EVADAV
The Evolving Ad Network

Mediakit

for Publishers

Table of Content

- **EVADAV in numbers**
  - Our Stats
  - Current State of EVADAV
  - API Automatisation
  - EVADAV demand by regions
  - EVADAV programmatic ecosystem
- **Our formats**
  - Native ads
  - In-Page Messages Ads
  - Push-notification Ads
  - Popunder Ads
- **EVADAV Ads key benefits**
  - EVADAV Ads key benefits
  - Advanced targeting
  - Single platform for...
  - Testimonials

Click the text for navigation in the document

Our Stats

950B
Impressions

12B
Clicks

460K
Active Campaigns

160M
Conversions

100K
Verified Sources

Trusted Partners

Taboola Content You May Like. · content.ad · revcontent · native ads Content Worth Viewing · G2 · ADMIXER Advertising Technologies · VOLUUM · exoClick · WaardeX · HilltopAds · mgid · Google Ads · epom market · RTX · AdMachine · Adblade · TrafficHunt

GO to Table of Content

Current State of EVADAV

25K+

Active direct advetisers and buyers

24H

Daily payouts upon request

Up to

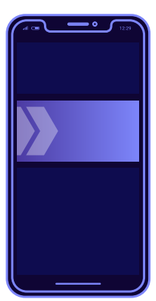
80%

Revenue share

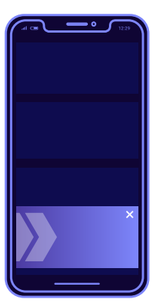
Up to

100$

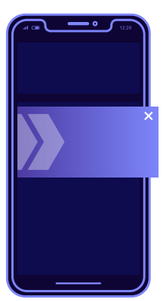
CPA payout



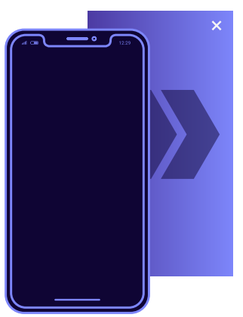
NATIVE



IN-PAGE



PUSH



POPS

GO to Table of Content

API Automatization

With API, you can automate all settings inside your account.

What can webmasters automate?

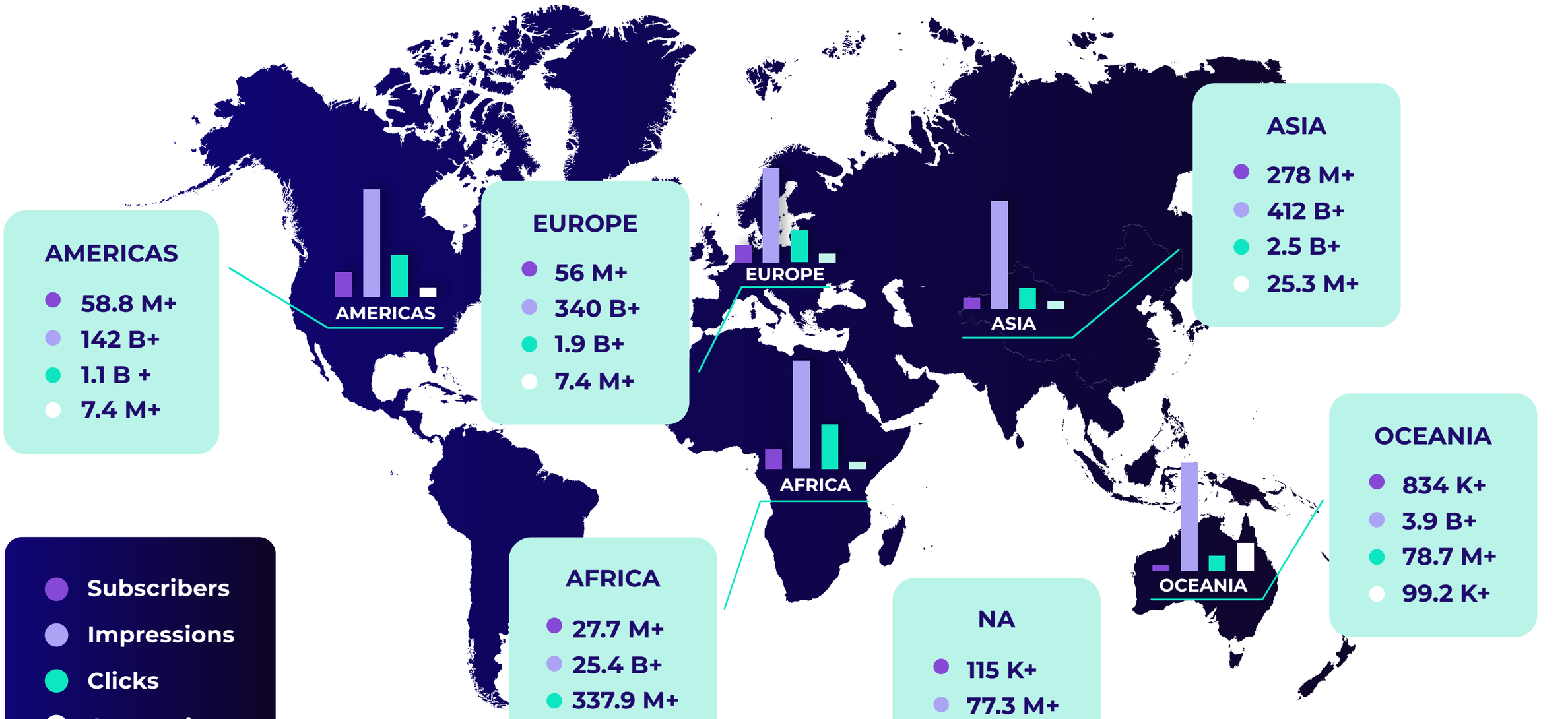
- Account: settings, balance, payments
- Reference: get different lists, categories, templates
- Publisher Streams: manage advertising formats and id's, websites, urls, blocking ad types
- Publisher Widgets: create, update and manage native, push, pops and inpage widgets
- Publisher Widget Statistics: different breakdowns by dates, geos, subids, browsers, os, etc

