

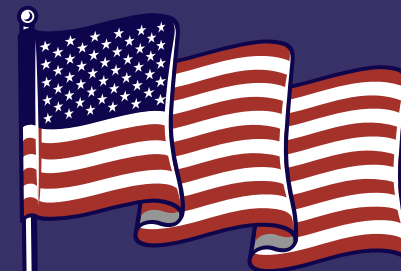
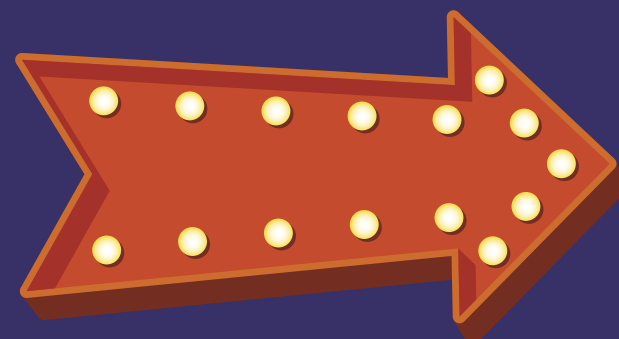


American

traffic

arbitrage

guide
2023 ADVERTISING
STRATEGY



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Many advertisers prefer to earn on the usual geo and continue to look towards **the most profitable regions from tier 1.**



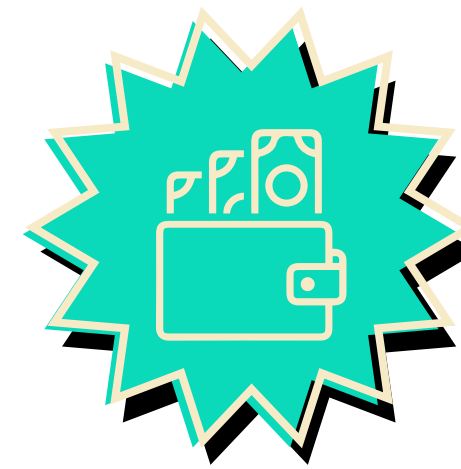
The largest and most diverse audience,



high payouts,



stable exchange rate,



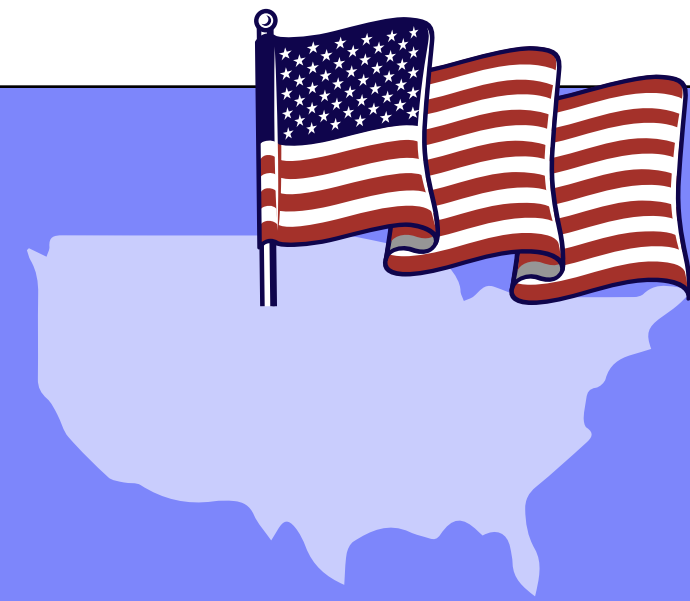
high income,



and maximum interest in new offers

yes, it's all about the **United States of America.**
Don't tell us you never wanted to master this audience!

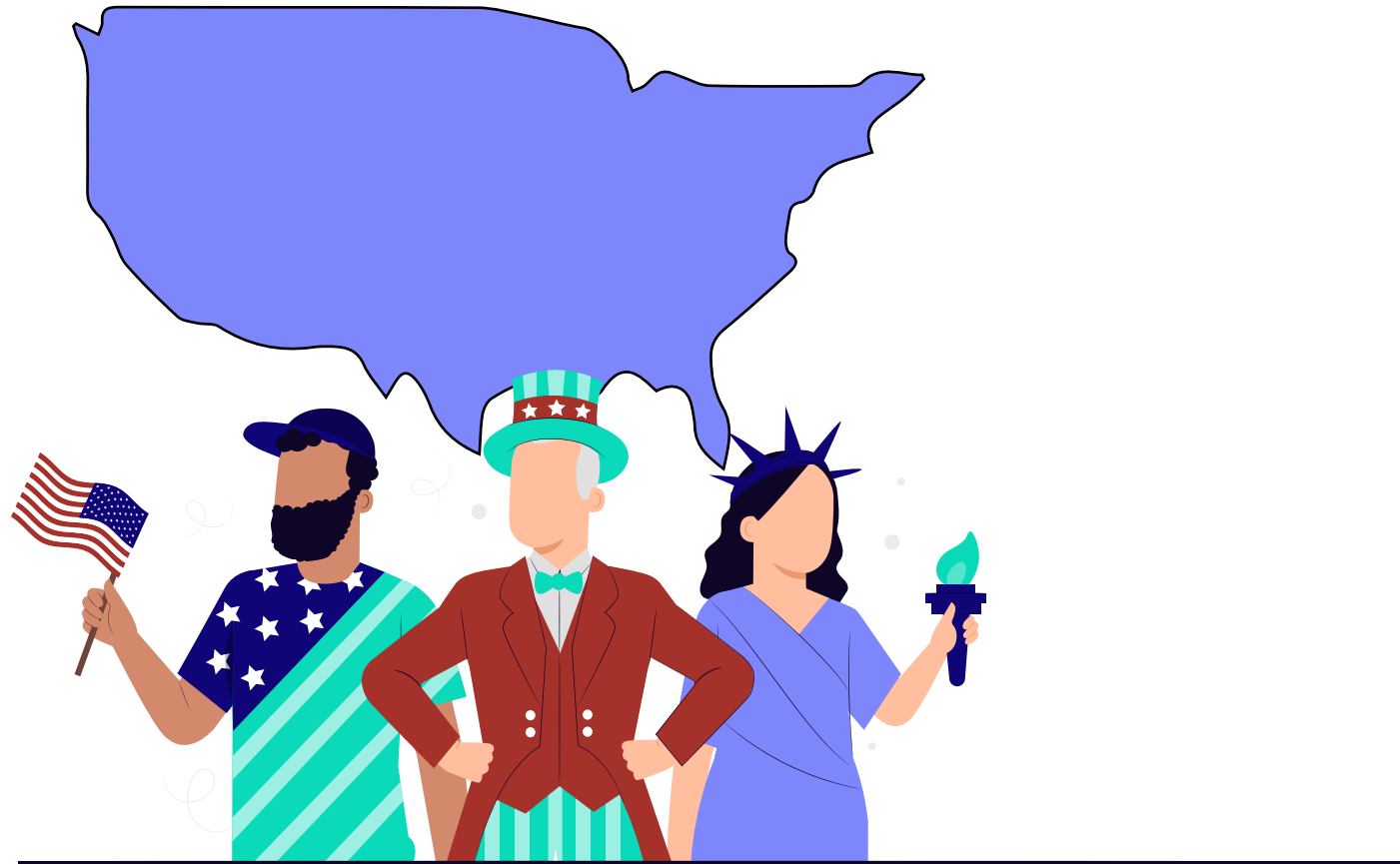
The USA is a vast field for experimentation,
and we cannot fail to tell you about the prospects
and intricacies of working with this region.



The background features a large teal shape on the left and a teal rectangular area on the right. The teal rectangle is decorated with a grid of yellow dots. A thin yellow line runs vertically along the right edge of the teal rectangle. The text "USA geo features" is centered horizontally across the middle of the image.

USA geo features

The United States of America is a nation in North America with a vast territory and **population of more than 333 million**.



The country consistently tops the **most profitable geo of Tier 1**.

But something unites them - for example, **the need for e-commerce**. Knowing the target audience's characteristics, you can find **practical approaches** to working with it.

*The formation of the American nation is the result of several migratory waves. There are very few Native Americans in the United States; **the entire US population comprises migrants**.*

*The Federal District and each of the **50 states** have people with different languages, mentalities, interests, temperaments, and preferences.*



We will discuss this in detail in our guide.



The United States is a **multilingual country**. Although



the English-speaking population has an absolute **advantage** (80%)



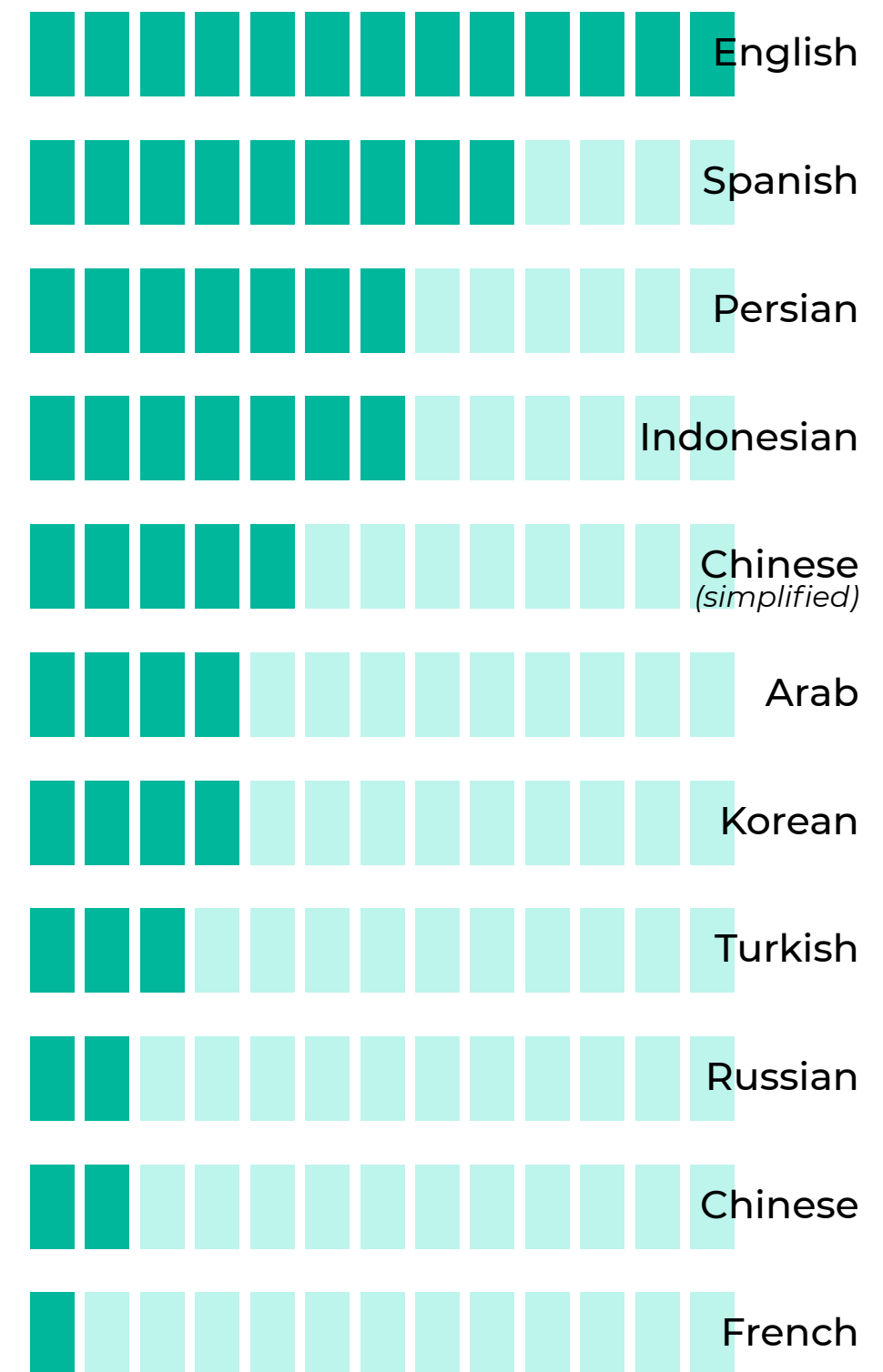
and English has official status in **32 states**,



more than **300 languages** are spoken.

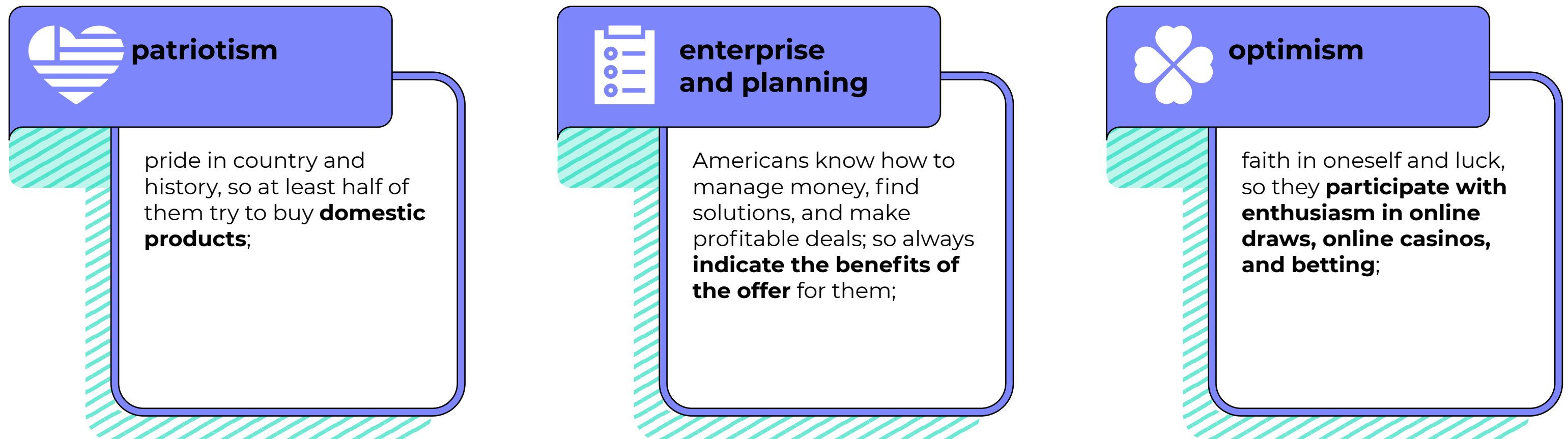


Some also have official status - for example, Hawaiian in Hawaii and Spanish - in Puerto Rico and New Mexico state. And in Alaska, Native Americans have 20 other official languages besides English.



California alone has a record number of languages - 207 and Wyoming has 56. At least 24 languages are spoken in all states.

Despite the difficulties with the ethnic composition of the states, different lifestyles, and priorities in each state, a typical American mentality still exists. Before collecting traffic among residents of the states, note that they have these **features**:





need for comfort

they want to have a beautiful and cozy home, a lot of different household appliances, and good cars;



high self-esteem

and healthy selfishness - yes, Americans value themselves and strive to be better than others, so focus on the **exclusivity and uniqueness of the offer**.



quality is a priority

for every American; discounts and promotions for them are not so attractive, but rather, on the contrary - **raise doubts about quality**.



literacy

99% of Americans are literate people, so **be honest with them**, do not hide your interest;



affability and friendliness

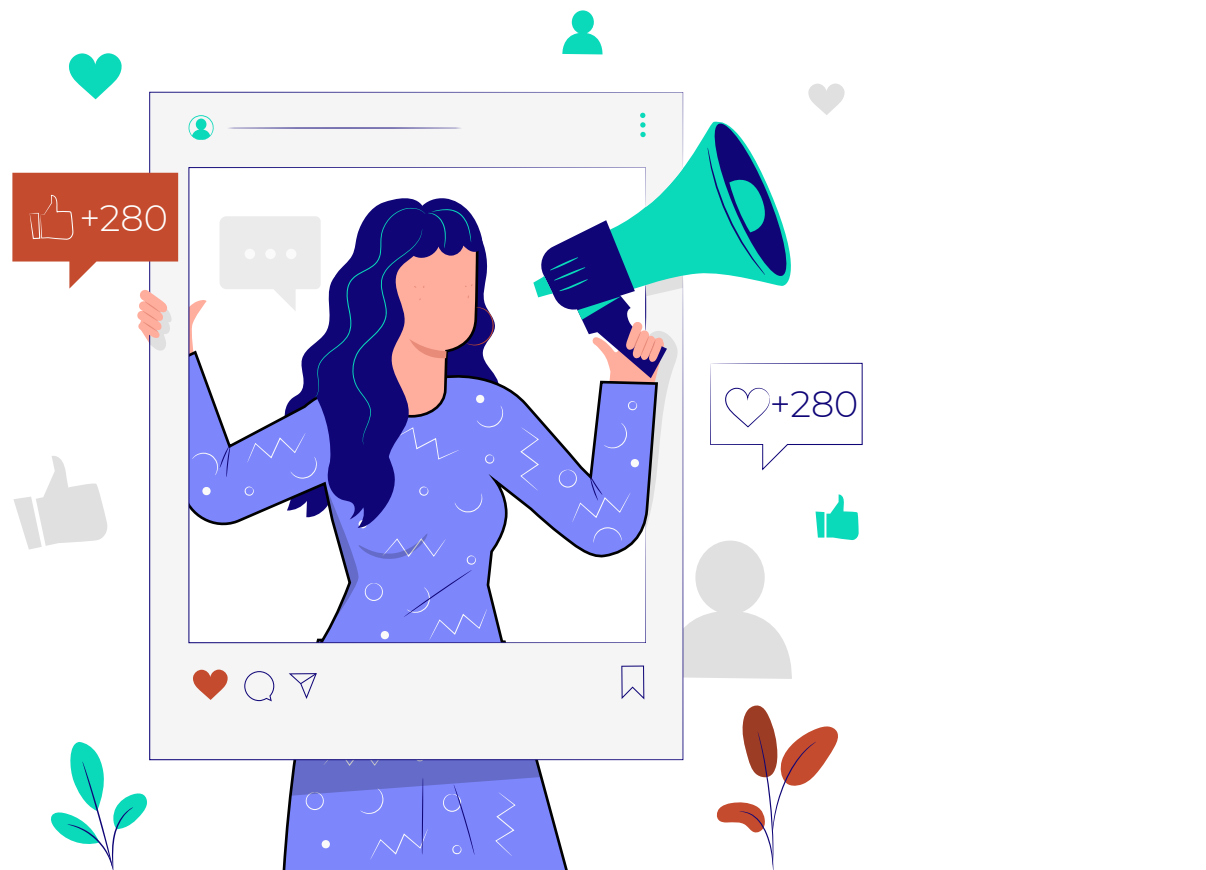
whether residents of California or Texas, they are happy to **do a small service free of charge**;



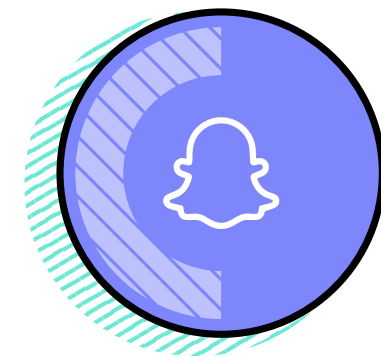
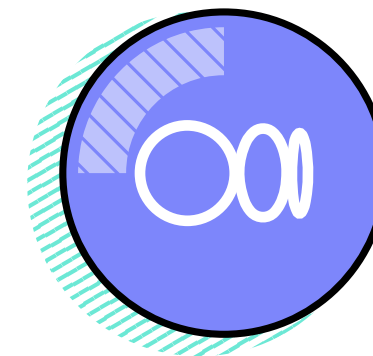
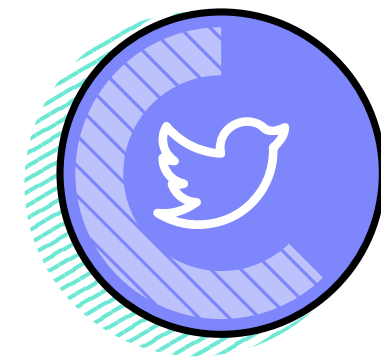
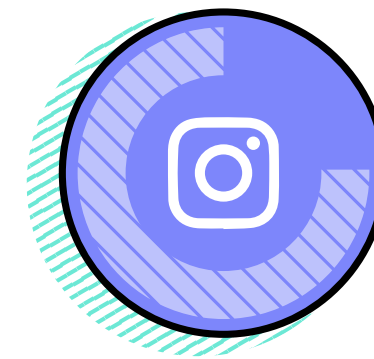
pickiness

a US resident will not wait a few months for a cheap product from AliExpress;

More than 280 million people in the states are **active users of social networks**.



It means a lot to the arbitrator.



Facebook is the most popular platform where Americans read the news, communicate, and share publications. A little less popular are **Instagram, Twitter, Snapchat, Medium**.

When launching campaigns, note that the audience here is very different.



