

# Nutra vertical:

*"magic pill" for healthy ROI*

a detailed guide for advertisers to the  
Nutra vertical world and its promotion



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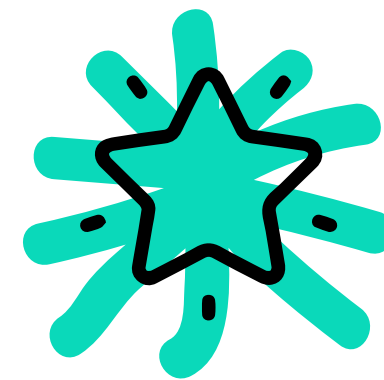
**Nutra is a classic vertical** in affiliate marketing, with which today there are no fewer media buyers than 10 years ago.



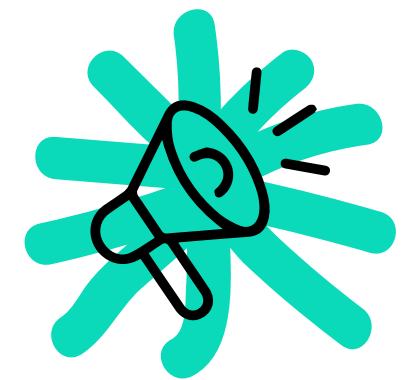
New directions come and go, and **Nutra is stable**. And no one doubts **it will not leave the Top** in another ten years.

## You still haven't worked with Nutra?

Then keep a **detailed step-by-step guide** in which we



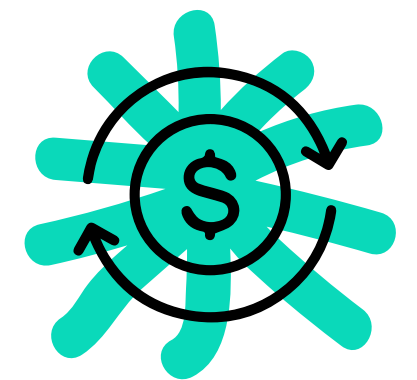
will reveal the **features** of the vertical



and the **secrets of profitable advertising campaigns**,



show where to collect traffic,



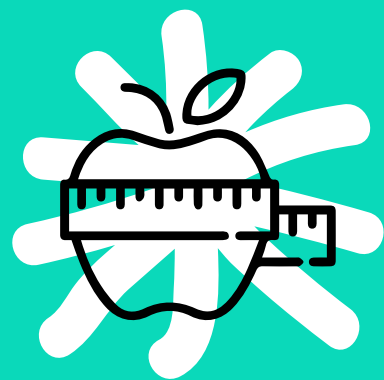
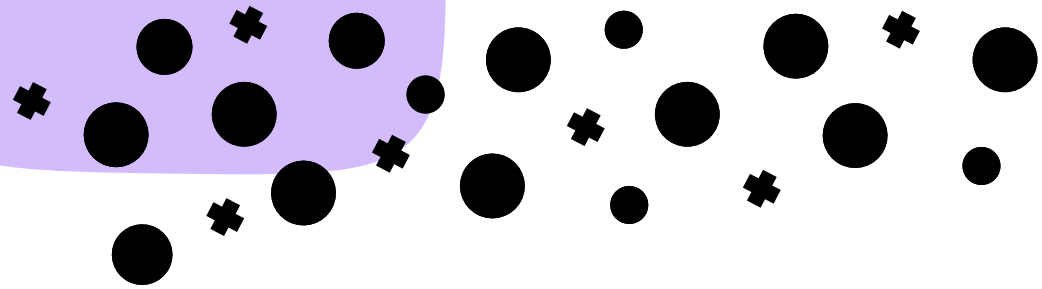
and how to convert it as much as possible.



01

**What is Nutra vertical?**

The very naming of the vertical was formed from the concept of "nutraceuticals," which includes **dietary supplements**.



*Nutra is biologically active supplements, dietary products, minerals and vitamins, and cosmetic products that **can potentially positively affect** human health.*

This vertical has **many directions**, but they are united by one thing - all these goods have nothing to do with evidence-based medicine.

However, the Nutra vertical is **very profitable**, so advertisers do not neglect such offers.





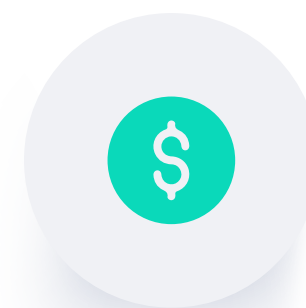
### Target audience

is mostly women aged 35-55, but there are also men aged 25-40.



### Competition level

consistently high.



### Traffic cost

average.



### Pricing model

COD (Cash of Delivery) with payment on receipt;

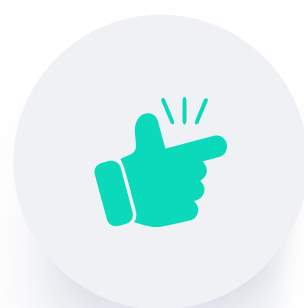
SS-offers (Straight sell) – direct sales, most often found in geo from Tier 1;

Trial, where the buyer signs and receives the product probe for free or cheaply, after which the total value is written off of his card (such offers usually have the toughest KPIs).



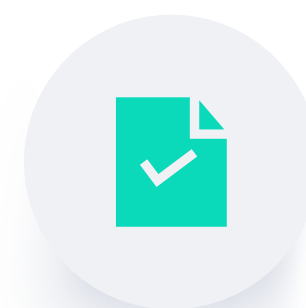
### Geo

The highest conversion is in the countries from **Tier 1** and **Tier 2**. You can also try **Tier 3**, but Nutra offers can spike everywhere; you must follow the trends.



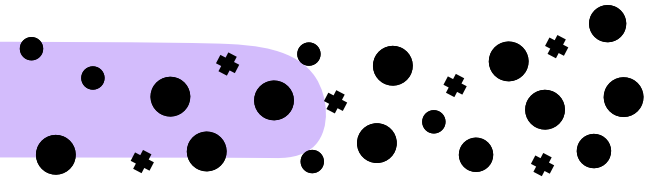
### Difficulty level

It's **easy to start with Evadav traffic** even with this level of competition, especially with **premium traffic** and exclusive campaign options.



### Offer type

"white" - the user gets a product that could solve his problem. But with 18+ products, you will have to bypass the moderation.

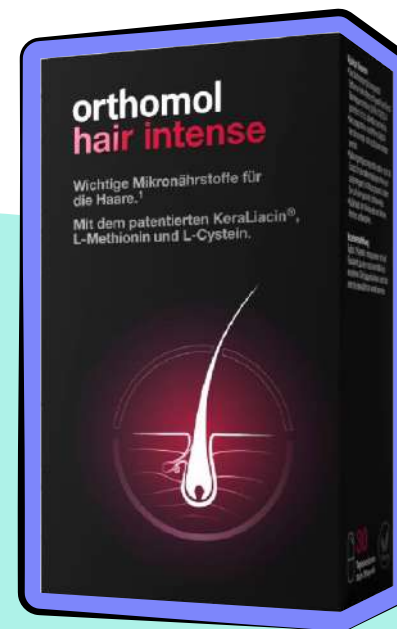


So, look at the main and **most profitable categories of goods** for beauty and health:



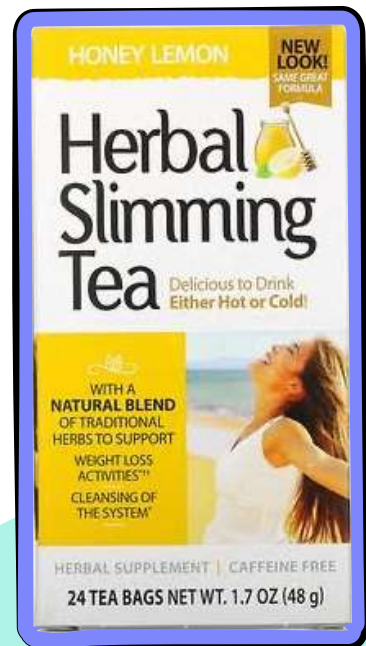
products to improve the skin condition  
(for rejuvenation, whitening, firmness,  
anti-wrinkles);

biologically active supplements and vitamins  
to improve brain function;



hair care products with a unique composition;

## offer types



*dietary supplements, teas and weight normalization kits, including sports nutrition;*

*special products for teeth whitening;*



*products curing fungus, psoriasis, hypertension, hemorrhoids, varicose veins, and other diseases that a vast number of people suffers from;*



## offer types



supplements to improve the quality of intimate life, correction of the size and health of the genital organs;

Anti-Covid drugs, which became mass market in response to crazy demand during the peak of the pandemic. Probably the only category that **didn't need warming up**.



CBD-based products.

## offer types

Once again, we would like to emphasize that the products from the Nutra vertical **are not medicines**.



But they are **safe for consumers**, indeed contain vitamins, extracts and other declared components.

None of them undergo the procedures that are mandatory for products of the cosmetic and pharmaceutical industry.

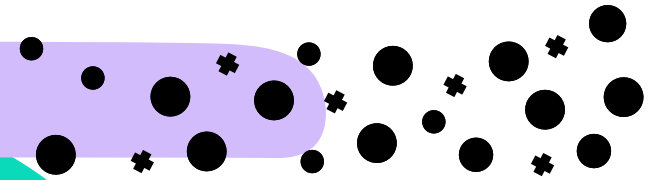
### Evadav tip

People tend to seek a "magic pill" to get rid of the problem. Therefore, the vertical brings and will bring a huge income to advertisers.

We recommend that you do not miss many opportunities that the Nutra vertical offers.

