



STMForum.com Presents:

# WHAT'S WORKING in AFFILIATE MARKETING

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

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## Table of Contents

<b>Introduction &amp; Dedication</b> .....	1
<b>Before Reading This Report</b> .....	3
<b>Industry Overview 2021</b> .....	8
Top Traffic Types & Offer Verticals .....	8
Life in the COVID Era .....	11
Winners vs. Losers .....	12
The Recipe For Success? .....	13
Traffic Trends .....	15
Social Media .....	16
What About Adult? .....	17
Traffic Networks News .....	18
Affiliate Networks News .....	18
Advice For Affiliate Marketing Newbies .....	19
END .....	21
<b>Preparation for iOS 14</b> .....	22
Introduction .....	22
Level of Preparedness .....	22
How the Industry is Preparing for iOS 14 .....	23
<b>Intel From Spy Tools</b> .....	31
Adplexity, Alex Om ('alex_om' on STM), CMO .....	31
Anstrex, Hiren Shah ('anstrex' on STM), Founder and CEO .....	35
uDroppy ('udroppy' on STM), Robin Devon Calandri, Brand Relations Manager ...	57
Visto.li, 'vistoli' on STM .....	76
<b>Insights From Affiliates</b> .....	79
John Alanis ('johna5150' on STM), Super-Affiliate .....	79



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Jed Arden ('jennatalia' on STM), Affiliate Turned Entrepreneur .....	82
Taiwo Balogun ('cashmoneyaffiliate' on STM), Super-Affiliate.....	86
Maor "The Wolf" Benaim ('maorbn' on STM), Super-Affiliate & Business Owner....	88
Emil Black ('blackemil' on STM), Veteran Affiliate.....	90
Colin Dijs ('deberoo' on STM), CEO of Deberoo Suite.....	92
Ian Fernando ('ianinternet' on STM), Nomadic Marketer .....	94
Erik Gyepes ('erikgyepes' on STM), Affiliate Marketing Expert, STM Moderator ....	96
Cham Ho ('sushiparlour' on STM), Affiliate .....	98
IAmAttila ('iAmAttila' on STM), Affiliate Marketer.....	103
Roman Ihnatenko ('cassshy' on STM), Affiliate.....	105
'jaybot' on STM, Affiliate .....	107
Hen Kinan ('kinan' on STM), Affiliate & Creator of SHINEz .....	110
Zuzana Kasinski, Business Developer, Affiliate.....	112
KJ Rocker ('kjrocker' on STM), Performance Marketer & Consultant .....	114
Tim Konijn ('stickupkid' on STM), Affiliate, STM Moderator .....	116
Mitesh Muley ('miteshmuley' on STM), Affiliate.....	118
Oksana Reutova ('greenmint' on STM), Full Stack Media Buyer and Veteran Affiliate.....	120
Sebastian R ('twinaxe' on STM), Long-Time Affiliate .....	124
Servando Silva ('servandosilva' on STM), Affiliate Marketer and Media Buyer.....	127
Christina Szekeres ('fbqueen' on STM), Super-Affiliate and Facebook Ads Expert .....	131
'telesto' on STM, Affiliate .....	134
Jitendra Vaswani ('Jitendra' on STM), Digital Marketer & Affiliate Marketer, Founder of Digiexe.com.....	137
<b>Insights From Ecommerce Experts .....</b>	<b>140</b>
Maor "The Wolf" Benaim ('maorbn' on STM), Super-Affiliate & Business Owner..	140



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Zack Franklin ('Zack' on STM), Amazon Expert.....	143
Todor Karlikov, Print on Demand Expert .....	146
Angus Kong ('anguschkong' on STM), Entrepreneur.....	149
Depesh Mandalia ('Depesh Mandalia' on STM), CEO at SM Commerce and Founder of the BPM Method.....	152
Dimitri Nikolakakis, Director of DimNiko Agency.....	155
Nick Shackelford, Ecommerce Expert, Facebook Expert .....	161
Kelly Sheffield ('thedudeabides' on STM), Ecom Expert and STM Moderator .....	163
Yi Hao Ten ('adsflo' on STM), Ecommerce Addict.....	166
<b>Insights From SEO Experts</b> .....	168
Matt Diggity ('matt diggity' on STM), Founder of Diggity Marketing, LeadSpring LLC, The Search Initiative, Authority Builders, The Affiliate Lab, Chiang Mai SEO Conference .....	168
Om Thoke, Founder of Webfosys Networks, Glowworms, DOTS.....	171
<b>Insights From Traffic Networks</b> .....	175
Adcash, Maxime Chevallon, COO .....	175
AdMaven, Dalit Kiselgof, Head of Self-Service .....	178
Clickadu, George Minski, BD and Cooperation Team Lead .....	181
Evadav, Homyuk Yana, Head of Advertising .....	183
Exoclick, Giles Hirst, Head of Communication.....	186
MGID, Ivan Doruda, VP of Sales .....	190
Outbrain, Bryan Hernandez, Director of Customer Success.....	193
PropellerAds, Matvey Shmidt, Head of Advertisers Department.....	195
RichAds, Eugene Kuznetsov, Product Manager .....	199
RUNative, Eva Zlochova, Marketing Manager .....	201
SelfAdvertiser, Shiri Harari, Head of Demand .....	204
Taboola, the Taboola Team.....	207



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Traffic Factory, Takanori Kanto, Account Manager.....	210
Traffic Force, Ross Alan, Advertising Manager.....	213
Traffic Stars, Ekaterina, Advertising Sales Lead.....	215
Zeropark, Bartosz Bielecki, Head of Marketing.....	218
<b>Insights From Affiliate Networks</b> .....	221
Adcombo, Ella Mak, Head of Affiliate Management.....	221
Admitad, Anastasia Babanova, Senior Marketing Manager USA.....	224
Advidi, Rick Haasnoot, Senior Affiliate Manager.....	228
Affiliaxe, Oran Furman, Senior Affiliate Manager.....	232
Big Bang Ads, Vincent Jouvin, Senior Business Development Manager.....	234
Clickdealer, Henry Whitfield, Head of International Business Development.....	236
Converting Team, Jakub Trubacik, Co-Founder.....	239
Crakrevenue, Maxime Bergeron, Network Director.....	241
DMS Performance Ad Market, Mike Semira, VP Strategic Initiatives.....	245
Everad, Daniella Kravtsova, Head of Marketing.....	248
Gasmobi, Victor Durán, Co-founder.....	250
Gotzha, The Gotzha Team.....	253
Haka Mobi & Mobobeat, Tyrone Dsouza, Managing Director.....	256
iMonetizeit, Eugenia, Head of Affiliate's Department.....	259
Jumbleberry, Senth Sivakumaran, Agency Partner.....	261
Leadbit, Valery Lyubushkin, CEO.....	264
LetsCPA, Olia Zhuk, Head of Affiliate Department.....	266
Masters in Cash, Stefan Muehlbauer, Head of Business Development.....	269
Mobidea, Olessya, Affiliate Manager.....	271
Monetizer.com/Advertiser.com, Vincent Schilberg, Managing Director.....	273
MyLead, Patryk Hoffmann, CEO.....	275



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Neto Partners, Assaf Rosenblum, Team Leader – Affiliate & Media.....	278
REBILL, Juliet Kulish, Senior Affiliate Manager .....	281
Sinum Vendo, Bobby Verlaat, Head of Publishers.....	283
The Lead Wolves, Lauren de Keijzer, Co-Founder & Affiliate Manager.....	286
TopOffers, Nick Martsenitsen, COO .....	288
Toro Advertising, Beatriz González, Business Developer.....	291
Traffic Company, Hendrik Jan Wiltjer, Affiliate Manager.....	294
VIP Response, Gijs Liekens, Head of Performance .....	296
Zeydoo, Irina Razvodova, Head of Business Development.....	298
<b>Next Step</b> .....	301
<b>Affiliate Marketing Acronyms and Abbreviations</b> .....	304



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# INTRODUCTION & DEDICATION

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

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

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

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

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

- **Every year since 2018, we would interview the top experts in the affiliate marketing industry to ask them: “What’s working in affiliate marketing this year?”**
- **Every year, we’d compile all the feedback into a massive PDF report, which has been growing in size year-on-year.**
- **We’d distribute the report free-of-charge to everyone.**
- **Each year the report would be anticipated with excitement – the one last year received 12k+ downloads.**

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

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

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

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

[In Memoriam: Hugh Hancock](#)

[On Hugh](#)

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

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

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

Enjoy the rest of this report!

With Much Appreciation,

**Amy and Matej, Senior STM Moderators**

(P.S. As thanks for showing interest in this report, here is a coupon code for 40% off 1st month's subscription to [our forum](#): **STMWW2021**. We have an unconditional refund policy – if within the first 3 days of subscribing, you don't like what you see, simply ask for a refund – no justification needed and no questions asked.)



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# BEFORE READING THIS REPORT

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

## #1) Main Sections

This report is organized into these main sections:

- a) Industry Overview 2021 + Preparation for iOS 14
- b) Intel from Spy Tools
- c) Insights From Top Affiliates
- d) Insights From Ecommerce Experts
- e) Insights From SEO Experts
- f) Insights From Traffic Networks
- g) Insights From Affiliate Networks

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

## #2) Long vs. Short Questions

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



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

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

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

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

### Questions for Spy Tool Owners:

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

*"We're creating a report on What's Working in 2021 - please contribute any intel that you feel would benefit our readers – trends in offer verticals, geos, angles, etc."*

### Questions for Top Affiliates:

1. Brief self-intro - e.g. where are you from, how long have you been in affiliate marketing, offer vertical(s) and traffic type(s) you specialize in? **(Short: Self-intro)**
2. What is the major factor responsible for your success in the past year? What will be your focus for this year? **(Short: Success factors for last year? Focus for this year?)**
3. In your opinion, which offer verticals and traffic types are hot and which ones have declined over the past year (if any)? **(Short: Offer verticals and traffic types that are hot/not?)**
4. Do you focus only on direct monetization (i.e. by sending visitors to affiliate offers), or are you also building lists such as email lists, push subscribers, and/or retargeting audiences? **(Short: Direct monetization or list building?)**

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5. Best advice for newbies starting affiliate marketing this year? (**Short: Advice for newbies?**)
6. Has covid impacted on your business? If so, what have you done in response, and what are the results? (**Short: Covid impact?**)

### Questions for Ecommerce Experts:

1. Brief self-intro - e.g. where are you from, how long have you been doing ecom? (**Short: Self-intro**)
2. What is the major factor responsible for your success in the past year? What will be your focus for this year? (**Short: Success factors for last year? Focus for this year?**)
3. Uptrending and downtrending product niches? The most-promising geos to sell to? (**Short: Product niches that are hot/not? Best geos?**)
4. New trends regarding where and how to acquire customers and to maximize LTV? (**Short: What's new in customer acquisition and LTV maximization?**)
5. Best advice for newbies starting ecom this year? Should they focus on promoting ecom affiliate offers, do dropshipping, FBA, or keep their own inventory? (**Short: Advice for newbies?**)
6. Has covid impacted on your business? If so, what have you done in response, and what are the results? (**Short: Covid impact?**)

### Questions for SEO Experts:

1. Brief self-intro - e.g. where are you from, how long have you been doing SEO? (**Short: Self-intro**)

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2. What is the major factor responsible for your success in the past year? What will be your focus for this year? **(Short: Success factors for last year? Focus for this year?)**
3. Has SEO gotten easier or harder to do in the past year? And how? **(Short: Has SEO gotten harder?)**
4. Your best tips for on-page and off-page SEO? Are quality backlinks still the strongest part of the success recipe? Could you share some of your favorite SEO tools and/or services? **(Short: Best SEO tips and favorite tools?)**
5. Aside from google, are other search engines worth optimizing for? If so which search engines, and any optimization tips? **(Short: Are other search engines worth it?)**
6. Best advice for newbies starting SEO this year? **(Short: Advice for newbies?)**
7. Has covid impacted on your business? If so, what have you done in response, and what are the results? **(Short: Covid impact?)**

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

1. Brief self intro - e.g. how long in the business, traffic type, geos and overall volume. **(Short: Self-intro)**
2. Biggest changes that were implemented on your network this past year, and results. (For example, has your network introduced any new ad formats?) **(Short: Biggest changes implemented on your network?)**
3. What verticals or niches are being promoted the most on your network? And have you observed any trends/changes in the past year? **(Short: Most popular verticals and trends?)**
4. Are there any restrictions on your network, when it comes to what verticals or promotional methods are allowed by affiliates? **(Short: Restrictions on verticals and promo methods?)**

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5. Has covid impacted on your business? If so, what have you done in response, and what are the results? **(Short: Covid impact?)**

### Questions for Affiliate Networks:

1. Brief self intro - e.g. how long in the business, main offer verticals. **(Short: Self-intro)**
2. Rising and declining offer verticals? Did anything die out completely? Any brand new verticals in the game? **(Short: Rising/declining offer verticals?)**
3. Lots of affiliates have made or are making the shift to whitehat. Does your network have whitehat offers? Anything that can be run safely on Facebook without the need to cloak or getting a lot of accounts banned? **(Short: Whitehat offers that are safe for FB?)**
4. Does your network have Click2Call and/or Click2SMS offers? If so please provide details. **(Short: Have Click2Call or Click2SMS offers?)**
5. Offer recommendations (geo+vertical) for newbie affiliates? What about for intermediate/expert affiliates? **(Short: Best geo+vertical for newbies? And for veterans?)**
6. Has covid impacted on your business? If so, what have you done in response, and what are the results? **(Short: Covid impact?)**

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# INDUSTRY OVERVIEW 2021

In every year's report, we write a detailed summary that outlines the most important takeaways from all the replies we receive from participants. And this year won't be any different.

Please keep in mind that we strongly advise to read the whole report in order to get the most out of it. The summary only outlines the most important information in a condensed format, whereas there are many important details hidden in the replies. You definitely don't want to miss those!

As always, those who dedicate their time to properly educate themselves, will reap the benefits.

## Top Traffic Types & Offer Verticals

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

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

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



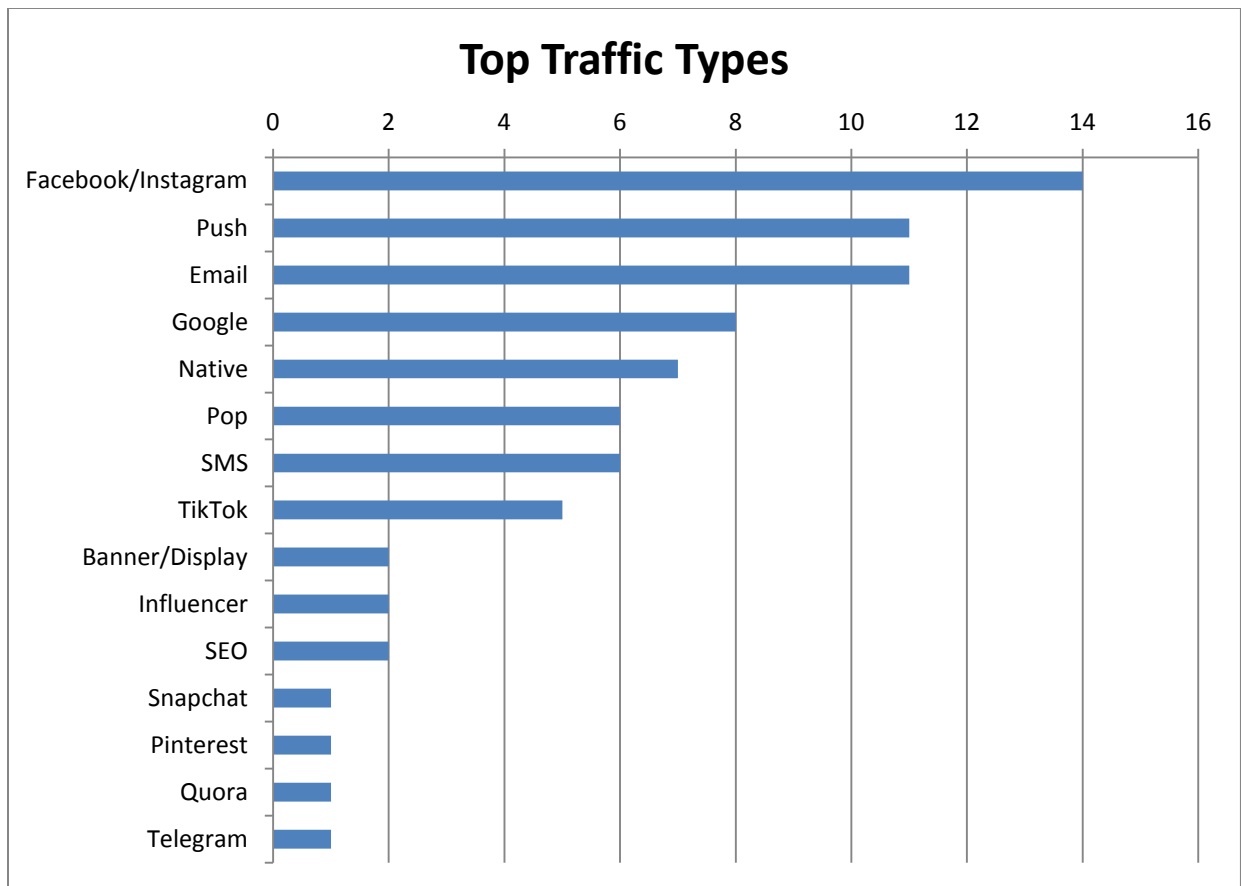
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Note: Chart data takes into consideration replies from spy tools, affiliates and ecom experts.

