

# TOP COUNTRIES and VERTICALS of *June*



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## Hello, Evadavers!

We are going to describe everything important about Affiliate Marketing Verticals here, including what they are, which offers/products you can advertise, the best conversions flows and formats.

### How To Choose a Vertical?

The rule of thumb is to always choose something you know how to use.

By understanding your target audience, it will be a lot easier to know what makes them tick. But more importantly, you'll understand how to speak their language.

When choosing an offer, make sure to read the description thoroughly and be aware of which GEOs, Conversions Flows, and platforms these offers are best for.

Next, we'll share our top verticals and geos from data across the platform. You should use this data for any offers you are interested in and make optimization for your advertising campaigns accordingly.

So here we go!

## June ACHIEVEMENTS



**35k**

New campaigns



**114 bln**

Ad impressions



**30%**

Grow more conversions



**13%**

Highest CTR



**2K**

New direct sources








**\$1M**

Payouts

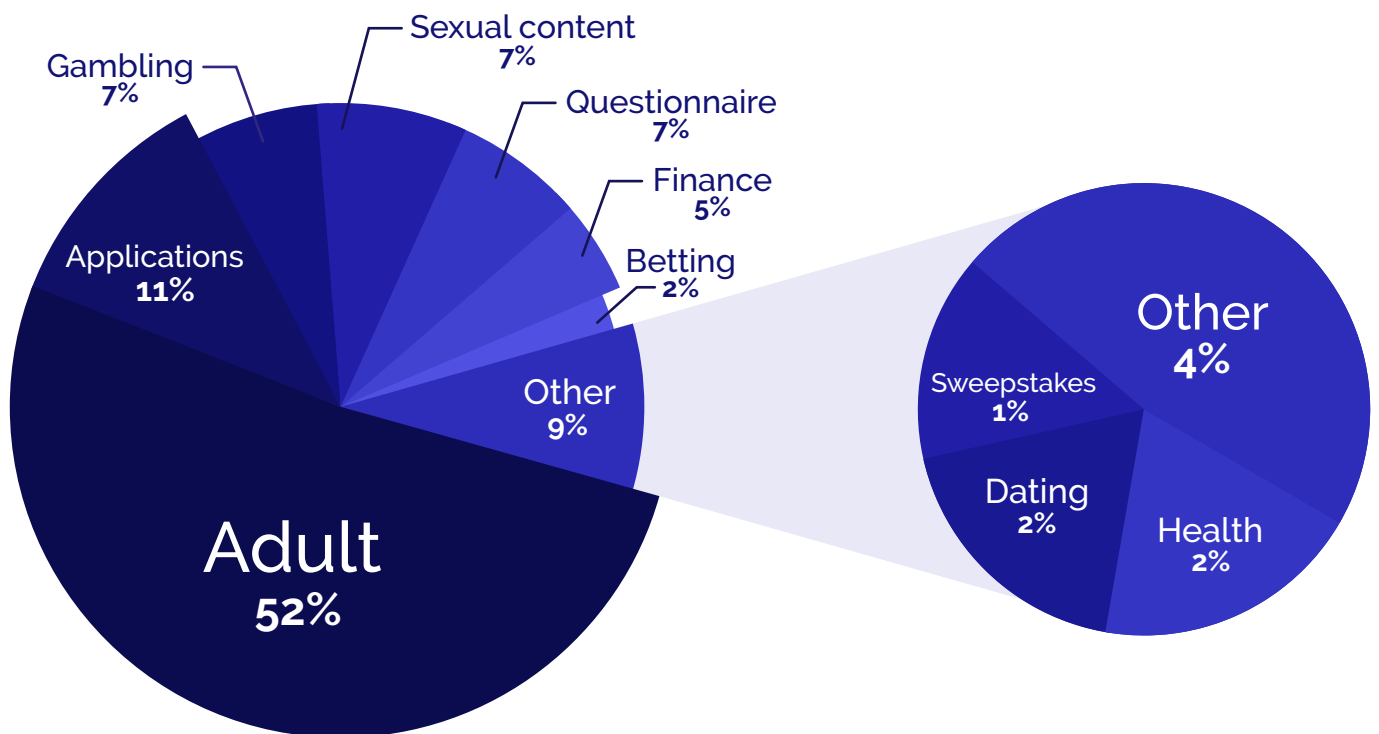
# » IN-PAGE TOP CATEGORIES

## TOP 5 CATEGORIES

CATEGORY	CLICKS
 Adult	24924879
 APK	5495952
 Gambling	3586711
 Sexual content	3486905
 Questionnaire	3372339






## CLICKS

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



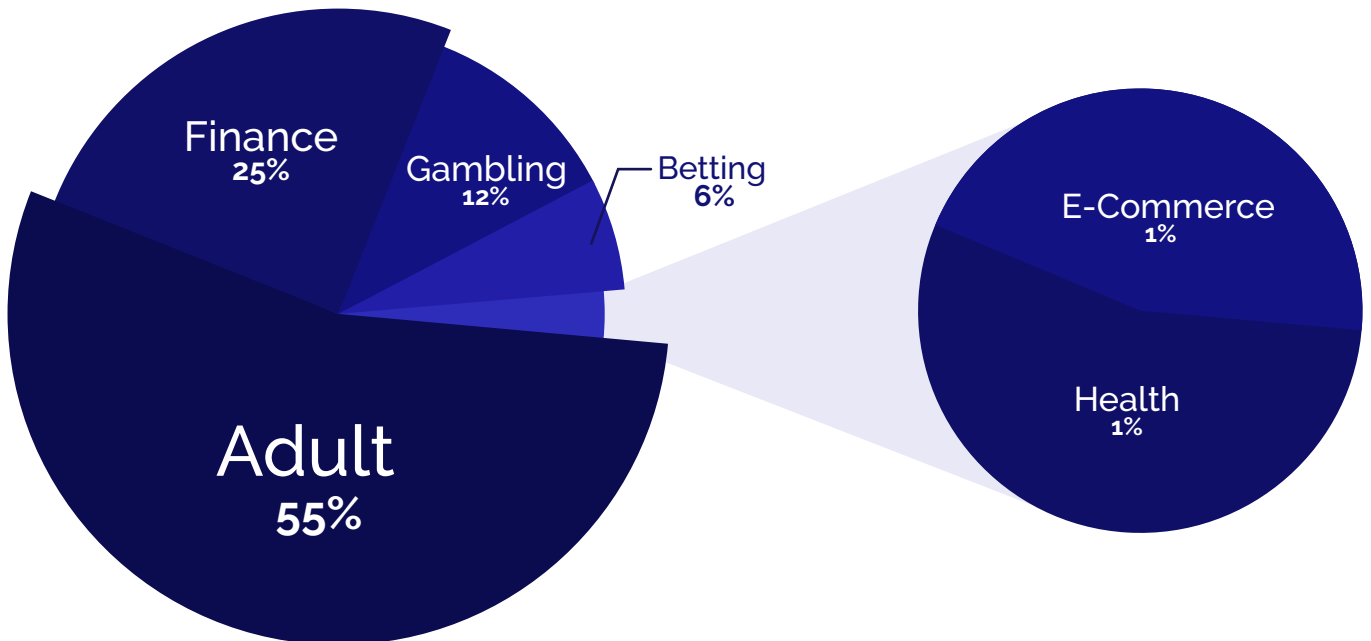
# » NATIVE TOP CATEGORIES

## TOP 5 CATEGORIES

CATEGORY	CLICKS
 Adult	17285064
 APK	5495952
 Gambling	3586711
 Sexual content	3486905
 Questionnaire	3372339