How to use the API

1. API 2.0 allows you to integrate with Evadav via API.
2. To start using this API, you must request apiKey from your manager.
3. Set up whatever you want. More than 100 options available.

GO to Table of Content

EVADAV demand by regions



AMERICAS

- 58.8 M+
- 142 B+
- 1.1 B +
- 7.4 M+

EUROPE

- 56 M+
- 340 B+
- 1.9 B+
- 7.4 M+

ASIA

- 278 M+
- 412 B+
- 2.5 B+
- 25.3 M+

AFRICA

- 27.7 M+
- 25.4 B+
- 337.9 M+
- 2.5 M+

NA

- 115 K+
- 77.3 M+
- 1.2 M+
- 4M+

OCEANIA

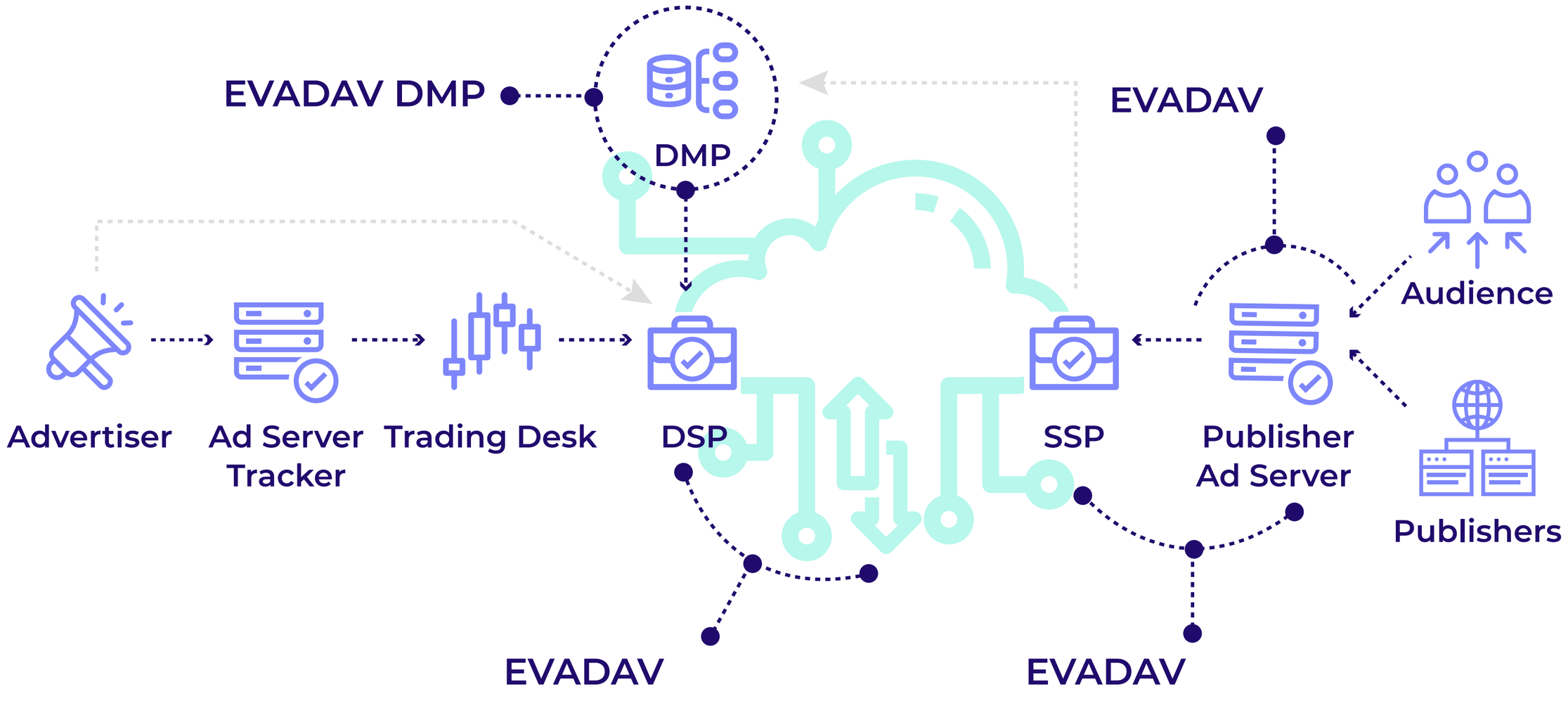
- 834 K+
- 3.9 B+
- 78.7 M+
- 99.2 K+

- Subscribers
- Impressions
- Clicks
- Conversions

GO to Table of Content

EVADAV programmatic ecosystem

for ADVERTISERS	for PUBLISHERS



GO to Table of Content

Native Ads

Native ads are a fully compliant and highly-converting way of delivering messages. Widgets are positioned at the most viewed parts of a webpage and are fully customizable.

- **Quick and easy registration**, configuration of adzones and subIDs.
- Track stats and trends in **real time**.
- **Wide range of ad formats** and payment methods, with earnings paid weekly.
- **Instant access** to a dedicated account manager and 24/7 client care right from your administration panel.

GO to Table of Content

Native Ad Examples

Recommended

Homemade blueberries on your windowsill! Harvest 4 times a year

The Healthy Baking Company | TRY IT NOW!

Buy Iphone 11 Pro now!

GO to Table of Content

NATIVE: traffic volumes

CATEGORY	CLICKS
Adult	3107534
Sweepstakes	1489534
Sexual content	1268762
Finance	1058615
Entertainment	726592
Gambling	391197
Health	214006
E-Commerce	133368
Software	126960

CATEGORY	CLICKS
Questionnaire	122264
Other	94142
Dating	65478
APK	25800
Betting	15911
GREY	7467
Games	6825
Pinsubmit	2008
System messages	1609
Push subscription	95
NA	12

