

STMForum.com Presents:

WHAT'S WORKING IN AFFILIATE MARKETING

COVID19 Edition



2020
VOLUME 2 (OF 2)

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

Report compiled by

Amy Cheung (aka Vortex)
Senior STM Forum Moderator

Matej Cechvala (aka Matuloo)
Senior STM Forum Moderator
Matuloo.com

IMPORTANT

If you did not receive volume 1 of this report, please get it from [here](#).

Disclaimer

No part of this report may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without written permission from STMForum.com or iStack Holdings Inc.

The insights provided by each individual affiliate or company representative are their respective opinions. The reader is solely responsible for deciding whether or not to act on the advice presented in this report. STMForum.com or iStack Holdings Inc. cannot be held responsible for any outcome that may result from the implementation of the ideas presented in this report.

STMForum.com or iStack Holdings Inc. do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from accident, negligence, or any other cause.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Table of Contents

IMPORTANT	2
Tips On Dealing With the Covid-19 Situation and Beyond	6
The Importance of Mindset.....	7
Tips on Keeping Business Afloat	8
Niches Most Likely to Thrive	11
Tips on Staying Healthy, Sane, and Productive.....	14
Parts of this Report Relevant to Covid	19
Other Relevant Articles and Videos.....	22
Intel From Spy Tools.....	23
Adplexity, Alex Om ('alex_om' on STM), CMO	23
Analyzed.ai ('desteny' on STM), Edvinas and Markus, Founders of Analyzed.ai and Clickmate.io	26
uDroppy ('udroppy' on STM), Robin Devon Calandri, Brand Relations Manager and eCom Manager.....	28
Insights From Affiliates.....	43
Taiwo Balogun ('cashmoneyaffiliate' on STM), Super-Affiliate	43
Emil Black ('blackemil' on STM), Veteran Affiliate	45
Besmir Bregasi ('bbrock32' on STM), Veteran Affiliate, Co-Founder of STMForum.com	46
Joe Burton, Affiliate and Founder of ROI Marketplace	48
Matej Cechvala ('matuloo' on STM), STM Moderator	50
Amy Cheung ('vortex' on STM), Affiliate, STM Moderator	53
Erik Gyepes ('erikgyepes' on STM), Affiliate Marketing Expert, STM Moderator	57
IAmAttila ('iAmAttila' on STM), Veteran Affiliate and Founder of iAmAttila.com	59
Josh Mayne ('maynzie' on STM), Affiliate, STM Moderator.....	61
Oksana Reutova ('greenmint' on STM), Veteran Affiliate	63
Christina Szekeres ('imqueen' on STM), Affiliate.....	66
Yi Hao Ten ('adsflo' on STM), Internet Marketer.....	68

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Insights From Ecommerce Experts	70
Hassan Aanbar, SEO and Lead Generation Agency, Founder of BrightLeadsMedia.com.....	70
Timotej Gracner ('wakeboarder' on STM), Ecom Expert, Founder of Adanalytics.io	72
Zack Franklin ('Zack' on STM), Amazon Expert.....	75
Angus Kong ('anguschkong' on STM), Entrepreneur.....	77
Ace Reddy ('acereddy' on STM), Ecommerce Expert.....	79
Nick Shackelford, Ecommerce Expert, Facebook Expert	83
Insights From SEO Experts.....	85
Matt Diggity ('matt diggity' on STM), Affiliate SEO Specialist	85
Matthew Woodward ('Matthew Woodward' on STM), SEO Expert.....	87
Insights From Traffic Networks	91
Clickadu, George Minski, BD and Coop Manager	91
EZMob, Idan Kfir, CEO	93
Outbrain, Bryan Hernandez, Director of Customer Success	95
Plugrush, Marius Pedersen, COO	97
Pushground, Christopher Peterson, Marketing Manager	99
Traffic Factory, Takanori Kanto, Sales Director	101
Traffic Force, Ross Alan, Advertising Manager	103
Twinred, Peter Rabenseifner, CEO.....	105
Vrume, Mark Hurson, President	107
Zeropark, Neill David Burton, Head of Account Management	109
Insights From Affiliate Networks.....	111
AdStart Media, Ivan Galabov, Managing Partner	111
Advidi, Bram van Pul, Team Manager Sales	116
Big Bang Ads/eGENTIC, Vincent Jouvin, Senior Business Development Manager	119
Blueflag, Stefan Muelbaur, CSO	121
Clickdealer, Henry Whitfield, Global Head of Supply.....	123
Gasmobi, Federico Zwanck, CEO and Co-Founder	125
Jumbleberry, Fred Jean-Bart, Senior Agency Partner.....	127

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Leadrock, Dmitry Sukmanov, CEO	130
LemonAds, Nabil Ben Khelifa, Chief Revenue Officer	132
Maxbounty, Brody Curtis, Senior Affiliate Manager	135
MyLead, Patryk Hoffmann, CEO	137
Paddock Media, Michael Madew, Managing Director; Founder of Affiliate Circle	142
REBILL, Juliet Kulish, Senior Affiliate Manager / Dating Expert	144
TopOffers, Nick Martsenitsen, COO.....	146
Toro Advertising, Beatriz González, Business Developer.....	149
Top Traffic Types & Verticals.....	151
Summary.....	153
Next Step	162
Affiliate Marketing Acronyms and Abbreviations.....	164

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

TIPS ON DEALING WITH THE COVID-19 SITUATION AND BEYOND

By Amy Cheung ('vortex' on STM)

These are uncertain times we're living in.

A lot of people have made predictions on how the global economy will be affected by the covid situation in the long term. At the end of the day, nobody will know for sure until the dust has settled – which may take a while.

Moreover, many people are losing sight of an even more serious problem: We were already past due for another economic recession, and [the covid situation has expedited its arrival](#). As such, even after we manage to bring the covid situation under control, the economy will not likely just bounce back magically in a short time.

So, our businesses are faced with 2 challenges:

- 1) We need to keep our business afloat while large parts of the population are in quarantine.
- 2) We need to continue to make money during the rest of the economic recession, which can last much longer than the pandemic.

To help us through these tough period, I've put together some tips below. They're a result of a combination of my personal experience, my speculation and prediction, and advice from other experts that have resonated with me. Nothing from this article should be taken as gospel, but rather as food for thought.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

The Importance of Mindset

In the meantime, we can only choose to do what makes sense to each one of us. We can only keep trying different things until we find something that works for each of us individually, and stay positive in the process.

With everything changing so fast and the future being uncertain, **FAITH** becomes ultra important. We need to believe that we **CAN** and **WILL** figure things out in due time, and commit to doing whatever it will take to achieve our goal.

A wise friend of mine recently reminded me that:

Nothing is impossible.

I would add to that by saying:

Anything is possible if you desire it strongly enough, and focus on it and work at it hard enough for long enough.

I know this may not sound like ground-breaking advice, but at times like these, when everything is uncertain, going back to basics can be the most sensible thing to do.

The advice above is in-line with the law of attraction principles, but I hope it will resonate with you even if you don't believe in new age "woo woo" concepts.

On a more practical note: I find this quote very motivating and relevant to the situation at hand:

"In the middle of difficulty lies opportunity." - Albert Einstein

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

In fact, [many businesses were founded during an economic recession](#) – including General Electric, IBM, General Motors, and Apple. If you need motivation, [this article](#) shows 17 recession success stories that are very inspiring.

Yes, it may be more difficult to make money now than before, but there are also more opportunities. It just means we have to be more creative, and work harder and smarter.

It's important to see the crisis as an exciting challenge rather than an excuse to be complacent.

Paul Jey's FB post is a must-read on the topic of mindset during these times – you can find it [here](#).

Tips on Keeping Business Afloat

If your business is still thriving during these challenging times, I congratulate you!

However, if your business is taking a hit, the tips below may help.

The grass may look greener on the other side, and the temptation to jump ship may be strong. However, (more often than not) it may be easier to improve on your current business rather than make a radical switch to something totally different.

Below are some options you may want to explore first, before considering switching to another business/vertical.

Some of these tips apply to affiliates, some to ecom business owners, and some to both. I'm sure you'll figure out which ones apply to your specific situation.

-Focus on proven audiences that are bringing in the highest ROI, and try to **increase order size/LTV** with upsells/downsells/cross-sells. Test more angles and creatives on proven audiences to decrease CPA. Basically be more creative and hustle harder than before.

Do everything you can to make the best audience work, then test other audiences.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

-**Craft ad angles that focus on instant gratification and immediate solutions**, rather than long-term solutions or investments. During times of uncertainty, most people tend to have the mentality that one bird in hand is worth two in the bush.

-**Do more preselling.** Instead of asking for the sale right away, send potential customers to a landing page first, or even capture the lead and sell to them multiple times to convert them on same or even multiple offers.

People are becoming more cautious when it comes to spending money. They're doing more research before making buying decisions, so we want to indulge them by providing more information to help them make that decision.

Please excuse the vulgar analogy, but we need to stop trying to sleep with someone on the first date. Court them slowly. Be attentive to their needs by listening to what they say. Woo them with flowers and chocolate and fine dining. Make all the right moves so they'd willingly give you their business (no pun intended).

-**Build your own brand, then build your own source of traffic.** Whether it be a mailing list, push subscribers, chat subscribers, FB page fans or FB group members, Youtube channel fans, blog readers, Instagram followers, or other types of lists. Doing so has always been a good idea, but in current times it has become ever more important to stay competitive by building an audience that likes and trusts you.

-**The list-building tip above apply to affiliate marketers as well.** Create a lead magnet, build lists in multiple channels, and monetize them with a mix of helpful content and affiliate offers.

-For product/service owners: **Do more for customers at lower pricing.** Think of ways to increase the value you bring to customers at more-affordable prices.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Consider offering your product/service at drastically-reduced prices for a limited time, or even offer your tripwire product for free, to build goodwill. Customers will remember you for helping them out in times of need, so that when you sell them other products later, the trust will already be there.

-For affiliates: **Promote lower-payout offers like SOI lead gen offers.** In many verticals, it's likely easier to get leads than sales right now. Of course, depending on how well the advertiser (offer owner) can monetize the leads, and how cheaply you can gather these leads, and also the quality of your leads, the offer may or may not back out for you. But at least for lower-payout offers, you can gather more data on less budget, and test more offers with the same amount of money.

Alternatively, try the opposite end of the spectrum by **promoting higher-payout offers that have better profit margins.** Just make sure the offer is still in great demand during these turbulent times (please refer to the next section of this article). Yes, it will take every trick in the book to presell and convert visitors, but the higher profit margins can potentially give you more room to play with.

-**Explore less-saturated traffic sources and traffic types** to avoid heavy competition and get traffic at cheaper costs.

-**There's a surge in desktop traffic now that many people are at home all the time** – try targeting that before other advertisers/affiliates catch on to drive up the CPM.

-**Stay in touch with other business owners in your industry.** It has become more important than ever to come together and compare notes to figure out what works and what doesn't work, together. The [STM Forum](#) is a great community you can call on for that purpose.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

-**Re-examine all your business costs and trim the fat.** Now is no time to be wasteful. Focus on being practical. Default to the “need to haves” by cutting the “nice to haves”.

-**Check out government financial relief programs for helping small businesses through covid.** Shopify has put together a list of such resources for many countries. You can find it [here](#).

Niches Most Likely to Thrive

If your current business is so heavily-affected that you can't turn it around, and you're thinking of switching to a different market altogether, then the ideas below may help.

During Covid

Products or services with one or more of the following attributes should do well during the covid pandemic:

- Don't require face-to-face interactions with clients, or for employees to work at a central location (i.e. office/factory/call-centers).
- Allow people to minimize having to go outside (e.g. to shop for essentials).
- Entertain bored people in quarantine.
- Allow people to stay connected without having to meet in person.
- Prepare people for emergencies.
- Bring peace of mind, reduce stress and anxiety.
- Boost the immune system or otherwise keep the body healthy.
- Provide protection from the virus.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Examples:

- The obvious products – **face masks, disinfectant.**
- Legal** – I hear that mass tort is doing great right now ([examples here](#)).
- Insurance** - Life insurance so loved ones are provided for in case of death by the virus. Health insurance in countries that don't have free healthcare, such as the US, [which will not cover treatment costs for covid patients.](#)
- Movie streaming services** (e.g. Netflix)
- Gaming** (desktop and apps); other entertainment apps
- Online pharmacies**
- Supplements that can boost the immune system** (or at least claim to)
- Alternative/holistic medicine** (acupuncture, energy healing)
- Essentials that are delivered** to people's homes (e.g. healthy foods)
- Exercise programs** that can be done from home
- Survival gear**
- Online dating** – mainstream dating is probably more popular during lockdown compared to adult dating
- Online courses** (to learn new skills to replace/supplement current/lost income; learn new hobbies to pass the time)
- Online advertising services** - many businesses are struggling to survive, so would be willing to pay for expert media buying services for example. Some businesses that are currently offline are wanting to sell via online channels to stay afloat.
- Funeral services and funeral plans lead gen offers** – this one's a bit morbid, but with the number of deaths from the virus climbing higher every day, death is on everyone's minds.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

During the Rest of the Recession

Products or services with one or more of the following attributes can do well during a recession:

- Are essential to survival (need vs. want or “nice-to-have”)
- Help to reduce cost of living or generate/increase income
- Provide immediate gratification/results instead of benefits in the long run – as people are uncertain about the future. People will just want to take things one day at a time and survive TODAY.
- Bring peace of mind, reduce stress and anxiety.

Examples:

- Entertainment** – movie streaming sites, online gaming and gambling, etc. People need distraction from all the stress.
- Sex-related entertainment – adult dating, sex toys, porn. Again, to distract from the stress.
- Online dating** – connection with other humans is a basic need that won't change during hard times. In fact, it may become a greater need.
- Health and wellness products** (online pharmacies, health supplements, health foods etc.) Being in good health is a basic desire. Sub-niches: Senior health, pet health.
- Beauty products** – maintaining/improving the way one looks can be a top priority for many people, particularly women. During a recession though, demand would likely shift from higher-end to lower-end products.
- Security products and services** – crimes such as theft will typically increase during a recession, so products such as security alarms and cameras will have demand.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

-**Insurance** – people need ways to increase their feelings of security for themselves and loved ones, and taking out health insurance, auto insurance and life insurance can help to achieve that.

-**Debt**-related products and services - loans (e.g. personal loans, business loans), mortgage refinance, debt consolidation, credit cards. Measures people take to get their hands on quick money to tide them over.

-**Sweepstakes and gambling** – gives people hope of winning what they can't afford when they're in lack.

-**Online education** – when jobs are scarce, many people will sharpen their skills and further their education in order to be more competitive. Professional certification courses can do especially well (e.g. CPA exam review courses) as they make resumes look more attractive.

-**Online marketing courses** - people that are laid off from jobs or had a pay cut, would be interested in finding ways to supplement or replace lost income. And many people that still have jobs would want to learn how to make money online as a backup plan in case they lose their jobs.

-**Funeral services** and funeral plans lead gen offers

Tips on Staying Healthy, Sane, and Productive

Staying indoors in the upcoming days, weeks, and possibly months can really take a toll on one's physical and mental health.

Our challenges have just started – there will be some tough (but potentially exciting) times ahead. So now is definitely NOT the time to let ourselves go!

Plus: Being healthy and happy can do wonders for work productivity!

(Disclaimer: The tips below are based on my personal preference and opinion. I'm not qualified to give professional advice on physical or mental health.)

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

-**Eat healthy.** There are a thousand different types of “healthy diets” you can follow and I won’t go into details here because I’m not an expert on nutrition, and everyone’s body and preferences are different. Here’s what has worked for me personally:

1)I control portion size so that when I finish eating I’m around 80% full, and don’t indulge in gluttony by going for seconds,

2)I TRY to include vegetables as 50-80%+ of my diet. If you’re in lockdown, try to get fresh vegetables delivered to your door, or if it’s not too late to go shopping, stock up on frozen vegetables, or even canned vegetables as a last resort.

In my opinion, ANY percentage of vegetables would be better than no vegetables.

3)I put a limit on the amount of snacks I’m allowed to have. Now that we’re sitting at home and bored, we tend to be tempted to fill up on junk food and make ourselves fat.

I don’t stock up on a lot of junk food in the first place, so I can’t eat what I don’t have. I do love my potato chips and sugar cookies and Reese’s peanut butter cups, but I also know what they can do to my waistline.

So I’d also include healthier snacks like raw almonds and peanuts. And I’d ration the snacks. My partner and I would pick one unhealthy snack a week. This week for example we split a bag of chips and finished that, so for the rest of this week we’re only allowed a small handful of almonds each a day until next week when we can choose another unhealthy snack.

4)I try to drink at least 8 glasses of water a day. ([See here](#) for amounts recommended by medical experts.) If you wait until you’re thirsty before drinking water, you’re not drinking enough.

To encourage myself to drink more water, I make it stupid-convenient by filling up the 4 cups on my desk every morning and afternoon. The sight of them automatically serves as a reminder to keep drinking until it’s done.

-**Exercise.** Just because we can no longer go to the gym doesn’t mean we can’t exercise! I’m sure you wouldn’t want to come out of quarantine with 20 lbs of excess weight.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

I won't go into the importance of exercising regularly because we all know this, and it's especially crucial during a lockdown. Exercising will help us to counter the effects of all the sitting around at home and our increased tendency to indulge on snacks, plus help to keep depression and anxiety at bay.

I'm proud to announce that instead of GAINING weight during the lockdown, I've actually LOST weight. I've lost 10 lbs this month so far with the diet tips provided above plus exercising at home.

What I did was get an xbox 360 with kinect and a couple of dance games including Dance Central, and dance to 2-3 routines under their "fitness mode" every day which takes 40 minutes to an hour. It's been a lot of fun and my partner and I would keep trying to beat each other's score.

If you have DDR (Dance Dance Revolution) with the dance mat, dig that out of storage and relive the excitement. Or if you have the WII with games that involve a lot of physical action, try those.

Also: I have a good friend that has lost 70 lbs using [Beach Body on Demand](#). It only costs \$119/year for full access to their workouts. You can find some samples of workouts [on youtube here](#).

Lastly: There are lots of youtube vids and free exercising apps that can provide you with exercising routines you can follow. So, no matter what your budget is, and even if you don't have any gym equipment, there is ZERO excuse NOT to exercise at home.

-Monitor your weight. My partner and I would take 3 pictures of each other every day: Front and side profile full-body, and our weight as shown on the scale. This way we can track our weight over time, and avoid "surprises" when we finally step on that scale.

-Involve friends and loved ones. It's easier to work with at least one other person to agree on diet and exercise goals, and then hold each other accountable. I'm normally not very disciplined when it comes to diet and exercise, but my partner wouldn't let me get

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

away with skipping one day of exercise without a darn good reason. And because she's the main chef, she controls what we eat.

-Meditate regularly. I meditate daily. However busy I may be, I make that a priority. When I do, I have more energy, I can think more clearly, I'm less affected by my emotions (such as fear and anxiety during these times). I'm more productive and feel happier and calmer, and in general enjoy my day more.

Most importantly, meditating allows me to strengthen my connection with the Universe (or the Greater Consciousness, or God, or whatever else you know it by) so that I receive real-time inspiration on what action to take and when. What people call "coincidences", "serendipities", and "synchronicities" are a good part of my everyday life because I bother to align my energy first and do everything else second.

To the less new agey / spiritual and more scientific-minded of you, meditation has been scientifically proven to bring many benefits. Google "scientifically proven benefits of meditation" and you'll find tons of relevant articles.

If you're new to meditation, I would suggest to use guided meditations so your mind would have something to focus on. Do a search on "guided meditation" on youtube and you'll find tons. Here are some I can recommend:

[10 Day Vipassana Course by S.N. Goenka](#)

[Abraham Hicks Guided Meditations Series](#)

And – for those of you that believe in past lives, Dr. Brian Weiss' past-life regression session can reveal intriguing information about your distant past:

[Past-Life Regression Session by Dr. Brian Weiss](#)

-Stay in touch with family and friends. Don't face any situation alone. It's easier to have people to share your feelings with. While it's not ideal to be constantly talking about what a bad situation we're in, letting all the fear and anxiety build up inside is not good for your mental health either.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

-**Try not to sit at the computer for prolonged periods of time.** Get up every 30-60 minutes to take a 3-5 minute break. Walk around, do some stretching, look out the window and off into the distance to relax your eyes.

Alternatively, consider getting a standing desk – the [SKARSTA from Ikea](#) won't break the bank and does the job.

-**Explore time-management methods** such as the [Pomodoro Technique](#). There are lots of online and offline pomodoro timers you can use, including apps. Google's your friend.

And if you use Pomodoro, your breaks are automatically scheduled in – which would prevent you from sitting too long at a stretch.

-Lastly: **Limit the time you spend reading about the virus situation.** Of course we need to stay informed and take action as needed to protect ourselves, but overdoing this will only add unnecessary fear and anxiety.

If you have FB friends that live in the same region as you, chances are any major updates that affect your region would be plastered all over your feed the same day. So really, it's not necessary to spend hours of every day reading up on this stuff.

