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2018

WHAT'S WORKING IN AFFILIATE MARKETING

Insights from the Affiliate Marketing Industry's Top
Affiliates, Traffic Networks, Affiliate Networks, Spy
Tools and Other Industry Experts

Report compiled by:

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Introduction

Every year for the past several years, [STM Forum](#) Administrator Hugh Hancock, known on the forums as “caurmen”, would put together a “What’s Working in [current year]” 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 he also talked to a great many people in the industry on a regular basis - online as well as at conferences and local meetups - which had 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 this year - as he was about to attend the STM local meetup in London.

So, with Hugh gone, we decided to take up the task of writing the “What’s Working” post for this year - year 2018 - in his honor.

And, to make Hugh proud, **we decided to make this one even bigger than all the previous ones.**

We wanted to turn this into a real community collaboration.

We wanted the result to contain a ton of value.

We decided to provide the information free-of-charge to everyone.

With these goals in mind, we set out to contact lots of the most successful affiliates and other industry experts. We contacted representatives from traffic networks and affiliate networks. We contacted owners of spy tools.

We sent them questions that were designed to shed light on the ultimate question: **What’s working this year?** (You’ll see a list of those questions

in the next section.)

As it turned out, everyone was very supportive of our endeavor. **In just 2 weeks, we received over 50 replies!** So many individuals have taken valuable time away from their work to contribute to what they saw as a worthy project.

This makes us at STM truly grateful, and at the same time excited for you - the reader - who we know would find a ton of value in the resulting report.

We at STMForum.com 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 who has contributed to the making of this report.

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

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 20% off 1st month's subscription to [our forum](#): **STM2018**)

(P.P.S. Already a member of STM? Check out our spanking new mobile apps now - for [iOS](#) and [Android](#))

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Before Reading This Report

We know you must be eager to get started, but we need to quickly tell you 3 things that will help you to better understand the report:

1) This report is separated into 4 main sections:

a) Intel from Spy Tools

b) Insights From Affiliates and Other Industry Experts

c) Insights From Traffic Networks

d) Insights From Affiliate Networks

We sent out a different set of questions to each group - you can find them at the end of this section. Because the questions are long, we will not be including 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:

"1. Can you introduce yourself really briefly to the readers please? Where are you from and how long have you been in AM."

Will be replaced by just:

"1. Self-intro"

2) Because many replies contain intel on multiple verticals and traffic types, it would be difficult to group replies by either vertical or traffic type.

Instead, we have assigned tags to each set of answers. For example, if you're wanting read about Native Traffic, simply look for the tag "Native".

3) In each section, replies are ordered by the starting alphabet of either the individual's last name (or forum username if their full name is not made available), or the name of the affiliate/traffic network they represent.

For your reference, below are the questions that were sent to the contributing parties, and the corresponding short forms. (Note: Questions below have been rephrased for better readability.)

Questions for Affiliates & Other Industry Experts:

1. Can you introduce yourself to the readers please? Where are you from and how long have you been in affiliate marketing. **(Short: Self-intro)**
2. You may have been operating actively in multiple verticals and traffic types. Are there any that you moved away from recently because they've stopped performing? **(Short: Declining verticals & traffic types)**
3. What are the stable or growing verticals and traffic sources for you? **(Short: Stable/Growing verticals & traffic types)**
4. Where do you see the affiliate marketing industry headed in 2018, in terms of popular verticals and traffic types/sources? **(Short: Where AM is headed)**

Questions for Traffic Sources:

1. How many years have you been in operation? What types of traffic do you have and how much traffic volume is available? **(Short: Intro, traffic type and volume)**
2. Over the past few months, have you seen a growth or decline in the traffic volumes you have available? On average, did prices go up, down or remain similar? **(Short: Changes in traffic volume or prices)**

3. Of the traffic types and creative formats you offer, are there any that are showing signs of extinction, for example due to the new Google ad regulations? And are there formats/types that you expect to grow in 2018? **(Short: Growing / Declining traffic types and creative formats)**

4. As a traffic network, you can see what advertisers are promoting. Can you name some trends please? What verticals are losing ground and which ones are gaining it? **(Short: Growing / Declining verticals)**

5. Based on the trends you see on your network, what traffic types/formats and offer verticals would you recommend for affiliates to focus on? **(Short: Traffic types / ad formats / verticals to focus on)**

Questions for Affiliate Networks:

1. How many years have you been in operation? In one sentence, what type of offers is your network's main focus? **(Short: Intro and verticals)**

2. Are there verticals that are showing clear signs of decline, when it comes to overall volume of conversions/sales? **(Short: Declining verticals)**

3. Are there verticals that are showing clear signs of growth, that affiliates should focus on? **(Short: Growing verticals)**

4. Are there verticals that are ever-green/stable? **(Short: Stable verticals)**

5. Can you comment on which traffic types that are showing signs of decline or growth? **(Short: Declining/Growing traffic types)**

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 2018 - please contribute any intel that you feel would benefit our readers - offer verticals, geos, angles, etc."

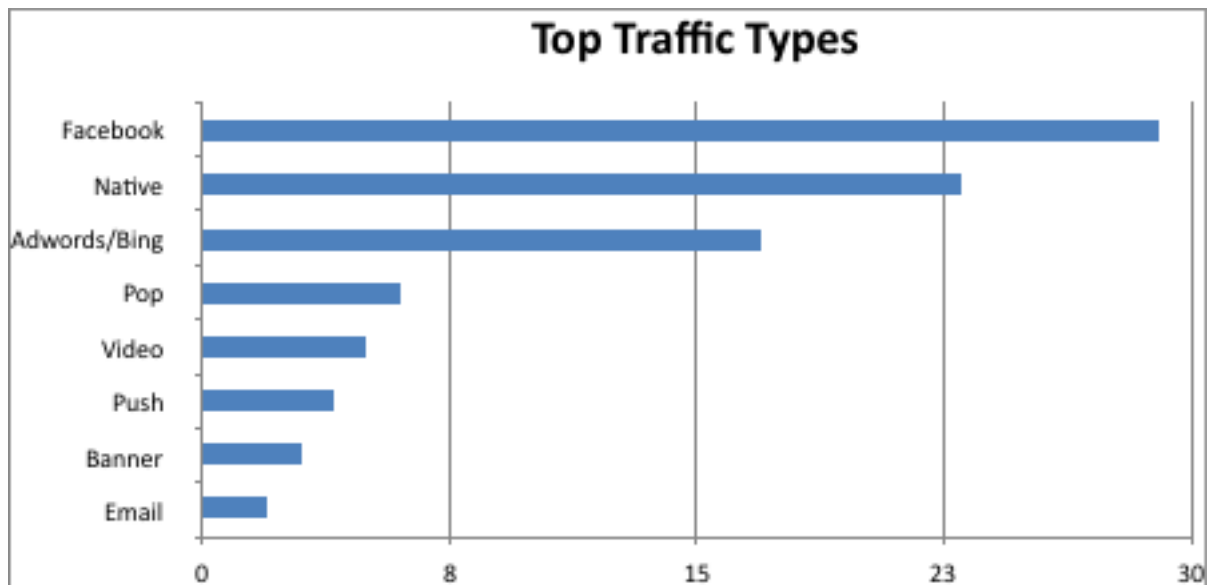
Bird's Eye View

In the remainder of the report, you will see detailed comments from top affiliates and affiliate/traffic networks.

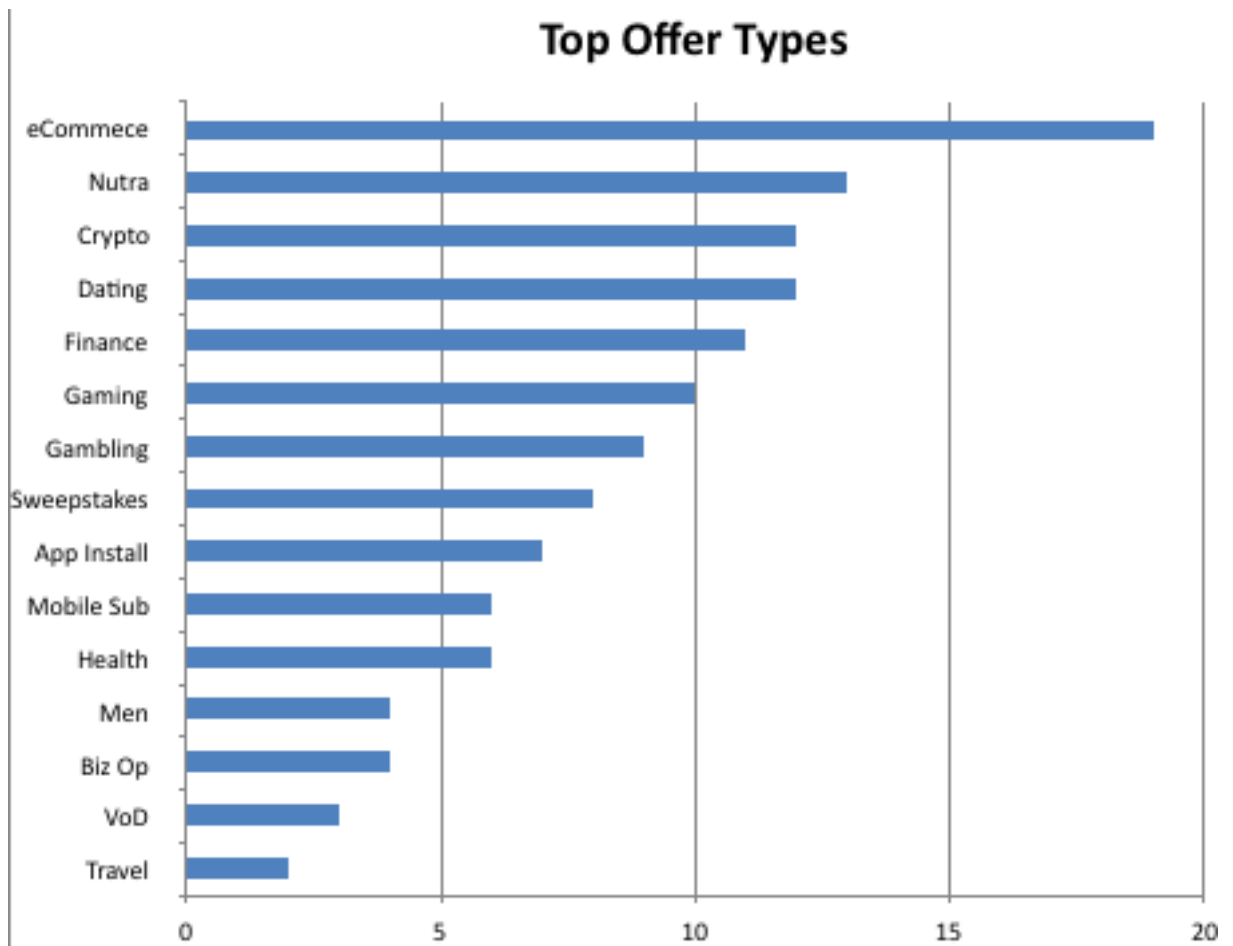
However, we thought it would help to provide an overview first, in graphical form, on what - according to parties we've interviewed - are the best traffic types and verticals.

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 received the most votes.

Disclaimer: What qualifies as a "positive comment" is subject to our personal interpretation. Thus, the graphs below are only approximations/estimates, and should be treated as such.



Note: Input from traffic networks is excluded to keep this graph as unbiased as possible.



Note 1: Input from affiliate networks is excluded to keep this graph as unbiased as possible.

Note 2: "Dating" includes mainstream and adult dating. "Finance" includes debt and insurance, "Men" includes male enhancement, erectile dysfunction and muscle. "Gambling" includes casino and sports betting.

Intel From Spy Tools

Adplexity, Ziga Naglic, Founder

Links: [Adplexity Native](#), [Adplexity Mobile](#), [Adplexity Desktop](#), [Adplexity Adult](#)

Tags: Native, Pop, Desktop, Adult, Sweepstakes, Mobile Subscription, Gambling, Binary, Forex, Gaming, Ecom

Intro

My name is Ziga and I am the founder of the competitive intelligence tool AdPlexity.

We are monitoring mobile, native, desktop and adult advertising markets in order to show you what kinds of campaigns are working well for your competitors.

Mobile

Mobile (especially pop) was the rockstar of 2016 and 2017. There was huge traffic volume available, it was less strict in terms of compliance (no hassle of losing accounts like on FB for example), offer payouts were low – meaning you could get to green with less testing budget spent. It was the perfect traffic type for everyone including newbies.

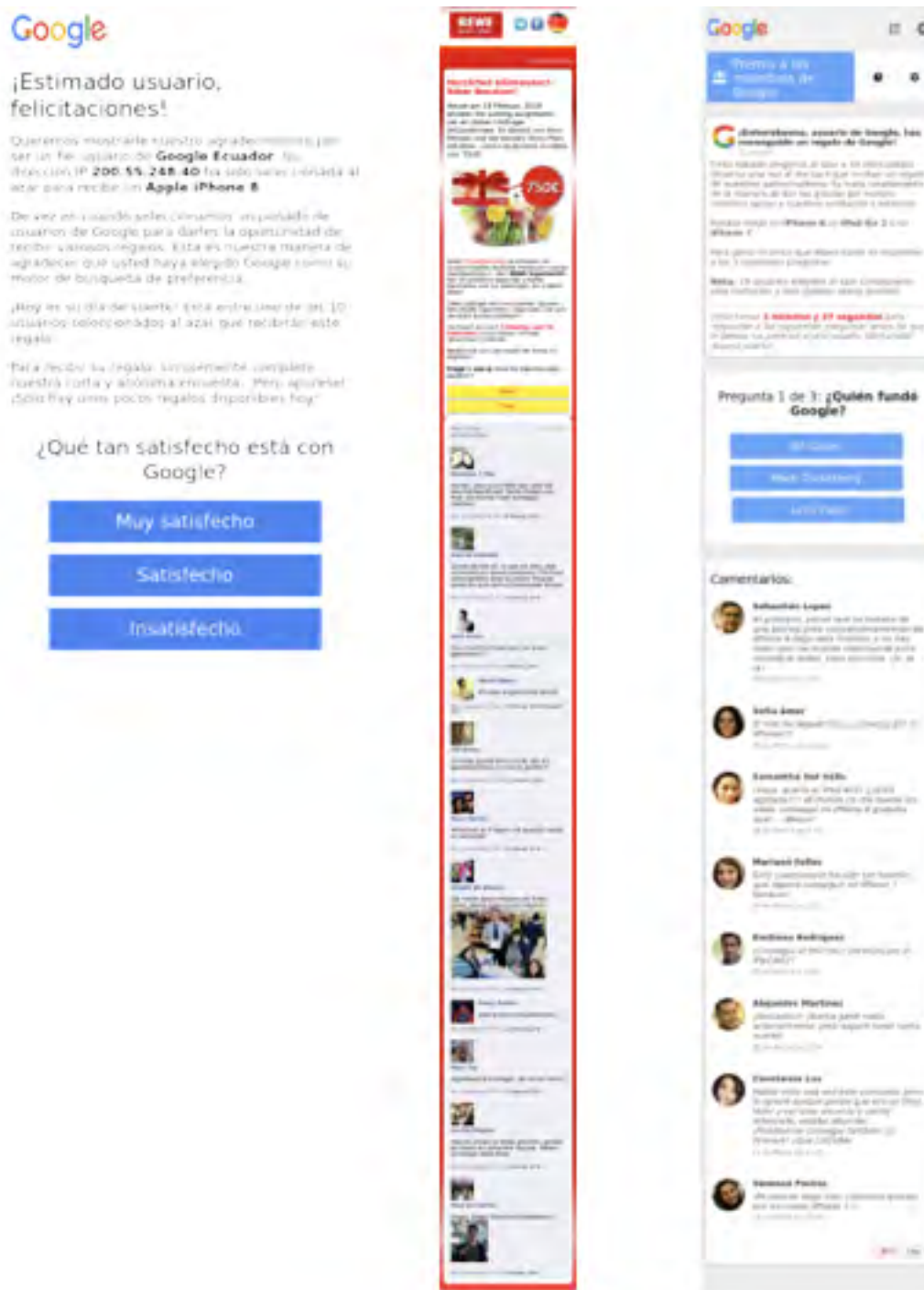
Now, volume is still there, however it's a lot harder mainly because of the regulations. Traffic sources are stricter because they don't want to get banned by Google. Due to many people doing really shady stuff (autosubscribing, iframing) - straight up fraud basically, rules have also tightened on the mobile carrier level. They introduced extra steps in the DCB flow, some carriers even dropped DCB completely.

As a result it's pretty hard nowadays to find good converting sustainable offers.

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Even though there are still plenty of people who are (successfully) running pops, many people decided it's not worth the hassle and went to other traffic sources.

At this moment, even though we still see a bunch of different verticals running, sweepstakes seem to be working the best for the majority of affiliates.



Native

Before the “crackdown” of mobile pops, not many affiliates were interested in native. Traffic costs were much higher compared to pops and as a result you need to spend much more in order to optimize campaigns and become profitable.

This has changed by late 2017 and native is gaining popularity among affiliates rapidly.

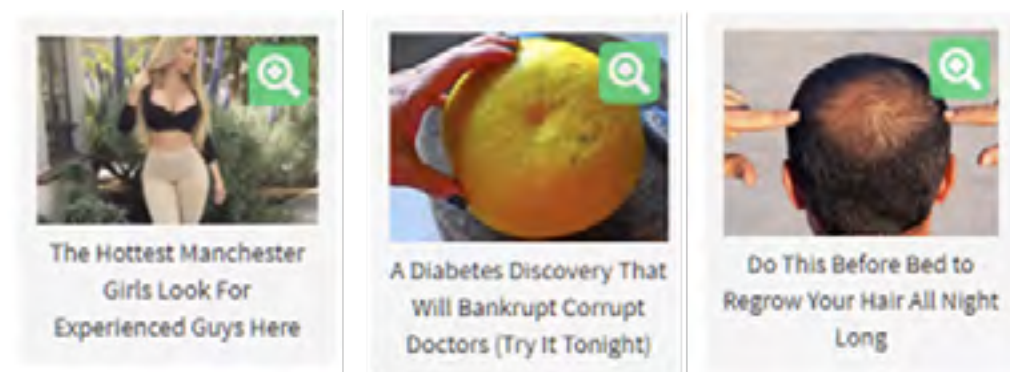
There are quite a few different big traffic sources which are different in terms of traffic quality and compliance rules so what is working well depends on each traffic source itself.

Based on our data, RevContent is the entry point for a majority of affiliates and it’s also the most popular. With proper disclaimer on your landing page, it’s possible to run even things like weight loss, skin or brain pills. This is also the case for traffic sources like Content.ad or MGID. We also see that dating seems to be doing quite well on MGID.

Taboola and Outbrain are stricter in terms of compliance, but we are seeing more and more affiliates starting to run there recently. Physical products and info products work really well there.

