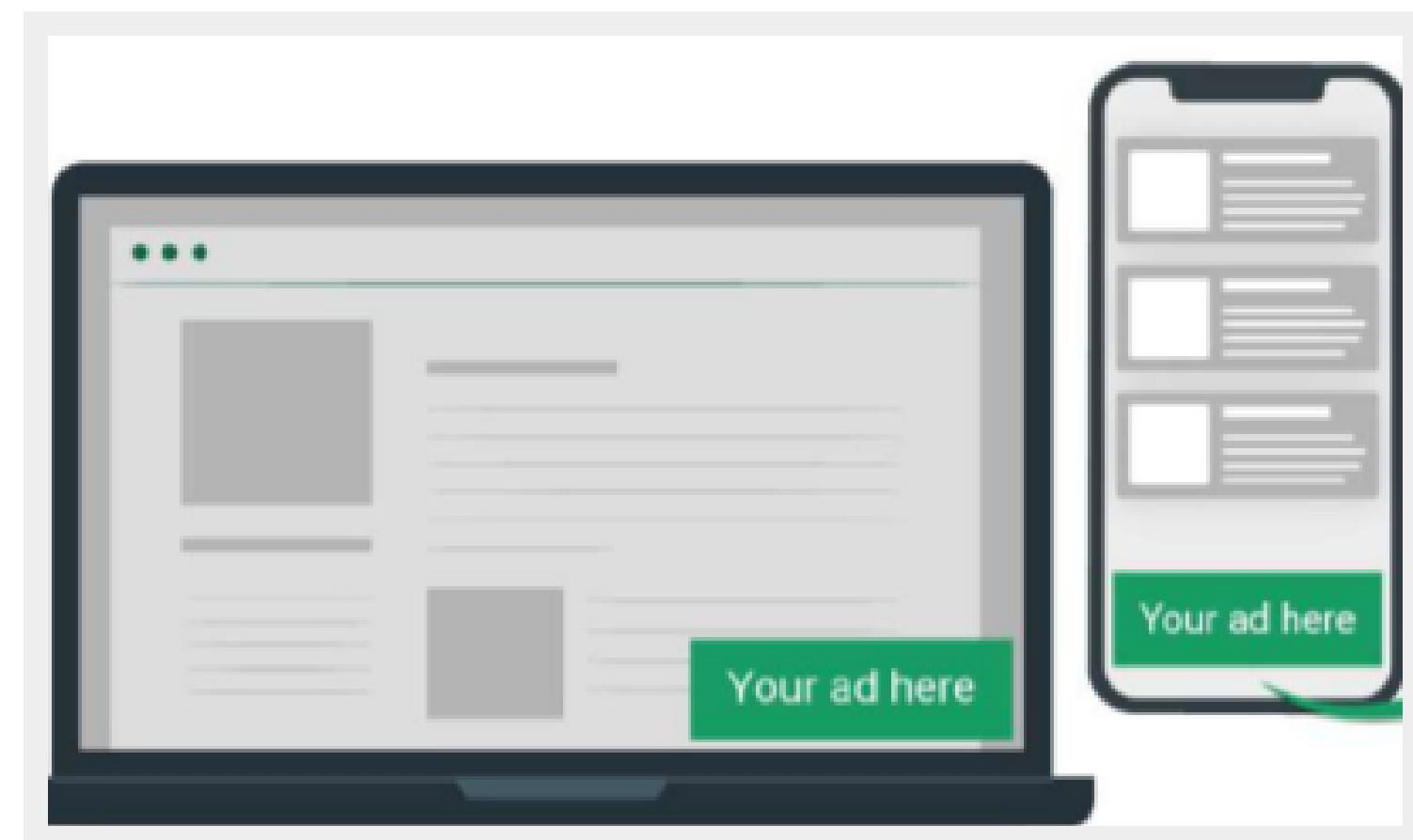
b) in-page



In-page is IPP banners appearing on websites, looking like classic push, but less in size.

They are **less annoying** and offer a unique **way to attract the target audience** with the help of relevant messages. One big difference is the user doesn't need to subscribe to receive push notifications on the page

In-page push pop-up unexpected during browsing and that **attracts attention**.

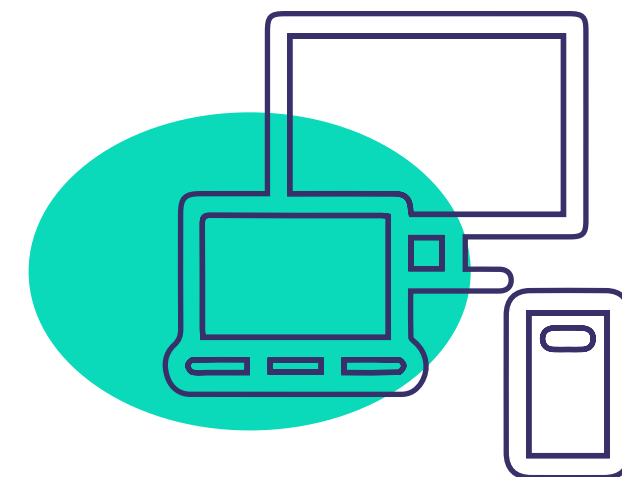


b) in-page

While user visits a website, ads may be displayed, not distracting the view.

Evadav in-page traffic may reach **iOS devices** users who avoided ads earlier, and also, provides access to audiences that may become tired of push formats.

These ads work around the devices' restrictions and increase audience reach. In fact, this format can reach **ALL devices**.



b) in-page

In-page advantages compared to other formats:

- ✓ Works in all browsers, on all platforms, including **iOS and Mac OS**, all advertisers waited for, working with push!
- ✓ **The banner doesn't disappear** until a user closes it.
- ✓ **No traffic leftovers** as in classic push
- ✓ Good news for those who pour traffic with mobile operators target — **wi-fi users come down to 0**.
- ✓ **The fresh audience** is not annoyed with the push format. [Evadav](#) tests showed conversion higher than on average fresh subscriptions at 25%.
- ✓ **Gambling and sweeps** — great conversion on iPhones.
- ✓ Big exit icon in ads that excludes **non-target clicks**.
- ✓ Big volumes and **big opportunities** accordingly.

b) in-page

In-page disadvantages:

- ⊗ Push without a banner on a desktop is not so visible as a classic one. But it can work well for some verticals, i.g. Dating offers
- ⊗ As views are counted right in the moment of ad display, not delivery, therefore it may be less profitable to work on the CPM model
- ⊗ There's a need to track sources properly and exclude non-relevant ones, as traffic volumes are huge
- ⊗ Users may consider in-page annoying
- ⊗ The offer's vertical must align with the website's thematic
- ⊗ Easy to close notification means easy to lose a user

Push formats, both in-page and classic, work best with offers where users are offered to get something free of charge, win or entertain. Nutrition and microcredits show fewer results but if the arbitrage manager is keen to work hard and creatively, then he/she'll succeed.

b) in-page

Evadav best verticals for In-page:

Vertical	Amount of traffic	Bid
Adult	3B	0,003 usd
Sweepstakes	200 M	0,005 usd
Quiz	25 M	0,005 usd
Finance	6 M	0,009 usd