When working with the US audience, the most effective **formats** are:



VIDEO FORMAT

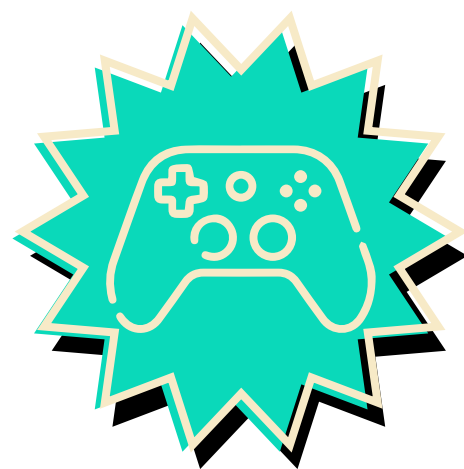
and interstitial show high CTR but do not always pay off and are unsuitable for quick launch.



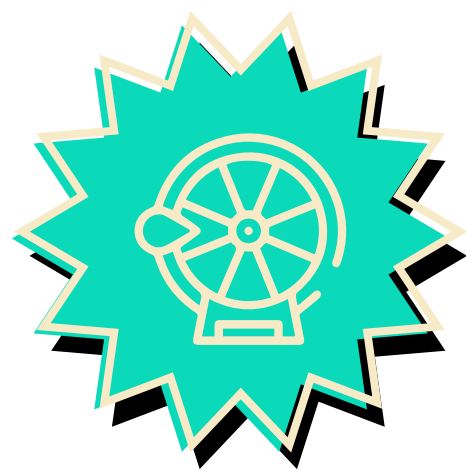
POPUNDER

is an ocean of **inexpensive traffic**. They pop-up without permission, but **more delicately**. The landing tab appears below the workspace, unobtrusively waiting to be viewed.

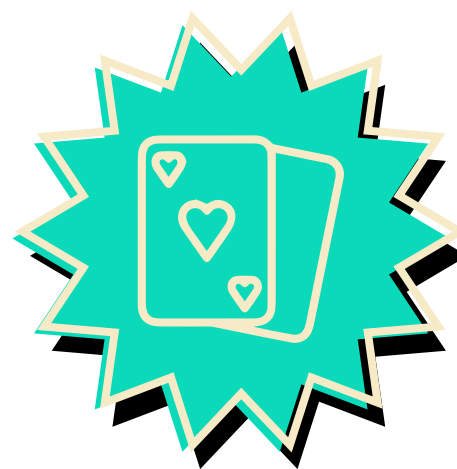
Promotional video content works perfectly with



gaming offers,

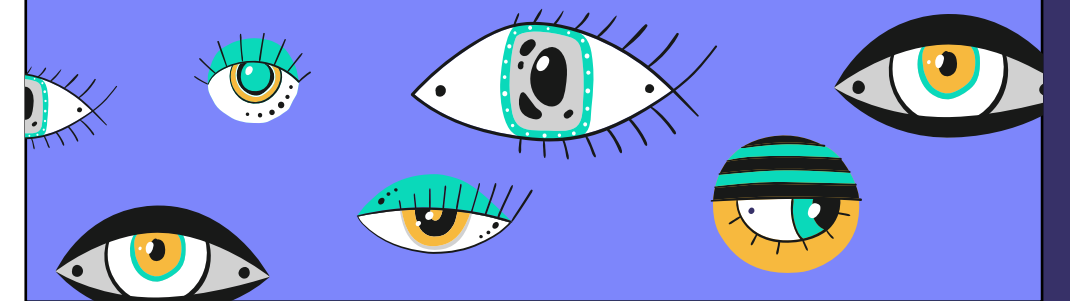


sweepstakes,



gambling.

Here, **one show is one impression.**



best advertising formats

[Evadav's updated inpage](#) looks like



classic pop-up notifications,



new social media messages,



system messages.



They appear unexpectedly when the user interacts with the device and are **not ignored**.



INPAGE

is ideal for mobile traffic, particularly for Safari browser users.

Custom styles make them maximally native to the user and a **universal format for most verticals**.

Evadav tip :

Do not neglect the inpage format if you focus on a **solvent audience from tier 1**.

Such advertising includes owners of iOS and MacOS devices, which, by the way, are preferred by more than half of the US population.

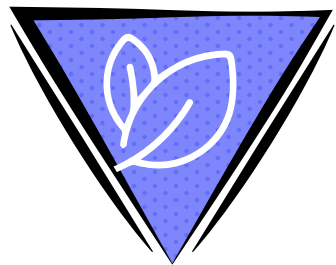
Run inpage campaign for the USA



BANNER AND NATIVE ADS

are suitable for testing, easily combined with the previous format, designed for **large volumes** of high-quality traffic, and **cost less** than the video format.

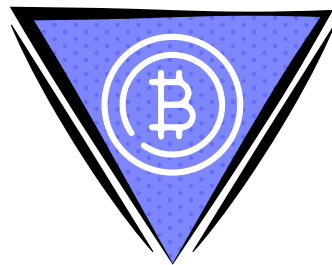
Work perfectly with



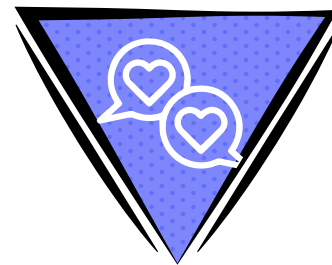
Nutra,



eCommerce,

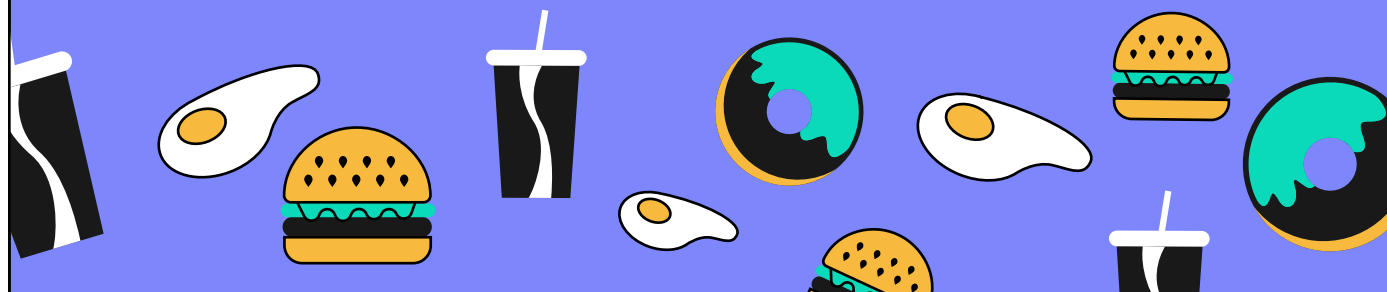


Crypto,



Dating.

The native ad requires uniqueness; it will not be possible to scale but to get the target users will be long-term.

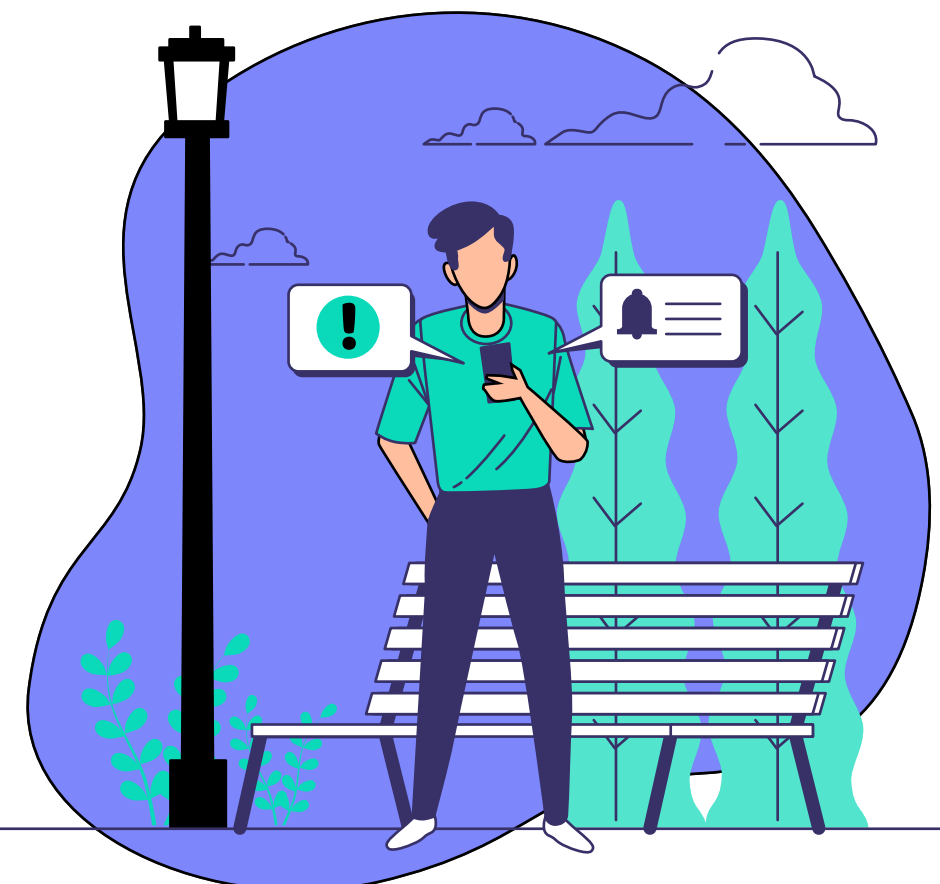


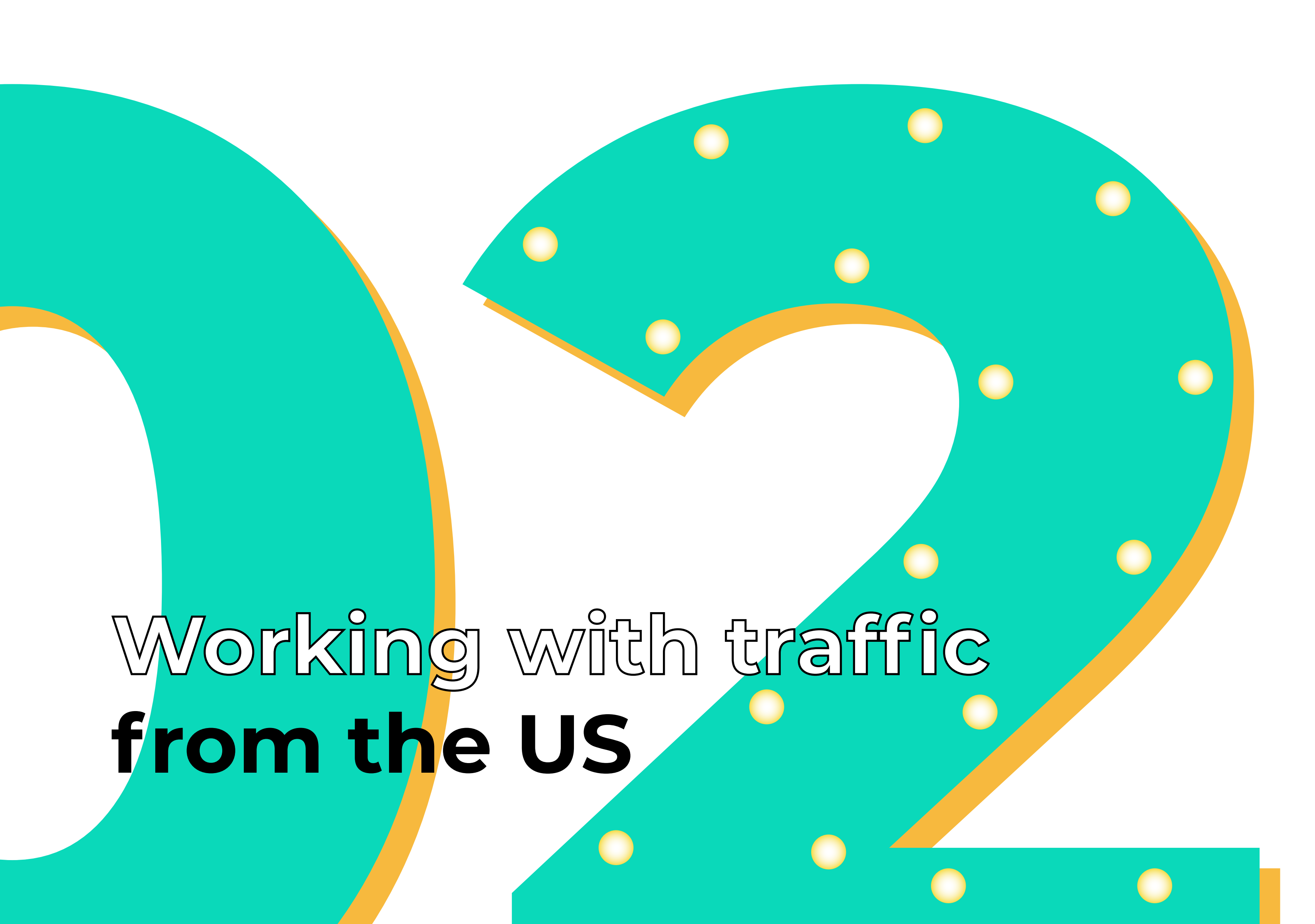
PUSH NOTIFICATIONS

are pop-up messages that interact with users in the **browser** of a mobile or desktop device.

It does not cover the iOS and MacOS audience and is **sensitive to browser blocks**.

However, the format still shows excellent results in all verticals, especially with the right approach.



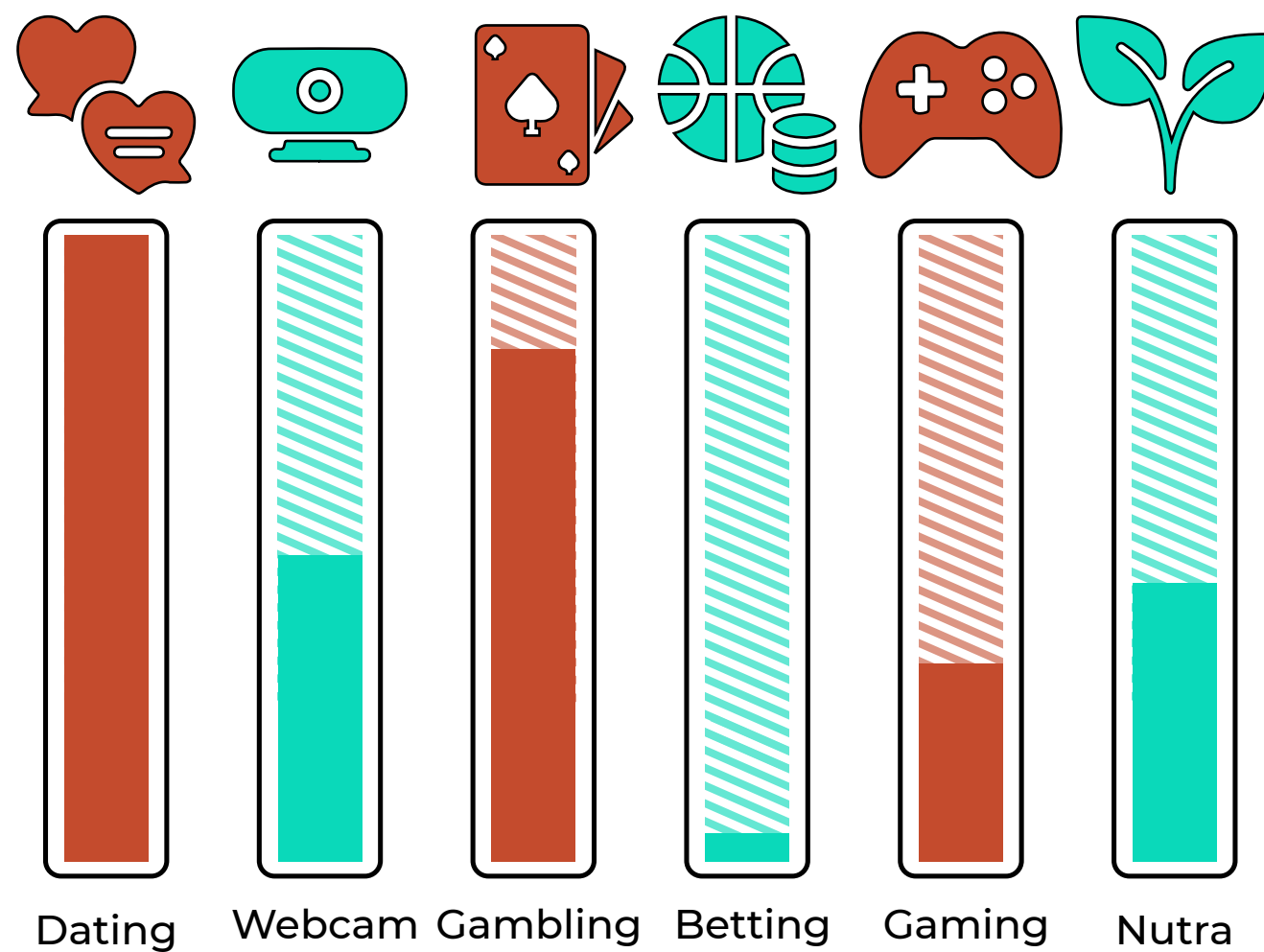


Working with traffic
from the US

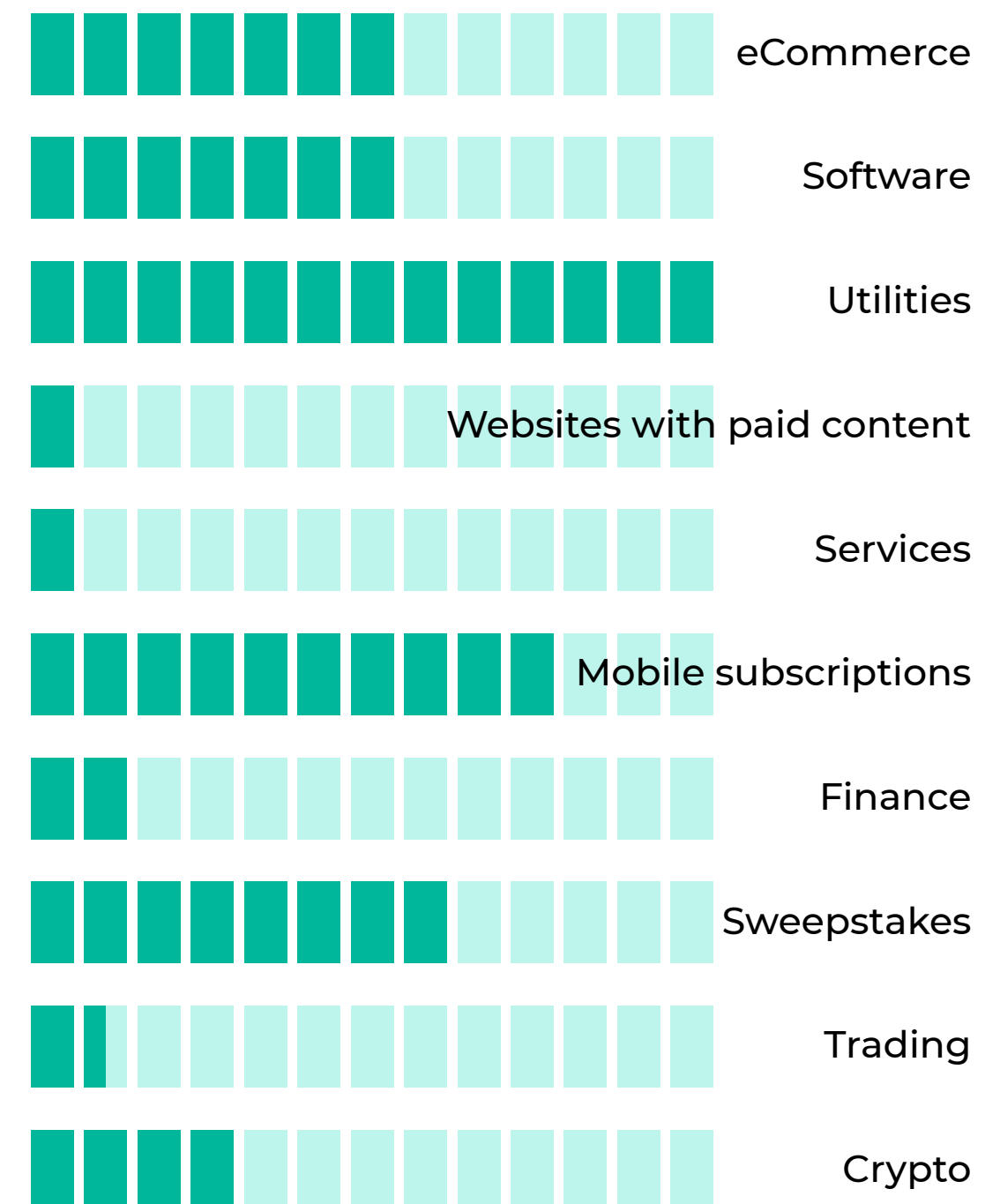
top verticals

Let's look at the **top verticals in the United States**.