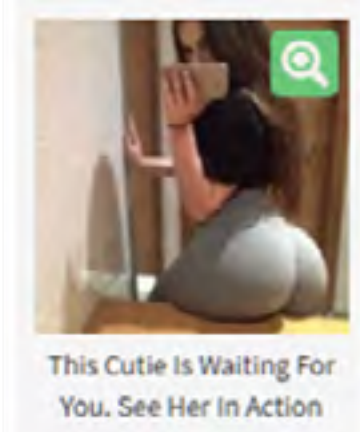
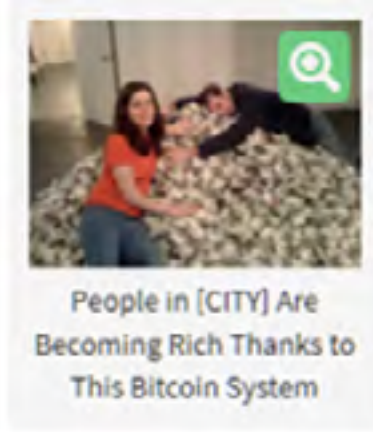
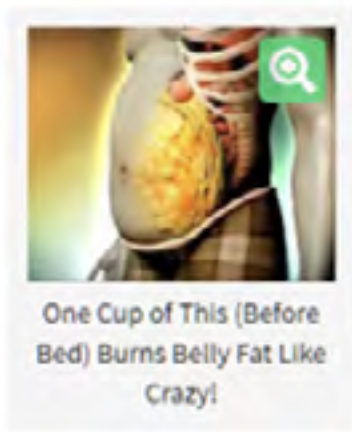
AdNow appears to be the least strict in terms of compliance, and is mostly used by blackhat affiliates.

Regarding markets – affiliates are still mostly interested in Tier 1 (US/UK/CA), Tier 2 (DE, FR, IT, ...) and Tier 3 (mostly VN,TH,PH and some parts of LATAM).



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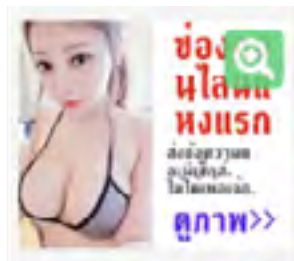
***** ChuHais.com *****



Adult

Adult was hit hard in February this year due to Google's new regulations. Traffic sources paused a lot of existing campaigns and affiliates had problems staying compliant with new rules.

As always, affiliates found a way to adapt and nowadays we are seeing mostly ED and dating promoted on adult traffic sources.



Desktop

Compared to mobile or native, desktop is not that popular among affiliates, however evergreen niches like gambling (casino, sports betting), binary, forex or games with proper angles are still working well there.



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To see more on what (creatives, landing pages, offers) and where (traffic sources, publishers) other affiliates are running, using AdPlexity, please [click here](#).

Analyzed.ai, 'desteny' (on STM), Owner

Link: [Analyzed.ai](#)

Tags: Facebook, Solar, Debt, Legal, Ecom, Cost Per Sale

Info based on U.S. data.

Whitehat

The classical verticals: solar, debt relief, legal (claiming benefits) are still being run, but a wider range of affiliate ecommerce offers are appearing, including various gadgets, but also products for the home.

Blackhat

The «cloaking apocalypse» of 2017 and the MIDs issues have made it harder to run. AMs seem to be pushing affiliates towards straight sale offers, but we're seeing almost no evidence of those actually being run. Trials are still the game.

We have started to see the use of chatbots to run blackhat. PPE ad, person comments on the ad, chatbot sends him/her a link to the cloaked presell.

Insights From Affiliates & Other Industry Experts

John Alanis ('johna5150' on STM), Email Marketer

Link: [John Alanis' Resource Page](#)

Tags: Email, Dating, Adult, Men, Health, Biz Op, Diet

1) Self-intro

My name is John Alanis from Austin, Texas, and I have been in direct marketing since 1996, online marketing since 2001.

2) Declining verticals & traffic types

Since 2004 I have been in the dating vertical for men, which I now call the "horny guy" vertical. The great thing about dating/horny guy vertical is it is an evergreen market, and tends to buy a lot of stuff outside of dating - fitness offers, nutra, etc.

I've moved away from Google and Facebook, not because the traffic is bad, but because they are so difficult to deal with.

3) Stable/Growing verticals & traffic types

I've always dealt with traffic sources that like money, i.e. media buyers who have relationships with sites that are happy to sell banners, etc. with few restrictions. CPC email has been very good to me as well, and that appears to be a growing traffic source. One reason why I go to events like Affiliate summit and pay attention to [STM](#) is you can meet people who

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have either traffic they can sell, or can broker traffic from websites they have special deals with.

I use traffic sources to drive visitors to an opt-in page, build an opt-in email list, then email offers, content, etc. on a daily basis. Email is still as stable as ever, although the strategy has changed a bit. When I started, people checked their email using Outlook on desktop, and if they got too many emails, they got grumpy. Now they check webmail on their phones, in a "snapshot fashion" so you have to email a lot more than you previously did.

4) Where AM is headed

I am always a fan of evergreen verticals - dating/horny guy business, health and fitness, etc. because customers last a long time and buy a lot of stuff. Verticals like money making and weight loss will always be popular, but the lifetime customer value tends to be short term so you have to constantly replenish your list.

David Atias ('mation' on STM), Media Buyer

Tags: Facebook, Google, Native, Finance

1) Self-intro

My name is David Atias, I'm known on the [STM forum](#) as Mation. I'm 21 years old from Israel. I wrote 2 very informative guides on the Facebook forum on [STM](#) - I wrote about how to crack the algorithm of Facebook and how to scale properly on Facebook.

I started off when I was about 13 years old with email marketing, I used to promote finance-lead generation offers. Once I gathered enough capital I tried to move into media buying - I heard that the "big" money is there.

I signed up to [STM](#) after I heard good things about it on another free forum. Back then \$99 was a bit expensive for me especially when I didn't have a CC, and I was using my mom's CC for everything I needed (huge thumbs up for my mom for supporting me), but I knew that it was worth it because I heard that [STM](#) was a pretty big community and there were a lot of affiliates that bought media across different platforms over there and there was a lot of knowledge being shared.

Long story-short, joining [STM](#) was one of the best decisions of my life - [STM](#) opened my eyes to a lot of opportunities in terms of meeting new people and discovering new verticals, offers and traffic sources. These days I'm putting most of my efforts on expanding my media operation, we are running on Facebook mainly and also on Google.

2) Declining verticals & traffic types

In general, I'm running on mainstream traffic sources such as Facebook and Google. I never really stopped running on those platforms, however Google and Facebook are becoming stricter and you need to know how to adjust yourself to the consistently changing TOS.

3) Stable/Growing verticals & traffic types

My main traffic sources are Google and Facebook. However, I know that Native is pretty big now and a lot of affiliates are shifting into it.

Speaking of verticals, in general Finance is very big now - the crypto-currencies booming raised HUGE awareness across the world and people started to get more curious about finance-related things. People started to understand the need for good financial solutions and it opened a huge opportunity for affiliates to take advantage of and to approach the market with financial offers.

4) Where AM is headed

It's really hard to say, especially these days when advertising platforms change their TOS so fast and can wipe-out a whole vertical if they want to - for example, over the years Facebook banned Dating, Gambling and recently Crypto as well. The main traffic sources will always be here and there are always new verticals that you can run on them, however, these days, it might be a good idea to explore new "less-tapped" traffic sources.

Taiwo Balogun ('cashmoneyaffiliate' on STM), Affiliate and Blogger

Link: CashMoneyAffiliate.com

Tags: Google, Native, Facebook, Pop, Sweepstakes, Antivirus, COD, Nutra, Crypto

1) Self-intro

My name is Taiwo Balogun, I live in the United Kingdom but spend most of my time abroad usually in Thailand and I've been doing affiliate marketing for over 6 years now.

2) Declining verticals & traffic types

I used to be super heavy into promoting antivirus offers on pop/redirect traffic. I actually hit my first big campaigns in that vertical, so there will always be a special place in my heart for scaring people into thinking their phone has a super virus and they need to install an app or enter their mobile number to fix it.

I've moved away from promoting these kinds of offers, mainly because since the Chrome update the quality of traffic has dropped on popup/redirect traffic, and domains running these campaigns get flagged by Chrome and antivirus software much more quickly.

3) Stable/Growing verticals & traffic types

At the moment credit card submit sweepstakes offers are huge and converting well for me. These are offers where visitors enter their credit card information and pay 1€ for the chance to win a free iPhone X or some other prize. Adwords, Native and Facebook are all traffic sources I use to run these offers and they all perform well.

4) Where AM is headed

I think the 3 biggest verticals in 2018 will be cash on delivery Nutra offers in 2nd and 3rd tier GEOs that many affiliates have not really focused attention on, cryptocurrency trading offers and of course sweepstakes

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as people will always love to try to get their hands on free coupons and iPhones.

Dmitry Braun ('mrbraun' on STM), Affiliate and STM Moderator

Tags: Pop, Display Banner, Native, Push, Pin Submit, Sweepstakes

1) Self-intro

My name is Dmitry, I am 21 years old. I'm German/Ukrainian, who was born in Russia. Now I've moved to Amsterdam. I've worked in AM already 8 years, since I was 13.

2) Declining verticals & traffic types

Yes. I used to work with Doorways and Pharma/Download Content/ Dating/Essay offers, had good results there, but after 2 years of profits it became harder, so I left this traffic type. I worked with Nutra for a long time, but stopped, because I don't like this vertical. I know all this stuff, it doesn't help and often has bad quality. I worked with News traffic. We made many "dirty" news and monetised this traffic. Also it's a bit too amoral for me.

3) Stable/Growing verticals & traffic types

If we talk about sources, I prefer: Pop, Banner, Native, Push. These are the most stable sources for me.

I don't like FB, Adwords and other places where you have to lie, farm, use VPN, fake accounts etc. I prefer to be honest with everyone. Even with my sources and advertisers.

Also I'm creating now some Android apps for getting free traffic. Maybe I will write about it soon!

As for verticals, I can't say that Pin Submits is very stable vertical. There are many changes each month. Offers stop, geos stop, rules becoming stricter. But this vertical will be live for a long time! Flows are changing, but it will stay alive 100%, just with different type of monetization.

4) Where AM is headed

Of course, push traffic will be more popular. All pop sources are trying now to collect their own base of subscribers and sell the traffic. I don't think there will be some big changes in pop or other types of traffic.

If we talk about verticals, the most popular will be: Pins, Sweeps - they both will be popular forever.

But we will try to push some new offer types. It can be Clothing Sweeps (e.g. H&M, Zara), some services, so not just sweeps for iPhone 7/8/X. The same with PINs. We will run adblockers instead of antivirus, try games on push sources. Adult and nutra will be popular as well, but I can't say a lot about it, because these are not my main verticals.

Besmir Bregasi ('bbrock32' on STM), STM Co-Founder

Link: STMForum.com (Use coupon code **STM2018** for 20% off 1st month)

Tags: Google, Pop, Facebook, Adult, Banner Display, Push, Native, Health, Ecom, Finance, Lead Gen, Crypto, CC Submit

1) Self-intro

My name is Besmir, currently live between Florence and Tirana. I've been in AM since 2009 and am also one of the co-founders of the [STM forums](#) and iStack.

2) Declining verticals & traffic types

Being in the industry for so long (10 years in AM = 30 years in any traditional industry) I have seen that things come and go in waves. Every year or couple years usually one vertical is going down while there is a new hot one coming up.

Since 2008 I remember everyone was on Adwords. Then it got more difficult and people switched to PPV and PlentyofFish. From there, I can count many trends that at some point made quite a few people rich. Facebook, adult, mobile display, mobile pops, push notifications, native ads etc. etc.

So the point is, it's normal in AM for things to die down and new to come up.

These days, mobile pops, which has been pretty consistent for a few years, got more and more difficult. And contrary to what many people think, the problem is not the traffic, but the offers getting heavily regulated. I know quite a few people still making thousands a day there, just not as easy as it once was, where you could fire up AdPlexity and within a day have something profitable.

3) Stable/Growing verticals & traffic types

Right now I see two major sources being hot. One is Native Ads, which is still increasing every year, and the second is FB.

On Natives, these days you can run most of the typical affiliate offers. So health, ecom, finance leads etc. It does require a good budget to start since traffic is expensive, but on the other hand if you find something that works the scaling potential is huge.

As for FB, I see eCom still working and lead generation has been a consistent vertical for many years now.

4) Where AM is headed

As I said, I would put my bets on FB and Natives as traffic sources, and for offers, a lot of eCom and lead generation. If the price of cryptocurrencies goes up again I can see crypto offers doing some big numbers since everyone believes they can become a crypto billionaire these days.

Jed Cabanero ('jennatalia' on STM), Affiliate turned Entrepreneur

Link: JEdCabanero.com

Tags: Display Banner, Native, Pop, Video, App Install, Sweepstakes, Adult, Forex, Debt, Diet, Dating, Male Enhancement, Downloads, Retargeting

1) Self-intro

I'm JEd, more entertainingly known as 'jennatalia' on STM (say it out loud). My background has largely been banking and finance on the securities side. Up until I entered affiliate marketing I was responsible for building out trading algorithms and further automating analysis to make my teams faster and more efficient. I've been in AM since 2014 - although I've experimented in the industry since 2008.

2) Declining verticals & traffic types

Some of the underperforming verticals include: App installs, cc sweeps, forced continuity, adult dating, paid porn, and forex. Traffic wise, I've moved away from display / banner for primary leads, and relegated them to secondary retargeting.

3) Stable/Growing verticals & traffic types

The best verticals by far are - in no particular order - Debt, Diet, Dating, Dollars, Dick-size, and Downloads. As for traffic sources, I look to buy traffic only from the Alexa 1M websites. The ad unit is mostly irrelevant with the exception of display / banner ads.

4) Where AM is headed

Moving forward, the rise of Cryptocurrency offers will potentially fuel a bubble. What's interesting is that there has not been a recession in the US for a little over 10 years now - and we're becoming overdue. With the recession coming and potential rushes to fiscal safe havens, I would be surprised if the value of cryptocurrencies falls with it.

I would also look more into SAAS type platforms. Their overhead is not

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nearly as linearly correlated as with product-based verticals. That limited correlation means more margin to pay affiliates to bring customers into those platforms.

I expect video, native and similar content-type advertising to become the preeminent ad-unit and a lot of legacy ad units (banner, pop, etc) go the way of the text-ad.

Matej Cechvala ('matuloo' on STM), Affiliate and Blogger, STM Moderator

Links: [Matuloo.com](https://matuloo.com)

Tags: Display, Banner, Adult, eCommerce, Leaden, Sweepstake, Crypto

1) Self-intro

My name is Matej, but most people know me by the nickname Matuloo, that I've been using ever since I became active in the online space. I've been doing affiliate marketing for 20 years by now, so pretty much my whole adult life :) During those years, I've tried pretty much everything there was to try in AM ... and I got my UPs as well as some DOWNS. You can find me on the STM Forum, where I have the position of a Senior Moderator and I also blog on Matuloo.Com, from time to time.

2) Declining verticals & traffic types

That's right, over the years I had to switch verticals and traffic types a few times already. I started with organic traffic, then moved to paid advertising ... when Google started to go crazy with their Pandas and Penguins. If I had to name one THING that I moved away from recently due to poor performance, it would be Mobile Carrier Billing offers ... the regulations became too strict, so it's VERY hard to profit in this space now. To give you one more example, in the not so distant past, I moved away from App Installs too ... the initial app craze is over, people are not so hungry to install new apps so it got harder. And on top of that, advertisers started to require pretty insane KPIs, so I moved elsewhere.

3) Stable/Growing verticals & traffic types

I always "fight" on two fronts ... one is Adult, the other is Mainstream traffic. When it comes to adult, the vertical I push the most is Dating, this is an evergreen vertical that will always work to some extent. On the mainstream side, LeadGen is pretty stable ... be it simple Sweep-like SOIs or something more advanced like a form submit in finance, or some customer surveys ... I also touched the Crypto Affiliate space this year. When it comes to traffic, I'm always running "banner" traffic the most, I

like the extra chance at pre-selling that banners give me.

4) Where AM is headed

We all know that Google announced a crusade against POPs, so far no sky is falling, but the pressure is there ... I think POPs will still stay here and serve newbies as the perfect playground. Facebook and Adwords will keep dominating the traffic business. Native will grow further, both in Mainstream and Adult ... the new Google "better ads" initiative will force networks to look for more banner formats that can blend with content. The CTRs on banners keep on going down a bit, but I still think they are here to stay and won't be replaced by native anytime soon.

As for the Verticals ... there are some evergreens like Nutra, Dating, Casino/Gambling, Lead Gen in many forms ... eCommerce ... these are here to stay for sure. With the general pressure to offer real value to the end consumers, I would expect eCommerce to grow further. Quality Info products and educational material also has it's space in the business ... I expect the Crypto Bull-Run to resume rather soon, so Crypto related info offers, ebooks, courses ... this could be pretty hot in a few months from now.

Amy Cheung ('vortex' on STM), Affiliate, STM Moderator

Link: STMForum.com (Use coupon code STM2018 for 20% off the 1st month.)

Tags: Pop, Facebook, Lead Generation, Nutra, Ecommerce

1) Self-intro

I was born in Hong Kong and immigrated to Canada when I was ten. I'm currently based in Toronto, Canada, and have been doing internet marketing full-time since 2006.

Over the years I've done interesting things to generate revenue - things were crazy-easy back then. Some examples, that no longer work today, are 1)using software to build millions of pages of scraped content based on massive lists of long-tail keywords, to make money with Adsense ads, and 2)direct-linking to Clickbank offers on Adwords.

In 2015 I came across and joined [STM](#), and shortly thereafter signed up for the pilot [6WAMC course](#), where I got acquainted with Zeno (David Savory) who created the course. Several months later, he nominated me for [STM forum](#) moderator. I accepted and have been happily replying to forum posts ever since.

In addition to moderating the forums, I have also TA'ed several rounds of 6WAMC. Balancing my [STM](#) duties and my own campaigns hasn't always been easy, but both endeavors have provided me with immense satisfaction - especially when [STM](#) members would tell me they're achieving consistent 2/3/4-figures/day in profits, and crediting [STM](#) with the knowledge and advice that was needed to get where they are.

2) Declining verticals & traffic types

Pop had been my main focus for several years, but for the past year or so I've been gradually moving away from this traffic type.

With more and more competitors entering the market, fewer good CPA offers and tighter offer caps, increasing volatility in campaign

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performance, higher traffic prices, and shorter periods of profitability, the increasing amount of effort required to achieve decreasing ROI was no longer worth it for me (although I am still making profits).

Another big reason why I decided to move away from pop, was my increasing dislike of having to use aggressive/misleading marketing tactics to make a quick buck. But by running whitehat, it would be twice as hard to make profits on pop - so naturally, the more I shifted towards whitehat, the more I shifted away from pop.

In spite of all that, I still recommend for newbies to start by learning pop. This is STILL the easiest traffic type to start with to get one's foot in the affiliate marketing door, that does not require a big budget to master (compared to most other traffic types).

Running pop campaigns will teach new affiliates how to set up tracking, how to systematically test offers and creatives, and how to analyze campaign data and optimize campaigns accordingly to profitability.