Take adequate precautions, then chillax.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Parts of this Report Relevant to Covid

Several contributors to this report have mentioned the covid situation in their entries. I'll quote or summarize the relevant entries below for your reference, just to keep everything together. (Note: Please click on each title to see the corresponding section.)

[Analyzed.ai, Spy Tool:](#)

"The primary traffic sources in 2020 are Facebook, Google, and Native advertising sources. After the virus outbreak, we have seen CPMs reduced drastically on each of these platforms. More people are online than ever due to quarantine, and big companies curbed their big-dollar spending on branding campaigns.

However, reduced CPMs may mean little to your overall cost per action. Affiliates that are creating the same ads as last year are no longer competitive. Those who stay afloat always react to the news and current climate, thus incorporating it into their creative assets. If you want to benefit from the drastic drop in CPMs, it's time to start thinking creatively."

[uDrop, Ecommerce Business Solution:](#)

Good product niches during covid: Healthcare and cleaning products, content creation tools, home office products, home products, kitchen products, fitness and yoga products, garden and backyard products, educational products and toys for kids, beauty and wellness products, eco-friendly products, sex toys.

Advice for during covid: *"If merchants and offer owners can adapt quickly they can take advantage of the higher volumes of traffic and the lower competition at the current time. Also, customers are more prone to buying online to avoid leaving their houses."*

Advice for post-covid: There will be a bigger audience base to retarget and a high number of abandoned carts to recover. Niches that will make a comeback include outdoor activities and sports, travel, and fashion and accessories.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

For more details as well as examples of trending products, please see [uDroppy's section of this report](#).

Taiwo Balogun, Super-Affiliate:

"My focus this year will be on moving into niches that will benefit from the recent global health crisis such as life insurance, travel insurance, film streaming services, work from home and so on."

Advice for newbies: *"Focus on niches that will benefit directly or indirectly from the current health crisis this year."*

Besmir Bregasi, STM Co-Founder:

"With the current COVID19 situation things have change a LOT. All the leadgen services that used to do really well last year are pretty much in a halt. Think of it this way: All the dentists, real estate agents, travel agencies that were paying a lot to buy your leads, most of them are shut down right now. So that has caused a big change in the affiliate landscape. However, even in tough times, new opportunities always open up. Now we have most of the population stuck at home and can't go out except for buying groceries. This means there is a huge opportunity for e-commerce. I won't go into details but with a little creativity and research you should be able to figure out what works."

Erik Gyepes, Affiliate Marketing Expert:

"I'm not sure if I can answer what is hot as things recently changed and many things that was hot recently became "cold". Examples are CC Submit sweepstakes, which are not converting as they used to.

But with the current virus and recession situation, I believe things related to personal health, insurance, investing or surviving are thriving: face masks, sanitizers, insurance, investing, making money online and many other survival-related items."

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

[Zack Franklin, Amazon Expert:](#)

“Facemasks, Hand Sanitizers, and Toilet Paper are the hit products of 2020 for sure. More than 10,000 Chinese businesses have added these to their product lineups.

Anything that will provide security and a sense of safety/well being is going to do well this year.”

[Clickdealer, Henry Whitfield, Global Head of Supply:](#)

“At ClickDealer we have seen a strong growth in white-hat lead generation offers - specifically in home owner targeted products and services. With these verticals relying on appointments as a back-end metric, our focus has been on developing our partners promotional strategies to focus on quality over quantity, finding longer term gains versus a short-term win.

However, as COVID-19 affects at home appointments in the US, we are expecting to see a move away from these campaigns as we head into Q2 of 2020. Moving from appointment based verticals into other verticals like home or health insurance and finance. By being proactive with this pivot, we are aiming to keep our partners ahead of the curve as the market changes.”

[Outbrain, Bryan Hernandez, Director of Customer Success](#)

“Natively, we’ve been seeing tremendous spikes in ad inventory amidst our current world events surrounding COVID-19 – causing major surges in media consumption and shifts in consumer behavior. Specifically, we’re experiencing the highest surges in these related content categories: News, Health & Fitness, Home & Lifestyle, and Business & Finance.

With these surges come significant decreases in CPCs (and less competitive, highly premium traffic) – candidly making it a perfect time to diversify your channels and test your programs natively.

For ad formats, standard and video units have gained the highest performance, especially when programmatically enabled, thanks to the trend-driven automation hard at work on the backend.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Other Relevant Articles and Videos

[Free Tools, Resources, and Financial Help for Business Owners Hit by Covid-19](#)

[Paul Jey's Advice on Mindset](#)

[Covid-19's Effect on Media Consumption \(And 5 Trends to Note\)](#)

[Covid-19 & Affiliate Marketing: What Works During Crisis](#)

[Covid-19: Affiliate Marketing Plan B?](#)

[\[Discussion\] What Affiliate Offer to Run During a Pandemic with KJ Rocker \(by Ian Fernando\)](#)

[The Pilot Episode \(Insights for Brand Owners and Media Buyers\)](#)

[COVID-19 / Coronavirus - What To Promote, What To Sell, Over 27 Ideas For Affiliate Marketers To Make Money During These Trying Times...](#)

[Tips from Depesh Mandalia on How to Thrive and/or Pivot with FB Ads Right Now](#)

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[**JOIN NOW**](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

INTEL FROM SPY TOOLS

Adplexity, Alex Om ('alex_om' on STM), CMO

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

(STM-Exclusive Discounts on Adplexity Products can be found in [this STM thread](#).)

AdPlexity a leading competitive suite of ad intelligence tools for mobile, native, desktop, push and adult ads. Its database is the biggest and most relevant on the market, which allows users to find all the details of profitable ad campaigns worldwide.

Also, they offer the best in class winning product research tool for eCommerce marketers.

What's Working in 2020

As a part of our work in AdPlexity, we communicate with clients and partners worldwide from all the niches that one can imagine. So I came to the conclusion every kind of traffic and vertical can be profitable. What indeed matters is whether you're a pro in certain ones.

Yes, the market is constantly changing. Nowadays there is more regulation, FB accounts get banned much faster, and it is getting more difficult to go through moderation. But the better you understand your niche, the more experience you have, the more opportunities you'll find. The main attribute of successful affiliates is their ability to adapt and find smart solutions quickly.

Affiliate marketing has long ceased to be an easy path. But in most cases, you will succeed if you're willing to be persistent, patient, inventive, and creative.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Main Verticals in 2020

Most of the talks about the death of a certain vertical or affiliate marketing in general are all started by those who jump from one hot niche to another, looking for easy money with little to no effort, and then failing to make money from any niche.

But in fact, you can still earn a fortune in dating, gambling, sweepstakes, nutra, eCommerce, and mobile content, education, CBD, finance and so on. We have tons of living examples as proof. Just sign up to AdPlexity and see for yourself.

Let's move to trends.

Ecommerce keeps rising.

Nutra and mobile content offers are thriving. Thanks to the fierce competition, developers are now paying more attention to the quality of their products.

As for the other verticals, they are mostly unchanged.

You can make profits from any country as well. It doesn't really matter what country you choose; you just have to know the needs and expectations of the particular target audience.

In tier 1 countries, there is less margin and you need a much bigger budget. But these countries are quite predictable. In Asian countries, it's the opposite, for example.

Main Traffic Sources in 2020

Native traffic is still great.

Facebook ads have become harder to work with, that's true. Especially for those who run blackhat. But more and more affiliates are moving towards whitehat (especially in Ecommerce).

As for push traffic, there are several main points. Everyone is waiting for the Chrome update, which may have a very negative impact on this ad format. Second, because of

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

large amounts of fraud, the quality of push traffic has dropped significantly over the past year. But then again, push traffic is still good and there is still time to make money on it.

Mobile and desktop banner traffic has always been and will be trendy, as well as Google traffic.

Oddly enough, affiliates are paying more attention to SEO nowadays.

I would recommend to look at TikTok and Quora as fresh sources. Yes, their ad platforms are not easy to use, but given the size of their audiences, it will likely be worth taking the time to master these sources.

If you are working in the dating vertical, note that one of the trends of this year is the ability to place your ads directly on some dating advertisers' sites.

What to Expect From Services in 2020

As for spy services, the quality and amount of data are still main keys. There are no new game-changers on the market, and AdPlexity is still the golden industry standard.

All kinds of tracking software are working on improving campaign automatic optimization algorithms and audience segmentation capabilities.

In 2020, we should expect more new services for the fast creation and improvements of landing pages and ad creatives (especially for Ecommerce).

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Analyzed.ai ('desteny' on STM), Edvinas and Markus, Founders of Analyzed.ai and Clickmate.io

Links: [Analyzed.ai](#), [Clickmate.io](#), [desteny's STM Profile](#)

Turbulent Times

Amid the rise of the corona virus, there has been a drastic shift in the affiliate industry with no stone left unturned. In this overview, we will look at the most prominent change factors for financial offer affiliates.

Traffic Sources

The primary traffic sources in 2020 are Facebook, Google, and Native advertising sources. After the virus outbreak, we have seen CPMs reduced drastically on each of these platforms. More people are online than ever due to quarantine, and big companies curbed their big-dollar spending on branding campaigns.

However, reduced CPMs may mean little to your overall cost per action. Affiliates that are creating the same ads as last year are no longer competitive. Those who stay afloat always react to the news and current climate, thus incorporating it into their creative assets. If you want to benefit from the drastic drop in CPMs, it's time to start thinking creatively.

Angles

Last year saw a sharp decline and near-death of celebrity-endorsed advertisements due to Facebook and Google imposing even stricter rules and account ban policies. However, this

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

resulted in many affiliates writing unique creatives for the offers and, compliantly, achieving a tremendous return on investment.

As always, the rip-and-run model is almost obsolete, and the successful affiliates can look at the current news climate, develop a unique and captivating story, and put the cherry on top through high-quality ads.

Trust Factor

In this growing industry, the ever-lasting concern remains in selecting business partners, associates, and joint ventures. A reliable network is hard to find. With the high volatility in cryptocurrency prices, many people have been hurt financially due to insufficient liquidity, financial planning, or dishonest partner behavior. We advise you to stay diligent and to find partner companies with short and clear payment terms, high liquidity, and respectability, especially when the market conditions are worrisome.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

uDroppy ('udroppy' on STM), Robin Devon Calandri, Brand Relations Manager and eCom Manager

Links: udroppy.com, [udroppy's STM Profile](#)

Trends in eCommerce, the Strange Case of 2020

2020 is a year no one will ever forget.

The COVID-19 pandemic has affected most countries and is having effects on every single existing industry on multiple levels.

When it comes to eCommerce, though, the scenario becomes particularly interesting because, unlike many other business (digital-based too), online sellers belong to one of the few categories for which PERFORMANCE is still under their control.

The positive or negative impact of COVID-19 on an eCommerce business can be determined by observation, cold blooded decisions and the ability to adapt.

Resorting to these abilities shouldn't be an extraordinary measure, but a mere best practice as online merchants are constantly called to make decisions to adapt to trends or to set trends.

The fact that this specific moment is marked by a health emergency makes no difference.

What will make the difference, instead, is the fact that this impact took place in Q1, it is currently affecting sales and consumers purchase behaviour (for T1 countries in particular) and it will protract itself all the way to Q4.

As a result of the public health emergency, all trends and products considered interesting for the eCommerce industry are somehow correlated to this pandemic, directly or indirectly. Moreover, this pandemic can be considered as a trend in itself.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

With this said, regardless ordinary or extraordinary conditions, product choice can follow two paths:

- a. Knowing what is currently selling.
- b. Identifying a problem solver for a current trend/need, and test.

Spy tools help with the first, **uDroppy** helps with the second.

The influence on trends brought by the COVID-19 pandemic will be directly proportional to its ascendant and descendant phases. We can't predict how long they will last, but merchants must keep them in consideration when planning through the quarters and develop their strategies accordingly.

ASCENDANT PHASE: Ongoing Outbreak

SITUATION: Many people in physical isolation

AUDIENCES: Very sedentary – their goals are to adapt to the new routines and to stay safe.

TIP: Their approach to buying makes them more sensitive to bundles and multipacks.

TRAFFIC VOLUMES: Very High and constantly increasing.

NICHES, TRENDS AND PRODUCTS

0. Past Winners

Winning products from the past can be launched once again as audiences will have renewed or brand new attention and interest for them. This is because their routines, therefore their needs, have dramatically changed. This means that it's a good moment to remind people about the existence of certain products that could be even more useful currently. At the same time this is the perfect moment to have new users discover your





Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

product and impress them with the wow factor that determined the success of your winning product in the first place.

1. Products Connected to First Necessity – Healthcare and Cleaning Niches

Why? Contribute to self protection and helps to detect/monitor symptoms.

Example products:


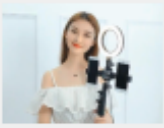


	Puls Oximeter Machine Product code: 3393
	Digital Thermometer Product code: 2206
	Thermometer Ring Product code: 1431
	UV Sterilizer Light Product code: 9100

2. Content Creation Niche

Why? More time spent on the internet / social media also means an increase in content creation (for social media, ecommerce, blogs etc.)

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Example products:






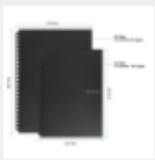
	<p>Multifunctional Smartphone Holder With Light Product code: 1479</p>
	<p>Led Ring Phone Tripod Product code: 2406</p>
	<p>Light box photo shoot studio Product code: 29</p>
 <p>16 Led Light Makeup Mirror</p>	<p>16 LED light make up mirror Product code: 2227</p>

3. Office Niche

Why? Every company is encouraging smart working for all their workers. This increases people's interest in products that enhance comfort, productivity and concentration in reproducing the office environment at home.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Example products:







	Laptop Stand for Posture Product code: 1272
	Blue Light Blocking Glasses Product code: 1869
	Back Posture Corrector Product code: 1561
	Orthopaedic Memory Foam and Seat Cushion Product code: 2413
	Gel Cushion Product Code: 1228
	Smart Notebook Product code: 187

4. Home Niche

Why? Making home a better and safer place by increasing comfort, aesthetics, morale, and quality of living in general.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Example products:





	Fireworks Night Light Product code: M16		Sofa Cover and Seat Cushion Product code: 2986
	Smart Vacuum Cleaning Robot Product code: 1916		Home-decor hanging shelf Product code: 645
	Magnetic hexagonal Lights Product code: 9098		Air Purifying Necklace Product code: 8855

5. Kitchen Niche

Why? Rediscovering or learning a new a hobby / facilitate cooking increased numbers of meals (smart cooking).

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Example products:

	Air Tight Food Storage Product code: 2951
	Defrosting Tray Product code: 6997
	3 Speeds Cordless Blender Product code: 1111
	Mini Yogurt Maker Product code: 1910







6. Seasonal Indoor – Fitness & Yoga Niche

Why? Need to continue with the gym routine in preparation for the summer.

Note: We are witnessing a strong increment of content created for this pain/niche, by influencers and personal trainers.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Example products:





	Gluteal Clamp Product code: 4072
	Acupressure Mat and Pillow Product code:
	Electronic Muscle Stimulator Product code: 337
	Fitness Resistance Bands Product code: 1127
	Mandala Yoga Mat Product Code: 3236
	Unisex Feet Support Socks Product Code: 3186

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

7. Seasonal Outdoor – Garden and Backyard Niche

Why? Immune to COVID-19 situation, this is the time of year when interest for these products typically increases. In this case it is even stronger because external private property has become the only alternative to indoor space.

Example products:

	Backyard Air Sofa Product code: 135
	Anti-Mosquito Hammock Product code: 2521
	Inflatable water spraying ball Product code: 129
	Outdoor Waterproof Solar Lights Product code: 1790





8. Educational & Toys Niche

Why? Strong interest in parents to:

- Keep their children occupied.
- Keep them safe, stimulated by valuable entertainment.
- Keep them away from the screen as much as possible.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Example products:








	Domino Blocks Train Kit Product code: 6994
	Wooden Magnetic Puzzle Product code: 2659
	Magnetic wooden toys Product code: 3897
	Fruit Caterpillar Game Product code: 3421

9. Beauty and Wellness Niche

Why? This niche has seen an increasing growth in interest and sales from the very beginning of the outbreak. The focus here must be on beauty treatments that usually require a dedicated amount of time or that can represent the equivalent of beauty center treatments.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Example products:

	Mini Electric Vibration Dark Circle Remover Product code: 9099
	Multifunctional Hairdryer Rotating Brush Product code:1491
	Mini Portable Massager Product code: 6956
	Electric Callus Remover Product code: 1912
	Ion Steam Face Product code: 4529
	Smart Mask Machine Product code: 1496
	Anti-bacteria toothbrush UV sterilizer Product code: 9101







Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

10. Eco-Friendly Niche

Why? Reusable products that save time, money, and avoid having to leave home to replenish.

Note: There is a special interest for baby and feminine care reusable products.

Example products:

	<p>Flexible Silicone Covers (6pcs) Product code:</p>
	<p>Stainless Steel Straws Product code: 1177</p>
	<p>Beeswax Food Cloth Product code: 1564</p>
	<p>10Pcs Reusable Fiber Pads Product code: 1707</p>
	<p>Menstrual cup Product code: 1340</p>
	<p>Reusable diapers Product code: 9389</p>

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

11. Sex-Toys

Why? Also in this case there has been a substantial increment of sales regarding offline retailers in the early stages of the outbreak.

For product examples visit the uDroppy product catalogue and don't forget to enable the Adult Mode.

DESCENDAND PHASE: Post COVID-19

SITUATION: Back to regular routines (gradual process)

TRAFFIC VOLUMES: Decreased to standard levels, but overall augmented because of a very high portion of the world population having gone online during the quarantine.

AUDIENCES: Enlarged

Notes: There will be a bigger audience base to retarget and a high number of abandoned carts to work on recovering.

TRENDS: Seasonal niche will return regardless of activity location. Outdoor activities and sports, travel, cosmetics, fashion and accessories niches will make a comeback. Higher sales during Q4 compared to previous projections due to change of consumer behaviour since the first quarter.

Conclusion

If merchants and offer owners can adapt quickly they can take advantage of the higher volumes of traffic and the lower competition at the current time. Also, customers are more prone to buying online to avoid leaving their houses.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Even if eCommerce must currently be considered at the light of the pandemic, when it comes to choosing the winning product for your store the approach must be pragmatic. In general we can say that:

- A TREND is something popular at a certain point in time.
- Trending Products are a combination of NEED + MOMENT IN TIME + PRODUCT. You can't just consider the product alone.
- The product is influenced by a certain TREND and is projected towards an identified AUDIENCE.

Here is an example of how these elements must interact in order to identify a product - let's focus on motherhood during a time when unicorns are a thing. So we have:

TREND: UNICORNS

AUDIENCE: WOMEN

WINNING PRODUCT = [MOMENT IN TIME (MOTHER)] + [NEED (BABY BAG)] + [PRODUCT (MOM USB BAG WITH UNICORNS)]

uDroppy's consultants are constantly updated with global and specific trends in order to help identify and assemble these elements. Among the various products that can then fit in this equation, we know the characteristics that a so-called "winner" must have and further isolate it according to our info and the merchant's business model.

Trends set new angles for old products, and new products can be trending because they satisfy "old" needs.

Mastering this way of thinking can allow you to test and actually discover winning products to scale, and will facilitate the conception of a brand.

uDroppy works with:

- DROPSHIPPERS
- DIRECT ADVERTISERS
- BRAND OWNERS

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

-PURCHASE MANAGERS

and is the partner through which this can be done. We offer an ecosystem of services oriented towards supporting you to create and scale an ecommerce operation in the direction of your business goals.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

INSIGHTS FROM AFFILIATES

Taiwo Balogun ('cashmoneyaffiliate' on STM), Super-Affiliate

Links: CashMoneyAffiliate.com, [Taiwo's STM Profile](#)

1) Self-intro

My name is Taiwo Balogun, and I'm based in the UK but spend most of my time travelling. I've been an affiliate marketer for over five years now and also run an affiliate marketing blog cashmoneyaffiliate.com. My favourite vertical at the moment is Sweepstakes, and the main traffic sources I use are Facebook, Google Ads and Push Traffic.

2) Factors responsible for success?

Not being completely dependent on one traffic source and sticking to an evergreen niche such as sweepstakes, dating, work from home, insurance. Most importantly building and documenting systems for creating ads, getting new ad accounts, building landing pages, optimising campaigns, spying on competitors and so on is a huge key to success.

3) Focus for this year?

My focus this year will be on moving into niches that will benefit from the recent global health crisis such as life insurance, travel insurance, film streaming services, work from home and so on.

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

Sweepstakes is still hot and certain niches like TVs, games, food products and supermarkets are doing especially well this year.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

5) Best geos?

Tire 1 and 2.

6) Advice for newbies?

Focus on niches that will benefit directly or indirectly from the current health crisis this year.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Emil Black ('blackemil' on STM), Veteran Affiliate

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

1) Self-intro

I've been in the game since 2011, so I can say I'm a veteran. My main focus are sweeps and pin submits, and I am running on facebook and a little bit of google.

2) Factors responsible for success?

The main factor was the fact that I tested a lot and didn't give up.

YTD	\$181,152.00
-----	--------------

3) Focus for this year?

My focus will be to scale my business and conquer new verticals. More WH stuff like auto insurance.

