

# Traffic Monetization:

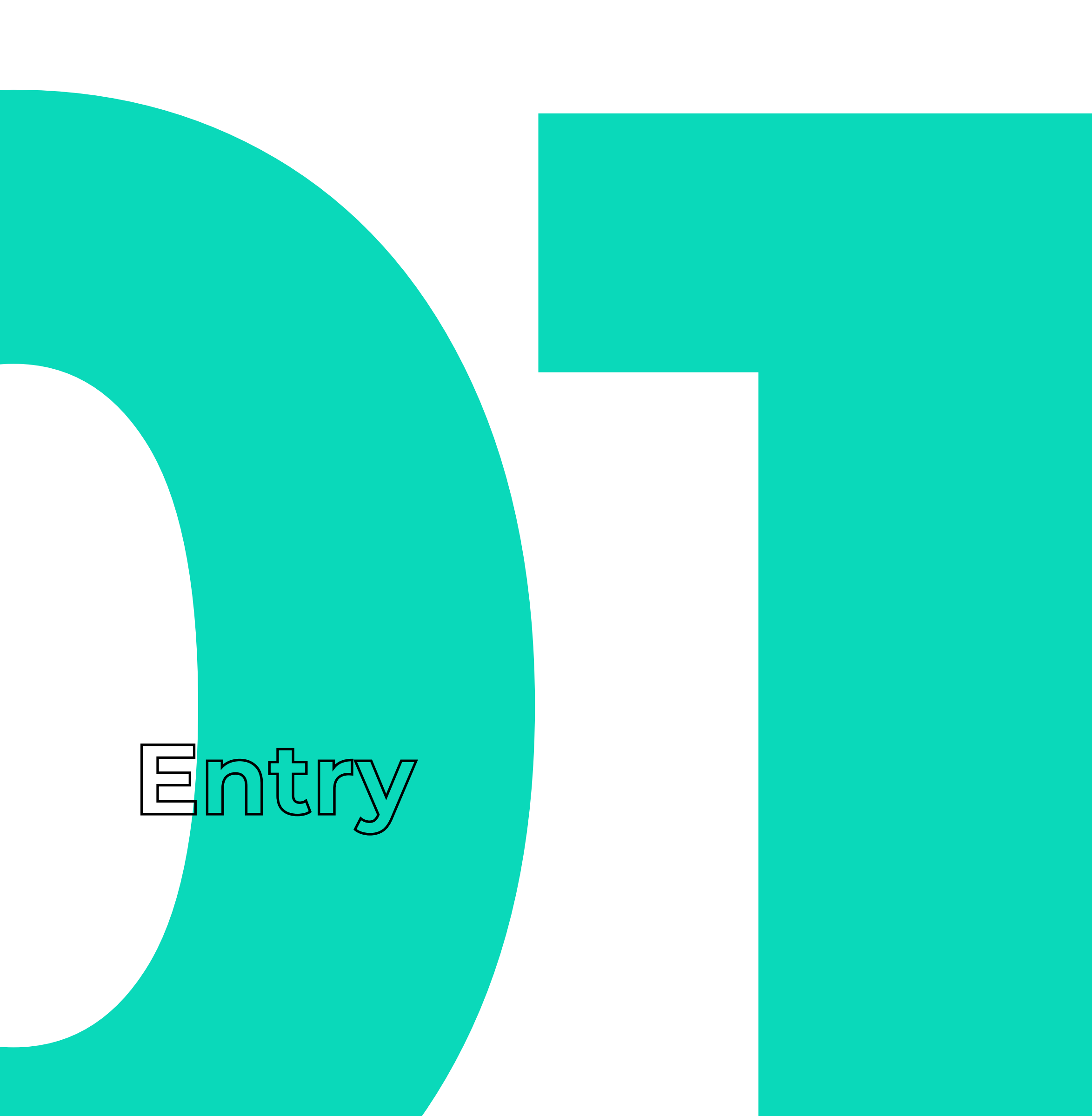
Guideline for Publishers



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Entry

Publishers are being often told about content monetization for growing profit.

But, in fact, **not every website owner** or **arbitrage manager** dealing with traffic really understands how he/she can **monetize content** and what additional opportunities are available for **profit growth**.

**Here, in a guide for publishers we'd like :**



to reveal all monetization "treasures";



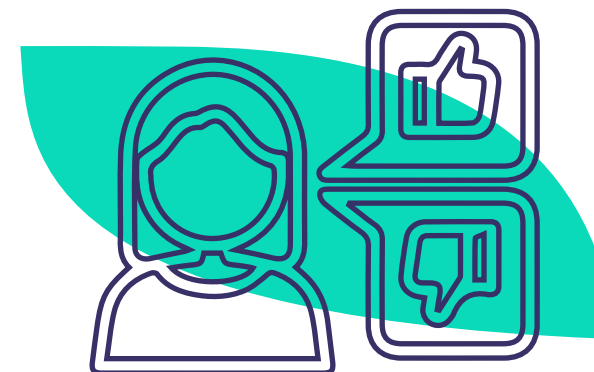
give you great guidelines on creating even better strategies;



help to figure out how monetization works, and how it's connected with the website audience, traffic sources, content, tracking and data optimization.

Nowadays every publisher must work on his traffic so that :

- to give advertisers a bird view of the audience's preferences, likes, and dislikes.



- advertisers could place their ads on relevant platforms and show them to those users who'd probably want to see them.



Learning these guidelines and implementing them to work everyone will be able to earn even better with Evadav network.



# **Choosing audience** and CPA top rates

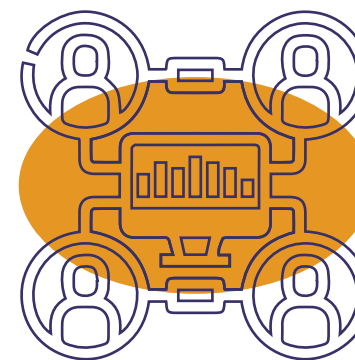
## how to choose the audience

Stable traffic helps to pay off all website development and support spendings, and also brings profit.

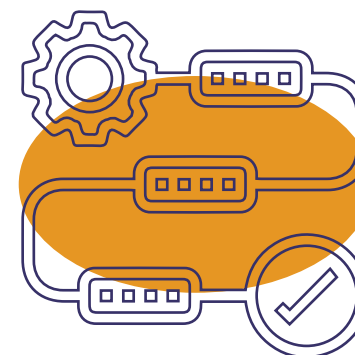
**The more website visits are, the more webmaster can earn on his resource.**

The audience always follows quality and unique content on the website and its internal user-friendly composition directly influences monetization. So first and foremost, **it's worth paying maximum attention to content mainly.**