Brand new affiliates that have only been learning pop for a few weeks from my [40-Day Step-by-Step Pop Tutorial](#) have reported consistent 2- to 3-figure profit days. Having said THAT, I would strongly advise for affiliates to expand beyond pop once they have some experience - for the same reasons I've stated above.

3) Stable/Growing verticals & traffic types

I've been doing testing on Facebook, exploring first nutra and then ecom, and have seen promising results for both.

Nutra I've since moved away from, mostly because (again) using aggressive marketing to mislead consumers is not my cup of tea. I've decided to focus more on ecom moving forward.

4) Where AM is headed

I feel that moving from blackhat to whitehat would be wise for long-term viability. Some affiliates enjoy constantly jumping through hoops to figure out new ways to game the system and (potentially) make big money for the short-term, and I respect that. But I now prefer to build more long-term assets using more reliable, whitehat methods.

In terms of promising traffic sources: Facebook and Google are the biggest sources with the most volume and scalability, so would be worth mastering. Also, a lot of affiliates I know are doing well on Native, and it's a natural progression from pop.

As for promising offer types: Lead generation will always be in-demand for as long as there are businesses that need customers, and physical products will always be in-demand for as long as there are consumers.

In terms of approach: I feel that with increasing competition in the affiliate marketing space in general, we affiliates should start looking beyond simply directing traffic to CPA offers to make a quick buck. 1) Building a niche following using an efficient funnel consisting of various marketing channels (e.g. email opt-in, push notification, FB chat bot, FB pages and/or groups, FB and Google retargeting, SEO + paid traffic, collaborating with other list owners for cross-promotion, influencer marketing, etc. etc.), 2) nurturing this following by providing massive value, and 3) monetizing them with affiliate products or our own products (branded physical products, and/or digital products) over and over, would achieve a much-higher customer life-time value. This will in turn allow us to pay more to acquire each customer/lead for our funnel.

I would suggest to explore tier 2/3/4 geos for lead gen or ecom. The level of competition between tier 1 and tier 2/3/4 geos can be night and day. Credit card penetration for a lot of the lower-tier geos is either low or non-existent, which makes COD offers the perfect offer type to promote to these geos.

Emanuel Cinca (manu_adefy on STM), Founder of Adefy.com and WTAff.co

Links: adefy.com, wtaff.co

Tags: Display, Pop, Facebook, Google, Email, Amazon, SMS, Push, App Install, Ecom

1) Self-intro

My name is Manu, I'm a Romanian affiliate living in beautiful Vienna, top ranked city for quality of living for 9 years in a row now. ;)
I'm the founder of Adefy.com. I started affiliate marketing in May 2015.

2) Declining verticals & traffic types

For sure, mobile display and pops have really made a turn for the worse in 2017. Just to make it clear, since there's been a lot of talk about "traffic sources dying": There is still plenty of volume left for both display and pops. They are not likely to die out but there's a big issue when it comes to how affiliate offers perform on them as of late. I think both traffic quality went down but also offer quality is suffering.

[On a panel at AWA2017](#) we even discussed how CPI advertisers from China have realized that they aren't making money on the installs and have greatly lowered payouts and heavily increased KPI requirements.

3) Stable/Growing verticals & traffic types

If you would have asked me this one month ago I would have said Facebook, hands down. Now, with the Cambridge Analytica scandal still ongoing, it's more difficult to say. I still think Facebook will be a major player, but it's hard to make a prediction on how advertisers are affected by this scandal, what changes in policy will happen across the board, if any.

In general, what I've learned in these 3 years is that things move fast, they are unpredictable and that you need to create a diverse set of marketing skills, so that you are not just resilient but also [antifragile](#).

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The main lesson from all this from me is that you want to “own your customer/leads”.

4) Where AM is headed

If you want to get some stability and be around for the long term, you have to start creating a direct channel to your potential audience - you want to not pay over and over again to reach the same people. Get approval from leads to send them emails, text messages, push notifications, etc. You drive costs down by being able to reach them over and over again for free once they have given you permission.

In terms of traffic sources, my money is on Facebook Ads and Google AdWords when it comes to performance/affiliate media buying. Literally. That's where I'm buying traffic now.

As for verticals - ecommerce is still interesting and welcomed by both giants. The only caveat is that it cannot be low quality dropshipping. My small tip here is that you should not think in absolute terms - think relative. Developed countries have high quality products and fast delivery from Amazon. The opportunity for affiliates and small entrepreneurs is where Amazon is not dominating yet, and where people are not used to this extremely high quality service.

In other words, look for geos and niches where you don't compete with Amazon in ecommerce, and you stand a chance.

Thomas Claflin ('hlyghst' on STM), Affiliate

Tags: Pop, Facebook, Sweepstakes, Lead Gen

1) Self-intro

Hi, I'm Tom, Hlyghst on [STM](#). I started AM in 2014 and was a student in Zeno's first 6 week affiliate mastery challenge. Since then I've gone on to earn multiple 7 figures in white hat affiliate earnings.

2) Declining verticals & traffic types

I used to run mostly pop traffic with sweep offers, predominately in the USA but also in many other geos. I don't run either of these anymore because I haven't found a way for it to be cost effective. In the last 3 years pop prices have risen probably 5-10x. Whereas sweep payouts have stayed mostly the same. I don't really know how anyone makes it work without access to super cheap pop inventory.

3) Stable/Growing verticals & traffic types

In terms of affiliate offers. FB still works, but right at the moment they are being very difficult in response to recent news headlines.

4) Where AM is headed

I think BH will keep on going as usual, with the same traffic sources and same verticals.

I think pure media buying arbitrage with white hat offers will continue to get more and more difficult as media costs rise. I think the days of a lone media buyer making a thousand a day profit with a few WH campaigns have passed. For WH you will need to run it like a real business. Team, budgets, biz dev, processes.

I think affiliates will also have to bring more value to the table than just buying cheap traffic. Whether that is by becoming a trusted info source in a specific vertical or creating some useful front end tool or application and monetizing it with aff offers on the backend. Or something else.

As always, affiliates have to earn their margin. I don't think an aggressive creative and squeeze page is good enough anymore.

Also just general lead gen done in a creative way is a huuuuge industry. If you're really good at spamming linkedin and generating leads for high ticket offers (some fancy b2b SAS for example), then the world is your oyster.

John Crestani ('johnaff' on STM), Affiliate

Link: JohnCrestani.com, IMJetset.com

Tags: Facebook, Nutra, Video, Biz Op, Finance, Youtube, Software

1) Self-intro

I'm John Crestani, I've been doing affiliate marketing (unsuccessfully) since 2009, and (successfully) since 2012! [STM](#) has had a massive influence in my success. Nowadays I spend a lot of time traveling, building my startup, and hanging with my family here in Venice California. My affiliate campaigns are pretty autopilot and provide me the cash needed to pursue my passions which I feel very fortunate for.

2) Declining verticals & traffic types

I've moved away from nutra. Merchant processors have been clamping down on the advertiser side, and it's gotten super saturated on the affiliate side. I've also stepped away from facebook, because it's also pretty saturated with affiliates, and the margins are much thinner.

3) Stable/Growing verticals & traffic types

Bizopp and financial, and youtube ads. Bizopp is a beautiful space to be in, and one I started transitioning to a few years ago. The lifetime value of a customer in this space is through the roof, and there's plenty of opportunity for cross-promotions and software sales if you build a good-sized list. I really like Youtube ads because the ROI is massive once you figure it out, and there aren't many 'guru' types out there teaching a playbook for how to effectively buy ads on youtube.

4) Where AM is headed

I believe the importance of creating ecosystems focused on specific verticals, and continually offering value/promotions to those in that ecosystem is going to be key. Better monetization = better affiliates. I also believe things will be moving increasingly towards video, on all platforms. Facebook video, youtube, videos on landers, etc.

Ian Fernando ('ianternet' on STM), Ad Click Analyst

Link: [Adroots.com](https://adroots.com)

Tags: Native, Facebook, Google, Video, Health, Finance, Lead Gen

1) Self-intro

My name is Ian Fernando and I am a digital online marketer. I have been in this industry for 13+ years making my first dollars with eBay and gradually moving into the affiliate space.

I am currently traveling South East Asia and have been bouncing from country to country depending on my visa situation.

2) Declining verticals & traffic types

I only stick to tier 1 traffic sources but I am also continuously testing other sources as well. More recently I was into native heavily but steered away from it past couple months. I will probably get back into it to further test it as there are more tools out there to help manage native ads.

3) Stable/Growing verticals & traffic types

Facebook and Google are the best traffic sources that I have been utilizing. I grew up and learned on Google and they will always be the OG of digital ads. They have learned over the years to cater to the audiences and not much also changes happens, unlike Facebook where they are still learning the ad space but provide far more data - we will see where that goes.

As far as verticals ever green ones are the best to be in. Health, Wealth, Relationships. There are others as well that are very good to be in, such as lead gen items for local businesses, such as local crossfire gyms or wine and paid events. Businesses are always looking for new customers.

4) Where AM is headed

It is interesting to see the evolution of the ad space. I do not see it going away any time as businesses always needs more sales and leads. We are essentially the middle man of the internet. As far as traffic sources, it will be more transparent, data restrictions may give halt to the best consumers access. Until then verticals will remain the same to the evergreen and verticals will always be ever changing, I doubt there will be a constant vertical as this industry changes to adapt to us.

I feel also native will improve much better as it is still brand new and will be taken advantage of. It reminds me of the beginning days of Google Display. Video will be much better than traditional ads as well. I have not advertised much on video yet, but I think that is where it will move forward too as everyone wants to be entertained.

Zack Franklin ('Zack' on STM), CEO of AMZKungfu Inc., STM Moderator

Link: AMZKungfu.com

Tags: Amazon, Facebook, Native, Google, Ecom, Shopify

1) Self-intro

I'm Zack Franklin, an American expat living in Shenzhen, China – the global hub for ecommerce and the “factory of the world.” I've been in Affiliate Marketing and Ecommerce since 2014. I currently focus on Amazon, and I've generated more than \$10 million in Amazon revenues over the last year.

2) Declining verticals & traffic types

I've seen a decline in performance and more hassle through Facebook and on Amazon advertising. There are 3000 new Amazon sellers everyday, and the ad auctions are getting crowded. However, it's still profitable and worth running, just not at the same level as it used to.

Amazon has continued to get more restrictive, especially with reviews and buyer-seller communication, but this has mostly worked out for the better and leveled the playing field.

Facebook introduced a lot of new headaches, but since we're running white hat the damage has been minimal.

3) Stable/Growing verticals & traffic types

Native has been great for ecommerce this year, we've been moving into Native more because of its manual nature and it's been easier to set and forget.

Google also added Name/Address matching to create audiences. This allows us to start running remarketing campaigns for Amazon on Google which is driving up lifetime value and increasing the frequency of purchase. Previously, Facebook was the only network that offered this.

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4) Where AM is headed

In 2018, I don't see ecommerce going away, but I think the margins are going to shrink dramatically for Aliexpress-Shopify dropshippers.

Affiliates are going to find their edge by running this as a more traditional business – negotiating with factories, ordering in bulk, shipping by sea and storing it in local warehouses will decrease their costs and allow them to be more competitive.

Oded Gendler ('kalel' on STM), Investor, Entrepreneur, Co-Founder theOptimizer.io

Link: [theOptimizer.io](https://theoptimizer.io)

Tags: Facebook, Native, Pop, Adult, Finance, Solar, Cost Per Sale

1) Self-intro

Originally from Israel. Left the homeland a few years after starting to make affiliate marketing really work. Lived in Barcelona, Florence, Moscow, Sao-Paulo now made Amsterdam my home away from home.

2) Declining verticals & traffic types

We did everything from adult, FB, mobile pops to natives.

As of now we are mainly focusing on Natives and FB is trending up again actually (all WH). We no longer do mobile pops as we find that offers are unreliable or stable.

Natives is our bread and butter as most of the offers we run are high paying leads (in finance and solar) or straight sales (we do no rebills).

3) Stable/Growing verticals & traffic types

Natives. WhiteHat. The allure of blackhat and cloaking is obvious. But as a good ex partner once told me - "We Strive To Become More and More compliant with each passing day". We might make less in the short term but we'll be here still making our steady revenue when the cloakers and "system hackers" will be kinking the next angle.

Now, I'm not saying cloaking isn't sustainable. I know a few fellas who made it their art. However, it's hard to scale a business and take more overhead when you know your revenue can go down by double digits or even be totally quashed. Eventually the house always wins (whether it's FB or Google).

Plus I don't like being in a mindset of checking daily stats and seeing XX% decrease due to accounts death or new algo implementation. It's more of a bank robber/mobster mentality. Always chasing the next angle instead of focusing on proper business growth and structure.

4) Where AM is headed

I'm not a guru. I'm not here to sell the wishy washy make you feel good if you buy my high ticket item I'll teach you how to make 10k/day.

I think the wild wild west of the internet is diminishing. In the old days if 100 people would try to make 1k/day profit and 30-20 would succeed after spending a few grands, I think today maybe 5-10 people can succeed after spending 5 figures.

I think a great way to look how copy paste link/ performance based marketing is working is to see the influx of gurus and let me teach you how to make money courses. For me, a guru is a person who used to make great money online, because of a great offer, source, relationship with source/offer etc (there are many variants of that) and today is teaching and swaying away from the performance based formula (I spent \$1 to make \$1+) to pay me for my knowledge and I'll hopefully make you positive returns. That formula is stripped from the performance model of spend \$1 to make \$1+.

For me, the more gurus, the harder it becomes to make money as a "standard" affiliate arbitrating traffic. Again, this is a much deeper discussion. But Guru influx is a good indicator to our model of performance based, copy from aff network declining.

For me, it's either become guru (selling knowledge for a fixed price, no guaranteed results. Yeah sure put a 60 day iron clad money back guarantee - LOL) or go tech - take all those scripts and tools you developed throughout your aff career and make them SaaS, build a company around them etc.

Erik Gyepes ('erikgyepes' on STM), Affiliate, STM Moderator

Link: ErikGyepes.com

Tags: Google, Pop, Facebook, Native, Push, Adult, Dating, Finance, Biz Op, Lead Gen, Mobile Subscription

1) Self-intro

Hey, my name is Erik, I'm one of the moderators at STM forum and I occasionally blog at ErikGyepes.com. I've started with AM at the end of 2014.

2) Declining verticals & traffic types

Mobile pop and redirect traffic was my thing during those years. The traffic is still there, what changed a bit are the offers. Affiliates' favourite mobile subscription offers got regulated and changed flows, so I started exploring different traffic sources and monetisation models.

3) Stable/Growing verticals & traffic types

Nothing is stable in the AM world. But I noticed a big shift towards Facebook and native sources. I think vertical wise it has not changed much. There are some core evergreen niches that will always be here: adult, dating, finance, make money (bizopps) and lead generation of all kinds.

4) Where AM is headed

For the traditional affiliates, I think native formats will be more and more prevalent this year across many different traffic sources, whether it's in mainstream or adult.

I can also see new formats popping up like PUSH notifications that were not here last year, or at least not on SSP platforms. The biggest sources like FB and Adwords are not going anywhere, but they may get more competitive and saturated as more and more advertisers are moving there.

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IMRat ('tijn' on STM), Recovering Affiliate

Link: IMRat.com

Tags: Pop, Facebook, Downloads, Funnel, Health, Gambling, Crypto

1) Self-intro

Dutch, living in England. AM since 2008 started with seo/adsense, switching to paid traffic & aff marketing in 2009.

2) Declining verticals & traffic types

Pops/downloads - damn you G.

FB/health - damn you MIDs & CA.

3) Stable/Growing verticals & traffic types

Casino, "Crypto" ... pretty sure health will be back, it always does. Like the terminator.

4) Where AM is headed

Big brands starting to avoid Facebook & FB reducing inventory in newsfeed. Not sure how this will play out. CPMs will probably increase & approvals will be harder in the short term until this blows over and FB starts worrying about quarterly earnings. That's when the opportunity for easy arbitrage may return for most affiliates. Until then - those that figure out their FB funnel can make serious bank.

Franz Kanehl ('fjk87' on STM), Affiliate, Managing Partner at Monetizer

Link: [Monetizer.com](https://monetizer.com)

Tags: Pop, Push, Mobile Subscription, Pin Submit, App Install, Lead Gen

1) Self-intro

I'm in the affiliate industry for around 12 years and located in Germany. I still run campaigns myself and I'm one of the guys running Monetizer.

2) Declining verticals & traffic types

Mobile carrier billing is getting more and more difficult with flows changing, so the revenue on 1 / 2 click flows and pin submits definitely decreased. They're still working but usually the timeframes a country / carrier does perform are getting shorter and shorter.

3) Stable/Growing verticals & traffic types

People should understand that a lot of traffic types that had been super popular a year or two ago are coming back in different ways again. Think of popups changing to tabunders, the same is happening with push notifications right now - for sure one of the traffic types I'd watch most this year.

4) Where AM is headed

CPL / CPI are probably evergreen, with the difference being that advertisers are getting more picky on budgets and quality. Buyers got smarter over the years, they assign budgets to quality that actually backs out. The key is to work with advertisers and not against them - there's no money tree in the offices for them so people need to understand it only works if both sides make money. I do think carrier billing will continue to work in 2018 since carriers needed that revenue as well, but it's not a niche I would laser focus on these days.

Angus Kong ('anguschkong' on STM), Super-Affiliate

Tags: Facebook, Pop, Ecom, COD, Instagram, Google

1) Self-intro

This is Angus from Hong Kong. I have been in AM since 2014.

2) Declining verticals & traffic types

I tested pop traffic in 2015 but it was not performing well enough for me. Then, I switched to Facebook and Instagram as traffic sources and they are still performing well recently.

In terms of verticals, I switched from nutra and leadgen to Shopify. Following Facebook policy is a matter of time. I think we better get used to the rules as early as possible.

3) Stable/Growing verticals & traffic types

Now I am doing completely white hat ecommerce with fb ads. Game is getting harder but it is still profitable.

4) Where AM is headed

I think COD will be growing strong, because it requires higher barrier to get into the market. There is not much competition.

For traffic sources, Facebook, instagram and adwords are still the best traffic sources. They own the biggest databases of data.

Tim Konijn ('stickupkid' on STM), Affiliate, STM Moderator

Tags: Facebook, Gambling, Binary, Pin Submit

1) Self-intro

It's me Tim Konijn aka stickupkid from Amsterdam. I've been doing AM for 10 years now. Started with Adwords for my own comparison websites and was working for a pin submit advertiser to generate sales and create new offers.

From there I started specializing in Facebook advertising. Not per se because Adwords didn't perform, more because it took much time.

Facebook advertising is like breathing for me, I know my way around and hardly fail to be honest when launching campaigns.

2) Declining verticals & traffic types

I have moved away from casino and binary, I tend to go back to pin submits over and over again.

3) Stable/Growing verticals & traffic types

Facebook + pin submits still rock the nation. I remember working for a pin submit advertiser for a while and we were saying back then already "I wonder how long pin submits will last blah blah".

And here we are, pushing hundreds of sales daily still! Affiliates become smarter, traffic sources optimize and offer better ways to monetize, advertiser find ways to avoid regulations all the time!

