



 **REDTRACK**

*SUPREME GUIDE TO*  
**AFFILIATE MARKETING**  
VERTICALS

## Forward by RedTrack.io Team

Affiliate marketing has always attracted free-minded people looking for financial and creative independence. A high-paid occupation with no fixed work schedules, corporate frameworks, and imposed tasks. In the world of affiliate marketing your financial success and well-being depends only on you, your knowledge and competence.

The idea of this Guide came out of our simple motivation to provide the affiliates and media buyers with the ultimate answers to their hottest question, and help them make (more) money.

### Where does affiliate marketing start?

It starts with the choice of a vertical and offer. What should you know when choosing a vertical? What advertising tactics should you apply? What traffic should you buy to promote your offer?

We addressed the industry leaders to ask them to share their secrets on the most efficient strategies and tactics. Over 25 prominent networks, affiliates and independent experts shared 100+ insights and pieces of advice. Our team gathered together all the answers, conducted its own research, and presented it in a 88-page-guide. On the very first page we would like to thank everyone that has shared their expertise to help media buyers make wiser choices and increase their income.

The special thanks go to:

**Affiliate networks:** Adcombo, Advidi, Leadbit, Alfaleads, Clickdealer, Cpamatica, CrakRevenue, Edugram, ExpertMobi, Glize, Mobidea, TopOffers, Travelpayouts, Zorka.Network.

**Traffic sources:** AdMaven, AdsKeeper, Clickadu, Hilltopads, MGID, Outbrain, PropellerAds, TORO advertising.

**Adplexity** tool.

**Industry experts:** Attila, Servando Silva, Luke Kling.

Find more info about the partners at the end of the Guide (bonuses are waiting for you there).

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# How to use The Supreme Guide to Affiliate Marketing Verticals

This Guide is designed in a way that both experienced marketers and those who only make their first steps in the industry will find it useful and actionable. A huge experts poll, partners' impartial analytics, and real-life cases make this book a real educational tool.

## With this Guide, you will get:

- deep understanding of affiliate marketing industry and its verticals;
- solid background and specifics for every vertical: starting budget, best ad format options, best GEOs, newbie-friendliness, and many more;
- examples of best performing creatives and banners for each vertical;
- first-run tips and insights from the top experts of the affiliate and online advertising industry.

## Pro Tip: How to get the maximum of the Guide

Read this book with the pen (okay, digital one :) ) and take the notes. Here you'll come across a bunch of non-trivial facts, cases, and tips. Our advice is to structure your previous experience in affiliate marketing and apply new information to manage your success.

We advise you to analyze all the information from two perspectives: the future and the present. On the one hand, you'll get a broad knowledge of the current affiliate marketing industry state and will be able to make wiser strategic decisions, regarding scaling, changing the vertical or diversifying your revenue streams.

On the other hand, we prepared well-structured instructions with tips on how to make your work within one vertical more effective. Concentrate your attention on new and unknown verticals and use the information from the Guide to scale your revenues in the near future.

Enjoy!

NUTRA  
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**NUTRA**  
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NUTRA





## Overview

**Nutra**, also known as Health & Beauty vertical, is a broad term that covers a wide range of offers related to supplies and products with added health benefits. Nutra is a highly visual vertical and requires a deep understanding of consumer behavior. Everybody wants to look and feel better, regardless of age and gender. Your job is to introduce the most suitable product to your audience and help them achieve their hidden and explicit desires.

### Sub-verticals

- ▶ dietary supplements (e.g. *weight loss*)
- ▶ skincare or beauty products
- ▶ health and well-being (e.g. *brain support*)
- ▶ adult products (e.g. *male enhancement supplements*)

### Popular payment models



- ▶ SS (*Straight Sales*)
- ▶ COD (*Cash on Delivery*)
- ▶ Cash on Pickup
- ▶ Trials



### Geo's available

worldwide



### Start budget

from \$100



### Average Payout

\$16-40



### Newbie-friendliness



:( → :) friendly



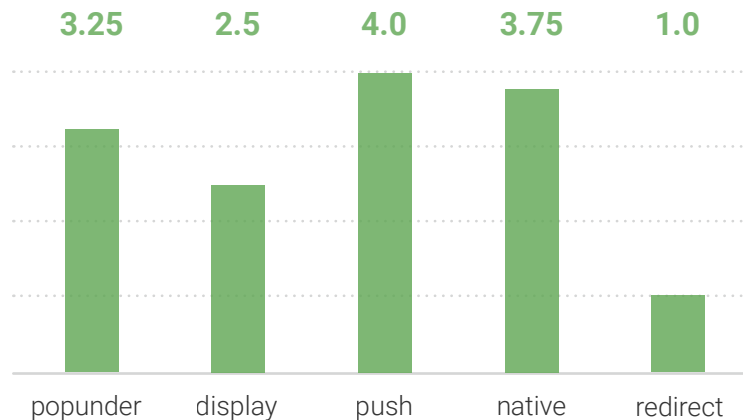
### Seasonality

depends on the product



### The effectiveness of ad formats in the vertical

(from 1 to 5)



## Top insights & tips about the vertical

One of the most prominent features of the **Nutra vertical** is that it's incredibly dynamic. In order to build a successful ad campaign, you need to stay up-to-date on health and beauty trends. Trends change in the blink of an eye, so you can always take advantage of new opportunities to make money.

There has been a huge boom in the health and weight loss offers while the classic adult sub-category has been in steady decline. **Latin America and Africa** are fast growing markets with heavy consumer **traffic and substantial ROI**. It's getting very popular among affiliates. With an upsurge of affiliate interest, established angles can assist novices in starting out successfully in the affiliate marketing industry.



Mark | Affiliate Director

LEADBIT

With a wide variety of offers, you can **make money with Nutra all year long**. At the same time, demand for some Nutra products may fluctuate significantly with the seasons and trends. To stay ahead of the game, make sure you're continuously researching keywords, trends, and frequencies-of-mention using addons or standard Google tools.

The **most profitable** sub-verticals in Nutra are **Diet, Skin, and Muscle**,



Diet



Skin



Muscle

in descending order. Diet is especially prosperous in Q1, likely due to the prevalence of health-related New Year's resolutions. Further into the year, the Skin and Muscle sub-verticals start picking up.



Ivo Nota | Chief Revenue Officer

ADVIDI

The ad creative has a huge impact on the success of your campaign. It's better to use spy tools only in order to stay on top of the niche. **Don't completely rip the creative materials**. You can borrow the angle but not the entire creative material. That's the key to success.

Don't use too many creative materials while testing the offer. Start with the most popular formats and then go on scaling with the other ones.

IMPORTANT: Always bear in mind that it's vital to control all the stages of the funnel - from creatives to the landing page - as they all should be aimed at solving the same problem of your would-be customer.



Boris Craft | Senior PR manager

adcombo

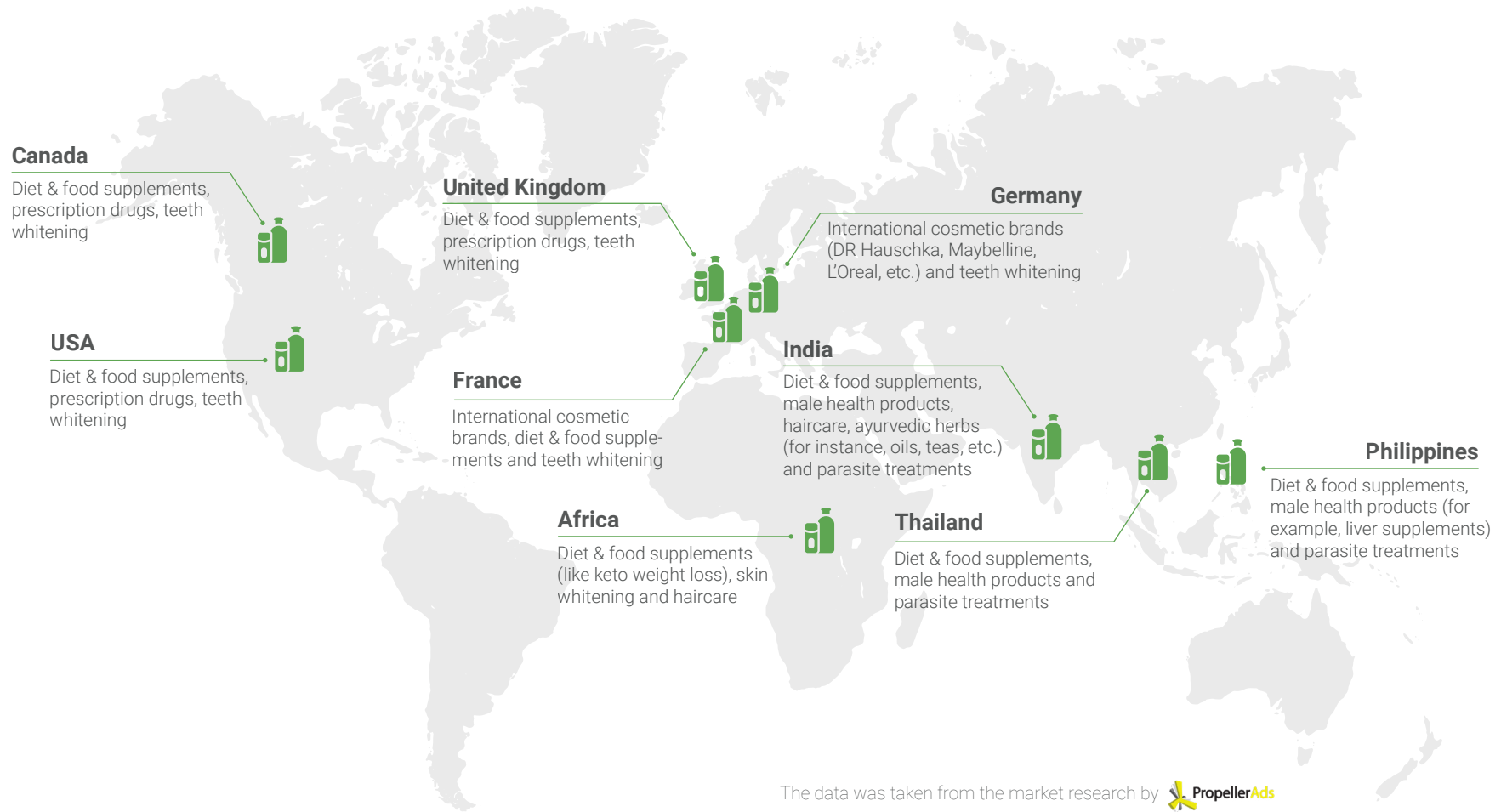
There are many factors that impact the success of your ad campaign. The first one is competitiveness; Nutra is becoming more saturated and convoluted every day. High ROI attracts both novices and experienced affiliates who already involved in other verticals. Nonetheless, there remains a steadfast recipe for success: be creative, explore new approaches, and perform testing at least twice a week.



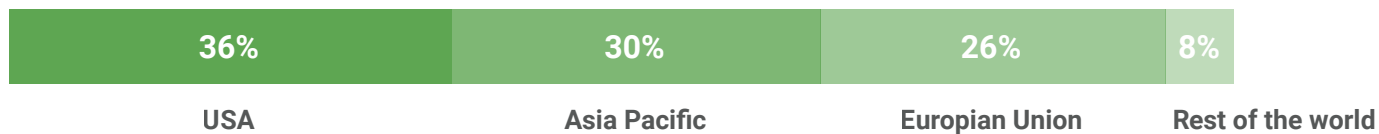
Mark | Affiliate Director

LEADBIT

### Popular GEOs and Offer Types



### Market share



# Case study “How to earn \$900+ with Nutra in 12 days” by Adcombo

Case study provided by Adcombo user - Spiros

Key info & stats

- ▶ **Period:** 05.09.19 - 17.09.19
- ▶ **Audience:** Women, 26-30
- ▶ **Revenue:** \$903
- ▶ **Network:** Adcombo
- ▶ **Language:** Greek
- ▶ **Profit:** \$697
- ▶ **Traffic Source:** Fb Ads
- ▶ **Devices:** Laptops, Tablets, Mobiles
- ▶ **ROI:** 338 %
- ▶ **Offer:** Black Latte
- ▶ **Expenditure:** \$206

## Ad campaign step-by-step & key lessons

1

At the very beginning, I did a simple wordpress website. There, I published a **catchy article** about a young lady dealing with relationship problems because of her extra pounds. She was telling her sad story which leads to her discovering black latte. That's when her life changed because she was losing weight obviously by buying and using the product! And of course, she managed to get her man back! I was trying to avoid certain phrases that urge people to buy the product. Note that even the call to action button was at the bottom of the page, not trying to push the customer to buy in the first place.

2

The next step is targeting your campaigns by demographics of your choice. Gender, age, language, interests, etc.

But pay attention when it comes to the factor “where?”. That means, choose to run your ad targeting only small cities and towns. (In my case it was only 5 towns). **Don't make such a mistake as targeting the whole country.**

3

After that, it is 100% necessary to include the name of the chosen city/town in the ad title.

4

Here comes the most important thing, you need to use **catalytic / trigger** words, both in the title and description. **In order to reduce CPC to the minimum** and get an explosive number of sales at the same time, you should try the following: write the words that will cause curiosity and produce an immediate result. Don't get this wrong, I am not referring to click baits, FB does not accept that. Think of words that will make the reader react, wonder. According to my experience and a lot of experiments, I found out that this is the #1 way to keep the CPC to the minimum. My average CPC was 0,02.

Bonus tip

In order to give your product extra value and understand better what trigger words to use, I have translated my campaign title and descriptions, as an example. Here you go:

### Description

What is happening in Nicosia with Anna? The way she easily lost all extra pounds from her own couch. (detailed recipe)

### Description for Notifications

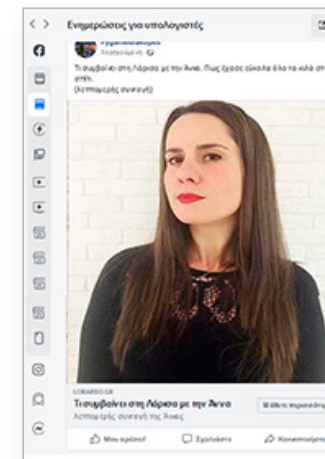
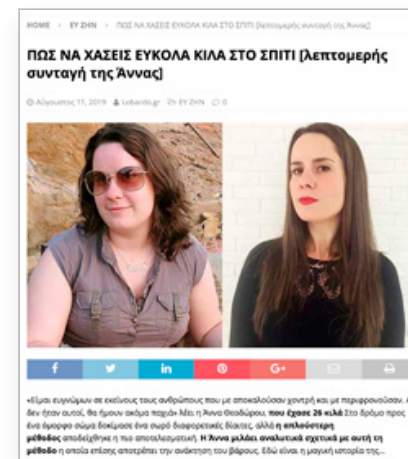
Anna's detailed recipe.

### Title

What is happening in Nicosia with Anna?

adcombo

07



## Conclusion

The challenge here is to find the best possible way to keep the CPC to the minimum, aiming for the maximum profit. Nevertheless, following step by step the 4 major factors mentioned above, and the whole optimization process, you will be able to achieve many more sales than expected.

As for me, I run FB Ad campaigns from the 7th of September 2019 until the 17th of September 2019, my average CPC was 0,02, my expenditures were \$206, my earnings were \$903. That comes with \$697 profit and ROI: 338% in 12 days.

## Tips on driving traffic

Push is easy-to-use and ideal for optimizing traffic. Remember, keep your landing page small, with only a few elements to make it easier to create, host, and maintain pre-landers and sales/registration pages. The minimum budget to start is \$100.

Employ useful targeting principles: define your target audience and customize your ads to appeal directly to them. We also recommend targeting by device, and adjusting your creatives accordingly.

And finally, use geo-targeting, but don't forget to localize your ads where applicable.



**For push notifications, we advise launching CPC campaigns first and then switching to the CPM model after you've identified the best performing creatives with the highest CTR. This way, you can buy traffic cheaper.** Use a similar approach for native ads if you are uncertain about your creatives.



**Arnis Augstmanis** | Head of Marketing



Source: [adplexity.com](https://adplexity.com)



**Simple Trick Removes Eye Bags & Lip Lines In Seconds**

Native



**Stop Ignoring These 11 Deadly Cancer Symptoms**

Native



**Drink This Before Bed, Watch Your Muscles Grow Like Crazy**

Native

## Tips on driving traffic

Push traffic is the lowest hanging fruit for newbies. Your only task is to work out a title and description. Even sending out a trivial 'Confirm you're 18?' will garner results. Simply choose the destination and you're off to the races. Mobile dialogs do not require a substantial investment and can bring in sales on a modest budget. Push traffic is likely to remain a foolproof advertising format far into the future.

Tight on ad lines? Then popunder traffic might be your best option for your landing page.

However, be prepared to put up around \$200 for the starting campaign budget.



Demian Mash | Head of Marketing



Never assume that you can approach a campaign on a native platform using the same techniques that work on social media or search engines. **The best advice is to start with a slightly wider reach than your comfort zone, as this will help you discover new audiences while remaining competitive in the network.**

Here are a few other things to consider:

- Creatives: Make sure to A/B test. Having a few variations will allow you to optimize CTR and CR in a more efficient way.
- Conversion tracking: By not using conversion tracking, you are limiting your usage of advanced targeting options based on performance.



Haran Rosenzweig | Director - Performance Sales & New Business



Source: [adplexity.com](https://adplexity.com)



Push



Push



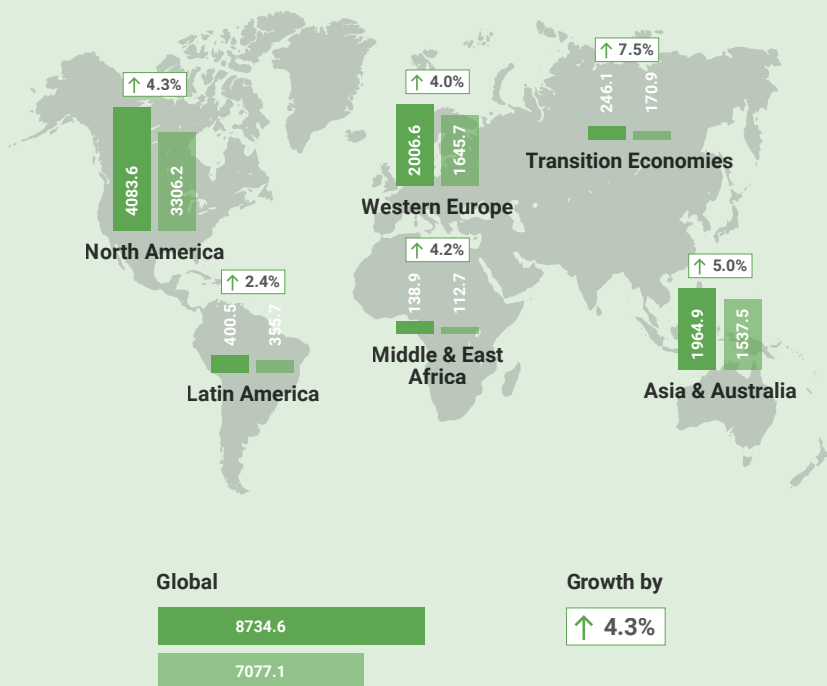
## Growth factors

Healthy life style has been one of the fastest-growing global trends in the last 10 years. Massive media campaigns contributed to its emergence as one of the most buzzworthy topics worldwide. It has brought about:

- High prevalence of organic brands. It means bigger variety of nutra offers to promote and earn money with them.
- A growing number of influencers and celebrities promoting natural products.
- An upsurge of wellness tourism.

All of these make consumers buy nutra products with more desire. Market growth numbers speak for themselves:

### Compound Annual Growth Rate (2015 - 2020) in BLN USD\$



## Stop factors

Meanwhile, there are certain obstacles in place that may prevent new affiliates from breaking into the field. These include:

- High competition for both merchants and affiliates.
- Local restrictions placed on the sale and distribution of dietary supplements. It's important to investigate the market before entering a new GEO.
- Bans placed on advertising accounts. Sending Google or Facebook traffic to Nutra offers might cause your account to be shut down. Highly aggressive landing pages and advertising messages featuring celebrity photos and bold guarantees receive many clicks, but they also put you at risk of a ban.

One more sticking points are Local bans on payment models. Experienced affiliates who work in Nutra should always be prepared for unexpected banking issues. In January 2019, MasterCard announced a new policy against automatic billing. These measures were introduced to protect consumers from 'unexpected' billing after a free trial for product, subscription ends. As a result, many trial advertisers were forced to change their business models and adapt to a rapidly changing market. As there's no way to know when banks and financial service companies will exercise their control, the punch can come at any time. It is therefore vital to choose reliable advertisers and networks that follow the latest updates and make timely adjustments, to protect your business.



Ivo Nota | Chief Revenue Officer



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## Overview

**Dating** relates to one of those evergreen verticals that produces conversions season after season, year after year, whatever is happening in the world. Dating websites and apps offer a variety of physical and emotional connections, allowing users to maintain anonymity. Industry studies show that users subscribe for paid dating websites for at least half a year. The potential for high lifetime value attracts affiliates who aren't chasing fast cash.