One can monetize any website — are needed for this

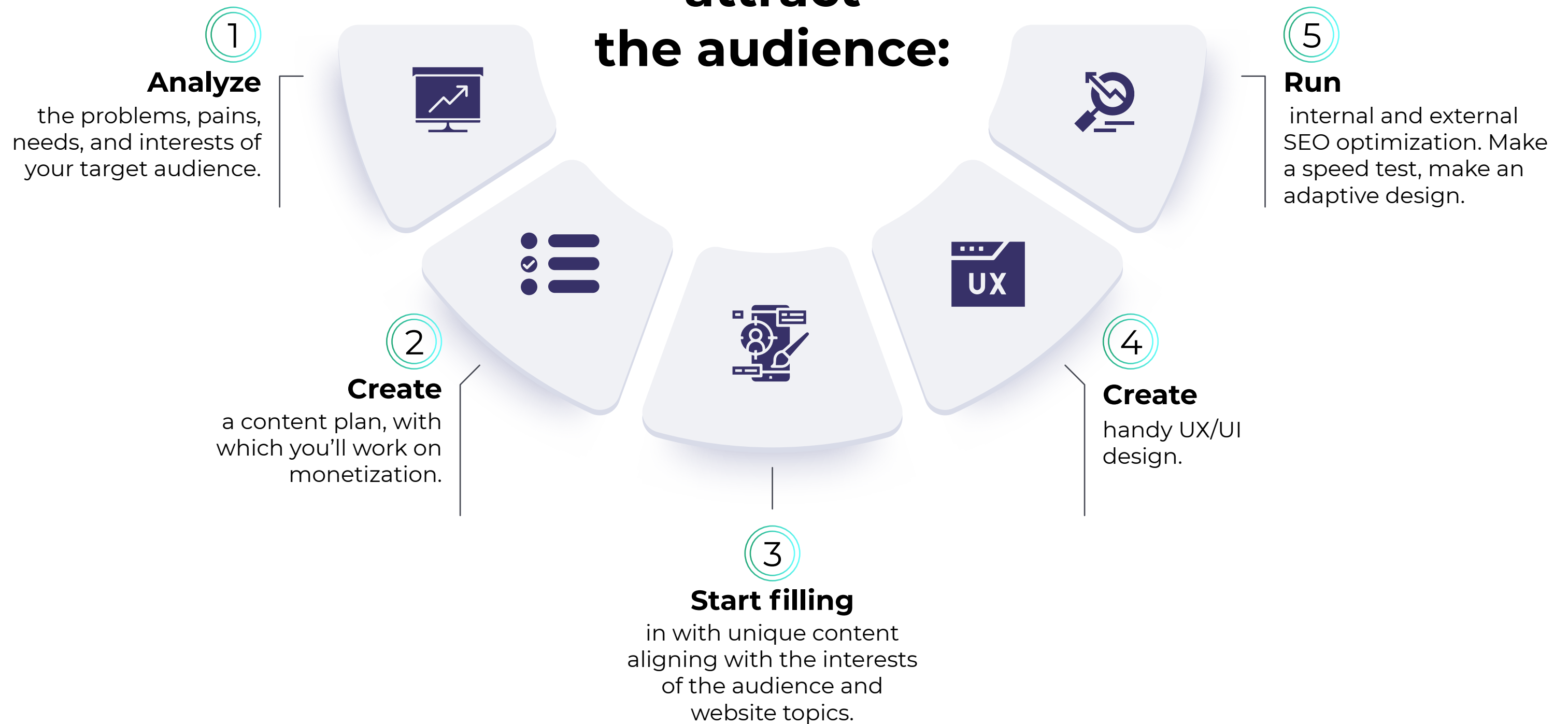


only traffic



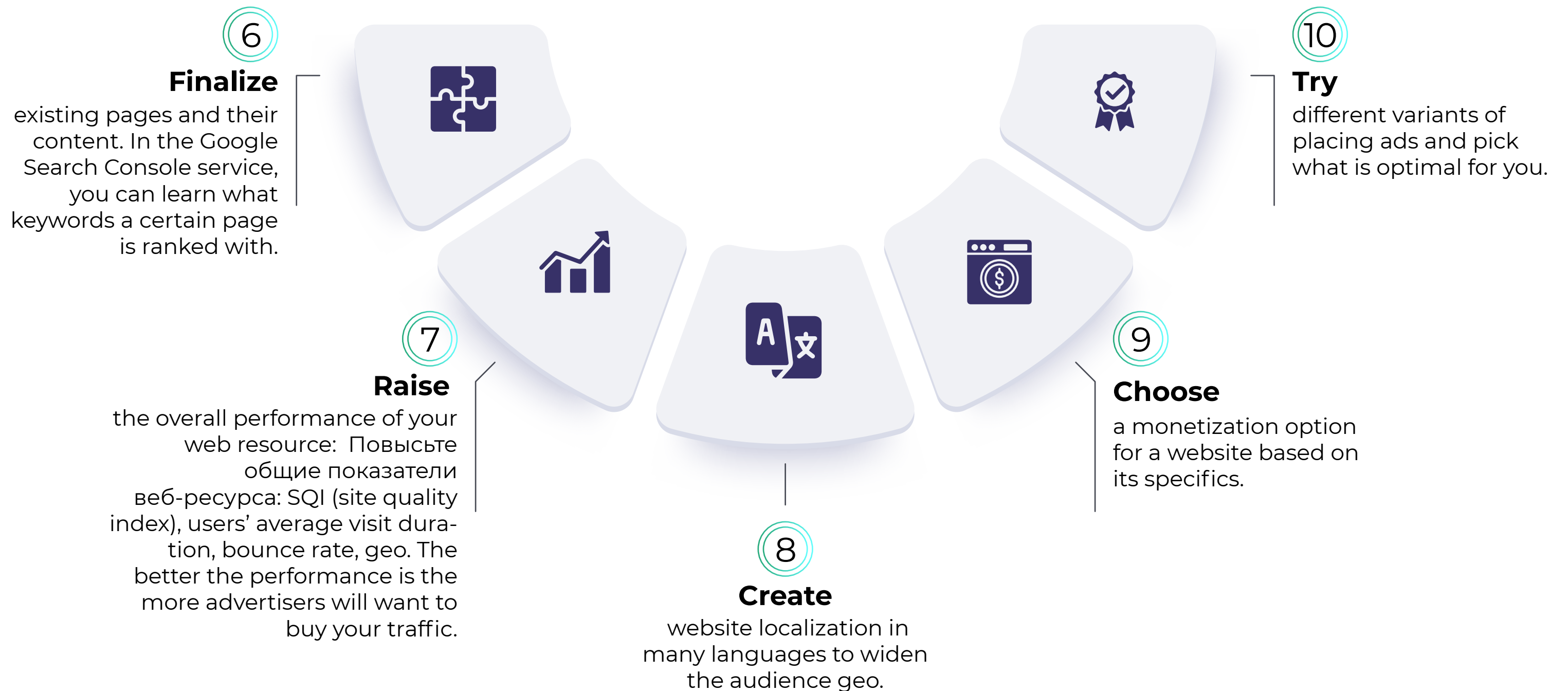
correct monetization  
option

# How to attract the audience:



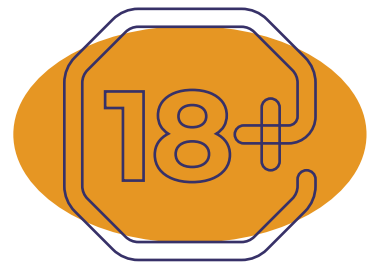


## how to choose the audience



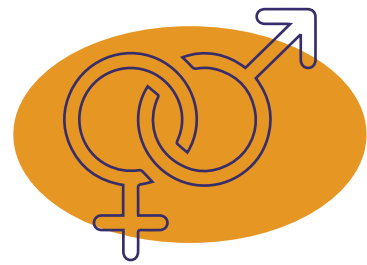
## how to choose the audience

First of all, describe your client avatar who would probably convert to lead. Ask yourself the following questions and answer them:



### What is the user's age?

If it's a user below 18 y.o., will an ointment for joints be interesting for him/her? Or maybe it's better to show him/her an offer with an anti-acne solution?



### What is the user's sex?

Is it a guy willing to have a flirt with girls or is it a girl looking for 4D mascara or diet pills?



### GEO

Where is your user territorially?



### What are his/her interests?

Will the user be interested in your offer? What are his/her goals? What is he/she doing in his/her spare time?



### How much money does he/she make?

Is he/she solvent and will he/she be able to pay for your offer? It's obvious that people from India won't spend much money on licensed software, unlike people from Europe and North America.

### Tip

an interested user is your website's best friend as it will be much easier to sell him goods or services.



## Evadav best geo

Our Evadav team has picked **Top-20 geo from Evadav** on push with the CPA model.

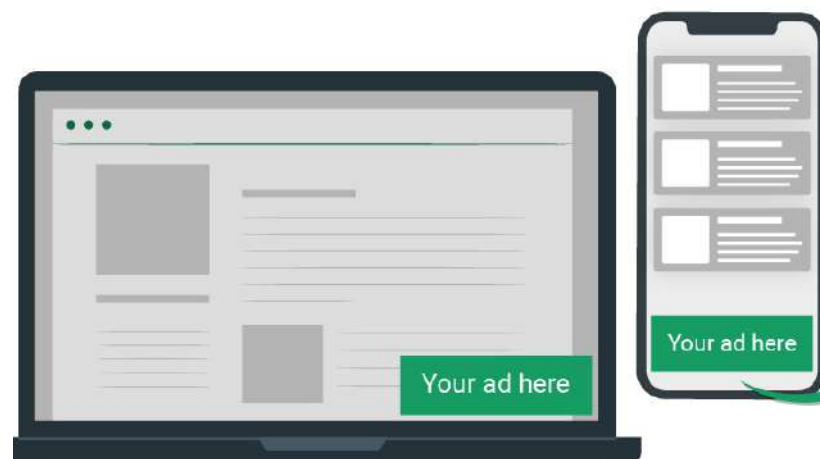
Country	Mobile	Desktop
CA	\$120	\$90
AU	\$80	\$66
GB	\$71	\$79
US	\$56	\$73
NZ	\$50	\$50
IE	\$46	\$38
AT	\$41	\$38
JP	\$40	\$15
CH	\$40	\$56
SE	\$39	\$28

Country	Mobile	Desktop
RU	\$38	\$23
ZA	\$38	\$23
DE	\$33	\$44
FI	\$29	\$42
AE	\$28	\$15
NO	\$28	\$64
PT	\$28	\$6
KR	\$26	\$13
ES	\$25	\$18
SI	\$24	\$7,5

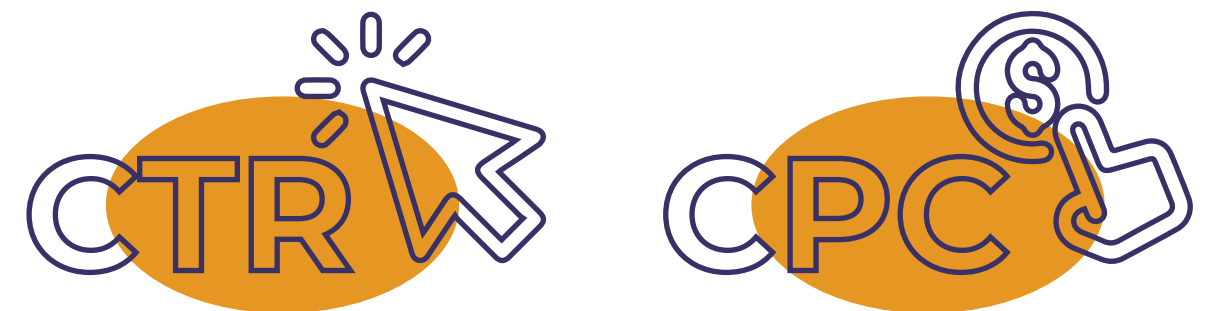
### What format do we recommend to choose first?

One should at least consider **In-page format** as an alternative to classic Push notifications.

Despite the less aggressive ad format, tests show that **standard CTR** (click-through rate), **CPC** (cost per click), etc., are on the same level with classic push, and are often even **higher than this**.



The audience is always updated as **views are set up mainly for users of the website and not for the subscription base** as it's done in the classic push. At the moment most ad campaigns are set up in In-page format.



#### Tip

analyze, choose and add new traffic sources and earn even more with Evadav.



# **The best-converting** traffic sources

- The arbitrage world **changes day by day**. New opportunities constantly arise and sometimes good old methods lose their efficiency. **If you don't follow trends there's a chance to fail with both the desired result and profit.**
- You can generate traffic on a website, we mean users interested in website thematic, with the **help of plenty of attraction channels.**

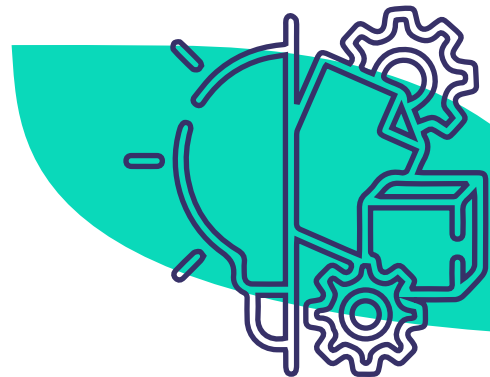


- Traffic sources have their own specifics, vary in cost, have different rules.

**Not all sources are good** for a certain offer promotion.

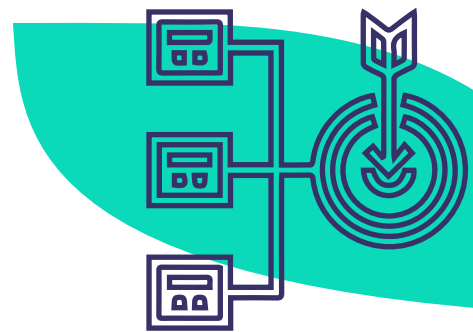
- One should **analyze traffic sources precisely** as there can be restrictions for ads including betting, gambling, casino, and microcredits.

# Reasons for tracking traffic sources:



## Find new topics for content

people from different channels may be interested in certain topics, therefore you can find new ideas for your content, analyzing your traffic sources for each page.



## Focus on channels for better results

defining which channel has shown the best result in attracting visitors, you can focus on it more to get even better results.



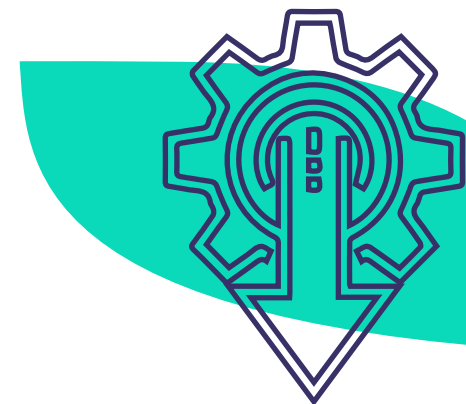
## A better understanding of your visitors

tracking traffic sources can help you to define the geo of your visitors and what channels they use. It will help to understand them and use more targeted messages.



## Ad campaigns' analysis

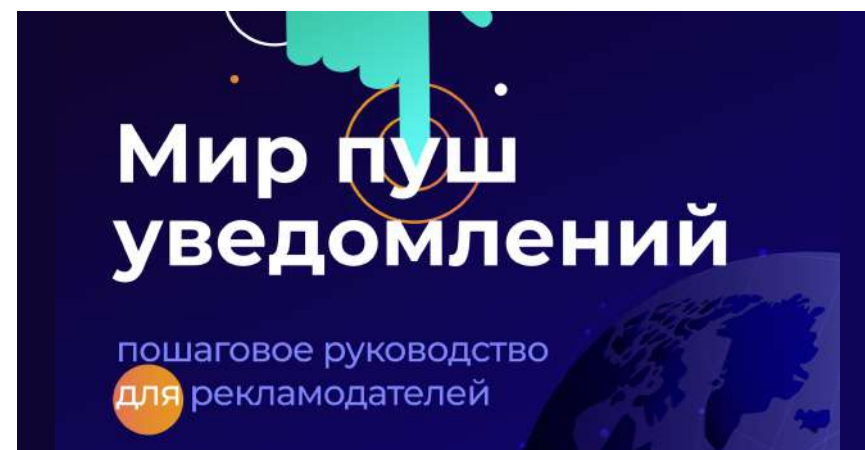
if a campaign is built on attracting traffic, you can measure its efficiency, by tracking different traffic sources.



## Detecting traffic gaps on your website

you'll be able to define which channel is not effective in attracting visitors and optimize it.

*Read more about Push World for advertisers in our guide:*



Keep in mind you can always buy traffic in our Evadav network.



## search systems: what to focus on

### Google

is still considered to be the **best traffic source**, though CPC (cost per click) is quite high compared to other traffic sources.

Google Direct ads are under strict moderation, it especially refers to new accounts.