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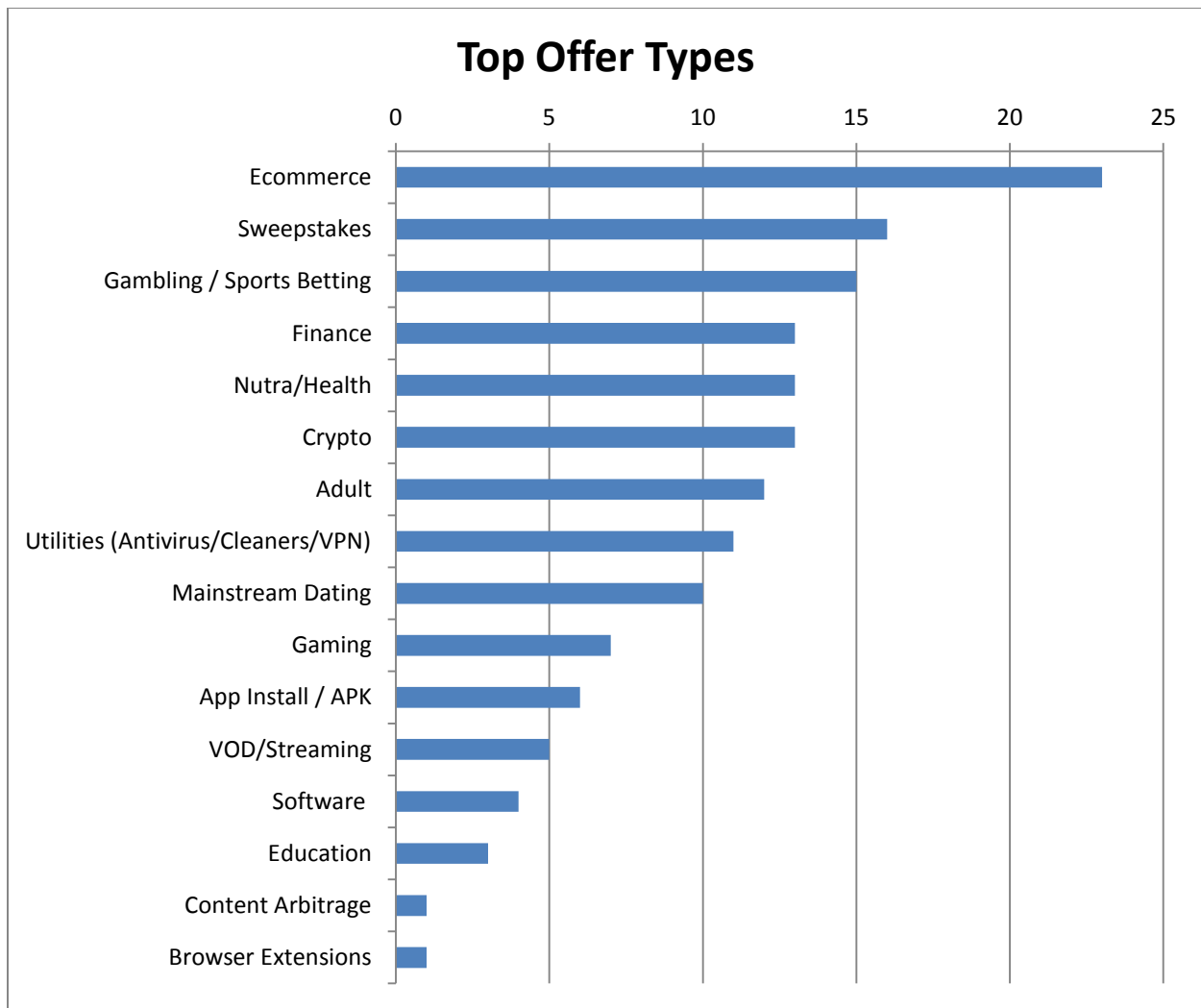
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Note 1: Chart data takes into consideration replies from spy tools, affiliates and traffic sources.

Note 2: "Adult" includes adult dating, male enhancement, adult gaming, cams, etc. mainstream and adult dating. "Finance" includes loans/debt, insurance, etc.

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## Life in the COVID Era

As was to be expected, this year's ***“What’s Working In Affiliate Marketing”*** report has been strongly influenced by the strange times we’re living in. Every single contributor of this year’s report has reported problems and challenges related to the pandemic and the associated lockdowns that have been occurring all over the globe.

But as always, every dark clouds has a silver lining, and we can already see a bit of light at the end of the tunnel. While some verticals have been literally slain by covid, others actually flourished and reached new heights. And even those that have been hit at first, quickly returned to normal or even started to grow again. There are exceptions, such as the travel vertical, which is barely alive - more on that later on.

While the new standard of working from home was posing major challenges for traditional businesses, it hardly affected the online marketing community. After all, many affiliates were already working from home even covid emerged.

User behavior has changed a lot during the past year. Even the most hardcore fans of brick & mortar stores have learned how to buy things online, simply because they had to. This change is particularly pronounced among the older demographics, effectively dispelling the myth that old dogs can’t learn new tricks. As a result, online marketers now have a much bigger audience to sell to. And this trend will likely continue, even after the pandemic ends – which is great news for the online marketing industry in general.

The forced lockdowns had one more positive effect on the online world. As people were forced to stay at home, the overall internet traffic went up in a significant way. This means more time spent on everything that has to do with home entertainment, such as gaming, video streaming, chatting, etc. We will break this down in more detail later in this summary.



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## Winners vs. Losers

When the pandemic first began, pretty much all verticals took a hit initially. The quickly mounting fear caused panic across the world, and the shopping habits of people changed dramatically. The subsequent lockdowns made things even more complicated.

**It is safe to say that all ecommerce participants in this report noticed problems with sourcing inventory and delivery times.** Quite a few even had to stop promoting their products for a while, due to high chargeback rates and the number of complaints.

**Even verticals that were not directly dependent on the supply chain were hit, such as the sweepstakes vertical.** The reason is quite simple: Operators of such offers depend on other brands and businesses in order to monetize the leads that are generated. And since these have cut their advertising budgets temporarily, some sweeps offers started to limit caps as a result.

**Some verticals were literally killed by the pandemic. Anything that had to do with traveling, accommodation, eating out, office culture, public transportation etc.** - those active in such areas had to switch focus immediately, or get wiped out. AirBNB, Booking, Uber ... these companies definitely had the worst impact. And those affiliated with such businesses suffered alongside them. Unfortunately, these verticals have shown little signs of recovery even now.

Where there are losers, there will always be winners as well. After the initial decline and sourcing problems, **Ecomm experienced a sharp growth.** With the sudden influx of home-based shoppers, online sales boomed and reached new heights. The rise was so dramatic, that several respondents reported 2020 as being their best year ever. Some e-store operators even had to cut down on advertising activities, since they weren't able to support the increased demand.

Insights from Spy Tool operators confirmed this! All of them have seen an increase of ads for promoting ecomm products. But it doesn't stop there. **Anything that helps people to kill some time during the lockdown is on the rise.** Online gaming, video

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streaming, dating and chatting, online education, gambling/casino, personal health and home workout apparel... these are the winners of the covid era.

It's no secret that MANY people have lost their jobs due to the regulations and lockdown issues. This translate to financial problems, and as a result, **financial offers are in big demand again**. Payday loans, debt relief, short or long term lending, insurance products... there is a lot of money to be made in these verticals right now!

**The nutra vertical has remained strong as well, but there has been a shift in focus** reported by our contributors. There is less focus on "beauty" probably because people are forced to stay at home, but the concern for personal well being and health is on the rise. So vitamin supplements, superfoods extracts, cure-all medicine... these are the trends.

**Leadgen in all shapes and colors is as evergreen as always**. The truth is, as long as there are businesses trying to sell something, there will be a demand for leads, period! Several contributors also recommend leadgen as the best starting ground for newbies.

The 2nd half of 2020 was marked by a steep increase in Bitcoin and other crypto currency prices. As a result, **crypto related offers have seen a significant growth**. Since the bull run still continues, this vertical should remain hot for some time yet.

Finally: To nobody's surprise, **protective covid related gear is BOOMING!** Face masks, respirators, gloves, shields, disinfection, home testing kits... these products sell like hot cakes. Unfortunately, these have quickly become the new playground for scammers, so advertising networks have been taking extra caution when approving campaigns that promote these products.

## The Recipe For Success?

We knew that the past year hasn't been easy for anyone, so one of the questions we asked had to do with tips on how to remain successful. The answers we received confirmed a few general trends.

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Access to current up-to-date information, **education and skill development, networking and proper relationships, productivity and automation, quick execution and testing, focus on LTV and building assets.** These have been the most important and most frequently mentioned things to focus on. Let's dive a bit deeper though.

Having access to the right information, while it is still relevant and up-to-date, is crucial to success. **Following related online communities is more important than ever.** If you're not browsing forums (such as [STM](#)), reading blogs of successful affiliates and marketers and following marketing FB groups etc, you're missing out big time. Being isolated from the community is a big mistake and will limit your growth, especially during times like these that make personal meetings pretty much impossible.

Conferences, shows, meetups... all has been put on hold for the time being. We need to use online platforms to communicate. **Online conferences such as [Adworld](#) have proven their importance** and at least partially compensate for the lack of face-to-face networking.

**Several participants have emphasized the importance of knowing who to listen to.** Follow and listen to people who have already made it in the business. Getting advice from someone who doesn't have firsthand experience is kind of pointless. Verify your sources of information!

Competition is constantly rising in the online world, so there is no time left for wasting. **You need to operate in an effective and efficient manner.** Outsourcing, building proper teams, automating tasks that can be automated...this is what the best marketers are focusing on now.

**Quickly testing offers or products is very important.** The proper offer is what makes or breaks a campaign. You need to identify the winners quickly and focus on those. Wasting time with subpar offers is not going to get you anywhere. It's still about failing quickly and moving forward with what sticks.

One more major takeaway: **Almost all the big guys are focusing on long term monetization now.** You can still run successful "direct monetization" or campaigns, but

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being able to profit from audience lists that you own will give you a massive leg up over competition that are only doing direct monetization.

Email lists, push subscription lists, remarketing/retargeting lists, SMS lists... **pretty much everyone tries to build their audience** in a way that they can sell/market to them again and again. Quite a few people are building assets such as websites, apps and similar. This is a powerful trend that you should follow.

## Traffic Trends

So where's the party at? **For Ecomm, Facebook remains the king** for those that can keep up with the recent BAN parade. Facebook has become even more aggressive in recent months when it comes to banning ad accounts. The rampant bans started probably as a result of the US election. Several people reported a more "normal" situation after the election craze was over, but it's still far from what it used to be like just a year ago.

The truth is, even very clean leadgen or ecomm campaigns can suffer from random bans. In many cases, it's possible to get the ad account back, but you need to operate in the whitehat territory to even stand a chance.

Moving into whitehat has been one of the major shifts for the past few years anyways, even though there are still people who are surfing the blackhat wave and profiting nicely. If you decide to go that route, prepare to invest heavily into sourcing accounts and playing the cat & mice game forever. The decision is yours to make.

**Google and Amazon are huge for ecommerce too.** Google is more predictable than FB for sure and Amazon just keeps on growing. Sourcing your own product brands, then selling on Amazon is quite the trend lately.

**Native traffic keeps on gaining importance.** Native networks are generally less strict compared to FB and Google, so many affiliates are turning to these sources after being fed up by the constant bans. Outbrain and Taboola remain the major players in the native space.

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Native traffic can work even with verticals that are not allowed on FB, such as nutra which remains a strong vertical even during the pandemic. Sweeps, leadgen, entertainment and even content arbitrage are quite big on native too.

**For the more traditional and not entirely whitehat verticals, POPs and PUSH remain the best formats to use.** Yes, POPs is still alive and kicking, and some networks even reported an increase in available POP volumes. This may be related to the general increase in online traffic due to covid restrictions.

**PUSH is still running relatively strong.** The year 2020 has seen some regulations in this field, but the effect wasn't as deadly as expected, so for now, the PUSH format is safe. To be fair, several people reported decreased effectiveness of this format. Lower CTRs and lower CVRs are likely the results of over-abusive usage of these notifications.

In an attempt to combat the fading glory of standard PUSH notifications, several networks started to offer what is called "in page push ads". This is basically a floating push-like ad format that looks like the classic Push notification. One way or another, the volumes are growing and the performance is decent. We have also seen the return of the interstitial ad format, these are now offered by several networks and the results look promising.

**An increase in SMS and email traffic has been reported as well,** which is likely related to the overall growth in list building that we've already mentioned earlier in this summary.

## Social Media

So far we have mentioned just Facebook, but social media traffic is continuing to increase on other platforms too.

**Instagram is gaining a lot of importance.** Several tools that make shopping possible on Instagram have been launched recently. Influencers are at the forefront of these changes and more and more brands are utilizing influencer marketing as a part of their advertising strategies.

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Snapchat, Twitter, Quora, Pinterest... all of them are becoming more and more popular among marketers, and their market and GEO coverage keeps on increasing. The competition on these is still not as high as on FB, so do not delay your decision to test them out.

The winner this year should be TikTok, which has seen a tremendous growth throughout 2020 and is expected to continue this trend in 2021. As for any “new” ad platform, the competition on TikTok is still pretty low so jump on the train ASAP!

## What About Adult?

Hated by some, loved by many... there is no denying that the Adult industry keeps on rocking during the pandemic. As it falls under the “entertainment” niche, **the traffic volumes increased quite a lot during the “stay at home” era.** Pretty much all of our respondents that are running adult traffic, have confirmed this trend.

When it comes to verticals, there has been some shift, again related to the pandemic. As it's no longer easy to meet in person, the traditional dating vertical has seen some decline for some networks. Nothing dramatic though and there were still networks that reported growth even in this vertical.

**Live cams, adult chatting and adult gaming have been growing** though and it makes sense. Even though people can't meet, they still want to interact, watch and play. Male enhancement and health related nutra offers were also doing fine in 2020 and are expected to do well throughout 2021 as well.

So if you're looking for a stable vertical to start with and are not easily offended, adult may be the right vertical for you. And the best part? **New markets are gaining importance for adult products such as the newer EU members, LATAM or Asian countries.** These are the best for new affiliates who don't have large budgets.

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## Traffic Networks News

**Pretty much all the traffic networks that took part in this year's report have seen an increase in traffic.** Even those that specialize in POPs, which is good news for our industry. We will see whether this trend holds once the things return to normal, but we are pretty sure it should.

Almost all the networks introduced some new formats. Those who didn't have native traffic added it, some improved their current formats, interstitials came back, in-page push is growing and the email and SMS click inventory is growing too.

Several networks improved their auto-optimization features such as CPA, spend limits, targeting, goal setting and so on. More networks are now integrated with external optimization tools such as TheOptimizer.io, which just confirms the general shift towards automatic campaign management.

**No major source has disappeared as far as we can tell,** we actually have seen quite a few new ones entering the market, especially in the PUSH area. Many thought that PUSH traffic will suffer from the regulations by Google/Chrome... didn't happen just yet.

## Affiliate Networks News

We always love to see insights from affiliate networks, since these guys know exactly what verticals and niches are generating the most revenue. The most important trends have already been mentioned above, but let's recap and go over more worthy tips.

**We see a rather big trend to clean the industry and focus more on the whitehat side of things.** Networks understand the need for clean offers and products, since the regulations just keep on becoming stricter at the major traffic sources. As a result, more and more networks offer clean leadgen, ecomm, education and financial products for promotion by affiliates.

**Online entertainment is booming** and all related networks confirmed this trend. Streaming products, online games and apps, betting (when regulations allow the sport

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events to resume fully), casinos and gambling... these are the verticals to focus on in 2021.

**Ecommerce seems to be the winner of 2020 and 2021**, at least while covid restrictions last. Anything covid related is selling like hot cakes. The increased time we spend at home has created a huge demand for certain products.

**Pretty much anything that will help people pass the time at home, they will buy!** Home workouts, health, home office, home wear, outdoor tools, gardening, online education, etc. Products in these categories have been doing well.

Insights from affiliate networks confirmed one important trend: **Even though the USA remains the biggest market, there are many others that have shown significant growth.** And the best part is that whatever is selling well in the US can usually be ported to other geos too. That is why many networks focus on localizing their winners from the US and introducing them to new markets. This could be a great opportunity for new affiliates as competition and traffic prices are lower in less saturated geos.

Another interesting take away from the replies we got from the networks would be **an increase in click2sms and click2call billing.** These offers are easy to convert and they work even in countries where standard CC billing fails. This is the reason why we asked all affiliate networks whether they carry these types of offers – so you'd know which networks to sign up for if you wish to give them a go.

## Advice For Affiliate Marketing Newbies

We compiled a different set of questions for every participant group for this report, but there was one question that we asked everyone: *What advice would they give to new affiliates who are just starting in the business?* And the answers we received were quite consistent.

So what should a new affiliate put their focus on?



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**Education, connections and building relationships with the right people and networks.** This was mentioned by pretty much everyone, which shouldn't come as a surprise. It's very important to follow the right people and learn from them. Having the right connections can be of huge help when looking for hot offers and new opportunities.

And 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.

(Speaking of forums – the [STM](#) forum has the world's largest super-affiliate community. 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](#) – and use coupon code **STMWW2021** for 40% off the 1st month!)

**Focusing on one thing, such as one geo, one traffic type, one vertical.** When starting out, it's important to progress one step at a time. Jumping around, switching verticals and traffic sources is not a good idea. This will just dilute your focus and you may blow your entire budget without knowing enough about any one thing to make it profitable. Focus is key!

**Take action, fail hard and test more!** The easy days of AM are gone. In order to succeed, you need the best offers, and those can only be found by testing a lot of them. Reading and learning is fine, but that alone won't make you rich. You need to apply what you learn and that can only be achieved by running campaigns. Do not delay this step, as soon as you have the basic knowledge, start campaigns and learn from the data.