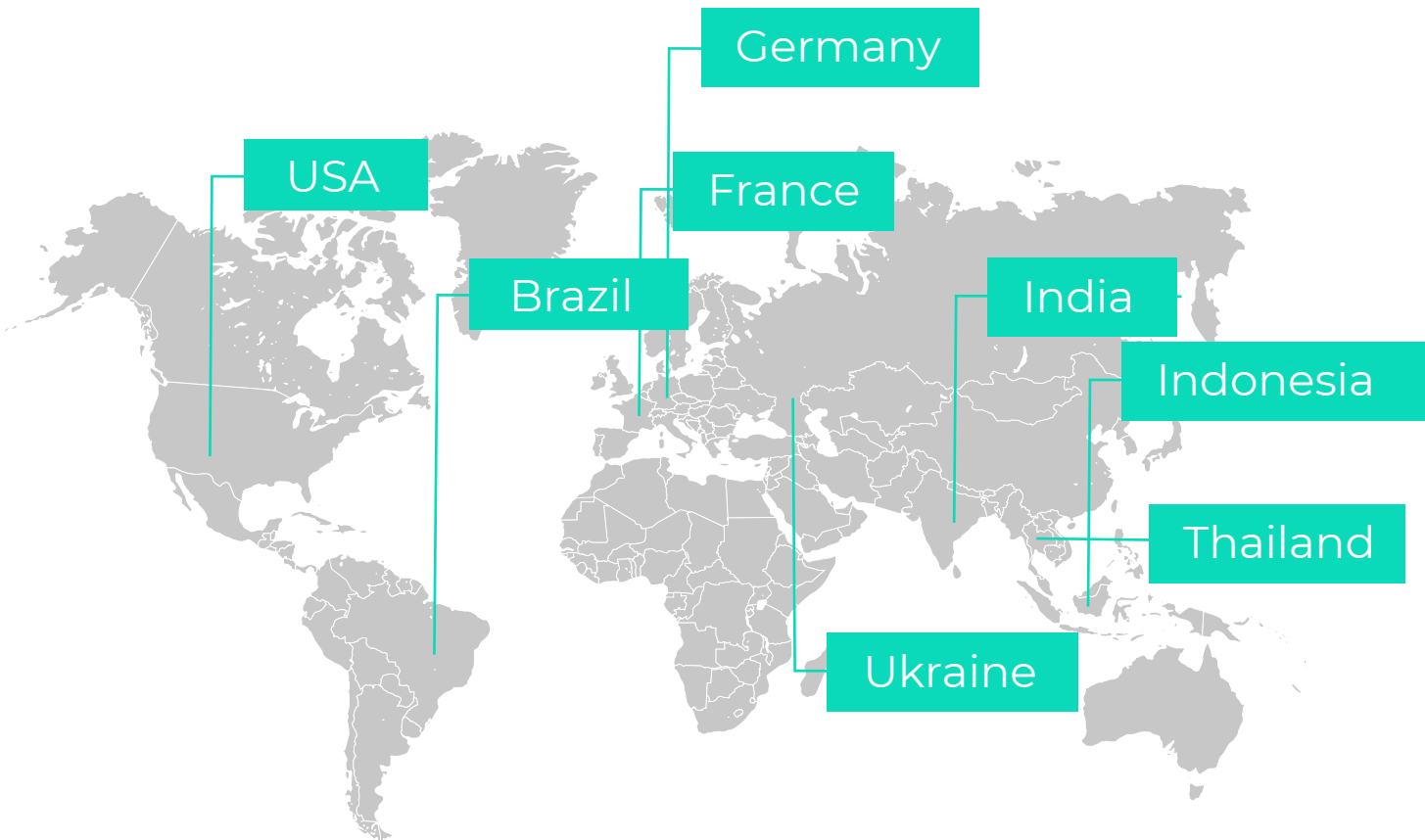
APK (550M of traffic), software (3M of traffic) — these are the niches where you can raise good money with an in-page.

Evadav tip



Test different directions and pick those bringing great results.

Evadav best geo for in-page:

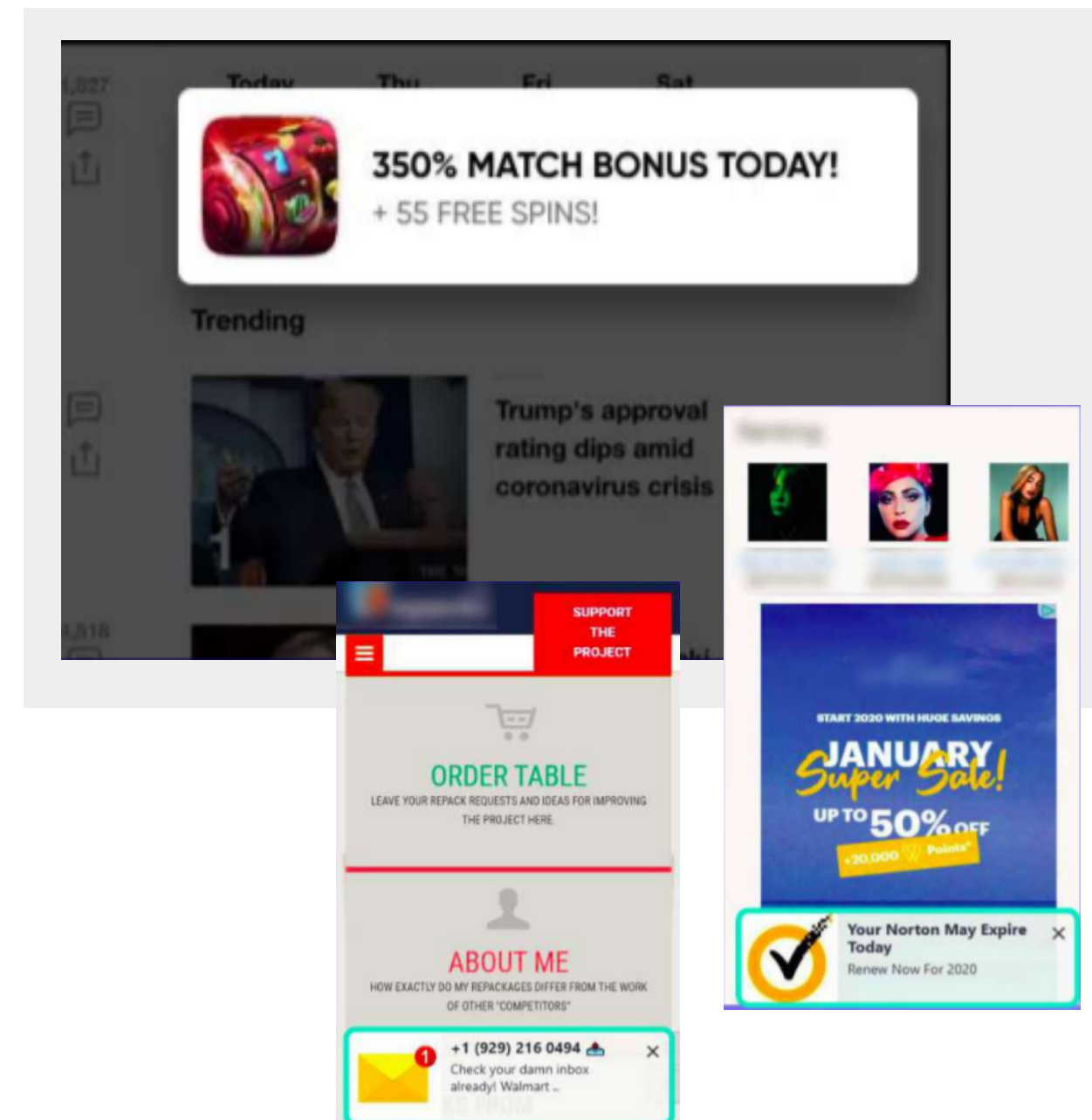


b) in-page

Creatives: examples, recommendations, life hacks, and common mistakes

It's easier to make a creative for in-page rather than for classic push as you don't need to create a big banner.