**Before launching ads, it's better to study thoroughly T&C (terms and conditions) and the policy of ad placement.**



high cost



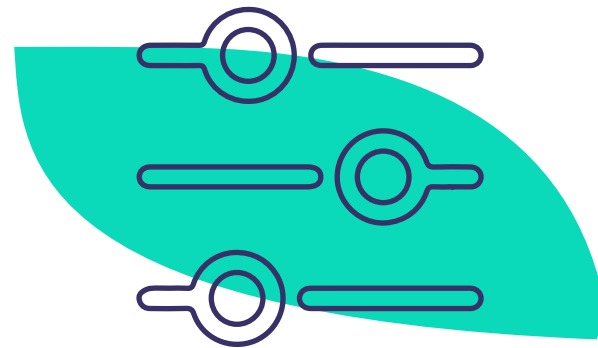
strict moderation





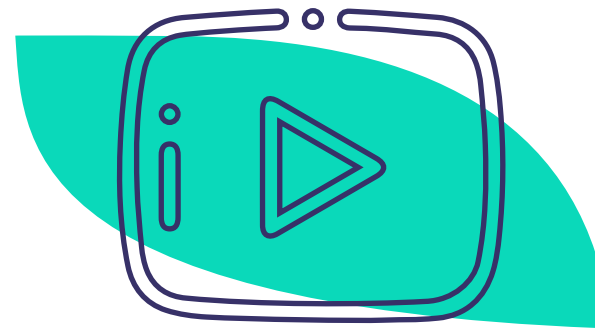
## search systems: what to focus on

Google AdWords offers to its users advanced ad management options, for instance:



### dynamic search ads,

which automatically set up your ads based on your website content and without the need to maintain keywords list



### YouTube video-ads



### universal campaigns for apps



### advanced targeting on your audience in Google

The experienced arbitrage managers mostly buy ready ad accounts, which don't need time for the warm-up.

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Elevven is an Industry leading Affiliate Marketing Company with **Dating Offers**. Sign Up and Join a Trusted Affiliate Marketing Company Looking to Expand Worldwide. Become an Affiliate. Partner with Us Now. Join Elevven.

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## search systems: what to focus on



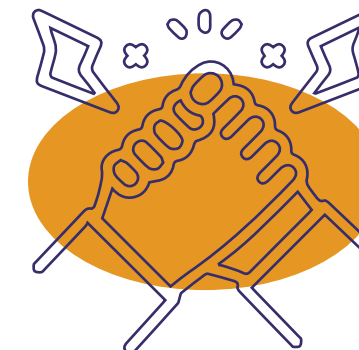
Bing

It's a **great alternative to Google Ads**, especially dealing with geo **Tier 1**.

The biggest traffic volume this network has is in the **USA, Canada, Australia, and France**.



Solvent audiences above 40 y.o., with high income,



low competition,



cost per click is significantly lower than Google AdWords offers - all these features make Bing a decent competitor.

### 9 Best Dating Sites of 2021 - (According to Experts)

<https://www.datingadvice.com/dating-sites>

May 11, 2012 · We've pointed out a lot of dating platforms that are guaranteed to work, and the top dating sites stand out for having some great customer reviews on Google Play, the App ...

Ориентировочное время чтения: 7 мин

Другие статьи — datingadvice.com

25 Free Dating Sites in the USA for 2021

13 Best Dating Sites for Over-70 Singles

5 Best Senior Dating Sites - See Reviews

12 Best Interracial Dating Sites

### Tinder | Dating, Make Friends & Meet New People

<https://tinder.com>

With Tinder, the world's most popular free dating app, you have millions of other single people at your fingertips and they're all ready to meet someone like you. Whether you're straight or in the ...

### Match | Start Something Great

<https://www.match.com>

Online Dating at Match.com Every year, hundreds of thousands of people find love on Match.com. Match.com pioneered the Internet dating industry, launching in 1995 and today serves millions ...

However, you must keep in mind that only 12 languages are available for targeting.

## search systems: what to focus on



### Baidu

It's a great search system, which fits in with **Asia's audiences**.

At the moment Baidu has **around a 1,36% share of the world market and 24,88% of a Chinese one**. Most users of Baidu are people from China, Indonesia, and Japan.

The system has plenty of additional services, for instance, **maps, music, travel, and video hosting**.



## search systems: what to focus on

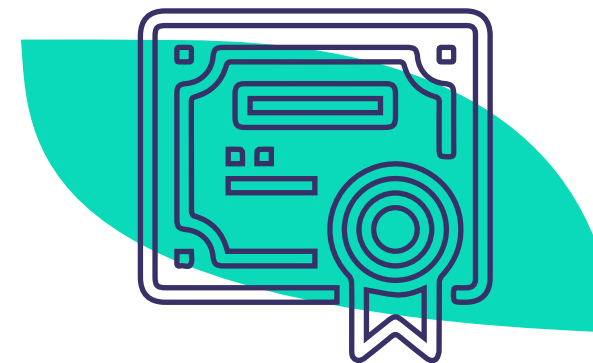
The Chinese search system has **strict requirements** for ad account creation.



you'll have to pay a \$700 deposit,



you also must perform a bank account statement,



company registration certificate,



a website in Chinese or with the option of localization.

**And, by the way, it's not allowed to promote gambling and adult offers.**



## search systems: what to focus on

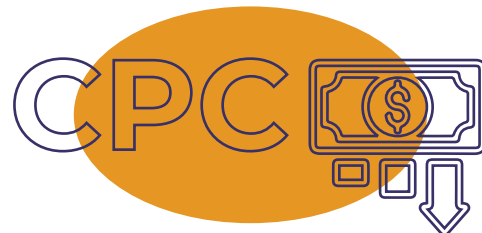


**Yahoo**

You can set up ads in this system with the help of **Yahoo Gemini**.



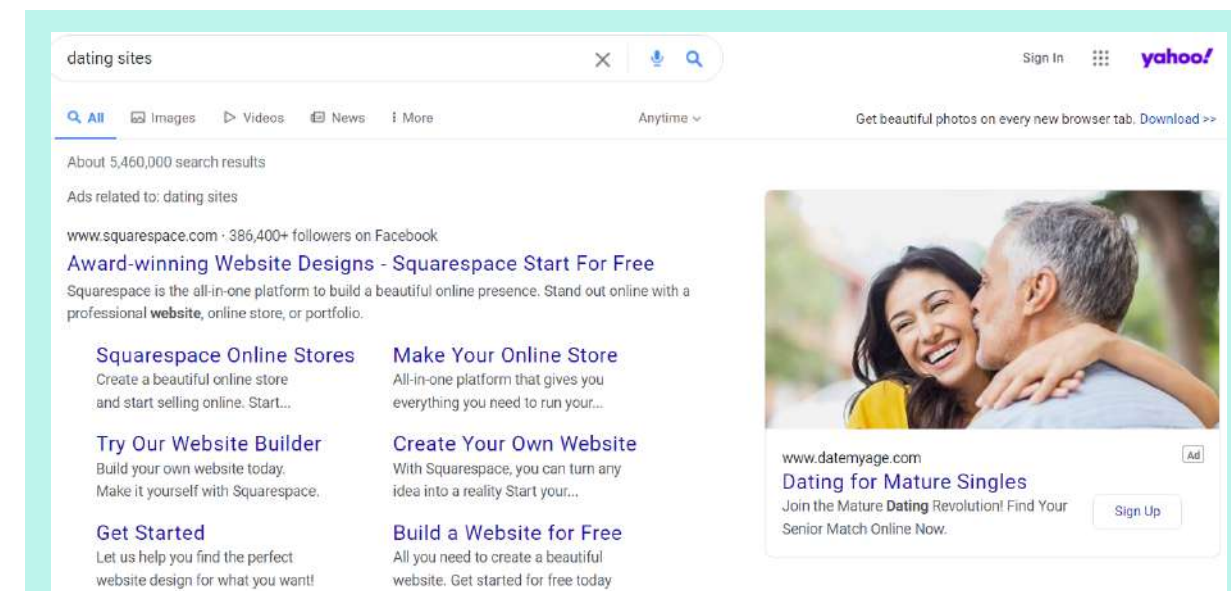
The advantage is that the system offers the **lowest cost per click** and you **can upload creatives from Google Ads** to your ad account.



Yahoo is a quite popular search network. Monthly usage is **1 billion people**.

**1 000 000 000**  
people

You can place ads in apps, Yahoo mail, native ads, etc. with Gemini.



## search systems: what to focus on



### Yandex

Yandex is a **Russian analog of Google**, but it's much older than it. In Russia, the share of Google is 51,5% and Yandex is 44,6%.

We recommend you use this search engine to work with CIS traffic.

51,5 %

the share  
of Google  
In Russia

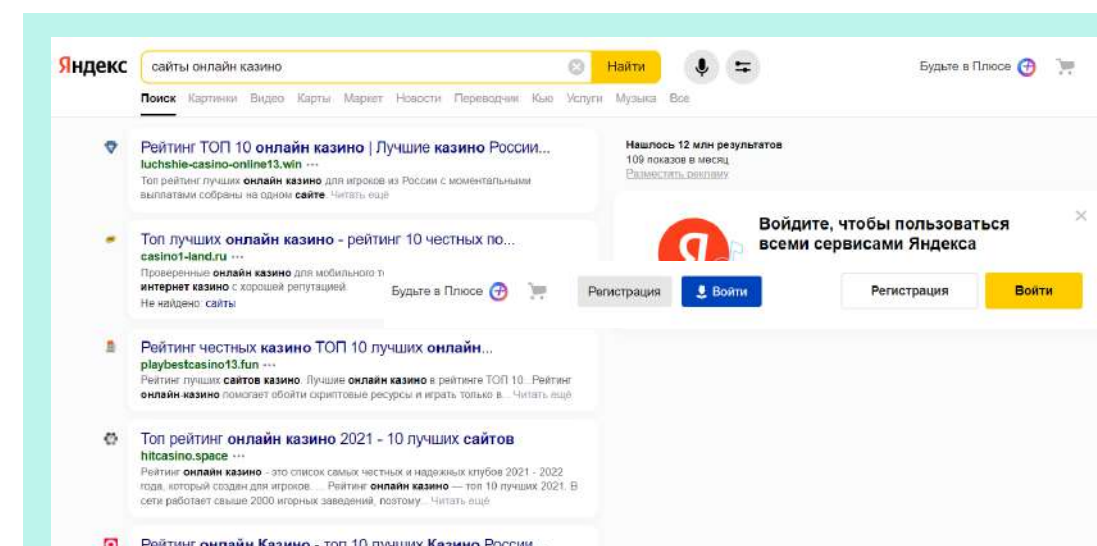
44,6 %

the share  
of Yandex  
In Russia

### Tip

Evadav recommends testing different approaches, but with the experience, we recommend starting with direct Google traffic from websites.

Evadav team is in touch 24/7! We're always happy to assist and consult if you have any questions regarding traffic sources.



## social media traffic

Social media traffic opens **great opportunities for publishers and arbitrage managers.**

The main thing is **to use opportunities properly** to get the maximum profit.

