

STMForum.com Presents:

# WHAT'S WORKING IN AFFILIATE MARKETING



# 2020

## VOLUME 1 (OF 2)

**Insights from the Top Affiliates, Ecommerce Experts, SEO Experts, Traffic Networks, Affiliate Networks, and Spy Tools**

Report compiled by

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# INTRODUCTION & DEDICATION

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

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

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

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

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

**Every year since 2018, we would interview the top experts in the affiliate marketing industry to ask them “what’s working in affiliate marketing this year?”**

**Every year, we'd compile all the feedback into a massive PDF report, which has been growing in size year-on-year.**

**We'd distribute the report free-of-charge to everyone.**

**Each year the report would be anticipated with excitement – the one last year received 10k+ downloads.**

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

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

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

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

[In Memoriam: Hugh Hancock](#)

[On Hugh](#)

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

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

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

Enjoy the rest of this report!

With Much Appreciation,

**Amy and Matej, Senior STM Moderators**

(P.S. As thanks for showing interest in this report, here is a coupon code for 40% off 1st month's subscription to [our forum](#): **STMWW2020**. We have an unconditional refund policy – if within the first 3 days of subscribing, you don't like what you see, simply ask for a refund – no justification needed and no questions asked.)

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# BEFORE READING THIS REPORT

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

## **#1) Don't Miss the Second PDF!**

Because this report has grown to a significant size, **this year we've decided to publish the report as 2 volumes: Volume 1 and Volume 2.**

Volume 2 will be released in approximately 3-4 weeks after Volume 1.

**Please make sure to download Volume 2 – it's the volume that will include an ultra-useful, very extensive summary of all the entries in both volumes.** The download link of Volume 2 will be sent to the same address you signed up with to receive Volume 1.

**Please watch your inbox so you won't miss out on the other half of the valuable content!**

## **#2) Main Sections**

This report is organized into 6 main sections:

- a) Intel from Spy Tools
- b) Insights From Top Affiliates
- c) Insights From Ecommerce Experts
- d) Insights From SEO Experts
- e) Insights From Traffic Networks
- f) Insights From Affiliate Networks

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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.

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

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

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

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

Will be replaced by just:

*"Self-intro"*

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

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

Because each spy tool is different, no specific questions were sent, except "we're creating a report on What's Working in 2020 - please contribute any intel that you feel would benefit our readers - trends in offer verticals, geos, angles, etc."

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

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

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2. What are some of the factors that were responsible for your success in the past year? **(Short: Factors responsible for success?)**
3. What will be your focus for this year? Has this changed from last year? If so, how? **(Short: Focus for this year?)**
4. Which offer verticals and traffic types are hot and which ones have declined over the past year (if any)? **(Short: Which traffic types / verticals are thriving/dying?)**
5. What markets are the strongest for you? Do you focus on Tier-1 GEOs (EU, US... ) or do you see more opportunities in the emerging markets? **(Short: Best geos?)**
6. Best advice for newbies starting affiliate marketing this year? **(Short: Advice for newbies?)**

#### Questions for Ecommerce Experts:

1. Brief self-intro (e.g. where are you from, how long have you been doing ecom?) **(Short: Self-intro)**
2. What are some of the factors that were responsible for your success in the past year? **(Short: Factors responsible for success?)**
3. What will be your focus for this year? Has this changed from last year? If so, how? **(Short: Focus for this year?)**
4. Uptrending and downtrending product niches? The most-promising geos to sell to? **(Short: Trending niches and best geos?)**
5. New trends regarding where and how to acquire customers and to maximize LTV? **(Short: Customer Acquisition and maximizing LTV?)**
6. Best advice for newbies starting ecom this year? Is dropshipping still an option? **(Short: Advice for newbies?)**

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### Questions for SEO Experts:

1. Brief self-intro (e.g. where are you from, how long have you been doing SEO?) **(Short: Self-intro)**
2. What are some of the factors that were responsible for your success in the past year? **(Short: Factors responsible for success?)**
3. What will be your focus for this year? Has this changed from last year? If so, how? **(Short: Focus for this year?)**
4. Has SEO gotten easier or harder to do in the past year? And how? **(Short: Has SEO gotten harder?)**
5. Your best tips for on-page and off-page SEO? Are quality backlinks still the strongest part of the success recipe? **(Short: Best SEO tips?)**
6. Best advice for newbies starting SEO this year? **(Short: Advice for newbies?)**

### Questions for Traffic Sources:

1. Brief self intro (e.g. how long in the business, traffic type, geos and overall volume). (If you've participated last year and would like us to use the same, please tell us so below.) **(Short: Self-intro)**
2. On your network: Are volumes expanding or shrinking for each ad format? Are prices going up or down or remaining stable compared to last year? **(Short: Expanding/shrinking ad formats? Traffic prices going up/down?)**
3. Biggest changes that were implemented on your network this past year, and results. **(Short: Biggest changes implemented?)**
4. If you are a push network: Are/Will the new chrome update affect(ing) the way your network is serving ads? If so, how? <https://www.zdnet.com/article/google-chrome-to-hide-notification-spam-starting-february-2020/> **(Short: How is the new chrome update affecting push traffic?)**
5. Any geo and offer vertical recommendations? **(Short: Geo and vertical recommendations?)**

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### Questions for Affiliate Networks:

1. Brief self intro (e.g. how long in the business, main offer verticals). **(Short: Self-intro?)**
2. Rising and declining offer verticals? Did anything die out completely? Any brand new vertical in the game? **(Short: Rising/declining offer verticals?)**
3. Lots of affiliates have made or are making the shift to whitehat. Does your network have whitehat offers? Anything that can be run safely on Facebook without the need to cloak or getting a lot of accounts banned? **(Short: Whitehat offers that are safe for FB?)**
4. If your network specializes in carrier-billing offers: Are these really making a comeback this year? If so, what caused it? And which offer types and geos are hot? **(Short: Carrier-billing offers coming back? Best offers and geos?)**
5. Offer recommendations (geo+vertical) for newbie affiliates? **(Short: Best geos+verticals for newbies?)**
6. Offer recommendations (geo+vertical) for intermediate/expert affiliates? **(Short: Best geos+verticals for veterans?)**

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# INTEL FROM SPY TOOLS

## MagicAdz.co, 'magicadz' on STM

Website: [MagicAdz.co](https://magicadz.co), [MagicAdz' STM Profile](#)

Since Social Media is our expertise, we want to give some predictions and tips on this topic. Although many people claim that “social is dead” we see that the king is still rolling - with the closing of Q4 reports exhibiting a clear upward trend.

There are more than 3.48 billion social media users worldwide. That's roughly 42% of the world's population and [80% of internet users](#). If you're investing in digital marketing, this means your audience is likely using social media in some respect ([Global Digital Report](#)).

**1. Running non compliant campaigns will get harder and harder and may reach the point where it won't be financially viable to keep running those campaigns the way they are being run today.** Certain verticals will need an out of the box approach in 2020 if people are still planning to run those. We already started to see people trying different approaches. The first to work hard and find those will reap most of the rewards in the coming year, so definitely don't just copy-paste angles from spy tools in 2020. Expand on what people are doing in other verticals and adapt it to yours.

**2. The news feed is getting more saturated and much more competitive.** Solution? Either try other placements that less people are running and adapt your creatives to it, or work on geos where there is still enough traffic and not enough advertisers. With growing competition and CPMs in tier 1 geos, it will become even harder to push traffic on those, so adapting is a must.

In light of these changes, we as advertisers have to recognize and adapt to

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trends as fast as they arrive every year.

2020 will be the year of the **out of the box** thinkers. Make sure you're one of them!

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## TrendingProducts.com, Athena Bruton ('athena' on STM)

Website: [TrendingProducts.com](https://trendingproducts.com), [Athena's STM Profile](#)


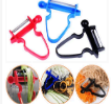


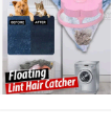


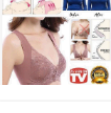


Below are some of the hottest products identified by our product research tool.

### 2019's Most-Viewed:

	<b>29,533,287 Views</b> Heavy Duty Sneakers +\$18.28 Profit	2019-05-06
	<b>29,239,392 Views</b> Portable Blender +\$25.50 Profit	2019-01-07
	<b>26,690,635 Views</b> Mist River Incense Holder +\$41.37 Profit	2019-01-15
	<b>24,001,147 Views</b> Neck Fan +\$11.08 Profit	2019-07-24
	<b>23,468,254 Views</b> Posture Corrector +\$17.96 Profit	2019-03-26
	<b>22,832,303 Views</b> Self Massager +\$14.20 Profit	2019-11-28
	<b>20,766,219 Views</b> Luggage Organizer +\$13.47 Profit	2019-03-19
	<b>20,540,695 Views</b> Expanding Photo Locket +\$19.20 Profit	2019-05-13
	<b>20,467,535 Views</b> Hair Removal Kit +\$3.98 Profit	2019-05-17
	<b>19,683,548 Views</b> Portable Mini Projector +\$31.82 Profit	2019-01-26

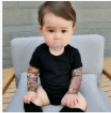









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**2019's Most-Clicked:**

	<b>2,660,911 Clicks</b> Solar Path Flame Lights +\$4.47 Profit	2019-04-23
	<b>2,183,238 Clicks</b> Magic Peeler +\$10.20 Profit	2019-01-15
	<b>1,571,721 Clicks</b> Side-Buckle Lift Bra +\$10.53 Profit	2019-04-16
	<b>1,425,710 Clicks</b> Easy Lash Extensions +\$17.13 Profit	2019-06-01
	<b>1,210,763 Clicks</b> Floating Pet Fur Catcher +\$6.98 Profit	2019-02-27
	<b>1,140,686 Clicks</b> Universal Car Phone Holder +\$10.98 Profit	2019-04-04
	<b>1,126,013 Clicks</b> Natural Teeth Stain Remover +\$15.35 Profit	2019-06-27
	<b>1,065,738 Clicks</b> Front Closing Breathable Bra +\$20.05 Profit	2019-07-30
	<b>979,065 Clicks</b> Nail Kit +\$15.04 Profit	2019-03-26
	<b>965,385 Clicks</b> Waterproof Tattoos +\$8.60 Profit	2019-04-12

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**2019's Most-Liked:**

	<b>1,558,492 Likes</b> Tattooed Baby Onsie +\$14.87 Profit	2019-08-14
	<b>672,664 Likes</b> Burrito Blanket +\$16.53 Profit	2019-10-17
	<b>534,113 Likes</b> Kids GPS Tracker +\$23.73 Profit	2019-08-28
	<b>292,026 Likes</b> Rainbow Tomato Seeds +\$7.55 Profit	2019-03-07
	<b>255,653 Likes</b> Pet Seat Cover +\$17.87 Profit	2019-03-04
	<b>212,230 Likes</b> Comfort Sandals +\$16.30 Profit	2019-07-15
	<b>181,907 Likes</b> Luxury Watch +\$85.81 Profit	2019-08-24
	<b>135,867 Likes</b> Shark Wine Glasses +\$10.93 Profit	2019-09-18
	<b>124,099 Likes</b> Calming Bracelet +\$18.71 Profit	2019-08-22
	<b>112,991 Likes</b> Mark and Cut Any Shape +\$16.79 Profit	2019-10-26

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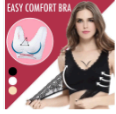







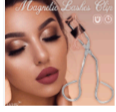



January 2020's Most-Viewed:

	<b>10,358,812 Views</b> LED Light For Closet +\$10.23 Profit	2020-01-13
	<b>8,261,253 Views</b> Tailgate Safety Light +\$11.47 Profit	2020-01-06
	<b>7,078,765 Views</b> Wireless Car Phone Charger +\$3.75 Profit	2020-01-13
	<b>6,891,393 Views</b> Weight Training Magnet +\$8.99 Profit	2020-01-21
	<b>6,671,687 Views</b> Multi-Port Clothes Hanger +\$8.39 Profit	2020-01-13
	<b>6,396,978 Views</b> Magnetic Toy For Kids +\$17.87 Profit	2020-01-27
	<b>5,732,886 Views</b> Men's Hair Straighteners +\$19.12 Profit	2020-01-13
	<b>5,718,225 Views</b> Bed Sheet Grippers +\$10.88 Profit	2020-01-11
	<b>4,183,529 Views</b> Remote Control Duplicator +\$8.64 Profit	2020-01-07
	<b>4,085,287 Views</b> Pet Bed +\$26.34 Profit	2020-02-02

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January 2020's Most-Clicked:

	<b>1,238,770 Clicks</b> Easy Comfort Bra +\$11.00 Profit	2020-01-03
	<b>1,203,261 Clicks</b> Portable Lint Remover +\$9.98 Profit	2020-02-04
	<b>654,111 Clicks</b> Portable Lint Remover +\$15.30 Profit	2020-01-05
	<b>361,968 Clicks</b> Airpods +\$17.38 Profit	2020-02-03
	<b>344,950 Clicks</b> Hair Extensions +\$6.90 Profit	2020-01-19
	<b>320,382 Clicks</b> Cutlery Organizer +\$7.43 Profit	2020-01-10
	<b>316,226 Clicks</b> Twin Hearts Adjustable Bracelet +\$24.35 Profit	2020-01-24
	<b>236,783 Clicks</b> Glass Repair Kit +\$8.00 Profit	2020-01-06
	<b>211,981 Clicks</b> Lash Extensions +\$14.40 Profit	2020-01-11
	<b>207,148 Clicks</b> Free Ring +\$4.50 Profit	2020-01-03

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January 2020's Most-Liked:**307,323 Likes**

Compression Socks

+\$31.27 Profit

2020-01-15

**214,965 Likes**

Sunflower Ring

+\$18.35 Profit

2020-01-13

**179,776 Likes**

Flower Slippers

+\$14.95 Profit

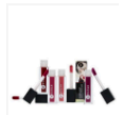
2020-01-05

**154,845 Likes**

Couples Keychain

+\$13.32 Profit

2020-01-01

**139,004 Likes**

No Smudge Lipstick

+\$10.73 Profit

2020-01-05

**138,097 Likes**

Booty Lifting Leggings

+\$10.89 Profit

2020-01-19

**132,208 Likes**

Cross Necklace

+\$23.18 Profit

2020-01-09

**127,567 Likes**

Fashion Trainers

+\$8.10 Profit

2020-01-09

**82,597 Likes**

Oscars Style Bodysuit

+\$25.78 Profit

2020-01-22

**48,799 Likes**

Cherry Toilet Brush

+\$13.85 Profit

2020-01-01

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The above is a very small selection of the 191,674 trends our team has manually matched with dropshipping products from stores. It's important to note we don't sum the data over multiple ads or posts, so in most cases the traffic to the product will be x5 to x10 the amount above, with much more traffic coming to similar products on copy-cat dropshipping stores.