In-page consists of an icon, a headline, and text. And here you need to do your best to make a headline clickable as it's the only chance to be noticed. Adding bright icons, figures in headlines and emoji helps to work **effectively** with this format.



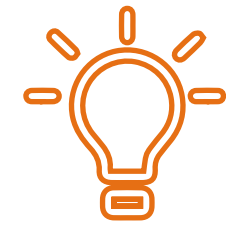
b) in-page

But we see very often that advertisers work with one creative only and rarely change it. **The audience gets used quickly and “blindness” occurs.**



It's easy to try working with In-page: sign up in [Evadav](#) and pour traffic profitably.

Evadav tip



It's really important to change creatives from time to time for in-page as it burns out really fast. Make up to 8 creatives for each campaign and run A/B testing to define the best of them.

Launch in-page campaigns

c) classic push



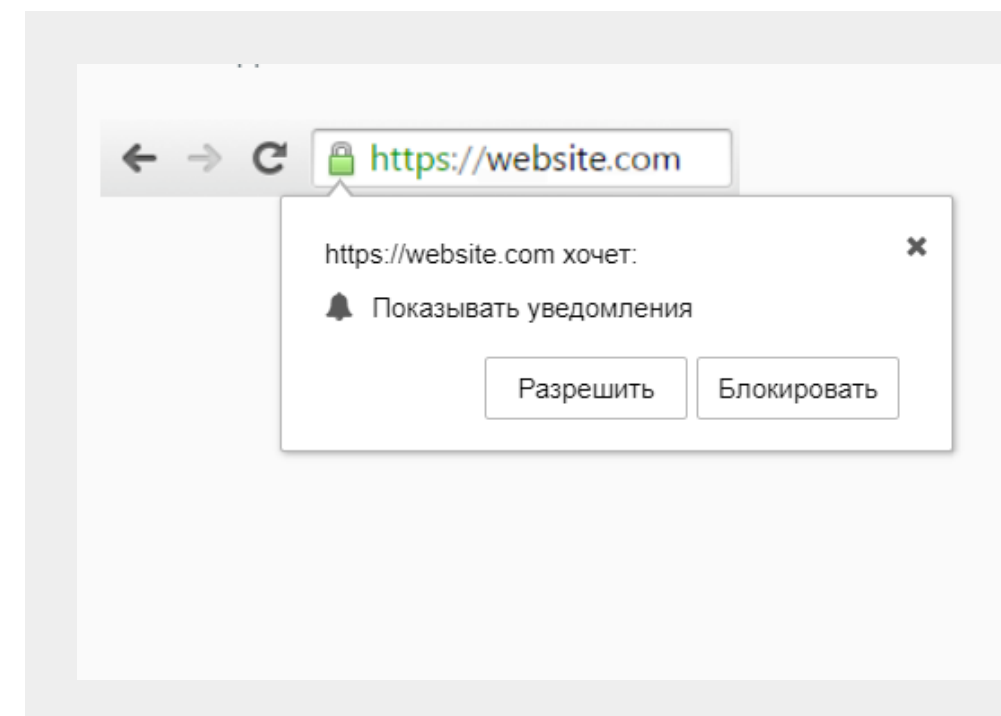
Push notifications are small ones consisting of a headline, description, and banner.

It's one of the most **popular formats in the arbitrage** world. A user subscribes to notifications by him/herself, and it gives a right to send him/her messages legally until he/she unsubscribes.

Arbitrage managers are more likely to choose push format as it can't be hidden with AdBlock as it happens with banners or anti spam in case of email send-outs.

Even though rumor has it many years that push will lose its actuality with Chrome restrictions, this format remains one the most popular ways to get good ROI in 2022.

So while others keep talking we'll keep making money!



Push subscription

c) classic push

Evadav push advantages before other formats:

All creatives are tracked with the help of machine learning algorithms and checked manually to ensure the **brand's 100% safety** for a better user experience.

An option to **set targets up** in terms of geo, OS, browser, mobile operator, browser language, and many other parameters.

More than **3 billion views of push ads** are provided to ad partners daily ensuring high returns on investments.

Access to premium publishers and target audience fitting best to your offers and campaigns.

Advertisements are always displayed in the most visible spot for a user ensuring **maximum visibility** for your ads.

Evadav eliminates any suspicious activity giving only **the real users and live audience** for your campaigns.

The user subscribes to the website's notification **by him/herself**. And he/she can easily unsubscribe.

c) classic push

Push disadvantages:

A user unsubscribes automatically and falls out of the base with cleaning cookies. To get him back to base he needs to go to the website and subscribe one more time.

Irrelevant send-outs. Not all arbitrage managers do their best to personalize emails and not to send them out to everybody from the subscription base.

Push notifications often distract users coming when they are not expected. Moreover, if they are sent at the wrong time, they will disappear from the screen in 15 seconds after viewing. It means that the potential audience may not go to landing due to the lack of time to do this.