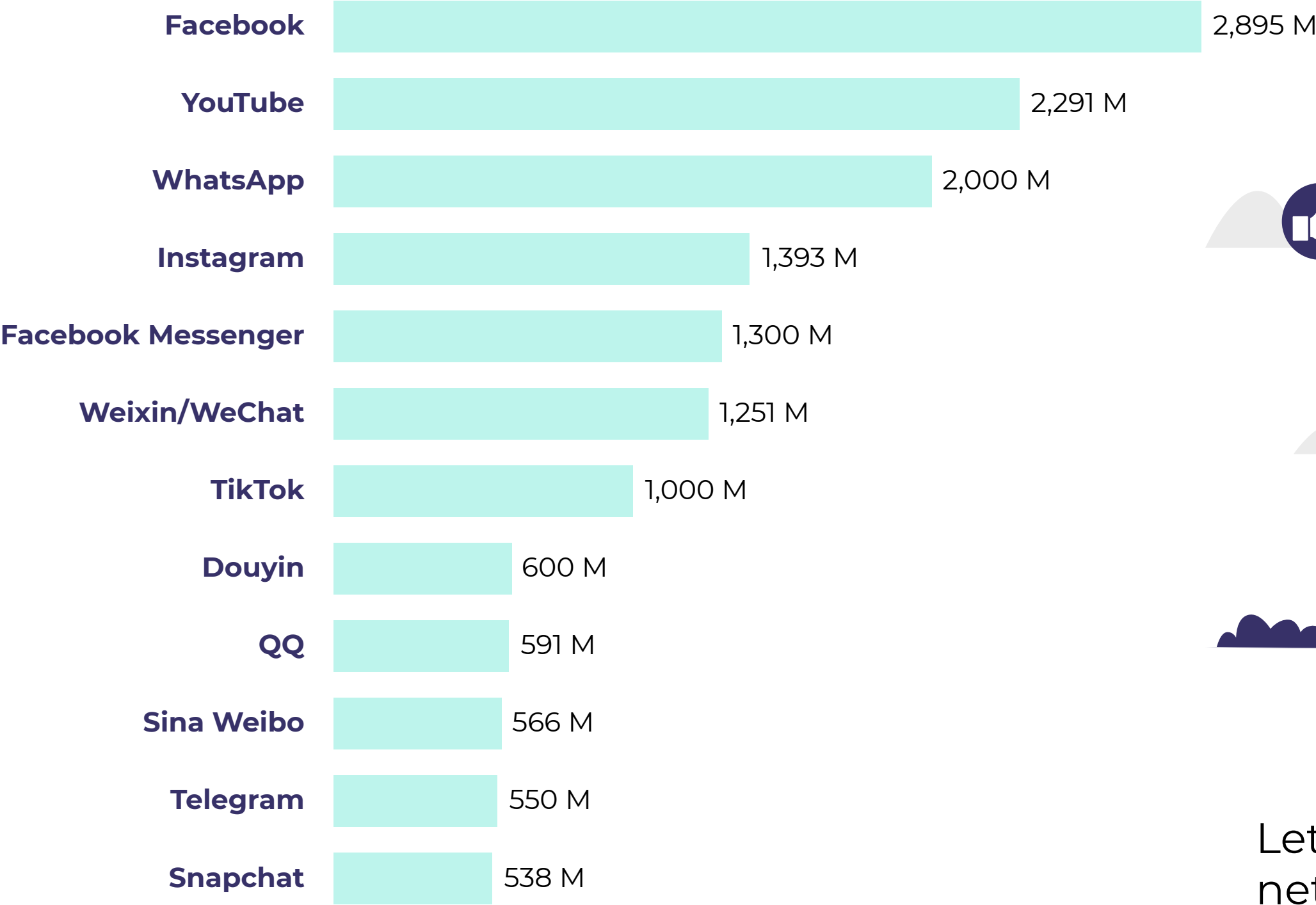
Social media offers the option of choosing an audience **based on**

- parameters of geo,
- age,
- interests,
- communities,
- workplace,
- social status,
- income (available not in all countries).



**Join EVADAV now!**

# The world’s most popular social networks, October 2021



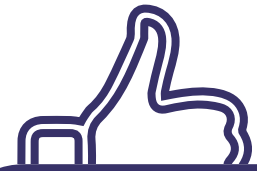
\*data from Statista.com



Let’s talk about the main networks to deal with.



## social media traffic



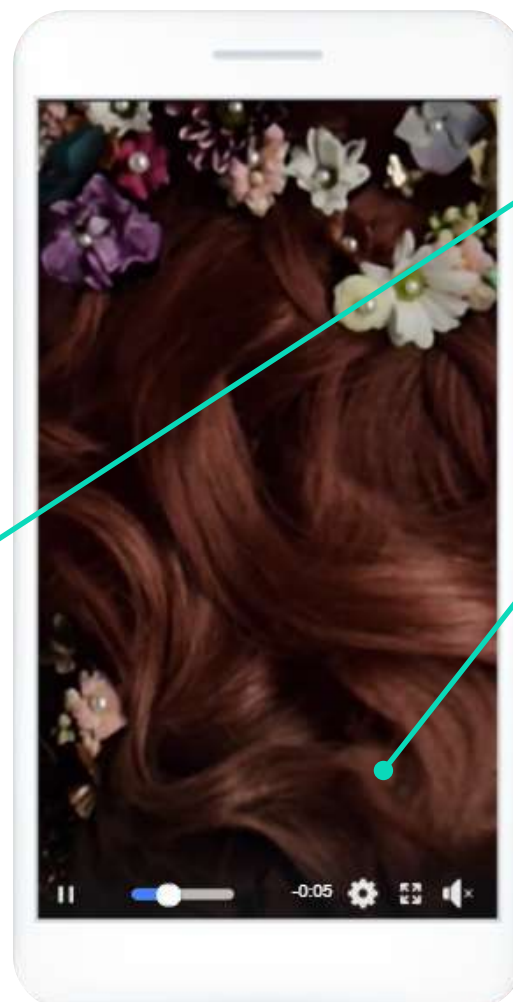
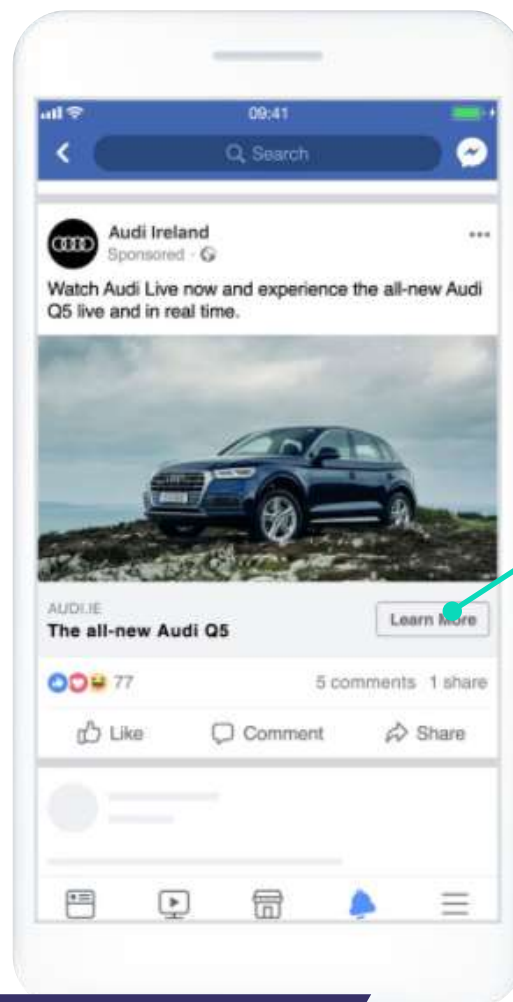
### Facebook

a powerful targeting tool, **the king of social networks**, covering 2,5 bln active users monthly.

Has a wide range of ad formats to pick from.

2,5 billion

active users monthly

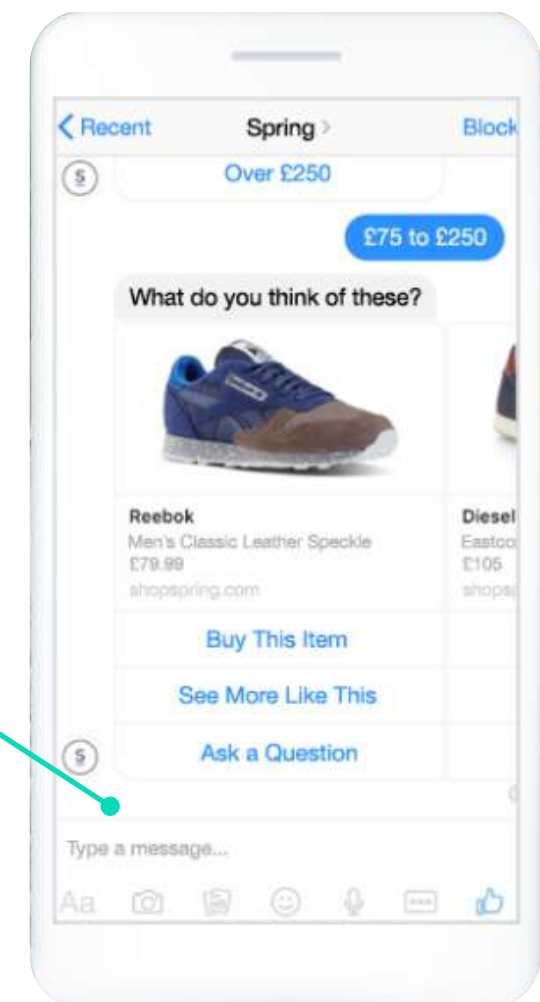


Photo

Messenger

Video

Stories



## social media traffic



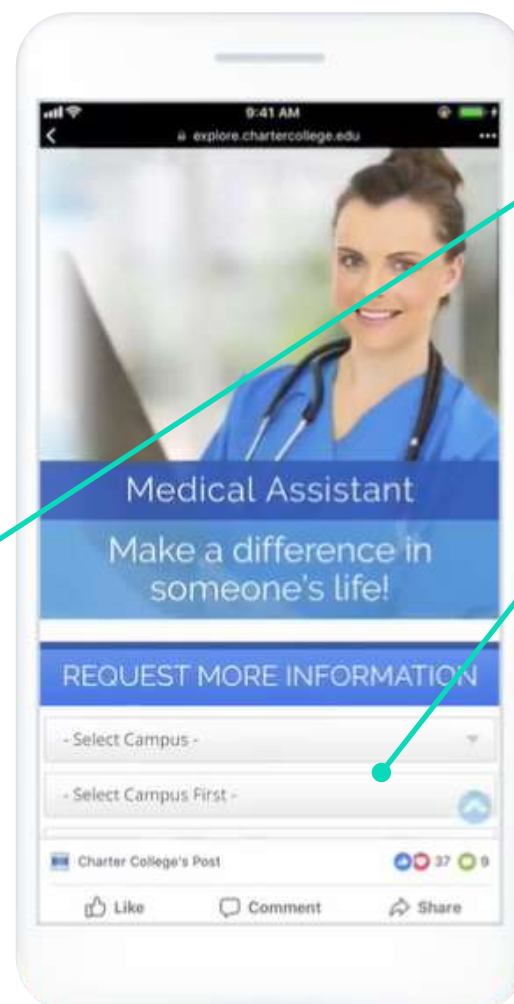
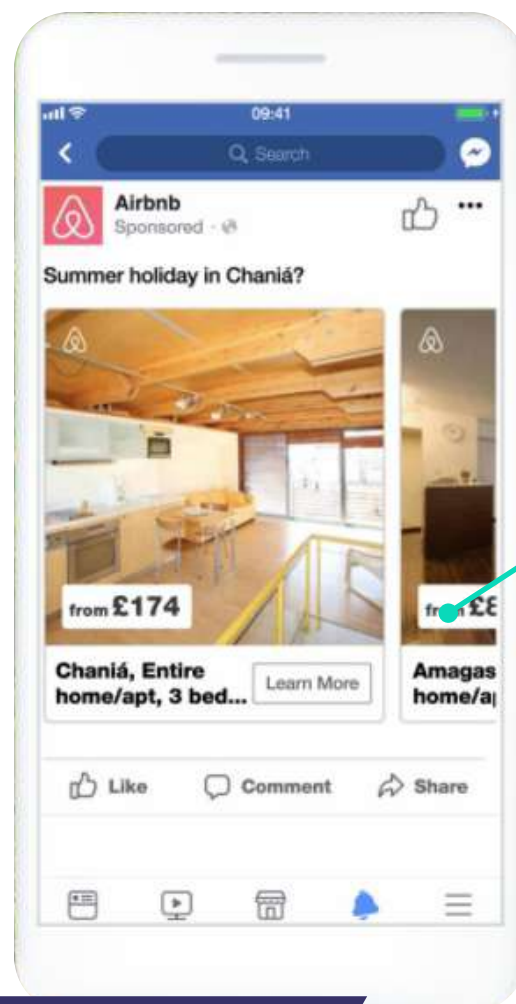
It's quite **an expensive** traffic source.



Working with the “grey” niche is a problem due to the constant bans of new accounts.

The experienced arbitrage managers run

- account farming (the account will be similar to the one belonging to a real person) or
- buy ready-made accounts with a long period of life.