## CLICKS

- Adult
- Finance
- Gambling
- Betting
- E-Commerce
- Health



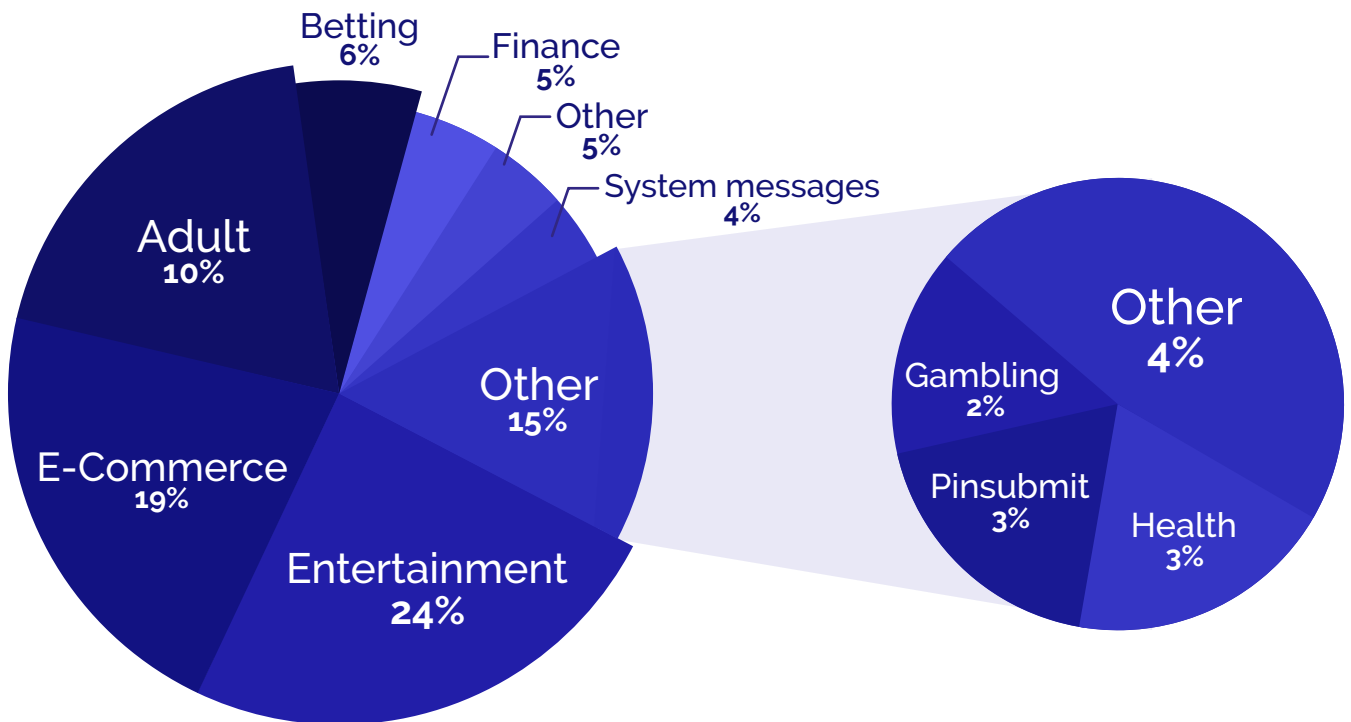
# » POPUNDER TOP CATEGORIES

## TOP 5 CATEGORIES

CATEGORY	CLICKS
 Entertainment	61890737
 E-Commerce	55506047
 Adult	49364867
 Betting	16486813
 Finance	12092257






## CLICKS

-  Entertainment
-  E-Commerce
-  Adult
-  Betting
-  Finance
-  Other
-  System messages
-  Health
-  Pinsubmit
-  Gambling
-  Other



