EVADAV

The Evolving Ad Network

TOP COUNTRIES
and VERTICALS of *July*

❯❯ CONTENTS

Hello, Evadavers!

This guide is intended to help you get more profit from ad campaigns using the right verticals and top geos.

Intuition VS data

Great advertising is not just about setting your ad and forgetting about it. If you want to raise your ROI you need to implement a more holistic approach to your marketing strategies. You need to be aware of what is going on before, during, and after you set your advertising campaigns.

First of all, get to know your target audience better. The better you know them the better you will serve them with your campaigns. If you will make them really happy you will get your energy back converted into profit.

Make A/B testing to understand which ad formats or creatives will give more results. Use data from this guide to make data-based offers.

Next, we'll share our top geo and verticals from data across the platform. You can use them to improve your advertising campaigns and make the best offers for your audience based on data and not intuition only.

So let's start!

July **ACHIEVEMENTS**

11k
New campaigns

105 bln
Ad impressions

10%
Highest CTR

1M$
Payouts

TOP 5 CATEGORIES

CATEGORIES	CLICKS
Adult	33544888
Applications	3972267
Gambling	3739860
Questionnaire	2335063
Finance	1909885

CLICKS by VERTICALS

- Adult
- Applications
- Gambling
- Questionnaire
- Finance
- Software
- Dating
- Sexual content
- Betting
- Health
- Sweepstakes
- Other

Applications 7.5%
Gambling 7.1%
Questionnaire 4.4%
Finance 3.6%
Software 3.3%
Dating 2.2%
Sexual content 2.1%
Adult 63.5%
Other 6.3%

Other 4%
Sweepstakes 1%
Betting 2%
Health 1%
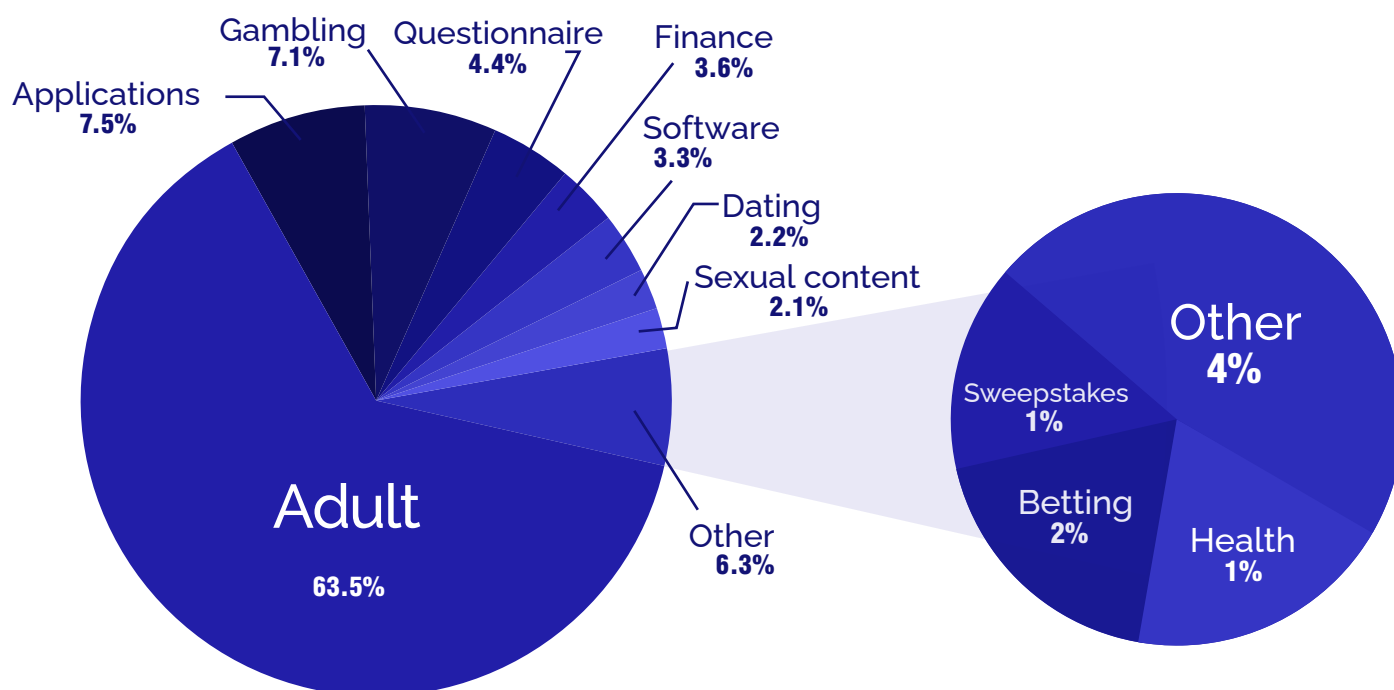
TOP 5 CATEGORIES

