

**FREE REPORT**

# What's Working in Affiliate Marketing

**in**

The background features large, stylized, overlapping numbers '2023' in a light purple color. The numbers are rendered with a slight gradient and are positioned behind the main text.

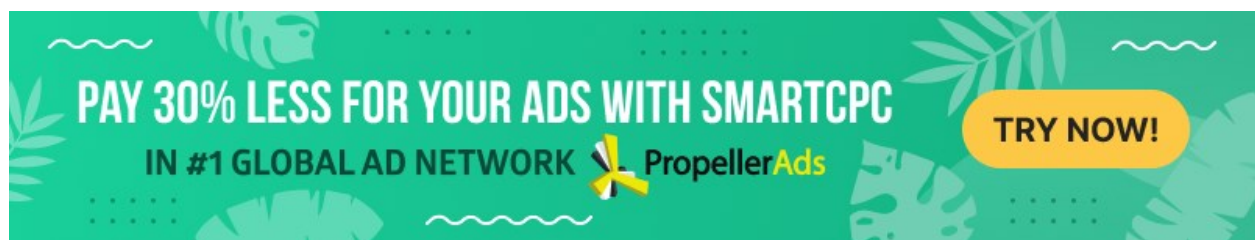
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# INTRODUCTION & DEDICATION

Every year for the several years leading up to 2018, [STM Forum](#) Administrator Hugh Hancock, known on the forums as "caurmen", would put together a "What's Working in [current year]" forum post. And it would always receive lots of "Thanks" from members.

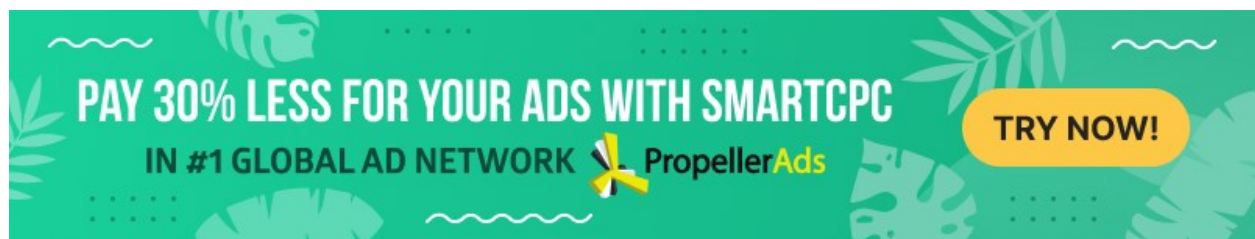
He was the ideal person to write such a post, as he not only had extensive experience in affiliate marketing, but also spoke with many people in the industry on a regular basis – both online as well as at conferences and local meetups - which kept him up-to-date on the current pulse of the affiliate marketing industry.


Unfortunately for both STM and the rest of the world, our beloved Hugh passed away suddenly in February 2018 - as he was about to attend an STM meetup in London.

So, with Hugh gone, we decided to take up the task of writing the "What's Working" content – in his honor.

Moreover, instead of just making a post in the forum, we've made it bigger and better:

- **Every year since 2018, we would interview the top experts in the affiliate marketing industry to ask them: "What's working in affiliate marketing this year?"**
- **Every year, we'd compile all the feedback into a massive PDF report.**

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- **We'd distribute the report free-of-charge to everyone.**
- **Each year the report would be anticipated with excitement – the one last year received 10k+ downloads.**

Due to the massive popularity, we've decided to continue this tradition – resulting in the report you're holding in your hands (figuratively speaking).

We at STM would like to dedicate this report to Hugh Hancock. If you did not have the good fortune of having met or known him, you can find out more about Hugh in the following tributes:

[In Memory of Caurmen - Tribute by Lorenzo \(MrGreen\), STM Co-Founder](#)

[Machinima founder and VR developer Hugh Hancock has passed away](#)

[In Memoriam: Hugh Hancock](#)

[On Hugh](#)

We know Hugh would be proud and appreciative of everyone that has contributed to the making of this report.

**We would like to take this opportunity to thank everyone that has submitted insightful answers to our interview questions.** So many individuals have taken valuable time out of their extremely-busy schedules to contribute to this project, when they could be spending that time to add more zeroes to their businesses. Words cannot convey our appreciation for your support.

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Last but certainly not least, **we would like to sincerely thank YOU** – our dear reader - as your taking the time to read and benefit from this report is what will give it life and value.

Enjoy the rest of this report!

With Much Appreciation,

**Amy and Matej, Senior STM Moderators**

(P.S. As thanks for showing interest in this report, here is a coupon code for 40% off 1st month's subscription to [our forum](#): **STMWW23**. We have an unconditional refund policy – if within the first 3 days of subscribing, you don't like what you see, simply ask for a refund – no justification needed and no questions asked.)



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# BEFORE READING THIS REPORT

We know you must be eager to get started, but we need to quickly cover 2 things that will help you to better understand the report.

## **#1) Main Sections**

This report is organized into these main sections:

- a) Industry Overview 2023
- b) Discounts and Bonuses
- c) Intel from Spy Tools
- d) Insights From Top Affiliates
- e) Insights From Traffic Networks
- f) Insights From Affiliate Networks

In sections c) to f), replies are ordered by the starting alphabet of either the individual's last name (or forum username if their full name is not made public), or the name of the service/network they represent.

## **#2) Long vs. Short Questions**

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We sent out a different set of questions to each group of experts. **Because the questions are long, we will not be displaying them with each set of answers.**

Instead, we will be replacing each long question with a much shorter form of the question. For example, this long question:

*" Brief self-intro (e.g. where are you from, how long have you been in affiliate marketing, offer vertical(s) and traffic type(s) you specialize in)?"*

Will be replaced with just: *"Self-intro"*

For your reference, below are the questions that were sent to the contributing parties, and the corresponding shortened versions.

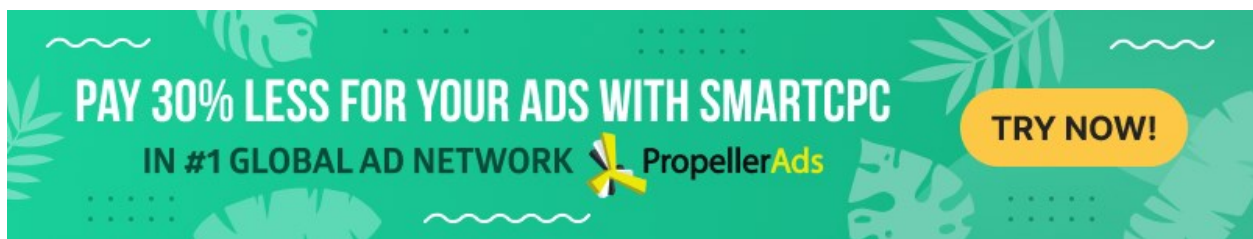
### **Questions for Spy Tool Owners:**

Because each spy tool is different, no specific questions were sent, except:

*"We're creating a report on What's Working in 2023 - please contribute any intel that you feel would benefit our readers."*

### **Questions for Top Affiliates:**

1. Brief self-intro - e.g. where are you from, how long have you been in affiliate marketing, offer vertical(s) and traffic type(s) you specialize in?  
**(Short: Self-intro)**



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2. What is the major factor responsible for your success in the past year? What will be your focus for this year? **(Short: Success factors for last year? Focus for this year?)**
3. Are you currently using AI in your business, or planning to do so? If so, how? Do you have any results to share? **(Short: How are you using AI? Results?)**
4. In your opinion, where is the easiest and quickest money in Affiliate Marketing right now? (Can be a niche, a type of traffic, a geo, anything.) **(Short: Where's the easy money at?)**
5. What are the most common mistakes you see other affiliates make (or that you've made yourself)? **(Short: Most common mistakes you see affiliates make?)**
6. How important are industry networking events (such as meetups and conferences)? And which one is the best in your opinion? **(Short: How important are network events and which one is the best?)**
7. Whitehat or blackhat - which one is the future in your opinion? **(Short: Whitehat or blackhat?)**
8. Do you think lone-wolf affiliates can still make a decent income these days? Or is having a team a must? **(Short: Is having a team a must?)**
9. Any other advice for other affiliates? **(Short: Any other advice?)**

### **Questions for Traffic Sources:**

1. Brief self intro - e.g. how long in the business, traffic type, geos and overall volume. **(Short: Self-intro)**

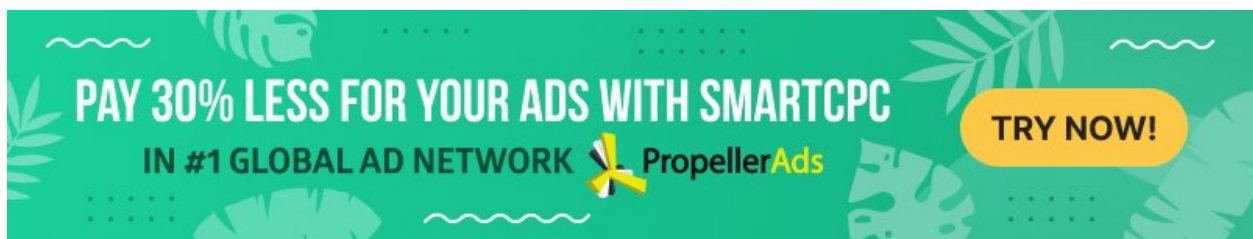


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2. Biggest changes that were implemented on your network this past year, and results. (For example, has your network introduced any new ad formats?) **(Short: Biggest changes implemented on your network?)**
3. What types of affiliate offers (and in which geos) are performing the best on your network? **(Short: Best-performing offers and geos?)**
4. Any tips on how to avoid/beat competition while running on your platform? **(Short: Tips on beating competition?)**
5. Any other advice for affiliates? **(Short: Any other advice?)**

### **Questions for Affiliate Networks:**

1. Brief self intro - e.g. how long in the business, main offer verticals. **(Short: Self-intro)**
2. What are some of the best-converting types of offers your network has right now? Please include tips on how to promote them (eg. traffic types/sources, audience targeting, advertising angles). **(Short: Best-converting offer types and how to run?)**
3. Lots of affiliates have made or are making the shift to whitehat. Does your network have whitehat offers? Anything that can be run safely on Facebook without the need to cloak or getting a lot of accounts banned? **(Short: Whitehat offers that are safe for FB?)**
4. How does your network help affiliates succeed? E.g. Offer creatives (images/videos/UGC), proven pre-landers, exclusive/custom offers. **(Short: Help provided to your affiliates?)**
5. Any other advice for affiliates? **(Short: Any other advice?)**



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# INDUSTRY OVERVIEW 2023

## Top Traffic Types & Offer Verticals

We thought it may be helpful to show you, in graphical form, what **the best traffic types and verticals are**, according to all the experts we've interviewed.

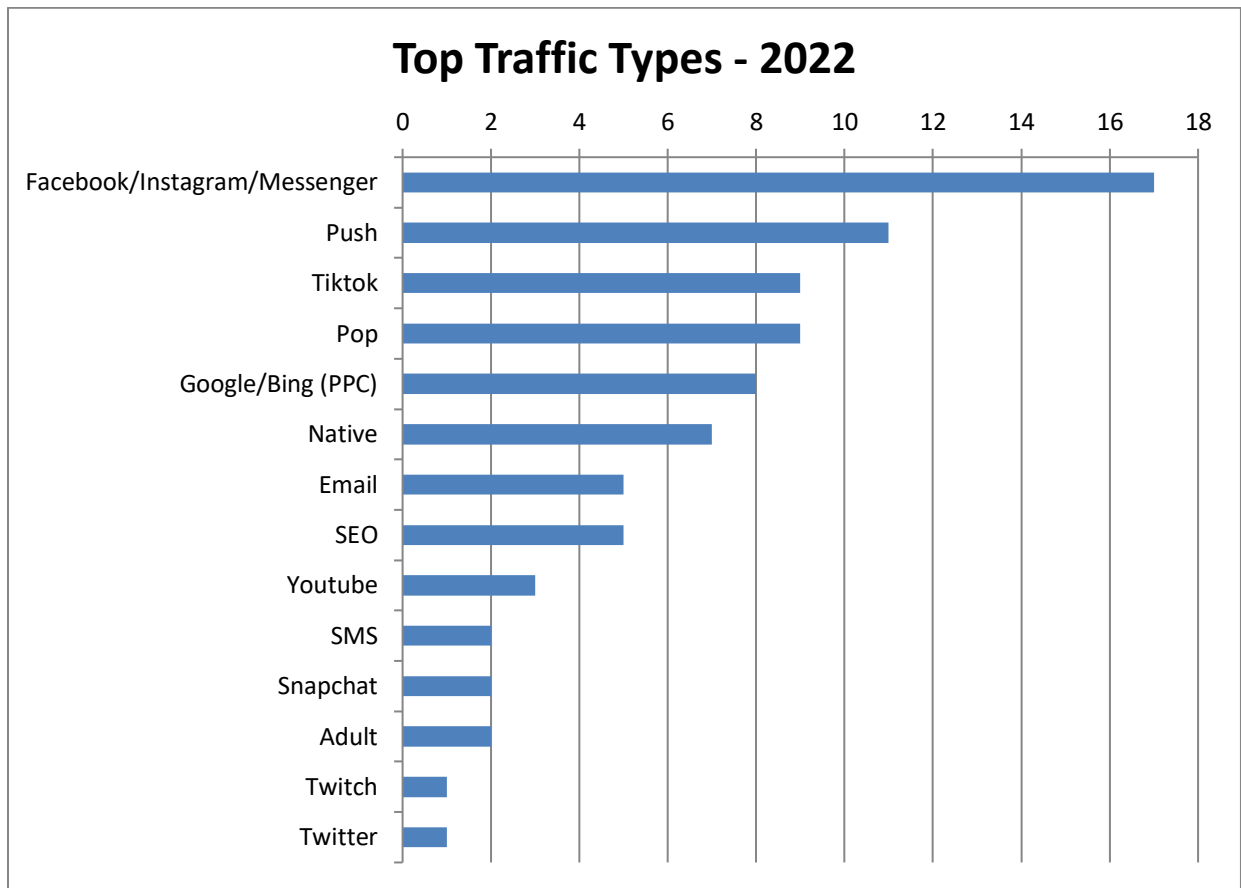
Every positive comment we see in their replies, directed at a specific traffic type or vertical, is recorded as one vote towards that traffic type or vertical. **The graphs below are a summary of categories that have received the most votes.**

(**Disclaimer:** What qualifies as a "positive comment" is subject to our personal interpretation. Also, for the verticals chart, there can be overlap between some of the categories. Thus, the graphs below are only approximations/estimates, and should be treated as such.)

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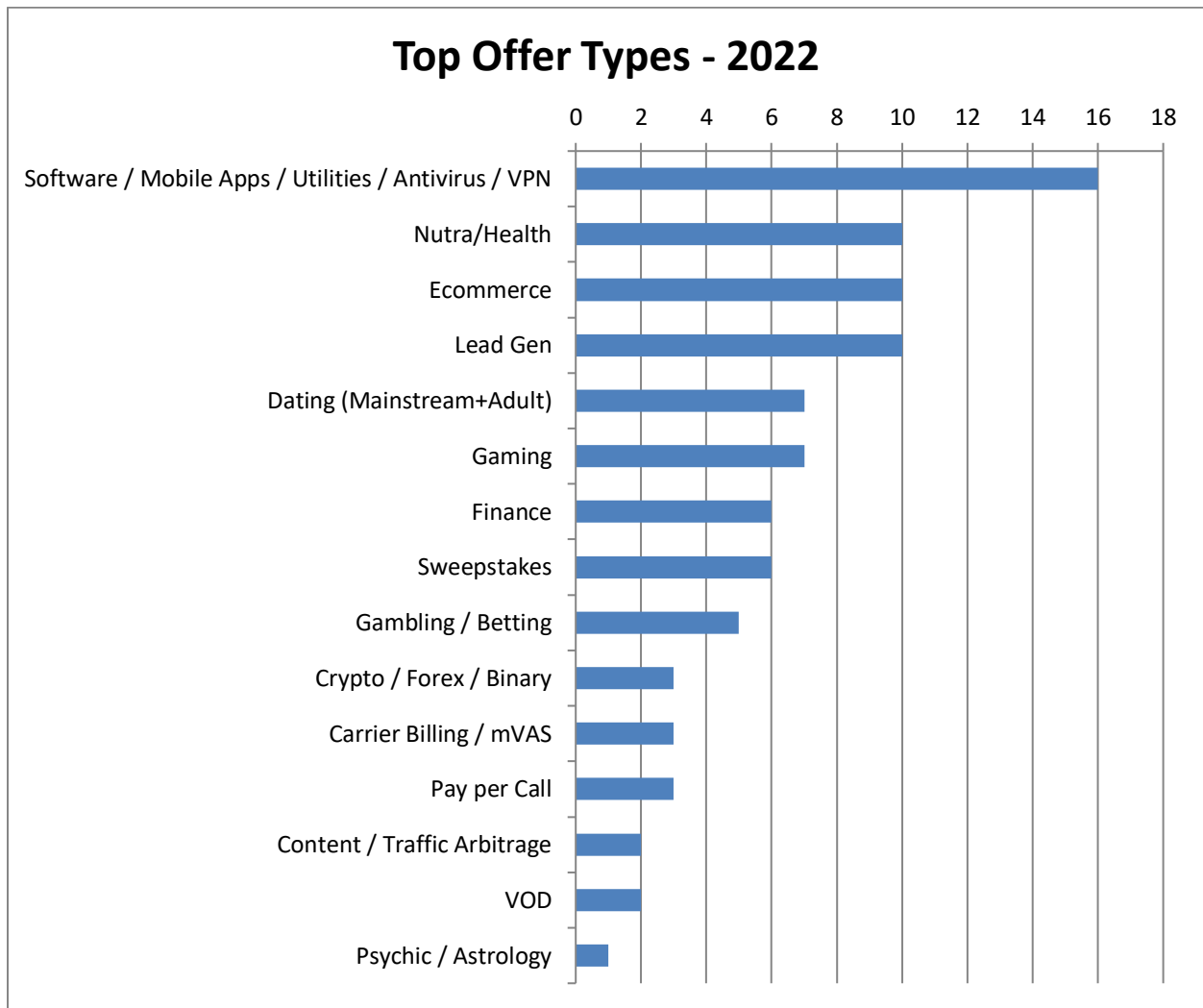
(Note: Chart data takes into consideration replies from spy tools, affiliates, and affiliate networks.)

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(Note 1: Chart data takes into consideration replies from spy tools, affiliates and traffic sources.)

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# INDUSTRY SUMMARY

By Matej Cechvala ('matuloo' on STM), Senior STM Moderator

Links: [Matuloo.com](https://matuloo.com), [Matej's STM Profile](#)

Dear affiliate marketing colleagues, you're reading the newest "What's Working in Affiliate Marketing" report, 2023 edition. And as the tradition commands, it wouldn't be complete without a "brief" summary for the lazy efficient busy ones among us.

Please take this write-up for what it is... a summary. Plenty of additional info can be found in the detailed replies from our participants, especially if you can read between the lines. (If that isn't enough to motivate you to go through the rest of this report: Many networks have decided to throw in a discount, welcome bonus, or some other perk – please find and take advantage of them.)

Don't be a lazy ass - at least scroll through the answers - you won't regret it, I promise! And now, without any further ado, let's dive into it.

## Covid... Uh, What Was That?

Let's start with some good news. Covid is gone, at least when it comes to the regulations and the impact it had on businesses globally. Conferences and meetups are back and I mean the live offline ones, not the online

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knockoffs. [Affiliate Worlds](#) in both Bangkok and Dubai were nothing short of amazing.

We may still see lingering impact, such as the newfound popularity of home office setups or supply chain problems... but not a single respondent felt the need to even mention covid at all.

Back to normal, I guess, which is NICE!

### **Now To Some Less Positive News.**

Seems like the inevitable has come upon us and the long period of market stimulation has come back to collect its tax. Inflation is through the roof, companies are laying people off left and right and we may be headed for a recession (if it's not already upon us).

Time will tell as to how damaging, if at all, it will be to our industry. But at least keep this in mind and plan your investments wisely. On a more positive note, the Affiliate Marketing industry is known for its ability to adapt quickly.

It's not like people would stop buying things completely. Affiliates just need to adjust their offering. While luxury items may face a decline, products and services that can help with personal finances or save clients' money will gain importance. And that means an opportunity for related offers. More on that later in this summary.

## **THE OVERALL STATE OF THE AFFILIATE MARKETING INDUSTRY**

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If I could use just one word to describe the current state of our industry, I would use the word "STABLE". No major shake-ups are in sight currently. Privacy issues, the end of 3rd party cookies, ad account problems, covid related issues... all of these have become more or less "old news" and both companies and individual affiliates have accounted for them in their strategies by now in one way or another.

Surprisingly, we haven't even seen too many doomsday prophets who would predict the end of affiliate marketing in the near future, which is kind of refreshing.

This doesn't mean that nothing has changed though! This industry is everything but stale and one has to stay on top of their game in order to survive.

To put it simply, none of the respondents have reported any major issues or upcoming challenges for our industry. For most, it has been business as usual and more or less smooth sailing.

## WHERE'S THE EASY MONEY AT?

Affiliate marketers, traffic networks, and even affiliate network reps all agree on one thing: Affiliate marketing is not an easy way of making stacks of cash anymore! And to be fair, it never was that in the first place.

It's a business like any other! It requires time, resources, investments, specialized skills, constant learning, and constant testing. Treat it right and the results can be VERY rewarding. Be lazy and expect miracles and you will fail miserably.



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Another popular question on the minds of many affiliates is: Can a lone wolf affiliate still make it? The answer is unanimous: Yes, it is possible, especially when you are a person of many talents. The majority also agree that to make it really big and scale to large numbers, you will need at least a small team or outsource all that you can.

In order to succeed, you need the right information on what performs currently and what to stay away from, so let's take a closer look.

## THE CURRENT TRENDS

As mentioned above, despite the overall stability, changes are always happening in the Affiliate Marketing space. Let's take a look at the major trends.

### WhiteHat vs. BlackHat

There is a general shift towards White Hat offers and promotional methods. Some people will always look for shortcuts and shady ways of making a quick buck, but the trend is clear, which is good in my opinion.

Most networks now carry white hat offers that are suitable for major platforms such as Facebook or Google Ads. The voice of participating affiliate experts is united: If you plan to stay in this game for the long run, white hat is the way to go.

### Rise Of The AI

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I'm sure you have noticed the recent AI craze, it's all over the news and AI-powered tools are popping up left and right. How does that apply to our business?

Most of the affiliate experts in this report are already using AI in some form. Surprisingly, it hasn't been mentioned by the networks almost at all. It may be too early for the bigger companies to implement AI at this point, but I'm pretty sure they are all cooking something in the background. Time will tell.

At this point, some networks are making use of automation and optimization, but that's more of a machine learning or data processing approach than true AI utilization.

On the other hand, affiliates are using AI on a much larger scale, as applied to ad copy, images, videos, and voiceovers. This allows affiliates to generate ads and landing pages more efficiently than ever.

If you want to stay on top of your game, definitely do explore the AI options that are out there. Having trouble with angles, ad copy, design inspiration... AI can help TREMENDOUSLY! ChatGPT is the obvious starting point, but the rabbit hole is way deeper. Dive into it now to find out how it can help your business!

## TRENDING VERTICALS

### E-commerce is Back!

After a temporary decline that had to do with the Covid regulations being lifted, Ecom companies and affiliates are reporting an increase in business. Most of the supply chain problems have been solved, operations in China are returning to normal, so the future's looking bright once more.

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There has been a change in what people buy though. Expensive luxury items are suffering, mainly due to the fear of recession. Instead, people are buying everyday goods such as home appliances and decor, consumer electronics, fashion, and beauty & health products.

## **Nutra Products**

Though it technically falls under Ecom, Nutra is a category on its own so let's spend some time on it. Thanks to human nature, people are always looking for shortcuts to achieve their goals. Why work out 3 times a week, when there is a "cheap" pill to burn your fat? As such, Nutra is an evergreen vertical that is not going anywhere.

And our participants confirm this. Straight sale, COD, and trial Nutra offers are all performing strong. When promoting these products, keep seasonality in mind. Some nutra products are seasonal - for example, weight loss offers boom before summer (beach season). Some can work all year long - for example vitamin supplements, hypertension treatment, and male health supplements.

## **Lead Generation**

This vertical has been around forever, and it's still running strong if not trending up. LeadGen is one of those verticals that can benefit from a recession. Think niches such as personal finances, insurance, value investments, mortgage refinancing, and debt relief. In uncertain times, the demand for saving money increases, and these offers can attract a lot of interest.



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And it doesn't stop here! Solar panels, window replacement, energy-saving appliances...whatever ways can decrease utility bills, there are customers for it.

LeadGen offers come in various forms and shapes. You can choose from simple email collection, PayPerCall offers, or survey/questionnaire-based offers. All of them can work, with the right funnel and traffic source.

### **Dating (Adult & Mainstream)**

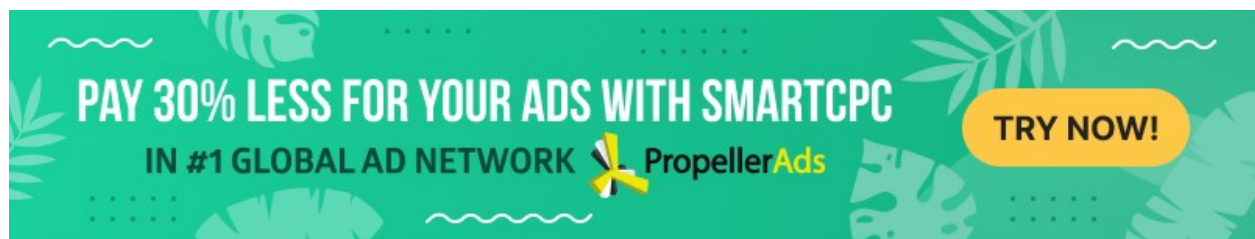
Another vertical that the majority of the respondents labeled as thriving, and it shouldn't be a surprise. In a world where everyone is glued to their smart phone screen, more and more people are searching for companionship online.

Both mainstream and adult dating offers are in great demand and fairly easy to promote. It's easier to start with adult offers, due to the more relaxed regulations and rules in the space.

Dating is a truly evergreen vertical and is not going anywhere. There are a ton of dating-focused networks out there so you won't have any problems finding lots of offers to test.

### **iGaming, Sports Betting, Casinos**

The rising popularity of these verticals came as a bit of a surprise. One would think that during these uncertain times, people would be more cautious when it comes to blowing their \$\$\$ on gambling and betting.



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However, the opposite seems to be true. Looks like users are willing to risk part of their income for the chance to win big. But we all know that the house always wins, which means plenty of profits for everyone involved.

These offers work surprisingly well in the less exposed GEOs such as LATAM, specifically Brazil and South East Asia. Traffic is cheaper there, so it may be worth a try!

## Sweepstake Offers

Another evergreen vertical. Sweeps have been with us for a good while and their popularity remains very high. You can go with SOI/DOI sweeps for easy conversion, or dive into CC submits for higher payouts.

Some changes have been reported when it comes to sweeps niches. In the past, it used to be all about winning the iPhone or Samsung Galaxy. That's no longer the case. Consumer electronics such as an Oled TV, garden appliances, and shopping vouchers to major store chains seem to be taking over.

Alternatively, many networks now offer "blank" sweeps offers. This setup allows the affiliate to construct their own funnel by offering whatever products they want. The network just collects the leads and monetizes them.

## TRAFFIC NETWORK TRENDS

Let's talk about traffic types and sources next.

A banner advertisement for PropellerAds. The background is dark green with a pattern of lighter green leaves and dotted lines. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and "PropellerAds" in white. On the right, there is a yellow button with the text "TRY NOW!" in black.

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## The Big Ones

Google remains the biggest traffic source out there and many affiliates are running their traffic to a variety of offers. In terms of quality, this traffic is the cream of the crop, no question here. The rules are strict, so not every affiliate offer or landing page passes moderation. But at least they have a solid support team which makes the platform relatively predictable and consistent compared to other sources.

Facebook & Instagram are huge too, but they have lost some ground in recent months. Users are moving to other social platforms and their notoriously bad support team doesn't make it any easier.

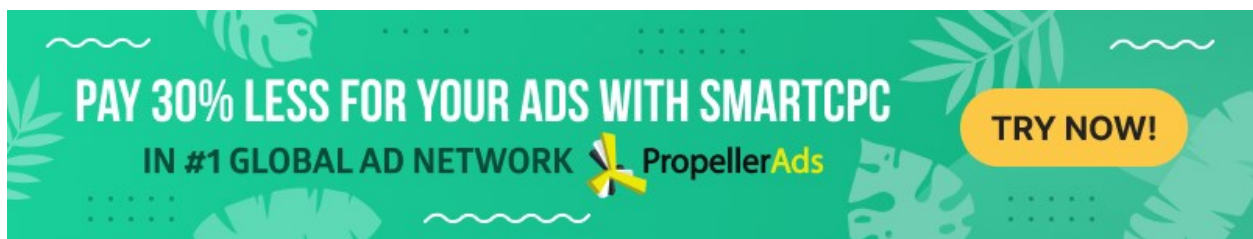
TikTok is definitely the winner in the past year! The platform has grown tremendously and there are no signs of stopping anytime soon.

Unless of course they get banned in the US, which happens to be back on the table. For now, it performs great for Ecom and LeadGen offers.

Snapchat, Twitter, Pinterest, and the rest of the social networks should be in the media buying mix of any Ecom affiliate for sure. The scale is nothing compared to the first 3 mentioned above, but there's still a ton of clicks available to buy.

Bing and Yahoo are still in the game too. Traffic quality can be very high and affiliates are finding success on these platforms with the right offers. Definitely worth a test.

The big trend with these large ad platforms is the use of agency ad accounts! For anyone who plans to run large volumes, having an agency account is pretty much a must. These accounts come at a price, but they also come with better support and ban resistance.



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There is no shortage of agency accounts providers either, you can find several ones directly on the [STM Forum](#).

## **Native Traffic**

This space is dominated by two major players - Taboola and Outbrain - followed by a whole bunch of "smaller" networks like RevContent, MGID, etc.

The bigger networks are more strict and won't let you run just anything. LeadGen and arbitrage (content & search) are where the money is currently. And Ecom of course, which always performs nicely on native traffic.

Smaller native networks tend to be more lenient, so mainstream dating, legit crypto, iGaming, and a wider selection of lead gen should be your verticals of choice.

Taboola also shared some news with us, they struck a deal with Yahoo for the following 30 years. This should result in a massive boost to their available volumes.

## **PUSH And POP Traffic**

These traffic types are especially popular for new affiliates who are just starting. Relaxed rules and regulations, decent volumes, easy setup, worldwide coverage, and cheap pricing... are just a few reasons why everyone recommends starting with either of them.

With regards to traffic volumes, not much has changed for POP traffic, but PUSH volumes have seen some decline. However, iOS should allow web push

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notifications in the future, so the situation may change. Once that becomes reality, collecting your own push list will gain importance again.

One way or another, if you thought these formats would die soon, you would be wrong. Both POP and PUSH remain the perfect training ground for any affiliate as has been the case in the past few years.

A wide range of offers are known to convert this traffic with ease, with some the most popular being: Dating, sweeps, gambling, mobile content, utilities (antivirus), finance offers, app installs, and gaming.

**There are more traffic types you can utilize as an affiliate - read the full report to find out more.**

## ADVICE FROM THE PROS AND THOSE WHO KNOW

Every year, we ask affiliate experts and network reps to share some advice with our readers. The goal is to help newbies maximize their chances of success and also provide the more experienced ones with some food for thought.

Below are the main points I was able to identify.

### **Network with people from within the industry.**

Pretty much every single participant has mentioned this. Affiliate marketing can feel lonely. You need to go out there and make friends. Attend conferences (such as the [Affiliate World Conferences](#) that many contributors of this report is recommending highly – [click here for the STM discount](#)), join

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC IN #1 GLOBAL AD NETWORK" followed by the PropellerAds logo (a yellow propeller) and the text "PropellerAds". On the right side, there is a yellow button with the text "TRY NOW!". The background features faint illustrations of tropical leaves and wavy lines.

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forums (such as [STM](#) – use coupon code **STMWW23** for 40% off first month), make connections with affiliate managers. Build your professional circle!

### **Education is key!**

Learn from others and don't repeat their mistakes. There is a ton of information out there - utilize it. You need to stay on top of your game by following current trends and having access to crucial info. There is always someone who knows something you don't. Choose who you follow wisely!

### **Build a team or outsource.**

You can definitely start on your own and even reach solid success as a lone wolf affiliate. But to really grow, you will need help from others. Outsourcing the repetitive tasks or jobs you are not good at is the way to go. Building your own team would be even better.

### **Treat Affiliate Marketing as the business that it is.**

There is no easy money to be made! AM is a serious business with all its pros and cons, so treat it like one. Be ready to invest, be ready to fail, and be ready to work!

### **Track everything and test, test, and test some more!**

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As a performance marketer, you need to make data-based decisions. Track everything that you can. Collect data on your users and utilize it to target them better. Optimize campaigns based on real data, not feelings or assumptions. Be ready to test a lot and then test some more. That's the real key to success.

### **Do NOT just copy others.**

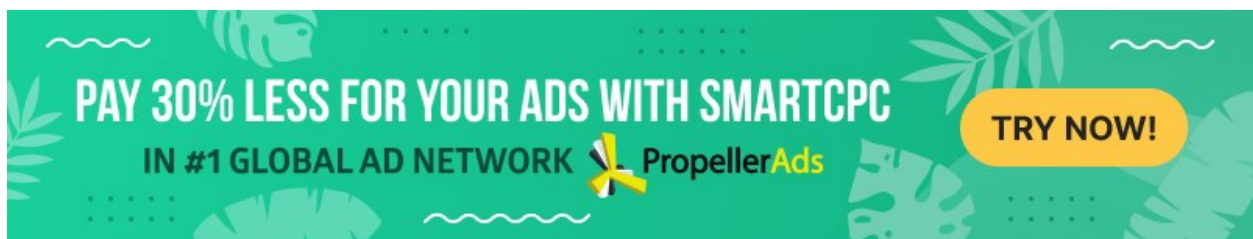
The days of copy & paste campaigns are gone. Feel free to get inspiration from others but add your own twist. Try various creatives, designs, landing pages, and offer types. Experiment with various traffic types and sources. Those who can innovate always get first-mover advantage to reap the benefits.

### **Stay focused and don't give up too early.**

This has to be the most common mistake that affiliates make. Losing focus, jumping from one thing to the next, and giving up too early. Don't make this mistake! Focus on one thing when starting. Once you gain some level of confidence, feel free to venture out.

Nobody becomes a successful affiliate overnight, so don't expect this to happen in your case. You will fail at first. If you give up too early, you may just miss out on a life-changing adventure.

### **Explore untapped markets!**



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Everyone wants to run traffic in the USA and that may not be the best route. These days there is no shortage of international offers or traffic. Eastern Europe, Asia, Arabic countries, LATAM – these regions have cheaper traffic and more and more offers available. Consider exploring them.

*THE END*

Congrats on making it to the end of this summary! I hope you have learned something or at least confirmed your own findings. Let me remind you that there is much more info to be found in the rest of this report. Be sure to go over as much of it as you can.

(P.S. If you ever feel lost or lonely on your affiliate marketing journey, [come join us on the STM Forum!](#) Our skilled team of moderators and many experienced members are always [ready and happy to help!](#)

See you inside!)

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# DISCOUNTS AND BONUSES

Some of the contributors of this report have generously agreed to offer discounts/bonuses to you, the reader!

Please note that the following discounts and bonuses may be time-sensitive, so be sure to redeem ASAP to avoid disappointment!

## From Spytools

**Adplexity Push:** [Click here](#) to get discounted pricing of \$129/m

**Adplexity Mobile:** [Click here](#) to get discounted pricing of \$149/m

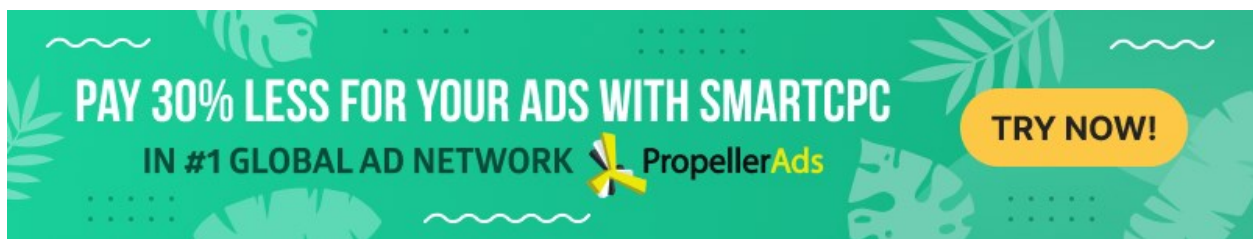
**Adplexity Native:** [Click here](#) to get discounted pricing of \$169/m

**Adplexity Desktop:** [Click here](#) to get discounted pricing of \$149/m

**Adplexity Adult:** [Click here](#) to get discounted pricing of \$149/m

**Adplexity Carriers:** [Click here](#) to get discounted pricing of \$129/m

**Anstrex Native, Anstrex Push, Anstrex Dropship, Anstrex Pop:** Use promo code **stm\_forum\_20** for 20% lifetime discount



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## From Traffic Networks

**Adcash:** For new clients, use promo code **STM23** to get a 20% bonus on first deposit of \$/€200 to \$/€1000. (Instructions: Create new Adcash account, deposit between \$/€200 and \$/€1000, apply promo code STM23.)

**Adsterra:** Use coupon **TA7A38YN** for \$100 bonus upon \$400 deposit; use coupon **GFSCVK11** for \$300 bonus upon \$1000 deposit.

**Clickadu:** From George Minski: Apply my personal promo code **GEORGE\_STM** to get +\$20 bonus on your first \$100-300 deposit, or +10% bonus on your first \$300+ deposit, and I will contact you right after.

**HillTopAds:** Get +20% bonus upon \$100+ deposit - use promo code **STMFORUM**.

**Juicyads:** Use promo code **STM2023** to get deposit match up to \$100.

**MGID:** For new MGID clients, add \$100 to \$10,000 and receive a 23% welcome bonus on top of your first deposit. If you are already registered with MGID, contact your manager for your personal bonus conditions.

**PropellerAds:** For new PropellerAds clients, get a \$75 bonus on a \$250 deposit with promo code **PropellerSTM**. (Instructions: Register at PropellerAds, go to "Add Funds" section in your account, paste code PropellerSTM in the 'PromoCode' field. Note: Not available for wire transfers.)

**RichAds:** 12% bonus on first deposit – use coupon **STM12**.

**Traffic Nomads:** For new registrations only, use promo code **STM10NOMADS** to get +10% bonus on first deposit.



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**Twinred:** Get up to 20% cashback on video formats (valid until end of April 2023). [Click here for details.](#)

**Zeropark:** Use code **STM2023** to get 20% extra credits for top ups from \$1k to \$5k. The promotion is valid for new clients (first top up only) until December 31, 2023.

## From Affiliate Networks

**Adsempire:** Get \$1000 welcome bonus by making \$10k+ revenue in the first 3 months, or get \$500 by making \$5k+ revenue in the first 3 months.

**Adverten:** +10% bonus added to first payment.

**Alfaleads:** New registrations only, claim +5% bonus on top of first payout using promo code **FROMSTM**. (Instructions: Either enter the promo code in the "How did you find out about us" section during registration, or text the promo code to Alfaleads' customer care team.)

**ApproachX:** Extra 6% welcome bonus, plus instant account approval.

**Big Bang Ads:** Sign up using code **STM-AMY-15** to get weekly payments and 14% payout increase for 1 month after sign up date.

**Cpamatica:** Extra 10% added to first payout for new affiliates – apply coupon **CPAMATICA10** during registration.

**Crakrevenue:** Join Crakrevenue using promo code **STM10** to get a 10% payout bump on your first commission.

**Leadbit:** [Please see this page](#) for all available bonuses.



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**Masters in Cash**: For new publishers, up to 20% bonus payout on CPL offers – please find [details here](#)!

Also: 20% discount on consulting and hiring through Affpal. (Reach out on Telegram Umbalabob or Skype s.muehli and refer to STM.)

**Mobidea**: Sign up today to get a 10% bonus on your first payout (maximum of \$1,000). (Instructions: Sign up through [this link](#), send an email to [onlinemarketing@mobidea.com](mailto:onlinemarketing@mobidea.com) with the subject "STM Report Promo" and let them know you are applying for the bonus.)

**Propush**: Use promo code **PROPUSHSTM** to get +\$50 bonus on your first payout. (Instructions: Enter promo code in the 'PromoCode' field while registering.)

**Rocahead**: Get +10% top-up bonus by [signing up here](#) – new sign-ups only, valid for first 3 months of activity. (Also: 5% lifetime referral commission as long as your account is active.)

**Sinum Vendo**: Generate \$1k-5k in paid revenue, and get a 5% bonus. Or generate \$6k-10k in paid revenue, and get a 10% bonus. (Also: reach out to Bobby for more customized deals or information/questions about the bonus system: Skype: bobby.verlaat1)

**The Lead Wolves**: Make \$500 within first 3 months after signing up, and get a \$50 bonus payout.

**Traffic Company**: [Sign up through this link](#) to get 85% revshare on our in-house Click2Call (IVR) campaigns for 2 months.

A banner advertisement for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. The main headline reads "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC". Below it, in smaller text, is "In #1 Global Ad Network". To the right of this text is the PropellerAds logo, which consists of a yellow propeller icon and the text "PropellerAds". Further to the right is a yellow button with the text "TRY NOW!".

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# INTEL FROM SPY TOOLS

## Adplexity, Dmitry Romanchuk, Sales and Partnerships

**Websites:** [Adplexity Native](#), [Adplexity Mobile](#), [Adplexity Push](#), [Adplexity Desktop](#), [Adplexity Adult](#), [Adplexity Ecommerce](#), [Adplexity Carriers](#)

(Steep discounts are available for this entire suite of tools! Please find them in the **"Discounts and Bonuses"** section of this report.)

## What's Working in 2023

AdPlexity is an intelligence tool which provides users with fresh data about affiliate campaigns from all over the world. You can monitor trends, check your competitors or just download landings and creatives. It's up to you.

Since AdPlexity was created - affiliate marketing has changed a lot. Some verticals, which were really small in the beginning - became a major piece of the industry. Others are the opposite - went from the largest piece - to becoming just a niche for training newbies.

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned between "NETWORK" and "PropellerAds". To the right, there is a yellow button with the text "TRY NOW!". The background features faint white wavy lines and leaf patterns.

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No matter who you are: Old affiliate who earned his first money in affiliate marketing in 2012 when the industry was taking off; affiliate manager in a big network; media buyer; or a beginner with a small budget - AdPlexity is something that will help you see what is going on in the market.

## **Main Verticals in 2023**

**Crypto** is a funny thing. One of the largest crypto companies FTX became bankrupt. Bitcoin price was going down and down in 2022. I was checking the interest in this niche in June, when BTC had very low positions and some of the big NFT projects failed. I was shocked, and even asked our developers if they are sure about the freshness of our data. Amount of crypto campaigns was increasing in spite of this. So no matter what happens - crypto is always a vertical with high competition but good money.

**Dating.** Finally, after a couple of years staying at home, people are back to their offices. They are sitting in cafes and restaurants, visiting football matches and concerts. Suddenly no one is afraid of covid anymore. And of course people are dating IRL. This niche was one of those from which the affiliate marketing industry started. Many things have changed. Approaches, creatives, cloaking, funnels. But the main idea remains the same.

**Nutra.** Regarding this vertical, I've got the same thoughts as for dating. In 2022 people got out of their homes and suddenly realized that sitting on the sofa with a laptop for 16 hours/day wasn't a good idea.

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Going to the gym? Morning jogging? Swimming in the pool? Of course not. I'll find an easier way.

That was their thought and nutra offers hit the spot.

## **Main Traffic Sources in 2023**

**Facebook.** Meta's shares fell to 70%, Facebook was going to fire many people. Scary news of 2022.

It's a hard thing for solo affiliates to stay in business with FB. Bans without any reason, support not answering for months. All these things are difficult. But there is a lot of money involved, so after 5 minutes of shouting at your monitor after your new account was blocked due to "suspicious activity", you're purchasing a new account and starting from the very beginning, because there is a lot of money in FB.

**TikTok.** Last year, I wrote that I didn't believe in TikTok when it was taking its first steps. Since then, I realized that was a big mistake. Now it's a huge market, which can even bite FB in the nearest future. It's still on its formative stage. A lot of things will change in the next 2-3 years. At AdPlexity we've decided to learn more about that. Our research gradually led us to the understanding that people need a research tool for this platform.

So development of AdPlexity TikTok was started, and we're going to release it this year. Stay tuned!

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**Google.** Simple rules, user-friendly interface, trusted company. It's all about Google and Google Ads. Choose your niche and geo depending on your budget and start bidding. Everything is clear and easy to understand.

**Native.** Still an interesting source. It's pretty competitive, and pricing for traffic is not for newbies, but the reward can also be high if you do everything right. There are enough niches in native you can choose from. But remember here you always need to be in the know - check trends and be ready to change vectors and priorities. Only then you'll be successful here.

**Push.** Gradually it's trending down. You should carefully check what exactly you'd like to run with push traffic. Not all kinds of offers would be good to launch there. Nowadays newbies are mostly starting with this type of traffic: as there are not so many bots, starting a new campaign is quite simple, prices for traffic are much lower than for native.