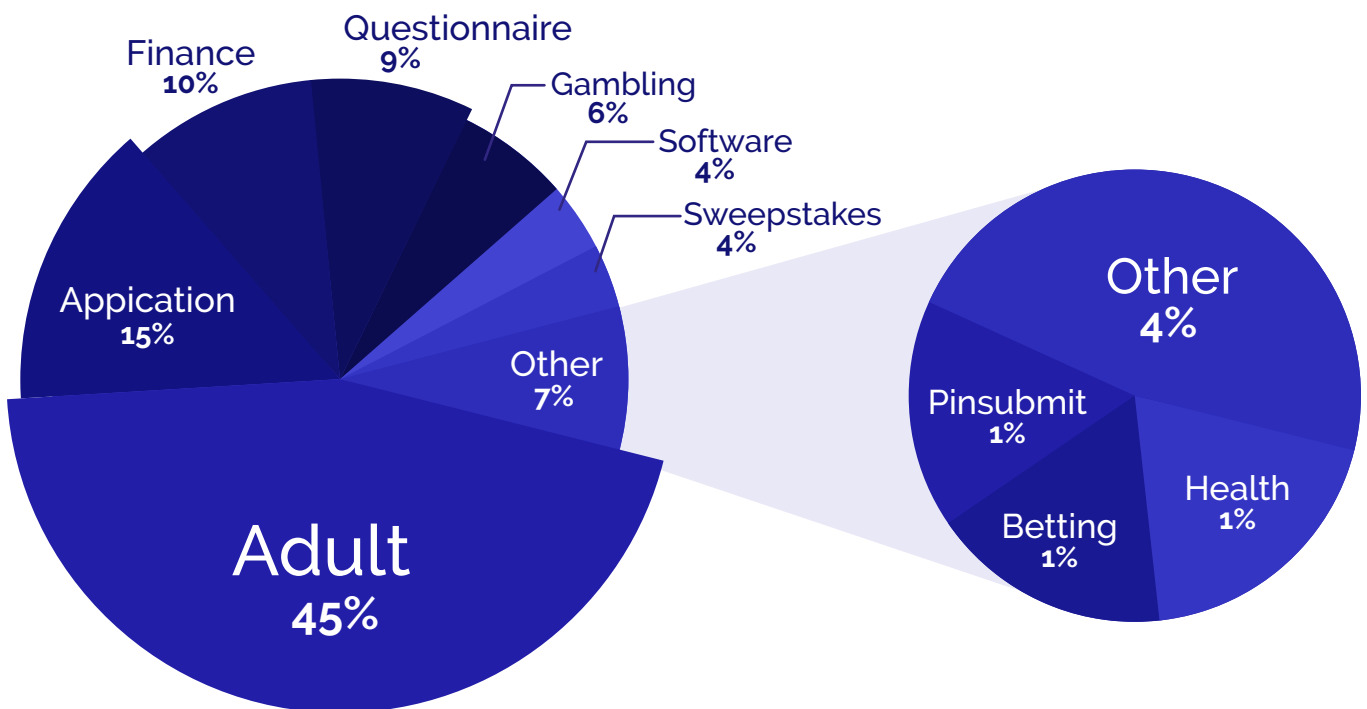
# » PUSH TOP CATEGORIES

## TOP 5 CATEGORIES

CATEGORY	CLICKS
 Adult	22367097
 APK	7222798
 Finance	4882547
 Questionnaire	4466145
 Gambling	3135493