**Launch Nutra campaign with Evadav!**





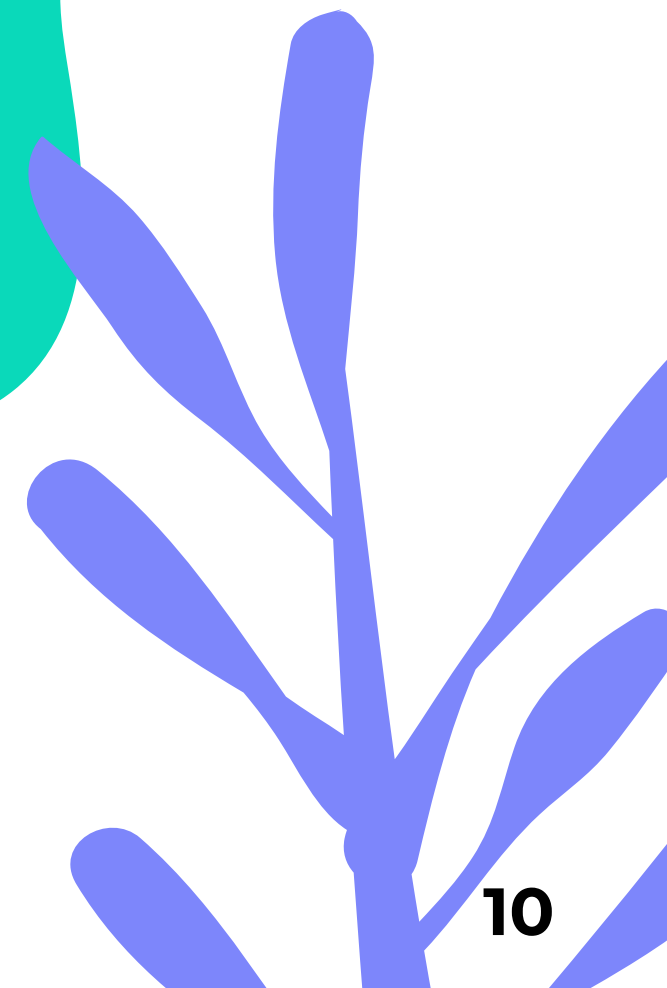
At first glance, the Nutra vertical is not noteworthy, and promoting it seems **no more complicated than products**. But the companies that make them are a separate layer.

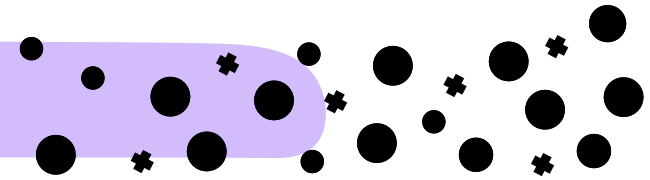


Manufacturers of beauty and health products always balance between pharmaceutical companies and brands of cosmetics but can not relate to either.

They will not be able to enter the market as a separate brand, as they will be crushed instantly by the global giants.

The only and quite reasonable option for them is **affiliate marketing**. But even for experienced affiliates promoting dietary supplements can be difficult.





Let's see what **problems** advertisers face when working with **nutra offers**:

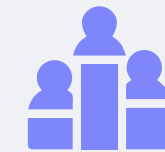


Consumers are often unaware of some of the supplements that **could potentially solve their problem** until **they see the advertisement**.

Therefore, Nutra can't be found through search engines, which means that it is simply pointless to promote it with keywords;



**high traffic requirements** (most often geo from Tier 1 are listed in KPI offers. Tier 2, and 3 geos are rare);



**high competition,** tough to advertise Nutra in Tier 1, but the level of payouts motivates ideally;



leading the user to conversion is difficult, and it's nothing to do here **without warming up**;

## features of Nutra offers



Nutra vertical products **target the solvent audience** - there are no cheap goods, so it is even more challenging to get the lead from Tier 2 and 3.

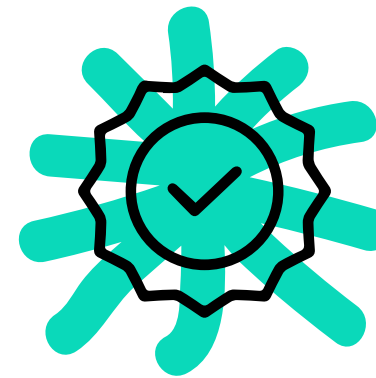
Country	ISO Alpha-2 ↓↑	Impressions ↓↑	Clicks ↓↑	CTR ↓↑	CPC ↓↑	Cost ↓	Leads ↓↑
India	IN	1 063 089 566	804 967	0.08	0.001	882.14	3 735

Country	ISO Alpha-2 ↓↑	Impressions ↓↑	Clicks ↓↑	CTR ↓↑	CPC ↓↑	Cost ↓	Leads ↓↑
India	IN	1 980 711 508	1 594 099	0.08	0.001	1 594.10	4 005

But see for yourself what **results** can be achieved with the **right approach**.

## can you promote dietary supplements?

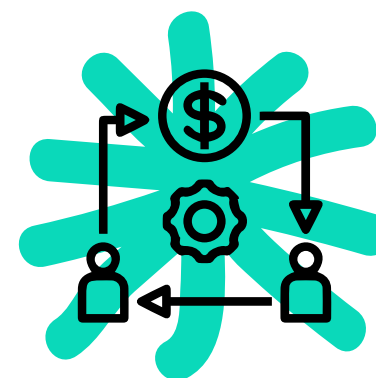
The logical question: is it even **legal** to advertise dietary supplements, elixirs, and miracle remedies?



If we think purely formally, then **promoting** a biologically active supplement (with the appropriate certificate) **is legal**.



Of course, remember that **each geo has laws** that may make it difficult to **license** such products.



But they do not concern the arbitrators, as they only launch advertising, **collect leads** and direct requests to the owner of the offer.



In this regard, COD advertisers may have problems with advertising Nutra offers.



02

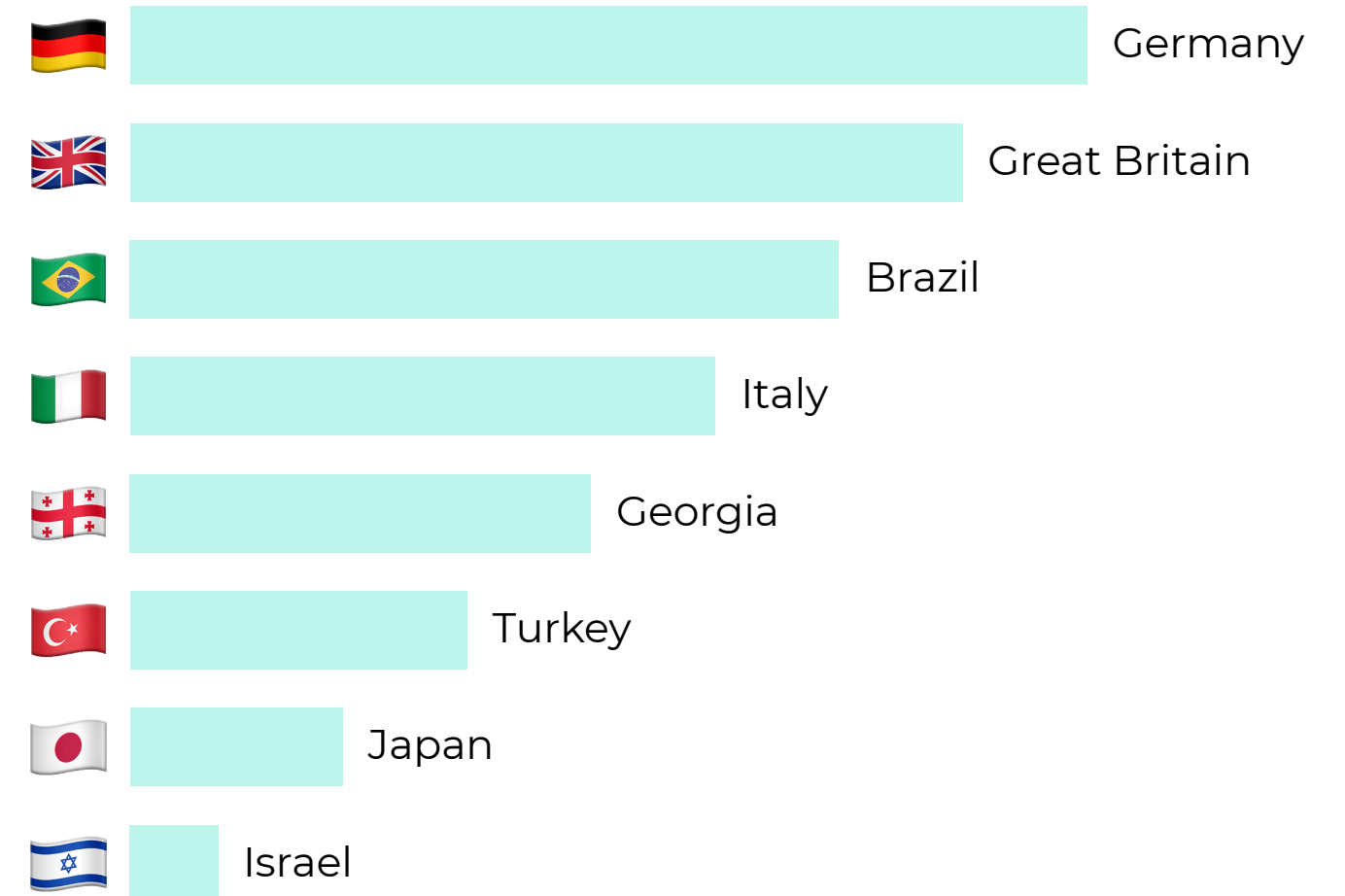
**Best geos  
for Nutra offers**

**Many geos** are suitable for the advertising of **Nutra vertical** products. Millions want to become slimmer, younger, sexier, and healthier without going to the hospital.

The list of the most **stable leaders** to date looks like this:



**Secondary geo** which also show **good conversion**:





**Pre-analyze the relevance** of the offer in any geo to get a good CR.

For example:



**In Thailand,** products for men and anti-parasite treatments are popular.



**In Germany,** teeth whitening and branded beauty products are popular.



**Weight loss supplements** are well-converted in the **USA**.

### Evadav tip

**Do not neglect Asian countries.** Demand for Nutra is good. Yes, the payouts are lower, but large volumes and low traffic costs offset this.



**In India,** oils, teas, and other **ayurvedic products**, dietary products, anti-parasite remedies, hair care products, and men's health are in demand.



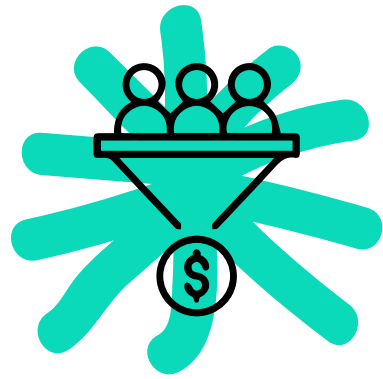
The **United Kingdom** and **France** often order **dietary supplements and cosmetics**.