Evadav tip



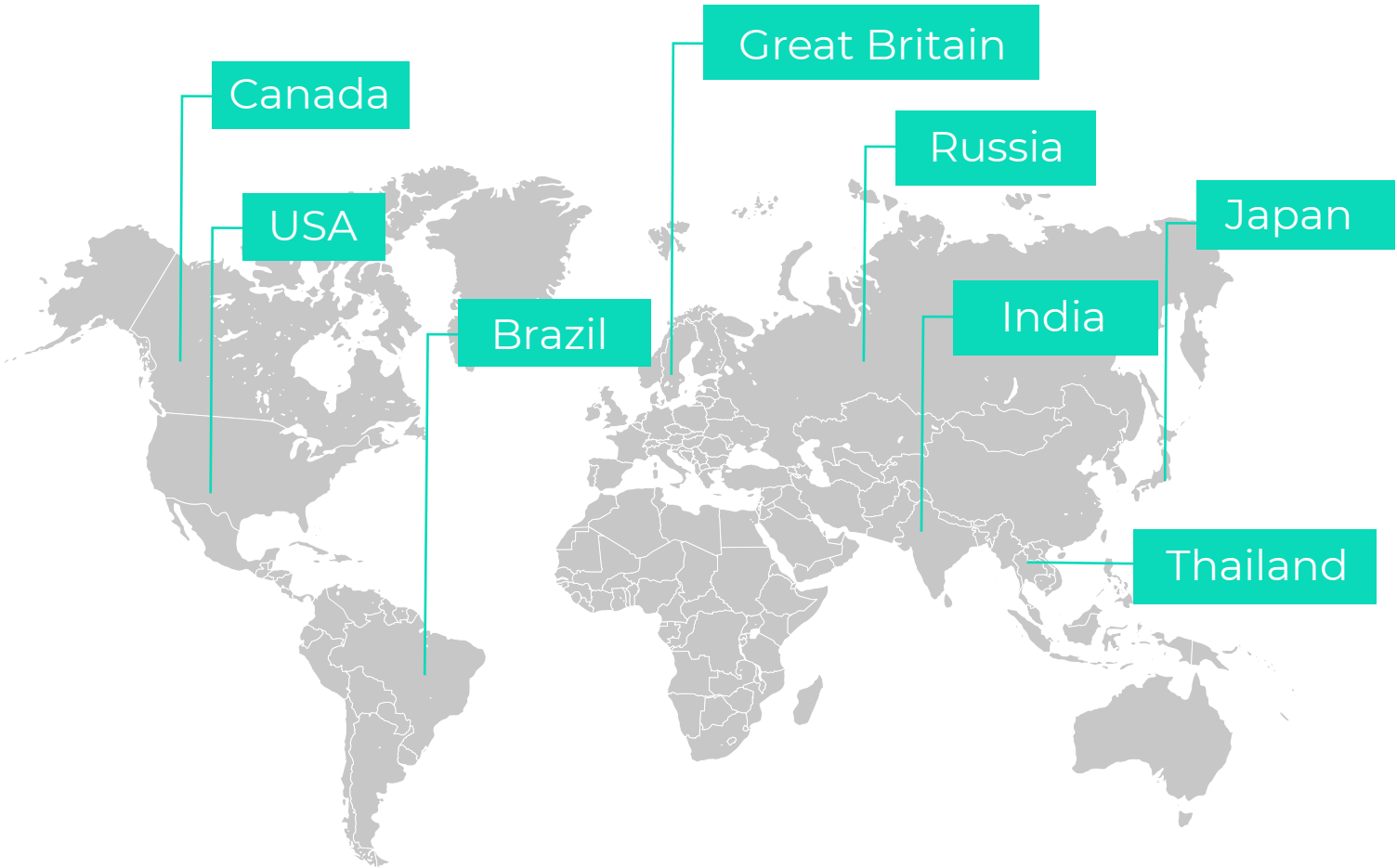
Remember our team is always in touch **24/7/365**. If you have any questions regarding push setup, contact [Evadav](#) support. Also, real-time moderation of campaigns takes an average of 15 minutes which is important.

c) classic push

Evadav best verticals for Push:

Vertical	Amount of traffic	Bid
APK	3B	0,013 usd
Software	210 M	0,062 usd
Quiz	2 B	0,012 usd
Pin-submits	250 M	0,014 usd
Gambling	9M	0,010 usd
Nutra	2 M	0,006 usd
Betting	2 M	0,011 usd
Finance	6 M	0,009 usd
Entertainment	2 M	0,003 usd

Evadav best geo for Push:





c) classic push

Setup recommendation: life hacks, common mistakes

1

Make push send-outs with a fresh base and active audience. Orient on an audience who are around 7 days in a subscription base.

2

Make universal creatives for different devices and check how they are displayed on them before a launch.

3

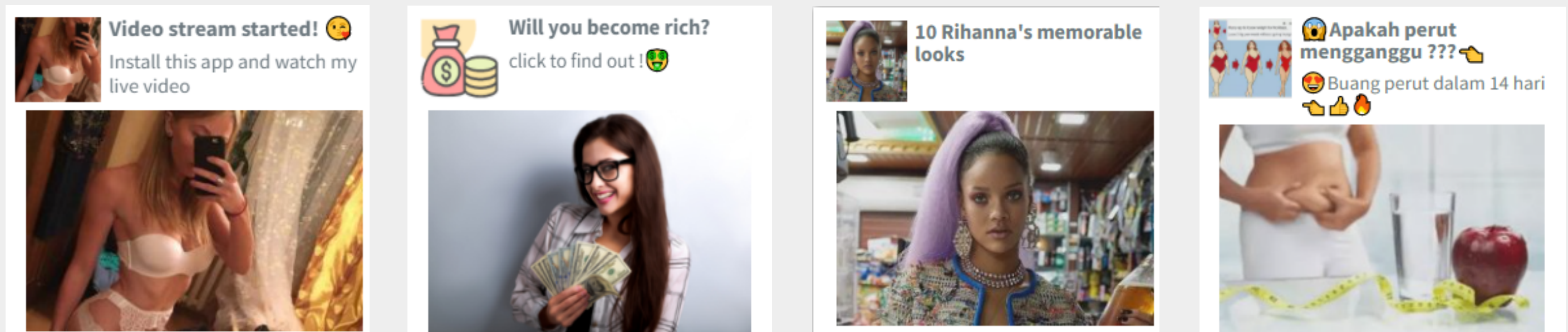
Don't be greedy with bids. It's an important recommendation that is often ignored. Submitting a low bid there's a risk that the ad may be seen by an audience that has already seen it before. In this case, the arbitrage manager takes risks to pay for irrelevant clicks and views. While placing a higher bid the ad will be seen by a fresh audience.

4

Original creatives, landings, and pre-landers are the **must-do** in the arbitrage sphere. The competition among advertisers is extremely high and the audience may coincide. Don't run your ads with competitors' creatives. Users may decide that they have already seen these ads or they simply won't notice it, and you'll get a high bounce rate.

c) classic push

Examples of creatives



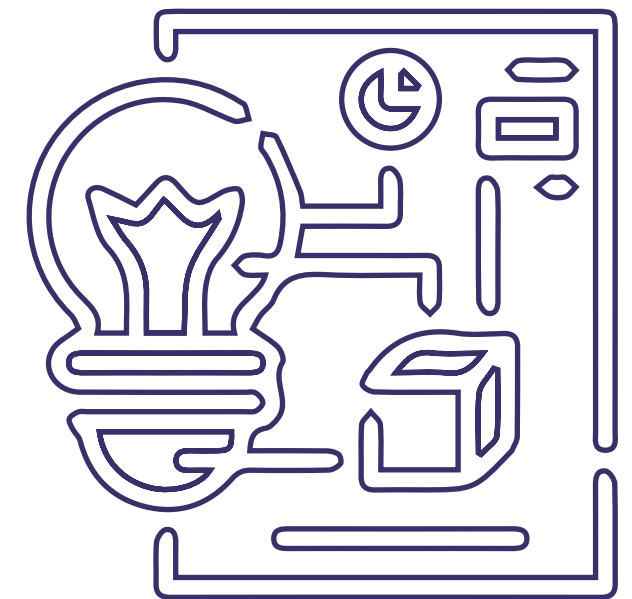
The better you know your audience and its interests and features, the better creative, headline, and text you can choose to **attract attention** and make your audience complete a target action.



c) classic push

Evadav tips for creatives:

- ✓ **Emotional and bright** creatives attract users. Female and celebrities' images may increase CTR (click-through rate);
- ✓ Make **own unique creatives** and don't be afraid to make **experiments**;
- ✓ Runs several **A/B testings** to define the best color scheme, sharpness, and other design elements;
- ✓ **Figures** instead of words and **emoji** will make your message more emotional;
- ✓ Test **5-10 creatives** for each campaign to define an option with the best results;
- ✓ Use the **language** for creatives that is relevant in a target country;
- ✓ **Change creatives** often to keep CTR on a high level and more reach.