CATEGORIES	CLICKS
Adult	15590927
Finance	8327819
Gambling	2995445
Push subscription	926066
Betting	

CLICKS

- Adult
- Finance
- Gambling
- Push subscription
- Betting
- Health
- E-Commerce
- Entertainment
- Other

Gambling
9,9%

Push subscription
3,1%

Betting
2,0%

Finance
27,6 %

Other
5,8%

Adult
51,6%

Other
3%

Health
2%
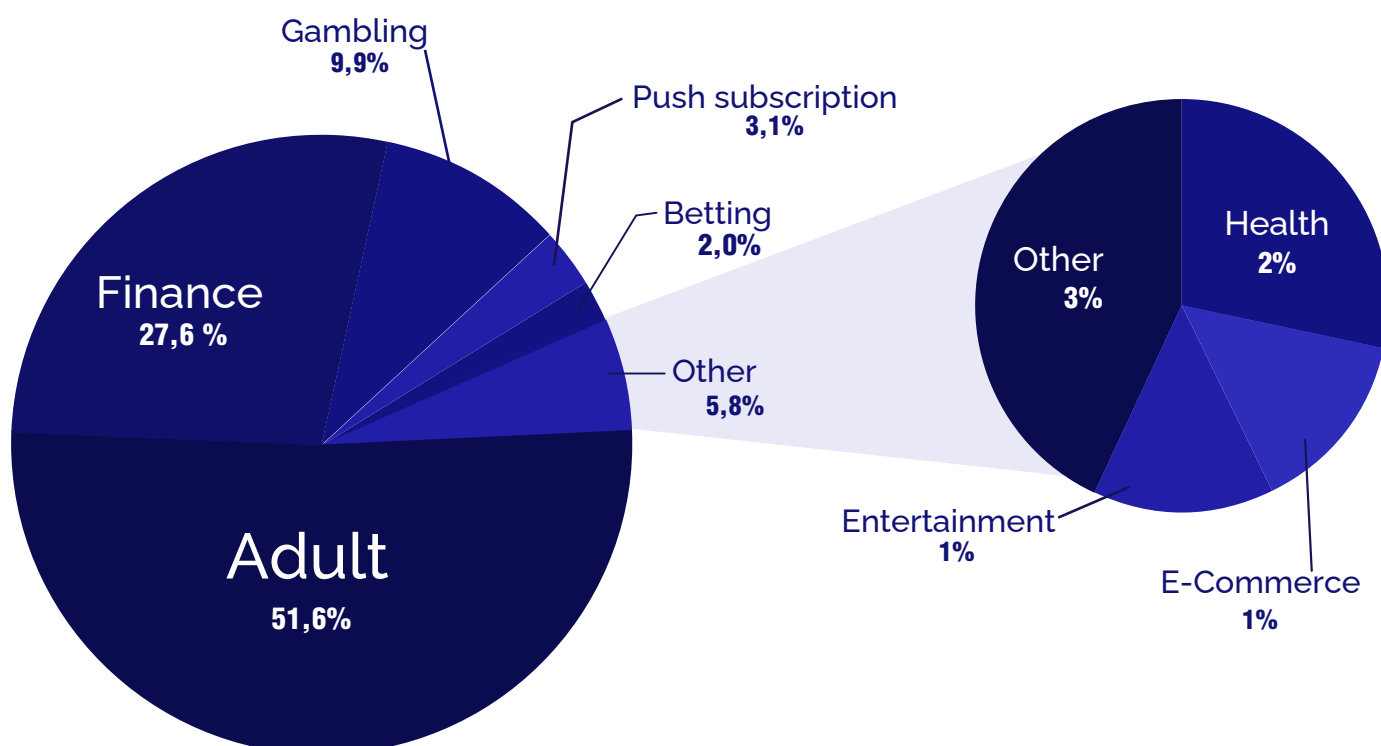
Entertainment
1%

E-Commerce
1%

TOP 5 CATEGORIES

CATEGORIES	CLICKS
E-Commerce	51879087
Adult	49804287
Other	40601837
Entertainment	29899998
Gambling	24023529