**Work with reputable partners and networks!** Affiliate marketing can be lonely, so finding someone to share the journey with can help! Just make sure you choose someone who can actually bring something to the table. When choosing a network to trust your money with, make sure it's a reputable operation. The last thing you want to happen to you is not getting paid. Networking can help a lot here - use the power of communities such as the one we have on [STM](#).

**Avoid the most competitive markets!** Let's admit it, you don't have the experience yet, so how do you target geos like the US, arguably the most lucrative geo, with a lot of

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veteran affiliates that have lots more experience and deeper pockets than you do? You'll get chewed up and spat out. Focus on lower-tier countries... new EU members, LATAM, Asia, Arabic countries. There are lots of opportunities there.

**Start with low payout offers with simple conversion flows!** The higher the payout, the higher the budget you'll need to properly test the offer. The higher the payouts, the more complicated the conversion flow usually is. Focus on simple SOI email submit or click2call/click2sms offers in lower competition countries. Sweepstakes is a great starting vertical, for example.

**Be persistent and don't give up!** Prepare to fail, because you will. Prepare to lose money, because you will. It's normal! The money you spend on campaigns is the price you need to pay to learn something new. It's an investment! Do not let this discourage you. We all started in the same way.

## END

Lastly, remember one thing: There is a LOT of money to be made in affiliate marketing, but not everyone will make it in this game. Those with the right mindset and work ethics can get far, if they don't give up. Get ready to take action, learn from your mistakes and use the power of our community to push you further. [Join us](#) and ask for help, we'll be happy to provide it!



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# PREPARATION FOR IOS 14

## Introduction

In June 2020, Apple announced upcoming updates on its IOS 14 policy – updates that will have an major impact on the advertising industry – especially for Facebook advertisers.

**Specifically, the new updates will reduce the ability for advertisers to track, target and report on apps and website conversion events.**

For more information on what the IOS 14 updates entail, and its impact on advertising, please read the following articles:

[How Apple's iOS 14 Release May Affect Your Ads and Reporting](#)

[Preparing our partners for iOS 14: Mobile Web Advertising](#)

[iOS 14 Updates and the Impact on Facebook Ads](#)

The million dollar question, of course, is ***“how should we prepare for iOS 14 updates?”***

## Level of Preparedness

We've surveyed industry experts (the same contributors that submitted replies you'll be reading in the rest of this report) whether they feel the iOS 14 updates will affect their business, and how they're preparing for the impending changes.

**Around 25% of the affiliates and ecom experts we've surveyed have taken measures to prepare for iOS 14. The remaining 75% did not report having done anything to prepare, mainly due to either of these reasons:**

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-They feel that iOS 14 should have little to no effect on their business. E.g. Targeting little/no Mobile iOS audience, run little/no Facebook traffic.

-They're not entirely sure yet on how to proceed. E.g. Still in research mode, waiting for more solutions to surface, waiting to see what other people will do, waiting to see actual impact before reacting.

**As for Affiliate Networks: Around 20% have taken measure to prepare for iOS 14, whereas most of the remaining 80% did not mention having done anything to prepare yet.** Some networks report that iOS 14 traffic only comprises a small part of the total traffic received from affiliates. Others are still waiting to see what the impact would be, much like affiliates and ecom experts.

## How the Industry is Preparing for iOS 14

Below, we've picked some insightful replies from our contributors on how they've been preparing for iOS 14. Hopefully these will help to inspire you to start preparing your business to minimize the impact of the upcoming changes, as well as give you an idea on how some of the networks have been doing to get ready.

*"Apple's continued encroachment was on the horizon since about 2019 with their new push for privacy in their annual WWDC keynote. Fortunately for us, iOS traffic represents an even smaller amount of traffic today that it did two years ago.*

*We've continued to build our email lists, push lists, and most recently our sms outreach. This will likely continue to be the future, and so we're exploring the automation potential of each of these areas."*

**-Jed Arden, Affiliate Turned Entrepreneur**

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*“Not really as it's affecting the App market mostly. We do our conversion with Facebook browser.”*

**-Emil Black, Veteran Affiliate**

*“I am currently checking and testing the scenario, it is slowly being rolled out but I pass a lot of things via Google Tag manager. I know it will definitely hurt a lot but also as affiliates we find ways to continue to push volume.”*

**-Ian Fernando, Nomadic Marketer**

*“No, as push is primarily on Android this hasn't been much of an issue. Instead, we are paying close attention to the various updates on Chrome that could impact the way push works.”*

**-Cham Ho, Affiliate**

*“Verify your domain in ads manager, update the latest API, collect first-party data, diversify, read developer reports and you'll be good.”*

**-Zuzana Kasinski, Business Developer & Affiliate**

*“It hasn't affected things much on the sources I run. To me it's yet another compelling reason to work harder and gathering more first party data like email than continuing to pay rent to the large ad platforms.”*

**-Kelly Sheffield, Ecom Expert and STM Moderator**

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*“Not yet as the update hasn't hit a final release from Apple, however, we're preparing for it as iOS is one of the best performing segments in some of our campaigns.*

*I'm actually intrigued because the only social network that has spoken about this is Facebook, yet I understand it will affect every traffic source equally. We'll see how that goes, for now, we've just followed Facebook's recommendations and it seems like the update will be pushed until April or so.”*

**-Servando Silva, Affiliate Marketer and Media Buyer**

*“Tracking will be a nightmare once the update is fully released.*

*Once thing is for sure... Rookie marketers who heavily rely on the algo and reporting will be gone in no time.*

*Our industry is going through a natural selection.*

*Marketers who understand the fundamentals of a winning creative and funnel will thrive.*

*2021 will be the year of improving your marketing skills.”*

**-Christina Szekeres, Super-Affiliate and Facebook Ads Expert**

*“We integrated facebook conversion API and it helped a lot in proper event tracking. Besides, we tried our best to increase customer LTV so as to compensate the higher CPA.”*

**-Angus Kong, Entrepreneur**

*“It's certainly had an impact as Facebook and others are rushing around trying to get ready for the full impact. This is why I put together one of the most researched and fully rounded guides to understanding what it is and what to do about  
<https://depeshmandalia.com/facebook-advertising-ios14-guide/>*

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*My hope is that this free information reaches those that need it most because far too many will not know how to deal with this impacting hundreds of thousands of business owners on something which is misunderstood.”*

**-Depesh Mandalia, CEO at SM Commerce and Founder of the BPM Method**

*“What we know so far is that we need to rely more on other analytical tools to understand the impact the ads we run have. We need to broaden the metrics we look at as ads manager alone will not be enough.*

*We also need to change our approach to how we optimize campaigns and measure their success. We should rather work more on the backend to scale brands with Facebook Ads.*

*We already changed our internal reporting system, which will be followed by the client reporting.*

*In the future we think the value of databases will increase and getting users to opt-in as early as possible during the customer journey will be critical.*

*We're all still in the middle of understanding what needs to be done, and how to adapt, but we are optimistic as we believe the media buying strategies and tactics will return to the forefront of importance since tracking is now hindered, which in the past year was secondary to AI - as it did a lot of the optimisation for us. That's no longer a reality, so media buying tactics will once again become important, along with everything else we've mentioned such as brand and community building, ad messaging, product/market fit, and so on.”*

**-The DimNiko Agency Team**

*“We are looking for data solutions and options to give us more visibility into true performance rather than relying solely on platform reporting.*

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We are actively building our own solution as well as working with various vendors for reporting solutions.”

**-Nick Shackelford, Ecommerce Expert and Facebook Expert**

“Considering that most of Outbrain’s traffic is web-based, this will not have a drastic impact on Outbrain or our clients. However, we do have a growing volume of in-app inventory, and want to ensure we support methods for attribution between apps as much as possible. With that in mind, Outbrain will be participating in Apple’s SKAdNetwork to ensure our app marketers continue to have methods to attribute installs from campaigns running in-app on iOS 14.

Outbrain is also working with each of our Mobile Measurement Partners to ensure we are compatible with their respective solutions.”

**-Bryan Hernandez, Director of Customer Success, Outbrain**

“The IOS 14 will mostly hurt branding campaigns as well as in-app, and while we do have some, they are not our bread and butter. This year we have rolled out a whole new retargeting system, however, and we do believe that cookie-based marketing isn’t quite dead yet.”

**-Eva Zlochova, Marketing Manager, RUNative**

“The IOS 14 update has affected us in a similar way to most affiliates or networks, but as everyone else is doing we continue to adapt and try to learn the best ways to deal with the changes.

When we launched our own tracking platform in 2018, it was for this reason, to be able to adapt and be nimble to change in the industry - and we rely on our excellent behind the scenes tech team to do this.”

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**-Henry Whitfield, Head of International Business Development, Clickdealer**

*“IOS 14 could impact our mobile app install business - Mobobeat to some extent installs coming from mobile web may not be correctly attributed . Also with the privacy feature in IOS 14 , IDFA will not be shared without user consent.*

*We have made changes in our tool to support IOS 14 tracking without IDFA.”*

**-Tyrone Dsouza, Managing Director, Haka Mobi & Mobobeat**

*“The new axes and browser’s version doesn’t affect our business directly, because their release does not change much the funnel of the Smartlink or CPA network. Thus, new widgets in IOS 14 such as “picture-in-picture” or app library doesn’t influence the actions of users in the searching for acquaintances.*

*At the same time, the new feature of instant translations in Safari can have a positive effect on the funnel performance for affiliates who use their own pre-landers. For all others we took care of the language adaptation of creatives.*

*However, we strongly recommend to check all possible releases not only in the main browsers, but also on the platforms where you buy traffic, since they influence the scripts that we use on pre-landers. This includes adaptive translation, subscription to push notifications, back-offer or any other script that affects UX, additional monetization or the final performance of your funnel.*

*For iMonetizeIt, the updates of exit js and back button js on WEB VIEW browser had positive results. We succeeded in significant growth of incoming traffic in 1 day.”*

**-Eugenia, Head of Affiliate’s Department, iMonetizeit**

*“IOS 14 has forced us to rethink how we facilitate Advertiser-Affiliate relationships. The most significant of which require us to allow new ways to fire 3rd party pixels. We’re*

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opting to shift to a Bring-Your-Own-Domain (BYOD) approach, where we can facilitate firing pixels through our infrastructure but on Affiliate owned domains. This strategy enables infinite scalability of tracking domains and leaves Affiliates in control of the Domain Verification process now required by Facebook.

We'll also be rolling out a new analytics toolkit, dubbed "Insights", through which customers can investigate both the performance and demographic segments of their traffic. Our robust time-series engine will bring back click-time attribution and serve as a replacement for the Facebook Analytics platform for both Advertisers and Affiliates alike.

We don't expect any disruptions or significant shifts in how we operate. Our in-house Tracking & Attribution stack has afforded us extreme agility at responding to industry changes and leaves us well-positioned to mitigate issues on behalf of our customers."

If you're interested in learning some more about how Carousel as a business has been leading the way on this topic you can check out this full length article, written by Ian as well! <https://blog.jumbleberry.com/the-untold-story-of-ios-14/>

-Ian Elliot, CTO, Jumbleberry

"The update is surely hitting the affiliate industry but it's not the first attempt to combat trackers or cookies. Browser manufacturers are doing it for years and affiliation is still growing. There's a huge hype for privacy and transparency now but also better targeting. What can we expect is the growth of native ads and less free content as the publishers who currently offer free content in exchange for displaying ads, will turn to paywalls.

Another chance of using Content Lockers? For certain! After all, there are tools that do not require tracking at all, such as Mobile Rewards.

On the other hand, we're sure that ads are not going anywhere and what is more, that not everyone is using the IOS system which is why we're not completely afraid of that change. People will still opt-in for tracking without really reading what they're signing up for so we should just wait and see what the future brings. At the moment, we're talking

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with our partners working on solutions allowing MyLead users to earn without any problems.”

-Ptryk Hoffmann, CEO, MyLead

Lastly, for your reading pleasure, here are links to more information on how to prepare for iOS 14:

[How to do Facebook Ad Attribution in a Post iOS 14 App Tracking Transparency World](#) – by Nana Baffoe

[Preparing for iOS14's Impact on Facebook Ads](#) – by Nick Shackelford

[Andrew Foxwell's Take on iOS14/Facebook Changes](#)



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# 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](#).)

## What's Working in 2021

AdPlexity is a universal tool that collects data on numerous campaigns from different verticals. We see that certain verticals' rise compensated for the fall of others. Affiliates adapt very well.

It can be safely said that the industry is booming. Many offline entrepreneurs were faced with problems, and many were out of work. So they see the Affiliate Marketing industry as an island of stability and prosperity, where they can prove themselves without leaving home. It means that we can expect an influx in newbie affiliates this year and the growth of ad spend.

## Main Verticals in 2021

As for verticals, there are opportunities in Nutra, eCommerce, Finance, Gambling, and Crypto. I would also take a closer look at the iGaming niche.

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But in fact, your success depends mostly not on the vertical but on how well you know it. A lot of our industry friends are still profiting from dating, sweeps, and mobile content. So your knowledge and experience are key.

## Main Traffic Sources in 2021

TikTok by far shows the most active growth.

FB moderations are getting back to normal, but it is better to diversify your sources. Google is strong as always.

We see a huge growth in AdPlexity Native users, which means that Native traffic is in great demand.

The amount and effectiveness of video advertising has increased. This trend will continue in 2021.

Despite concerns that push traffic is dying due to restrictions and low traffic quality, this has not happened yet. New push traffic sources appeared, and top networks began to pay attention to the traffic quality. Which means that Push advertising will continue to live and flourish in the near future.

Mobile and Adult display advertising are still profitable, as well as email traffic. And don't forget to take advantage of additional monetization methods for your campaigns. Having your own push database can provide 10-30% of additional revenue. The same goes for email lists, with even higher rates. Yeah, it's quite a lot of tech stuff, and it takes some time to grow the databases. But your effort will be rewarded.



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## What to Expect from Services in 2021

The market is gradually changing. We should expect the emergence of new optimization and ecommerce solutions. For working with TikTok and Quora, there will appear new tracking and spy services. And there will be more and more options for funnel customization.

Many companies are starting to offer free side services like mobile app creation, landing pages, and farming.

Outsourcing services for managing finances, such as [Digitas Finance](#), are in strong demand.

Current services will continue to move towards auto-optimization and integrations.

## Best advice for newbies starting affiliate marketing this year?

The best advice here is to take action. You can read articles after article, watch webinar after webinar, and dream of incredible profits. But the most important thing to do is to launch your first campaign.

Don't lose heart after the first failed tests. Launch more campaigns, learn more, read more, ask for advice.

If you can't work on your own, join a team. Have no experience? Take on the simpler tasks in the group. You can search for new pre-lands and banners, launch campaigns on traffic sources, and do basic optimization. Eventually, you will gain enough experience to do more interesting tasks. Teamwork is less profitable but safer.

There are many high-quality affiliate marketing courses on the market. I would highly recommend watching at least one of them.



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And, of course, read the forums. They are mines of useful information. Also, in affiliate marketing, a lot depends on personal relationships. Forums are a great place to get valuable contacts and acquaintances, both affiliate colleagues and representatives of services and affiliate programs. Therefore, be active, write posts, create follow-alongs, do not hesitate to ask questions.

One final tip, 50% of your affiliate marketing success depends on the tools you use. Invest in the best ones.

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## Anstrex, Hiren Shah ('anstrex' on STM), Founder and CEO

Website: [Anstrex.com](https://anstrex.com)

### About Anstrex

[Anstrex](#) is an online SaaS (Software as a Service) platform for marketers. Our mission is to provide competitive intelligence for all kinds of online marketers at an affordable price. We currently have 3 products that allow you to spy on your competitors and gain deep insights into their successful online campaigns.

Our [Native Tool](#) spies on 27+ native ad networks from 88+ countries. Our [Push Notification Tool](#) spies on 38+ ad networks from 92+ countries. Finally, our [Dropship Tool](#) spies on big dropship suppliers such as AliExpress, Banggood, Dhgate etc., as well as thousands of retailers, to identify top selling products. In addition, the tool helps you with managing your in-store inventory, adding new products and automatic ordering of the products on supplier website.

### 2021 Prediction: Set Your Sights on the E-Commerce Vertical

Ever since the pandemic, the e-Commerce industry has boomed to greater heights, and it is not showing signs of slowing down. You can expect more of the same in 2021, even as vaccines are being rolled out.

Based on experience and raw data, Facebook Ads, Google Ads and native ads yield the best results for this vertical. Unfortunately for Facebook advertisers, the social media giant clamped down on thousands of ad accounts within the last few months, not to mention exorbitant ad costs.

And with the limited manpower (so they say) that Facebook has due to the pandemic, getting ad accounts and business managers reinstated is like going through the eye of a needle.

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Fortunately, though, we still have Google Ads and Native ads. The downside to using native ads is that you won't have rich targeting options that will allow you to focus on a specific demographic. But the CPC of native ads is five to ten times cheaper than Facebook - that has got to make up for this lack in targeting.

## What's Running Where? Better Spying Technology

We at Anstrex have made spying on all the e-commerce native ad campaigns a piece of cake. We realized that if you use keywords, domain names, traffic sources, and a combination of other elements to narrow down your search to just e-Commerce offers, chances are you will either get a boatload of unrelated results or no results at all.

To address this concern, we have added a new filter, called Technology Filter, that will help you to get more accurate results, especially if you are looking for e-Commerce ads.

The Technology Filter analyses the HTML code of the landing pages and identifies the web technology being used. This information helps us to identify and tag ads for better segregation. This works not only for identifying e-Commerce offers and ads but also for content arbitrage.

The filter can detect the following e-Commerce platforms:

- BigCommerce
- Shopify
- WooCommerce
- Magento
- Volusion
- PrestaShop

For more information on this filter, check out [this blog article](#).