GO to Table of Content

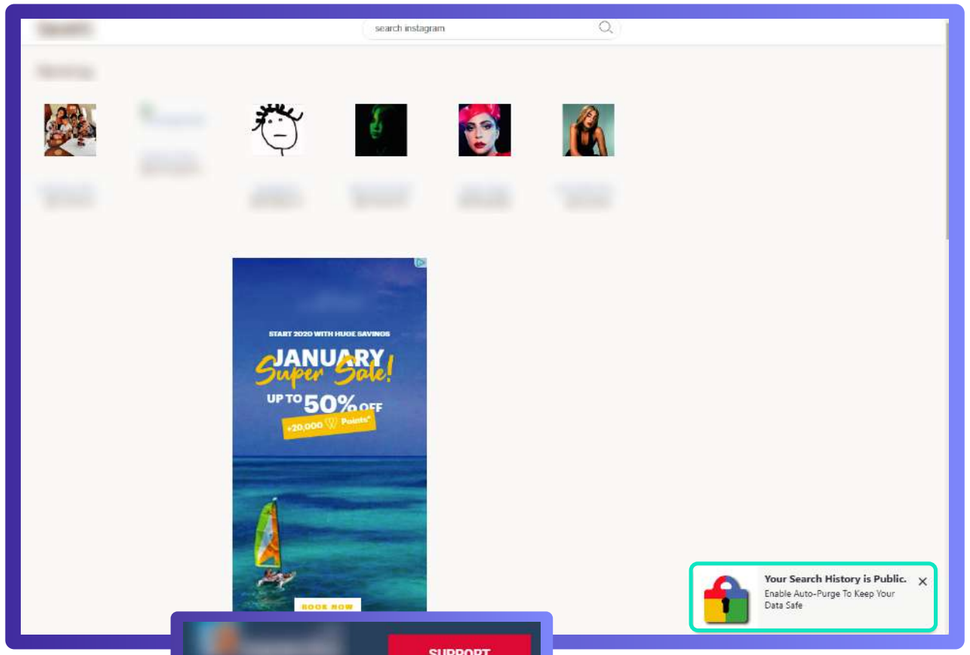
In-Page Messages Ads

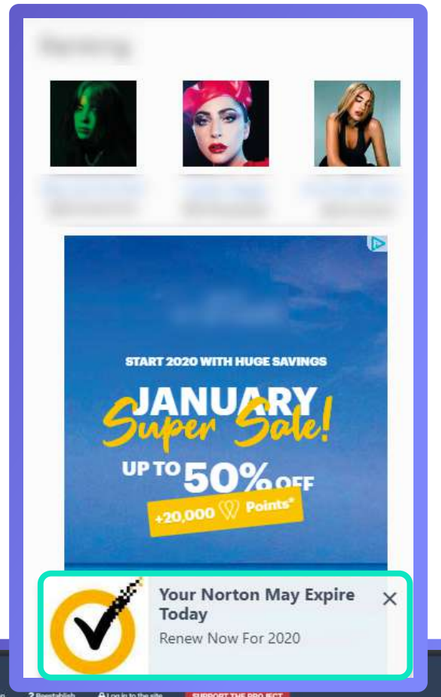
In-page ads are visually similar to push notifications and native ads. The difference is they appear directly on a publisher's site while the user is browsing. This means that there's no need for a user to opt-in or subscribe for your message to get through.

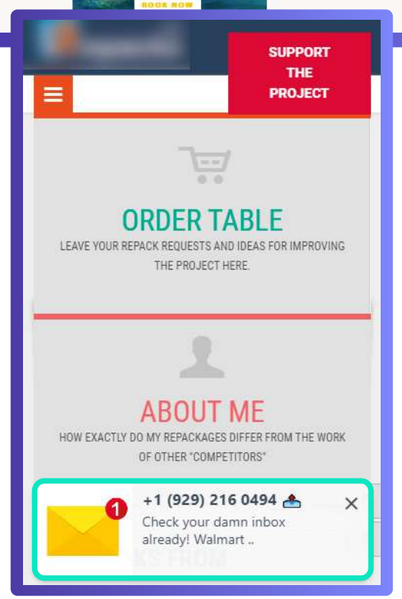
- Google compliant with no "bad ad" reporting
- User friendly. In-page ads are non-intrusive, easy to close and do not block content.
- No traffic is lost, with a 100% fill rate across web, mobile and tablet platforms
- Quick and easy setup.