Join Evadav!

d) native ads



Native is a format that came instead of teasers. It's an ad block consisting of **banners and text**. Sometimes a description option is available on some websites.

Users got sick and tired of ads and average banners provoke banner blindness. It means they simply don't notice banners. Native ads, unlike other formats, are **naturally integrated** with the page and don't prevent users from watching content.

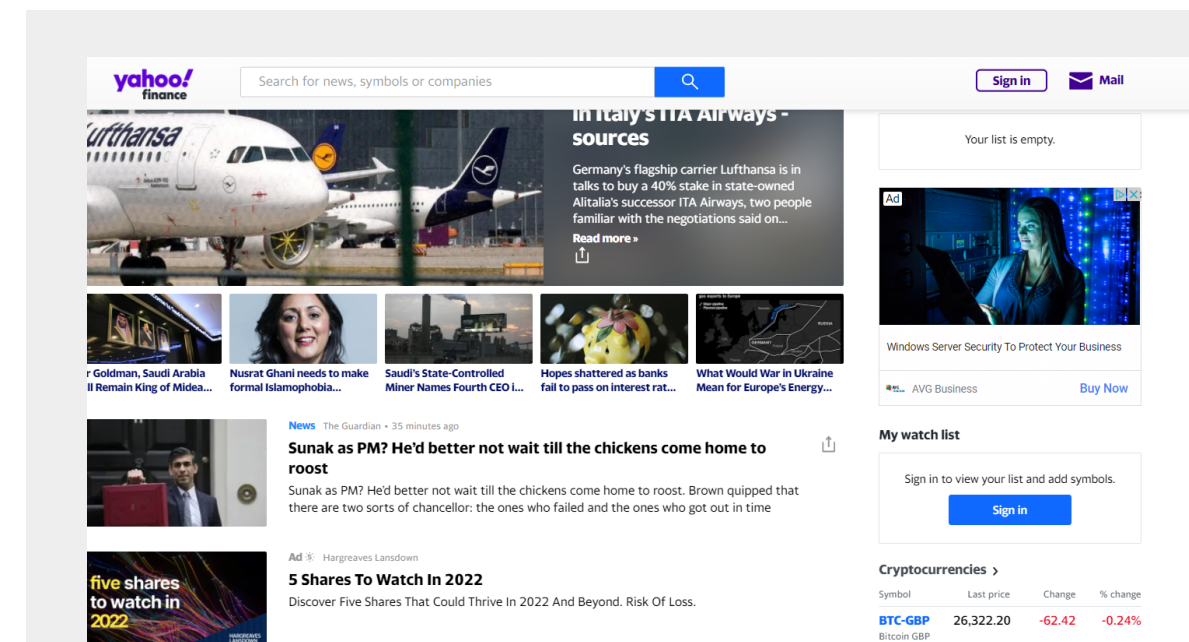
The “Ad” mark on a native ad helps users to understand that it's an advertisement block. **It lowers the risks of misclicks and saves your budget.**



d) native ads

The advantages of Native before other formats:

- A **unique** algorithm without bots.
- This format adapts to any device.
- Native format is valued for **audience loyalty** to it and it is **user-friendly** as it perfectly fits the website's theme. **It's not annoying** as other formats and brings a target audience.
- Helps advertisers to create **brand awareness and a positive image**.
- **Brand's 100% safety**. All ad campaigns pass a detailed moderation by the Evadav team.
- Native is considered to be a **premium tool**.
- The clickthrough rate is **40% higher** than media ads.



That's how Native ads look like

d) native ads

Native disadvantages:



high prices



low volumes

Evadav best verticals for Native:

Vertical	Amount of traffic	Bid
Mainstream, adult	8B	0,001 usd
Software	202 M	0,015 usd
Sweepstakes	2 B	0,009 usd
Pin-submits	250 M	0,014 usd
APK	3M	0,013 usd

However, the format is still developing and we're waiting for increasing volumes in 2022.

d) native ads

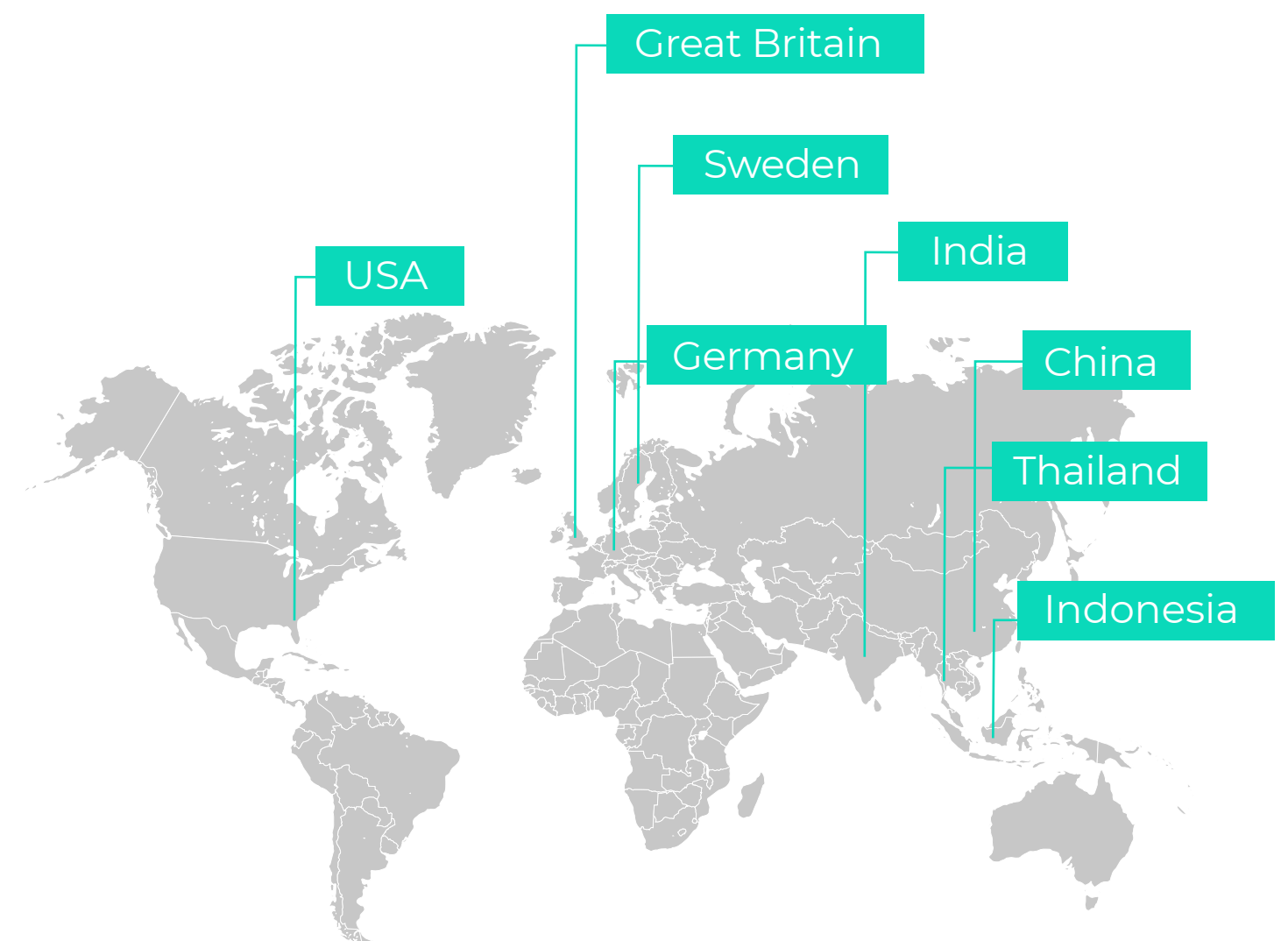
Setup recommendations life hacks and common mistakes

One needs to work well enough to run native ads. Because it's important to choose the right ads to make it look organic on the website. **Content should be unique and useful.**

CPC or **CPM** payment models are available.