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

Pin submits have declined but I can see a trend for WH leadgen offers to pick up.

5) Best geos?

Tier 1 but I also see offers in markets like Poland or Czech Republic. Sweeps that weren't on the market in the past years.

6) Advice for newbies?

Read on the [STM forum](#), learn, ask for advice, and don't give up.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Besmir Bregasi ('bbrock32' on STM), Veteran Affiliate, Co-Founder of STMForum.com

Link: [STMForum.com](https://stmforum.com)

1) Self-intro

My name is Besmir and I've been in affiliate marketing for over 10 years now.

I'm one of the founders of [STM](https://stmforum.com) / iStack and a few other companies in the adtech space.

Being in the space for such a long time allowed me to run pretty much every hot trend through the years. I've run everything from diet on Adwords (2009-2010), PPV, casual dating on adult, mobile pin submits everywhere to a myriad of offers lately on native ads.

These days I try to keep a more diversified portfolio than just affiliate campaigns. So it's like 50% on building tech companies and 50% still running traffic to fund my other ventures.

2) Factors responsible for success?

As every year, there is no secret formula. It all boils down to hard work, research and testing. There is always something working in the industry, you just need to put in the time to figure out what it is. The more time you spend researching on the spy tools, talking to networks and testing stuff yourself, the higher the chances of stumbling onto something profitable.

3) Focus for this year?

With the current COVID19 situation things have change a LOT. All the leadgen services that used to do really well last year are pretty much in a halt. Think of it this way: All the dentists, real estate agents, travel agencies that were paying a lot to buy your leads, most of them are shut down right now. So that has caused a big change in the affiliate

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

landscape. However, even in tough times, new opportunities always open up. Now we have most of the population stuck at home and can't go out except for buying groceries. This means there is a huge opportunity for e-commerce. I won't go into details but with a little creativity and research you should be able to figure out what works.

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

I think e-commerce is really hot right now on both facebook and native ads traffic. Also other traffic sources like SnapChat and TikTok may be good alternatives. Pop traffic seems to be at the same levels as last year. I see a decline in leadgen offers (not all of them but a good chunk). Also content arbitrage on Native traffic still looks pretty strong.

5) Best geos?

It's not one or the other. Both work really well if you find a good combination of the traffic source and offers. So don't restrict yourself to a choice of Tier-1 vs Tier-2, you can try both!

6) Advice for newbies?

Be prepared to put in the time and the effort to learn. As for everything else, unless you plan to really focus you won't be able to compete with the thousands of people trying to get started every day. I suggest joining a [community like STM](#) to get help getting started and also test, test, test yourself. As they say, you can't learn how to swim by reading a book about it.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Joe Burton, Affiliate and Founder of ROI Marketplace

Link: ROI-Marketplace.com

1) Self-intro

I have been in this business for over 15 years. Originally came from Pulse 360 and then bounced around before starting my own agency (ROI Marketplace) which specializes in Native Marketing.

2) Factors responsible for success?

Hard work and client relationships. At the end of the day profits are key, but how you treat people matters just as much.

3) Focus for this year?

We want to continue to diversify our ad spend on native, and work hard to become the largest push marketing agency in the country. We are also working hard to bring brands to native as they need to understand the value.

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

We love lead gen but also do a ton in the health space. Anything that has a good story can perform well on Native. We just try to steer away from aggressive diet, ED type camps.

5) Best geos?

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

I LOVE international buys because the traffic is so much cheaper. We can run camps in international geos for pennies on the dollar compare to what it costs in the US. Huge focus for 2020.

6) Advice for newbies?

Listen to people who have been there before. There are TONS of free info out there from people who have done more than you. Eat it up and ask questions.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

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

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

1) Self-intro

My name is Matej, but I'm using the nickname Matuloo in the online world, so that's what most people know me by. I come from Slovakia, a small country in the middle of Europe. I'm 41 years old already, and Affiliate Marketing is what I've been doing for my entire professional life. I've never had a "regular" job since I started to build websites while I was still going to university and thanks to that, I was actually able to pay the tuition with the money I made online.

Eventually, I did finish Uni, and I got a degree in business administration, but the corporate world never pulled me in, since affiliate marketing was working well for me and I didn't want to let the freedom go. On top of that, the salaries in my country at that time were quite low, so I was basically making multiples of the national average online with very little work. I was young and I felt like a king.

If I had to set a start date in my AM career, it would go back to 1998, when I created my first account with an affiliate network. Which means I'm doing this for like 21 years... time flies fast. As most people did back then, I started with building simple websites that were designed to "trade" traffic with others. Then I moved into SEO, when Yahoo and Altavista were the key players on the market. I had my share of fun with Google too, made a low of \$\$\$ with review sites.

But since all the easy things come to an end, so did the rankings of my SEO websites. Google's Pandas and Penguins messed with my organic traffic too much, so I decided to get into paid traffic, around 2013. And that's what I'm doing to this day. I run affiliate campaigns, using different traffic sources that sell various types of traffic. In the meantime, I also run a blog at matuloo.com and I'm one of the senior moderators at the [STM Forum](#), which is the only forum I post to and help other affiliates on.

2) Factors responsible for success?

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

For me, it's pretty much the same action plan, year after year. I have some verticals/niches that I keep running all the time, mostly dating. At the same time, I keep an eye on the new trends and jump on when I see something new gaining traction.

The first part of 2019 was about push traffic for me, I jumped on the trend some time earlier, around summer 2018 and continued to ride the wave till summer 2019.

The rest of the year 2019 was all about running dating campaigns on display traffic. I moved away from push when it started to get a bit saturated. I'm not saying push traffic stopped working, but I was simply able to make bigger profits in dating so I moved all my focus there again. And since I'm a lazy dude, I prefer to spend my time as effectively as possible.

3) Focus for this year?

I had a few new ideas that I wanted to pursue, some of them in the offline world, but then all this Corona Virus shitstorm started. Because of this situation, I cannot move on with my offline plans and have to put some online things on hold too.

For the nearest future the plan is clear... I will continue to run dating campaigns, except for a few geos they seem to be performing pretty well still. I will dedicate as much time to the [STM Forum](#) as possible, as there are always people who can benefit from my past experience and I'm happy to share it.

And I will watch the trends again, the pandemic and the economic crisis that's to follow, will definitely bring some new challenges but also opportunities. Those who can spot them first will profit the most.

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

This is one of those questions that would require an article on its own to cover all the important points. And I actually did that, when writing the summary for this whole report. So instead of repeating myself here, let me point you to the summary, which you can find at the end of this pdf.

Brought to you by [STMForum.com](#), the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

5) Best geos?

Most of my profits are coming from TIER-1 geos. The US and UK are my biggest markets right now. I also target most of the EU.

The emerging markets offer a lot of opportunity too, especially for people who know the local markets and specialize in eCommerce.

Huge countries in the Asian, Latam or MENA regions are waiting to get properly monetized...imagine what a market like INDIA could do to your business. COD is the way to monetize these markets, which is on hold for now due to the virus situation, but once that goes away, these markets might boom again.

6) Advice for newbies?

First of all, anyone who's considering to start with AM should realize it's a business like any other. It's not a get rich quick model.

As such, they need to be ready to educate themselves, invest some \$\$\$ and network with other people who are active in the same business space.

When it comes to education and networking, [STM Forum](#) can help a lot so I invite every aspiring affiliate to join our community. We have all the info on what traffic sources to use, what offer types to promote etc...even this report alone can help a LOT!

Once the pandemic is over and people are free to travel the world again, I would recommend to attend some affiliate conferences and meet the people face to face, as this always helps the business.

And one more thing, be ready to invest a lot of time into this! Some people need a month, some 3 months but I've seen people trying for a few years (on and off) until they finally crack the code and start to see profits.

Those who prevail and won't give up, are those who will succeed in the end.

Brought to you by [STMForum.com](#), the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

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

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

1) Self-intro

I'm Amy from Toronto Canada. I've been doing online marketing since 2006, mainly doing SEO and Adwords. I joined the [STM Forum](#) in 2014, signed up for the pilot 6-Week Affiliate Mastery Challenge (6WAMC) course offered by [STM](#) and run by the great Zeno (David Savory). Shortly thereafter I was invited to join the forum moderator team, which I happily accepted as I had always enjoyed teaching beginners, and it's a post I've held to this day.

In terms of paid traffic, I've run mainly pop up until over a year ago. Pop was (and still can be) profitable, but with the increased competition and volatility, increasingly stringent requirements on landing pages and offers at traffic networks, a decrease in good offers (which resulted from stricter regulations everywhere), I knew my efforts would be better-rewarded if invested elsewhere.

I've been running whitehat offers on FB, and have started to create a [beginner's FB tutorial on STM](#). You'll be able to find all the details there when I'm done, so I won't repeat myself here.

2) Factors responsible for success?

Willingness to read lots of posts on [STM](#) and then do extensive testing, coupled with good networking opportunities (thanks to my position as an [STM](#) moderator). Nothing's more effective than keeping in touch with other affiliates when it comes to finding out what's hot and what's not.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

3) Focus for this year?

In terms of my involvement with [STM](#), the biggest contribution I'll be making this year will be to finish that [FB beginner's tutorial on how to run 100% whitehat](#).

Personally, my major focus in the past year has been on learning energy healing. You can read about my journey [here](#). After a whole year of practicing on family and friends with amazing results, I'm finally ready to serve the rest of the world.

My energy healing website is approaching completion. After that I'll be offering energy healing sessions to the public. The good thing about energy healing is that it can be done remotely – my clients can be located anywhere in the world.

I'll mainly be using FB, Google, and possibly Youtube to promote my services.

I'll likely generate more leads than I can handle, so may sell some to other energy healers, most of which have no idea how to build a website, let alone run paid traffic. (If you look around, you'll find that the same is true for many industries. You can find out the industry's pain and pleasure points, collect leads and sell to one or multiple buyers.)

In addition, I'll be launching my own energy healing course, so more people can learn how to help themselves and others to improve physically, emotionally, mentally, and spiritually. With the covid19 situation and the economic recession, this type of knowledge and experience will be in great demand, so I'd want to put this ability into the hands of as many people as I could.

Another idea would be to start an ecom store to sell relevant merchandise such as crystals, essential oils, incense, jewelry, cards decks, clothing, etc. etc.

Once the audience is built, I'll figure out more and more ways to serve their every need.

Another project I've been working on is kindle and audible publishing. The project is still in its infancy, but I already have several books finished by talented ghost-writers, that are ready to be published. They're all in the law-of-attraction / self-improvement niche. My thinking is that even if I don't end up turning a profit, it would be my way of giving back to the world.

Brought to you by [STMForum.com](#), the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

So while I'm still running affiliate offers, I'm making a shift towards having my own service and products. This way I can create a brand and have full control of all sales funnels. Plus, Facebook will be more likely to look favorably on my page and ad accounts.

Affiliate offers are great, but diversifying into having my own service and products will bring added security. Plus it gives me immense satisfaction to be able to improve people's lives – the monetary gains will be secondary.

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

Pop traffic has become quite saturated, although affiliates are still banking.

Push notifications traffic is still not hard to make profits from, even for relatively new affiliates, and even in spite of covid (depending on the offers you promote).

Native traffic has held steady last I heard (not considering recent impact of covid).

As for Facebook, it has become harder to run blackhat even for experienced affiliates. I would suggest to run 100% whitehat, but still learn how to acquire additional accounts because running whitehat does not mean account bans won't happen (although the frequency can be much lower compared to running blackhat). Ecom offers (excluding nutra and anything else that would require making claims you can't prove in order to sell) and lead gen offers (such as insurance) can do well. Focus on FB page quality and website + landing page quality in addition to ad compliance for account longevity.

Other than that: I've heard promising results for Pinterest, Snapchat, LinkedIn, and Quora, but haven't had a chance to test these myself. And of course TikTok is fast-becoming the novelty traffic source everybody's wanting to tap into.

5) Best geos?

Generally speaking, I would recommend that new affiliates start with tier 3 / tier 4 geos (i.e. developing countries). Payouts tend to be lower which means a smaller budget would be required to collect data. Competition tends to be lower. Traffic prices tend to be cheaper.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Veteran affiliates tend to go after tier 1 and tier 2 geos by promoting higher-payout offers to audiences that have more spending power.

When I was still running pop, I could test any geo I wanted very quickly by ripping landers and running. These days, running on FB, I find it easier to start with English geos first when breaking into a new vertical. That way I can test angles without the language barrier. Once I have experience with the vertical I would consider testing non-English geos using the best-working angles that I feel can be transferred to the new geos, and go from there.

6) Advice for newbies?

Start with lead gen offers with low payouts, in verticals that are thriving during covid that will continue to thrive throughout the rest of the recession (please see the [covid article at the beginning of this pdf](#) for vertical suggestions).

Avoid higher-payout or pay-per-sale offers, as they will require larger budgets to run. Also, with another economic recession upon us, it would be a lot harder to get consumers to buy without a lengthy “courtship” of pre-selling and powerful sales-closing techniques. Best leave that part to the advertisers if you're new.

Pop traffic is still the easiest and cheapest to learn the ropes with, and the [40-day newbie tutorial on the STM forum](#) is perfect for that. After finishing the tutorial, you'll have all the basics.

After that, start testing push notifications traffic, which is similar to pop, but will require for you to create push ads and spend larger budgets on testing offers that have higher payouts.

Make some quick money in push traffic first, then consider testing other traffic – such as native traffic if you wouldn't mind spending larger budgets (a couple hundred to over 1k/day) on testing.

And please do keep an eye out for that [Facebook newbie tutorial](#) I'm working on.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

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

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

1) Self-intro

Hey, I'm Erik from Slovakia, full-time affiliate since 2014. Over the years I touched everything from app installs, mobile content, nutra COD to adult dating.

Currently, I run mainly various sweepstakes offers and my main traffic sources are push and pops.

2) Factors responsible for success?

Last year was pretty easy, to be honest for everyone who was ready.

Push traffic was growing like crazy and was still relatively new to people. Everyone was engaging with push ads and the traffic was converting really well in almost any vertical.

Besides that it's all about persistence and lot of testing.

By testing I mean not only offers but also traffic sources and different countries.

There are basically unlimited combos you can test at any given time.

So lot of opportunities everywhere.

3) Focus for this year?

Yes - push volumes are declining and offers that I used to run are not as strong as they were a couple months ago.

Things are changing.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

This year I'm focusing more on building long-term assets, ie. websites that I'm monetizing with affiliate offers.

At the same time, I still continue to run campaigns and also explore different monetization methods, such as building push lists for big networks that pay on a rev-share basis.

This way I can be paid for the same user multiple times and I'm not throwing away 99% of the traffic that I bought.

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

I'm not sure if I can answer what is hot as things recently changed and many things that was hot recently became "cold". Examples are CC Submit sweepstakes, which are not converting as they used to.

But with the current virus and recession situation, I believe things related to personal health, insurance, investing or surviving are thriving: face masks, sanitizers, insurance, investing, making money online and many other survival-related items.

5) Best geos?

I run traffic in all tiers, but the biggest money for me is in T1 and T2, whereas T3 is good for cheap big volumes and collecting push subscribers.

6) Advice for newbies?

Not do it only for the money, but think more long-term. I think this is getting more and more relevant in recent years.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

IAmAttila ('iAmAttila' on STM), Veteran Affiliate and Founder of iAmAttila.com

Links: [IAmAttila.com](https://iamattila.com), [Attila's STM Profile](#)

1) Self-intro

Hello, I am Attila, I've been a full time affiliate marketer since 2007. I've developed the entrepreneurial spirit early on, growing up in Canada and watching my parents own various businesses. This somehow led me to affiliate marketing early on when I was 14 years old (back in 1997) but I had no clue I was doing affiliate marketing by sending people to an online casino and getting paid for banner clicks.

It wasn't until 2008 that I returned full time to affiliate marketing after multiple failed all-night dance parties with over 5000 people each in Serbia; that basically stripped me of all my savings I had thanks to parties I organized in Canada. It was either move back to Canada, or figure something out quick I can do from home while living abroad there.

My then gf, now wife Dora suggested I look into what my buddy from Canada, Konrad (Mechbunny) was doing online since he moved to Poland, and owned a BMW and a big house. This was how I found adult affiliate marketing. I started building blogs, SEO-ing them and getting paid \$30-50 per sale for every paid membership site or webcam site I referred people to. When Google came out with Penguin, Panda, Hummingbird, essentially killing the SEO of what it used to be, I switched to paid traffic.

I was first a member of a forum called IMGRIND. I was attracted to it by their mobile manifesto and later joined my favorite forum where I met a lot of great affiliates and had my first 7 figure profit campaign thanks to the awesome affiliates I met and started networking with on [STM](#). I've done various verticals over the past 6 years I've been a paid media buying affiliate. Adult dating, mobile pin submits, app installs, nutra trials, nutra cod...these days I am focused on more long term stuff, white hat lead generation, branded ecom, and building companies that provide value and generate a recurring client base. My favorite traffic sources continue to be Facebook and Google, but we dabbled a lot on push and milking it while it lasts!

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

2) Factors responsible for success?

Most definitely connections and knowing the right people.

3) Focus for this year?

Ecommerce and lead generation.

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

Blackhat verticals, although evergreen, are becoming more and more difficult to promote due to advancement in AI and detection algorithm on the top traffic sources and/or new policies making it more and more difficult to run ads that are high CTR and result in cheap clicks. I see verticals that provide true value like lead generation, ecom and dating as the way forward that are going to be hot in 2020 and beyond.

5) Best geos?

I always preferred Asian and European geos. There's way too many affiliates thus competitors in the English speaking geos. And I'd rather scale than try and come up with ideas my other 1000 competitors haven't yet.

6) Advice for newbies?

Newbies starting out will not only be faced with a sharp learning curve, but they will need more money than ever to test campaigns. The strategy to start with low payout offers is a good one, especially with tight budgets. Help others, make friends, what goes around comes around. Be open to exploring new traffic sources beyond Facebook and Google; if someone tells you to go left, go right. It's possible to make affiliate marketing work if you do your own thing vs. copying the 100 other people doing the same thing.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Josh Mayne ('maynzie' on STM), Affiliate, STM Moderator

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

1) Self-intro

I've been floating amongst the industry for the best part of a decade now, born and raised in Melbourne. Tried most traffic sources over the time, but the last few years has solely been Facebook focused.

The offer verticals we've found continued success in have been COD, dating and casino.

2) Factors responsible for success?

Keeping a strong network of support in many different affiliate circles and engaging in some solid masterminds. The Facebook landscapes are vast and many times one circle will get stuck on a type of approach, then not realising another circle does things completely different. The Russian and Chinese scene is HUGE!

Giving information and up to date tactics, in return has helped us huge in our own hurdles as it always comes back. Give and receive.

3) Focus for this year?

Last year I said that BH was only going to get harder... and it did... and continues to do so.

I actually think a lot of WH teams are now making significantly more ROI with less hassles, however the initial learning curve and patience in building an offer up is the barrier to entry.

This year we're focused on attempting to cut as many middle players as we can to have more control and ROI on our campaigns.

Learning how to use the pixel to get Facebook to send us what we want = \$

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

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

I can only speak for Facebook, its always as hot as you want it to be (unless Zuck is throwing a hissy fit!)

5) Best geos?

For COD and dating offers, international geos hands down. We stay clear of all major T1 english speaking countries for these types of offers and anything account scale related to Facebook. For us its easier for approvals and bottom line.

Best geos of the last year: Romania, Slovakia, Spain, Italy, Poland, Portugal, Hong Kong, Taiwan

6) Advice for newbies?

Buckle in, take a breath, get to work.

Same foundational advice as always: Test what you see out there, test to make it better, test it to more sources/geos - scale!

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Oksana Reutova ('greenmint' on STM), Veteran Affiliate

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

1) Self-intro

Born in Ukraine, based in Spain.

I'm in online marketing since 2009, being an independent affiliate for last 5 years. I tried many things but biggest would always be dating and other related products in adult vertical. Recently focus has shifted more to casual and mainstream dating offers but it's still the same audience of guys looking for 'no strings attached fun' where volumes are tremendous and will always be.

2) Factors responsible for success?

Push traffic was a big part of my success. I was lucky enough to jump on a money train right when all this started, mid 2018, collecting my own database. But then regulations arrived as we all predicted. It's not for 'new affiliates with low budgets' anymore, you should be techie and inventive.

This is the spiral of evolution: New thing comes, everybody jumps on it, saturate it and then say "it's dead already". Nothing is properly dead ever since online marketing was born, this only means you don't know how to cook it.

You still can make money here and you still can build your database to monetise it over and over again. But now you have to keep track of your domain's reputation, quality of content and subscribe rate.

More thorny path, but one which can bear more fruit, is to create an application to subscribe users to its push messages which will help you to avoid all (literally all!) Google sanctions.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

3) Focus for this year?

My focus is pretty much the same in what I call building assets. Be it push or email database or your own tool of delivering them, less you depend on mass market ready-made solutions the better.

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

Email traffic is new Member Area traffic if talking about the dating industry. Before, you couldn't imagine dating site would put banners of competitors into their member zone in front of their juiciest audience, and then they all started doing that. The same happens to email now, they email your offers to their database and if you're smart enough you will build your list here too.