### Sub-verticals

- ▶ Mainstream dating  
(sites/ apps for standard relationships)
- ▶ Adult dating  
(sites/ apps for "only sex" relationships)

### Popular payment models



- ▶ SOI
- ▶ DOI
- ▶ RevShare
- ▶ Pay per Sale



### Geo's available

worldwide



### Start budget

from \$500



### Average Payout

\$5-40



### Newbie-friendliness

★★★★★☆☆☆☆

:( —————> :) friendly



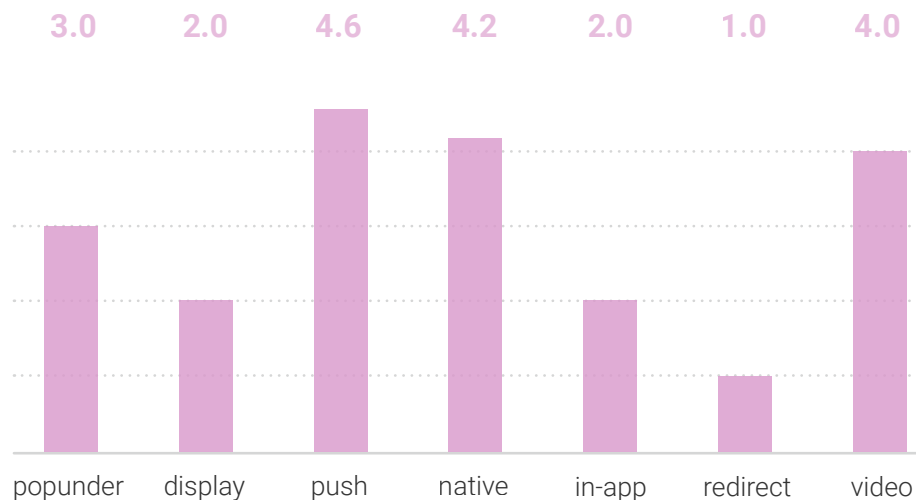
### Seasonality

demand is a bit influenced by holidays



### The effectiveness of ad formats in the vertical

(from 1 to 5)



## Top insights & tips about the vertical

Dating is a vertical that is worth trying as an affiliate. Paid users generally subscribe to dating website for six months or longer. With the right combination of work and patience, you can easily earn a residual income from a dating affiliate program (Revshare) and watch it snow-ball month after month. If you opt for a CPS/CPL model, longtime users will guarantee a high payout, as big advertisers in dating can generate more money from one user.



Evgeniy Prima | CEO



Over 70% of dating traffic comes from mobile, but mobile isn't necessarily the top performing medium. From an affiliate standpoint, **mobile will convert faster**, but advertisers often have trouble converting leads from mobile traffic. From the other side, **desktop traffic** is harder to convert for affiliates but it **is far more profitable** for the advertiser.



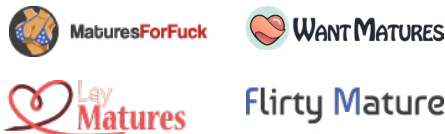
Louis-Alexandre Dumas | Business Manager



In recent years, the biggest market players generate the highest volumes. It's now harder to compete with the heavy hitters, but you can capitalize on niche products (apps, sources, websites) to find success. Even more so if you narrow your focus to a niche audience (e.g. dating for LGBT, specific purposes and specific people).

### Top Nich Dating Offers - Our Offers

BLACK NICHE BBW NICHE MATURE NICHE MILF NICHE GAY NICHE



Our SOI Rates							
	GBR	USA	CAN	AUS	FRA	ITA	ESP
web	\$3,30	\$2,45	\$2,75	\$5,00	\$2,75	\$2,20	\$1,65
mob	\$3,30	\$1,75	\$2,45	\$4,40	\$2,75	\$1,75	\$1,55

Generally, the most profitable sub-categories are mail-order brides, mature, and niche dating. But the gravy train doesn't stop there. Sugar dating is a lucrative niche with the right advertisers, along with gay dating, webcam, and adult games.



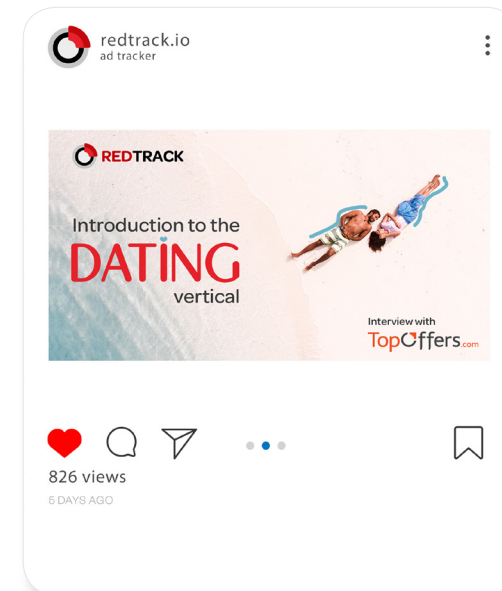
Nick Martsenitsen | Chief Operating Officer



The most effective period for running dating ad campaigns is Christmas until the end of January. Summer is a profitable time as well, unless either a World Cup football championship or the Olympic games is happening. In that case, we usually see a slight drop in revenue and performance.



Ivo Nota | Chief Revenue Officer



Read: Introduction to the Dating Vertical

## Top insights & tips about the vertical

### The key considerations while running a dating ad campaign are:

▶ **The top GEO is not always the most profitable.** The highest converting geo will also be the most competitive, and therefore the most costly to gain traffic. We advise getting your foot in the door of less competitive GEOs like mainland Europe. Start by mastering less competitive countries:



Once you've started turning a profit, try to scale your efforts to other countries and traffic sources.

▶ **Scaling is a must;** don't settle for stable results. Always test new offers and GEOs and try scaling. That way, you have the potential to earn far more and you can minimize risk when there is a lull in a certain campaign, GEO, or offer.

▶ **Tracking is crucial.** This is well-known, but still worth stating: you must regularly track the data and work with stats to have success. Your traffic won't take a day off.

▶ **Choose the best offer for your specific traffic source.** Some offers won't accept adult traffic, and others work better with adult traffic over mainstream. Your audience should always be led to a website that is directly relevant to them.



Nick Martsenitsen | Chief Operating Officer



### There are several main factors that influence the payout of your offers:

1. SOI or DOI offer: **DOI has a higher payout of up to \$20 per lead.**
2. Choosing between CPS and CPA? **Definitely go for CPA.**  
You can't be responsible for the entire sales funnel in dating. On traffic sources, you only buy impressions. And in the CPS model, you are dependent on the quality of the product. CPS can be a great option only when you are already familiar with the advertiser's flow and their ability to monetize users, and they like the quality of your traffic.
3. The GEO of the user. Advertisers pay more for competitive GEOs. One of the most profitable approaches in affiliate marketing is to **NOT focus on English speaking GEOs.**
4. How old is your audience? **The younger – the cheaper.**



Evgeniy Prima | CEO

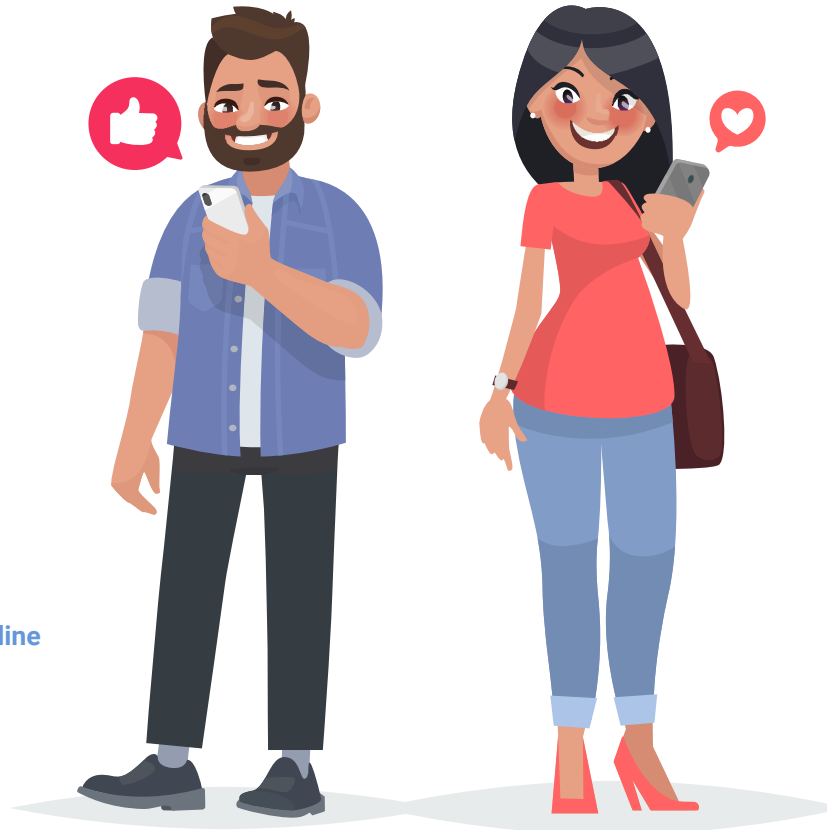


## “Portraits” of average users of dating websites

Illustrations are made based on researches conducted by eharmony.com and hubspot.com

### A man

- 25-34 years old
- High income
- Looks for a woman with common interests rather than good look
- Expects a woman to have similar political views, education and personality traits
- Lies about his age/height/weight or income on the profile
- Spends around 300\$ per year on online dating services
- Prefer Facebook as go-to source



### A woman

- around 30 years old
- City-type
- Belongs to Middle class
- Doesn't believe in love from the first sight
- Expects a man to earn more than she does
- Attracts by faithfulness and respectful attitude

- ☆ Revenue in the Online Dating segment amounts to **US\$2,141 M** in 2020.
- ☆ Revenue is expected to show an annual growth rate (CAGR 2020-2024) of **4,3 %**
- ☆ Resulting in a market volume of **US\$2,530 M** by 2024.

Data is provided by [statista.com](https://www.statista.com)

## Tips on driving traffic

Almost any ad format is good for dating except pop-up/unders/click-unders. **Banners, native widgets, and push are the most effective formats for dating offers.** Besides, dating is profitable on both desktop and mobile platforms, although there are higher volumes of mobile traffic, especially in certain locations (ex. Japan and Korea), and that trend will further increase. While there are more target options for mobile, web traffic has higher conversions and therefore higher value.



Nick Martsenitsen | Chief Operating Officer



Tinder, Snapchat, and other hookup apps, along with the evolution of push traffic, are moving users away from traditional dating websites. Most of the content in dating is offered via mobile devices. We assume approximately 70% of the traffic is mobile traffic, and the rest is desktop.



Evgeniy Prima | CEO



Adult native grew by at least 300% in volume last year. Adult networks are actively using the native ad format as an additional monetization tool. We believe that native will become even more popular among advertisers and publishers in the coming years, as pop-ups are losing their firm footing due to more stringent Google Chrome updates.

Concerning mainstream, we see that many advertisers still use pop-ups, emails, and display banners as their primary traffic sources. However, a funnel polished for native recommendation ads would perform more cost-effectively with the same offers. **Pre-landers are being used in 80% of ad campaigns, with 3 main ways to promote an offer:**

- Interactive pre-lander (e.g. casino fortune wheel, choose a gaming character, etc.);
- Questionnaire pre-lander (widely used in dating);
- Advertorial pre-lander (success story, mostly used in trading and gambling funnels)



Source: [adplexity.com](http://adplexity.com)

**WE MAKE DATING EASY!**  
**5x Dating Sites = 5x THE FUN**

Use all 5 of SA's best online services.  
Flirtnet, Tango,  
MobiMatch,  
FindLuv and Hooked!

**JOIN NOW**

Subscription service R5 Daily Chat Bundle.

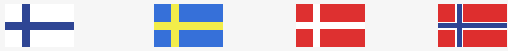
Mobile

Mary (24), {city}  
▶-----(01:06) Play video ● REC

Push

## Tips on driving traffic

Tier 1 English-speaking countries like USA, Canada, New Zealand, and Australia consistently show good performance, but are highly competitive. Nordic countries



also have good performance, but come with high click prices. So, once you find a successful source and offer for the Nordics, let the gold rush begin.



**Nick Martsenitsen** | Chief Operating Officer



Incorporating a chatbot into your landing page has been shown to increase your CTR. This method is especially useful in dating, as user interest is sparked by receiving messages like "Hi! I am Kate. Would you like to meet me?"



**Daniella Kravtsova**  
Head of Affiliate & Partnership Marketing

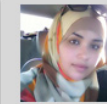


Source: [adplexity.com](https://adplexity.com)

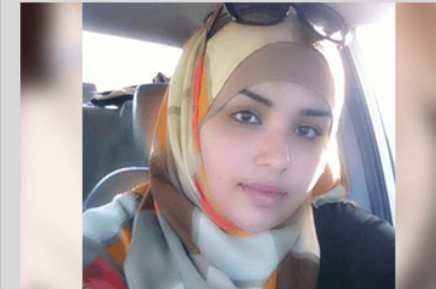


21 Simple Ways to Become a Better Lover

Native



**Maryam**  
(00:08)



Push



Is This Why All Men Dream of Russian Girlfriends?

Native



## Growth factors

Every year the number of online dating services and users increases. There are **about 8,000 online dating services** in the world today, and that number is growing consistently. In 2019, **industry revenue increased by 6.8%, or \$1.7 billion**. Dating service supply is growing along with the demand, and the market will expand to approximately \$12 billion in 2020.



Nick Martsenitsen | Chief Operating Officer



**One of the top trends in 2020 is mobile applications with a trial payment model.** This model started gaining enormous popularity in 2018, with a significant number of advertisers appearing every day. In order to gain traffic, advertisers with similar offers will seek out different ways to attract traffic, apart from their own media buying departments. Meaning, budgets are actively allocated to the affiliate business. Possible payment models include CPI, CPL, CPS (or rather, payment for the trial).



Evgeniy Prima | CEO



## Stop factors

- **Facebook promotion restrictions**  
Dating offers are not entirely banned on Facebook. There are some white-labeled advertisers (e.g. Match.com or PlentyOfFish) who are authorized to promote dating offers. For the most part, all the others have to use different cloaking methods, that by the way don't give 100% guarantee that your account won't be banned.
- **Aggressive black-hat environment**
- **Scambots and catfishing**  
Scambots and catfishing (which is an action performed by a user to fake his identity on a social network account) are a big problem now. It affects both the affiliates and advertisers who, firstly, lose money on such irrelevant audience, secondly, shade trust.

GAMBLING





## Overview

The gambling (i.e. iGaming) vertical is mainly associated with the promotion of online casino services. It is notable for providing large money flows, high payouts, and a variety of payment models. Due to its seductive nature, the gambling industry has always been the subject of debate among national and supranational regulators. As a result, online and offline monopolies and illegal markets continuously crop up. So, if you consider this vertical as a source of regular legal income, you need to understand how the law works first.

### Sub-verticals

- ▶ Online casinos / scratch cards & table games
- ▶ Slots
- ▶ Poker
- ▶ Sports and betting
- ▶ E-sports
- ▶ Social Gaming

### Popular payment models



- ▶ CPA
- ▶ CPL
- ▶ CPI
- ▶ RevShare



### Geo's available

worldwide, with legal restrictions in certain regions



### Start budget

from \$700



### Average Payout

>\$150 (the USA, Western Europe)  
\$30 - 50 (Russia)



### Newbie-friendliness



:( —————> :) friendly



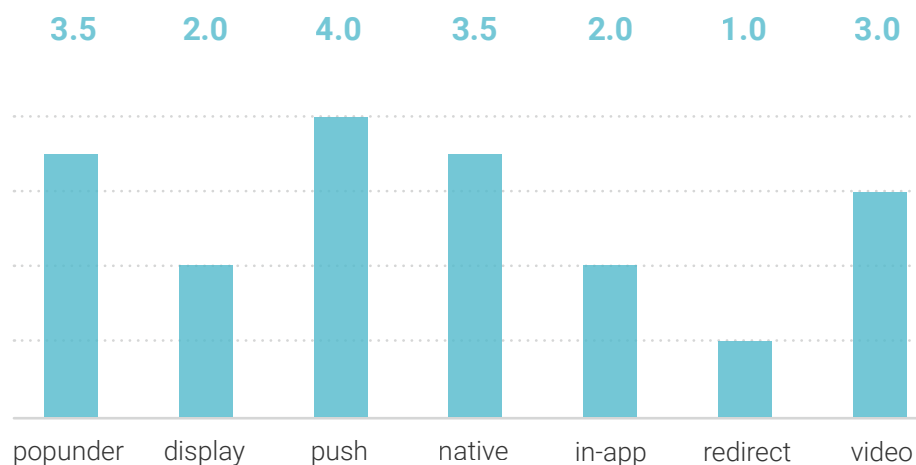
### Seasonality

highly affected by sports seasons



### The effectiveness of ad formats in the vertical

(from 1 to 5)



## Top insights & tips about the vertical from Roman



Roman Manuylov | CMO



### ► Roma, please share with us your insights on the gambling industry. Is it worth it to enter now? How newbie-friendly is it?

Compared to other verticals, there's still plenty of room for everyone in gambling. Newbies can capitalize on high ROIs, large payouts, and low competition. In addition, you can use a variety of unconventional traffic sources and GEOs.

On the other side of the coin, gambling is one of the most difficult verticals to break into. You need to be substantially prepared from a technical point of view: use cloaking tools, know how to farm accounts, use spy services, and so on. And be prepared to spend on all these additional tech tools.

I would also add that gambling offers provide a great opportunity to diversify your income in 2020. Many verticals were badly affected because of the coronavirus epidemic (especially e-commerce), but online casinos are still doing great. Users are spending more time on their computers, the market has expanded and looks even more promising.

### ► What are the most profitable sub-categories for gambling?

Generally, **online casinos** are the most profitable sub-category. However, during hyped-up sports events like the World Cup, sports betting brings in the most cash. Your ability to earn will depend on your understanding of the target audience. Betting platforms and online casinos have comparable yet distinct audiences.

Recently, betting has become one the most difficult verticals to work with, since 2020 was marked by the coronavirus epidemic and almost all sports events were canceled.

At the same time, huge prospects opened up for **cyber betting**. The whole world is going online now so online gaming is on the rise now. ESports companies are reporting market growth, and cyber betting events are in trend now.

### ► Would you say that gambling is a highly-seasonal vertical?

Gambling is an expansive vertical, with several different components. The main sub-categories are online casinos and betting. Casinos are highly dependent on the day and the time of day. Advertisers confirm that the number of deposits drops on holidays and weekends. Since every country has its own national holidays, seasonality will depend on the GEO. The time of day also plays an important role: peak hours occur in the evening.

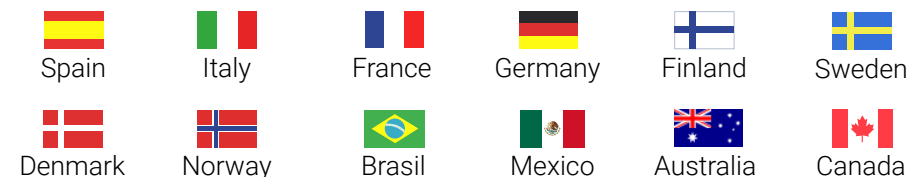
Seasonality is one of the key features of sports betting. We see the largest influx of bets placed before and during major sporting events. You should keep a close eye on sports scheduling in your chosen GEO and, of course, pay attention to global events that affect the sports world.

### ► What are the best payment models for gambling offer promotion?

Most Russian affiliates prefer to use the CPA model because it allows them to quickly earn back their investments. Affiliates don't always place their trust in advertisers and traffic is becoming more expensive, so this model is continuing to gain traction. RevShare is a payment model in which the casino shares its income with the affiliate for as long as the bettor is active. This payment model is beneficial for affiliates who are confident in the quality of their traffic, especially if they generate traffic organically (SEO, ASO) rather than by it. RevShare is generally much more profitable, but it's a long-term game.

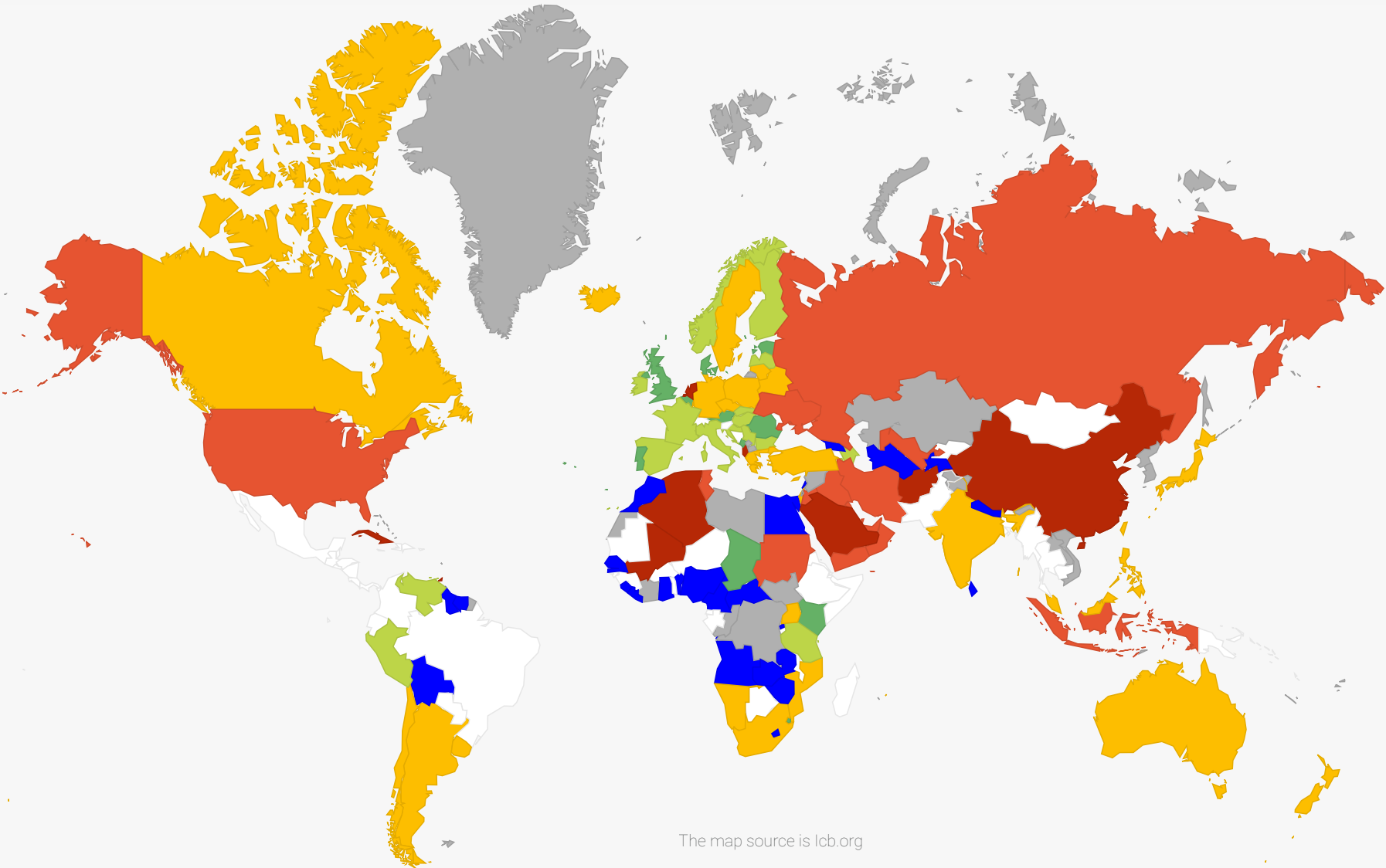
### ► Share your insights - what are the top performing GEOs for gambling offers?