To meet money expectations you should constantly monitor efficiency indicators to define how campaigns work and how to make **optimization**.

Evadav best geo for Native:



d) native ads

Creatives: examples, recommendations, life hacks, and common mistakes

Creatives make a difference in this case.

Native ads will give great results if you know your target audience and work on creatives.

As we mentioned previously native ads build a brand's image.

Creatives examples:

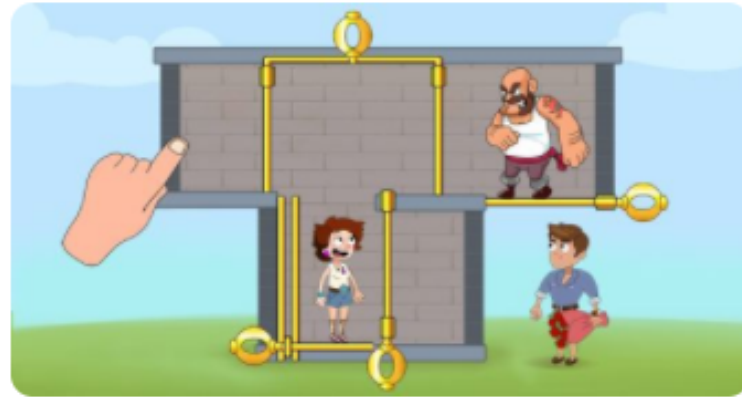


Ad Taonga

Only 3% of people can do this!

Play for just 1 minute to find out why everyone loves this game!

d) native ads



Ad Taonga

Can you solve this in 3 moves?

Only 3% can do it. Try it yourself for free



Ad TooCool

Your IQ Is Over 145 If You Score 5/20 On This Quiz

In is time to test your general knowledge about the world with this tricky quiz!



Ad CapitalOne Shopping

Before You Renew Amazon Prime, Read This

Amazon Has Millions of Prime Subscribers — But Few Know About This Savings Trick



Ad Compare Hearing Aids

New Bluetooth hearing aids could change your life

Hearing aids are improving the lives of many who previously suffered in silence. Book your free hearing test & trial today

Evadav tip



The more organic and properly matched the creatives will be the more clicks and engagement you'll receive from users in return.

If you want to try and run ads with one of the premium formats, then sign up in [Evadav](#)

Get cosmic profit with Evadav!

e) Evadav tips on campaign setup

No matter which format you choose, the Evadav team has prepared **common tips** you're recommended to follow:



Create **separate ad campaigns** and split traffic in terms of devices, better not to launch desktop and mobile at the same time;



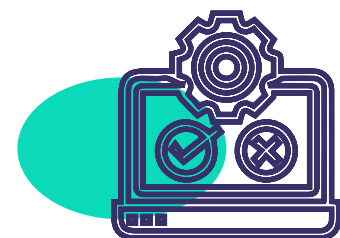
Use OS version target. The owners of the latest versions are usually more solvent;



Make a **schedule** for ads display according to geo of your target audience;



Split traffic on **Premium and Standard quality** based on goals of the offer (volumes, high quality, price, etc)



Don't forget about **Frequency capping** - the frequency of advertisement being shown to one user within one day. For high volumes you can set Frequency capping 10 for unique users.



Top sources according to
verticals/formats



Evadav works with top sources on different verticals and formats.

- To get access to top sources **contact your manager for recommendations** about what is relevant at the moment as the lists are often changing and new sources are being added.

There are top sources in **Premium traffic** as well, you only need to set bids higher than it's recommended and push limits to win auctions more often.

Evadav tip



Don't ignore working on black lists because when you limit irrelevant sources there is no sudden drawdown in traffic volumes, and all new sources added by publishers are being automatically added to advertisers' ad campaigns. It's very useful, isn't it?

- It will significantly simplify advertisers' work and there always will be up-to-date data. Also, the manager can additionally provide you with **extended lists or even make black lists**.



Evadav system

updates

1 **Referral program for advertisers** — it's a way to get even more profit.

Due to our program, every Evadav advertiser can raise his/her profit fast and without extra investments.

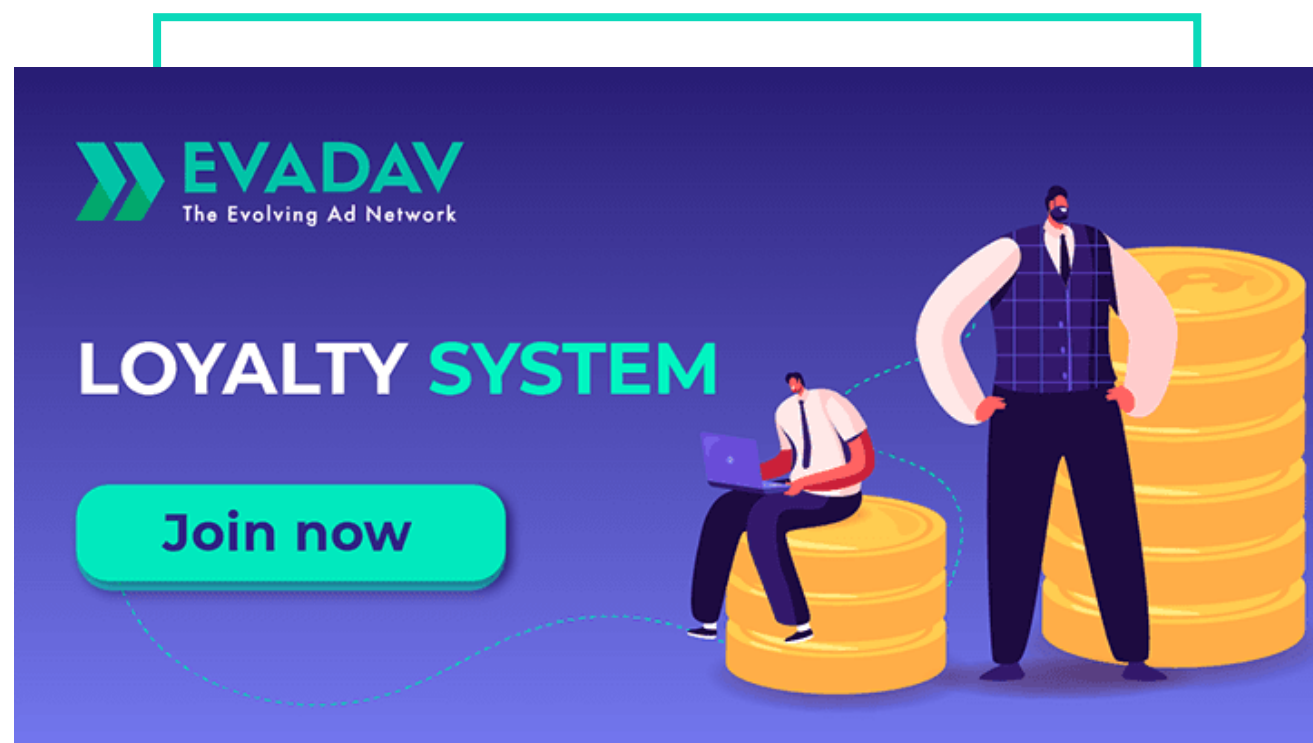
You bring new partners and get a reward for each. The more you bring, the higher your reward is.