The profit shown above is the sale price minus the cost price. Admin expenses and customer refunds haven't been accounted for as they are impossible to guess.

To approximate the earning potential of a product based on a datapoint as shown above, you can assume an industry standard dropshipping conversion rate of 3% on all clicks to a product:

**Datapoint: 2,000,000 clicks tracked via bit.ly**  
**\$20 profit per sale**  
**SALES = .03 \* 2,000,000 = 60,000**  
**PROFIT = 60,000 \* 20 = \$1,200,000**

Industry standard CTR rate from video view to product is around 2%, this varies greatly with viral products but we can assume:

**Datapoint: 20,000,000 views on one video**  
**\$26 profit per sale**  
**CLICKS = .02 \* 20,000,000 = 400,000**  
**SALES = .03 \* 400,000 = 12,000**  
**PROFIT = 12,000 \* 26 = \$312,000**

Similarly, if we only have a like datapoint, we can assume every like accounts for approximately 5 product clicks based on our data. Again, this varies greatly depending on product and category, but it's a good starting point.

**Datapoint: 150,000 likes**  
**\$4 profit per sale (free+shipping)**  
**CLICKS = 150,000 \* 5 = 750,000**

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SALES =  $.03 * 750,000 = 22,500$

PROFIT =  $4 * 22,500 = 90,000$

You can see all of this data live on our website.

For more information on our stats, please see [this STM post](#).

For a direct link to the PDF guide, [click here](#).

**Note from the Editor:**

**More insights from more spy tool owners can be found in Volume 2 of this report!  
Volume 2 will be released approximately 3-4 weeks after Volume 1, so watch your inbox like hawk!**

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# INSIGHTS FROM AFFILIATES

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

Link: [John Alanis' Resource Page](#), [John's STM Profile](#)

### 1) Self-intro

My name is John Alanis, I'm from Austin, Texas, and I've been doing online marketing since 2000 - I still remember when GoTo.com invented Pay Per Click, and a startup company with the silly name of Google knocked it off and added an autobid feature.

I am primarily an email marketer, although I do some push notifications as a complement to email (not a replacement). I buy a lot of CPC email blasts from horny guy lists, and send them offers horny guys are interested in, mainly dating site offers, but some stamina, some enlargement, some ED and some PUA offers.

### 2) Factors responsible for success?

The biggest key to my success in the past year is finding a neat way to offset initial traffic cost so I can get my email list happily paid for by other email marketers. I've created a "Private Leads Club" for me and a few other email marketers where they pay on a fixed per lead basis for an email address. Whenever I generate a new email address, that email address is posted to their list at the same time, and they pay me at a price per email address they know will be profitable. There's no welcome page, but all email addresses are clickers, so revenue is generated downstream, and members pay a fixed cost they know they will be profitable on.

They get a lead at a fixed cost they know will be profitable for them over time by emailing that lead a variety of offers, and I get a lot of my upfront media cost paid for. Cost sharing for upfront media can be a very profitable way to build an email list as

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long as everyone knows what they are doing. Private Leads Club members do not, of course, pay for email addresses already in their database, only new data. Revenue is generated on follow up emails to those email addresses, and they get an email address for a much lower rate than they would by generating it on their own.

While I like to keep the number of emailers on the Private Leads Club small, I generally hold a slot or two open, so if you are an emailer in the US Geo adult/casual/international dating space and you'd like clickers at a fixed cost, contact me at john.alanis1 on Skype and I'll give you further details. Or email me at [johnalanis5150@gmail.com](mailto:johnalanis5150@gmail.com).

### 3) Focus for this year?

This year I'll be really focused on building my email list and testing lots of different offers, building a large catalog of offers I know the list likes and responds to. Also, focused on the Private Leads Club as described above.

### 4) Which traffic types / verticals are thriving/dying?

Dating offers are always hot since there will always be horny guys. I do think there has been somewhat of a shakeout in the Adult/casual dating space, but there are still plenty of offers to promote to plenty of horny guys. One thing that has happened is the knockoff rate of landing pages appears to have increased - guys see the same landers over and over. I've been writing copy since 1996, so I always created my own landers and that's a big key. Yes, it's good to look at what's working for inspiration, but you want to write your own unique ones.

The term "swipe file" is an old copywriting term that meant a file of winning ads and sales letters you swiped ideas and structure from, you didn't copy word for word. Nowadays people think it means ripping a lander and passing it off exactly as your own. The problem with that is so many people do it, the EPC starts to drop quickly because the same traffic sees it over and over. If you go back to the original intent of a "swipe

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file” and learn to create your own landers based on ideas, you will do much better for longer.

### 5) Best geos?

I tend to focus on what I call the “Horny Guy” market because it is a big market, guys are always horny, and there are a lot of offers to sell to them - dating sites, naughty games, supplements, enlargement, pua, stamina, etc. I like the US market, but that’s only because I have always marketed to it, and know it well.

### 6) Advice for newbies?

Pick one vertical that really interests you and focus on it until you know it like the back of your hand. If you jump from dating to sweepstakes to nutra and so on, you’ll never understand the nuances of a particular market. Get familiar with one first, and then if another interests you move on after you understand the structure of affiliate marketing. Also, be a serious student of marketing - you are up against other serious students in this business and if you treat it like a hobby, you will get hobby results (i.e. money losing).

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## Jed Arden ('jennatalia' on STM), Affiliate Turned Entrepreneur

Website: [JedArden.com](http://JedArden.com), [Jed's STM Profile](#)

### 1) Self-intro

I'm Jed, rather 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. I still run traffic to my core 6-D verticals: Debt, diet, dating, dollars, dick-size, and downloads. The proportions have changed from last year, but the verticals still work. I also still focus on buying from the Alexa 1M websites. However, the ad units and formats I've been buying have shifted. This past year has seen the most growth in push and native.

### 2) Factors responsible for success?

These three things are what I credit to my growth this past year:

#### 1) A.B.B.I.E.

A.B.B.I.E. stands for Automated Bid/Budget Insertion Engine. A.B.B.I.E. is an internally developed robotic media buyer responsible for keeping in excess of 250,000 campaigns in flight across the networks where we're running. Thanks to the development and testing that went into A.B.B.I.E. my team and I have been able to buy media with a level of granularity that is absolutely impossible to replicate manually. It's an unfortunate reality that is becoming increasingly true in the marketing space - robots are coming for your jobs.

#### 2) I.R.I.S.

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I.R.I.S. stands for Internal Reporting/Intelligence Service. I.R.I.S. is a series of reporting tools and machine learning driven research dedicated to calculating the value of a click. I.R.I.S. allows us to know our business at a glance, identify anomalies which warrant further manual investigation, and automatically determine the value of a series of creatives or landing pages to better inform our conversion rate optimization efforts.

### 3) G.R.A.C.E.

G.R.A.C.E. stands for Granular Reporting Around Campaign Effectiveness. G.R.A.C.E. is a data warehouse which stores in excess of 400TB of campaign data. There's no more need to "rent" my data from the tracking providers for up to 2 years. Moreover, G.R.A.C.E. gives me access to attributes about clicks which were never made available by more traditional affiliate trackers. That granularity combined with the machine learning power of I.R.I.S., the execution power of A.B.B.I.E., and a growing collection of algorithms and processes has exploded the efficiency of my team.

For my organization, 2019 has been a year of automation - liberating people from monotonous tasks.

### 3) Focus for this year?

This year has two interesting macroeconomic factors which have wide-ranging impact on the marketing industry. The first is the Summer Olympics in Tokyo, and the second is the 2020 US Election. Politics or other opinions aside, a lot of money is going to be spent in the marketing world which in turn will drive CPMs up across the board. It's going to rain money in 2020, and I'm making sure I get wet.

### 4) Which traffic types / verticals are thriving/dying?

Crypto was surprisingly more resilient than I give it credit. You could say the same for Nutra. There's plenty of talk in the push space regarding the impact of Chrome 80. I

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think it would be safe to say the easy money from push is going away. So now it's time to worry about the engagement of the audience to continue to maximize the value of that relationship. E-commerce - and by that I don't mean dropshipping - is proving to be particularly strong. Facebook has been largely unpredictable for us though still very useful when running massive retargeting campaigns. The pending merger of Taboola and Outbrain will add a bit of turbulence to the native market, and I suspect there will be some growing pains for the new company as it tries to integrate both systems together. This should present strong opportunities for untapped or underutilized traffic.

### 5) Best geos?

Tier 1 Geos will always have the big money - but small margins. Emerging markets are amazing places to learn intermediate level internet marketing, but it isn't necessarily a place which guarantees "fuck you" money. I'd rather have a \$10 M revenue business earning 10% profit a year, than a \$1 M revenue business earning 100% profit a year. The simple reason is growing a \$10 M business by 10% doubles my profit, and it's a lot easier to grow a business 10% than it is to grow a business 100%.

### 6) Advice for newbies?

For those of you with the ambition to start, learn how to sell. I don't mean match the landing pages and creatives to the traffic which best converts. I mean take the time to understand principles of persuasion, how to handle objections, how to close, and so on. Marketing, after all, is just salesmanship in print. There are plenty of how to guides talking about split testing, talking about campaign set up, and a lot of other tactical things to get started. There was once a time when doing those things made money. With the influx of competition, you need to do even more to ensure a profit for yourself.

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

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

### 1) Self-intro

Born In Jerusalem, I've been in the industry for 11 years now. I own an agency and multiple online and offline businesses, from fitness centers to a supplement and nutrition company. And I've been speaking at affiliate world conferences and sharing my ideas and methods with everyone.

### 2) Factors responsible for success?

If I had to choose out of all of the many reasons that are responsible for my success, I would have to say my partner's loyalty, the ability to re-invent and keep learning new stuff, and most of all - the ability to let go of whom and what's not working for me and BURN BRIDGES.

### 3) Focus for this year?

This year is going to be a mix of white-hat lead-gen and ecom. I'm building my supplements company and it's the first year I'm going to spend over 1M\$ easily just on amazon ads. This year is going to be the biggest because I'm going to connect everything I've learned and use every resource I have - from technology to human connections - to create my biggest project yet, by far.

### 4) Which traffic types / verticals are thriving/dying?

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Facebook is always hard to scale but always converting. I think the last algo changes would really benefit campaign stability when starting to scale - if you know how to, and also - the last automatic campaign updates with google are right now crushing it for me on GDN and Youtube.

#### 5) Best geos?

With ecom - I would have to say US right now, but we're looking to open up our supplement product to all Tier 1 in the next couple of weeks so it's about to get really interesting soon. With leadgen we're doing really amazing numbers on google with Europe white-hat lead gen on multiple products.

#### 6) Advice for newbies?

Know who to learn from. Don't get too skeptical. Be Authentic when talking to people from the industry - online and at conferences because they're smart and will know when you're not being truthful.

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## Matthias Busch ('codeflame' on STM), Super-Affiliate

Link: [Matthias' STM Profile](#)

### 1) Self-intro

Hey my name is Matthias Busch, aka the Phillipp Plein guy on the shows. I'm based in Germany and have been active in the affiliate game for over 10 years. I started with Facebook, building up fanpages with apps to use them for marketing. Then I moved onto media buying, which I'm still doing today.

My favorite and strongest vertical is Dating, which is doing 7 digits a year.

### 2) Factors responsible for success?

There are many factors that are responsible for being successful. On the one hand, it is focusing on 3-4 strong dating partners in order to work as closely as possible. On the other hand, it is the technology and the funnel behind the pages. You have to get as much out of one visitor as possible (push, back button, popunder, email) in order to achieve a high ROI.

Of course, push traffic last year was also very successful until it was exhausted by too much spam from the networks.

### 3) Focus for this year?

My focus this year is to further refine my funnels. It has become very important in the dating area that the complete flow is absolutely consistent. You need API to have everything in your own hand. This is the only way to design the offer page to match your own landing pages. And a nice side effect is that you can also add a back button / push if the user does not log into the API. Furthermore, url referer evaluation has become very important to see beforehand which category of visitors saw your advertising, and show dynamic pages based on that.