The TOP 6 verticals in affiliate marketing in the US are:



Secondary verticals:



NG

GAMING

GAMING

GAMING

GAMING

GAMING

GAMING

GAMING

Americans **love to play**



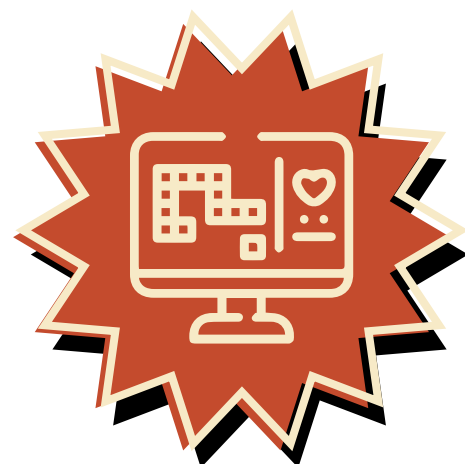
action



and adult,



arcade



and casual games.

175
million



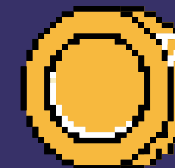
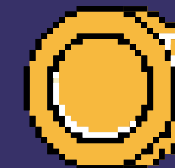
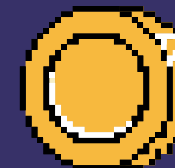
25
—

There are **175 million**
gamblers in the USA.

5
billion



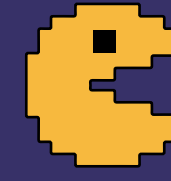
30
years



This niche generates
more than the **revenue**
of **5 billion** per year.

Almost a **third** of
gamblers are **aged**
between 25 and 35 years.

57.8%
of men



32.8%
of women



Mobile games reach 57.8% of men and
32.8% of women.

approaches to making creatives and landing pages

Remember that economic and social achievements are important for US residents **in the creatives for gaming offers. Emphasize** it in creatives:



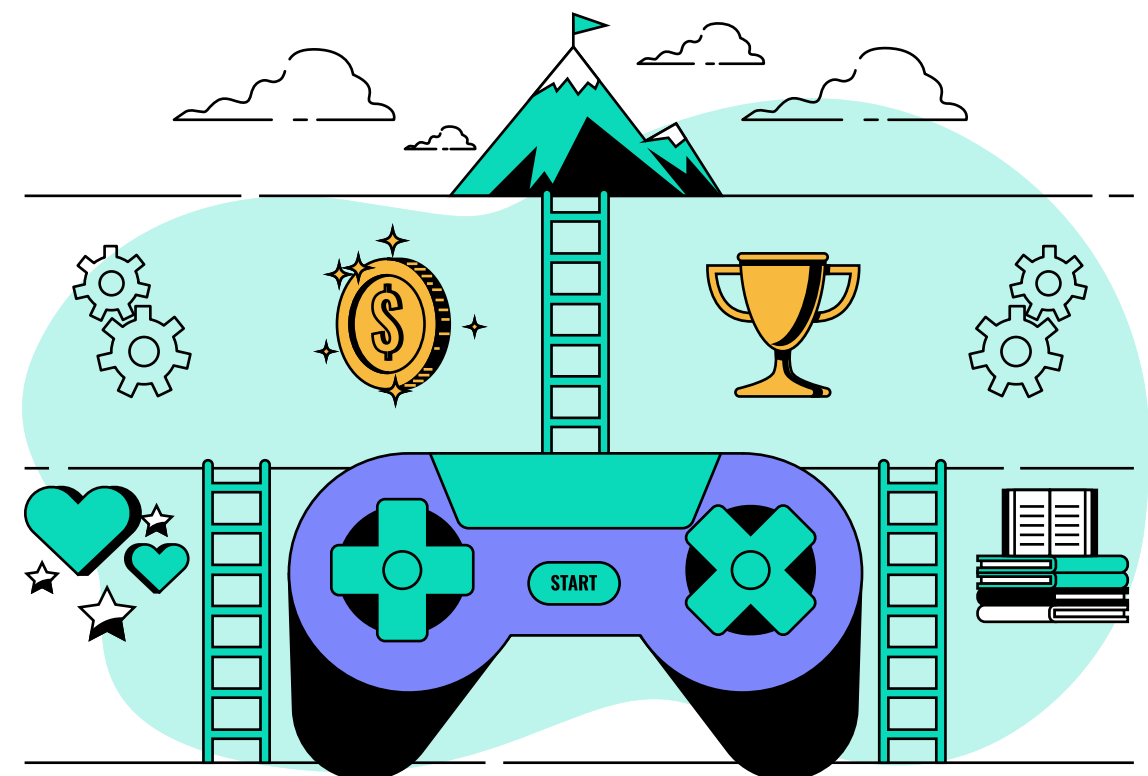
Specify what **benefits** they will get if they follow ads;



tell about the game **features**
(for example, communication inside the game chat);

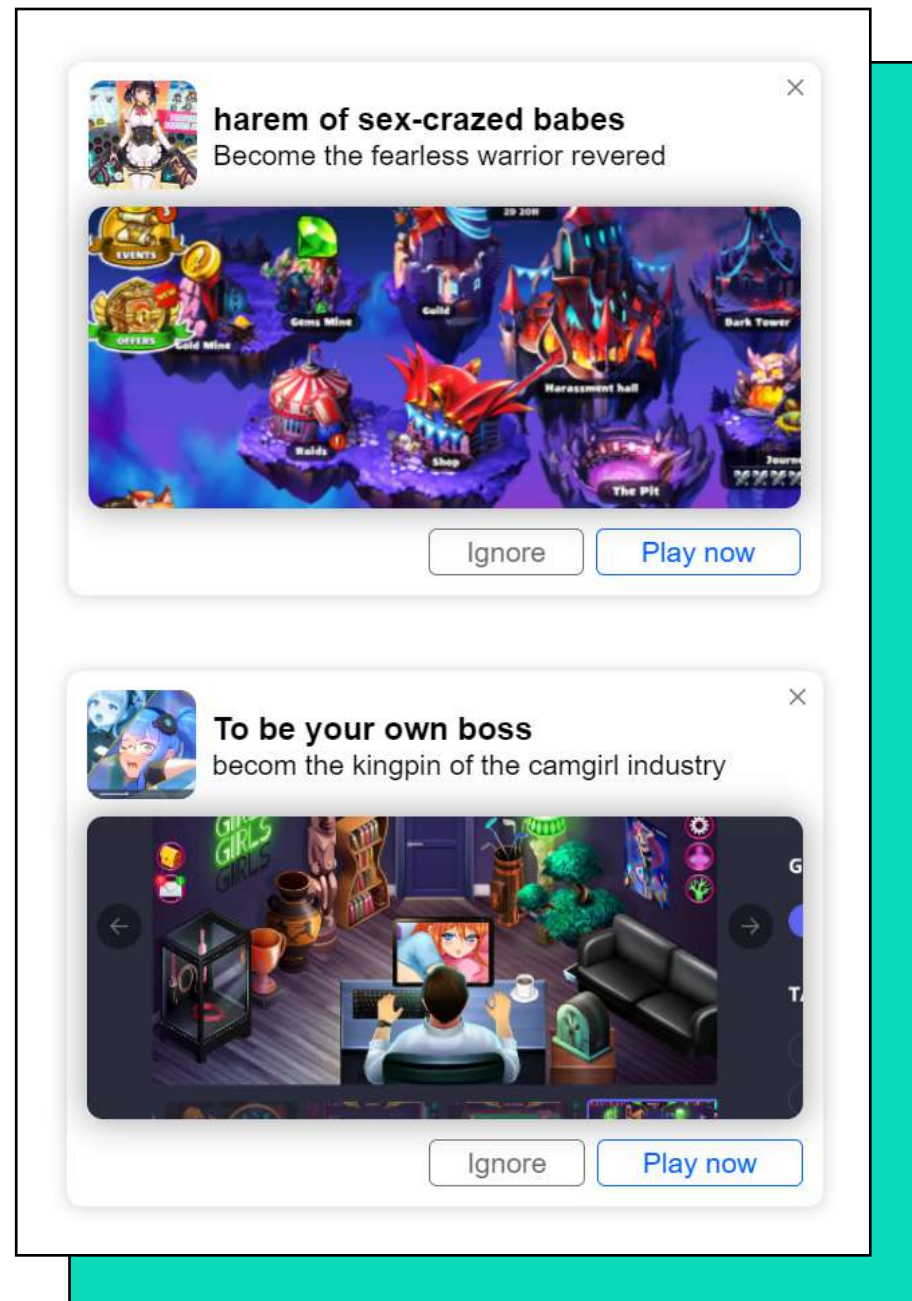


use **dynamic** images or video ads to demonstrate
game fragments or the process of using available
options.

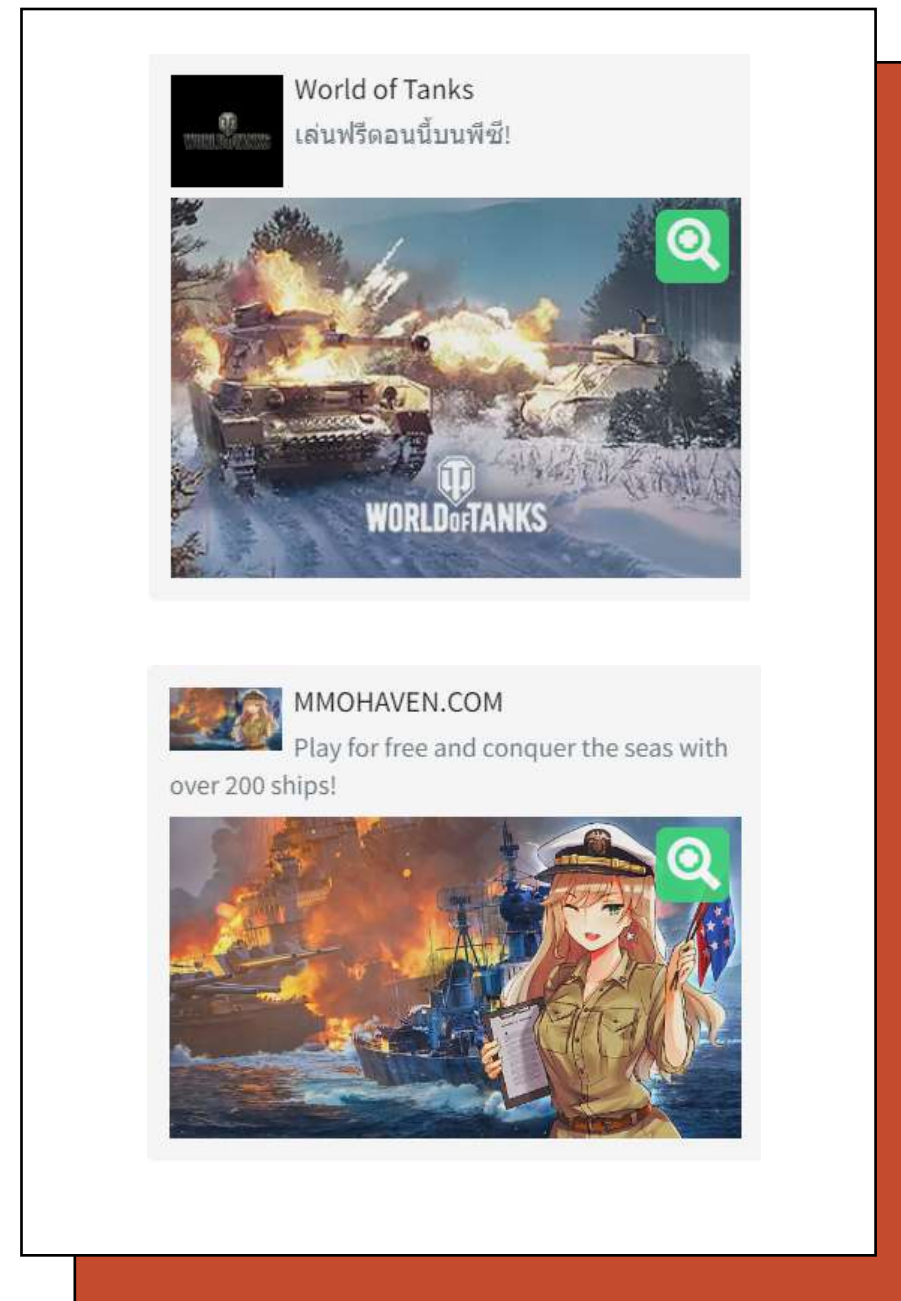


The **advertiser's task** is to show the most vivid
and fascinating game moments, characters, and bonuses.

approaches to making creatives and landing pages

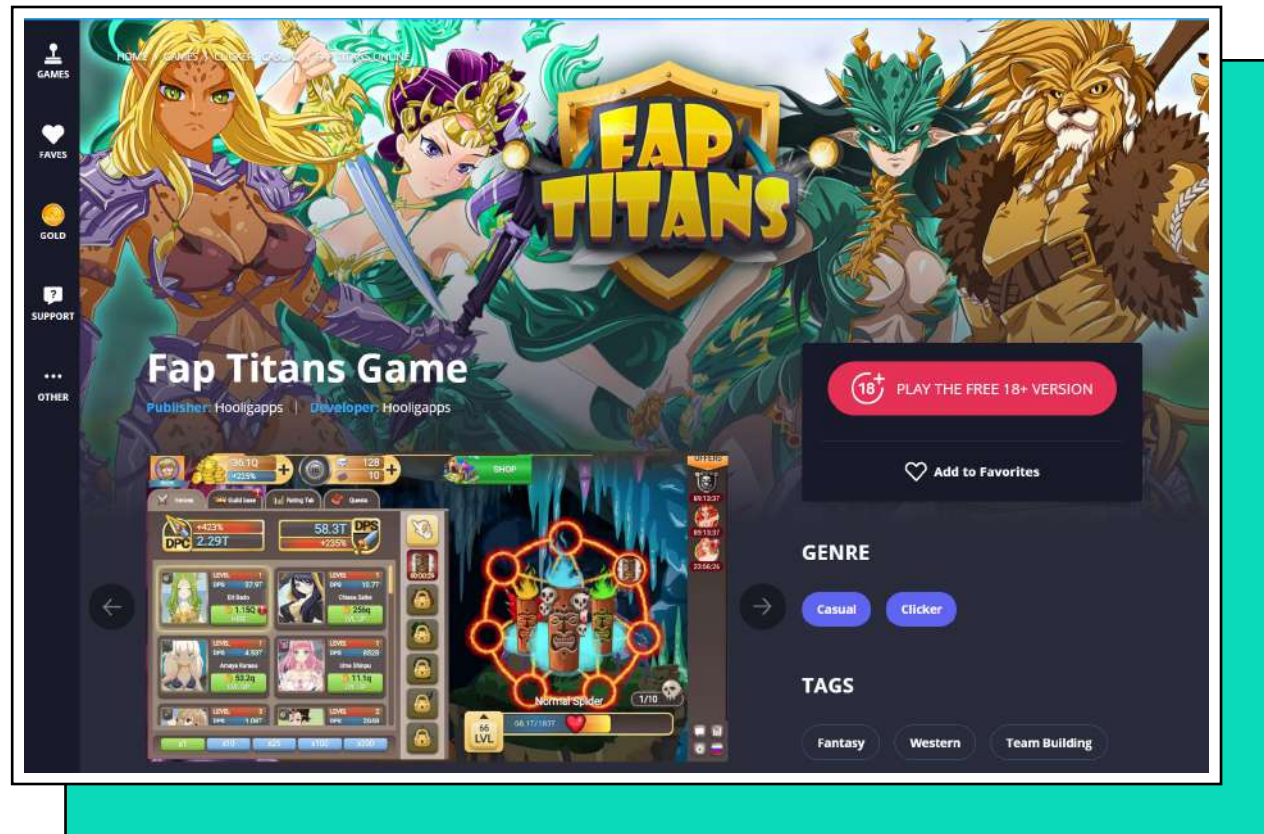


Such **creatives in inpage format with the System-template** with bright, dynamic images will show larger clickability,



than creatives, where the icon image is poorly matched, and instead of the triggering title - a link to the game or a name that the user **may ignore**.

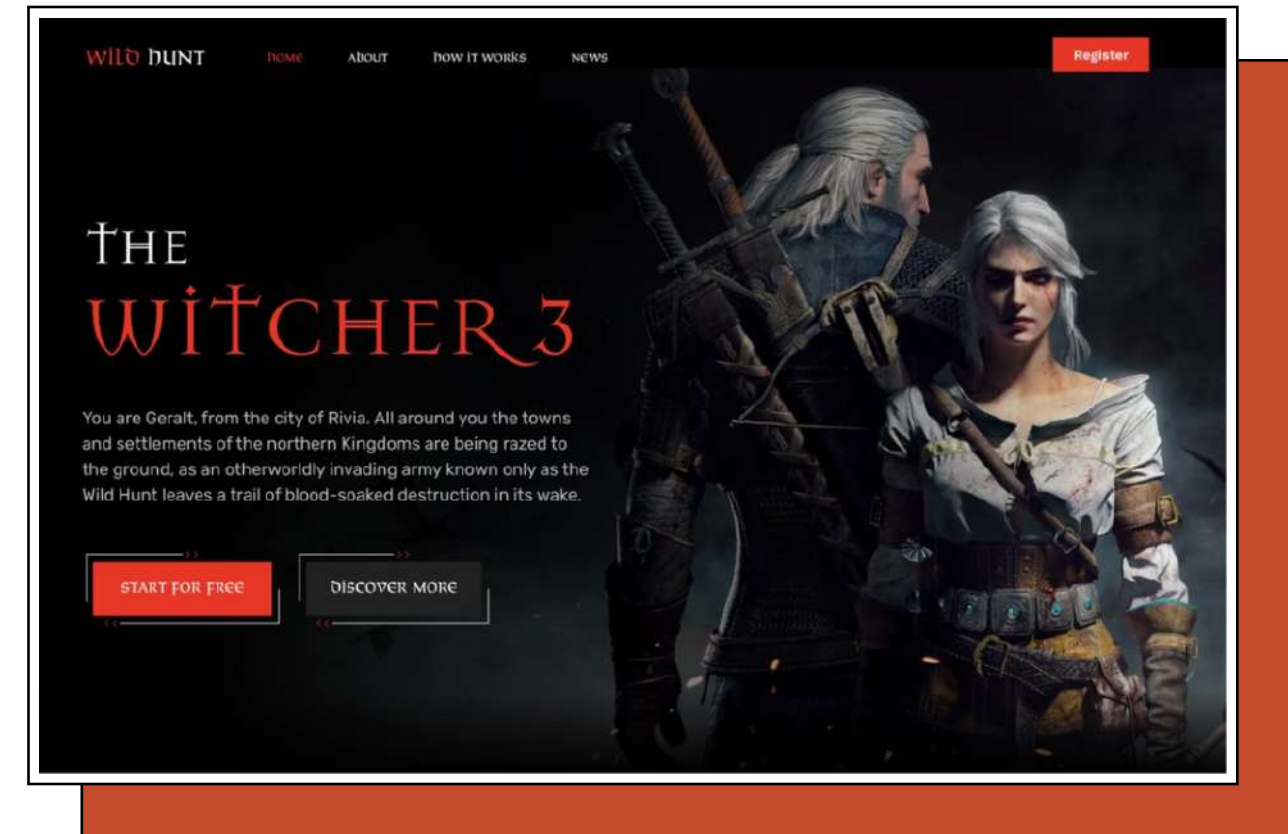
approaches to making creatives and landing pages



Landing that shows the **possibilities** of the game and even characters will have a better chance of getting a **high conversion**.

Evadav
tip:

update creatives more often so as not to annoy potential leads. Also note that the same game sooner or later annoys the user, so try new platforms.



The following example shows a **modest image**; the user understands only the game genre. To learn more about the features, you have to click. Potential players **may not return to the landing page**.

NG

DATING

DATING

DATING

DATING

DATING

DATING

DATING

The USA is the most profitable geo for **online dating**.



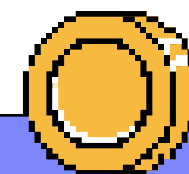
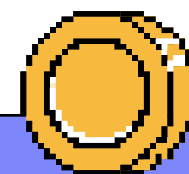
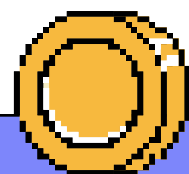
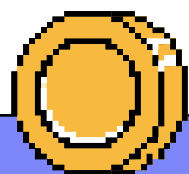
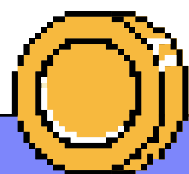
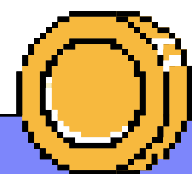
Almost 300 million
Americans spend time on
dating websites and apps.