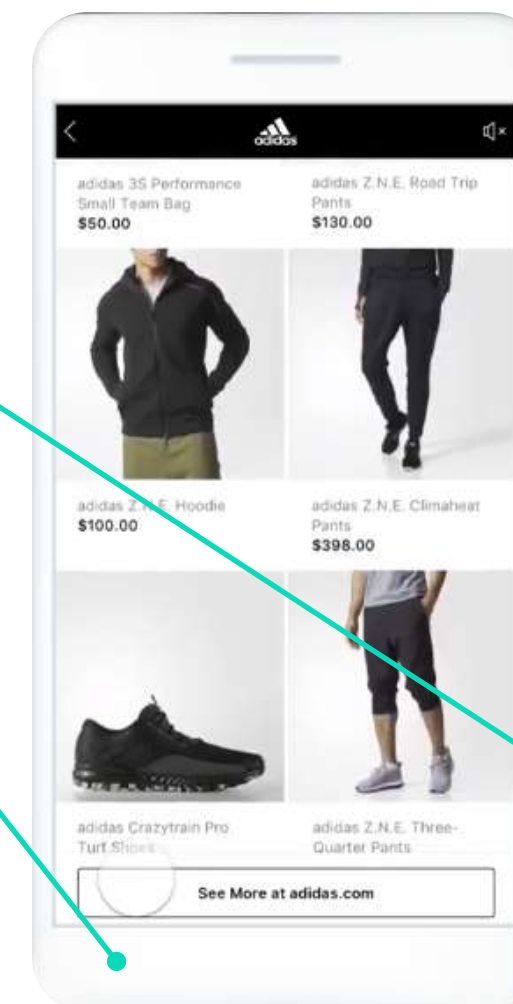


Carousel

Interactive ads

Slideshow

Collection Ads





## social media traffic



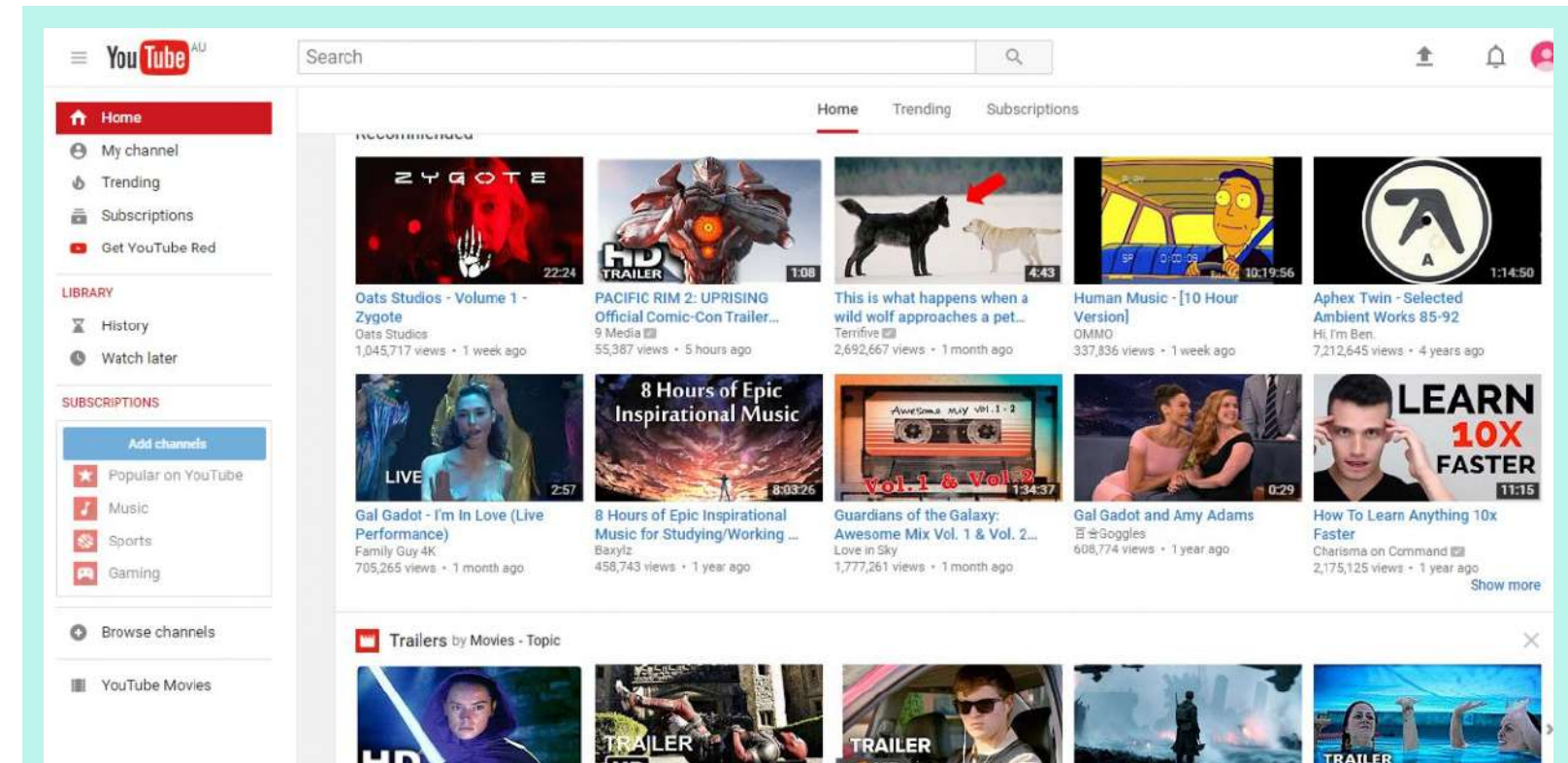
### Youtube

One of the most **fast-developing social networks**, owning more than 1,5 billion users.

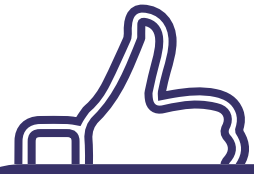
Quality content attracts users **from all over the world.**

“Grey” offers are still being banned, and **it’s hard to pass moderation.**

1,5 billion  
users



## social media traffic



### Instagram

Facebook's "brother", as it's a part of one **company holding Metaverse**.

Ad launch is processed in Facebook ad account and it's quite **fast**, and it's **handy** to track stats.



However, this social network has a wide range of restrictions:



tough moderation,

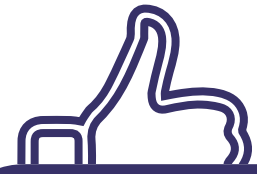


doesn't allow adult offers,



doesn't allow advertising drugs, alcohol, and tobacco verticals.





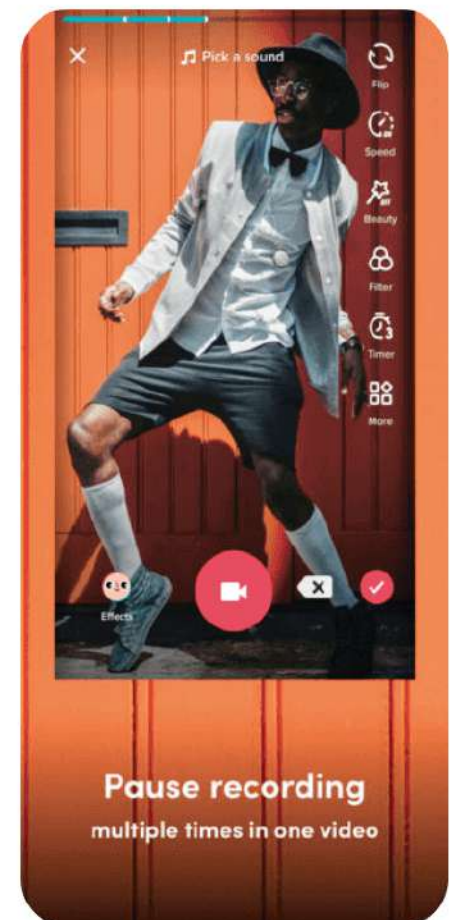
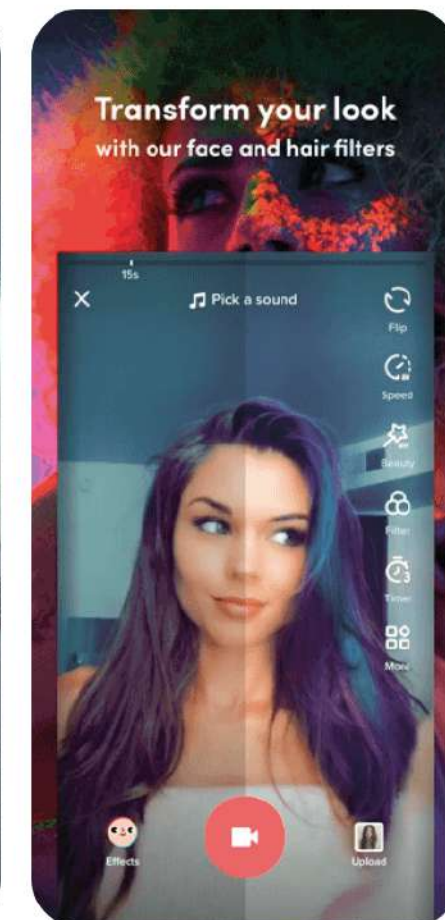
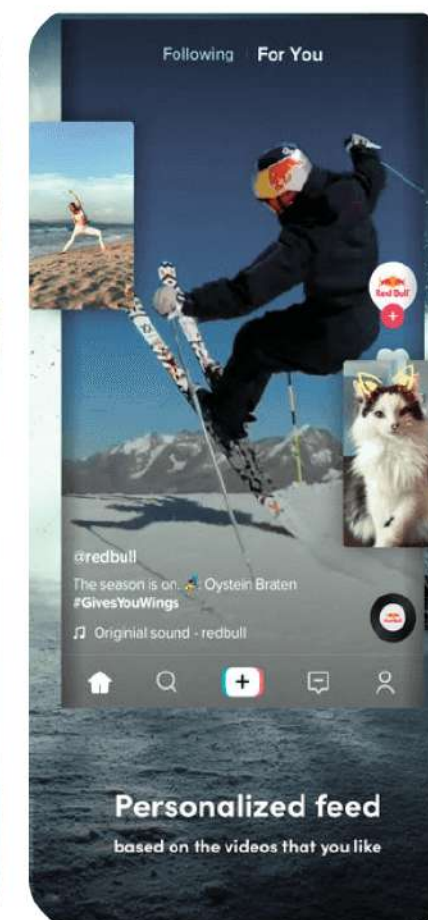
### Tik-Tok

Chinese young network that **rocked the world** immediately.

Nowadays it has 1,29 billion users. It **overtook Twitter and Pinterest** just in January 2020. And in 2021 its popularity grew and **almost equaled with Instagram**.



1,29 billion  
users



It's worth paying attention to this type of traffic as in the nearest future it will conquer users' attention and fully take over the social media giants in terms of monthly reach.

It's crucial to create quality creatives, which don't annoy users.

As the main audience here is youth, the offers should be relevant to their interests:



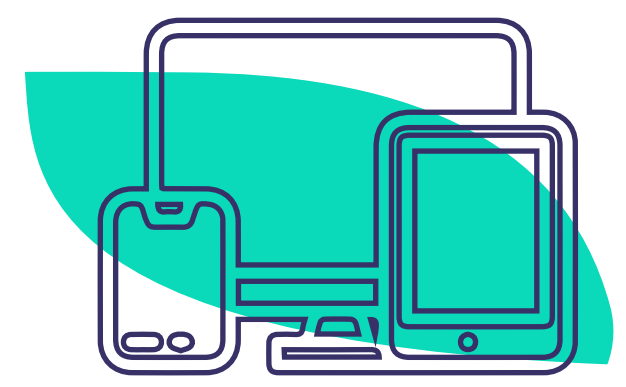
dating



gambling



beauty



goods  
(mainly electronics).