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#### 4) Which traffic types / verticals are thriving/dying?

Dating is still hot like every year. Users that surf on porn sites are also keen on dating. Of the traffic types, native and display are still the best. But if you filter the traffic properly, popunder also works. Social, SEO, SEA, escort traffic is best for working with revshare.

The quality of push traffic for dating continues to decrease and will only recover in a few months when the networks can no longer send as much and have to rely more on lifetime value again.

Own push lists are of course still good traffic if you properly integrate them into the landing pages.

#### 5) Best geos?

Tier 1 countries are of course still the strongest countries in terms of payouts. US, UK, CA, AU, Scandinavia, DACH, FR, and IT are very dating-heavy.

Of course, smaller countries are worthwhile if they have a lot of volume and a good product is available. I love it when a country has a lot of traffic, because that's the best way to scale.

#### 6) Advice for newbies?

Work with people honestly from the start. This is the only way to gain a foothold in the shark ocean.

Just focus on one thing and don't try something new just because it doesn't work out right away. The days of making huge profits immediately are over and it takes a lot of hard work and time. Use advertising formats that you can control like banners / native to have a solid benchmark.

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## Emanuel Cinca ('manu\_adefy' on STM), Founder of WHAT THE AFF

Website: [wtaff.co](http://wtaff.co), [Emanuel's STM Profile](#)

### 1) Self-intro

My name is Manu. I've been in the industry for about 5 years now. Over the years, I've changed my main focus several times, starting with mobile display, then pops, then Facebook. Currently, I'm only focusing on organic growth strategies and FB Ads for WHAT THE AFF, a daily email with the latest on all things digital marketing, including plenty of affiliate-relevant topics.

### 2) Factors responsible for success?

Consistency and iteration. We consistently test different ideas for growth and apply whatever we learn from the experiment. Whether that's paid traffic or organic, it's always like an experiment and doing this consistently compounds over a full year.

We're also consistent on the side of giving users what they expect.

Last factor is not depending on any ad platform – this has helped me to focus on quality instead of putting out fires on FB, haha.

### 3) Focus for this year?

There will be more focus on paid traffic. More Facebook, perhaps some Google Ads and some SEO as a 3rd option. Sustainable campaigns on the 2 biggest platforms, plus moving the needle with organic search are key for our long-term growth, so that's what we will do more of.

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#### 4) Which traffic types / verticals are thriving/dying?

In terms of verticals, it's very hard to say without being hands-on. I do see more networks and affiliates with e-commerce offers. So not having to build your own store, just a straight affiliate offer. Aside from that, lead-gen is alive and well for different niches.

On the decline, it seems to be nutra as the most obvious. It was a transitional period from trials to straight sales for the most part.

For traffic sources, I could only say that push traffic ran into its first difficulties. But it seems it will stay strong in 2020 since both RichPush and PropellerAds introduced In-Page notifications that work on iOS too. Most networks are almost certainly closely looking at any scary changes coming from Chrome, Android or iOS.

Aside from that, FB is on a clear decline if you run black hat.

#### 5) Best geos?

Our campaign is for our own product so we're focusing on Tier-1 English speaking geos. It has less to do with instant ROI and more to do with the lifetime value of a subscriber.

#### 6) Advice for newbies?

Get a spy tool for push, look through the whole funnel, rip and clean the pages, then test a few push traffic sources.

I'd also recommend avoiding FB at the beginning if you don't plan to spend a lot of time building a business that improves user-experience.

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## Ian Fernando ('ianinternet' on STM), Online Entrepreneur

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

### 1) Self-intro

Currently living overseas, in Vietnam at the time of writing this. I have been in affiliate marketing for more than 15 years. Most of my revenue came from lead gen, nutra, health, sub prime, and installs. I run any type of traffic but have been running push and native lately.

### 2) Factors responsible for success?

I think its consistency and my network. I believe my network keeps me going. I also tend to always try to be on top of things and test the new algos that are out.

I want to make sure I understand what is going on with advertising. I read a lot about what advertisers/affiliates are going through and what they are looking for when it comes to strategies. I want to make sure that I am somewhat ahead or at least educated in the scenario that are currently out there.

This is always me being consistent because marketing is always changing, the internet is still young and it is slowly maturing. If I can understand the basics of the changes then I can try to predict what can happen in the future. Understanding how the now relates to the future is important.

### 3) Focus for this year?

This year I want to focus on ADvengersOnline.com (created January 1st of 2020) and creating a valuable platform for media buyers, online marketers, and affiliate marketers. I also want to start moving towards Amazon FBA as well.

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I started Amazon FBA last year and found it to be a bit more fulfilling than running campaigns. I am not sure if I will stop campaigns 100% as it is a part of me and I tend to always go back to it.

What has changed for me is to provide some sort of value while taking my skills in the online space and applying it to my new ventures. I have been in this thought process of what is next after ads? So I have been stuck and I know Amy and I have spoken in depth about this.

When I came out with OfferSnitch (2012), I was super ecstatic with the program. I made this software to find networks and advertisers that cheated affiliates. I knew my commissions were being cheated on. I just needed something to prove it. It was a valuable platform for the affiliate industry and I want to have that feeling back. Building something of value for an industry I love.

This is why ADvengers is the next move for me as it is a community of users that I can always interact with and grow with for the long run. As far as campaigns, I will be running traffic no matter what but with my new ventures.

#### 4) Which traffic types / verticals are thriving/dying?

I have started doing COD outside of the typical T1 verticals. I also have been buying a lot of T2 and T3 traffic while implementing those strategies into T1.

Google and Facebook are still going to be number one platforms to buy on. More and more apps are coming out and growing, such as Tik Tok. I have yet to test out Tik Tok and other vertical app platforms. I just do not like creating video ads as much.

Quora especially is another traffic source that is worth advertising on.

I still think push will continue to grow even with the changes with Google Chrome. The reason I think this is because notifications can't go away just because apps need them. BUT the leads will most likely be more of higher quality with the changes on Chrome. So the traffic quality should be better. We shall see.

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I think push advertising is still brand new but rapidly adjusting. Will it decline? Probably. But I think it is just adjusting, just like any other traffic source.

### 5) Best geos?

Asia currently is growing. If you were at AWA 2019, then you should have noticed many advertisers pushing south east Asia in terms of offers and finding sources to buy traffic from.

There is a huge effort to grow more traffic in Asia just because it is all emerging and growing rapidly. With the internet being more accessible to users, it will be the new market for sure to repeat what is slowly 'drawn back' in the eastern countries.

There are networks that want to buy leads to sell to phone plans and even ones that want to sell real estate. It is definitely ripe time to advertise in Asia and get cheap traffic as well.

### 6) Advice for newbies?

The best way for an affiliate to start advertising is to create and understand what a website is. I say this because it allows them to understand a website, create copy, understand creatives, and do simple coding to install tracking or pixels.

This is literally the best way to learn - the basics are always the best way to learn any industry. I do not try to teach traffic right away, especially if they do not understand how to create a landing page. I have seen affiliates use spy tools but they do not know how to switch their affiliate links in the landing page they downloaded.

That is a problem. So it is important to understand the bare bones of affiliate marketing and that is the simple one page lander or website.

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

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

### 1) Self-intro

I am from Ukraine, have been living in Cyprus for 3 years. Started in 2016, I was running BH (blackhat) traffic for 1.5 years. Then I started to run WH (whitehat) traffic on Facebook, leadgen mostly. So it's been 3 years in total.

### 2) Factors responsible for success?

The most important thing is to develop your mindset, discover more and more angles, run tests wisely. It helped me to understand what verticals/offers I needed, and how to create unique angles.

### 3) Focus for this year?

Nothing has changed. I will keep building my business around WH leadgen as it's more predictable than BH. Going to grow my team of media buyers and raise some funds to use as budget for campaigns.

### 4) Which traffic types / verticals are thriving/dying?

I think BH verticals like nutra, binary/crypto are still hot. But you will need a great number of resources to run it on big scale. I am running only FB traffic and not aware of how well other sources perform.

### 5) Best geos?

I am focused only on Tier-1.

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## 6) Advice for newbies?

The best idea is to join a team of experienced media buyers as a junior media buyer with \$0 salary, and help them with everything - create prelanders, look for offers, create angles, set up campaigns, etc. It will help you to save your money and your time, while steering you in the right direction. Then you can show your first results and raise some funds for your first campaigns. Do not spend your own money until you understand how to do it.

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## Paul Jey ('Clickbait' on STM), Super-Affiliate

Website: [SynapseMediaOnline.com](http://SynapseMediaOnline.com), [Paul's Personal FB Page](#), [Paul's STM Profile](#)

### 1) Self-intro

I have been in affiliate marketing for almost six years, in digital marketing for 8+ years. Started out as a cab driver, then taught myself SEO, then moved onto building apps, found my way on STM and the rest is history!

Traffic type - Facebook mainly.

### 2) Factors responsible for success?

First and foremost I would say my network. I have some amazing friends in the industry and we are in some powerful masterminds. It's very important to have somewhere where you can check-in with others, bounce ideas and ride the Facebook roller coaster together.

Other factors of success would be having a solid team of creative staff, developers, etc. In our industry a winning campaign could die tomorrow. So you always gotta have tests on the go, so that if one thing crumbles you got others queued up to hit. Having a team is helpful for this because you can increase the bandwidth of tests, get more stuff up and find those winners and keep scaling.

Lastly, 2019 had to adapt a lot. Having multiple verticals / offers up is key so you can somewhat balance the spikes and dips. If you double down too hard on one thing you might make some extra money in the short run but you are also creating a massive liability that might backfire when an offer goes down etc.

### 3) Focus for this year?

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It's still going to be e-commerce and lead gen. But just a different flavour of it. My mindset has shifted from just sending traffic to offers, to trying to own the customer and extracting money from that customer over the full LTV, instead of getting a cut of it on the front end. Media buying companies are rarely (if ever) bought because they hold almost no enterprise value. Whereas if you media buy and collect the customer data (and don't burn them) that asset is worth something to the right buyer. To answer your question: Media buying to build products/brands with a focus of building enterprise value.

#### 4) Which traffic types / verticals are thriving/dying?

Dropshipping got hammered with updates to fan pages. Lead gen got super competitive as more pubs moved over to it. Overall the same stuff is working as 2019, it's just fewer people are able to make them work at scale now due to competition, auction prices and compliance issues.

#### 5) Best geos?

Historically US/CA have been my biggest money makers. That being said I have done plenty of damage in tier 2 and tier 3 geos. But it just requires extra effort with translations, localizing landing pages. But for the right offers there is less competition, less spy tool penetration in these geos. So you can run juicy campaigns longer (maybe not at huge scale) but way better ROI than running Tier 1.

#### 6) Advice for newbies?

Affiliate marketing is not for everyone. Not to deter people but I think a lot of newbies don't have a realistic perspective on what it takes to succeed in our space. 95% of the people that ask me about affiliate marketing never have any follow through. When friends used to ask me I'd send them an e-mail with tons of affiliate marketing resources. Out of 30 people I sent that to, 1 actually read it, applied it and now makes six figures in the affiliate space.

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If you are going to get into affiliate marketing, get ready to lose \$20k to learn properly. Mentally prepare yourself to read for hundreds of hours about copywriting, creating video/image ads, conversion rate optimization, etc. The top 1% of affiliate I know, this is their craft, this is what they love, they know it inside out. They have read all the books, read the forum posts, spend dozens of hours a week keeping their knife sharpened. Bottom line is, traffic is more expensive than ever, competition is higher than ever, and compliance is more difficult. To succeed in this arena you need to be dedicated, focused and putting the hours into your craft.

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## Hen Kinan ('kinan' on STM), Affiliate & Founder of SHINEz

Website: [SHINEz.io](https://SHINEz.io), [Hen's STM Profile](#)

### 1) Self-intro

I have been an affiliate for the past 7-8 years, in different niches; from toolbars to e-com, to mobile content and CPLs.

3+ years ago, we started SHINEz – a content distribution platform that works directly with big brands and makes it simple and super profitable for media buyers/influencers to promote viral content.

We run strong on Facebook, Snapchat, Twitter, Taboola, Outbrain, and Gemini, working on a monthly basis to check and adjust to other traffic sources, with Tiktok, GDN, and YouTube coming up next.

### 2) Factors responsible for success?

I think the market keeps changing, mainly due to regulations. It's like a cycle, it changes the industry's face every once in a while, and having the ability to adapt fast and stay on top of things definitely helps. I'd say you have to constantly make hard decisions.

The main factor that's responsible for our success was definitely investing in people – don't be scared to hire A-players!

Moreover, technology/automation is a must. I can't see us adapting or growing without it.

### 3) Focus for this year?

Well, after successfully taking on a vertical that wasn't available to affiliates – viral content – and adjusting it to the affiliate industry – I am looking for the next big thing. An interesting vertical many companies run but is mostly foreign to affiliates is Native/

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Social traffic to Search result pages. My plan is to do what we did with Viral Content to this new vertical – stay tuned!

#### 4) Which traffic types / verticals are thriving/dying?

I guess the big traffic sources are still Facebook, GDN, and the top Native (Outbrain & Taboola) platforms.

Tiktok created a lot of buzz but I think it will need time to improve its algo and ads manager.

Push notifications were also hot but as some affiliates are super aggressive, I think it's a window that will be closed soon.