I would say, they are



Turkey and LATAM perform well in Betting. As a rule the harder it is to enter a certain market the more profitable it is.

iGaming regulations and restrictions around the world



The map source is lcb.org

- Moderate
- Heavy
- Light
- None
- Undefined
- Little/None
- Banned

## Tips on driving traffic

The most efficient traffic sources for the gambling vertical are **SEO, context ads, Facebook, Instagram+apps and Facebook+apps.**

Affiliates often focus on driving traffic to mobile apps because they generate higher conversion rates. It would also make sense to look at the newly emerging traffic sources, such as Tik Tok.



Roman Manuylov | CMO

affileads

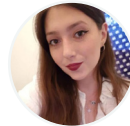
Today's gambling market is most compatible with **Facebook and Google AdWords.** Websites with mobile webview will offer you the best conversions and amazing profits. They are more profitable than self-stories and other advertising methods.



Mark | Affiliate Director

LEADBIT

The online casino industry in 2017 generated over \$48 billion, it is a growing and evolving industry. Online casinos offer a large variety of games to choose from. Since it is a deposit-oriented industry, you would want to highlight any special promotion in your creative that would push the user to make his first deposit. Consult with our support on the Specific GEO's to start your campaigns on.



Dalit Kiselgof  
Business Development Manager

AdMaven

Source: [adplexity.com](http://adplexity.com)

**PARI MATCH**

Регистрация

**+100%**  
К ПЕРВОМУ ДЕПОЗИТУ ДО 100 BYN

FC BAYERN MÜNCHEN vs RB LEIPZIG  
Бавария vs РБ Лейпциг

09.02

**СДЕЛАТЬ СТАВКУ**

ПРАВИЛА И УСЛОВИЯ

- 1 ЗАРЕГИСТРИРУЙСЯ
- 2 ВНЕСИ ДЕПОЗИТ

VISA, App Store, Google Play, 21+, VK, O

Mobile

## Tips on driving traffic

Offering inspiring stories about people who have won big in the casino have the potential for high conversions. However, they are most effective when they seem organic.

And remember that people don't appreciate misleading links, so be sure that by clicking on your widget they will be directed to relevant content.



**Daniella Kravtsova**

Head of Affiliate & Partnership Marketing



When choosing the vertical or product you wish to promote it's important to think about the user's state of mind.

He or she did not look for the product you are promoting, but they are looking for some recommendations that are suitable for them based on their interests. Make sure you intrigue them, and give them some information in the creatives that will eventually make them click and hopefully convert.



**Haran Rosenzweig** | Director -  
Performance Sales & New Business



Source: [adplexity.com](https://adplexity.com)



**Error In India Makes  
Thousands Of People Rich**

Native



**Controversial Mistake in  
Netherlands Makes Thousands  
Rich. Read How!**

Native



**You were lucky!**  
Unlock 70 spins today with  
10 €



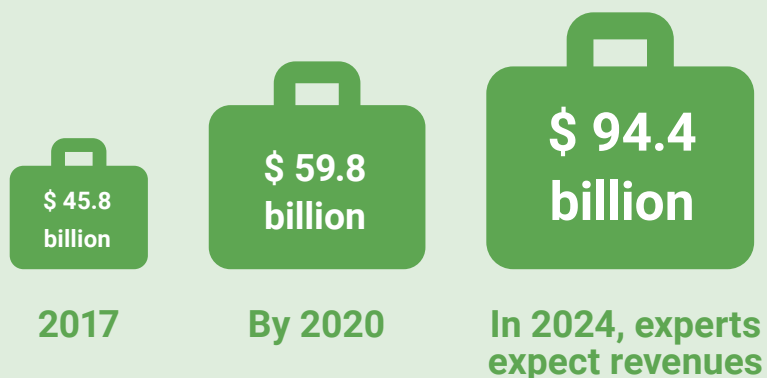
Push

## Growth factors

Gambling is one of the most profitable yet risky verticals. Despite the increasing demand for transparency, the industry shows signs of steady growth and diversification.

Among the **main growth factors** are:

- low entrance requirements for the users to start;
- the growing number of sports followers;
- the increased development of VR in this vertical;
- progressive legalization of gambling in some countries.



In terms of global trends in gambling, the entire Russian market is poised to enter the international sphere. The next year will hold many Russian traffic marketers working with international offers and advertisers.

There is also an upswing of global interest in entering the African and Asian markets (India, China and other regions).



Roman Manuylov | CMO



## Stop factors

Among the major barriers to success in gambling vertical are limited geography, tight regulator control, highly developed shadow market, and vast monopolies. Unfortunately, little can be done about it.

There's a traffic source which is unfairly ignored by affiliate marketers in this vertical -- organic traffic. If you're running a one-time promotion and use your landing page only for a few days, it's not worth working on SEO. But, if you're going to run a promotion for some time, we advise you to take a closer look at this instrument. While it may seem complex and time consuming, the actual work doesn't take too long:

- create a conversion-oriented landing page or a website
- know your keywords
- work on your SEO metadata (title tags, meta description, URLs)
- create valuable content that matches your website topic and users interests. Make sure it's mobile-friendly
- optimize your articles (structure, lists, titles, keywords, image alt text)
- speed up your landing page/website
- establish channels to share and promote your content
- build backlinks
- analyze and optimize your results

CRYPTO  
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CRYPTO





## Overview

**Crypto** is the youngest vertical in affiliate marketing. So far, industry only has a partial understanding of its future potential. Due to high media attention, the rise and fall of the industry is largely dependent on public sentiment. Crypto offers are characterized by low traffic volume and high CPA. This translates to higher up-front costs, lower competition, and bigger payouts. The crypto vertical is based on several easily digestible values like speed, security, simplicity, and price accessibility.

### Sub-verticals

- ▶ cryptocurrency (crypto trading and crypto gambling)
- ▶ ICO/STO
- ▶ Crypto forex
- ▶ CFD trading

### Popular payment models



- ▶ RevShare
- ▶ CPA
- ▶ SOI/DOI



### Geo's available

all tier-1 countries



### Start budget

from \$300



### Average Payout

\$200-500



### Newbie-friendliness



:( —————> :) friendly



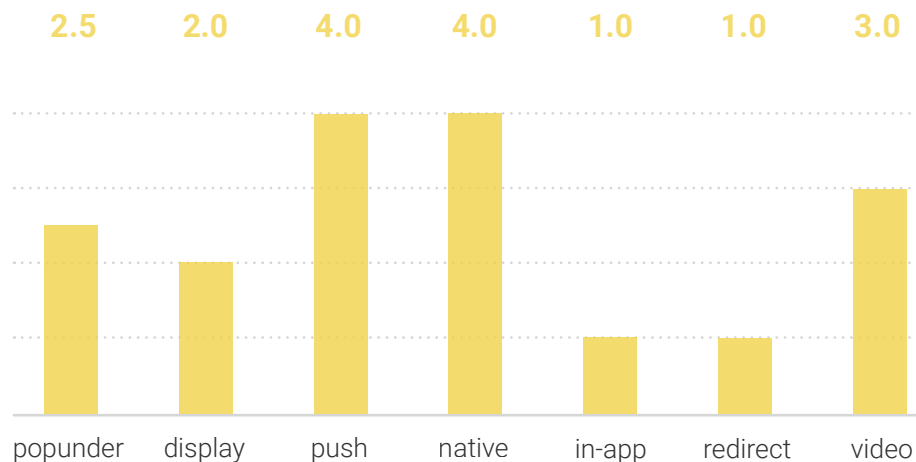
### Seasonality

no



### The effectiveness of ad formats in the vertical

(from 1 to 5)





## Top insights & tips about the vertical

Cryptocurrency is a rapidly developing field, with ever-changing trends. Mobile traffic is gradually capturing this market. As the ICO portfolio is systematically losing value, more attention goes to alternative crowdfunding models – STO (security tokens). The main problem this model has is its fragile reputation. It means you need to employ above-the-line marketing with a focus on brand awareness and thought leadership.

Crypto trends ebb and flow – today one GEO is on fire – in a few months, another one takes the lead. However, if you do your research, follow the rules, and use Facebook pixel to aid you, you can earn \$10-14 EPC on the click.



Lana | Owner of AM Community



As to Crypto trading and crypto gambling products, they will not replace ordinary casinos or gaming corporations, but have all the chances to form a highly-concentrated and profitable niche. Crypto is invulnerable to cheating attempts and much cheaper to start and maintain.

This vertical encompasses a very narrow interest scope. Targeting limited audience eventually becomes more challenging, because advertising on the same small set of websites won't drive additional traffic or new clients. So when discussing the quality of crypto traffic, we should concentrate on the correlation between reach and price.

**As social perception is one of the most influential variables on the stability of the crypto industry, it would be wise to invest your time into media and listing websites.** Statistics show that potential crypto products users are active in reading the news, analyzing markets, and making informed decisions. Presence on reputable media sites is not just a way to get your name out there, it might be the only way to get the attention of serious cryptocurrency fans looking for the next best thing.

**On crypto market you can face a large number of scams that can easily trap inexperienced media-buyers.** The 3 most common crypto affiliate marketing scams that you should watch out for are:

- **Withheld commissions**

This scam type is not exclusive to crypto niche and can be often found in other industries as well. The principle is simple: it fails to credit all your commissions or find a variety of reasons to discount a great portion of acquisitions

you make, including payments from visitors in unsupported geos.

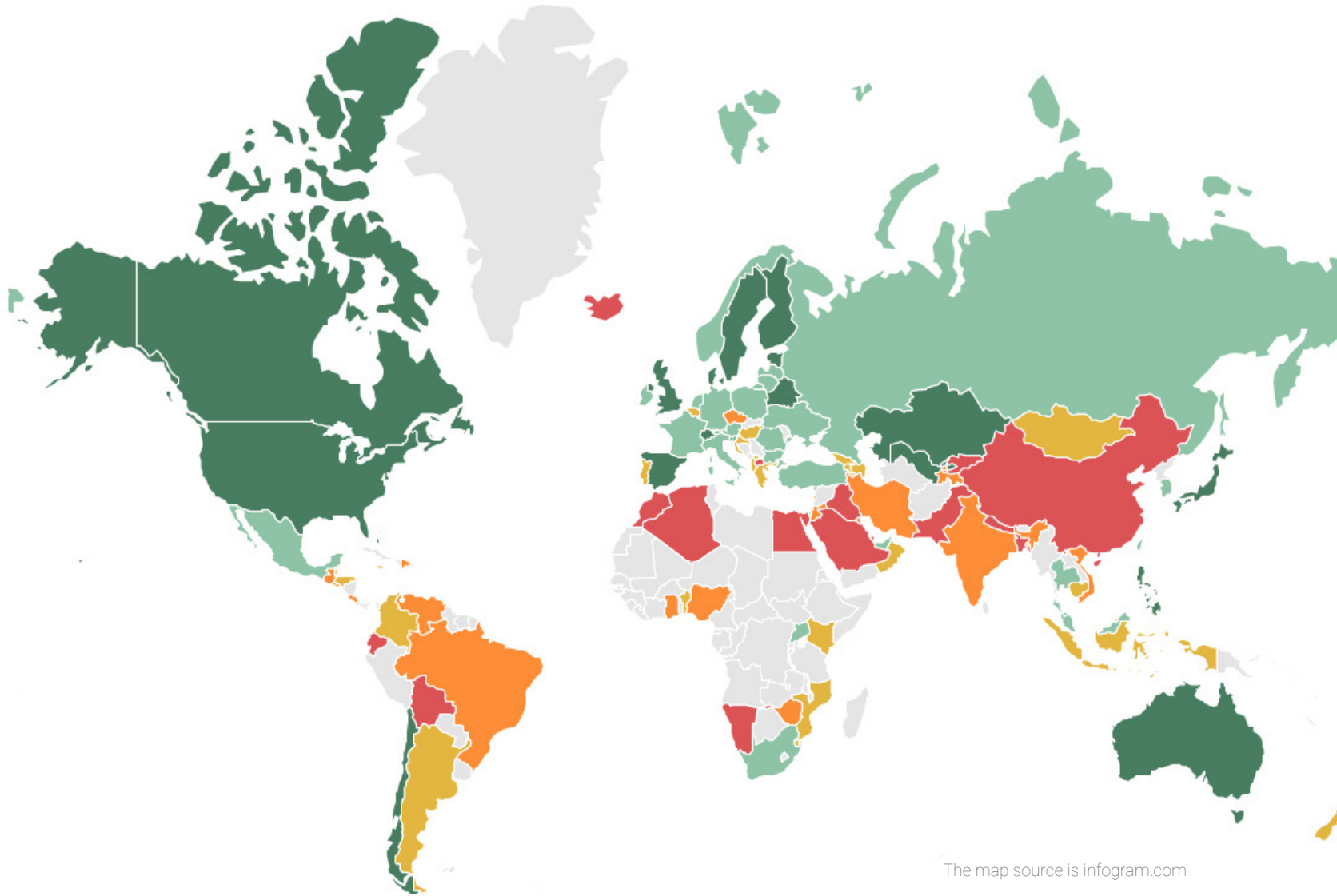
- **Conversion rate manipulation**

As we've already mentioned, the cryptocurrency market is incredibly volatile. Some scammers may use it for manipulations. To protect yourself, make sure that your earned commission is locked and won't depend on the currency rate on the day of your withdrawal request.

- **Fly-by-night scammers**

While some scammers steal only part of your money, others have no intention of paying you at all. Fly-by-night scammers create their businesses only for a short period of time to catch the unwary affiliates. Always read the print carefully, study the affiliate scheme thoroughly and choose only **trusted Networks**. If you're only a beginner, give preference to established, well-known and reputable schemes. Don't get fooled by new "innovative" and extremely profitable offers.

Unique content section: the map showing where cryptocurrency is legal and where it's not



- Banned
- Hostile
- On the fence
- Improving
- Global leader

## Tips on driving traffic

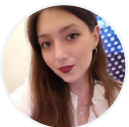
Both desktop and mobile traffic perform well for the crypto vertical. While Facebook is offering some regulatory push-back, email and push traffic are still profitable advertising methods. Offers change frequently, so pay attention to specific GEOs. The Netherlands, Sweden, and Singapore are on fire (as of the end of 2019)



**Lana** | Owner of AM Community



First, it is worth mentioning that a lot of black hat traffic goes to this kind of offers. Also, this industry, which contained many Forex and Binary options companies, had and still have many strict regulations. This industry is now seeing a massive growth. Crypto ads are all the rage now. Build your creative to be "Call to Action" oriented and lead the user on a smooth journey towards its first deposit. From our experience, use an article before the final offer page to entice the users and increase your chance of a conversion.



**Dalit Kiselgof**  
Business Development Manager



Push has been the game-changing ad format over the past few years. While currently generating high revenues, it's very susceptible to Google regulations. Native format is the silent success of the affiliate world, as the technology is very similar to the push format (headline + creative). If push falls by the wayside, advertisers may benefit from shifting focus to the native format. The pop format is established and stable, continuously generating large revenues. Even with Google's long standing regulation attempts, the pop format remains profitable.



**Ace Black** | Director of Business Development



Source: [adplexity.com](https://adplexity.com)



**The \$250 Bitcoin Investment  
That's Making People Rich**

Native



**Getting Rich with Bitcoin,  
Without Even Buying Bitcoin**

Native

## Tips on driving traffic

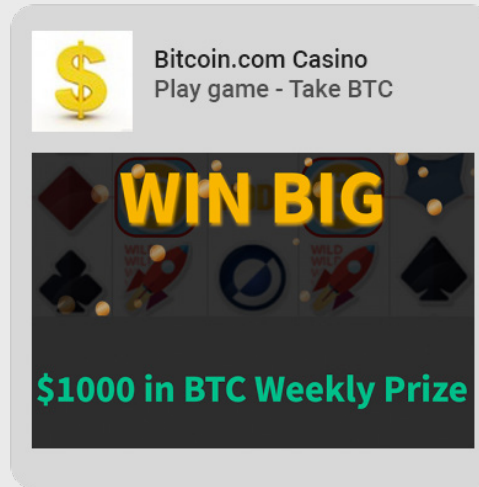
Push notifications remain popular because of the low cost per click. However, 74% of users consider receiving more than five notifications a day annoying. Keeping this in mind, you can avoid bombarding potential customers with alerts. Instead, consider sending personalized messages using 24 characters or less; this will give your ads an exclusive quality. Studies show that personalized push notifications also generate higher conversion rates. However, don't expect too much in the long run. The whole industry is highly dependent on regulators like Google. It would be prudent to assume that the success of push notifications will likely diminish once further restrictions are imposed.



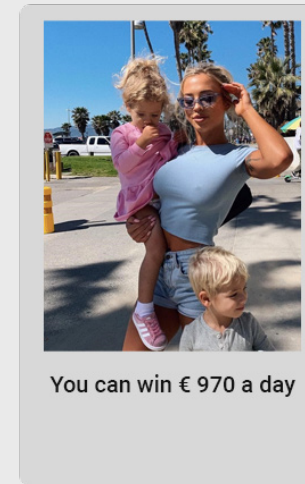
**Daniella Kravtsova**  
Head of Affiliate & Partnership Marketing



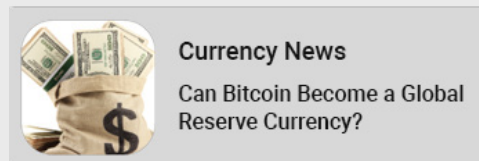
Source: [adplexity.com](https://adplexity.com)



Push



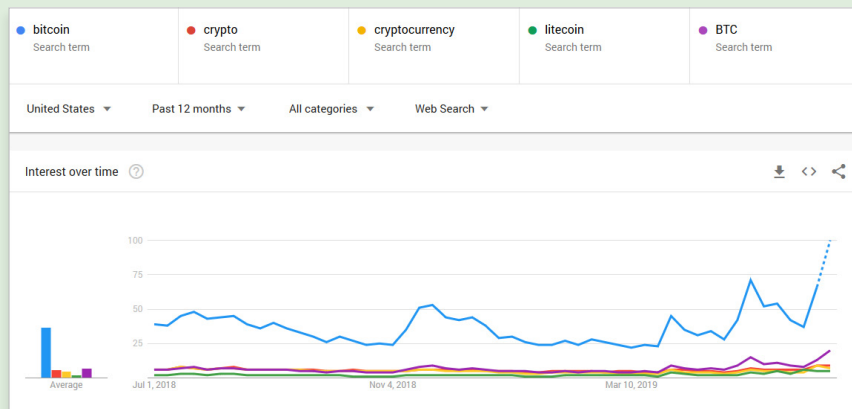
Native



Push

## Growth factors

Despite conflicting musings and predictions, the crypto vertical is not going to die. The market penetration rate largely varies depending on the specific product characteristics and the region. Despite all regulatory changes and limitations, there's no reason to say that the industry is in decline. The vertical instability is mainly caused not by decrease in the market size, but a great number of fraudulent offers. According to experts, high-quality offers remain popular and are not going to lose their positions.



Data is provided by [cryptocurrency.com](https://cryptocurrency.com)

## Tips on targeting



**79%** of crypto owners are Bitcoin holders



Millennials are leaders in cryptocurrency investing ( **5%** of millennials invested, **3%** of Gen X, and **2%** of baby boomers)



Top 3 reasons people don't invest:  
 -It's too risky  
 -It's too complicated to understand  
 -There's no need or interest



Men are more likely to buy crypto than women

## Stop factors

- High volatility;
- Facebook cryptocurrency promotion ban;
- Narrow audience compared to other verticals;
- Limited number of traffic sources are available;
- Large number of misleading offers and fraud projects.

Imperfect regulation mechanisms of the cryptocurrency industry is a highly attractive environment for scammers.

## How to choose crypto offers and reduce the risks of failure?

- Do careful research on the project you're going to work with. Check all the ratings, comments and reviews about it on trusted websites, forums, social media groups and active communities.
- Choose products with clear message and transparency about what they offer, what clients get and what the costs are.
- Evaluate your brand media presence. Public and media relations play a big role in the finance world as it helps to build trust with a wide audience. The better the brand spreads the information about itself, the easier it will be for you to promote it.
- Check the history of its relationships with regulators at all levels. Has it ever been involved in any compliance, data privacy or money-laundering scandals?
- Test it by yourself. Apart from your efforts, it's the product's quality, customer service and reputation that affects the conversion rate.
- Make sure your sources are efficient for the chosen offer as you might wait long before the desired results come.

SWEEPSTAKES

SWEEPSTAKES

SWEEPSTAKES

**SWEEPSTAKE**

SWEEPS TAKE

SWEEP TAKE

SWELL TAKE





## Overview

**Sweepstakes** are prize giveaways where the winner (or several winners) is chosen by chance. The underlying principle of sweepstakes is about offering the participants a chance to win some reward for leaving personal email instead. The most popular prizes include iPhones and gift cards. The best part is that the user doesn't pay to participate in sweepstakes, while affiliates get paid by the network / advertiser for every sign-up.

The sweepstakes vertical has a low barrier to entry and high competition, which results in high competition and the need of being creative.