Read more in the following article:



A promotional banner for the Evadav referral program. The background is dark blue. In the top left, the Evadav logo is displayed with the tagline 'The Evolving Ad Network'. The main text reads 'Referral program for Advertisers' in a mix of white and teal fonts, followed by 'shamelessly profitable income' in smaller white text. A prominent teal button with the text 'Get bonus' is centered. To the right, there is an illustration of a computer monitor showing a line graph with an upward trend, surrounded by stacks of gold coins and two men in suits shaking hands, representing a successful partnership.

2 We've developed a **rewarding system** for all our loyal Evadav partners-advertisers. It includes 6 levels of "strength" of each partner and it depends on your monthly spending. The more you spend the more tools and benefits become available for you.



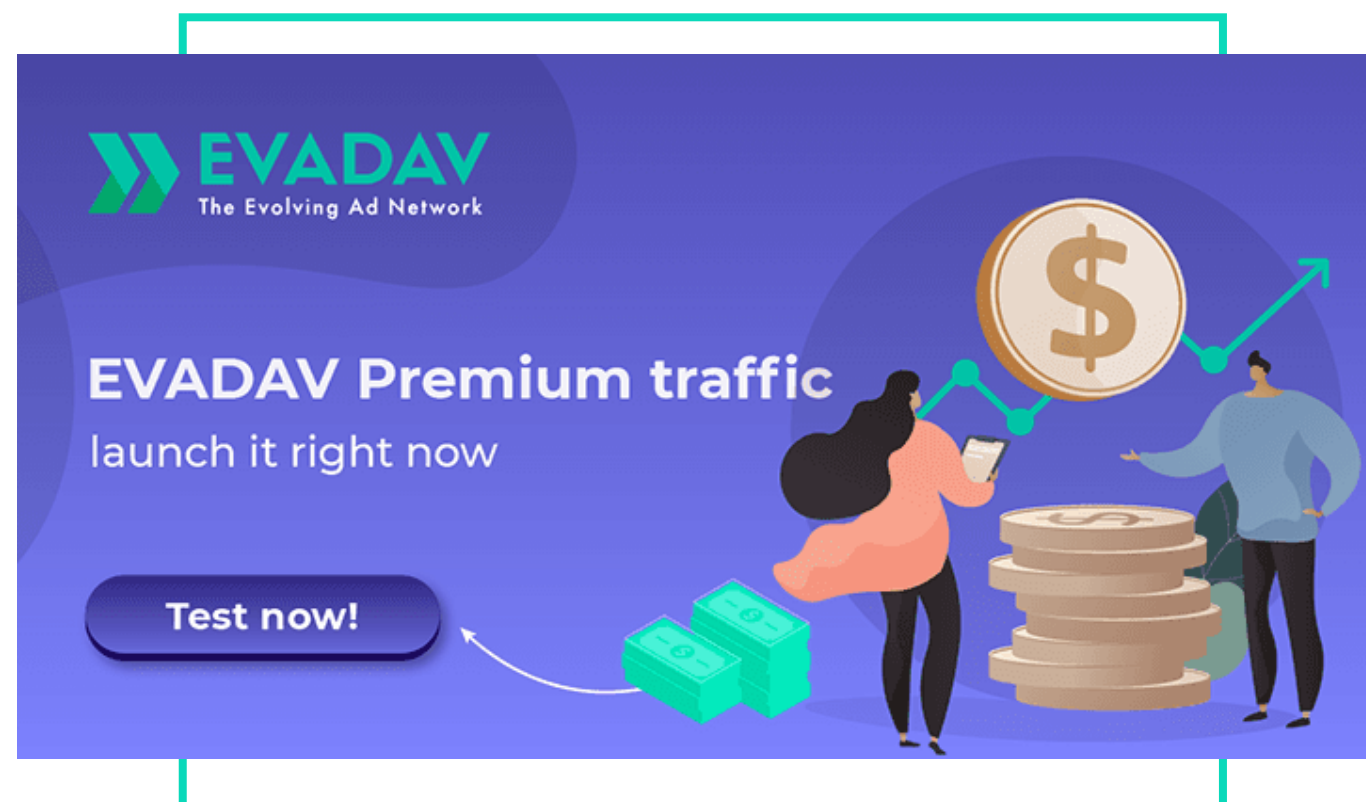
3 The Evadav team conducted **API 2.2 system update**, now it has new options for both advertisers and publishers.



4

New option in account – "**Premium**" **traffic**. You can get Premium traffic either with push or in-page or pop-under formats. Run several campaigns and analyze the best results to scale your profit.

Using these benefits of **Pop-under Premium Traffic**, we can say that premium pop-under can be 5 times more effective compared to average market demand.





Useful links

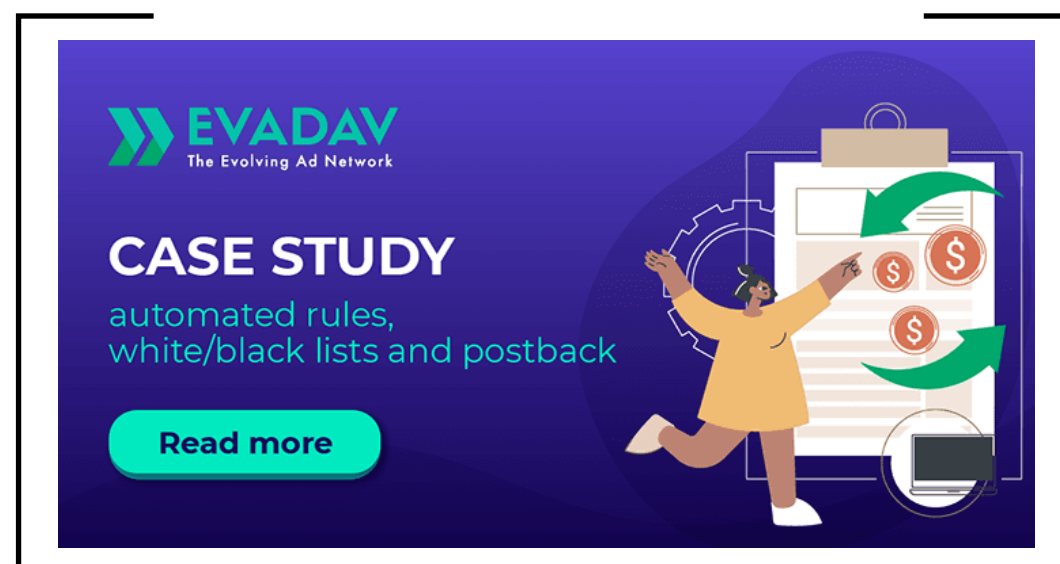
a) case studies



How to get **250% ROI** with gambling offer and using native ads



How to make money with a **crypto** offer, geo Italy, during the pandemic



How to **improve conversion** and not to waste budget. Tools for cosmic profit: Automated rules, Black/White Lists, and Postback



For advertisers: life hacks and common mistakes while working with **creatives**. How to make, test, and optimize creatives to make money like a pro.