## Evadav top landings

Evadav team has developed **landings for arbitrage managers** dealing with traffic. Landings can be found in the publisher's account.

**Go to the Stream section and start creating a widget for Push Notification.**



If you have any questions regarding landing selection for a certain offer, feel free to contact Support Evadav and our managers will be happy to assist you in your choice for getting maximum profit.

**Get profit with EVADAV**

**Tip**

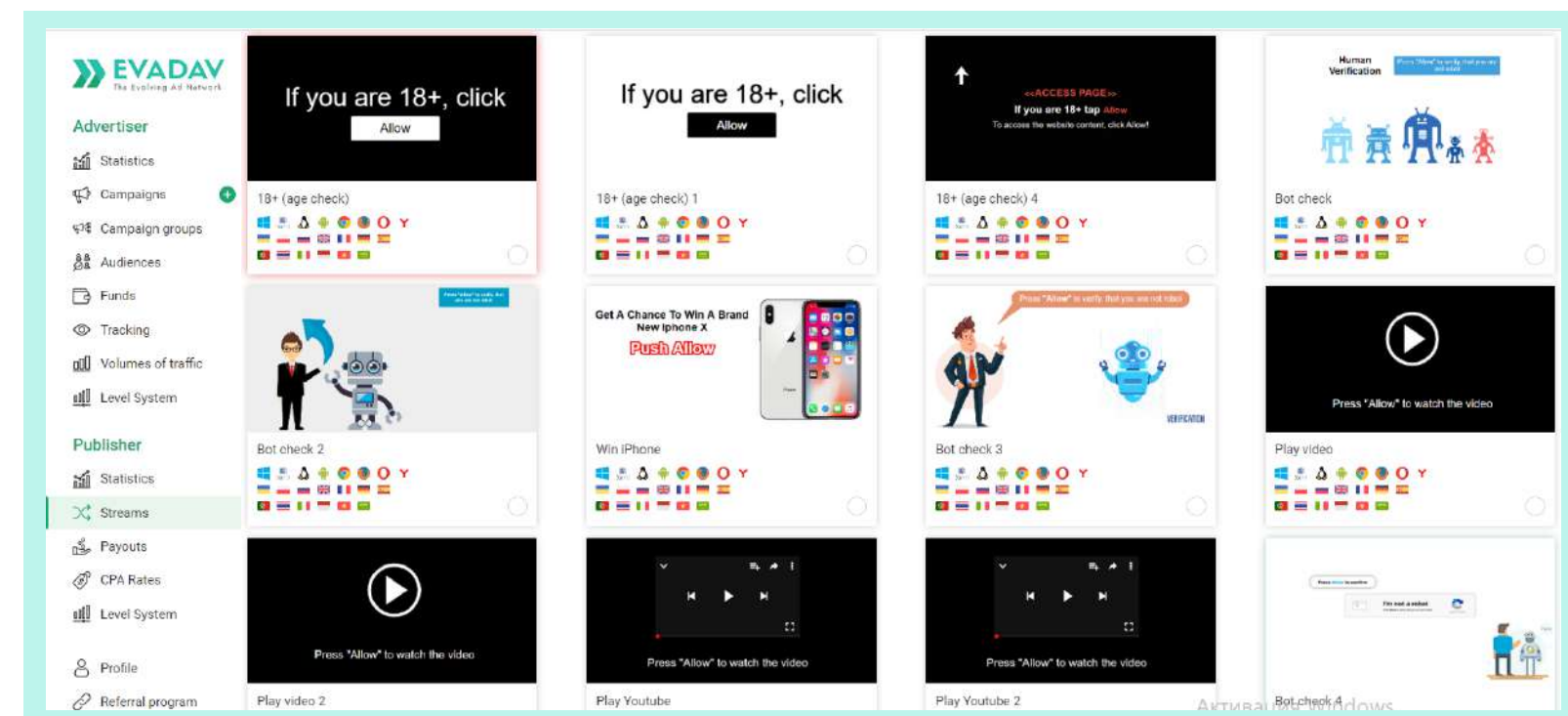
We can advise you the list of the most converting landings for arbitrage:

**Adult:**

Video 9, Video 18, Video 15

**Mainstream:**

Play Youtube 2, Video 4.1, Botcheck 5





**Trackers and discounts**  
with Evadav promo code



## what is a tracker

Trackers are used as a tool to keep an eye on traffic which helps as a result **to optimize campaigns**. It's the fundamental task of everyone who deals with traffic.

### Tracker

is a common tool for metrics analytics between pre-landers, target pages, and Evadav ad network.



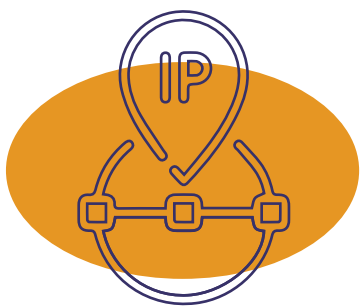
## what is a tracker

Launching ad campaigns the crucial criteria for profit is **the analysis of traffic sources efficiency.**

If the campaign is big, then geo, device, mobile operator, etc. target is used.

Trackers are used for campaign optimization, defining and switching off inefficient traffic sources, and before taking decisions of changing settings.

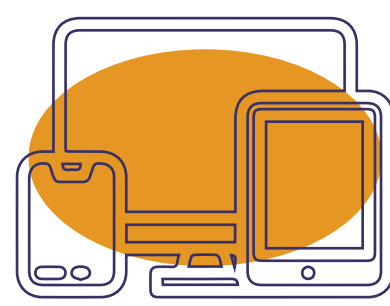
### What do trackers monitor:



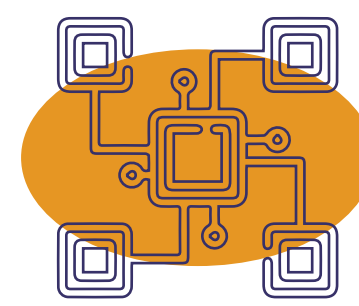
IP



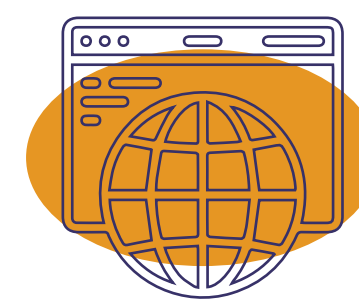
Geolocation



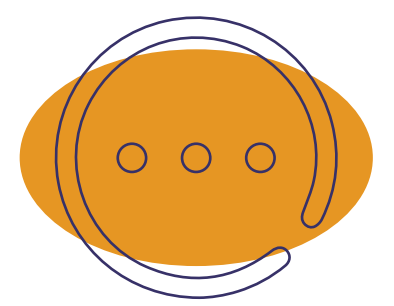
Device type



Connection type



Browser



Other

## why does the publisher need to use trackers?

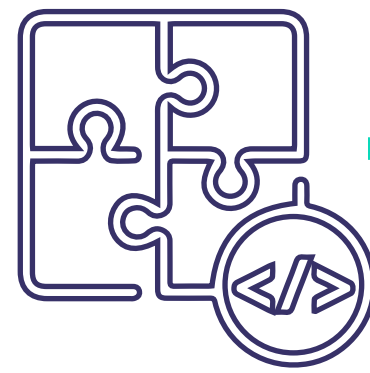


### Links protection

Different algorithms definition bots and block unwanted click-throughs on your resources.



### Integrated landings and offers editor



### The ability to integrate with different software:

PHP, JS, WordPress, iframe, banners, doorway, and other scripts.



### Full-featured API\* to work with the tracker on a server level



### Flexible settings

Personal settings for user flows and traffic funnels split testing, user linking, monitoring.



### Creating access levels depending on required functions

*\*Just to remind you: Evadav has updated and full-featured API 2.2.*

## why does the publisher need to use trackers?

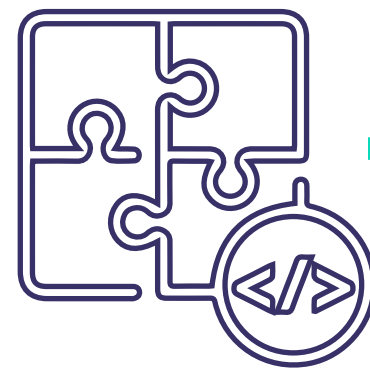


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### Creating access levels depending on required functions

## partner trackers and discount with promo code Evadav

Evadav has gathered all **partner trackers** and some of them offered sweet **discounts** on packages with promo code Evadav.



**Adsbridge.com**  
No discount.



**Appsflyer.com**  
Discount up to 50%



**Funnelflux.com**  
No discount.



**Bemob.com**  
Discount 25%  
(payment within 1 month)



**Binom.org**  
Discount 40% for the first month



**Keitaro.io**  
Discount up to 50%



**Kintura.com**  
Discount up to 50%



**Octotracker.com**  
Discount 30% for the first month's payment.  
Only for Pro package.



**Redtrack.io**  
Discount up to 50%

## partner trackers and discount with promo code Evadav



### Landingtrack.com

Discount 20% (payment within first 2 months). Payment for 6 months, 1 month is free. Payment for 12 months - 3 months are free.



### Theoptimizer.io

Using promo code Evadav you get a 69% discount for the first month.



### Zeustrack.io

Discount up to 50%



### Peerclick.com

While registering with promo code, \$50 will be on the balance in section Settings - Subscription.



### Thrivetracker.com

Discount 30% for 6 months payment with promo code EVADAV30.



### Volum.com


Lifetime discount \$79/month instead of \$89/month for Discover package or \$128 /month instead of \$149/month for Profit package.



Should you have any questions regarding trackers usage, contact Evadav Support and our managers will assist to solve your query.

### Tip

don't ignore using trackers to monitor your traffic, analytics, and ad campaign optimization.



**What should publishers**  
**expect in 2022?**



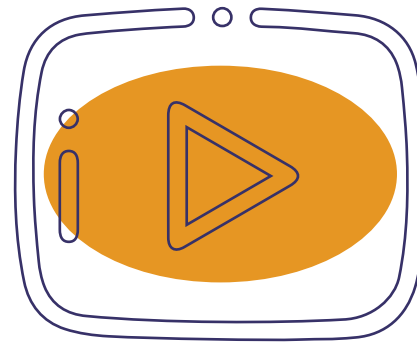
Track and optimize websites using SEO trends of 2022:



### Voice requests

Considering voice requests tendency for SEO in 2022, you should pay more attention to **optimization for voice browsing**.

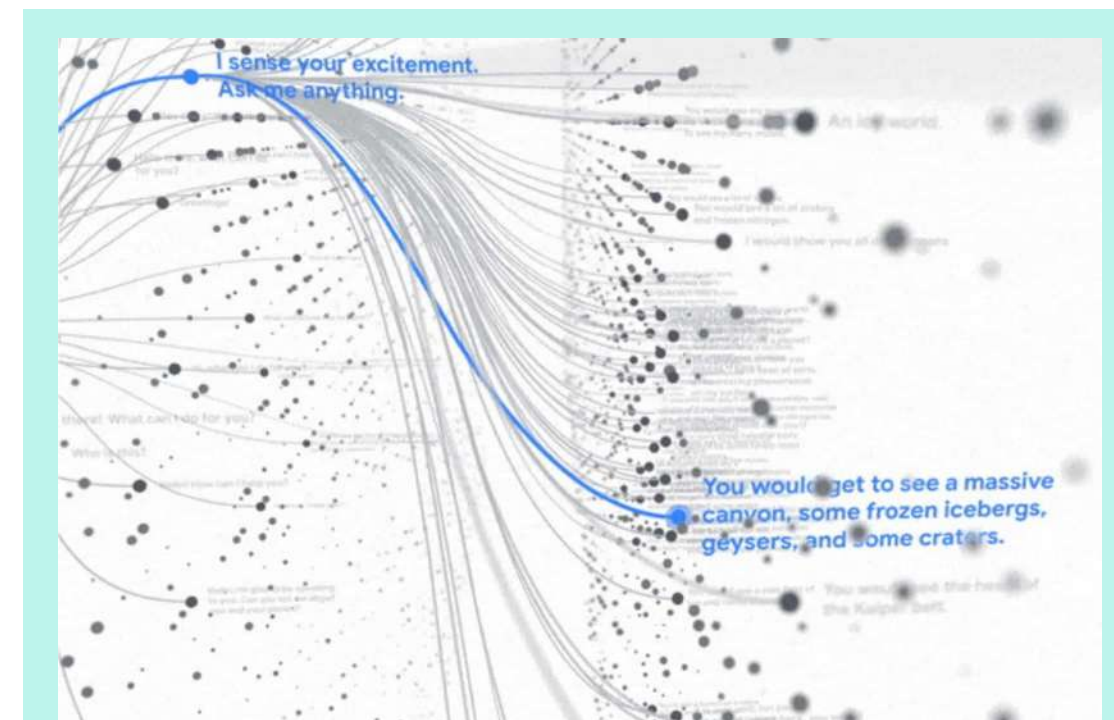
Google has launched **LaMDA** for a better understanding of natural human language. Due to LaMDA integration Google focuses on a **deeper understanding of a dialog** and reaching **more effective results**.