**Pop.** Still performing well. You wouldn't have such big revenue as in native but the traffic is cheap, launching is easy and quick. So if we're talking about sweeps, antivirus or apps - this is the right traffic to buy.

## **Best Advice for Newbies Starting Affiliate Marketing This Year?**

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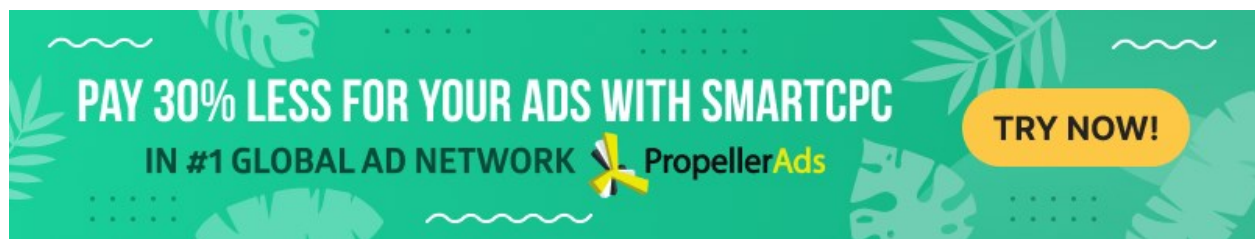
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It's always difficult to start something new. Affiliate marketing is not a place where you can come with \$100 and leave in a couple of weeks with \$5000 anymore. Fairy tales about seeing zero conversions before you go to sleep and waking up with thousands of dollars are rare in real life. Affiliate marketing is a business you should work hard to develop. Analyze, be on top of trends and make your campaigns creative.

It's hard to be a solo affiliate at this time. As in the animal world, a flock will always be more successful. So if you can, find a team and join them. If you can't find a good team - check which part of work takes the most time for you and hire a freelancer for it.

Remember: Investing is a part of the affiliate industry. It doesn't mean that you should waste your money on shitty services and suspicious experiments, but it would be a good idea to automate your work as much as you can, instead of working 12 hours/day and burning out after 2 months.

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## Anstrex, Hiren Shah, Founder and CEO

Links: [Anstrex.com](https://anstrex.com), [Anstrex's STM Profile](#)

**DISCOUNT:** Use promo code **stm\_forum\_20** for 20% lifetime discount

The affiliate marketing landscape of 2023 is a world full of opportunity — and one where knowing your way around a competitive intelligence tool is essential!

As an advertising spy-savvy affiliate, you're undoubtedly curious about which verticals will bring in the most money this year. One thing's for sure: It's going to be an exciting journey full of twists, turns, and huge rewards if you play your cards right. With gadgets becoming more and more sophisticated, new niches are emerging as never before.

There are plenty of lucrative markets out there for you to explore! Knowing what's trending and where the market is headed can make all the difference between success and failure in today's competitive affiliate marketplace.

To help you get started right, we have a few insights that'll help boost your affiliate marketing business this year.

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" is written in yellow, followed by the PropellerAds logo (a yellow propeller) and the text "PropellerAds" in white. On the right side, there is a yellow button with the text "TRY NOW!" in black.

**PAY 30% LESS FOR YOUR ADS WITH SMARTCPC**  
In #1 Global Ad Network  PropellerAds **TRY NOW!**

Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

## **What's Working in Native Ads?**

If you're thinking about getting into affiliate marketing this year and want to ensure that you don't miss out on the best native ad verticals, then it's time for you to meet the 2023 up-and-comers! With native ads helping increase customer engagement in a variety of industries, there are plenty of opportunities for affiliates to capitalize on.

We're here to tell you that native ads are definitely still here to stay and have shown promising results across the board. From consumer goods to solutions focused specifically on health products, there's something for everyone.

And with ever more sophisticated tools becoming available, there are no limits as to how much money you can start earning. Here are some of the affiliate verticals that are showing potential for native ads this year:

### **1. Health**

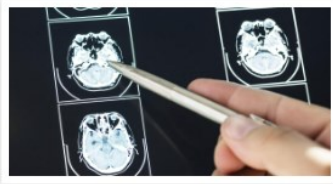
The Health niche is one of the hottest categories to explore. With more and more people now being aware of their physical and emotional well-being, it seems natural that health and wellness products have become popular worldwide.

Health programs just keep growing in popularity and success, with providers offering lucrative conversion models like CC submits or Cash on Delivery (COD). For those looking to promote something that won't go out of style soon, it's worth investing in health-related content and offers — it could be a winning combo for a prosperous 2023!

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned between "NETWORK" and "PropellerAds". To the right, there is a yellow button with the text "TRY NOW!". The background features faint white outlines of tropical leaves and wavy lines.

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Feb 01, 2023 Feb 16, 2023




**5 Herbs Help Prevent Dementia**  
Nutreance

6888 51800

Google

🇩🇪 🇩🇰 🇧🇪 🇦🇺 🇨🇭 +4

Jan 06, 2023 Feb 15, 2023




**The potent tonic replaces the blue pill for thousands of men (Watch)**  
Day News

28 1073

Revcontent Clickbank

BeMob 🇩🇪 🇧🇪 🇨🇪 +36

Apr 11, 2022 Apr 11, 2022




**Simple Method Relieves Prostate (Watch)**  
Health Today | Sponsored

2 63

Outbrain Clickbank

🇨🇦

Oct 21, 2022 Feb 14, 2023



**Fighting Diabetes? This Discovery Leaves Doctors Speechless!**  
Life Product

2349 78848

Revcontent Clickbank

BeMob 🇸🇪 🇧🇪 🇨🇪 +57

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In #1 Global Ad Network  PropellerAds **TRY NOW!**

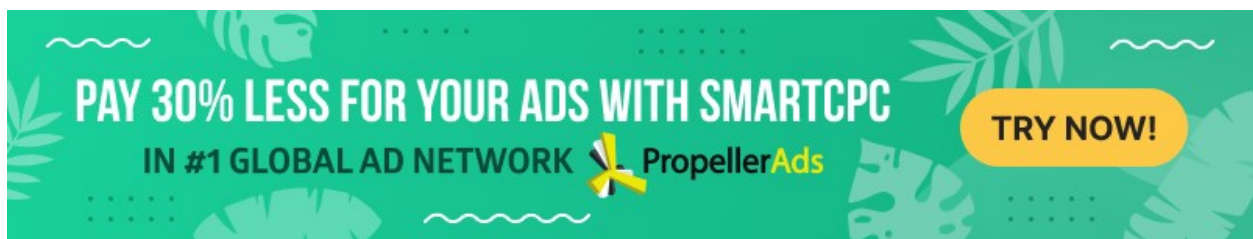
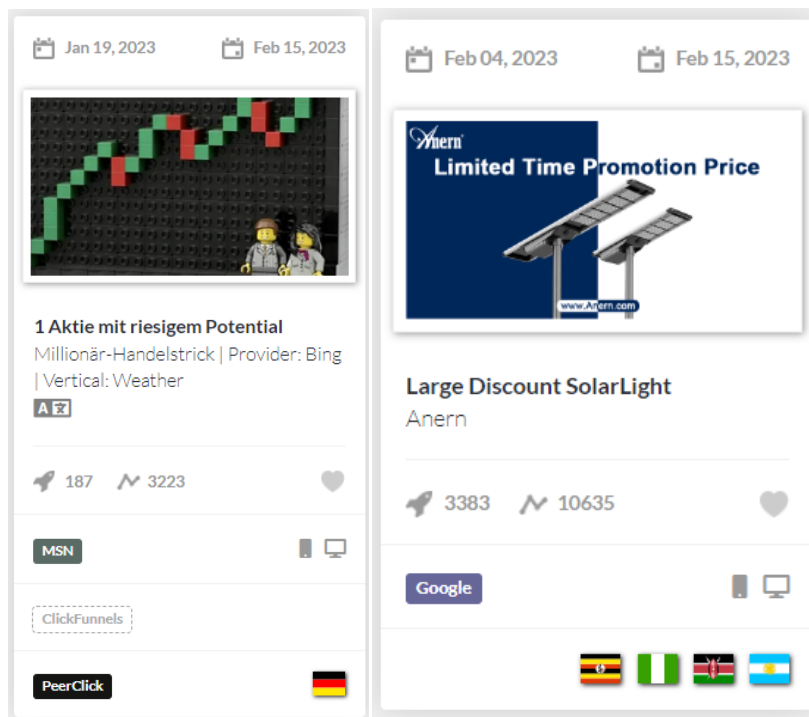
Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

## 2. LeadGen Offers

Choosing the right affiliate category to promote through native ads can be quite a tricky job in 2023, but we'll let you in on a little secret — lead gen offers are among the best!

With the right offer that provides lucrative payouts, affiliates can get plenty of bang for their buck. Plus, audience preferences for high-value content are on the rise — and there's no better way to give people what they want than through native advertising.

Among those that pay well fall under finance, insurance, mortgage, and solar-related niches. Here are some excellent examples:



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Feb 08, 2023 Feb 15, 2023



**HAUSSE DES FACTURES D'ÉLECTRICITÉ :  
CETTE ASTUCE POURRAIT VOUS SAUVER**

5,91€ TTC

**Panneaux 100% pris en charge  
Électricité Gratuite**

**A Z**


155 2151

Google

ClickFunnels



Dec 15, 2021 Feb 15, 2023




**Adults Over 50 Should Get This  
Large Benefit (Check If You Qualify)**

National Family

2 517

Revcontent

ClickFunnels



To find good lead gen offers, use the Technology filter, then select Clickfunnels. To see high-performing ads first, simply sort the results in descending order for Ad Gravity and/or Ad Strength.

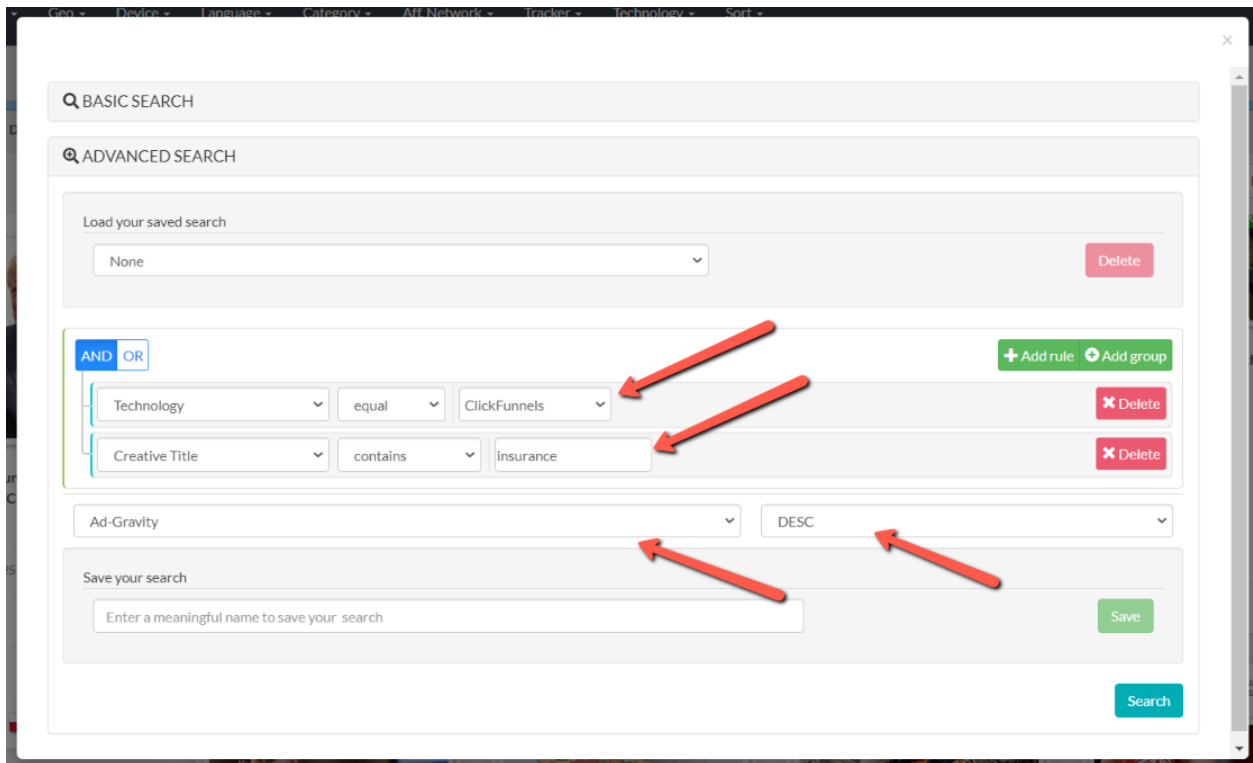


**PAY 30% LESS FOR YOUR ADS WITH SMARTCPC**

In #1 Global Ad Network  PropellerAds

**TRY NOW!**

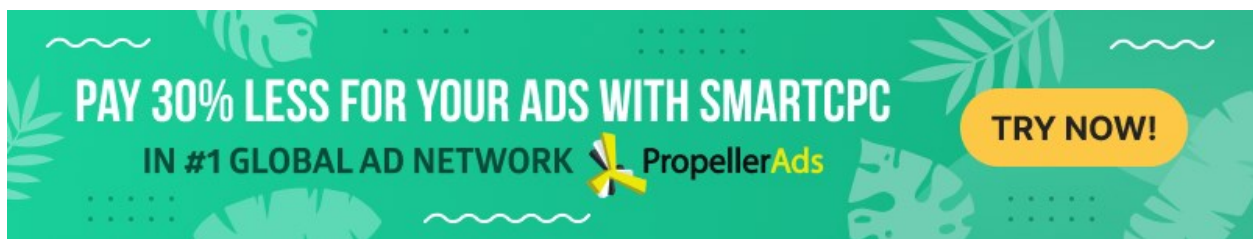
Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!





### 3. E-commerce and Consumer Goods

Shopping online is becoming more and more popular every year, so it should come as no surprise that e-commerce and consumer goods are one of the top choices for affiliate categories to promote through native ads this year. With this continuing trend, companies are getting smarter about how they reach customers than ever before.

From sporting goods to electronics and everything in between, consumers are hungry for deals and discounts in the retail sector.

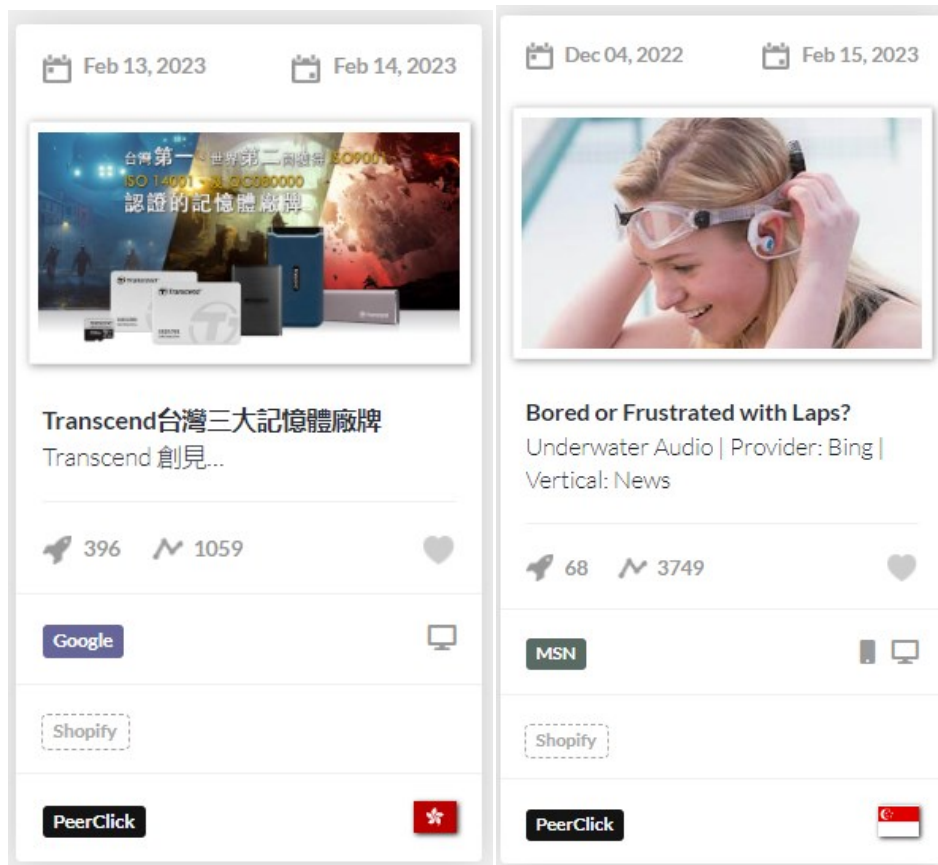


Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

<p>Feb 11, 2023      Feb 13, 2023</p>  <p><b>No More Belly Bloat</b> ProLon Kuwait</p> <p>333    2139    ❤️</p> <p>Google    📱 🖥️</p> <p>Shopify</p> <p>PeerClick    🇰🇼</p>	<p>Feb 14, 2023      Feb 14, 2023</p>  <p><b>Vélos gravelreconditionnés</b> The Cyclist House</p> <p>264    528    ❤️</p> <p>Google    🖥️</p> <p>Shopify</p> <p>PeerClick    🇫🇷</p>
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Everyone wants a piece of the e-commerce industry involving consumer goods, and native advertising gives businesses that opportunity to make money online — if you do it right.

When using Anstrex to search for e-commerce offers, don't forget to use the Technology filter and select either Shopify, WooCommerce, BigCommerce, or other e-commerce platforms.

Also, foreign audiences are growing in e-commerce, so for cheaper clicks and better payouts, turn your sights on non-English speaking countries.



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## 4. Utilities

The online world is transitioning to 5G networks and beyond, so there is no question that people need an extra layer of security and protection in order to navigate this brave, new digital world.

That's where antivirus and utility software comes in! Today's apps are more sophisticated than ever before, giving you not only peace of mind but also convenience.

The image displays three screenshots of utility software offers from an affiliate network. Each offer includes a date range, a thumbnail image, the product name, the provider, and engagement metrics.

- Offer 1:** "Start Download" by PCSystemFix.com/Drivers. Dates: Dec 13, 2022 to Feb 16, 2023. Thumbnail: A person looking at a blue error screen. Metrics: 2529 clicks, 53206 views.
- Offer 2:** "AVG™ Free Antivirus2023" by AVG. Dates: Jan 30, 2023 to Feb 16, 2023. Thumbnail: A laptop displaying the AVG interface. Metrics: 3068 clicks, 41936 views.
- Offer 3:** "Drivers Update" by PC Helpsoft. Dates: Dec 24, 2022 to Feb 16, 2023. Thumbnail: A hand holding a clock next to a laptop with various icons. Metrics: 10865 clicks, 268652 views.

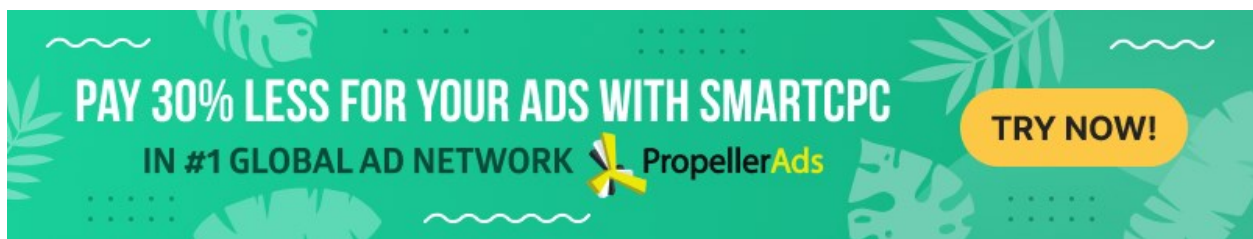
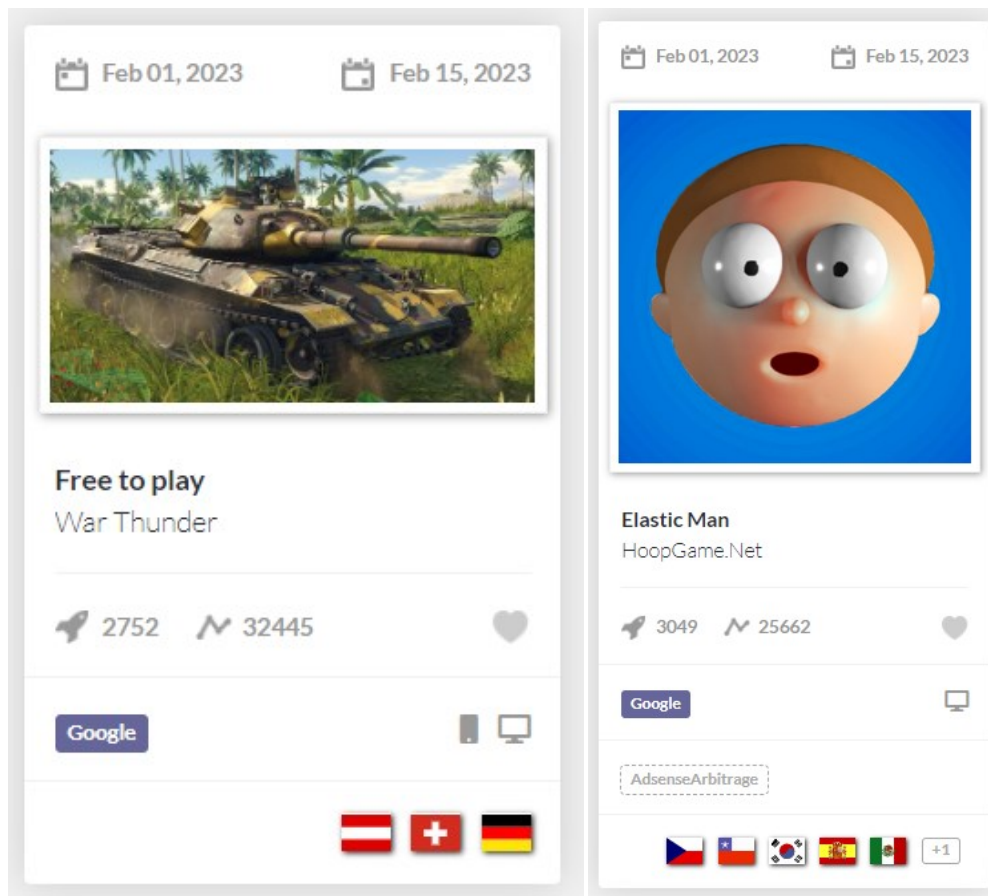
Each offer also features a "Google" button, a mobile/desktop icon, and a row of country flags with a "+X" indicator.

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## 5. Online Games

With rich ad experiences and an innate ability to capture attention, native ads provide more room for the promotion of online games without being overly intrusive. Whether it's psychological triggers or creative use of visuals, successfully promoting an online game through native ads can make all the difference in whether it succeeds or fails.






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 Dec 06, 2022
  Feb 15, 2023





**Download Now**  
 Mixgamersworld






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 4113
  66835
 


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[Google](#)



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+40

 Feb 02, 2023
  Feb 15, 2023





**3D BrowserMMORPG. PlayFree.**  
 Flyff Universe






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 4050
  14915
 

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[Google](#)



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+2

**PAY 30% LESS FOR YOUR ADS WITH SMARTCPC**  
 In #1 Global Ad Network  PropellerAds

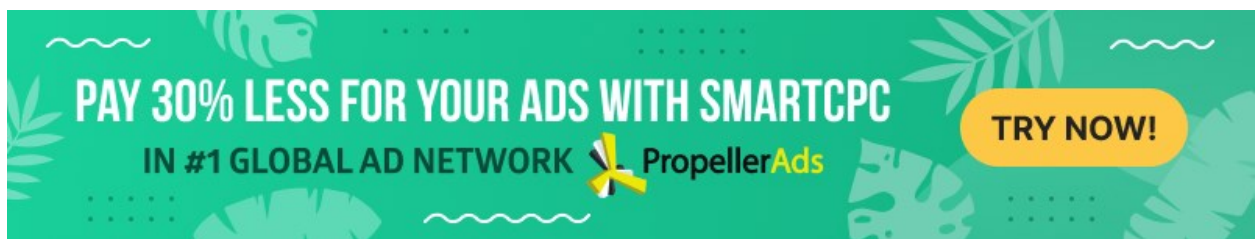
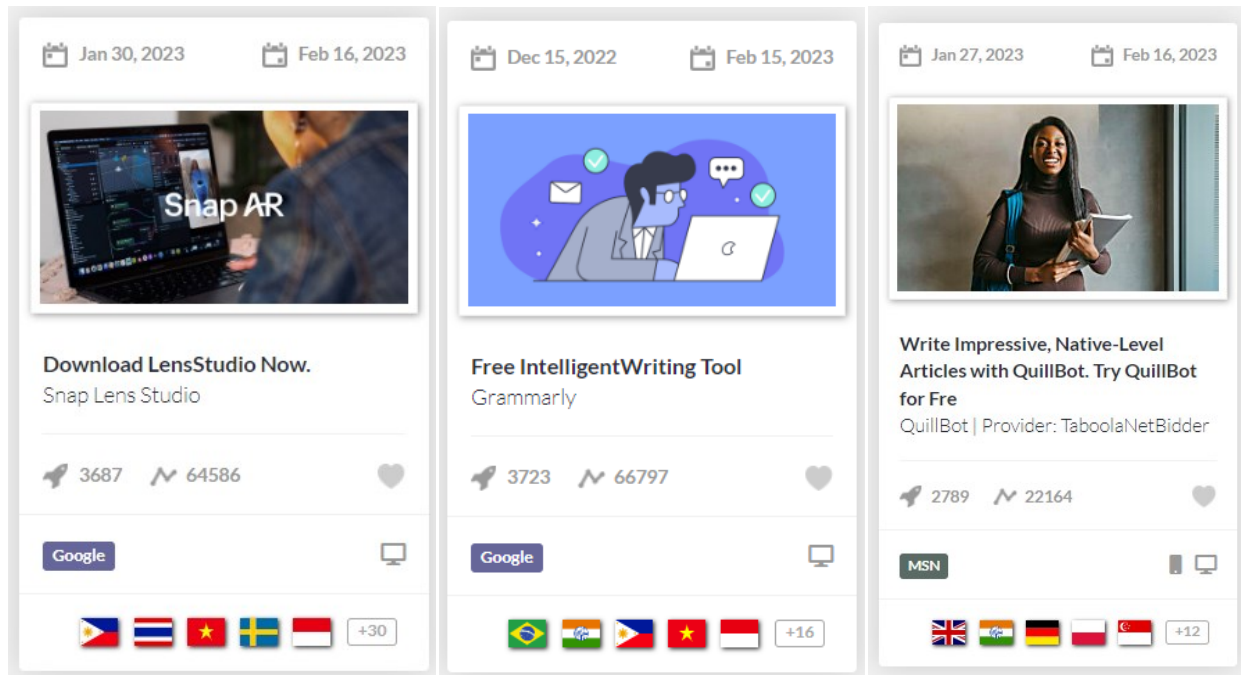
[TRY NOW!](#)

Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

## 6. Work-related Apps

The landscape has shifted ever since the pandemic. In 2023, we will continue to rely on our digital devices for everyday tasks, including work, making the promotion of work-related apps through native advertising an excellent way for affiliates to stand out in a sea of online competitors.

Whether it's for introducing a new app or encouraging downloads of existing ones, the use of native ads is an efficient marketing strategy for this vertical.

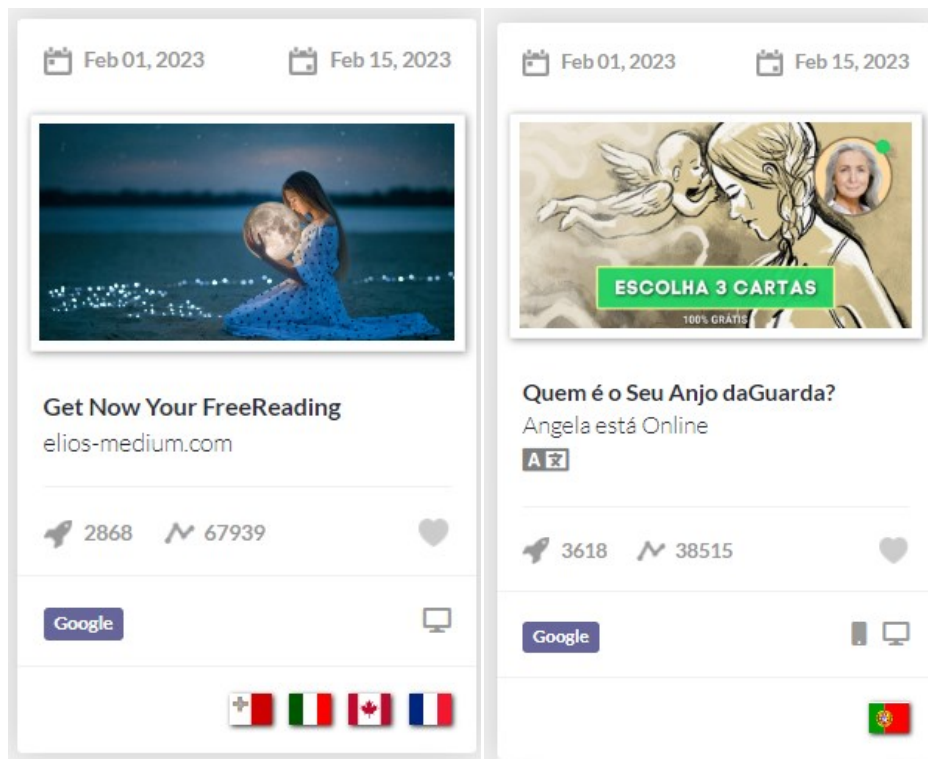


Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

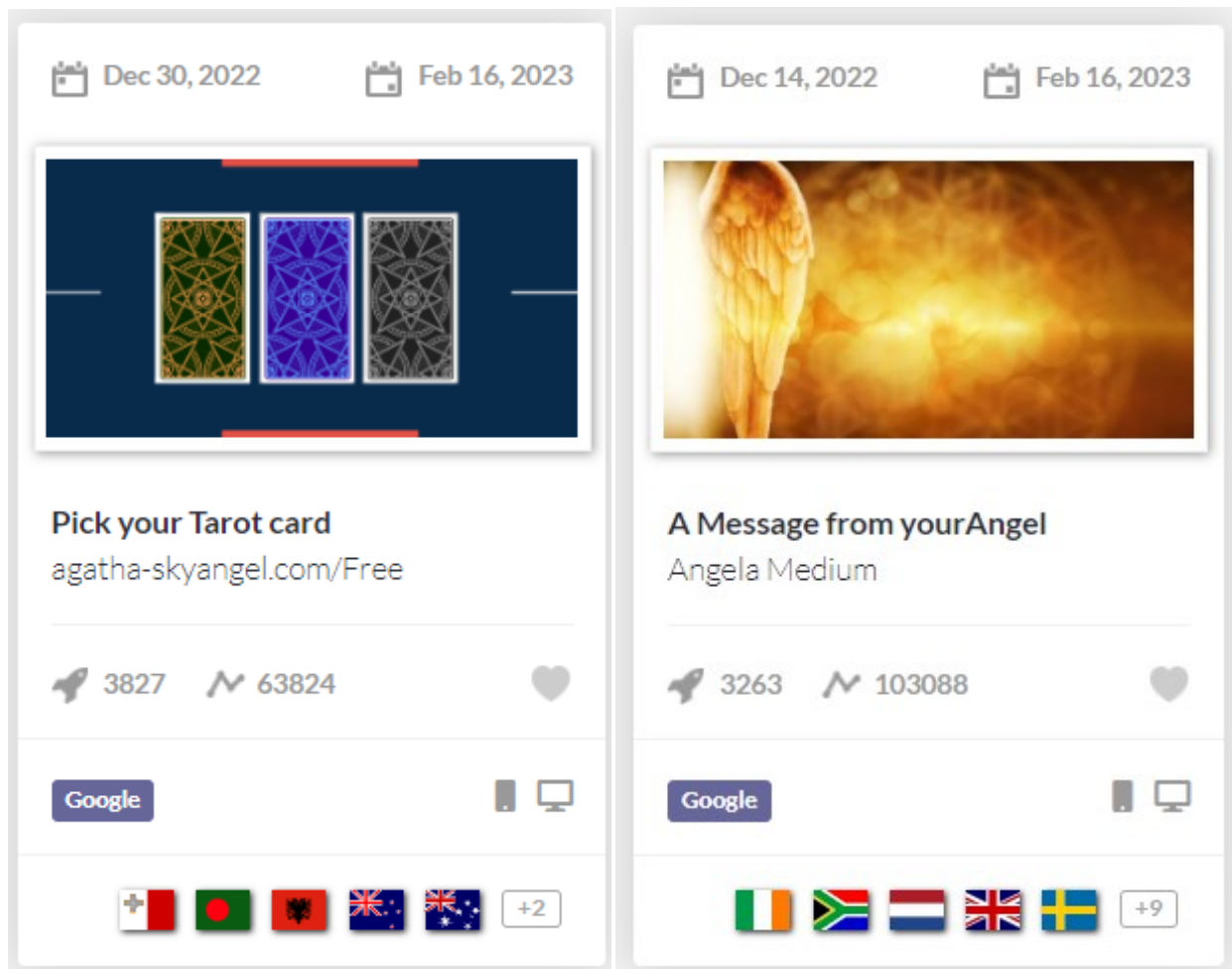
## 7. Psychic and Astrology

The past decade has seen a rise in the interest of people in the fields of astrology and psychic readings. This trend is expected to increase exponentially in 2023, as people are beginning to experience more comfort with embracing the unknown.

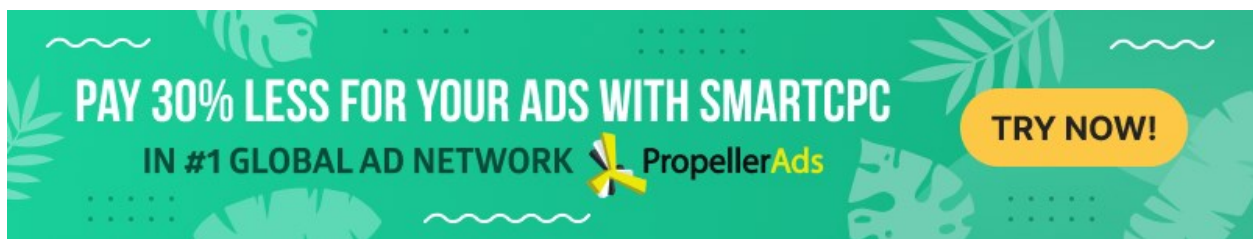
With advances in technology and accessibility, it's now easier than ever for anyone to explore what the universe has to offer when it comes to divination!



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As for affiliate marketers, we recommend not turning to divination when it comes to media buying and instead looking for reliable methods of researching top ads — such as spy tools!



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## **What's Working in Push Notification Ads?**

Push notification ads have become a reliable source of revenue for many publishers, even though push ads' steep rise in 2018 was also followed by a quick decline a couple of years later.

Still, if you know what to promote, it can be your heavy hitter. Why not hit the ground running and make sure you're capitalizing on the correct vertical or category?

### **1. Online Games**

One of the verticals that is likely to get the most attention is online gaming for both mobile and PC titles alike. While this segment has always had a presence in the space, we're seeing increased engagement through push ads. This directly translates into more opportunities for affiliates.



A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and "PropellerAds" in white. On the right side, there is a yellow button with the text "TRY NOW!" in black. There are also small yellow dots scattered around the text.

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In #1 Global Ad Network  PropellerAds **TRY NOW!**

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Nov 28, 2021 Feb 15, 2023

You got (1) game invitation  
Accept and get your welcome reward?



608 4441

PropellerAds Plarium





Feb 11, 2023 Feb 15, 2023


Play Roblox Today  
Play with friends for Free

857 2220 \$

PropellerAds

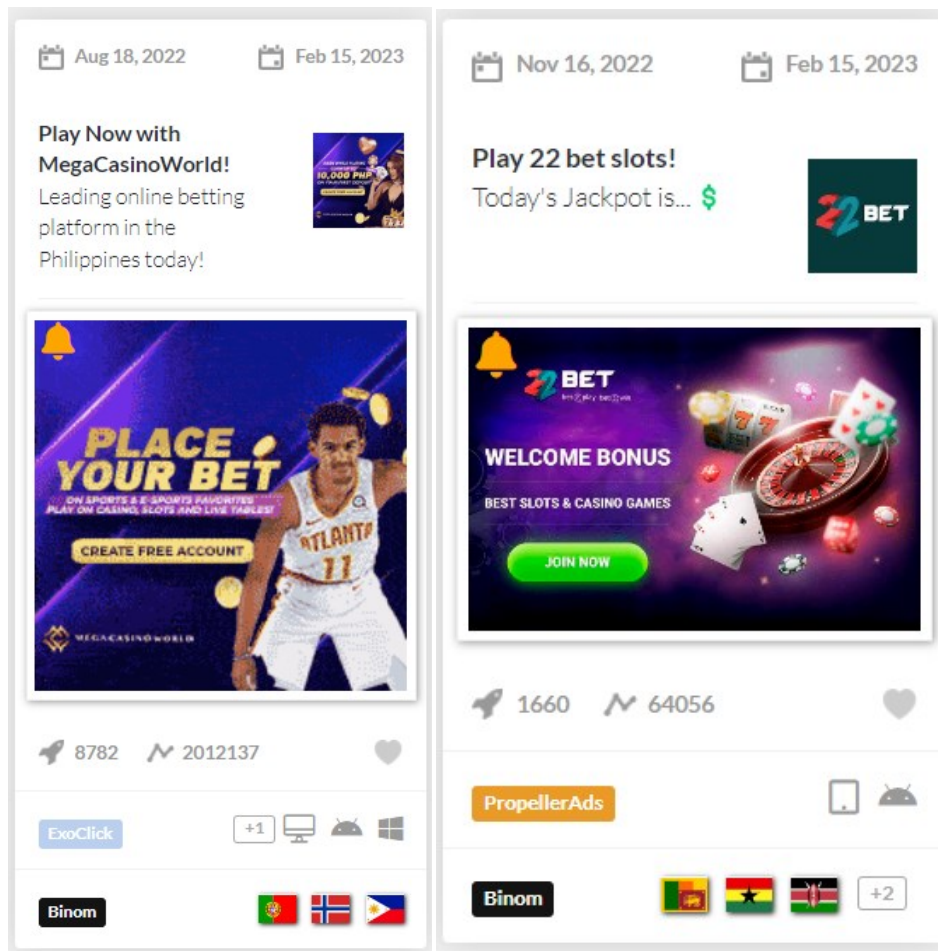





PAY 30% LESS FOR YOUR ADS WITH SMARTCPC  
IN #1 GLOBAL AD NETWORK  PropellerAds [TRY NOW!](#)

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## 2. Casino and Gambling

We've seen a massive resurgence in interest around games of chance, as people look for quick and easy ways to win big in this uncertain world. Push notifications offer an ideal way to capitalize on this shift — allowing players to access new offers and info conveniently and quickly.



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Jan 14, 2023 Feb 15, 2023

Play casino games and win big!






422 11873

PushGround




Jan 25, 2023 Feb 15, 2023



Play Spin 2 Win on betika.com Win Now!





40 978

PropellerAds

+1

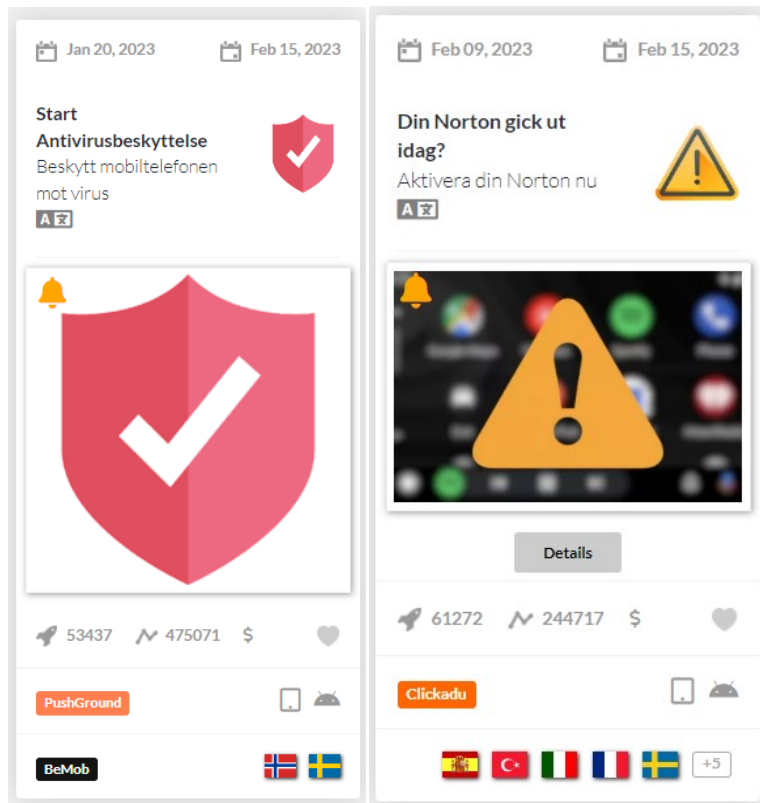
**PAY 30% LESS FOR YOUR ADS WITH SMARTCPC**  
 IN #1 GLOBAL AD NETWORK  PropellerAds [TRY NOW!](#)

Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

### 3. Antivirus

With so many users utilizing their mobile devices and personal computers for day-to-day activities, there has been an increase in mobile applications and desktop programs. This also comes with a rise in viruses, malware, trojan, spyware, etc.

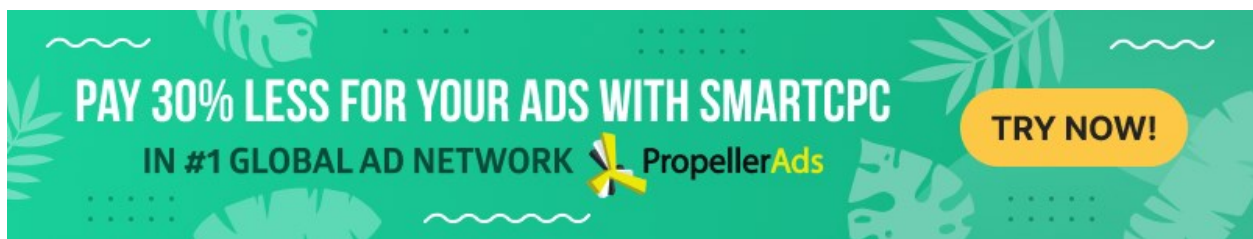
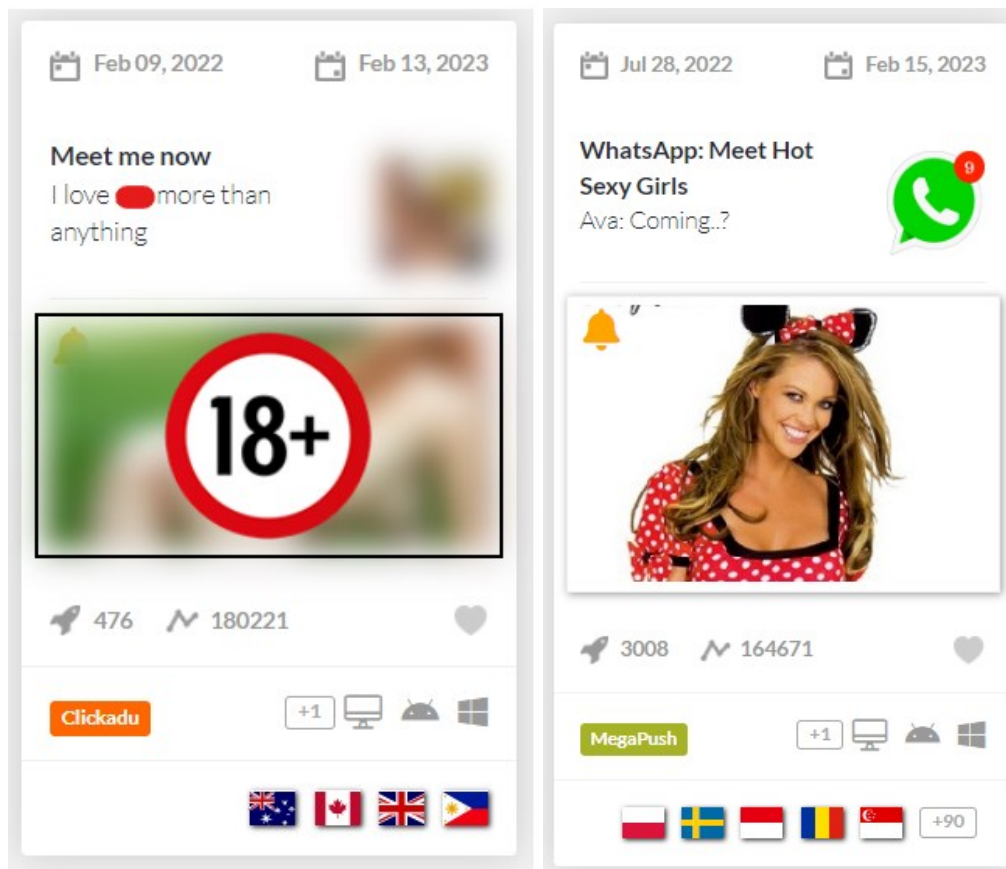
As such, it makes perfect sense that people should invest in a reliable antivirus program to protect their devices from malicious threats, making this niche among the top choices for offers to promote using push notification ads.