03

**How to promote  
dietary supplements  
and pills**

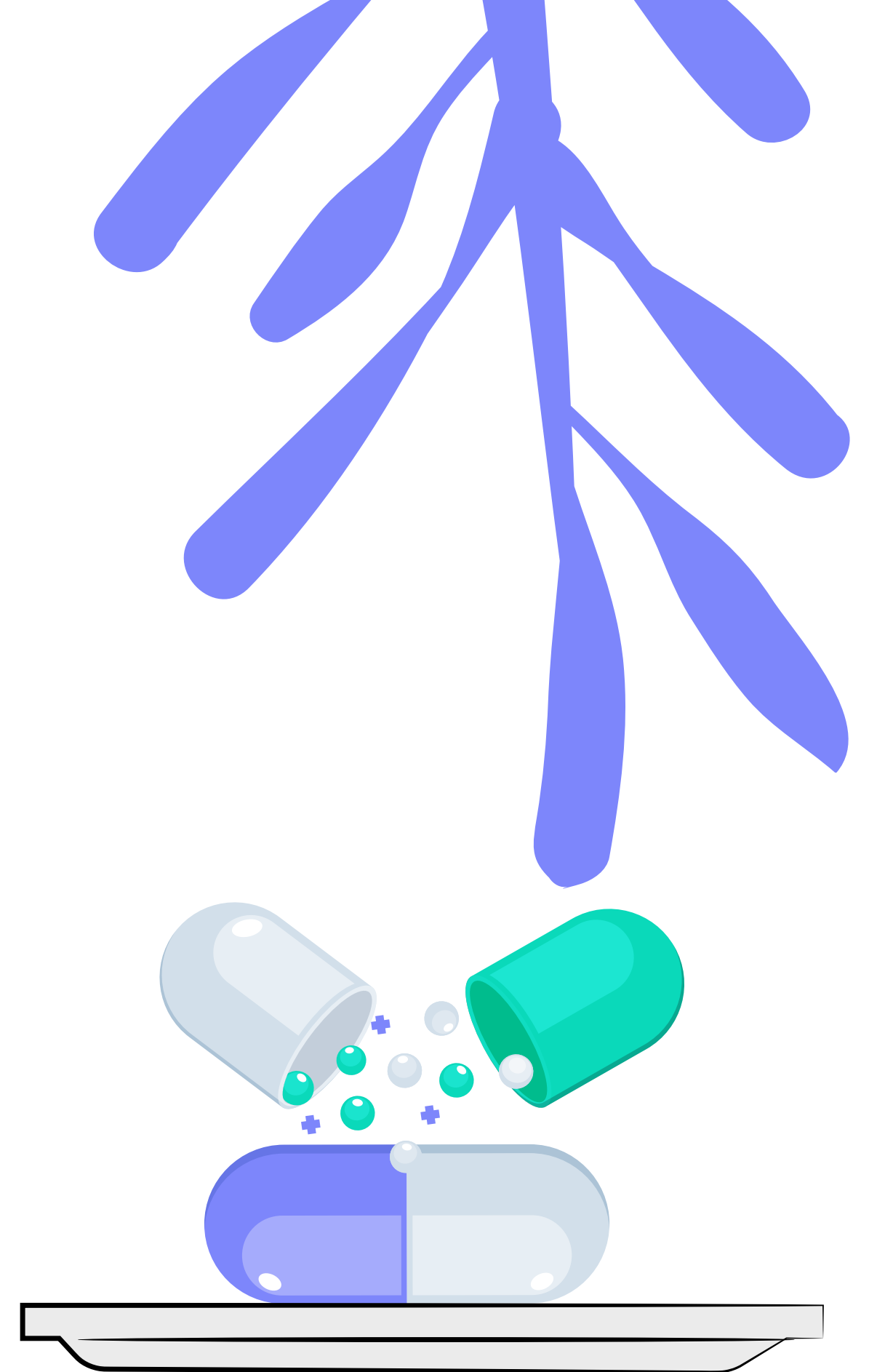
**Nutra** is rightly considered one of the **most difficult to convert verticals**.



Here, simple funnels are not enough to get a lead.



Success in the promotion of Nutra offers largely **depends on the virtuosity of the advertiser**.



The "Magic pill" should be **served appropriately** - the consumer should believe in it so that he can buy it and even notice the result (faith in the drug is already half of the recovery).

## target audience and traffic sources

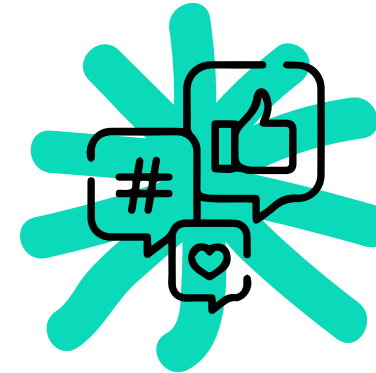


At first glance, it may seem that the **target traffic** should be sought among the young and progressive generation.



But in fact, it turns out that the products of non-traditional medicine mainly **interest** adults.

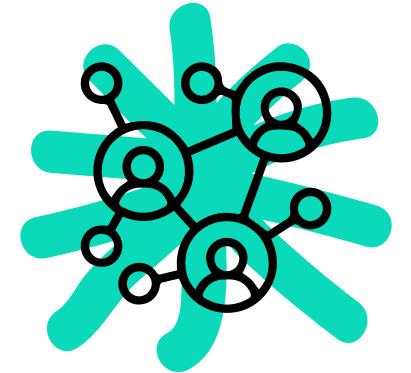
You can use **any traffic source** for Nutra offers:



social media



Google Ads



teaser networks



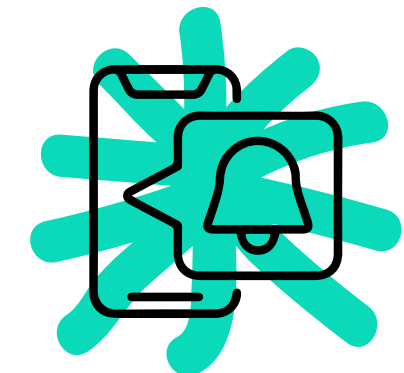
Generation Z trusts exclusively evidence-based medicine, **pays dearly for consultations with specialists**, and buys individual nutritional plans.



Sometimes the young audience is also interested in "**wonder pills**", but **adults - much more often**.

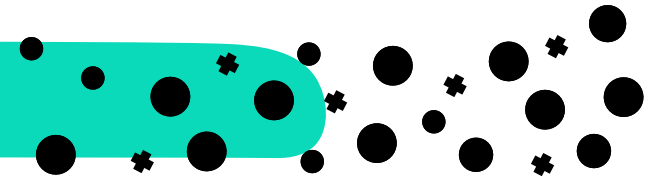


marketplace

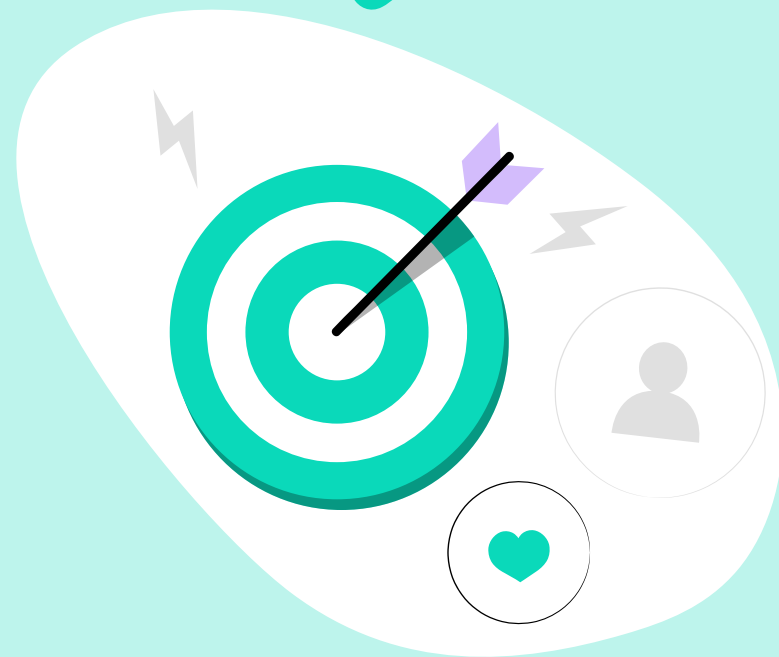
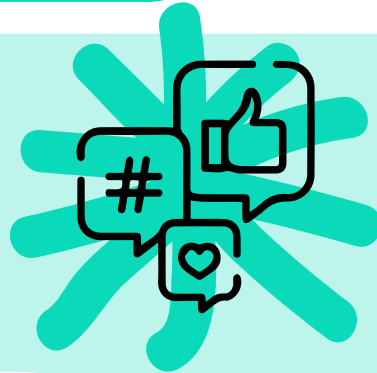


push and inpage

Let's say bluntly, such offers are not favorable anywhere, and it can be difficult to go through moderation, but in practice we see that it's possible.