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## Top Performing E-Commerce Campaigns

To see what is working with e-Commerce products, you can use the Advanced Boolean Search filter. First, use the Creative Title filter to make sure the ad title contains a specific brand name or even the generic product, like “facemask” for example.

Second, add a rule and use the Technology filter. Choose between Shopify, WooCommerce, BigCommerce, and any of the other e-Commerce platforms in our list. Most e-Commerce ads fall under Shopify though.

Third, sort the results by Ad Gravity in Descending order. When it comes to Ad Gravity, the higher the number, the better the performance in the past few weeks.

And that’s it! Using this technique, we are able to come up with the best performing products being advertised via native ads.

Here are some examples of campaigns that are on fire right now and are showing signs that they’ll perform better in 2021.

### 1. Personal Protective Gear

This is a no-brainer. Even with vaccines being rolled out, ample self-protection against the virus is still being recommended by governments and health practitioners. The following are great products to promote:

- Facemasks

Ad 1	Ad 2	Ad 3	Ad 4
<p>Jan 07, 2021 - Feb 07, 2021</p> <p><b>The Breathable Face Mask That Has Taken The World By A Storm</b> Smart Cover®</p> <p>2122 / 56179</p> <p>Outbrain</p> <p>Shopify</p>	<p>Jan 30, 2021 - Feb 07, 2021</p> <p><b>Breath And Speak Easily For Hours With This Nanotech Face Mask</b> Space Mask   Provider: Taboola   Vertical: Lifestyle</p> <p>1152 / 2385</p> <p>MSN</p>	<p>Jan 31, 2021 - Feb 06, 2021</p> <p><b>An Affordable Mask That Ticks All The Boxes</b> Pacamask   Provider: Taboola   Vertical: Lifestyle</p> <p>748 / 1497</p> <p>MSN</p>	<p>Jan 30, 2021 - Feb 06, 2021</p> <p><b>Why Is This The Number One Mask? (Find Out Now)</b> Smart Cover   Provider: Taboola   Vertical: Autos</p> <p>233 / 472</p> <p>MSN</p>

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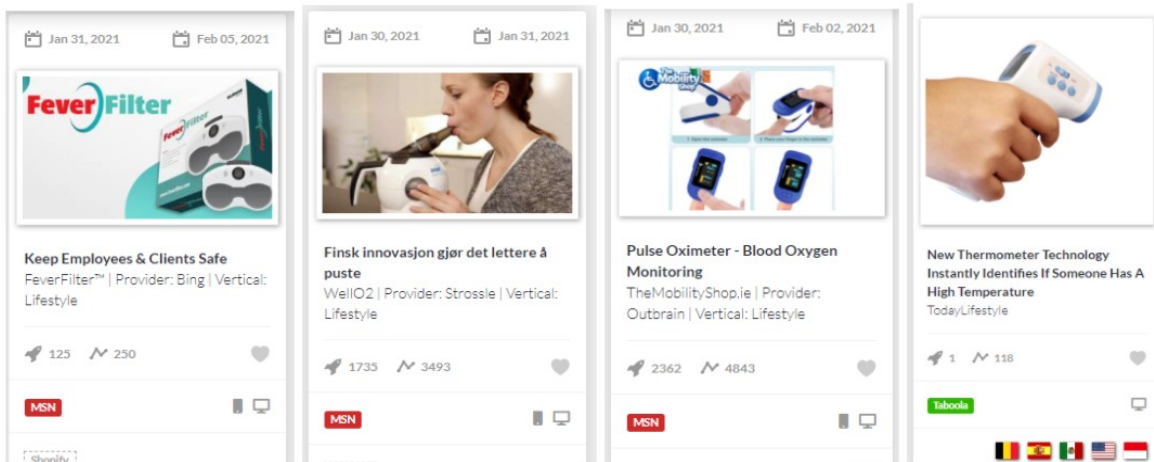
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- Personal testing devices

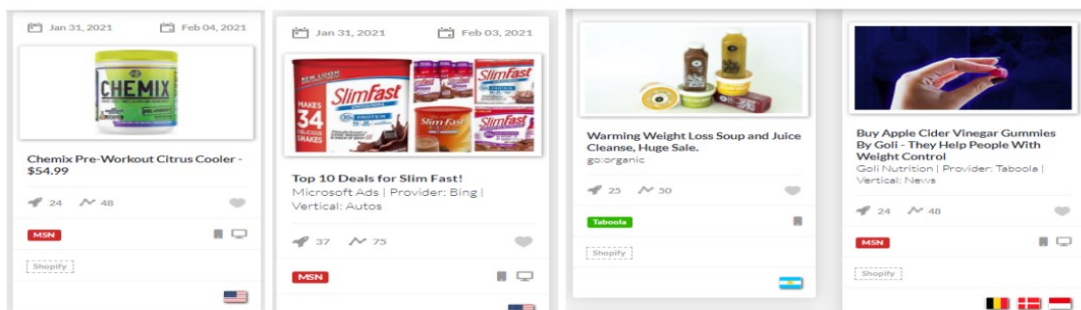


## 2. Fitness-Related Products

Since people are staying indoors for safety reasons, exercising at home has become the norm. Before the pandemic, everyone relied on the equipment available at the gym. Now everyone's purchasing their own home fitness equipment and having these items delivered right to their doorsteps.

Here are the best ones to promote right now:

- Slimming products





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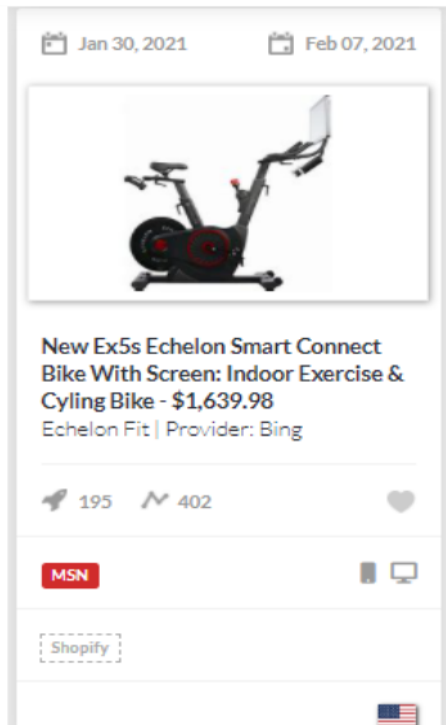
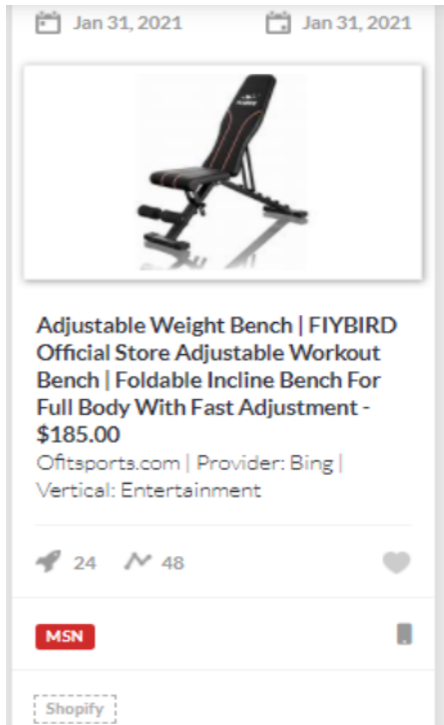
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- Fitness and health monitoring watches



- Fitness equipment





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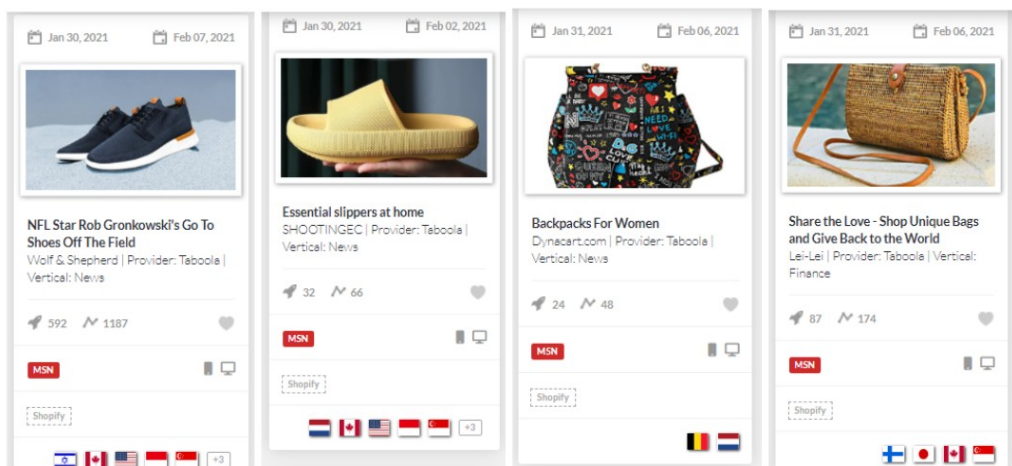
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### 3. Fashion and Apparel

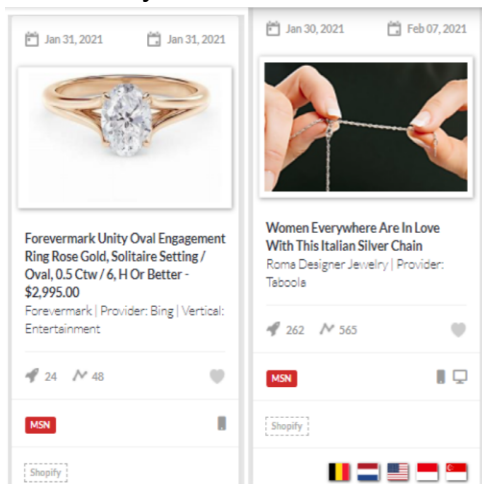
In the past, people weren't that enthusiastic about shopping for clothing and other fashion items online. However, since everyone wants to maintain their style and have some semblance of normality during covid times without risking their lives by going to malls, online purchases of such items have increased tenfold.

Some hot fashion items right now include the following:

- Shoes and Bags



- Jewelry and Accessories





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• Clothing

Jan 31, 2021 Jan 31, 2021



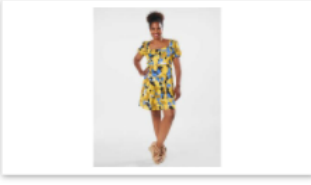
**Floral Scroll Print Dress 16 / Red/Gold | Plus Size Floral Dresses - \$34.99**  
Dress Barn Online, Inc. | Provider: Bing | Vertical: Lifestyle

24 48

MSN

Shopify

Jan 31, 2021 Jan 31, 2021




**Jennie Dress 6 / Multi | Best Floral Dresses - \$20.21**  
Dress Barn Online, Inc. | Provider: Bing

24 48

MSN

Shopify

Jan 31, 2021 Jan 31, 2021




**Bombas Men's Dress Calf Sock 12-Pack - Mixed - Large - \$153.00**  
Bombas | Provider: Bing | Vertical: Sports

24 48

MSN

Shopify

Jan 31, 2021 Feb 01, 2021




**Robert Graham Ruleville Sport Shirt - \$195.00**  
Robert Graham | Provider: Bing | Vertical: Finance

32 64

MSN

Shopify

Jan 29, 2021 Feb 05, 2021




**Bombas 3-Pack Women's Pima Cotton Nautical Stripe Crew Neck T-Shirt White Stripe Navy Stripe - XL - \$97.20**  
Bombas | Provider: Bing

28 69

MSN

Shopify

Jan 31, 2021 Jan 31, 2021



**Dickies Men's Desert Sand 6.75 Oz. Heavyweight Tall Work T-Shirt - \$27.49**  
Merchology | Provider: Bing | Vertical: Sports

24 48

MSN

Shopify



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#### 4. Tech Products

Since most companies have switched to remote work, it makes sense for individuals to try to improve their home office systems to handle their work requirements.

The ones showing signs of growing bigger this year are:

- Wifi boosters

Jan 30, 2021      Feb 04, 2021




**Philippines: New WiFi Booster Stops Expensive Internet**  
dealzalways.com

69    158

Outbrain

Shopify

Jan 30, 2021      Feb 01, 2021



**Auspacken, einstecken, lossurfen. Hotspot mit Mobile Internet 5G. 2 Jahre Rabatt!**  
Sunrise | Provider: Taboola | Vertical: Finance

4484    8977

MSN



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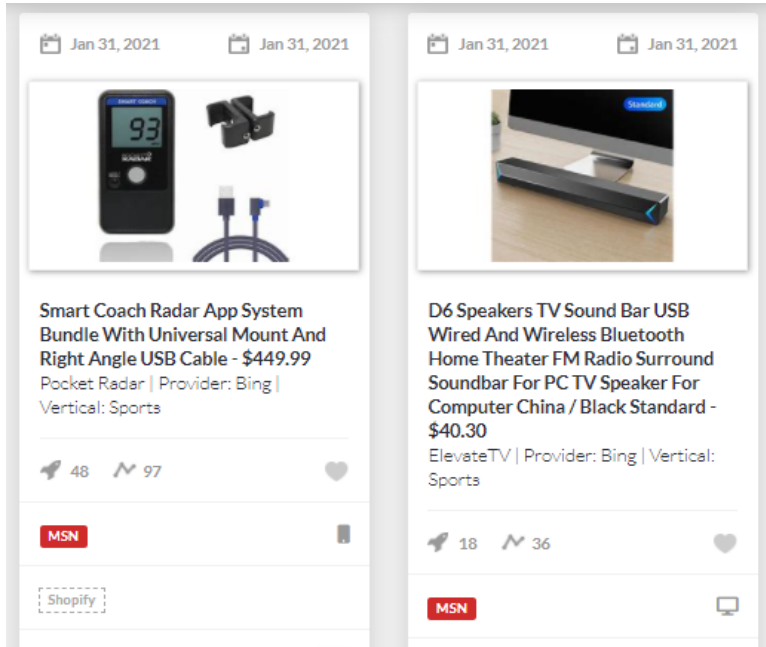


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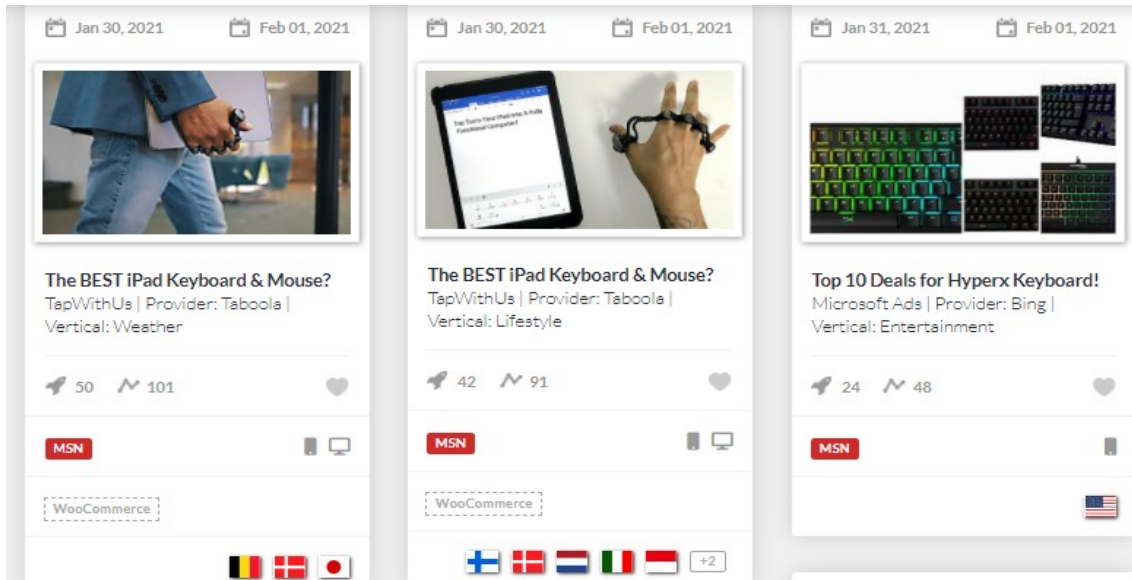
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- USB sticks and products that can be connected via USB



- Other tech devices




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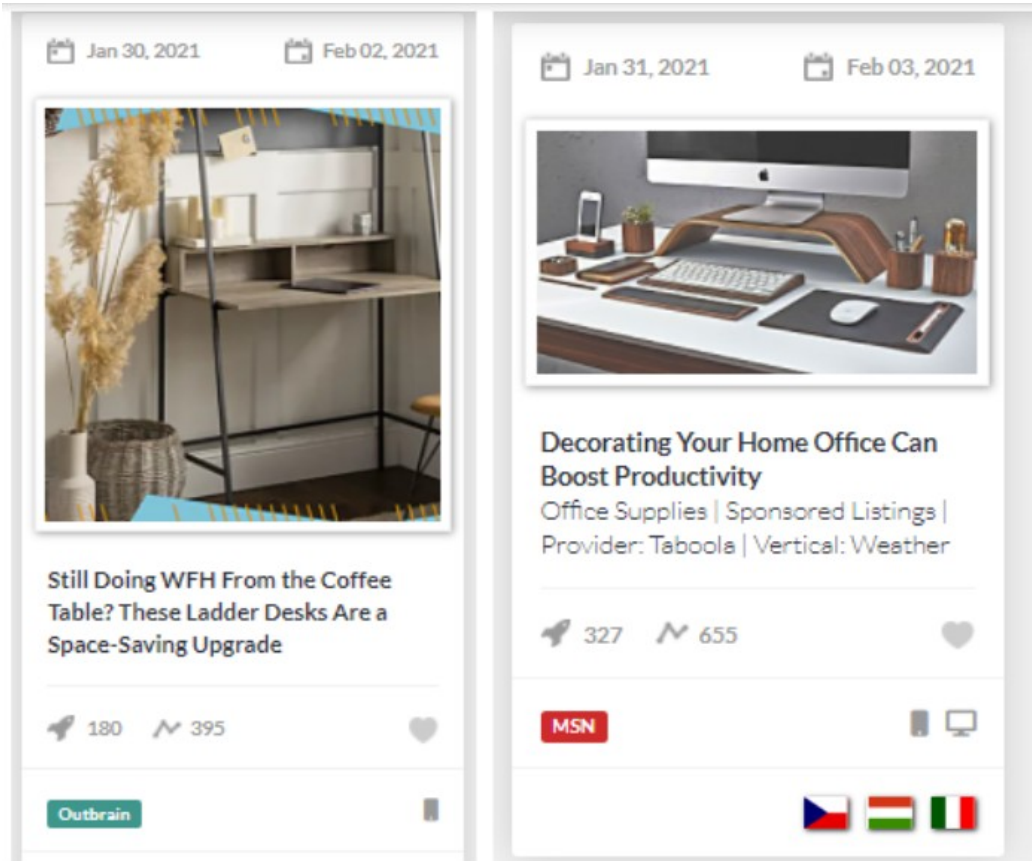
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## 5. Home Office Products

Non-techy products are also on the rise to complement the work-from-home situation. The more we sit in front of the computer for extended periods, the more our health is affected. Sore lower backs, blurred vision, and carpal tunnel syndrome are also on the rise. To reduce these risks, people turn to preventative measures. Some of these items double as space-saving products made for those who don't have enough room in their homes for an office space.