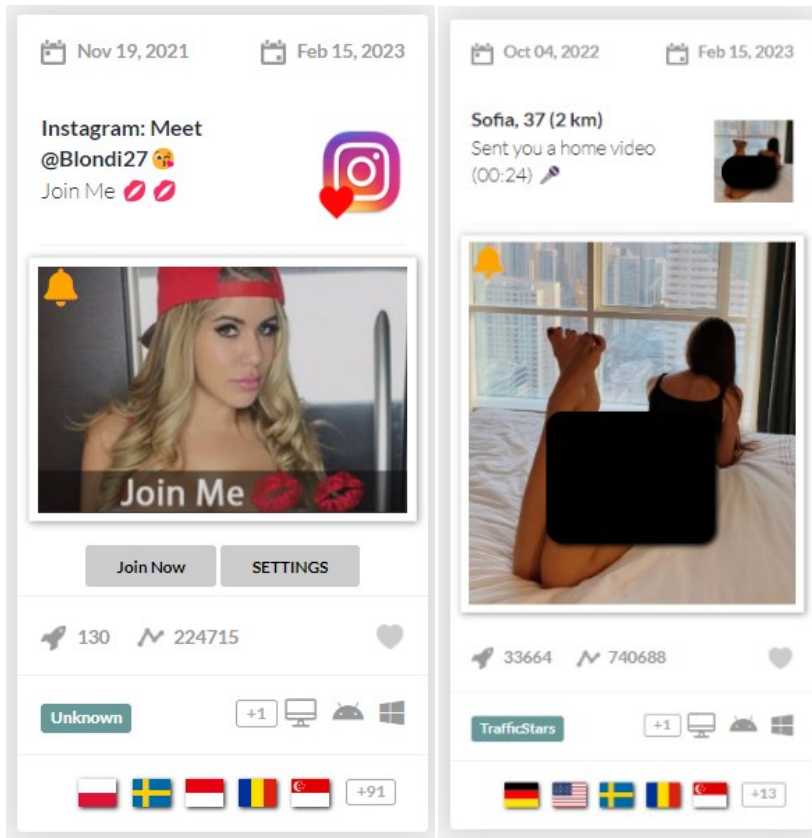
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## 4. Adult

Adult offers have been around since the dawn of time... or at least the dawn of internet advertising — and will still be one of the most promising markets this 2023. Although push notification ads are mostly "mainstream," they can still be harnessed for great returns with adult offers for as long as you stay within the accepted ad creative limits of the ad network you are working with.



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## 5. Dating (Casual and Mainstream)

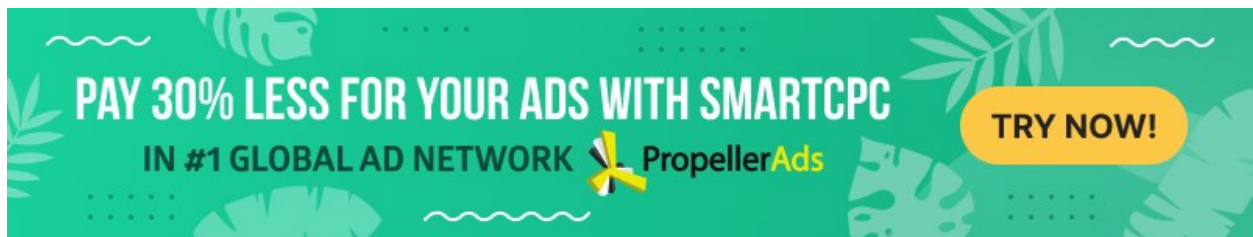
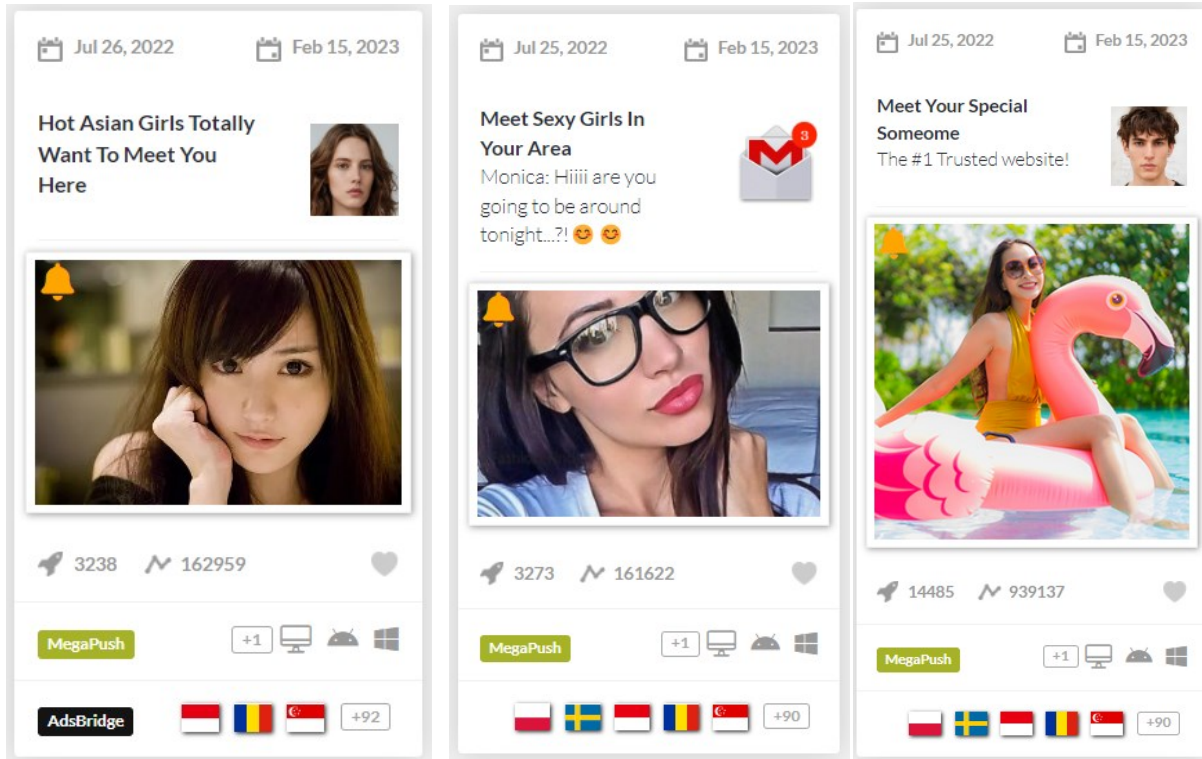
In 2023, casual and mainstream dating will be a great vertical to promote via push notification ads since it's estimated that by 2027, more than 440 million people will be using online platforms to find their date of choice.

The luxury of being able to find someone within seconds without ever having to leave your house makes casual and mainstream dating even more

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attractive for advertisers because the app-savvy generation will most likely remain loyal to their chosen services.

Here are some examples of push ads that seem to be performing well for the Dating vertical:



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## 6. Crypto and Trading

Many experts consider these two verticals as the most profitable when it comes to advertising via push notifications. Crypto is known for its ability to offer massive returns on investments, while trading provides an outlet for those who specialize in stock market predictability.

By jumpstarting your campaigns within these exciting markets, chances are you'll be able to maximize profits in 2023. Here are some ad copies that can help rouse your campaigns:

The image displays three mobile ad creatives side-by-side. Each ad includes a date range, a headline, a sub-headline, an image, and performance metrics.

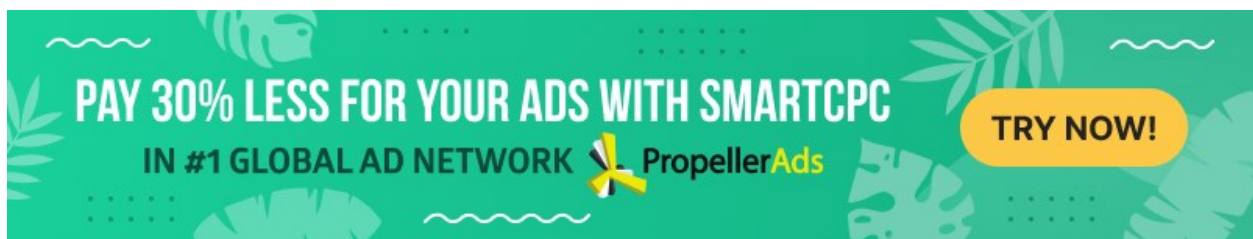
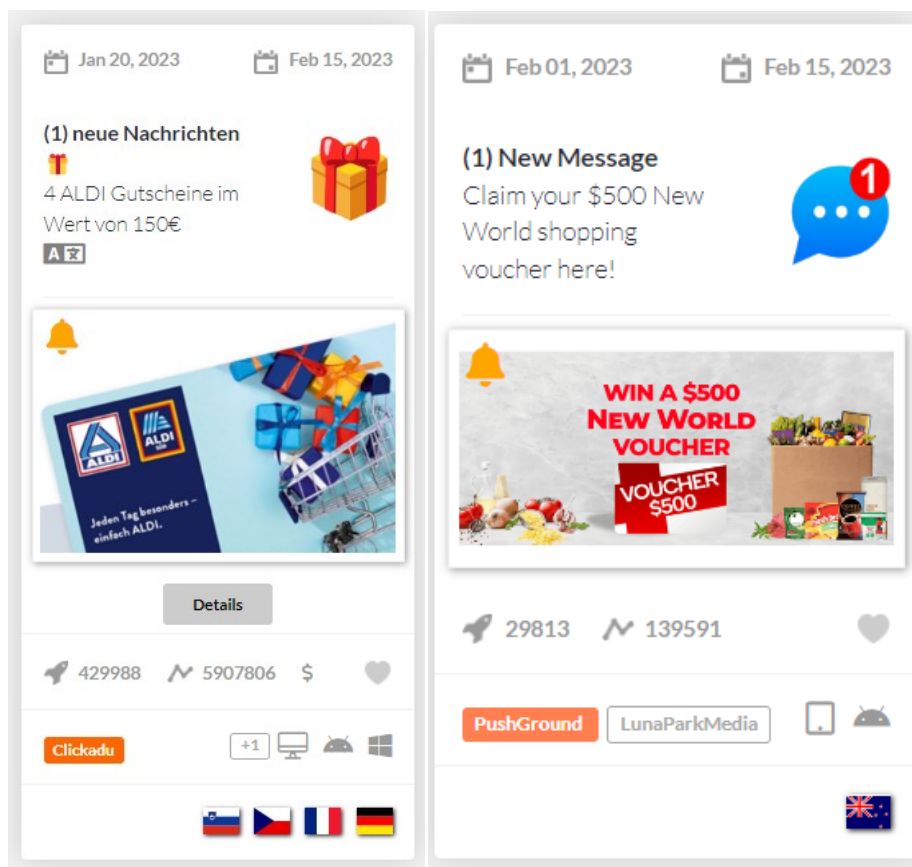
- Ad 1 (Left):** Dated Feb 10, 2023 to Feb 15, 2023. Headline: "Copy Successful Traders Now!". Sub-headline: "The #1 Crypto Social Trading Platform". Image: Bitget logo and a smartphone displaying the Bitget trading interface. Metrics: 151865 clicks, 659771 impressions, \$ cost, 1 heart.
- Ad 2 (Middle):** Dated Jul 19, 2022 to Feb 15, 2023. Headline: "Want to Study Crypto World?". Sub-headline: "Join CoinsPaid Media Academy Right Now!". Image: A hand holding an Oscar statuette. Metrics: 3880 clicks, 1195018 impressions, \$ cost, 1 heart.
- Ad 3 (Right):** Dated Feb 04, 2023 to Feb 14, 2023. Headline: "New crypto currency casino!". Sub-headline: "Big Win is waiting for you!". Image: A large Bitcoin coin with a crown on top. Metrics: 2872 clicks, 38753 impressions, \$ cost, 1 heart.

A green banner with white and yellow text. The main text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC". Below it, in smaller text: "In #1 Global Ad Network". The PropellerAds logo is centered. On the right, a yellow button says "TRY NOW!".

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## 7. Sweeps

Sweepstakes is a vertical that has been tried and tested throughout the years, consistently delivering results. As we look ahead to 2023, Sweepstakes remains one of, if not *the* best vertical to promote via push notification advertising. It's an effective way to engage users with tailored messaging on their mobile devices and can easily lead to conversion. And it's why Sweepstakes remains king — because it works!



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## Final Tip on Push Notification Ads

Maximize your earnings potential by testing a variety of strategies. When trying out push ads traffic, don't forget to try the following in separate campaigns:

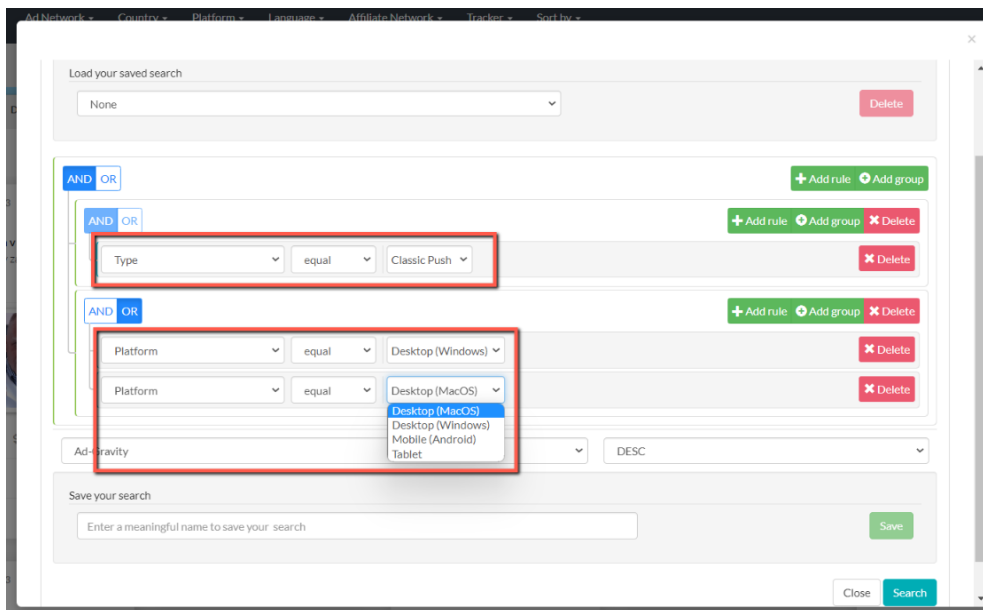
classic push ads for desktop

classic push ads for mobile

in-page push ads for desktop

in-page push ads for mobile

And when researching ads for these segments, don't forget to do the same when filtering results.



It may be tricky to test out the different options, but the results are worth it!



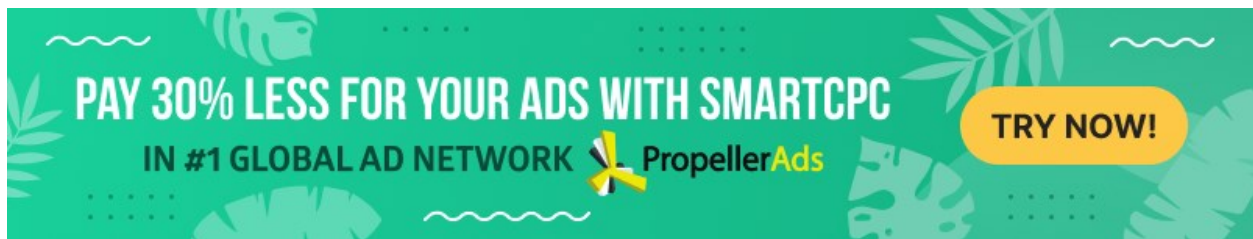
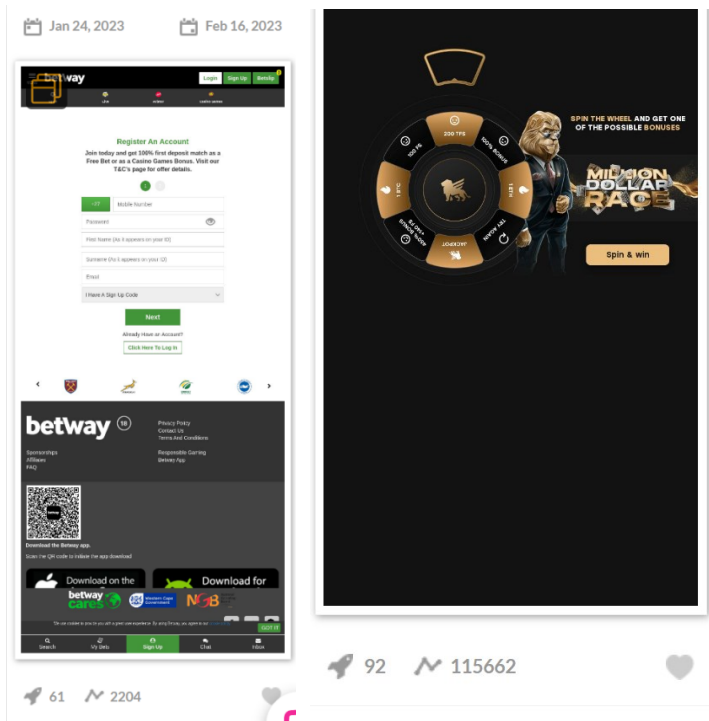
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## What's Working in Pop Traffic?

Depending on your objectives, some great affiliate verticals worth promoting via pop traffic include casino, VPN, sweeps, online gaming, and the fast-growing sports betting industry.

### 1. Casino

2023's landscape for casino affiliate offers is looking brighter. For starters, lucrative deals await due to the industry's incredible growth in advanced, mobile-friendly technologies. There's never been a better time to get on board and engage new users with attractive products and brands.




Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

Apr 15, 2022   Feb 16, 2023


### Online Casino Top 5

Online Casino Ground is de gids om een betrouwbaar Nederlands online casino te vinden. Alle goksites zijn uitvoerig getoetst en worden aan een hoge kwaliteitsstandaard. We verwijzen alleen naar legale casino's die in het bezit zijn van een Nederlandse vergunning afgegeven door de Kansspelautoriteit. Verder wordt er tijdens de testen gelet op de winkans, de bonussen, spelen als roulette of gokkasten en snelle uitbetaling.



**Beste online casino's 2022 voor Nederland!**

Het ene online casino is het andere niet. Gelukkig is Online Casino Ground het beste Nederlandse platform om veilige en betrouwbare online casino's met elkaar te vergelijken die in het bezit zijn van een vergunning afgegeven door de Nederlandse Kansspelautoriteit (KSA). Online casino's die in deze lijst staan bieden uitsluitend eerlijke spellen aan, gaan zorgvuldig om met de privacy van de speler en betalen vlot uit. Daarnaast zijn er nog genoeg andere positieve verschillen. Zo biedt het ene online casino sportwedderschappen aan, het andere poker, en voor het grootste aanbod aan roulette games is er weer een ander online casino beter geschikt.



Deze website maakt gebruik van cookies

45   2652

Dec 08, 2022   Feb 16, 2023

### OPTIBET.LV - LABAKAS KAZINO SPELES, IZCILU LIVE KAZINO UN SPORTA LIKMES LATVIJA



### 50 BEZRISKA GRIEZIENI 100€ KAZINO BONUSS PLAŠU IZKLAIDES ORIGINALS CASINO DROŠU

38   5809

**PAY 30% LESS FOR YOUR ADS WITH SMARTCPC**  
 In #1 Global Ad Network  PropellerAds **TRY NOW!**

Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

## 2. Sports Betting

Promoting Sports Betting affiliate offers in 2023 require a deep understanding of the industry's changing dynamics, as well as an agile sense of strategy. By targeting consumers efficiently and tailoring content to their interests, savvy affiliates can gain traction and maximize their ROI like never before.

If you want to get your feet wet on this vertical, here are a few ad styles that are showing promise:

The collage displays five mobile advertisements for sports betting. The first ad on the left promotes 'Parhaat vedonlyöntisivustot & nettikasinot' (Best betting sites & online casinos) with a '20BET' logo and a '100% talletusbonus 100€ asti + 120 ilmaiskierrosta' (100% deposit bonus up to 100€ + 120 free spins) offer. The second ad features a '\$400 SIN DEPÓSITO' (400€ no deposit) offer and 'APUESTA AQUÍ' (Bet here) with a '1 REGISTRATE 2 APUESTA 3 GANA' (1 Register 2 Bet 3 Win) sequence. The third ad shows 'Apuesta EN VIVO desde tu celular o tablet' (Live betting from your phone or tablet) with a 'DEPOSITA AQUÍ' (Deposit here) button. The fourth ad is for 'Abrir cuenta' (Open account) with a 'REGISTRARSE PARA GANAR GRATIS' (Register to win free) offer. The fifth ad on the right shows live betting odds for 'Republic of Tatarstan Federation Cup' and 'UEFA Champions League' matches, including odds for 'W1', 'DRAW', and 'W2'.

A green banner advertisement for PropellerAds. The text reads 'PAY 30% LESS FOR YOUR ADS WITH SMARTCPC IN #1 GLOBAL AD NETWORK' and 'TRY NOW!'.

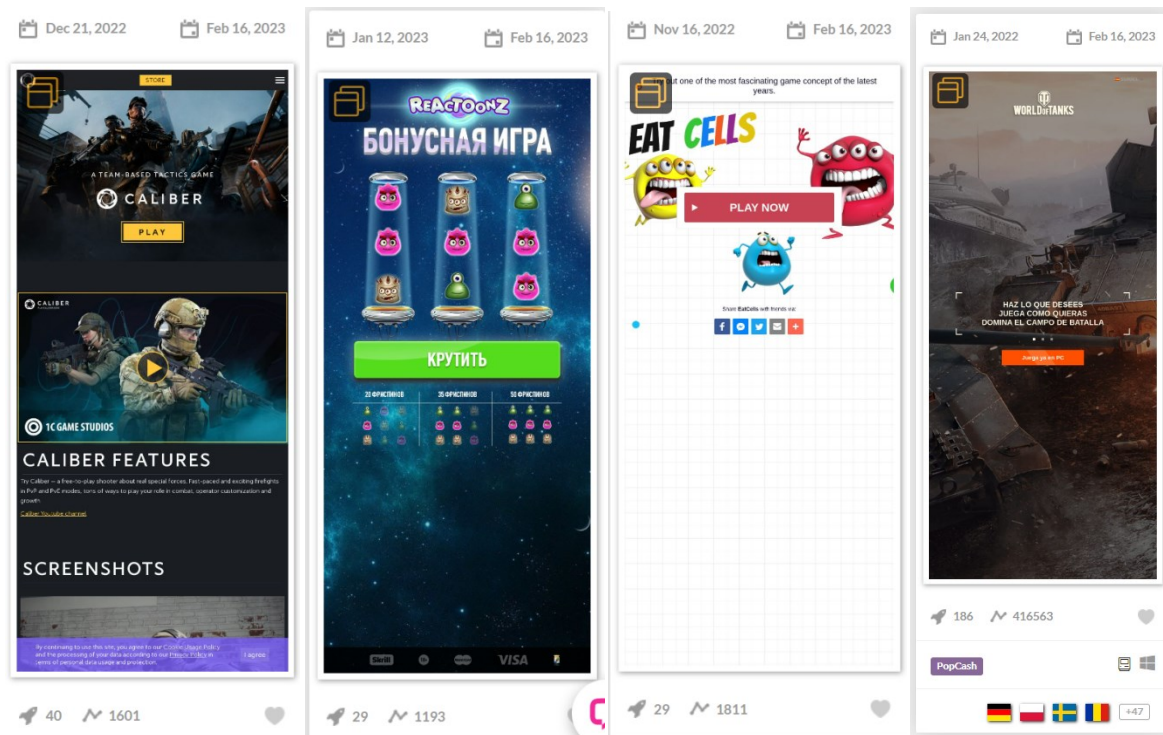
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As you may notice, prelanders are rarely used in this niche, giving the impression that it's the targeting that matters most for these campaigns.

### 3. Online Games

While billions of people have already gotten in on gaming, 2023 is shaping up to be the year that takes experiences to the next level. It's an exciting time for those looking to make serious money from promoting online games.

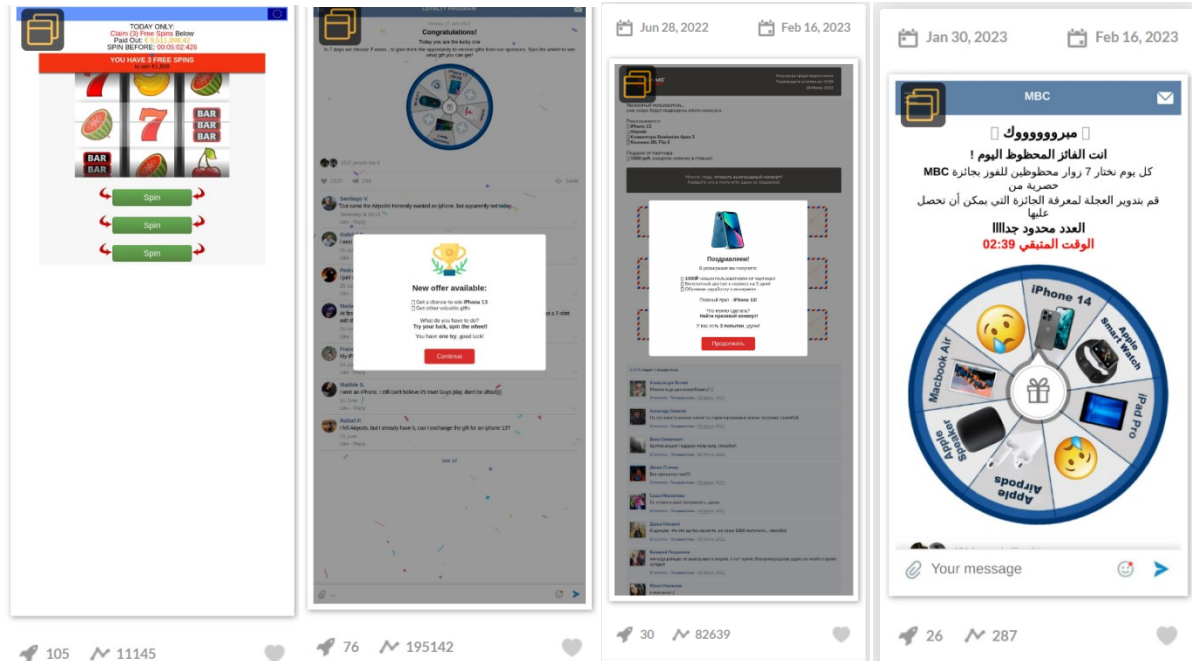
With more technology powering immersive, interactive gameplay features than ever before, the enormous user base for this type of product shows no signs of slowing down.



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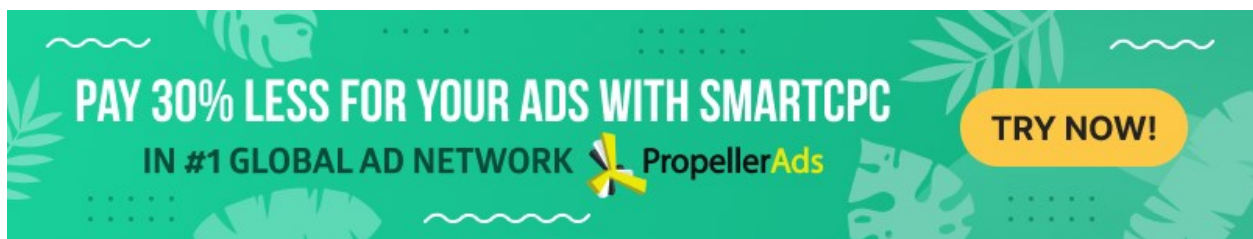
## 4. Sweepstakes

Sweepstakes affiliate offers hold as much appeal now as they ever did. As you may notice from our examples below, old strategies still reign supreme. After all, if it ain't broke... you know what to do.



## 5. VPN

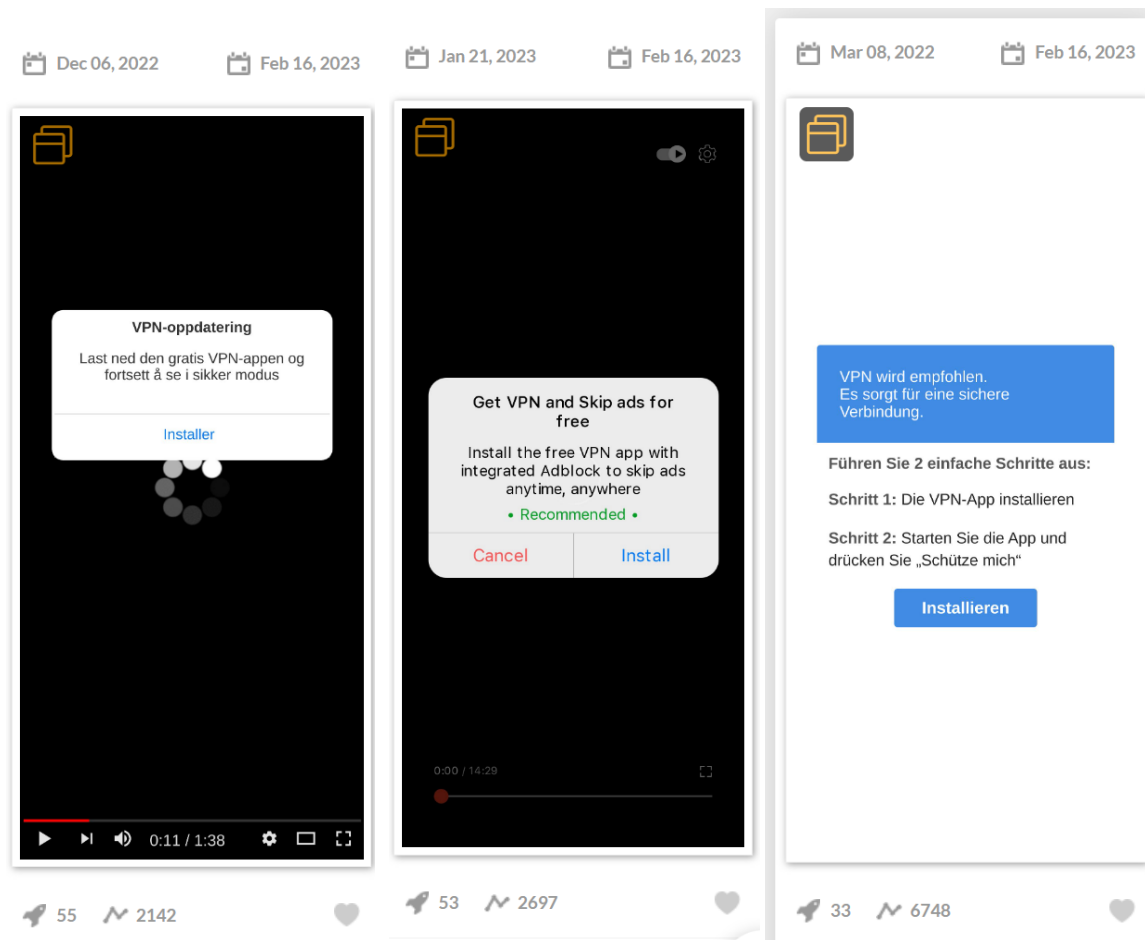
With internet users becoming far more savvy and well-informed, it's essential to craft pop advertisements with the utmost care when promoting VPN affiliate offers. After all, traditional ads could easily run the risk of



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turning away potential customers who come to quickly identify ads and become frustrated by them.

While it may be easy to get carried away with flashy graphics, it's important that these ads retain their professional edge while still conveying their message in an engaging and witty way.



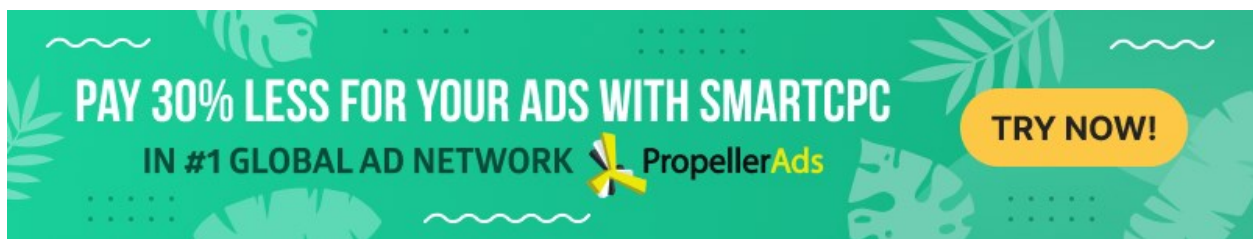
And don't forget to explore the Tier 2 and Tier 3 markets for better results!




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## **That's a Wrap!**

To put it simply: There's money in them hills once you identify and go after the right target. It's essential to use a competitive intelligence tool like Anstrex to easily identify ads and offers to focus on. [Sign up here](#) and use promo code **stm\_forum\_20** to get 20% lifetime discount.

A green banner advertisement for PropellerAds. The text reads "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned between the text and the "TRY NOW!" button. The button is yellow with black text. The background features faint white wavy lines and leaf patterns.

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# INSIGHTS FROM AFFILIATES

**Emil Alexandru ('blackemil' on STM), Experienced Affiliate**

**Link:** [Emil's STM Profile](#)

## 1) Self-intro

I am a proud Romanian acting in the affiliate space from 2011 mastering the sweepstake vertical and some other leadgen ones. Currently working on building my own offers in the nutra space.

## 2) Success factors for last year? Focus for this year?

The major factor was switching my mindset and getting out from my comfort zone. My focus this year will be to promote my own nutra offers besides the old but gold sweepstakes vertical.

## 3) How are you using AI? Results?

Yes, I am using AI and I can tell you it's amazing. It helped us reduced our time by writing most of the content we are using in our campaigns.

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and "PropellerAds" in white. On the right, there is a yellow button with the text "TRY NOW!" in black.

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#### **4) Where's the easy money at?**

There is no such thing as quick money. You need to test test and test.

#### **5) Most common mistakes you see affiliates make?**

Copying others without understanding the flow.

#### **6) How important are network events and which one is the best?**

I see the importance of meeting people face to face. It helps build trust. To be honest I like them all but the most amazing is [Affiliate World](#) Asia.

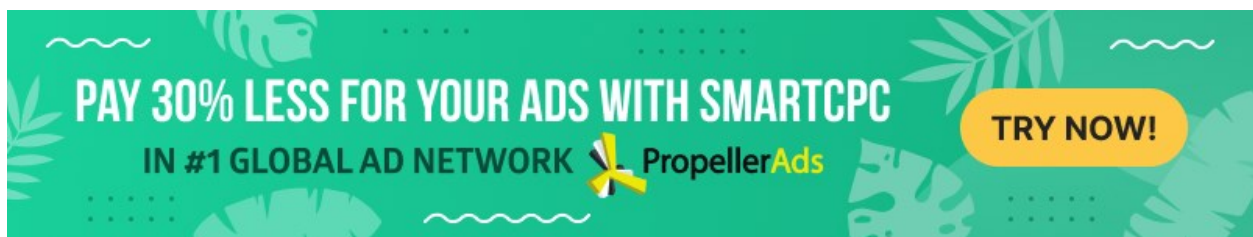
#### **7) Whitehat or blackhat?**

White hat for long term.

#### **8) Is having a team a must?**

Yes but up to a certain point. A team is needed when you want to scale past a certain point.

#### **9) Any other advice?**



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Never give up!

\$2,102,759.50

A banner advertisement for PropellerAds. The background is dark green with a pattern of lighter green leaves and dotted lines. The text is white and yellow. A yellow button with black text is on the right side.

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## Maor "The Wolf" Benaim ('maorbn' on STM), Super-Affiliate & Business Owner

**Links:** [Maor's Youtube Channel](#), [Maor's Facebook Page](#), [Maor's STM Profile](#)

### 1) Self-intro

Born and raised in Israel, originally from Jerusalem, now living in Tel Aviv. I've been in the online marketing industry for over 14 years now.

My main verticals at the moment, when it comes to affiliate marketing, are supplements and health-related stuff and lead-gen.

And being a google guy - I would have to say that google is my main platform, a lot less saturated than Facebook. And when you learn to control it and understand it, it could be the most amazing platform ever.

### 2) Success factors for last year? Focus for this year?

Building small dedicated teams for multiple projects structured in a way that there's a "captain" / CEO for each one and also my experience dealing with a lot of people - knowing whom to choose to do business with.

### 3) How are you using AI? Results?

We are using AI for content for our content / bridge pages and it's working.



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#### 4) Where's the easy money at?

Just like every year my response is that I do not believe in "easy" money and I don't think one should be chasing down that type of business, studies have shown that if you build "white", long term businesses / brands - you make more, stable money in the end, so if you're not really into making money right now, and can wait - you'll have everyone jealous of you after 4-6 years, and sometimes even less.

#### 5) Most common mistakes you see affiliates make?

Asking "what do you do" at a conference or send messages like "hi" or "when can we talk". The one thing you shouldn't do is offer them coffee, a beer or a generic meeting where that person doesn't even know what it is about.

The biggest thing after that would be to stop sending just "hi/heys" - it's bizarre and the person you're sending this to is probably busy and even if they are not - they might look at it as a waste of their time or even worse - you disrespecting their time.

#### 6) How important are network events and which one is the best?

Right now, in terms of smaller events / masterminds - Geekout And Founders are the best. The bigger shows - [Affiliate World](#) is still way ahead of everyone else.

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I cannot stress enough how important these are and how accelerating and fun this could be when used and approached right (we're going to talk about how to take good use of them next). The number of people I know that met, closed life changing deals and partnerships and made existing connections stronger, including myself, is huge. And it's not just amateur players, seasoned people are also making strong new connections and learning new stuff. This industry is changing fast and there's always something new to learn or someone new to meet.

I haven't been to a lot of other industries' conferences, but I wouldn't be amazed if these conferences are way more conservative, slow and mature, in a bad way.

The masterminds and conferences in the affiliate marketing and digital marketing space, from the smaller, more intimate ones to the bigger ones, are fast, full of young people and exciting.

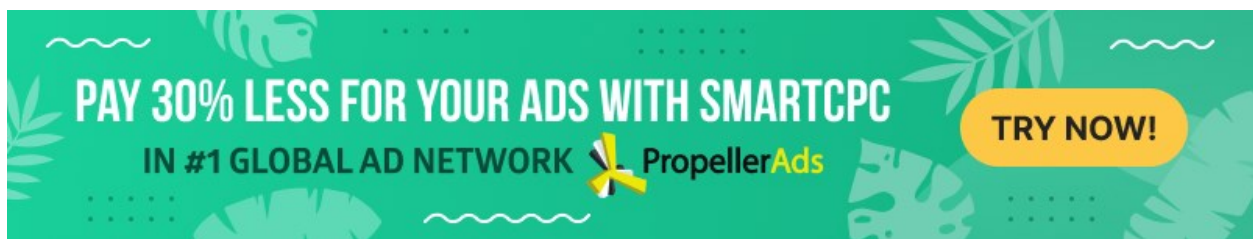
## 7) Whitehat or blackhat?

WHITE WHITE WHITE

## 8) Is having a team a must?

I am living proof that it's possible. People forget the rules of the game - make as much money, in the fastest way possible and keeping as much of that money for as long as you can.

Lots of people add people to their teams just because they want to look good...I just don't get it.



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## 9) Any other advice?

Look for your unfair advantage:

People often ignore or disregard their unfair advantages, for example, they may have a family relative with an advertising agency, or someone who's already an affiliate. Another example is that they may live in a city where there's a big hub of affiliate/digital marketers, and another example would be using your family's business as your first client and try and expand it and use it as a user case.

So, regardless of where you are now specifically, the best way to start would be mapping out your current assets, skills and advantages. And since sometimes we can't see what we have because of the blind spots everyone has - I suggest using a friend (preferably the one who always tells it like it is) or anyone else that may give you a fresh perspective (like a personal development/ mental coach) that would be able to sit down with you and map the opportunities you have, you'd be amazed how many times people have went and told me they need to make more money and they don't have an idea - while they were manufacturing products for other people and had access to exactly whatever's working right now and just needed to duplicate that business and even get the same products at a lower-cost, allowing them to be more competitive.

Understanding that this is a big blind spot for all people, including you, is crucial. Even if you're the smartest person ever, you still need someone to point you in the right direction - and see how sometimes the biggest thing that would move towards where you need to be in the fastest way is right under your nose.

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## Losid Berberi ('platinum' on STM), Affiliate

Link: [Losid's STM Profile Page](#)

### 1) Self-intro

Hi, this is Losid, originally from Albania but living in Italy from the past few years. Over the years I've been focusing exclusively on paid traffic. Started with pop and banner traffic, then transitioned to native and social traffic, with native being my bread and butter.

In 2017 together with my colleagues, we released the first version of TheOptimizer.io, an automatic optimization tool that enables performance-based marketers and agencies to effortlessly automate their campaigns optimization process.

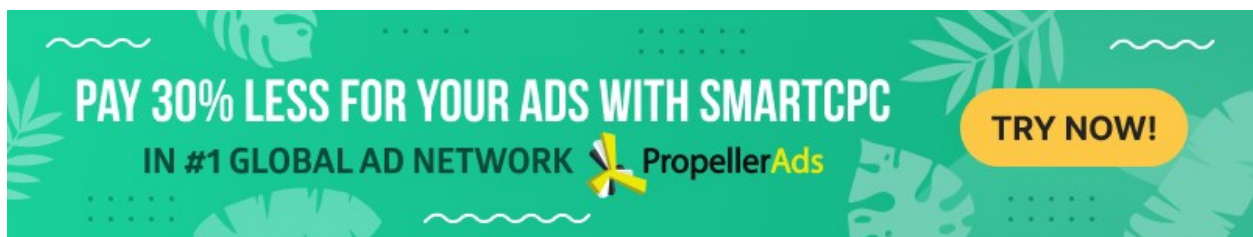
While having my main focus on TheOptimizer.io and other tools like ClickFlare.io and Landerlab.io, I still keep myself busy with a few side projects (not affiliate related) where I'm actively buying traffic.

### 2) Success factors for last year? Focus for this year?

Networking and setting my goals straight and working consistently on achieving them.

My focus last year was on search arbitrage and will likely be this year too.

### 3) How are you using AI? Results?



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Yes! Over the past few months, I have started using AI tools quite often in my everyday work. And even though in the beginning it felt like cheating, in reality it is not.

One of my favorite uses of AI is for generating headlines and ad copy. Instead of sitting in front of my screen and wait for the right words to come, I can get a first raw version of the copy or headline and then tweak them manually to add a human touch to it.

In fact, the use of AI has helped me cut down the time spent on a specific task from hours to minutes. So, definitely something to take advantage of.

#### **4) Where's the easy money at?**

Over the past couple of years search arbitrage has been trending a lot among affiliates and it's definitely here to stay for some more time. On a side note, it's not an easy game anymore as it used to be. In fact, the whole search arb industry has grown to become more regulated on all sides.

While many affiliates may love getting their hands on whatever's trending, I would not lose focus on evergreen stuff like lead generation, literally lots of verticals to generate leads from. Just needs to be done the right way.

#### **5) Most common mistakes you see affiliates make?**

Trying to be a perfectionist - I've done this myself and have learned the hard way. Instead of wasting precious time on making something good perfect, its better be practical and focus on execution. You'll get more things done, guaranteed.

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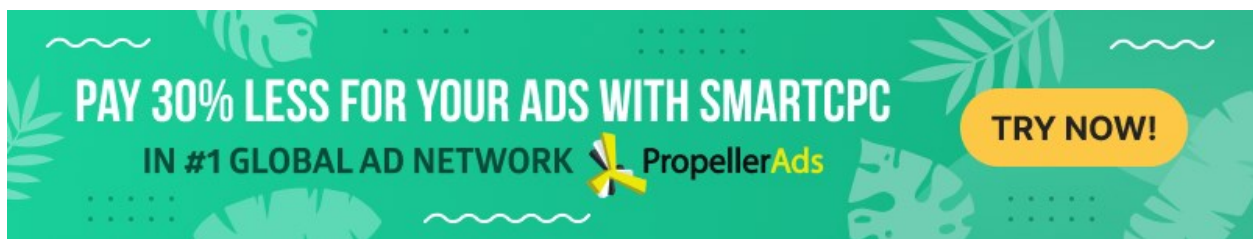
Wanting to have it all - I still keep seeing affiliates and well structured and seasoned media buying teams lose focus on what's working for them just because they want to have it all. Shifting your focus every week to something new, and never getting to the bottom of anything, will not get you anywhere. Keep it simple and do one thing at a time. Don't learn this the hard way.

Wasting too much time on tools - Another thing I still see most affiliates doing is switching tools every few weeks or months in the hopes that the other tool is going to give them different results in terms of ROI. What actually happens in such cases is that they spend more time in setting things up and restarting their campaigns, than actually working on optimizing their campaigns. Standard tools have all grown to become pretty decent overall. If you have to chose between two of the same tools, chose the one that is more flexible for your everyday operation needs. Simple as that.

## 6) How important are network events and which one is the best?

Networking and participating in industry related events is an absolute must! If one's not doing it, then they're losing opportunities. You only see the tip of the iceberg when browsing on spy tools, but you get to hear and see what's actually happening in the industry only when you network with like-minded people.

[Affiliate world conference](#) is by far the best one. Great organization, great networking during the two days of the conference. And last but definitely not least, great parties and meetups organized by different key industry players during the conference days.