#### 5) Best geos?

N/A

#### 6) Advice for newbies?

1) Read a lot. The knowledge is out there, everywhere. Use your time wisely, invest in getting knowledge, and constantly ask questions.

2) Attend conferences - my fav that I never miss is <https://affiliateworldconferences.com>. But only attending isn't enough; talk to people, get connections.

Bottom line – step out of your comfort zone, the sooner the better!

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

Website: [TheStackPack.io](https://TheStackPack.io), [Tim's STM Profile](#)

### 1) Self-intro

10+ years of experience in online marketing; mainly e-mail, seo and facebook advertising!

### 2) Factors responsible for success?

Patience, smoking weed, staying calm, luck, testing and persistence...

### 3) Focus for this year?

More coaching/mentoring, less media buying! I get more excitement out of making people succeed in online marketing at the moment...

### 4) Which traffic types / verticals are thriving/dying?

Hot: e-mail, push, sms, dating, sweeps, e-comm.

Not: facebook, pop, crypto.

### 5) Best geos?

UK, IE, NL, BE, US preferred.

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## 6) Advice for newbies?

Read a lot first and get a feel of a particular traffic source and/or vertical. Dig a bit deeper on those and start testing.

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## Mitesh Muley ('miteshmuley' on STM), Affiliate Transitioning into Advertiser

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

### 1) Self-intro

I am Mitesh from India (Pune). I am in this industry for almost 13+ years. I took a break for a few years to explore SEO/SMM, and tried my hand again at AM around 6-7 years back.

I am running whitehat offers: Nutra, Crypto, Sweeps. Mostly I focus only on Facebook and Google.

This year I am also transitioning into launching my own whitehat offers. More about this in next year's guide.

### 2) Factors responsible for success?

Hard work, Patience, Knowledge, and Networking are some of the factors for my success in past year.

### 3) Focus for this year?

I am transitioning into launching my own whitehat offers. I will still be running sweepstakes and other Blackhat niche offers, but more focus on launching my own Whitehat offers.

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#### 4) Which traffic types / verticals are thriving/dying?

Facebook, Google and Native are still huge, but ad compliance is becoming more strict. I think email, sms traffic may be better in terms of traffic source. Push is also doing pretty well.

As for offers, I still feel Ecomm can be huge. Lead gen offers and building your own email or sms list will be huge for affiliates. May see a little slowdown in BH offers in comparison with the past. Personally I still like sweepstakes offers. Traffic arbitrage is also getting bigger and has a lot of potential.

#### 5) Best geos?

US is still huge in terms of geo. But with lots of other, smaller countries you can get better ROI and less competition. Southeast asia, middle east, africa and south america are getting bigger month after month and I see potential in those geos.

#### 6) Advice for newbies?

Start off with some whitehat offer or sweepstakes and focus on just one traffic source. You will be doing negative ROI, but learn from the data, optimize the campaign and try to get breakeven or profitable. Once you focus on any particular vertical/niche and traffic source, you can learn a lot more quickly. Lots of great guides posted on STM by our own moderator Amy (vortex on STM) and other moderators.

Don't try a lot of things when you start. Just focus on one thing and try to master it and then gradually move to other verticals and traffic sources.

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

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

### 1) Self-intro

My name is Sebastian, I am 39 years old and from Germany.

I've been doing affiliate marketing since 2005, running several different traffic types and different offer verticals over the years.

For several years my main traffic was from torrents, made huge money there with Usenet subscriptions but also with adult communities, dating and stuff.

Then for many years my main traffic was from PPV (Adware), there I made my money from traditional affiliate programs like online clothing shops, telco, electronics online shops and so on.

Nowadays most of my traffic is from Pops and Push promoting leadgens, some higher paying CPA offers, installs and some mobile content.

### 2) Factors responsible for success?

Creative thinking, effective workflow, good intuition and a winning mindset.

### 3) Focus for this year?

I guess my focus this year will mostly be on Push and Pops, offer verticals will probably stay more or less the same.

Last year I switched a good part of my traffic from Pops to Push and they both can work well together so it's nice to keep them both running.

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#### 4) Which traffic types / verticals are thriving/dying?

For me personally, offer verticals didn't change much.

Last year there were more Crypto CPL offers available, but apart from that I've been running basically the same verticals.

Casino is still there, installs are still there, sweeps are still there.

I hope that mobile content will have a comeback maybe, rumors say that this could happen.

About traffic, for me it didn't change much there either. I still run Pops but in addition, I run Push now as well.

The big crackdown on Push that I suspected would happen last year hasn't happened yet, so let's see how it goes. Best case scenario, it will be the same situation as what we've seen of browser updates for Pops, which has been happening for years already.

So it seems that Push is there to stay for some time, but affiliates will probably need to run less aggressive.

As a new format there is In-Page Push, but I wouldn't really see it as the successor of Push because there are quite a few differences between those two.

Right now In-Page Push has low volume but maybe it will grow a bit this year, then this could be an interesting format.

#### 5) Best geos?

I personally focus mostly on tier 1/2 geos because the offers I run are available there.

But some offers are also available for other geos so I also ran good volume in IN and LATAM recently.

Probably I will also test a bit with COD in Asian or CIS geos. There is lots of cheap traffic available and COD has good payouts for such geos so it could be worth it.

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## 6) Advice for newbies?

At the moment I try to support the beginners' follow along threads on the STM Forum as much as possible, and there are a few mistakes that I see often.

It doesn't matter if they start with Pops or Push, they should try to have a good plan for the campaigns and not change things (more or less randomly) in a running campaign.

They should think about what they want to run, make a plan, prepare everything, calculate the budget and just let it run.

And they shouldn't spend too much time with bot tests - it's not worth it. A placement converts well or it doesn't.

Another thing is that they shouldn't waste time checking for OS or browser versions. Such microtargeting won't make a big difference and when you have to do it for small profits then the campaign is mostly not worth it.

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## KJ Rocker ('kjrocker' on STM), Performance Marketer & Consultant

Website: [KJRocker.com](http://KJRocker.com), [KJ's STM Profile](#)

### 1) Self-intro

Hi, My name is KJ, And I have been in the affiliate space since 2010. I started affiliate marketing whilst working as a freelancer. Since the last 2-3 years, I have been trying to focus on building long term affiliate marketing campaigns. These days I am focusing on lead generation in the finance vertical and working with top brands on customer acquisition campaigns.

### 2) Factors responsible for success?

Thinking differently, I always try to come up with unique ideas and angles. Also, another thing which always has helped me a lot is doing extensive research before every campaign I run.

### 3) Focus for this year?

Last year was a game-changer for me, I spent the year learning how to successfully launch whitehat affiliate campaigns. My focus is 100% on building long term affiliate web assets and to spend all my energy on data collection. My number one focus this year is going to work on campaigns which provide maximum benefit to the customer. For example, one of the projects I am working on will be helping users to save on energy bills.

### 4) Which traffic types / verticals are thriving/dying?

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In my opinion, 2020 will be a great year for affiliate marketing and It will provide affiliates access to whitehat campaigns which actually help people and not just make money for affiliates and advertisers.

People are more aware of all the tricks affiliates use through news platforms, so nutra or crypto related offers - basically anything that misleads customers - is declining as traffic sources and regulators tighten their grip.

#### 5) Best geos?

Tier 1 GEO and MENA.

#### 6) Advice for newbies?

Test as much as you can, avoid rip and run strategy. Instead, the best bet would be to understand how big companies run their campaigns and try to understand their marketing strategies, and implement them for your own campaigns.

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

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

### 1) Self-intro

I've been in the industry for about 8 years now, and reside in San Diego, CA.

My specialty is with native ads, focusing on the ecom and leadgen space for the last few years.

### 2) Factors responsible for success?

Being laser focused on only one traffic type, native, and spending the majority of that effort on Taboola.

### 3) Focus for this year?

My focus this year will be in transitioning away from affiliate marketing to building out my own products, and partnering up with others.

I've found it increasingly difficult to make reliable profit with affiliate offers, and it just makes more sense to build your own product funnel to reap more profit, especially as traffic becomes more expensive. Plus you get to start laying the groundwork for a business you can actually sell.

### 4) Which traffic types / verticals are thriving/dying?

I think ecom offers, e.g. gadgets are red hot, though in some cases there seems to be a limited lifespan to a product. Leadgen is as strong as ever as well. I haven't been keeping tabs on other verticals, but I'm not hearing much about crypto these days.

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### 5) Best geos?

I generally stick to US due to the quality and volume of traffic, and will occasionally target other tier1 geos like CA,UK,AU,NZ,IE.

### 6) Advice for newbies?

I'd say don't limit yourself to the affiliate title; if you get good media buying skills you've got lots more options to make money.

I'd recommend for you to get good at networking, maintain communication with contacts online, attend shows when possible, and try and partner up with somebody to split the costs on an affiliate campaign or project, ideally someone with differing skillsets. In a good partnership you won't just be splitting your existing profits in half, you'll be making 10x what you'd normally make. Also don't wait too long to start building out your own funnel and offer; it's more difficult sure, but the added profits will be worth it if you can persevere. Plus with the rising cost of traffic I feel like that's where things are headed anyway so why not start exploring that path now?

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## Servando Silva ('servandosilva' on STM), Affiliate Marketer

Website: [ServandoSilva.com](http://ServandoSilva.com), [Servando's STM Profile](#)

### 1) Self-intro

My name is Servando and I live in Mexico.

I've been in the affiliate marketing industry for 7 years and mostly focused on paid traffic for the last 5 years.

We've run a ton of offers and verticals. We got started with mobile pops and redirects back in 2013-2014 and dominated them for several years. Most of our winning verticals were sweepstakes, AV, apps and toolbars.

In the last couple years we moved to bigger traffic sources (white hat) and mostly focused on Facebook for some of our own products and lately we've been working with Native and Push notifications as well.

### 2) Factors responsible for success?

Ability to test new trends like push notifications, and scale on many new traffic sources; and a ton of patience to understand what data tells me in my campaigns.

### 3) Focus for this year?

Yes, my focus has been changing slowly to acquiring websites so that we also own the traffic source and we can focus on growing it and creating assets that don't die overnight if an offer is paused.

### 4) Which traffic types / verticals are thriving/dying?

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As for verticals, we have noticed mobile carrier keeps shrinking in terms of available geos where offers are hot.

Some verticals that gained a lot of traction though are push notification smartlinks, as traffic sources are using affiliates (besides their organic traffic webmasters) to build their audiences so a ton of networks added push smartlinks to their inventory to grab a piece of the pie.

For some networks, it didn't work but other networks have shifted a ton of their volume to gathering push subscribers and even adding an alternative link with push prompts to each of their offers.

### 5) Best geos?

Tier 2 geos are where we're focusing on lately, with the occasional tier 1 or tier 3 campaigns doing well if the offer is strong and volume is available.

A ton of people are talking about a new economic crisis coming soon, so I see a ton of potential in promoting offers related to that, including loans, credits, insurance, etc. and even offers where you can make money like gambling, crypto, etc.

### 6) Advice for newbies?

My advice for newbies hasn't changed much as the same fundamentals apply. Assign a monthly budget, select a traffic type or source and stick to it to learn the ins and outs without jumping ship too fast, and be patient to gather data so you can understand what works and how to optimize your campaign.

Also, keep in mind most of your campaigns will fail, so don't get discouraged by 1 or 2 campaigns failing at the beginning or getting 0 conversions. It's pretty normal even for seasoned affiliates.

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## Jitendra Vaswani ('Jitendra' on STM), 6-Figure Affiliate Marketer

Website: [BloggersIdeas.com](http://BloggersIdeas.com), [Jitendra's STM Profile](#)

### 1) Self-intro

I am a Digital Marketing Practitioner & international keynote speaker currently living digital nomad lifestyle, & also the founder of the kickass internet marketing blog BloggersIdeas.com, where I interview marketing legends like Neil Patel & Rand Fishkin.

With 6+ years of expertise in Digital Marketing, I have been a marketing consultant, trainer, speaker, and the author of "Inside A Hustler's Brain : In Pursuit of Financial Freedom" which has sold over 20,000 copies, worldwide. I have trained 10000+ digital marketing professionals to date and have been conducting digital marketing workshops across the globe for 5+ yrs. My ultimate goal is to help people build businesses through digitization, to make them realize that dreams do come true if you stay driven.

My niche is travel, dating, MMO & digital marketing offers I promote through my blogs.

### 2) Factors responsible for success?

For me, the #1 reason for success is networking with the right set of people. To be honest the AWA BKK 2016 event changed my life in terms of making money online. I met a few affiliate marketers at these networking events & they shared a lot of great tips, I implemented them & that gave me results. If you really want to have success I will say go out and attend these mastermind & you will see money flowing into your bank accounts. Connections really help me to making money on a recurring basis.

### 3) Focus for this year?

For me I am focusing more on affiliate offers in the health & dating niche. I am doing SEO & Adwords these days. Adwords has been an amazing source of traffic for me as

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some brands allow me to do brand bidding, and these are low competition keywords. To find those it takes a lot of time, and I do this by manual research, such as seeing FB ads for one software & then checking the keyword search volume for that brand.

SEO is going through a lot of changes and I cannot depend on Google totally, so I shifted my income source to Google ads. Google wants us to do PPC as getting results from SEO takes a hell of a lot of time.

#### 4) Which traffic types / verticals are thriving/dying?

I am seeing education vertical is hot right now because I am promoting some education offers from top affiliate networks like Shareasale & Awin. They have great offers that convert well for me.