- Home office set-up





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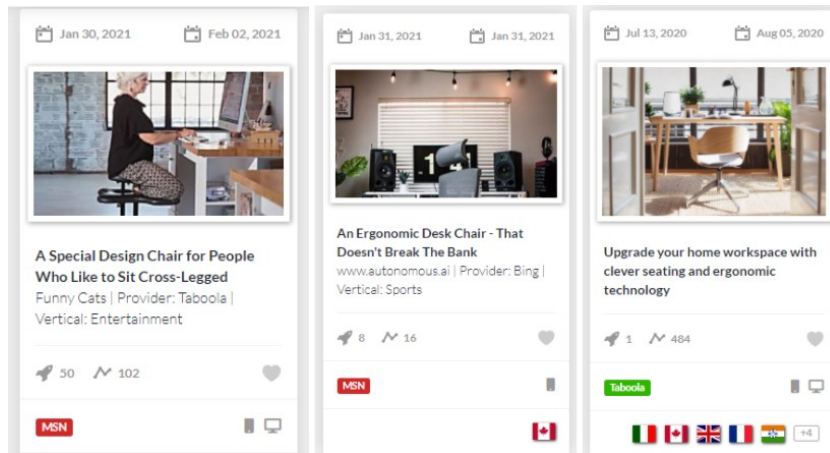


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- Ergonomic chairs

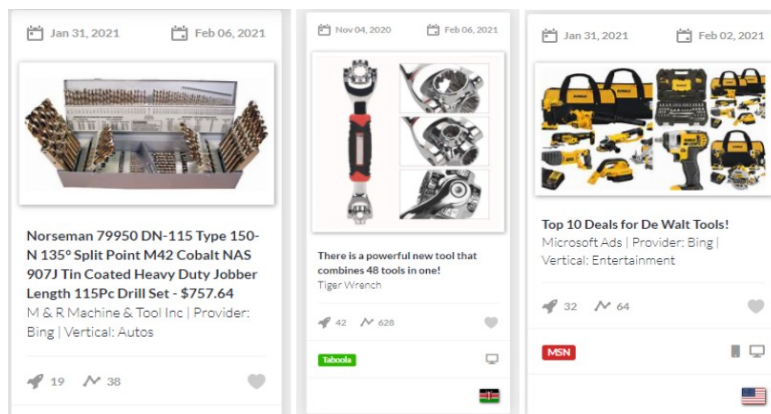


## 6. Home Improvement Products

The more time we spend at home, the more we notice things that we think must be improved. Now is the time to fix whatever is leaking or deteriorating. It's also the time to add that feature wall or change that kitchen cabinet. However, as many are still wary of inviting other people into their homes, they've taken it upon themselves to do the improvements.

Here are some products that help them fulfill such tasks:

- Tools





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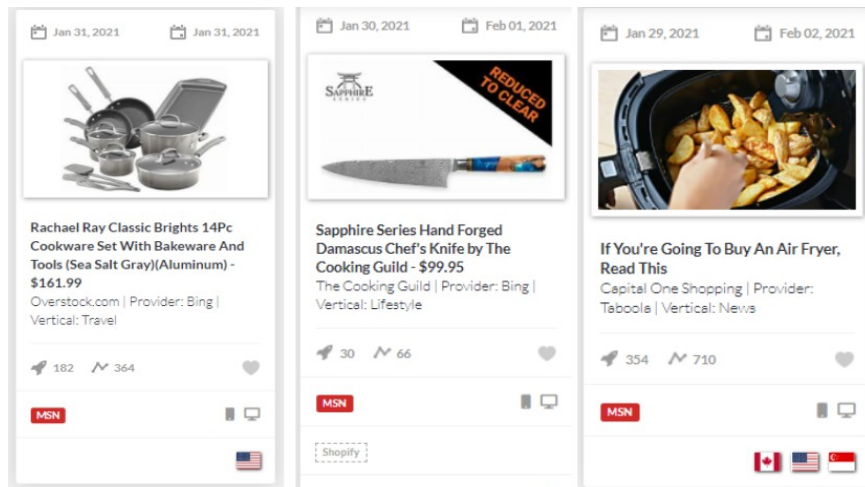
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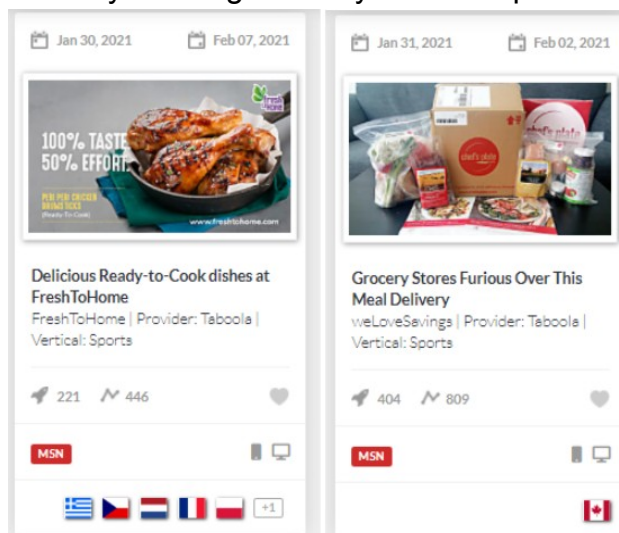
## 7. Kitchenware and Easy-Cook Meals

More and more people are switching to healthier food options and home-cooked meals. Home cooking has become another popular hobby as everyone is now more open to learning new skills that are not only useful but can also help take their minds off things.

- Kitchen Products



- Easy-cooking or ready-to-cook options





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## 8. Backyard and Gardening Products

It's been said that the presence of plants helps to improve mental health. Since being cooped up inside the house can lead to mental health issues, many are turning to gardening. Seeing a living thing grow in your care can also boost morale.

Gardening and backyard products that are selling like hotcakes right now are:

- Plant food, compost soil, pest remover and similar products

The image shows three screenshots of affiliate marketing ads from MSN. Each ad includes a date range, a product image, a title, a price, and engagement metrics (clicks, views, and likes).

- Ad 1:**
  - Date: Jan 30, 2021 - Jan 31, 2021
  - Product: Wondercide | Plant-Based Outdoor Pest Control For Fleas, Ticks & Mosquitos For Yard & Garden | 32 Oz. - \$75.00
  - Provider: Bing | Vertical: Finance
  - Engagement: 41 clicks, 85 views
- Ad 2:**
  - Date: Jan 30, 2021 - Feb 04, 2021
  - Product: Garden of Life! (Raw Organic Protein, Vitamin Code, Meal)
  - Provider: Bing | Vertical: Entertainment
  - Engagement: 46 clicks, 94 views
- Ad 3:**
  - Date: Jan 31, 2021 - Feb 07, 2021
  - Product: Victory Garden Seed Collection
  - Provider: Bing | Vertical: Autos
  - Engagement: 24 clicks, 48 views

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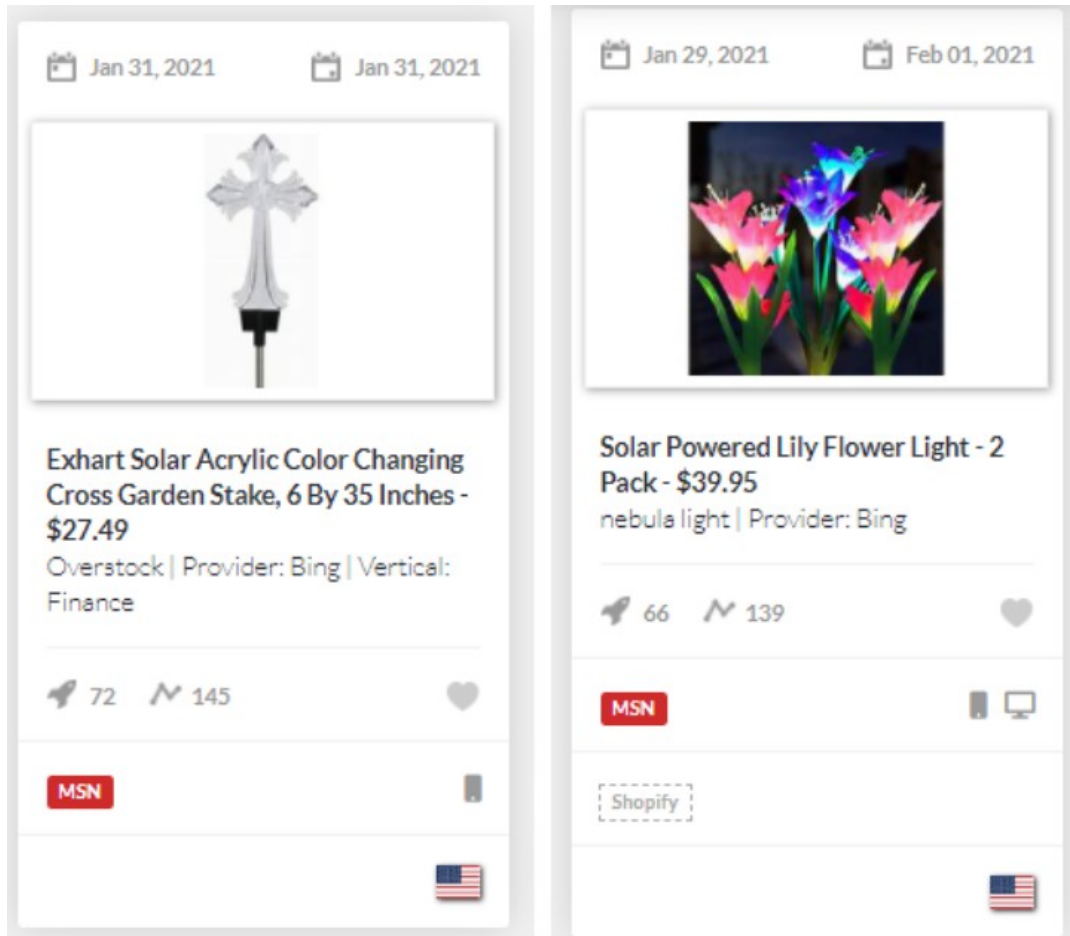
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- Solar lighting



While it is possible that new products will reign in the next few months, there are no signs that these best-performing ones will slow down. There's no better time to start promoting these than today.



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## 2021 Prediction for Push Notification Ads

It seems like [push notification ads](#) have quickly become everybody's favorite traffic type the past couple of years. More and more ad networks are cropping up here and there, which means more traffic for anyone who is looking for fresh sources.

When it comes to offers to promote, though, we are not seeing a major shift in verticals. What has been working in the past will continue to work in 2021.

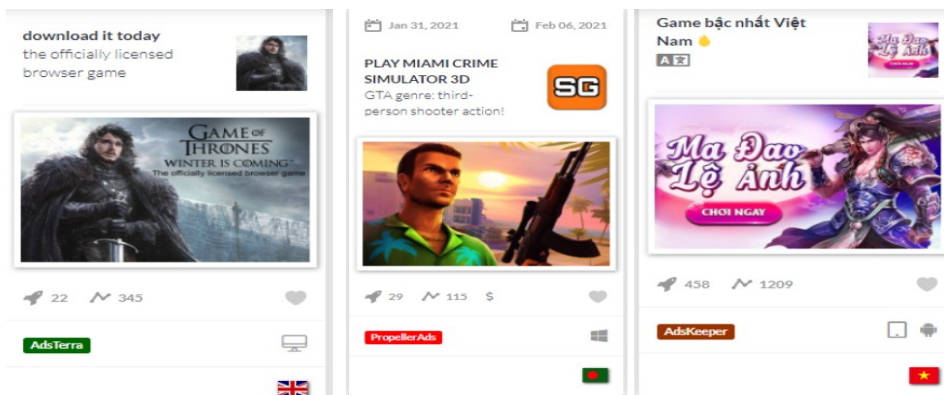
The best performing types of offers are as follows:

### 1. Software and App Installs

This vertical works well for both desktop and mobile push traffic. Since most of the population is stuck at home, there has been a surge in game installs over the past few months. This is likely to improve within the year.

Antivirus programs and computer cleaners are still prospering, especially on desktop (both Windows and Mac). We did notice a surge in VPN installations as well, especially for international users who can't access certain video content that's available only for specific countries.

- Game installs



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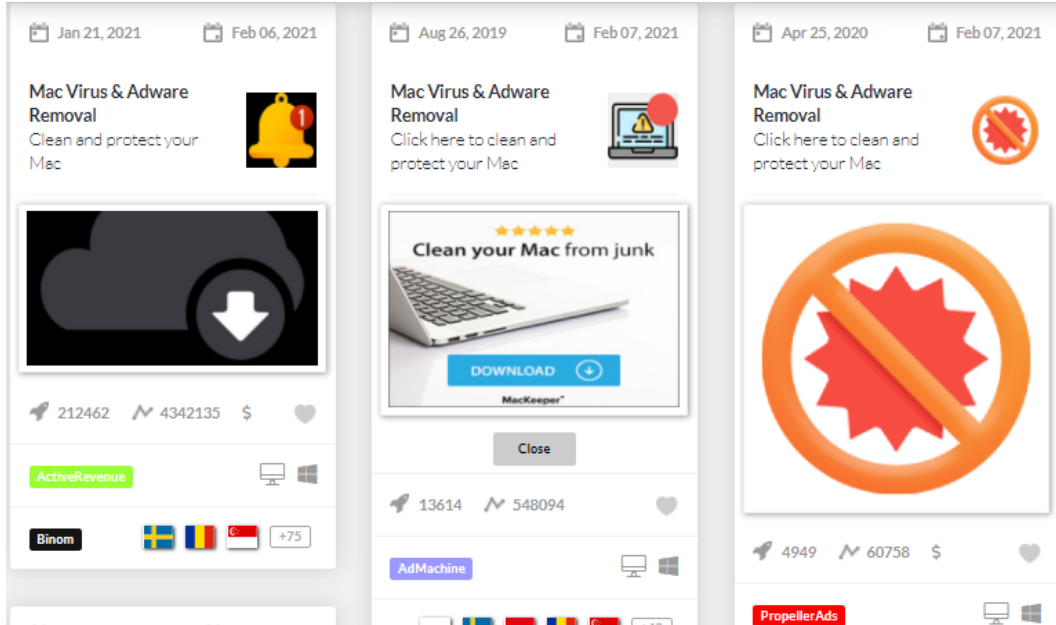
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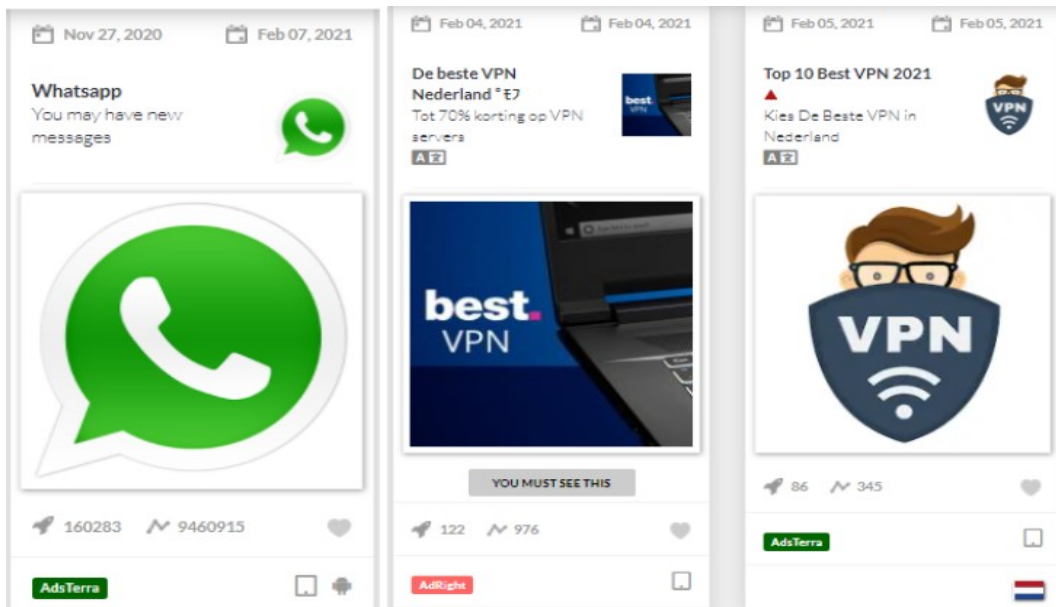
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• Virus removal apps