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## 7) Whitehat or blackhat?

Based on my personal experience and feedback I'm getting from people I'm speaking to everyday, definitely whitehat!

## 8) Is having a team a must?

Lone-wolf affiliates may still work, but it's not scalable. Better build a team and be prepared to properly milk your next big thing.

## 9) Any other advice?

Leverage technology and automation anywhere you can. It's scalable, emotionless and most importantly helps you enjoy life.

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## Ian Fernando ('ianinternet' on STM), OG Affiliate

Links: [IanFernando.com](http://IanFernando.com), [Ian's STM Profile](#)

### 1) Self-intro

I am currently living in Sao Paulo, Brazil. I am trying to officially move here. I am originally from New Jersey but also have been traveling full time the past 8 years. I have basically touched every vertical in the space from nutra, dating, to now paypercall.

### 2) Success factors for last year? Focus for this year?

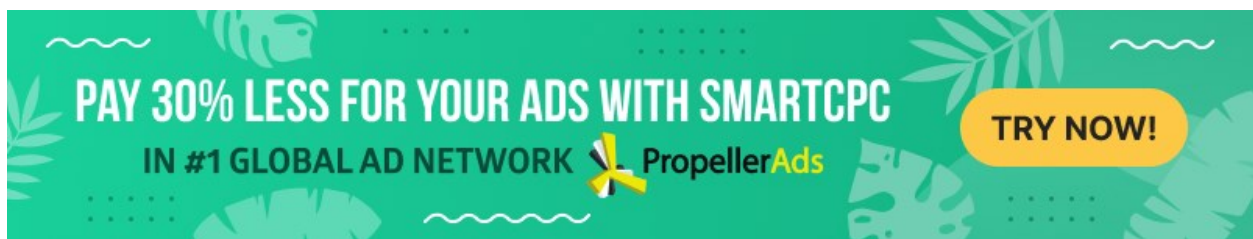
Consistency. I am focusing on PayPerCall this year, it seems to be the talk last year and I got into it late in the year.

### 3) How are you using AI? Results?

Yes, I have used AI to generate certain advertisements, email text, and graphics. It's intriguing to observe that MidJourney's images appear to have a high CTR of approximately 11%. It impresses me because it isn't just a regular copy and paste, but rather something comparable but different.

### 4) Where's the easy money at?

Every affiliate would already be a billy if it were simple. It is crucial, in my opinion, to grasp the statistics side of things on a low-traffic source like Bing.



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Running an advertisement and reflecting on why it was unsuccessful is the best way to lose.

### **5) Most common mistakes you see affiliates make?**

Not delving deeply enough into audience and segmentation. Sometimes I merely created a piece of art because it was generic and would appeal to a larger audience, but occasionally a piece of art needs to have a relatable emotional component. In order to create your next set of commercials and angles, it is crucial to research your target and learn things like age group, gender ratio, and wealth.

### **6) How important are network events and which one is the best?**

Super important! Networking events have been a big part of my success. Talking stuff and forming these partnerships are crucial. 1% of the talk can help you learn a lot. Because they are more focused and personal, I tend to prefer meetups. The fact that [Affiliate World](#) gathers the greatest affiliates in one sizable nation makes it the best affiliate conference available.

### **7) Whitehat or blackhat?**

Whitehat. I have changed my marketing strategy to WH because less hassle with accounts and its longevity.

### **8) Is having a team a must?**

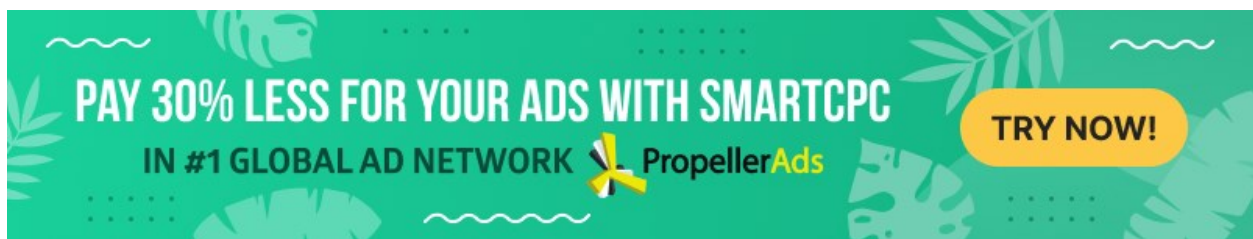
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I do think a lone affiliate can still get decent income, but to make bank, you need to tag team with a team or another partner. Just when scaling a campaign and replicating the campaign, you need to replicate your time and skills. A lot of affiliates over time have teamed up and or generated a media buying specific team to help increase their revenue.

## 9) Any other advice?

With the rise of AI, I think affiliates can speed up their marketing testing in a much faster window. Not using or at least being intrigued about AI in their marketing efforts is just losing in the marketing space. Being curious is important, learning from it and then expanding on it.

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## Erik Gyepes ('erikgyepes' on STM), Affiliate Marketing Expert, STM Moderator

Links: [ErikGyepes.com](https://erikgyepes.com), [Erik's STM Profile](#)

### 1) Self-intro

Full-time affiliate marketer since 2013, worked with all kind of traffic types, though main focus in the latest 5 years has been on push traffic.

### 2) Success factors for last year? Focus for this year?

It's all about being persistent, and continuing to test and improve on existing stuff.

### 3) How are you using AI? Results?

Yes and no. I did some tests in late 2022, for example generating ad copies and creatives. I need to say it's giving pretty interesting output, but the results are kind of mixed.

For example the creatives can bring a lot of clicks as they are something new for the audience, but the CR's were not as good. They rather created interest, but not so much sales.

But I would definitely keep an eye on AI, it's really HUGE and we are only at the beginning.

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#### 4) Where's the easy money at?

Sorry, no easy money. You need to put in the work.

#### 5) Most common mistakes you see affiliates make?

Giving up too early.

#### 6) How important are network events and which one is the best?

I think they are a must if you take this business seriously. The best events for sure are the [Affiliate World Conferences](#) (btw I prefer the Bangkok one).

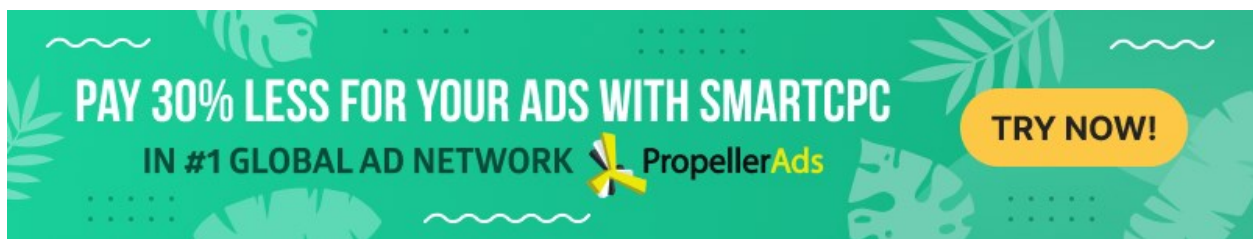
#### 7) Whitehat or blackhat?

I think blackhat will be always around in some way as it's in human nature to exploit things.

On the other side many people want to do something long-term, therefore they turn to whitehat.

The reality is that you can make money on both sides, but with blackhat it can take shorter amount of time.

Both ways will be around, so it's up to you to choose the side that fits you.



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## 8) Is having a team a must?

Lone-wolf affiliates are an endangered species, but there are still lots of them, me included.

Yes it's still possible to make money, but you need to be organized, ideally have some automations in place and a lot of experience both from analytical and technical side.

A team on the other side is good for scaling.

## 9) Any other advice?

N/A

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. The main headline reads "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC". Below it, in yellow, is "In #1 Global Ad Network". To the right of this text is the PropellerAds logo, which consists of a yellow propeller icon and the text "PropellerAds". Further to the right is a yellow button with the text "TRY NOW!".

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## Roman Ihnatenko ('cassshy' on STM), Affiliate

Links: [HeavyValue.com](https://HeavyValue.com), [Roman's STM Profile](#)

### 1) Self-intro

I am Roman Ihnatenko (aka Cassshy), my main traffic sources are Facebook and TikTok. Running WH leadgen, eCommerce and own agency (agency ad accounts rental).

### 2) Success factors for last year? Focus for this year?

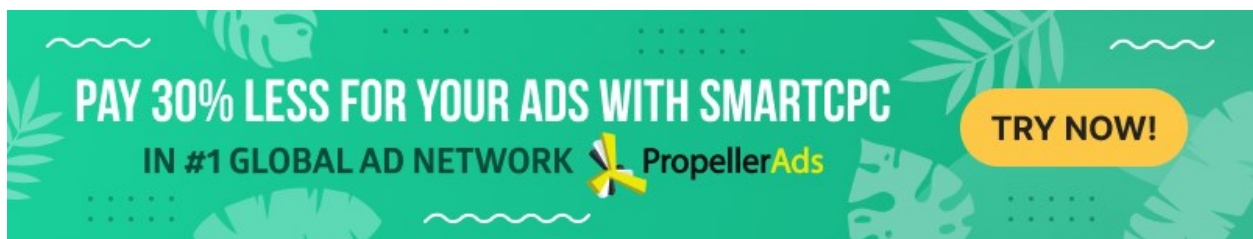
I realised that controlling the offer you promote can bring you 3x ROI from what I got before while running affiliate offers. I will focus on own eCommerce product. Also, you need agency ad accounts to run FB, Tiktok or Google, otherwise you won't be able to scale even to \$200/day.

### 3) How are you using AI? Results?

Yes, I am using AI for voiceover and 'talking head videos'. It works really good and you can save a lot of money on video production.

### 4) Where's the easy money at?

Facebook, TikTok eCommerce/dropshipping. It's not so hard to start, there are a lot of free lessons on YouTube. Actually all the info you need is free.



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You need to be hard-working, creative and focus on results - and you will find the product that will work.

### **5) Most common mistakes you see affiliates make?**

Copying others. You need to find your way on what to run and how to run it. Do not follow the crowd - you won't find any money there.

### **6) How important are network events and which one is the best?**

I think those are very important, but you need to connect only with the right people, do not distract on every idea you heard. Be consistent, know your shit and you will succeed.

### **7) Whitehat or blackhat?**

White Hat verticals are the future. I am up for long lasting projects. What's the point to run black hat if it can be dead in XX days/months? And how can you can scale if you're dealing with bans?

### **8) Is having a team a must?**

You need at least a team of 3 people to make it work: Buyer, designer, tech specialist. The designer and tech guy may be freelancers though.

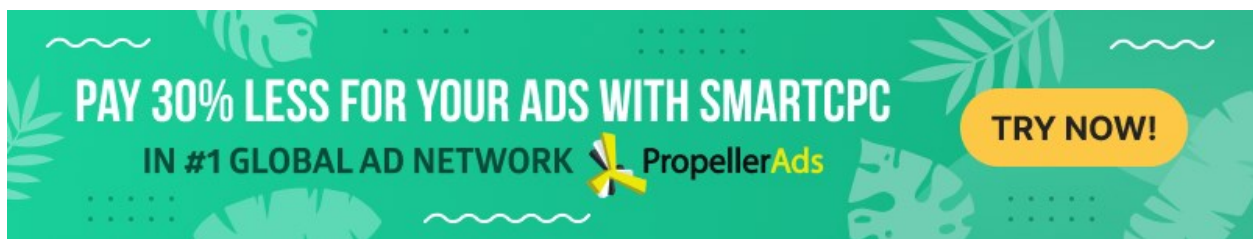
A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and "PropellerAds" in white. On the right, there is a yellow button with the text "TRY NOW!" in black.

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## 9) Any other advice?

Start doing something, create whatever.



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## 'jaybot' on STM, Daddy Affiliate

Link: [jaybot's STM Profile](#)

**[EDITOR'S NOTE: BEWARE - Some Swearing and Sarcasm in This Entry.]**

### 1) Self-intro

I am from the Desert. I have been in affiliate marketing for 5 years or so. I run all the things but focused on Leadgen, Nutra and Ecom. Mostly Native and Social ads but I still love playing with Pops and Push.

### 2) Success factors for last year? Focus for this year?

Focusing on a few winners instead of running around like a headless chicken.

I still go in cycles.

But whenever I concentrate on 3-4 offers while testing, and 1-2 offers when scaling, I tend to do better than 20 offers at a time.

### 3) How are you using AI? Results?

No. I never used the Clubhouse app either (remember that?)

I'll use math-related automation for testing offers/landers. But the text that ChatGPT et. al. churns out so far is not impressive to me.



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Once it's proven itself... no I probably still won't use it. I also read books made out of paper, use a chalkboard, and get the fuck off my lawn!

#### 4) Where's the easy money at?

Easiest? Shilling guru courses on Twitter: Like & Retweet to get my 40 page PDF on how to magically scale on any source!... You probably won't make any actual money though.

Quickest? Blackhat anything!... Probably won't last long though.

Best? Now that's a good question. With no real answer. Anyone who lasts longer than 3 years in this business generally makes it. So just pick something that appeals to your skills/talents and start there:

Make videos? Make Video ads on FB/YT/TT.

Great at writing? Write long-form copy advertorials for Native.

Great at stats/math? Focus on testing as many offers as possible and analyzing stats.

Coder? Automation tools to help run traffic. Etc.

Pivot as necessary.

#### 5) Most common mistakes you see affiliates make?

Beginners and Super Affs alike all guilty of this: Spend too much time on shit that doesn't matter.



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Example: Refreshing stats every 10 minutes.

Bonus points: Spending more effort on avoidance instead of just doing something you don't want to do.

Example: I will painstakingly spend 5 hours creatively working around a problem (creating automation rule for 1 in a million chance of a camp doing something) that would literally take me 5 seconds to do the actual work (turn the camp off with a mouse click).

## **6) How important are network events and which one is the best?**

Not important at the beginning. If you have no experience and nothing to talk about, you'll just get distracted.

Important once you reach a certain level. Affs are lonely. We need love. Great to go over ad strategies in real-time with other affs offline. Also meeting with boutique networks and offer networks when you can actually deliver traffic can be done with a little more confidence.

Not important at the highest level. People will come to you regardless of where you are. If needs be, you can fly on your private jet if you need to meet someone in a pinch.

My fav is Affiliate Summit West so far... as it's in the Desert. Like me.

## **7) Whitehat or blackhat?**

Both will always exist. Next slide.

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Oh fine.

Blackhat will be a TON of fun in the short term future with all the Deep Fake and AI tools available and traffic sources needing money and loosening up compliance. Already starting to see hilarious shit with deepfake celebrities shilling coffee that makes your dick bigger. This can't last, but man is it fun to watch!

But as always, Whitehat is necessary for lead quality, customer value, and longterm growth in any stable industry (and anything involving traffic source compliance and sticky legal stuff like the FTC in the US).

## 8) Is having a team a must?

I'm biased here... So let's...

Define decent.

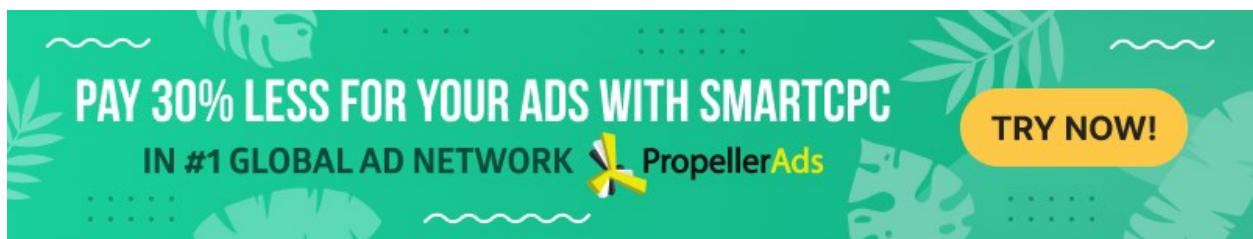
I know solo affiliates who made \$100k+ profit last month. That seems pretty decent. But.

Define obscene.

I also know teams who do \$100k profit PER DAY. That's fucking obscene.

There are obvious advantages to both.

Solo affiliate is absolutely still possible for many. Even without hiring VAs or outsourcing anything. It's exhausting and not for everyone. You have to be insane to do it honestly. Fucking solo affiliates are all nuts.

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned to the right of the text. In the bottom right corner, there is a yellow rounded rectangle with the text "TRY NOW!" in black. The background features faint white wavy lines and leaf patterns.

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But having the buffer of money and delegation of a team is undeniable. Gotta split those profits though.

### 9) Any other advice?

Best advice is to keep going. The longer you survive, the higher your chances are of making it. Just keep chugging along, make mistakes, correct course, and eventually it will click. It's not sexy, but if you want to succeed in pretty much anything long term, it takes time and effort. The payoff, however, is super fucking sexy when you start seeing other people's yearly salary in one month, one week, one day, etc.

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## Ali Moon ('thealimoon' on STM), Performance Marketer

Links: [Digitechio.com](https://digitechio.com), [Ali's STM Profile Page](#)

### 1) Self-intro

I am Ali Moon, a strategic media buyer with a strong background in software engineering and IT management. I hold a Bachelor's degree in Software Engineering and a Master's degree in IT Management from Australia, providing me with both technical and business expertise. I am from Pakistan.

I am currently the CEO of a media buying company DigiTechIO in the United States.

Prior to Affiliate Marketing, I worked as a freelancer and ran my own businesses, including operating e-commerce sites, managing Facebook Ads, and working on Reddit, SEO, and app development. I used to offer services such as social media marketing, website development, and digital marketing.

I have been in the affiliate marketing industry since 2016, focusing on Google Ads (including Search, Display, and YouTube Ads) and Facebook Ads as my primary traffic sources, with secondary emphasis on TikTok Ads and Bing Ads. My company specializes in E-Commerce, Lead Generation, Pay Per Call, and Nutra verticals.

### 2) Success factors for last year? Focus for this year?

Google Search and Facebook Ads have always been the core of our advertising strategy. Both Google Display Ads and YouTube Ads have proven



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to be highly effective. Our experience has shown that Facebook Ads excel in lead generation and video sales letter campaigns, while Google Search is particularly successful in pay per call advertising.

Multiple verticals, many traffic sources, there are too many opportunities, but we need to focus on one at a time, spy to see what is working, attempt to do a little better and be creative, then make significant modifications to the funnel to make it the best. Spying and being creative rather than simply ripping will give you an advantage.

As we look ahead, we plan to focus on expanding our efforts on Facebook and TikTok this year.

You must have a competitive advantage, which may be anything from a direct advertiser to exclusive payouts or account sources.

Testing, testing, and more testing is always the winner strategy. The individual who created the winning campaign tested perhaps 10 or 20 campaigns before settling on the one that worked.

### **3) How are you using AI? Results?**

Our business utilizes advanced AI technologies, including ChatGPT, Synthesia, and others to streamline operations and increase efficiency. Additionally, we utilize Murf.ai for voiceovers. It saves a significant amount of time.

ChatGPT provides valuable insights and ideas for angles and headlines while Stable Diffusion, MidJourney, and Dall-E aid in the creative process.

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It enables our team to be more productive and accomplish more in less time by leveraging data to generate ideas and then make modifications on the fly.

#### **4) Where's the easy money at?**

I have mostly dealt with US and English-speaking geos, as well as the top five geos, and it has always worked well for us.

Push and Pop with Sweeps in Tier 2 geos are easy to start with because they have low payouts and need less testing money.

#### **5) Most common mistakes you see affiliates make?**

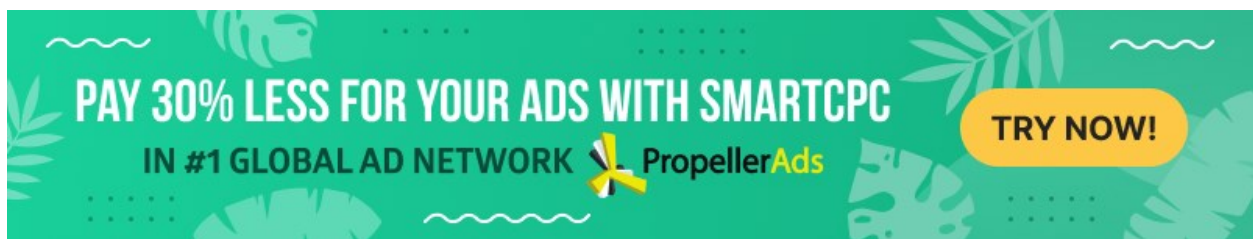
Shiny Object Syndrome; Changing from one traffic source to another too quickly or to numerous verticals at once. Trying to accomplish everything at once.

I've made this mistake several times and still attempt to prevent it.

Try to make one thing work before moving on to the next.

#### **6) How important are network events and which one is the best?**

Building strong relationships with direct advertisers and networks can provide access to exclusive deals and opportunities for collaboration. Attending industry events and conferences can be an effective way to make these connections and explore new ideas.

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You get to meet with numerous affiliates, which allows for brainstorming and fresh ideas.

Through these experiences, I have secured exclusive partnerships and joint ventures that have led to valuable lessons and profitability.

I've been to Affiliate Summit Vegas, [Affiliate World](#) Dubai, and [Affiliate World](#) Thailand several times, and I aim to attend all pre and post-show meetups.

I highly recommend attending events such as [Affiliate World](#) to stay informed and be connected with other industry professionals.

## 7) Whitehat or blackhat?

Clearly, whitehat is the way of the future. Things are already difficult, and they will get more so. But there will always be loopholes if you are smart enough to play the game. It is entirely up to you - if you want stable with predictability, go for whitehat. You can strike it big with blackhat, but it's not for everyone and has its own set of ups and downs, but it can pay you a lot of money if you hit the correct combinations.

## 8) Is having a team a must?

As an individual, it's possible to earn an estimated \$5k per month with the right strategies and effort.

However, having a team to support and divide tasks with can make the work more manageable and efficient. By delegating tasks such as design, development, copywriting, executive assistance, and video editing to team

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members, you can focus on your core area of expertise, which is media buying. I personally find having a team to be advantageous.

### 9) Any other advice?

Concentrate on one thing at a time.

Learn on your own using YouTube and forums.

Follow mentors.

Give something of worth before asking for something from anyone.

Please do not hesitate to contact me if you would like to discuss potential collaboration opportunities. My contact information is shown below.

Skype: alimoon.pk

Telegram: alimoonpk

Email: ali@digitechio.com



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## Mitesh Muley ('miteshmuley' on STM), Affiliate

Link: [Mitesh's STM Profile Page](#)

### 1) Self-intro

I am Mitesh from India. I've been in this industry for a while now. Started with SEO/SMM, and started Affiliate Marketing around 10 years back.

I am running whitehat offers and whitehat funnels. Mostly I focus on Google and Facebook for traffic sources.

This year I will continue with Lead-gen and E-comm.

### 2) Success factors for last year? Focus for this year?

Like last year: Patience has been the most important factor.

I will also be focusing on doing more networking and going to conferences.

### 3) How are you using AI? Results?

I am still learning a lot from AI. I have used chatgpt for getting articles and some research.

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#### 4) Where's the easy money at?

I think sweepstake is still the quickest way to start in affiliate marketing.

#### 5) Most common mistakes you see affiliates make?

Doing lot of things at a time. Better to focus and get things completed.

#### 6) How important are network events and which one is the best?

Networking events are very important. Hands down I still feel [Affiliate World conferences](#) are one of the best.

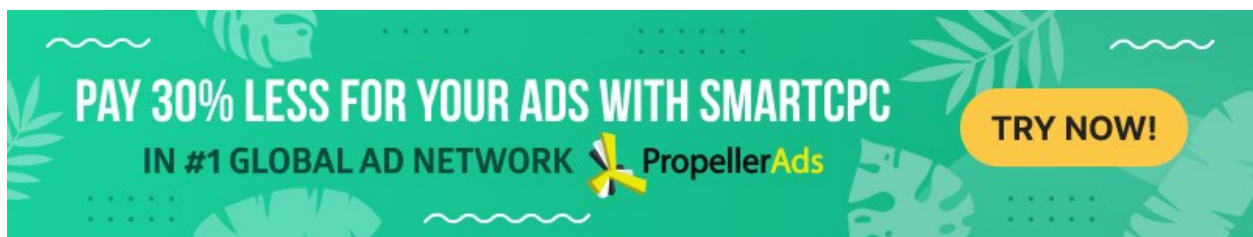
#### 7) Whitehat or blackhat?

Whitehat for long term.

#### 8) Is having a team a must?

Still a lot of chance for lone wolf to do decent with AI tools that are coming on the market.

#### 9) Any other advice?



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Get into the AI groups and see how lot of tasks can get done easier. Go to [Affiliate World conferences](#) and network with like-minded people.

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## **Patria Primandita ('ItsMePatz' on STM), Affiliate**

**Link:** [ItsMePatz.com](https://itsmepatz.com), [Patria's STM Profile Page](#)

### **1) Self-intro**

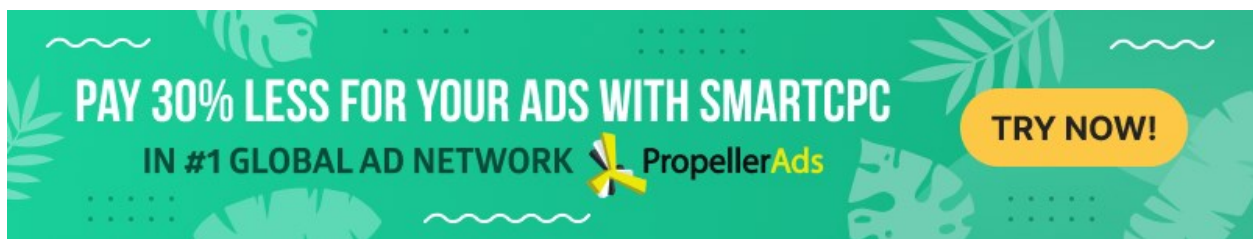
Hey guys, I'm Patria from Jakarta, Indonesia, a country with thousands of islands. I've been an affiliate marketer since 2011 doing media buying in multiple verticals (Dating, Lead Gen, Pin Submit, CC Submit, App Install, Nutra) in the US, EU and tier 3 countries. Facebook is always my best traffic source and I've done pop and display in the past.

### **2) Success factors for last year? Focus for this year?**

The best factor that helped me succeed in the past year is my CIA (Competitive Intelligence Analysis) a.k.a spying skills. I have my own spying system and not using regular spy tools like everyone else. That's helped me to save on test budget and I can find good converting offers right away after spying, with an angle that works, so I can start from those offers and create my own creatives using the best angle I found. The rest is networking with the networks / direct advertisers who own the offers. Networking is always the most important thing in any business.

My focus this year is still lead gen.

### **3) How are you using AI? Results?**



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Yes I used AI but still modified the result to my taste, because if everyone uses AI we will have similar results and I don't like to be the same. So in the end I think we still need to add the human touch. AI helped to save more time than when I created from scratch.

#### **4) Where's the easy money at?**

I think the easiest and quickest way to make money in affiliate marketing is always from Facebook Ads. You can run any geo and any verticals either whitehat or blackhat and make money right away.

#### **5) Most common mistakes you see affiliates make?**

I can see that in this industry every traffic source and vertical has opportunity to make money, and the industry is very huge, and that can be both good and bad. The bad thing is sometimes it makes affiliates lack focus on what he/she is trying to do and can jump from one vertical to another or from one traffic source to the other before making it work. So that's the common mistakes I can see other affiliates make, even myself.

#### **6) How important are network events and which one is the best?**

This is the most important thing, because you can get a lot of opportunities and special deals if you network and meet in person at networking events. [Affiliate World](#) and Affiliate Summit are the best networking events in my opinion.

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## 7) Whitehat or blackhat?

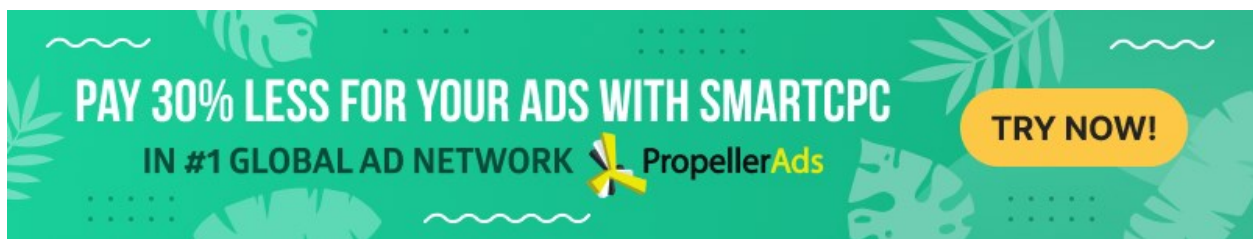
Both have good money to make, but if I have to choose one then it will be whitehat.

## 8) Is having a team a must?

I had a team a few years ago but since last year I'm a lone-wolf and can generate 5 figs/day revenue alone. I think it depends on your capabilities. If you are really good at managing people then you better build your team. But it's not working for me, I'm really bad at it and it takes a lot of my time, that's why I decided to become a lone-wolf again.

## 9) Any other advice?

If you're new to affiliate marketing then I can tell you [stmforum.com](http://stmforum.com) is the best forum to learn this industry, I won't be like this without the forum. I'm so glad that I found the forum in 2011.



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## Sebastian R ('twinaxe' on STM), Long-Time Affiliate, Senior STM Moderator

Link: [Sebastian's STM Profile](#)

### 1) Self-intro

I started affiliate marketing in 2005.

The first few years I was running only free traffic from torrents. In 2008 I started running paid traffic as well.

I ran free and paid parallel for some time before I switched completely to paid traffic.

In all the years I tested and ran many different traffic types.

The best ones were torrents, PPV, Pops and Push traffic.

Push is also what I run most today.

### 2) Success factors for last year? Focus for this year?

I found a very stable vertical and a very good and stable offer that worked pretty reliably throughout the year.

### 3) How are you using AI? Results?

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Recently I tested a lot of stuff with AI (mostly ChatGPT) to see how I could use it.

My main focus was on coding tasks, and although you can already do lots of things with AI, I had to learn that the capability is still pretty limited when it comes to more complicated tasks.

Nonetheless, I learned a lot from all the tests, and I will definitely continue to check how I can implement AI in my work.

It just needs a different approach than initially planned.

#### **4) Where's the easy money at?**

mVAS in low tier geos.

The competition there also increased a lot but when you can run campaigns in more or less every country worldwide there will always be good opportunities.

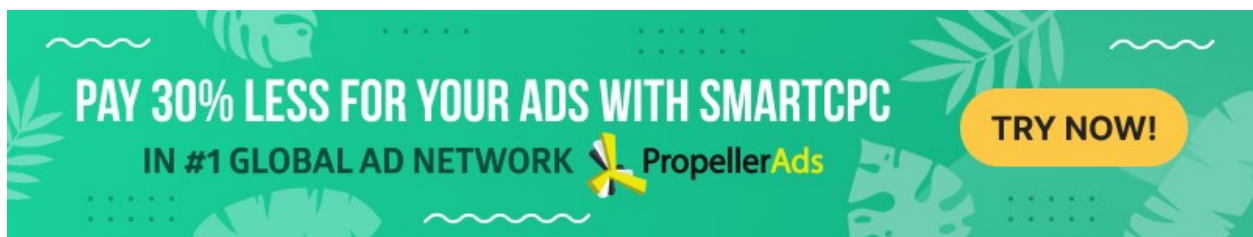
#### **5) Most common mistakes you see affiliates make?**

Not testing enough and not testing fast enough.

Probably one of the main newbie mistakes is when you try to make everything perfect from the very beginning.

That way you can lose lots of time (and money).

Run quick and dirty tests and only put more time in campaigns that look promising.



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## 6) How important are network events and which one is the best?

They are important. Nothing beats meeting people in real life.

Best ones are the [Affiliate Worlds](#).

## 7) Whitehat or blackhat?

Still the same principle as always, blackhat can be very profitable but mostly doesn't last long.

For long term success whitehat is the way to go.

## 8) Is having a team a must?

I'm working as a lone-wolf affiliate without a team for almost 18 years and never felt the need to change it.

## 9) Any other advice?

Get a realistic impression about affiliate marketing.

It's no fast and easy money so you should set realistic goals.

This can already help a lot to avoid frustration when success doesn't come fast enough.

Keeping the motivation level high is very important.

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## 'Rhino' on STM, Affiliate Marketer

Link: [Rhino's STM Profile](#)

### 1) Self-intro

I've been in the affiliate marketing space for the last 5 years. I went full-time into it in 2021. I specialize in push traffic and native ads.

### 2) Success factors for last year? Focus for this year?

Consistency is very important. Last year, I made it a goal that I'll launch 10 campaigns every day - no matter what. My push traffic revenue has doubled due to being consistent. Also, focus on one niche and try to master it. If you deviate too much then you're likely to fail.

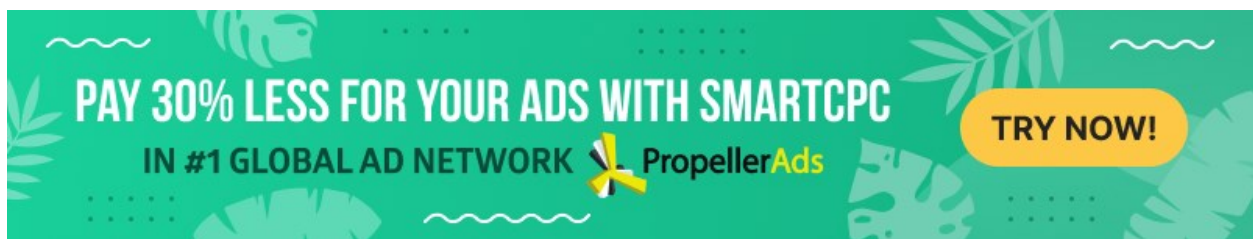
### 3) How are you using AI? Results?

Not using AI currently.

### 4) Where's the easy money at?

I feel mastering tiktok ads is the easiest way to make money (right now).

### 5) Most common mistakes you see affiliates make?



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The most common mistake is giving up too early and not being consistent with one thing. I see many affiliates will try one traffic source for 6 months, if they don't get results they'll move to the next traffic source and keep changing the method after every few months. One needs to understand that it takes 2-3 years to master a skill/traffic source. When you frequently change your method/traffic source you have to again start from 0. All traffic sources are equally difficult to master. Nothing is easier or more difficult. Stick to one thing and master/practise it for at least 1-2 years. The same is true for offers. Stick to one niche and master it.

## **6) How important are network events and which one is the best?**

I go to conferences only to meet my skype/affiliate marketing friends who live in other countries. This is the only time in the year when we get to meet each other. Conferences are good for networking and making friends.

## **7) Whitehat or blackhat?**

Both - anything that makes you money, do that.

## **8) Is having a team a must?**

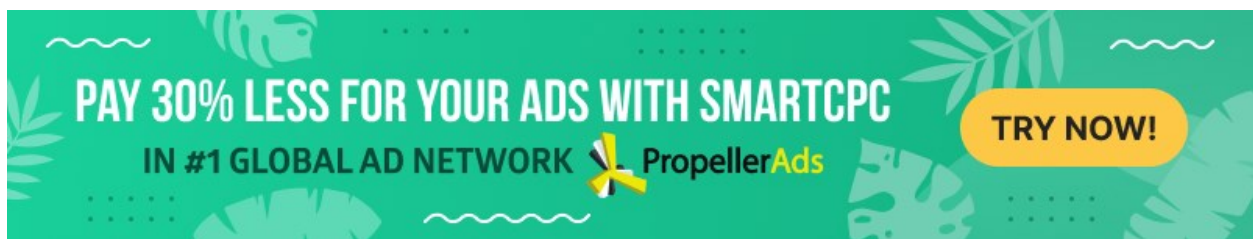
Lone wolf affiliates can still make money. I know people who are making \$100k/month working alone. But if you want to scale to really big numbers, you have to form a team. Forming a team will take time and patience. Also, it's difficult to find people whom you can trust.


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## 9) Any other advice?

While chasing money, make sure you enjoy your life and don't blindly run after money. Money itself won't make you happy. Have a good work-life balance.

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## Kirby Thornton, 'iwanttofly' on STM, "Just a Guy"

Link: [iwanttofly's STM Profile](#)

### 1) Self-intro

I've been working in affiliate marketing since 2019 and I've probably tried most of the traffic source types at this point. Facebook continues to perform the best for me, despite all its obstacles. The key has been building an infrastructure so that restrictions are now only temporary speed bumps. My best success has always been in the insurance space. Currently I have one major client as well as running Pay Per Call as an affiliate.

### 2) Success factors for last year? Focus for this year?

It is the same as last year: Friends. Find people you trust, be open and honest with them and help each other as best you can. Also, respect requests for confidentiality. Keep the secrets that were shared with you. Beyond that, don't be afraid to pivot. Focus on one thing and get good at it, but also be willing to change when the world changes around you.

For this year, I plan to continue in the Pay Per Call space and expand into additional verticals. I'm always looking for good buyers in this space.

### 3) How are you using AI? Results?

Currently I am not, but I definitely need to explore it and see what value it may have.



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#### 4) Where's the easy money at?

Nothing. Affiliate marketing is work. It only seems easy once you establish some basic competence. Easy money is usually made via black hat methods. So the marketing may be easy, but often the infrastructure to support it is difficult and/or expensive.

#### 5) Most common mistakes you see affiliates make?

Missing the forest for the trees. It is really easy to think there is some secret tip or trick that will change everything. Often that isn't the case. Focus on the big levers. Make the best creatives you possibly can, and that doesn't mean highest production value, get your lander to be the best you can, and then find the best offers you can. Especially on social media, campaign structure means nothing if you have bad creatives, a bad lander or a bad offer. Also, it takes money to make money. Starting in affiliate marketing is cheap only in comparison to starting a brick and mortar business. It still takes money to build the infrastructure and buying traffic while you're still learning can take a lot of money. Particularly when promoting higher payout offers.

#### 6) How important are network events and which one is the best?

Extremely. I recently attended ASW and I was blown away by the ability to meet people that I never would have otherwise. Also, it gave me a chance to meet some of the people from [STM](#) that I've talked to for a year or more. My goal is to attend at least a few events each year. As to the best, try to find



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the one that best aligns with the type of offers you want to promote. Don't go to an ecommerce focused event if you want to do leadgen. Don't go to one focused on LATAM if you're focused on Europe.

## 7) Whitehat or blackhat?

It will always be whitehat. Blackhat opportunities will always exist, but it will always be a battle. Regulators seem only more focused on protecting consumers, and that will put more pressure on traffic sources to protect their users. It will also make it more and more difficult for offers to survive. Again, blackhat will always exist, but there is so much more opportunity in whitehat, without the stress.

## 8) Is having a team a must?

Lone wolves can always survive, but the sooner you can at least outsource some of the tasks, the easier it will be. The best move I made this year was outsourcing some of the tasks I found the hardest and enjoyed the least. Also, the expense wasn't near as high as I had feared, so really it just turned into a revenue and profit multiplier. Again, it takes money to make money. The ability to make those initial investments helped me grow and make even more in the long run.

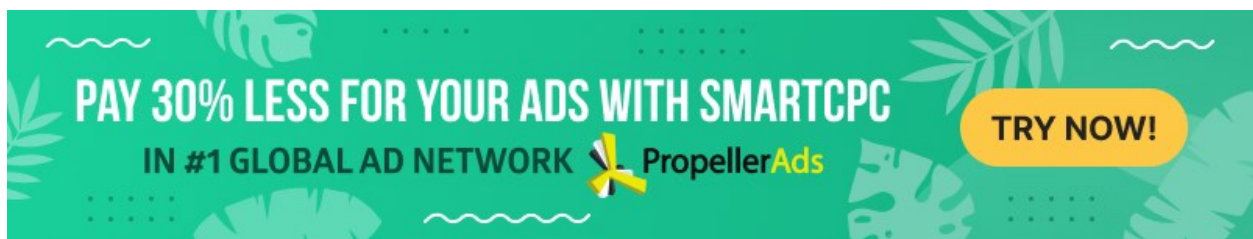
## 9) Any other advice?


Focus on the big stuff. Creative, lander and offer are what matter. Also, always be skeptical of network or traffic source advice. A lot of offers aren't

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good, you can send great traffic that is perfectly designed for the offer, but the offer just won't convert it. Do not throw good money after bad. And for traffic sources, lower level reps basically are just looking to get you to spend more and whatever advice you get typically is designed to do just that.

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## Bogdan Valeanu ('bogdanv' on STM), Super-Affiliate

Link: [Bogdan's STM Profile Page](#)

### 1) Self-intro

Romania, over 10 years in affiliate marketing - weight loss and health via fb and email.

### 2) Success factors for last year? Focus for this year?

Being always helpful to everyone and building relationships with the right partners helped me scale my business to close to 10M in revenue last year. In 2023 I plan to build even more.

### 3) How are you using AI? Results?

No.

### 4) Where's the easy money at?

Building a health list through FB ads can be huge on the long run.

### 5) Most common mistakes you see affiliates make?

Most affs do not build a list as they do not look at things long term.



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## 6) How important are network events and which one is the best?

All events are great, but in my experience clickbank private dinners are the best if you get invited.

## 7) Whitehat or blackhat?

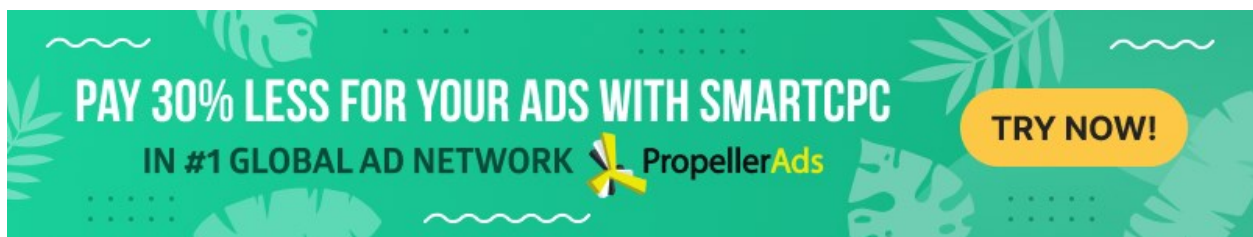
Clearly whitehat.


## 8) Is having a team a must?

As an aff, you can do up to 3k a day by yourself, but I recommend getting an assistant who can do lots of tasks for little money.

## 9) Any other advice?

Work on your mindset and subconscious programming. That is where the magic is!

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## Jitendra Vaswani ('Jitendra' on STM), Digital Marketer & Affiliate Marketer, Founder of Digiexe.com

Links: [Jitendra's STM Profile](#)

### 1) Self-intro

In 2012, I began my career in internet marketing while working for a tiny business as an SEO executive. I was first quite discouraged by the low compensation and had little interest in learning how to code. Even though I came from a family of programmers, I never wanted to go into the field. My loved ones did not support my decision to pursue an academic path.

My life took a dramatic change when I became fascinated with search engine optimization (SEO). After working for 2.5 years, I launched my first blog, BloggersIdeas.com, and the rest is history. My first book contains an account of my entire trip. Because of my success with this, my first foray into affiliate marketing, I've chosen to make it my full-time profession.

One of my goals in writing my first book, "Inside a Hustler's Brain: In Pursuit of Financial Freedom," is to inspire readers to make positive changes in their own lives and perspectives. To think like an entrepreneur is crucial.

### 2) Success factors for last year? Focus for this year?

Major factor would be my social circle and close acquaintances I hang out with.

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To begin, I'd want to name some of the people who have had the most impact on me as a marketer.

Neil Patel

Gary Vaynerchuk

Jordan Peterson

Lewis Howes

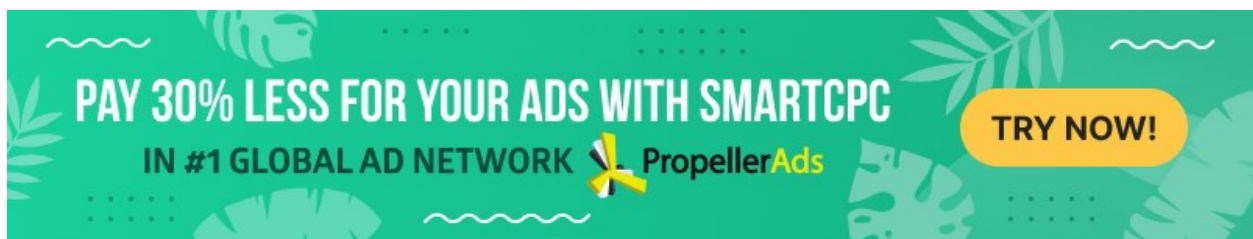
Rand Fishkin

I picked up new tips and tricks from these marketing gurus every day, and I know now that if I don't keep learning new things, my career in digital company would stagnate, if not decline.

This group of people motivates me to expand my knowledge and improve as a person. I think that showing appreciation and kindness is a great way for modern unicorn companies to succeed over the long run.

### 3) How are you using AI? Results?

I do use AI in my business, it helps to me automate my content marketing process a lot. AI can produce content ideas if you're stuck. AI-powered programs can generate ideas based on your writing subjects. Peppertype, Writecream, Copy AI, Copymatic, ArticleForge, and others can be quite helpful. AI can assist you in studying a topic. AI-powered technologies can help you gather data and information about your topic for more complete and accurate articles. After writing your post, AI may optimize it for the web. AI-powered SEO tools may add keywords, improve

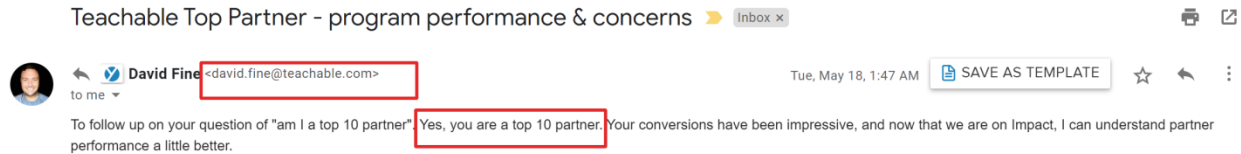


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readability, and more. Create text and picture content cheaply with INKforall or AISEO.