Serious game starts after you build it. Instead of bombing poor fellas with mailings of dubious quality, which will appear in spam and burn out your servers, think about valuable content you could provide your user with. Give tips/hacks/advices in the niche you're working in and then build your promo inside, it will gain trust, make you servers last much longer and sell your clicks over and over again.

Worth adding that it's not enough to buy traffic and show proper offer to it. Keep users engaged, ask them questions, customise the flow. You will not only catch them on a hook of curiosity, but divide your audience into segments which will help you to find the perfect offer for the specific group.

Go direct, work as closely as possible with the offer owner. Making relationships will help you nail opportunities before all others know about them. All your creatives can be ripped and stolen but not your connections.

5) Best geos?

My strongest market is still the US and other English speaking geos. Since I put a lot of efforts in additional monetisation of user, the more he's able to spend, the better for me.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

So I prefer to buy expensive but perspective traffic than tons of users from developing markets. For me the expression “less but better” works here.

6) Advice for newbies?

If you don't have big budgets but keen on investing your time, SEO is a pot of gold. All new is well-forgotten old and this is very true for this traffic source. You have to put much more effort than just buying cheap pops but if you do, you will avoid so much headache from bot traffic and constant declines because of poor quality.

Summing up, it's all about perspective and how you look at things. It's not a discovery of 2020, but constantly changing the way you're working will not let you drown.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Christina Szekeres ('imqueen' on STM), Affiliate

Links: [IMQueen Consulting](#), [Christina's FB Page](#), [Christina's STM Profile](#)

1) Self-intro

Christina Szekeres is a digital entrepreneur, consultant and global speaker who currently resides in Southern California. She comes across as both your next door friend and a fierce businesswoman. With more than 15 years of experience in Performance Marketing & outsmarting digital algorithms, she has become a highly sought after mastermind and inspiration for many to pursue careers in ad tech and digital marketing world.

She is the brains and wits behind the powerful IMQueen brand. She has spent her career challenging the rules of what it takes to be a successful online performance marketer. Her mission is to prepare hungry entrepreneurs to engineer their own success. This fuels her sense of purpose and is part of her larger vision. In her consulting, she teaches strategies, shortcuts and the secret paths to master Facebook ads and other digital advertising platforms.

She is frequently invited to be a keynote speaker for leading industry conferences.

2) Factors responsible for success?

Shifting my focus to ecommerce offers. Still following the affiliate model but running ecommerce offers that are fully compliant on Facebook.

3) Focus for this year?

Given the current coronavirus situation my focus will be mostly on lead gen offers, building email lists as CPMs are super cheap right now. Also growing my own offer which is an info product teaching people how to do affiliate marketing, it's called Fast Lane Profits - Super Affiliate Secrets Exposed!

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

So focus for 2020 is running completely whitehat offers, ecom, leadgen and growing my own info product.

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

There has been lots of problems with Facebook lately, but given that I come from a BH background, I didn't have issues to overcome the ad account banning obstacles.

My focus will always be mostly on Facebook, but also having a new perspective to start experimenting on native and Google too.

Ecommerce and lead gen offers are my main focus in 2020.

5) Best geos?

My team's main focus is English, Spanish, and German speaking countries. So other than the US we're actively running in Australia/New Zealand, United Kingdom, Canada, Latin America, Spain and also Germany.

6) Advice for newbies?

Pick one traffic source, one vertical and maintain your focus on those. Don't hop around, master one traffic source and one evergreen vertical. Don't give up, and make data-driven decisions!

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Yi Hao Ten ('adsflo' on STM), Internet Marketer

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

1) Self-intro

I'm Ten, from Malaysia. I have been in the game since 2014, close to about 5 years now. Right now my focus is on Dropshipping using Facebook as my traffic source.

2) Factors responsible for success?

Mindset shift from a mostly solo-preneur to a team structured, talent nurturing basis. We've shifted into a bigger office last year and simply focused on hiring & training the best.

3) Focus for this year?

Still dropshipping. Being in ecommerce, the next foreseeable step is always to build an actual brand. Hence we're already putting baby steps into this.

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

Well can't really speak for affiliate marketing anymore but push SHOULD still be doing a-okay. Dropshipping is still good but margins are way leaner than before, and we should expect the same downtrend moving forward. Without an A-team, it's harder to make bank. Nothing much is "hot" AFAIK.

5) Best geos?

Worldwide

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

6) Advice for newbies?

Either push or dropshipping are still easy targets to get your feet wet with internet marketing. [Sign up with STM](#) and read their in-depth guides as they're pretty much all you need. However, be prudent on your spendings and treat this as a side hustle until you really know what you're doing.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

INSIGHTS FROM ECOMMERCE EXPERTS

Hassan Aanbar, SEO and Lead Generation Agency, Founder of BrightLeadsMedia.com

Link: Brightleadsmedia.com

1) Self-intro

I'm from Morocco, been doing this internet marketing thing since 2005. Ecommerce pretty recently compared to most people in the industry.

2) Factors responsible for success?

Diversification is key, not relying on one traffic source. Instead of relying on Facebook ads alone we worked on email marketing, SEO, native ads in addition to the traditional traffic sources we all know and love such as Facebook ads.

3) Focus for this year?

We're doubling down on organic traffic, native ads, and collecting data on email and Facebook Messenger.

The key here is if one traffic source goes down, we won't be affected as much.

4) Trending niches and best geos?

Some of our stores are geared toward Arabic speaking audiences. Geo that are uptrending right now is the gulf countries, especially with their cash on delivery business model.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

The niche that is doing well in those geos is cosmetics of all things, any organic products from exotic lands like Brazil or Morocco sell like hot cakes.

5) Customer Acquisition and maximizing LTV?

Implementing email in our funnel helped us a lot. Making sure we can retarget our customer base without having to spend more on ads.

SEO is also something we started focusing on since it brings the best kind of traffic, inbound with people who already know what they want making the conversion rate slightly higher.

6) Advice for newbies?

Focus on one traffic source, preferably a paid one and implement email from day one. Facebook messenger is also a good retargeting method that you can rely on.

Dropshipping is still very much an option but it's changing, you have to have control over every aspect of your business, from media buying, to logistics and after sales support.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Timotej Gracner ('wakeboarder' on STM), Ecom Expert, Founder of Adnalytics.io

Links: [Adnalytics.io](https://adnalytics.io), [Tim's STM Profile](#)

1) Self-intro

I'm the founder of Adnalytics, a SaaS software and the first marketing intelligence tool for Pinterest ads.

After [my last ecommerce follow along on the STM forum](#), I scaled a family-owned hunting brand, The Wild Boar Liquidator, and generated 6-figures using Facebook and Google advertising in just a couple of months.

2) Factors responsible for success?

Thinking out of the box when it comes to creative development and using my affiliate skillset were probably key factors that our DTC brand is growing so fast. That said, writing advertorials, sending out highly-targeted cold emails and analytical approach to every marketing activity is something I'm trying to do on a daily basis.

Personalization also helped me tremendously to sell our products. Personalized products are easy to sell but hard to copy.

3) Focus for this year?

My focus for this year stays very similar to last year. Building brand awareness using performance advertising and affiliate skillset as this has shown to be the fastest and the most efficient way to build a dominant brand.

As a brand owner, spending Facebook budget profitably and at the same time pushing DTC brand to offline stores is the best possible combination. In other words, taking care of a diversified revenue stream is my main focus for 2020.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

4) Trending niches and best geos?

There is a huge opportunity in the biggest EU markets like Italy, Spain, and Poland. Facebook CPMs in these EU geos compared to T1 (US, CA, AU, UK) are ridiculously low. But for proper scale in these countries affiliates need to face challenges of localization and country-specific payment methods. But there are services and companies that you can outsource this to.

Uptrending are definitely personalized products. POD will probably become much bigger as it was until now.

5) Customer Acquisition and maximizing LTV?

Maybe it sounds silly, but increasing AOV is still for many the easiest way to increase the LTV. Still, store owners are not pushing this hard enough.

Selling "skip-the-queue", urgent shipping, gift packaging, package insurance, and other small hacks are really easy to implement but have a direct impact on profitability and LTV.

Regarding new sources for user acquisition, I believe many dropshippers will hop on the Pinterest bandwagon. Mainly because Pinterest CPMs are much lower than Facebook and Facebook is getting hard with Customer Feedback Score on dropshippers. Another trend I'm seeing is that dropshippers are running on Pinterest, products that were already completely saturated on Facebook.

6) Advice for newbies?

If you decide to start your eCom business, go all-in. Dropshipping, Facebook Ads, Google Ads, Pinterest Ads, YouTube Ads - all these can make you a fortune but as a newbie, you need to stay consistent, patient and keep your focus on testing products and mastering ONE traffic source.

It's important that you master one traffic source. Products come and go and every product gets saturated at one point. But when you're mastering one traffic source it's not a problem to find something you will be able to sell profitably and make money.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Also, don't focus on just on T1 countries. Competition is brutal, CPMs even higher. CPMs in Europe is 10x lower and in some countries (like DE, FR, SE) people are used to paying with credit cards online.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Zack Franklin ('Zack' on STM), Amazon Expert

Links: AMZKungfu.com, [Zack's STM Profile](#)

1) Self-intro

I'm Zack Franklin, an American expat living in Shenzhen, China (at least until the Coronavirus hit). Shenzhen is the global hub for ecommerce and the "factory of the world" and where I work with the monsters of Amazon - brands doing between \$50 million and \$350 million in annual sales. I've been in Affiliate Marketing and Ecommerce since 2014. Currently focused on connecting Amazon sellers with a base of 80,000 buyers hungry for their products.

2) Factors responsible for success?

Location, Location, Location - Shenzhen has more than 400,000 Amazon sellers. It's the clear hot spot for Amazon and is the confluence of Amazon sellers, factories, and service providers. It's important for anyone to get to the "hub" of where their business is to make things happen faster and discover new opportunities.

Delegating Early and Often: I've been stubborn to delegate things I was good at in the past and took too long before taking the steps to delegate. Last year I was finally able to let go and now have several businesses running without my day to day involvement.

Mixing Affiliate Strategies into my Amazon Approaches: I had some huge revelations from the affiliate space that I was able to mix into Amazon businesses - leading to some massive results. Watch other spaces closely and apply what you learn to your business.

Network: I absolutely couldn't have gotten to where I am without my network. Internet business is always about people. Get away from the keyboard and go to some conferences to supercharge your results.

Building Community: Building communities for Amazon sellers pushed me to keep discovering new tricks and tactics for Amazon to share them with my group. It was great to get feedback from them and kept me going.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Heavy Automation – Your job is to figure out what needs to be done, not to do repetitive tasks – whatever can be automated should be.

3) Focus for this year?

Surviving Coronavirus and the economic effects.

Other than that, the goal is building 10 new income streams - mostly through ecommerce and software.

4) Trending niches and best geos?

Facemasks, Hand Sanitizers, and Toilet Paper are the hit products of 2020 for sure. More than 10,000 Chinese businesses have added these to their product lineups.

Anything that will provide security and a sense of safety/well being is going to do well this year.

5) Customer Acquisition and maximizing LTV?

Amazon Attribution is finally available for sellers – this allows you to add certain UTM tags to traffic you're sending to Amazon and track what creatives and traffic sources are driving results. This is a huge development since before this you were flying blind. This opens up Amazon to affiliates that were on the fence about starting.

6) Advice for newbies?

My best advice for this year is the same as last year: Don't learn with your own money! If I was brand new at affiliate marketing, I would get a job at an affiliate network for a year as an affiliate manager or an internal media buyer and get paid to learn. Surround yourself in the industry, go to [affiliate world conferences](#), and have people in your city you can talk with about marketing. All internet business is about people and your relationships are your best competitive advantage in this industry.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Angus Kong ('anguschkong' on STM), Entrepreneur

Link: [Angus' STM Profile](#)

1) Self-intro

This is Angus from Hong Kong. I have been doing facebook ads for 6.5 years. My ecom business started in Jan, 2017.

2) Factors responsible for success?

1. Can-do attitude
2. Facebook ads scaling techniques
3. Cheap logistics and product cost
4. Built a 500 people team

3) Focus for this year?

My focus this year will be more on traffic sources outside of Facebook.

We have some early success in Google Shopping and Email. We would like to have success in Tik Tok, Youtube, Pinterest, and SMS as well.

4) Trending niches and best geos?

Uptrending: Hygiene related products, beauty products for women.

The most promising geo is always USA.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

5) Customer Acquisition and maximizing LTV?

I think Facebook ads is always big in acquiring customers. TikTok ads could be good too.

To maximize LTV, you have to fine tune your own funnels, emails/sms automation, membership strategy...etc.

6) Advice for newbies?

My advice to newbies is to find a mentor and build a solid team to make creatives. Yes sure, dropshipping is still an option.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Ace Reddy ('acereddy' on STM), Ecommerce Expert

Links: EliteEcomMastermind.com, [Ace's STM Profile](#)

6 Things We Learned From Scaling A Supplement Store to \$4.5 Million Dollars!

#1: Lookalikes >> Interest Targeting.

Interest targeting is ok if you have a product that is super broad but in niches like health supplements, lookalikes convert 10x better.

We used custom audiences from previous customers to build lookalikes and only ran ads to them.

If you don't have any customers yet - run video ads, build out VV LLA's and run purchase campaigns to them. (This is a cool strategy that has been working for the last year and a half.)

#2: Giveaway campaigns work extremely well!

We took a few supplements and bundled them together in a cool gift hamper basket.

We then took a few pictures of this basket and gave it away in a contest for free. (We collected the name, email and phone number.)

This helped us in two ways:

- Allowed us to build a Strong Seed Audience for the LLA's.
- We ran free+shipping ads to everyone that registered but didn't buy and these ads converted extremely well.

We even had a call center call and close people on buying a bundle of 3.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

#3: Focus on The Benefits Of The Supplement.

We marketers get looped up with the whole “I sell a great supplement!” claim that we forget to actually emphasize on what matters: The benefits of the supplement itself.

What does the end user achieve by using your supplement?

More energy? More focus? Better sleep? Or what major benefit does your supplement provide?

Make a list of all the actual benefits that your supplement is going to give your customers.

One important thing to note is to NOT make the claims too unrealistic or bold.

“You’ll lose 20 pounds with this” will get you banned 100%.

How do you now market these benefits effectively? This brings us to the next step.

#4: Video Testimonials are Key.

Persuade your customers to tell you what their experience with your supplements has been like.

And turn it into a marketable story.

Either interview them or ask them to shoot you a testimonial video (incentivise them to do so, if necessary).

The Formula for Effective Story Telling is:

“Here’s what it was like before.

Here’s how I found out about X.

Here’s how it transformed my life”

You’ll be able to get away with a lot more claims if done via video than text.

Take an excerpt of the testimonial and use that as the ad copy.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

#5: Emphasize on the “New”.

Everyone sells supplements with very similar benefits - why should anyone buy yours?

This is where you need to emphasize on the concept of “new”.

Give your supplements a great branding makeover, give it a solid name, take some of the unique ingredients and find a way to communicate the importance of them to the market.

The best way to do this is to (again) tell stories!

Whatever you're selling - sell the idea first and then the product.

Remember the Mad Men ad for cigarettes?

The “It's toasted” one?

In this biz - you could do more along the lines of:

“Our supplement was made of plants and is purely vegan, it has the benefits of various fruits and vegetables like X, Y, Z, etc. without actually having to eat them!”

Essentially, this is nothing but a valid justification for the legitimacy of your claims.

“Oh he claims that I'll get better sleep if I take this, I wonder why?”

“Oh because it has Passion Flower extract in it, makes complete sense!”

The less they hear about the “secret” ingredient - the better it is.

With the testimonial retargeting ads packaged with this offer - you're going to kill it.

#6: Build a High Converting Backend System.

Supplements is a business with a lot of recurring customers, even if you lose money on the front end - you'll be able to make it back through a strong backend and more.

Focus on developing a strong backend for your offers and you'll be able to outspend your competition and get more customers.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Everyone is so focused on “sales” than they never work on systemization and actually building a solid front end and backend system to build a real business.

BONUS Tip: Use Google and Youtube remarketing to create the omnipresent effect. We ran cold ads on Facebook and re-marketed using Google Display and Youtube.

That concludes this article.

If you have any questions, [message me on Facebook](#) or [email me](#).

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Nick Shackelford, Ecommerce Expert, Facebook Expert

Links: StructuredSocial.com, GeekOutEdu.com

1) Self-intro

Born and Raised in Orange County, California. I've been in the ecommerce game for the last 6 years ranging from Pepsico, Apple to Fidget Spinners and Trending Products.

2) Factors responsible for success?

Media Buying on Facebook has been the biggest reason for success. Within that, understanding how to craft / shoot content that converts on social has allowed for huge growth for myself and brands I'm involved with. Structure and iteration within ad accounts plays a major role in how success continues or is sustained.

3) Focus for this year?

The focus this year will be taking the learnings of how Facebook and Instagram's ad platform is to be used and begin to roll that out to tier 2 platforms, Snapchat, Pinterest, and Tik Tok. We will begin building upon the same processes that were needed to scale Facebook campaigns and get new creative / products tested with the adapted trends that each platform is going to show.

4) Trending niches and best geos?

Currently I would be pouring into work from home products like desks, accessories, chairs, and room set ups. Next would be survivalist products or every day carry products as that is taking up most mindshare at the moment. As we potentially stare into a recession and the loss of jobs becomes a real topic, biz opp, make money online, credit and debt lead gen will begin to pick up popularity again.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

5) Customer Acquisition and maximizing LTV?

Building Facebook communities around a problem / solution will be the biggest way to keep past customers engaged and wanting to stay within a brand's circle. Outside of email and content creation for your audience - Facebook communities provide a way for two way communication to happen. Brand to Consumer and Consumer to Consumer which builds a deeper connection than just products purchased.

6) Advice for newbies?

Best advice would be to begin researching the niches you care about most on Amazon. Looking through the largest "Niche" topics is where newbies can find relative scale with a moat built in. For example: Meal prep for Keto Vegans.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

INSIGHTS FROM SEO EXPERTS

Matt Diggity ('matt diggity' on STM), Affiliate SEO Specialist

Links: [DiggityMarketing.com](https://diggitymarketing.com), [Matt's STM Profile](#)

1) Self-intro

From San Diego, California (USA) and currently living in Chiang Mai, Thailand. I've been doing SEO since 2009, primarily focused on affiliate marketing.

2) Factors responsible for success?

In terms of rankings, we're getting a lot of mileage out of taking advantage of the fact that today's SERP results are very homogenous. Google "best ____" and you're likely to see similar listicles, with similar word length, etc. You can then use clever software like Surfer to reverse engineer what got your competitors to page 1.

In terms of financial success, taking advantage of the high multiple content sites are selling at. We had some huge exits and some record-breaking months.

3) Focus for this year?

Forget the 6-7 figure exit. Why not 8?

4) Has SEO gotten harder?

Both. Harder because Google's algorithm requires more work. Easier because the difficulty that creates causes a lot of competition to drop out of the game.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

5) Best SEO tips?

On-page: Reverse engineer page 1. Figure out what they did right and then do better. Look at their entity coverage, their sub-topics, etc. And then one-up them.

Off-page: Get links from websites that rank and pull traffic themselves. Authority Builders is my source for this.

6) Advice for newbies?

Test. You can read SEO theories on the net...that's fine. But don't incorporate them into your process until you've tested to see if they actually work.

This is the crux of a good SEO.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Matthew Woodward ('Matthew Woodward' on STM), SEO Expert

Links: MatthewWoodward.co.uk, [Matthew's STM Profile](#)

1) Self-intro

Do you want to increase your search traffic?

Well pay attention because my name is Matthew Woodward and I've helped thousands of people just like you to increase their search traffic.

And I would love nothing more than to help you do the same.

So pay attention and most importantly, take action!

2) Factors responsible for success?

As always ranking in Google really boils down to a simple formula of great content plus links.

If you do those two things right, you will be rewarded with search traffic.

But most people struggle with the link building part of SEO and I tend to find that is because they lack clearly defined process and strategy.

In my opinion: There is no reason for anyone to be struggling with link building in 2020 because there are so many different ways you can approach it.

So I am going to share 15x incredible link building strategies with you.

You can use any of these proven link building strategies to attract high quality links to your website quickly and easily!

These are the exact strategies my link building team are using to build links with great success.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

	Average Time Per Win	Average Win Rate
Mention Monitoring	1:56:17	8.97%
Competitor Backlink Analysis	2:23:43	6.35%
Resource Pages	1:51:55	4.94%
Infographic	1:52:55	5.41%
Broken Links	6:46:55	7.41%
FAQ's	2:29:55	2.70%
Contact Featured	2:55:55	2.00%

BUT BE WARNED:

You should only use 2 or 3 of these strategies because it's easy to get overwhelmed.

Read through the strategies here:

<https://www.matthewwoodward.co.uk/15-link-building-strategies/>

There you have 15 different link building processes that you can follow to build links step by step.

Additionally: I've been experimenting with various ranking factors the past year which have proven to be fruitful.