• VPN



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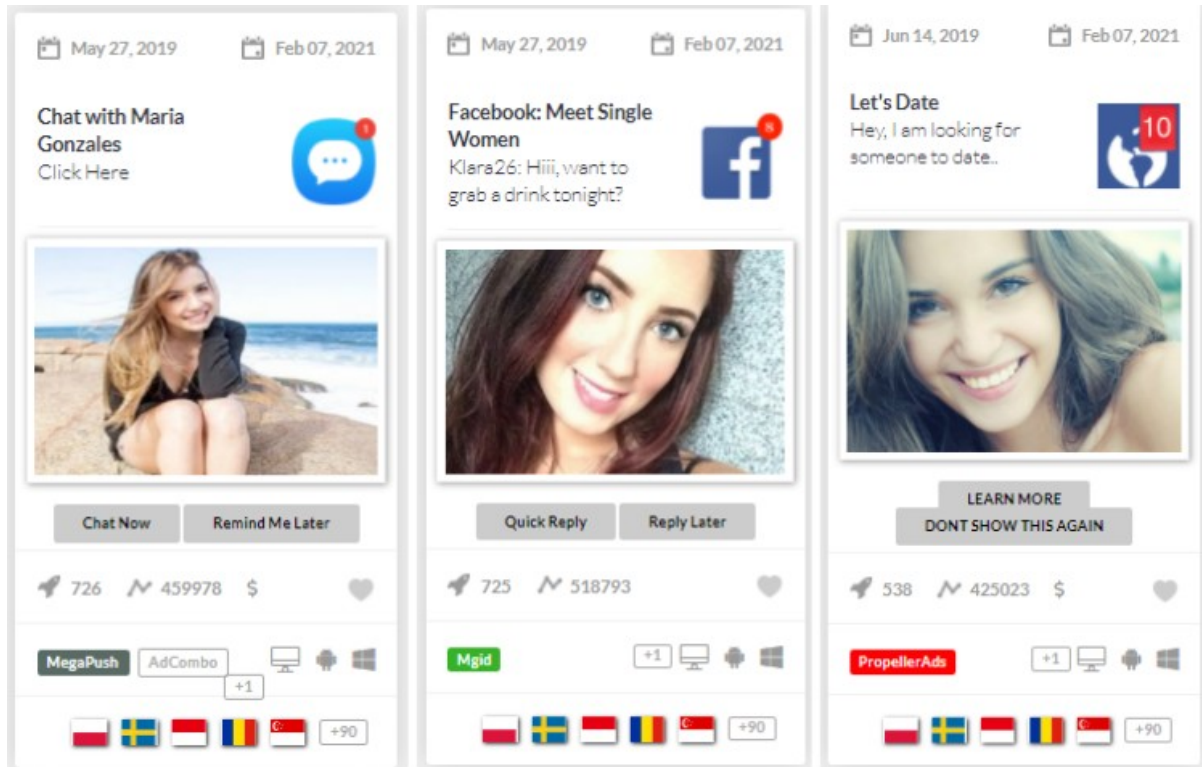
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## 2. Dating

While the idea of physically meeting up with someone new has deterred people due to the threat of COVID-19, online dating offers did not wane. Here are some examples of the hottest ads in this vertical:





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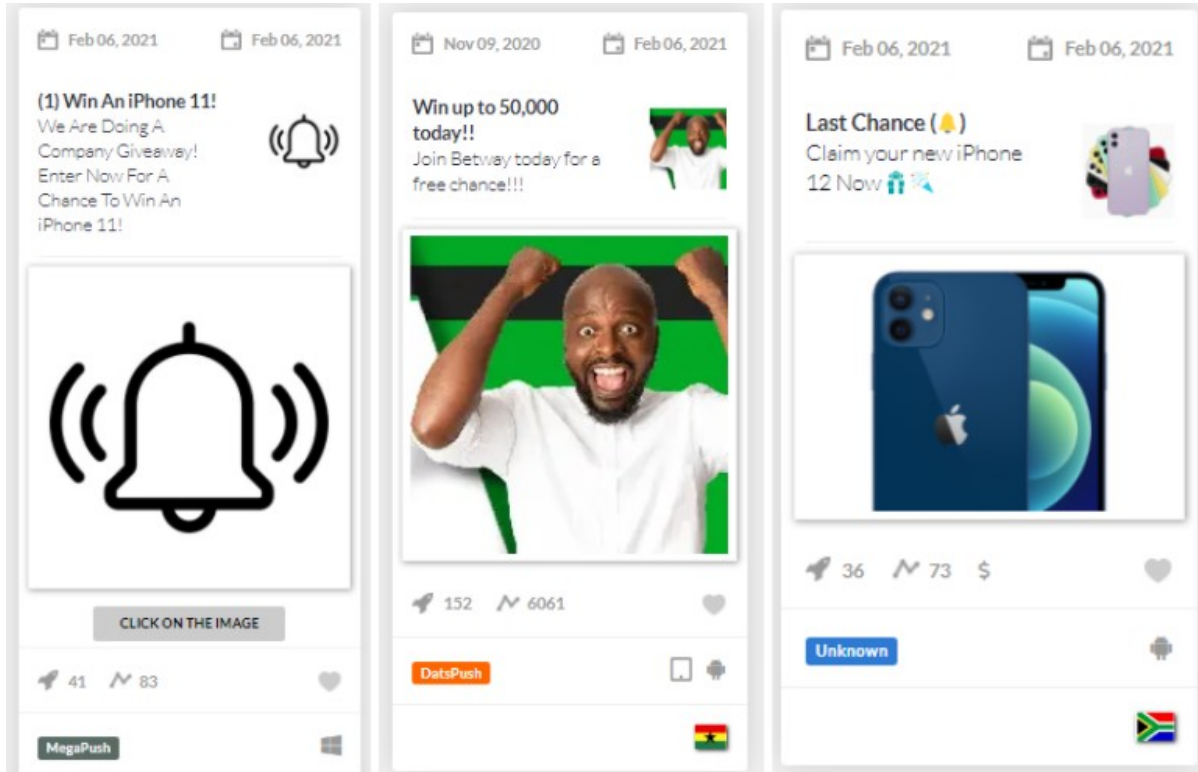
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### 3. Sweepstakes

With thousands of people losing their jobs due to the pandemic and the recession, everyone's looking for easy money, or at least a chance to win items they can't afford right now.





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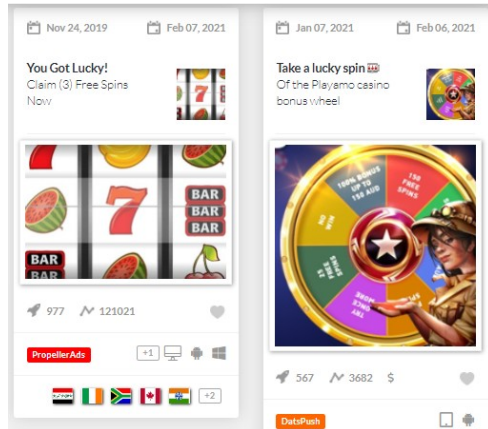
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#### 4. Gambling and Sports Betting

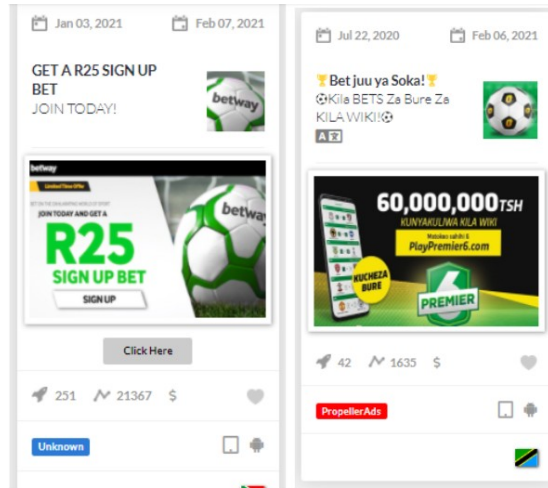
The benefit of online gambling and sports betting is that not only do you get a chance to win a lot of money, but you are also entertained in the process. The mechanics are simple, there is a shallow learning curve, and almost anyone can join (except in areas where online gambling is illegal).

Some popular ads right now are:

- Casino and Slots



- Sports betting





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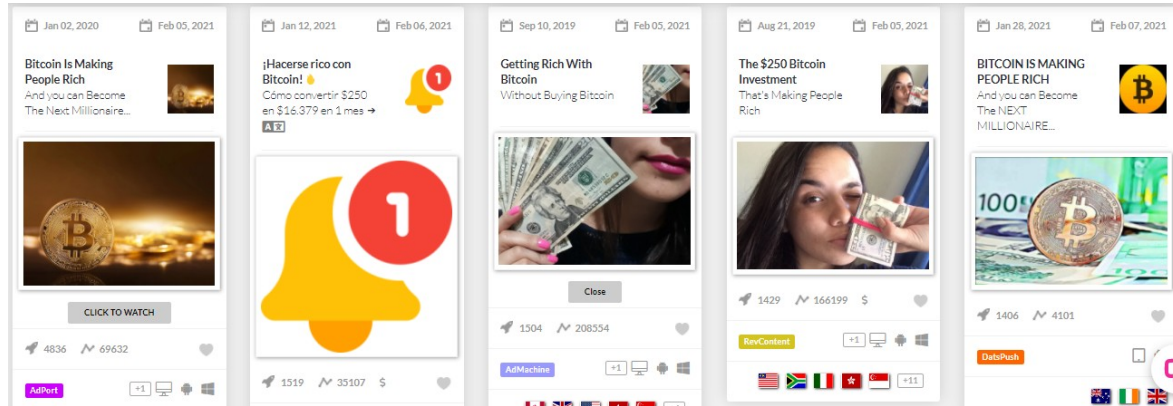
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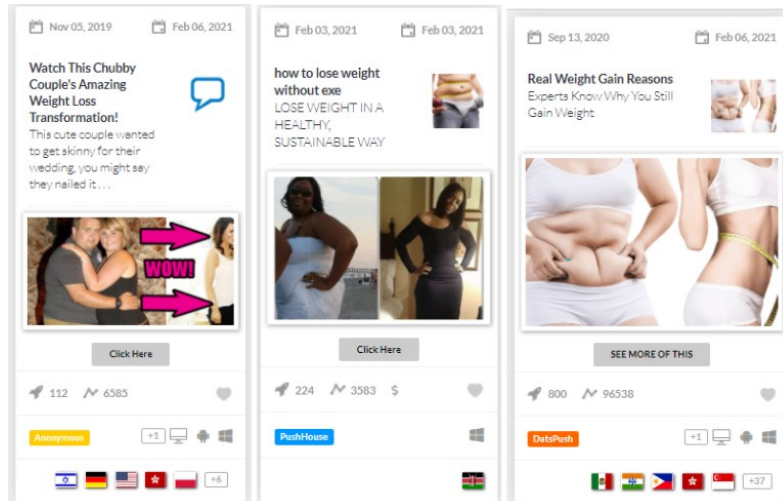
## 4. Crypto Offers

Those who have lost their jobs or are looking for ways to earn extra money are searching online for opportunities. Because of the very low earning potential of participating in surveys, answering captcha, and other similar tasks being offered right now, many are turning towards the promise of cryptocurrency.



## 5. Diet and Weight Loss

This vertical never has and never will go out of style. And since we're sitting a lot at home, weight gain is no longer a question but a certainty. For health reasons as well as emotional ones, people turn to weight loss products.





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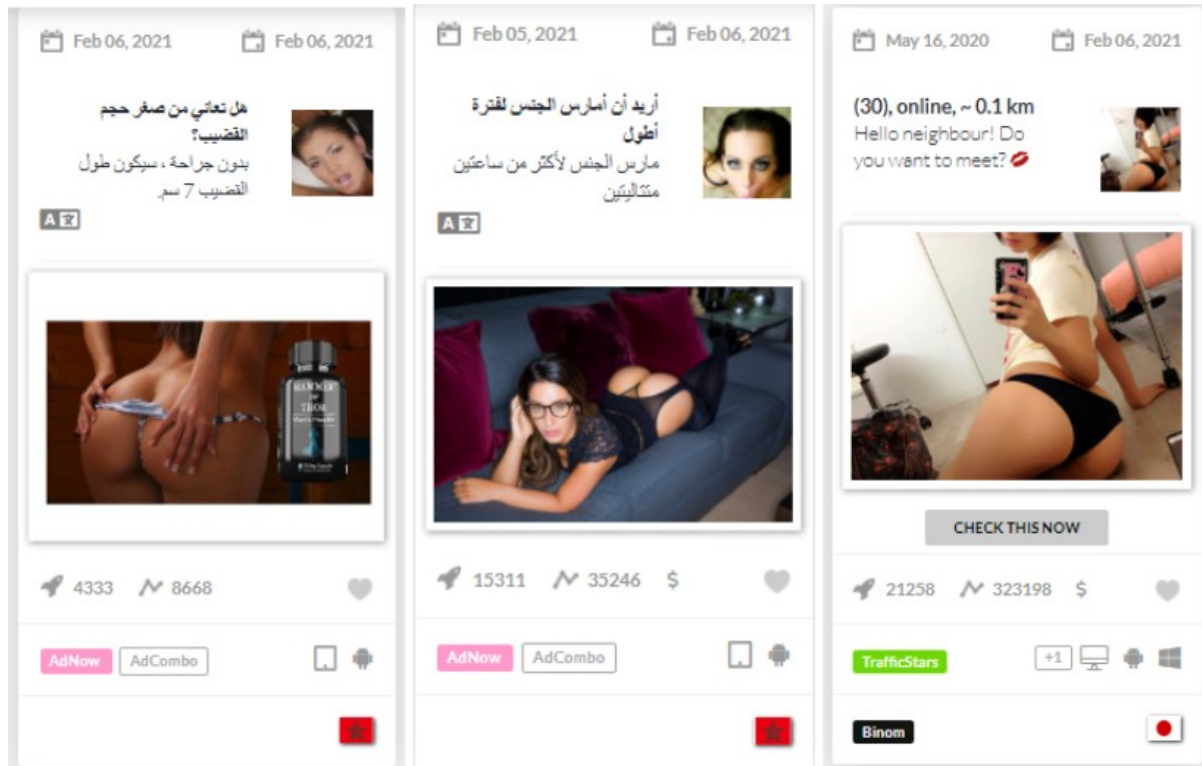
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## 6. Adult

Many have lost the momentum and the motivation to work out or do physical activities that can use up their energy. What then would most people do?

While others turn to Netflix, many turn to adult sites. Hence, they are no longer surprised when they see push notifications of offers like the ones below. What's next but to use up their pent up energy?

- Male enhancement pills





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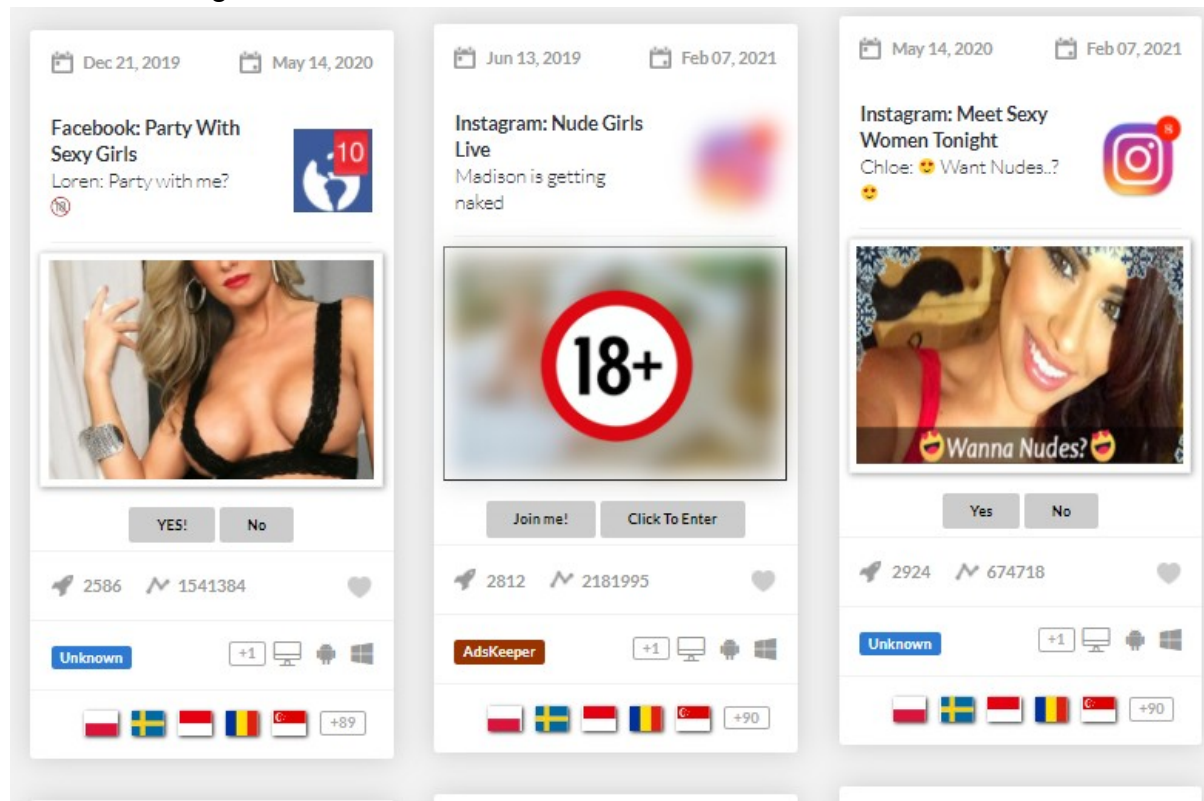


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- Adult Dating



If these seem like the same old niches, it's because they are, and they still work. These are just the top ones though; other niches work well with push, even if they are not as successful as our examples above.