#### 4) Where's the easy money at?

To improve my affiliate marketing, I study the strategies of successful leaders and network with industry unicorns at the biggest conferences. Simply put, if you want to keep up with the competition and skyrocket your career, you need to surround yourself with the brightest brains in your field through seminars, masterminds, and other networking events. If you're just getting started in affiliate marketing, my best piece of advice is to get out there and network. Maintain an intellectual curiosity and an open mind. Because in affiliate marketing, information has become the new money. With my newfound expertise, I can grow my company to a point where it generates six figures each year in profit. You can see a portion of my affiliate earnings from the Teachable program I have been marketing for the past two years in the screenshot below.



#### 5) Most common mistakes you see affiliates make?

SEO is often misunderstood as something that can be accomplished in a month. Both black hat and spamming are viable options for them to achieve their goals. For the short run, I think this is the best approach. When the



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time comes, you should think strategically. Your future success and wealth will be based on this. Being patient and skilled is necessary for SEO success. Because they wanted a quick fix, I've seen SEO professionals give up the field after only two years.

## 6) How important are network events and which one is the best?

There are already a lot of events dedicated entirely to the affiliate marketing sector. In the near future, I will conduct interactive sessions in which I share my knowledge on how to make money online and live as a digital nomad.

Check out some events I love very much:

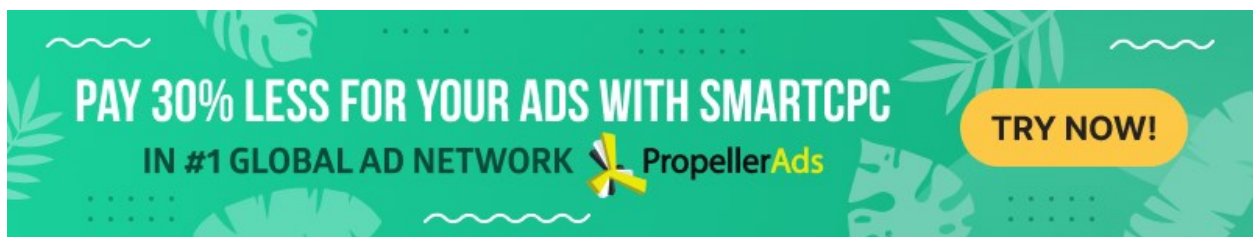
<https://dmss.io/>

<https://www.affiliatesummit.com/>

<https://affiliateworldconferences.com/>

<https://tesaffiliateconferences.com/>

Affiliate marketers, you should sign up with them and start establishing a solid foundation of excellent affiliates in your network. Surprisingly, I've increased my revenue by a factor of ten simply by showing up to these kind of events. The reason I can't mention any specific individuals is because it would be inappropriate. You can meet prominent and pleasant individuals who can help your business succeed during networking events, so don't be hesitant to invest in them. Perhaps a potential business associate will present themselves to you.



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## 7) Whitehat or blackhat?

Whitehat for sure. I never did blackhat and I don't suggest anyone to go on that road.

SEO experts should prioritize high-quality content. Why? Because without engaging content, you won't rank high.

It's also the foundation of white hat SEO — black hat SEO doesn't care about content quality. In Google's ideal world, you generate outstanding content that follows Google's guidelines and is widely read and shared. This summarizes white hat SEO.

White hat SEO ends when you write for search engines and don't care about your audience.

This includes user experience. Your material shouldn't be hard to read or slow to load, especially if your consumer is on a mobile device. It degrades. It will also hurt your SEO.

## 8) Is having a team a must?

You need to have a solid team and great business partners to scale your affiliate empire.

The ability to manage and hire the correct team members is the most important skill in the affiliate industry. I always check with current employees for references before bringing on new staff. References were the only foundation upon which I assembled a team of twenty or more people. When I need to fill an open XYZ job, I always ask an existing team member who they recommend, and they never fail to deliver.

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A strong group of people is essential for taking your affiliate business to the next level.

## 9) Any other advice?

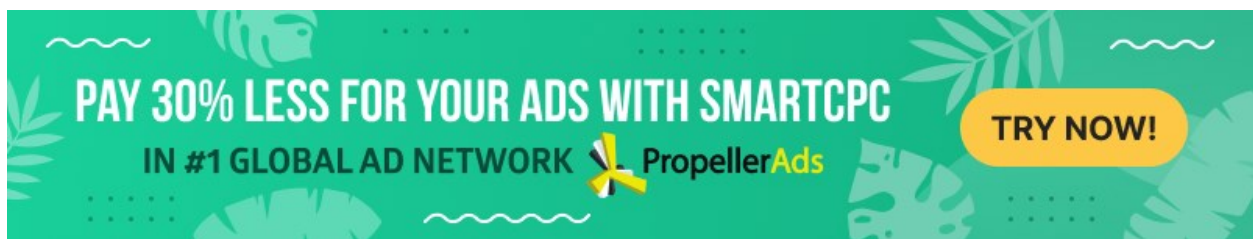
Follow this seriously:


Advice from someone who has never done it before is not to be trusted.

Second, ignore the advice of those closest to you since they will be a hindrance to your achievement.

Third, perform periodic self-audits to determine your strengths and weaknesses, and then analyze the social channel and scale that to its fullest potential. Avoid splitting your attention too thin, as multitasking is a fallacy.

I wrote "Inside A Hustler's Brain: In Pursuit of Financial Freedom" to inspire individuals to make positive changes in their lives and adopt a more entrepreneurial frame of mind. The ability to think like an entrepreneur is crucial.

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# INSIGHTS FROM TRAFFIC NETWORKS

**Adcash, Emanuele Pezzulla, Head of Sales**

**Website:** [Adcash.com](https://adcash.com), [Adcash's STM Profile](#)

**BONUS: For new clients, use promo code **STM23** to get a 20% bonus on first deposit of \$/€200 to \$/€1000.** (Instructions: Create new Adcash account, deposit between \$/€200 and \$/€1000, apply promo code STM23.)

## 1) Self-intro

I worked in online advertising and sales for more than 11 years, representing Adcash with more than 15 years of experience in this industry.

We are a global online advertising platform, and our range of services covers both user acquisition for advertisers & website monetization for publishers. We work with Web & Web mobile traffic types. Our performance-driven in-house ad tech combines the best of both worlds, matching advertisers' campaigns with our publishers' supply of websites.

We're active in 195 countries, reach 200M unique users and generate around 350K conversions daily. Our anti-fraud technology saved advertisers \$13.9M by blocking out fraudulent traffic in 2022.



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## 2) Biggest changes implemented on your network?

Our biggest news for our customer typology over this past year were:

### Advertisers:

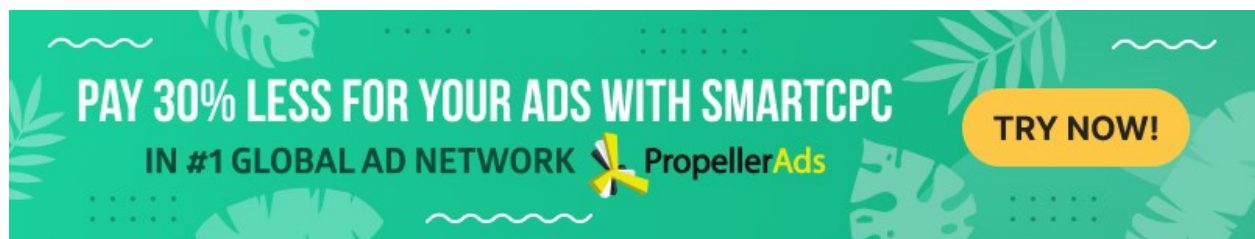
- Campaign targeting features improvements
- Dynamic pricing & Quality tier bidding for CPM payout type
- Adcash x Voluum Automizer integration
- a new template for In-Page Push aiming to higher user engagement

### Publishers:

- New UI for our Publisher panel, providing our publishers with more customization features for their ad formats and more overall control
- New payment system which allows Publishers to decide the payment frequency & terms
- Improvement of our Autotag format, allowing Publishers to use a single line of code for our top 3 ad formats (Pop-Under, Interstitial, In-Page Push)
- Consolidation of our Anti-AdBlock technology

## 3) Best-performing offers and geos?

Verticals: iGaming, Dating, VPN, VOD, Software/Utilities (antivirus, browser extensions, etc.), Mobile apps, Sweepstakes



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Geos: US, CA, UK, AU, DE, ES, IT, Latam, MENA

#### 4) Tips on beating competition?

Look after your campaigns' performance, ensuring you track all the relevant events/goals and optimize according to them. Follow the indicators about the minimum bids, and if you have a managed account, get in touch with your manager to get more insights about your campaign ranking on our traffic.

For a proper tracking setup, I always advise our advertisers to get support from our managers and use all the optimization-related tools we developed to ensure advertisers will have the best ROAS.

A/B test different payout types and make sure to use our quality bids for the CPM payout type.

#### 5) Any other advice?

Test different approaches for your campaigns, starting from A/B testing different targeting options, creating more engagement by using different landing pages and giving time to your campaigns to rank up on our top traffic for the best results.

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## Adsterra, Gala Grigoreva, CMO

Links: [Adsterra.com](https://adsterra.com), [Adsterra's STM Profile](#)

**BONUSES: Apply promo code TA7A38YN to get a \$100 bonus on your first \$400 deposit. Apply promo code GFSCVK11 to get a \$300 bonus on your first \$1000 deposit.**

### 1) Self-intro

Adsterra is an award-winning global advertising and CPA network with a unique Partner Care approach. Since 2013, it's been providing an advanced advertising and monetisation platform and A-class support for brands, media agencies and solo buyers and sellers who seek a profitable and convenient way to trade traffic. The main niches are VPN, utilities, cleaners, anti-viruses, software, mobile subscriptions, iGaming, e-commerce, dating, and finance. The strongest GEOs are US, IN, BR, DE, ID, GB, FR, TH, JP, MX, CN, etc.

Adsterra offers tons of direct traffic from the globe and top-converting ad formats, including its proprietary dynamic and customisable Social Bar ads. Adsterra differs by its 3-level security system, a sought-after CPA model, and impressive RTB supply. For managed partners, Adsterra offers in-house optimisation solutions like CPA Goal and Smart CPM.

### 2) Biggest changes implemented on your network?

2022 has taught us even faster adaptation. We invested in hiring excellent specialists – and did not lose. CPA media buying has now been added to the



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self-serve platform for our Social Bar advertising format. New dynamic templates were added, which imitate video teasers and messages on trending social networks and instant messengers. And now, we see how competitors repeat this strategy since full customisation gives high CTRs and post-click performance. We also added new traffic sources and enhanced the igaming vertical.

### 3) Best-performing offers and geos?

As of the ad network, any affiliate offers from the strongest verticals and GEOs will perform great. Just make sure to ask the online support team or manager for the best pricing model. As of Adsterra CPA Network, the winning strategy would be CPI offers like utility cleaners, VPNs, browser extensions, as well as iGaming offers run by deposits and registrations for the SEA and LATAM regions, tier1 GEOs.

### 4) Tips on beating competition?

The most straightforward yet efficient way is to reach out to Adsterra's managers and ask them about the most competitive bid and what you should do to outcompete. However, consider these steps as well:

1. Use spy tools or ask our managers how to improve your creatives and prelanders.
2. Consider playing with frequency capping.
3. Test alternative pricing models and ad formats.



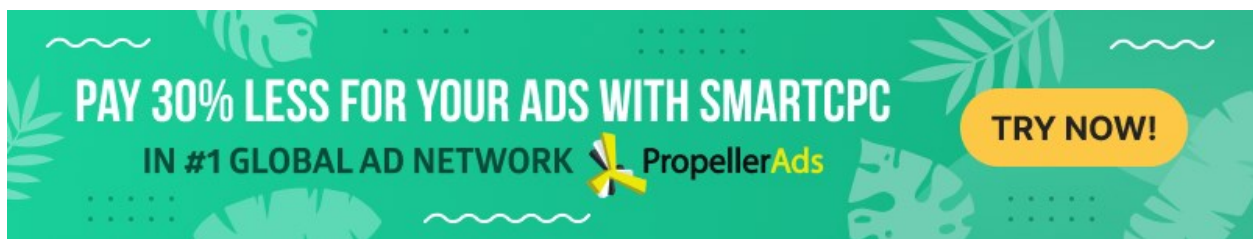
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4. Explore our special feature, Custom Bid, to increase the payout for the best-performing traffic sources and minimise spending on the worst performers.

5. When using black or whitelisting, do not forget to regularly re-test placements.

### **5) Any other advice?**

Follow our social media for upcoming cool promo and product updates!



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## Clickadu, George Minski, BD Team Lead

Links: [Clickadu.com](https://clickadu.com), [Clickadu's STM Profile](#)

**BONUS: Apply my personal promo code `GEORGE_STM` to get +\$20 bonus on your first \$100-300 deposit, or +10% bonus on your first \$300+ deposit. (I'll contact you right after.)**

### 1) Self-intro

Clickadu has been here with you since 2015, and I've been in the business since 2007 (personally).

We're a multi-format advertising network with many years of expertise and specialization in digital marketing. Clickadu operates in 240+ countries with 4 billion daily impressions and 7 ad formats available, including pops, push notifications, banner ads, etc.

### 2) Biggest changes implemented on your network?

New rotation for several ad formats, banner ads improvements (creatives optimization and rotation), Apple Relay, anti-adblock (adblockers bypass feature), cross-format advertising (one creative ad set for different ad formats) and many minor product and services features.

### 3) Best-performing offers and geos?



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Won't name exact offers (rarely do so, simply because no one needs additional competition for the traffic), but definitely should name top listed verticals:

eCommerce (wholesale brands)

iGaming (gambling and betting)

Social and Entertainment apps

Food delivery and Mobility

VPNs (apps)

Tools and Utilities (apps)

mVAS

#### **4) Tips on beating competition?**

Nothing changed over the years, but still accurate:

- Make sure your budget is sufficient for the offers you wanna run.
- Bid higher for the best performing pubs (zones).
- If you can't bid higher (being a small affiliate, competing with a brand owner), then be better in terms of creativity.
- Test different creative approaches, different ad formats.
- ALWAYS use tracking.



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-Get in for the geo with largest traffic volumes (for the offer) in order to find "untouched" placements.

### 5) Any other advice?

Be brave with new approaches, don't follow "successful cases" blindly, simply because those cases were squeezed dry long before got published.

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and dotted lines. The text is white and yellow. On the right, there is a yellow button with black text.

**PAY 30% LESS FOR YOUR ADS WITH SMARTCPC**  
In #1 Global Ad Network  PropellerAds **TRY NOW!**

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## HillTopAds, Rimma Kulikova, COO

Links: [HillTopAds.com](https://hilltopads.com), [HillTopAds's STM Profile](#)

**BONUS: Get +20% bonus upon \$100+ deposit (use promo code STMFORUM).**

### 1) Self-intro

HilltopAds was founded in 2013 and successfully sold and monetised traffic worldwide for over 10 years. We work with all types of live traffic and provide our clients with high-quality QA in all directions. The traffic volumes and advertising feed allows us to work for any customer requests.

### 2) Biggest changes implemented on your network?

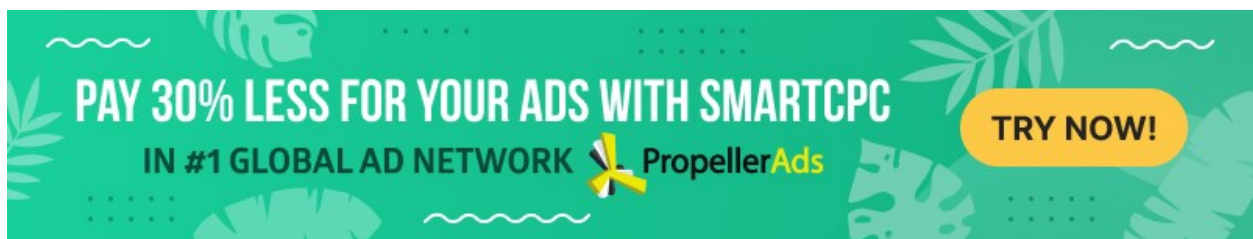
Over the past year, we have carefully listened to objective wishes and suggestions to make the platform more convenient and flexible for our customers.

The main areas of upgrade work were:

-Adding more sensitive and improved metrics to determine the quality of traffic.

-We also turned to our publishers and significantly improved the quality of the advertising feed.

-I would also like to note the deep technical updates of the system.



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### 3) Best-performing offers and geos?

Due to the intensive work of the QA department, traffic can be converted in absolutely all directions/types of offers, and the client will only need to select creatives to attract maximum attention mindfully.

But I want to note the most popular areas of our clients: Dating, betting, utilities, and e-commerce.

Despite the growing popularity of little-known countries, Tier 1 is still the most in-demand group.

### 4) Tips on beating competition?

Competition is inevitable in any ad network, so high-quality creatives and an above-average bid will allow you to work as efficiently as possible.

### 5) Any other advice?

The most important strategy for our clients that we ask them to adhere to is to launch a test only on the high channel, be sure to optimize sources/creatives/targeting and expand by connecting new traffic channels. HilltopAds' personal account has a lot of tools, including automatic optimization of sources for maximum convenience and increase in ROI with HilltopAds.

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and dotted lines. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and "PropellerAds" in white. On the right, there is a yellow button with the text "TRY NOW!" in black.

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## JuicyAds, Juicy Jay, CEO & Founder

Links: [JuicyAds.com](https://JuicyAds.com)

**BONUS: Use promo code [STM2023](#) to get deposit match up to \$100.**

### 1) Self-intro

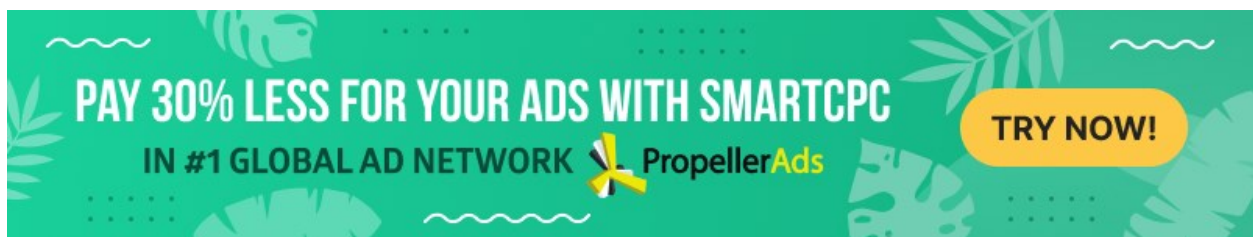
I'm Juicy Jay, CEO and Founder of JuicyAds.com (the Sexy Advertising Network) and also Broker.xxx (the largest marketplace of adult websites, domains, and businesses with over 4,000+ properties for sale).

I started in the adult industry over 23 years ago now (damn, I guess that makes me a career porn guy). I started as an affiliate, dabbled in mergers and acquisitions (M&A) and then launched into traffic sales when I developed and built the platform known as JuicyAds. Today, the JuicyAds platform handles over a billion ads including banners, popunders, interstitials, and navigation tabs. Our top geos include countries from North America, Europe, and Asia.

About three years ago I launched Broker.xxx, leveraging my lifetime of connections in the adult industry. As a brokerage firm, my growing team of nearly a dozen professionals help people buy and sell adult businesses, websites, and domains.

### 2) Biggest changes implemented on your network?

I'm pleased to say that we spent months building and launching our next-generation ad delivery engine, it is based on the same technology currently



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allowing many billion-dollar companies to scale their busy platforms. In addition to being faster and more efficient, it will be powering our newest ad formats launching later this year.

### **3) Best-performing offers and geos?**

Our network performs best with webcams, gambling, video games, apps, and dating. With our Adsistant® and full data for source optimization (if you prefer to do it manually) it's possible to scale in many different ways.

### **4) Tips on beating competition?**

Sticking to minimum bids is tempting as a newbie but you'll get traffic that has already been blocked by many other advertisers. Be aggressive. Build campaigns at multiple bid levels. Bidding higher will unlock higher valued traffic. Strategically, you'll want to start at a bid a bit higher than average and work your way up as quickly as possible. Be vigilant and work on optimizing your campaigns daily. Upload lots of images (we have a mass uploader) and you'll get better results. Change your creatives often, especially the ones that aren't producing. Above all, if you have opportunity to utilize S2S Postbacks, definitely set that up on your campaigns. You'll get better data that way than any other form of optimization, and it will allow you to auto-optimize your campaigns with our Adsistant® auto optimizer. You can easily handle dozens of campaigns that way.

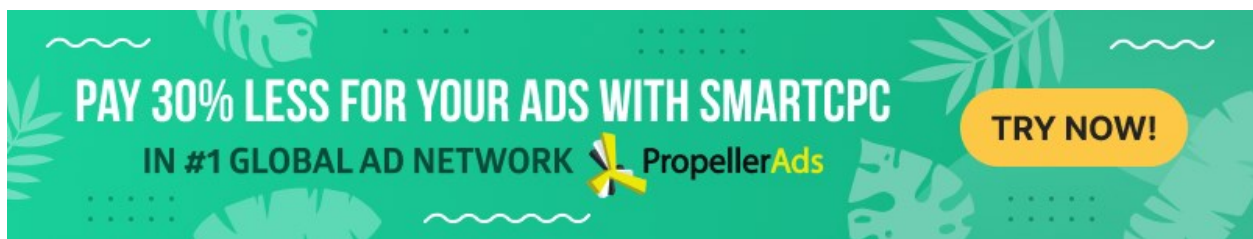
### **5) Any other advice?**


A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" is written in yellow, followed by the PropellerAds logo (a yellow propeller) and the text "PropellerAds" in white. On the right side, there is a yellow button with the text "TRY NOW!" in black. There are also some small yellow dots scattered around the text.

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Check out what is for sale at Broker.xxx and signup for the newsletter to get alerts for the new properties. You should always be looking to easily expand on your current affiliate efforts, and acquisitions are often more affordable (and quicker) than building new projects yourself. If you want to start in the adult industry, or expand your existing empire, you can find websites for sale at Broker.xxx. There are plenty of different properties to choose from that may provide high quality traffic that may exceed the paid advertising you are doing, and supercharge your offers. There are also lots of great domains that would be useful for your next project or SEO purposes.

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned between the text and the "TRY NOW!" button. The button is yellow with black text. The background features faint white wavy lines and leaf patterns.

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## MGID, Olha Sukhinina, Head of Account Management

Links: [MGID.com](https://www.mgid.com), [MGID's STM Profile](#)

**BONUS: For new MGID clients, add \$100 to \$10,000 and receive a 23% welcome bonus on top of your first deposit. If you are already registered with MGID, contact your manager for your personal bonus conditions.**

### 1) Self-intro

I oversee customer relations and manage a team of dedicated customer success professionals at MGID. The key mission of this division is to ensure MGID's advertising clients reach their business objectives and target KPIs.

You can find me, Olha Sukhinina, on [LinkedIn](#).

Company introduction:

MGID is a global advertising platform helping marketers reach unique local audiences at scale. It uses privacy-first, AI-based technology to serve high-quality, relevant ads in brand-safe environments. The company offers a variety of ad formats, including native, display and video to deliver a positive user experience. This enables advertisers to drive performance and awareness.

Why MGID:



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- A single access point to premium publisher supply
- In-depth audience targeting by context, interest, behavior and more
- Sophisticated optimization options
- Dedicated creative team
- Best-in-class customer support

General description:

Traffic formats: Native, display and video advertising

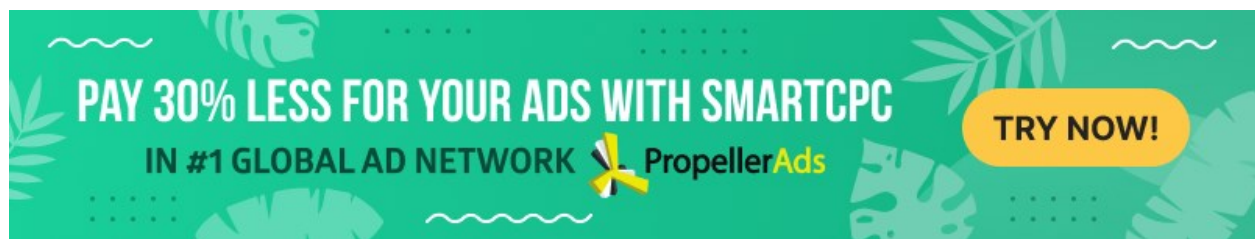
Pricing models: CPC and CPM

Payment systems: Bank card, bank transfer, PayPal, Paxum, etc.

Geos: Worldwide coverage. Every month, MGID reaches 900 million unique readers, with 200 billion ad impressions, across 25 thousand trusted publishers.

## 2) Biggest changes implemented on your network?

With advertising budgets under more scrutiny than ever, it's essential to ensure that creatives leave a lasting impression on target audiences, reducing wasted spend and boosting ROI. With this in mind, we have launched two new formats — rich media and motion ads, which drive effectiveness for advertisers through increased audience engagement and attention.



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What is more, we have partnered with several data providers. Now, MGID clients can enrich their first-party data with third-party data on consumers' interests, behaviors and intent to help them reach relevant consumers at scale.

Additionally, we have begun experimenting with Open AI's DALL·E 2 technology, which lets marketers enter text-based "prompts" to generate unique computer-made digital images.

And very soon, we'll announce some significant changes on our platform. Stay tuned!

### 3) Best-performing offers and geos?

Content arbitrage is making a comeback. I advise affiliates who have experience working with content arbitrage to take another look at it.

Health and beauty products are always among the top-performing verticals on every geo, but dropshipping is also breaking through to the top. We are also seeing an increase in native-to-search campaigns.

But beginners should definitely start with more straightforward options, such as health and beauty products. That is, if we are talking about the global market.

As for MGID's top-performing geos, the breakdown is the following:

US: content arbitrage, native-to-search, dropshipping and financial offers;

Italy: content arbitrage, home appliances, health and beauty offers;

Brazil: betting, health and beauty offers;

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Ukraine: health and beauty offers, content arbitrage;

India: health and beauty offers.

#### 4) Tips on beating competition?

Try to not to create hundreds of accounts to avoid hassle for your account manager. Work under one. This way, you can manage all your campaigns and monitor their overall performance.

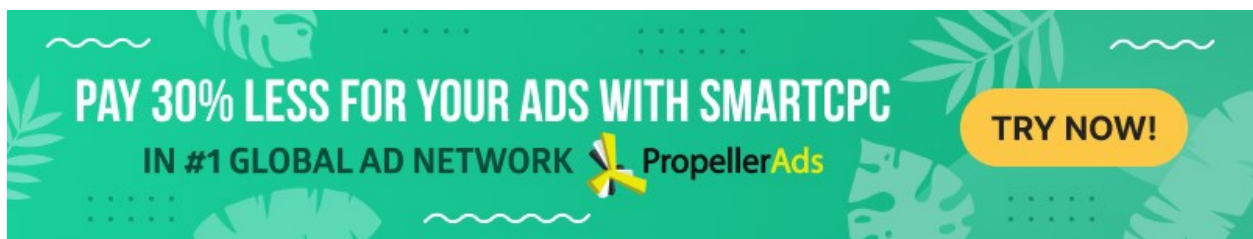
It's easier to take a mainstream offer, set up targeting parameters suggested by the account manager, and gradually expand them if you can't afford to run tests at scale. But if you can afford to experiment, it's always better to create several ad campaigns for one offer with different settings and creatives and AB test them. This way, you can quickly understand what works best.

As for the bid strategy, it's always better to set a higher bid at the very beginning (30% higher than average) and gradually lower it while optimizing the campaign.

I also advise to make changes only once every few hours (or, better, once every 24 hours if the campaign is small). Otherwise, you won't be able to test your campaign on all the possible publishers.

#### 5) Any other advice?

First and foremost, trust your account manager and listen to their advice. Don't forget to set up conversion tracking, and remember: native advertising is about testing different approaches.



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## Outbrain, Joe Addona, Team Sales Lead, Affiliates

Links: [Outbrain.com](https://www.outbrain.com)

### 1) Self-intro

Been in digital marketing for 10 years, at Outbrain for 7 of those years. We're a global native advertising network, with inventory worldwide.

### 2) Biggest changes implemented on your network?

GIF formats have really took off. They yield a higher CTR, which in turn allows marketers to pay less of a CPC. We are also having more success with an algorithm set called TargetCPA, which allows marketers to set the CPA they want to hit.

### 3) Best-performing offers and geos?

Health offers, like VSLs and even long-form TSLs. We also have a lot of success in the lead gen verticals (solar, life, medicare, etc.)

### 4) Tips on beating competition?

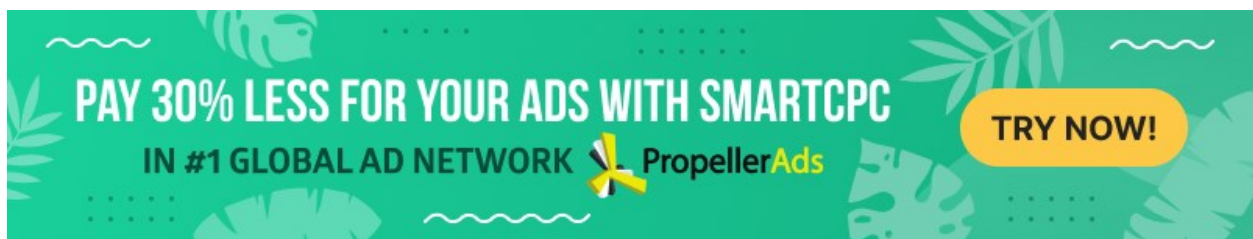
Be unique and don't try to use what you see working. Being first to market with offers & creatives is a huge advantage.




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## 5) Any other advice?

You need a rep to be successful on Outbrain. There are specific publishers lists, nuances to campaign set up, etc. We have a global team of 20 people just dedicated to helping the affiliate industry. We're here to help.

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned between the text and the "TRY NOW!" button. The button is yellow with black text. The background features faint white wavy lines and leaf patterns.

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## PropellerAds, Matt Schmidt, Head of Advertisers Department

Links: [PropellerAds.com](https://propellerads.com), [PropellerAds' STM Profile](#)

**BONUS: For new PropellerAds clients, get a \$75 bonus on a \$250 deposit with promo code PropellerSTM.** (Instructions: Register at PropellerAds, go to "Add Funds" section in your account, paste code PropellerSTM in the 'PromoCode' field. Note: Not available for wire transfers.)

### 1) Self-intro

PropellerAds is a multisource advertising platform providing access to unique traffic sources and AI-based ad-serving/optimization tools for media buyers, agencies, brands, and affiliate marketers.

The company is a member of IAB Europe with a ISO/IEC 27001 Safety Certification. Founded in 2011, PropellerAds rapidly became a leader in Popunder advertising, before expanding into the display advertising market with Push Notifications, Interstitial and In-page Push. The platform covers 195+ GEOs with 12 billion advertising impressions per day and provides clients with full access to unique adtech developments and features to improve ad performance.

PropellerAds provides access to traffic from \$0.001 per click and from \$0.01 for 1000 impressions and the biggest pool of exclusive supply partners with an untapped audience.

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and the text "PropellerAds" in white. On the right side, there is a yellow button with the text "TRY NOW!" in black. There are also small yellow dots scattered around the text.

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## 2) Biggest changes implemented on your network?

This year was full of updates and innovations.

PropellerAds now provides access to new supply partners and has become a multisource ad platform.

As of 2022, multiple exclusive, well-tested traffic sources are now accessible via a single advertiser account. This is the multisource element of PropellerAds' latest updates.

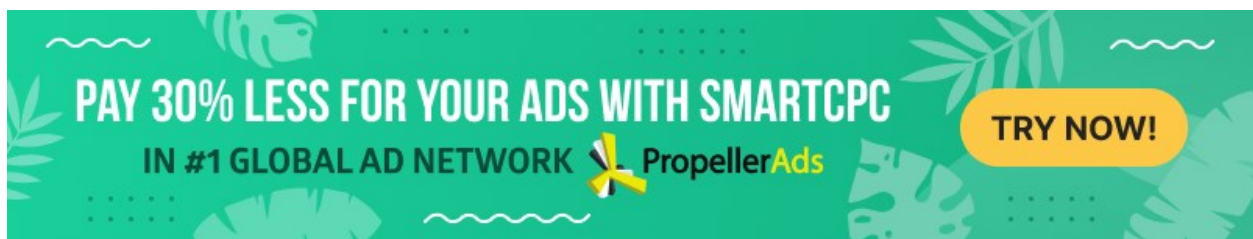
So what's new?

- New traffic types for simple and optimized media buying (coming soon)
- New ad rotation algorithms
- New bidding model
- Advanced anti-fraud software to ensure partners' traffic quality and purity
- New website with more precise positioning that matches our business structure

What does this mean?

We have updated PropellerAds technological system to ensure complete transparency with existing and future customers. Customers can continue using PropellerAds' platform with the added assurance that they understand the technology they are using 100%!

The PropellerAds team continues to prioritize traffic quality with regular, dedicated checks that ensure all our partners' traffic meets high standards, and best suits your business goals.



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We announce this update about becoming multisource to ensure maximum transparency and keep all of our partners informed about the company's activities.

Customers can rest easy with this multisource update, knowing that PropellerAds will continue to provide only the most high-quality traffic sources carefully checked with the latest anti-fraud technologies.

### 3) Best-performing offers and geos?

Here are some GEOs and verticals that work best. All this data is based on statistics and research of the PropellerAds Sales and Internal Analytics teams.

Some of them are newer and trending like Nigeria. The best verticals - iGaming, Sweepstakes, Finance (Forex), Mobile Subscriptions, Dating, Utilities.

Brazil. The best verticals - iGaming, Finance, Sweepstakes and Dating.

Asia is doing amazing with the following countries in particular:

The Philippines. The best verticals - eCommerce, Finance, Mobile Content, Sweepstakes, Utilities.

Indonesia. The best verticals - Dating, eCommerce, iGaming, Sweepstakes.

Malaysia. The best verticals - iGaming, eCommerce, Utilities, Sweepstakes.

Thailand. The best verticals - iGaming, eCommerce, Sweepstakes.

And we cannot forget always at the top and with high demand:

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United States. The best verticals - Utility apps, Software, Sweepstakes.

India. The best vertical is Finance.

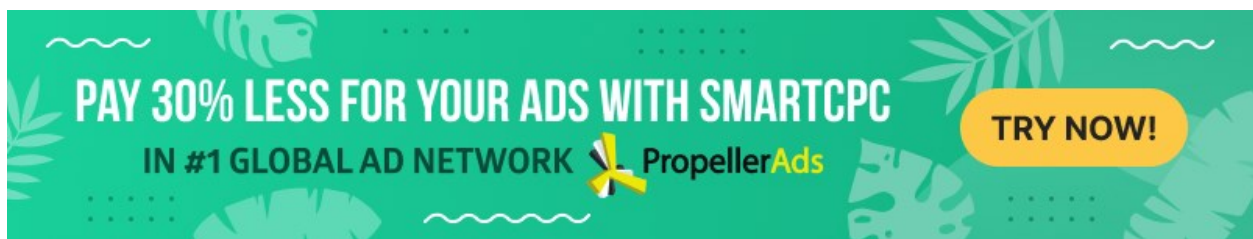
In each GEO, without exception, it is recommended to roll Push or Onclick ads and target Android mobile users. Also, Smart CPM and CPM work great with Onlick, while CPA Goal is suitable for Push notifications.

In most Asian countries, eCommerce websites like Lazada or Shopee are significantly more popular than European online shops. For Utilities, you should choose cleaners, for Finance - Credit Cards or Trading. Be careful with iGaming regulations and make sure to follow your offer requirements in this regard.

#### 4) Tips on beating competition?

Invest time and resources in setting up tracking for your campaigns, as it will open multiple doors for you. Starting with proper traffic analysis will allow you to optimize the placements and campaign setup leading to higher ROI and more competitive campaigns. Moreover, having S2S postback setup will provide you access to CPA Goal model and all of the automation tools, making your campaign perform better on the right placement, outperforming the competition.

Don't stop at one creative - even if you find a creative that works for your offer, use it as a base to further tune it and try new approaches. Some of the less effective creatives may still show higher CTR or CR on particular sources allowing you to capitalize on it and improve your position in the auction.



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PropellerAds is a multiformat platform so take advantage of it. Launching the offer to a new format is key to an untapped audience full of potential. This is especially important if you are running CPAGoal as the model will optimize the campaign to your desired CPA, saving time and money on bulk testing and manual optimization.

## 5) Any other advice?

Pay close attention to seasons and trends, for example sales and sports events, as they help to generate extra conversions and interested users. Those who prepare in advance are usually the ones capitalizing the most.

Follow the news and case studies on our blog where we highlight main trends and interesting updates to keep you up to date.

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## RichAds, Daria Maichuk, Head of Customer Service

Links: [RichAds.com](https://richads.com), [RichAds' STM Profile](#)

**BONUS: Special for STM forum users, we give a 12% bonus for the first deposit using promo code **STM12**.**

### 1) Self-intro

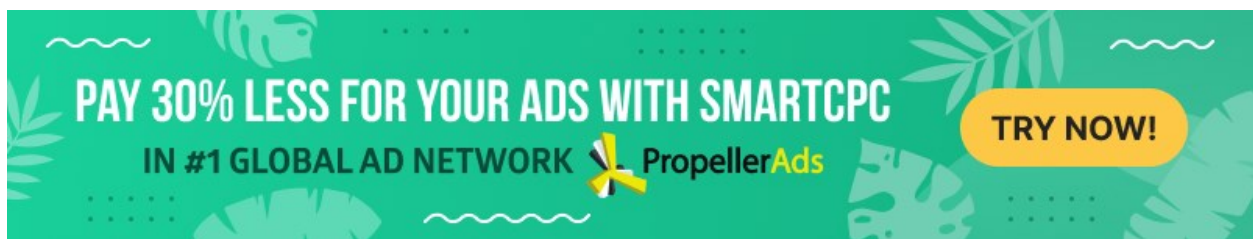
RichAds is an ad tech company and global self-serve ad network. It was founded in 2018 and was previously known as RichPush. Nowadays, RichAds is a well-known ad platform with strong features that help clients to succeed.

RichAds offers five ad formats: push and in-page push ads, calendar push, pops and direct click ads. Each day ad network provides 5+ billion ad impressions per day.

### 2) Biggest changes implemented on your network?

2022 was a year of innovations for us. First, we launched a new advertising format — direct click, also known as redirect ads. RichAds ad network allowed to run Adult ads on specific sources, which became a great plus for our clients.

RichAds team implemented a variety of original AI features to simplify the process of managing ad campaigns. The main one is the Performance mode feature. It's the algorithm that adds sources to black and whitelists without any efforts from a marketer. The function has proven to be a real helping hand.



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### 3) Best-performing offers and geos?

What types of affiliate offers (and in which geos) are performing the best on your network?

Our top verticals are:

- Gambling;
- Betting;
- Antivirus, VPN, Cleaners;
- Finance;
- Dating, Adult.

As for GEOs, Germany, France, the UK, the USA, as well as India, Indonesia, Turkey, Vietnam and Thailand rocked at RichAds last year. Pay special attention to them in 2023.

The most relevant geo-vertical bundles for push ads in January 2023:

- Gambling: ID, TH, US, BR, UA, BG;
- Betting: BG, MY, ZA, BR, ID, TZ;
- Antivirus: US, JP, GB, DE, FR, CA;
- Cleaners: US, AU, DE, FR, CA, TW.

The latest information about the RichAds traffic can be found in the [monthly reports here](#).

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" is written in yellow, followed by the PropellerAds logo (a yellow propeller) and the text "PropellerAds" in white. On the right side, there is a yellow button with the text "TRY NOW!" in black.

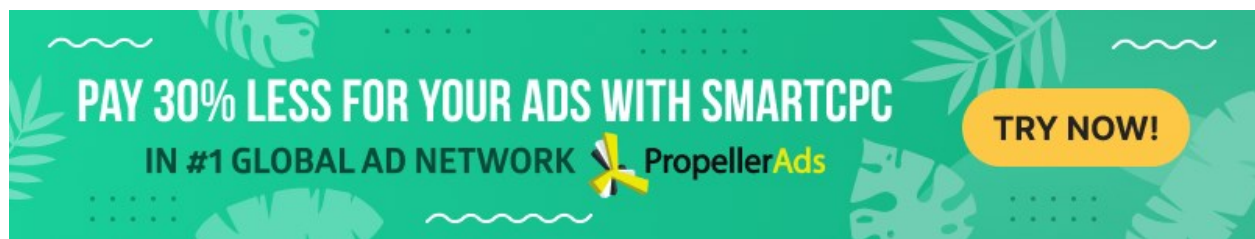
Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

#### 4) Tips on beating competition?

1. Ask the account manager about pre-built black and whitelists for your offer.
2. Start with at least 5-10 creatives to find what works best.
3. Set up an ad campaign with the Performance mode feature. It will help you to optimize ads without any action from you.

#### 5) Any other advice?

If you want to find a new audience, try our new ad format. Direct click ads were the best in terms of performance in 2022. The price is higher than for push and pop ads, but the audience shows very high interest in the ads as they are redirected to the landing page from the search bar where they are looking for familiar things. As a result, direct click campaigns show very good results.



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## Taboola, Andrey Kravchenko, Growth Sales Lead for Eastern Europe & Israel

Link: [Taboola.com](https://www.taboola.com)

### 1) Self-intro

Eastern Europe & Israel Lead at Taboola & Native Advertising Expert for 5+ years. Responsible for \$60M ARR Book of Business, which translates into a broad experience working with hundreds of clients across different affiliate & arbitrage verticals.

### 2) Biggest changes implemented on your network?

Yahoo and Taboola are partnered for the next 30 years. Partnership to generate ~\$1B annual revenue to Taboola and reach nearly 900M monthly Yahoo users. In plain English, once the integration is complete, anyone using Taboola should get access to loads of high-quality Yahoo traffic globally.

### 3) Best-performing offers and geos?

Depends on the season and geo. Taboola is historically stronger in Tier 1 countries, so it's worth starting with these geos first before looking for an expansion into Latam or Asia.

Verticals, as mentioned, are highly seasonal: Think Medicare and insurance in Q1, Nutra (pre beach) in Q1-Q2, E-com & gifts in Q3-Q4. We have quite a few partners among the CPA Networks across all the verticals, but it's always

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better to have a 1:1 with a Taboola rep, who can help narrow down the search and recommend & intro the right one.

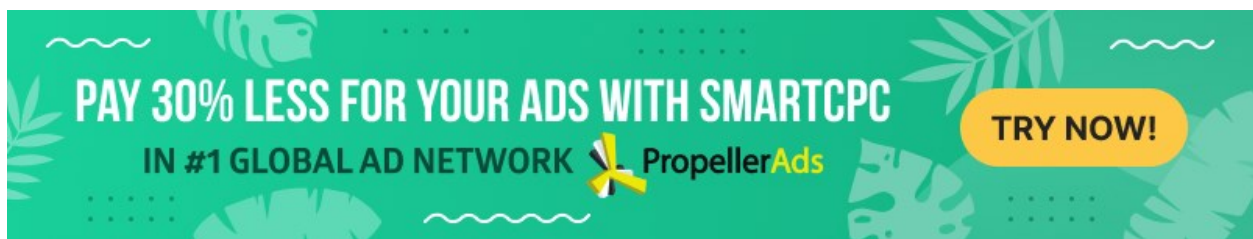
The current trend is recession-proof offers, e.g. typically lead gen & e-com offers that help save money instead of spend: Think energy saving, solar panels, loans and many others. Surprisingly, even investment may work well, subject to the right funnel – people are looking for security (value investing) or/and fast money (growth & speculative stocks), they may not be foreign to the concept of gambling some of the savings on licensed crypto & stock exchanges.

#### **4) Tips on beating competition?**

Forget CPA for a moment – think about your CPM. If the CPM is low, meaning you are on the high-converting placements, then you are optimising all the wrong placements and missing on your CPA opportunities. Bid aggressively, make data-driven decisions to benefit from the high CTR, and once you are happy with your CPM – once you see yourself buying loads of traffic from well-known websites – that's the time to think about your cost per acquisition.

#### **5) Any other advice?**

Having the right network is priceless – it's impossible to survive in a vacuum, it's important to learn from others; be prepared to network a lot in 2023 to consume as much information as possible and subsequently spend a lot of time with your network reps prioritising activities & offers. Patience and



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diligence always prevail, so be prepared to make a lot of mistakes in this tremendously adverse market before finding your own profitable niche.