4) Where AM is headed

Facebook will still dominate. Less people doing blackhat, but the ones who stick to it will probably bank harder than ever before.

Mitesh Muley ('miteshmuley' on STM), Affiliate

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

Tags: Facebook, Google, Native, Nutra, Dating, Sweepstakes, Gambling, Ecom, COD, Pin Submit, CC Submit, Cost Per Sale, Free Trial

1) Self-intro

I am Mitesh Muley from Pune (India), born in Mumbai. I did my engineering from Pune in Electronics and Masters from Hull University (UK) in Radio Systems Eng. Started off with a business related to data conversion 15 years back, and after 1 year I had to quit. For the next 5 years I worked in TCS and IBM, and worked in different verticals and roles. During this duration, I had interest in finding bugs/loopholes in systems. I had my first brush with affiliate marketing almost 12-13 years back, but back then I thought it was a very small field so didn't go very deep.

After my job with TCS and IBM, I started doing google maps for online ticket reselling and did quite well. Then I got a client with pest control and ran adwords, SEO, Google maps and whole marketing and bringing in business. I started off as an affiliate making % of sale on leads I brought, and later became a partner. After a year or so we decided to go separate ways. I worked majorly on white hat clients for marketing for few years.

5 years back I was fed up with Google updates and decided to explore affiliate marketing once again. I found out about [STM](#) in 2013. Started with dating, then also worked on mobile offers with Lorenzo's network Afflow (Monetizer).

I tested different traffic sources and verticals to understand how things worked. I like to explore and understand all the systems. But for the last couple of years I have been focusing majorly on Facebook and Google, running nutra mostly.

2) Declining verticals & traffic types

I have tested adult dating, mobile, PPV, pop, native, google, facebook as

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traffic sources. I have run dating offers, sweepstake, pin submit, nutra, casino, app installs, etc.

I personally feel running on dating traffic sources needs an edge, so don't run that.

Mobile offers were pretty good, but once you do high ROI campaigns and spends, you tend to go away from it.

3) Stable/Growing verticals & traffic types

I will focus majorly on Facebook/Google/Native traffic sources.

For offers - nutra, sweepstake, casino.

Those are 3 traffic sources and offers I will run for 2018.

P.S) I have tried my hand at ecomm twice last year, but it was too much work. Might not run ecomm in the future unless I have someone with me to handle support stuff related to ecomm.

4) Where AM is headed

I think ecomm is going to keep going up, but there is going to be a drastic change from dropshipping to giving value to your clients.

Nutra trials might not work as good as it used to in the past because of MIDs, but COD or straight sale are still going to remain.

Casino might explode this year.

Mobile - pin submit and CC submit offers will still remain strong.

People who have made systems or doing programmatic media buying will get stronger.

Kulwant Nagi ('kulwantnagi' on STM), Blogger and Affiliate

Link: [BloggingCage.com](https://www.BloggingCage.com)

Tags: Pop, Google, Bing, Native, Nutra, Sweepstakes, Crypto

1) Self-intro

Hello folks, I am Kulwant Nagi from India. I started my career as a blogger in 2011 and ranked many sites with SEO to make 5-figure income within 2 years. Soon I was introduced with the term CPA in 2013, so I did a little research and joined MaxBounty and PeerFly.

Started promoting some dating offers and made a decent income. Later Facebook made some changes against dating campaigns and our accounts got disabled. Soon we entered PPV, Google/Bing PPC and moved forward to make even a better income.

I've been in the CPA industry since 2014 and I have seen almost all trends coming and going.

2) Declining verticals & traffic types

Back in 2016, I was promoting mobile offers after buying traffic from Go2Mobi, ZeroPark and 50onRed. But with time, I saw the trend declining as my offers were no more converting on these traffic sources.

2017 was all about popups (once again) and we tested many traffic sources to find profitable campaigns. I found PopAds and 50onRed way better than all other traffic sources as they have many targeting options. Later till the end of 2017, I saw a decline in pop traffic as well so I moved to Google PPC.

3) Stable/Growing verticals & traffic types

In 2018, our biggest traffic source is Google. We are finding profitable keywords in multiple goes and running ads with white hat landers. I feel Google and Bing (search traffic) are a big winner, it is and it will be in

future also. It's all about finding the right keywords and serving them right products with a right angle.

Nutra is becoming hot. I see all big networks are introducing awesome Nutra offers on their platform. Sweeps are still in the market and crypto is making the market hot.

Nutra will be everywhere in 2018.

4) Where AM is headed

Industry is moving towards becoming more and more compliance is coming forward to take control over it.

Recently Google introduced an algorithm in Chrome browser where they are blocking annoying popups. This was bad news for affiliates who were doing 4-5 figures a day with such traffic sources.

Further, Facebook and Google has stopped showing Crypto ads.

This industry is becoming big day by day and big players like Google and Facebook are keeping their eyes on ads.

So running white hat offers would be something which we all should focus.

In terms of traffic, I see Native is becoming hot day by day.

Charles Ngo ('dr_ngo' on STM), Super-Affiliate

Links: CharlesNgo.com, AFFcelerator.com

Tags: Facebook, Google, Native, Pop, Funnels, Shopify, Ecom, Lead Gen

1) Self-intro

Hey!

My name's Charles Ngo.

I live in New York City and I've had a full-time career in affiliate marketing since 2008.

Me and my team run affiliate campaigns, write weekly on CharlesNgo.com, and teach affiliate marketing at AFFcelerator.com

2) Declining verticals & traffic types

I'm not a fan of Native Ads.

I think it's overly competitive, infested with low quality traffic, and lacks great targeting ability.

I also think the Shopify dropshipping model is becoming more and more difficult. It was super hot in 2017, but profit margins are shrinking fast.

3) Stable/Growing verticals & traffic types

It's no secret that Facebook is one of the best traffic sources in the world right now.

But all the recent heat on Facebook such as Cambridge Analytics will make them even more strict towards affiliates.

I think there is opportunity in running lead generation offers on Facebook, and even going a step beyond to creating your own funnels for them.

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4) Where AM is headed

Cryptocurrency offers have the potential to be hot

When the Crypto market goes on another bull run then your average joe will want to learn how to make money from Cryptocurrency.

Affiliates are facing a challenge where traffic sources are starting to ban Crypto related offers.

[Facebook Bans Crypto Offers](#)

As far as traffic sources, I don't see much changes. The best ones for affiliates are Facebook, Google, Native Ads, and Mobile pops.

Raj Patel ('RajPatel' on STM), Super Affiliate

Link: PayPerCallExposed.com

Tags: Pay Per Call, Pop, Native, Google, Facebook, SEO

1) Self-intro

Hi [STM](#)! My name is Raj from PayPerCallExposed.com. I am from Toronto, Ontario Canada and have been in the affiliate marketing space for over 10+ years and gone through it all! I was doing this while working a full-time corporate job as a senior manager of digital marketing, but 2 years ago I quit my corporate job to make this my full-time income. Best decision I made, and now I share all I know about pay per call marketing in my course on www.paypercallexposed.com to help others. All [STM](#) members get \$50 off – PM me!

2) Declining verticals & traffic types

Yeah, for pay per call I have tried many different types, a few years ago pop overs worked well, and native in some cases. But as of late they are not performing as well for pay per call so I don't invest there anymore.

3) Stable/Growing verticals & traffic types

No problem – I am all about sharing the knowledge to make others successful! The 3 I use on a consistent basis for pay per call offers are:

-Call only ads from google

-Facebook ads with local business ad type (has call button)

-Lastly SEO, to organic traffic and free calls essentially. Which brings your overall cost of business down. Allows you to invest more in paid media.

4) Where AM is headed

I know pay per call has been growing year over year. Just a short few years ago only a handful of networks has pay per call offers, but now

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there are so many. With the high payouts, and lower competition of the pay per call space it's a WIN WIN today and for the next few years. Businesses need REAL calls from REAL customers so they will pay high payouts for that, rather than some weak lead gen leads. Just saying.

Andrew Payne ('Mr Payne' on STM), Affiliate and Agency Owner

Link: AffiliateSuccess.com

Tags: Pop, Display Banner, Native, Facebook, Sweepstakes, Dating, App Install, Ecom, Shopify, Mobile Content, In App, Free Trial

1) Self-intro

Andrew Payne - affiliate marketer and agency owner based in Dallas, Texas. I have been in affiliate marketing for the last 2 years and in the digital marketing space for 10 years serving B2B clients. Check out more of my insights at <http://www.affiliatesuccess.com>.

2) Declining verticals & traffic types

On the contrary, I have not moved away from any traffic types or verticals but instead have expanded into new ones while managing existing efforts. I have noticed some shifts in the space but while others walk away from one type, I fill in the gap and generate more revenue in their absence.

3) Stable/Growing verticals & traffic types

We are still strongly invested into pop traffic, primarily mobile, as there will continue to be opportunities in this space. However, we have expanded heavily into mobile display, inapp, mobile native and Facebook. Some of the stronger verticals have been sweepstakes, dating and CPI. And despite beliefs of some, some of my students are seeing strong results in some tier 2 and 3 geos for mobile content offers, but sweepstakes has been more stable.

4) Where AM is headed

I see the Facebook trend will continue to gain popularity around the Ecommerce / Shopify circles but I expect there to be a tightening of advertising guidelines in regards to dropshipping that will make this more challenging as the year progresses but still very viable.

In other traffic, various new mobile ad units are starting to pop up, while

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volume may not be as substantial in comparison to Facebook or Adwords, these new ad types offer excellent opportunities for those willing to try something outside the box with little competition.

Pop traffic will continue to be a strong channel for us during 2018, being creative and finding offers to make it work is the trick.

Verticals like sweepstakes, CPI, dating and trial offers will continue to be strong while mobile content in tier 2 and 3 countries is still alive and working.

'RubyTunes' (on STM), STM Moderator

Tags: Native, Facebook, Ecom

1) Self-intro

Hey, I'm RubyTunes! I've been in AM since around 2010 when I made my first AM commissions with Clickbank (wow, I miss that buzz I got receiving my first physical cheque in the mail!)

2) Declining verticals & traffic types

Yes indeed, it has been quite a journey over the years... I've run traffic on PlentyOfFish, mobile display, pops, native, Facebook, just to name a few! From promoting e-books, to dating websites, to apps, to dog training courses, to sweepstakes and all the way through to physical goods. My most recent shift was away from native ads - due mainly to rising competition and stricter creative guidelines, which definitely cut into our profits.

3) Stable/Growing verticals & traffic types

Can I get a drum roll? It's SUPER SECRET and you might not hear this anywhere else, buuuut I guess I'll share just for you..... Facebook & ecommerce.

Not so exciting huh? Obviously ecom on Facebook is super popular right now and maybe not as easy as it used to be. But the idea of building a real business where you can have a lot more control over products, branding, and the whole process, makes it super exciting to me personally.

4) Where AM is headed

Now that many affiliates will be coming back to reality with their Crypto-funded Lambo dreams shattered, I think we're going to see an even bigger push towards ecommerce on Facebook, and also across other traffic sources. But you probably shouldn't be asking me.. I chose to hold my crypto portfolio...

Kelly Sheffield ('thedudeabides' on STM), Affiliate, STM Moderator

Tags: Native, Pop, Automation

1) Self-intro

Hello! I've been in this industry for about 6 years now, and typically follow that up with something like "a few years unsuccessfully, and few years successfully" because I wasted a lot of time in the beginning not taking enough action and overcomplicating things. I try to steer people away from that now. I moved to San Diego 2 years ago, and absolutely love it here.

2) Declining verticals & traffic types

I've run just about every traffic source over the years, but the majority of my ad spend has gone towards pops and more lately native. I gradually moved away from pops just simply because my main evergreen campaign wasn't performing as well. Secondly the competition was getting increasingly aggressive with the landers, and I didn't want to have to go down that route to compete, or expose myself to more risk than I was comfortable with. Once I found native I never looked back.

3) Stable/Growing verticals & traffic types

Native is my go-to source. It's such an affiliate friendly traffic source, particularly Revcontent because of the ability to run so many different verticals, and have the ability to scale in the blink of an eye. There's really no big secret behind what's working there - the big evergreen verticals all tend to work there to some degree, you just have to find a solid offer.

4) Where AM is headed

I think native will continue to grow, with Revcontent being the most exciting one to keep tabs on. Other than that I don't have a lot to say about traffic sources, but do have some thoughts about other things.

I see automation becoming more prevalent in helping optimize a campaign or many campaigns, which is particularly exciting in bridging

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the gap between individual affiliates and teams. But the real meat and potatoes is still going to be in finding a winner offer and running it hard before everyone else catches on. That and honestly just putting in the time, effort, and money to really test creatives and landers which not enough affiliates do in my opinion, or only do to a small degree in the beginning.

Servando Silva ('servandosilva' on STM), Affiliate and Blogger

Link: ServandoSilva.com

Tags: Pop, Facebook, Native, Funnels, Browser Extension, Sweepstakes, Tech Support, Ecom, App Install, Pin Submit, Crypto, Cost Per Sale

1) Self-intro

My name is Servando and I live in Mexico City. I started my affiliate marketing career back in 2011 when I was trying to add an extra buck to my salary and that's when I started learning the basics of traffic and conversions. For almost 3 years I learned from many blogs and forums about SEO and Social Media, which ultimately made me sign up to the [STM forum](#) and where I realized this world was much bigger than I expected.

I've been living from my online ventures since 2013 when I left my job and got 100% into this and have no regrets so far. Perhaps my only regret was not learning this before, but I'm sure we all feel similar.

Nowadays we focus 90% on paid traffic and building our own products/ services leveraging what I learned from CPA, SEO, Social Media, etc. to help us build empires and assets that provide value to people. Oh yeah, and from time to time I like blogging at <http://servandosilva.com>

2) Declining verticals & traffic types

Yes. We've been dealing with different traffic types in the last years and many verticals that worked well or had a great run but later went down a bit. For example, android apps were huge when I started with pop traffic 4 years ago and nowadays they're much more difficult to crack there. Also, we had some good runs with browser extensions and sweepstakes with pops, but Google is doing a lot of things to bring pops down, and while I'm sure people will still make money there we wanted to move into something more scalable and more long term.

With FB we also ran sweeps, but we moved away completely from that

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since we want to focus on pure white hat opportunities instead of dealing with accounts and related issues.

Also I recall seeing a lot of people running tech support calls 3-4 years ago as well as pin submits on mobile, but nowadays you don't see those offers as much as before due to compliance issues.

3) Stable/Growing verticals & traffic types

We shifted the 80/20 of our focus to Facebook, so you could say we're doing fine there. Facebook is always growing and it's highly scalable, although we might see some changes soon due to the privacy issues that everybody has been talking about in Q1.

As for verticals, overall there's a major shift from affiliates running CPA offers to affiliates running e-commerce stores. I can see that growing even more in 2018 with a few changes as Facebook cracks down on some people to have better ad quality. Native is still also a great alternative for CPA offers and there's good volume as well.

Another trend last year was crypto currencies. Many affiliates decided to focus there completely but I'm sure a lot left after this bloody beginning of 2018. I still believe in cryptos but I'm super intrigued to know how they will evolve during 2018. I guess many people expected a huge correction but what they didn't expect (me included) was for it to last several months. We'll see how it goes for the second half of the year.

4) Where AM is headed

Some things will never change in this industry. There will always be your typical offers, but what I've seen from some networks is a shift to e-commerce and longer funnels for sales based on CPS payouts instead of CPL. Some networks will close (both traffic networks and affiliate networks) as it happened last year, either because business is not going well for them or because they want to focus on new things.

Many affiliates will try to build their own brands and maybe even launch their own product-lines to build moats and not just drop ship from China like everybody does. For new people entering the industry the recommended budgets and sources to learn the ropes might change a bit

but for now pop traffic still provides a simple/efficient way to start learning with low payout offers.

And who knows... maybe we'll have another bull run later in the year and so many affiliates will become crypto traders again. If affiliate marketing changes a lot every year I'd say crypto can change a lot every 3 months. Nobody knows what will happen until it does...

Christina Szekeres ('fbqueen' on STM), Affiliate

Link: [FBQueen.me](https://fbqueen.me), <http://christinaszekeres.com>, <http://special.fbqueen.me>

Tags: Facebook, Lead Gen, Nutra, Casino, COD

1) Self-intro

My name is Christina Szekeres, also known as FBQueen from [STM](#). I grew up in Hungary and I've been a digital nomad in the past 5 years. I am a successful businesswoman, with over 13 years experience of building, running and operating my affiliate marketing business. I am the soul and sass behind the FBQueen brand, my passion and purpose is to help performance marketers take their business to the next level using Facebook Ads.

2) Declining verticals & traffic types

It took me 3 years of struggle until I actually managed to find my first successful campaign. It was an edu lead gen campaign on PPV traffic (TrafficVance) back in 2008 (ish). I moved away from PPV when I saw bigger potential in Facebook and I've been focusing on social media traffic ever since.

3) Stable/Growing verticals & traffic types

My main focus has been Facebook as it's an evergreen traffic source.

I found success in short-form lead gen offers in the past 2 years, however the evergreen offers such as nutra, casino and COD are generating higher ROI.

4) Where AM is headed

The most popular verticals in 2018 are casino and COD offers. I always put a big emphasis on my client's resources when it comes to selecting the right offers to run, based on where you're situated and what kind of budget you have. One piece of FBQueen advice: Always take into

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consideration what kind of competitive-advantage you have compared to the others. For example if you speak German, take a look at German offers first or if you have a background in selling products to women, think about how you can use that skill in your campaigns and that's how you should select the right offers to run.

More and more affiliates are moving away from nutra as it's getting harder to find decent advertisers. Facebook will always be an evergreen traffic source, in the meantime I hear many Facebook marketers expand to Google Adwords as well. Another piece of FBQueen advice: Definitely focus on just 1 traffic source at a time, master it first before you go and hop around.

Ten ('adsflo' on STM), Internet Marketer

Tags: Facebook, Google, Pop, Sweepstakes, Ecom, Gaming, Crypto, App Install, Biz Op, Monetizer

1) Self-intro

Hey, I'm Ten, from Adsflo. I'm based in KL, MY, and have been in the game for 3 years now.

2) Declining verticals & traffic types

As a marketer we always should be on our feet. Change is always constant, so we'll have to adapt, or die. We have since stopped Mobile for good, as it was taking too much of our time but generating the least revenue. We also have moved away from sweepstakes, although sweeps and mainstream used to be our main core.

3) Stable/Growing verticals & traffic types

Facebook is still a beast, and always will be, with tons of potential, so we're keeping up with the current trends on Facebook. Our team is currently focused on ecommerce and gaming.

4) Where AM is headed

When I first started, everyone that I've met told me that few years from now on, I'll look back and say how easy it was back then. Indeed, it is. Traffic sources being stricter (even pops!) and local regulations (MIDs, telcos) have slowly seeped in the industry, making it somewhat harder than before. Being more compliant and learning new verticals as you go along should go hand in hand with your AM journey from now on.

Good verticals to be in right now are mainly ecommerce, gaming, CPIs, and to some extent, crypto biz-op offers. On traffic sources, the two largest ones still will be Facebook and Google, hands down. Also, there are a lot of new ways to make money too, such as crypto, through Monetizer/Afflow's algorithms, etc. It's an interesting time indeed where we are forced to leave our comfort zones and to think out of the box.