1. [FAQ Rich Snippets](#) - Give you the ability to increase search visibility instantly.
2. [Image Exif Data](#) - If you are not using this ranking factor already, you're probably deleting it by accident.
3. [14x Search Traffic](#) - The precise SEO strategies we used to increase search traffic from 2,732 visitors per month to 38,420.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

3) Focus for this year?

My overall direction and approach hasn't changed much year on year.

As a team we are focused on building out excellent content backed by authoritative links with a focus on relevance.

Although the nuts and bolts of SEO are always changing, the core foundation is still built around the simple formula of content plus backlinks.

4) Has SEO gotten harder?

Every year the barrier for entry gets a little bit higher.

Many years ago you could buy an exact match domain, throw up 300 words of junk content and start ranking almost immediately.

It just isn't possible to do that now thanks to algorithm updates and increases in competition.

That said: Not many sites take SEO seriously and if you have anything to do with ecommerce, there are probably lots of opportunities for someone to go straight down the middle and do it right.

5) Best SEO tips?

Link building is still the number 1 ranking factor, there is no doubt about it.

However: It is absolutely critical you take a holistic approach to SEO. You want to make sure everything is turning in your favor.

You need to build a foundation that both Google and humans love. That includes everything from technical SEO all the way through to content.

When you do all of those things, link building is 10 times easier because no one wants to link to a slow ugly website with spammy content.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Obsessive compulsive link building only leads to wasted budget and if you haven't taken care of every other aspect of SEO, it's like pushing a boulder up a hill.

Take a look at what happened [with this site when they only focused on link building](#).

Big mistake.

6) Advice for newbies?

If you are just getting started with SEO then I highly recommend you visit [my SEO portal](#).

You will find everything you need to grow your search traffic from the basics like "What is SEO" all the way through to detailed case studies and strategies.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

INSIGHTS FROM TRAFFIC NETWORKS

Clickadu, George Minski, BD and Coop Manager

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

1) Self-intro

5 years in the business. Currently covering approx. 250 countries with 2B daily ad volume, 5 ad formats and different business models, direct traffic sources (desk\mob) from website owners.

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

We've been increasing daily traffic volume monthly, adding new publishers. In general - every one of our ad formats has been growing (some significantly, as push-notifications, some slowly, as instant text). As our platform works on live auction, prices are calculated according to the competition over traffic, and therefore our advertisers create the pricing chart. I would say that overall, prices went up a bit compared to last year, but for no more than 3-4%.

3) Biggest changes implemented?

In 2019 we've launched several new ad formats, grew in numbers and in terms of influence. All in all - it was a good year with lots of challenges.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

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

Having about 1B daily pushes, I think we can also connect ourselves to "push network". At the moment - nothing super special, subscription patterns haven't changed and publishers haven't reported any SE downgrades.

They were saying that pops would die like 5-7 years ago, but it's still live and kicking. Therefore, I would not make any hasty judgments about anything in terms of push.

5) Any geo and offer vertical recommendations?

Rather just overall recommendation - don't trust words and opinions, trust statistics and trends.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

EZMob, Idan Kfir, CEO

Links: EZMob.com, [LinkedIn Page](#), [Twitter Page](#), [EZMob's STM Profile](#)

1) Self-intro

Idan has been active with marketing since 2007. In 2013 EZmob was founded and since then has been advising brands and affiliate marketers on how to reach their goals. Today, EZmob's self-serve platform unifies several ad-serving technologies including programmatic and XML advertising across a rich easy-to-use client interface.

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

Push and Pop volumes are steadily increasing compared to previous months, and as a result, we've decreased our minimum push CPC bid to \$0.003 and \$0.50 CPM for pop traffic. We also provide pop traffic for \$0.10 CPM as long as the targeting supports it. We also provide spending clients with bonuses on their deposits in order for them to maximize their budgets, which helps to increase our publisher's fill-rate.

We utilize several traffic quality monitoring services to make sure our inventory is second-to-none and our client's feedback reflect worth exactly that. In terms of supply, we had a great 2019 where we maximized our push publishers and kept growing our already massive pop inventory. We plan to launch new ad formats by the end of Q1 2020, so stay tuned!

3) Biggest changes implemented?

We've focused on increasing happiness across our direct client base, by adding features to our self-serve dashboard, providing our clients with more insights and data about traffic bought and traffic not yet bought, as well as increasing our support team to handle our clients' concerns in near real-time through chat, email, and skype.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

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

As a business we operate across various supply channels in addition to operating a push user-base, such as a direct supply of pop and redirect inventory, over 100 premium open RTB end-points, and performance marketing - so I don't expect the 'boat' as a whole to be rocked.

As always, we'll see what happens and adapt. We realize there will probably be a severe effect on push user's responsiveness and deliverability, but as we know from previous years' 'crises' - sometimes they turned out to not be as bad as people predicted them to be, or the thing everyone was afraid of actually ended up helping to move the industry forward.

5) Any geo and offer vertical recommendations?

We see worldwide traffic with over 3 billion daily ad requests on pop-unders, and over 50M daily active push users - so affiliates can feel free to test any of our top verticals (Gaming, Gambling, Finance, Crypto, Dating, Mobile Content, and Adult offers) - our clients can choose to targeting any OS, Device, Carrier, SubID, IP, Platform and more across Pops, Push notifications, Banners and Interstitials and Native ads.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Outbrain, Bryan Hernandez, Director of Customer Success

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

1) Self-intro

For the last 10 years, I've worked throughout the ad tech space, supporting performance marketers and buying multi-channel media across native, social, and display. Been lucky to experience a range of marketer types, from D2C Brands and Affiliates to Enterprise Brands and Agencies. Resume aside, I bake too much sourdough bread and coconut ice cream for my own good, and you may catch me jogging the streets of Williamsburg one day.

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

Natively, we've been seeing tremendous spikes in ad inventory amidst our current world events surrounding COVID-19 – causing major surges in media consumption and shifts in consumer behavior. Specifically, we're experiencing the highest surges in these related content categories: News, Health & Fitness, Home & Lifestyle, and Business & Finance.

With these surges come significant decreases in CPCs (and less competitive, highly premium traffic) – candidly making it a perfect time to diversify your channels and test your programs natively.

For ad formats, standard and video units have gained the highest performance, especially when programmatically enabled, thanks to the trend-driven automation hard at work on the backend.

3) Biggest changes implemented?

One of the greatest challenges we face to make native perform for publishers and marketers is that it truly does require TLC (a little good ol' Tender Love and Care). This

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

year, Outbrain developed an amazing improvement to our Conversion Bid Strategy tool that saves media buyers time (and money!) by algorithmically bidding up or down on hundreds of publishers and ad placements, based on conversion performance.

We've also continued to roll out new ad interactive experiences that gain greater consumer attention (and meaningfully driven conversions), including Carousel Ads (with CTAs) and Native Video Formats.

5) Any geo and offer vertical recommendations?

Top-performing verticals are highly seasonal, pending the time of year (and current events, as we're now experiencing shift our typical day-to-day). From an evergreen perspective, we often see top-performers homing in on the Health & Fitness, Business & Finance, Beauty, and eCommerce verticals. Currently (if you're reading this close to the launch of the report!), we're seeing these vertical subcategories performing extremely well: Investing, Careers, Home & Lifestyle, Digital Games, TV, Movies, Music, Books, and Recreation.

Geographically, we tend to see the countries with the widest reach gain the greatest profit opportunities including the U.S., Germany, France, and Spain.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Plugrush, Marius Pedersen, COO

Links: [Plugrush.com](https://plugrush.com), [Plugrush' STM Profile](#)

1) Self-intro

We've been in the business of buying and selling traffic since 2007. PlugRush was the first ad network to offer native ads, which we called plugs back in the day (hence the name PlugRush). We didn't just utilize them to buy and sell clicked traffic, but also to afford webmasters the ability to trade traffic in order to mutually grow their websites.

While the original format of our Trade Program no longer exists, we launched a new and improved version of it in 2019. This time, we're very strict with which websites we allow to participate: Only high quality sites, which are regularly updated and provide value to people visiting them, are accepted into the new version of PlugRush's Trade Program. It still works through native adzones by utilizing native trade plugs within them to trade clicked traffic.

Beyond that, we've been in the pop traffic game for over a decade and more recently (at the end of 2018) decided to include push notifications as an ad format alongside pops, banners and native ads. Since then, push has grown to be the most popular format among media buyers purchasing traffic in our network.

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

We're seeing a steady increase in both volume and rates on our display ad formats (banners, natives, and push). Especially on push notification ads, which have the unique advantage of being delivered directly to the home screen of the end user's device. Visitors no longer need to be browsing a specific website to be served ads from it. Clicked traffic is more popular than ever and with push there is a wonderful new format that makes the media buying process better than ever before.

On pops, we've seen steady or slightly growing volume in the past year. Some changes at the end of 2018 and beginning of 2019, for example various "guidelines" imposed by

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Google, caused a dip in sheer pop traffic volume. Much of this drop was due to fear among webmasters that their websites would get penalized for using pops, but another large factor was that we arrived at a point in the development of our technology that allowed us to have more precise quality filtering mechanisms. The decrease in overall traffic volume for pops combined with better filtering tech has led to significantly increased rates on pop traffic when compared to a year ago.

Additionally, a situation where there is often more demand for traffic than there is supply available to meet it has become the standard for not only display traffic, but also pop traffic. We expect this trend to continue in 2020, although we are of course actively working toward satisfying the immense hunger for traffic that our advertisers have!

3) Biggest changes implemented?

A large change we made in the past year is that we brought the Trade Program back to life. This key component in our ad network allows webmasters to grow their websites with clicked native traffic for free, provided they own quality sites that can meet our strict guidelines to participate. The new trade system is only in its infancy, but what we're seeing so far from it is that webmasters still want to:

1. Grow their websites,
2. Provide their visitors with high quality content, and...
3. Absolutely LOVE having an opportunity to do this for FREE!

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

No. The way we prompt visitors to opt in for push notifications on our publishers websites uses built-in browser push notification prompts exclusively. We don't ask webmasters in our network to spam people visiting their sites with additional pre-prompts or popovers that may be considered intrusive, annoying, or even aggressive.

5) Any geo and offer vertical recommendations?

Anyone that isn't promoting dating in some capacity on push notifications is a fool.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Pushground, Christopher Peterson, Marketing Manager

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

1) Self-intro

Pushground wasn't our first venture in the affiliate industry. We have been in the affiliate industry for over 10 years managing large amounts of pop traffic (almost 2B clicks/day). We started Pushground at the end of 2018, after seeing the potential of push traffic. After over a year since pushground.com emerged, we now send 400 million push notifications a day and we have expanded to in-page push and native formats.

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

For regular push, the volumes have grown rapidly over the last year, but unfortunately, we have seen a decrease in the quality. This has made the importance of fraud and performance filters for networks even more vital. The price of push has gone down little by little because of the increase of volumes and better/trickier techniques of getting new subscribers.

In-page push has also been increasing since its start along with native as we expand into the format. The average cost for both has remained moderately stable.

3) Biggest changes implemented?

We have made some monumental changes to our publisher's quality scores. We constantly are judging and filtering all of our publishers by a quality score based on performance, fraud, and other parameters. We have made them much stricter in the last year in order to preserve the health of our traffic.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

At the beginning of last year, we also added AI based automatic moderation allowing us to instantly approve or disapprove any ads. This has drastically sped up our moderation process.

Another one of the big changes we have made was the expansion to 14 different user freshness (user age) groups. We did this because we found user freshness to be one of the biggest determinants of CTR and conversion rates. By doing this, our clients have been able to better target their audience leading to an overall increase in CTR and a decrease in CPA on our platform.

We have also recently added automatic rules to our platform allowing our users to automatically optimization their campaigns. This has been widely popular as it minimizes the time needed to monitor campaigns.

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

With the new chrome update cracking down on the subscription of push subscribers, we have been expecting a decrease in new subscribers once the majority switch to the new version. This would lead to an increase of CPC but also an increase in user engagement resulting in a higher CTR. The contradicting forces should balance the CPA. However, this has not happened yet and there has been no visible effect from the chrome update.

5) Any geo and offer vertical recommendations?

Based on the data leading into this year, we expect the lead generation verticals will continue to grow in 2020 including dating, sweepstakes, gambling and finance. The continued quality improvements to our publishers will demand tighter moderation. Because of this, we also encourage more white hat standards in the upcoming year to avoid being affected by any moderation.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Traffic Factory, Takanori Kanto, Sales Director

Link: TrafficFactory.com

1) Self-intro

Traffic Factory was founded more than 10 years ago and is one of the market leaders specialising in adult traffic. We are the exclusive representative of xvideos & xnxx. We pride ourselves with over 6 billion daily worldwide ad impressions and an estimated daily network traffic of over 205 million visitors.

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

Traffic volumes remain the same with over 6 billion daily impressions across our range of ad spots available. Due to an increase of competition between advertisers on the Traffic Factory network, we have found an increase of our eCPM proving the strength and validity of our network to the thousands of advertisers across the globe.

3) Biggest changes implemented?

The biggest changes to the network within the last year have been the introduction of Native ad spots across all devices along with the merging of both mobile and tablet traffic. Our mobile rectangle ad spot has been greatly improved increasing the visibility and CTR for all advertisers. The final change will have been the introduction of Mobile device Pop-Under ad spots that has been created in collaboration with ExoClick.

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

We have never embraced push notification and there are no plans to introduce them on the Traffic Factory network.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

5) Any geo and offer vertical recommendations?

All geos across the globe remain very strong and positive on the network. Our global reach has become even larger due to the intense work having been undertaken by our worldwide Account Managers who individually have been able to identify particular needs for specific geos they manage and accommodating differentiating offers and traffic as needed. All verticals achieved particular success during the course of 2019 with a continuous drive specifically for Gambling, Gaming and Dating.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Traffic Force, Ross Alan, Advertising Manager

Links: TrafficForce.com, [Traffic Force's STM Profile](#)

1) Self-intro

I have been in the industry for 18 years, it is the only real job I have ever had and I love what I do because of the constant changes, challenges and the great people we get to interact with every day.

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

We are noticing a major shift in volumes from Web to Mobile as more users ditch their computers/laptops and focus on surfing on their smart phones. We are over 70% mobile advertising now and the trend is continuing into 2020.

3) Biggest changes implemented?

We incorporated CPC advertising after being CPM only for the last 10 years. It is a big change for us but it is a hybrid system that works in conjunction with our CPM platform and therefore we believe it will generate more revenue for our publishers while allowing our advertisers more control over their advertising.

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

N/A

5) Any geo and offer vertical recommendations?

China is really expanding, we have always performed well in China but the last 3 months we have noticed a huge surge in buyers who have offers in that location. Our

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Chinese traffic is more valuable than ever and we hope it continues because it is the biggest geo we have. USA is as strong as ever and new products are coming online to compete with traditional adult products.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Twinred, Peter Rabenseifner, CEO

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

1) Self-intro

I have been in different positions in the online advertising industry for almost a decade. During 2019 I took over the management of DoubleImpact which we rebranded into TwinRed. We are a worldwide self-serve ad network focusing on digital advertising such as pops, video ads, banners, native and push.

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

Due to the growth of our network in general, all volumes are increasing. As a market trend and as a result of the recent Google updates, we assume that pop traffic on chrome may completely disappear. Push volumes will also decrease in 2020 and native is still growing.

3) Biggest changes implemented?

We came up with a Google compliant interstitial / postitial solution to substitute pounders, especially on Chrome. We had the solution ready the moment those issues appeared which was very helpful for many publishers and advertisers in our network to sustain their revenues.

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

We will focus more on developing solutions to increase value, rather than volumes. Smart solutions for serving push based on user behavior will increase both the value for advertisers and will help publishers stay compliant and keep monetizing this format at higher rates.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

5) Any geo and offer vertical recommendations?

In the adult sphere we see the same offers being dominant as during the last year which is cams, dating, nutra and games. Dating advertisers take more advantage of the native ads on a geo level (using the native language) and we see that cams do better and better on video pre-rolls as well as our interstitial solution.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Vrume, Mark Hurson, President

Links: Vrume.com, [Vrume's STM Profile](#)

1) Self-intro

I have been in the performance marketing space since 2001 (yes in fact I am a dinosaur in this business). We have moved from selling only adult traffic for the first 15 years in business to the more mainstream offers over the past 5 years. At Vrume we sell premium email, push, sms and high value placements (banners/pops/tabs). We work with advertisers in the following verticals: Dating, sweeps/surveys, diet/health/cbd, ME/ED, PUA and similar. Our main geos are typically tier 1 but we do also work in other geos such as Europe/Nordics

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

Volumes have gone up considerably with push and about the same with email. Prices for certain countries have spiked such as AUS/NZ/Nordics but with other geos such as USA they have remained around the same.

3) Biggest changes implemented?

Better quality publishers, more volume and more consistency and happier buyers.

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

I think currently it's a wait and see what happens situation. However being in the industry this long I know there are much smarter people out there than myself working on "work arounds" so that push will still be a viable option for marketers. They said pops would die 10 years ago but they are still around and still in abundance.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

5) Any geo and offer vertical recommendations?

USA is by far is the best geo for us for push at the moment.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Zeropark, Neill David Burton, Head of Account Management

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

1) Self-intro

You all know Zeropark, the ever-evolving Pop, Push and domain traffic network. We've been a cornerstone of the affiliate marketing industry since our launch in 2012. We started with domain traffic, added pop in 2014, push in 2018 and will be launching two new formats, in-app native and tile traffic in 2020.

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

Both pop and domain traffic have remained pretty stable, we have actually seen a boost in both formats towards the end of 2019 and the start of the new year. The reason for this is a growth in the ecommerce vertical creating more demand for domain and new interest in high quality injection traffic.

Push we saw massive growth over the year and we are actually working to reduce the amount of traffic available in order to improve the CTR.

3) Biggest changes implemented?

From the affiliate perspective it has probably been the complete overhaul of the Zeropark UX. We have a brand new dashboard that allows you to analyze your Zeropark campaign data in much greater detail. We know the old interface was a classic, but new traffic formats and offer types put different requirements on the affiliate and we look to meet that demand.

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

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

We went through a similar experience in 2018 with pop traffic where the rumor was that pop traffic was going to die. Safe to say it did not. What happened from our perspective is that Google got rid of a lot of the low rent publishers and traffic quality actually improved. We suspect with the harder subscription flow for push traffic it will have roughly the same effect.

5) Any geo and offer vertical recommendations?

On Pop and Domain:

eCom - US -0.04, DE - 0.003, FR - 0.002, GB - 0.001, PL 0.0005.

Sweeps - US - 0.015, BE - 0.02, IT - 0.005, RU 0.003, DE - 0.004.

VPN - US - 0.01, BR - 0.002, GB - 0.005, FR 0.003, CA - 0.04.

On Push:

Sweeps - US -0.05, IT - 0.04, DE - 0.03, FR - 0.03, ZA - 0.02.

Gambling IN - 0.008, DE - 0.07, CA - 0.06, AU - 0.08, HU 0.015.

Finance FR - 0.03, US - 0.03, DE - 0.02, GB -0.02, AR 0.01.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

INSIGHTS FROM AFFILIATE NETWORKS

AdStart Media, Ivan Galabov, Managing Partner

Links: AdStartMedia.com, [AdStartMedia's STM Profile](#)

1) Self-intro

Adstart Media is an owned-offers affiliate network that came to light in early 2017 and within a span of 3 years has become a household name within the Lead Generation and Mobile Content verticals. Our main drive and motivation right from the very beginning was to position ourselves as the data-driven and client-focused business. Our early investments in the development of our own in-house CPA & CPL products have proven to be one of the most beneficial decisions that we made in the early stages of our business.

Being able to truly understand the customer's needs and leverage the wealth of data collected throughout the entire cycle of the internal tests campaigns gave us the competitive edge needed to win the hearts and minds of some of the most established advertisers and traffic sources in the field.

2) Rising/declining offer verticals?

Despite all the difficulties and the ongoing regulatory changes within the VAS industry, the Mobile Content vertical remains strong bringing new sources of ad revenue across various Tier 1 and Tier 2 markets. This is particularly true for the advertisers who learned to adapt to the fast changing market regulations and up their game in the product area by bringing a unique proposition to the entire value chain. We are also seeing a growing number of players going back to the "old-school" PSMS business model which happens to be a reflection of the rather challenging environment a lot of DCB-centric VAS businesses found themselves in. The continued exploration of the

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

various business models, end-user tariffs, service configurations allowed for some of the forgotten markets to make a comeback laying a solid foundation for the future ad revenue growth.

Another vertical that happens to be on the upward trajectory is of course lead-gen which so far has not shown any symptoms of a slowdown. Over the last few months we've seen a growing number of advertisers putting their ad budgets towards completely new and unexplored markets such as MY, TH, ID, HK, CO, MX, LU and some CIS geos. This trend, although not yet in full swing, is expected by many to bring the overall ad revenues to yet another level.

Among other sectors showing further potential for growth, particularly within the Tier 1 markets are Gambling / Casino offers. However, the long-term growth of the ad revenues and the overall sustainability of the vertical may to some extent be impacted by the continued surge of the very aggressive BH traffic sources particularly from FB and or SMS.