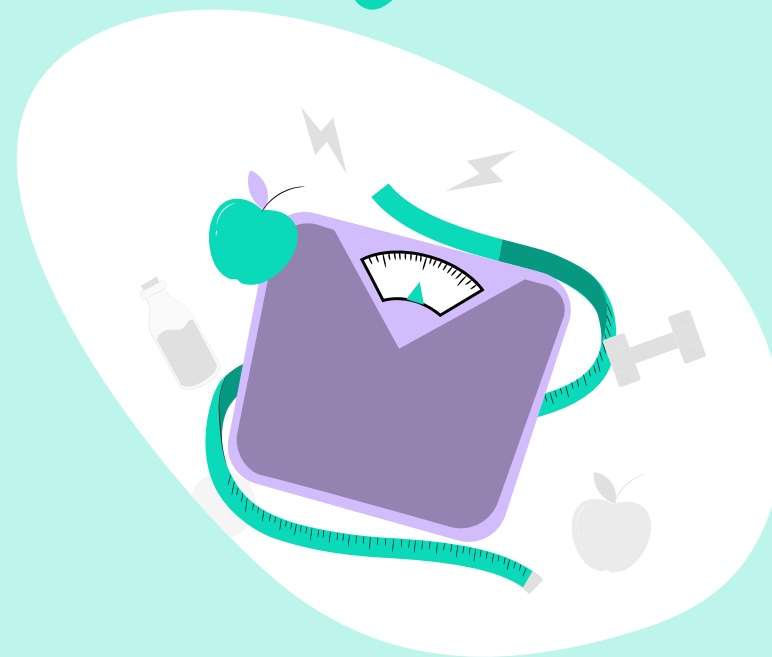


## Evadav tip

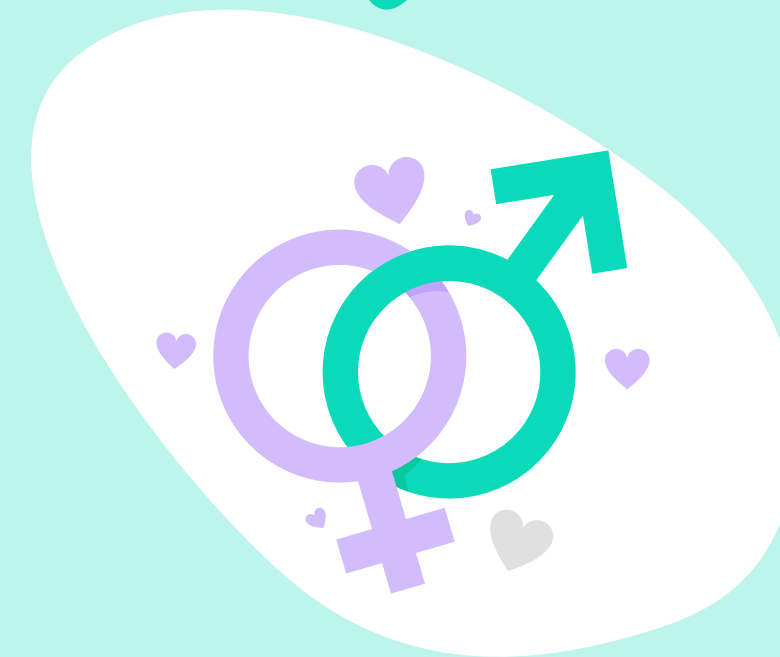
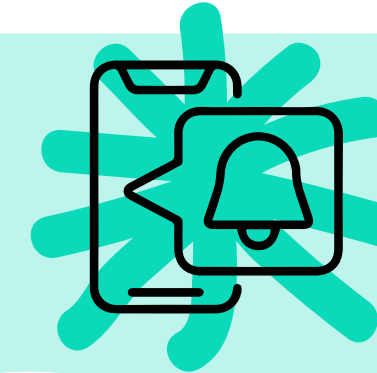


**Social networks** are generally a **good** channel for Nutra, where you can find your target audience anywhere in the world.

But here, you will need **cloaking** and accounts **farming**, proper **targeting**, and **triggering** creatives.



Slimming and beauty products are easier to promote on the **marketplace**.



**Push and inpage traffic** from advertising networks are ideal for **18+ products**.

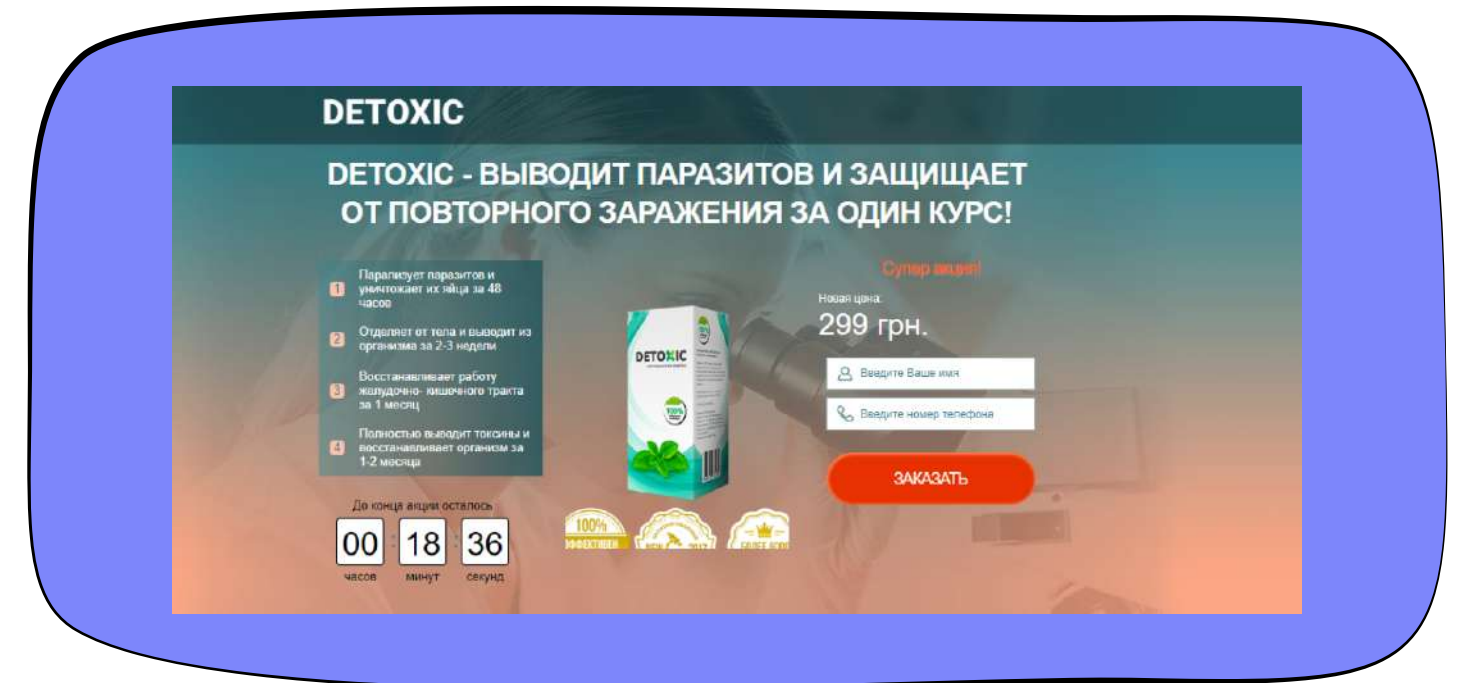
The following **formats** work perfectly for **advertising** Nutra offers:

### \* **PUSH NOTIFICATIONS**

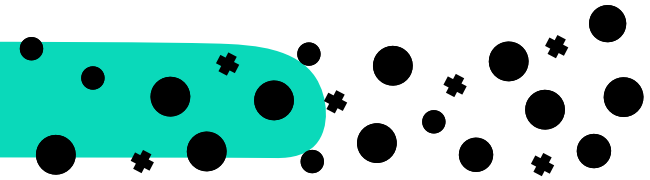


**Classic push notifications** are pop-up messages with a catchy title, icon, and big image for desktop. The main **advantage** of this format is the possibility of **personalizing offers** that will close the user's "pain."

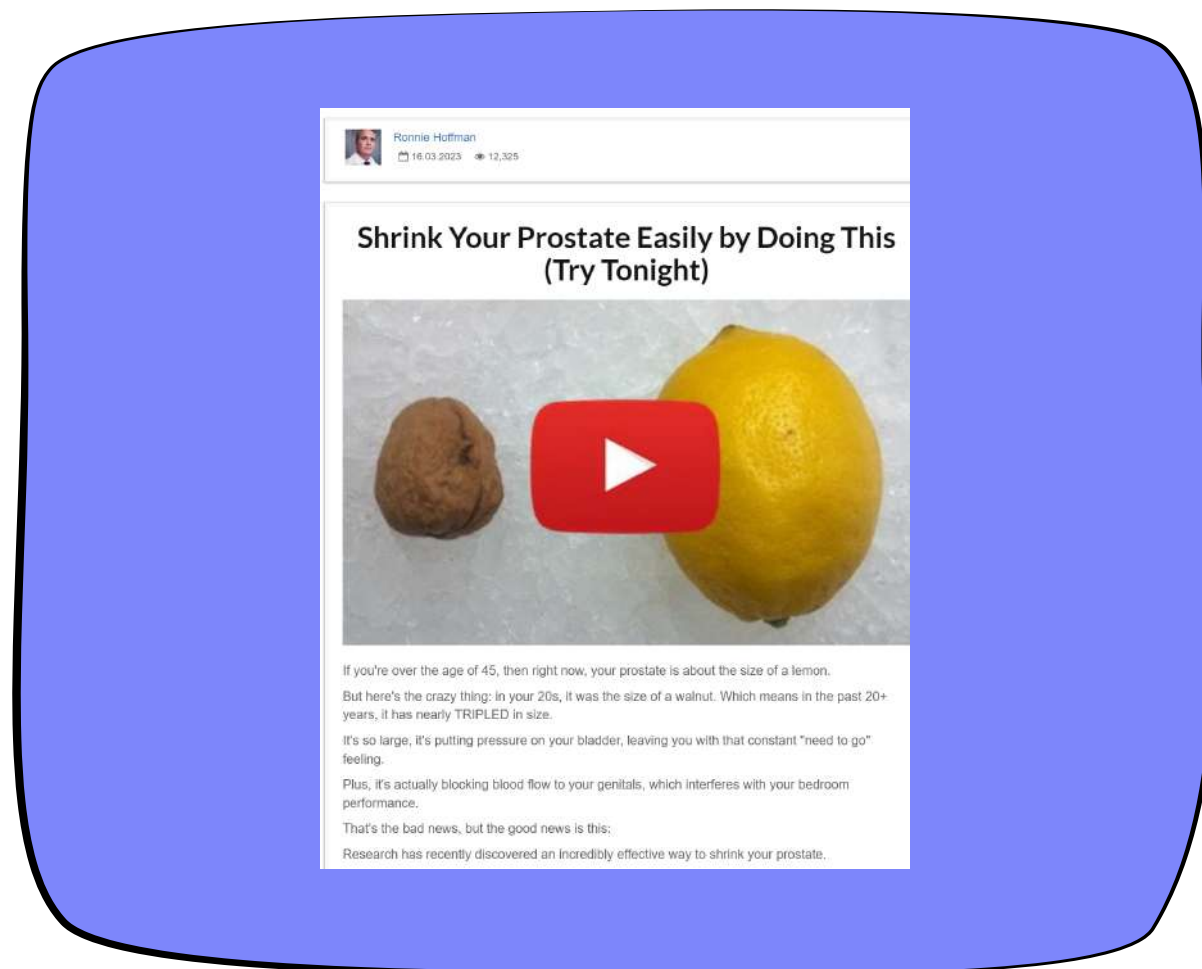
### \* **POPUNDER**



**Popunder** — landing page pops up under the working tab and **does not irritate the user**. It is one of the most **convertible** formats for Nutra, especially **for slimming products**. Here you do not need creatives; quite an **effective landing page is enough**.