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

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

### Trends in eCommerce 2021 – The New Post-Pandemic Scenario

2020 will be remembered as the year of affirmation, huge growth and evolution of online shopping. For this reason 2021 will be the year of consolidation of the new position gained by eCommerce and will clearly define new opportunities and scenarios that have emerged during the previous year.

While the marketplace model achieves incredible success even within B2B environments, many smaller D2C brands are able to establish themselves in the market. The overall scenario powerfully reinforces the idea that if you're into eCommerce, your choice of strategy must fall between selling in a marketplace or creating a brand.

Among all this change, where does Dropshipping stand? Dropshipping finds its ideal spot as a fulfillment solution for products going through the **testing** phase, still seeking the market validation that is needed before the scaling stage. Once a product starts getting consistent sales for a given amount of time, Dropshipping must evolve into a supply/fulfillment scheme where delegation would still be king but having stock would be necessary.

The 2021 dropshipping engine will fully start by the **middle of March**. The Chinese manufacturers' shutdown due to Chinese New Year celebrations, has had a heavy impact on both January and February as certain areas went into early shutdown.

Trends will be partially dependend on the end of social distancing and the time is right to start programming for a post-pandemic era, keeping in consideration that recovery will be slow and tortuous.

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## Beauty and Wellness

The beauty and wellness niche remains strong and, according to official forecasts, during 2021 the global beauty market has great chances of surpassing 2019 results.

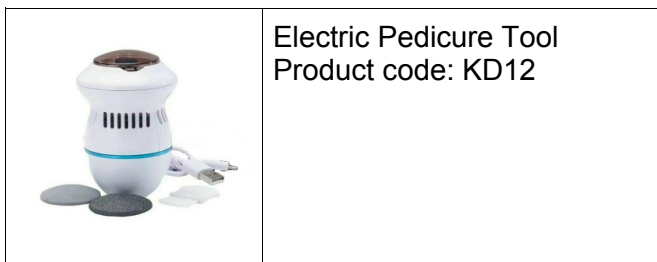
That being said, it is important to acknowledge that 2020 has completely redistributed the consumer's interest across its related sub-niches.

**Self-care** is the most profitable sub-niche with a constant strong demand and interest in new products, while makeup (with the exception of eye makeup) is a category destined to continue "struggling" during the whole year.

Strongly inspired by the stay-at-home lifestyle, **Natural Clean Beauty** is an ongoing trend that draws major interest towards **skin care cosmetics and items**.

**Natural Cosmetics** are not a beauty novelty, but are one of the targets of the aforementioned trend. Prospective customers are in general more attracted (and loyal) to companies that choose to be transparent with the ingredients list, that include high percentages of natural ingredients in their product formulas.

**TIP:** When selling natural cosmetics always include the INCI (International Nomenclature of Cosmetic Ingredients) within the description or otherwise make it easily accessible. Consumers are more aware and tend to investigate the whole list of ingredients rather than make do with a simple "no parabens" written on the label.





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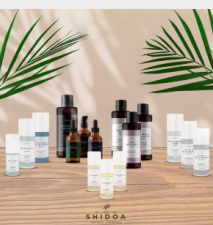
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	<p>Ultrasonic Eyes Care Product code: C9216</p>
	<p>Fat Burning &amp; Anti-Cellulite Massager Product code: 4071C</p>
	<p>Ultrasonic Facial Cleaner Product code: 3012</p>
	<p>Skin Care Device Kit Product code: D808-Us</p>
	<p>Exclusive for uDroppy SHIDOA Natural Cosmetics - Made in Italy  Private label: yes</p>



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## Fashion

Even if, according to predictions, a full recovery of Fashion sales to pre-crisis levels will not come until Q3 2022, there is a sub-niche that has earned a special mention in this category due to its performance.

We are talking about **Athleisure and Activewear** that will likely continue to be strong in 2021 given the increasing demand at consistent rates.

In general, lockdowns and travel/circulation restrictions have significantly influenced consumer choices around what to wear, speeding up the rising of the **Casual & Comfortable** trend for every single branch of fashion.

 <p>8827 red</p>	<p>Here for More Set</p> <p>Product code: 8827</p> <p><i>More sets available</i></p> <p><i>Ships from USA</i></p>
 <p>6092 purple black green</p>	<p>Play It Safe Set</p> <p>Product code: 6092</p> <p><i>More sets available</i></p> <p><i>Ships from USA</i></p>
 <p>Blue purple Bk green</p> <p>8801 8808</p>	<p>It's a Mood Set</p> <p>Product code: 6039</p> <p><i>More sets available</i></p> <p><i>Ships from USA</i></p>



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	<p>Compression Quick Dry T-shirt</p> <p>Product code: C9009</p>
	<p>Men's Sport Pants High Stretch</p> <p>Product code: C10778</p>
	<p>2 in 1 Jogging Shorts for Men</p> <p>Product code: C9034</p>

## Travel

There is no doubt that the travel industry has been one of the sectors that's been most heavily hit by covid, and recovery is overall still slow if considered from the perspective of regaining and surpassing the 2019 numbers.

However, we decided to include this niche in the list of niches to keep your eye on because, just like for the Fashion industry, the Travel market results have been reshaped by new habits, needs, preferred transportation methods and destinations. In particular:



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**Business Travelling** and **Reunion Travelling** (both domestic and international) are the two most interesting forms of travelling at the moment, and present concrete opportunities for those in the eCom travelling niche.

The future also promises good opportunities for the **Vacation Travelling** sub niche, since numerous official statistics have confirmed that the prolonged lockdowns have greatly increased the desire to travel - to compensate for the stay-at-home lifestyle people have been forced into.

Special mention goes to **RV Travelling** completely in contrast to the descendant performances of other travel sub niches during 2020. Many RV manufacturers and retailers went through a real epiphany during 2020 as camping became incredibly popular, leading many people to buy their first camper. As warmer weather approaches, this sub niche will become even more interesting.

**TIP:** Given the new hygiene standards, cross-selling or creating offers/bundles for hygiene products will greatly increase your AOV as the sub niche of **Travel Sanitation** is on the rise.

	<p>Car Ceiling Storage Net</p> <p>Product code: K002L</p>
 <p>BUSINESS TRAVEL BACKPACK Fit for 17.3 inch Laptop</p>	<p>Business Travel Backpack</p> <p>Product code: 1712</p>



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	<p>4 in 1 Travel Bottle</p> <p>Product code: 2992</p>
	<p>Outdoor Mobile Power Solar Power Charger</p> <p>Product code: C11105</p>
	<p>Inflatable Pillow for Plane and Car</p> <p>Product code: M664</p>
	<p>Document Ticket Bag</p> <p>Product code: 6961</p>
	<p>New Portable Folded Crib</p> <p>Product code: C11031</p>
	<p>Smartphone UV Sanitizer Attachment</p> <p>Product code: 10158</p> <p><i>See more products in the paragraph dedicated to Sanitizing items</i></p>



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## Outdoor

The general diminished pressure of the health regulations and the upcoming warm season are starting to arouse interest towards Outdoor products - from the ones related to safe/low risk activities all the way to the ones related to social activities.

The **Camping** niche and the **Bicycles/Scooters** niche were happily impacted by the pandemic and witnessed a general pique in sales volumes during 2020.

Expect new camper, bicycle and scooter owners to start looking for products that complete their new vehicle.

As a result of the general spur towards improving home locations, **backyard and patio** products are also still in high demand and will at least continue to be throughout this year.

 <p>skyblue</p>	<p>Inflatable Sofa Bed</p> <p>Product code: M146</p>
	<p>Outdoor Rope Hammock</p> <p>Product code: 2558</p>
	<p>Sprinkling Mat</p> <p>Product code: C9716</p>



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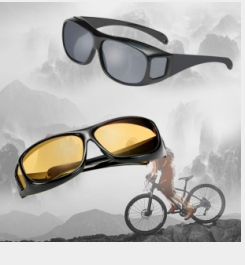



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	<p>Night Vision Glasses</p> <p>Product code: 4045</p>
	<p>Solar Fan Cap</p> <p>Product code: C10490</p>
	<p>Portable Multifunctional Fishing Tool Storage Bag</p> <p>Product code: C10260</p>
	<p>Bicycle Wireless Remote Control Warning LED Light</p> <p>Product code: 06</p>



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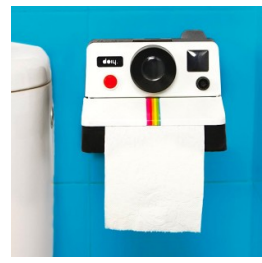
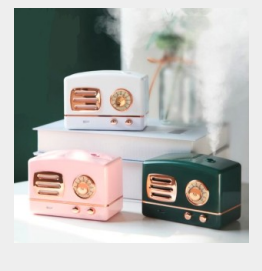

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## Home

After a happy year for the home niche, 2021 sees a continually increasing demand for **home decor products** and **smart appliances**, as well as the **sanitation** sub-niche.

The psychological impact of the pandemic is predicted to affect consumers even after the end of social distancing. For this reason home upgrades remain a priority for many in the months to come.

	<p>Camera Tissue Box Product code: C11441</p>
	<p>Creative Retro Humidifier Product code: D912</p>
 <p>3 Modes 118 LED Solar Light</p>	<p>118 LED Solar Light with Motion Sensor Product code: 4819</p>



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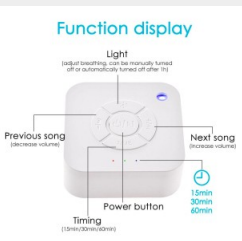

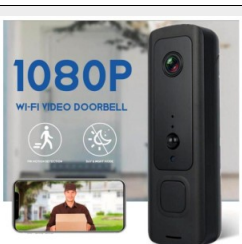
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	<p>Solar Fountain</p> <p>Product code: C9643</p>
	<p>Voice Control Wood Clock</p> <p>Product code: 227</p>
	<p>White Noise Machine USB Chargeable</p> <p>Product code: 142</p>
	<p>Smart WIFI Touch Wall Light Switch</p> <p>Product code: D936</p>
	<p>Smart 1080p Phone Door Bell</p> <p>Product code: D904</p>



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## Pets

2020 has been a profitable year for the Pet Accessories niche and demand is still very high.



The pre-pandemic condition of this market was already very positive and attractive to many eCompreneurs in search ideas to start an online shop.

In addition, the pandemic has brought many families across the world to adopt what the media calls “Pandemic Pets”. This boom of adoptions of dogs, cats and exotic animals has involved the majority of T1 countries, boosting the market of pet accessories even more.

Focusing on **dogs**, after a worldwide pique of puppy adoptions during the acute phase of the pandemic, we are witnessing a constant increment in sales of dog accessories, but a parallel situation is taking place.

Overwhelmed dog owners unprepared for the commitment of owning a pet, are now offering to sell or give away their older puppies. This unfortunate trend, which started around the end of 2020, has resulted in an arising interest in dog training services and products.

**TIP:** Products that are designed to drain dogs’ energy are ongoing bestsellers.

	<p>Cat Scratch Board Pad</p> <p>Product code: 131</p>
	<p>Travel Dog Car Seat</p> <p>Product code: K013</p>



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	<p>Pet Sniffing Pads</p> <p>Product code: C11121</p>
 <p>Bath massage brush Save the shower gel</p> <p>Bath Hair removal Massage Save the shower gel</p>	<p>Pet Bath Brush</p> <p>Product code: C11088</p>
	<p>Suction Cup Dog Toy</p> <p>Product code: C10977</p>
 <p>TIMING QUANTIFICATION</p>	<p>6 Grid Electric Timing Cat and Dog Feeder</p> <p>Product code: C10880</p>
	<p>Anti-wet Mouth Floating Bowl</p> <p>Product code: M395</p>

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## Fitness

The lockdown has made the fitness niche one of the most profitable niche markets in 2020. With public gyms closed many people felt the necessity to continue their exercising routines at home, and many people compensated for the mobility restrictions by intensifying indoor fitness activities. According to forecasts, **indoor fitness is here to stay** and there is still great space for growth as:

- A lot of people will continue to avoid public gyms even after they reopen,
- Personal trainers continue to release home workout programs,
- The get-fit-for-summer fever is approaching.

	<p>2-in-1 Smart Watch with Earbuds Fitness Tracker</p> <p>Product code: D926</p>
	<p>Inflatable Punching Bag</p> <p>Product code: C9539</p>
	<p>50KG Maximum Load Vest</p> <p>Product code: C10256</p>



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	<p>Electric Vibration Foam Shaft</p> <p>Product code: C10647</p>
	<p>Heating and Vibrating Massager for Knees, Back and Shoulder</p> <p>Product code: D935E</p>
	<p>Fast Action Pain Cream</p> <p>Product code: Fap-50-Pub-Marv</p> <p style="text-align: right;"><i>Ships from Italy</i></p>
	<p>Sweat Burn Fat Exercise Fitness Yoga Leggings</p> <p>Product code: C10895</p>



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## Eco-Friendly

After seeing the world regenerate itself during the pique of lockdown restrictions, people have become even more interested in the environmental impact of their choices as consumers. Eco-friendliness is slowly **shifting from being a trend to becoming a lifestyle**, orienting consumers' preferences towards products that allow them to be compliant with the 5 Rs of environmental-friendliness: Refuse, Reuse, Reduce, Recycle, Repurpose.

**Sustainable packaging** makes a strong statement to your customers that protecting the environment is a priority for your brand.

**TIP:** Let's not forget that 2021 is the year by which **Europe** and **Canada** intend to ban single-use plastic objects.

	<p>4/2pcs Reusable Cotton Earmuffs</p> <p>Product code: 020</p>
	<p>Menstrual Cup</p> <p>Product code: M259</p>
 <p>NATURE ECO-FRIENDLY ORGANIC INGREDIENTS</p> <ul style="list-style-type: none"> <li>Organic cotton</li> <li>Beeswax</li> <li>Tea tree oil</li> <li>Organic grape oil</li> </ul>	<p>Eco-friendly Kitchen Beeswax Preservation Cloth</p> <p>Product code: C11168-3-Tz</p>



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	<p>Recycled Plastic Transparent Glass Beads</p> <p>Product code: M508</p>
	<p>Bamboo Bottle</p> <p>Product code: 3947</p>
	<p>Bundle 3 Units Bamboo Toothbrush</p> <p>Product code: 1651</p>
	<p>New Silicone Collapsible Straw Set</p> <p>Product code: C11398</p>



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## Sanitizing and Protection Masks

Sanitizing items and Protection Masks are 2020's big revelation. Not only their markets had an enormous boost brought on by the pandemic, but interest in this niche doesn't represent a temporary trend. The importance of disinfecting has become so ingrained in people's minds, that the demand for cleaning products and protection masks are expected to persist beyond the pandemic. This niche is very versatile because its products have a natural high cross-selling power.

	<p>4/2Pcs Reusable Cotton Earmuffs</p> <p>Product code: 020</p> <p><i>More Kids Masks available</i></p> <p><i>Ships from USA</i></p>
	<p>Zipper Face Mask</p> <p>Product code: FG1052</p> <p><i>More Adult Masks Available</i></p> <p><i>Ships from USA</i></p>
	<p>Maskne Stop - Dr. Marvin - 50ml</p> <p>Product code: Mas-50-Pub-Marv</p> <p><i>Ships from Italy</i></p>
	<p>UV Bacteria Killing Robot</p> <p>Product code: C9970</p>



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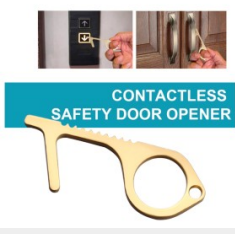

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	<p>Multi-Function Disinfection UV Sterilizer Bag</p> <p>Product code: C9107</p>
 <p>ULTRAVIOLET TOOTHBRUSH STERILIZER</p> <ul style="list-style-type: none"> <li>1. Soften sterilized drops that will prevent water storage spots</li> <li>2. Sterilized sterilization, non-toxic, safe for health</li> <li>3. Power on and easy to use</li> </ul>	<p>Ultraviolet Sterilization Toothbrush Holder</p> <p>Product code: D15</p>
 <p>UV sterilize Filter bacteria and care for health</p> <p>99.99</p>	<p>On-board Air Purifier</p> <p>Product code: C10143</p>
 <p>CONTACTLESS SAFETY DOOR OPENER</p>	<p>Contactless Safety Door Opener</p> <p>Product code: C9563</p>
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## Visto.li, 'vistoli' on STM

Website: [Visto.li](https://visto.li), [vistoli's STM Profile](#)

### Predictions for 2021

So it seems like the king of traffic source went through some turbulent waters last year. And moving into 2021 with iOS' new privacy update on the horizon, running profitable campaigns on Facebook may become even more difficult. Add to that a buggy algo that flags ad accounts left, right and center and you have a nice bitter recipe for advertisers.

So, is it all doom and gloom? Not at all!

Facebook is still THE traffic source to be at. The pixel, even if "weakened" by the upcoming update (that will affect mostly app advertisers), is still right on point of finding you customers no matter what business you're at.

The global pandemic we have seen in 2020 has made an enormous mind shift in people, almost forcing everyone to be online shoppers, meaning more opportunities for advertisers. E-commerce is the place to be of course, but almost any other vertical has risen since people are spending more time at home and are looking to pass the time. So make sure you are there to serve those people with different products and services.