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## Traffic Nomads, Pedro Neves, Manager

Link: [TrafficNomads.com](https://TrafficNomads.com)

**BONUS: For new registrations only, use promo code **STM10NOMADS** to get +10% bonus on first deposit.**

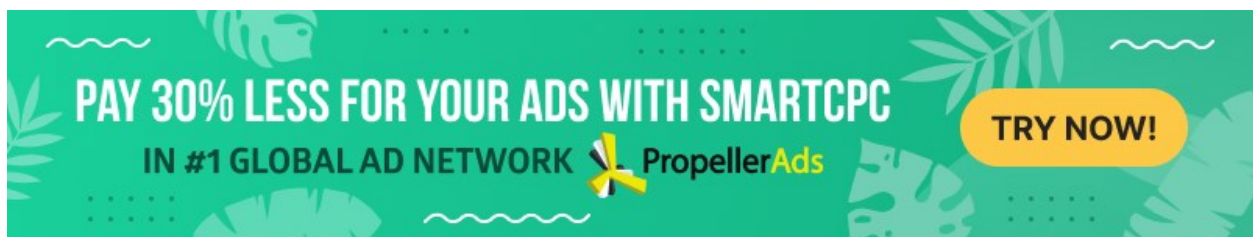
### 1) Self-intro

Traffic Nomads is a self-service traffic source part of the MOBIPIUM group which has been in the affiliate marketing industry for 10 years.

Traffic Nomads offers to affiliates and direct advertisers all the tools to get the most out of each campaign. With worldwide coverage, 6 formats (push-notifications, in-page push, calendar, banners, natives, popunders/popups), billions of daily impressions and thousands of direct and exclusive publishers, Traffic Nomads is the best solution to get the best results, always with the close monitoring of our support, which is made up of media buyers, giving you the best tips every time.

As we work directly with several thousand publishers, we can easily find the best spots for every vertical. Even so, lately the verticals where we see that our advertisers are demanding more are betting/gambling (perhaps driven by the World Cup), VPNs, anti-virus and the classics dating or carrier billing.

### 2) Biggest changes implemented on your network?



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Definitely CPA as the new bidding method! CPC and CPM have always been a barrier for some advertisers, in particular for affiliate networks or advertisers who are not that familiar with performance.

Based on that handicap, we saw the opportunity to create our media buying department to run these CPA campaigns. Of course not all of them will work, because they need to have a competitive eCPM, but I must admit that I was surprised by the results we got. In fact, it quickly became the bidding model with more revenue generated at Traffic Nomads.

### 3) Best-performing offers and geos?

Betting offers are going through a great moment, but it's crucial to understand and know your audience very well.

Betting advertisers look especially at FTDs, so we always try to connect the publishers that have delivered the best results (aka FTDs) in each geo, but it is essential to invest some time working on the flow, because you will need to create enough engagement to get the user to make a deposit. We usually propose to our advertisers to communicate on days of big events with materials related to those events and using the local language. If you take that into consideration, you may expect some better results, particularly in push notifications because the user associates this format with more personalized communication.

The best results we're getting are coming from LATAM and Africa countries.

### 4) Tips on beating competition?

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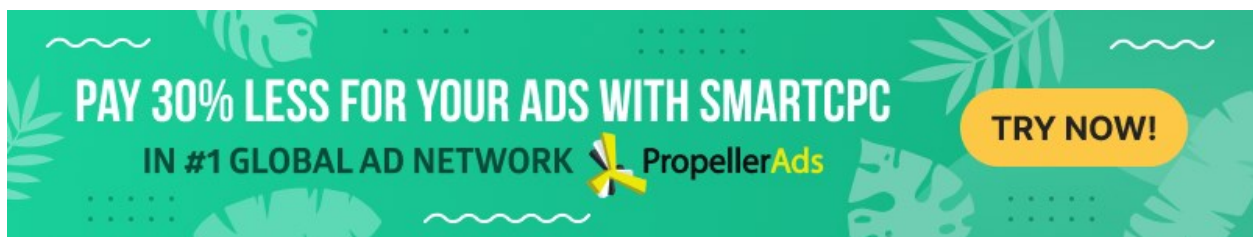
Competition is inevitable and even a good sign of a dynamic market. What makes all the difference is the time invested in managing the campaign and testing different angles.

What I mean is that probably there are dozens or hundreds of other affiliates running the same offers as you and competing for the exact same traffic. When this happens what will break the tie is how you will monetize each click and that you can control. If you manage to find the perfect angle you can get an EPC much higher than your competition and thus you will have more power to guarantee that nobody will follow you in that perfect adspot. That's what the best Media Buyers are made of.

Another way is to negotiate with your Account Manager a flat rate for a specific zone that will guarantee you all the traffic available for your target in a certain period and for a fixed price.

## 5) Any other advice?

Not having preconceived ideas. You are not your audience, you don't know which flow will work so test everything. How many times have you been surprised by the results of a banner or a prelander that you thought would never work? Exactly...



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## Twinred, Anna Blaivas, Vice President of Sales

Links: [Twinred.com](https://twinred.com), [Twinred's STM Profile](#)

**BONUS: Get up to 20% cashback on video formats (valid until end of April 2023).** [Click here for details.](#)

### 1) Self-intro

I've been in the industry for around 6 years, starting out as the Head of Publishing at a previous ad network and then progressing as a Sales Director building up the whole sales team. I've now been at TwinRed (ex Double Pimp) for 3.5 years, in charge of all the sales departments (RTB, Advertising, Performance, Publishing) which we built up from scratch in Barcelona and continue growing!

### 2) Biggest changes implemented on your network?

The biggest changes for TwinRed were internal changes which resulted in much greater efficiency and better support for our clients, and therefore better results! We implemented new in-depth training programs for our employees as well as better internal structures to allow everyone to work in a more agile way and more diligently with their clients. We saw that this made an enormous change both for our clients' revenues and our employees' job satisfaction. Over the past year we often had new clients signing up because they heard great things about our relationship with clients, our level of expertise and of course our traffic.

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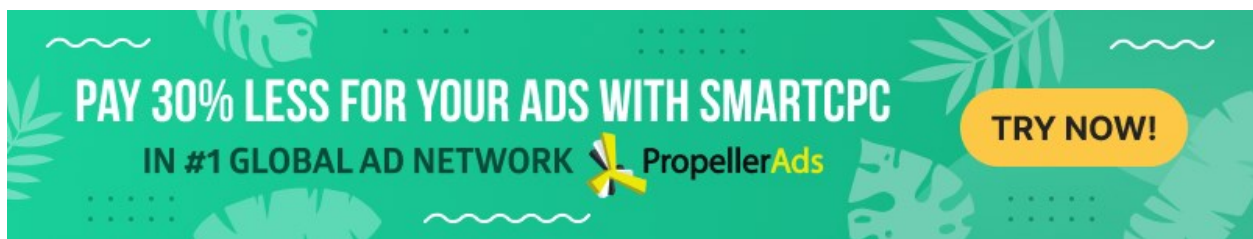
Traffic is something else that we focused on a lot the past year - bringing in even more top, exclusive sites to our network which serve a variety of different verticals with high quality traffic. We ensure to always listen to our clients about what works, what they'd like more of and in combination with our agile workflows we were able to quickly cater to our clients' needs with a selection of exclusive sources. That's why feedback became even more imperative to us over the last year and something we saw a great positive outcome from.

### 3) Best-performing offers and geos?

Our selection of sources guarantees that there's a match for any type of offer an affiliate might have. However we've especially seen a great boom and success with igaming, cams and VOD over the past year. For igaming - as many probably know - Brazil has been in the eye of every affiliate and we've been able to secure some great exclusive traffic for this geo. For VOD we've noticed Tier 1 and LATAM work great, whereas cams can work WW on our traffic, depending on the cam offer. Our account managers can provide further information depending on the nature of the offer itself, as it would depend on the variety of models, language focus and model of monetisation.

### 4) Tips on beating competition?

The easiest way to avoid competition is by running RON campaigns to find "gems" which others may have missed and / or to grab higher volumes of remnant traffic (at a cheaper price). However, competition is usually there for a reason and I believe every affiliate should learn how to be competitive within their own capabilities. First and foremost - always speak to your

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned between "NETWORK" and "PropellerAds". To the right, there is a yellow rounded rectangle button with the text "TRY NOW!" in white. The background features faint white outlines of tropical leaves and wavy lines.

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account manager about first bids and average bids to know the competition inside out and plan out your strategy. You might be able to afford the first bid, otherwise focus on your main converting hours / days for you and adjust your bid accordingly, setting up different campaigns for different days / hours to grab the best traffic at your most affordable bids. You can also secure some traffic on a fixed deal which would enable you to eliminate daily competition - once you find something that works great for you, this is the best way to go. Also research your traffic sources and adjust your creatives and funnel: At the end of the day competition doesn't just come from your bids and budget, if you have the strongest funnel you don't need to be the highest bidder.

Lastly - retargeting is a great way to increase your CR whilst not competing for the same segment of traffic, you can gather enough of a database buying remnant / lower bid traffic and then retarget your interested users - these are usually unique to you, so even though you'll be bidding higher, you will have less competition and a much higher conversion rate.

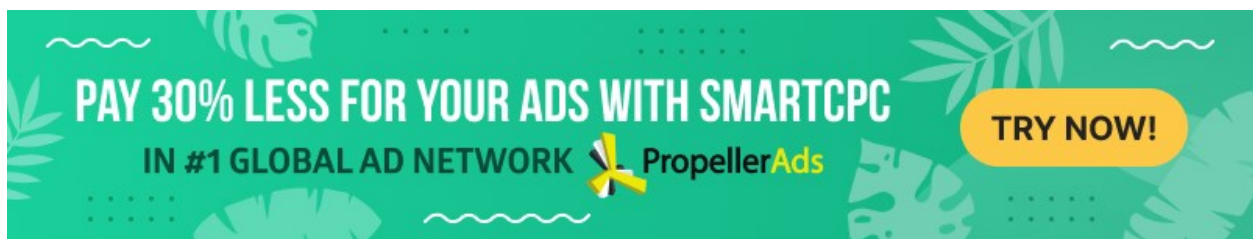
## 5) Any other advice?


Test different creatives, funnels and traffic sources! Due to the Google dance, the Google algorithm often favours some sites and others fall out of ranking - this is why you should never put your eggs in one basket and keep testing multiple sources to ensure you can diversify your results. Testing completely different sites and looking for gems also means you need to adjust your creatives, just because your creative worked great on a few big sites, does not mean it should / will work on different sites. One great example is local sites - these are small but are super high quality, and what many find is using the exact same creative as you used on a big known site is not the

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way to go. Research the locality, and A/B/C test different "local" creatives until you find the right combination!

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IN #1 GLOBAL AD NETWORK  **PropellerAds** **TRY NOW!**

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## Zeropark, Neill Burton, Director of Key Accounts

Links: [Zeropark.com](https://zeropark.com), [Zeropark's STM Profile](#)

**BONUS: For new clients only, 20% extra credits upon first deposit of \$1k to \$5k – using promo code STM2023 - valid until end of year 2023**

### 1) Self-intro

Hey, I'm Neill Burton - Director of Key Accounts at Zeropark. I have been in the industry for 10 years and I am quite well known to my STM'ers.

### 2) Biggest changes implemented on your network?

We've done some minor changes to keep up with the market demand. I think the biggest challenge has to be industry changes in terms of compliance and transparency. We have seen a huge growth in the e-commerce verticals. Along with this, there comes a certain expectation of transparency of traffic sources. We have been working with our publishers and optimizing our traffic to give the best performance for this vertical.

### 3) Best-performing offers and geos?

US, CA, DE, FR, UK - e-commerce. These campaigns are currently the biggest and most stable.

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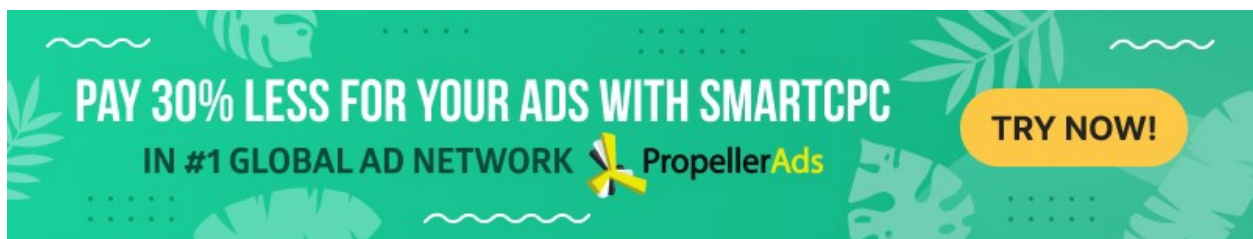
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#### 4) Tips on beating competition?

Talk to your account manager to find out the best bids and placements. They have a clearer view of what traffic/placements are working within the platform.

#### 5) Any other advice?

Work on building your relationship with affiliate networks that have strong e-commerce offers. If you can build a relationship on trust, you will get better offers and more favorable conditions.

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# INSIGHTS FROM AFFILIATE NETWORKS

**ADeer, Steve Jiang, Account Manager**

Links: [ADeer.biz](https://www.addeer.biz), [ADeer's STM Profile](#)

## 1) Self-intro

It's my second year as an account manager in ADeer. We are currently working on Nutra/Sweeps/Gadgets offers worldwide, mostly Keto/CBD/ME/Glucose, etc.

## 2) Best-converting offer types and how to run?

At present our best-converting offers would be Keto/CBD/Glucose offers in Tier 1 countries like USA, Canada, Europe and Australia. From our observation, the most useful traffic types are social traffic like Facebook, native and search traffic.

## 3) Whitehat offers that are safe for FB?

Yes, we have whitehat offers.



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Since 2021, we have been building connections with whitehat advertisers, exploring verticals like home improvement, gadgets and insurance.

#### **4) Help provided to your affiliates?**

We are offering various available creatives/LPs to our affiliates for reference. Also for affiliates with decent volume and trusted quality, we are glad to spend budget to raise volume on specific offers within a short period; we also set up a long-term traffic bonus to encourage our affiliates to scale up.

#### **5) Any other advice?**

Keep doing tests and connect with your AM more often! That's the key to success.

We are working on the latest traffic contest. Please stay tuned!



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## AdsEmpire, Darina Doroshenko, Business Development Manager

Links: [AdsEmpire.com](https://www.adsemire.com), [AdsEmpire's STM Profile](#)

**BONUS: Get \$1000 welcome bonus by making \$10k+ revenue in the first 3 months, or get \$500 by making \$5k+ revenue in the first 3 months.**

### 1) Self-intro

AdsEmpire is a global CPA network with strong expertise in Online Dating. The network has both direct offers and in-house Smartlink Technology with coverage of 50+ geos on PPL (mainly SOI basis). Our well-established, exclusive partnerships with several big advertisers means top payouts for our partners. Deep stats (including the amount of sales) allow our affiliates to optimise their sources more effectively and get better results.

### 2) Best-converting offer types and how to run?

We have casual, mainstream, adult, and niche dating offers. When choosing a source, we recommend focusing not on quick results, but on long-term, stable performance from the chosen traffic channel. The best choice is a traffic source you're already familiar with, and whose tools and functionality you know well. Knowing your traffic and source is 50% of success, the other 50% is choosing the right offer, particularly in the dating niche, where almost every source performs. Our partners work with a variety of them. If you know Facebook well, and how it works, and targeting is your strong



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point, choose this source. If you want less hassle in terms of account bans, then adult ad networks are what you need. If you want to try the latest traffic source trends - TikTok is the option which is showing great results.

### **3) Whitehat offers that are safe for FB?**

We have also noticed this trend. More affiliates have started switching to mainstream offers. We have many of these for different geos.

### **4) Help provided to your affiliates?**

The affiliate network is integrated with Binom, PeerClick, Keitaro, and Bemob, but you can run campaigns without a tracker.

AdsEmpire does not provide promo materials for direct link campaigns, but affiliates can receive ready-made pre-landings for Smartlink campaigns. Landings with a lower CR are optimized by the network's team.

Our AM managers have strong expertise in dating and are always willing to help and guide you.

We have many exclusive dating offers with high-conversion potential and are ready to offer you great rates.

### **5) Any other advice?**

For all newbies, we recommend starting with our in-house Smartlink. This helps by monetising 100% of your traffic with built-in pre-landings. The



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algorithms and experienced team deal with landing optimisation and traffic distribution, ensuring our affiliates get the highest EPC.

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## Adverten, Marianna Yarosh, COO

Links: [Adverten.com](https://Adverten.com), [Adverten's STM Profile](#)

**BONUS: +10% bonus added to first payment.** (Also please inquire about our referral program.)

### 1) Self-intro

Adverten is a global CPA network with smartlink technology that specializes in the dating vertical. Besides Dating, the company works with Cams, Adult, Gay Dating, Sweepstakes, and Crypto verticals.

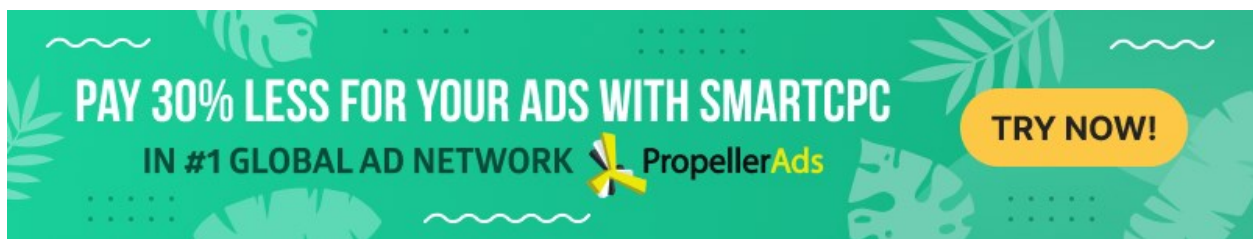
The company has been successfully monetizing traffic for almost 7 years and focuses on long-term relationships with all partners.

### 2) Best-converting offer types and how to run?

Adverten accepts all types of traffic. Smartlink is an ideal solution for those who run mixed traffic and want to save their time instead of testing plenty of offers and creatives. The company has exclusive white label products to maximize the profit of each affiliate.

The CPA network created an in-house product that works in Germany and English speaking countries like the USA, Canada, United Kingdom, Australia and Germany to make traffic monetisation more efficient and profitable.

Email and social media are the best performing traffic sources at Adverten.



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According to our analytics, unexpected growth of Twitter and YouTube traffic was noticed this year. We have seen that TikTok and Snapchat are high performing traffic sources, and the audience of those sources has become older which has a positive impact on conversion rates.

### **3) Whitehat offers that are safe for FB?**

Affiliates can run mainstream dating and sweepstakes if they run whitehat traffic.

For those who want to work with its main verticals, the company has developed some solutions that help pass moderation on social media such as Facebook, Snapchat, TikTok and others.

### **4) Help provided to your affiliates?**

Adverten has a unique algorithm that automatically analyzes incoming traffic and selects the most effective bundles for the traffic source.

Our performance team is constantly creating and testing pre-landers pages, which allows us to use the best working bundles on a large scale.

Adverten offers an in-house product and exclusive offers. It works with additional monetisation such as push, backbutton and non-unique traffic. For premium affiliates, we provide assistance with creatives.

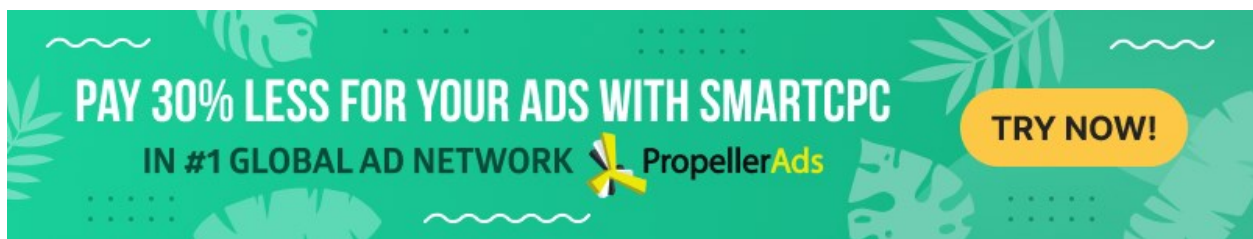
### **5) Any other advice?**


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The main advice is to stay in touch with your manager who is up-to-date on trends and will find the most profitable solutions for your traffic source.

Adverten's blog helps you to get more information about your target audience.

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**PAY 30% LESS FOR YOUR ADS WITH SMARTCPC**  
IN #1 GLOBAL AD NETWORK  **PropellerAds** [TRY NOW!](#)

Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

## Advidi, Bart Strijbos, Marketing Manager

Links: [Advidi.com](https://advidi.com), [Advidi's STM Profile](#)

### 1) Self-intro

Advidi is a global performance marketing network based in Amsterdam. We've been around for over 10 years and have expanded our business operations in several verticals. We're known for our extensive coverage of in-house Dating brands. Next to that, we have also established ourselves as top players in Sweepstakes, Nutra, iGaming and Antivirus verticals.

I can be reached on skype: b.strijbos.

### 2) Best-converting offer types and how to run?

In Sweepstakes we have strong partnerships with the best advertisers in the industry. These partnerships allow us to quickly create custom and exclusive pages on demand. This exclusivity allows affiliates the opportunity to reach new audiences they haven't tapped into yet. Within Sweepstakes the US remains our biggest market, and the highest converting traffic sources include Email and SMS.

Like in previous years, Dating is still our most lucrative vertical. With 26 active GEOs, our top market continues to be the US followed by the UK, Italy, Germany and France. The team at Advidi constantly works towards expanding our portfolio of brands for these markets, to keep things interesting for both new and seasoned affiliates.

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" is written in yellow, followed by the PropellerAds logo (a yellow propeller) and the text "PropellerAds" in white. On the right side, there is a yellow button with the text "TRY NOW!" in black.

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We expanded our vertical portfolio with the introduction of Antivirus last year. We have the luxury of working with well-known companies that provide quality, well-performing offers in over 20 different GEOs. These offers can be promoted on all traffic sources, with the advertisers' permission. Due to its uncapped potential and high payouts, we have seen a steady increase in traffic that shows no sign of slowing down.

In Nutra we see our affiliates finding success with our advertisers in both Trials or Straight Sales. We've also seen an increasing demand for international offers, particularly in DACH, the Nordics, Italy and Spain. As a European based company, we're happily surfing that wave by providing our affiliates with high-performing exclusive offers in Europe. Advertisers are accepting more SMS and Email traffic, the result being an increase in affiliates using these traffic sources.

iGaming continues to be a strong vertical after the launch of our own casino product. We're able to provide affiliates with guidance and advice due to the information collected through owning the product and understanding the traffic. We can guide media buyers on their journey to understand which offers to test, how to achieve the KPIs set by the casino operators, and provide them with the range of offers we have in our portfolio.

### 3) Whitehat offers that are safe for FB?

As mentioned earlier, we introduced Antivirus last year and have seen it grow rapidly since launching. We work with big players in the industry such as McAfee, Norton and Kaspersky which comes with the added bonus of brand recognition. Having well-known Antivirus brands makes it easier to connect with the end user. The success of Antivirus could be attributed to its



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broad target audience, ultimately anyone with an internet connection is a potential customer. On top of that, you can promote on all traffic sources (social, push, native, SEO, banner) in almost every GEO. Currently, the US and Canada lead the way, but the UK, Germany and Japan aren't far behind.

We wouldn't put so much emphasis on Facebook as a traffic source, it's complicated and restrictive. Dating offers work extremely well with traffic from adult traffic networks. There's no need to cloak or pull any tricks because these sources are made for Dating. The audience are looking for these offers meaning creatives are approved easily. It's generally smooth sailing for publishers.

#### **4) Help provided to your affiliates?**

Advidi provides a range of additional support to help affiliates succeed. From white labels to custom-made creatives, to individual pricing and optimisation insights from our internal BI team, we provide a range of services that are unique. For Dating we host the entire flow - we pre-test offers, have inbuilt pre-landers and over 20 different landing page variations.

We provide support with creatives for both Nutra, and Sweepstakes along with advice on how to optimise offers. Overall, we act as vertical specialists. We're not sales, we're consultants, we don't simply push a list of offers to the affiliate to test. We've been in the industry long enough to understand the pain points on both sides (affiliates and advertisers) which helps us to support them and deliver high-quality results.

#### **5) Any other advice?**

A banner advertisement for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. The main headline reads "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC". Below it, in yellow, is "In #1 Global Ad Network". To the right of this text is the PropellerAds logo, which consists of a yellow propeller icon and the text "PropellerAds". Further to the right is a yellow button with the text "TRY NOW!". There are small yellow dots scattered around the text.

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Our number one piece of advice: “If you need anything custom, just ask your AM.” Being in the industry for over a decade means we have a huge amount of expertise and strong relationships within the industry. Advidi is much more than just an offer supplier, we’re a full-service partner and can provide support in many areas, including:

- Dating Whitelabels
- Support with everything related to creatives
- Routes
- Discount for 3rd party solutions (e.g. Voluum)
- Access to our exclusive events where you can exchange knowledge with some of the best affiliates in the industry.

We're extremely proud of the knowledge and skills our team have when it comes to both the media buyer and advertiser side. Sure, our primary goal is to make sure affiliates get the most money from their traffic by recommending the right offers, but next to that there is so much more Advidi can do, you just need to ask.

If you’re looking into getting into any of these verticals, reach out to the Advidi team and they can help you on your journey.

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## Alfaleads, Roman Manuylov, CEO

Links: [Alfaleads.net](https://alfaleads.net), [Alfalead's STM Profile](#)

**BONUS: New registrations only, claim +5% bonus on top of first payout using promo code FROMSTM.** (Instructions: Either enter the promo code in the "How did you find out about us" section during registration, or text the promo code to our customer care team.)

### 1) Self-intro

I have been in affiliate marketing for more than 7 years and have gone from CMO to CEO within Alfaleads, an international performance marketing agency.

Under my leadership, the company has become one of the most prominent and well-known iGaming affiliate networks. It has transformed from a team of enthusiasts into an international performance marketing agency with headquarters in Europe and subsidiaries around the world.

We are always happy to share our expertise: We regularly participate in industry conferences worldwide, often with ambitious booths. As a speaker, I have represented Alfaleads at dozens of international marketing conferences, and I have also prepared my colleagues to present the company at five more events.

I always monitor trends in the iGaming market, because it is the main focus for Alfaleads. I also dedicate a lot of my time to developing an effective management system and developing our team.

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## 2) Best-converting offer types and how to run?

To begin with, let's recap. Since last year, we have witnessed an undying enthusiasm for sports and a manifold increase in demand for betting products. This was caused by a huge number of important sporting events, especially the World Cup. I recommend that affiliate marketers consider this vertical for ad campaigns because our experience shows that it performs remarkably well.

Also, last year was marked by the discovery of the "Aviator" crash game in the Casino niche — this game has brought record revenue to our affiliates. I advise you to test products with this game (by the way, it already has multiple alternatives) and use relevant designs in creatives and on landing pages.

Now let's talk about the 2023 trends. This year is marked by the popularity of influencer traffic because more and more bloggers and opinion leaders are getting into the CPA model. We see many advertisers buying ads on Twitch: Take Drake, for example, his huge wins and losses were followed by more than 200K viewers. That's why affiliates will be wise to master this source today, it's a huge opportunity!

Another big trend is the focus on the US gambling market. Our partners are highly interested in products for the American audience since payouts can reach 400 USD and one state alone can bring as much traffic as an average European country. So, we invite everyone who is interested in driving traffic to this GEO to Alfaleads: We can already provide you with tested casino and betting products from big American brands.

## 3) Whitehat offers that are safe for FB?



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Perhaps the USA is the most interesting GEO for white-hat ad campaigns. Today, we are one of the few networks that provide affiliates with an opportunity to run iGaming offers without cloaking and account bans not only on Facebook but also on Google.

It is possible because we choose legal products with US licenses for our platform. These are well-known casinos and sportsbooks, such as BetMGM with a license from New Jersey, Pennsylvania, Michigan, and other states. This offer features payouts from 100 USD, many eligible traffic sources, and generous welcome bonuses for bettors.

At the moment, iGaming ads are allowed only in a limited number of states, but we can see that the country is progressing toward the legalization of gambling. We expect to add several new offers to our platform this year.

If you are interested in this niche, contact our affiliate managers!

#### **4) Help provided to your affiliates?**

Alfa leads is a whole ecosystem, we don't just provide access to iGaming offers, we also care for our affiliates and help them grow their business. Here's a mere fraction of what we do:

-With us, affiliates get access to exclusive unavailable elsewhere. You don't have to waste time and energy dealing with reconciliations, agreements, or sales.

-Alfa Defense, our unique legal support service, defends marketers' interests before banks and payment providers. Our legal team helps to legalize business and takes care of all accounting and legal issues.

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-We always provide our trusted partners with free Android and iOS applications and assist with translations into foreign languages.

-Dedicated managers help affiliates to get started with new traffic sources and GEOs, as well as give advice on optimizing advertising campaigns, keyword selection, etc. All technical aspects such as setting up links and trackers are taken care of by the Alfaleads team.

-Our major partners work exclusively with key account managers. Together with the affiliates, key account managers set quarterly goals, brainstorm ideas, and develop a strategy depending on the performance and organic traffic flow to a given brand.

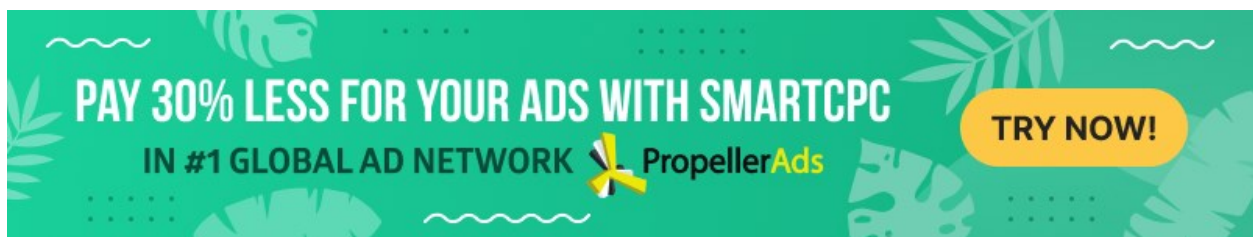
-We help media buying teams boost their online presence and visibility, which is beneficial for negotiating better terms with advertisers. In addition, we hold dozens of meet-ups and invite-only pre-parties where affiliates can share insights with their peers in a welcoming setting.

## 5) Any other advice?

Test different traffic sources, be creative, and evolve — that's the only way to take your earnings to the next level:

-Try to master ASO (App Store Optimization). The main idea of this source is to promote the app to the top of the App Store or Google Play search results. In this regard, ASO is very similar to SEO, only you work with apps instead of websites. We have offers that work best with ASO, and on average the payout rates are 5-30% higher than with other sources.

-Learn how to work with influencers. This is a very promising field, and those who learn how to ride this tide will get to pick all the cherries.



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-I highly recommend working with the Latam GEOs. Brazil and other Latam countries have incredible volumes of traffic, since they hold 8.9% of the world's population. Although it's a very competitive region in terms of affiliate marketing, it has so much traffic that anyone can monetize it. If you have any reason for avoiding Brazil, you can try Chile or Peru. The mindsets of these audiences are similar, and we will provide you with interesting products for these GEOs.

-Unlike Latam, Eastern Europe has less traffic, but it also has less competition and lower prices for now, except perhaps for Hungary. So we suggest paying attention to these regions.

-Make sure to attend the industry conferences such as SiGMA, IGB, and others. Meet the advertisers, affiliate networks, marketing services, and other affiliates. Face-to-face interaction always pays off!

-Also, never hesitate to communicate online: Talk to your manager and ask questions in chats or comments on social media (by the way, visit our chat, there is always something interesting going on).

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## ApproachX, Marina Marushkevych, Senior Affiliate Manager

Links: [ApproachX.com](https://ApproachX.com), [ApproachX's STM Profile](#)

**BONUS: Extra 6% welcome bonus, plus instant approval.**

### 1) Self-intro

Approach X was established in 2017 by some of the biggest dating affiliates in the industry, our network focuses on easy conversion methods, including the first-ever dating push subscription offers.

Our main focuses:

- Monetizing your dating traffic on a CPA basis at [ApproachX](https://ApproachX.com).
- Selling warmed member area traffic at our DSP [TopSrc](#).

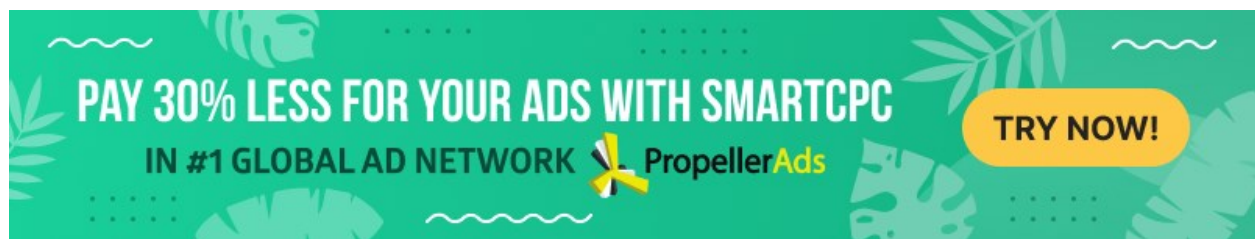
### 2) Best-converting offer types and how to run?

We have hot offers in the dating vertical with a focus on Tier 1 and European geos.

Our dating offers (Nakedates, NaughtyAussies, Onenightflirt, and a lot of others) have a high CR of 20-30% and an easy conversion flow.

Pay Per Push Dating offers require minimal effort from the average user.

Everything came native and naturally: Just 1 click on "I allow receive photos" and you've got conversions in your pocket.



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[Here is a case study](#) where you can see how to reach 143% ROI at Pay Per Push dating offers.

Best ad formats that show proven performance: Member area, banners 300\*100 and 300\*250, pushes, back button, and second offer traffic.

OS: Android Chrome Mobile.

### **3) Whitehat offers that are safe for FB?**

N/A

### **4) Help provided to your affiliates?**

Our Pay Per Push Dating offers include the most profitable landing pages in rotation.

Approach X team gathered must-follow targeting tips into a handy guide so affiliates can step-by-step duplicate our most successful practice. With precise targeting, the ROI per offer is 140%-200%.

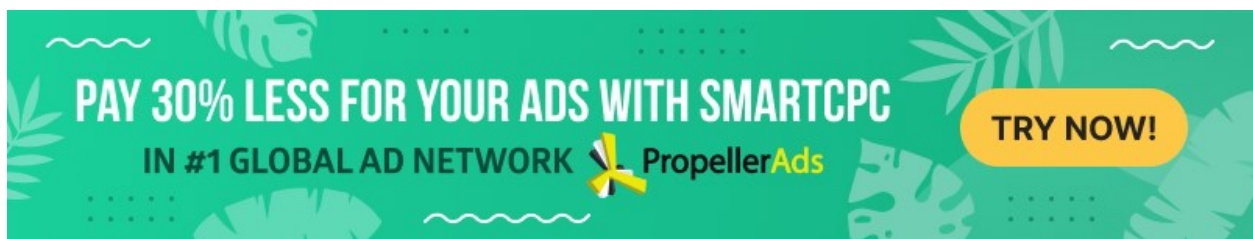
### **5) Any other advice?**


Campaigns should be running in prime time while choosing the time zone of the country you are targeting. The daily cap for starting the process should not be higher than \$20 (or less). All campaigns launched at any ad network should be optimized not later than 2-3 days after launch. If you see that the traffic zones are working well (affordable subscription price, good CTR) but



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the campaign and creatives are non-profitable, you can add new creatives, preferably something similar visually and creatively.

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## Big Bang Ads (eGENTIC GmbH), Vincent Jouvin, Senior Business Developer

Links: [Big-Bang-Ads.com](http://Big-Bang-Ads.com), [Big Bang Ads' STM Profile](#)

**BONUS: Sign up using code **STM-AMY-15** to get weekly payments and 14% payout increase for 1 month after sign up date.**

### 1) Self-intro

I am the first point of contact for any affiliate signing up on Big Bang Ads (BBA). I on-board them, set them up and follow them through their entire life cycle on Big Bang Ads. My colleagues call me the "affiliate bodyguard".

Big Bang Ads is a private network from the lead gen company eGentic.

We are a direct advertiser for SOI Leadgen offers (free sweeps) using the technology of a network (TUNE/HasOffers). We are operating in 20 countries including Europe, Asia Pacific, South Africa and Brazil.

### 2) Best-converting offer types and how to run?

SOI lead gen sweeps in Germany (social), Malaysia (push/pop) or Brazil (push/pop).

### 3) Whitehat offers that are safe for FB?



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Our SOI lead gen sweeps offers are 100% whitehat. It can be however tricky to be safely ran on Facebook without facing the facebook ban-game. Ultimately the goal with our lead gen offers is to collect users datasets to monetize them. This is something that does not comply with Facebook.

#### **4) Help provided to your affiliates?**

-We have a team of account manager composed of 12 people. The youngest on the team is with us for 4 years now. Having an experienced team is clearly helpful for affiliates.

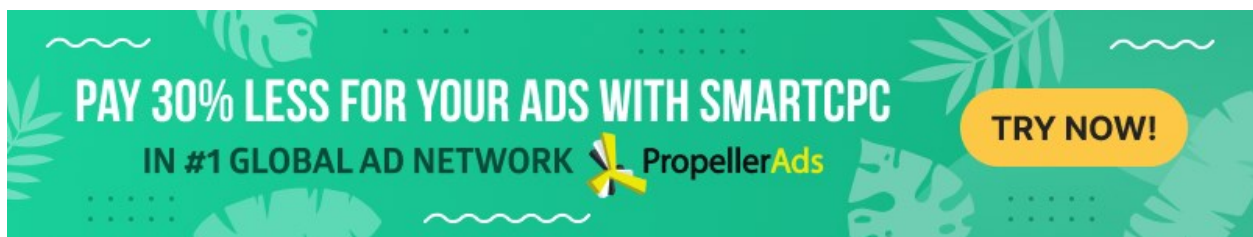
-We have our own media buying team. We usually test our own offers on social, push DSP or email traffic. That avoids promoting poor converting offers to our affiliates.

-We provide weekly payments to our affiliates. This is offered to affiliates not particularly on a threshold basis. It's more about offering something additional to affiliates that we can count on!

#### **5) Any other advice?**

-Be committed when running SOI lead gen sweeps offers. This vertical is highly competitive. Either you have a team, or you are quite experienced and you can run multiple verticals. But if you are getting started, focus on max one or two verticals.

-Test, test and test. This is the only way to find what will work on your own sources.



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-Don't always run what is successful for the others. You may face low conversion rates when you do this because other affiliates already burned the audience that you aim to target.

-Be friendly with advertisers, networks and other affiliates. Even if we're behind computers, we're humans. Making connections and building relationships is a good way for you to succeed in the industry. It may help to receive help/advices when you need or be the first to get new landing pages or some exclusivity as well!

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## Cpamatica, Yegor Galushko, Head of Affiliate

Links: [Cpamatica.io](https://cpamatica.io), [Cpamatica's STM Profile](#)

**BONUS: Extra 10% added to first payout for new affiliates – apply coupon **CPAMATICA10** during registration.**

### 1) Self-intro

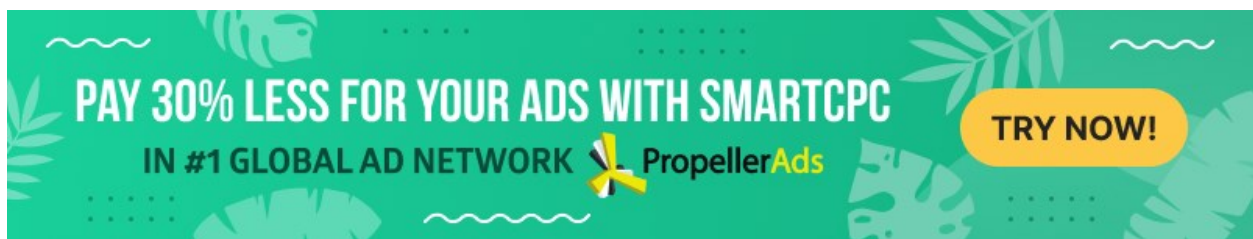
Cpamatica is a global performance marketing agency with an integrated affiliate network. Founded in 2015, we specialize in Dating (Casual & Mainstream), Games and Sweepstakes niches. Our affiliate network has the largest library of direct & exclusive dating offers on the market. We are also an advertiser in mainstream and casual dating for the US, LATAM, Eastern Europe & Africa.

Cpamatica's media buying is the second direction that helps our advertisers attract customers for their products, with social media (mainly Facebook), SEO and Google Ads being our primary traffic sources.

In addition, we create comparison websites for Dating verticals while testing or launching Finance, VPN Services, Website Builders, Meal Kit delivery niches to simplify the consumer decision-making process.

Finally, we buy and sell traffic for our own products on a CPC/CPM basis. This year we are also launching our DSP.

### 2) Best-converting offer types and how to run?



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At the beginning of 2023, we launched a new mainstream dating offer - [Skizzl](#). The first locations we started were UA, BR, ZA, and ES. This year we also want to expand to new Tier-3 locations in LATAM, Africa and Europe.

The significant advantage of our offer is that we acquire both male and female traffic, as the product has no chat or bot traffic. Target audiences are males 25+ and females 18-40. Previously, our in-house offers were positioned as sugar-dating products. This time it's fully mainstream with the advertising angle "to find a partner with common interests".

We accept a wide range of traffic sources, such as SEO, search advertising (with keywords restrictions and using bridge page), web display, social networks advertising, paid social i.e., Meta&TikTok with bridge page, native ad networks, etc.

Our affiliate managers would also give webmasters tips on the best text and visual creatives.

Apart from our new in-house product, we have a wide range of casual dating offers for Tier-1, Europe, and LATAM from most of the direct advertisers (including in-house), which has always been the bread and butter for our business. Our best-converting sources haven't changed much: Members area, display, native ads, pre-rolls, tubes, SEO, etc. Although, in 2022, we saw increased traffic supply from relatively newer sources such as TikTok and Telegram channels.

### **3) Whitehat offers that are safe for FB?**

N/A



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#### 4) Help provided to your affiliates?

Providing first-class support to our partners is our core value as an affiliate network. Therefore, as a part of our service, we deliver:

-Guidance and professional technical support from our experienced affiliate managers. Leveraging the knowledge of our in-house media buying teams, we are experts in Google Ads, SEO, Facebook, members area, and push traffic, and we'd be happy to share this knowledge with our partners.

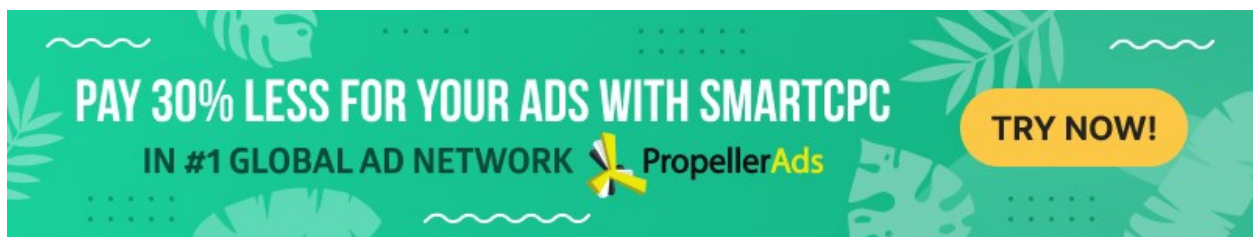
-Access to in-house offers for US, Eastern Europe, LATAM & Africa with no re-brokering fees, plus many exclusive offers WW from direct advertisers.

-The traffic optimization tool "FLOW", which is integrated into our admin system, helps our partners maximize EPC by split testing different offers and landing pages. Basically, you can create your own custom-made smartlink.

-We have a partnership with more than 30 industry service providers (tracking & spy tools, traffic networks, etc.) to provide discounts and coupons that can help our partners reduce their operational expenses.

#### 5) Any other advice?

N/A



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## CrakRevenue, Maxime Bergeron Laramée, VP Affiliate Marketing

Links: [CrakRevenue.com](https://CrakRevenue.com), [CrakRevenue's STM Profile](#)

**BONUS: Join Crakrevenue using promo code **STM10** to get a 10% payout bump on your first commission.**

### 1) Self-intro

CrakRevenue was founded in 2010 by a team of affiliates with a vision to centralize all the adult industry's top offers within one trustable and innovative CPA Network. From that day forward, we have kept providing our worldwide community of affiliates with the most rewarding and best-performing offers in the Cam, Dating, Gaming, and Men's Health verticals through our cutting-edge affiliate marketing platform. We offer data-driven expertise and results-oriented marketing services.

Being affiliate marketers ourselves, we understand the importance of having the perfect funnel and promotion tools to convert traffic into sales. That's why we've made available thousands of creatives, ad tools, and hundreds of dedicated landers that have been proven time and again to convert.

Over the years, CrakRevenue has become a force to be reckoned with, maintaining its position among the world's Top 5 Best CPA Networks according to mThink's Blue Book Survey.

With close to half a billion paid in affiliate commissions, we are driven by performance and results as we lead the next phase of affiliate marketing,

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thanks to a skilled team of professionals. We aim to provide a unique experience to our affiliate and advertiser networks.

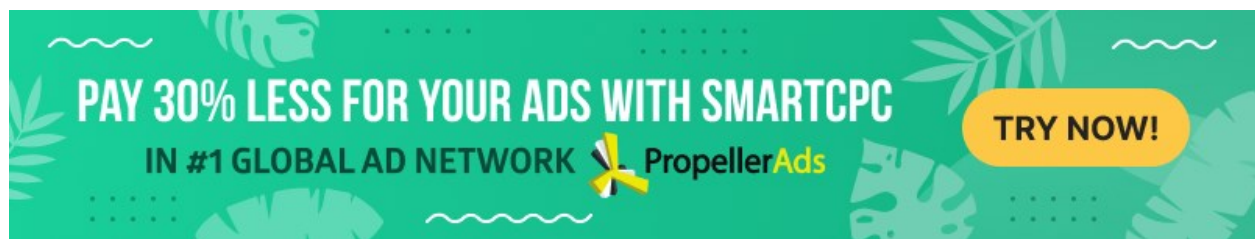
Follow the Whale!