CLICKS

- E-Commerce
- Adult
- Other
- Entertainment
- Gambling
- Betting
- Push subscription
- Questionnaire
- Finance
- Health
- Sweepstakes
- Applications
- Pinsubmit
- Games

Gambling 7,9%
Betting 7,8%
Entertainment 9,9%
Push subscription 7,0%
Questionnaire 5,5%
Finance 3,5%
Health 3,4%
Other 13,4%
Adult 16,5%
E-Commerce 17,2%
Other categories 7,0%

Pinsubmit 1%
Games 1%
Applications 1%
Other 3%
Sweepstakes 2%
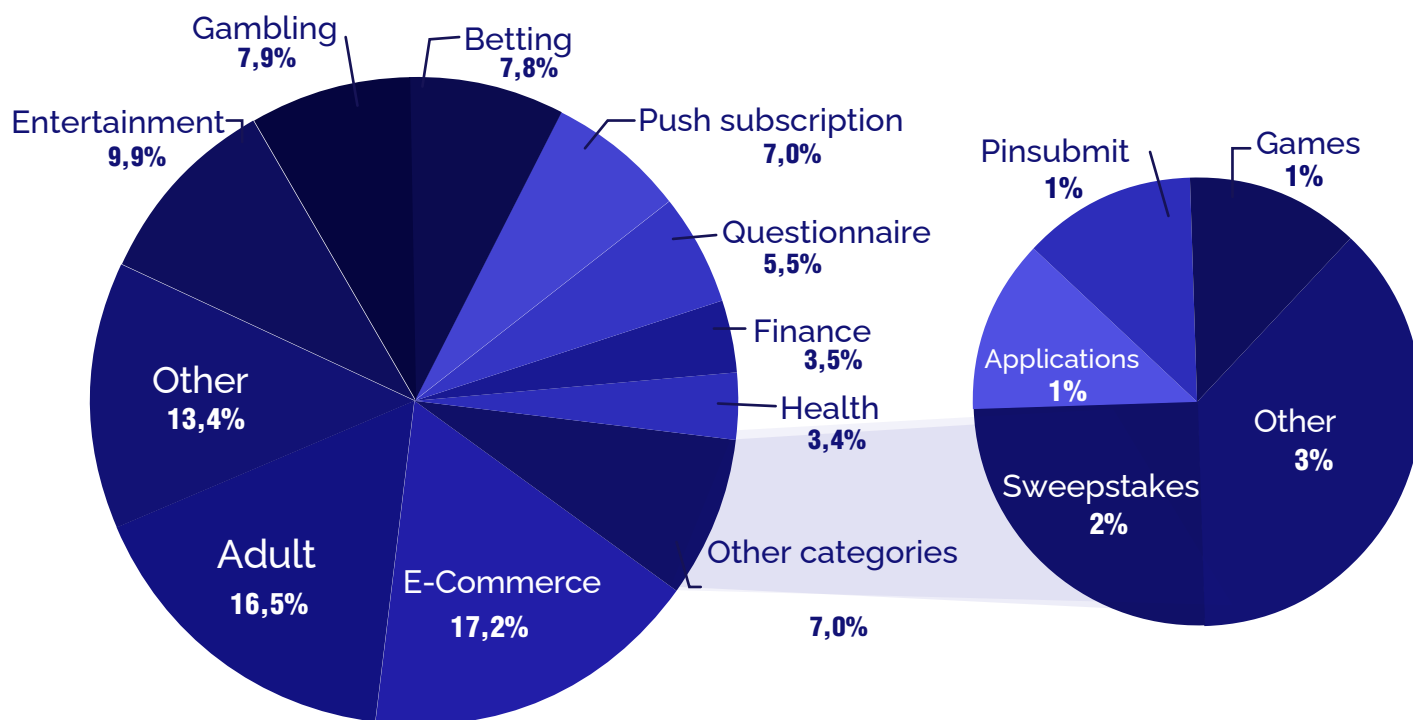
TOP 5 CATEGORIES