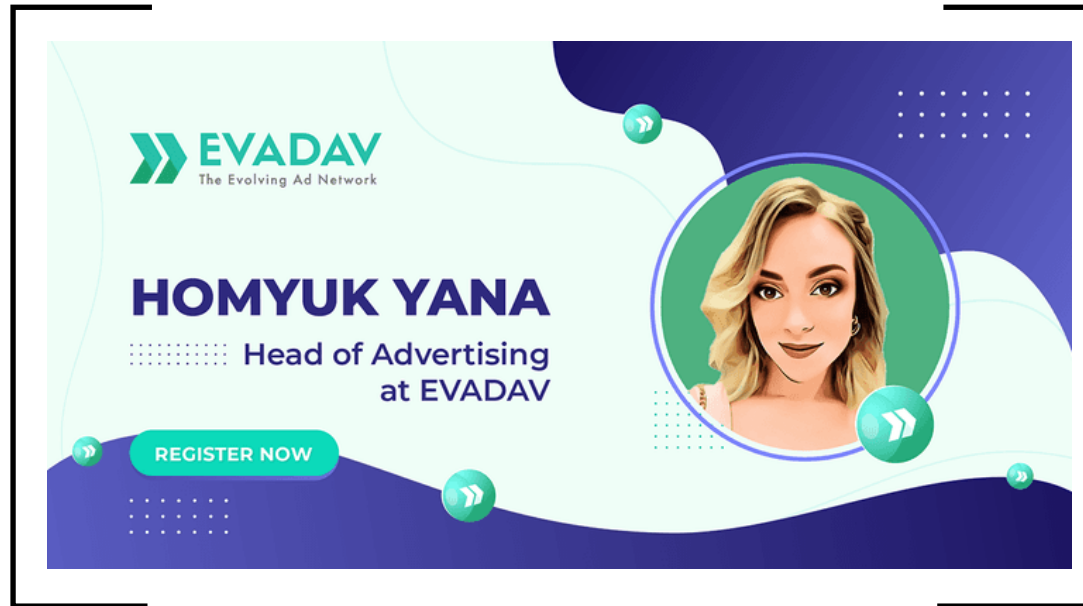
b) guides

How to **create** and **optimize** ad campaigns as a god, getting even more profit. The guideline for ad campaign optimization, due to which advertisers can set up and improve the results of their campaigns and increase ROI.

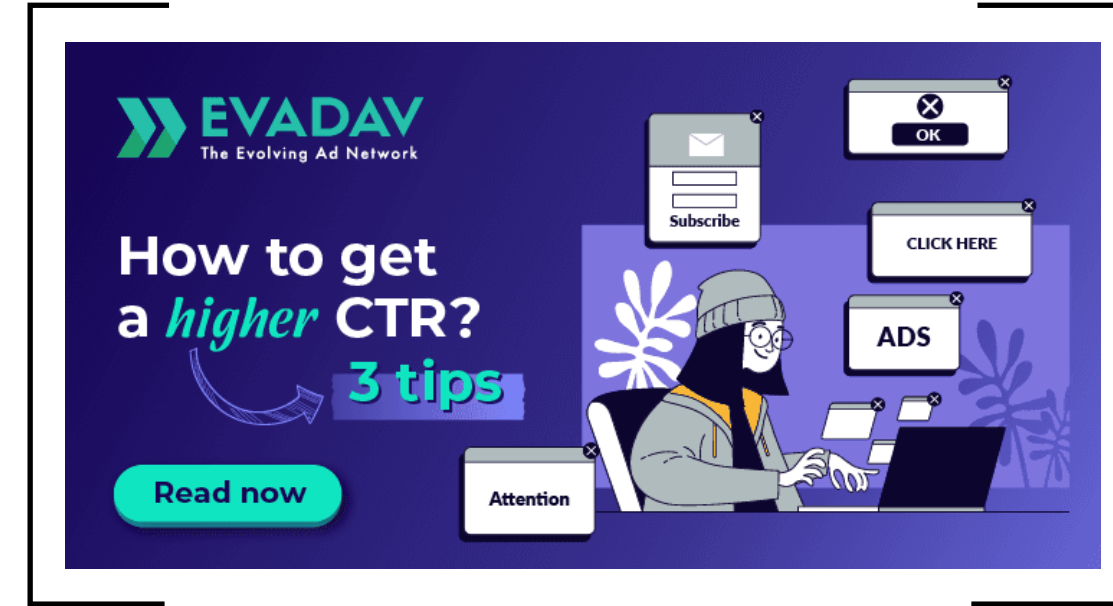
A guideline for advertisers in **Push world**: how to earn maximum and raise cosmic conversion



c) articles



Interview with the head of advertisers in Evadav:
how to exploit native with EVADAV?



How to get a **higher CTR**? The Evadav team has prepared for you a brief guide on how to do it. Read it to know several useful tips!



Do you know how important **creatives** you're adding to your campaign are? They are the first to attract your audience. Let's find out how to make them special!



How to boost **conversions**? **Top-5 tips** from Evadav

c) articles



How to find out **an exact portrait of your target audience** and create an ideal campaign? The Evadav team has made a brief guideline on how to find out an exact portrait of your target audience and create an ideal campaign.



Native ad ideas for affiliate marketing.

Do you know that a native ad gets on 53% reviews more than a traditional one? The Evadav team gathered a couple of ideas about working with native ads. Read more!



How to **choose a niche** in affiliate marketing? How to find the one that fits you best? The Evadav team has prepared a bunch of useful tips for you!



How to **attract the audience** with push notifications? The Evadav team prepared several tips for you! Read further to learn all of them



Summary

In this guide we've:



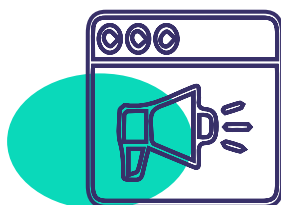
defined basic principles of Evadav ad formats



got acquainted with each of them in detail



learned about the advantages and disadvantages of formats



shared the features of working with verticals, geo, sources for each format




reviewed the main settings in detail

Evadav tip



Now you have a detailed **map of opportunities** Evadav can give to you. Use our tips and recommendations properly.



If you are still not among [Evadav](#) advertisers, then you have a great opportunity to sign up and **review all the benefits of working with us.**



Make audience analytics, choose the format that fits best your goals and offer. Don't miss out on useful guides, articles, and case studies where we **share knowledge** and give recommendations to help you out with your work **so that you could get cosmic profit.**

Join the best ad network!