55% of users believe
online dating is as
effective as offline one.

Evadav
tip :

26% of Americans who are looking
for online dating do not want any
commitment.
Be sure to use it in creatives.



As the **demand** for dating resources grows, so does their **quantity**.
Today, revenues in this vertical exceed **\$5.5 billion**.

approaches to making creatives and landing pages



Date ↓	Impressions ↑	Clicks ↑	CTR ↑	CPC ↑	Cost ↑	Leads ↑	Cost per lead ↑
31.01.2023	10 790 511	256 034	2.37	0.002	391.61	23 450	0.02
30.01.2023	8 753 762	210 092	2.40	0.002	373.54	20 146	0.02
29.01.2023	9 256 217	227 839	2.46	0.002	396.12	22 728	0.02
28.01.2023	9 287 622	228 893	2.46	0.002	395.72	22 187	0.02
27.01.2023	8 986 964	216 270	2.41	0.002	449.05	20 660	0.02
26.01.2023	9 613 183	233 401	2.43	0.002	474.83	21 846	0.02
25.01.2023	8 722 760	242 449	2.78	0.002	431.11	21 386	0.02
24.01.2023	8 000 768	252 546	3.16	0.002	442.51	20 399	0.02
23.01.2023	7 861 836	250 753	3.19	0.002	468.70	21 165	0.02
22.01.2023	8 260 530	268 547	3.25	0.002	498.21	23 347	0.02
21.01.2023	8 101 768	253 243	3.13	0.002	446.78	22 450	0.02
20.01.2023	8 984 795	284 833	3.17	0.001	390.99	24 774	0.02
19.01.2023	8 537 887	282 271	3.31	0.001	401.83	23 487	0.02
18.01.2023	8 799 143	281 336	3.20	0.001	406.90	25 148	0.02
17.01.2023	8 373 958	259 340	3.10	0.002	477.68	23 066	0.02
16.01.2023	8 373 979	264 345	3.16	0.002	601.28	23 559	0.03
15.01.2023	8 774 363	267 864	3.05	0.003	754.45	23 905	0.03
14.01.2023	8 435 185	257 588	3.05	0.003	704.46	22 230	0.03
13.01.2023	7 588 933	226 489	2.98	0.003	572.80	20 171	0.03
12.01.2023	7 825 012	245 469	3.14	0.003	620.75	17 746	0.03
11.01.2023	6 030 118	198 395	3.29	0.002	485.39	14 968	0.03
10.01.2023	5 177 666	169 420	3.27	0.003	467.01	12 632	0.04
09.01.2023	5 931 374	185 160	3.12	0.003	510.06	15 201	0.03
08.01.2023	6 567 398	202 578	3.08	0.003	590.39	16 440	0.04

Look at our advertiser's **stats**.

approaches to making creatives and landing pages

To creatives in dating offers bring
more conversions:



use **English** in creatives, you can also test **Spanish**, but it is used by only 10% of US residents;



photos should be realistic;



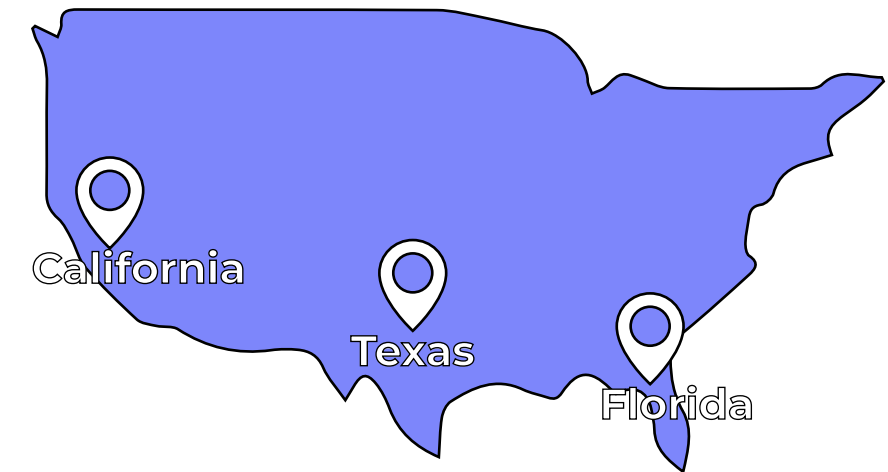
use the **YouTube icon** to simulate the video;



macros of the city in the title will positively affect the **CTR**;



focus on the location - "(3 km) a girl wants to meet".



Dating traffic is a leader in Texas, Florida, and California.



Most conversions come from 25-35 years old audiences,

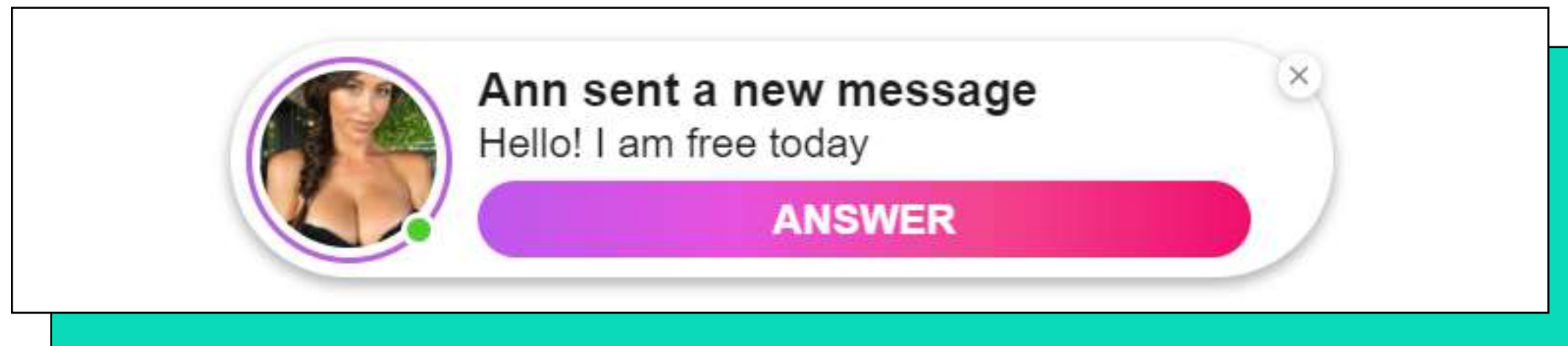
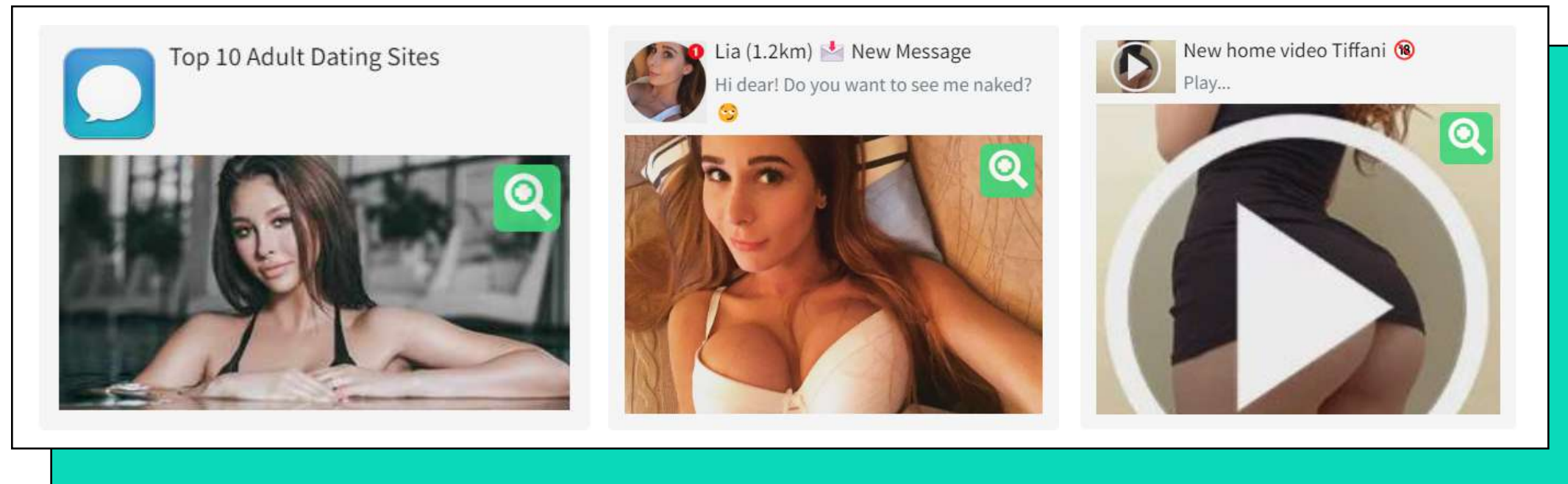


but LTV and bill are higher in the 50+ category.



approaches to making creatives and landing pages

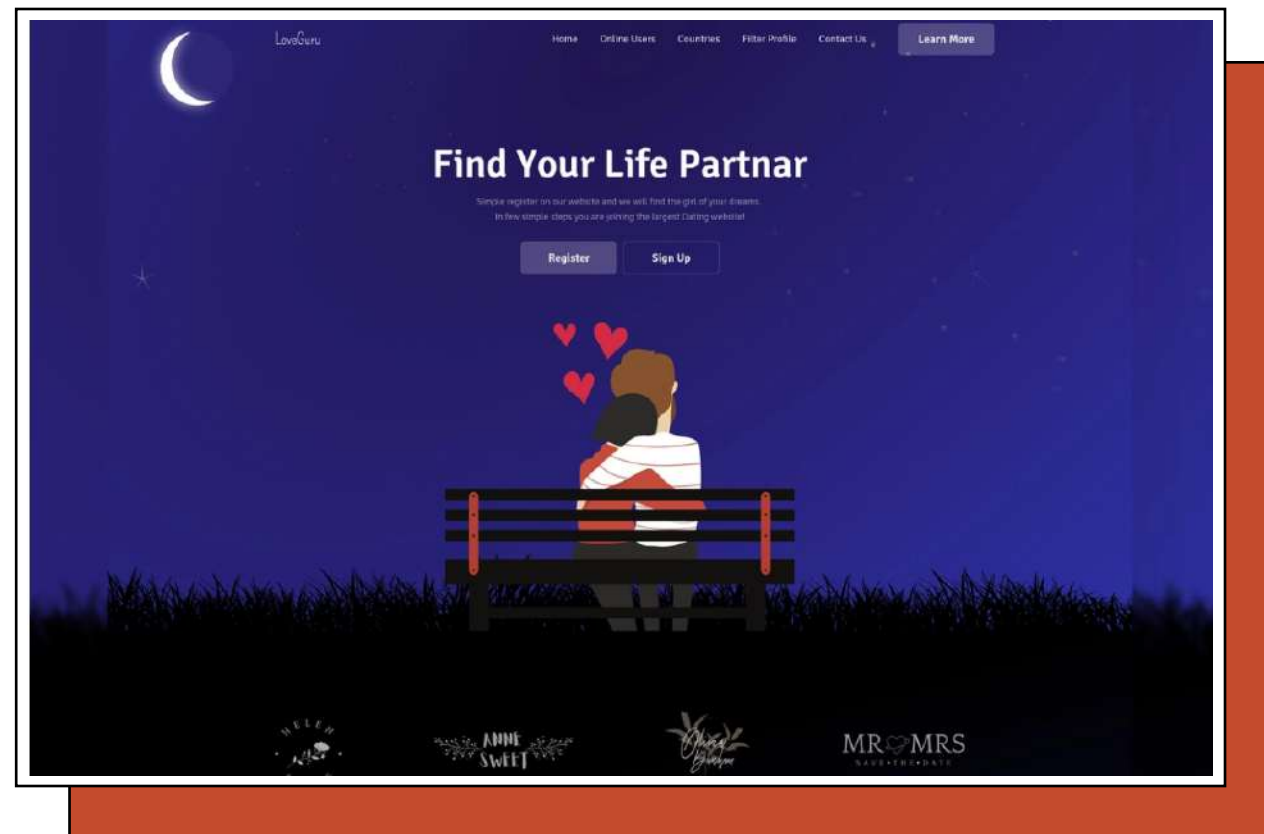
Such approaches are used in the following creatives:



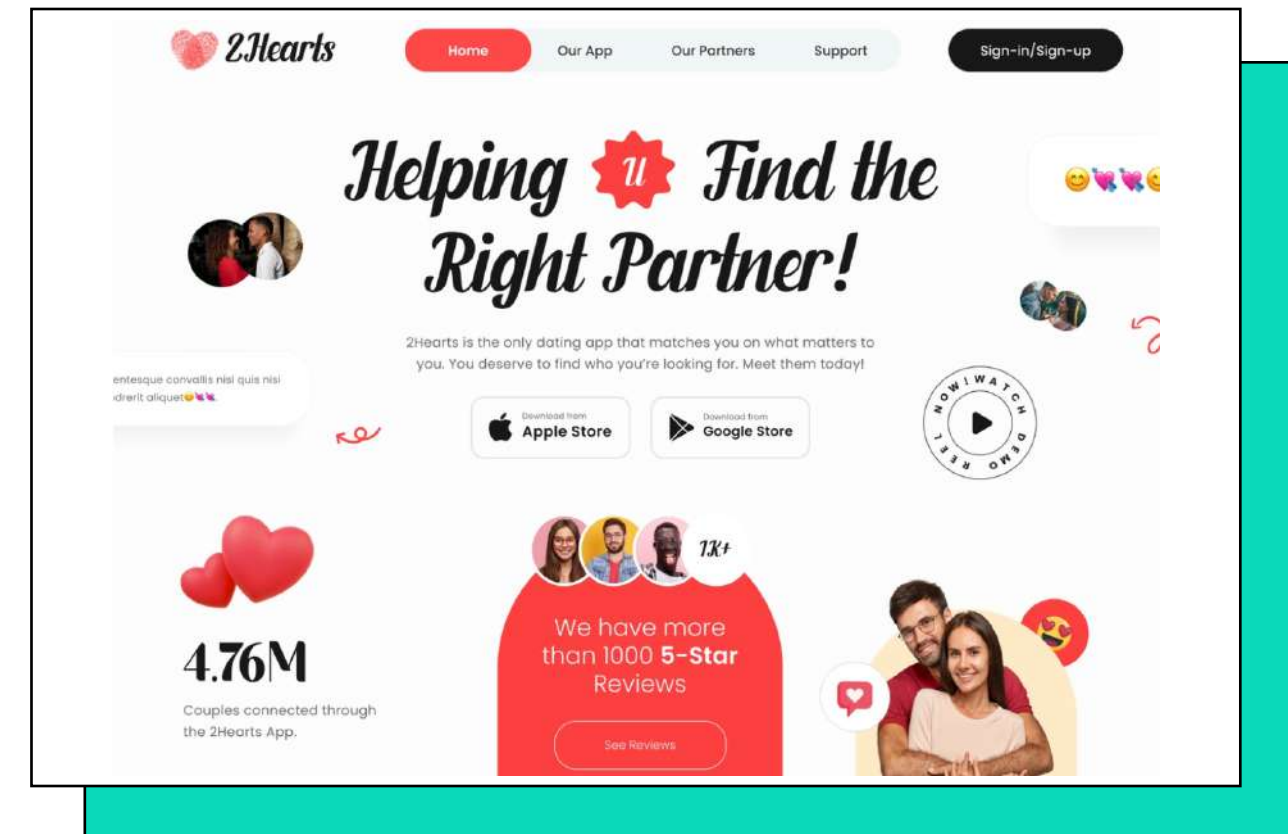
The latest creative looks like a private message thanks to the **Social** style.
It is an **exclusive Evadav inpage** advertising template!

Launch profitable campaign

approaches to making creatives and landing pages



That's a landing the US audience will likely **want to leave**.



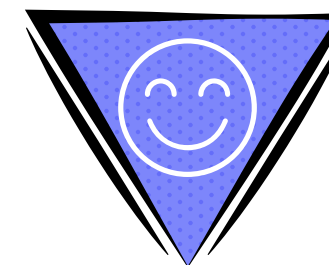
The following is an example of a landing with an **attractive design**.



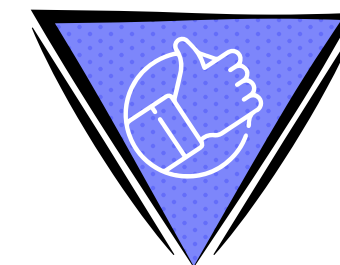
First, the advertiser emphasizes that an offer is for people looking for a **serious relationship**. We said earlier that many Americans prefer a no-strings-attached relationship.



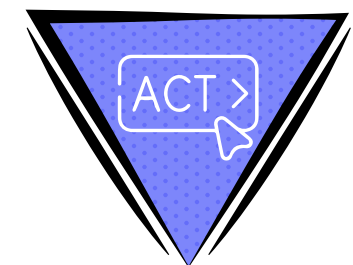
Secondly, the text on the page has grammatical **mistakes**, and the **font is too small**.



The images demonstrate **people's emotions**,



the site's advantages and **text are clear**,



the **CTA button** is noticeable.

RUS

ANTIVIRUS

ANTIVIRUS

ANTIVIRUS

ANTIVIRUS

ANTIVIRUS

ANTIVIRUS

Today there are **at least 10 gadgets** in every American family. In this regard, **device protection programs** are relevant for the population of the United States of America.



INTERESTING FACT

Research in cybersecurity in the last **3 years** has shown an increase in malware by **600%**.



approaches to making creatives and landing pages

Use the following approaches in **creatives** to advertise **antivirus** apps:



use **icons and images** with threat attributes, symbolizing **danger**;



select **scary** headers with warnings about the **threat** or detection of **viruses**;

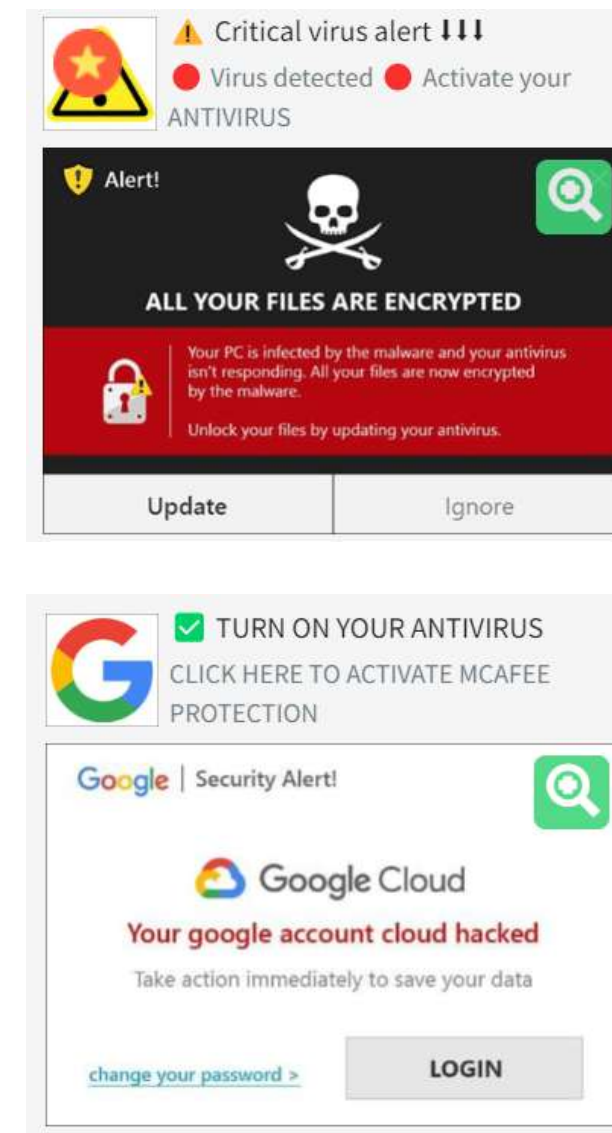


offer free **trial** periods;



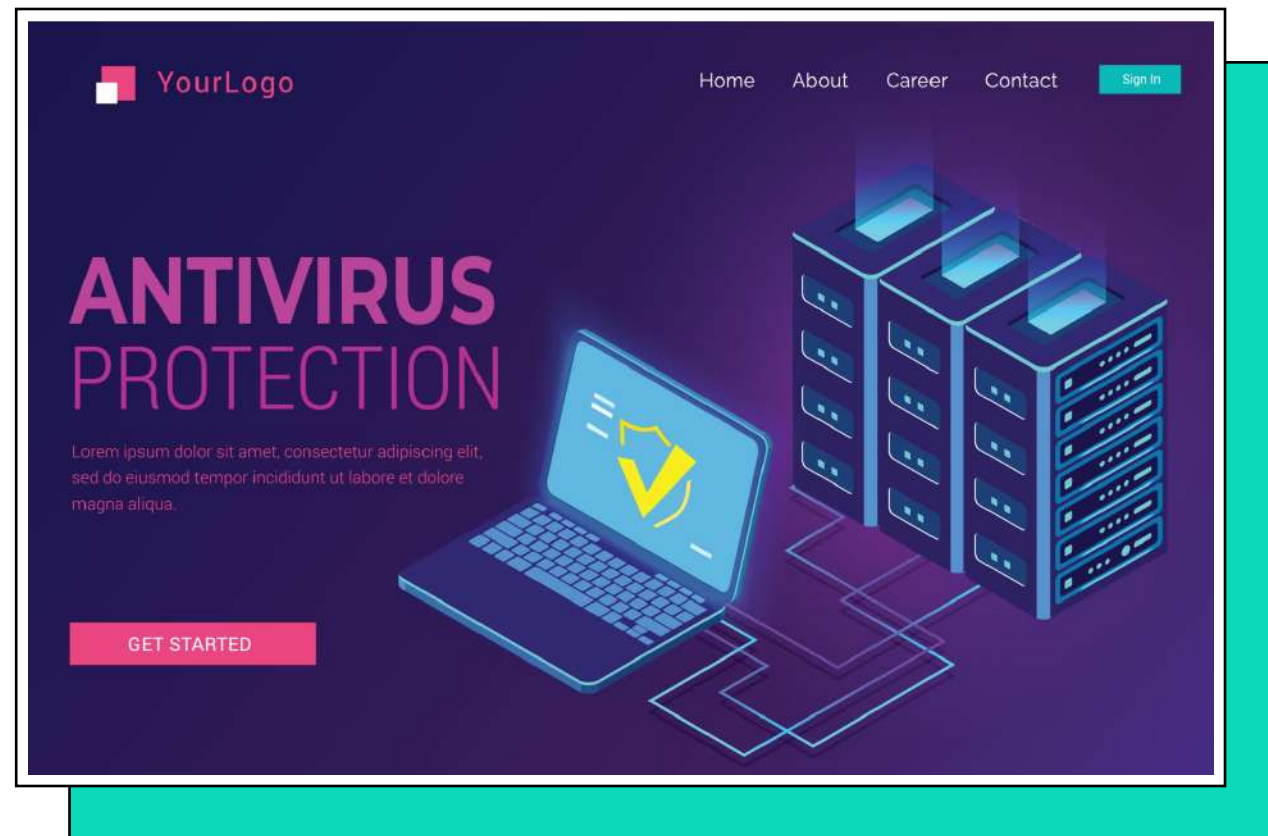
focus on **popular brands** (using their symbols is prohibited, but you can slightly modify the logo).