CATEGORIES	CLICKS
Adult	22060146
Applications	5096881
Questionnaire	4653436
Finance	4039821
Gambling	3207279

CLICKS

- Adult
- Applications
- Questionnaire
- Finance
- Gambling
- Software
- Sweepstakes
- Betting
- Other
- Health
- Entertainment
- E-Commerce
- Pinsubmit

Finance 8,7%
Questionnaire 10,0%
Gambling 6,9%
Software 4,1%
Sweepstakes 3,2%
Betting 2,2%
Applications 10,9%
Other 6,8%
Adult 47,3%

Other 2%
Health 2%
Pinsubmit 1%
E-Commerce 1%
Entertainment 1%
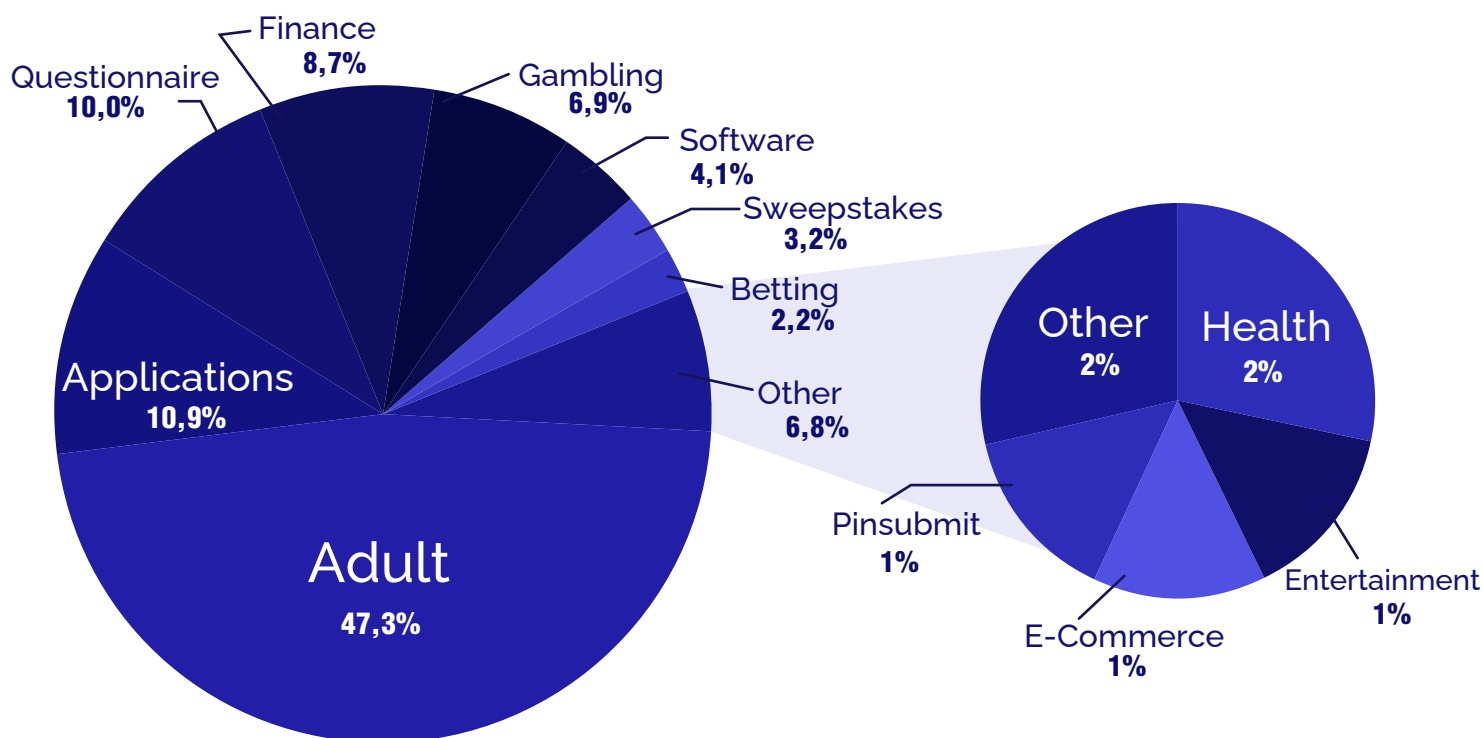
PUSH NOTIFICATIONS

If you want to advertise more aggressively than PUSH notifications are the best. Bring your message to the audience with previous consent to send them pushes on publisher network sites and then advertise with the cheapest cost for click you can ever get using other formats.