**Start budget**  
from \$100



**Average Payout**  
\$0.5 - 40



**Newbie-friendliness**

★★★★★★☆☆☆  
:( —————> :) friendly

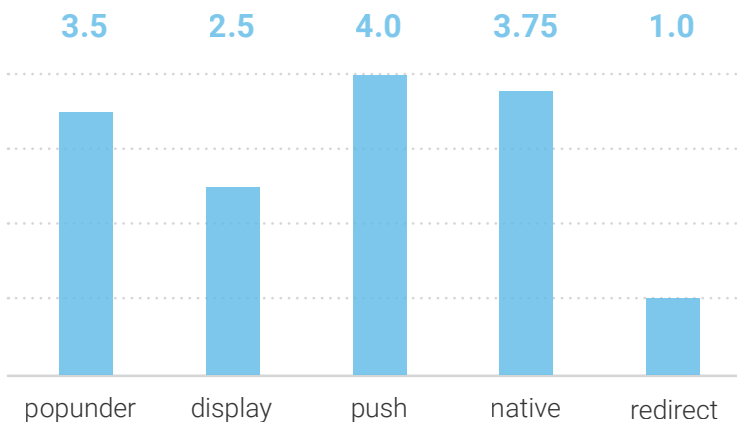


**Seasonality**

no



**The effectiveness of ad formats in the vertical**  
(from 1 to 5)



## Sub-verticals

▶ no

## Popular payment models



- ▶ SOI
- ▶ DOI
- ▶ PIN Submits
- ▶ CC Submits

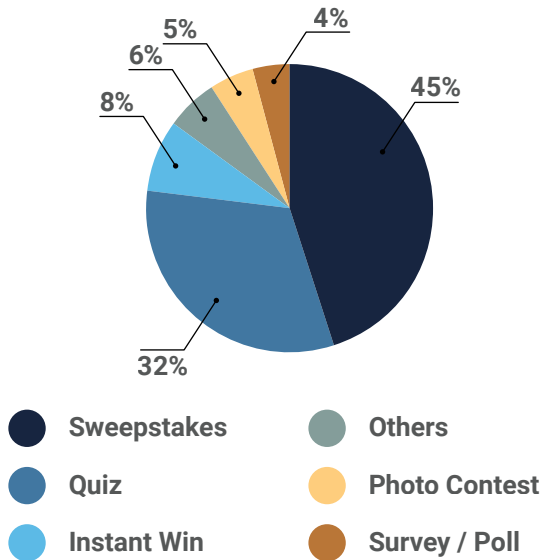


**Geo's available**

mostly Europe, USA

## Top insights & tips about the vertical

### Sweepstakes types



source you choose. Don't overdo it with sales messages, as the main goal of every prelander is to warm up your audience and convince them to go further, and learn more about the product.

While sweepstakes are not seasonal, keep in mind that running a campaign to win a product that is two or three generations old will not be highly successful (for example, offering a Samsung S8 versus S10). Always keep an eye on trends.



Henry Whitfield | Global Head of Supply



Ivo Nota | Chief Revenue Officer

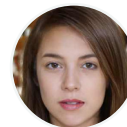


### 7 sweepstakes mistakes you want to avoid:

- Create unclear rules of participation
- Make your landers incompatible across different platforms (mobile & desktop)
- Choose the prizes that are irrelevant to your target audience
- Declare no guarantee that the winners will be awarded
- Write poor follow-ups
- Doesn't set limits on the number of entries
- Choose the bad timing (e.g. during holidays)

With push traffic showing real potential with sweepstakes, specifically CC Submits, you can start with a smaller budget to really optimize and find your winners.

The two most popular sweepstakes offers are Apple products and shopping gift cards. Among coupons offers, email shopping coupons work the best. With this, SOI and DOI campaigns have been dominant long-term as they are easier to convert, but CC Submit campaigns have been making a resurgence in 2019.



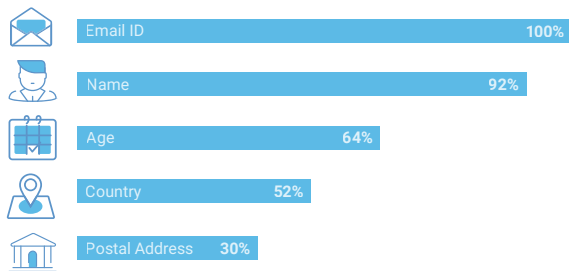
Alex Leoris | Expertmobi



Henry Whitfield | Global Head of Supply



### Information usually asked in participation



To maximize your CR, you need to apply prelanders in sweepstakes campaigns – direct linking won't cut it. Keep in mind, there is no ideal prelander that you can just copy & paste. Its structure is highly dependent on the offer type and traffic



## Tips on driving traffic

While choosing particular payment models, keep in mind their individual pros and cons. For example, PIN Submits usually have higher payouts, but they are harder to convert as they require more details. Single and Double Opt In models statistically have lower payouts, but they are easier to convert. CC Submits are the best choice for newbies, allowing the smallest budget.

Generally, mobile and desktop traffic perform similarly with sweepstakes. Nevertheless, while mobile generates more volume, desktop traffic often shows better performance. European countries are still dominant when it comes to CC Submits, with North America coming in as a strong second, even with a far more limited number of advertisers in the region.



Henry Whitfield | Global Head of Supply



Popunder is a tricky format for beginners (you need to manage pre-landers, hosting services, trackers, the right vertical choice), but it is the cheapest due to large traffic volumes. Popunders are a great choice if you are running sports betting, CoD, sweepstakes, or utilities.



Arnis Augstmanis | Head of Marketing



We recommend push as the most straightforward format for beginners, for multiple reasons: this traffic is minimally exposed to fraud or "bot attacks", it converts perfectly with most verticals, and there's a comprehensive toolkit for targeting and optimization.



Arnis Augstmanis | Head of Marketing



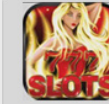
Focus your energy on practical ad strategies: cut out poorly performing sources and boost profitable ones; increase/decrease bids by sources based on results; test new creatives on a regular basis; don't overexpose users to your ads by keeping a low-frequency cap; keep an eye on other details like performance by device, OS or OS version, browser or browser version, language, etc.



Mobidea-João Aguiar | Head of Online Marketing



Source: [adplexity.com](https://adplexity.com)



**GIVE YOU A BONUS**  
Take it or take a chance!  
Spin the wheel GOOD LUCK



Push



Note 10 / S10 Let's not miss!  
First 287/500 cars completed

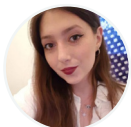


Push

## Tips on driving traffic

Sweepstakes has always been a very popular and very "Newbie-Friendly" vertical to start with. This vertical has been showing steady and stable performance. There are two types of Sweepstakes offer:

- **Credit Card Submit** - Very much like the streaming and Video-On-Demand offers we have all been accustomed to. This conversion flow type would require the user to put his credit card details and in general, might be a bit harder to convert but much more rewarding
- **SOI/DOI** - The second type of sweepstakes and the most common method. This conversion flow type would only require the user to put his contact details (SOI) or put his details and confirm via mail (DOI).



**Dalit Kiselgof**  
Business Development Manager

**AdMaven**

Without a doubt, push notifications are king over all other advertising formats and it appears they will remain so for the foreseeable future. No other format can provide the same user coverage, nativeness, and lack of irritation. Moreover, it offers an easy setup for publishers.



**Demian Mash** | Head of Marketing

**CLICKADU**

Source: [adplexity.com](http://adplexity.com)



Chance to get an iPhone 7!  
**Click the button below for details**

**LEARN MORE**

Mobile

iPhone XI

Nhấp vào "OK" để tiếp tục.



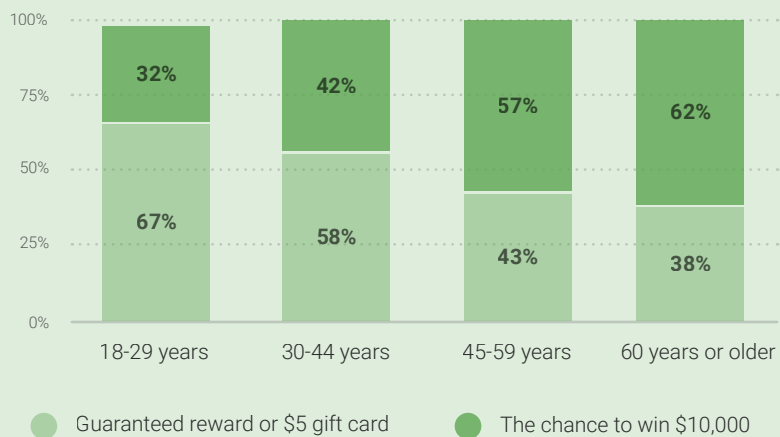
**Ok**

Để biết thêm thông tin

Mobile

## Growth factors

Unlike other business niches, sweepstakes never become outdated. They can offer high efficiency with a wide variety of offers over a long period. Sweepstakes work great with both widely popular and niche products, but the largest profit comes from highly hyped-up prizes.



The source: [www.statista.com](http://www.statista.com)

Another factor that boosts your chances of making real money is the number of prizes you're offering. In this case, the more, the better. Statistically, even if the prizes don't have high value, people are more willing to leave their contacts, download an app, or take a survey.

## Stop factors

- Low profitability
- Biased public attitude
- High responsibility for legal compliance

Each country has its own rules for sweepstakes, contests and lotteries. Lotteries have much more restrictions and are regulated more thoroughly. In some cases they are equated with gambling offers, which can be prohibited in the GEO you target. Moreover, make sure you don't violate any laws of the platform where you are going to advertise your products (e.g. Facebook, Google, etc)

In the United States, for example, sweepstakes and online contests should comply with federal laws against online gambling. According to it, there's obligatory information that your social media contest rules should include:

- "No purchase" is required
- Details regarding non-monetary consideration
- The identity of the host, the physical address
- Entry procedures and beginning/ending dates, including time and time zone
- Eligibility requirements
- An explanation of ALL entry methods
- Clear prizes' descriptions
- The exact date winners will be chosen and notified
- Clear judging criteria and the odds of winning
- Clear method of selecting a winner
- Publicity rights regarding use of participants' and winners' personal information
- Liability limitations



[www.redtrack.io](http://www.redtrack.io)

**50% OFF**

Register with the promocode **GUIDE** or name this code-word to our support team, and get a RedTrack subscription with 50% discount during your first 3 months.

## WITH REDTRACK:

- ✔ Analyse performance of your ads real-time;
- ✔ Attribute all conversion events;
- ✔ Automate traffic distribution and stop losing money on poorly performing campaigns;
- ✔ Share data reports & collaborate with the team;
- ✔ No 3rd party cookies required.



**Olga Adavice**



### Great tracking tool

Great tracking tool. Well structured inside, has a variety of tools for testing and tracking. Team is very supportive and responsive. Personal approach (is the best approach). It feels that RedTrack team works to meet clients needs. You can really built long-term with them.

Thanks Guys!

[www.trustpilot.com/review/www.redtrack.io](http://www.trustpilot.com/review/www.redtrack.io)

**shay R.**



### "awesome product and service"

Awesome product, its the greatest product i have encountered for tracking. it's not expensive, and getting great value for money, and on top of that service is great!

[www.capterra.com/p/169871/RedTrack-io/](http://www.capterra.com/p/169871/RedTrack-io/)

"[RedTrack.io](http://RedTrack.io) as a team believes and follows one simple truth "We sell service". It is not about product or pricing, it is about attitude. When customers work with RedTrack.io – they rely on our team to help them reach their goals. It is great trust and responsibility. We are not perfect and we will always find a feature or process to improve. It is this relentless pursuit of excellence in providing RedTrack.io customers with best product and best service that makes us different."



Vlad | CEO at RedTrack.io



SUPER OFFER

FINANCE &  
FINANCE &  
FINANCE &  
FINANCE &  
FINANCE &  
INSURANCE  
INSURANCE  
INSURANCE  
INSURANCE  
INSURANCE



## Overview

**Finance** is another evergreen vertical. Financial services and banks' confidence ratings may fall from time to time, but it doesn't really affect affiliates' ability to earn money. The thing is people will always need money. Today users are going online to learn more about financial issues, loans, insurance, etc. Increasing their financial literacy, they show less interest in obscure and decisive ads. The quality of leads is much more important than their volume here. Generally, it's not about seductive visuals, aggressive sales, and stock photos of happy millionaires; it's about real people, their needs, hidden intentions, and true desires.

### Sub-verticals

- ▶ PayDay Loans
- ▶ Credit cards
- ▶ Insurance
- ▶ Binary options
- ▶ Mortgage

### Popular payment models



### Geo's available

Asia, LATAM, Europe, the USA



### Start budget

from \$600



### Average Payout

CPL – \$1-10,  
CPS – \$10-100



### Newbie-friendliness

★★★★★☆☆☆☆  
:( —————> :) friendly



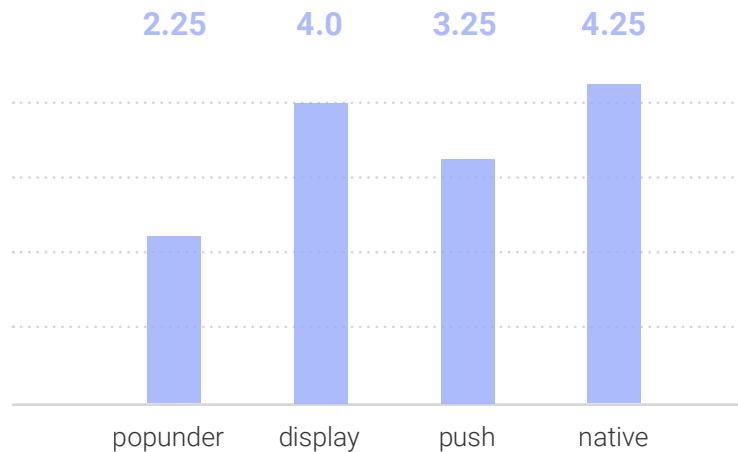
### Seasonality

no



### The effectiveness of ad formats in the vertical

(from 1 to 5)



## Top insights & tips about the vertical

Since people are always in need of money, the financial vertical is not seasonal. Demand increases before weekends and holidays like Christmas, Black Friday, etc. but it never lulls. There are many factors that influence success and profitability. Finance is a unique vertical, requiring specific knowledge.

- **Good offer** – select an offer based on your traffic type, and not the other way around. The most important indicators that you should rely on are EPC, approval rate, and CR.
- **Target audience** – always analyze your traffic to determine the audience.
- **Selling page** – create a high quality selling page directed at your target audience.
- **Testing and optimization** – regular testing allows you to reduce advertising costs and increase profit.
- **Maintain close communication** with the personal manager.



Mark | Affiliate Director

LEADBIT



Henry Whitfield | Global Head of Supply



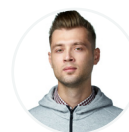
A bonus vertical to check out in 2020 is **Insurance LeadGen offers in the US market**, for the following reasons:

- **The offers are entirely Facebook friendly** and whitehat. 99% of advertisers allow all the most popular traffic types: social, native and email.
- **Short and simple flow:** some offers have just 5 fields to fill out – first name, last name, zip code, address, and phone.
- **High payouts:** depending on the offer type, CPL payouts can be up to \$26.
- **Relevance:** in many countries people are obligated by law to have an insurance policy. Government insurance options tend to have rigid terms and are usually 15-20% more expensive than private ones.
- **Massive audience:** nearly every citizen is a potential target audience, since there are insurance policy types to cover anything and everything.

An alternative to crypto offers, which have very limited traffic volumes, finance and insurance offers boast a massive customer base. The insurance sub-vertical continues to boom in the USA, with travel and health insurance offers on the rise.

**The performance of finance offers largely depends on GEO.** For example, in Russia there is no further development of PayDay Loans in CPA. Due to recent reforms by the government, MFIs need to adapt to new microfinance conditions, meaning lower interest rates on the loan and more stringent customer assessment conditions (decreasing % CR). Traffic is becoming more expensive and more inaccessible, with diminishing gains. The same is expected of CIS in Ukraine.

In 2020, the most promising alternatives are the Asian, South African, and Latin American markets, where PayDay Loans are rapidly growing. Many of these markets lack FinTech products and MFIs, and CPA is something new. Therefore, pioneers face many obstacles, but it pays off with interest



Mark | Affiliate Director

LEADBIT





Servando Silva | Affiliate marketer

[servandosilva.com](http://servandosilva.com)

► **Financial offers are known for being difficult to convert. Do you think that the financial vertical is worth it? What do you find so attractive about it?**

Beyond being difficult to convert, I feel like financial offers are often difficult to find as they're not available in many GEOs and networks.

Sometimes you run into a few good ones and you can run them at volume but often there aren't many available.

We find them attractive because the conversion process is generally CPL with single/double opt in form submissions; the users don't need to pay initially but the quality is still high.

As for the question of financial offers being worth it, if you focus on them as a whole, then most likely the answer is yes. You can likely find opportunities in tier 1 countries as well as some limited tier 2 or tier 3 GEOs.

► **What are the best traffic sources and GEOs for the financial vertical that you have seen?**

Facebook is always a good traffic source if you have the opportunity. Other than that, you can find success through native ads and push notifications (again, it all depends on the GEO).

► **What types of finance offers do you think are the most promising?**

I see great opportunities for finance offers related to obtaining credit cards, loans, and insurance.

► **Do you have any tips for beginners to achieve high results and possibly avoid mistakes?**

1. Always start testing with recommended offers by volume. I have seen many affiliates testing random offers just because the offer page looks "beautiful" so "it should convert".

2. Define your daily budgets and stick to them according to the payouts. There's no point in running a \$10 per day campaign for an offer that pays \$40. It will take you weeks to gather data.

3. If you can, start using landing pages from the beginning. Look at what works using spy tools and test similar approaches. Don't try to reinvent the wheel when you're starting out.

4. Don't skip tracker costs. Data is money in this industry. Most trackers nowadays have plans under \$100 or even free trials.



Check the **RedTrack** pricing and subscription plans [here](#). 14 day trial and free onboarding for every new user.

5. Ask for feedback or create a follow-along thread on forums like STM and afflift.

## Tips on driving traffic

Money should always be on-hand, so offers with a mobile version have better success. The best-performing ad formats are SEO, Facebook, Google Ads, and email.



Mark | Affiliate Director

**LEADBIT**

To succeed, pay attention to the offer flow; shorten your chain to see better results, especially for tier 3 countries. As for the complex flow, try to track all the actions, particularly for tier 1 countries. If the flow involves registration-trial-deposit, you'll likely gain more conversions with USA GEO-targeting. And remember, it is fruitless to promote financial offers for disadvantaged countries.



Demian Mash | Head of Marketing

**CLICKADU**

When it comes to creatives that will bring you more traffic, there are certainly some time-tested recommendations.

When advertising financial products, images of money are a sure thing. But this doesn't mean that other creatives lack in conversions. You should always try a new approach to see what works. One of the best ways to find your feet is to read a bunch of case studies and emulate successful real-life examples.



Arnis Augstmanis | Head of Marketing

**PropellerAds**

Using native ads with an image and headline in our recommendation widgets is a surefire method to success. Our insurance affiliates see 23% lower CPA with these ads compared to other ad types.



Haran Rosenzweig | Director - Performance Sales & New Business

**Outbrain**

Source: [adplexity.com](https://adplexity.com)



Trade gold with a stable base today!

Push

Plus up your purchase power

Experience eBay Mastercard® and PayPal Credit.

[Learn more →](#)

Display

## Tips on driving traffic

There are three important targeting principles that will influence the success of your ad campaign:

- Age group – the more you know, the more personalised you can be.
- Timing – be consistent but also be aware of the peak hours during the day when consumers are most likely to spend or click.
- Relevant creatives – help drive the consumer to take action.



Beatriz González | Business Development



When you develop an ad, you are combining two different creative elements into one placement: text headline and image. Both elements must be relevant and work well together, but each with different objectives:

- **Image:** Don't use images that appear to have come from a stock image library. Rather choose an image that has an interesting and authentic feel, one that catches the user's eye and makes them pay attention.

- **Headline:** Don't be overly sensational; keep it short and simple. The headline should be clear enough so the user has an understanding of the subject matter and what to expect from the landing page. Use language to intrigue users and pique their interest.



Haran Rosenzweig | Director - Performance Sales & New Business



Shortage of Money?  
Get Loan against Gold in 30 mins  
✔ No Monthly EMI    ✔ Interest Rate Starting from 11%  
G GOLDUNO

Display

Source: [adplexity.com](https://adplexity.com)



People Born 1948-1979 With No Life Insurance Are In For A Treat This February

Native



Banks Get The Go-ahead To Seize Your Money

Native

## Growth factors

**The demand for basic financial services and products doesn't decrease with the onset of economic recession.** Sometimes, it may actually rise. To find the right path stay up to date with the news, experiment with angles and targeting settings. By the way, if you want to find people that may be in need of a loan, don't just go straight for sites or keywords directly related to loans or mortgages. Do some research on your audience's latent needs so you can capitalize on their hidden intents.

The **insurance market makes up an estimated 7-8% of GDP in the USA.** With health insurance so prevalent in the news and both house and auto insurance mandatory in nearly every state, it's no surprise that they have higher search volumes in the US.

Keyword	Avg. Monthly Search Volume
health insurance	258,000
car insurance	213,000
dental insurance	154,000
travelers insurance	137,000
renters insurance	119,000
life insurance	110,000

## Stop factors

- Strong dependence on public policy;
- Narrowed GEO due to undeveloped financial sector in some regions;
- High volume of unscrupulous market players, who undermine industry reputation;
- High financial entry threshold.