Insights From Traffic Networks

Adcash, Thomas Padovani, CEO

Link: Adcash.com

Tags: Pop, Native, Interstitial, Display Banner, Mainstream, Adult, Ecom, Gaming, Finance, Gambling, Adult, Dating, Nutra, Sweepstakes, Pin Submit, CC Submit, Antivirus, Binary, Crypto, Beauty

1) Intro, traffic type and volume

We have been in the digital advertising industry already since 2007, which means that we have a solid 11 years of experience in this business. Before that the Adcash management team was in the online payment industry. Still monetizing.

We focus on delivering web desktop & web mobile traffic to our demand partners (advertisers).

We aim to deliver a FULL self-service experience meaning that our clients can do everything themselves. At the same time we do also offer account management as well for both advertisers and publishers.

In terms of quantity we can talk about opportunities we are seeing at the moment and it's about 20 billion impressions/day. For coverage we have very strong demand and supply in US and Europe, but our audience is worldwide and the combo of direct + programmatic supply gives a great fill rate as well as a massive global reach.

A majority of the impressions mentioned above are coming from our direct (Adcash SSP) supply and the rest is through our programmatic partners. Our self-service platform allows to acquire traffic exclusive to

Adcash as well as the traffic of our partners ([listed here](#)).

In terms of formats we work with all the main industry standards like native, pop under, interstitial and display banners in various sizes.

2) Changes in traffic volume or prices

I guess desktop traffic is globally growing about 20% per year and mobile around 40%.

Fact is that the numbers of providers in the market (desktop, pop, native) are continuously increasing.

The result is that the inventories are split between multiple players. This is the reason why we decided to combine direct and indirect audiences through our DSP solution.

In pricing we've noticed a stabilization of the average RPMs/eCPMs on the market. The market has become quite mature and both the publishers and advertisers know what is the value of what they buy or sell.

In terms of business models between CPA and CPM/CPC more and more platforms require advertisers to pay CPM/CPC, while the advertisers themselves want their expenses based on the performance. That's why at Adcash we have developed our CPA Target tool based on machine learning. You set your targeted CPA and our algorithms are buying the right traffic for you and you can benefit from this technology on any of the partners available on our DSP.

3) Growing / Declining traffic types and creative formats

I think we are one of many top players in the industry to recognize that we are not seeing any decrease in the volumes of the formats we work with. The fear strategy has definitely an effect on advertisers and budgets because of rumors. We've all made an effort to accept some of the new constraints and we are adapting to any rules or policies.

At the same time we have seen exponential growth in our native demand and supply since its release.

4) Growing / Declining verticals

The main verticals remain similar, only products within these verticals are changing: ecommerce, gaming, finance, gambling, adult/dating, nutra/ beauty and utilities/services.

The changes come also from the type of campaigns, following updates in formats and the evolution of devices and the way they are used.

Gaming, for instance, used to be client gaming, then browser gaming and now it is applications. Native shares the same placement with the banners environment, push notifications are the new "intrusive" ads, but verticals remain the same.

More examples: survey became sweepstakes that became pin submit that became cc submit, or antivirus became device cleaner that became device optimizer...binary options became crypto etc... you get the picture. Our target is to welcome more and more ecommerce offers that are currently on FB and Instagram.

5) Traffic types / ad formats / verticals to focus on

All the main historical verticals are still very valid, but the methods of advertising have changed, since users cannot be aggressively flooded with ads anymore. User experience and data will become the norm.

Which is why we're also working on constantly creating new features in that field, like our retargeting solution to be released soon.

It's notable also that the financial vertical has seen a significant increase due to the current ICO and cryptocurrency boom.

In terms of formats, the native is definitely the one leading growth because it gives a new chance to promote a wide range of verticals that were not performing as well with other formats.

Focus on creativity and try to imagine yourself as the user seeing the ads. That will help create more attractive offers and eventually to convert more users as well. Use metrics, metrics and metrics (Adcash provides an EXTENDED level of reporting) especially if you're a media buyer. Look out

for what's hot and what the people need. For example, mobile app stores give a really good insight into the tastes of users in particular geos - find what's trending and make it work for you!

Of course, find a partner to rely on and who's willing to put time and resources into proprietary technology! Machine learning and data science are key components to competing at high scales. At Adcash we use this tech to increase advertisers ROI, to increase the revenues of our publishers and to keep our network clean.

Adnow, Adnow Team

Link: [Adnow.com](https://adnow.com)

Tags: Native, Push, Video, Mainstream, Dating, Nutra, Crypto, Ecom

1) Intro, traffic type and volume

Adnow project started in 2014 when founders of the company passionate about digital marketing, RTB and Big Data came up with the idea of creating a new hybrid native ad platform. Since then Adnow has been growing exponentially year after year. By now our advertising network has become global and cooperates with more than 160,000 publishers in 114 countries.

We always try to follow the latest trends and satisfy our users' demands. That's why we are working hard to have not only Desktop traffic but also Mobile.

At the moment we are working on a CPC basis but we expect to open Adnow platform to other models quite soon.

Regarding the volumes we have around 1 billion daily views all over the globe. Though each geo has its own statistics we are proud to hold a strong position in Asia, LATAM, Western and Eastern Europe.

2) Changes in traffic volume or prices

On planning to expand and improve the quality of services all the companies must be aware of the difficulties that need to be overcome. That's why we've defined priorities and focused on our users' needs, so our decision was not only to expand in size but also improve the quality of our inventory in countries where most of our users demand more traffic.

It's also clear that Google and Facebook policy changes affected all advertising networks at that moment, but thanks to our top performing formats and cutting-edge solutions, we managed to recover our traffic volumes fast - the fact that allowed us to maintain pricing at about the same level.

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3) Growing / Declining traffic types and creative formats

We wouldn't say extinction but it's clear to everyone that some formats like PushAds or instream/outstream video suffered much from those regulations. Native ads - our leading format - was not left completely untouched by it either and that's why we are constantly developing new ways to upgrade our services so they won't show any "signs of extinction" like you've said.

Video Ad Revolution, Video Ad formats don't come fully under the ambit of ad regulation policies and are more user friendly thus enhancing user engagement and increasing average session, so we believe these are the formats with more prospects to grow in 2018.

4) Growing / Declining verticals

First of all, we can name some verticals that are always on top. Verticals like Dating or Nutra just can't get outdated no matter what. It's not easy to specify one vertical which is losing ground now, although it's way easier to highlight the ones that are growing like Crypto or E-commerce. Just like Nutra and Dating, Crypto and E-commerce might be the strongest verticals now.

But we truly believe the most important is not the vertical you decide to pick, but how you analyze all the data and how you use it to be one step ahead of your competitors.

5) Traffic types / ad formats / verticals to focus on

Like we've mentioned before, they should focus on data, be aware of the best offers and be ahead of their competition.

Social media is booming and video formats are growing. Affiliates knows the market changes every single day so it's extremely important to stay updated and prepared for all these changes.

Adskeeper, Sergii Chalap, Native Advertising Expert

Link: AdsKeeper.co.uk

Tags: Native, Dating, Crypto, Forex, Nutra, Health, Gambling, Gaming, Biz Op

1) Intro, traffic type and volume

Essentially we serve native ad traffic worldwide providing user acquisition opportunities for wide range of clients. We are looking forward to get on board new partners (Direct advertisers, Affiliates, CPA/Performance networks, Digital agencies) and offer our native ad solutions that are going to boost the number of new customers acquired.

We've been on the market since 2013 and actually become one of the first ad networks to adapt native traffic for the needs of affiliate marketers. Our inventory is constantly growing as we have internal media buying department which reach out to publishers directly on daily basis and buy placements on their websites.

Approximately we serve up to 1 billion impressions daily worldwide.

2) Changes in traffic volume or prices

I would say Brazil, India and APAC have been rising stars for the past few months. We've experienced significant boost in volumes and performance there. Currently it's great direction to ensure an easy start within our network, as the traffic is cheaper comparing to Tier1 countries and level of competition isn't that high.

3) Growing / Declining traffic types and creative formats

We remain on the 'light side', so to say. Native ad traffic that we serve totally comply with Google ad regulations, thus recent updates in Google policy haven't actually affected us in any way. We've been focusing on native ads for more than 5 years already and remain confident the future is bright.

As far as I'm concerned, in 2018 there will be an increase in number of 'Native Ad Network Noobies' appearing on the market and offering any sort of discount or cashback in order to win marketing budgets. We can really expect pop-under networks to change their focus dramatically and introduce new formats, – native ads seems like an obvious choice.

At the end of the day marketers will decide whether they are ready to get allured by flashy discounts or would prefer to get things rolling with proven native traffic suppliers.

4) Growing / Declining verticals

Mainstream/Casual dating is killing it in Tier1, Europe and Latam at the moment.

Also we witness rising trend of crypto (forex) operators and ICOs choosing native ads as the core advertising channel to push their offers through.

5) Traffic types / ad formats / verticals to focus on

Well, there's a pool of arbitrage verticals that have been popular among affiliates for several years already: like dating, nutra, health, gambling, online games, bizopp, forex.

I suggest that affiliates should keep digging in this direction figuring out new creative selling points that are going to let them maximize ROI. Also for sustainable growth the key is to allocate additional budgets for testing new verticals and geos.

Avazu mDSP, Eva Huang, Head of Avazu DSP & IMB

Link: AvazumDSP.com

Tags: Display Banner, Native, Pop, Video, In App, Mainstream, Adult, App Install, Gaming

1) Intro, traffic type and volume

Avazu DSP started in 2010 on desktop and launched mobile inventory in early 2014. Now we have both mobile and desktop traffic to meet clients' various demands.

Traffic Types: CPI bidding traffic, Banner, Native, POP, Video (inbanner / instream / rewarded) on both mainstream and adult inventories.

CPI bidding is very unique to our platform. We are one of the first (if not the very first) DSPs that supports bidding on app installation basis - yes, we only charge when an app is installed. For CPI, we have the capacity to deliver up to 200,000 installs worldwide on a daily basis.

Besides CPI, the current global traffic volume for display and other formats is also large - up to 15 billion impressions per day.

More info can be found on our online knowledge base:

[CPI Bidding Campaign](#)

[All Campaign Types](#)

2) Changes in traffic volume or prices

Avazu DSP has grown in traffic volume yet offering it at lower costs. People would ask: how could this be possible?

The answer is because we are always optimizing our traffic based on clients' most updated demand and feedback. In the past few months, we have established a few key partnerships with traffic partners who deliver

better performance (some are direct publishers that clients used to buy via other intermediary), and clients are able to buy more traffic at a lower price. This is not just limited to display or pop traffic - we are building more volume in rewarded video such as with Unity and more publisher groups for CPI bidding as well.

[Preview our Global Traffic at Traffic Planning Panel](#)

3) Growing / Declining traffic types and creative formats

The market is evolving and is led by end users' behavior and industry regulations.

One major trend is, more direct advertisers are starting to look for traffic transparency and working with DSPs. However some of them might still have limited resources to media buy on CPM basis, and optimize to CPA. To cope with clients' demand, CPI bidding not only charges for completed installs, but also allows them to do dimensional targeting and budget setting, also to whitelist/blacklist any traffic sources. CPI bidding campaign had a rocketing increase with our platform in 2017 and the trend will continue in 2018.

Also, due to the expanding usage of mobile apps, mobile web traffic is starting to shrink in volume, especially in tier 1 countries.

4) Growing / Declining verticals

In developed regions the competition is more heated and regulations are stricter. While many are still competing in the same territory, some smart industry leading advertisers have shifted their direction to tier 3 or even lower tier countries to explore user acquisition way ahead of their competitors. And pop/banner within mobile web traffic is probably the best approach to people in those areas.

There is also an increasing demand in app and gaming related offers among Turkey, also Russia, Ukraine and other Russian speaking countries.

5) Traffic types / ad formats / verticals to focus on

It is difficult to say which traffic / formats / verticals one should focus on,

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since no traffic is made for all. Some clients have been buying banner traffic for 3 years with the same type of offers on our DSP. Pop traffic also works very well for non-mobile subscription offers; CPI campaign of one app targeting only one country can last for more than a year with thousands of conversions every day if you have a competitive offer.

Since affiliate clients are competing with direct advertisers and agencies on the same platform, we advise affiliates to always take the opportunities and put into action fast as one can. Think of the difference you have between direct advertisers/agencies and think of the advantages you have especially. Talk often with your account managers to be updated with what's new. Try new traffic, less competed regions before others do. Instead of taking one offer from a Network and putting it directly on a DSP - like anyone could - always add something innovative of your own, such as building an aggregated page of various apps, in order to increase the conversion rate.

Exoclick, Oliwia Kaluzynska, Head of Advertising

Link: [Exoclick.com](https://www.exoclick.com)

Tags: Native, Display Banner, Pop, Mainstream, Adult, Interstitial, Nutra, Dating, Gaming, VoD, Gambling

1) Intro, traffic type and volume

ExoClick began in 2006. We have huge volumes of high quality traffic and we serve over 6 billion daily ad impressions globally. Traffic can be purchased via our ad network or programmatically via our ad exchange. We have an excellent range of traffic from different verticals including adult, mainstream and our exclusive members area dating traffic.

Targeting features include language, GEO and regional. Other targeting features include site, contextual and keyword which are great for reaching users that are interested in a specific vertical.

Our IP range targeting allows an affiliate to use ExoClick's own IP range database or use his own IP range list or a combination of the two.

Additionally we offer retargeting, frequency capping and day parting. Our platform API allows the automation of all of the platform features that are inside ExoClick's admin panel.

Our traffic share algorithm gives affiliates automated control over the traffic that they send to variant landing pages that they use to promote individual products and offers.

2) Changes in traffic volume or prices

Volumes have been stable but the ad format importance has changed, we now have more impressions on Native, Members Area dating and Pre-Roll In-Stream formats.

3) Growing / Declining traffic types and creative formats

We were the first ad network to introduce native advertising recommendation widget to the adult industry just over a year ago. In March we introduced several new ad formats that are Google compliant for both our advertisers and publishers. Due to its success we added 2 more Native advertising formats: the Exit and Interstitial. We also released for Desktop the large Billboard Banner, In-Video (VAST), and Interstitial Full Page and Interstitial Overlay, and for Mobile we also have Full Screen and Overlay Interstitials. All formats can be closed easily by the user and the content of our ads are monitored by our Compliance department to ensure ads on our network are compliant. [Here is a full list of all our ad formats.](#)

In 2018 we expect to see growth for Native and Pre-Roll In-Stream Video and our new Google compliant formats, and also a decline in the Popunder format due to Google regulations.

4) Growing / Declining verticals

In our recent blog post [8 ExoClick Network Stats from 2017](#) you can see some interesting insights into our network statistics, including the different offers that advertisers and affiliates are running on our network: the top 3 verticals are Nutra (31.37%), Dating (28.91%) and Games (21.62%).

5) Traffic types / ad formats / verticals to focus on

It depends on the geo you want to target and the offer. For example in Germany we are finding that Native is working well for dating because it looks like the editorial content of a site, so it engages users. Our pre-roll in-stream video format and our new Billboard Banner format, which can also show video, are both converting well for cam offers in Germany.

Looking at Russia, subscription VoD offers are converting well on 3G, and casino offers are also converting well both on mobile and desktop. Affiliates focusing on casino offers in Russia should firstly get a good offer, test all types of traffic so you can find the best traffic sources, then create a whitelist of the best converting sites. Formats working well for casino offers include Popunders, Banners and Native.

Go2Mobi, Meghan Casault, Director of Marketing

Link: Go2Mobi.com

Tags: Mainstream, Display Banner, Native, Interstitial, Video, Ecom, Mobile Content, Lead Gen, Sweepstakes, Nutra, Retargeting

1) Intro, traffic type and volume

Go2mobi was founded in 2011, offering the #1 platform for performance marketers with access to over 750M apps, games and leading mobile websites. Now in its 7th year, Go2mobi's performance-driven mobile DSP offers in-app, mobile web and desktop traffic in a variety of ad types: native, banner, interstitial, video, and rich media.

Go2mobi currently has over 35B ad requests daily, and requests are expected to climb further with the company's upcoming integration with BidSwitch.

2) Changes in traffic volume or prices

January is typically quiet, but we saw the demand come quickly out of the New Years slumber. This slow start to the New Year provides opportunity for affiliates to buy earlier in the quarter before demand increases. A tip would be to consider when demand increases (often at the beginning of each quarter) and do the opposite.

Overall, prices have increased as advertisers are persistent in seeking out higher quality inventory with less fraud, and new budgets are being allocated each year. This is paired with decreased supply as industry supply partners, such as Google Adx, Rubicon and others crack down on fraud, further pushing up prices for high quality traffic.

3) Growing / Declining traffic types and creative formats

Native programmatic has seen a steady increase over the past two years. However, video is the fastest-growing, and this highly engaging format

it is not expected to slow anytime soon. Connected TV ad spend, such as through game consoles, is also picking up pace providing both digital capabilities and the immersive TV experience.

4) Growing / Declining verticals

Strong trends right now include retargeting, eCommerce, CPE, PMPs and Mobile Content. Affiliates on the Go2mobi self-serve DSP platform have been experiencing great success, particularly with mobile content and retargeting campaigns. Alternatively, we have seen less lead gen and sweepstakes campaigns, as well as a decline in the Nutra/Pharma vertical.

5) Traffic types / ad formats / verticals to focus on

Definitely video and native. These two formats have consistently provided higher CTRs. They are less intrusive ad formats, which means people are more likely to engage with them as it provides a better experience. For affiliates, this also means a better quality of traffic, which leads to higher ROI.

PopCash, Radu Burcheci, CEO

Link: PopCash.net

Tags: Pop, Adult, Mainstream, Mobile Subscription, Crypto, Lead Gen, Sweepstakes, App Install, Nutra, Ecom, Gambling

1) Intro, traffic type and volume

PopCash was founded back in 2012, but its team members have been active in the advertising space since 2007. We are focused on popunder traffic, with 50 to 80 million visits daily, which cover both mainstream and adult traffic, desktop and mobile, 3G and WiFi.

2) Changes in traffic volume or prices

We can confirm that with the exception of normal fluctuations, we haven't noticed any dramatic changes, so 'stable' may be the best word to describe the recent state of our traffic.

3) Growing / Declining traffic types and creative formats

As mentioned previously, we cover everything in terms of popunder traffic (mainstream and adult, desktop and mobile, WiFi and Carrier and so on). Even though predictions for the Google update were terrifying, we can now label it as 'Much ado about nothing' - we made the necessary changes and kept the scenario under control. We also plan on expanding our portfolio by adding other ad formats, but it's a bit too soon to disclose it now.

4) Growing / Declining verticals

When it comes to trends, the perspective is a 360° one, because each advertiser is focused on a specific vertical. From what we've noticed, there are some 3G offers that no longer work due to the regulations imposed by the mobile operators, but beside that, things are rolling smoothly on a clear path. Also, what seems to have grown lately is the crypto segment, as more and more people acknowledged the opportunities and are working on earning as much as possible from it.