As far as declining verticals are concerned, throughout much of the second half of 2019 we saw a clear downward trend within a broad spectrum of CPI offers. The high level of campaign restrictions coupled with oftentimes unclear and frequently changing KPI goals make the CPI vertical extremely difficult to work with particularly for small and medium publishers and networks. If you're in the process of setting up your first CPI campaign, whether you're an independent media buyer or an established network, you're likely to be greeted with extremely short-lived campaigns and more often than not low two-digit sales caps.

Among other fields that have recently gone through some turbulent times are CC Sweepstakes and Crypto offers. As far as the CC sweepstakes go, there's a growing concern about the financial implications of the most recent ad policy changes imposed by Facebook. Of course, depending on your specific niche, the type of offers you specialize in and the traffic funnel itself, you may or may not experience the full impact of the above changes on your bottom-line.

And finally the Crypto vertical, which is still relatively strong for the best advertisers and affiliates, has also gone through some major headwinds throughout much of the Q3 and Q4 of 2019 suffering further loss of ad revenues across various ad and affiliate

Brought to you by [STMForum.com](https://stmforum.com), the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

networks. The poor quality of the traffic sources coupled with the ongoing and omnipresent regulatory changes remain among the main obstacles for the wider adoption and growth. It will be interesting to see how the Crypto vertical will respond to the growing number of legislative and regulatory obstacles as well as the price of crypto-currencies which are expected to go back up again sometime this year.

3) Whitehat offers that are safe for FB?

Although whitehat offers have not yet reached its full potential on our network, we're experiencing a steady growth when it comes to both demand and supply side of our advertising ecosystem. Our top WH verticals so far include a broad range of Loan, Finance, and Insurance offers as well as eCommerce which proves to be particularly popular across Tier 1 EN-speaking markets, such as the US and Canada. Among some of our biggest success stories in the whitehat field was a Medicare campaign ran for a client in Q4 2019. Moving onto 2020 we are expecting to see a much higher demand for the highly scalable Tier 1 whitehat offers and further expansion within Tier 1 and Tier 2 markets.

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

Our affiliate network started out with carrier-billing offers playing a major part in our company's success and indeed, the mobile content offers are making a big comeback this year.

Before we go into details, let's remind ourselves what the "carrier-billing" vertical is all about and how it sits within the broad range of "mobile content" offers. Most of the affiliates these days refer to carrier-billing as 1-click, 2-click or 3-click type of mobile content offers whereby the user doesn't need to enter his/her mobile number in order to finalize the purchase. In general, 1 click flow campaigns are expected to reach much higher conversion rates compared to classic Premium SMS type of offers (PIN, MO, Click2SMS flows) which of course results in a much higher level of scrutiny from all parties involved in the value chain, i.e. Telcos, Gateways, Content Providers. Despite the continuously growing demand, the 1 click offers remain only a small fraction of the

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

entire Mobile Content ecosystem that is by and large driven by the regular Premium SMS and PIN Submit type offers.

If you are a publisher who managed to find its way to get access to a true 1 click offer you are likely to be challenged by very strict sales caps and every sale you deliver will be carefully examined. It should come as no surprise that so many of the Content Providers these days decided to keep their best converting DCB offers to their internal media buys only. Those ones which kept their affiliate programs open to the public domain are typically very clear in their pursuit for exclusive partnerships and the highest-quality of fraud-free traffic sources.

So where's the growth you may ask? Well, remember the old-school Premium SMS (PSMS) offers? Yes they are still there and contrary to popular belief, they are doing great. Yes it's true that they're typically harder to convert compared to the 1 click type of campaigns but as it turns out, unlike the heavily restricted 1 click carrier billing offers the PSMS are among the few remaining business models that gives both the advertiser and the traffic source itself a truly scalable platform to build upon.

It is that very aspect of campaign longevity, stability coupled with much lower level of restrictions that lead to the most recent growth in the Mobile Content vertical.

As far as the traffic goes, the rise of Push and native ads seemed to have played a big role in the successful rollout of the various DCB and PSMS offers. The offers themselves come from a rather broad range of product angles from the typical Utility App Downloads, Sweepstakes, HTML Games all the way to high end branded services within fitness, lifestyle and gaming sectors.

As for the most promising markets, we see a lot of interest in the various EU countries such as DE, AT, CH, ES, or GR, as well as EG, UAE, IQ, SA, ZA, and APAC geos with TH slowly coming back from the shadows... at last.

5) Best geos+verticals for newbies?

Try to start your journey exploring less crowded Tier 3 (BR, TH, IN) markets where traffic volumes are in abundance and clicks are cheap. Don't go for extremely saturated and competitive markets such as US, UK, FR or DE until you gain the necessary

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

knowledge and your test budget is big enough to carry you through the expensive test and trials. Focus on "easy-to-convert" campaigns such as lead-gen SOI or Browser Extensions.

Starting off with "hard-to-convert" offers with high payouts such as CC-submits will most likely result in a large cash burn. Remember that your primary concern in the first few weeks or even months is not about making money. It's about building up your knowledge in the vertical of your choice, improving your media buying skills, collecting data from test campaigns, learning from mistakes and not giving up no matter what.

6) Best geos+verticals for veterans?

When it comes to markets, try to focus on locations which give you the right balance between the traffic costs, scalability and offer saturation. Even as an intermediate media buyer with a few years of experience in the field expect the unexpected. Be prepared to fail and go through yet another steep learning curve. Be reasonable and analytical in your decision making process. For example, instead of jumping on the biggest Tier 1 markets such as US try the middle pack, i.e. ZA, PL, TR. Aim for mid and mid to high paying products (CC-submits, Casino, Mobile Content). Study them thoroughly trying to understand every individual aspect of the offer from landing page design, its sign-up mechanism, the hidden disclaimers, pricing lines etc. Try to bring real value to both the user and the advertiser. Think about your competitive advantage as a media buyer and what you can do differently in order to get you to the desired profit margins. Don't just focus on your technical ability to track and optimize data. Reach out and interact with your clients, let them know you exist, show them a genuine interest in their product(s) and outline your media buying strategy to make them feel comfortable and confident.

Above all, don't let your "expert affiliate" ego get the best of you.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Advidi, Bram van Pul, Team Manager Sales

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

1) Self-intro

Advidi is an Amsterdam-based performance marketing network that has been in operation since 2012. Our primary verticals are Dating, Nutra, iGaming, Sweepstakes, Finance and Streaming.

2) Rising/declining offer verticals?

Dating is stronger than ever with Advidi. This year we are again launching in completely new, very promising geos. There's still a lot of potential out there for us to discover. Finance is the new kid on the block for us, with offers from all types of insurance and financial loans and debt, with high payouts and a continuous amount of traffic, we see the vertical growing fast.

Mobile content is making an uprising again, especially on PINs in tier1/2 countries. We are also focusing on sweepstake offers, which work very well on for example social, push and google traffic.

Rising:

- Ecom – Gadgets / Smart Devices / Drones
- Solar Panels
- Life / Home / Car Insurance
- Mortgage / Refi / Home Warranty
- Window Replacement
- Roofing
- Debt / Loans / Credit Card / Credit Checks

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

-Legal / Lawyers

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

Advidi does specialise in carrier-billing offers, and they are again making an uprising in, for example, the United Kingdom, Ireland, Portugal, Czech Republic, Slovenia and South Africa.

Since the huge, and partially deceptive/fraudulent influx of carrier billing offers a few years ago, carriers and aggregators have implemented stricter regulations. Furthermore, big companies such as Apple have added carrier billing options (for payment in the App Store, Q4 2018) which adds a lot of user trust to this payment model.

5) Best geos+verticals for newbies?

For newer affiliates, we recommend trying our low-payout sweepstake offers. We've seen a big rise in offers, for example, offers for the South-East Asian and African markets. Traffic in these geos is cheaper and there is no shortage of offers, so it's a great way to start learning the processes of optimising and split testing. Also, Finance Leadgen for the US is interesting, as it's more whitehat, especially in the car insurance and mortgage space, and therefore easier to get approved on traffic sources.

Additionally, payouts are high, with a broad audience and the flow is relatively easy (SOI). Ecom (FR/IT/US geos) and Nutra COD (Asia) are interesting options for similar reasons: Broad audiences, simple flows, relative high PO's and easier approval on traffic sources. Good traffic sources for newer affiliates are pops, push, Google (SEA/SEO) and native. We see Facebook is getting stricter across the board, and newcomers may require more guidance in the space. As email and SMS traffic can be more complicated we don't recommend those sources for starters.

Another recommended vertical is Dating - for newbies, more tier 2/3 geos.

Reason 1: More competition in tier 1 geos with affiliates and companies with much higher cash flows.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Reason 2: Traffic is cheaper, newbies often have less budget to start. These tier 2/3 geos will allow them to get enough data to understand how affiliate marketing works.

6) Best geos+verticals for veterans?

For intermediate/expert affiliates, we'd recommend looking into more advanced flows like Nutra Trials/SS, Mobile Content PIN/MO flows and Casino CPL/CPA. To make life a little easier for our Casino affiliates, we've set up "event" tracking. This means that for CPL offers, we fire an event for every First Time Deposit (FTD) a lead makes, enabling the affiliate to have control of the FTD%. For CPA registrations, we fire an "event" allowing affiliates to optimise their traffic even before baseline deposits are made.

More advanced affiliates run these verticals on a variety of traffic sources, including social, push, email, SMS, social apps and more.

Another recommended vertical is Dating - for intermediate/expert, US and UK geos.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Big Bang Ads/eGENTIC, Vincent Jouvin, Senior Business Development Manager

Links: Big-Bang-Ads.com, [Big Bang Ads' STM Profile](#)

1) Self-intro

Big Bang Ads is an advertiser for lead gen sweeps offers in Europe, Asia Pacific, Brazil and South Africa. We own the whole lead gen flow from the landing page creation until the lead monetization. We take pride and focus on creating landing pages which convert for affiliates in 20+ geos and to provide user datasets which convert for our end clients via probably one of the most comprehensive self-made data filtering process.

As for me, I started to work with Big Bang Ads in 2013. I helped hundreds of affiliates to get going in the affiliate industry. I've seen the affiliate industry getting more and more professional.

2) Rising/declining offer verticals?

My insight lies in the only vertical that we focus on: lead gen sweeps. Speaking about lead gen, 2019 was not the most successful year since I got started with Big Bang Ads. I do believe that a lot of affiliates tried unsuccessfully with push traffic, and found no solution on the Facebook ban topic. Due to this, affiliate networks re-focused in verticals which were less affected by those bans or ran offers which had higher EPC's before getting banned (quick wins solution).

3) Whitehat offers that are safe for FB?

Yes our offers are whitehat and by the way... one super affiliate on [STM](#) got famous running whitehat lead gen sweeps offers...

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Of course our offers are completely legit, we are in the industry for over 15 years now! Unfortunately, it cannot be run safely on Facebook because ultimately...we gather and monetize user datasets.

Affiliates focusing on lead gen sweeps always found their way to stable volumes. It takes time to warm up accounts and to understand which type of landing pages can be promoted. Trying out a voucher landing page today would be a kind of suicidal for example.

To be honest, I don't know in details how they manage to keep the volumes steady but I also believe that those who can focus and try to understand why/how will find solutions.

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

We don't specialize in this vertical.

5) Best geos+verticals for newbies?

Lead gen - Tier 2 or 3 geos like PL or BE.

6) Best geos+verticals for veterans?

Lead gen - Tier 1 geos like DE, ES, IT, NZ, SG.

Affiliates can access 24/7 our top offer per geo [here](#) - we update this list every week with the one offer per country which brought us the higher revenue in the last 7 days!

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Blueflag, Stefan Muelbaur, CSO

Links: [Brokerbabe.com](https://www.brokerbabe.com), [Glize.com](https://www.glize.com), [Blueflag's STM Profile](#)

1) Self-intro

I manage two networks. Currently the better-known one is Glize - that started in 2016 with the focus of mobile offers and developed in the last years more and more into Leadgen, Nutra, COD, Sweeps and Gambling. But mobile content remained a very strong vertical. The other network is the adult network Brokerbabe. This program has been around as an advertiser since 2010. Since 2015 we've also been using Brokerbabe as a network with a focus on Adult Dating, VOD, Cams and Male Enhancement.

2) Rising/declining offer verticals?

For us the CC Subs dropped a lot, but it was an incredible rise of Telemedicine for us. It's a really new vertical and in the beginning it's a bit hard to understand but once affiliates know the drill it's literally a money printing machine.

3) Whitehat offers that are safe for FB?

That is not our focus, our affiliate base is so blackhat focused that all whitehat stuff we built for them was not of much interest to them. You have to consider also that a lot of things like certain COD offers were whitehat until quite recently.

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

That we will see. The middle of 2019 was quite shitty for mobile billing offers, but since fall we've seen a very nice increase in DE, AT, PL and others. We hope that continues. And our core market Italy has also returned in full force again!

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

5) Best geos+verticals for newbies?

SOI and DOI Dating offers. We have them in all Tier 1 markets. Even in India we offer in the meantime SOI on Dating.

6) Best geos+verticals for veterans?

Definitely Telemedicine. Some general advice here: Even when we sell here Viagra and Cialis (all FDA approved) adult traffic is not working at all. Pick a mainstream source and run it with a medical and informative approach and you will be pleasantly surprised at how it outperforms any miracle pill trial offer.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Clickdealer, Henry Whitfield, Global Head of Supply

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

1) Self-intro

ClickDealer launched in 2012 when a small team of ambitious marketers decided to combine efforts - the result has been an evolution from a startup network to a global marketing agency that aims to make performance marketing accessible, convenient, and human.

We have just celebrated our 8 year anniversary and we continue to attack each and every day with the same passion and dedication that we set out with on day one.

2) Rising/declining offer verticals?

At ClickDealer we have seen a strong growth in white-hat lead generation offers - specifically in home owner targeted products and services. With these verticals relying on appointments as a back-end metric, our focus has been on developing our partners promotional strategies to focus on quality over quantity, finding longer term gains versus a short-term win.

However, as COVID-19 affects at home appointments in the US, we are expecting to see a move away from these campaigns as we head into Q2 of 2020. Moving from appointment based verticals into other verticals like home or health insurance and finance. By being proactive with this pivot, we are aiming to keep our partners ahead of the curve as the market changes.

Our Affiliate Management team is already preparing to help our partners expand into these verticals.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

3) Whitehat offers that are safe for FB?

White-hat offers were a major focus of ClickDealer through 2019 and continues to be a long-term strategic area of growth for the company as we scale our partners in 2020.

In terms of running 'safely' with Facebook, we offer a variety of solutions for our partners - and our goal is to offer personalized support for each of our publishers who want to not only learn about white-hat but scale with us.

We expect our Affiliate Management team to know their stuff - not just tell you to cloak your links or throw in a landing page. Our aim is to help you avoid the common mistakes when starting out on white-hat offers, so you can scale sooner.

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

N/A

5) Best geos+verticals for newbies?

Single opt-in offers are the low hanging fruit for newer affiliates - especially with so many follow along and guides on forums like [STM](#) ready to show them the way.

The barrier for new affiliates to launch campaigns is smaller than ever. For example, you can set up a ClickDealer campaign in Voluum and start sending traffic from Zeropark within minutes - utilizing an API integration we launched last year. Just a few clicks and an affiliate can start running with campaigns, tracking and traffic all in one.

6) Best geos+verticals for veterans?

You can probably guess, but we heavily recommend white-hat campaigns for intermediate and expert affiliates.

With the technical know-how and the experience that an affiliate at that level has, white-hat campaigns can be a massive opportunity.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Gasmobi, Federico Zwanck, CEO and Co-Founder

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

1) Self-intro

Gasmobi had been in the industry for 5 years now, our headquarters are in Madrid and we're recently opening a new office in Riga. We are a credit card submit advertiser and performance based affiliate network with both exclusive and direct offers worldwide across most verticals - leadgen, browser extensions, mobile content etc.

2) Rising/declining offer verticals?

We have seen strong growth in CC submit sweepstakes and VOD offers, and we expect this trend to continue in 2020. The reason behind this growth is because a lot of mobile content advertisers have switched to this vertical due to recent changes in regulations from the carriers.

As I have mentioned, if we have seen a vertical decrease significantly, it has to be Mobile Content. It's still converting but only for specific carriers and geos where the flow is still friendly.

We are seeing a peak in browser extensions. As a vertical, it has always been there but recently more affiliates are requesting extension offers as alternatives to app CPLs. They also work remarkably well with SmartLink traffic when a good prelander is used, as the flow is rather easy.

3) Whitehat offers that are safe for FB?

Lead-gen offers have always been a strong clean and stable vertical for us, and we expect it to continue to endure. User data every year is more and more valued, yet not every data will work. Correct age targeting is certainly key when setting up the right

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

angle and campaign targeting, as young audiences are hard to monetize and advertisers cannot sell those leads.

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

In terms of Carrier Billing, it is true that many carriers have locked down business. However, there are other countries arising with interesting flows to keep trying, many of them very unlikely to be monetized in the past, such as Ethiopia, Madagascar and Botswana. Also some previous classics such as Indonesia remain active, switching between carriers (XL/Axiata, Telkomsel and 3) in the process. So, it is definitely not the last year for Mobile Content - there are a lot of chances to keep trying, and we definitely have the campaigns.

5) Best geos+verticals for newbies?

Single opt-in CPL offers like sweepstakes are a good vertical to start for newbies, especially in tier 3 geos where traffic is cheap so they can test with a relatively small budget and learn how to be successful.

6) Best geos+verticals for veterans?

We are seeing great results and sky rocketing EPCs with CC-submit offers in European and English speaking geos. The traffic used for these offers is usually more expensive but well worth the investment.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Jumbleberry, Fred Jean-Bart, Senior Agency Partner

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

1) Self-intro

Hey everyone, my name is Fred and I've been in the industry since 2009, which means I've officially been in the AM industry for over a decade. I got my start as one of the very first employees at Mundo Media (RIP) and throughout the years I've worked on the affiliate/advertiser side of the business. Currently I'm the Senior Agency Partner at Carousel, which is a division of Jumbleberry that provides a full suite of services for some of the biggest DTC brands in the world.

2) Rising/declining offer verticals?

Growing our portfolio of health and wellness brands has been a significant focus for us this year. Under that umbrella, we work with companies that sell many different types of product or services, including but not limited to: Weight loss, beauty, pain, sleep, fem health, nootropics, parenting products etc. etc.

Any product that has great unit economics and strong marketing content, we commit to. I can't really speak to what's 'dying out', because that's where our focus has been. My team and I see a ton of opportunities in this market and we are both optimistic and excited to continue growing and learning. Sorry for the non-sexy answer.

3) Whitehat offers that are safe for FB?

At Carousel, we follow a strict onboarding process to determine which brands we want to invest our People, Process and Technology into.

The brands we work with can be characterized in 3 ways:

1. Well-capitalized, in most cases venture-backed

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

2. Product-focused, meaning they sell products that people love
3. They have developed incredible marketing content.

That third point is super important because it allows us and our media partners to re-purpose this content in the form of paid ads or to develop compelling pre & post angles to drive performance. Most of the brands we work with have internal teams that we work closely with. So yes, I guess you could say we run 'white hat' campaigns that meet the TOS of FB. Since the products are so well received by consumers and the content is compelling, you don't need to try and skirt the policies mandated by some of the larger paid channels. I think this is why some of our affiliates have been so successful with us over the last year. They are sick of the cat and mouse game, and they see a ton of value in the work we put in with them and the longevity that these campaigns have.

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

We don't promote anything in this vertical, so I can't comment on it.

5) Best geos+verticals for newbies?

For newbie affiliates, I would suggest starting out with one of our US joint/muscle pain campaigns. This is a relatively easy vertical to promote due to its wide audience appeal. Pain relief is a great vertical to promote because it's a "need" to have niche, rather than a "want" to have. It also converts for both male/female demos. We have some of the best pain campaigns in the industry and we're constantly adding new brands to our portfolio.

6) Best geos+verticals for veterans?

For the majority of the brands we work with, we limit the number of affiliates per traffic source to avoid any cannibalization or campaign saturation, which means that for most of our top brands, we'll only have three affiliates max per channel.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

If you're an experienced media buyer, then I would suggest working with some of our larger brands. These brands invest a ton of capital into content and building brand equity, so we only open them up to the most experienced media buyers who have the ability to spend at least 5 figures/day, and have a structured approach to how they build and scale campaigns.

If you're an experienced affiliate/media buyer, who's tired of running the typical gadget offers found on every ecom network, then hit me up and I'll show you how we're pushing the industry forward by partnering with real brands.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Leadrock, Dmitry Sukmanov, CEO

Website: [Leadrock.com](https://leadrock.com)

1) Self-intro

4 years in affiliate marketing. Whitehat & nutra.

2) Rising/declining offer verticals?

We came to the market at a time when people felt the need of so called white goods. So we are working just ahead of the curve. Our main vertical is COD (cash on delivery model) whitehat offers all over the world, mainly in Europe and some rare and interesting geos. This vertical is a relatively new one in the game, because it remains afloat even if there are problems with other verticals, especially with nutra.

3) Whitehat offers that are safe for FB?