## \* NATIVE ADS

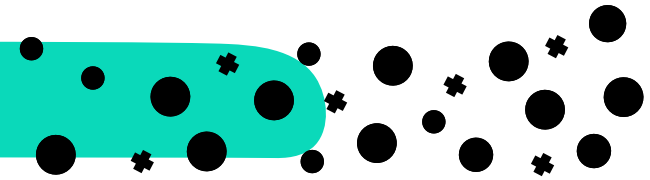


**Native ads** — organically integrated into the website's content, leads to less traffic than other formats. But this traffic is **targeted** and "**warm**," which will likely bring **leads**.

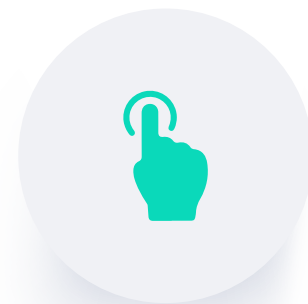
## \* INPAGE



**Inpage** is a small pop-up message that **reaches the Apple device audience**, does not respond to **Adblock**, and visually **adjusts** to the traffic channel using **custom styles**. This format shows the **best CR and CTR**, especially in **adult Nutra** offers.



**Evadav** Affiliate Network offers the following **custom style templates** for advertisers:



### Classic

the template allows you to make notifications as much as possible similar to classic push.

Dark

Light

Standard Classic



### System

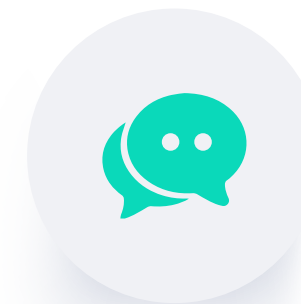
pop-up ads are visually similar to system messages from specified devices.

Mac

Win

Android

iOS



### Social

the ideal template for styling creatives for notifications of social networks.

LiveChat1

LiveChat2

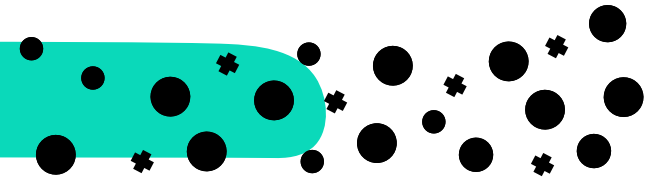
Standard Social

## Evadav tip

To promote Nutra products, choose **Classic-style** - such ads show the best CR and CTR in beauty and health. Please note that **custom styling** is an exclusive feature from **Evadav**.

Get profit with inpage

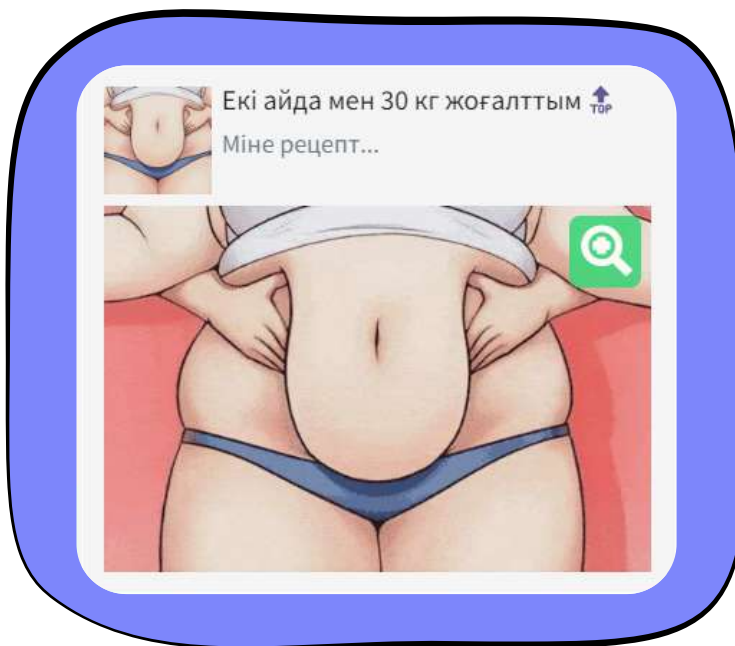
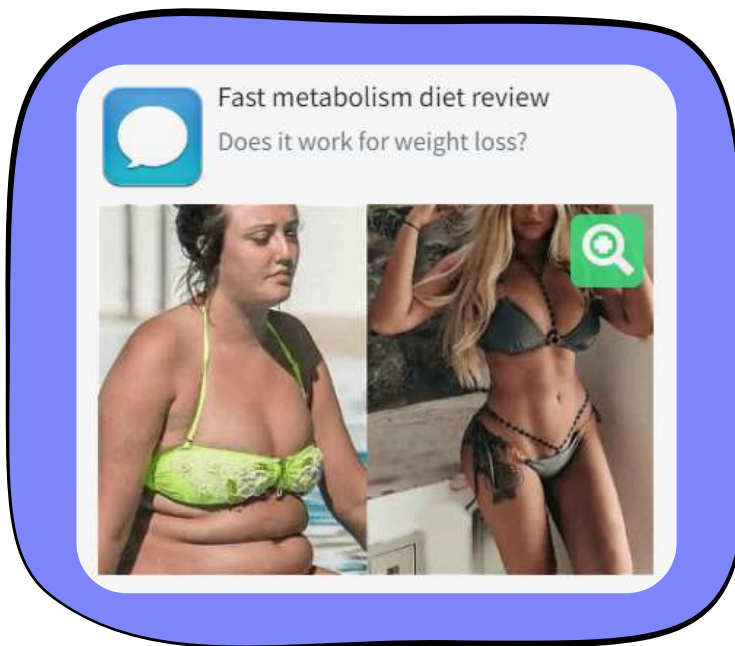




Use separate **approaches** when making creatives for **each Nutra sub-vertical**.

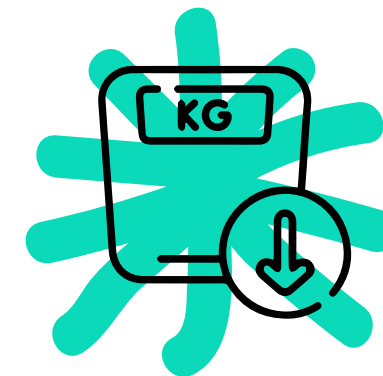
## \* WEIGHT LOSS PRODUCTS

The following techniques work well in creatives:



### Evadav tip

**Avoid shock content** and use **more digits** in the "slimming" ad. Do not deliberately give false forecasts and promise quick results, but if there is something that can bring closer to conversion - post it.



screens with weight dynamics

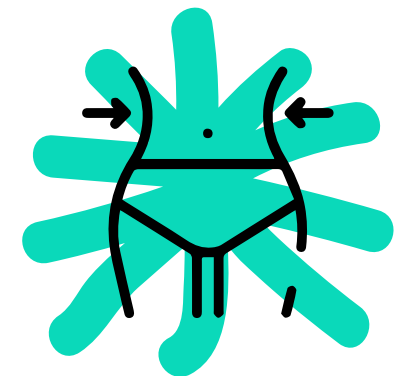
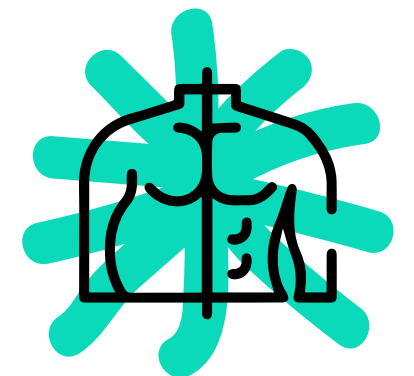


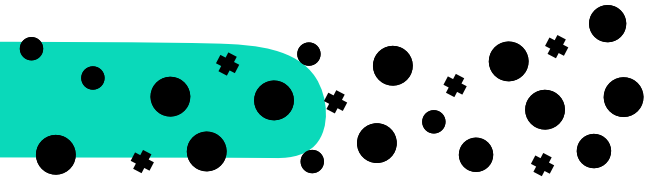
photo with measurement of body volumes



healthy food images



"before" and "after" photos



## \* BEAUTY PRODUCTS

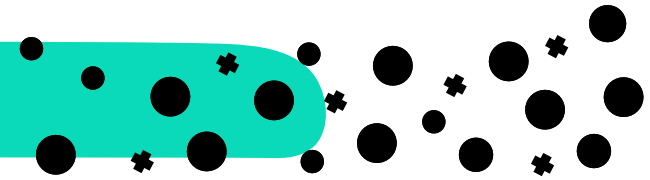
For such offers, prepare **creatives** that demonstrate the **process** and **result**.



### Evadav tip

Concise and visual **"before/after"** photos of girls' attractive appearance make people click the health and beauty product ads faster. If this is a remedy for thick hair, you should **show gorgeous hair**.

When advertising a famous "black mask" for pore cleansing, you should demonstrate the **effect after application**. And do not forget to show **how the product looks** on the creatives.



 **MEDICINES**


In this sub-vertical, creatives that **show good CR**, contain the following:




**Evadav tip**


The main goal of the **title** is to show that there is a **solution to the problem**, and that's where it is - **click the ad**.


Start the headline "Doctors are out of patients" and back it up with the main text: "You can now get rid of hemorrhoids in 2 days, just take...".