## 2) Best-converting offer types and how to run?

Jerkmate is our most exclusive and most lucrative product, and it has helped countless affiliates increase their revenue. It's one of the most popular cam sites with more than 150 visitors monthly. Since Jerkmate became part of our network in 2019, we've issued over \$90M in payouts to affiliates promoting its offers! With our very own creatives and in-house promo tools developed specifically for this product, affiliates can target various niches and create the most profitable campaigns.

We also recommend using our Dating Smartlink to widen the conversion net. That's our most advanced in-house promotion tool, and with our latest upgrade to its algorithm in 2022, it's even more powerful than we anticipated. Overall, our new Dating Smartlink helped our affiliates increase their performance by 17% specifically by showing offers with the highest EPCs. It not only optimizes itself, but it can detect the slightest variation in EPC. We're particularly proud of this accomplishment!

Lastly, BlueChew is another top offer on the rise in our network. Telemedicine is gaining popularity, and people are talking more openly about men's physical and mental health, so it's a market to tap into now more than ever. The best way to promote BlueChew would be via blog articles, advertorials, and online reviews.



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### 3) Whitehat offers that are safe for FB?

We consider all our offers to be whitehat. How come? Well, we're very selective about our partners, making sure that we only work with people and brands that follow the rules in affiliate marketing.

However, not everything that's considered whitehat can run without hiccups on Facebook. For instance, an adult offer is not necessarily blackhat: The creatives, the platform, and even the wording used to promote it all play important roles in who's exposed to a given offer and how they respond to it.

Remember, no matter what you're promoting, you still have to be careful. You have to know the rules for every product, offer, industry, and platform on which the offer will appear. We know that social media platforms often adjust their requirements and restrictions, just like Google; so in order to build something solid in the long run, make sure you keep yourself updated.

### 4) Help provided to your affiliates?

We make sure that all the offers on our platform are tested by us. CrakRevenue is essentially a CPA network created by affiliates for affiliates. Our score on Trustpilot is proof.

We have the industry's largest team of dedicated account managers, and our Customer Experience Team is available on live chat year-round.

Our skilled Design team provides our network with hundreds of in-house creatives and tested custom funnels. We keep our affiliates informed about the latest trends, opportunities, and good practices on our blog and weekly newsletters. Plus, we encourage mutual support among affiliates in our Reddit community: [r/CrakRevenue](https://www.reddit.com/r/CrakRevenue).

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and "PropellerAds" in white. On the right, there is a yellow button with the text "TRY NOW!" in black.

**PAY 30% LESS FOR YOUR ADS WITH SMARTCPC**  
In #1 Global Ad Network  PropellerAds **TRY NOW!**

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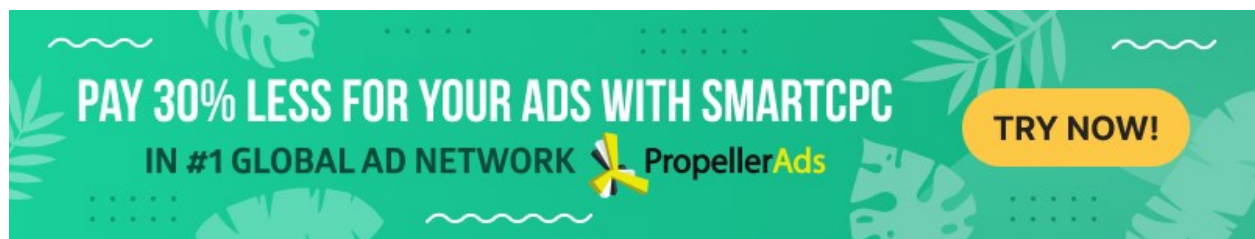
Lastly, we build strong partnerships with big players in affiliate marketing such as forums, ad networks, world-conference organizers, etc. The more bridges we have within the affiliate marketing community, the more resources we can make available to our affiliates.


## 5) Any other advice?

Being a member of the [STM forum](#) is always a plus, regardless of how experienced you are in affiliate marketing.

Also, reaching out to our team is one of the best things you can do for your campaigns. We're not just a CPA network providing offers. We have customer experience agents and affiliate managers on staff, ready to help you achieve your goals. So don't be afraid to connect with us.

Use the chat on the portal to talk to a real marketing expert and ask your questions anytime.

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned between the text and the "TRY NOW!" button. The button is yellow with black text. The background features faint white wavy lines and leaf patterns.

**PAY 30% LESS FOR YOUR ADS WITH SMARTCPC**  
IN #1 GLOBAL AD NETWORK  **PropellerAds** [TRY NOW!](#)

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## DMS Performance Ad Market, Mike Semira, VP Strategic Initiatives

Links: [DigitalMediaSolutions.com](https://DigitalMediaSolutions.com), [DMS' STM Profile](#)

### 1) Self-intro

It's a pleasure to be included in STM's annual report! I participated numerous times in the annual survey and am always eager to read the various perspectives of peers across the industry. I've been in the affiliate space since 2007, working mainly on the network side of the industry - connecting partners across the globe with various winning campaigns and verticals over the years.

### 2) Best-converting offer types and how to run?

DMS Performance Ad Market (PAM) specializes in US lead-generation campaigns - stemming across a number of evergreen verticals including insurance (auto, health, medicare, life), consumer finance (debt relief, personal loans), education, and home improvement/services. We also offer health & beauty/VSLs, a variety of themed-SOI products, and more.

Our campaigns typically work well for email, along with premium inventory including Facebook/Instagram, TikTok, YouTube/GDN, select native sources like Outbrain, Taboola and Push Notifications etc.

### 3) Whitehat offers that are safe for FB?

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and "PropellerAds" in white. On the right, there is a yellow button with the text "TRY NOW!" in black.

**PAY 30% LESS FOR YOUR ADS WITH SMARTCPC**  
In #1 Global Ad Network  PropellerAds **TRY NOW!**

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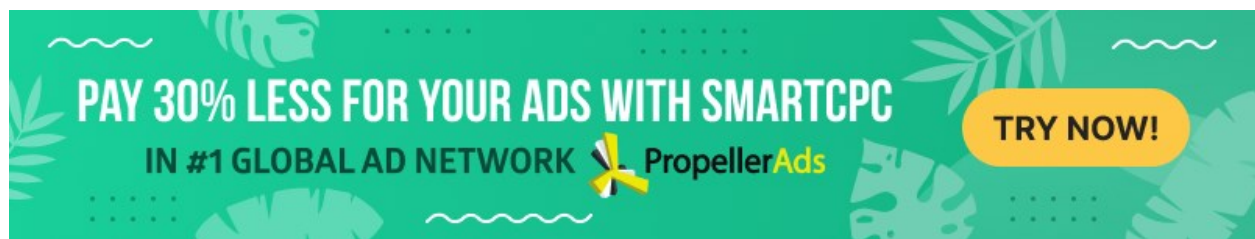
DMS PAM has Owned & Operated Products, Exclusive Brands and direct deals across several lead-generation verticals. As a company that's been publicly traded on the NYSE since July 2020, the term 'whitehat' comes with the territory and we align ourselves with partners of the highest standard. Our team works diligently to offer DMS resources to our valued publishers to help them scale their respective businesses in the affiliate industry.

#### **4) Help provided to your affiliates?**

Apart from having an experienced DMS Representative dedicated to managing your account, DMS proprietary resources include our robust affiliate tracking platform, DMS Messaging (formerly known as Aimtell), DMS Data Signals, DMS Lead Exchange (ping/post/API), PayPerCall platform, consumer pathways, and in-house divisions for creative, insurance and education - just to name a few. If there's a way to monetize a click, DMS will show you a variety of ways to maximize that opportunity and succeed!

#### **5) Any other advice?**

Having been in the industry for 15+ years, I can't stress enough the importance of networking and committing to the on-going learning process that is affiliate marketing. Our space moves incredibly fast and with the growing popularity of AI tools, and it's only going to speed up. Learning from your colleagues, valued network and advertiser reps, and mentors will only benefit you. Now more than ever, the resources to become a super affiliate are readily accessible. You have to align yourself with the people and cultivate the partnerships that will help you get there.



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Please fill out a publisher application [at this link](#), and mention 'STM AM Report 2023' in the Notes section to expedite the process!

A banner advertisement for PropellerAds. The background is dark green with a pattern of lighter green leaves and vines. The text is white and yellow. The main headline reads "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC". Below it, in yellow, is "In #1 Global Ad Network". To the right of this text is the PropellerAds logo, which consists of a yellow propeller icon and the text "PropellerAds". Further to the right is a yellow button with the text "TRY NOW!".

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## iMonetizeit, Roman Kirianov, Head of Performance Department

Links: [iMonetizeit.com](https://imonetizeit.com), [iMonetizeit's STM Profile](#)

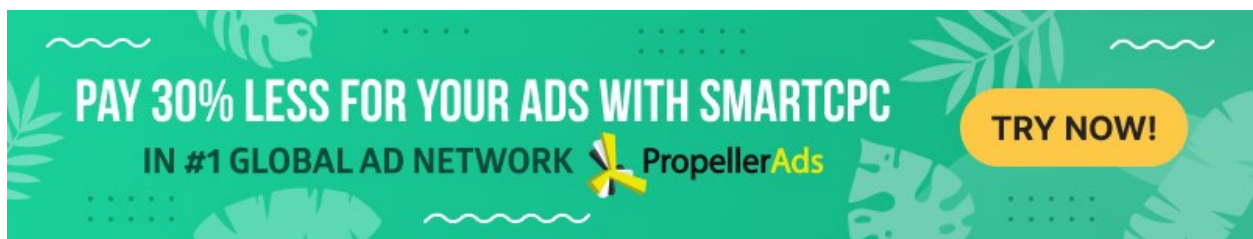
### 1) Self-intro

Five years of experience with A/B testing of dating funnels.

### 2) Best-converting offer types and how to run?

We would say the precise response depends on the vertical you're looking at in our pretty wide portfolio.

Let's start with Dating. First off, we'll mention that from how we see the market smartlinks are still very much in fashion and kicking (for us as a network, for example, Dating Smartlink is still our strongest suit). Just to remind you, when we're talking about a smartlink we're looking at an automatic traffic distribution system that allows to monetize all (100%) available WW traffic with maximized revenue for each source. With global coverage (200+ GEOs, all devices and platforms), non-existent caps, tried and tested funnels (including prelanders and offer LPs), various additional revenue features, exclusive offers and POs inside, many affiliates confidently rely on this sort of a brainy platform full of algorithms to do the best possible job for them and make their traffic monetization fast and simple with the highest EPV/EPC attainable. A lot of marketers still perceive smartlinks as some inferior solution for lower-quality traffic (like remnant/fallback, backbutton, chat and free social traffic, etc.) but we record a growing



A promotional banner for PropellerAds. The background is green with white wavy lines and leaf patterns. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo (a yellow propeller) is positioned between "NETWORK" and "PropellerAds". To the right, there is a yellow rounded rectangle with the text "TRY NOW!" in black.

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interest towards the Dating Smartlink among media owners and buyers as well (again, not only guys with cheaper sources like pop or push, for example, but also higher-end types such as paid social, display or various MA formats).

For those affiliates that are more of Type A personality and who prefer having full control over their funnel we have single offers in the Dating vertical as well. CPL offers (mostly SOI) still tend to dominate the scene with a great variety of landers, niches and geo coverage. From our experience, affiliates with higher quality traffic (as discussed above) usually are able to run single offers in the long run without any pauses or downward cap/PO reviews by advertisers.

Dating is a pretty well-known and popular vertical so it's hard to uncover any shocking new facts about its target audience or advertising angles. Expectedly, advertisers are mostly after males, preferably 25+ or above (35+ even better) since older segments happen to have more money to spend on online dating services. Casual encounters are the main point of interest for guys who eventually generate sales for dating sites so the main selling point for affiliate marketers is to convince the target audience that by following this particular link they can definitely find a potential new lover in a fast, easy and secure way.

The dating space is still overloaded with ads and angles that promise online services "for free" with "no registration" and, most certainly, "no CC" but from our experience those affiliates who find the right audience with money to spend, and prepare them that they are about to use sites where you need to sign up and possibly even make purchases in return for very useful, productive and tangible services, usually do better and run more sustainable campaigns with advertisers over time.

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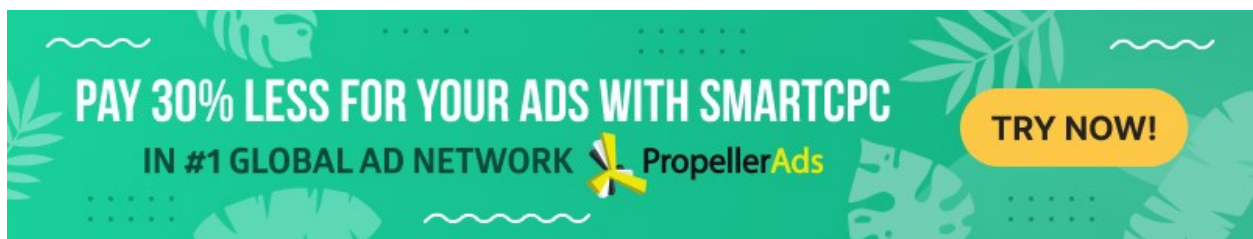
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Other than Dating, our network has notable success with Games for 18+ audiences (yeah, the ones where “you won’t last longer than 5 minutes”) as well as Sweepstakes.

We should highlight that 18+ games have been a particular success for us so far this year. Mostly thanks to the funnel that consists of Facebook Ads as a source (with softcore creatives) - Android app as a funnel - and, in the end, one of our exclusive offers/Games Smartlink with a unique payout structure (where you actually get paid not only for full sales but also for cards that can’t be fully charged yet). January was a record-breaking month for us in the vertical and we expect to grow the respective revenue even more in the coming months. Notably, affiliates in this niche are pretty much after the same audience as the dating ones (older males with money to spend on their credit cards) but thanks to the tried and tested funnel discussed above, our partners can achieve basic convertibility metrics close to CPL dating offers with a higher overall EPC. We provide all the means necessary for such a setup (creatives, apps, tips and insights, etc.). So everyone with enough interest and capacity to run ads and apps on Facebook would just need to contact us to discuss the details.

Per Sweepstakes, here you will also see the very usual for the market SOI offers as well as CC submits. When it comes to the latter model, advertisers would want affiliates to bring them users with valid cards who are willing to pay a dollar or two hoping to be the lucky one to win a much bigger prize in the exciting raffle they’re about to enter. SOI offers (email submits) can be viewed as a simpler alternative but, nonetheless, advertisers with such offers usually have high expectations about the quality of the lead base they’re building this way. By quality they normally understand a large and steady flow of users who are willing to share as much personal information as possible about themselves and who are prone to make purchases in the



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future, once such databases are passed down to different marketing agencies who then sell and upsell a great variety of goods and services to those people using the information provided. Interestingly, different advertisers tend to favor various sources so they preferred ones ranging from email to push, from paid social ads (e.g. Facebook, TikTok., Snap) to pops, for example.

One interesting thing that we've been observing for some time now as compared to earlier times, is that while for years the space was overly dominated by "Win an iPhone" or "Win a Galaxy" offers, nowadays both audiences and, consequently, affiliates are more interested in offers that give a chance of winning vouchers or different (household) appliances, electronics or cool gadgets like e-bikes.

Another growing trend is the so called "blank offers" (CC submits) for which landing pages essentially contain only fields to fill with user's personal info and payment details. The funnel leading up to the submit page is basically left up to affiliates' creativity and ability to excite and convince users to share their CC details at the last step of their journey. At iMonetizeIt the Sweepstakes vertical comes in the forms of both a Smartlink and single offers (SOI and CC). But where we have indeed made a lot of progress lately is launching our own in-house CC offers with any theme of the affiliate's choice: Be it a VOD library, a Shein gift card or a gadget. So if you want to work with a direct advertiser in the Sweeps vertical please make sure to stop by iMonetizeIt and say hi!

### 3) Whitehat offers that are safe for FB?

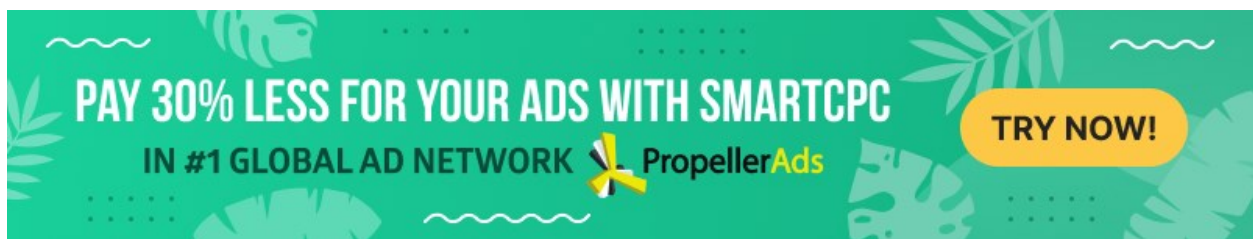
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Like a lot of other market players, we're moving towards Facebook-, Google- and you-name-it-friendly LeadGen verticals with the Home Improvement niche being our point of entry. However, we've done our research and clearly understand not only the opportunities but also the challenges and perils of this huge market. Our entry and expansion should be systematic, just like with other major verticals we already have: With substantial allocated human and technological resources, trustworthy relations with direct advertisers, full understanding of what the tried and tested funnels for the vertical look like, partnerships with quality publishers and strong anti-fraud measures. As of now we're already working with direct advertisers via our internal media buyers to gain a better understanding of the vertical. In the process we're building our unique ROI-maximizing funnels and see where our technological expertise can be used to increase profitability even further. Our next step will be sharing all these findings with affiliates and opening doors to trusted publishers who want to make big money in this whitehat vertical. We expect this to happen by Q2 so if LeadGen is the vertical where you're already working and wish to succeed with almost a decade-old market leader then please get in touch beforehand so that we can work on an early deal together.

#### **4) Help provided to your affiliates?**

We clearly understand that as a network we stand in the middle between advertisers and affiliates so our own success heavily relies on whether all the parties involved succeed. When it comes to affiliates, as we've discussed above, any of our smartlinks is already a tried and tested solution that contains pre-landers, additional monetization tools, and exclusive/custom offers and landers with a proven ROI-positive track record on huge amounts of traffic. We also provide affiliates with other means to succeed with our



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smartlinks, offers and verticals: insights and advice shared by our affiliate managers, other creatives (both provided by advertisers and custom-made), apps, case studies, etc. We'll do whatever it takes and go that extra mile for our partners if they're committed to our cooperation and as a product of this work we can make good volumes together.

## 5) Any other advice?

It may sound cheesy but work smart, not only hard: Don't forget that you're an affiliate **MARKETER** not just a traffic generator. Choose the audience segment you're approaching, come up with an enticing message and a creative funnel, drive the right users to the offer landing page. Remember that your best work is bringing advertisers potential customers, not clicks and leads.

Be unique, create a personal tweak and a competitive advantage in your campaigns. Even if you're learning from others and following someone else's footsteps, remember that to find your own success you need to add a personal touch and ideas to the mix. This will help you to stand out in affiliate marketing where way too many people are still blindly copying each other in hopes to reach the top.

Stay open-minded and adaptive, ready to learn new things and to explore new verticals. From our experience, the most successful affiliates are ready to weather any storm be it technical issues, traffic source bans, major changes that make their promo methods obsolete - and switch to a new way of doing business.

Affiliates with this sort of mindset tend to do better and survive longer-term in the field.

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" is written in yellow, followed by the PropellerAds logo (a yellow propeller) and the text "PropellerAds" in white. On the right side, there is a yellow button with the text "TRY NOW!" in black. There are also some small yellow dots scattered around the text.

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## Indoleads, Kateryna Zaika, Senior Publisher Manager

Website: [Indoleads.com](https://indoleads.com)

### 1) Self-intro

5 year in CPS (Cost-per-Sale) model in E-commerce, Travel, and Software verticals. I can be reached by email at [o.korganova@indoleads.com](mailto:o.korganova@indoleads.com).

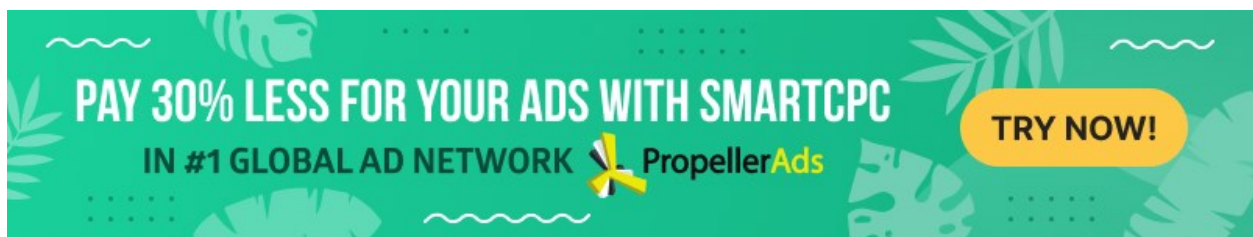
### 2) Best-converting offer types and how to run?

Indoleads has 2000+ CPS offers in e-commerce, fashion, travel, software, finance.

Top merchants are software tools, marketplaces, and airlines: Adobe, Lookfantastic, Squareospace, DHGate, Shopee, Trip, Singapore Airlines, KLM, Allegro etc. Majority of the offers are worldwide, the main revenue comes from US, UK, APAC, BR. The most converting traffic type is media buy: Display traffic, pop ads, context ads.

### 3) Whitehat offers that are safe for FB?

Indoleads is basically a whitehat network. We've been hand-picking the most established and well-known merchants on the e-commerce market. Aliexpress or Qatar Airlines won't disappear in a month due to grayish origin. Their creatives can be easily approved for a campaign at the ad networks. The publishers can be sure they don't violate any ad rules and their revenue is safe. In CPS ecommerce there is no need to cloak or bypass, the publisher



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can forget about it. The most difficult part in white-hat e-commerce vertical is to find good offers that convert well on particular traffic.

#### **4) Help provided to your affiliates?**

We cherish our long-term partners and offer a win-to-win bonus on reaching a monthly KPI to selected publishers. Since the affiliate marketing is a volatile industry, we set a fixed KPI and even if the publisher fails to reach it one month, he/she can still improve and reach it in the next month. In addition, Indoleads' personal account managers will help to grow the revenue, in selecting the right offers and assisting along the whole journey.

#### **5) Any other advice?**

Stay tuned! Stay up-to-date on industry developments: The word crisis, the war, covid19 - have already happened. Anything can happen tomorrow and affect the affiliate marketing business. The industry is constantly evolving. It is important to stay informed about new trends, technologies, and regulations. Network more and build friendships inside the industry. It'll help to get more information and the needed advice during changing times.

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## Leadbit, Elmira Nikiforova, Head of Marketing

Links: [Leadbit.com](https://leadbit.com), [Leadbit's STM Profile](#)

**BONUS:** [Please see this page](#) for all our bonuses.

### 1) Self-intro

LeadBit is a global Nutra affiliate network since 2014. You can find CoD, SS & Trials in 1500+ offers for 45+ GEOs. Exclusive conditions included!

### 2) Best-converting offer types and how to run?

The best-converting types of offers on LeadBit are Nutra CoD, SS, and Trials. Talking about the most popular Nutra niches, we can mention diabetes, hypertension joints, and weight loss.

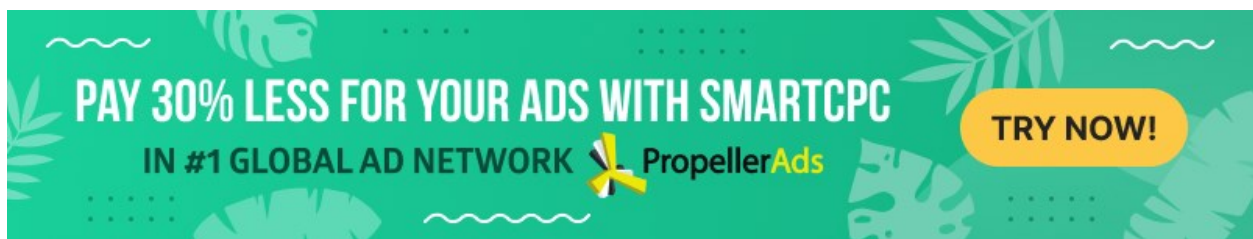
The favorite top traffic sources: FB, SEO, and teaser ads

The target age: 35+

You can find detailed recommendations for each offer on each offer's page! Don't forget to check it before starting!

### 3) Whitehat offers that are safe for FB?

Mechanisms for advertising are becoming more complicated every year or decade. It has reached the point where it isn't easy to pass moderation,



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even with white offers. So we highly recommended avoiding bans with cloaking tools. They help when promoting nutra offers.

#### 4) Help provided to your affiliates?

We adhere to a win-win strategy in our relationships with our partners.

-We have ready-made and localized promo materials from advertisers. If you need help localizing any landing page, don't be shy to ask our help: We can provide it easily.

-Can't find the offer you're looking for? Just send us a request, and we will find it for you!

-Must-have: Technical tools for launching offers.

#### 5) Any other advice?

The first step of successful offer promotion is to connect with your manager! It's a simple and the most important rule of affiliate marketing. Building strong communication with our partners is one of our keys to success. Best affiliates know this. Are you in?

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## Masters in Cash, Stefan Muehlbauer, Head of Marketing and Sales

Links: [MastersInCash.com](https://MastersInCash.com), [Stefan's STM Profile](#)

**BONUSES: For new publishers, up to 20% bonus payout on CPL offers – please find [details here!](#)**

**Also: 20% discount on consulting and hiring through Affpal.** (Reach out on Telegram Umbalabob or Skype s.muehli and refer to STM.)

### 1) Self-intro

Hi STM Fam, its 13 years and counting since I started to work in online marketing. Always on the side of the advertiser/network. I had a few years where I was also into mainstream verticals but my focus was always adult and especially Dating. Since nearly 3 years I've been doing biz dev for Masters in Cash, and also training new account managers. In 2021 I started my own education project called Affpal. You can check it out on Youtube or Instagram. It's focused on the education of affiliate managers and teamleaders. Currently I'm also writing a book about this topic.

### 2) Best-converting offer types and how to run?

A region that has taken off is central and eastern Europe. We put for example a big effort into having different translations for Czech and Slovak, even when the languages are nearly identical. And that's also the advice that I have to share for promoting this region. Have all your ads and prelanders localised. Don't use some random person on Fiverr etc. but find somebody



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from the online industry that is native to this country to make proper translations. There are gigantic differences in the quality and in the end also CR.

### **3) Whitehat offers that are safe for FB?**

Nope. Come to the dark side we have cookies (to eat not in the browser).

### **4) Help provided to your affiliates?**

What is great help for affiliates provided by us, is to share in detail the subsources that are highly profitable on what product. We encourage them to move these high performing IDs from CPL to revshare. We earn less money here in the beginning, but in the long term our affiliates become more loyal. Moving from CPL to revshare, and with a proven history of high performing subIDs, this makes a great system even for media buyers that normally don't run revshare too often in the dating space. We also help affiliates to find localised domains for their whitelabels and have them properly translated, and of course we are always glad to share insights on what converts best.

### **5) Any other advice?**

Squeeze every penny out of every click. That means push collection on lander, email collection on your API signup forms, backbutton script etc. The industry is so professional that you need that to be a big shot.

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and "PropellerAds" in white. On the right, there is a yellow button with the text "TRY NOW!" in black. There are also some small yellow dots scattered around the text.

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## Mobidea, Olessya Vorontsova, Senior Affiliate Manager

Links: [Mobidea.com](https://mobidea.com), [Mobidea's STM Profile](#)

**BONUSES: Sign up today to get a 10% bonus on your first payout (maximum of \$1,000).** (Instructions: Sign up through [this link](#), send an email to [onlinemarketing@mobidea.com](mailto:onlinemarketing@mobidea.com) with the subject "STM Report Promo" and let them know you are applying for the bonus.)

### 1) Self-intro

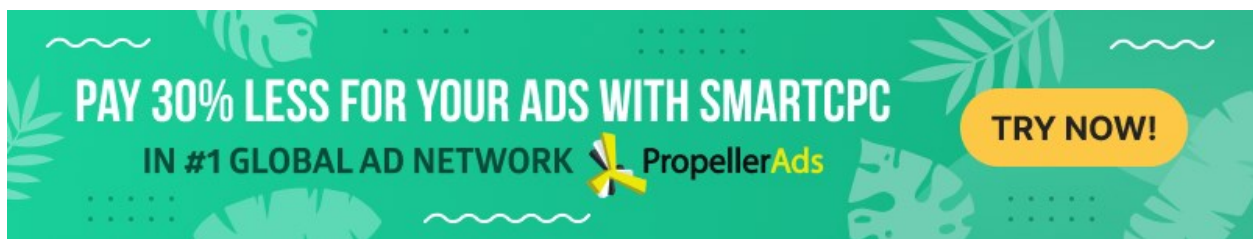
As the Senior Affiliate Manager of Mobidea, I'm on a mission to make sure affiliates have all the latest and greatest info about which offers to pursue this year so we can develop a more profitable relationship. My name is Olessya, and I'm here to provide you with insights about the best affiliate offers in the industry right now.

So buckle up and get ready for your journey through 2023 — because there's no time like the present when it comes to getting great results as an affiliate marketer!

### 5) Any other advice?

What's Working in 2023:

It's no secret that CPA offers were a cornerstone in our affiliate network at Mobidea. Fast forward to now, and it looks like click-flow offers are gaining attention again, especially with the COVID-19 pandemic coming and going —



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although, let's be honest here, clicking forms never really went out of style! We see a lot of success stories in the sweepstakes/win cash/win electronics verticals with 1-click offers.

Beyond the CPA world, CPL sweeps are all the rage too! If you remember, just a few short years ago, when push ads traffic was all the hype for this kind of campaign? Well, nowadays, I'm seeing more and more affiliates making waves with Sweeps on Facebook and Google traffic, so maybe that's something to think about if you haven't tried that yet!

With all the restrictions popping up on Google and Facebook, more affiliates are turning to white-hat offers to make sure they won't get blocked from these platforms.

However, there are still a lot of advanced media buyers who are finding ways to promote Sweeps, utilizing the usual blackhat techniques such as cloaking and other ways to avoid campaign blocks.

For gray hat offers, Mobidea has a wide range of options, including vouchers, gift cards, insurance, solar panel deals, and many more.

But if you're looking for an offer with great success potential with whatever traffic type, the global survey offers on Mobidea should come up high on your list. These offers were practically made for success — all that's required of your users is to answer a few basic questions; nothing too complicated or time-consuming! On top of being an engaging experience for the user, survey global offers also have a big advantage — they can be used with a variety of traffic types and still get great results. Social, pop, redirects, push... you name it!

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below it, "In #1 Global Ad Network" is written in yellow, followed by the PropellerAds logo (a yellow propeller) and the text "PropellerAds" in white. On the right side, there is a yellow button with the text "TRY NOW!" in black. The background features decorative green leaves and white dots.

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### The Shift to Whitehat:

If you're an affiliate looking to make the shift to the white hat side of the game, Mobidea has your back. We have a Finance category packed with offers like loans, insurance, student credits, opening bank accounts, and more that are totally safe to run on Facebook.

We've also got a whole bunch of home improvement offers, solar panel financial deals, and solar power-related offers waiting for you.

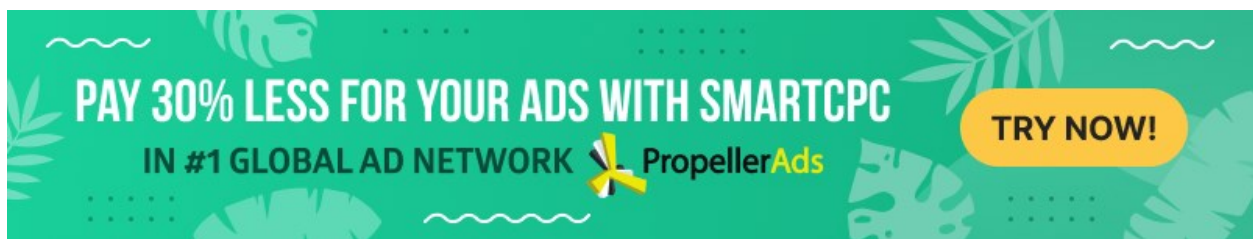
To top it all off, you can join our Exclusive by Mobidea project, which provides CC submit offers. Here, you'll find e-commerce offers from the US and EU Tier 1 GEOs, and they're entirely white hat!

### Succeed with Mobidea:

If you want to ensure success as an affiliate, Mobidea is your one-stop shop. We know the importance of having strong partnerships with advertisers and providing optimal support for our affiliates, so that's just what we do!

We're willing (and eager!) to listen to your requests, no matter how custom or exclusive they might be. We promise trustful relationships with key advertisers and friendly support from us, so you can always expect the best when you team up with Mobidea. Even if an offer isn't available yet, we'd love nothing more than to make it happen just for you. So don't be shy about asking us — at Mobidea, that's what we do best!

### Final Word:



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For new affiliates just starting out, I encourage you to explore our survey offers in the dating and finance verticals. It's a great way to build up your experience with affiliate marketing and learn the basics.

For those of you who have more experience and only operate within the black hat sphere, I recommend taking a broader perspective. Be adventurous and take a crack at Facebook traffic — there are plenty of safe campaigns out there that you can experiment with to increase your revenue!

Don't let fear or uncertainty hold you back, because when working with Mobidea, the sky is truly the limit.

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## Mobipium, Ricardo Duarte, CEO

Links: [Mobipium.com](https://mobipium.com), [Mobipium's STM Profile](#)

### 1) Self-intro

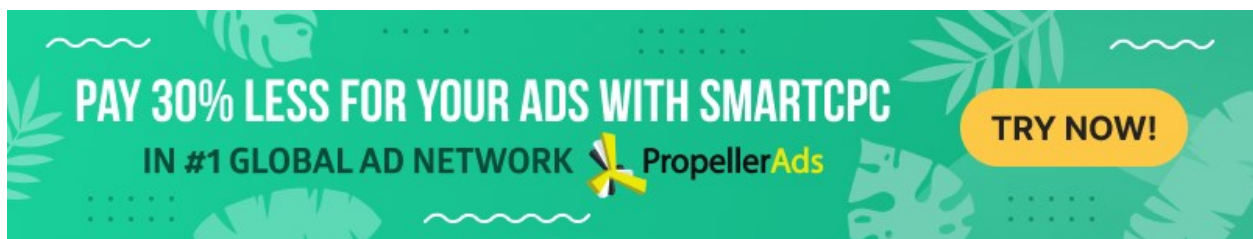
MOBIPIUM, a Mobile Performance Network, is celebrating its 10-year anniversary with our team of over 60 people. We've had an exponential growth the last decade assuming a remarkable place now in the top 3 agencies delivering more traffic to mobile content (carrier billing) offers worldwide. MOBIPIUM now also leverages its expertise to drive traffic in areas such as Leadgen, Dating and Push Notification collectors.

We became popular in the STM Forum some time ago because our newbie-friendly in-house Push Subscribers Smartlink was the subject of the "\$1 Guide" which was a huge success in the affiliates community. We welcome all affiliates: It doesn't matter if they're experienced or just beginners, we give them 24/7 support and all of them have Dedicated Account Managers that will recommend the best offers for their traffic and will help them through their journey.

### 2) Best-converting offer types and how to run?

The best-converting verticals we're working with right now are two: Mobile Content and Leadgen.

The Mobile Content world changed a lot in a single year, but we've managed to find a hack to keep the amazing results we had over the last 10 years. We focus on Pops & Push traffic, as always, but now we've added Google and in-



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app traffic to the equation. We've also noticed that short, direct questions such as "Are you ready for what's coming next?", or a simple "Ready?" are perfect to engage the user and make them get to the landing page and, ultimately, subscribe. It's direct marketing after all. The perfect low barrier entry for a beginner affiliate. You don't need a pre lander, designer team or even IT knowledge. You just need to focus on buying high quality traffic and optimizing the right channels.

As for Leadgen, the key to success is a combination of building a compelling funnel, targeting the right audience and having a good offer. The biggest advertising channels in the world always bring good quality traffic and offer several tools to improve campaigns and find the best audience for your service, with a special focus on Facebook, Google and TikTok. Regarding advertising angles, it is seen, cross-vertical, that UGC content tends to engage users in a better way, bringing the best performance and lead quality.

### **3) Whitehat offers that are safe for FB?**

All of our offers are whitehat, but that doesn't mean that Facebook will accept any page and/or funnel. To affiliates that want to be safe and make sure their accounts won't be banned: We recommend for you to focus on Leadgen and some in-house Mobile Content offers where we can provide unique direct links for each service. Special Offers are available upon request made to your AM.

### **4) Help provided to your affiliates?**

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Yes, especially when speaking about Pre Landers! We give our affiliates 24/7 support, all of them have Dedicated AMs that will help them with everything they need.

Once you've picked a few offers and generated your tracking links, you can go to the pre-landers vault, where we provide access to our Internal Media Buying Team's exclusive top-performing pre-landers.

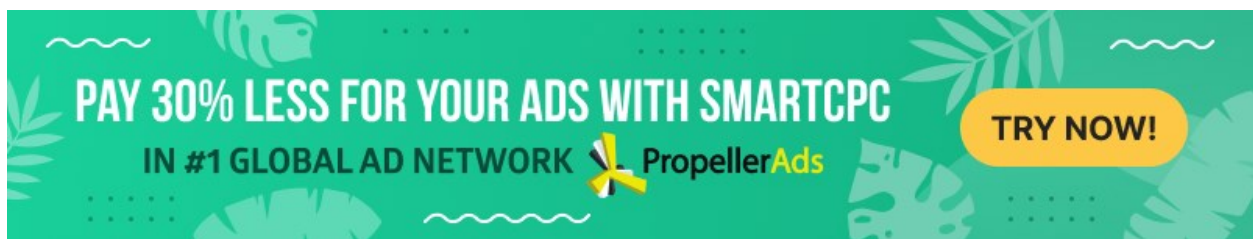
As an affiliate, you can login and check all the offers we have in the Market, filter them by vertical, country, type of traffic, flow, etc. and you can even see which ones are generating more money in the whole network by ordering them by revenue.

Once running the offers, you have everything to make sure every click you send to us counts, such as a multi-level comparison tool and an hourly evolution analysis panel.

With the precious feedback of 10000+ affiliates, we invest a lot of time and money constantly on developing our platform (in ENG, RUS,CHI) to be focused on generating more conversions on the affiliates side.

## 5) Any other advice?

N/A



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## Outbid, Olia Zhuk, Head of Affiliate Department

Links: [Outbidco.com](https://outbidco.com)

### 1) Self-intro

Outbid is a leadgen-focused digital marketing agency & affiliate network. Founded as LetsCPA in 2017, we have deep expertise in lead generation, including (but not limited to) sweepstakes, rewards, unemployment, legal, etc. We offer a wide range of high-converting offers for publishers as well as premium-quality leads for advertisers across many verticals.

### 2) Best-converting offer types and how to run?

We are active in several verticals that perform pretty well these days, but if we define "best-converting types of offers" as offers with the best scalability / ROI ratio, then I definitely recommend testing (or retesting) sweepstakes. We see another wave of hype for this vertical with a lot of affiliates having great success on Facebook. Talk to our managers to learn more about the best converting offers to start with.

### 3) Whitehat offers that are safe for FB?

Sure, we do have offers that can be run safely on FB, TikTok, and other social media, but, as we already mentioned in last year's report, it's more about marketing techniques, not the offers themselves. The most profitable

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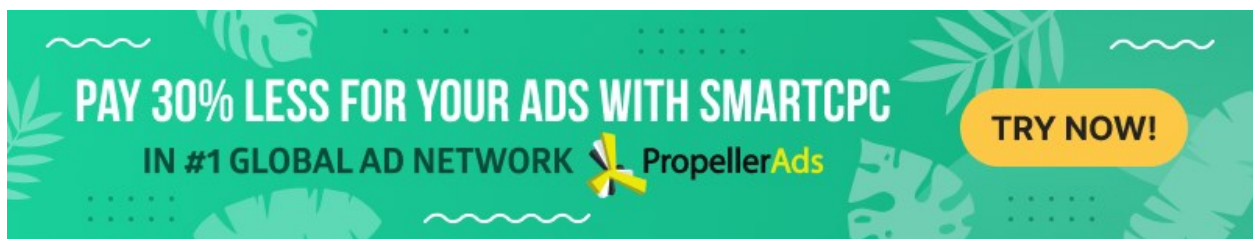
thing is to find a way to run angles that others cannot get approved. That is how you avoid competition and get better margins.

#### **4) Help provided to your affiliates?**

Considering our deep expertise in verticals that we operate in, we simply know what's working right now, what kind of marketing angles to use on some specific traffic source, and how to scale it. We obviously advise on funnels and prelanders but what's more important we help our affiliates stay curious and creative by sharing ideas and pushing them to participate in new offers/angles development processes.

#### **5) Any other advice?**

N/A



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## ProPush, Olga Kuznetsova, Head of Advertising Department

Links: [Propush.me](https://propush.me), [Propush's STM Profile](#)

**BONUS: Use promo code **PROPUSHSTM** to get +\$50 bonus on your first payout.** (Instructions: Enter promo code in the 'PromoCode' field while registering.)

### 1) Self-intro

ProPush is a monetization solution developed for publishers, affiliates, and advertisers with landing pages. To put it simply, ProPush may be of interest to those with a website and willing to monetize visitors, whether they subscribe or not.

As you can guess from the name of our project, ProPush is about Push notifications. It is also about extra profit in addition to your main CPA offers.

ProPush is user-friendly – it is easy to set up, start working with and monitor statistics for. As for payment models, users can choose either CPS (Cost Per Subscription) or Revshare.

### 2) Best-converting offer types and how to run?

We made a few important changes:

- We updated the Push tag version. As a result, it brings a higher CR.
- This autumn we updated CPS rates.



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-We set-up templates with Binom and Voluum. It's now easier for Publishers to set up postbacks on these trackers.

-TrafficBack option is now available for Unsupported traffic (from iPhones, traffic from old browser versions and Incognito traffic). Now in cases when push notifications cannot be shown, it's possible to redirect traffic on the Traffic Back link.

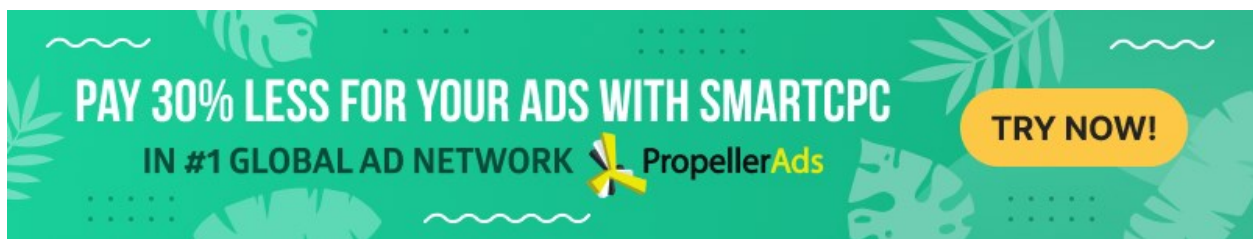
### 3) Whitehat offers that are safe for FB?

Our recent data shows Indonesia, Malaysia, the Philippines, and New Zealand are the hottest GEOs. Chrome is the best choice of browser, and Android is the operating system we recommend working with.

Our best converting verticals for extra-monetization are sweepstakes, dating, utilities, eCommerce, and gaming. However, you can work with almost all of them (except adult content, as it's forbidden in ProPush) because subscription collection doesn't depend on the main offer funnel.

### 4) Help provided to your affiliates?

At Propush there is no actual competition. However, there are still ways to get higher earnings. If you are using Propush as an extra monetization tool for your media buying campaigns, we suggest experimenting with different funnels and offer types. Test various traffic sources and seek the best performing ones. Also, don't ignore the features that Propush develops such as traffic back and delayed push options. Check with your manager or support team what the best converting verticals are for Push extra-



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monetization. And of course visit our blog, where we collect case studies from our users.

## 5) Any other advice?

According to our inner tests, the best options here are pop, redirect and social ones, while the only traffic type that is not very compatible with the Tag is email. Pop traffic seems to be a real champion of additional monetization with Smart Tag. However, to boost your profit you can experiment with all those traffic types we recommended earlier.

If you combine different types of traffic in your campaign, we recommend sending them to different zones. This way you can estimate how different traffic types perform and which one brings you more profit.

When you work with paid traffic at ProPush, you are free to choose any kind. However, if you use traffic collected from push notifications, your results will most likely be frustrating. Here's why:

When you send traffic from push notifications, that means you attract users who already have at least a couple of push subscriptions. Imagine how many alerts they may be receive daily. It's not likely for them to subscribe to at least one more source of notifications. Even if they do, they won't interact with notifications that much, so both subscription and conversion rates will suffer.

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## Rocahead, Jenny Gonzalez, CEO

Links: [Rocahead.com](https://rocahead.com), [Rocahead's STM Profile](#)

**BONUS: Get +10% top-up bonus by [signing up here](#) – new sign-ups only, valid for first 3 months of activity.** (Also: 5% lifetime referral commission as long as your account is active.)