Globally, a shift to whitehat offers in the market means switching to sweeps, financial offers and ecommerce. Yes, we have lots of whitehat offers. Our offers do not need special tools to start working with. When you follow the rules for advertising on Facebook, you can expect account longevity and stable money.

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

We do not have such offers. As natives of Russia, we were familiar with this by hearsay, we always considered this story to be very blackhat and it is not very interesting for us to deal with such kind of fraud.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

5) Best geos+verticals for newbies?

Different types of watches, including smart watches for Bulgaria, Greece, Romania. WigLase for Spain and Poland, Combidress for Greece and Italy - these are great and easy offers to start with. And Greece is interesting to rock further.

6) Best geos+verticals for veterans?

Brand new nutra for those who are still in the game. We plan to launch CBD offers on COD for different approaches to Europe (Bulgaria, Romania, Italy, Spain, Greece) and other familiar topics under new brands (joints, weight loss with a keto diet approach, adult, hypertension, diabetes and other top categories).

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

LemonAds, Nabil Ben Khelifa, Chief Revenue Officer

Links: LemonAds.com, [LemonAds' STM Profile](#)

1) Self-intro

Hi folks, I've been in the digital marketing field since 2008 and specialized in affiliate marketing since 2012. I've started as a SEM expert in a well-know media agency and over the years had the opportunity to be introduced to a wide range of advertising methods which helped me to acquire a global vision and true expertise. I'm currently CRO at Lemonads. We help advertisers to achieve their goals and support publishers to maximize their revenue.

2) Rising/declining offer verticals?

I would not say that there is a particular rising vertical, however the methods have been fine-tuned to result in more optimized conversion funnels. Users need to be introduced to the product they are about to subscribe or purchase, that's why a simple redirection to the offer landing page won't bring the results you expect from your campaigns. Dating and Nutra offers were and still are safe venues for anyone who wishes to start Media Buying. Regarding the declining verticals, to name one, I would not advise you to jump on Mobile Content, as the offers are still unstable and it's much more complicated to optimize the conversion funnel.

3) Whitehat offers that are safe for FB?

It's a wise decision if you want to start or develop a sustainable business. I don't think it's profitable to bet on blackhat method as the success of your Facebook campaigns rely on the data you collect through your pixel. Getting your account banned means

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

losing everything that can turn your campaigns from a negative (learning stage) to a positive ROI. We do have offers that are fully aligned with Facebook guidelines. However, as our marketplace is huge, I would always recommend to contact one of our account managers before submitting your campaigns on Facebook. Last but not least, affiliates need to read carefully the Facebook guidelines as the rules are strict, and there are no grey areas.

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

We aim to bring the best performing offers to our affiliates and that's why all offers regardless of the vertical are tested before being listed in our marketplace. As I've mentioned previously, I would not recommend carrier-billing as they are unsustainable. It's definitely not a safe bet for the long term as the sustainability of these offers mainly depend on the carriers and telecom regulators. There are some offers in the middle-east that are still performing pretty well, however the conversion flow can change from one day to the next.

5) Best geos+verticals for newbies?

I'm pleased to share some recommendations for newbie affiliates, but I would like to also recommend to contact your dedicated account manager to get additional insights regarding traffic sources, placements and ad-format. We want them to succeed and not waste money and time during the testing phase.

Sweepstakes PPL (Voucher: Walmart, Amazon): US/UK/CA/DE/IT/FR

Sweepstakes PPL (iPhone 11) PPL: US/UK/CA/DE/IT/FR

Dating PPL: FR/US/UK

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

6) Best geos+verticals for veterans?

Nutra (Weight-loss) PPS: US/CA/UK/AU/FR

Dating PPL: US/FR/DE

E-commerce PPS: FR

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Maxbounty, Brody Curtis, Senior Affiliate Manager

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

1) Self-intro

MaxBounty is currently in its 16th year of operation as a world-leading CPA network. We're still motivated by the same desire that propelled us in 2004 – to offer a trustworthy, comprehensive network experience that helps evolve both our clients' success and the industry landscape.

Currently, market research, financial, insurance, travel, and e-commerce are the most popular verticals in our network.

3) Whitehat offers that are safe for FB?

Since MaxBounty was founded, we've always maintained a strong belief in whitehat ethics. That encompasses the advertisers we work with, the campaigns we launch, and our affiliates' traffic methods.

We feel that doing business in that manner not only benefits our network and those who work with us but also the entire industry.

Affiliate marketing can continue to grow by becoming an online marketing strategy for new, untapped advertisers. An increase in whitehat tactics makes it a more enticing option for those companies by ensuring their brands are protected. It creates both legitimacy and sustainability - two components that we think will play a large role in affiliate marketers' ability to prosper.

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

We haven't seen any significant shift in the popularity of carrier-billing campaigns but we also don't consider them an in-demand vertical at our network.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Tax and travel are typically our most lucrative verticals this time of year. The former for obvious reasons and the latter because many users begin planning summer vacations this time of year.

For non-seasonal trends, antivirus and VPN campaigns have become some of the most popular campaigns among our affiliates from the end of last year into this one. For instance, our Norton campaign has been one of our top earning offers for the first two months into 2020. It's been a staple of our network for years and yet its current performance is unprecedented.

5) Best geos+verticals for newbies?

Two that immediately come to mind are email submits and survey/market research campaigns. These verticals are well suited for beginners for a few reasons:

- They're easier to target than other verticals
- The campaigns are eye-catching in nature
- Many are SOI or DOI and convert often

We currently offer a large selection of these campaigns with the US and UK being the most popular geos.

6) Best geos+verticals for veterans?

For more experienced affiliates, we recommend campaigns that feature products with higher price tags or subscription models. These are often found in e-commerce or tech gadget verticals and will feature higher, per-sale payouts.

These campaigns are especially lucrative once you've established a reliable traffic source or sales funnel, which is what makes them a great option for more seasoned affiliates.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

MyLead, Patryk Hoffmann, CEO

Links: [MyLead.Global](#), [MyLead's STM Profile](#)

1) Self-intro

MyLead is a global affiliate network operating in the industry for over five years. During this time, we have created a database of more than 1,600 affiliate programs, divided into 71 different categories, used by a community of more than 60,000 registered publishers. We specialize in crypto, nutra, dating, and sweepstakes programs. MyLead has received many awards, including the "rising star" award at the elite Technology Fast 50 Central Europe 2019 gala.

2) Rising/declining offer verticals?

Development

I see great potential in mobile traffic, which is growing all the time. Every day, US users spend an average of 5 hours on a mobile device, and 5.11 trillion people worldwide have smartphones. In 2019, as much as 60% of the searches came from mobile devices (source: Statista, 2019). Statistics say that in 2020 approximately 40.77% of all global Internet traffic will be generated through mobile phones (source: Statista, 2019).

Interest in the CPI or CPA programs based on mobile applications is continuously growing. More and more applications are starting to use affiliation. At the same time, new restrictions appear, and a large group of advertisers introduces KPIs - goals to be achieved by the publisher. It can be, for example, finishing ten game levels. Advertisers, these days, mainly care about the players who can stay with them for longer. In order to meet the expectations, at MyLead, we have prepared a mobile wall of offers - a solution that allows for monetizing traffic from applications.

Dating, crypto and nutra campaigns will continue to develop. The number of leads generated within these campaigns continues to grow and affiliation is an excellent **solution for adult content, which is hard to promote on large portals, such as Facebook**

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

or Instagram. Affiliation is an alternative both for dating and investment programs because the publisher's job is to promote the campaign as well as achieve the objectives (i.e., setting up an account, making a purchase). Advertisers will surely choose these programs more and more often.

Threats and problems

When it comes to threats to the affiliate industry, push notifications will record a further decline in 2020 (which was already noticeable in 2019). Firefox version 72 began blocking requests for permission to receive notifications. The option to obtain permission exists, but it requires the customer to click on the bubble next to the web address of the page, and this will reduce push notifications' effectiveness. The user must first agree to receive push notifications requests, and next, agree to receive the content. A very similar solution will be found soon in Google Chrome. There is a possibility that other browsers creators will join the trend and this will certainly affect the popularity of push notifications.

Advertisement blocking systems are becoming more and more popular therefore banner effectiveness will continue to decline. In 2019, as much as 51% of generation Z blocked ads (source: Millward Brown, 2019). The solution and alternative to this problem can be content marketing.

2020 seems like a year of privacy. A negative sign for the affiliation industry was the information that some Internet browser manufacturers intend to increasingly block cookies (or at least to manage them more readily), on which affiliation relies heavily. At present, Firefox also gives the possibility of so-called private browsing. The browser does not save any data and can also block all possible tracking systems. Fortunately, this option is disabled by default. There are also indications that Google wants to stop the use of cookies in the next few years.

New verticals

Voice assistants are growing all the time. As for today, 1 in 6 Americans use it and presumably by the end of 2020 as much as 50% of searches may come from the use of voice assistants (source: Whitepress, 2019). This opens up completely new opportunities for affiliate marketers.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

There is also a growing interest in Facebook Messenger bots. They still have an enormous yet untapped advertising potential. Bots are an automatic messaging software connected with the fanpages on Facebook. 80% of Facebook users use Messenger, and 58% of them admit that they prefer to use Messenger instead of completing the form on the website (source: Statista, 2019). In 2019, there were over 300,000 bots. The bots allow for natural interaction with users and don't require spending much time for promotion and posting in groups.

3) Whitehat offers that are safe for FB?

Most of our publishers make money with whitehat. They promote gaming, adult content, nutra, and e-commerce. The vast majority of campaigns in these categories require to present the product as it is.

MyLead does not allow the use of blackhat, and to a certain extent, we allow for greyhat. There are affiliate programs that permit for motivated traffic, and thus, the publishers can motivate their clients to act with promises of receiving rewards.

It is also worth considering that sometimes advertisers themselves make use of greyhat. I am thinking of sweepstakes, which often contain the logo of a well-known brand, even suggesting that the competition is organized by another company. Meanwhile, the information about the organizer is often placed at the bottom of the page. In February 2020, MyLead will introduce an extensive Content Locker system that will work on the basis of the above-mentioned motivated traffic.

Regarding promotions on Facebook - Facebook doesn't like a large number of posts sent on groups, or through private messages, hence affiliate domains are often blocked. We always advise our publishers to build a simple pre-lander that will solve the problem for a time. Of course, they can always use paid advertising.

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

Carrier-billing (or DCB) payments and SMS remain a certain niche. In MyLead, we offer SMS payments even though they are not the most popular model of affiliate programs.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Additionally, a similar niche is IVR and SMS Chat - a telephone or text message conversations with call center employees on esoteric or erotic subjects. These models are also available on MyLead.

There is a chance that large corporations such as Google, Apple or RIOT will increase the popularity of phone payments by introducing mobile payments as a way of paying for popular services. It is still a faster payment method than, for example, making a bank transfer. Fortumo reports regularly show that tier-1 countries (mainly Nordic countries, but also the Netherlands, Italy, Austria, and Ireland) are reporting increases in carrier-billing usage. Recently, increases also occur in countries from other groups - Iraq (+29%), Algeria (+39%) and The United Arab Emirates (+66%) (source: Fortumo, Carrier billing in 2019: Middle East & North Africa). In the case of carrier-billing, a lot depends on the specific market/country. Besides, these increases do not necessarily mean a return of carrier-billing offers to the affiliation. It's just that big corporations take advantage of their position.

Mobile payments will still exist, yet the situation will be more difficult. Successive governments in the world introduce regulations that limit their operation. Lately, we have also experienced this in Poland, as PIN/MT/MO payment limits appeared. These restrictions do not apply to the DCB, but the best time for mobile payments is already over. Using them will require a lot of creativity from publishers.

5) Best geos+verticals for newbies?

For beginners, the easiest models are those in which the customer's work is relatively effortless and fast. CPL is that kind of model as it only requires creating an account and additionally confirming the given email address. CPI is also worth considering because to receive remuneration, it is enough to convince the client to install a popular game.

Obviously, many depend on the skills that the publishers already have. If they are beginners in affiliation, but they know how to edit videos, they can think of promotion on YouTube. Influencers may also be beginners - a large group of them have never heard and never used an affiliation. Bloggers, for instance, should use the CPS model and promote the products of well-known brands, taking profits from each sale on their recommendation. A lot depends on the potential of a particular person.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

6) Best geos+verticals for veterans?

The professionals can make money on anything. For advanced users, we often recommend crypto programs because they already have ready-to-use assets that are very effective. These assets provide a chance for leads reaching up to almost \$700 for each client.

Affiliate programs based on credit card payments may also be a good idea. For new users, we offer sweepstakes and dating programs based on the CPA model, in which the client has to make a purchase. This may give them a much better profit than the CPL.

Users with experience can think about nutra offers. The publishers earn on these affiliate programs since always. They require the publisher to build up a sense of security in the client but reward them with rather high stakes. Nutra often affects human desires and complexes, so it is effective.

Let's not forget, of course, that the stakes are not the most important and we shouldn't be guided solely by them, while choosing a campaign to promote.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Paddock Media, Michael Madew, Managing Director; Founder of Affiliate Circle

Links: PaddockMedia.co.uk, AffiliateCircle.co.uk, [Paddock Media's STM Profile](#)

1) Self-intro

Started white-hat lead gen in 2005. I have been an affiliate from 2005 to 2018 when I decided to launch the Paddock Media network.

2) Rising/declining offer verticals?

Offers are pretty consistent across finance and insurance. PPI died out completely in 2019 as the deadline passed.

3) Whitehat offers that are safe for FB?

Yes we are a purely white-hat network, our affiliates use a combination of paid search and social media ads. Nothing requires cloaking or other shady tactics.

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

N/A

5) Best geos+verticals for newbies?

UK finance, insurance, compensation claims, home improvement, over 50s market.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

6) Best geos+verticals for veterans?

Flight claims (UK/ES/DE), life insurance, funeral plans, home improvements.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

REBLL, Juliet Kulish, Senior Affiliate Manager / Dating Expert

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

1) Self-intro

REBLL Network is a boutique network with its own in-house dating offers for more than 20+ geos and we're growing day by day.

We have a great team of experienced marketers with a strong background in the industry. Focusing on exclusive partnerships and bringing products to market we ensure performance to our affiliates and by re-investing our earnings back into our networks technology, relationships and employees.

2) Rising/declining offer verticals?

Our main focus is dating, it's our favourite evergreen vertical. For us it's been stable and even growing recently. Since we focus so heavily on dating, it would be a bit unfair for us to judge the rest of the market. Although we're expanding our network with sweepstakes and adult games, dating remains our primary focus - basic human needs explain everything.

3) Whitehat offers that are safe for FB?

Due to the nature of our dating products, it's only possible to run them on Facebook with blackhat techniques. But who knows what the future brings - if we get any whitehat products on board, we will let you know (whitehat dating on FB is only reserved for select partners and their own dating program).

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

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Due to low demand for these offers, we don't have any of them in our portfolio. Even though looking around we can see that it's dying slightly. Please correct me if I'm wrong.

5) Best geos+verticals for newbies?

We see lots of success recently in Tier 2 geos like CZ, PL, GR - for us these are quite new markets but they are on fire.

It's a good idea for newbie affiliates to get started with those, as traffic is much cheaper and results can be surprisingly good.

6) Best geos+verticals for veterans?

Tier 1 dating offers, mainly English speaking geos, also DACH and Nordics - big markets / big money. And if you're experienced enough - there's no limit to your expansion.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

TopOffers, Nick Martsenitsen, COO

Links: [TopOffers.com](https://topoffers.com), [TopOffers' STM Profile](#)

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 allows us to make our partners' profit as high as possible.

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 might become a serious competitor to Instagram and Facebook.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

3) Whitehat offers that are safe for FB?

We want to enhance the 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'll 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 personal 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.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

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-commerce business model has increased in popularity and is very good for affiliate promotion.

Naturally, 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.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Toro Advertising, Beatriz González, Business Developer

Links: ToroAdvertising.com, [Toro's STM Profile](#)

1) Self-intro

TORO Advertising started in 2012. The company is growing at a rapid pace, not only in terms of affiliates, volumes and revenue but also employees. In October 2018 EXOGROUP took majority stake in our business, opening a whole range of possibilities for us, adding technology and expanding our presence.

At TORO Advertising we work worldwide and we deliver a first-class customer care service. As of January 2020 we are ranked at #11 in the annual Blue Book Top 20 CPA Networks by mThink for the fourth time in a row, each year we have progressed up the rankings. And for the first time, TORO Advertising was also ranked in the Top 5 Best CPA Networks voted for by advertisers and merchants.

2) Rising/declining offer verticals?

I wouldn't say that it's a dead vertical, but we see that affiliates are slightly losing interest in mobile content offers, probably as a result of the severe restrictions that some geos have had to deal with.

Financial services are diversifying and specializing, creating subcategories within the vertical: Insurtech, wealthtech, proptech...creating more options for growth.

3) Whitehat offers that are safe for FB?

The shift to whitehat techniques is a natural transition, born with the aim of meeting the requirements of the market. Not only affiliates but also in TORO Advertising we are focusing efforts on whitehat. It is usually more expensive compared to blackhat, but it is a more sustainable business model, bringing long-term sales.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

More often than not, our offers are whitehat. The most notable ones are loans, insurance, legal, etc. There's a small percentage that belongs to grey hat campaigns, some sweepstakes and magic pills are part of that.

E-commerce or surveys campaigns, just to mention a couple of them, are being promoted on Facebook with no risk.

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

We maintain some key partners on our network, but at the moment the traffic from this vertical is not remarkable.

5) Best geos+verticals for newbies?

For English speaking countries the recommendation is sweepstakes while for Spanish speaking countries it's surveys. Dating is the wild card for both. What we recommend is offers that have an easy flow, mostly CPLs, which are easier to convert.

6) Best geos+verticals for veterans?

For affiliates with some experience we recommend more complicated conversion flows, offers that require some optimization, creation of good creatives, with specific targets... examples of that are COD for Asia, certain Fintech campaigns or crypto for Nordic countries.

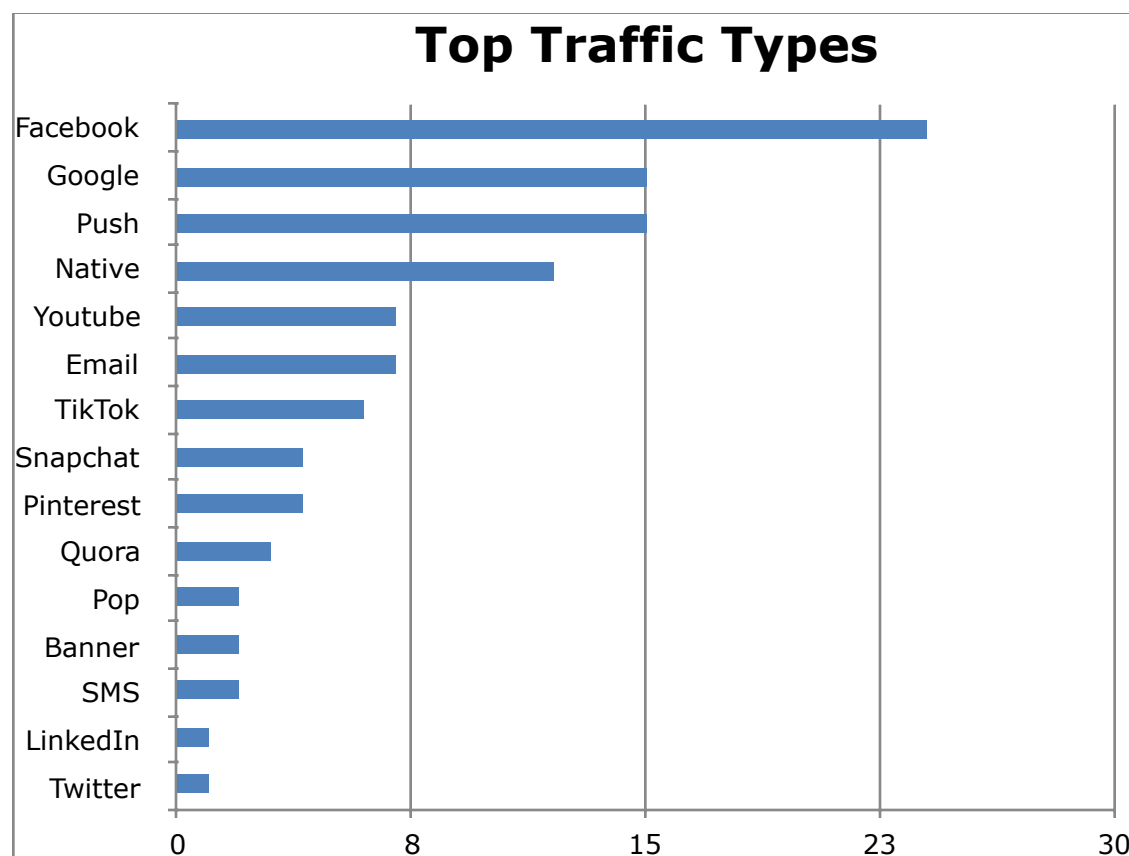
Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

TOP TRAFFIC TYPES & VERTICALS

Before we end the report with a comprehensive summary, we thought it may be helpful to show you, in graphical form, what **the best traffic types and verticals are**, according to all the experts we've interviewed (across both volumes 1 and 2 of this report).