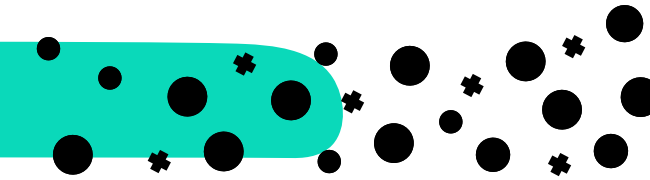
 **pills** with a clear description of their purpose and "pain" that they can solve;

 famous **doctors** in the region of promotion;

 symptoms of the **disease** or problem;

 **effect** of application;

 **folk** remedies.



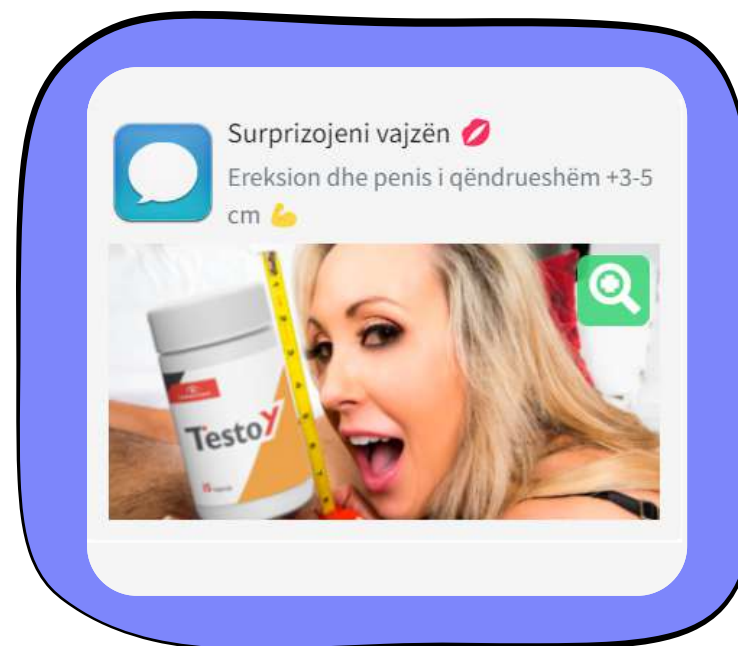
\* 18+ PRODUCTS

Effective advertising of potency, breast and penis enlargement, prolonged sexual intercourse, and more vivid sensations **contains sexual overtones.**

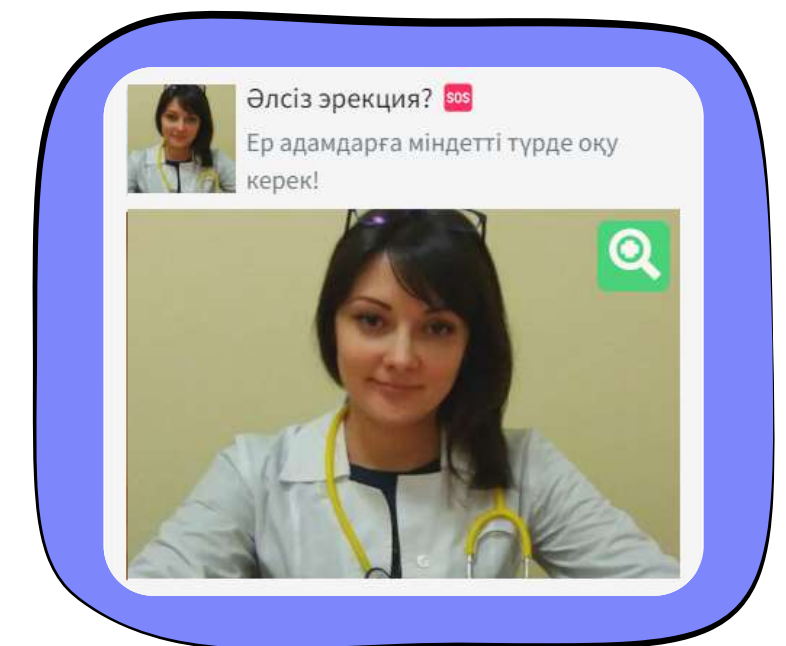
The following fits perfectly:



images of the sexual organs "before/after" or only "after";

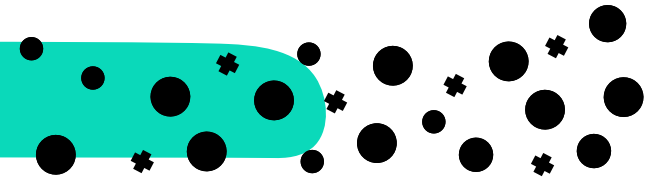


photos of women having fun with sex;



photos of the region's leading doctors.

Launch nutra-campaign right now



**Building a funnel** that will lead users to conversion as a **single mechanism** is **essential**.

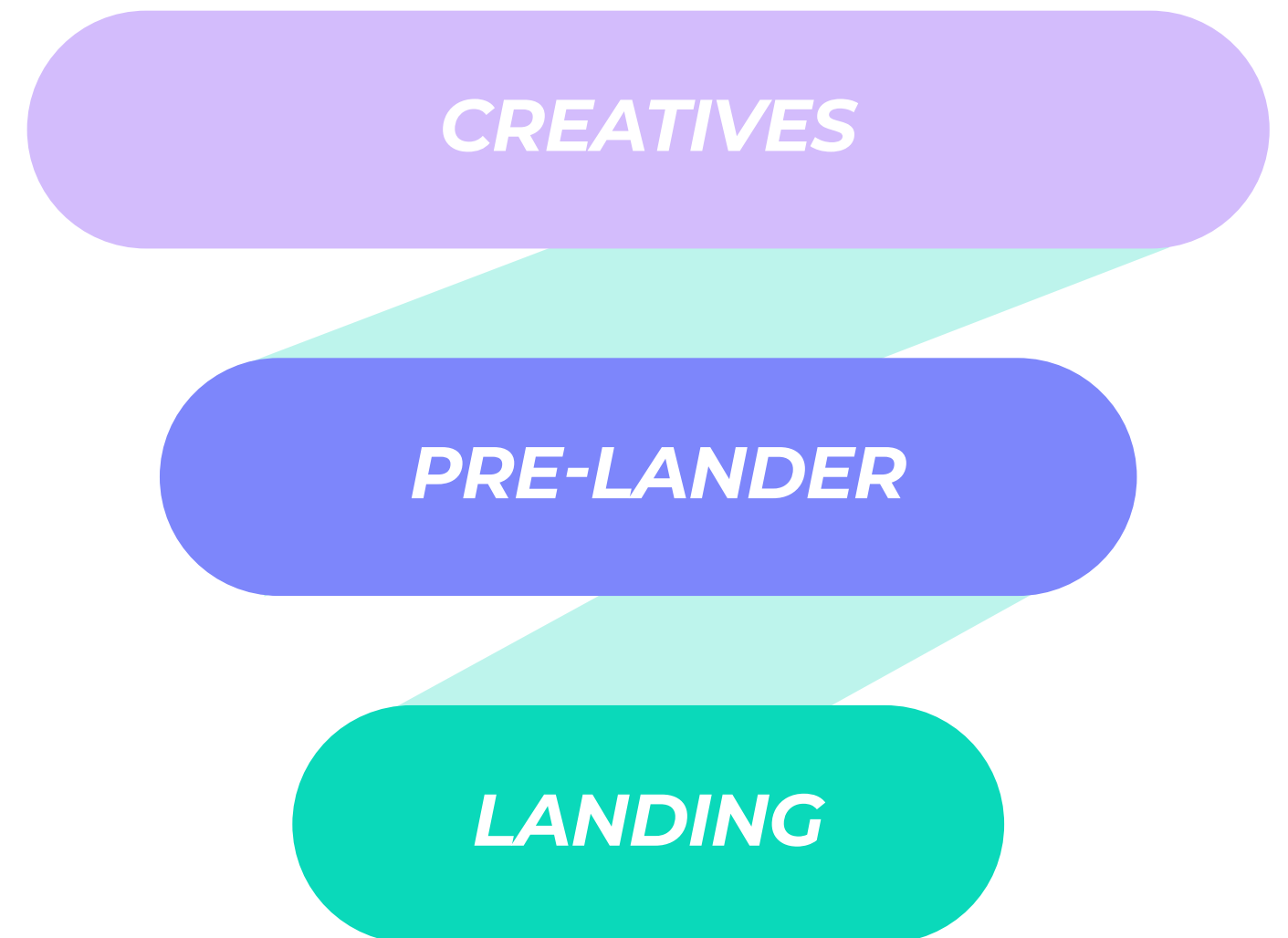


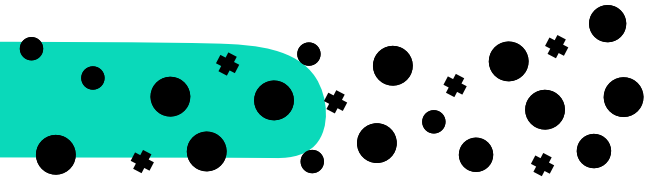
### Evadav tip

Promoting Nutra without a pre-lander is hard; don't make it harder for yourself. Efficient pre-lander will help to bypass moderation, filter non-target traffic, form loyalty to the product, and warm up the target audience.

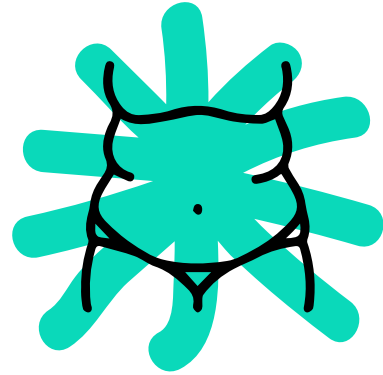
Goods for beauty and health are **best promoted through a storytelling pre-lander**, particularly involving the names of media personalities.

If you choose **push and inpage traffic**, the effective funnel will look like this:

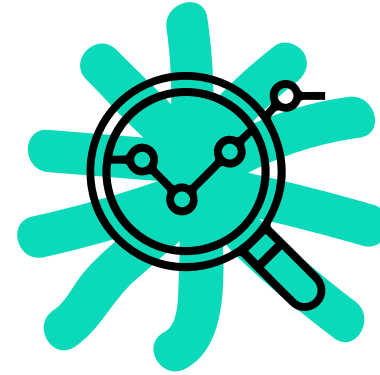




To make a competent pre-lander, you will need the following:



believable story with an emphasis on users' **"pain"**;



thorough target audience **research**;



social evidence.