One thing that may prevent you from earning on financial products is not knowing the rules of the game. Among the most common mistakes affiliates make promoting financial products with Google Ads are:

1) Promote products that are not allowed by Google:

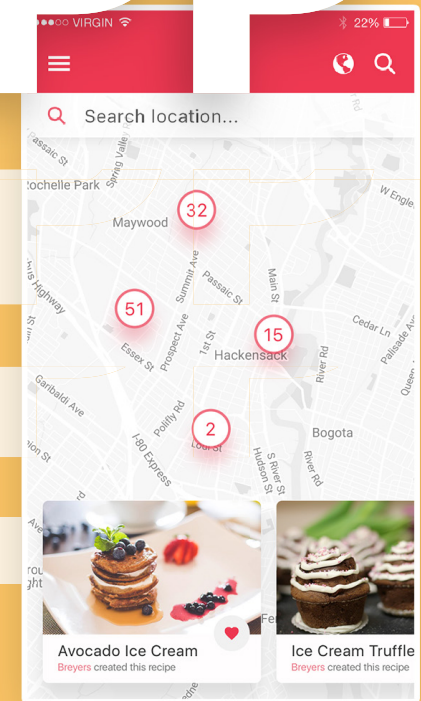
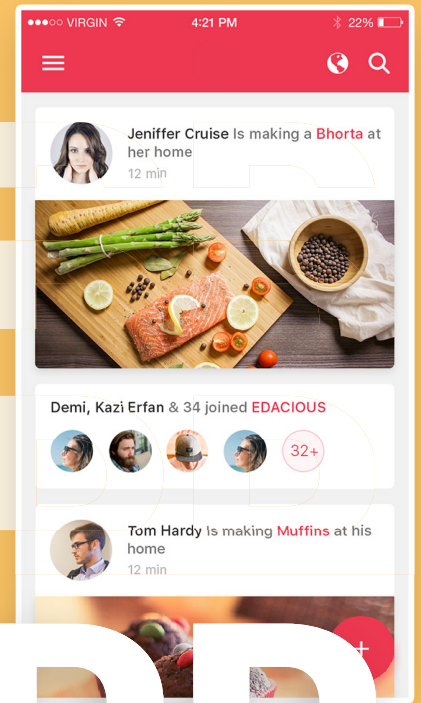
- Short-term loans (loans that require full repayment within 60 days)
- High APR personal loans
- Trading binary options or similar products
- Complex speculative financial products

2) Violate local, state or national regulations

3) Miss some necessary information within the ad. Some products ads must contain such information as contact information and physical location, disclosure of associated fees, links for implied third-party endorsement or accreditation.

Personal loan advertising, for example, must contain info about the quality, fees, features, benefits, and risks associated with the product.

# MOBILE APP



## Overview

**Mobile apps** vertical unites millions of commercial offers focused on apps' promotion. Two main features that distinguish them from other verticals: they're intended for mobile traffic only and include products from a variety of industries, developed by either corporations or small startups. In general, this vertical often unites the categories: apps for iOS and Android devices and mobile subscriptions.



**Start budget**  
from \$600



**Average Payout**  
\$2 - 4



**Newbie-friendliness**

★★★★☆ (4.0) friendly

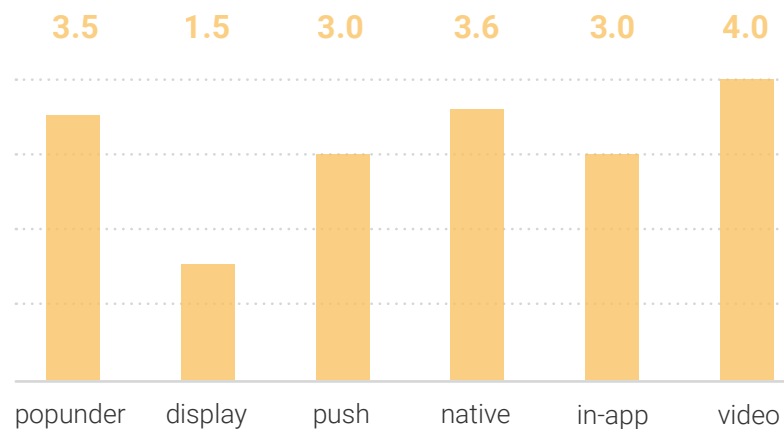


**Seasonality**

no



**The effectiveness of ad formats in the vertical**  
(from 1 to 5)



## Sub-verticals

### Most popular ones:

- ▶ Games
- ▶ Utilities
- ▶ Ecommerce
- ▶ Dating

## Popular payment models



- ▶ CPI
- ▶ CPA



### Geo's available

worldwide



## Top insights & tips about the vertical

Despite a big popularity of black-hat techniques, most affiliates are tuned to run whitehat campaigns. Pretty often it becomes the main reason why they enter the mobile app vertical.

**The most popular mobile apps sub-verticals today are mobile gaming and social offers.** They are growing exponentially, and affiliates receive high payouts.

Related topics ?		Rising	↓	<>	↔
1	FaceApp - Topic	+1,200%			
2	TikTok - Topic	+170%			
3	Cash - Topic	+90%			
4	Nextdoor - Social networking service	+80%			
5	Showbox - Video game	+40%			

Today Tinder, Snapchat, and other mobile hookup apps and the evolution of push traffic are moving users away from traditional dating websites like match.com



Henry Whitfield | Global Head of Supply



Mobile apps are not the easiest vertical, but there are a few factors that make it one of the most attractive verticals:

- CPI is a whitehat vertical
- Usually working with CPI means you are providing a valuable service to your audience. Many affiliates underestimate this factor.
- There are a lot of special tools available in comparison with other verticals, meaning more transparency in media buying

While choosing an offer, you should pay attention to the following criteria:

- Always look at GEO/PO ratio to determine real value.
- Only choose offers with reasonable rules around creatives. Sometimes advertisers enforce overly stringent rules that mitigate results on both ends.
- Always ask about the caps. You'll never buy a Ferrari with only 50 leads per day.
- By far, the most important consideration is KPI. This is the constant CPI media buyer headache nowadays. Sourcing offers with adequate KPI will take the majority of your time but will also yield the highest profit.



Ilya Kononovich | Head of Affiliate Network



**I would not suggest starting out with the mobile app vertical if you have no prior experience in affiliate marketing.**

For skilled affiliates, there are certain golden nuggets that are easy to promote. Otherwise, you are competing in a highly complex system. Good offers are usually capped and they require specific targeting and regular maintenance. The key is forming a good relationship with the AM to gain an information advantage. Afterwards, it's a walk in the park



Stefan Muehlbauer | CSO / Co-Founder



For affiliates, the mobile app market becomes tougher due to growing advert expertise, growing internal media buying teams, and adverts switching to CPA. I don't think there will be any changes in sub-verticals; shopping, utilities, and gaming offers still show the best performance. In-app ads and API-based networks are trending now as fraud technologies are getting more advanced. To stay up to speed in 2020, you should monitor your traffic quality and reputation.





Luke Kling | Affiliate & founder of afflift forum



► **What are the most important metrics an affiliate should concentrate on while working with installs?**

The CPI is the most important factor. Then, you need to work with your client or affiliate manager to make sure you are hitting the proper KPIs. If you aren't, you will quickly start seeing a decrease in your conversion rate or get blacklisted.

**PRO TIP:** Custom landing pages can help KPIs, but make sure you get them approved first. I always split test direct linking too!

► **The CPI payment model is difficult and susceptible to fraud. What are 5 reasons why you work with it and would recommend it to others?**

1. I've found good clients who are trustworthy.
2. The payouts can be really high, depending on how the client is backing out the traffic (how they are making money off the installs).
3. Right now, push traffic is very hot so I am also generating push notification subscriptions for many companies through media buying. It's not technically an "install" as it is an opt-in, but the type of traffic that works well with it is similar to install offers.
4. I've had a lot of success from it over the years so I've stuck with it through the hard times.
5. There are still plenty of options for CPI offers.

► **Let's talk about the combination "installs and pop traffic". Why among all traffic sources did you choose pop traffic?**

I love using pop and redirect (domains) traffic to monetize CPI offers. The main reason is because the traffic is so cheap. You can collect a lot of data (clicks/conversions) at a low cost. Once you have a profitable campaign you can also scale pretty significantly in most cases. For example, I had one CPI offer that was performing best for 1 specific version of Safari and 1 specific version of Chrome, but I was still able to scale that campaign to a few hundred dollars a day in profit and run it for months.

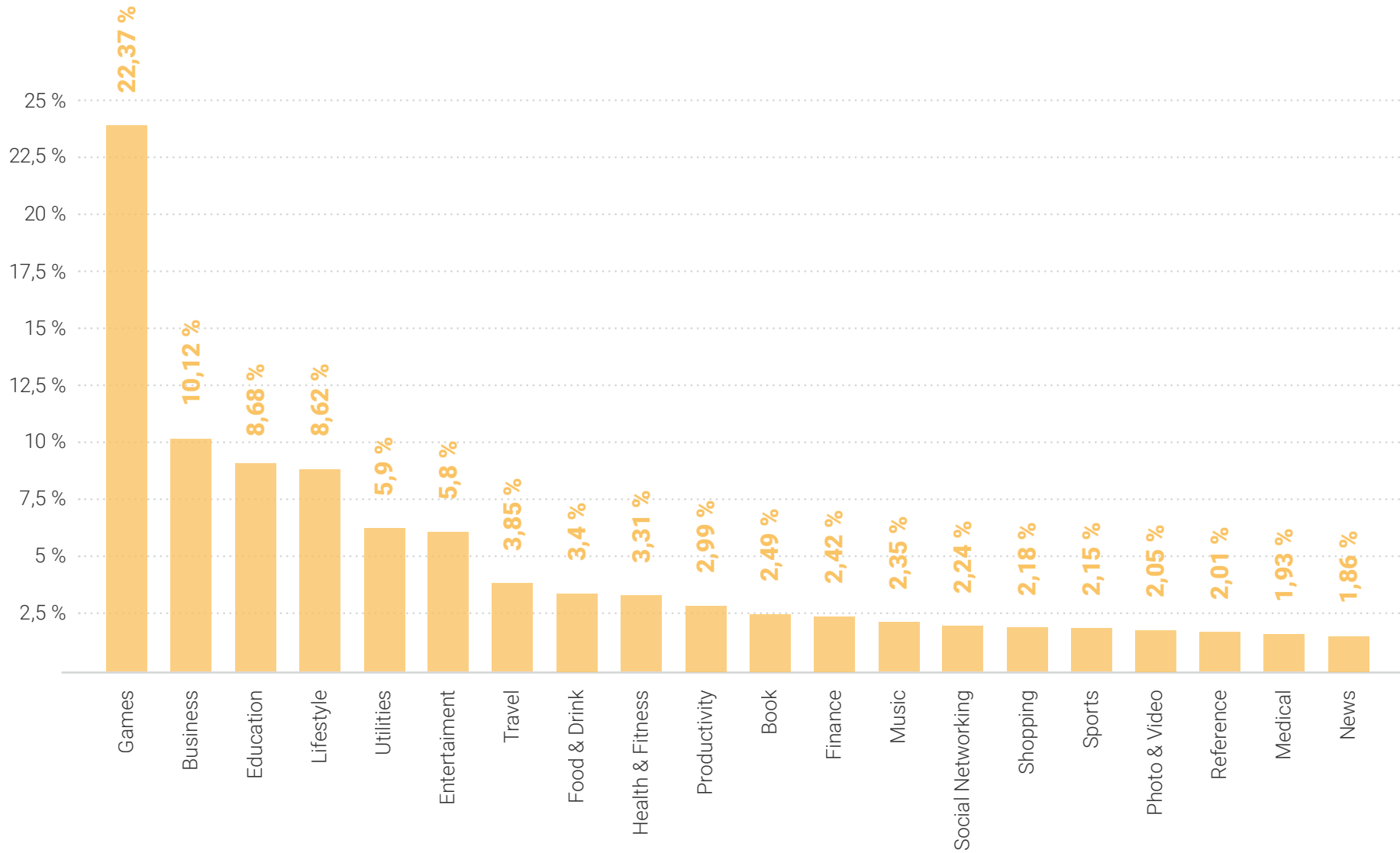
► **What are the best GEOs for working with installs?**

I have had the most success in English speaking countries; the US is my top GEO by far for my CPI campaigns. However, for generating push notification subscribers, I have had the most success in Tier 3 GEOs, where traffic is very cheap.

► **Any recommendations on how to choose an offer or vertical?**

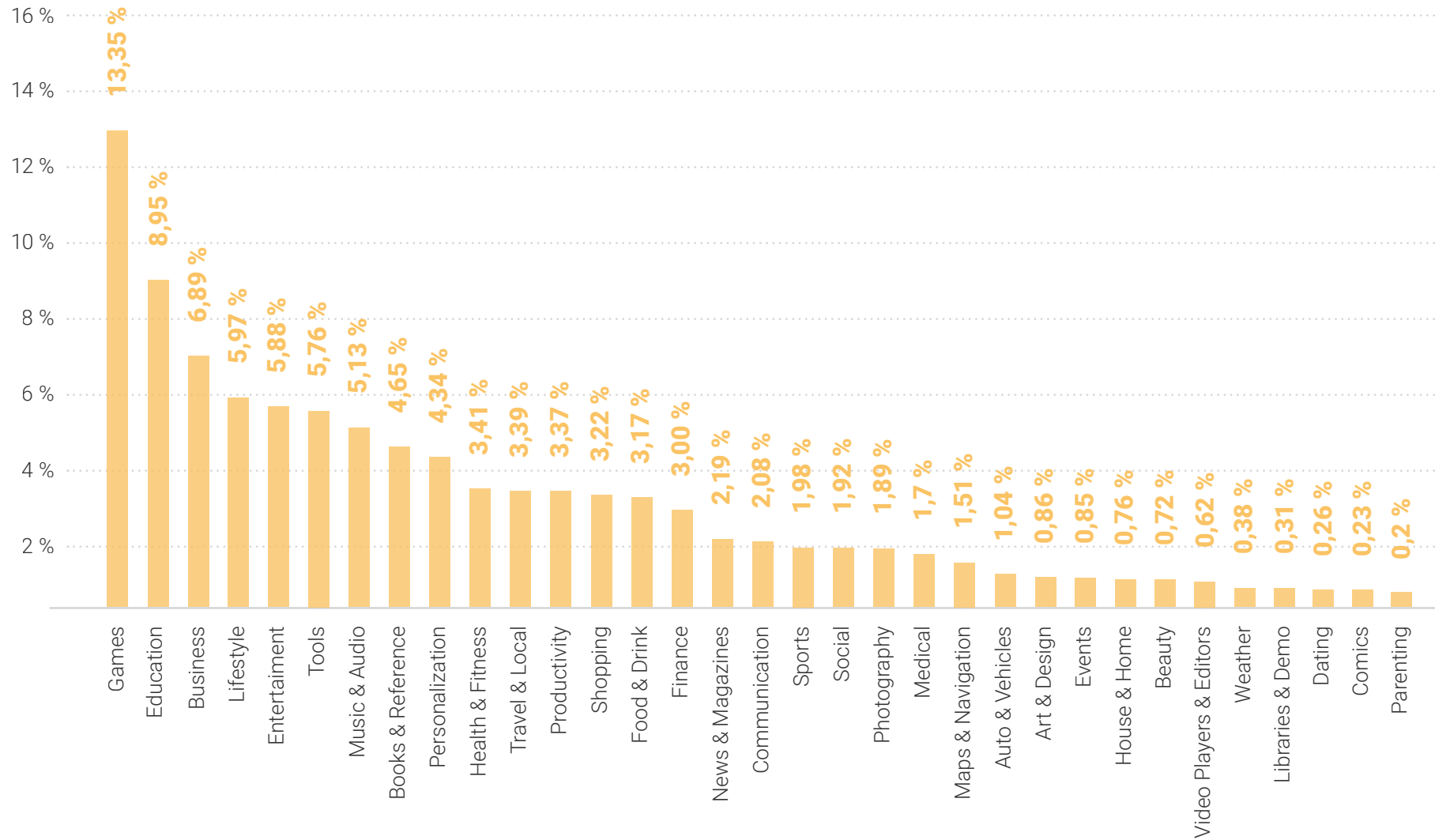
1. Keep track of winning and losing campaigns so you can learn from what you've done in the past.
2. Ask your Affiliate Manager. I was an Affiliate Manager for over 15 years. AMs have access to a lot of data (but probably not as much as you sometimes think). Reach out to your Affiliate Manager for advice on what is hot or trending.
3. Use spy tools to see what other people are running. I don't advocate completely ripping someone else's campaign, but I do HIGHLY recommend spy tools for researching the offers and landing pages that other people are using. Anstrex and AdPlexity are my two favorite spy tools.

## Most popular Apple App Store categories in 2019



The data is provided by [statista.com](https://www.statista.com)

## Most popular Google App Store categories in 2019



The data is provided by statista.com

## Tips on driving traffic

One of the most prominent mobile trends in 2020 is the trial payment model. This model started to gain popularity back in 2019, with a significant number of advertisers appearing every day. Generally, mobile app conversion models that rely on cheap tricks are rapidly losing ground, giving way to strategies that can leverage quality content.

The best-performing offers are currently still VOD (Video on Demand); the content is easy to create and to purchase. Videos are the highest consumed format on the internet, so users immediately recognize what the offer is about.



Stefan Muehlbauer | CSO / Co-Founder



When you choose your sources, always go for sellers who own the traffic or have direct deals. A lot of ad networks buy the traffic from each other and then resell it to you with an extra charge on top.



Stefan Muehlbauer | CSO / Co-Founder



When advertising mobile offers, try to test multiple sources with the same approach. Sometimes, just switching the source can yield great results. One more tip – you should use Facebook auto-rules. It is grossly underestimated, but it is an effective space for A/B testing.



Ilya Kononovich | Head of Affiliate Network

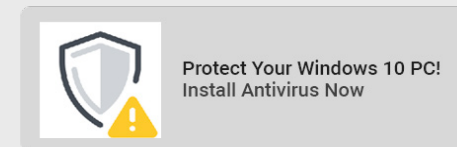


Find more tips on my forum - [afflift.com](https://afflift.com)  
Register with the promocode **REDTRACK**  
and get lifetime **15% discount** on your membership.

Source: [adplexity.com](https://adplexity.com)



Mobile



Push

## Tips on driving traffic

Here are some tips for making creatives:

- make the message meaningful and colourful, ideally matching the creative with your brand colour;
- try to use images of real people to help the consumer identify with the target market/product they are seeing;
- don't use the same creatives to avoid banner blindness;
- performing an A/B test can be valuable to compare the conversion rate so you can optimize.



Beatriz González | Business Development



Traffic on mobile devices has overtaken desktop traffic. So verticals that were typically desktop products like sweeps, dating, and ecom have increasingly shifted to mobile formats. That will likely continue in the next few years.



Stefan Muehlbauer | CSO / Co-Founder



Source: [adplexity.com](https://adplexity.com)

**Check your IQ level for FREE!**  
Congratulations! One-time unique opportunity for Chrome Mobile users.  
You are one of 1000 lucky users from all over the world.

**Test yourself**

Install Brain Test app and check your psy and brain level fo **FREE!**  
**5 minutes 41 seconds**

**Install** Cancel

Pop-Under

Apple Security Friday  
14 February 2020Friday

**(3) Viruses has been detected on your iPhone and battery has been infected and damaged.**

**If you do not remove this malware now, it may cause more damage to your device. How to fix this:**

**Step 1:** Tap the button below & install the recommended virus protection tool for free from the AppStore.

**Step 2:** Run the app to remove all malware to repair your phone to 100%

**1 minutes and 42 seconds**

**(1) SYSTEM NOTIFICATION**  
Please Read Important Notification Regarding Your iOS Device.

**OK**

Mobile

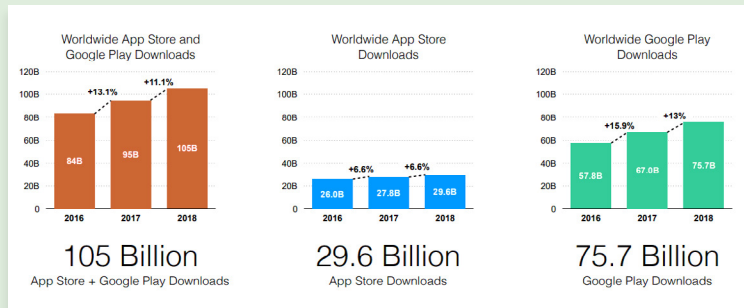
**PLAY FREE**

**First Sexy Turn Based Game!**  
**PLAY FOR FREE**

Display

## Growth factors

**Currently, more than 5 billion people have mobile devices**, and over half of those devices are smartphones. As the number of people with smartphones grows every quarter, so does the number of apps being downloaded annually from Google Play and the App Store.



Moreover, the number of apps available worldwide also shows significant growth. In Q2 2019, the growth of mobile apps available worldwide in Google Play amounted to 15.31%, compared to 6.98% growth in Q1 in the App Store (Source: Statista.com).

Your success with a certain offer is also highly seasonal. One recent example is the blockbuster game Fortnite. Once the game started gaining traction, mobile offers popped up everywhere, capitalizing on the trend. A mass phenomenon is always great for generating big revenues.



**Stefan Muehlbauer** | CSO / Co-Founder

**GLiZE**  
THE PERFORMANCE MARKETPLACE

In 2018, mobile games accounted for 74% of user spending in mobile app stores. This sub-vertical is growing exponentially, which has prompted a rise in advertising budgets, and hence an increase in your ROI.

## Stop factors

Despite some positive predictions about the future of mobile apps, most analysts are sceptical about its rapid development. Why? There are several factors that make traffic flow less and less competitive:

- **Mobile traffic converts nearly 2x worse than desktop one;**

The reason lies in users' habits. A large number of people use their mobile devices to check product reviews and prices but prefer to make purchases via desktop. Desktop content usually generates a higher engagement rate due to a bigger screen.

- **Rapid growth of fraudulent mobile traffic;**

DataVisor reports that for every 100 installs, at least 15 are fraud. Fraudsters quickly adopt new methods to fake downloads and installs. By the way, Android devices are used for fraud 5x more than iOS.

- **Expensive traffic and relatively low payouts, making it difficult to maintain a positive ROI in the long run**

No opinions, just numbers: Google Mobile CPC: is 41% lower than Desktop one for the same term with the same bid, copy, matchtype, network, targeting and landing page. (- according to Merkle research)

E-COMMERCE  
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## Overview

**E-commerce** is where affiliate marketing got started. Today it's a huge vertical that refers to promoting e-shops products and online services with all the transactions taking place online. E-commerce, as an affiliate marketing vertical is most often understood as a practice of using bloggers and other businesses to promote your products and services. E-commerce is considered to be a white-hat vertical, compliant with all traffic sources.