Title

Icon

12:11

Boo Halloween party
Be the first to know about a cool party, just subscribe

Message

Main image

Adult

IN		ID		BR		PH		PK
NG		MY		VN		IR		UZ

Applications

MX		BR		PH		IN		US
TR		DZ		RU		ID		JP

Questionnaire

BR		IN		RU		KH		CD
KZ		UA		TR		KR		BO

NOTIFICATIONS

Finance

🇧🇷 BR	🇪🇸 ES	🇲🇽 MX	🇺🇦 UA	🇨🇦 CA
🇿🇦 ZA	🇩🇪 DE	🇮🇹 IT	🇮🇩 ID	🇪🇬 EG

Gambling

🇹🇭 TH	🇮🇩 ID	🇲🇾 MY	🇸🇬 SG	🇲🇲 MM
🇮🇹 IT	🇷🇺 RU	🇦🇲 AM	🇦🇿 AZ	🇺🇿 UZ

Software

🇺🇸 US	🇹🇷 TR	🇲🇽 MX	🇯🇵 JP	🇬🇧 GB
🇧🇷 BR	🇦🇺 AU	🇫🇷 FR	🇪🇸 ES	🇨🇦 CA

Sweepstakes

🇮🇩 ID	🇹🇭 TH	🇵🇭 PH	🇳🇬 NG	🇮🇹 IT
🇨🇴 CO	🇩🇿 DZ	🇲🇲 MM	🇺🇸 US	🇷🇴 RO

PUSH NOTIFICATIONS

Betting

UZ	AR	BD	TH	KZ
BR	BJ	SN	VN	NG

Health

BD	NL	TN	ID	UZ
BG	IN	MX	HU	US

Entertainment

BR	CL	IN	CO	ID
VN	TR	KZ	US	GB

IN-PAGE MESSAGES

Best format if your audience is tired of PUSH notifications . Feels more native than PUSH ads as it is displayed directly on a web-page.

Some site

Title
Message
Icon
Boo Halloween party
Be the first to know about a cool party, just subscribe
Main image