Such approaches are used in the following creatives:



A warning text from "Google itself", as the **"Alert!"** icon, will undoubtedly bring **many clicks and conversions**.

approaches to making creatives and landing pages



Like this concise but attractive landing page with all the necessary elements.



And in the following example, users **may not understand what kind of product they are offered**. They are unlikely to ask what "Global Protection" means and read the tiny fonts.

Evadav
tip:

disguise ads as **system** notifications using custom **inpage styles** available in campaign settings.



NG

GAMBLING

GAMBLING

GAMBLING

GAMBLING

GAMBLING

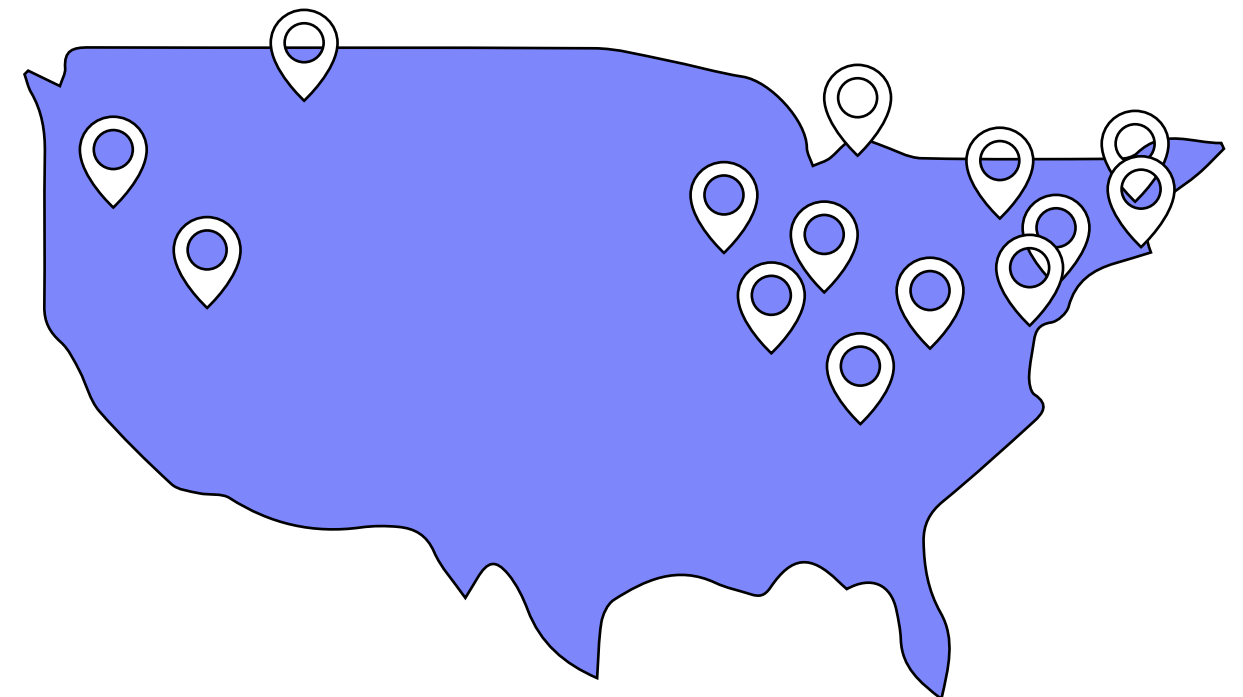
GAMBLING



The people of all the states, without exception, share a common passion for **gambling**. Gambling is legal in many states, but offline gambling is usually popular among tourists.

The local population prefers **online casinos**, which, by the way, are also regulated by **legislation**. The operation of Internet casinos in the US requires the creation of an offline institution and purchasing of a **license**. Therefore, the owners invest a lot **of money** in this business.

We can distinguish individual states with the biggest amount of players:



New Jersey, Michigan, Pennsylvania, West Virginia, Indiana, Iowa, New Hampshire, Nevada, Delaware, Rhode Island, Oregon, Montana, Tennessee, Illinois.

It does not mean that there are no players in other states. Just **making them deposit is a little trickier** and will affect your earnings.

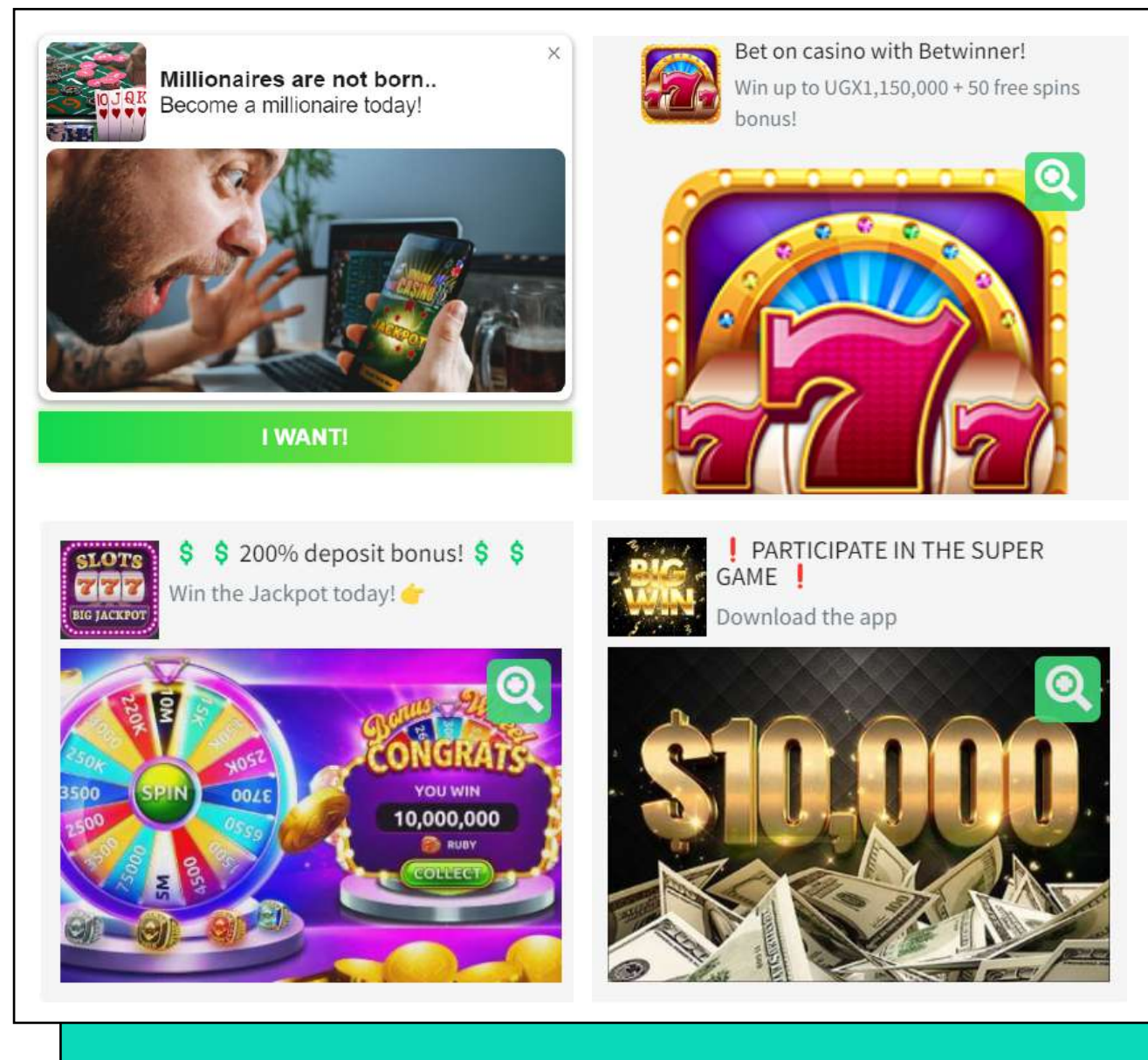
Evadav

tip :

Choose gambling offers with a **local license**.

approaches to making creatives and landing pages

Here are some examples of ads that are likely to show good results.



Note that for the first creatives, the **classic style** was used for the inpage format; the icon shows the game process, and the main image - the **emotions of the winner**.

Use the following elements:



vivid images showing the winnings and strong emotions of players for creatives;

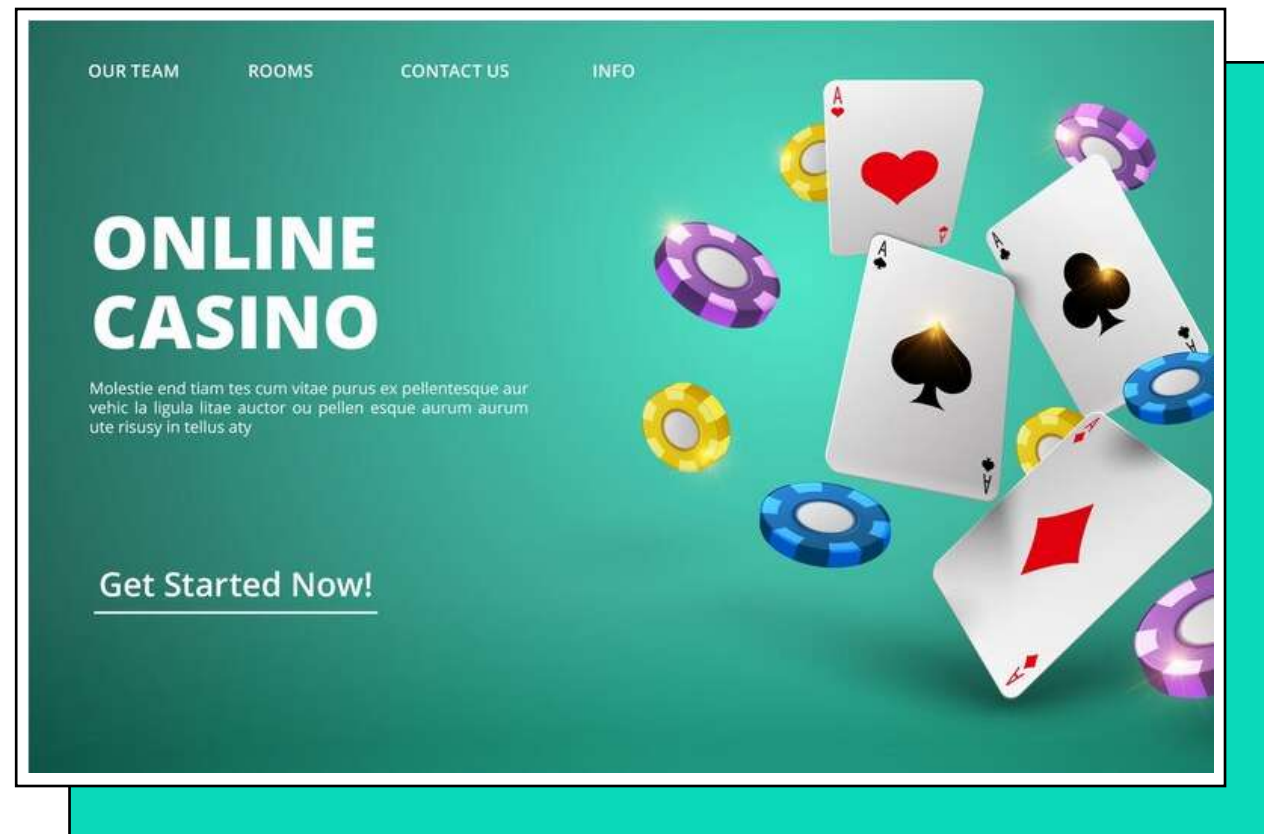


pre-landers with "wheel of fortune", where the user, essentially, will win and go already "warm" to the landing page;

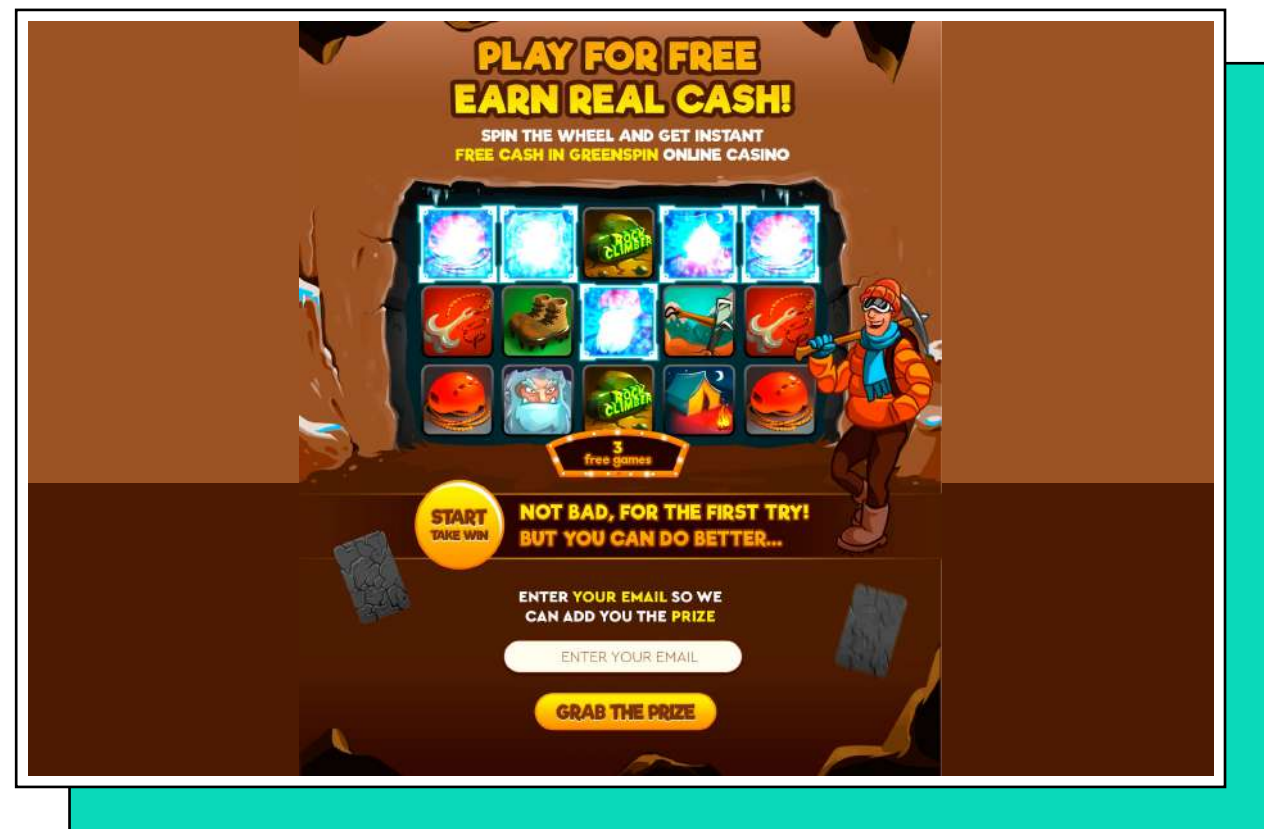


casinos and slot machines widgets and **attributes**.

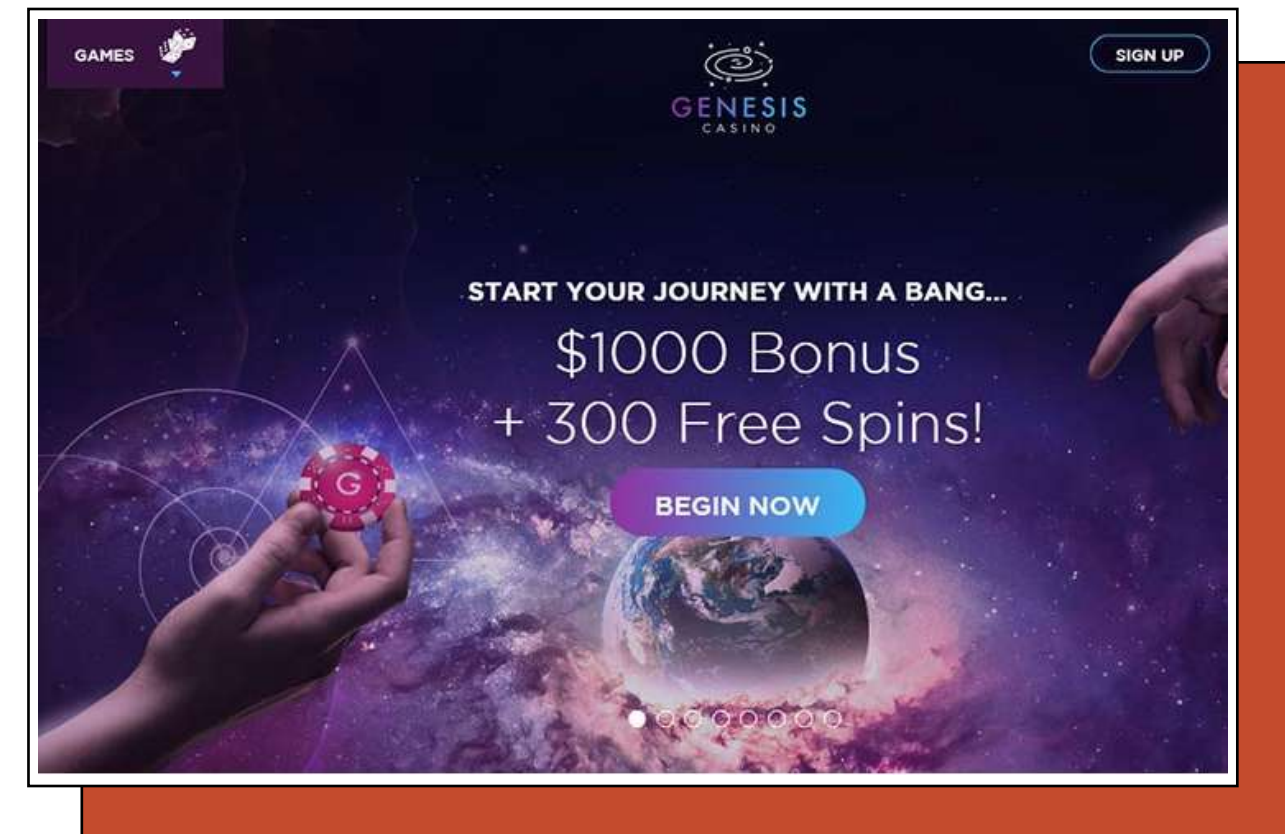
approaches to making creatives and landing pages



An example of an **effective landing** for a **gambling offer**.