### E-commerce vs Affiliate Marketing

Within the boundaries of the digital advertising industry, e-commerce and affiliate marketing represent two different business models. The first one involves a full direct online sales cycle, including supply, logistics, maintenance, and sometimes even manufacturing. Affiliate marketers don't have any direct contact with products or customers, but simply refer them to the service provider.

### Sub-verticals

▶ no

### Popular payment models



- ▶ SOI/DOI
- ▶ RevShare
- ▶ CPS
- ▶ CPL



#### Start budget

\$300



#### Average Payout

\$15 - 80



#### Seasonality

no



#### Geo's available

worldwide



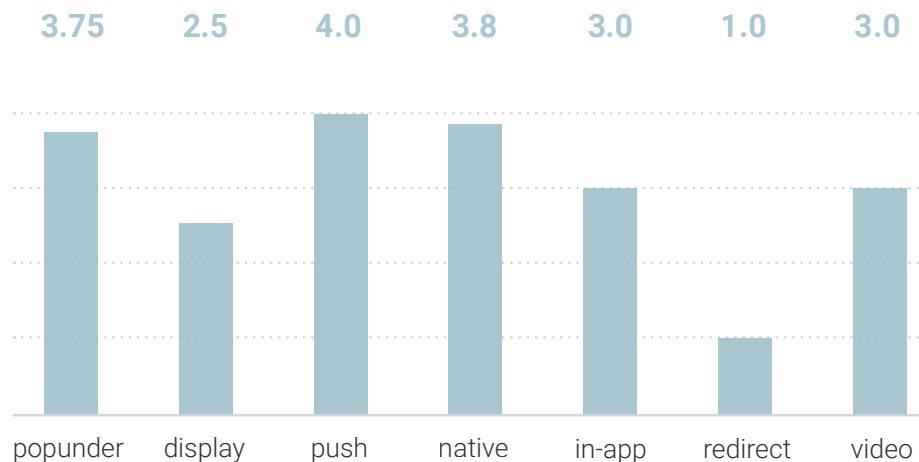
#### Newbie-friendliness

★★★★☆ (5 stars) friendly



#### The effectiveness of ad formats in the vertical

(from 1 to 5)



The e-commerce vertical quickly adapts market and technology trends, especially in the US.

Competing with e-commerce behemoths like Walmart and Amazon can be intimidating. However, most often big brands aren't interested in working with narrow audiences. So one of the best strategies is to find a niche audience, test different angles, and then settle in for the long game. To overcome smaller competitors, try tier 3 regions. On the one hand, they are currently less competitive because the e-commerce industry is not as developed in these countries. But we would not advise to delay with the start. These countries are pretty fast at adapting to world trends.

### Email lists are a great tool in e-commerce.

They require more time and preparatory work, but will ultimately save you money and make the whole promotion process significantly easier. If you did well with one offer, you can easily upsell your customers by offering similar or complementary products. **Keep in mind that it costs five times more to acquire new customers than to retain existing ones.**



So, if your budget is tight, create multiple engagement points and concentrate on LTV (Life-time value metric).

Consumer behavior in Asia differs from Western markets. Consumers primarily access the internet via mobile devices, pushing desktop to the margins. **In Q1 2018, mobile accounted for nearly 75% of online transactions in the wider APAC region, with in-app purchases accounting for nearly two-thirds of those.** In contrast, only 55% of online transactions were made via mobile in Europe, with one-quarter of them made through apps, according to Criteo.

One of the easiest and most efficient strategies for warming up cold prospective e-commerce audiences is to create several look-alike or behavior-based audiences in one campaign, and retarget those who visit your landing page or social media in another campaign.

One of the main reasons why affiliates love e-commerce verticals is for its Facebook friendliness. E-commerce ads are not too aggressive by nature, which typically means less chances to be banned.

The thing that may upset some affiliates is low profit margins of e-commerce. It can be easily explained by the specifics of e-commerce business model. It is the need for brands to maintain competitive prices and bear additional overhead costs related to shipping and the cost of handling returns.

### Tips on making e-commerce Landing pages more convertible

- ✎ Headline - create urgency or FOMO(fear of missing out) in the headline
- ✎ Share testimonials or logos of well-known clients or publish reviews.
- ✎ Use bullets to describe benefits
- ✎ Have 1:1 conversion ratio with one conversion goal and one call-to-action for the visitor to click
- ✎ Simple purchase flow: minimum information only the billing data and shipping location
- ✎ Call to action
- ✎ Social proof
- ✎ Discount offers

## Interview with Attila



**Attila** | ex- affiliate, founder of iAmAttila blog, iamaffiliate forum, owner of BannersLanders, Transey, Anglesaurus, and AdsBabe

**iAmAttila**

► **You've been working with e-commerce for a while. Can you share some key lessons?**

The promotion of ecom offers requires a higher budget. I would say you need at least \$2,000 to start advertising. For the best ad formats, Facebook, Google Shopping and Youtube are still the best. And you should remember that the product is the key. The biggest pitfall is trying to make a product work that isn't good. You can lose a lot.

► **You work with Facebook a lot. Any secrets on how to use this platform for advertising? Do's and Don'ts?**

In 2020 one of the biggest DON'Ts is to run blackhat. The Facebook algo has matured so much it can detect intent even before you launch a campaign. That means even if you have 100 accounts, 100 different cards you will not make the great ROI that blackhatters were used to. Why? It takes special steps to warm accounts, which includes spending money on traffic, materials like safe sites and creatives, as well as the labor to set it all up. If 80% of your accounts will get banned, that means you will already be in the red big time, with 20% of your accounts will have to pay off. Sadly the ROI isn't as good as it used to be, so even if the 20% of accounts make up the difference, your pure profit after all will be minor.

Instead, think WHITE HAT. Answer to the question – what can you build so the customers will come back and buy more? Using RedTrack's system you can build really great funnels, where you get people through facebook ads, and later you send them offers via email or push and then track their every click from these 'free' traffic you get afterwards to know which methods work best and which doesn't.

► **If there are any tips on how to earn money with e-commerce?**

To earn money with e-commerce focus on the customer. Put yourself into the shoes of the customer; for me personally one of the biggest and most important things when shopping online is getting my stuff fast – I hate ordering from Aliexpress because half the time I forget what I ordered by the time it arrives. I don't order anything from random stores that drop ship because I order stuff when I need it fast (in a couple of days max).

Creating your own brand, and working with companies that help speed up drop shipping, aka agents can help you get return customers, not get banned on FB, and also monetize many different forms of free traffic like email and your own push subscribers.

► **Share your forecast for affiliate marketing. What is trending now? What to expect in 2020?**

I expect high quality, authority sites that are white in the front, black in the back to work. Due to so much regulation, advanced in detection, and strict policies it is becoming more and more hard to sling snake oil like before. Audiences know when it comes to ads and 'fake news'. Thanks to a lot of media attention, they are questioning and reporting everything these days. It's important to work backwards and pass their 'guard' that's why I believe authority sites are the future, where after you built trust you show them with what we used to when running direct through click bait ads in the past.



Learn how to create complex funnels and automate a/b testing. 14 day trial and free onboarding for every new use - [here](#).

## Coronavirus impact on e-commerce

Coronavirus has had a huge impact on the e-commerce industry and affiliate marketing. Due to the COVID-19 outbreak, top retailers had to cut their affiliate programs today. Some of them suspended their program for top influencers, reputable affiliate networks and digital media companies. This includes such companies as Amazon, Patagonia, Walmart, Marriott, Victoria Secret's, and others. RewardStyle, top affiliate platform for influencers, also reported some retailers were cutting their programs.

During a pandemic, conversions and sales have shifted from nice-to-have products to must-have products. Clothing and footwear brands seem to suffer the most, while the grocery and essential goods are on the rise.

### Change in US Adults' Digital Grocery Shopping Activity due to the Coronavirus, March 2020

% of respondents

#### Week of March 1



#### Week of March 8



#### Week of March 15



#### Week of March 22

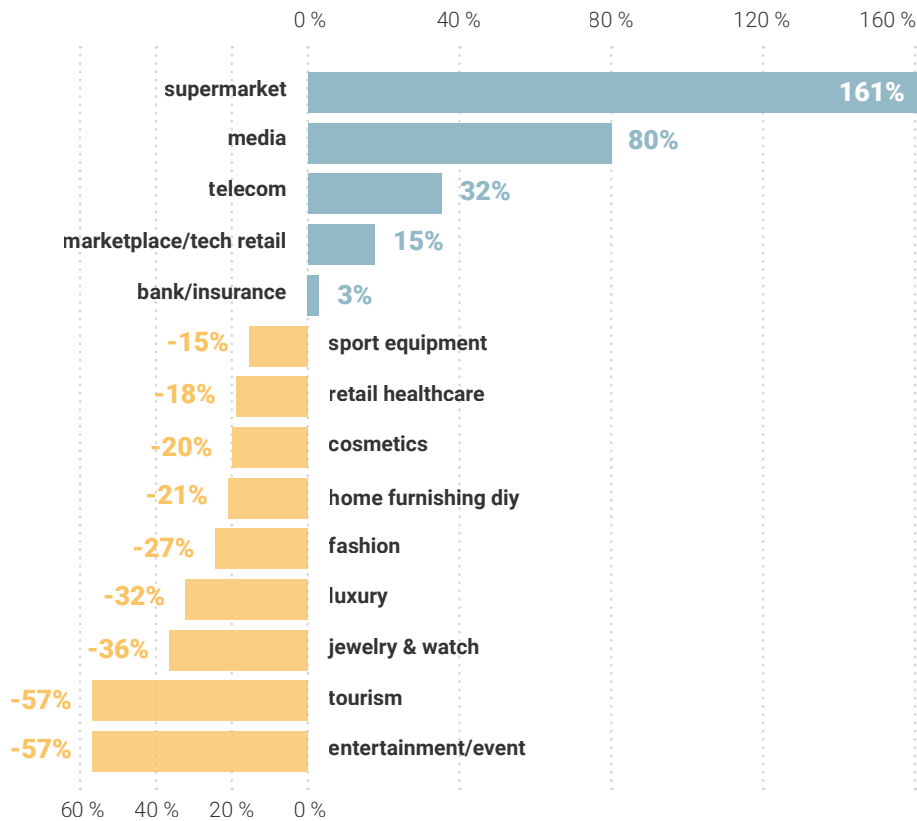


#### Total



- ● Digitally shopping for groceries more
- ● Digitally shopping for groceries the same amount
- ● Digitally shopping for groceries less

### Coronavirus impact on Online Traffic by industry



Source: Contentsquare.com based on 4.8b sessions

Source: eMarketer.com

However, speaking generally, ecommerce is one of those verticals that will benefit from current circumstances in the long run. People spend a lot of time at home and increase their online shopping. Experts predict that this behavior is not temporary and will continue after the pandemic is over.

## Top 25 fastest Growing Categories

01	Disposable Gloves	+670%
02	Bread Machines	+652%
03	Cough & Cold	+535%
04	Soups	+397%
05	Dried Grains & Rice	+386%
06	Packaged Foods	+377%
07	Fruit Cups	+326%
08	Weight Training	+307%
09	Milk & Cream	+279%
10	Dishwashing Supplies	+275%
11	Paper Towels	+264%
12	Hand Soap & Sanitizer	+262%
13	Pasta	+249%
14	Vegetables	+238%
15	Flour	+238%
16	Facial Tissues	+235%
17	Allergy Medicine	+232%
18	Women's Health	+215%
19	Cereals	+214%
20	Power Generators	+210%
21	Laundry Supplies	+200%
22	Household Cleaners	+195%
23	Soap & Body Wash	+194%
24	Toilet Paper	+190%
25	Jerky & Dried Meats	+187%

Source: stackline.com

"Join [iAmAffiliate forum](#) and get support from other affiliates and experts on how to launch profitable campaigns and scale to earn \$XXXX per day or more.

Register with the promocode **RedTrack10** till June 1, 2020, and get \$10 off a monthly subscription on the forum."



## Tips on driving traffic

Perhaps those who are determined to get quick and easy money will be a little disappointed with e-commerce. Instead, it is an ideal vertical for those who are set to stable and more or less predictable regular income.

While many affiliates focus on aggressive promotions around Black Friday, Cyber Monday, and well-known holidays, you should think more creatively. Try Singles' Day, Free Shipping Day, or drive shoppers "in-store" for pre-holiday offers. Surprise your audience! Less competition - lower bids. The result will be a warmed-up audience for lower bids.

In e-commerce, the product is everything. The worst thing that you can do at the very beginning is to invest your resources in the promotion of weak products, no matter how innovative and unusual they may seem to you. If you're a novice, don't experiment in the beginning. Instead, find a niche in which your competitors are successful. Simply choose an unusual demographic, psychographic, or GEO combination. To successfully promote e-commerce products, first social-proof them and only then optimize your lander conversions.



**Arnis Augstmanis** | Head of Marketing

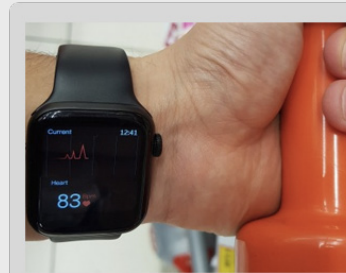


When it comes to targeting principles that influence the success of your ad campaigns, all the parameters are interconnected. Let's say that you have excellent, high-converting creatives, but you made a mistake in targeting: your artful Spanish push notifications are being delivered to users in Indonesia. As a result, no conversions are coming through. The quality of your traffic has nothing to do with your lack of success. This is just one of the examples we see in our practice, although the mistake seems obvious.

Check all the parameters: include / exclude countries and cities, choose the right mobile and desktop platforms and OS, monitor the frequency capping, and regularly refresh creatives. Also, dedicate time to optimization by creating black/white lists.

With so many diverse targeting options and combinations of targeting criteria, manual testing can become highly complex. We believe that tools for automatic testing are a step toward a better understanding of customer behavior. And what was once available only to big companies – with the right facilities and technologies – is now available to all affiliates.

Source: [adplexity.com](https://adplexity.com)



**Incredible £59 Smartwatch Is Must Have For Over 50s**

Display



**Face Mask Respirator (Instant delivery)**

Display



**Trump 2020 Bracelet**

Display



**Buy 2 Get 1 Free Automotive Glass Nano Repair Fluid**

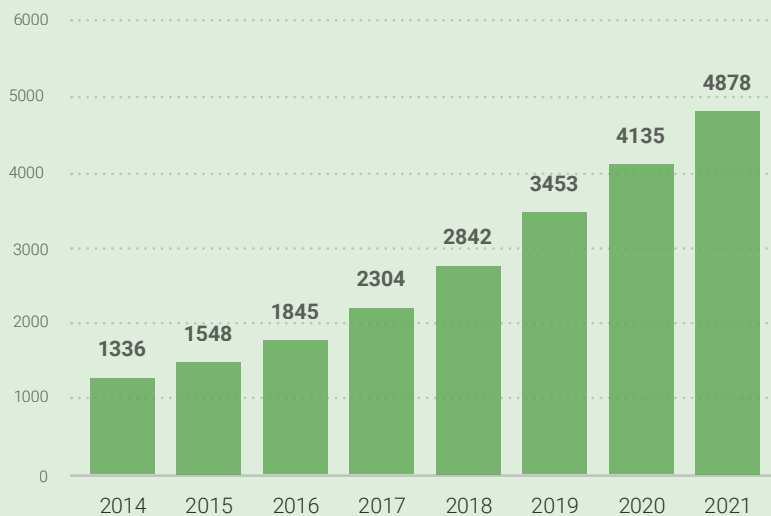
Display

## Growth factors

**E-commerce owes its success to the boom of online retailers like Shopify, Bigcommerce, Prestashop, and Magento.** These services made it possible for affiliates to promote products without worrying about production, storage, and shipping. Some affiliates have already made a fortune by reselling products from retail platforms like AliExpress through Shopify and drop-shipping.

As long as e-commerce grows, there's no threat for e-com affiliate marketing, and affiliate marketing itself. And the industry, is growing:

Retail e-commerce sales worldwide from 2014 to 2021  
(in billion U.S. dollars)



The source: eMarketer © Statista 2018

## Stop factors

- Widespread mistrust of online shopping
- Counterfeit problem
- Changes in trends
- Difficult to grow

### Over due shipping rates



**23% of shoppers will make purchases only if they receive free shipping**

**70% of shoppers will only pay \$ 4.99 or less for shipping**

### Website is not secure



**84% of people will not make a purchase if they dealing with an unsecured website**

### Mobile usability & friendliness



Mobile search Google drives **96%** of mobile search traffic

**"Mobile usability is now officially a Google Ranking factor" Says Google**

### Inconvenient return policy



An inconvenient return policy deters **80%** of shoppers

The source: [www.business2community.com](http://www.business2community.com)



GAMING  
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GAMING



## Overview

Any **game** that users download or purchase online can be a lucrative affiliate marketing offer. Gaming offers are often confused with gambling, like virtual casino operators, software vendors, and others. The difference is that gaming is all about entertainment, while gambling is associated with risk, money-making, and often aggressive blackhat tactics. Furthermore, this vertical gives a lot of room for imagination and experiments. In the early days, most video games were targeted towards younger audiences. Today, 43% of players are older than 36 years of age.

### Sub-verticals

- ▶ Console gaming
- ▶ PC gaming
- ▶ Mobile gaming
- ▶ Adult gaming

### Popular payment models



- ▶ CPA
- ▶ CPP
- ▶ CPL
- ▶ RevShare



### Geo's available

worldwide



### Start budget

\$400



### Average Payout

\$2 - 40



### Newbie-friendliness

★★★★★☆☆☆☆☆  
:( —————> :) friendly



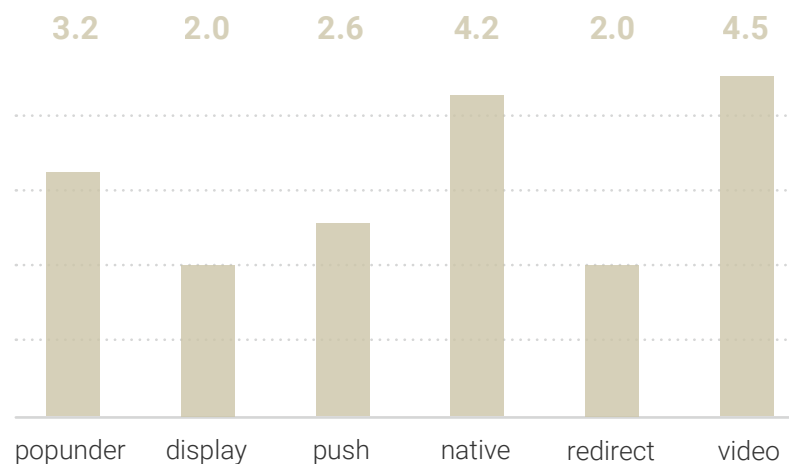
### Seasonality

no



### The effectiveness of ad formats in the vertical

(from 1 to 5)



## Top insights & tips about the vertical

There are 2 types of gaming offers: those directed to hardcore gamers and mainstream games, which attract a more general audience. The first type usually shows better results with desktop traffic, while the second one has greater efficiency on mobile screens. Following this logic, mobile and desktop traffic require different approaches in advertising. Pre-landers and pre-selling activities have become an essential part of desktop games promotion. Mobile gamers, on the contrary, are not fond of long persuasion, as they make decisions much faster, scrolling their news feed or apps lists.

**The best way to promote the gaming affiliate program effectively is to play it yourself first.** It's a simple strategy that may help you to stand out among other affiliates and make a unique appeal to your audience. If you know how the game looks, all its hidden gems and understand why people may like it, you can deliver highly valuable first-hand experience that you can then leverage as part of your marketing strategy. Tell your audience a little more than identical uninformative advertising messages.

When choosing an offer, remember that it's always a mix of flow and payout. The flow needs to be as simple as possible and the payout high enough to be profitable. Also, it's important to keep an eye on what is trending at the moment (e.g. Fortnite in games, Faceapp in apps, Casa de Papel in videos, etc.).

Do not neglect the quality of your creatives. Gaming industry is highly visual. Sometimes it's enough to convey the atmosphere of the game or demonstrate the quality of design. Having excellent graphics on your creatives and landers is pivotal in the gaming industry. Focus on HD quality graphics, video, gifs, and real screenshots from the game. You have only several seconds to convey the audience that your game is fun. Find the media/press kits games developers or providers, and don't rely on just one site.

Know where your traffic is coming from. **Statistically, around 50% of all consumers who spend on gaming are from the APAC region.** In Europe, most players are from the United Kingdom, Italy, Germany, Spain, Finland, Denmark, Norway, Portugal, and Russia. But despite cultural differences, all of them have more or less similar consumption habits. For example:

- 59% of online gamers install the game within a day of discovering it
- the main reasons why gamers come back to a game are new features and additional levels
- 64% of players don't mind watching the video in exchange for additional points, extra lives, and skills.



João Aguiar | Head of Online Marketing

MOBIDEA


There are **5 payment models** that are available to affiliates:

- **SOI** (single opt-in) — you get paid for every user that you add to the mailing base list, with or without their confirmation.
- **DOI** (double opt-in) — you receive payment for adding users to your mailing base list, only with their confirmation.
- **CPP** (cost per player) — each new player in the game = a new payment for you.
- **CPO** (cost per order) — you are paid for every user that purchases the game.
- **RevShare** — you are given a certain percentage once a user pays for the product.

Ad2games team confirm that affiliates prefer to work with the SOI payment model. Statistically, it has a higher conversion rate, making it easier to start any affiliate campaign. At the same time, marketing is actively moving from the cost per lead model, where you get paid simply for registration in the game, to more complex models. Models that involve you getting paid for active player and revenue share models are becoming more popular.