I have seen some decline in crypto offers, because before I was promoting some crypto offers saw a decline in sales. I am not an expert in crypto offers, but my opinion is that it is declining due to a lot of scams happening.

#### 5) Best geos?

I only focus on tier 1 right now, because I am targeting English speaking audience for now. Soon I am going to focus on the Thailand market as I am going to stay in Thailand for a long time as a digital nomad. Thailand is a big market for ecommerce so I am going to target some brands for discount coupons & review keywords to rank them on Google, because the number of sales can be huge. I know one affiliate who is doing 6 fig (\$) in profits in Thailand market every year by promoting beauty products. So I know beauty & health products are hot cakes in the Thailand market.

#### 6) Advice for newbies?

When I started I used Google & YouTube as my friends. There is so much information available on these platforms, just grab your pen & make notes, and start applying those strategies to your websites or campaigns. Start saving money & stop spending money

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on dumb shit, go attend international events where you can meet your mentor & learn from him. I did this when I was a newbie & I attended all the top notch masterminds. I made all my money from these events. I saved every \$ to attend them & apply the knowledge to campaigns, and it turned out to be profitable for me.

**Note from the Editor:**

**More insights from more super-affiliates can be found in Volume 2 of this report, which will be released approximately 3-4 weeks after Volume 1, so please keep an eye on your inbox!**

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# INSIGHTS FROM ECOMMERCE EXPERTS

## Depesh Mandalia ('Depesh Mandalia' on STM), Facebook Ads Pro

Website: [DepeshMandalia.com](http://DepeshMandalia.com), [Depesh's STM Profile](#)

### 1) Self-intro

Hey this is Depesh Mandalia, I've generated 7-figures for affiliate offers in Ecom and over \$100M driving direct to Ecom sales for branded and print on demand stores. I've successfully invested 7-figure budgets into TV, paid search and affiliate marketing campaigns, but since 2012 I've switched focus more heavily onto Facebook ads with now well over \$30M in ad spend for clients and owned accounts. I'm delighted to contribute and be part of the STM family.

### 2) Factors responsible for success?

With Facebook ads, CBO has played a huge part in my success with Ecom. Beyond that it's been splitting front-end profit from back end growth and better understanding attribution.

### 3) Focus for this year?

Helping more people to understand the power of marketing strategy to build campaigns that drive lower costs and higher profits.

### 4) Trending niches and best geos?

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Print on demand has always been a viable option and in 2020 I see more shifting from dropship to POD. As for geos there's a groundswell for cash on delivery in upcoming second tier markets like Eastern Europe.

### 5) Customer Acquisition and maximizing LTV?

Facebook ads is still king of fast customer acquisition but now more than ever is the time to spread your risk with marketing channels. As for maximising LTV I encourage people to look at complimentary products - separating our customer acquisition from LTV is important because channels like Facebook then solely become an acquisition tool. LTV is then the job of email and non-paid channels to drive up LTV and thus profitability.

### 6) Advice for newbies?

For newbies I would highly encourage not going straight into running your own store but consider platforms that offer print on demand or existing offers you can promote, like ShineOn, Giddup and uDroppy - learn media buying first, make some money then learn how to find your own products and build a store etc.

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## Dimitri Nikolakakis, Director of DimNiko Agency

Website: [DimNiko.com](http://DimNiko.com), [Dim's FB Page](#), [Dimitri's STM Profile](#)

### 1) Self-intro

Hey guys! I'm Dim Niko. I've been in the ecom game for a couple of years now, building both my own brands, and brands for my clients at our agency, DimNiko Agency.

Amongst all this, I love speaking about the ground-breaking strategies we use to scale our own and our client's companies at major industry events like Affiliate World, iStack Training's FB & Ecom Mastery Live, Digital Marketer's Australia (Home soil!), and a bunch more.

### 2) Factors responsible for success?

Last year I attributed my success to seeking out and spending time with people who have already far exceeded the level of success I hope to achieve. The same still stands, and I believe whole heartedly in this. However, in the past 12 months, I would say the biggest thing for me has been doubling down on what's working.

So many entrepreneurs think that when one channel, strategy, or approach is working - the best thing to do is try and find more strategies to add to the arsenals. Before even thinking this, you have to realise that you've already accomplished something incredible by finding what works. It's much easier to double the output of this, than to find another strategy.

Double down on what's working first. Then explore other avenues.

### 3) Focus for this year?

Our focus this year is shifting from a Facebook media buying agency to a more holistic ecommerce growth agency. We are expanding our services as much of the media buying leverage now comes from elements outside of media buying. With the AI and

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algorithmic advancements that are happening, brands get less out of 'hacky' media buying tactics such as manual bid strategies, ad account structures, etc, and instead need to focus on the external levers. Those brands who focus on their offer, creative, landers, and so on, will have a far greater chance of success than the ones who purely rely on media buying as the mechanism for success - and so we're shifting our focus now to strategic consulting, multi-channel media buying, email, and more.

#### 4) Trending niches and best geos?

I'm not a dropshipper, so cannot comment so much on trends as I can the importance of brand building and long term sustainability. For my discussion on this topic, see my in depth response in last year's "What's Working" report.

However, the second half of this question is super interesting to me, and has been something I've been actively exploring and involved in for quite some time. For a while now, and in particular, now more than ever, there is a shocking, almost disturbing opportunity to build brands in non-english speaking geos.

CPM's are lower, marketers are average, influencer endorsements can be bought for pennies on the dollar. In the markets where there is a barrier to entry, such as COD or language differences, dropshippers and even many brands cannot compete by simply targeting the geo in ads manager - which leaves a blue ocean for those willing to research, understand, and overcome the infrastructural caveats of selling in such markets.

#### 5) Customer Acquisition and maximizing LTV?

With CPMs increasing, and ROAS dropping, every year it continues to become more and more important to increase LTV and monetize your existing customers. However the fundamentals persist - email marketing, sms, brand, community, and so forth. Don't try to reinvent the wheel here - just be sure you're investing in all of these back end channels - hence why we have introduced email as a service in our agency. This stuff is critical. Hit us up if you need help there!

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## 6) Advice for newbies?

Sell overseas. As I mentioned in the question about hot geos, there are many opportunities overseas that don't put you up against millions of brands, dropshippers, marketers, etc.

That's a great place to start. Things are easier there, which makes it a good first run for newbies if you can find a COD fulfilment partner and get around the language hurdles - nothing Fiverr can't help with!

### Note from the Editor:

More insights from more ecom experts can be found in Volume 2 of this report, so please watch your inbox!

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# INSIGHTS FROM SEO EXPERTS

## Greg Morrison ('GregMorrison' on STM), SEO Expert

Website: [OMGMachines.com](http://OMGMachines.com), [Greg's STM Profile](#)

### 1) Self-intro

I am 34 years old and live in Landenberg PA (right outside Philadelphia area) with my wife, son, step son, and soon to be newborn!

I got my start back in 2006 when I came across The Rich Jerk product. Made money online a lot of different ways back then, did pretty well. Eventually in about 2010-2011 I started really focusing on SEO.

I was able to quickly build an SEO presence after doing SEO for a large drug rehab call center that was nationwide - generating thousands of calls for them and ranking for some of the toughest terms in the market.

That was when Mike Long and David Mills asked me to team up and do OMG Machines. Since then I have mainly continued doing SEO and working with students to help teach them SEO.

### 2) Factors responsible for success?

Making some very small adjustments and being patient.

I've always done SEO for fun and to collect data to pass on to my students, so I really NEVER built sites I cared a lot about.

I've always been able to rank crappy looking sites with content that's not very good and I usually did it to prove points or just out of laziness.

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The main goal was always just to get the rankings, or get the data, and have the site(s) just sit and collect data during future updates, then pass this on to my students.

Even with this I've built affiliate sites that have done upwards of \$50,000 a month in profit, looking absolutely horrible and not working on conversion one bit (I hate working on conversion).

In the last year (around March 2019) I decided to stop playing around.

I took a course from an SEO friend Donny Gamble and what I learned from his course was what I was missing...

A good place to order articles from (I now use TextBroker), good article templates (so writers write the articles the way I want), and a process for making my sites look good instead of like a child's coloring book (hiring people on UpWork and using something like Thrive Architect).

I found this made all the difference in the world for me. It made me care about my sites - and now I'm working on sites that could potentially do 6-7 figures a month in profit.

So the biggest factor in the last year for me was getting a process down for building good looking sites.

And I thought about why I never did this before, and the best answer I could come up with is that I didn't feel like figuring out this simple process. Yet if I had just taken a few days to figure out the process, I would have likely made 10-100x's more than I have already.

So my advice is to get a process in place for whatever it is you are doing (even if it's not SEO). Don't be lazy like I was, especially with something like "a process" - spend a lot of time getting it just right...because once you figure it out you can use it for everything you're doing down the line and it makes the whole journey much easier (and more profitable).

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### 3) Focus for this year?

Now that I have my process in place for making my sites actually look good with good content, I'm building bigger sites.

I find myself wanting to grow the sites because they just "feel better".

As far as an SEO approach goes, not much has changed though.

### 4) Has SEO gotten harder?

I've found it hasn't changed much. If you understand the core concepts and have patience, SEO is extremely easy right now.

### 5) Best SEO tips?

Same advice as last year.

On page focus on:

- 1) Keywords in domain or URL
- 2) Keywords in title
- 3) Keyword variations in h tags
- 4) Don't overuse keywords in the "regular" content. The regular content does very little for you in terms of SEO, so it's better to underdo it here.

"Quality" backlinks is up for debate :)

I'd more say focus on relevant links...but If they are "quality" - that can only help.

### 6) Advice for newbies?

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Stick to the basics for on page SEO that I listed above and ignore virtually everything else. Sounds crazy and most SEO experts would torch me for that...but I'll prove it to anyone that wants to debate it with tons of different example sites.

Stop making on page SEO so difficult.

From there...get relevant backlinks.

**Note from the Editor:**

**More insights from more SEO experts can be found in Volume 2 of this report! Please watch your inbox!**

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# INSIGHTS FROM TRAFFIC NETWORKS

## Adcash, Maxime Chevallon, COO

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

### 1) Self-intro

Adcash is a global online advertising platform with over 12 years' ad tech experience. Our self-serve platform enables advertisers to get access to web & mobile web traffic from Adcash's exclusive publishers and also over 200+ leading SSPs partners.

Our advanced in-house smart bidding technology makes the busy lives of affiliates much easier – we automatically optimize ROI and remove manual work. We also protect advertisers from the industry's biggest threat – ad fraud. In 2019 alone, we saved over \$12.3M in advertisers' budget, so they can forget about ad fraud when working with Adcash.

Adcash's platform receives around 15B ad requests every day and with the combination of direct and programmatic traffic sources – we have traffic in all geos, with especially good demand and supply in US, Canada and Europe.

In terms of ad formats, we work with all the main industry standards: Pop, Push Notifications, Interstitials, Native and Display – so we do have something for everyone.

### 2) Expanding/shrinking ad formats? Traffic prices going up/down?

Pop-under volumes are stable, interstitial and push are growing but, of course, the latest restrictions on Push will have an effect on the whole industry.

As for prices, the overall prices are relatively stable and constantly evolving but, obviously, the higher the demand the higher the price.

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Alongside our fight against ad-fraud, we have adopted a data-driven dynamic pricing model, allowing daily updates of our DSP minimum & suggested bids, to ensure that our clients will pay a fair price for the traffic they buy.

### 3) Biggest changes implemented?

Our product and IT teams have been working hard to release some new features for both our advertisers and publishers. We have completely revamped our Push and Interstitial ad formats, resulting in better end-user experience and overall performance of these formats. We also keep fighting against ad fraud and are constantly improving our anti-fraud filters to ensure that advertisers will only receive the cleanest traffic when using Adcash.

Besides, we've developed some other small features and tools that help affiliates to manage, analyze and optimize their campaigns all in one place.

Plus, we have just released a Referral Programme for publishers, so every time someone refers a new publisher to us, they will receive 5% of the lifetime earnings from the referred publisher.

### 4) How is the new chrome update affecting push traffic?

No doubt these new restrictions from both Firefox and Google will have an effect on the whole industry. Affiliates will find it more difficult to grow their own Push subscription user base to the same level of high volume traffic from established SSPs/ DSPs. Moreover, every time a new regulation comes out, we adapt and find ways to comply with the regulations and make it work for our clients.

### 5) Any geo and offer vertical recommendations?

Here at Adcash, we can see that Pop-Unders are still working very well with the following verticals – entertainment, dating, VOD, gaming, crypto, betting and gambling (obviously these last two are very highly regulated, so make sure you follow the rules).

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Interstitial works well with any mobile app installations regardless of their vertical. For Push, the main verticals remain the same: Sweepstakes, dating, e-commerce, gambling, betting and types of mobile apps from gaming to utilities.

Another recommendation I have for media buyers is to be creative with your ad copies and landing pages. Try and test different ad formats, targeting options and constantly measure your performance and work with platforms that control the level of ad fraud in their traffic.

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## Ad-Maven, Matan Smadga, Head of Demand

Website: [Ad-Maven.com](https://Ad-Maven.com), [Ad-Maven's STM Profile](#)

### 1) Self-intro

With over 9 years as a leading ad network and technology leader, we see ourselves at AdMaven as an innovative, digital display advertising network.