And this landing page looks **much more interesting**.



The following example of a landing page is unsuccessful because there are **no casino attributes or slot machines on it**. This landing is better for an astrology offer.

Evadav
tip:

add dynamic tokens to target the city {CITY}. Then the advertisement will look like this: "Play at the most prestigious online casino in New York!"

TRA

NUTRA

NUTRA

NUTRA

NUTRA

NUTRA

NUTRA

NUTRA

NUTRA

This vertical is of **particular importance** to the US.
The American population suffers from



heart and
vascular diseases,



diabetes,



joint problems,



back pain,



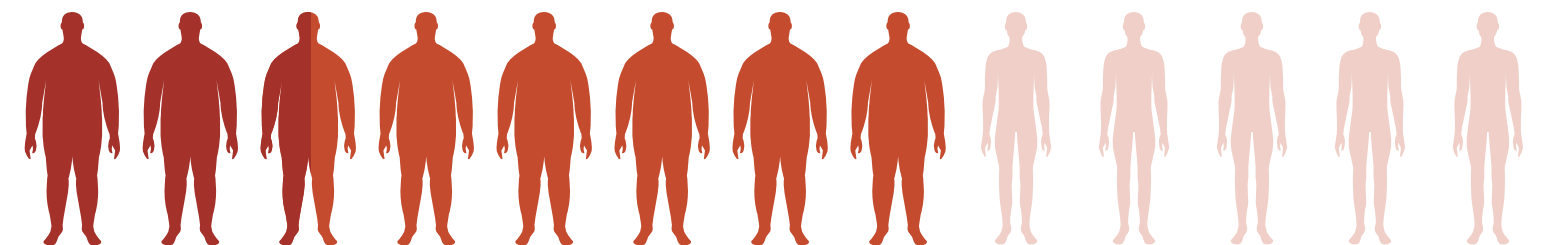
high cholesterol,



migraine.



You have no idea how many Americans deeply believe
in the efficacy of **biologically active supplements**
and **wonder remedies** for male strength.



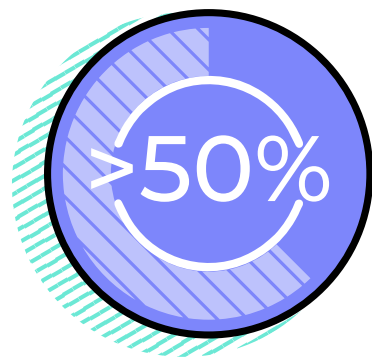
60% of Americans are **overweight**, a third of whom are diagnosed
with **obesity**. At the same time, Americans **recognize the problem**
and strive to **combat it** without limiting themselves to food and not
doing workouts.

For an arbitrator, it means - hello,
"slimming products"!

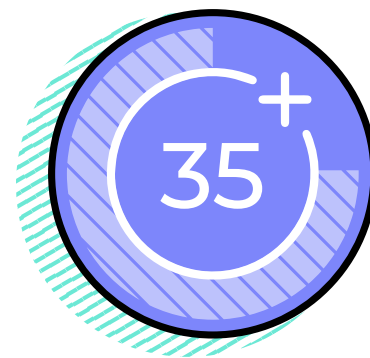
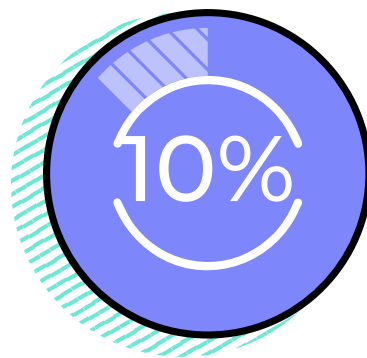


approaches to making creatives and landing pages

For the US audience, **most of the offers** from this vertical are suitable,



as more than 50% of Americans use **biologically active supplements regularly** and systematically, and 10% use 4 supplements a day.



Most of these offers are aimed at an audience **older than 35**, but Nutra continues to get "younger".

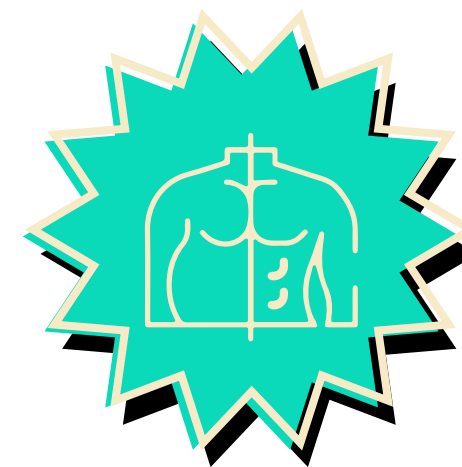
To make cool **creatives for Nutra offers**:



do not scare users with the shocking words "cancer", "impotence";



do not address political or **racial issues**, Americans are negative about them;



show a concrete **result** from the supplement use in photos "Before" and "After";



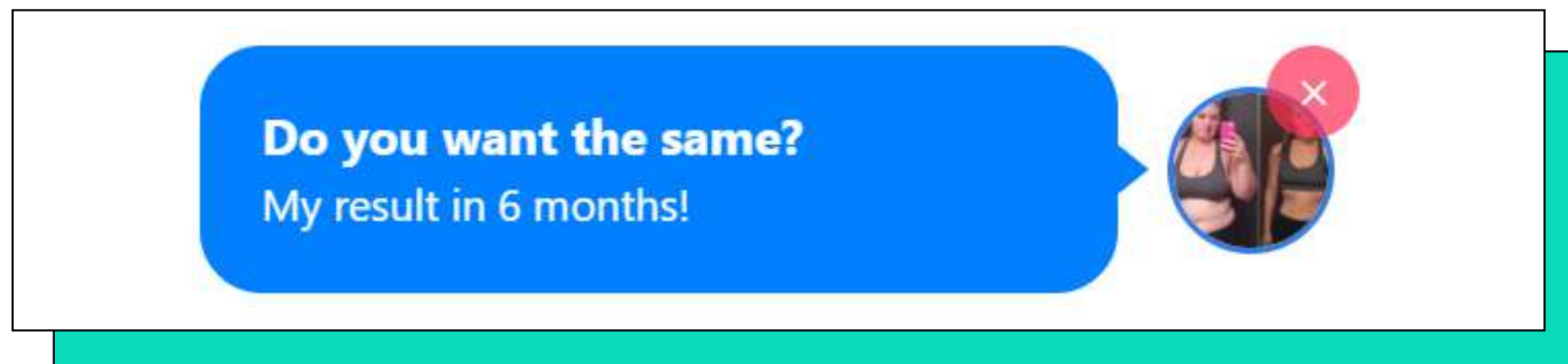
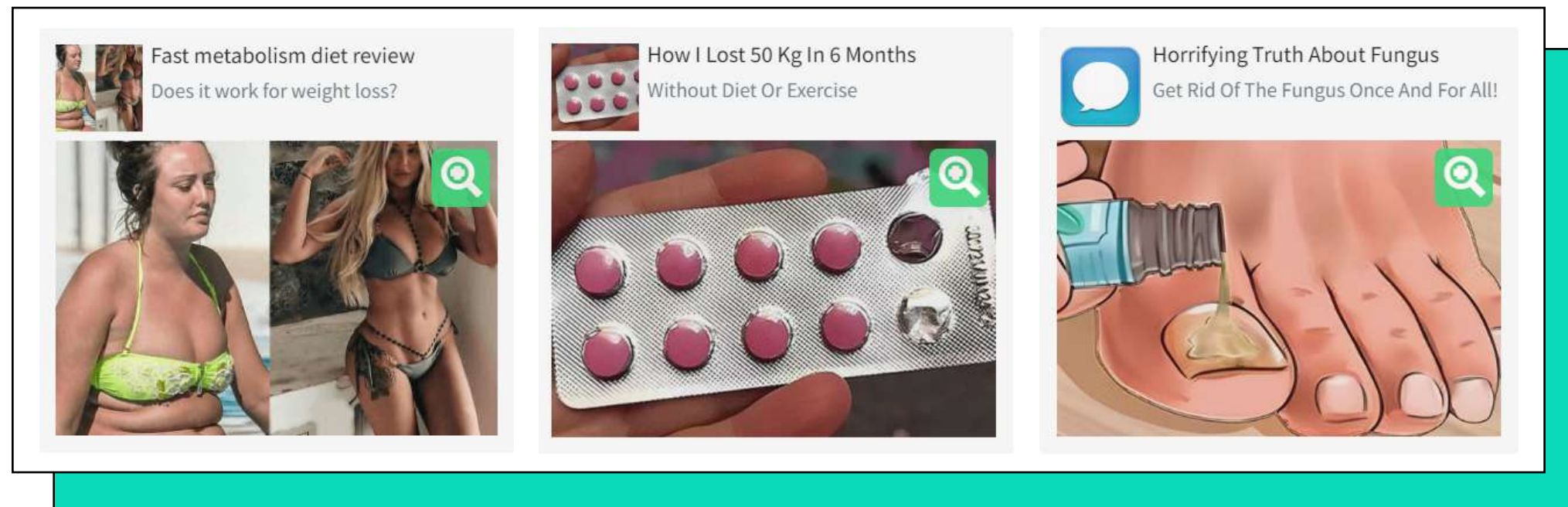
use **pre-lander** in the local language.

Evadav

tip :

Target the **large and populous cities** of California, Pennsylvania, North Carolina, and other southern states.

Working creatives for Nutra offers look like this:

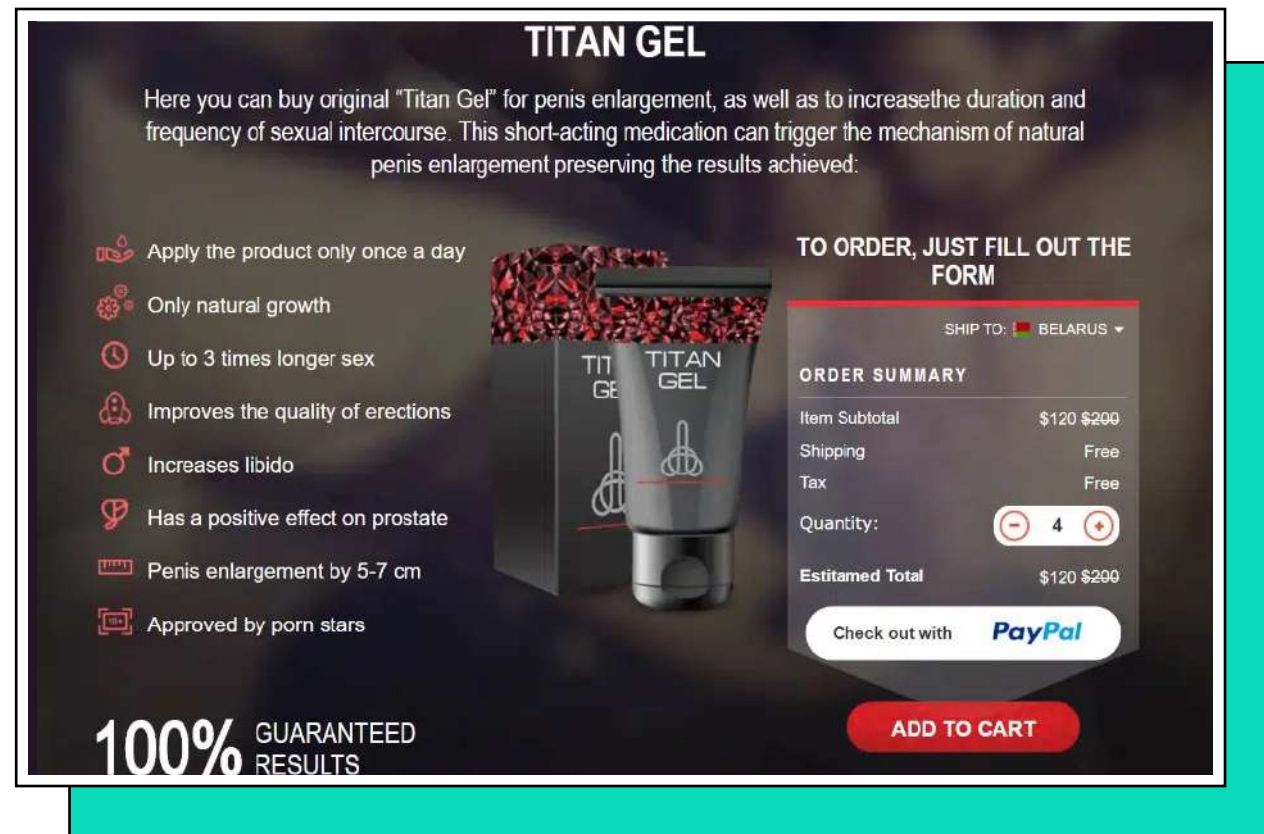


For Americans using **iOS** devices, you can create an inpage in Evadav **Standard Social** style. Such creatives show a **conversion several times higher** than the push format.

Evadav
tip:

Remember that the big picture will open on the desktop, so it is **advisable** to duplicate the main image for the icon.

approaches to making creatives and landing pages



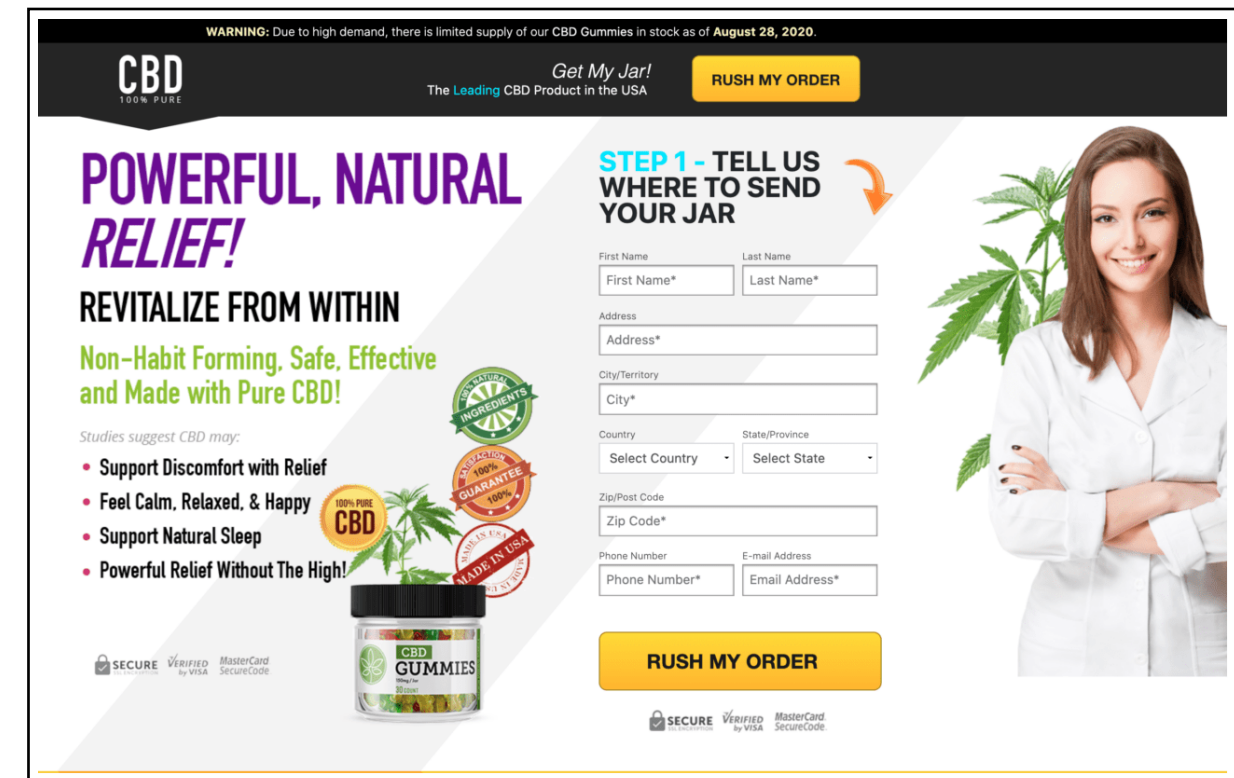
Now, look at an example of a **good landing page**. Indicated advantages of the product and the way of making a purchase.

Evadav

tip:

Use interactive elements if you want the user to fill out a long form.

For example, a Progressbar will tell the user how many steps are left and bring him to the end of the form.



The following landing page looks correct, but the amount of data in the form may **scare off a potential buyer**. And that's just Step 1!

Pump Nutra vertical in USA geo

approaches to making creatives and landing pages

CE

eCOMMERCE

eCOMMERCE

eCOMMERCE

eCOMMERCE

eCOMMERCE

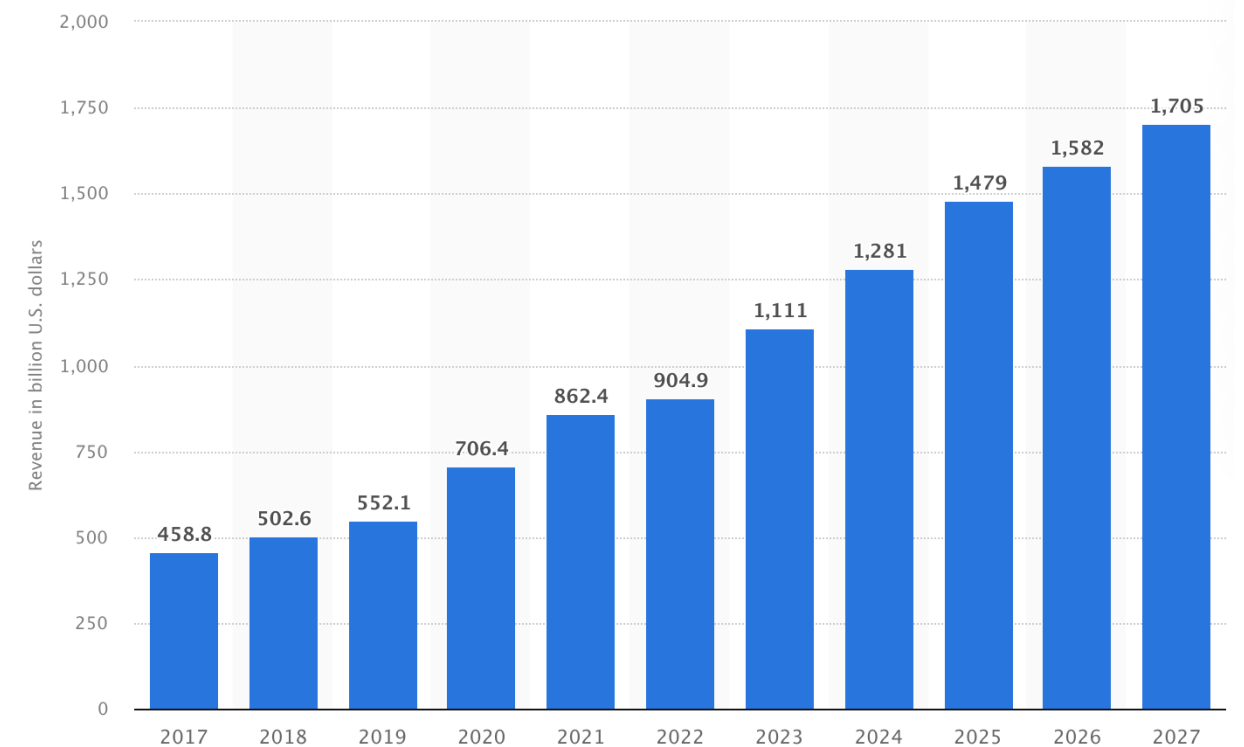


Almost every US citizen, even the poor and homeless, has **access to the Internet**.



And they have long preferred **online shopping**, easily part with money, and often with **credit**.

Therefore, SS offers are popular in the American market, i.e., **straight** sales, where a person **does not order goods but buys them right on the landing page**.



According to [Statista](#), **eCommerce sales will increase even faster**, from \$905 billion in 2022 to \$1.7 trillion in 2027.