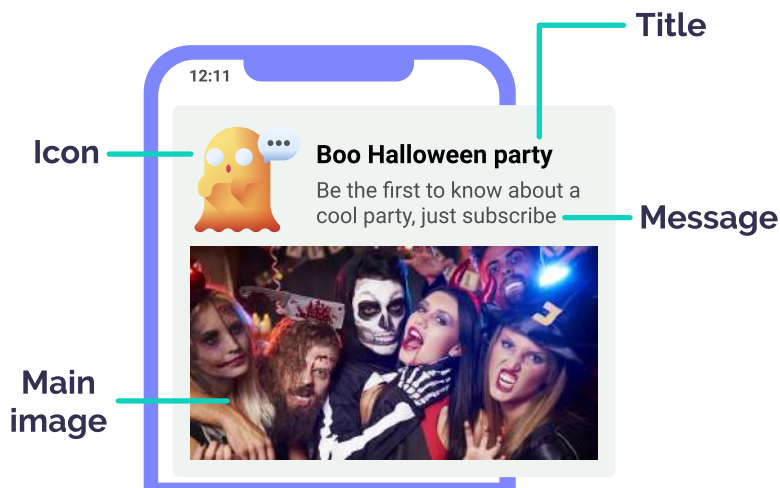
## CLICKS

- Adult
- Application
- Finance
- Questionnaire
- Gambling
- Software
- Sweepstakes
- Health
- Betting
- Pinsubmit
- Other



## PUSH NOTIFICATIONS

Push notifications take advantage of a subscriber's previous consent to deliver ads instantly to any device. This form of ad is visible even when the user is not browsing.



### Adult



### Applications



### Finance





## PUSH NOTIFICATIONS

### Questionnaire



### Gambling



### Software



### Sweepstakes



## PUSH NOTIFICATIONS

### Health



UZ



TN



BG



NL



SK



BD



BR



LT



HU



GR

### Betting



BD



VN



UZ



BJ



ID



RU



TH



BR



KZ



MD

### Pinsubmit



TR



EG



BG



BA



AZ



SI



RU



UA



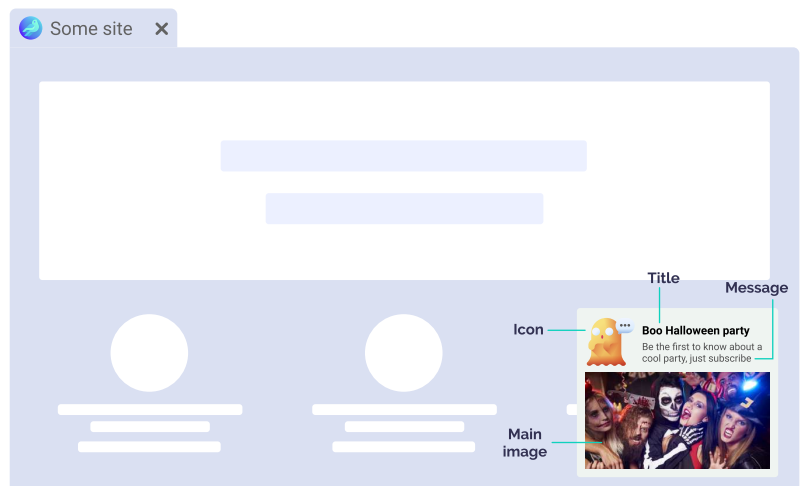
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## IN-PAGE MESSAGES

In-page ads are displayed directly on the website. They work with all browsers and platforms, and especially work well with iOS. Non-intrusive, they provide an access to an audience that might be tired of push formats.