Comment by Ad2games

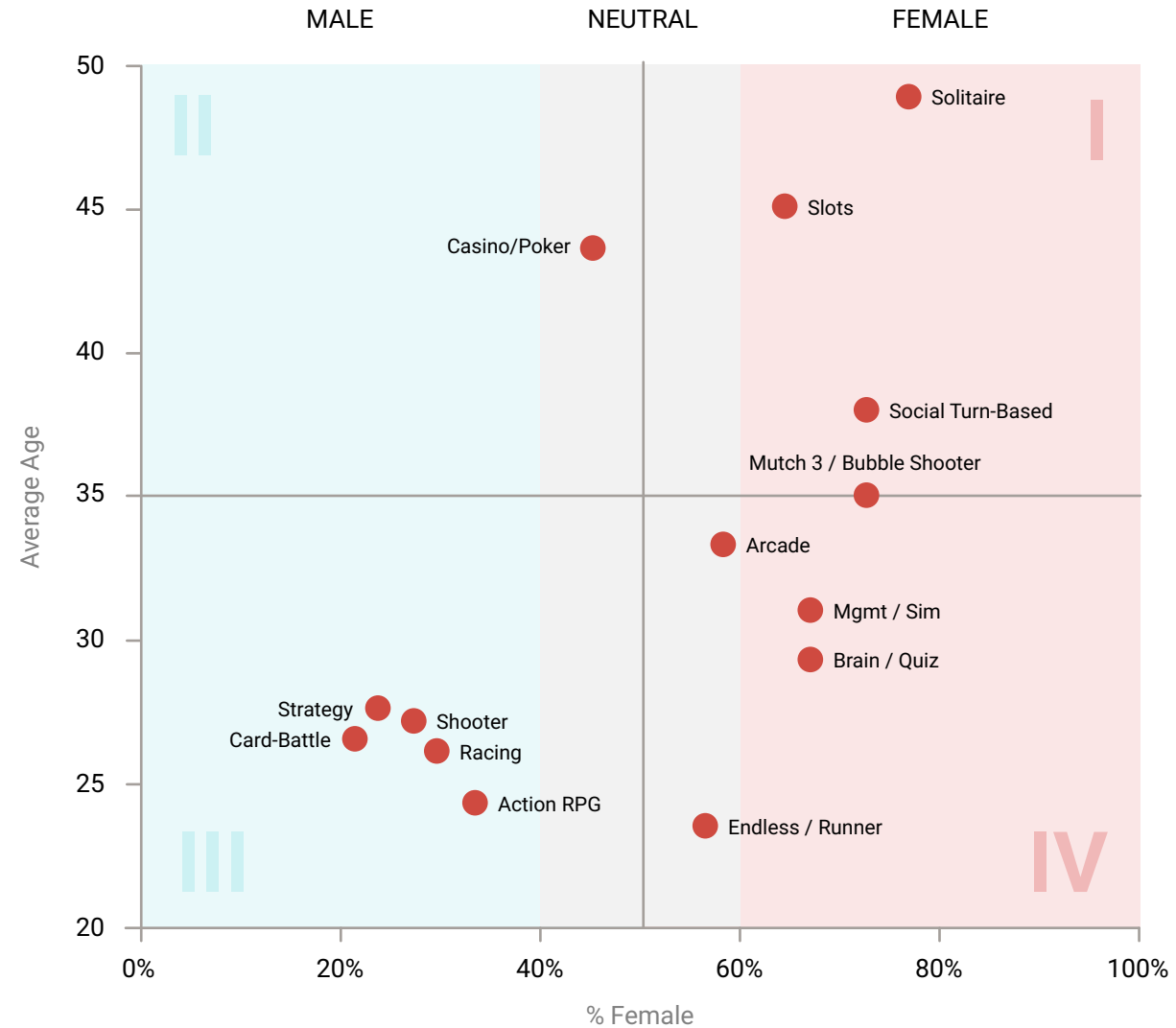
## Top 10 Countries/Markets by Game Revenues

	Country	Region	Population	Internet Pop.	Revenues (USD)
1.	 China	Asia	1,420.1M	900.6M	\$36,540M
2.	 USA	North America	329.1M	273.7M	\$35,510M
3.	 Japan	Asia	126.9M	121.2M	\$18,683M
4.	 Republic of Korea	Asia	51.3M	48.9M	\$6,194M
5.	 Germany	Western Europe	82.4M	76.8M	\$5,721M
6.	 United Kingdom	Western Europe	67.0M	64.7M	\$5,348M
7.	 France	Western Europe	65.5M	59.1M	\$3,875M
8.	 Canada	North America	37.3M	34.8M	\$2,900M
9.	 Spain	Western Europe	46.4M	40.2M	\$2,583M
10.	 Italy	Western Europe	59.2M	42.0M	\$2,547M

Source: <https://newzoo.com>

## Games preferences by age and gender or by country/region

- There are **45% female** and **55% male** gamers.
- The average **male gamer is 33 years old** and **female gamer is 37**.
- **Matching puzzle games** are the most played games on mobile.
- **23% of video players** in the US are over **50 years old**.
- **60%** of Americans play video games daily.
- **Android** is the preferred OS for mobile games.



Source: Flurry analytics. Top 200 iOS Games tracked by Flurry

## Tips on driving traffic

Target men and women using different methods. Men prefer short gaming sessions with high stakes. And women, on the contrary, are drawn to longer games with lower stakes and appreciate a relaxing environment, which involves high social interaction during the game.

To reach higher CR, gamers still use adult traffic. In reality, this does not always work. In fact, many non-adult mobile gaming offers do not accept adult traffic, simply because their retention rate is relatively low.

Don't initially narrow your targeting, let your ad to get more coverage and find out who may be interested in your product or service. After some time, once you've collected enough data to understand your consumers, you can then narrow down your targeting. However, it is also important to remember that with focused targeting, you can significantly reduce your traffic volumes.



**Daniella Kravtsova**  
Head of Affiliate & Partnership Marketing



When dealing with native traffic, you should set a competitive CPC. Personally, I prefer to start high. That way, my campaigns start delivering in the early stages, gaining a high volume of impressions, and then I can optimize according to results. With the 'start low' strategy, it may take longer to get results and start optimizing your CPC and CTR.



**Haran Rosenzweig** | Director -  
Performance Sales & New Business



With 40% of the online population using ad blockers and Google's objective to fight poorly-served ads, advertisers are switching to unobtrusive advertising. So, you should say goodbye to pop-ups, interstitials, and overlaid ads. **Native is the format of the future, with almost two-thirds of display budgets expected to be allocated to native ads by 2020.**



The win-win situation is to learn what offers\verticals suits every traffic source and to juggle among them to get the best result possible.

- Run Smart pricing models (like SmartCPA) with the automatic traffic matching to figure out whether your offer is suitable for the selected traffic source.
- Do not neglect creatives\targetings optimization If you caught a clue of traffic performance.
- Keep in touch with your personal manager. In tandem, you're able to skyrocket campaigns that seemed hopeless.

Use tracking solutions like RedTrack that could give you comprehensive information regarding any traffic source, zones and even optimize them automatically.



**Demian Mash** | Head of Marketing



Source: [adplexity.com](https://adplexity.com)



Don't play this game if you are under 40 years old

Native



Push

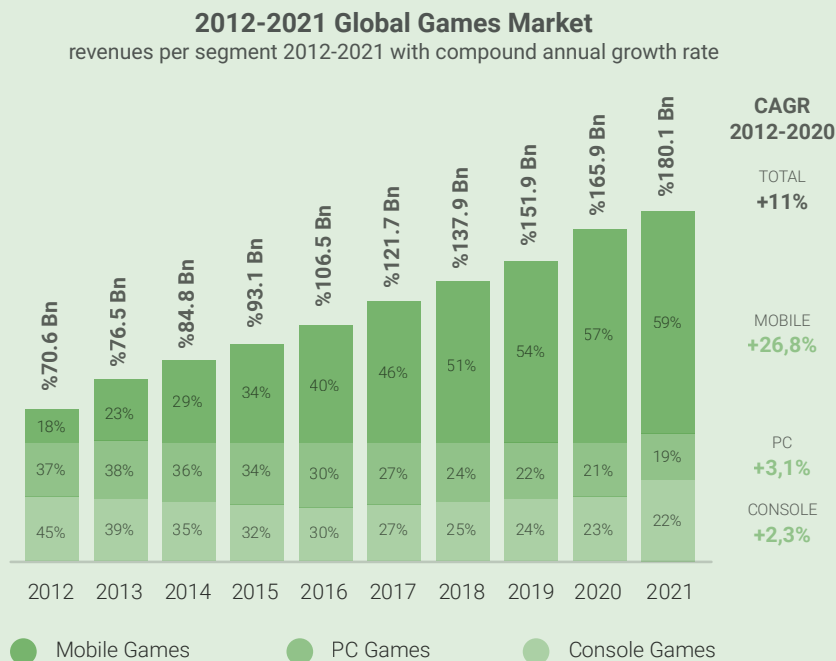


## Growth factors

Last year the global games market reached \$137.9 billion. The industry growth is driven by extensive internet penetration, favorable regulations, and new markets emergence. Ten years ago, it was mainly children and teenagers who were playing online games. Today a typical gamer's portrait has changed significantly. Various studies show that almost 50% of gamers are solvent, i.e. paying adults.

Compared to other verticals, affiliates in gaming face far less stress related sudden regulations changes, chargebacks, etc. As long as you use white hat tactics, you will be paid. This is a huge benefit for anyone who is learning the ropes, as they can rely on financial security from the start.

Smartphones, tablets, and other mobile devices have changed the gaming industry. And in the future, these innovative advancements will keep fueling this vertical's growth.



## Stop factors

Gaming is a highly competitive and saturated vertical with a wide range of niches. But it's not the main reason why it can be hard to earn money here. There are much more chances you can ruin your campaign if you...

- **care too much about raising awareness:**

PR is great for any business. It helps you get your game seen by industry specialists, but won't bring you as much installs. Always keep in mind your ultimate goal and do not overdo it with creativity. If you're trying to promote a magical horses game, don't try to reach out publishers with the idea of its technological innovations.

- **make those mistakes:**

- insult anybody in your creatives,
- use clickbait headlines which don't correspond to the game realities
- use (18+) images for the games which do not have such content.

- **create extended enrolment pages**

Gamers are not against sharing their personal information. But be careful and selective with the data you ask. Even the most motivated users can give up filling in the 10-minutes long enrolment page. Choose and collect 2-3 pieces of information from each user at a time.



EDUCATION

EDUCATION

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EDUCATION



## Overview

**Education** is a broad vertical that is mainly associated with the delivery of intellectual services, like degree or non-degree online college courses, language courses, essay writing, etc. With the massive rise of online courses such as Udemy and Coursera, it has become a viable option for affiliates around the world to make considerable profits. Besides, the online education market embrace totally different groups of people, and now almost everyone falls under the target audience.

### Sub-verticals

- ▶ online-courses
- ▶ writing/ proofreading services
- ▶ coaching/special trainings

### Popular payment models



- ▶ CPA
- ▶ CPL
- ▶ RevShare



### Geo's available

worldwide



### Start budget

from \$300-500



### Average Payout

\$50-60



### Newbie-friendliness

★★★★★☆☆☆☆

:( —————> :) friendly



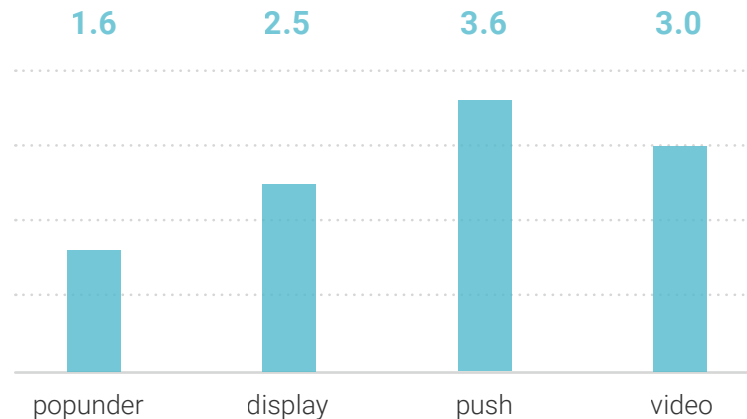
### Seasonality

yes



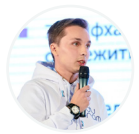
### The effectiveness of ad formats in the vertical

(from 1 to 5)



## Top insights & tips about the vertical

The education vertical is fast-developing, and new products are constantly appearing. The main trend is that the education sphere is shifting online – giving greater opportunities to affiliates. But you should expect that this vertical is highly seasonal, based on the school year. This varies for different countries, but in general it includes September to June.



**Sergei Gamolia** | Head of CPA network

edu  
gram

While the main customers of academic paper writing are students 18-25 y.o., our statistics show that the best payment conversion rate come from MBA students 30-50 y.o.

The education market is well developed and embraces all kinds of target audiences with equal respect to gender, age, and GEO. Your offer angle will depend entirely on your target audience, so you'll need to separate those audiences. While students represent the key audience for essay writing offers, graduates and active seniors are generally more interested in online courses.

The purchasing power of education service customers is mostly defined by their territory of residence. The highest income opportunities in the essay sub-vertical are provided by students from



USA



Canada



United Arab Emirates



Saudi Arabia

### The most popular online courses in 2018

- **Machine Learning** “Machine learning has given us self-driving cars, practical speech recognition, effective web search, and a vastly improved understanding of the human genome,” explains Coursera.
- **Learning How to Learn: Powerful Mental Tools to Help You Master Tough Subjects** Whatever you want learn this year, this course offered by McMaster University, University of California San Diego will help you master that subject faster and more efficiently.
- **The Science of Well-Being** What's the point of being smart if you're still unhappy at the end of the day? This wildly popular Yale course will help you understand the science of well-being

both for intellectual interest and practical application.

- **Bitcoin and Cryptocurrency Technologies** The price of bitcoin may be way down but interest in the subject of the underlying technology is still sky high, if participation in this Princeton course is anything to go by.
- **Algorithms, Part I** Another tech course from Princeton. This one promises to teach “the essential information that every serious programmer needs to know about algorithms and data structures, with emphasis on applications and scientific performance analysis of Java implementations.”
- **English for Career Development** This class from the University of Pennsylvania designed for non-native speakers of English attracted a ton of students in 2018.
- **Financial Markets** What's going on when the markets go up and down, what is the social function underlying all the craziness on CNBC, and what does that have to do with your career? This Yale class promises answers.
- **Introduction to Psychology** For those curious about the human mind.
- **Cómo hacer una tesis**
- **Chinese for Beginners.** Learning a second language is great for your career and your mind.

Source: inc.com

## Tips on driving traffic

The best countries to promote education offers are where English is the first or the second leading language. Among them are the United States, Great Britain, Australia, Canada, China, Germany, Saudi Arabia, and the United Arab Emirates

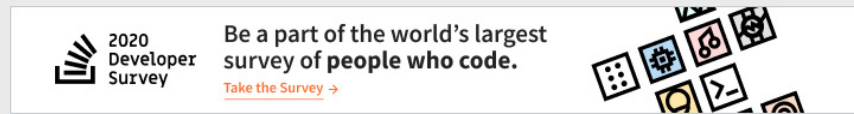
Obviously, if you are counting on a high audience response, you should study the culture of your target region and local education system features. How high school graduates prepare for college? How many people know English or want to study it? What is the most likely time of the day your potential audience will try or consume what you offer?

For example, the demand for student services in the USA, Canada, and Britain reaches a peak in March-May and October-December. In Saudi Arabia and Australia, you can expect high results in January and February, and in Italy and China your offers may be quite in demand until July.

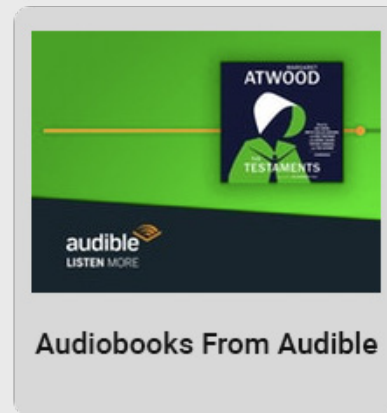
The most popular traffic sources for education offers are Google and Facebook. The average payout here is about \$40-50. The conversion rate for search traffic is 20-30%; Facebook typically shows slightly lower conversion rates, while the conversion rate for doorway traffic is around 10%.

The target audience for education offers is very broad. Almost every traffic type will work with the right demographic: search engines, banner advertising, social media, email traffic, etc.

Source: [adplexity.com](https://adplexity.com)



Display



Native



Native

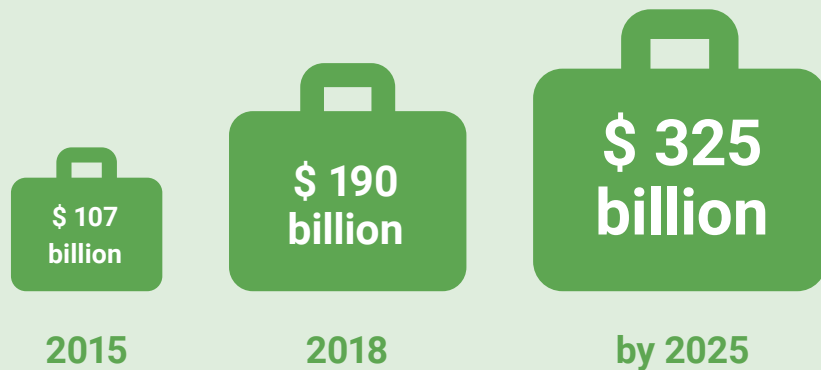
A mobile advertisement for Oral Roberts University (ORU). It features a large image of the university campus. Below the image is a 'REQUEST INFO' form with the text 'Fill out this form to learn more'. The form includes input fields for 'First Name: \*', 'Last Name: \*', 'Address: \*', 'City: \*', and 'Country: \*' with a dropdown menu showing '--Select--'.

Mobile

## Growth factors

Traditional educational methods face serious challenges in today's digitizing world. We are by no means talking about the sunset of the classic education, but in nowadays even the most ardent fans of offline learning can't ignore the e-learning industry growth and development. Colleges, universities, and corporate training departments are embracing new digitized learning formats, virtual reality and all sorts of innovative disruptive technologies to make the learning process faster, easier and more cost-effective.

According to Research and Markets stats, the e-learning market continues to demonstrate significant growth:



At the same time, now we see how helpful all these virtual platforms and innovative streaming services can be during emergencies. Thanks to them, businesses continue to work and national educational systems have very small losses.

## Stop factors

Nevertheless, given all the internal potential that e-learning industry has, it's still not as popular as it could be and as it was expected, as:

- Some teachers (especially in developing areas) are facing difficulties finding the right mix of tech tools and traditional methodologies.
- Some learners do not function without face-to-face communication with instructor and immediate feedback.
- Some things are hard to teach online. There are disciplines and fields of science that require the physical presence of both, a teacher and a student. Online environment, in this case, can improve learning experience but not replace it.

As to e-learning disadvantages that students mention themselves are:

- Limited feedback;
- Social isolation;
- The need of strong self-motivation and time management skills;
- High probability of cheating;
- Online instructors tend to focus on theory rather than practice;
- Inaccessible to the computer illiterate population;
- Lack of accreditation & quality assurance;
- Online assessments are limited to questions that are only objective in nature.

TRAVEL  
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TRAVEL



## Overview

**Travel** is one of the most enduring verticals that unites a wide range of products and services related to travelling. Trends come and go, changing human habits, but people continue to travel with greater frequency, whether it's for business or leisure purposes. With different financial capabilities, people tend to look for the best deals on transportation, housing, entertainment, and travel calls. With this, the criteria for the "best" offer will significantly vary across different audiences and GEOs. Keep in mind that this vertical is packed with well-known and trusted brands. Among them are luxury hotel chains, famous resort spots and perspective tech startups, which occupy a large share of the market share and people's mind, especially in such industries as airlines, booking.

### Sub-verticals

- ▶ Accomodation
- ▶ Flights
- ▶ Trips
- ▶ Financial services

### Popular payment models



- ▶ CPA
- ▶ CPS
- ▶ RevShare
- ▶ CPL



#### Start budget

from \$500



#### Average Payout

\$10-100



#### Newbie-friendliness

★★★★★☆☆☆☆

:( → :) friendly



#### Seasonality

yes



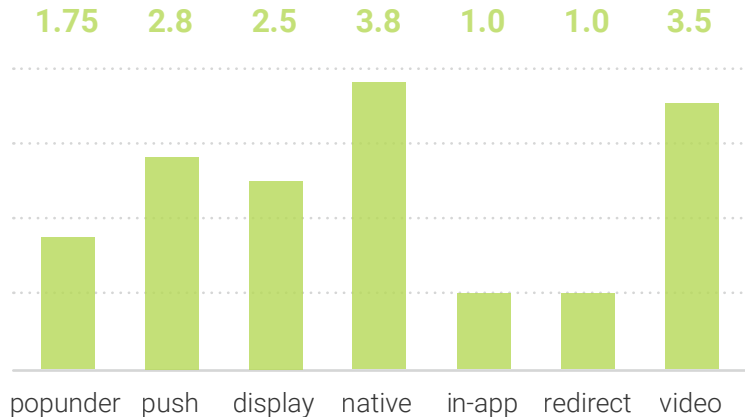
#### Geo's available

worldwide



#### The effectiveness of ad formats in the vertical

(from 1 to 5)





## Top insights & tips about the vertical

Travel is growing rapidly, so there are opportunities to be successful in any sub-category. You just need to find your target audience and offer them exactly what they need. The following categories generally work for any travel affiliate:

- **Accommodation** (hotels, hostels, apartment rentals), thanks to relatively high affiliate commissions (around 5%) and substantial order amounts (accommodation can take up to one-third of the total cost of the trip);
- **Tours and activities**, which offer as high as 10-12% affiliate commissions on the purchase amount;
- **Car rentals.** Although flights are the first category that comes to mind, commissions on sales are among the lowest – around 1.5-3% of the order amount.



Tatiana Buyanova | Business Dev Manager



Don't judge offer profitability by its cost. High offer cost doesn't mean high payout. **Always analyze at least these three metrics concurrently: commission rate, average cheque, and sales volume.** If you need a quick return on investment, an accommodation niche will do the trick.