## Evadav tip

We recommend following the rule:

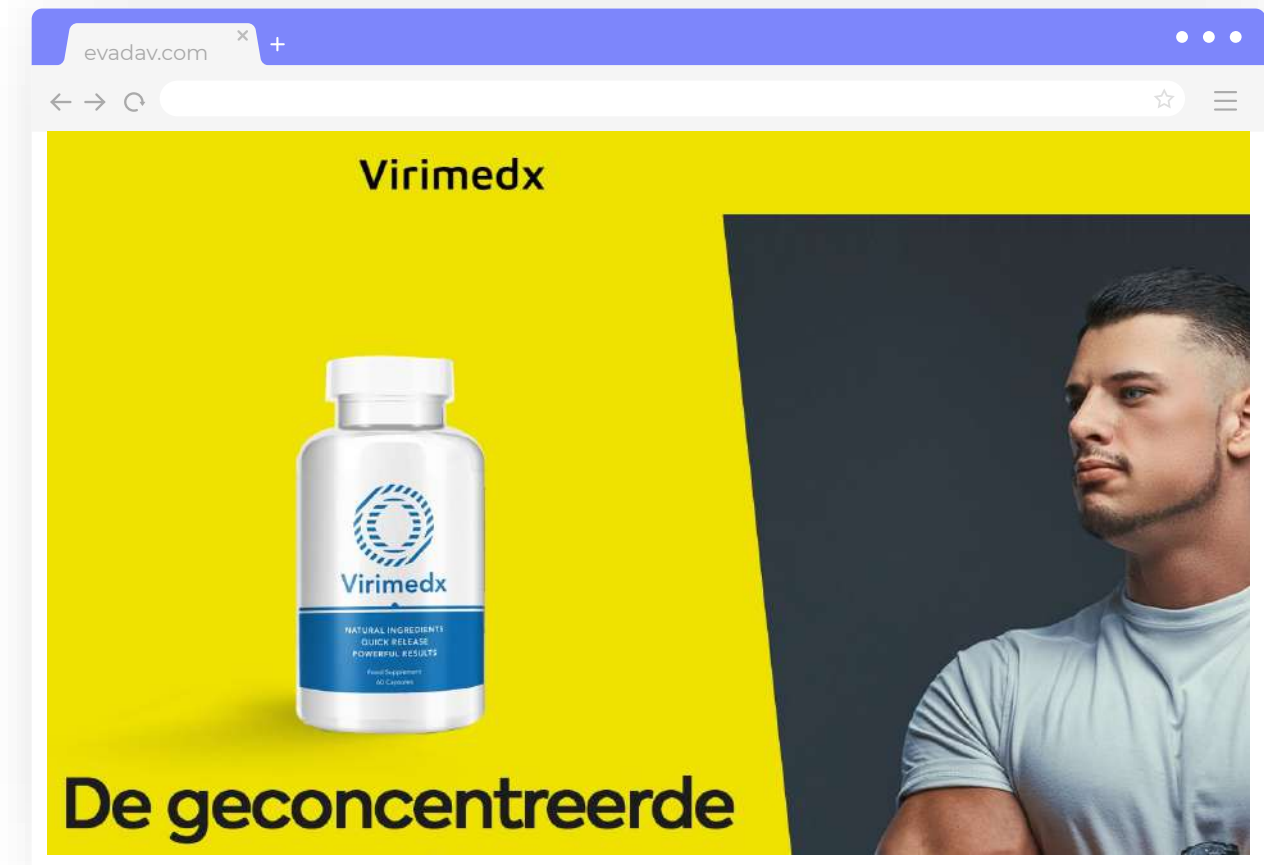
**one offer = one pre-lander.**

Do not try to save the budget by running ten weight loss offers with the same pre-lander. You can lose a lot of potential leads.

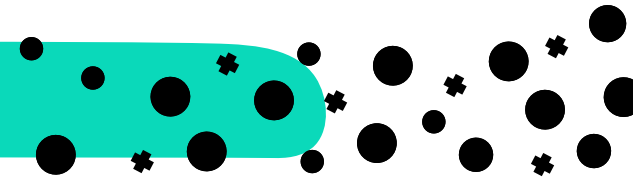


*Most conversions come from pre-landers in a **native format** - for example, with the life stories of real people who suffered from the advice of an incompetent doctor.*

## The good pre-lander looks like this:

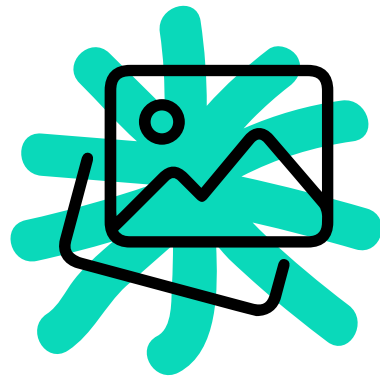


The following pre-lander will help you through the **moderation**, but it is unlikely to drive much traffic - too **dull** and **insensitive**.

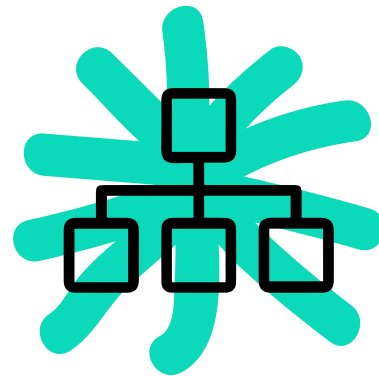


A good **landing** page is "packed" with a unique selling proposition. There are a lot of similar ad bundles in this vertical, so the **uniqueness** and **originality** here will play a significant role.

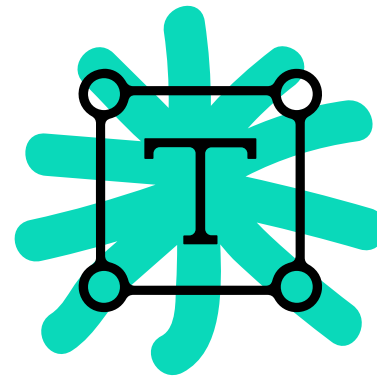
### Landing page should contain:



effective  
**image**



thought through  
**structure**



competent  
**text**

### Still efficient:



time countdown widgets;



promo, limited offers.

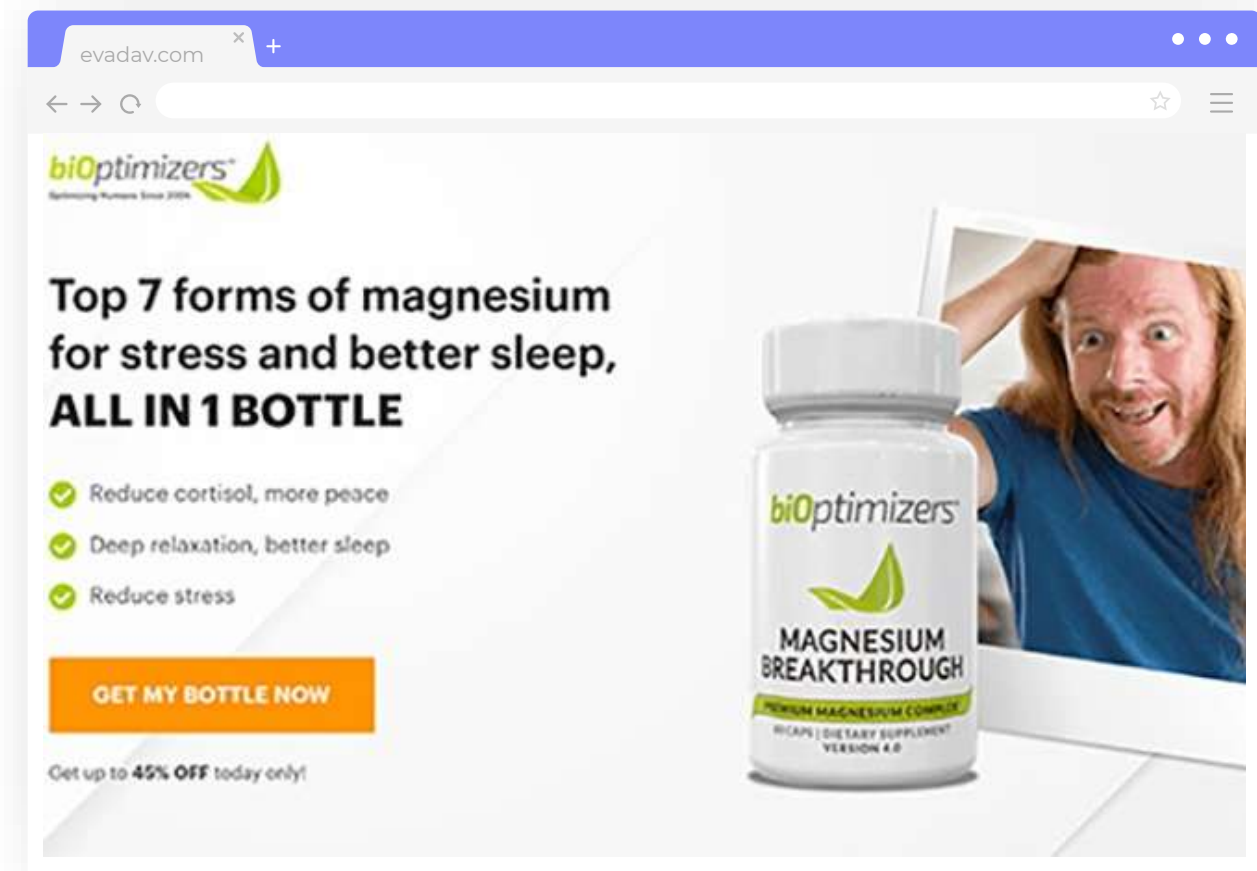
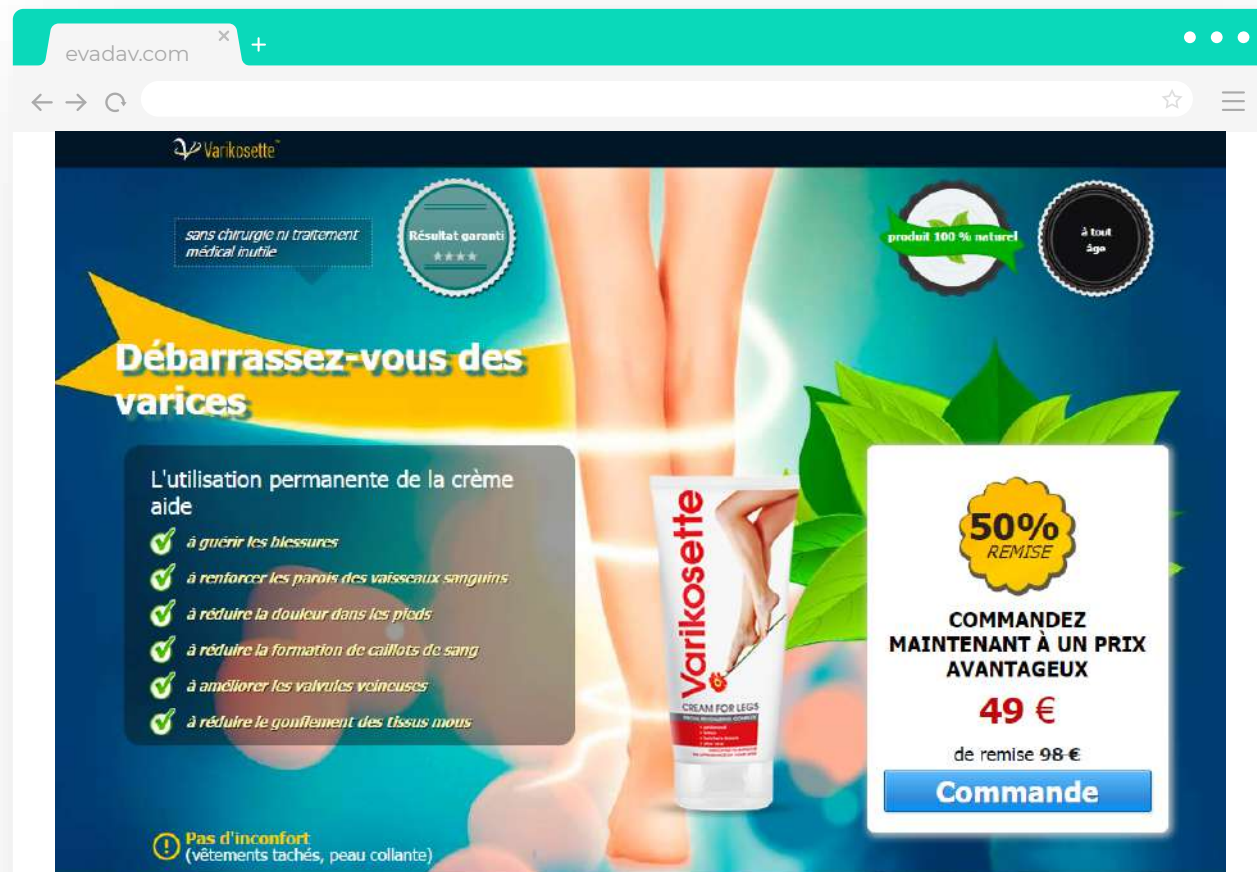
### Evadav tip