### Adult



### Applications



### Gambling



## IN-PAGE MESSAGES

### Sexual content



### Questionnaire



### Finance



### Betting



## IN-PAGE MESSAGES

### Dating



### Health

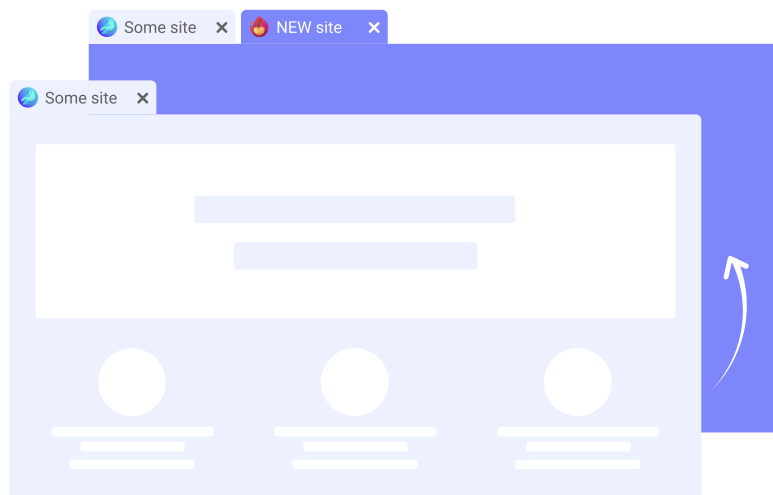


### Sweepstakes



## POPUNDER

Popunders appear behind a browser window, and are fully visible once the main window is closed or minimized. They are only shown to unique viewers once a day or with optimal frequency.



### Entertainment



BR



US



MY



IN



UA



TR



ID



PK



CZ



AU

### E-Commerce



UA



DE



TH



GB



BE



FR



ES



IT



NL



AT

### Adult



DE



VN



US



RU



FR



ES



UA



MY



IT



ZA

## POPUNDER

### Betting



NL



BG



HU



NO



DE



FI



ZA



GB



UA



CN

### Finance



BR



RU



ES



CA



PL



SG



ID



AE



US



ZA

### System messages



JP



GB



BE



DE



AT



AU



US



FR



CH



ES

### Health



NL



IN



TR



AR



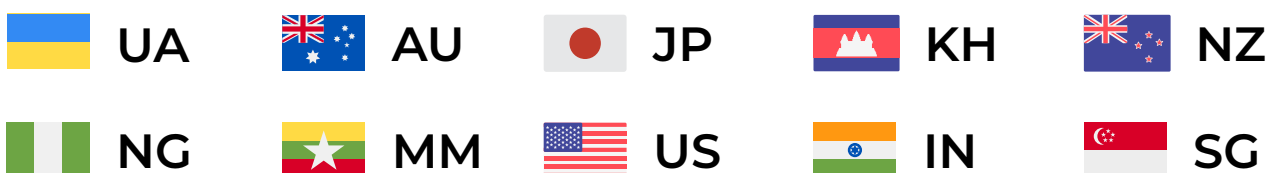
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## POPUNDER

### Pinsubmit



### Gambling



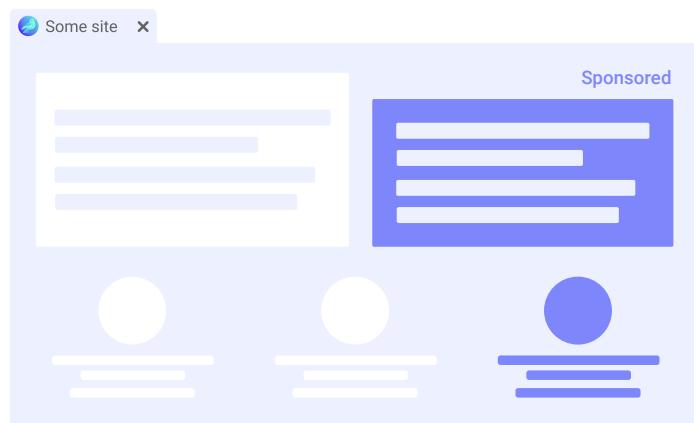
### Applications





## NATIVE ADS

Native ads are always shown within the site's content, ensuring ultimate viewability for your creatives. Native banners have click rates that are eight times higher than regular formats. They represent a very effective tool for building audience engagement.



### Adult



### Finance



### Gambling



**NATIVE ADS**

**Betting**



**Health**



**E-Commerce**



**Sexual content**



## NATIVE ADS

### Dating



PH



US



GB



ME



KR



FR



RU



DE



JP



ES

### Entertainment



IN



US



RU



UA



TH



CO



MX



GB



AR



DE

### Sweepstakes



PH



IQ



LY



NG



US



ID



ZA



KH



HU



CU



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

ADVERTISE WITH US