At the beginning of your affiliate journey within the travel vertical, the payouts are not as high as in the finance or dating verticals. But I'd consider travel one of the friendliest niches, offering products that are known and loved by most people. The requirements are in no way stringent, there are endless opportunities to join (remember: the industry is growing fast and the demand doesn't tend to decrease), and almost no investment is needed to start.



Tatiana Buyanova | Business Dev Manager



The travel vertical combines quite a variety of niches and sub-categories. Most affiliate programs are from highly respected brands, so you never have to worry about promoting shady offers to your audience. You're unlimited in deciding what angle to take and what offer to promote.

## Travel Keywords

Keyword	Difficulty	Volume
last minute flights	37	66,000
saving money	47	13,000
teach english abroad	50	11,000
teaching english abroad	48	8,400
best luggage brands	11	6,300
how to find cheap flights	76	6,200
hotels in albuquerque	6	4,700
itinerary maker	33	3,100
how to travel the world	35	2,700
best suitcase	20	2,000
how to plan a trip	36	1,300
romantic things to do in nyc	7	1,200
best restaurants in bali	7	150
seminyak villas	4	150
bali wedding venues	1	70

## Interview with Traveypayouts



**Tatiana Buyanova** | Business Dev Manager



► **Tatiana, you said that the travel vertical is friendly for newbies in this business. What is the minimum budget to start with travel offers?**

I believe the PPC model should not be the first choice for a beginner in travel, since it takes a certain set of skills and experience to be successful in traffic arbitrage.

The easiest way will be to start a content project – whether it's a website or a community on Facebook. In this case, all you need is to set up a Facebook page and create quality content to promote travel deals (tours, entertainment or travel insurance) there. The best part is that it won't cost you nothing. To attract a bigger audience, simply Invite your friends and leave comments in other travel-related communities. However, despite the seeming simplicity, this path is relatively time-consuming. So, if you're looking for stable revenue in a short time, you'd better consider some other ways.

Probably, the best scenario that will balance risk, efficiency, and the desire to try travel affiliate programs is to plan a moderate initial investment. That would cover the costs of a domain name, a Wordpress site and content production. We once conducted our own case study: we went through all the steps of developing a website, including basic SEO, and, all in all, it cost us \$500 for the website to start generating profits.

► The scenario and estimated budget above make sense in a normal non-crisis situation. Right now it's hard to find a niche that has not been affected by the Coronavirus outbreak in 2020 and Travel Vertical is one of the most struggling one. But it soon will be back to normal and the first positive news is already coming. As for the beginning of April 2020, in China the situation is starting to normalize and people are getting ready to travel again. Eventually, all regions will cope with problems and those affiliates who have already started will be on a roll.

► **And what about top-performing GEOs? Are there any for this vertical?**

As mentioned above, the COVID-19 has greatly affected Travel Vertical; as of April 2020 many countries closed their borders, airlines canceled flights and in this ever-changing situation, it is impossible to give an exact answer.

Before the Coronavirus outbreak, Europe and North America tended to travel more and spent more on travel than other regions. They were rightly considered the top-performing GEOs. But what does that really mean for an affiliate from Russia, Chile, or China? The competition is extremely high and the knowledge of local mentality and buyer's journey is limited. Every affiliate should ask themselves: Can I actually work in that market? Do I have the resources to compete SEO-wise? Do I have enough knowledge? Will my location be a barrier?

In short, GEOs are somewhat overrated, and choosing the top-performing one does not guarantee sustainable success. Traditionally, less popular GEOs that are overlooked by everyone else pose a much greater opportunity to carve out a niche, attract a target audience to that niche, and learn to cater them while others continue fighting to rank well on Google in the USA or Hong Kong. Basically, monitoring the demand and adapting the marketing strategy is the only way to find the top-performing GEOs.

► **How do you think the travel vertical is changing and what should we expect in 2020?**

- Always learn, be creative, and adapt to new trends. Offer multiple travel services to your audience to cover the whole travel experience, including flights, transfers, accommodation, and even booking a table at local restaurants during their stay.
- For the content projects, SEO is a nice source of traffic.
- Be patient. Travel vertical has a longer conversion window compared to others. Don't give up if you are not receiving conversions in the first couple of weeks; it's normal.
- Prepare content 3-4 months in advance as people tend to plan their journeys long before the trip.

## Tips on driving traffic

Visual creatives play a key role in travel vertical. A sense of inspiration is almost always an accelerating factor in users' buying decision process. Happy free lifestyle images, aspirational nature views and stunning landscapes of exotic places along with strong CTAs are doing their job. Another important factor is clearly displayed pricing information. Make it simple and don't hide it too far. Focus on current trends and seasonal audience preferences.

Internet users are looking for an authentic, personalized, and valuable advertising experience, so native ads remain the best promotional tool, as they are naturally embedded in the media format in which they appear. That is why these ads offer higher click-through rates and a better user experience. **Finally, statistics show that native ads receive 53% more views than traditional display ads.**



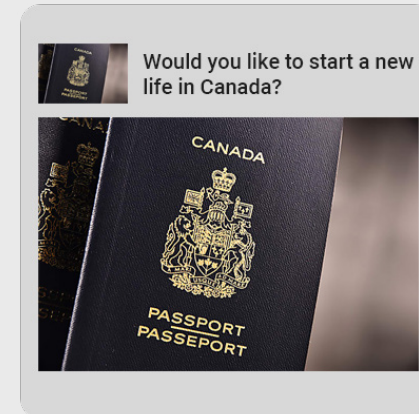
**Daniella Kravtsova**  
Head of Affiliate & Partnership Marketing



Source: [adplexity.com](https://adplexity.com)



Native



Push



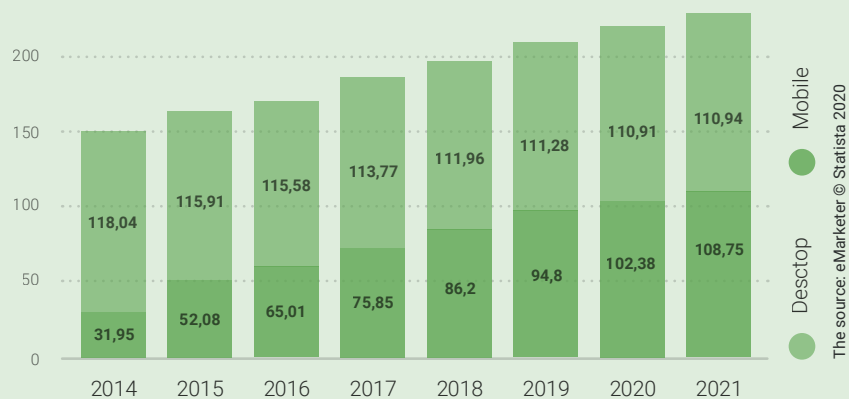
Display

## Growth factors

Throughout the last decade, the travel industry has been growing steadily. The World Travel and Tourism Council called it “the second-fastest growing sector in the world, ahead of healthcare (+3.1%), information technology (+1.7%) and financial services (+1.7%)”. Last year it grew 3.9 percent, above global GDP growth of 3.2 percent.

As time shows, the things that could have shaken up the industry are economic crises, global health emergencies or natural disasters.

Online travel sales volume  
(in billion U.S. dollars)



Travel industry has all the chances for speedy recovery. What we see is that millennials are the best-travelled generation in history. They don't like beaten tracks and are more inclined to explore little-known destinations. This in turn means that there are more opportunities for affiliate marketers. While keyword “Adam’s Guide to New York” will have extremely tough competition, “Adam’s Top Picks in Sri Lanka” may work very well.

## Stop factors

- **competition with huge brands**

The most effective traffic for travel offers is organic search. The competition for the most lucrative keywords is already overwhelming. And you have to compete with huge brands like Airbnb, TripAdvisor, Kayak, etc., as the bids are high.

- **high market saturation**

Travel vertical has low entry barriers. You don't need any special qualification to promote offers. Let's be honest, selling tours and flights is much easier compared to investment platforms or cryptocurrencies. That in turn creates the large number of new players which you have to beat.

- **the average customer LTV is very low**

The typical story: once the user books their apartment and buys their flight tickets – he disappears. You can add these people to email lists and continue upselling them with new offers, but you have to be ready for the long wait for his second purchase.

- **the great influence of external factors**

Natural disasters, political tension, economic crisis and cultural scandals - all these may reduce the demand for a certain region or redraw the industry completely. Just take for example the consequences of the coronavirus for the travel industry.

## Partners | Spy tool



### Visit:

[www.adplexity.com](http://www.adplexity.com)

### Bonus:

Register with the [link](#) and get up to **32% lifetime discount**.

### Overview:

AdPlexity is a leading competitive suite of ad intelligence tools for mobile, native, desktop, push and adult ads. It has the biggest and the most accurate database available, with information from over 75 countries, and it's constantly updated. It allows users to find all the details of profitable ad campaigns worldwide.

## Partners | Affiliate Networks



### Visit:

[www.adcombo.com](http://www.adcombo.com)

### Bonus:

Earn your first **\$400** and get **\$100** extra bonus. Contact your personal manager with this code "**Ebook AdCombo**" to get more info.

### Most popular verticals:

Health / Beauty / Diet / Adult / Ecommerce

### Overview:

A CPA network that works on the international market and helps more than 60,000 affiliates grow their business and increase profit. It has more than 5,000 offers with direct advertisers for some of them. Among others, AdCombo has such verticals as sweepstakes, mobile, bizop and dating as well.

### Top 3 features:

1. Exclusive offers – AdCombo owns the majority of them, you will not even find such offers in any other network;
2. Unique low-competitive GEOs: Africa, Europe, Asia, Latin America, Arabian countries and more;
3. High conversion rates.



### Visit:

[www.advidi.com](http://www.advidi.com)

### Most popular verticals:

Dating / Nutra / Sweepstakes / iGaming

### Overview:

Advidi is known worldwide, primarily due to their exceptional service and a rich portfolio of offers across several verticals. Headquarters in Amsterdam, the Netherlands. Local support provided through branch offices in San Juan, Puerto Rico (US), Bangkok (TH) and Hong Kong (ROC).

### Top 3 features:

1. Exclusive (In-house) Dating Offers
2. Affiliate managers who are vertical specialists and traffic consultants
3. Pre-tested offers with proven landers and flows; Dedicated CAPs; Private offers for proven affiliates

**Most popular verticals:**

iGaming/ Dating / Sweepstakes / Games / eCommerce / Mobile / Cybersport

**Visit:**

[www.alfaleads.net](http://www.alfaleads.net)

**Overview:**

Alfaleads is an international Performance Marketing Agency that has been working in affiliate marketing for more than 4 years. It's one of the biggest and technologically developed partner networks that offers online-advertising services with result-based payments. Alfaleads provides unique solutions for traffic control and flexible approach to system integration.

**Top 3 features:**

1. Considerable experience that we are happy to share with our partners.
2. High rates made possible thanks to professional and trustworthy cooperation with advertisers.
3. Regular promotions with prizes and bonuses, online and offline events for affiliate partners.

**Most popular verticals:**

Dating / E-commerce / Smartlink / Sweepstakes / Leadgen / Download / Nutra / Mobile Subscriptions / Gambling

**Visit:**

[www.clickdealer.com](http://www.clickdealer.com)

**Bonus:**

Register with [this link](#) and receive immediate approval to ClickDealer Network.

**Overview:**

With a diverse portfolio of direct offers and exclusives, it helps affiliates to find the most profitable destination for your traffic, while making the route safe and efficient. The team provides its clients with flexible payment terms and a variety of payment methods along with in-house WL brands.

**Top 3 features:**

1. Fully automated smartlink and self-developed platform
2. Individual approach
3. Flexibility

**Visit:**

[convercion-club.com](http://convercion-club.com)

**Overview:**

Conversion Club is a community of affiliate marketers figuring out and sharing actionable info to help each other move forward in the industry. It's a place of discussion where marketers from both sides of the spectrum can turn to for ideas on a new traffic source, check the legitimacy of a new network, or look for guidance with a stubborn campaign. Affiliate marketing can be a lonely road with plenty of treacherous turns, and Conversion Club aims to serve as both guide and company.

**Most popular verticals:**

Dating / Adult / Sweepstakes

**Visit:**

[www.cpamatica.io](http://www.cpamatica.io)

**Bonus:**

Use the code 'RadTrack\_io' to get **+10%** to the first payment

**Overview:**

Being experts in Dating and Adult niches for more than 5 years, Cpamatica definitely knows how things work. This global Affiliate Network not only have 1000+ offers from the biggest players on the market but also have developed their own Dating Products for RU, US and BR.

**Top 3 features:**

1. Having own Dating products
2. Minimum payout 50\$
3. Generous Loyalty Program for partners



**Most popular verticals:**

Dating / Cam affiliate offers / E.D. / Adult Gaming

**Visit:**

[www.crakrevenue.com](http://www.crakrevenue.com)

**Overview:**

CPA platform that provides leading-edge web traffic monetization and online marketing solutions for adult markets. Since 2010, it has received multiple awards and recognitions for its innovative efforts and products. The company is in the 6th position of the Blue Book Guide's 2019 edition of the Top 20 CPA Networks worldwide.

**Top 3 features:**

1. Impressive affiliate platform
2. Good variety of exclusive offer
3. In business for more than 13 years

**Most popular verticals:**

Education

**Visit:**

[www.edugram.com](http://www.edugram.com)

**Bonus:**

Register with the promo-code 'redtrack' and get a \$100 bonus when you earn \$300.

**Overview:**

CPA-network for educational traffic monetization. They work with offers like custom writing services, English and self-development online- courses across broad GEO – from Russia to Brazil, including USA, UK and Canada. Payouts are up to 80%. They switch off hold for trusted partners and give active affiliates individual rates and increase start conditions.

**Top 3 features:**

1. Daily payment
2. 10 years educational experience
3. In-house essay offers

**Most popular verticals:**

Dating / Mobile / Leadgen / Sweepstakes / Nutra / eCommerce

**Visit:**

[www.glize.com](http://www.glize.com)

**Overview:** A global affiliate network that offers access to a unique portfolio of exclusive & in-house offers in the most profitable mainstream verticals and Cost-Per-Action Campaigns. It also has a sister company BrokerBabe acting as the Adult Offers Hub. It focuses on in-house Dating offers, VR, Mobile, Male Enhancement and Cams.

**Most popular verticals:**

Nutra / Finance / Gambling / Dating / Sweepstakes

**Visit:**

[www.leadbit.com](http://www.leadbit.com)

**Overview:** The affiliate network that has 50+ offices around the globe which allows them to provide the highest payout to their clients. The company has its own tracking platform with quick stats monitoring and daily payments without hold. On top of that they provide TDS, Banner rotator, Global PostBack, API and other useful tools to help affiliate and advertisers.



**Most popular verticals:**

Mobile Content / Sweepstakes / Coupons and Gift Cards / Adult and Dating

**Visit:**

[www.mobidea.com](http://www.mobidea.com)

**Bonus:**

Use code 'redtrack10' for 10% extra Mobidea Push top ups of at least \$150. The maximum bonus is \$200

**Overview:**

Mobidea is an award-winning Affiliate Network with 10+ years of experience in CPA offers. They're totally capable of serving any type of internet marketer. They were also the pioneer on Smartlink technology which means that they have at your service 3 types of Smartlinks: Mainstream, Adult, and Push Subscriptions.

**Top 3 features:**

1. Weekly payments
2. Wide range of exclusive offers
3. Technology used by 150k+ affiliates

**Most popular verticals:**

Dating / Webcam / Gambling

**Visit:**

[www.topoffers.com](http://www.topoffers.com)

**Bonus:**

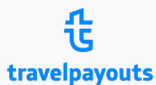
\$1,000 Bonus when you reach \$10,000 revenue within your first 3 months.

**Overview:**

CPA Affiliate Network that covers 50+ countries with exclusive dating offers based on PPL/PPS and direct offers in a variety of verticals. The payment threshold is \$500 with weekly/biweekly/monthly payouts.

**Top 3 features:**

1. In-house tracking system
2. Exclusive offers
3. WW coverage

**Most popular verticals:**

Travel

**Visit:**

[www.travelpayouts.com](http://www.travelpayouts.com)

**Bonus:**

Register with promocode 'REDTRACK', and get an increased RevShare rate -- 80% (instead of 50%) during 3 months after the registration

**Overview:**

The affiliate network that covers the entire range of travel services, including flights, hotels, car rentals, insurance, transfers, and much more. It provides 60+ travel affiliate programs and free, unique and customized tools: White Label, widgets, deep links, Mobile SDK, API, WordPress Plugin for blogs and more.

**Top 3 features:**

1. 60+ travel affiliate programs
2. 240,000 registered affiliates
3. Worldwide geo; 59 languages

**Most popular verticals:**

Games / Mobile / Utilities

**Visit:**

[www.zorka.network](http://www.zorka.network)

**Overview:** The global affiliate network by Zorka.Mobi Agency with over 5 years of experience. It has a generous loyalty program and 3% referral program. Using Smart Links and personal service, they provide their clients direct and exclusive CPL/CPA offers, customized reports and real-time campaign optimization with the access to the tracker for the integrated partners.

**Top 3 features:**

1. 5 years of experience
2. 100+ direct CPI offers
3. Worldwide geography

## Partners | Traffic Sources



### Most popular ad formats:

Push / Pop

#### Visit:

[www.ad-maven.com](http://www.ad-maven.com)

#### Overview:

The leading native push notifications monetization network with over 20 million direct daily native ads clicks, as well as one of the biggest pop network format with over 500 million daily impressions.

#### Top 3 features:

1. One of the biggest push notification networks with over 4 billion daily impressions from direct users
2. Opportunities to adjust the bids per sources without creating new campaign per source
3. Team of professionals at your service to help you achieve your goals



### Most popular ad formats:

Native Ads

#### Visit:

[www.adskeeper.com](http://www.adskeeper.com)

#### Overview:

Founded in 2013, AdsKeeper is a fast-growing ad recommendation platform that adjusts native ads to the needs of direct advertisers, media agencies and affiliates. Now it helps 3,000+ publishers and advertisers acquire engaged audiences through personalized content recommendations.



### Most popular ad formats:

Native Ads

#### Visit:

[www.outbrain.com](http://www.outbrain.com)

#### Overview:

The world's leading discovery and native advertising platform fueling the multi-media and product discovery of over a third of the world's internet-connected population. It has over 290B monthly discoveries and 55+ countries in their Network.

#### Top 3 features:

1. International premium publishers (CNN, MSN, The Washington Post, Le Monde, The Guardian)
2. It's own DSP, the only one dedicated for native traffic - Zemanta
3. Advanced Targeting and optimization tools, such as 3rd party targeting, interest targeting, lookalike, conversion based strategy, etc.



### Most popular ad formats:

Native Ads / Video Ads / Push / Pop / Direct Links / Display

#### Visit:

[www.hilltopads.com](http://www.hilltopads.com)

#### Overview:

A global advertising network with a combination of smart tech solutions and custom approach. It allows an easy launch and optimisation of ad campaigns resulting in strong target audience engagement and high ROI. and provides deep targeting, own advertiser and RTB solution and verify all the traffic.

#### Top 3 features:

1. Traffic from Direct Publishers
2. Advanced targeting
3. Personal manager support



### Most popular ad formats:

Native Ads

#### Visit:

[www.mgid.com](http://www.mgid.com)

#### Bonus:

Join with this link and get a **25%** credit match for first deposit starting from \$1000 to \$5000

**Overview:** A global innovative pioneer in native advertising that drives revenue growth for all participants of the ecosystem. Its targets 850 million unique readers with 185 billion recommendations monthly, offers a 360 solution, from planning and strategy to delivery and reporting, and works across more than 60 different languages.

#### Top 3 features:

1. One of the TOP 3 biggest native ad platforms (850+ million unique visitors monthly)
2. Direct relationships with top media agencies and brands in CIS, APAC, MENA and EU
3. 24/7 account and tech-support



### Most popular ad formats:

Display / Video / Pop / Push

#### Visit:

[www.clickadu.com](http://www.clickadu.com)

#### Bonus:

Use the code 'CLICKRED' to get \$20 on your first deposit.

#### Overview:

Clickadu is a digital advertising network with a multi-format inventory to choose from. Their aim is to provide 360° ad coverage and monetization capabilities in one place. By running their Self-Serve platform, advertisers, brands, and agencies can get desktop and mobile traffic in 240+ countries from direct publishers.

#### Top 3 features:

1. 2 Bln traffic from the direct publishers only.
2. 5 advertising format
3. In-house traffic quality control



### Most popular ad formats:

Push / Native Ads / Popunder

#### Visit:

[www.propellerads.com](http://www.propellerads.com)

#### Bonus:

Register with promocode 'redbook' until 01.10.20, and get a \$30 bonus on the first \$200 deposit.

#### Overview:

A trusted traffic source and advertising network for affiliates. It has almost 9 years of experience with traffic from 195+ countries, and 8+ billion ad impressions/day. Users enjoy 24/7 live support, performance auto-optimisation solutions, retargeting and over 10 targeting options in a self-serve platform.

#### Top 3 features:

1. CPA Goal 2.0 auto-optimization tool,
2. Smart Rotator for creatives testing,
3. In-Page Push traffic type.



### Most popular verticals:

Dating / Adult / Finance / Software

#### Visit:

[toroadvertising.com](http://toroadvertising.com)

#### Overview:

TORO Advertising has a deep understanding of the affiliate market. We provide affiliates with the technology they need to maximise their ROI and help advertisers target the right audience. Speak to us to find out how to boost revenues!

#### Top 3 features:

1. Trusted name in the industry
2. Dedicated 24/7 support
3. Large catalogue of offers

## Conclusion

Dear friends,

We hope you enjoyed the **Supreme Affiliate Marketing Guide** and found a lot of practical knowledge that will help you boost your performance and increase your ROI.

If you have any questions, enquires or want to give us a feedback on the guide, we'll be happy to chat with you at [partnership@redtrack.io](mailto:partnership@redtrack.io)

P.S. Just to make sure you've noticed: in the middle of the book a nice bonus from **RedTrack** is waiting for you:)

Happy tracking!

Sincerely,  
Your **RedTrack Team**