Check the **technical** parameters of the offer page: **all links and buttons should be working**, and the page should load faster than 2 seconds; otherwise, the potential lead will disappear.



# landing pages and pre-landers for Nutra vertical

Examples of **successful** landing pages:



The next **target page** would have a much better chance of **success** if it had a more attractive image corresponding to the **offer**.

The magnesium-based drug, which should calm and improve sleep, is unlikely to cause such emotions as in the photo.



04

**Nutra vertical insights**  
by **Evadav**

We conclude with our guide to **working life hacks and secrets** of promoting Nutra from Evadav experts.



### **Don't skimp on traffic.**

If you're sure it's your target audience, pay up because whoever doesn't take risks doesn't drink champagne.



### **Try to get into the trend.**

Very often, the Nutra offers come to the peak of popularity for a short period of time.



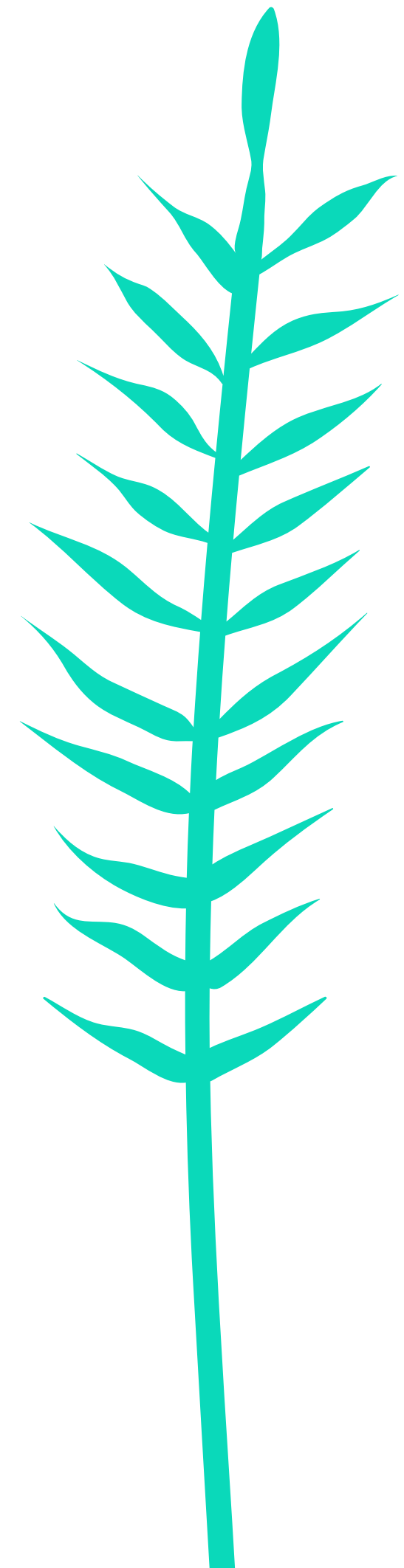
### **Make "screaming" creatives.**

Minimalism and restraint aren't about the Nutra ads. But for adult offers, following a different strategy and **minimizing 18+ content** on creatives is better. As practice shows, more restrained creatives show **better ROI** and give **more sales**.



### **Experiment with different geo and Tiers.**

Nutra is always in constant motion and depends on trends. There's always a chance of getting a **powerful traffic flow** in place no one's ever tried.





**For the test, choose the CPC price, bid recommended by system and above.**

The higher your bid, the more popular sources among advertisers you buy, and the more traffic you receive in general.



**Target one geo in one advertising campaign**

It will increase the chances of high positions in the auction and obtain objective statistics for optimization and maximum ROI.



**If you use native advertising then test story-telling on landing/pre-lander**

This funnel does show excellent results for our advertisers.



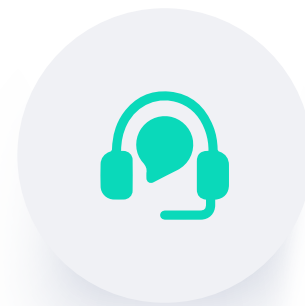
**Test several pre-landers and creatives**

to assemble bundles. At the start, test no less than 6-8 creatives.



**Set up conversion tracking**

And be sure to use the Automated Rules; they will allow you to optimize your campaigns and **improve ROI** without your participation.



**Use your personal manager's tips**

at any step. He's interested in your earnings.



**Choose the bid correctly**

Prepare for tough competition; the Smart CPC here is not the best choice.



**Choose premium traffic**

for better performance.



05

**Useful materials**

**American-style traffic  
arbitrage:**



2023 advertising strategy guide for USA.

**Expert forecast digest:**



where to look for profit in 2023?

**Work with inpage format  
effectively:**



67% ROI with cutom styles.

**Step-by-step guide to the world  
of inpage format**



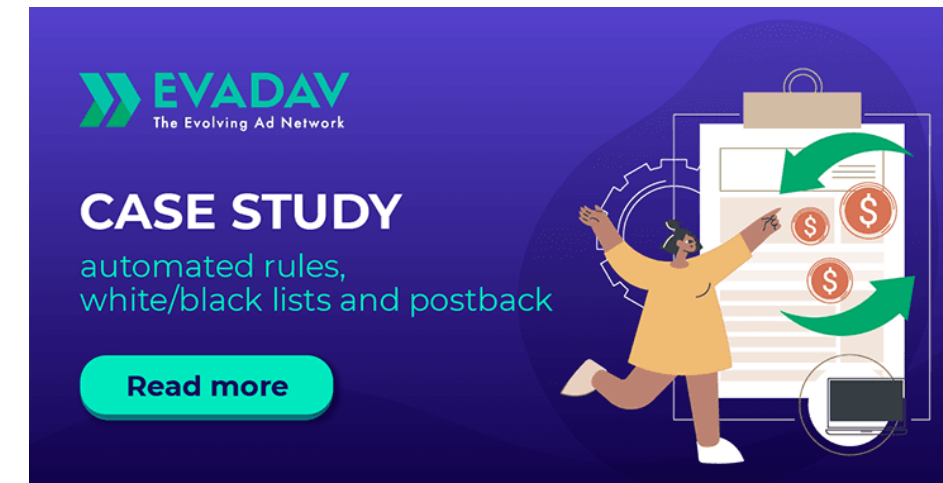
with new custom styles.

### Step-by-step guide for advertisers



to the world of **popunder** format from Evadav.

### Case study for advertisers:



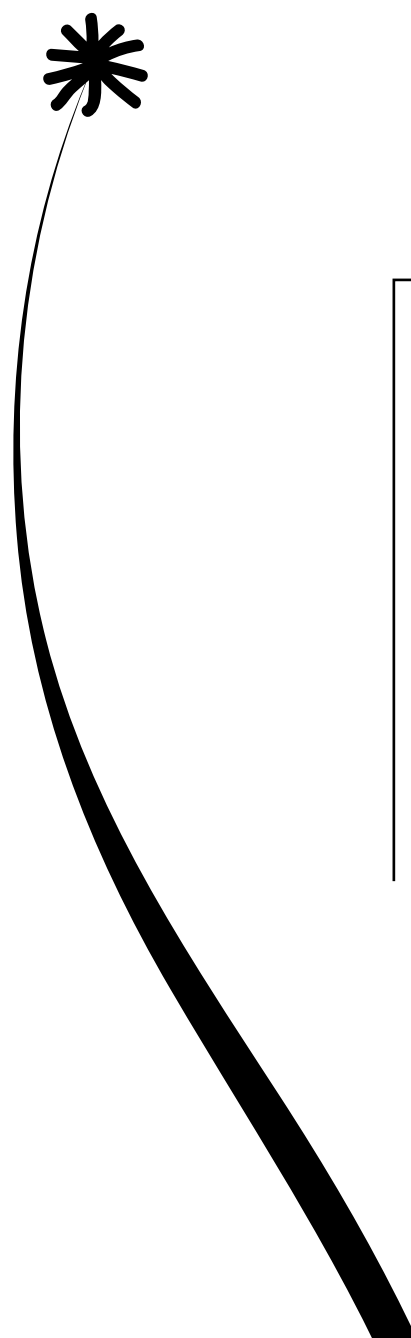
Automated Rules, White/Black lists, and postback.

### Step-by-step guide for advertisers



in the world of **push** notifications.

### Trackers as an effective automation tool





As you can see, **Nutra attracts both beginners**

The first group is after \$20 leads in Tier 2,



**and experienced advertisers** who are unafraid of serious competition.

and the second is working with expensive offers in developed Western countries.



Many people will always be willing to hit the jackpot, but there are plenty of offers for everyone.

If you do everything correctly, spend the budget wisely, and use all the options of the advertising network and recommendations from the Evadav team, ROI will only please you.





**Start  
a successful  
collaboration  
with Evadav!**