Adult

IN	BR	US	MY	PK
GB	ES	DE	AR	MX

Applications

BR	US	MX	ID	MY
IN	PH	PE	CO	VN

Gambling

TH	MY	ID	SG	MM
FR	VN	BE	CZ	IN
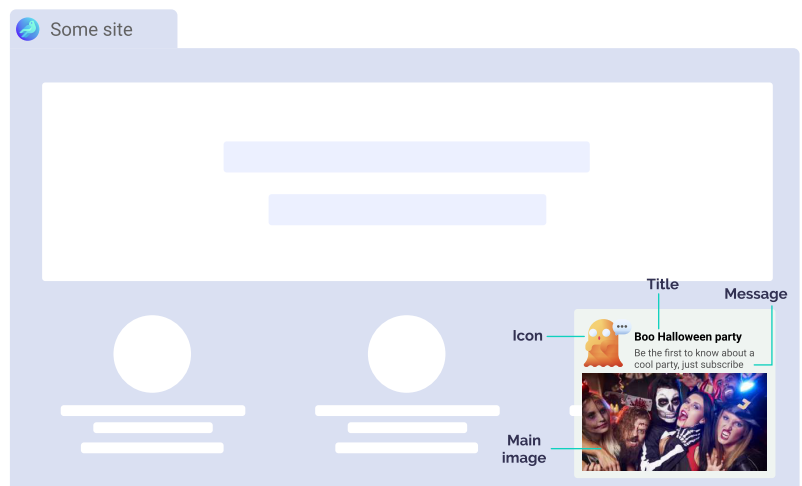
IN-PAGE MESSAGES

Questionnaire

🇮🇳 IN	🇧🇷 BR	🇷🇺 RU	🇵🇭 PH	🇰🇭 KH
🇲🇾 MY	🇰🇿 KZ	🇰🇷 KR	🇺🇦 UA	🇨🇴 CO

Finance

🇮🇳 IN	🇺🇦 UA	🇩🇪 DE	🇧🇷 BR	🇵🇱 PL
🇹🇷 TR	🇨🇴 CO	🇨🇦 CA	🇬🇧 GB	🇨🇿 CZ

Software

🇺🇸 US	🇧🇷 BR	🇹🇷 TR	🇨🇳 CN	🇬🇧 GB
🇫🇷 FR	🇨🇦 CA	🇦🇺 AU	🇮🇹 IT	🇳🇬 NG

Dating

🇺🇸 US	🇳🇬 NG	🇬🇧 GB	🇨🇱 CL	🇵🇱 PL
🇨🇴 CO	🇬🇹 GT	🇨🇦 CA	🇵🇦 PA	🇮🇳 IN

IN-PAGE MESSAGES

Sexual content

IN	BR	RU	UA	US
PK	UZ	BD	RO	CZ

Betting

AR	BD	UZ	TH	SN
NG	BR	BJ	IN	RU

Health

NL	UZ	MX	IN	US
ID	CO	KR	ES	DE
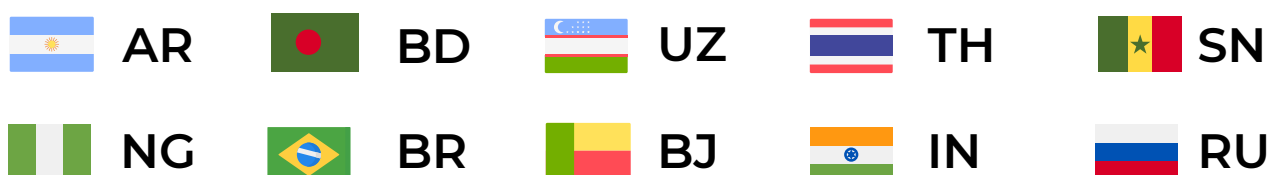
POPUNDER

Great format if you want to give a dedicated place to your ad content. Popunder is seen when the main window is closed and is shown to your unique users only once a day.