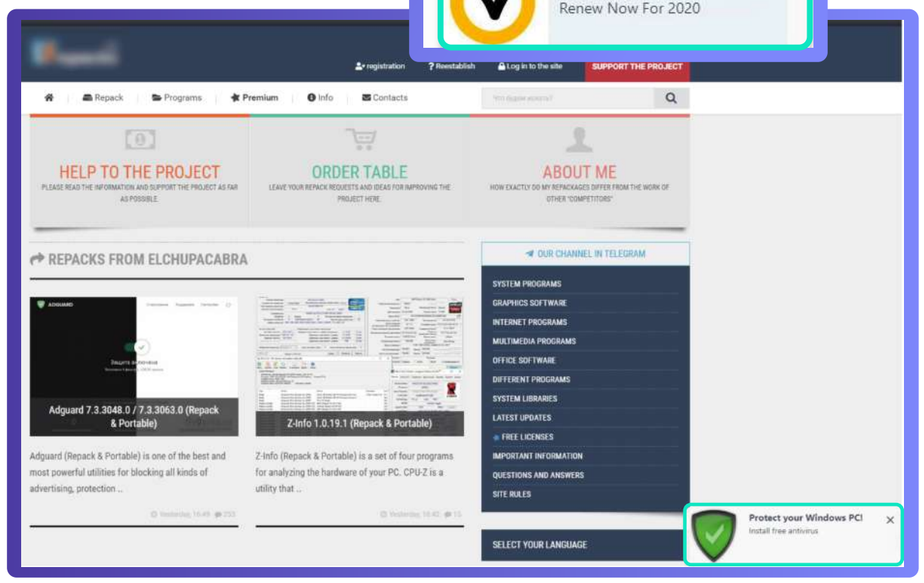
GO to Table of Content

In-page Messages Ad Examples









GO to Table of Content

IN-PAGE: traffic volumes

CATEGORY	CLICKS
Adult	13026794
Sweepstakes	10477499
Finance	7994067
Sexual content	5051192
Questionnaire	2156853
Gambling	2103380
Entertainment	1946460
Software	1690983
APK	1185609

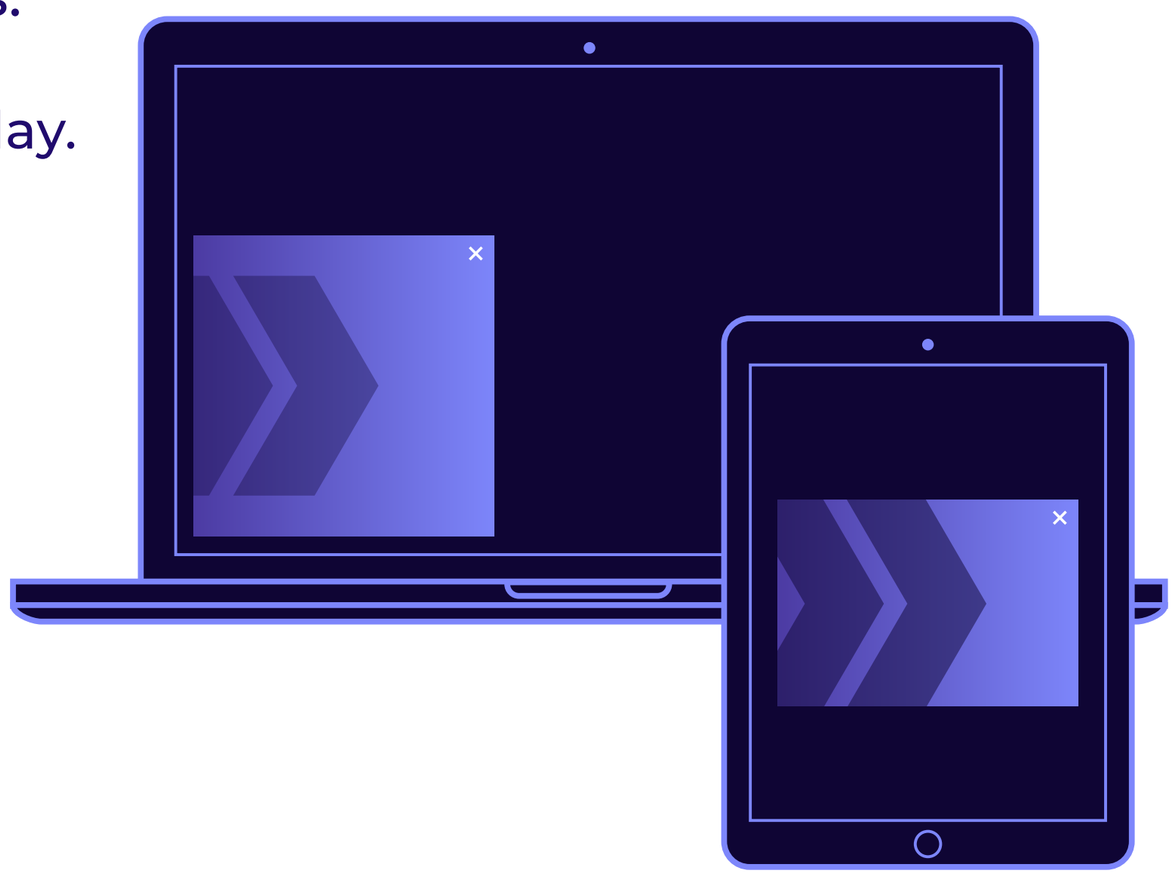
CATEGORY	CLICKS
Dating	698243
E-Commerce	607672
Health	590529
System messages	409272
Other	280293
Pinsubmit	147132
Betting	133398
GREY	131841
Games	71739
Push subscription	3356
NA	526