5) Traffic types / ad formats / verticals to focus on

Affiliates are different, so we try to offer customized solutions for each of them. Now, depending on what they are specialized in, the offers they promote may vary from lead generations, sweepstakes, apps downloads, nutra and e-commerce to gambling and online casino offers. If you are a dedicated affiliate and the network you collaborate with assigns an account manager willing to help you, there is absolutely no way to avoid becoming successful!

PropellerAds, Arnis Augstmanis, Head of Marketing

Link: [Propellerads.com](https://propellerads.com)

Tags: Pop, Push, Interstitial, Ecom, Gaming, App Install, Gambling, Finance, Travel, Real Estate, Software

1) Intro, traffic type and volume

We have been on the market for quite a while, in a few months we will celebrate 7 years! It might not seem like a lot, but for an industry like ours, it's a significant period of time.

Last week the number of monthly users of our platform exceeded 1 billion! Impressive, isn't it?

We also continue to increase the number of daily ad impressions and this number has already reached 750,000 per day. As for the traffic sources, more than 150,000 of them continue to work with us.

For all these years we've been known as the biggest source of pop-traffic, and we are doing our best to stay on this position.

But we don't stay still, and now the range of formats has been widened with Native Push Notifications - this is the native one you all already know. So now a rather large part of the traffic comes from the notifications.

2) Changes in traffic volume or prices

I understand what you're driving at so let me answer in advance - the update of Google Chrome did not have a significant impact on us. We did not experience any decrease in traffic, furthermore, we noticed its growth. According to statistics, in last 2 months we have seen an increase in traffic by 25%!

I think that the reason is obvious - we are trying to provide comprehensive services for our publishers. Recently we have updated the

codes for the Popunder ad format, provided publishers with alternative ad formats for better traffic monetization, and added new payment methods - now payouts can also be processed through PayPal and Skrill.

3) Growing / Declining traffic types and creative formats

Until now our top-performing format was the well-known Popunder, but we have updated codes for this format to make it compliant with the new Google Ad regulations.

We were anticipating the growth driven by Native Push Notifications, and we were not disappointed with the results as they exceeded our expectations. We believe that this format will show steady growth in the next year. At least we see all the right conditions: the demand is high from both publishers and advertisers.

At the moment, we are working on the new version of the Interstitial format, but so far we cannot disclose the details, so stay tuned and check our Blog soon!

4) Growing / Declining verticals

The Software vertical is under the heavy pressure now, and our advertising policy reflects this change. Unfortunately, the promotion of software products is too frequently associated with malware, fraud, phishing, and potentially misleading business practices at this time.

Yet, there is nothing to worry about: we continue to accept advertising campaigns promoting legit software, but they undergo more rigorous procedures. Details will be published shortly on our website.

We suggest you try the following verticals that show nice performance especially on the Push Notifications: E-Commerce, Games, Apps, Sports Betting, Gambling and Financial offers.

Our analysts predict an increase in demand from the Travel, Real estate, and Insurance verticals, so we recommend trying them out.

5) Traffic types / ad formats / verticals to focus on

Of course, we cannot but notice the interest in native formats, so make sure to focus on this trend.

Also, pay more attention to the quality of your ads, landings, pre-landers, and offers, don't overdo with misleading ads (read the Google Abusive Experience Report which lists ad experiences that are deemed misleading).

Do not underestimate creativity: copy less, create more original ideas. Creativity is always appreciated by the target audience.

RevContent, James Adams, Senior Advertising Executive

Link: [RevContent.com](https://www.revcontent.com)

Tags: Native, Health, Ecom, Finance, Free Trial, Crypto

1) Intro, traffic type and volume

Revcontent was founded in 2013. We came together seven years into the native advertising industry with the mission to improve user-experience for native advertising. We are now serving over 350 billion content recommendations per month and reach 97% of US households daily, according to Quantcast.

2) Changes in traffic volume or prices

We started seeing a boom at the end of Q1 which has been really exciting. Advertisers are feeling the extra traffic and scaling campaigns accordingly. As advertisers have been scaling, the increase in overall traffic has allowed CPCs to stay moderate which is great for new accounts coming on board.

3) Growing / Declining traffic types and creative formats

Recent estimates from eMarketer predicted that over a quarter of US internet users would block ads in 2018. We expect the shift toward more user-friendly ads to continue to increase. Marketers are beginning to realize that the "one-size-fits-all" method will no longer be acceptable. Low-quality, disruptive ads, such as pop ups or large sticky ads, will eventually be a thing of the past. In 2018, it is all about a user-friendly web environment that delivers personalized, relevant experiences to users. We are the newest Board Members with the Coalition for Better Ads, so we play an important role in helping to define ad standards for the entire industry, and our focus is always on user experience.

4) Growing / Declining verticals

One trend in our network is the growth of e-commerce and financial verticals. Newer offerings and products like electronics and financial e-books are gaining volume as marketers continue to move away from

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trial offers. In the wake of this, there has been an explosion of innovation in health verticals that do not utilize a trial as the billing model. We're seeing a lot of video style content performing well in the US, while other health models still are scaling internationally. While we expect to see additional developments in compliance around Cryptocurrency-related campaigns, many continue to boom internationally.

5) Traffic types / ad formats / verticals to focus on

Affiliates should be diversifying away from Facebook and adopting different methods of display traffic. We recently launched a new social media technology to allow publishers and advertisers to reach their audiences directly on media publisher sites with all the benefits of a social media experience. That platform is delivering \$18-\$20 vRPMs and an explosion of engagement.

Health verticals utilizing straight sales or other billing models not reliant on trial offers should continue to grow as advertisers innovate. As people are more aware of regulations and the industry changes, e-commerce and finance products will continue to gain ground as well.

Taboola, Andrew Milk, Sr. Director of Product Marketing

Link: Taboola.com

Tags: Native, Travel, Ecom, Finance

1) Intro, traffic type and volume

Taboola was founded over a decade ago. Globally, we make over 480 billion monthly recommendations on the world's top sites. Marketers are able to directly reach consumers in engaging and non-disruptive in-feed placements across desktop and mobile articles on the open web, carrier wake screens, and browser homepages.

2) Changes in traffic volume or prices

Our network is growing all the time as we sign on new partnerships with publishers. Given our expansion into many markets around the world, the growth on all fronts is very strong quarter over quarter. It is hard to comment on prices because there are many factors, such as vertical and seasonality. That said, we are always focused on the post-click performance of our advertisers and generally making sure that they are able to achieve the campaign goals that they set out with at whatever price gets them the most scale with good performance.

3) Growing / Declining traffic types and creative formats

We have always believed in an open, ad-supported internet which is good for everyone, including the consumers. As a member of the Coalition for Better Ads with Google, we are committed to keeping our sponsored content recommendations non-disruptive and native -- in line with the Standard for Better Ads. I think any digital ad that is able to accomplish its marketing objectives in a non-disruptive and transparent manner is poised to grow in 2018, while other formats will have to adapt or become less viable.

4) Growing / Declining verticals

We are excited to see great emerging business in home goods, food,

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apparel, and travel able to find success in getting discovered on the Taboola network. Consumers in 2018 are really open to fantastic products that offer alternatives to the household names they already know and love. More than ever, businesses are able to grow and flourish online, and we are proud of the role that our Discovery platform can play in those stories.

5) Traffic types / ad formats / verticals to focus on

As I mentioned above, great products and services around food, travel, apparel, and home are really doing well, in addition to finance and entertainment which have been strong for a long time.

Earned media -- positive articles written about your brand or product -- are excellent content submissions to a network like Taboola. You can take a great headline that would otherwise become old news, and keep it amplified to millions of households using discovery.

Finally, we have seen that it is very important to make sure your creative is really speaking to the audience you intend to reach. Create and promote owned content that directly touts the benefits of the product or service you are selling. Our trends.taboola.com site helps marketers stay up to date on what is working best at any given moment in time.

Traffic Junky, Traffic Junky Team

Link: TrafficJunky.com

Tags: Adult, VOD, Gaming, Men, Male Enhancement, Nutra, Gambling, Crypto

1) Intro, traffic type and volume

TrafficJunky is an innovative media agency founded in 2008. Traffic Junky can help your brand connect with our audience (120 million unique daily users) in 4 ways: Account Management, Customizable Campaigns, Self-Serve Market Place, and Campaign Management.

TrafficJunky is an online platform, which aggregates publishers' inventory, segments it, and sells slices of it to affiliates, agencies, and direct product owners. Our main focus is selling adult inventory. We specialize in selling and managing some of the top adult tube sites in the world such as Pornhub, Youporn, and Redtube.

2) Changes in traffic volume or prices

Our publishers (Pornhub, Youporn, Redtube, Tube8) continue to find ways to grow our user base. Typically we see prices increase due to natural competition in our marketplace in Q4 and Q1, but this year the industry was hit with some curve balls – Chrome's Abusive Ads and Better Ads Standards implementation - that could have caused an industry wide price drop. However, it didn't materialize, likely due to testing of new creatives to replace the now non-compliant ones.

We can say our tier 1 market place saw price increases and our tier 2 remained stable. We continue to work on our tier 3 geos, as we saw the rates slightly tail off at the end of Q1, but with a larger sales team, we expect them to find new advertisers and products to promote there.

3) Growing / Declining traffic types and creative formats

Deceptive creative formats will be slowly making their way out, such as fake messages, fake notifications, fake site elements like fake close and play buttons. These were all covered by Abusive Ads, but now Google is

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rolling out the Ad Experience flags, which means that ads which contain rapidly changing or flashing colors and images will no longer be allowed on most sites. A lot of ad networks are pushing the “native” ad experience, but we have yet to go down that path.

4) Growing / Declining verticals

What we see work on our network has some seasonality to it and some new comers. Typically, Q1, Q2 and Q4 we tend to see a lot of our clients promoting dating, VOD, and animated games over the last year and half; we can typically count on these guys to make a larger portion of our revenues during these months. But, this time around 2017 we saw a big uptake in customers coming to TrafficJunky from Facebook promoting male enhancement and muscle offers, and these have been some of the highest promoted products.

We spent a month updating the team on what these advertisers were looking for, what spots on our network worked best for ED and muscle, and today all new advertisers promoting ED are quickly shown what works and what doesn't on our network, providing a better opportunity for success. If you're an advertiser promoting any type of nutra, you should contact TrafficJunky, as there are a lot of advertisers doing well.

With gambling and casino, these offers come and go, as there seems to be a lot of restrictions and seasonal approaches to advertising. We tend to see January to June do well for sports betting, and September to December do well for the casino offers. We work with a lot of affiliates and direct offers in this field that catch whales on our network.

In terms of trends, we've seen a big uptake in crypto advertising since mainstream traffic sources have stricter restrictions on what and where they can run, the same goes for marijuana and CBD advertisers. One trend we hope to see return are mainstream apps. 3 years ago this was a profitable vertical for our customers and our publishers liked seeing mainstream brand offers running on their sites, so we hope apps will make a big return.

5) Traffic types / ad formats / verticals to focus on

The future of TrafficJunky is moving towards a more agile media agency,

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that allows our team to help customers create customizable campaigns across our network. The most important thing for our customers to focus on (affiliates, agencies, product owners) is their marketing, whether it be landing pages, banners or any other tools they need to convert the user.

Let TrafficJunky focus on where and how to spend the money. We train our guys to be Traffic Junky experts, their job is to tell you what tools inside of TrafficJunky will work best for your unique campaign. Our team has a lot of knowledge of what works and doesn't and we want them to share this information with our clients to steer them in the right direction. The goal is stretch their test budgets and see a profit as soon as possible.

Every offer/product has a place on our network, we serve roughly 4.2 billion impressions daily, but it's about placing the right offer on the right ad unit and our team is well aware of that. They can advise clients where ME should run, why cams need specific targeting options and how much their initial test budget should be.

Traffic Stars, Peter Rabenseifner, Managing Director

Link: TrafficStars.com

Tags: Display Banner, Pop, Native, Video, Adult, Postitial, Cam, Dating, Nutra, Gaming, Gambling, VR, Retargeting

1) Intro, traffic type and volume

TrafficStars was founded in December 2014 and we began by monetizing xHamster's traffic in March 2015.

Since then, we've been working hard to create the best technology in the industry, collaborate with high quality publishers and advertisers; and we now have more than 40 staff members, spread out worldwide over 3 offices in Barcelona, Cyprus and Montreal.

We have more than 1.5 billion impressions per day from over 400 unique adult publishers and offer all major ad formats; including Banners, Popunders, Native Ads, Video Pre-Roll and Postitial.

Despite only launching our Native Ad format in January, we're already the biggest ad network in the industry - and with more and more publishers going native, our Native Ad inventory is growing every week.

2) Changes in traffic volume or prices

Our traffic volumes have been steadily increasing every month because of new publishers that we regularly onboard, existing publishers that increase the volumes of traffic that they send to us, and because we now offer more ad formats and solutions for publishers. This trend shows no sign of stopping due to the technological advances we are making continuously and the hard work of our support teams who look after both publishers and advertisers to ensure a fair and balanced ecosystem for all. While CPMs initially fluctuated after Google's new ad standards were implemented, they have since stabilized and in some geos and ad formats are even healthier than before. We are among the few ad networks who keep growing because we help publishers to understand the new rules

applied by Google.

3) Growing / Declining traffic types and creative formats

TrafficStars was aware of and had been preparing for these changes for some time; our proprietary flagging software had already identified and flagged all ad elements to allow publishers to easily block the non-complying elements with the click of a single button. We have created a shortcut especially for publishers to remove all non-compliant ads with a single click.

Moreover, we have offered three new solutions which are fully compliant; Native ads, Video pre-roll and Postitial - which allow both publishers and advertisers to recuperate any volumes lost as a result of prohibited elements.

We are already recording huge growth in these new ad formats - and with more publishers adopting these solutions, and more advertisers enjoying their great performance - this growth shows no sign of slowing down.

We're noticing the largest growth with Native ads, as their very nature fits perfectly in line with the adjusted direction of the industry, and they convert exceptionally well because they are very well integrated, very well targeted, are less disruptive than other ad formats and offer a truly added value.

4) Growing / Declining verticals

Cam, dating, nutra and games products are our most popular verticals as they convert very well. The cam vertical in particular is set to grow even more with the rise of video ads, which can convert cam offers that grab the user's attention very well.

Demand is consistent for the dating and nutra verticals which both show signs of remaining strong, especially as new ad formats like native ads convert these offers extremely well.

We expect to see gambling and casino verticals increase as it's becoming increasingly difficult to get traffic from other sources for advertisers from these industries. We are also seeing a continued increase in popularity for

virtual reality products as consumer interest continues to grow.

5) Traffic types / ad formats / verticals to focus on

Affiliates should definitely focus on our new ad formats; Native ads, Video pre-roll and Postitial. We are growing our inventory for these ad formats every week and CTR and conversion rates are outstanding for these ad formats. We have also released our highly anticipated advanced retargeting tool, which is being hailed as the most powerful retargeting tool in the Adult Industry. Our advanced retargeting tool offers countless combinations and capabilities, and is an extra aid for affiliates to use to acquire even more converting traffic via our platform.

There are big opportunities for affiliates to utilise video ads with our Video Pre-roll ad format for cam products, which although requires extra resources to produce, is paying off extremely well for existing advertisers as engagement rates are unparalleled.

Popunders and banner formats should definitely not be forgotten by affiliates and while It can be challenging to be profitable in Tier 1 countries across all ad formats where demand is high, we suggest affiliates to focus on alternative geos with decent CPMs and huge volume such as Eastern Europe, APAC and LATAM.

Zeropark - Neill David Burton, Head of Account Management

Link: [Zeropark.com](https://zeropark.com)

Tags: Pop, Domain, In App, Mainstream, Adult, Ecom, Sweepstakes, App Install, Pin Submit, Crypto

1) Intro, traffic type and volume

Zeropark has been in operation since 2012. It started out as a domain traffic network, which grew rapidly when it expanded into Pop. We now have Domain, Pop and In app traffic with billions of targeted visits available a month. You can check out current volumes here: www.zeropark.com/volume it is up to date for the past 30 days.

2) Changes in traffic volume or prices

In early 2017 the Zeropark team made the conscientious decision to focus on quality sources. We cut down plenty of sources and improved our filtering procedures in order to provide high quality traffic to our advertisers. This is the reason why over the past few months our traffic volumes have remained stable even with a little growth at the start of March. The recent developments within the industry have not affected us.

3) Growing / Declining traffic types and creative formats

As said in the previous answer most of our traffic volume has remained pretty stable even with the new Google regulations. There are no observable signs of extinction.

We expect that Pop traffic will pivot into other formats, but essentially still be the same platform for ad delivery. We also expect to see a growth in mobile ad formats from the likes of In App and Push Notification, the latter of which we are also working on delivering.

4) Growing / Declining verticals

When we joined the game in 2012 Survey and Sweeps campaigns were dominating the market, then in early 2015 to mid 2016 Binary offers were

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the biggest vertical. From late 2016 to late 2017 mobile apps were very big, since then there has been a resurgence in Surveys & Sweeps and E-commerce has been steadily growing.

However, we would like to advise our advertisers who run E-commerce campaigns to keep in mind the new regulations of GDPR in Europe (implementation is scheduled on May 26th) as it might affect their ability to track cookies legally.

5) Traffic types / ad formats / verticals to focus on

If affiliates are looking for a long term slow burn offer to build their strategy off of, we would suggest Mobile Apps, Pin Submits and E-commerce, as these verticals are stable and reliable for payouts. If you have a large budget to blow and would like to see a very quick return we would say that Surveys and Crypto-traders would be the way to go.

Insights From Affiliate Networks

Adcombo, Peter Brembar, Product Manager

Link: [Adcombo.com](https://adcombo.com)

Tags: Email, Facebook, COD, Free Trial, Crypto, Ecom, Nutra, Adult, Health

1) Intro and verticals

We've been on the market for a bit less than 4 years and our network is already known by everyone. Mainly we are specializing on Cash on Delivery offers, but we are trying to cover all verticals.

2) Declining verticals

We can see that Free Trial offers are going down as well as Crypto related offers. After a huge boom in the end of 2017 it appears that Crypto and ICO offers are losing their positions right now.

3) Growing verticals

E-commerce vertical has improved recently since more and more people are starting to shop online. As well, Nutra offers are quite trendy, but here a seasonality factor takes place. Usually a peak of popularity happens in spring because every lady wants to be fit and sexy for a summer beach season.

4) Stable verticals

Adult and Health Care offers can be defined as ever-greens. As we say here in AdCombo: «boobs will always convert».

And Health Care, well everyone wants to be in good health and wellness,

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so there are no surprises.

5) Declining/Growing traffic types

Social Media traffic is on the rise, if you know the right ways to get it without a ban then you are a rich man. On the other hand, email traffic is not having its finest hour nowadays because everyone is switching to messengers and at the same time anti-spam filters are becoming more advanced.

Addiliate, Christoph Brughmans, Co-Founder

Link: [Addiliate.com](https://addiliate.com)

Tags: Mobile Content, Pin Submit, Gaming, Ecom, Sweepstakes, Dating, Browser Extension, Pop, Native, Facebook

1) Intro and verticals

Addiliate has been founded in March 2010 and we are a general and global affiliate network which means we work in all verticals and in all geos. We focus on direct cooperation with all our advertisers and delivering premium payouts to all affiliates.