As a performance-driven network, the focus has always been on driving direct first-hand, clean and highly converting traffic to our advertisers via a variety of formats. Over the years we have become the biggest push notifications monetization network and one of the leading pop networks out there.

### 2) Expanding/shrinking ad formats? Traffic prices going up/down?

Push notifications volumes are quite stable, yet we project a decrease during the Q2 of 2020 as a result of chrome's quieter notification feature. CPC will probably go up as a direct result - quality will go up and fewer impressions will be available.

We have recently launched our in-page push\native floater and other native based formats, that are showing amazing volume growth over the last few weeks as well as great after click results. CPCs are already increasing every-day towards stabilization.

Pop new tab traffic is always on the increase as we plug in more and more new publishers.

### 3) Biggest changes implemented?

We have launched our new optimization engine "AdMaven AI 8.0.0 " which enables us to send the best traffic to a certain offer in order to optimize conversion. New formats such as in-page push/native floater and in app traffic were added as well.

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#### 4) How is the new chrome update affecting push traffic?

We always give a close look regarding new methods google is applying, and in general care a lot for the user experience as well. The fact the push notification prompts will go quieter will not change a lot, as we're always looking for new formats for our advertisers and publishers. In-page push will be a great alternative in that regard.

#### 5) Any geo and offer vertical recommendations?

We don't like to frame our advertisers in a box. We drive traffic from direct sites only, so the quality is great and highly converting so that everything is worth a shot.

For push notification, the top converting verticals consistently have been Sweepstakes, Dating and Nutra offers.

On pop we noticed that the top-performing verticals have been browser extensions, mobile content, mobile applications with emphasis on utility apps, PC cleaner offers, VPNs and antiviruses.

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## Advertiser.com & Monetizer.com, Vincent Schilberg, Managing Director Germany

Websites: [Advertiser.com](#), [Monetizer.com](#), [Monetizer's STM Profile](#)

### 1) Self-intro

We have been in business 6-7 years now. Monetizer.com is our platform for publishers. On Advertiser.com we serve worldwide Pop, Redirect and our own Push traffic. Volume is around 5 billion clicks per month.

### 2) Expanding/shrinking ad formats? Traffic prices going up/down?

Volume wise we have been stable for the past months, even though normal fluctuations occur since we serve worldwide. For push it will be harder to build the database due to the Chrome update, but we started building early enough so that we currently have more than 30 million subscribers, and so far we haven't felt any effects of the update yet. This is probably because we only sell our very own subscribers and do not rebroker any 3rd party inventory. By doing so, and by running semi-daily bot checks and 'alive' checks on our subscribers, we manage to keep the performance consistently high. The interest in push traffic is still increasing - I expect prices to rise in the future due to competitiveness and it being more difficult to generate subscribers. I also see a good development opportunity for carrier billing offers, not close to what it was before but who knows what will happen.

### 3) Biggest changes implemented?

In the past months we worked on our UI for [www.advertiser.com](#) a lot, on features like the option to run several creatives for push at the same time, added direct communication for publisher and advertiser in order to increase matchmaking, to add value and efficiency for both sides, along with auto optimizing for highest CTRs on push when using more than one creative.

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Moreover, we introduced more payment methods like Paxum, and started to offer extremely fast payment terms, especially if that helps a publisher to scale significantly. Another payment feature we managed to add and which is rising in popularity is Bitcoin payments. Generally we try to make sure our pubs get their money at a speed and payment method that both works for them, especially with so many countries having different regulations and allowing/disallowing certain payment gateways.

#### 4) How is the new chrome update affecting push traffic?

N/A

#### 5) Any geo and offer vertical recommendations?

Geo wise I think the MENA region became more important over the past year and can be quite valuable in the future. As for vertical I would recommend Sweepstakes for sure.

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## Adnium, Dayna Deruelle, Business Development

Website: [Adnium.com](https://adnium.com)

### 1) Self-intro

7 years in the business, our focus is in Adult and Adult/Casual Dating traffic (members area). Our three largest geos based on potential daily spend are DE, UK, and US, although we do carry WW traffic. Our network has served a little over 7B impressions in the past 30 days.

### 2) Expanding/shrinking ad formats? Traffic prices going up/down?

That really depends on the segment of traffic you're talking about. Adult pop-under volume has been in decline for example, however banner impressions are up. We have also seen increases across the board (all ad types but particularly for banners) with our members area traffic. Prices, despite Google compliance updates, have remained fairly stable. I would suggest that video pre-roll ads have generally come down in rates and leveled out. When they were first introduced to the Adult market, there was a lot of aggressive testing and losses absorbed (by advertisers) as a result.

### 3) Biggest changes implemented?

Remaining compliant with Google restrictions and the launch of our video player for publishers. From our perspective, there has been little impact from the former outside of some heightened efforts from an operations standpoint. The Adnium Player just came out of beta and we have been integrating with some initial partners; the Player will result in greater volumes of video pre-roll inventory, which is the bonus for our advertiser base.

### 4) How is the new chrome update affecting push traffic?

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N/A

### 5) Any geo and offer vertical recommendations?

Dating offers are still the front-runners across many geos on adult traffic, with male enhancement, erectile dysfunction and male targeted nutra products coming in behind them. Cams continue to be the domain of those with deep pockets, while paysites and PUA (pick up artist) offers have a place but further down the bidding chain in most cases. When advertising on Adnium it's good to know that presently our finest quality traffic, and highest daily spend potential, comes from Germany, the United Kingdom, and the United States.

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## EroAdvertising, João Sousa, Head of Advertisers

Website: [EroAdvertising.com](http://EroAdvertising.com)

### 1) Self-intro

Ero's been around since 2006, selling premium adult traffic. Banners and pops are our strongest ad types and we provide over 300M impressions daily WW.

### 2) Expanding/shrinking ad formats? Traffic prices going up/down?

Volumes are expanding in ad types such as native, banners and movieads. Prices are also going up for these ad types.

### 3) Biggest changes implemented?

More ad types (natives, movies and push) and increased number of partnerships with oRTB.

### 4) How is the new chrome update affecting push traffic?

N/A

### 5) Any geo and offer vertical recommendations?

Banners - Tier 1

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## MGID, Daniella Kravtsova, Head of Affiliate & Partnership Marketing

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

### 1) Self-intro

3 years in native, now providing both native and push traffic. MGID is a global award-winning innovative pioneer in native advertising that drives revenue growth for all participants of the ecosystem. MGID drives performance and awareness for brands by connecting them to unique audiences, at the right time, with the right content.

Our strongest geos: APAC, Europe, Eastern Europe and the Middle East, India, North America.

### 2) Expanding/shrinking ad formats? Traffic prices going up/down?

Growth has been stable from January 2019 to January 2020. January 2019 – 68,124,630 clicks to January 2020 – 11,064,2298 clicks, so around a 60% growth in native traffic volumes. If we are talking about push notification – it experienced a 70% increase in volumes, but we're expecting a downturn for this ad format in 2020.

Native ads prices remain unchanged. Average prices in specific verticals:

Health and beauty - average 2-4 cents

Dating - CPC has dropped from 5 to 3 cents

Options - 4-5 cents

Video gaming - 3-4 cents

Insurance - 2-3 cents

Travel - 5-6 cents

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### 3) Biggest changes implemented?

#### 1. AMP and Smart Widget Solution

The MGID platform was the first to offer resizable AMP feed to publishers.

MGID, the global pioneer in native advertising, has announced that its Smart Widget technology is now available to integrate into accelerated mobile pages (AMP). As the first platform to offer a resizable AMP feed to publishers, the move serves a strong marketplace demand, with 31 million domains using the fast loading pages, and publisher revenue per day on AMP up three-times from 2018.

Smart Widget is an all-in-one solution for publishers enabling them to control content monetization, by ensuring ads are placed in front of targeted consumers, without irritating them. Smart Widget is powered by MGID's patent-pending artificial intelligence (AI) algorithm, which creates combinations of advertorial formats to achieve publisher goals, looking at monetization, user engagement, and new visitor acquisition.

The widget analyzes online user activity – what they are reading, browsing and clicking on – and displays the optimal combination of paid and organic content, which drives higher click through rates (CTR) and increases the time consumers spend on publishers' websites.

With 40% of users abandoning a webpage taking more than three seconds to load, slow mobile page speed can cause publishers to lose a large proportion of their audience. MGID's AMP Widget, which offers the same functionality as the regular Smart Widget, allows publishers to serve intelligently targeted ads quickly and efficiently, gaining another revenue stream without disrupting the user experience. Additionally, MGID's Smart Widget is compliant with AMP code, so it does not affect search results.

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## 2. GEO EDGE Solution

GeoEdge Ad Security & Verification platform ensures the safety and protects MGID and our clients from malicious software, operational and performance challenges, non-compliance and data leakage as well as inappropriate content. The algorithms are systematically updated and are compliant with all existing standards such as Facebook, Google and IAB regulations. Over 50 security and quality parameters are used to provide a granular violation check.

## 3. Improved Antifraud Solutions

How MGID deals with traffic fraud

The estimates and projections for the current year underline the importance of cooperation with trusted and credible platforms that comply with standards and have proved to be reliable. There are organizations that monitor and provide comprehensive fraud analysis, on the basis of which they compile rankings and lists of the most trusted platforms. For instance, TAG provides a list of companies awarded the “Certified Against Fraud” seal. In addition, we highly recommend collaboration with MRC-accredited vendors offering identification, scanning, and real-time blocking for advertisers’ protection within the programmatic ad environment.

As far as our methods are concerned, MGID uses over 80 dynamic parameters to assess a system, plus program and behavioral constituents of each display and click coming through. Even though we are certified by the key auditors in the market, we significantly exceed the requirements from a technical standpoint. Apart from the programmatic component, the traffic quality is constantly monitored by our tech analytics team. Their work is a guarantee that you pay for real users. Trusted partnership plays a crucial role in tackling traffic fraud; it provides inventory transparency and a collaborative approach in searching for attackers.

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#### 4. From Affiliate Marketing to Partner Marketing

Initially, the task of the affiliate marketer was to find traffic, sell a product or service, and get a commission. Marketing performance measures were quite standard. However, over the years, performance-based measurements and reward systems have changed, as well as the partner categories and channels. Today, marketers have enormous volumes of data to share with their partners, which will help to optimize the campaigns, target more profitable segments, and improve the brand's performance. Well, this collaboration involves affiliate marketing turning into partner marketing.

#### 4) How is the new chrome update affecting push traffic?

N/A

#### 5) Any geo and offer vertical recommendations?

Weight Loss - US, TH, IT

Sexual Health - IN, ID, VN

Options - German-speaking countries, VN, UK, GCC, Russia

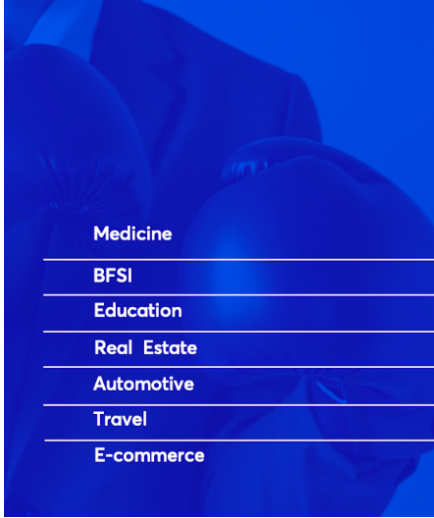
Dating - PH, MY, MX, FR

Skin Care - US, Romania, CA

Online games - ES, AU, CZ, CA

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## Top Verticals

	CTR	CPC	CR
Medicine	1%	1.5 ¢	1.3%
BFSI	1.3%	2.5 ¢	1.6%-3.4%
Education	0.8%	3 ¢	1.2%
Real Estate	0.65%	3 ¢	1%
Automotive	1.47%	1.5 ¢	1.3%
Travel	0.9%	2 ¢	1%
E-commerce	1.1%	1.8 ¢	1.5%

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## PropellerAds, Olga Dmitrenko, Sales Director

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

### 1) Self-intro

An advertising platform and a trusted source of Push, Native, and Popunder traffic for affiliate marketers – this is how we'd describe PropellerAds in a nutshell. We are also a reliable “bridge” between our Advertisers and Publishers. To the first ones, we provide advanced advertising tools, to the second - ways to profitably monetize traffic from their websites.

Speaking of geos, I'm sure that you will find what you need for any offer; whether it be a magic slimming drink for US residents or a financial offer for Nigerians.

We provide our partners with more and more tools for testing and optimizing advertising campaigns. Thus, PropellerAds is not only the “set up & launch” platform for affiliates, but we also provide tools for the smart control over ad campaigns and the ability to influence the result.

Proud to say, all our achievements are confirmed by solid experience - soon we will celebrate 9 years of presence in the market.

### 2) Expanding/shrinking ad formats? Traffic prices going up/down?

We manage to keep the minimum CPC and CPM rates stable across all geos. But we can't fully predict changes, as the price is regulated by the global market and the demand for the given traffic type.

As for traffic volumes, we now serve 7+ billion ad impressions per day. What we definitely don't observe is a decrease in traffic volumes, and this applies to all advertising formats: Both PopUnders and the new kid on the block - Native Ads.

Volumes of Push traffic, the most popular advertising format to date, are growing rapidly, despite all the rumors about its death, which is "about to come." Note that we

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have been hearing this talk for over a year and a half, while our push subscriber base has grown to exceed 500 unique million users.