GO to Table of Content

Push-notification Ads

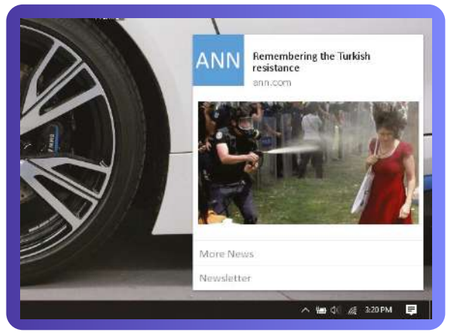
Push notifications are sent to users who have opted-in to receive notifications from a publisher's website. They are delivered on desktop, mobile and tablet devices, and appear even when a customer is not browsing the internet. You can adjust the frequency and type of push notification ads shown to subscribers.

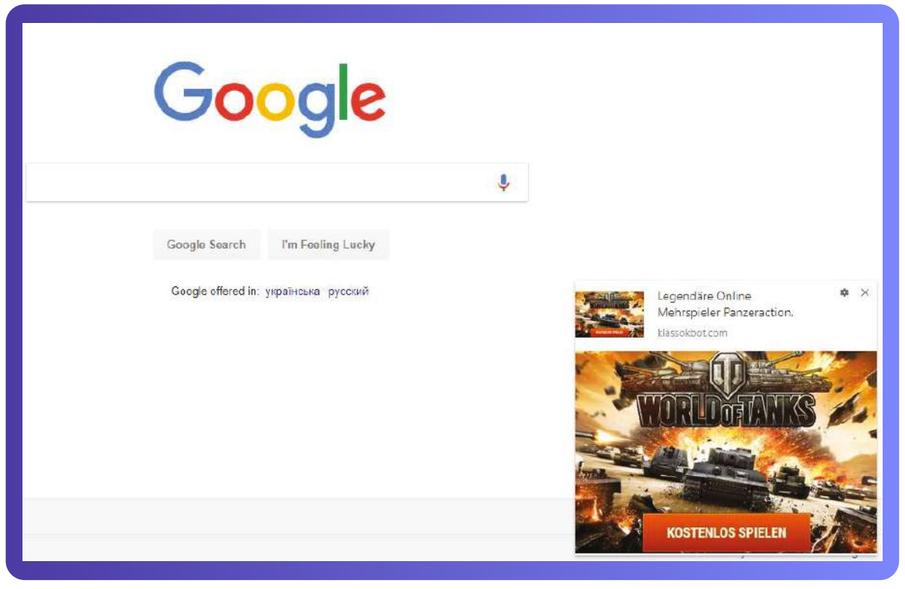
- Great revenue. See your ROI grow today.
- High CTRs — benefitting from user's prior consent.
- A great tool to monetize your traffic quickly.
- PUSH your revenue today.

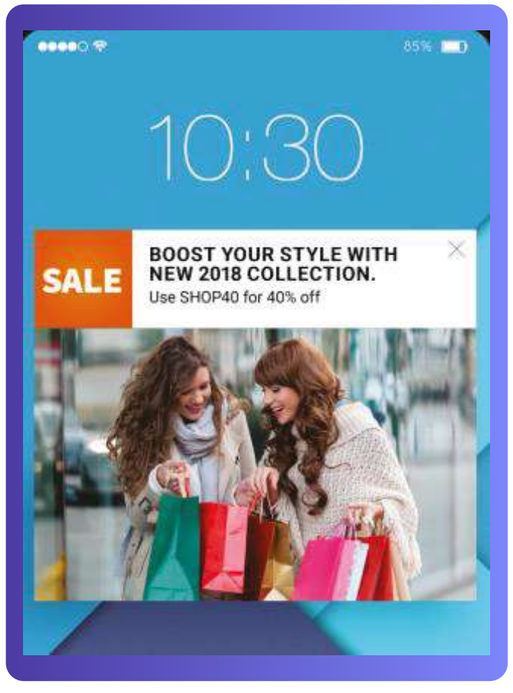


GO to Table of Content

Push-notification Ad Examples







GO to Table of Content

PUSH: traffic volumes

CATEGORY	CLICKS
Adult	23250796
Finance	21393825
Sweepstakes	14343561
Sexual content	8196697
Gambling	6282344
Software	6186474
Questionnaire	2960333
APK	2867637
Entertainment	2439560