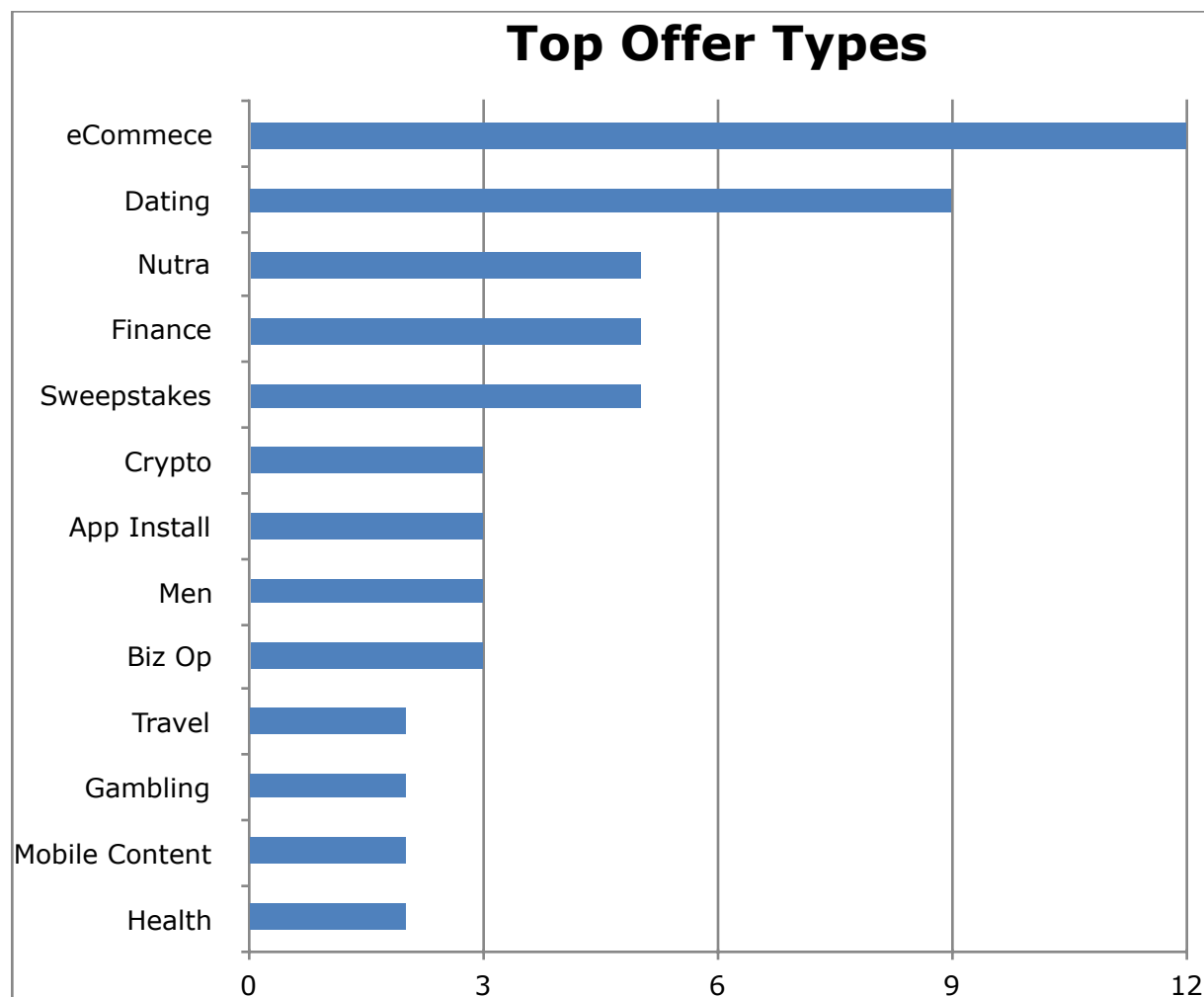
Every positive comment we see in their replies, directed at a specific traffic type or vertical, is recorded as one vote towards that traffic type or vertical. **The graphs below are a summary of categories that received the most votes.**

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



Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

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



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

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

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

SUMMARY

By Matej Cechvala ('matuloo' on STM)

Every year, we conclude the "What's Working Report" with a detailed summary, outlining the most important takeaways for the lazy ones among us. And this edition won't be an exception.

But let me warn you! The actual replies contain much more info and useful tips, especially for those of us who can read between the lines. In short, by reading the summary only, you'd be missing out on a lot of gold...don't do that.

Dead (or Soon-To-Be) Verticals

As expected, PIN **submit / carrier billing offers** are still pretty much dead, when it comes to large scale affiliate promotions. These offers are still around, but their profitability is questionable...mostly due to "weak funnels" which essentially translate to strict regulations.

Those who can still profit in this vertical are either the few networks still focusing on these offers, or affiliates with exceptionally good relationship with highly experienced advertisers in this field.

Nutra Trial offers are on their way out, due to the regulations again. The whole nutra vertical is doing more or less fine though, you just have to focus on straight sale or COD offers. And as usual, when the "first world" countries regulate something, the party moves to lower tier goes...more on that later.

The crypto vertical went through a series of scandals lately. Several news/tech portals published articles about scams related to crypto offers. There were countless cases of celebrities being abused/misused to promote crypto scams...

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

This kind of attention never helps a business and several respondents in this report prophet a decline for this vertical as a result. Crypto may face the same fate as the once popular binary offers, which seem to be on their way out too.

We don't hear much about **tech support offers** anymore, so we could consider them pretty much dead or let's say "marginal". They are still around but not promoted much, which is good since it's pretty much pure scam anyways.

To sum it up, large majority of the respondents do not expect any major shakeups, when it comes to offers. Most verticals are here to stay and even those where a decline is expected, shouldn't die completely.

The Twilight of Black Hat

Every year, there are some topics that the respondents don't share the same opinion on. It's completely normal, but there are also topics that pretty much everyone agrees on. And one thing that has been mentioned in the replies a LOT this year, was the **increasing difficulty of running Black Hat, especially when it comes to Facebook.**

The once easy BH profits seem to be gone for good. The costs of running the infrastructure, sourcing new accounts and actually managing to reach any decent spend, have reached a level that's out of the range for many marketers.

Obviously, there are still people who know how to do this and the potential profitability will remain tempting for many. But the general consensus seems to be clear here... your money, time and effort are better spent somewhere else. White Hat seems to be the new king.

This doesn't mean you can't move in the grey hat zone, if that's your cup of tea. Always remember that every traffic source or affiliate network has their own standards. What's black hat to Facebook, is considered totally fine by many push notifications networks, for example.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

The Dawn of White Hat

When something loses steam in the affiliate space, all the players are quickly looking for alternatives to recover the lost revenue streams. When blackhat dies, they turn to... you guessed it, whitehat.

Most of the networks we interviewed this year are expanding their listings when it comes to whitehat offers. The trends seem to be clear here. **Whitehat leadgen and eComm offers are the new “hot shit”.**

Financial offers (loans, refinance, credit) have been popular for a while and they are gaining more ground as we speak. Simple affiliate eCom offers are popping up left and right. It's no longer necessary to run your own store if you want to dabble with eCom. Just handle the traffic and the affiliate networks will take care of shipping, payments, customer service and whatnot.

To put it short: Are you planning to stay in the game for a while? Go white hat!

What Else is Showing Signs of Growth?

Leadgen and eCom have been mentioned already in the previous section. These two are probably where you should put your focus this year.

When talking about eCommerce we need to mention **a decline in “simple dropshipping”**. It's still working of course, but it's not as hot as in the past few years. Right now, the biggest guys focus on product sourcing, running their own inventory and optimizing the delivery times.

The other option is to work with affiliate networks that have ecom offers, as was also mentioned in the previous section. This is where we see the biggest growth potential in the near future. **Especially with the COD model which opens up a lot of new market -** Latam, Asia, Eastern Europe, just to name a few.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Then there is **Amazon**, which is gaining more and more attention from affiliates and ecom people, year after year. Amazon is pretty much a traffic source on its own now, “rank” your products there and watch the money roll in :)

But there are more worthy verticals that you should know about.

Mobile Apps seem to be making a comeback. It's no longer about the big budget Chinese utility apps though. Remember the “speed boosters” and “battery life” apps? Subscription based apps is where it's at now... casual games based on the freemium model are still hot too. These require very precise audience targeting and can take some time to show their full potential, but the money is definitely there to be made.

Digital products, educational offers, courses, guides...there is a lot of opportunity here. There is a reason for Udemy to be so popular, for example. These products are relatively easy to put together, no shipping is required, easy customer care...it's the perfect candidate for affiliate promotion and a great option for those who want to have their OWN product.

The travel niche/vertical is a huge one! It will likely take a hit now, due to the coronavirus panic, but once that settles down, it's going to come back strong. It's a great candidate for those who would like to get back into SEO too.

CBD oil offers are on the rise too, mainly because of the North American markets that legalized these products not so long ago. If this trend continues, we could see many more markets to accept related products, which would open a lot of opportunities for marketers.

On the other hand, the once huge market for electronic cigarettes and vaping products has been hit by the recent deaths related to vaping of THC, so some kind of regulation is to be expected in relation to CBD too, most likely.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

The Stable Waters

Quite a few verticals remained stable throughout 2019 and we expect them to perform well in 2020 too.

Sweepstakes are still a crowd pleaser, so to speak. They convert a wide range of traffic types and serve as the optimal offer types for fresh noobies. Simple SOIs are the most popular but we've seen a strong growth with CC submit sweeps, especially in EU countries where the payouts really look tempting.

Gambling/Casino offers are stable too... looks like there will always be enough people looking to get rich quick by winning a hefty sum. From some reason, the casual gaming apps, so not real money games, are still very popular and plenty of affiliates are pushing them.

We've mentioned **Nutra** offers already. The trial game seems to be coming to an end, but the vertical is here to stay in 2020 too. **Straight sale and COD nutra offers is where it's at.** And more and more focus is being put on lower tier geos. Based on the replies we got, Latam is growing rapidly, especially when it comes to Beauty & Health products. Asian markets are growing too, especially for COD products.

Leadgen is probably the most stable vertical. Whatever niche you look at, there are some offers available. The cleaner the sequence, the more opportunity there is, because it opens up the mammoth traffic sources such as Facebook and Google.

Dating, especially the adult part of it is still stable as always. I doubt this particular vertical will ever die. Membership based sites or apps, they both perform well with a wide range of traffic.

Pay Per Call offers didn't go anywhere either. We've seen a hybrid model being used by some networks... they mix leadgen with pay per call, first get the lead, then try to get them on phone to close the sale.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

What About Adult Verticals?

Adult is kind of like a world of its own, so let's take a look at this part of the affiliate industry too. Year after year, we see the same things rocking the adult space and not much has happened on this front in 2019.

Dating still remains the best vertical for adult traffic, and has been this way for quite a few years already. Tier-1 geos still pose the biggest revenue opportunity, but we see some growth in the less exposed countries too. Dating offers for Latam, Eastern Europe and even Asia are slowly popping up finally.

Male enhancement, erectile dysfunction, stamina products... these remain pretty stable too and many affiliates use them to monetize markets where dating isn't that prominent.

Live Cams are still here too, but as in the past, large part of these campaigns are managed directly by the owners of the largest cam platforms. Hard to compete here.

Adult games are running strong, especially the 3D sex simulators, people seem to love them a lot. Sometimes an info product would pop up on the largest websites, so there is some opportunity here too.

At the end of the ad-chain, there are paid membership sites that try to monetize the cheaper traffic. And that's about it, pretty much the same situation as last year.

A Word on Traffic Types

No big changes here either. **Facebook and Google Ads** are still the biggest platforms, but both of them tend to look down on the affiliate offers we usually promote. Facebook is especially harsh in this regard. Even affiliates who promote totally white hat offers are reporting account bans.

The good thing about running whitehat is that you can often get the account back after an appeal, but it's not a certainty. In other words, if you plan to work with FB, you should

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

learn how to get new accounts in case you get banned as the possibility is there no matter what you do.

We've mentioned **adult traffic** already, nothing changed there, still running fine. The networks report a bit higher overall volumes, compared to last year. **Pop traffic** declined in the adult world somewhat, but **banner traffic** went up. Prices remained pretty stable.

Push traffic has been all the rage in 2019 and it still continues to run strong in 2020. We all know about the recent Chrome 80 update, which was expected to kill or at least hit the push notifications.

Surprisingly, both affiliates and push traffic networks report only minor changes so far and it's been a few weeks from the release of the update. The truth is, not all the users have updated their browsers yet, so the effect remains partial for now. Even people who build their own push lists are still doing just fine - the "quieter model" doesn't seem to have that much of an impact, yet.

On the other hand, Google actually made it clear that they are not planning to kill the push format entirely, which indicates that they're proceeding with caution by making small changes one by one. Overall speaking, push traffic is more or less safe for now.

We also have a new format in the house, it's called **in-page push notifications** and the push networks introduced it to fight the possible decline in volumes. Let me add that this format has nothing to do with the original idea of push notifications. This is just a display ad format that mimics the look of a push notification message. But it can only be served when someone visits a website with the related script installed. We've seen this format used in the adult industry a lot, couple years ago, so these guys have just recycled the idea.

Native traffic is still growing in volumes, both in the mainstream and adult worlds. We've seen a major acquisition in this space...Outbrain and Taboola will become one network soon. So you know where to go for maximum volume.

Social networks are gaining importance... it's no longer just about Facebook anymore. There is **Instagram** (which is owned by FB actually), **SnapChat**, etc. But some of the smaller ones are gaining importance: **Pinterest** is great for certain ecomm products. **TikTok**

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

has been mentioned several times in the report too. Other less traditional sources like **Quora** or **Reddit** are attracting affiliates now too.

All of them are guaranteed to go through the same old cycle again...they will be more lenient at the beginning, prices will be lower and profits will be higher, but once they get saturated more, the rules will change and become more strict. So hop on while it's still relatively easy to get traffic from these sources.

Email and SMS traffic seem to be gaining importance again. Email has been an important part of complex funnels for ages, and we can only stress the importance of list building again.

SEO traffic is getting back into the spotlight too. It takes time to grow it, but who doesn't love some free clicks coming in? The principles in SEO remain the same pretty much ... strong content, user friendly layout, keywords in the prominent spots (tags, headlines) and on top of it, relevant links still account for the bulk of your success.

LTV is the New Mantra

Every single experienced marketer will tell you one thing: Focus on Life Time Value (LTV) of your customers. Don't shoot for JUST the straight sale, try to retain your customers and sell to them again and again.

You can certainly walk the easy path of just buying traffic and promoting some offer, but if you're not collecting some data in the process, you're simply leaving money on the table. Your goal should be to "own the customer".

Click prices are going up all the time, so you need to find an edge to stay profitable. Build email lists, build push notification lists, collect numbers for SMS promotions, build authority websites and use your paid campaigns to grow your audience, collect data and retarget your visitors...bug them till they buy something, and then do it again.

In case you're in the eComm space, you simply have to focus on brand building. Customers are more likely to trust an established brand and it can also do wonders to your repeat purchase rates too.

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Accurate tracking is an inevitable process in assessing the LTV, so make sure you have it in order. You need to know where your customers come from and what they do on your website or store. Rely on data, do not try to guess, that's a recipe for disaster.

Are You a Newbie? Read This!

This year, we also asked our respondents for some advice they'd like to give to those who are just starting with affiliate marketing. The answers were quite similar, no matter whether we asked an affiliate or a network.

Pretty much everyone emphasized the importance of information and education. Make sure you read the forums, affiliate blogs, facebook groups...there are a lot of them and golden nuggets are to be found everywhere. Just make sure you follow the advice of people who are already successful.

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

Many of the contributors are members of [STMForum.com](#). To access more of their wisdom, which they've kindly shared on the forum, please [join STM now](#) (use coupon code **STMWW2020** for 40% off the 1st month).

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

NEXT STEP

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

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

If you have questions on how to take advantage of the intel presented in this report, we at [STMForum.com](https://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!
- Forum sections with discussions on different traffic types including: Facebook, Mobile, Native, Adult, Search (Adwords/Bing), Email, etc.
- Discounts and coupons from various tools and services.
- "Follow-Along" sections where you can create a thread to document your campaigns to receive feedback from moderators and the rest of the community, and to ask any questions when you're stuck. This is the next best thing to having a coach or mentor, and as a member you'll get that at a small fraction of the price.

Brought to you by [STMForum.com](https://stmforum.com), the #1 Premium Affiliate Marketing Community [JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

- 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/>

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

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

AFFILIATE MARKETING ACRONYMS AND ABBREVIATIONS

6WAMC - 6-Week Affiliate Mastery Course - 6WAMC.com

ADX - Google DoubleClick Ad Exchange

AFAIK - As Far As I Know

Aff - Affiliate

AI - Artificial Intelligence

Algo - Algorithm

AM - Affiliate Marketing or Affiliate Manager

AOV - Average Order Value

APAC - Asian Pacific Countries

API - Application Programming Interface

Autosub - Auto Subscription

AWA - Affiliate World Asia (AffiliateWorldConferences.com)

AWE - Affiliate World Europe (AffiliateWorldConferences.com)

B2B - Business-to-Business

BH - Blackhat

Biz Dev - Business Development

Biz Op / Bizopp - Business Opportunities (e.g. Work From Home)

BKK - Bangkok (where the Affiliate World Asia conference is held annually)

CA - Cambridge Analytica

CBD - Cannabidiol

CBO - Campaign Budget Optimization

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

CC - Credit Card

CIS - Commonwealth of Independent States (formerly the USSR)

COD - Cash On Delivery

CPA - Cost Per Action

CPC - Cost Per Click

CPE - Cost Per Engagement

CPI - Cost Per Install

CPL - Cost Per Lead

CPM - Cost Per Mille (cost per thousand impressions)

CPS - Cost Per Sale

CTA - Call to Action

CTR - Click Through Rate

D2C - Direct to Consumer

DACH - Germany + Austria + Switzerland

DCB - Direct Carrier Billing - offers that allow users to subscribe to by charging payments to their mobile phone bill

DSP - Demand-Side Platform - platform that allows an advertiser to buy traffic from ad exchanges

DTC - Direct to Consumer

eCPA - Effective Cost Per Mille

Ecom - Ecommerce (typically refers to physical goods being sold online)

ED - Erectile Dysfunction

EN - English

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

EU - European Union

FB - Facebook

FBA - Fulfillment by Amazon

FTD - First Time Deposit

GDN - Google Display Network

GDPR - General Data Protection Regulation

GEO - Country

HQ - High Quality

InApp - Anything within mobile apps (e.g. advertising banners)

IoT - Internet of Things

IVR - Interactive Voice Response

KPI - Key Performance Indicator

LATAM - Latin America

Leadgen - Lead Generation

LLA - Look-Alike Audience (Facebook)

LQ - Low Quality

ME - Male Enhancement

MENA - Middle East and North Africa

MID - Merchant Identification Number - a unique code given to a business by payment processors before a merchants begin processing credit cards

MMO - Massively Multiplayer Online Games

Monetizer - Traffic monetization service, [Monetizer.com](https://www.monetizer.com)

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

Nutra - Nutraceutical Products - such as diet pills and male enhancement pills

OG - Original Gangster - something that's been around for a long time and is dominating the space

oRTB - Open Real-Time Bid

PINs - Pin Submit Offers

POD - Print on Demand

POF - Plenty of Fish

Pop - popunder and popup/popover traffic

PPE - Page Post Engagement (Facebook)

PPL - Pay Per Lead

PPI - Pay Per Install

PPV - Pay Per View (pop traffic, domain redirect traffic)

PUA - Pick-Up Artist

PSMS - Premium SMS

Push - Push Notification

ROAS - Return on Advertising Spend

ROI - Return On Investment (=Profit/Cost)

RPM - Revenue Per Mille (revenue per thousand impressions)

RTB - Real-Time Bidding

SaaS - Software as a Service

SDK - Software Developer Kit

SE - Search Engine

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!

SEA - Southeast Asia

SEO - Search Engine Optimization

SEM - Search Engine Marketing

SERP - Search Engine Results Page

SMM - Social Media Marketing

SOI - Single Opt-In

SSP - Supply-Side Platform / Sell-Side Platform - platform that enables web publishers to fill their ad space with ads

STM - [STMForum.com](https://www.stmforum.com) - #1 Affiliate Marketing Online Forum, founded in 2011 (use coupon code STM2018 for 20% off the 1st month)

Sub - Subscription

Sweeps - Sweepstakes Offers

TA - Teaching Assistant

THC - Tetrahydrocannabinol

TOS - Terms of Service

UA - User Acquisition

VAS - Value Added Services

VoD - Video On Demand

VPN - Virtual Private Network

VR - Virtual Reality

VV - Video Views

WH - Whitehat

WW - World-Wide

Brought to you by STMForum.com, the #1 Premium Affiliate Marketing Community
[JOIN NOW](#) and use coupon code **STMWW2020** for **40%** off the 1st month!