The most popular platform today, which owns the largest share of the American market, is **Amazon**. As a result of the last period, **the site's revenues exceeded 386 billion**, ahead of competitors such as eBay, Apple, Target, and Walmart.

approaches to making creatives and landing pages

In **creatives** for the offers from this vertical:



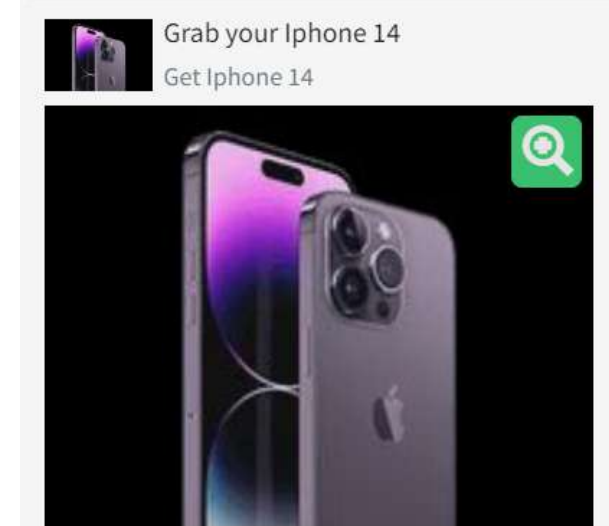
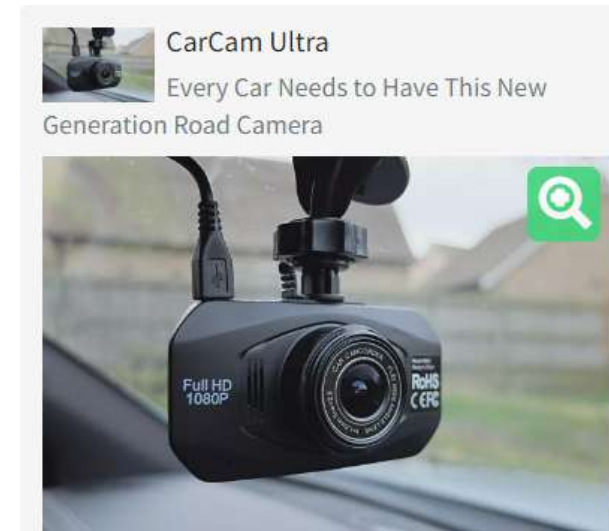
do not use **direct calls** to action ("Buy", "Download", "Order", "Subscribe", "Make a first deposit"). Americans **do not like** when they are persuaded to buy;



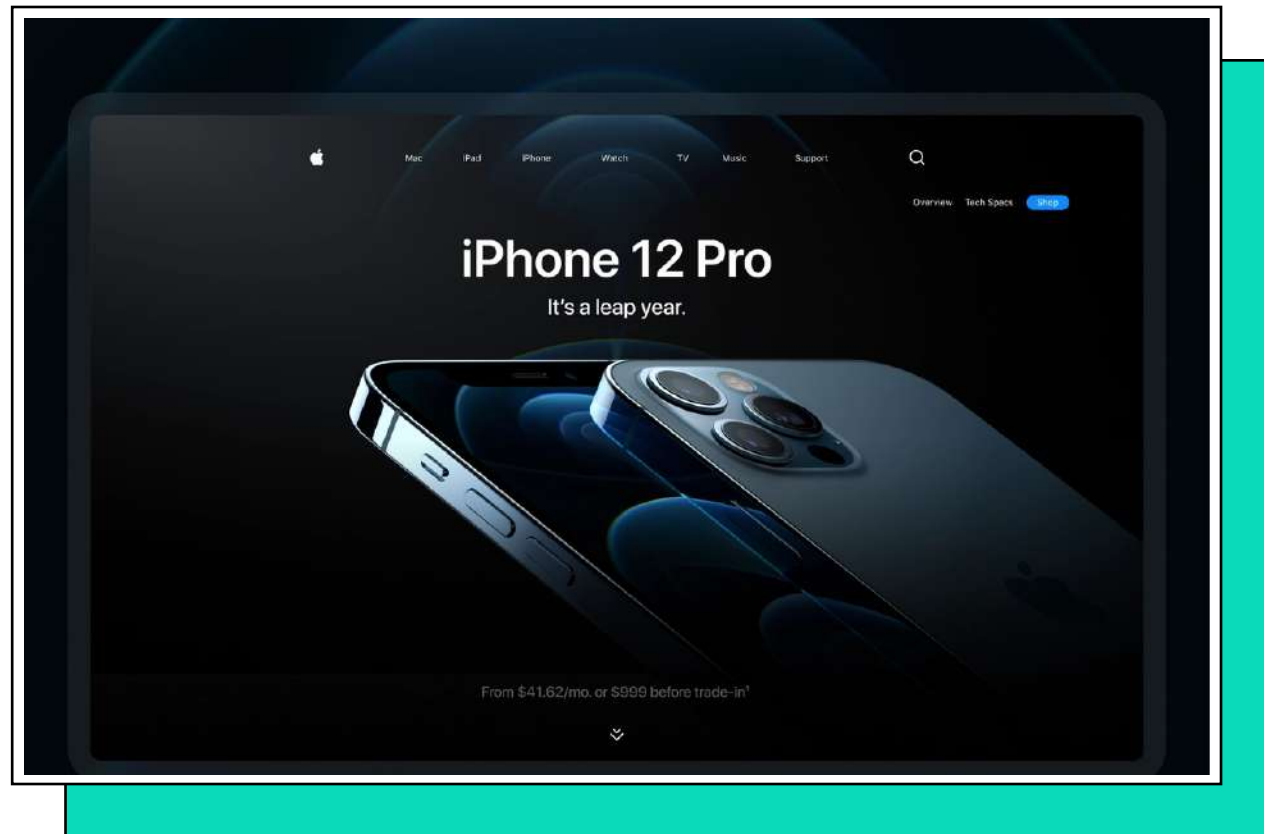
refuse to promote **low-quality goods** and cheap, unnecessary things. Americans will always defend their rights in court if they find the slightest discrepancy to their expectations;



focus on the **uniqueness** of the offer and the **exclusivity** of the product.



approaches to making creatives and landing pages



Look at the **stylish and concise landing** - however, the same as the product.

Evadav
tip:

The USA leads the TOP tier 1 - people here have an income of \$4,000, so cheap consumer goods do not interest them.

You can safely test branded products. If in doubt, you can always ask [Evadav personal manager](#) for advice.



The following landing page is a **vivid example of an unsuccessful image**.

The user first looks at the **picture** and then decides to read the **text**. In this case, it is unclear what is the brand and model and what the "purchase" button will do.

approaches to making creatives and landing pages



People (viewers) interested in offers from this vertical are often lonely, want to have an interesting leisure time, and, in fact, are **ready to pay for it**.



Webcam resources reach up to 5 million **visits** per day.

Date ↓	Impressions ↓	Clicks ↓	CTR ↓	CPC ↓	Cost ↓	Leads ↓	Cost per lead ↓
31.01.2023	98 925	1 347	1.36	0.006	8.69	221	0.04
30.01.2023	91 441	1 508	1.65	0.006	9.54	242	0.04
29.01.2023	113 002	1 696	1.50	0.006	10.77	244	0.04
28.01.2023	102 904	1 812	1.76	0.006	11.50	268	0.04
27.01.2023	95 432	1 761	1.85	0.006	11.13	251	0.04
26.01.2023	89 383	1 586	1.77	0.006	10.13	248	0.04
25.01.2023	122 609	2 400	1.96	0.006	15.39	353	0.04
24.01.2023	134 943	2 734	2.03	0.006	17.46	372	0.05
23.01.2023	144 008	2 875	2.00	0.006	18.34	310	0.06
22.01.2023	145 844	2 818	1.93	0.006	18.06	342	0.05
21.01.2023	132 248	2 557	1.93	0.006	16.40	281	0.06
20.01.2023	135 187	2 794	2.07	0.006	17.93	322	0.06
19.01.2023	140 431	3 188	2.27	0.006	20.67	332	0.06
18.01.2023	166 305	3 618	2.18	0.006	23.47	405	0.06
17.01.2023	929 946	20 984	2.26	0.007	144.36	854	0.17
16.01.2023	122 033	2 627	2.15	0.007	17.11	308	0.06
15.01.2023	70 298	1 831	2.60	0.006	11.62	248	0.05
14.01.2023	69 903	1 785	2.55	0.006	11.37	249	0.05
13.01.2023	66 348	1 793	2.70	0.006	11.45	258	0.04
12.01.2023	78 824	1 946	2.47	0.006	12.27	312	0.04
11.01.2023	60 239	1 354	2.25	0.006	8.51	195	0.04
10.01.2023	49 678	1 170	2.36	0.006	7.33	150	0.05
09.01.2023	58 286	1 407	2.41	0.006	8.83	198	0.04

Here are the figures from one WebCam campaign of our advertiser.

approaches to making creatives and landing pages

To bring **many conversions**, creatives must be intriguing and personalized:



imitate an incoming message or even several; such notifications are usually **not ignored**;



focus on the model's **close location** in the text;

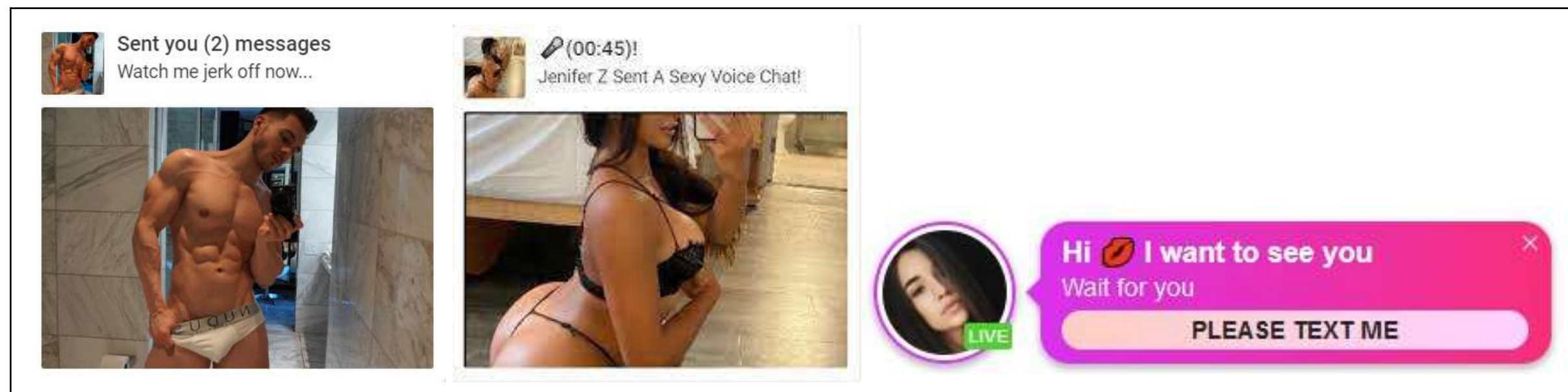


use **video** and voice message **icons**;

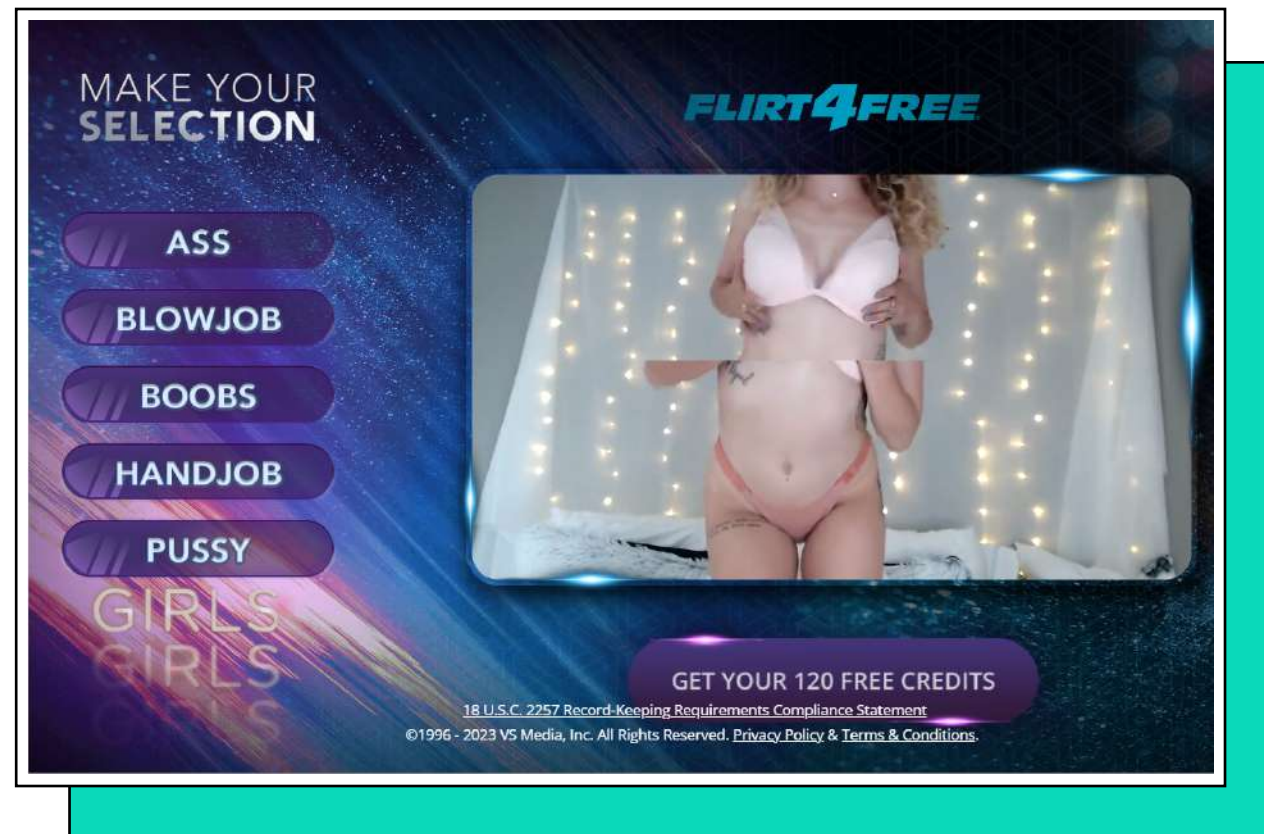


mark a city with a macro.

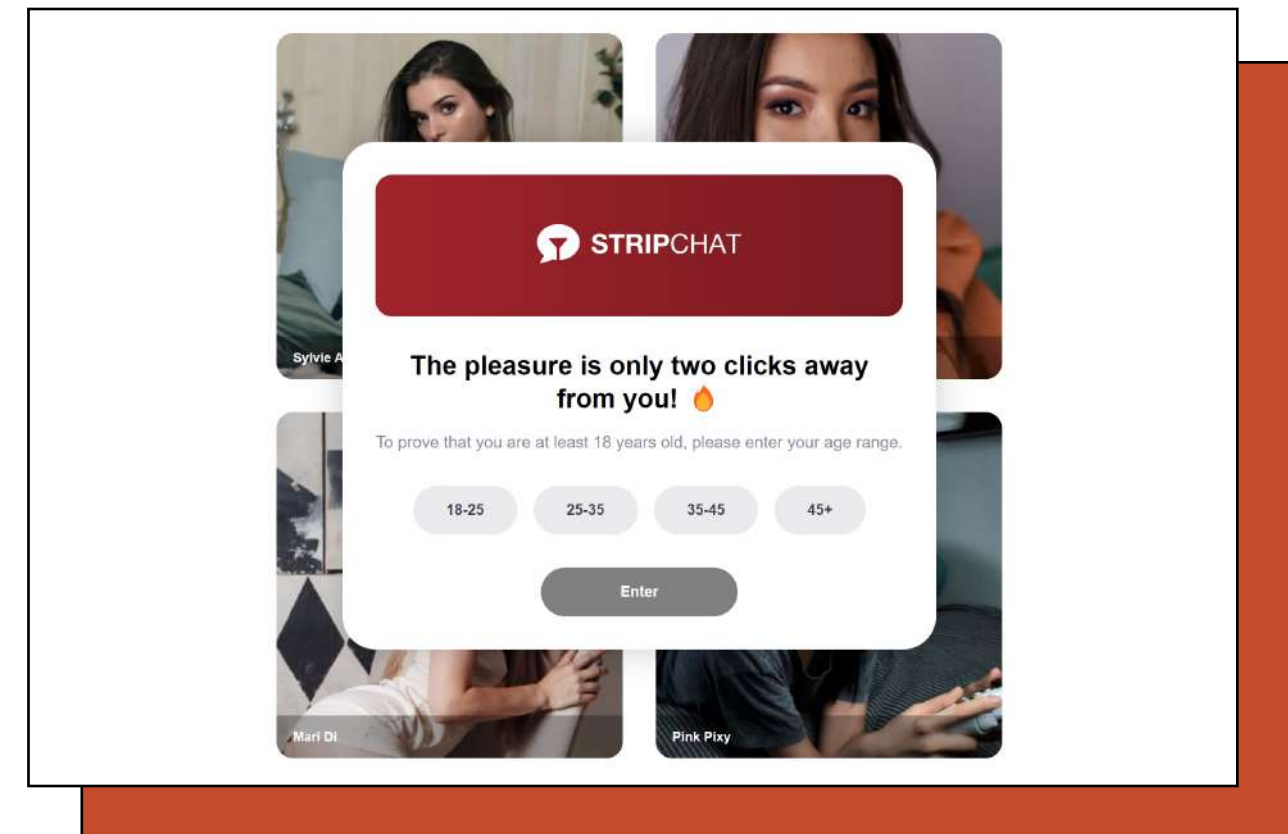
Let's see what successful webcam **creatives** should look like:



approaches to making creatives and landing pages



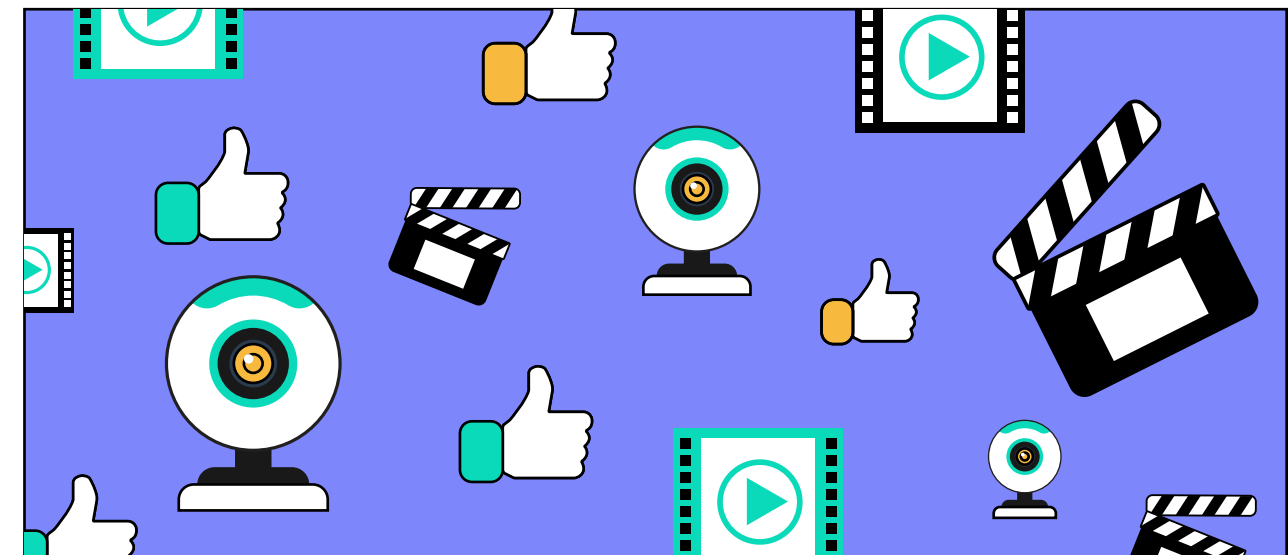
Attractive landing for webcam vertical - **intriguing, realistic, and personalized** as here.



Below we show the pre-lander, which many will want to leave because **most of the page is covered by the form**, but the user would like to **see more**.

Evadav
tip:

Accurately identify the target audience and use **user's "pain"** in creatives, landings, and pre-landers - "Lonely?" "Do you want a no-strings-attached relationship?" "Looking for a partner nearby?".