### Video marketing

As more people tend to watch videos **we recommend making video a part of your SEO strategy** if you haven't done it yet.

Besides, Google integrates functions helping people **to find information faster with the help of video**.



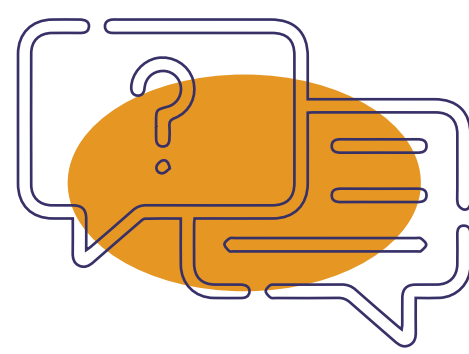




### Audio marketing

For the last several years **the podcasts demand has raised a lot.**

Podcast enthusiast now has an opportunity to enter different audio offers from all over the world with a single click: from movie reviews and sports analytics to tips on arts, food, cosmetology, and business.



### Answering tough requests

Google integrates **MUM**, multitask uniform model, helping users **to make fewer steps in their search.**

- You need to focus on creating content which answers your audience's questions.
- Your **content must serve as a universal center in this topic** so that users could get all necessary information from you and not look for other resources.

### Chat-bots

According to research, 82% of users want to receive fast reply from sales managers and the marketing department and 90% want to receive an instant reply from the support team.

**Dialogue marketing is growing with the speed of light.**

82 %

want  
to receive reply  
from managers

90 %

want  
to receive reply  
from the support

The key points for users - **site speed, ability to interact via mobile app, and handy interface.**

No doubt, the development of chatbots will help businesses **to level up.**

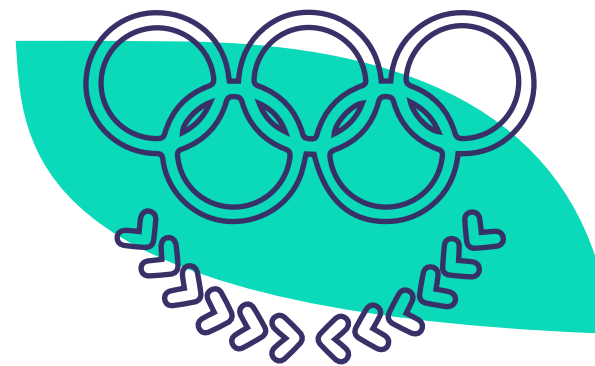


2022 is full of unique sports events. Therefore one **should look towards sports websites.**



### FIFA World Cup 2022

the most massive tournament of this year, held once in 4 years.



### Winter Olympic Games

have been moved from 2021 to 2022 due to the COVID-19 pandemic. Pekin will be the first city in a whole history, which holds both Summer and Winter Olympic games.



### The World Games

It's a huge event in the professional sports world. The representatives of sports not included in the Olympic Games traditionally participate in this tournament. The World Games are also held once in 4 years.



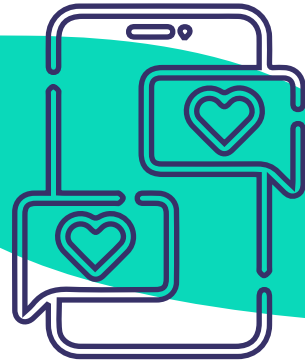
### Tennis

There will be 4 Grand Slam Tournaments in 2022.

## popular niches in 2022



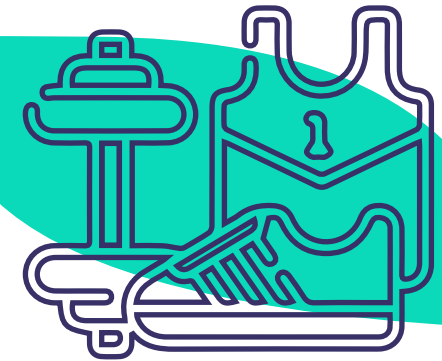
Nutra - health and beauty



Dating, adult



iGaming



Sports



Finance



E-commerce



E-education, webinars and online courses



Streaming

Cryptocurrency, bitcoin, and mining are heard from everywhere.

- **Cryptocurrency is growing stronger with each day**, and it's a reason to think and value a perspective of this vertical in arbitrage.
- Cryptocurrency projects **need more ads** than any other vertical.



- Also, this sphere **is not officially regulated by most countries' legislation**.
- We must admit that cryptocurrency **touches many verticals**, therefore arbitrage managers have great room for action.

Many experts and analytics claim that bitcoin is digital gold and that's the future. So you better start pouring traffic on it, before it becomes mainstream!





**System updates for**  
**the Fall 2021:**  
**01.09 - 30.11**

Evadav created a new **loyalty system for publishers** to motivate them on a better work and their bigger profit. It's so cool when the webmaster's income grows and Evadav encourages this growth.

Now entering "Levels" publishers will see **5 levels of their "strength"** and can also check the level they are already on, depending on their profit per month:

**1**  
**Standard**  
\$0 - \$500

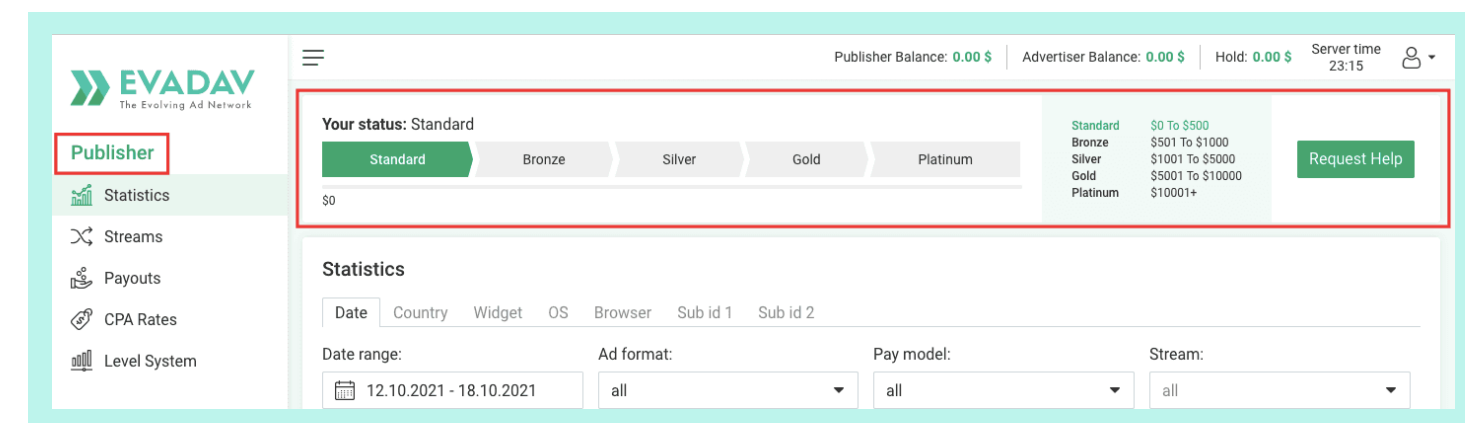
**2**  
**Bronze**  
\$501 - \$1000

**3**  
**Silver**  
\$1001 - \$5000

**4**  
**Gold**  
\$5001 - \$10000

**5**  
**Platinum**  
\$10001 and more

The formats you use and traffic you pour, the **more tools and benefits become available** to you and therefore, the more profit you get.



[Learn more about the loyalty system in Evadav blog.](#)



**Which Evadav ad formats**  
are the best to use

The average CTR (click-through rate) of **push** format on websites is around 0.5-1.5%, depending on:

- websites thematics,
- base freshness,
- main geo,
- traffic quality, etc.



Sub ↓↑	CR ↓↑	Unsub ↓↑	Impressions ↓↑	Clicks ↓↑	CPC ↓↑	CTR ↓↑	CPA ↓↑	TBR ↓↑	Total ↓↑
2 233	0.00	1 376	1 699 742	6 387	0.0117	0.38	0.00	0.00	74.84
2 309	0.00	1 465	1 701 008	6 960	0.0138	0.41	0.00	0.00	95.70
2 172	0.00	1 590	1 699 376	7 154	0.0144	0.42	0.00	0.00	103.17
3 261	0.00	1 917	1 711 696	8 200	0.0150	0.48	0.00	0.00	122.66
9 778	0.00	2 466	1 694 617	9 535	0.0161	0.56	0.00	0.00	153.66
3 159	0.00	1 522	1 600 198	6 728	0.0112	0.42	0.00	0.00	75.21

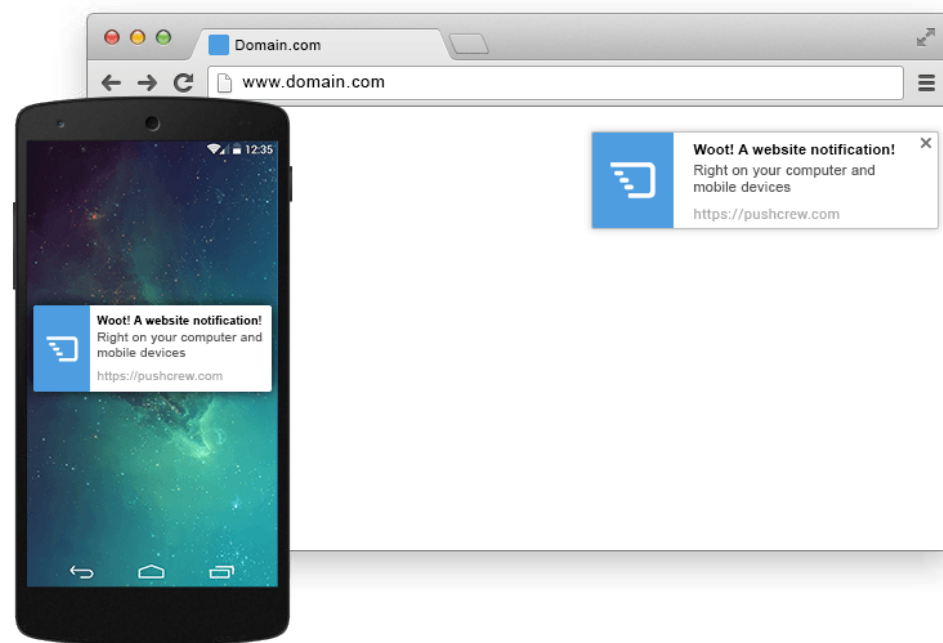
Here's the screenshot with an example of stats of mainstream websites, targeted in Europe.

Such platforms have lower CTR, but significantly higher bids from advertisers, which in summary **gives a good profit.**

Push gives great performance either on **mainstream** or **adult websites** for an additional monetization of platforms along with the current formats.

The advantage of push usage on websites is the **duration of getting profit on a distance** even when the code has been removed from the website, as the website audience - users, who subscribed to push notifications.