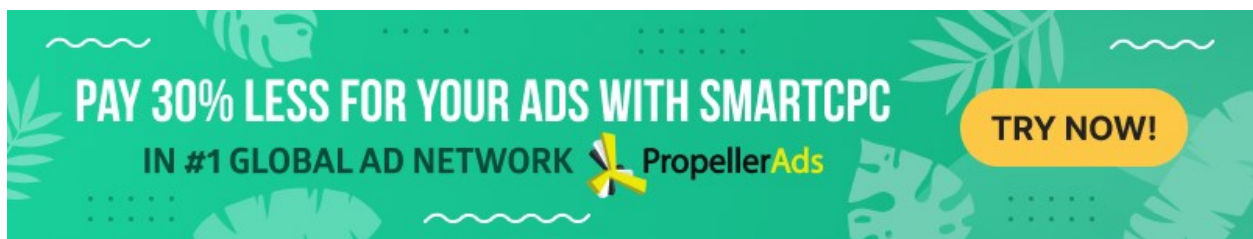
### 1) Self-intro

One could say that I grew up in the Online Dating vertical, as it has been one way or another everything I have ever worked on over the last decade or so. I had been mainly on the advertiser side until 2019 when I decided to leave my job as CEO with a Dating Advertiser to open Rocahead. When I say I have seen it all, I really mean it! Whether promoting mainstream offers in Radio and TV, to tweaking user logic to get the best conversions out of the raunchiest of user interactions with really smart tech, I have really been down in the trenches of Online Dating promotion!

Rocahead is a private performance marketing network with bespoke traffic flows, integrations and exclusive offers from direct advertisers. We are a motivated and driven company that offers an amazing experience in the online affiliate marketplace, across multiple verticals but mainly specialized in Online Dating.

### 2) Best-converting offer types and how to run?

At Rocahead we have a lot of offers that work with similar traffic types and I could certainly spin a convoluted list of offers by geo based on EPC, but



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ultimately the success that certain offers have within our network, has more to do with our preferred method of promotion/ business model than the offer itself (though you can't outcode a crappy EPC).

After so many years of living and breathing conversion rates for online dating offers, traffic trends, as well as business challenges for both affiliates and advertisers, we determined that anything other than working with PPL offers via API is an absolute waste of clicks. Our preferred method of promotion is cascading APIs based on EPCs for all geos possible, so it must not be a huge surprise for anyone that our preferred traffic source is any type of traffic where the email of the user can be passed either via url parameters or API. That allows us to weed out fraud and undesirable traffic in our backend and turn that click into a complete API submission.

### **3) Whitehat offers that are safe for FB?**

We absolutely don't nor do we want to! We know what we are good at and whilst we do run review sites and create our own SEO traffic for several verticals, we understand that what we are good at is finding better ways to monetize adult dating traffic sources with the use of clever technology to increase the EPC for our affiliates without compromising the conversion flow for the advertiser.

### **4) Help provided to your affiliates?**

We focus on what we are really good at! We deal with the landers, API scripts, flows, cascading, constantly looking for new offers from advertisers worldwide, as well as maintaining our relationships and impeccable

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reputation. That way our affiliates can focus on what they do best, whether that's emailing, media buying, sending push notifications, SEO or SMSing. We're super approachable and like trying to figure out how we can work with anyone looking to send dating traffic. You bring us a problem you're having, whether it's technical or not, and we'll try our best to find a solution that makes sense for everyone.

## 5) Any other advice?

I can't stress this enough: **FOCUS ON WHAT YOU ARE REALLY GOOD AT** and outsource the rest. Yeah you can save a few pennies here and there and honestly you'll have to in the beginning, but once you are profitable, invest in outsourcing. We consider working with a good network like us as outsourcing, because it's a good chunk of work and time that you save yourself by working with us. As an affiliate, you can focus on generating traffic and we'll take care of all the legwork to do with advertisers and just deliver good offers from trusted partners.

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned between "NETWORK" and "PropellerAds". To the right, there is a yellow button with the text "TRY NOW!". The background features faint white wavy lines and leaf patterns.

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## Royal Partners, Anna Avsievich, Head of Affiliates (Tier-1)

Links: [Royal.Partners](#), [Royal Partner's STM Profile](#)

### 1) Self-intro

It's been 4 years already since I started working in the iGaming industry. At the moment we have 8 iGaming brands with both gambling and betting sections for Tier-1, Tier-2 and Tier-3 GEOs. We accept the majority of popular traffic sources. At Royal Partners we are always open for all kinds of tests for RevShare, Hybrid and CPA models.

### 2) Best-converting offer types and how to run?

I'd say that each of our offers is great as they're build by a team of passionate professionals with a lot of experience. The best traffic sources for the offers are PPC Google Ads, SEO, ASO iOS. I'd like to mention email blasts as one of the fastest growing sources for us and the good thing is that they're applicable for any GEO.

### 3) Whitehat offers that are safe for FB?

Our brands operate under Curacao license which means that the white hat option is unavailable for our partners. Meanwhile, we're exploring ways to make it happen. That's why the team is constantly monitoring the trends of the iGaming industry.

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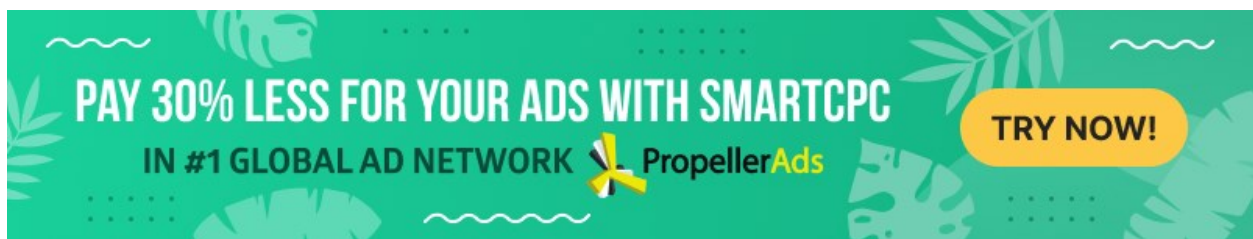
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#### 4) Help provided to your affiliates?

Royal Partners has a lot to offer to our partners. We are very flexible with the commissions and payouts as we're aware of how important it is to stay within a budget. Our partners have an opportunity to work closely with the team to make custom landing pages, banners and other promo materials. We'd also be happy to create and promote exclusive tournaments with a partner. Our deep multi-level retention system with assistance from the call-centre and the support team will lead partnerships to success. But for me, the biggest advantage is the fact that new projects are added regularly. Our partners get access to them much earlier than ad networks.

#### 5) Any other advice?

The best advice I can give is to contact Royal Partners and give us a try. Be sure that we'll do our best to never disappoint you.

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## Sinum Vendo, Bobby Verlaat, Head of Publishers

Links: [SinumVendo.com](http://SinumVendo.com), [Sinum Vendo's STM Profile](#)

**BONUS: Generate \$1k-5k in paid revenue, and get a 5% bonus. Or generate \$6k-10k in paid revenue, and get a 10% bonus.** (Also: reach out to Bobby for more customized deals or information/questions about the bonus system: Skype: bobby.verlaat1)

### 1) Self-intro

My name is Bobby and I am with Sinum Vendo from the start of the company. We are an affiliate network, founded in 2018, specialized in CC trials, Mobile content, Leadgen and more. Within the network it's my task as Head of Publishers to match the right campaigns with the right traffic sources and funnels. Only if you fully understand the process – from the back-end of an advertiser to the way your affiliate thinks/promotes – you'll be able to assist properly. Something that is being overlooked and underestimated in general. If you would like to work with a network that knows what they're doing, don't hesitate to reach out to us!

### 2) Best-converting offer types and how to run?

The highest-earning vertical within Sinum is the Credit Card trials. For us, this vertical is a long lasting money maker with high CPAs and consistent traffic volume. Next to CC trials, we are also specialized in Mobile content and Lead Generation campaigns.



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A few tips on what traffic source(s), geos and advertising angles work when it comes to the mentioned verticals:

### **Vertical: CC trials.**

> Best traffic sources in general: SMS, Push, Social & Email.

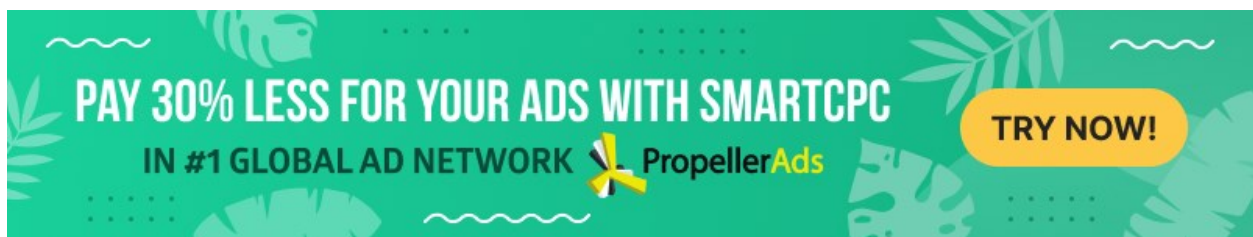
> GEOs: this is a tricky one and really differs per network or partner. In our network we've seen that US is by far the biggest when it comes to scalability and also profitability. However, it is the most competitive and difficult market. We noticed that lots of affiliates and advertisers are competing for very low ROIs and that is why we've diversified and focus more on the low hanging fruits in geos such as Europe/AU/CA/NZ. As a result of being ahead of the competition, we are able to get you exclusive and customized deals which positively impacts your ROI.

> Advertising angles: Normally this would be landers related to delivery, sweep, survey or ecommerce. For funnel examples I would recommend to reach out to me, Bobby, since I would be able to either give proper examples or full funnels in a later stage.

### **Vertical: Mobile content.**

> Best traffic sources in general: Content Lock/Social/Display/POPs

> GEOs: many geos have been shut down or excluded for Mobile content recently or a longer time ago. It also becomes more difficult to promote this vertical with (instant) success, depending on the geo and type of campaign you would like to run. On our side, we see fewer tier 1 geos doing well, but



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more tier 2 or 3. Think here of MENA and African geos, or more the Eastern Europe side.

> Advertising angles: Since Mobile content has quite a wide range of campaign types, it can vary from Antivirus products to Games, Sweeps or Download campaigns. Normally we see promotions related to sweeps, locking the page or messages where you should protect your device.

### **Vertical: Lead Generation**

> Best traffic sources in general: Since Lead Generation can go from Sweep related campaigns to a lot of different ones such as Home Improvement/Insurance/Legal campaigns, it's tough to highlight just a few traffic sources. On our end, on i.e. Sweeps or Home Improvement campaigns, we see traffic sources coming from Social, Email, Push and Native to name a few.

> GEOs: Mainly tier 1/2. It is all about ROI for an advertiser and in tier 1 & 2 geos people have "more" money to spend and it is worthy to set up lead generation. In the end, the leads that come in should convert into paying leads for a certain service.

> Advertising angles: This depends on the vertical. To give out two examples of what is possible for some of the lead generation campaigns we run:

Sweeps: survey/giveaway of the brand/mystery box funnel.

Home improvement: Think of videos about renovations or banners showing before/after pictures.



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### 3) Whitehat offers that are safe for FB?

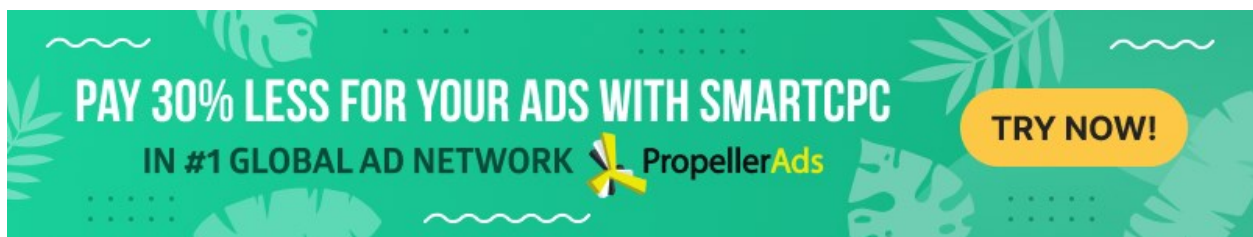
Every year it is a challenge to properly figure out how to run certain campaigns in Blackhat, Greyhat, but also Whitehat. At Sinum we've seen many affiliates come and go. Not only because of the campaign types (Blackhat, Greyhat or Whitehat), but also because the whole affiliate space keeps changing rapidly. You snooze, you lose. And exactly those last words made us think: Should we stick with our current money makers, or should we diversify to attract more sources and open up a new whitehat vertical?

In the end, opening up a new whitehat vertical, is what we've done: The Home Improvement vertical. More verticals will follow, but if you would like to run with us we are more than ready to welcome you!

### 4) Help provided to your affiliates?

As shown in the "Advertising Angles" section for CC trials, Mobile content and Lead Generation, we do want to help where possible on i.e promotion angles. Every partner signing up to Sinum will be assisted from A to Z. This means that also newer affiliates just joining the industry can sign up and ask questions. Even if they feel those questions are "newbie". We are convinced that helping each other is the key to long lasting partnerships. Investing time and as I would say resources, such as custom landing pages/EPC deals/exclusive offers/valuable insights, will in the end also help us as a network in upping our revenues.

### 5) Any other advice?



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I can keep this short and simple. Don't give up and think logically. It takes a lot of time to master Affiliate Marketing, and even though the setup fee is lower than most other regular businesses out there, it will still cost you investments in both time and money. Additionally, it comes with trial and error to know where you can optimize and improve and I would highly recommend to team up with other affiliates. Best is to learn from the people that have certain strategies that resulted in money-makers and then create your success formula out of it.

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and dotted lines. The text is white and yellow. On the right, there is a yellow button with black text.

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## The Fellas Ads, Marijn van Drunen, Managing Director

Links: [TheFellasAds.com](https://TheFellasAds.com), [TheFellasAds' STM Profile](#)

### 1) Self-intro

The Fellas Ads is a formerly private affiliate network based in the center of Amsterdam.

Our mission is simple: We help top-notch publishers deliver high-quality leads to advertisers with offers that convert. Our main focus is credit card submit offers.

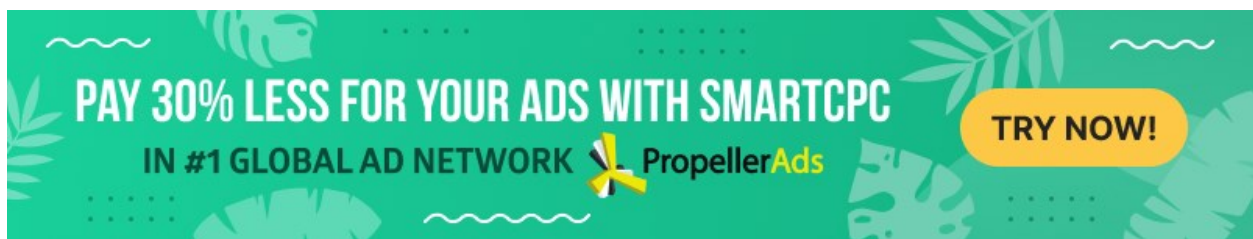
### 2) Best-converting offer types and how to run?

Sweepstakes! iPhone, iPad, Qled TV and kitchen appliance and power drill offers have done a lot of volume for us recently. Another popular option is blank/checkout pages, where the affiliate can decide their own product.

### 3) Whitehat offers that are safe for FB?

N/A

### 4) Help provided to your affiliates?



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Next to close partnerships with 3rd party advertisers for the best performing sweepstakes, we now also offer in-house sweepstakes for our proven publishers.

Also, we are able to provide our partners with exclusive offer pages, proven and customisable pre-lander funnels and tips & tricks on angles thanks to our in-house design team and our vast experience when it comes to optimising sales funnels.

### **5) Any other advice?**

Be creative. Think of your own unique sweepstake products (do your research!) or niche that's not burnt-out yet and pick countries outside of the obvious tier-1 list.

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## The Lead Wolves, Lauren de Keijzer, Co-founder

Link: [TheLeadWolves.com](https://TheLeadWolves.com)

**BONUS: Make \$500 within first 3 months after signing up, and get a \$50 bonus payout (register [here](#)).**

### 1) Self-intro

The Lead Wolves is an all-round affiliate network based in Spain with a fully remote team that has over 15 years of experience in the affiliate industry. The Lead Wolves was founded in 2020 and has been growing ever since.

The focus of The Lead Wolves is on providing direct and exclusive campaigns in the biggest verticals like Sweepstakes, Surveys, Finance, Home Improvement, Education, Insurance, Nutra, Software and more. The network also provides (custom or exclusive) campaigns on request.

With over 1500 active campaigns for a big variety of geos world wide, The Lead Wolves provides all that affiliates are looking for, from a single network.

If you want to be part of the wolf pack, check the special STM registration bonus above.

### 2) Best-converting offer types and how to run?

Our affiliates are currently doing really well with surveys, home improvement and CPL sweepstakes on social traffic, especially Facebook. We're also seeing great results on education, home improvement, CC-submit sweepstakes and CC-submit blank offers on email traffic. The Nutra offers



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are performing great on native traffic as well as Finance and Home improvement offers.

### **3) Whitehat offers that are safe for FB?**

At The Lead Wolves we have been noticing for a few years that more and more affiliates are making the switch to whitehat offers and we feel like this will keep on increasing. Where a few years ago many affiliates were looking for blackhat offers, now the majority is looking for whitehat.

In terms of whitehat offers the demand is high for home improvement offers like solar panels, isolation, heat pump, window replacement etc. At The Lead Wolves you will be able to find many whitehat offers as the network adds offers based on the requests of the affiliates and the trends in the affiliate industry.

### **4) Help provided to your affiliates?**

All the affiliates are assigned to a personal account manager that they can contact with all their questions, requests and campaign recommendations.

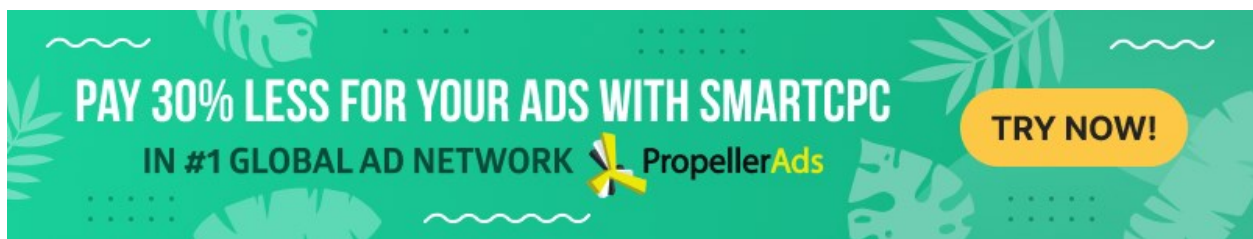
All available creatives can be downloaded directly from the platform. Thanks to direct relationships with our advertisers, we are able to provide custom and exclusive offers according to the affiliates' wishes. We do it at high speed to make sure our publishers stay ahead of their competitors in this fast-moving industry.


### **5) Any other advice?**

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Speak with other affiliates/colleagues, join mastermind groups, conferences and forums and try to learn as much as possible from everyone around you along the way.

A green banner advertisement for PropellerAds. The text reads "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned between the text and the "TRY NOW!" button. The button is yellow with black text. The background features faint white wavy lines and leaf patterns.

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## TORO Advertising, Maria Serra, Digital Marketing Manager

Links: [TOROAdvertising.com](https://TOROAdvertising.com), [TORO's STM Profile](#)

### 1) Self-intro

TORO Advertising is a leading performance-based affiliate network working in the performance marketing industry since 2012. With our proprietary all-in-one platform, TORO Advertising offers a wide range of services and solutions for webmasters, affiliates and advertisers. In addition, we cover all available media types, channels and ad formats to ensure our partners' business growth and maximize ROI.

### 2) Best-converting offer types and how to run?

Currently, we specialize in the following verticals:

- Software & Utilities
- Movies
- Sports
- Fintech
- Dating
- Adult
- Sweepstakes



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-Surveys

-Insurance

Our network allows us to work with various types of traffic and traffic sources. But as we know, depending on the offer, there are promotion methods that are more likely to generate better results than others. With this in mind, our Account Managers are highly qualified to support any affiliate with the type of offer they want to promote. In addition, with the help of our Global Smartlink available for various verticals, affiliates can send traffic to the best-performing campaigns and so maximize their profits for each country.

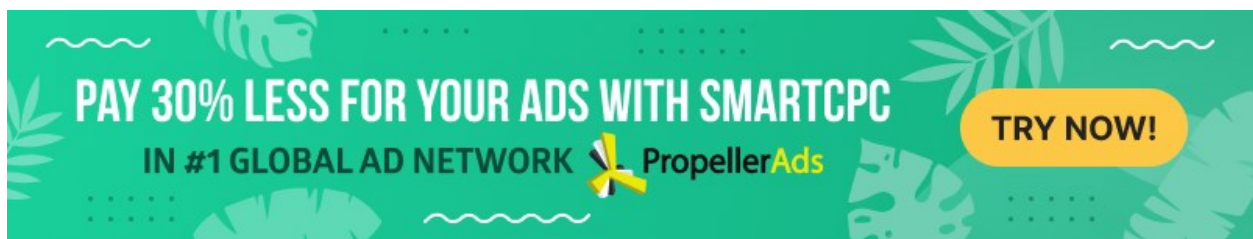
### **3) Whitehat offers that are safe for FB?**

N/A

### **4) Help provided to your affiliates?**

When we say we Reach Your Goals, we mean it. Our mission is to achieve our partners' performance objectives and we work hard to provide relevant tools and solutions to our affiliates, so they can maximize their profits. Moreover, we are aware that each affiliate has their personal experience, so we strive to support them according to their needs.

### **5) Any other advice?**



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Yes, I'd like to share a few tips to make things a little easier when you're getting started in affiliate marketing:

1. Define your target audience. This is as important as choosing a niche. If you don't know the buyer, you can't know how to make them purchase your products.
2. Write educational and valuable content.
3. Find the way to get the trust from your audience. Try with how-tos, tips, and reviews
4. Use social media to get more exposure and build your professional image.

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## Traffic Company, Tess Bosma, Affiliate Manager

Links: [TrafficCompany.com](https://TrafficCompany.com), [TCAds.com](https://TCAds.com), [Traffic Company's STM Profile](#)

**BONUS: [Sign up through this link](#) to get 85% revshare on our in-house Click2Call (IVR) campaigns for 2 months.**

### 1) Self-intro

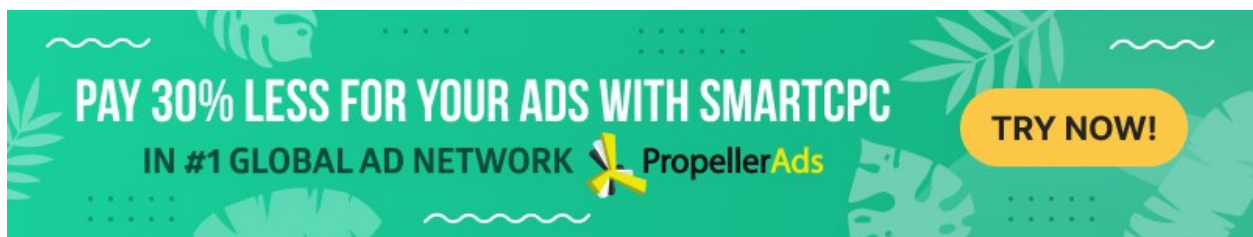
Traffic Company is a CPA Network with in-house campaigns. All in all we are active in the business for more than 12 years now. The verticals we are active in are Click2Call (IVR), Mobile Content (mVAS) and Adult/Casual Dating.

Also, recently we've added PIN API to the portfolio, if you haven't heard of this before you can check our [most recent blog post](#).

### 2) Best-converting offer types and how to run?

Mobile Content (mVAS) is still our core business but our own in-house IVR/Click2Call product is a close runner-up!

Our IVR/Click2Call product works best on pop, push and social traffic. However, lately more and more traffic types are being added to this list such as in-app traffic which also tends to work really well. When choosing pop or push traffic, we recommend to use both as pop has the volumes and push has the quality needed to make it a success. Next to that, we recommend to



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run these campaigns with a pre-lander which we can provide you with, or you can choose to run with your own of course!

As for Mobile Content, it's best to check this with your Account Manager as this really depends on the campaign. Overall, Mobile Content can work with any type of traffic, including POP, Push, In-app, Redirect, etc.

### **3) Whitehat offers that are safe for FB?**

Most definitely! We have in-house Click2Call (IVR) and Dating offers which are very suitable for whitehat promotion. A huge benefit of our Click2Call product is that there are not many restrictions, meaning it can be promoted more aggressively than other campaigns.

Both Click2Call and Dating offers can be either blackhat or whitehat, depending on how you promote them in your campaigns. If you want to run whitehat campaigns, you need to make sure your creatives are not too aggressive.

One of the greatest benefits is that whitehat is more stable compared to blackhat and campaigns don't die as fast. On the other hand, Facebook traffic can be really expensive, which doesn't always lead to profitable campaigns when you're dealing with tier 2 & 3 (low payout) geos for example.

### **4) Help provided to your affiliates?**

Regarding our in-house IVR/Click2Call we provide free pre-landers. Currently we have 17 pre-landers live to choose from. Next to that, we offer an IVR

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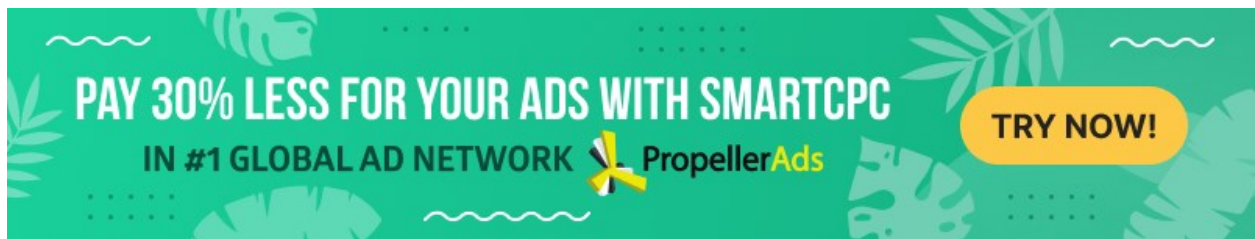
Performance API where you can check the performance (ECPM) for all available geos/carriers at any time. This way you can check what's performing well and what isn't so you can launch or pause accordingly.

Live Click to Call Performance

Search...

COUNTRY	CARRIER	RECENT ECPM	ECPM (LAST 24H)	PERFORMANCE
Democratic Republic of the Congo	Vodacom	€ 46,58	€ 7,10	556.07% ▲
Bosnia and Herzegovina	mtel	€ 27,47	€ 17,55	56.50% ▲
Côte d'Ivoire	Orange	€ 25,95	€ 12,58	104.02% ▲
Ghana	Vodafone	€ 25,44	€ 15,99	58.38% ▲
Guyana	Digicel	€ 21,25	€ 3,56	447.31% ▲
Belarus	A1	€ 21,24	€ 11,98	68.99% ▲
Equatorial Guinea	Wi-Fi	€ 19,96	€ 9,56	108.73% ▲
Equatorial Guinea	Orange	€ 19,96	€ 9,56	103.18% ▲
Belarus	Wi-Fi	€ 18,37	€ 18,77	-2.13% ▼
Togo	Togocom	€ 17,56	€ 13,50	27.13% ▲
Belarus	MTS	€ 17,17	€ 24,40	-30.10% ▼

Next to the IVR Performance API we also have a Telegram group called "Traffic Company Click2call/ IVR updates" where we post Top eCPM and top revenue by carrier multiple times a day. And, of course we make sure to



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send our partners the hottest offers/targeting recommendations on Skype/Telegram as well.

As for Mobile Content we can help with pre-landers and advise which offers are trending. Of course we also help our affiliates to succeed by arranging the best deals for them and by analysing the stats with a close eye.

On top of that we try to help as much as we can with cash flow. We currently offer weekly, biweekly, and monthly payments.

### **5) Any other advice?**

If you want to make easy money, we definitely recommend to check out the weekly newsletters we send out with top performing campaigns. In addition, we also have an extended list with Easy2Convert campaigns which we can send 1 on 1 through your preferred communication channel.

Moreover, we see specific pre-landers working wonders when it comes to the CR of certain campaigns. If you're interested to see for yourself, please message your Account Manager and we will be happy to provide you with this. You can just take the URL live and you're ready to go in a split second!

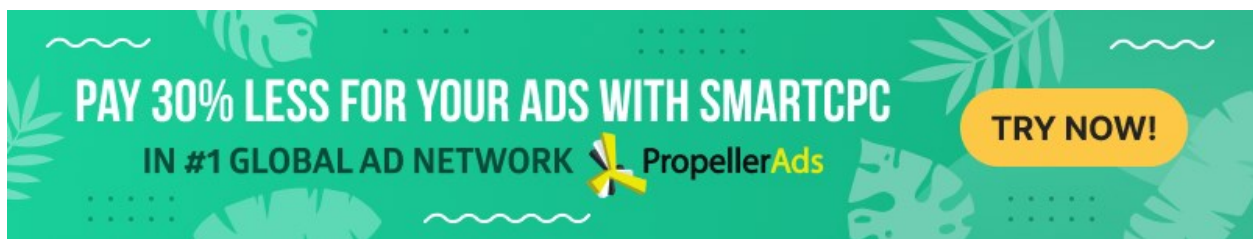
If you want to prevent traffic to end up dead, you can switch on the Conversion Optimizer and this will make sure that traffic with incorrect targeting or traffic to a disabled/paused offer will get send to your Traffic Company Smartlink.


As for IVR specifically, we recommend to check the IVR Performance API (as mentioned before) for real time data. It will give quite some insight which you can act on. Of course, your personal Account Manager will also make sure to send you the hottest targeting.

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And lastly, obtain information - whether it is from your Account Manager, Fora or going to conferences - or even better: All three of them.

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## NEXT STEP

Now that you have a good idea on "what's working", take advantage of this insight and capitalize on the best verticals and traffic right now - while they're still hot!

Easier said than done, you say? Don't worry, we got your back.

If you have questions on how to take advantage of the intel presented in this report, we at [STMForum.com](https://stmforum.com) would be happy to help! The following are just some of what you will find on the forums:

- Over 50k threads consisting of over 400k posts.
- A "**Success Stories**" section containing reports of major successes posted by forum members.
- A "**Newbie Zone**" section dedicated to helping complete newbies get up and running. Contains lots of guides, including a **step-by-step 40-day beginner's tutorial** that teaches everything from setting up tracking, to choosing offers, to preparing landing pages, to creating campaigns, to analyzing data, to tweaking campaigns to profitability. "**Twinaxe's Push Tutorial**" is all you need to understand how to start running campaigns on push traffic. And the "**Facebook Beginner's Tutorial**" covers how to do everything step-by-step from setting up accounts, to doing research, to preparing creatives, to launching campaigns, to optimization and scaling.

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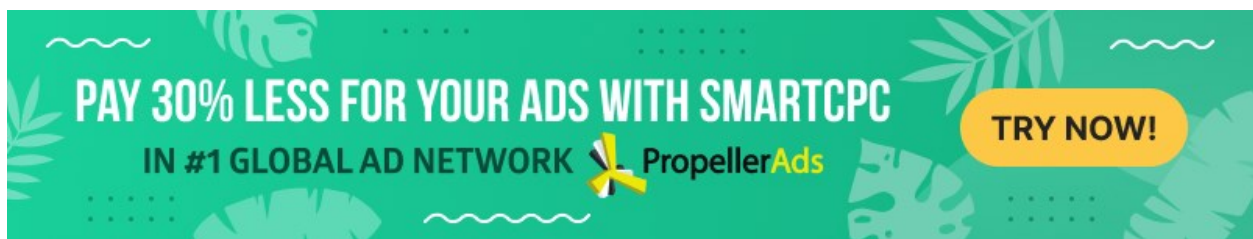
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- Forum sections with discussions on different traffic types including: Tiktok, Facebook, Mobile, Native, Adult, Search (Adwords/Bing), Email, etc.
- **Discounts and coupons** from various tools and services.
- **"Follow-Along"** sections where you can create a thread to document your campaigns to receive feedback from moderators and the rest of the community, and to ask any questions when you're stuck. This is the next best thing to having a coach or mentor, and as a member you'll get that at a small fraction of the price.
- Forum sections on various **Technical & Creative Skills**, including campaign tracking, programming, banner and landing page design, and copywriting.
- A **"Masterminds"** section for members to form groups to work towards success together.
- Lots of case studies documenting how profitable campaigns are made.

To see a more-detailed description of what you'll find inside the forums, please see: <https://stmforum.com/join/>

You can preview some of our forum content here: <https://stmforum.com/preview/>



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Our forum moderators and members jointly possess expertise in many areas of affiliate marketing, and many traffic networks and affiliate networks have a presence on our forums as well.

In fact, most of the individuals and networks included in this report are members of [STMForum.com](https://stmforum.com)! Check out our forum for more valuable content contributed by some of these members.

[Click Here to Join the STM Forum Now!](#) (Use coupon code **STMWW23** for 40% off the 1st month.)

We'll see you on the inside!

Respectfully,

*STMForum.com*



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## AFFILIATE MARKETING ACRONYMS AND ABBREVIATIONS

ADX - Google DoubleClick Ad Exchange

AFAIK - As Far As I Know

Aff - Affiliate

AI - Artificial Intelligence

AKA – also known as

Algo - Algorithm

AM - Affiliate Marketing or Affiliate Manager

AOV - Average Order Value

APAC - Asian Pacific Countries

API - Application Programming Interface

ASO - App Store Optimization

Autosub - Auto Subscription

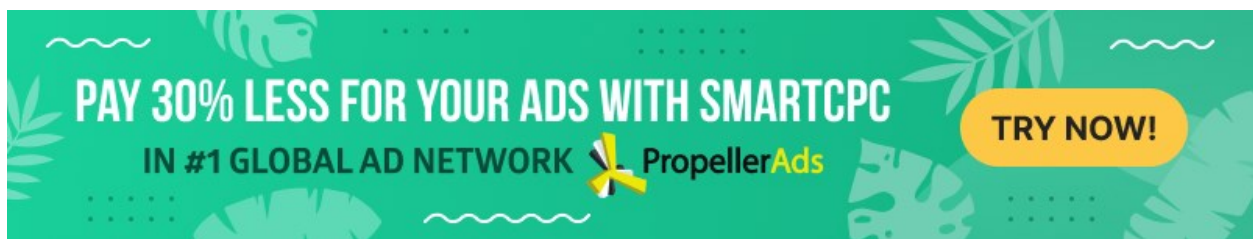
AWA - Affiliate World Asia ([AffiliateWorldConferences.com](https://AffiliateWorldConferences.com))

AWE - Affiliate World Europe ([AffiliateWorldConferences.com](https://AffiliateWorldConferences.com))

AWS - Amazon Web Services

B2B - Business-to-Business

BH - Blackhat



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BI - Business Intelligence

BIN - Bank Identification Number

Biz Dev - Business Development

Biz Op / Bizopp - Business Opportunities (e.g. Work From Home)

BKK - Bangkok (where the Affiliate World Asia conference is held annually)

BOF - Bottom of Funnel

BTC - Bitcoin

CA - Cambridge Analytica

CAGR - Compound Annual Growth Rate

CBD - Cannabidiol

CBO - Campaign Budget Optimization

CC - Credit Card

CIS - Commonwealth of Independent States (formerly the USSR)

CLTV - Customer Life-Time Value

CMS - Content Management System

COD - Cash On Delivery

CPA - Cost Per Action

CPC - Cost Per Click

CPE - Cost Per Engagement

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CPI - Cost Per Install

CPL - Cost Per Lead

CPM - Cost Per Mille (cost per thousand impressions)

CPS - Cost Per Sale / Cost Per Subscription

CR - Conversion Rate

CRO - Conversion Rate Optimization

CTA - Call to Action

CTR - Click Through Rate

CVR - Conversion Rate

D&V - Display & Video

D2C - Direct to Consumer

DACH - Germany + Austria + Switzerland

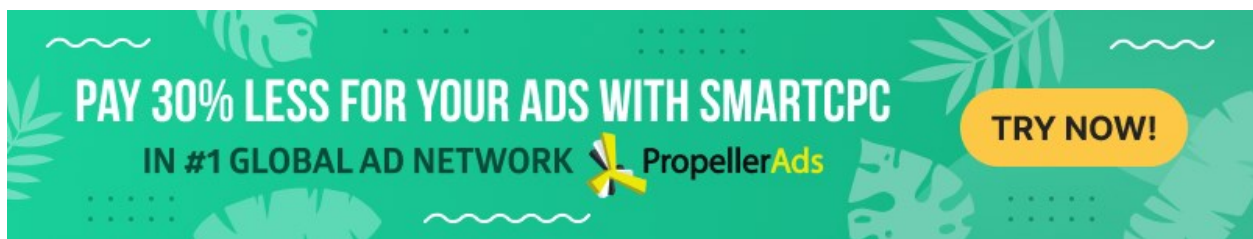
DCB - Direct Carrier Billing - offers that allow users to subscribe to by charging payments to their mobile phone bill


DOI - Double Opt-In

DSP - Demand-Side Platform - platform that allows an advertiser to buy traffic from ad exchanges

DTC - Direct to Consumer

eCPA - Effective Cost Per Mille

A green banner advertisement for PropellerAds. The text reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters, followed by "IN #1 GLOBAL AD NETWORK" in smaller white letters. The PropellerAds logo, a yellow propeller, is positioned between the text and the "TRY NOW!" button. The button is yellow with black text. The background features faint white wavy lines and leaf patterns.

PAY 30% LESS FOR YOUR ADS WITH SMARTCPC  
IN #1 GLOBAL AD NETWORK  PropellerAds [TRY NOW!](#)

Report compiled by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW23** for 40% off the 1st month!

eCPC - Effective Cost Per Click

Ecom - Ecommerce (typically refers to physical goods being sold online)

ED - Erectile Dysfunction

EN - English

EPC - Earnings Per Click

EU - European Union

FB - Facebook

FBA - Fulfillment by Amazon

FTD - First Time Deposit

GA - Google Analytics

GCP - Google Cloud Platform

GDN - Google Display Network

GDPR - General Data Protection Regulation

GEO - Country

GPT-3 - Generative Pre-trained Transformer 3

HQ - High Quality

IAB - Interactive Advertising Bureau

IDFA - Identifier for Advertisers - a random device identifier assigned by Apple to a user's device

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and dotted lines. The text is white and yellow. It says "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and "PropellerAds" in white. On the right, there is a yellow button with the text "TRY NOW!" in black.

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IG - Instagram

InApp - Anything within mobile apps (e.g. advertising banners)

IoT - Internet of Things

IRL - In Real Life

ISP - Internet Service Provider

IVR - Interactive Voice Response

KPI - Key Performance Indicator

LATAM - Latin America

Leadgen - Lead Generation

LLA - Look-Alike Audience (Facebook)

LP - Landing Page

LQ - Low Quality

LTV - Life-time value (of a customer)

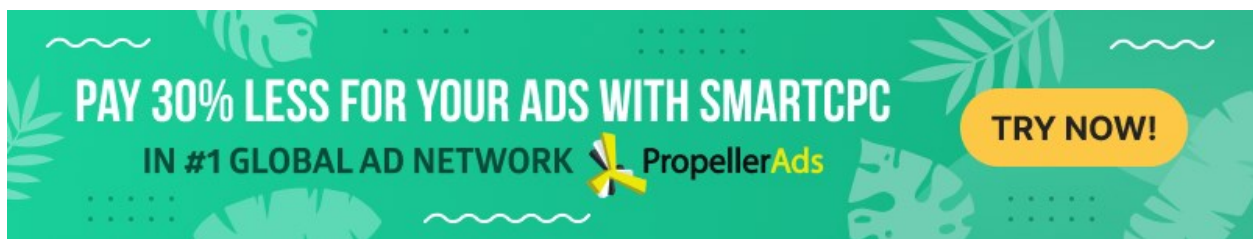
MA - Member's Area

ME - Male Enhancement

MENA - Middle East and North Africa

MID - Merchant Identification Number - a unique code given to a business by payment processors before a merchants begin processing credit cards

ML - Machine Learning



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MMO – Make Money Online

MMOG – Massively Multiplayer Online Games

MOQ – Minimum Order Quantity

mVAS – Mobile Value Added Services

MVP – Minimum Viable Product

MOF – Middle of Funnel

Monetizer - Traffic monetization service, [Monetizer.com](https://monetizer.com)

NFT - Non-Fungible Token

Nutra - Nutraceutical Products - such as diet pills and male enhancement pills

O&O - Owned & Operated

OG - Original Gangster - something that's been around for a long time and is dominating the space

oRTB - Open Real-Time Bid

PAM - Performance Ad Market

PINs - Pin Submit Offers

POD - Print on Demand

POF - Plenty of Fish

Pop - popunder and popup/popover traffic

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and stems. The text is white and yellow. It reads: "PAY 30% LESS FOR YOUR ADS WITH SMARTCPC" in large white letters. Below that, "In #1 Global Ad Network" in yellow, followed by the PropellerAds logo (a yellow propeller) and "PropellerAds" in white. On the right side, there is a yellow button with the text "TRY NOW!" in black.

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PPC - Pay Per Click

PPE - Page Post Engagement (Facebook)

PPL - Pay Per Lead

PPI - Pay Per Install

PPS - Pay Per Sale / Pay Per Subscription

PPV - Pay Per View (pop traffic, domain redirect traffic)

PSMS - Premium SMS

PUA - Pick-Up Artist

Push - Push Notification

PWA - Progressive Web Apps

Refi - Refinance (offer vertical)

Revshare - Revenue Share

ROAS - Return on Advertising Spend

ROI - Return On Investment (=Profit/Cost)

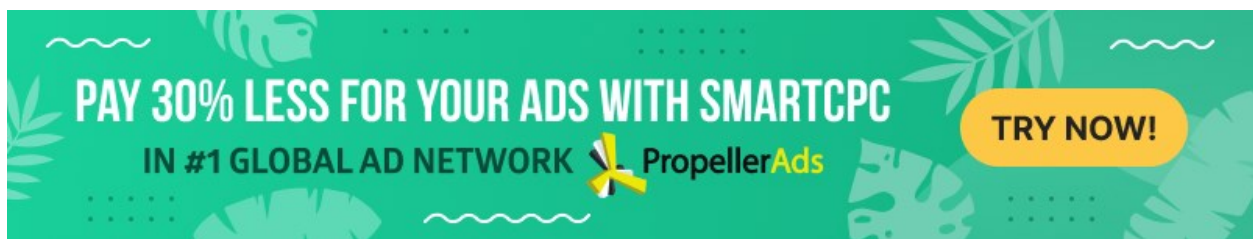
RON - Run of Network

RPM - Revenue Per Mille (revenue per thousand impressions)

RTB - Real-Time Bidding

SaaS - Software as a Service

SDK - Software Developer Kit



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SE - Search Engine

SEA - Southeast Asia

Search Arb – Search Arbitrage

SEO - Search Engine Optimization

SEM - Search Engine Marketing

SERP - Search Engine Results Page

SKU – Stock-Keeping Unit

SMM - Social Media Marketing

SMS – Short Message Service

SOI - Single Opt-In

SS – Straight Sale

SSP - Supply-Side Platform / Sell-Side Platform - platform that enables web publishers to fill their ad space with ads

STM - [STMForum.com](http://STMForum.com) - #1 Affiliate Marketing Online Forum, founded in 2011 (use coupon code STMWW23 for 40% off the 1st month)

Sub - Subscription

Sweeps - Sweepstakes Offers

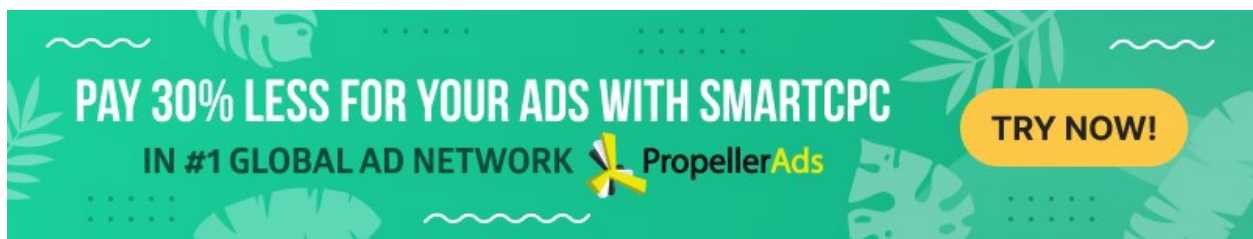
TA - Teaching Assistant

THC – Tetrahydrocannabinol



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TOF – Top of Funnel  
TOS - Terms of Service  
TT - Tiktok  
UA - User Acquisition  
UAC – Universal App Campaigns  
UGC – User-Generated Content  
UI – User Interface  
USP – Unique Selling Proposition  
UX – User Experience  
VAS - Value Added Services  
VAT – Value-Added Tax  
VAST - Video Ad Serving Template  
VOD - Video On Demand  
VPAID - Video Player Ad Interface  
VPN - Virtual Private Network  
VR - Virtual Reality  
VSL - Video Salesletter  
VV - Video Views  
WH - Whitehat



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WW - World-Wide

A promotional banner for PropellerAds. The background is dark green with a pattern of lighter green leaves and dotted lines. The text is white and yellow. A yellow button with black text is on the right.

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