E-Commerce

UA	BE	TH	NL	DE
PR	FR	IT	CO	CI

Adult

FR	UA	DE	ES	CN
RU	US	ZA	BE	BR

Other

VN	BR	DE	MX	US
CO	ES	IN	PL	JP
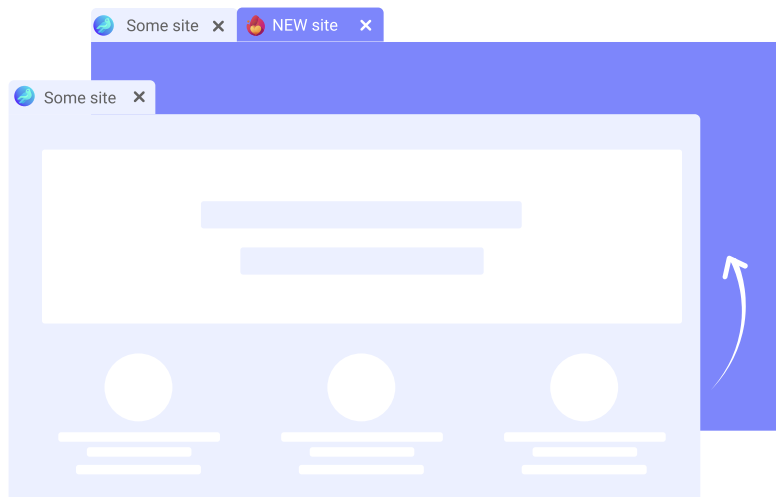
POPUNDER

Entertainment

🇧🇷 BR	🇺🇸 US	🇹🇷 TR	🇮🇳 IN	🇺🇦 UA
🇵🇰 PK	🇪🇬 EG	🇮🇩 ID	🇨🇦 CA	🇬🇧 GB

Gambling

🇰🇷 KR	🇺🇦 UA	🇳🇿 NZ	🇨🇴 CO	🇧🇷 BR
🇲🇽 MX	🇮🇳 IN	🇲🇾 MY	🇦🇲 AM	🇩🇪 DE

Betting

🇳🇱 NL	🇺🇦 UA	🇧🇬 BG	🇬🇭 GH	🇸🇳 SN
🇿🇦 ZA	🇩🇪 DE	🇭🇺 HU	🇬🇧 GB	🇫🇮 FI

Push subscription

🇺🇦 UA	🇳🇱 NL	🇲🇾 MY	🇬🇭 GH	🇭🇺 HU
🇦🇲 AM	🇱🇾 LY	🇲🇲 US	🇺🇬 UG	🇧🇷 BR

POPUNDER

Questionnaire

🇷🇺 RU	🇩🇪 DE	🇫🇷 FR	🇱🇾 LY	🇵🇱 PL
🇦🇱 AL	🇦🇿 AZ	🇰🇿 KZ	🇦🇲 AM	🇸🇳 SN

Finance

🇧🇷 BR	🇵🇱 PL	🇮🇩 ID	🇺🇸 US	🇨🇦 CA
🇦🇪 AE	🇲🇽 MX	🇪🇸 ES	🇻🇳 VN	🇨🇱 CL

Health

🇳🇱 NL	🇺🇸 US	🇫🇷 FR	🇮🇩 ID	🇪🇸 ES
🇬🇧 GB	🇮🇳 IN	🇦🇷 AR	🇭🇰 HK	

NATIVE ADS

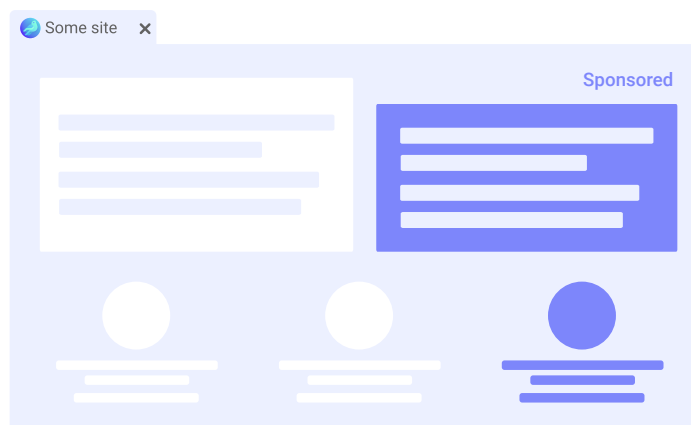This format is great for those who want to give the best viewability of your ads creatives. This format gets much more engagement than others as visitors feel like it's a native part of the user experience they enjoy on sites with this kind of ad format.

Adult

🇮🇳 IN	🇺🇸 US	🇫🇷 FR	🇩🇪 DE	🇧🇷 BR
🇬🇧 GB	🇪🇸 ES	🇵🇭 PH	🇲🇾 MY	🇲🇽 MX

Finance

🇮🇳 IN	🇮🇩 ID	🇻🇳 VN	🇷🇺 RU	🇧🇷 BR
🇬🇧 GB	🇲🇽 MX	🇩🇪 DE	🇺🇸 US	🇨🇦 CA

Gambling

🇮🇳 IN	🇹🇭 TH	🇺🇦 UA	🇲🇾 MY	🇸🇬 SG
🇷🇺 RU	🇰🇿 KZ	🇧🇾 BY	🇦🇲 AM	🇲🇩 MD

NATIVE ADS

Push subscription

🇮🇳 IN	🇹🇭 TH	🇲🇽 MX	🇧🇷 BR	🇺🇸 US
🇪🇸 ES	🇨🇴 CO	🇨🇱 CL	🇨🇳 CN	🇵🇪 PE

Betting

🇮🇳 IN	🇬🇧 GB	🇦🇷 AR	🇵🇱 PL	🇰🇷 KR
🇫🇷 FR	🇪🇸 ES	🇩🇪 DE	🇮🇹 IT	🇮🇪 IE

Health

🇳🇱 NL	🇩🇪 DE	🇺🇸 US	🇮🇳 IN	🇺🇿 UZ
🇷🇴 RO	🇧🇦 BA	🇨🇦 CA	🇷🇺 RU	🇬🇧 GB

E-Commerce

🇺🇸 US	🇬🇧 GB	🇹🇷 TR	🇷🇺 RU	🇲🇽 MX
🇹🇭 TH	🇮🇳 IN	🇺🇦 UA	🇮🇹 IT	🇧🇪 BE

NATIVE ADS

Entertainment

RU	RS	IN	US	TH
DE	VN	ID	GB	FR

Games

IN	EG	BR	IR	DE
US	ID	ES	MX	VN

Applications

BR	JP	ID	VN	US

💡 In case you have any questions, address your manager, who is ready to help you 24/7/365.

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