### 3) Biggest changes implemented?

The launch of a new advertising format - Native Ads - has become one of the important releases of last year. The idea to launch another ad format was risky, especially while Push Notifications were at the peak of popularity as Native Ads could have gone unnoticed.

But we were not mistaken with our forecasts. This format quickly gained substantial volumes and became popular among affiliates, in particular for promoting offers such as games, finance, e-commerce, crypto, and nutra.

Another important update is a release of the new traffic type for those who want to expand their reach using Push Notifications ads - In-Page Push. This gave our customers the opportunity to display ads on all devices and platforms, including iOS, which was previously unavailable for Push campaigns. I highly recommend testing In-Page Push traffic while it's still so cheap and the volume is there to scale.

### 4) How is the new chrome update affecting push traffic?

Today, 6 days have passed since the new release of Chrome 80, and we do not see any radical changes that could seriously affect the Push Notification market. The basis of our inventory is direct websites that do not use elements of social engineering.

What is awaiting us? As we noted in [one of our articles](#), we believe that the opt-in process will become more complex, while the opt-out will be simplified. The number of Push Notification subscribers may decrease, but the quality of potential customers is likely to improve.

However, this is not critical for us, as we are ready to adapt the method of collecting Push subscriptions to the requirements of the browser.

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## 5) Any geo and offer vertical recommendations?

According to our observations, such evergreen verticals as Finance, Dating, Sweepstakes will continue to bring stable profits to affiliate marketers. People will always be interested in giveaways, love, and money - it's all about human nature.

Recommendations - this is not the only thing that affiliates may need; analysis of typical pitfalls can also improve the results.

The first mistake some affiliate marketers still make is copy other people's approaches. I recommend [reading the stories of our clients](#) and studying examples, this will help in finding new approaches.

The second mistake is to ignore testing. Test all your theories and look for non-standard strategies, then you will hit the big jackpot!

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## RichPush, Eugene Kuznetsov, Product Manager

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

### 1) Self-intro

2+ years I was launching RichPush, worked with the top RichPush clients, and managed customer success team. I've seen the changes in push traffic and vertical trends.

### 2) Expanding/shrinking ad formats? Traffic prices going up/down?

Volumes are growing, we have 4 times more subscribers compared to the beginning of 2019. On average prices are going down and the biggest reason for it is a massive switch to cheaper geos.

### 3) Biggest changes implemented?

There are lots of competitors on the push traffic market, and we did a lot to be one of the biggest networks. I really like our Automated Rules and Micro Bidding features – firstly they help to save a lot of time, and secondly they are perfect tools for scaling any campaign.

### 4) How is the new chrome update affecting push traffic?

It will, but it's still unclear how strongly. I wouldn't call it the end of push traffic at all. First of all, around 40% of users are on Chrome 78 and lower, which means that they didn't update even to a previous version of Chrome, and they still convert. We see almost no difference in both CTR and CR before and after the update at the moment, so there is no difference for advertisers. It's still unclear how Chrome's Quiet Mode will change in the future. However collecting push subscribers via the pops channel would be harder. We will introduce some really cool targeting options pretty soon and

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implement some changes to make push messages less spammy and more relevant. Every subscriber will be more valuable for each network. We're also one of the first networks to introduce In-Page push, which has a lot of potential, and there are options on how to improve it from the product side (how it looks, placements, etc.). At the moment we're testing In-App push notification, which does look quite promising and opens room for more verticals compared to classic push.

#### 5) Any geo and offer vertical recommendations?

Finance offers have been really popular on push since fall last year. Personally I like to work with India, it's an interesting and growing market. African countries are always underestimated, but lots of verticals are working fine there, and I would definitely recommend to test some of them.

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## Traffic Stars, Ema Fulga, Head of Marketing

Website: [TrafficStars.com](https://TrafficStars.com)

### 1) Self-intro

TrafficStars was founded in 2014 by veterans in the online advertising industry who wanted to use their knowledge to build the best advertising network. With over 50 employees in 3 major digital hubs across the world, TrafficStars is one of the fastest growing ad networks in the entertainment industry managing over 2 billion ad impressions daily.

### 2) Expanding/shrinking ad formats? Traffic prices going up/down?

This past year has been particularly good in terms of volumes. We've also managed to keep eCPMs more or less stable even though volumes consistently increased.

### 3) Biggest changes implemented?

The highest impact change was introducing new ad formats: Full page mobile interstitial, dynamic native and video banners. We've also introduced multiple improvements on the platform which have increased the performance of our advertisers and the revenues of our publishers. We've focused a lot on improving our stats so that advertisers can optimise easier and much faster. Now they can blacklist/whitelist spots and domains through our stats panel, set separate bids per ad spot and pause/activate any kind of targeting directly from the stats. We've gotten great feedback so far.

Another great new feature is the even distribution which allows advertisers to spread the budget evenly throughout the day. This has proven itself of great use to those that want to test RON with several geos but with a low daily budget.

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4) How is the new chrome update affecting push traffic?

N/A

5) Any geo and offer vertical recommendations?

Yes absolutely! As geos, we strongly recommend US, DE, UK, FR, IN. And for top verticals: dating, nutra, webcams.

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# INSIGHTS FROM AFFILIATE NETWORKS

## AdCombo, Leonid, Co-Founder

Website: [Adcombo.com](https://adcombo.com), [Adcombo's STM Profile](#)

### 1) Self-intro

First of all, I would like to say that I'm delighted to answer your questions today. Let me introduce myself briefly. I'm Leonid, co-founder of AdCombo. Our STM username is as simple and obvious as possible: adcombo.

AdCombo has been in the CPA-market for 6 years already. It's quite difficult for me to highlight certain verticals because we're successful within each of them. But, to be honest, the most profitable ones for our affiliates are Nutraceuticals, iGaming, Trading, and Dating. For Nutra, we see high interest in Weightloss, Adult, Health & Beauty – AdCombo owns 95% of offers available in these verticals. Of course, it goes without saying that they are exclusive and we also have some rare and highly profitable offers for low-competitive geos all around the globe.

### 2) Rising/declining offer verticals?

Taking a brief look at the results of the previous year, I can firmly say that this year Nutra, Betting, and E-commerce will be popular. After its expansive growth, Nutra is not going to decrease, even despite the fact that it's mostly blackhat.

We've been looking closely at the LATAM beauty market and we are noticing increasing demand for beauty and health goods. It's quite a profitable market to start with for those who have never tried affiliate marketing. Talking globally, at the end of 2019 we saw the rise of CBD offers (especially in North America). The CBD vertical promises robust growth, but only if further legalization will keep on spreading.

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It seems like Mobile apps are likely to come back again and start gaining popularity. Though, now it's not about high-budget apps from big Asian GEOs, but about those apps that have various monetization systems (ads and subscription-based services).

No vertical will die out completely unless market or governmental restrictions are imposed. Yet, there are high chances for mobile subscriptions and sweepstakes verticals to decrease. They are not going to die out 100%, but they are becoming less and less profitable. It's happening due to their weak funnels and promotion via pop traffic that is disappearing at present.

### 3) Whitehat offers that are safe for FB?

Yes, sure, we have whitehat offers. There is an affiliated AdCombo's project launched in 2019 – Ecombo Junior. It works on the basis of AdCombo and is available for all the affiliates. It aims to facilitate people's work with traffic in the field of white e-commerce: An affiliate can be both an advertiser and publisher at the same time.

You just go to a special tab in your AdCombo account and choose an offer to promote. Then you just build your own landing page. It's very easy, because you do it using our own built-in constructor. What's more convenient, you can set any price you'd like considering all the costs and risks.

### 4) Carrier-billing offers coming back? Best offers and geos?

We have DCB offers, but unfortunately, the golden age of DCB offers has come to an end, because there are more and more obstacles preventing easy targeting for these offers. In addition, nowadays mobile carriers impose stricter requirements which lead to lower conversion rates and lower EPC.

### 5) Best geos+verticals for newbies?

If you are new to affiliate marketing we can recommend that you start with Health & Beauty offers for Latin America. As mentioned in the previous answer, the demand for

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these products is high and stable. You can also try offers for Eastern Europe and the Middle Eastern market; traffic is pretty cheap there which allows you to perform more tests and contribute to easy optimization.

#### 6) Best geos+verticals for veterans?

Asia and Europe can be considered expert level geos, since traffic is expensive and customers are more demanding. All in all, for experienced affiliates I would suggest trying:

Asia + Diet & Weight loss

Asia + Adult

Europe + Health & Beauty

Europe + Diet & Weight loss

Europe + Adult

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## Affiliaxe, Oran Furman, Senior Affiliate Manager

Website: [Affiliaxe.com](https://affiliaxe.com), [One of Affiliaxe's STM Profiles](#)

### 1) Self-intro

AffiliaXe is now 9 years in the running.

Our main focus is WH campaigns, mostly eCommerce, Digital products, Health and Beauty and LeadGen.

### 2) Rising/declining offer verticals?

For us the verticals remained pretty much the same as we are very focused on what we are doing. We took the decision to focus on WH and eCommerce a few years ago and never looked back.

### 3) Whitehat offers that are safe for FB?

It's a shift we've seen for a while now. As I've mentioned, we decided to focus on WH a few years ago so yes, we have many of those.

### 4) Carrier-billing offers coming back? Best offers and geos?

N/A

### 5) Best geos+verticals for newbies?

When just entering the industry and starting out with campaigns, it's probably best to start with short flow offers that don't require much from the user other than some details that most people don't mind sharing (email address for example).

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Push traffic is very popular and can suit such offers.

#### 6) Best geos+verticals for veterans?

That would depend on your expertise, but the big money is in the strongest markets - US first and foremost and then other tier1 countries. That doesn't mean there isn't LOTS of money to be made in smaller GEOs (Eastern Europe, LATAM...).

As for verticals: COD, eCommerce, Digital products. Stable campaigns with no cap limitations that can enable you to create strong and long lasting money makers.

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## Aragon Advertising, Todd Stearn, CEO

Website: [Aragon-Advertising.com](http://Aragon-Advertising.com), [Aragon's STM Profile](#)

### 1) Self-intro

I've been in the business for 10 years now, 8 at the helm of Aragon. We specialize in pay per call marketing.

### 2) Rising/declining offer verticals?

Pay per call is growing massively with Aragon and industry-wide. New call centers are sprouting up left and right, seeking assistance from the affiliate world to help deliver qualified callers seeking products and services such as insurance, debt consolidation, mortgage refinancing, credit repair, tv/internet service in their home, pest control, and much much more.

### 3) Whitehat offers that are safe for FB?

Pay per call is inherently white hat and high quality. You'll find people who will try to scam others (if you live in the US, your phone probably rings daily with scammers trying to sell you when you haven't opted in to receive a call) but by and large, it's a clean, sustainable, high-value business.

On Facebook, in particular, affiliates are having success using political/current events angles and time-is-running-out tactics to deliver a sense of urgency for folks to quickly take advantage of a low-interest rate. We also see affiliates using lead-to-call automation through FB lead ads then sending out phone numbers to call via Messenger or SMS.

### 4) Carrier-billing offers coming back? Best offers and geos?

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We haven't seen any come-back in carrier billing offers despite this having been a strong vertical for Aragon for 5 years.

### 5) Best geos+verticals for newbies?

Pay per call with search ads is a good place for a newbie. Take the time to build a massive keyword list and get a catchy domain name with a simple click-to-call landing page, then run call only ads and search extension ads. Tax debt in the US is a hot vertical in Q1.

### 6) Best geos+verticals for veterans?

Pay per call is better when you think of it like a business vs. a single revenue stream. Take a lead generation approach to generating data on a particular product or interest. Call those leads and warm transfer them to an advertiser's call center. Soon you'll need more seats for your call center, a call center manager, and an established pay per call affiliate network to build all your buyer relationships. You can even use technologies like Drips to automate lead-to-call activation rates.

Plus, you're collecting data. What else can you do with that? Lookalike audience creation for better targeting, cross selling with email drip campaign, etc.

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## Argyle Media, Benjamin Yong, Founder

Website: [Argyle.hk](http://Argyle.hk), [Ben's STM Profile](#)

### 1) Self-intro

Benjamin Yong is an affiliate marketer based in Malaysia. He has been in the online performance marketing space since year 2010 and over the years, he has become the master of various paid traffic sources which include social, search, display, native and pop. He is also a speaker, a coach, and the founder of an online marketing agency which has more than 50 people.

Being known as a STM Thought Leader (STMForum.com), his humble beginning and success stories have inspired many entrepreneurs to start businesses online.

### 2) Rising/declining offer verticals?

Due to the ever changing landscape and increasing CPM every year, it is vital for an affiliate to be able to identify new opportunities. We believe year 2020 will be the year of COD because COD opens up a lot of geos (countries) where we can say it's Blue Ocean (Cheap CPM, low competition). Why COD? If you have ever run nutra/trial/SS then you'll know that most of the time the conversion rate is dependent on the MIDs that the advertiser has access to. Once the MID is gone this is when the conversion rate on the offer drops, everything else remaining constant. On the other hand, for COD offers, you can always expect a stable conversion rate + the fact that it can be scaled up without having to worry too much about any variable change.

At the end of the day, what matters most is EPC > CPC and as an affiliate you have to be able to know what the actions are that can help to increase your margin. Going after cheaper CPM geos (lower cost), and going after geos that are still "new" to affiliate marketing, this is where you can see bigger margin. So... COD! [Click here](#) to see a screenshot of some of our data.