CATEGORY	CLICKS
System messages	2081085
Health	2050438
E-Commerce	1795648
Other	1092178
Dating	933393
Betting	724058
Pinsubmit	426518
GREY	237578
Games	47376
Push subscription	25347
NA	1151

GO to Table of Content

Popunder Ads

Popunder ads appear in a new tab underneath the main page a user is viewing. They are hidden behind the main window until that window is closed. As a format, they offer higher payouts than traditional display ads, helping to monetize all the incoming traffic.

- Highest revenue of all formats.
- Great balance of income and UX.
- Ad does not interfere with content.
- Google compliant once properly set up.

GO to Table of Content

Popunder Ad Examples

GO to Table of Content

POPUNDER: traffic volumes

CATEGORY	CLICKS
Adult	125561272
Sweepstakes	63789455
E-Commerce	61557402
Push subscription	57776222
Finance	49915862
Other	29102301
Entertainment	26087566
Gambling	12964450
System messages	6801867

CATEGORY	CLICKS
Questionnaire	6762006
Betting	6431487
Software	4189139
Pinsubmit	2015849
APK	1242762
Dating	1222471
Sexual content	939032
Health	541233
Games	470168
GREY	6420

GO to Table of Content

EVADAV Ads key benefits

100% CREATIVE-SAFETY

Each ad and banner are moderated by our team.

REVENUE SHARE & CPA

80+ % by Revenue Share model grants you the highest profit on distance. CPA monetization for the low distance available too.

PREMIUM DEMAND

Priority access to the list of top worldwide advertisers over 200+ different geo.

100% VIEWABILITY

Each impression is actually viewed by a user.

UNIVERSAL MONETIZATION

Monetize your APP, Site or any Link, whatever you want due to our smart-bidding and ad-show AI optimized system.

ZERO MISLEADING

Show the right ads and get the most out of your audience.

TARGETING GROUP

30+ options to show the right AD for your audience.

DAILY PAYMENTS

Get a payment as fast as you need. 10+ wide choice of payments systems.

360-DEGREE SUPPORT

Personal manager, traffic experts, and tech support available to you 24/7.

GO to Table of Content

Advanced targeting

100+ LPs

Complexity

Push notification frequency

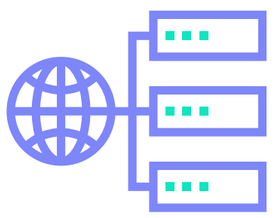
Ad categories & verticals

Time between displays

Display delay

Background

Ad constructor



Custom TB & Domains

GO to Table of Content

Single platform for...

- All GEO traffic
- The highest conversion rate
- Safety for the publishers
- Premium demand
- Daily manual / Weekly automated payments
- Personal manager available 24/7
- Referral program
- Different AD formats
- Wide selection and deep targeting
- A wide number of tracking & AD systems connected
- 4 ad format for your needs: native ads, popunder, inpage messages, push notifcations
- 10+ payment systems and instant weekly payments from $25

GO to Table of Content

Testimonials

EVADAV is one of my top sources for push traffic and recently I also started testing their pops as well! On top of having a great platform for buying traffic, you can also easily monetize your own traffic using their push widgets. Highly recommended!

Luke Kling
Founder of AffLIFT

affLIFT

Our cooperation with EVADAV has been bearing fruits for several years. Mobidea recommends Evadav as one of the leading Ad Networks in the world.

João Aguiar
Mobidea

MOBIDEA

Evadav is a solid traffic source, and they have a really friendly team that works hard to make sure that the money you spend doesn't goto waste and you'll profit. Many traffic sources don't care if you lose money, but EVADAV employs a unique approach where your success is their success.

Attila O'dree
iAmAttila

iAmAttila

GO to Table of Content

Buy/Sell Traffic: adv@evadav.com

Marketing / PR request: cmo@evadav.com

Tech issue: support@evadav.com