2) Declining verticals

Mobile content is getting more difficult, especially tier 1 geo's with pin submit and 2 click flows. Smaller geos with 1 click are still going strong. Apart from that, all verticals are performing better than we expected.

3) Growing verticals

CPL gaming, e-commerce, and subscriptions offers are very good verticals for us right now. I'd suggest new affiliates to focus on those.

4) Stable verticals

Sweepstakes, dating and browser extensions are always working well!

5) Declining/Growing traffic types

We were expecting a big decline in pop traffic with the new Google regulations, but we haven't seen a drop yet as our pubs are adapting to the new standards and complying with them, so we're happy to see that trend. We see a lot of growth in Facebook and Native ads, there's really endless potential there.

Affliaxe, Oran Furman, Senior Affiliate Manager

Link: Affliaxe.com

Tags: Mobile Content, Ecom, Software, Health, Beauty, Free Trial, Software, Pop, Native, Facebook

1) Intro and verticals

We are in business for 6 years (if I'm not mistaken).

We are focusing on clean, white hat offers. Globally.

2) Declining verticals

Well we already stopped working with mobile content offers a while back but this is one vertical that is on a clear decline.

3) Growing verticals

eCommerce is the big craze for more than 2 years now and in general we believe that WH offers that also provide value to the customer (in addition to the affiliate and advertiser) are the way forward. We need a win-win-win situation to grow as a business and as an industry.

4) Stable verticals

Software for us is an ever-green vertical for example.

Same goes for health and beauty offers (less so the free trials as we all see are experiencing big issues with the MIDs).

5) Declining/Growing traffic types

I can't say I see a decline really. There is less focus on pops however as more and more affiliates are looking to master the high(er) quality sources such as native and FB. So as you can understand we see an increase in those sources.

Aragon, Todd Stearn, Co-founder and CEO

Link: Aragon-Advertising.com

Tags: Mobile Subscription, CC Submit, Browser Extension, Sweepstakes, Pay Per Call, Insurance, Finance, Legal, Medical, Push, Facebook

1) Intro and verticals

Aragon Advertising has been in business for 6 years. Our network is the #1 pay per call network according to Mthink Blue Book's 2018 survey, and we also have a significant amount of market research, mobile subscription, CC submit, and browser extension offers.

2) Declining verticals

We've seen a notable decrease in traffic for mobile subscription offers, particularly on the non-incentivized side. Carriers and regulators worldwide have cracked down due to fraudulent traffic and misleading promotions that went way too far.

3) Growing verticals

For our mobile subscription publishers, the switch to CC submits for sweepstakes and entertainment offers has been hugely successful. There are incent and non-incent varieties available, all across the globe, for the intrepid affiliate to launch.

4) Stable verticals

Pay per call, hands down. With lead to call automation technologies making it so easy – and affordable – for affiliates to generate web leads and convert them into calls, there's a lot of room to run with almost any traffic channel. Whether you've got traffic in insurance, home services, finance, legal, medical, or what have you, and whether you're buying click to call traffic or generating your own leads, there is money to be made – and no account bans to worry about.

5) Declining/Growing traffic types

Push notifications are on the rise. It's an obnoxious medium for a user to get ads pushed to their desktop or mobile all the time so I don't know how much of a runway it has. Take advantage while it's here though. And Facebook, unlike what trendy news consumers say, is still top dog. If you've been using it to push diet via cloaking you might be experiencing some hard times, but if there's one thing to remember about Facebook that can make any vertical a success it's this: content is king.

ArmorAds, Ivan Carrillo, Managing Director of Kimia Group

Link: [ArmorAds.com](https://armorads.com)

Tags: Mobile Content, App Install, Gaming, Sweepstakes, Health, Beauty, Nutra, Crypto, Adult, Pop, Google, Facebook

1) Intro and verticals

Kimia Group is just over 11 years old. Early this year, and after a new company acquisition, we split the group into 5 branches and relaunched our CPA affiliate network as ArmorAds, due to improvements in our anti-fraud technology and optimization capabilities. Additionally, we also have a CPI network under the name The Cactus Road. We specialize first and foremost in mobile subscription offers, followed by apps and games, sweeps, health & beauty and nutra.

2) Declining verticals

Mobile content has suffered a lot over the past year due to carrier regulations worldwide and malware app traffic. However, the market has made a shift to create a "cleaner" traffic environment and content providers are focusing on higher quality products for end users. This all results in a scenario where affiliates still stand to make good ROI. The same applies to CPI marketing; it's no longer about massive number of installs but about reaching the advertisers' KPIs so you can have more caps available to you and higher payouts.

3) Growing verticals

Nutra – weight loss, vitamins & proteins, male enhancement, libido enhancers

Health & Beauty - Skin care creams, makeup

Crypto offers - Despite the ban on Facebook and Google, those offers are still profitable using the right angles and traffic sources like native ads.

4) Stable verticals

As mentioned above mobile content still has a profitable life that lies ahead, especially in tier 2 and tier 3 territories such as Myanmar, Iran, Kenya for example, that are still experiencing mobile adaptation. Adult is always a market we can count on, from guys that have the desire and a mobile telephone.

5) Declining/Growing traffic types

Overall pop traffic is on the decline and with a declining performance. Social traffic from Google and Facebook and native are the on the rise and out-performing traditional traffic networks.

Bitterstrawberry, Tommy Johnson, Business Development Manager

Link: Bitterstrawberry.com

Tags: Adult, Mobile Content, Mobile Subscription, Nutra, Dating, Biz Op, Crypto, Finance, Ecom, Sweepstakes, Gaming, Video, Facebook, Google

1) Intro and verticals

BitterStrawberry came into existence since 2010-2011, at a time when the market was rapidly growing, yet there were few full-stack solutions offering a global, yet HQ localized inventory of offers & resources for affiliates and since then, we've been on the forefront of each massive opportunity wave of the industry.

Crunching the numbers, it's hard to pick out a clear winner, I'd say our main focus is creating & implementing localized HQ offers, mainly mobile content on both verticals, as our core focus is mobile, but we're massively engaging in e-commerce with fully-legal, no-prescription-required natural supplements for muscle growth & performance enhancement, as well as generating Premium Localized Adult Content Sites to fit the HQ expectations of adult content consumers.

2) Declining verticals

I wouldn't pinpoint a specific niche with signs of clear decrease in numbers, but what we're seeing is that affiliates are becoming more selective about the offers they choose to promote and spending more time on tailoring funnels for evergreen offers instead of spending budgets on large-scale arbitrage for sweepstakes & installs. One by one, emerging markets were flooded with such products and consumers have developed a blindness for them, regardless of how creative the landers were developed.

This is why, understanding in which direction the market is growing, within BitterStrawberry, we've begun focusing on developing products that we, ourselves, as consumers, would follow through with.

I definitely see a trend of movement from the LQ to HQ offers, as more and more regulators are making it harder for the affiliate to reach broad audiences, either by blinding the fish tank or by issuing new, more transparent rules such as the EU GDPR.

3) Growing verticals

Definitely, localized services, more-consumer centric, pay-accessible and with clearer user consent.

To name a few, localized nutra products such as ProtecVital, our own brand of natural supplements for muscle growth and performance enhancement, Dating, both Adult & Mainstream, Online Money Making, Crypto & Finance Investment.

For affiliates, the real focus of 2018 should be how to integrate new technologies which are not that inaccessible with the rest of the customer journey, so that they can advertise better products, re-engage, and avoid wasting retargeting efforts.

Along with mobile advertising, affiliate marketing will venture further into video, voice and other emerging technologies. With the fast-pace development of IoT, we believe the duopoly of Facebook & Google will get competition from emerging IoT advertising hubs providing advertisement space on a plethora of multi-channel user targeting options.

4) Stable verticals

Mobile Content Subscriptions – Content is King! And consumers are nowadays, more than ever, looking for HQ content to fill their time spent on their devices, alongside apps with similar models. With offers in over 180 GEOs and an extended education & experience in this sector, BitterStrawberry offers a plethora of engaging, fast-flow subscription process for a high variety of mobile content subscription offers.

Nutra – For this niche, we're allocating higher budgets & focus, building up our own brand of natural supplements for diet, performance enhancement and muscle growth. Opening up for promotion within Germany, Austria, Switzerland for top affiliates & partners, we're carefully

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setting the field for affiliates, offering a great collection of HQ Landings on various angles, embedding HQ Video Testimonials & more.

E-Commerce - The growth of global e-commerce is mind-blowing and with an estimated 39 % of online shoppers using social networks to get inspiration for purchases, bundled with creative technology, not that in-accessible, it's a no-brainer that this niche hasn't yet reached its full potential for affiliates.

With products ranging anything from clothing to apparel, self-improvement & supplements, we're constantly adding more to our extended marketplace inventory.

5) Declining/Growing traffic types

With a considerable % of our partners having generated traffic versus paid traffic, it's always a game of up & down when it comes to traffic volumes, but looked on a wider angle, we see increase in traffic predominantly in E-Commerce, Glamour, Gaming Pin Submits, Mainstream Content & Life-Style.

As for decreasing signs, I'd point out Ringtones, some slight decrease in Sweepstakes, definitely low on Lottery and High-KPI Financial Investment Offers.

Overall, we're seeing signs that the market is becoming more mature and diversifying at a fast pace, and while few years ago, affiliates generally had it really easy to scout users to their landers with few easy steps, now they need to really up their game, making use of tools which provide Innovative Data Analytics and switch to a clearer, consumer-centric approach versus common practices used today.

Brokerbabe & Glize & Xcash, Stefan Muelbaur, Co-Founder

Links: Brokerbabe.com, Glize.com, Xcash.com

Tags: Dating, Adult, Mobile Subscription, Ecom, COD, Video, Lead Gen, Gambling, Email, Native

1) Intro and verticals

I am in the space now since 8 years. We run 3 different companies that are relevant for affiliates under our umbrella. Brokerbabe is our adult program and around since 2010. Glize the Mainstream Network since 2016, and since 2017 we run also Xcash that is fully focused on in-house dating offers.

2) Declining verticals

The mobile billing market already took a big dip some years ago, but the last 6 months was really an execution on this vertical. The good flows have nearly disappeared and what is left is a big amount of fraud with Autosubs over inAPPs destroying the rest of the market. There is still serious \$\$\$ to be made but with way more effort and less outcome.

3) Growing verticals

We made our first steps in the COD vertical but the competition was very high, so we adapted the offers and instead of paying out for COD we pay our partners for the SOI on these offers. In some way I consider these offers as eCommerce and want to add that this is a great vertical. Every time we are plugging in an offer that is eCommerce related it doesn't take long to get huge traction.

4) Stable verticals

In the adult space, definitely Videochat and Dating. Videochat is not such a typical media buying vertical but with Blogs etc it works like a charm. Dating has been running stable for ages, and now with our own dating program we have here more going on than ever. In the mainstream sector we are very stable with leadgen, what has been a focus of Glize since day

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one. We also acquired a stack in Scorescasino which is growing a lot. In all cases, it is important to have exclusivity, either with the offers or the payout models.

5) Declining/Growing traffic types

The traffic in the mobile sector increased big time. The autosub ads are sending literally billions of bot clicks every day to the smartlink networks, so this is definitely growing but not in revenue because you can't monetize bots.

We see a huge increase in mailing traffic and native as well.

FB went a little bit down because affiliates become advertisers themselves or create their own shops.

Clickdealer, Henry Whitfield, Head of Global Supply

Link: [Clickdealer.com](https://www.clickdealer.com)

Tags: Mobile Content, Mobile Subscription, Ecom, Dating, Lead Gen, Finance, Facebook, Video, VR

1) Intro and verticals

Last month we were excited to celebrate our sixth-year anniversary - something we're extremely proud of - now with teams operating in Europe, Asia and North America. We have evolved in that time from an affiliate network focused on specific niches, into a global marketing company that provides solutions in countless verticals and markets.

2) Declining verticals

It definitely feels like we're on the tail end of the Mobile Content & Subscription Services wave, due partly to regulatory changes that continue to change the vertical but also the development, growth and accessibility of the app marketplace.

3) Growing verticals

Ecommerce has really dominated affiliates conversations over the last few years (Hello Shopify boom!) and continues proving to be a profit giant, especially as more and more people become globally connected - with affiliates using everything they've learned online to build ecommerce based businesses.

4) Stable verticals

For us it goes back to the roots of Clickdealer, where dating has and continues to be a mainstream and evergreen vertical for us - despite the market and ecosystem of the industry continually changing over the last six years. On top of that, traditional leadgen focused in markets like financial solutions or solar services can be an excellent area to build an ever-green focused enterprise!

5) Declining/Growing traffic types

The knee jerk reaction is to say that Facebook traffic will be on the decline - but we still see it as the best platform to drive your message to a targeted audience. On the other hand, we see the use of video-related content as a traffic type that will see more and more growth, especially with the rise of VR tech.

Gotzha, Fabrizio Manese, VP

Link: Gotzha.com

Tags: Mobile Content, Sweepstakes, Gambling, App Install, Nutra, Crypto, Binary, Biz Op, Facebook, Pop, Display Banner

1) Intro and verticals

I've been in the space almost 5 years now. Traditionally we focused on mobile content, sweepstakes and gambling. Lately we have been focusing a lot more on apps and since 2018 we added nutra to our portfolio.

2) Declining verticals

The trend of last year keeps continuing. The increasing issues with carriers and operators are causing mobile content to gradually go down even more. Good clickflows are close to non-existent and ROIs for advertisers are decreasing, causing them to work with caps. What still works are sweepstake pins in combination with facebook. There is still quite a lot to be made from 2nd tier countries in Europe.

3) Growing verticals

Obviously everyone is hopping on the crypto train; on a personal level but also on a business level; making personal investments and running affiliate crypto related offers.

Binary focused advertisers made the transition to crypto biz-ops. The vertical took a small hit since Facebook restricted cryptocurrency ads. The topic itself is also a bit less 'hot' since the market has been on a downtrend in 2018. I expect a huge growth and run after the summer though and people are always looking for new ways to invest. We have been approached by projects to gather CPL data for their ICO.

For us the biggest growth has been in Apps. We have been taking this market by storm. Utilities made a big comeback in 2018 and branded apps have been performing really well. By optimising and having the right fraud detection tools and being strict on the affiliate signup process you can get very far in this vertical. Generally speaking we see that the bigger

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experienced affiliates are able to scale up even more and it's getting harder for new affiliates to enter the space.

4) Stable verticals

For us its sweepstakes and social casino apps.

5) Declining/Growing traffic types

At the end of q1 affiliates started to have issues with facebook but they are still able to keep their traffic relatively stable, the same applies to GDN. Pops/display traffic has been growing for us since they are well-known source for apps. Sweeps in combination with pops have been decreasing quite a bit lately though.

Leadbit, Egor Bruskin, Founder

Link: Leadbit.com

Tags: Free Trial, COD, Pin Submit, Gambling, Ecom, Facebook, Native

1) Intro and verticals

Leadbit Group has been operating since 2013. This year we are celebrating our 5th anniversary. Personally I've been in this business since 2005 and have been observing setups and have been setting up many niches myself since then.

2) Declining verticals

I can see the obvious decrease of demand for trials and there are a few reasons for that. First is the overall decline in profits. The second is that affiliates find more attractive and profitable verticals in Tier 1 & Tier 2 countries.

3) Growing verticals

One of the most promising verticals that doubles annually is cash on delivery. The rates of its growth can be compared to the pay-per-install affiliate programs craze that happened a few years ago.

4) Stable verticals

Any verticals in use are profitable so we should talk about ROI. Cash on delivery, pin submits, casino & betting, e-commerce are a few that are showing steady growth. Each of these niches offers the opportunity to make fast and significant profits.

5) Declining/Growing traffic types

Facebook is the absolute flagship, no alternatives on the horizon. Still there are a few sources with constant growth thanks to new countries and affiliates. I am talking about native advertising and adult networks, but they are still not comparable to Facebook in terms of volumes and possible margin.

Maxbounty, Brody Curtis, Senior Affiliate Manager

Link: [Maxbounty.com](https://www.maxbounty.com)

Tags: Market Research, Health, Ecom, Sweepstakes, Biz Op, Facebook, Native

1) Intro and verticals

MaxBounty was first established as a CPA network in 2004. Our goal has remained the same since then - to provide the best service possible to both affiliates and advertisers by creating a seamless, global online marketing experience, designed specifically for each client.

The offers that are predominantly earning our affiliates the most money right now are in the market research, health, e-commerce and sweepstake verticals. That said, we have over 2,000 active campaigns across all verticals.

2) Declining verticals

A few industry-related circumstances have had an impact on the amount of money being made from health and diet campaigns. These include regulation changes on platforms like Facebook, advertiser processing issues, and even our own initiatives to strengthen compliance to improve traffic quality. This is less of a decline or a downfall, and more of a by-product of environmental factors. Adapting to changes like these will always be a necessary component in digital marketing, whether you're a network, affiliate, or an advertiser.

3) Growing verticals

Verticals that are currently showing some strong signs of growth are e-commerce and market research. Both have been around a long time and yet continually find a way to evolve with the industry. MaxBounty affiliates have always found a lot of success running campaigns in those verticals, so we often encourage affiliates who are new to the network to do the same.

4) Stable verticals

We've recently launched several biz-opp campaigns that have seen some great success in the few months they've been active. Biz-ops are not new to affiliate marketing, but I feel like there is always a demand for "make money from home" campaigns.

To me, a stable vertical would be the same verticals that I mentioned above: market research, health, e-commerce, and sweeps. Consumers are always going to want to make extra money, purchase products, win prizes, or become healthier. Those inherent desires ensure those types of verticals have longevity.

5) Declining/Growing traffic types

One traffic source that has some affiliates pulling their hair out right now is Facebook. Facebook is a useful marketing tool and a great traffic source to promote specific campaigns, but affiliates are limited in terms of what they're allowed to promote. I have personally seen several affiliates pause their Facebook traffic and test out new traffic sources because of this.

In term of growth, I've always been a major fan of native networks, and I've noticed that more of my affiliates are testing out native traffic networks and seeing great success in doing so. I think the major reason native is doing so well is because of its reach, as well as the broad spectrum of what types of offer they can run on native networks.

Mobidea, Nelson Nascimento, Publishers Director

Link: [Mobidea.com](https://www.mobidea.com)

Tags: Mobile Subscription, Crypto, App Install, Sweepstakes, Dating, Adult, Pop, Native

1) Intro and verticals

We've been in the business for almost 7 years. Now, we're focusing on Dating, Adult, Sweepstakes, Health and Fitness/Beauty, Utilities. We're working with CPA, CPL, and CPS. We also have some Crypto Offers!

2) Declining verticals

It's not a secret: the mobile subscription business is becoming tougher for everyone. Despite that fact, we believe that there are still great markets to be explored. There's a lot of potential for our affiliates to keep making good money.

3) Growing verticals

Crypto is definitely looking very interesting. We believe there's tremendous potential in crypto affiliate marketing.