There is also an ability to monetize traffic via **our landings** on the CPA model (for subscription) for arbitrage managers.

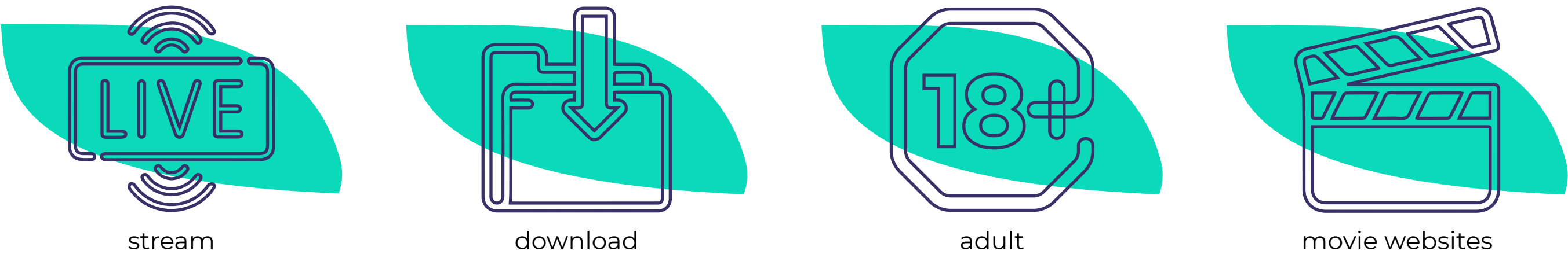


Push  
notification classic

one of the most universal formats, which can be used in any website vertical.



Pop-under converts best on:



as this format is easy to implement from such websites for higher conversion rates.

For example, pop-under opens while clicking on video play, download link, or an image.



Clicks <span>↑↓</span>	CPC <span>↑↓</span>	CTR <span>↑↓</span>	CPA <span>↑↓</span>	TBR <span>↑↓</span>	Total <span>↑↓</span>
202 506	0.0012	0.00	0.00	0.00	250.24
116 480	0.0011	0.00	0.00	0.00	124.39
159 402	0.0011	0.00	0.00	0.00	173.19
84 134	0.0010	0.00	0.00	0.00	82.45
139 355	0.0012	0.00	0.00	0.00	172.51
123 040	0.0015	0.00	0.00	0.00	179.42
35 281	0.0007	0.00	0.00	0.00	25.97
49 873	0.0013	0.00	0.00	0.00	63.94
60 520	0.0017	0.00	0.00	0.00	105.64

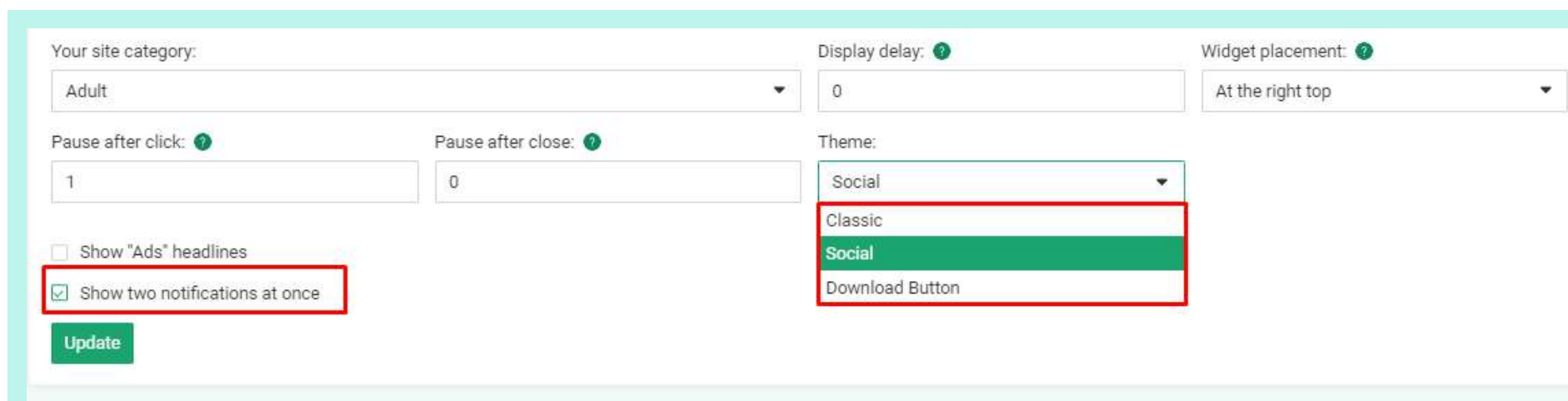
The example of stats of tier 1 geo, popunder

## In-page

To reach even better conversion and higher profit with the **in-page format**, one needs to choose **the right settings for website thematics**.

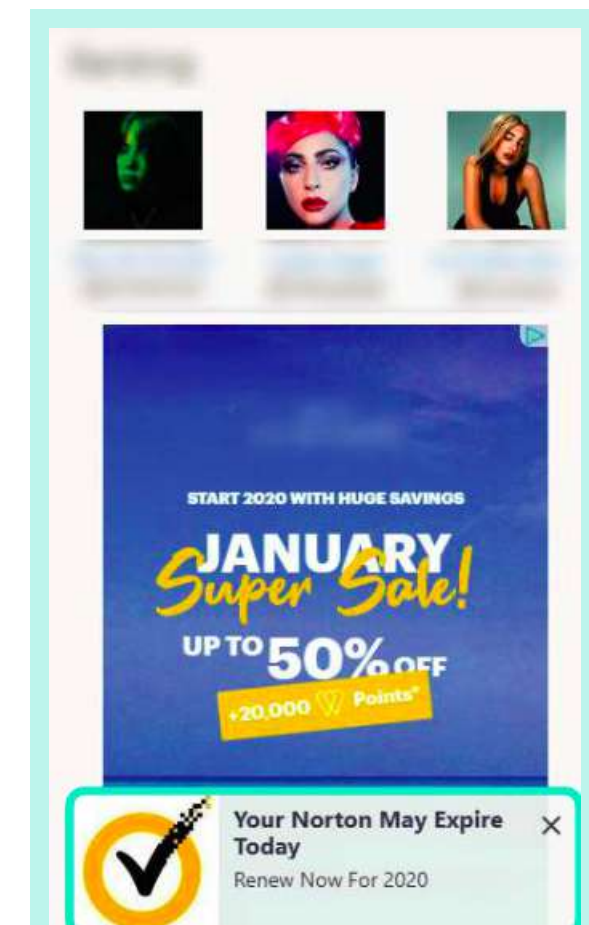
For this, you can pick different styles of in-page for a better and higher CTR.

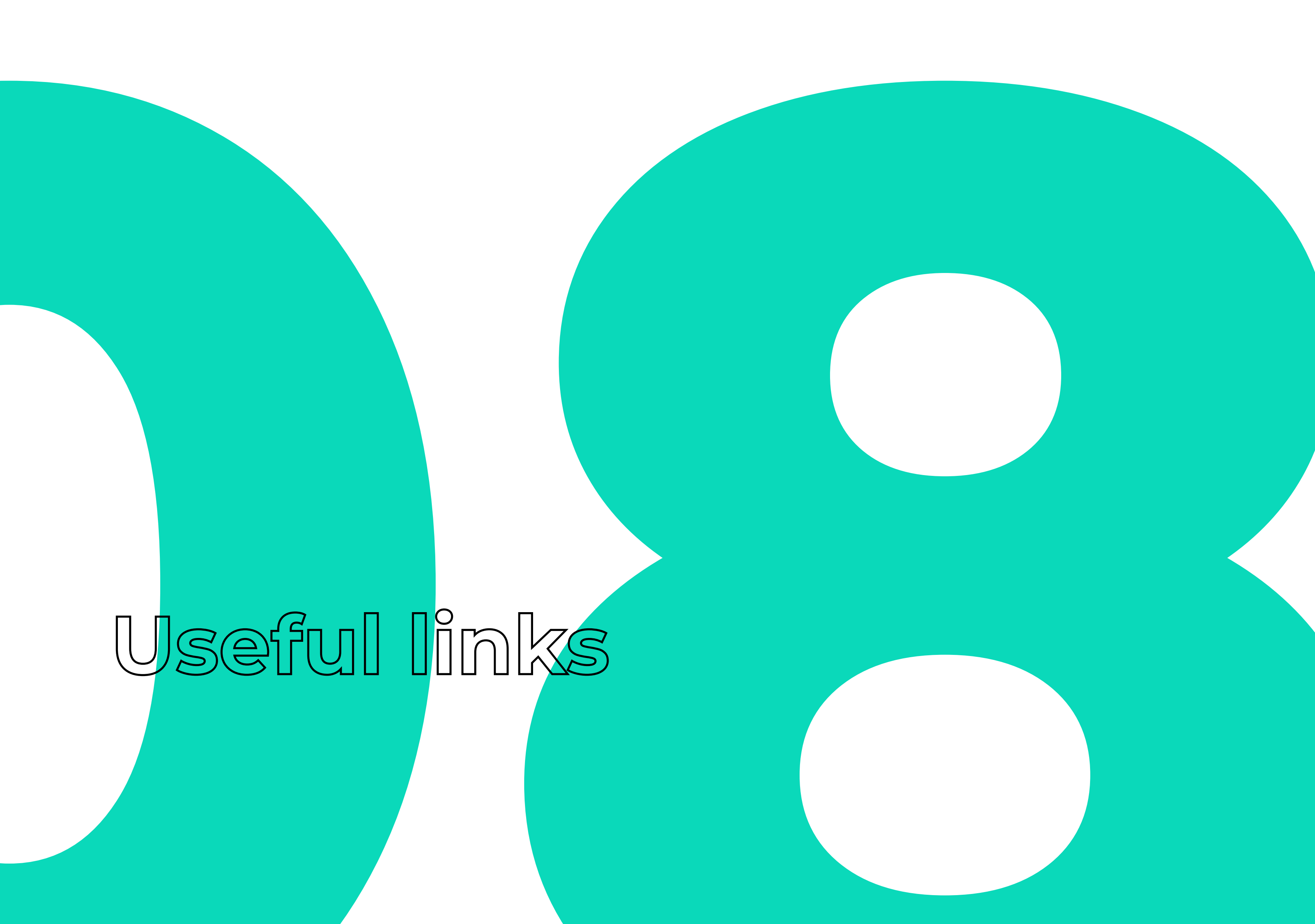
For instance, Social In-page as a social bar will perfectly fit adult websites, classic with thematic offers — mainstream, and button type — for download platforms.



The screenshot shows a settings panel for in-page ads. It includes a dropdown for 'Your site category' set to 'Adult', a 'Display delay' input set to '0', and a 'Widget placement' dropdown set to 'At the right top'. There are also inputs for 'Pause after click' (set to '1') and 'Pause after close' (set to '0'). A 'Theme' dropdown is open, showing options: 'Social' (highlighted in green), 'Classic', and 'Download Button'. Two checkboxes are visible: 'Show "Ads" headlines' (unchecked) and 'Show two notifications at once' (checked and highlighted with a red box). An 'Update' button is at the bottom left.

*Also, we recommend showing 2 in-page ads at once for more versatile ads views at the very first display.*



The background is a solid teal color. It features two large, white, circular shapes that are partially visible on the left and right sides of the frame. The circles are positioned such that they appear to be overlapping the teal background.

Useful links

Every day our team works on creating useful content for webmasters.

## Tip

We recommend you read this selection of articles from our blog to make your website profit even better.

*Article about API:*



*Push guide:*



*Loyalty system in details:*



*Push format article:*



*Welcome article about what Evadav offers to publishers:*



*Mediakit for publishers:*





If you haven't registered yet in our system  
you have this opportunity to join  
Evadavers community and behold all  
advantages of working with us right now

We hope that every publisher will reach a higher  
monetization from his/her website or traffic and  
start to receive passive income with Evadav with the  
help of this guide.

monetize traffic with