ING

BETTING

BETTING

BETTING

BETTING

BETTING

BETTING

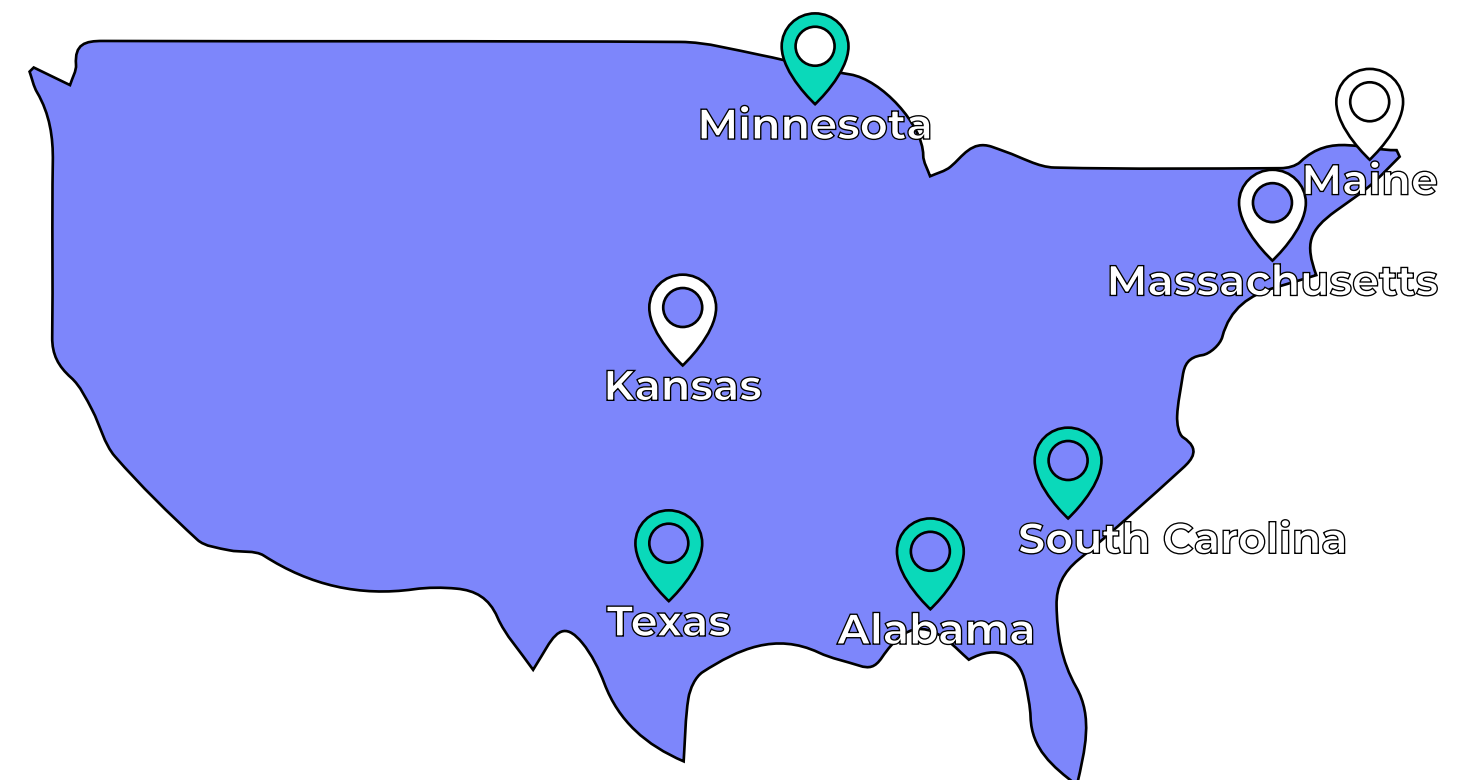
BETTING

As **people in the United States** are gamblers, the Betting vertical shows no less conversion than Gambling.



While **sports and eSports betting** offers align with trends, the approaches remain the same and **work well**.

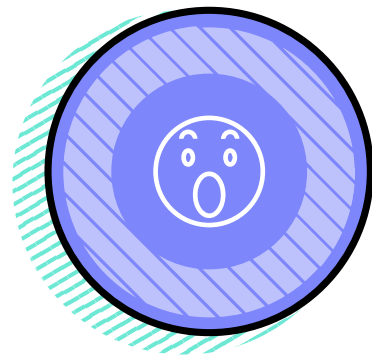
The betting niche is expected to move to a new level in 2023



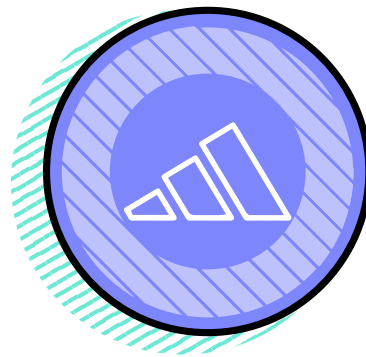
as it has recently been legalized in several states - Kansas, Massachusetts, and Maine. [Sportshandle](#) predicts that South Carolina, Texas, Minnesota, Alabama, and other states will likely meet the same fate.

approaches to making creatives and landing pages

Use the same **approaches** as in work with gambling in creatives for betting offers:



use **wow-icons** and images that show the **emotions of winning**;



logos of **famous sports brands**, club logos, and player photos work well;



intriguing questions to users are also effective ("Guess who will win?").



offer **bonuses** to Americans.

10000K is in your account?
Bet today & get MONEY BONUS! Here: COWINZ

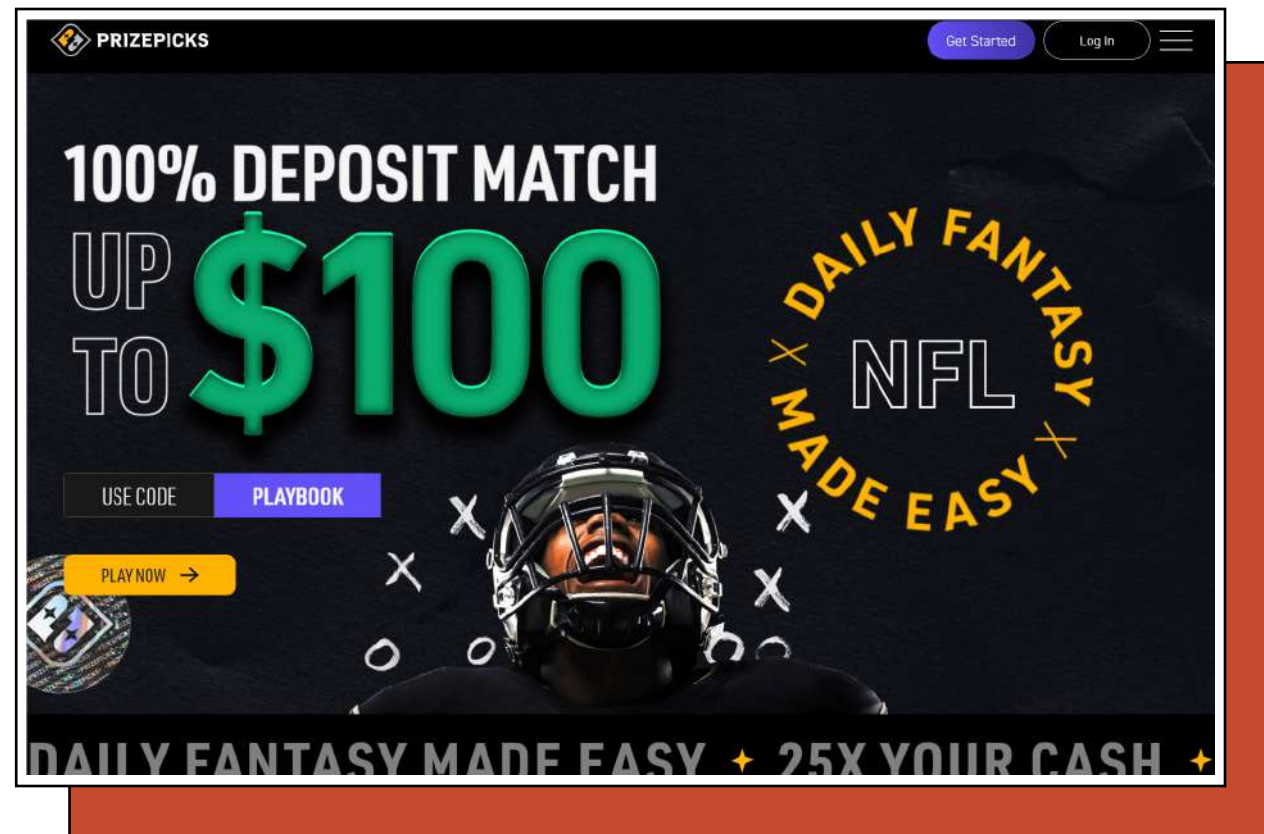
Hurry Up! Paripesa Giveaway!
Register To Bet & Get The Bonus

COWINZ

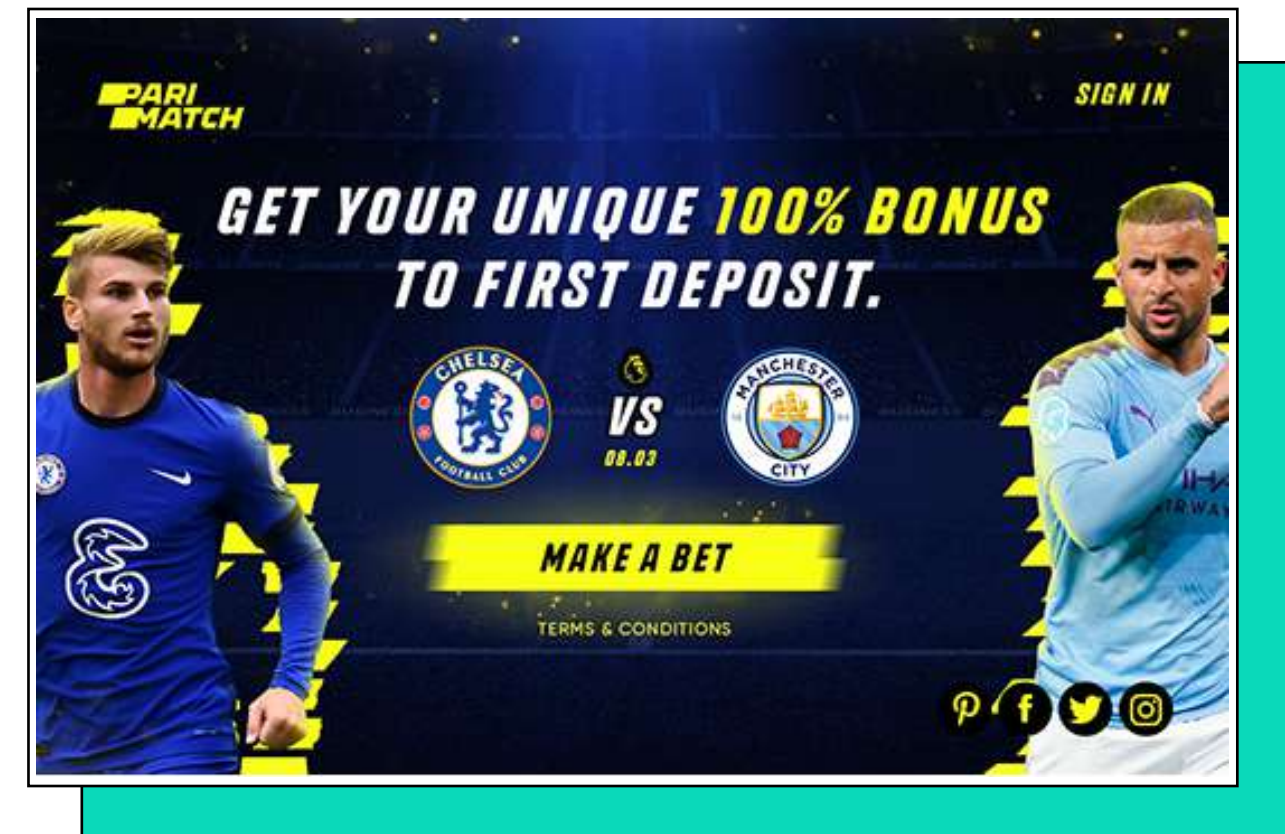
1.75 4.20

Victory! John won \$5874 now
on the Lisbon – Porto bet!

approaches to making creatives and landing pages



Such a landing page **does not give the audience enough information** about the offer.



And there are all elements of an **effective landing page** in this example, including famous players, club logos, and the date of the event.

Evadav

tip:

synchronize the launch of promotional events with sports events, and watch the schedule of matches and forecasts. In this vertical, your income directly depends on the offer's relevance!

The background features abstract teal shapes with yellow borders and yellow circular dots. A large teal shape on the left has a yellow border. A teal shape at the top right has a yellow border and contains several yellow dots. A teal shape at the bottom right has a yellow border and contains several yellow dots. The text is centered over these shapes.

Evadav expert's **recommendations**

And finally we will give you some **expert advice from Evadav**, which will **help you to master this market** and not waste your first budget:



choose an inpage format

for advertising campaigns. Counterpoint studies have shown that the share of US Apple devices users exceeded 50%. And that means every second American uses an iPhone and sees an ad.



use inpage styles

for classic or system notifications, and social media messages. According to our data, the **Classic** template shows the highest conversion.



several creatives

At the campaign start, **launch several creatives at once**; as a result of testing, leave the most effective in one campaign, and try to buy the **maximum amount** of traffic.

Launch USA campaign right now



direct offers

Advertisers' experience has shown that US audiences prefer announcements with **direct offers** and in a light form, without calls to action. That goes for all the verticals.



split testing

Use the option of 16 creatives in one campaign for **split testing** (on request from the **personal manager**).



limit the frequency capping

for the new white list to 1. Next, on the best sources, **raise the bid** and the **frequency of displays to 3-4**.



subscription «age»

The test results depend mainly on the **subscription "age"** — the less this indicator, the better. But remember that new traffic (1-7 days) is not enough and requires **the highest bids** to bypass competitors.



use automated rules

if you don't want to spend time **optimizing** and **updating** black and white lists.



premium traffic

Choose Evadav **premium traffic** that shows conversion times higher than the standard one.

The background features a large teal shape on the left and a stylized teal letter 'Z' on the right. Both shapes are decorated with a pattern of small yellow dots. A thick orange line runs diagonally across the 'Z' shape. The word 'Summary' is written in a bold, black, sans-serif font, positioned in the center-left of the image, overlapping the teal shapes.

Summary



Now you have a **complete guide** to master the **USA** geo confidently.

You learned the features of the audience of the most **prestigious** geo, which affect the earnings of the arbitrator. It is time to choose a promising **offer** and launch a profitable advertising campaign!



Choose Evadav for profitable campaigns with US **traffic**. It is a top platform with



an efficient auction system,



technological solutions,

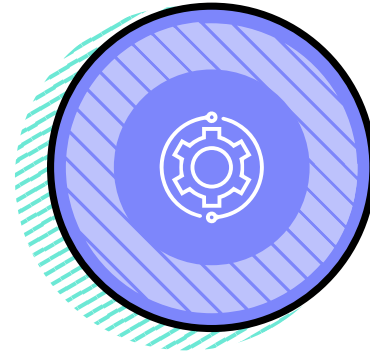


and tools or advertisers.

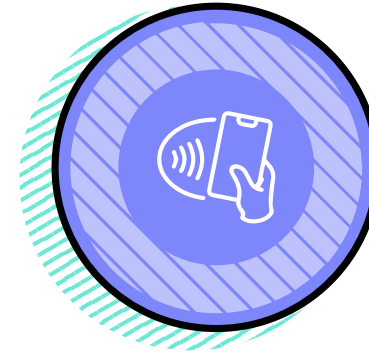
You receive:



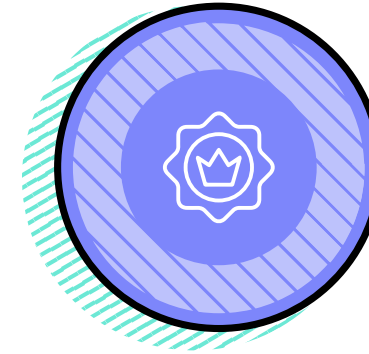
fast and friendly **support**, which is available around the clock to help and answer questions;



efficient **optimization** tools: micro bidding, automated rules;



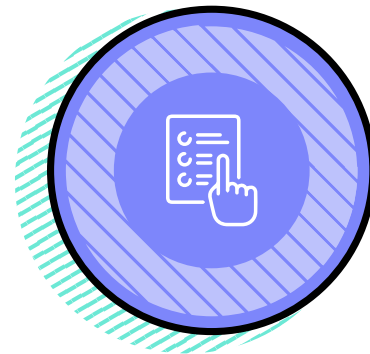
convenient payment from **anywhere** in the world using more than 40 payment systems;



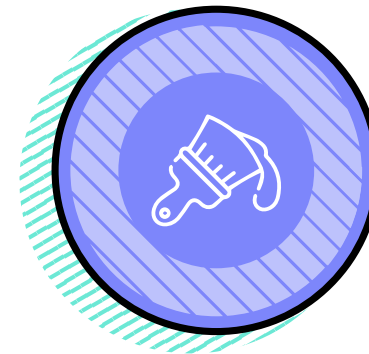
premium traffic guaranteed to bring many conversions;



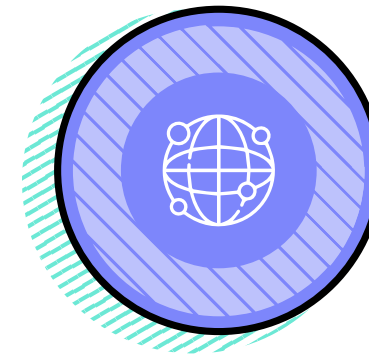
Own an **anti-fraud system** with a three-level traffic check.



best advertising formats with a **wide pool of options**;



Exclusive **styles** for inpage format;



own **sources** of quality traffic.



Useful materials

Digest of expert forecasts:



where to look for profit in 2023.

Case study for advertisers:



84% ROI on gambling offers with an inpage format.

New custom inpage styles:

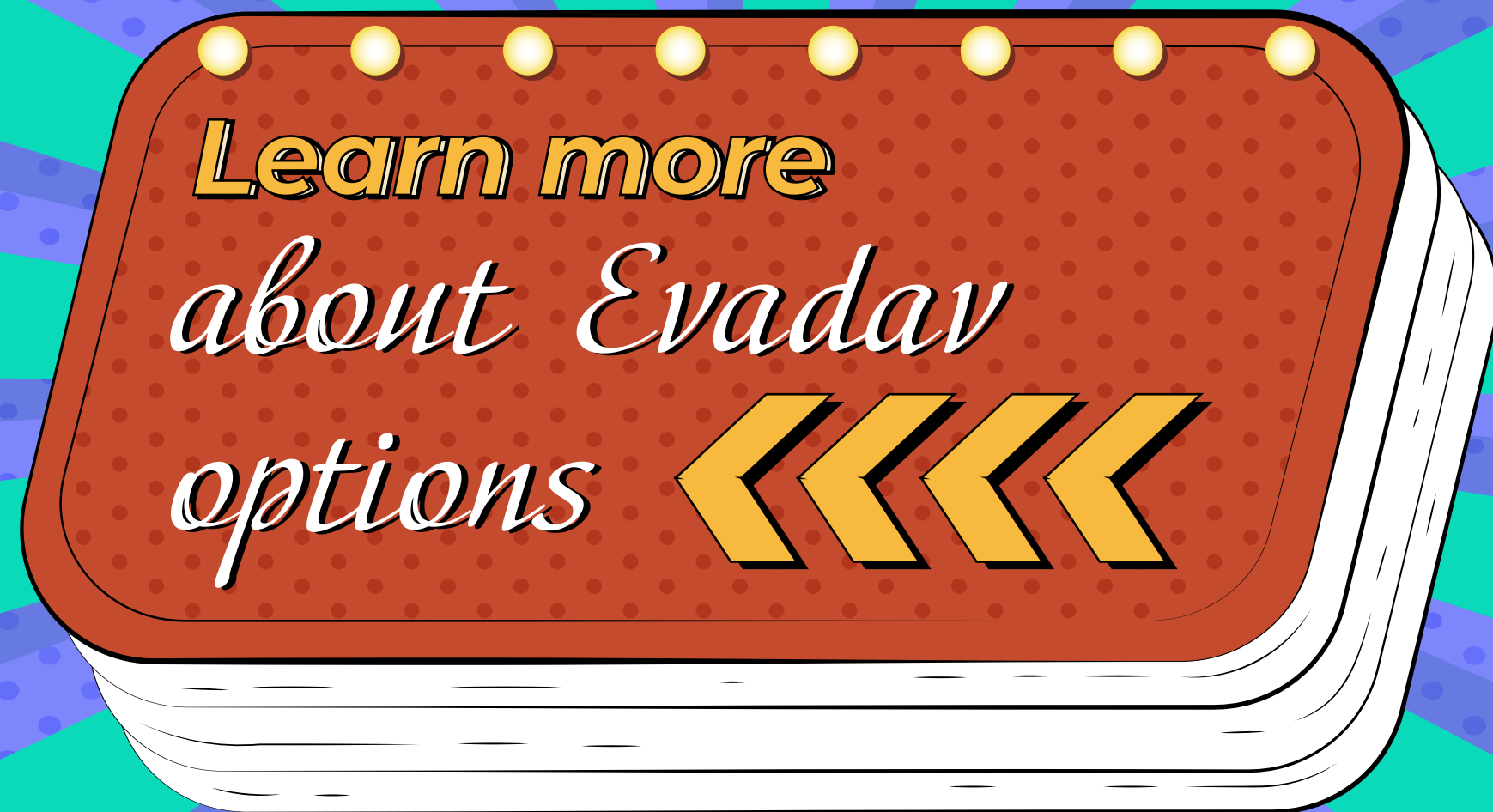


cosmic CTR and ROI.

Evadav referral program:



how to work less and earn more.



Learn more
about Evadav
options