4) Stable verticals

Based on the feedback our affiliates have given us and on the stats we analyze on a daily basis, we know that Coupons & Vouchers, Dating, Sweepstakes, and Adult are still the stable money makers in this game.

5) Declining/Growing traffic types

That decline is obvious when we talk about classic display ads. Until now, pops had always remained popular, since affiliates were betting more on high-quality prelanders. Even so, we still need to see how things will develop, considering that there has been a Google update. Moreover, we also notice that there are more affiliates working with Native Ads.

Monetizer, Vincent Schilberg, MD

Germany

Link: [Monetizer.com](https://monetizer.com)

Tags: Mobile Subscription, Lead Gen, App Install, Sweepstakes, In App, Facebook, Pop

1) Intro and verticals

Monetizer started running the first campaigns 4-5 years ago. We mainly (but not exclusively) focus on Mobile content offers, but were additionally quite successfully promoting more and more CPI and CPL offers the past 2 years.

2) Declining verticals

Carrier billing, since it declined due to less conversion friendly flows.

3) Growing verticals

We think lead generation and CPI offers can generate huge numbers, but quality and legitimacy of the traffic has never been more important than today. For lead generation there is an increase of bot traffic and invalid traffic that has to be detected and filtered out, ultimately complicating the market for CPL offers if not handled accordingly.

4) Stable verticals

Sweepstakes, but of course the quality of the traffic has to be as high as ever - too many invalid leads have led traffic sources as well as Advertisers to take precautions in order to avoid fraud conversions.

5) Declining/Growing traffic types

Pop and social traffic is still working very well, whereas in-app traffic, especially APKs, lost a lot of value and is getting filtered out more and more by advertisers and networks.

Mundo Media, Mike Semira, VP Supply Sales

Link: Mundomedia.com

Tags: App Install, Gambling, Ecom, Native, Lead Gen, Dating, Pop

1) Intro and verticals

MUNDO Media has been in operation since 2009. We credit our longevity in the space directly to our unmatched ability to offer a diverse portfolio of campaigns, along with making the extra effort to work closely with our partners to learn new and exciting ways to monetize traffic.

2) Declining verticals

We believe all verticals go through their respective business cycles, where a boom is always followed by a slow down period. However, even within a specific vertical there are those at opposite ends of the spectrum, as there are partners that are cutting spend while others are aggressively spending to win market share. With that being said, we see the app space going through an adjustment period – where advertisers are relying a lot more on data to dictate how they want to spend their UA budget.

3) Growing verticals

We're seeing a massive boom in the demand for more real money casino offers and stable eCommerce products. I always advise our supply partners to connect with their Publisher Manager to stay up to date on not only the top verticals at MUNDO, but also the top campaigns, seasonal opportunities and methods of promotion. In our industry things often change from week to week, so keeping an open line of communication is key to staying on top of things.

4) Stable verticals

I'd like to flip that question around a bit, as I don't like attaching the term 'stable' to verticals. I think the biggest factors that contribute to the actual stability of a campaign is more related to how publishers are accessing traffic and the types of campaigns that are being promoted. With that in

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mind, most verticals can be made stable when there's consistent access to traffic.

5) Declining/Growing traffic types

Native ads have shown the versatility to work with a number of our verticals, as we've seen everything from apps, lead-gen, eCommerce, dating and casino do well on those placements. We're excited to see further growth from that inventory, especially spreading out into more international markets. On the other hand, with the constant updates from browsers – pop traffic has been on the decline as a preferred traffic type across our supply partners.

Yeahmobi, Maggie Xu, Associate Director

Link: Yeahmobi.com

Tags: Mobile Content, COD, Free Trial, Gaming, App Install, Facebook, In App, Video

1) Intro and verticals

We had been in operation since 2011, almost 8 years long. We focus on CPI, CPA, CPL, CPS, CPE, covering a lot of categories such as e-commerce, game, utility, and some mobile content offers.

2) Declining verticals

Mobile content dropped a lot since one year ago, everybody is finding a way to recover.

3) Growing verticals

Some ecommerce offers like COD, free trial, or shops via shopify are more attractive compared with others.

4) Stable verticals

M-commerce applications take a relatively higher percentage in this market compared with others.

5) Declining/Growing traffic types

Of course FB has kept up growth in the past year, but we cannot tell what the future has in store after FB solves the terrible issues. Same with in-app video and playable traffic, more and more advertisers prefer to buy traffic from some SDK companies and ADX.

Advidi, Petar Joseph, Head of Marketing and Communications

Link: advidi.com, [Petar Joseph's STM profile](#)

Tags: Mobile Content, COD, Free Trial, Gaming, App Install, Facebook, In App, Video

1) Intro and verticals

We'll celebrate our 7th anniversary soon. We have exclusive offers and traffic in Dating, Health & Beauty (Nutra), Mainstream (mobile/sweeps), Gaming & iGaming and will be shortly entering into Ecom, Travel and Financial due to publisher demand and market opportunity.

Exciting time ahead for us as we have huge demand from our set of publishers to get new verticals on board and we are striving hard to make that happen in 2018.

2) Declining verticals

Nutra is in an interesting place right now. Some people are reinventing the wheel and working on CLV or whitehat. Others are taking their winning model to INTL Trials and Straight Sales. Both have proven viable for us - we've been working with our affiliates and advertisers to come up with some customized solutions for each. So while the traditional Trial model is still in limbo in the US, we're seeing some creative players find new success in unsaturated markets.

There are some others, but since we're not highly active in them, we can't really speak to the nuances. Who knows - there could be something big coming. You only know that when you're really involved for a while, like with Nutra, where you can see the cycles (and then the potential that others can't).

3) Growing verticals

We're long-term thinkers, so we try to operate only in verticals that we expect to grow in coming years. We can't reveal much right now, but

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ChuHai5.com *****

we've been listening really closely to our partners lately - of course, we're always listening, but there are some really exciting opportunities that have been placed in front of us lately. In this regard, you'll see us pushing the industry standard a bit, focusing on leveraging our previous successes into fast-paced changes based on what our publishers are demanding... stay tuned!

With that said, we're especially impressed by recent growth in Dating. New GEOs are opening up whole worlds of opportunity. We're working with some partners who are about to make our Dating affiliates very, very happy, with a new spin on an old favorite.

As for immediate potential, Gaming and App Installs are both very big markets that aren't facing many challenges for affiliates right now. Lots of money on the table. They're very risk-averse verticals and can even open doors to new products. It's an open playing field, and we expect affiliates from our space will find quick success there. We've already got traffic and offers in both verticals, and we're pushing up the launch date because it's growing so quickly.

4) Stable verticals

We work in primarily evergreen verticals. As said above, it's an important part of our approach to an industry that changes every day.

Dating, for example, will always remain viable. People desire connections; it's a basic social need. The methods for promoting it may change, but the vertical will continue to thrive.

Nutra has faced challenges recently, but we've seen this cycle before. It's still a very strong model and we're excited about international opportunities and straight sales. The first successful ads ever created were for medicines and weight loss products. Tactics will change but the basic human desires won't.

Mainstream is at an all-time high... I don't think we need to tell STMers that mobile is gonna keep getting bigger.

iGaming won't go anywhere any time soon, and new markets are opening for it. It's trickier to get started, but once you're in, you can

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expect big sustainable returns.

5) Declining/Growing traffic types

Native and media buying are huge within our network, and they match our verticals well. We obviously can't give any precise statistics, but we can draw some conclusions based on the feedback we get from our affiliates. When someone is killing it on a source like Natives, they want to push it as far as it can go. Sometimes that means new verticals... if someone's doing so well on a single source that they feel confident creating new funnels for completely different offers, we know something's working. So we listen and try to create an easy path for them.

Facebook is going to get trickier - but we've already seen some really creative solutions working out very well. They're clearly in the process of refining some things, and they beat their Q1 target recently, even with all the negative press. It's still the best by a wide margin and we expect it to get more competitive, but it's not going anywhere.

The Chrome adblocker update didn't hit as hard as many thought it would. It's a sign of the times. Consumers are getting more aware. Segmenting and psychographics will only rise in importance... and that means data. Your data is your business for many affiliates.

Summary

Congrats on making it this far in the report! Or did you cheat a bit and scroll down for the final summary straight away? :) One way or another, here we go with the key takeaways from the replies of those who participated, combined with the insights of the [STM team](#) who worked hard to put this report together.

The Walking Dead

Everyone has been feeling it for a while, but this report made it official: Mobile PINs (Carrier Billing Offers) have declined by quite a bit. Strengthened regulations sent conversion rates to levels where it's almost impossible to stay profitable. There are still offers that do convert, but these are hard to find. If you still want to give this type of offers a go, focus on emerging markets with more lenient regulations.

Free trial offers in the nutra vertical have suffered considerably during the past few months, especially in the most-developed markets such as the US. Caps are hard to find, and unless something changes, these offers will continue to suffer. (Please note that here we are only talking about the free trial billing model, not the entire Nutra vertical - the latter still thriving, as you've undoubtedly noticed from many of the contributors earlier.)

One Foot in the Grave, But Still Alive

Pop traffic was expected by many people to be heavily affected by the Google Chrome update scheduled for February this year. Fortunately for many, after the update was released, it was obvious that pops weren't going anywhere. Based on internal STM research and also on the answers in this report, the available volumes of pop traffic didn't change much at all. Affiliates do report worse conversion rates, but that can be attributed to a temporary lack of good offers in general.

Pop traffic continue to be flooded with bots - which has recently started to find its way into the 3G sector. Time to get used to running a bot test

even for 3G campaigns!

Despite these drawbacks, pop traffic continues to be the ideal playground for new affiliates, due to its relatively lower prices and more lenient campaign approval criteria.

App installs were on fire a couple years ago, and many people made mad money by promoting the most popular Battery Saving and Speed Boosting apps, but those times are over. Eventually, even the biggest Chinese app owners realized that the high payouts were not working out for them. As a result, they lowered the commissions per install and started to require high retention rates that were difficult to achieve for the average affiliate.

On the other hand, the gaming app industry is thriving and a ton of ads are being served in that segment, especially the incentivized ones (i.e. watch a video to get some goodie). Looks like the business moved more in the direction of making direct deals with ad networks, leaving limited space for affiliates.

Coming Back From the Dead

Push notifications seem to be making a big comeback. This format was very popular in the early mobile days, when both Android and iOS devices didn't really limit its use. Once again, affiliates and traffic networks are both seeking to utilize this permission-based format, in an effort to imitate list building and secure themselves a longer lasting stream of clicks. We see this in both the mobile and desktop worlds.

The Survivors

Many of the verticals or traffic types that were popular in 2017 are running strong through 2018 as well.

Let's start with traffic types: Banners are running strong, especially in the adult part of the business. Mainstream part has seen quite a large shift towards native banner formats.

Native has been growing across the board, lately also in the adult industry. It's a bit ironic that, although the native format actually is an invention of the adult industry, it rose to fame in the mainstream world.

Email traffic continues to deliver steady conversions and there is some good news here - some sources have started to offer email traffic on a CPC basis, which wasn't common before. This makes initial testing more accessible to regular affiliates.

The big duo, i.e. Google and Facebook, continue to dominate the paid advertising space, followed by Bing. Google Adwords continues to be the best source for all kinds of (whitehat) Lead Gen offers and remains the place to test whether your product has selling potential. If you can't sell a product via targeted Adwords traffic, it would be difficult to make it convert elsewhere.

Facebook is still the eCommerce store owner's best friend, arguably offering the best targeting options out of all advertising platforms. However, with the recent heat FB is put under from the Cambridge Analytica scandal, they have become harder to work with. It is becoming increasingly difficult to run blackhat, as they invest more and more time and effort into detecting cloaking and catching other non-compliant activities. For those who learn how to play by the book, FB can still be one of the best sources of traffic.

Ecommerce has already been mentioned, but let's talk about it some more. Although the shopify + dropshipping model continues to work, more and more customers are becoming aware that they can order directly from Aliexpress at cheaper prices. Also, long delivery times are a major deterrent. Those who are serious about ecommerce should look into ways to up their game: Source products from manufacturers to lower costs, decrease delivery times, sell higher-quality products, provide better customer service, establish their own brand, etc. eCom is not going anywhere and it's growing globally.

If there is an area where not much changes year after year, it would be adult traffic. It's been dominated by dating offers for a few years and this won't likely change anytime soon. Users are ready for something more innovative, but it simply isn't happening. It's still the same song: Dating,

cams, male enhancement, ED and testosterone products remain major offer types. There is one promising candidate: Virtual Reality adult movies, which is a segment that is on the rise. For now it's hard to monetize these with paid clicks, but those that receive free organic traffic should definitely give it a try.

Although offer verticals are stable in the adult advertising world, regulations imposed on creatives in Q1 of this year have introduced turbulence. Say hello to the Google "Better Ads" initiative, which has sent shock-waves through the adult traffic networks. The result? Say goodbye to the previously-ubiquitous blinking chat banners that aimed to fool visitors into thinking hot girls/guys are wanting to chat them up. But that's just one restriction that is relatively clear to everyone. Because the rules are quite strict and different affiliates, advertisers and traffic networks have been interpreting them differently, the past few months have been pretty hardcore for every adult media buyer. As everyone is getting a hang of the new rules though, things are starting to return to normal.

There are evergreen verticals that will make solid choices for affiliate who are planning to be in this industry for the long haul. Some of the most stable ones are Dating, Nutra, Gambling/Casino, Information products, and Lead Generation offers of all kinds - these can be complicated form submits like Solar, Insurance, Financing or very simple ones like short surveys or Sweepstakes offers.

Sweeps are one of the most stable verticals and possibly the most popular among newbies. These are usually simple SOI or DOI leadgen offers, with "win a Samsung/ Apple product" being the most popular, although shopping vouchers are becoming more and more prominent as well. Tesco, Walmart or IKEA coupons have been around, but more variety is being introduced, for example for specific products such as Nutela and Milka chocolate.

The Runner Ups ...

In many business sectors, when certain segments die out, there will be new ones to take their place. Affiliate marketing is no exception. We are seeing more and more interest in video ad formats. This has been ongoing for some time, but more so now than ever. Facebook is full of

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video ads, Youtube is making a lot of advertisers rich. Video advertising is the future and affiliate marketers should take adapt sooner rather than later.

Available volumes for Members Area traffic continue to increase as more membership sites sprout up and as existing sites grow their membership base. The biggest sub-niche is Dating Site Members Area, for both mainstream and adult. This type of traffic is among the highest-quality traffic money can buy, but naturally, costs are among the highest as well.

COD (cash on delivery) has seen massive growth in the past year or so, especially in countries where credit card penetration is low or non-existent. Nutra and adult products are just examples of what are selling very well with COD. If you want to sell physical products in certain European countries for example, you simply must offer COD, because there are countries that are just so used to that payment method.

Let's not forget about Crypto Currencies, they caused mass hysteria at the end of 2017. Although with the sharp drop in crypto prices around the start of the year, the interest in crypto has waned, another bull run would no doubt send everyone into a frenzy again. We are already seeing the signs of some growth and if it holds, Crypto offers will be an awesome opportunity for achieving high ROIs with. It may be a good idea to ask your affiliate managers now to get an idea on which networks have the best crypto offers so you'll be prepared to capitalize on the craze if/once it starts again – rumor has it that it will happen before the summer (although obviously, nobody will know for sure until it happens).

And That's a Wrap!

On behalf of [STM](#) and all the contributors, we would like to thank you for reading this report.

Many of the contributors are members of STMForum.com. To access more of their wisdom, which they've kindly shared on the forum, please [join STM now](#) (use coupon code **STM2018** for 20% off the 1st month).

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://www.stmforum.com) would be happy to help! The following are just some of what you will find on the forums:

- Over 38k threads consisting of close to 330k 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.
- Other comprehensive guides and tutorials including the eCommerce Cookbook and the Facebook Scaling Mastery Tutorial.
- Forum sections with discussions on different traffic types including: 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

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copywriting.

- A “Masterminds” section for members to form groups to work towards success together.
- Lots of case studies documenting how profitable campaigns are made.

You can preview some of our forum content here: <https://stmforum.com/preview/>

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.

You can read about members of our moderation team here: <https://stmforum.com/join/>

In fact, most of the individuals and networks included in this report are members of STMForum.com! Check out our forum for more valuable content contributed by some of these members.

JOIN STMFORUM NOW

We'll see you on the inside!

Respectfully,
STMForum.com

Affiliate Marketing Acronyms

6WAMC - 6-Week Affiliate Mastery Course - 6WAMC.com
ADX - Google DoubleClick Ad Exchange
Aff - Affiliate
Algo - Algorithm
AM - Affiliate Marketing or Affiliate Manager
APAC - Asian Pacific Countries
Autosub - Auto Subscription
B2B - Business-to-Business
BH - Blackhat
Biz Dev - Business Development
Biz Op / Bizopp - Business Opportunities (e.g. Work From Home)
CA - Cambridge Analytica
CBD - Cannabidiol
CC - Credit Card
COD - Cash On Delivery
CPA - Cost Per Action
CPC - Cost Per Click
CPE - Cost Per Engagement
CPI - Cost Per Install
CPL - Cost Per Lead
CPM - Cost Per Mille (cost per thousand impressions)
CPS - Cost Per Sale
CTR - Click Through Rate
DCB - Direct Carrier Billing - offers that allow users to subscribe to by charging payments to their mobile phone bill
DSP - Demand-Side Platform - platform that allows an advertiser to buy traffic from ad exchanges
Ecom - Ecommerce (typically refers to physical goods being sold online)
ED - Erectile Dysfunction
EU - European Union
FB - Facebook
GDN - Google Display Network
GDPR - General Data Protection Regulation
Geo - Country
HQ - High Quality
InApp - Anything within mobile apps (e.g. advertising banners)
IoT - Internet of Things

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KPI - Key Performance Indicator
LATAM - Latin America
Leadgen - Lead Generation
LQ - Low Quality
ME - Male Enhancement
MID - Merchant Identification Number - a unique code given to a business by payment processors before a merchants begin processing credit cards
Monetizer - Traffic monetization service, [Monetizer.com](https://www.monetizer.com)
Nutra - Nutraceutical Products - such as diet pills and male enhancement pills
OG - Original Gangster - something that's been around for a long time and is dominating the space
Pins - Pin Submit Offers
POF - Plenty of Fish
Pop - popunder and popup/popover traffic
PPE - Page Post Engagement (Facebook)
PPV - Pay Per View (pop traffic, domain redirect traffic)
Push - Push Notification
ROI - Return On Investment (=Profit/Cost)
RPM - Revenue Per Mille (revenue per thousand impressions)
SaaS - Software as a Service
SDK - Software Developer Kit
SEO - Search Engine Optimization
SOI - Single Opt-In
SSP - Supply-Side Platform / Sell-Side Platform - platform that enables web publishers to fill their ad space with ads
STM - [STMForum.com](https://www.stmforum.com) - #1 Affiliate Marketing Online Forum, founded in 2011 (use coupon code STM2018 for 20% off the 1st month)
Sweeps - Sweepstakes Offers
TA - Teaching Assistant
TOS - Terms of Service
UA - User Acquisition
VoD - Video On Demand
VPN - Virtual Private Network
VR - Virtual Reality
WH - Whitehat