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### 3) Whitehat offers that are safe for FB?

Of course we do. One of our goals is to work with various product owners - people who have good products but do not know how to run marketing campaigns, and also advertisers who would love to tap into the COD market. As long as there is demand on the product, be it whitehat or greyhat, we can have them on our network too.

### 4) Carrier-billing offers coming back? Best offers and geos?

Nope we do not.

### 5) Best geos+verticals for newbies?

COD in south east asia, cheap CPM, low competition.

### 6) Best geos+verticals for veterans?

I recommend nutra COD offers in south east asia too regardless of experience level.

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## Leadbit, Valery Lyubushkin, CEO

Website: [Leadbit.com](https://leadbit.com), [Leadbit's STM Profile](#)

### 1) Self-intro

We have experience of more than 7 years in affiliate marketing. Leadbit is the leading CPA network in Nutra CoD vertical. Moreover, we have successful results in Gambling, Dating, Finance, and Sweepstakes verticals all over the world.

### 2) Rising/declining offer verticals?

The number of verticals will increase in the future. Affiliates only need to modify the way to get the traffic and prioritize for the more marginal niches. The Nutra vertical is still profitable. It is stabilized and successful for advertisers and affiliates both.

As for geos: European Union and LatAm are the development drivers right now. The Finance vertical is the most profitable in the Asia region, especially in Vietnam. We are the leading finance network here because we drew attention to the trend 1.5 years ago.

### 3) Whitehat offers that are safe for FB?

We have an increasing number of whitehat offers. Affiliates need to choose between a quick start with low profitability or to use combined approaches to bring a great ROI. There are many advertisers and high demand from affiliates for both ways.

### 4) Carrier-billing offers coming back? Best offers and geos?

We are focused on other verticals and see a big future in Gambling, Finance, Dating, and Nutra offers.

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### 5) Best geos+verticals for newbies?

The best advice for a newbie is not advice about vertical, geo, or a specific offer. The best start is to always get up-to-date information from affiliate managers. You can choose any affiliate network where experts are ready help you get started on running advertising campaigns.

Work with proven affiliate programs! There are a lot of them on the market. Be friendly with managers, they are interested in helping you and can make professionals from newbies!

### 6) Best geos+verticals for veterans?

My main recommendation is to strengthen your competencies by teaming up with like-minded people and scale your results. Do not be shy! Learn, read forums, communicate with other affiliates, and attend conferences for new acquaintances. If you want to promote specific verticals: Work with the Financial Vertical in Asia, Nutra in Italy, Romania, and Latin America. Demand for CBD offers are increasing. Good luck!

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## Mobidea, Karina Bielawska, Key Publisher Account Manager

Website: [Mobidea.com](https://mobidea.com), [Mobidea's STM Profile](#)

### 1) Self-intro

Mobidea was established in 2011, already based on years of knowledge in this field possessed by its creator Antoine Moreau. We're currently one of the biggest affiliate networks focused on CPA mobile offers, having as our hallmark mobile content, sweeps, pin subs, dating and adult verticals. Still many more are for you to discover, such as nutra, finance, push subscriptions, desktop and more.

### 2) Rising/declining offer verticals?

Fortunately our previous forecasts for declining verticals surprised us. Mobile content seems to keep performing well for us, doing numbers that have increased in the past months and continuing. Forex, finance, nutra and e-com verticals are definitely rising.

### 3) Whitehat offers that are safe for FB?

Yes, we have several offers that are compliant with legit promotion: E-com offers, vouchers, coupons, beauty and health. However, we need to keep in mind that affiliate network domains are quickly being flagged by FB, thus it's impossible to place offer link directly on FB, so some kind of cloaking is still necessary.

### 4) Carrier-billing offers coming back? Best offers and geos?

Yes, precisely what I've highlighted previously, carrier billing is back. I think that all of us market players have focused hard in recent times on using new methods and solutions, to get more quality traffic to our partners, with more transparency – all of which has resulted in the offers' content bringing more quality to the users.

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### 5) Best geos+verticals for newbies?

Our recommendations remain the same: Go for geos with enough volume and CR to get first conversions, learn how it all works, take the first steps when it comes to optimisation, with not-so-large costs. Example can be Sweeps+ LATAM; Mobile content+ZA, Sweeps+JO, PK or Adult + ZA, so you get an idea of country volumes.

### 6) Best geos+verticals for veterans?

Adult and Dating in EU; Nordic region SE, NO, FI with sweeps, vouchers, insurance or product offers. All other geos, when opportunities are spotted, should be explored. I believe there is no limit for an expert affiliate.

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## Sinum Vendo, Bobby Verlaat, Head of Publishers

Website: [SinumVendo.com](http://SinumVendo.com), [Sinum Vendo's STM Profile](#)

### 1) Self-intro

Sinum Vendo has now been in business for more than two years. That may not seem as long as many other networks, but considering the team (just 2 persons) has a combined 9-10 years of experience in affiliate marketing, we know how to deal with our verticals. Our verticals range from Credit Card submits (Sweeps + VOD) to Casino, PIN submits and SOI Lead Generation products. We know the ins-and-outs, so please reach out when you're ready to join Sinum!

### 2) Rising/declining offer verticals?

It's still too early to say, but thus far we see nothing really dying out or getting particularly stronger. Our main vertical (CC submits) is doing stable with a slight growth here and there. However, given the new regulations from FB, Google and other big sources, our affiliates have needed to adapt. We believe that our main vertical will keep on going strong and even grow when affiliates find a better way to solve their challenges on their respective traffic source(s).

### 3) Whitehat offers that are safe for FB?

We are working towards more whitelisted offers (think of Ecom products). As of now, we only have grey or blackhat products available.

### 4) Carrier-billing offers coming back? Best offers and geos?

Currently, a lot of markets still need time to recover due to some aggressive promotion techniques in the past. A lot has happened in the past year (auto-subscriptions for instance)

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which caused carriers to stop their activities for a while to let everything cool down. We still see a strong upswing in Portugal, Greece and all African/Middle East geos. Tier 2 and 3 are still decent.

#### 5) Best geos+verticals for newbies?

SOI Lead Generation remains the vertical I would advise to newer affiliates.

#### 6) Best geos+verticals for veterans?

The higher payout & riskier verticals. We see our expert affiliates running a lot of CC submits (Sweeps + VOD).

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## Topoffers, Nick Martsenitsen, COO

Website: [TopOffers.com](https://TopOffers.com)

### 1) Self-intro

TopOffers is a CPA Affiliate Network with 2,000+ exclusive direct offers from industry leaders in dating, gambling, sweepstakes, cams, games, crypto, and astro verticals. We cover over 150 countries, based on PPL and extremely high traffic quality from the best publishers with high EPC, which maximizes profits for our partners.

### 2) Rising/declining offer verticals?

Affiliate marketing has seen stable, continuous growth and is set to go on generating revenue for everyone who is ready to invest in it. It is forecasted that [by 2022 the affiliate marketing industry will reach the \\$8 billion mark](#) (for comparison, this figure is nearly double what it was in 2015). Popular verticals such as dating, gambling, sweepstakes, and e-commerce are expected to grow further. White applications will also be developing mobile games, with special interest given to hyper-casual and mid-core games.

Traditional and adult dating verticals show stable growth. Despite a downturn in the past year, crypto offers will regain their popularity (cryptocurrency has shown a 56% increase in its share of the digital money market).

Capitalization, however, has seen a 5-fold decrease during 2018, yet the technology is developing and is increasingly being used as a means of payment and investment. Forex, binary options, and utilities (mobile offers for mobile devices, photo editors etc.) show a decrease.

As for other traffic sources, we would recommend that you test the growing social network – TikTok. It may become a serious competitor to Instagram and Facebook.

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### 3) Whitehat offers that are safe for FB?

We want to enhance user experience, therefore we recommend white hat promotion. Besides, the white hat approach allows fair competition. Black hat involves many risks and can only be useful if you have a quick and short-term strategy. Given the large number of offers available on our platform, we have many options for promotion via Facebook.

### 4) Carrier-billing offers coming back? Best offers and geos?

We don't work with carrier-billing offers. But in our opinion, everything depends on the traffic you send, for any vertical can be developed into a profitable field to work with.

### 5) Best geos+verticals for newbies?

Firstly, you should always research your main competitors before you run offers and find out what works best for your traffic sources. This will help you to figure out which vertical to work with.

Then, it's better to start with non-competitive geos, countries with weak competition, or those you have experience with. Don't forget to ask your affiliate manager about the best offers currently available for your vertical – they have their fingers on the pulse of what's going on in the world of affiliate marketing and will be happy to help you.

The best verticals for newbies are games, nutra, e-commerce, and dating, since they are easy to convert.

Gambling isn't a good option for newbie affiliates, since gambling offers as a rule require larger testing budgets

### 6) Best geos+verticals for veterans?

In our opinion, business verticals such as dating, e-commerce, and gambling never go out of fashion and will remain the most profitable options in the near future. The e-

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commerce business model has increased in popularity and is very good for affiliate promotion. There are so many products that can be sold via the Internet. Gambling offers have rather high commission rates plus a number of gambling advertisers accept adult traffic as well. Dating, as an evergreen vertical, is also a good choice, however, it is highly competitive, so you should always research which geos will work best.

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## WeWe Media, Zac Tian, Senior Affiliate Manager

Website: [WeweMedia.com](http://WeweMedia.com), [WeweMedia's STM Profile](#)

### 1) Self-intro

Wewe Media has been operating as a network since 2013. We started off with Mobile Subscription and Smartlinks, and have since moved on to focus on Nutra, CC Trials, and Lead Generation.

Before I was an affiliate running campaigns in Mobile Subscription, App Installs, Sweeps SOI, and Nutra. So all-in-all, 8-10 years in the space.

### 2) Rising/declining offer verticals?

To be honest I don't think any vertical died out completely. We have had verticals that declined (Mobile Subscription) and also those that increased (Ecom, Lead Gen), while other verticals like CC Trials, Nutra and Dating are still doing well. The only difference is that markets have matured from what we saw a couple of years back.

### 3) Whitehat offers that are safe for FB?

Yes, we do have offers that allow you to run more whitehat. Offers like sweeps, insurance, loans, E-commerce. You don't really need to cloak them as you can run less aggressive angles, but as we all know, accounts get banned at some point even when one is running as clean as possible. It's a matter of how resourceful one is when it comes to getting accounts and the longevity of these accounts.

### 4) Carrier-billing offers coming back? Best offers and geos?

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We don't focus on carrier-billing offers too much these days. However, since the network started off with them, we still maintain good relationships with the direct advertisers and bring on their offers.

Carrier-billing offers did take a hit due to stricter regulations, but there are affiliates who still do decent on them. Possible difficulty for affiliates now is scaling numbers to the next level from current stability.

Geos which are doing well include DACH, TH, ID, ZA, PT.

### 5) Best geos+verticals for newbies?

I would definitely recommend lower payouts to start with, such as Lead Gen. At the end of the day, when one is new, the focus is not on doing profits, but rather learning how to run campaigns, looking at data, optimisation and so on.

If you are running a high payout offer, and on lower volume, you may have to wait for a while to get data, and even this data may not be enough. The more important thing is to try to master a source as quickly as possible. Typically, a traffic type works for different offers.

### 6) Best geos+verticals for veterans?

Go for the higher payout offers in Nutra, CC Trials, Ecom, Crypto. If you are intermediate/expert, you will be better equipped to tackle Tier 1 geos. You either scale horizontally or vertically, so it really depends on a good balance of offers and traffic type.

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## NEXT STEP

First of all, please remember to check your inbox for **VOLUME 2** of this report, which will be released approximately 3 weeks after **VOLUME 1**.

Please make sure to download **Volume 2** - it's the volume that will include an ultra-useful, very extensive summary of all the entries in both volumes!

Secondly: Now that you have a good idea on "what's working", take advantage of this insight and capitalize on the best verticals and traffic right now - while they're still hot!

Easier said than done, you say? Don't worry, we got your back.

If you have questions on how to take advantage of the intel presented in this report, we at [STMForum.com](https://STMForum.com) would be happy to help! The following are just some of what you will find on the forums:

- Over 44k threads consisting of over 375k 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. A "Facebook Beginner's Tutorial" is in the process of being written as well, with the first few lessons already posted.
- Other comprehensive guides and tutorials include: "How to Run Adult Traffic", "eCommerce Cookbook", "Facebook Scaling Mastery Tutorial", and more!

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- 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, that will pay for your STM subscription many times over.
- "Follow-Along" sections where you can create a thread to document your campaigns to receive feedback from moderators and the rest of the community, and to ask any questions when you're stuck. This is the next best thing to having a coach or mentor, and as a member you'll get that at a small fraction of the price.
- Forum sections on various Technical & Creative Skills, including campaign tracking, programming, banner and landing page design, and copywriting.
- A "Masterminds" section for members to form groups to work towards success together.
- Lots of case studies documenting how profitable campaigns are made.

To see a more-detailed description of what you'll find inside the forums, please see:

<https://stmforum.com/join/>

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

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Our forum moderators and members jointly possess expertise in many areas of affiliate marketing, and many traffic networks and affiliate networks have a presence on our forums as well.

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

[Click Here to Join the STM Forum Now!](#) (Use coupon code **STMWW2020** for 40% off the 1st month.)

We'll see you on the inside!

Respectfully,

*STMForum.com*

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