And for our last tip, based on the data we are seeing, there are many audiences that are getting underserved. So it looks like all the competition is limited to a few geos where in others the few advertisers that are operating are making a killing. So look at the data closely to see if you can take a winning product/service that is doing well in one big country, and serve it to a different, even smaller country or countries. This in our mind is the biggest opportunity for 2021.

To a happy and profitable year!



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## Ad

## Landing Page

**Visto**

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## Ad

Tech-Nifty  
20th January

I'd only had this laptop for 3 or 4 years, but it started getting SO SLOW! My brother works in IT, and suggested I try this. Surprisingly, my computer now works like the day I got it :) This is the only virus remover on the market that: -Physically plugs into your computer -No need for internet connection, passwords, or downloading and installing. -Removes viruses without you needing to boot up your computer. -Finds viruses with 3 different scanners at once. It's a very simple process:  Just plug the device into your computer  Select reboot and FixMeStick will get to work. No downloading, installing, or internet connection required. It goes through your entire computer and wipes out all the viruses, malware, adware, and even ransomware all before the computer even starts. Meaning hackers can never even see your files or data.

## Landing Page

**FIXME STICK**

Virus Remover Restores Speed to Old Computer or Mac

The device detects every virus with no downloading

Do you ever find that your computer is just sitting... **stagnant?**

Viruses happen... it slows up making my computer just about unusable.

I'm not a tech person, so my solution has so many others is... just buy another computer. And that's exactly what I did. I just spent \$2000 on a brand new laptop. I don't need anything fancy, all I do most days is browse the internet and send emails.

It's frustrating. I'm doing the same stuff I've always done. But I need to buy a new computer every few years. Just because my current one always crashes on me. There has to be a better way.

One night I decided to vent my frustration to my son. But he help suggested me... I had thought he was just a tech genius, but it turned out he was just using a little gadget to solve his problems.

"Son, don't worry... it's going to your house and to the computer. **You just need to remove the viruses, I have the perfect tool for it...** (Please don't waste money buying a new one!)"

I'd like to see him try. I'm not dumb!! I've been trying to run my anti-virus software, Malwarebytes and Norton, the whole time. **LOSE LASH... THEY'VE FAILED!**

Oh well, I'm always looking for excuses to see him anyway... so I figured... why not?

The next day he stopped by and he had this little... stick. You know, like one of those flash drives I'd normally use to put pictures on.

Most computers are slow because over the years they've built up a ton of unwanted software and junk like viruses. This device scans those all away without needing your personal files.

The FixMeStick comes preloaded with virus removal software. That means no downloading needed. Oh, but why would this work if my regular antivirus wouldn't? The computer doesn't even turn on at this point.

Well, this is called the **FixMeStick**... I passed it up until just a month ago. After plugging it in, it **booted through its own anti-virus operating system instead of your infected one.** The operating system it uses is designed specifically to remove viruses from windows or mac computers."

Visto

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# INSIGHTS FROM AFFILIATES

## John Alanis ('johna5150' on STM), Super-Affiliate

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

### 1) Self-intro

I am from Austin, Texas, been doing internet marketing since 2000, affiliate marketing since 2004. I've been in the dating niche, US market, older guys...what I call the "Horny Guy" business. I'm an email marketer, have been for two decades now.

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

This isn't a particularly exciting answer, but I have been focusing on testing new dating offers to my list, and building a system that produces a good ROI based on "traffic in-money out." The purpose of a business is to get money out of it, not put money into, and I've been focusing on managing the net profit out of my business so I can put it into safe investments - nothing fancy, just a Motley Fool Mutual Fund and an IUL Life Insurance Policy.

Since I'm an older dude, 50 now, I want to be sure I am putting compound interest to work for me so I will have investments that pay off in the future. So, my focus is getting as much net profit as I can out of my business every month so I can put it into my investments. On one hand it's not especially exciting, but on the other hand watching it grow is, and as you get older, you definitely want to have as much as possible saved up.

Affiliate marketing is a great way to essentially transfer money from traffic to investments, and those pay off over time...and time passes a heck of a lot faster than

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you think it does when you are young. So, my focus has been managing the net profit out of my business straight into safer investment vehicles.

### 3) Offer verticals and traffic types that are hot/not?

One thing I love about the "Horny Guy" business is it is evergreen and it is stable. Dudes are always interested in meeting women, so I'd say the Horny Guy business is as stable as ever. I'm always testing new offers, some work, some don't, but it's good to have a great relationship with your affiliate managers. They can bring you solid offers once they know what works for you.

### 4) Direct monetization or list building?

I'm a list builder, always have been, always will be. This allows me to spend more on traffic up front while it pays off consistently over time. I used to build push lists, and I still have one that operates on "autoresponder," but push ain't what it used to be while email still chugs along. It's always remarkable to me when someone who opted in years ago converts, but they do, so a list has long term residual value, and that's revenue you can put into safe harbor investments and over time that compound interest from that residual sure adds up.

### 5) Advice for newbies?

Pick ONE vertical, pick ONE method of marketing and focus on understanding the nuances of it. You want to master that process first, then move onto other ones. I know the Horny Guy biz inside and out, but I'm lost when it comes to Sweepstakes and other offers. So I stick to the Horny Guy business because it's not going anywhere, as it's an Evergreen Market.



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## 6) Covid impact?

It turns out that even during a pandemic, dudes are still horny and want to see photos of sexy women as well as chat online with them and meet them in person, so I can't say I've seen much of an effect one way or another. The landing pages have certainly been amusing, videos of girls in masks, etc., but the business itself does not seem to be impacted.

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

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

### 1) Self-intro

I'm Jed, still entertainingly known as 'jennatalia' on STM (say it out loud). My background has largely been banking and finance on the securities side. Up until I entered affiliate marketing, I was responsible for building out trading algorithms and further automating analysis to make my teams faster and more efficient. I've been in AM since 2014 - although I've experimented in the industry since 2008. I still run traffic to my core 6-D verticals: Debt, diet, dating, dollars, dick-size, and downloads.

The proportions have changed from last year, but the verticals still work. My focus has shifted slightly away from the more mainstream gorillas in light of their account policies. But I still try to buy from the Alexa 1M websites. That has led to some unique media buys.

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

There are three major factors to which I attribute my success.

#### a) The sister-applications which run the day to day of the business

##### A.B.B.I.E. (Automated Bid/Budget Insertion Engine)

Responsible for keeping over 250,000 campaigns in flight across multiple traffic networks, and more recently our own internally generated lists.

##### I.R.I.S. (Internal Reporting / Intelligence Service)

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A series of dashboards built using d3.js to help myself and my team know the state of the business at a glance. It also independently identifies anomalies which warrant further manual investigation, and automatically runs multi-variate testing and causal inference analysis to determine the best creatives and flow to send a user.

### **G.R.A.C.E. (Granular Reporting Around Campaign Effectiveness)**

This is our data lake which now holds over 1 Petabyte of click, impression, postback, and user data. Having all this data available to my AI/ML tooling has allowed some interesting insights that in hindsight are obvious, but were not intuitive to readily predict.

These three applications make up the core of my business and have driven significant gains and edges 24/7.

### **b) The network and connections we built**

2020 was at first a supply chain and logistics problem. The logistics contacts we were able to make early on at the end of 2019 proved to be incredibly valuable at the beginning of the pandemic in the US. Being able to readily set up relevant dashboards helped maintain our speed and agility.

A lot of these relationships are capital intensive, and being able to secure a revolving line of credit from our banking partners has definitely helped give us an edge over similarly sized operations.

### **c) Shifting to product ownership**

Building a brand was not really something that I valued going into 2020. But I'm glad to be wrong, and even more willing to pivot quickly. We set up multiple white-labeled COVID-19 relevant products in the prepper niche. The immediate need for these products, coupled with the strong logistics relationships, helped set up an initial surge of orders that we were ready to fulfill from day one. That was a huge advantage over some of the kickstarter and indiegogo launches, some of which have yet to deliver on their promises.

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### 3) Offer verticals and traffic types that are hot/not?

The meteoric rise of bitcoin has given rise to crypto type offers and we've definitely felt the impact of that. There's been growth in the payday loans, and ecommerce as well. Native remains a strong traffic source for us while Facebook continues to fall in reliability. Pop and push have been especially useful for us to build out retargeting and push lists for the more expensive platforms.

There are murmurs of Taboola going public via SPACs. Should that happen, I expect a lot more enforcement on the ad-approval side.

Surprisingly, Brave's BAT has been a good source of traffic to our ecommerce offers.

### 4) Direct monetization or list building?

We started the year doing direct monetization, but as the lockdowns started growing, we've since built out large interest-based email, push, and retargeting lists.

Our mindset has really shifted from strict arbitrage to more owning the eyeballs as much as possible.

### 5) Advice for newbies?

My advice last year holds true.

Learn to sell.

Take the time to understand the principles of persuasion, how to handle and overcome objections, how to close--and more than once. Marketing can be simply explained as salesmanship in print. Split testing, campaign set up and other tactical things are easy to look up on youtube. That sort of knowledge was once an advantage, now it's a requirement.



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## 6) Covid impact?

We were fortunate to be remote-first pre-covid. For us, lockdown was business as usual. There were some travel-oriented websites with strong pre-covid traffic that we ended up buying. With the return of leisure travel post-pandemic, we can definitely expect hockey-stick growth.

Our main affiliate businesses stayed flat despite the increases in efficiencies we were able to add. Our ecommerce business exploded more than 500%. It's hard to know if this sort of growth will continue, but at least while it's hot, we'll keep pushing to drive profits.

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

Links: [CashMoneyAffiliate.com](https://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](https://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) Success factors for last year? Focus for this year?

Testing a lot and quickly cutting what isn't working while focusing on the campaigns, creatives and offers that are. This year my focus will be more on building a direct relationship with advertisers and cutting out the affiliate networks.

### 3) Offer verticals and traffic types that are hot/not?

Google Display Ads and Facebook are hot traffic sources and the sweepstakes vertical is doing amazing. I feel that push traffic and crypto offers have declined in the past year.

### 4) Direct monetization or list building?

I'm currently doing a bit of both direct monetization alongside collecting mobile numbers for SMS.



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### 5) Advice for newbies?

Pick an evergreen vertical such as sweepstakes CC submits or SOI offers, and a traffic source with a low barrier to entry such as push traffic platforms, and just get testing.

### 6) Covid impact?

No.



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

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

### 1) Self-intro

Born and raised in Israel, originally from Jerusalem, now living in Tel Aviv. I've been in the online marketing industry for over 12 years now. My main verticals at the moment, when it comes to affiliate marketing, are supplements and health related stuff and lead-gen and being a google guy - I would have to say that google is my main platform, a lot less saturated than Facebook, and when you learn to control it and understand it, it could be the most amazing platform ever.

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

The main reason for my success this year has definitely been on focusing on multi-platform media buying while keeping an unfair advantage, meaning always having amazing connections with networks and direct advertisers I trust so that I would always have an edge on other media buyers. That means first of all getting creative when it comes to media buying, because nowadays everyone can go and post something on facebook - it's only the creative and obsessive media buyers that are going to make it.

### 3) Offer verticals and traffic types that are hot/not?

To be honest, unless there's like a big regulation update or a big policy update on the platform side – there shouldn't be anything that really goes down. It's just the way you push it needs to change because of other circumstances - like prices that are going up or because that angle that you're pushing it under has been burned.

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#### 4) Direct monetization or list building?

One of the reasons that me and my team are able to scale, has always been on trying to get more out of the traffic that we're sending. Nowadays we'll even send traffic, break even on the front end just so we'll have email and SMS lists to monetize on later. That's a really risky business model and you need a lot of cash flow and that's why we're winning it. A lot of other affiliates are still trying to dream about front-end money, and I'm not saying it can't happen...it's just harder.

#### 5) Advice for newbies?

Find 2-3 people in the industry that you believe in and follow what they're saying and doing. Mentorship doesn't have to come from an official mentor – it can be from anyone you come into contact with or even read about. Focus on the long term.

#### 6) Covid impact?

COVID-19 had a lot of my businesses change – we had to pivot my fitness studio to an online operation, get an app and set up new campaigns, flows and creatives. Other businesses had inventory problems and we faced issues with rising shipping prices, so definitely a challenging year but I do believe those changes, at the end of the day, showed that my teams, companies and I are here to stay, and that we know how to pivot when needed.



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

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

### 1) Self-intro

I am from Romania and I've been working in this space since 2011. I'm starting to feel old. I specialize in Facebook and google traffic and my main area is sweepstakes offers. People that want free stuff are easier to convert.

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

The major factor responsible for my success is the fact that I didn't quit. No matter how hard it was I just kept pushing forward.

YTD	\$74,714.50	\$1,236,847.50
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### 3) Offer verticals and traffic types that are hot/not?

The offers that are hot are the offers that help users find solutions to their problems. I see a big increase for WH lead gen offers such as auto and health insurance, and loans and debt refinance. As for declining verticals, I saw a big drop in mobile content offers and in the crypto space because of Facebook bans.

### 4) Direct monetization or list building?

I am doing both. Both ways have pros and cons.

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## 5) Advice for newbies?

Never give up.

## 6) Covid impact?

I would say yes. The operational profit dropped by 50% because of covid. Our approach was to scale up the volumes so we could compensate for the losses.

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## Colin Dijs ('deberoo' on STM), CEO of Deberoo Suite

Link: [Deberoo.com](https://deberoo.com), [Colin's STM Profile](#)

### 1) Self-intro

I'm 28 years old, from Amsterdam, the Netherlands and have been in the industry for about 3 years. Most famous for my YouTube channel where I teach affiliate marketing for free through Facebook Ads, Push Ads and Native Ads. I've recently combined all my softwares into one platform called the Deberoo Suite, which offers all your affiliate marketing softwares like Tracker, Landing Page Builder etc.

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

The ability to adapt to change. The market is changing so fast and a lot of companies that have been doing amazing for years are now struggling. The pandemic has overthrown entire business enterprises. I believe a combination of awareness in the market (e.g. networking on STM) and being open to change can bring you a lot by itself.

### 3) Offer verticals and traffic types that are hot/not?

Crypto has been very hot lately as everybody needs more money due to the pandemic. Nutra, my personal favourite, has been very hot as in many geos everybody is on lock down at home, with gyms being closed.

I see sweepstakes - both SOI and CC - take a hit at the beginning of the pandemic due to lower purchase of leads on the end side of the funnel. However, lately it seems like business as usual. In general performance marketing didn't slow down from what it appears to have been "before".

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#### 4) Direct monetization or list building?

Only direct monetisation. There's something to say for both business methods, but I like the simplicity of going direct.

#### 5) Advice for newbies?

Be patient, things are not going to happen overnight. Treat this as a real business and not just as a hobby or "trying something", or you will fail. Business requires money to make money, especially in PPC performance marketing. You're all in or out.

#### 6) Covid impact?

It has not. Things have been the same for us and in some fields even better than before.



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## Ian Fernando ('ianinternet' on STM), Nomadic Marketer

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

### 1) Self-intro

Currently residing in Puerto Rico, prepping to move to Colombia in a few weeks as I write this. Currently in the industry more than 15 years, mainly media buyer as an affiliate. Most of my traffic in the past 2 years has been arbitrage traffic sources such as push and pops. I have advertised on multiple platforms and always expanding and testing new sources as they come out.

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

During the pandemic, it was hard to really focus. I was figuring things out about myself and the business. Luckily I have friends to openly discuss these problems with, and I adjusted accordingly. I want to create more meaningful sources of income. This year is to go back to my past and create and promote things that I enjoy, as those were the first set of things that made me the most and have brought me into the industry.

### 3) Offer verticals and traffic types that are hot/not?

Always evergreen niches, they never get old. Games, Apps, Streaming services I believe risen up, as well as nutra, self healing, exercises, etc. Everyone wants to be safe and stay healthy during the pandemic. Travel definitely has drowned but are in the process of coming back up as things start to loosen up.



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#### 4) Direct monetization or list building?

I build lists now as it is far beneficial as an affiliate to own the data and use it later on. Creating your own traffic source is important but is a new skill to learn over time.

#### 5) Advice for newbies?

Create a meaningful website and collect data. It is the most important part of being an online marketer and teaches you a lot of new perspective on things. You can easily take this new skill and apply it to eCommerce or your own digital products later on.

#### 6) Covid impact?

Not necessarily mentally maybe but the business is a bit slow. I just have to adjust and as affiliates we are the best at adjusting to the scenarios of pandemics, especially a Facebook ban pandemic.



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

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

### 1) Self-intro

Hey Erik here, I'm an affiliate marketer, born in Slovakia, running campaigns "nonstop" since 2014. I have experience in all kind of verticals and traffic sources, but my go to vertical is sweepstakes and my go to traffic types are push and pops.

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

When I zoom out, from a year to year perspective, it's all about persistence. You just keep going and pushing until you can squeeze some profits that are worth the energy you put into it.

My focus besides running campaigns is building and acquiring more assets that bring in "passive income".

### 3) Offer verticals and traffic types that are hot/not?

The evergreens are always hot (dating, sweepstakes) and with the current crypto market situation I believe this year will be very generous to crypto/finance related offers.

E-commerce is also alive as ever as people are in lock downs and they have no other options for shopping other than online (in many countries).

Not sure about the declines, I would say travel got hit big time, but once all of this is over it will see a huge spike like never before.



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#### 4) Direct monetization or list building?

Direct monetization and collecting push subscribers on rev-share basis.

#### 5) Advice for newbies?

It's harder than it was a year ago, but easier than it will be a year after. So start now!

#### 6) Covid impact?

Luckily no, in our online space it had quite an opposite effect I would say. Thank God and Buddha.



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## Cham Ho ('sushiparlour' on STM), Affiliate

Links: [SushiParlour.com](https://sushiparlour.com), [Cham's STM Profile](#)

### 1) Self-intro

Hey this is Cham, I go by the username 'sushiparlour' (aka sushi) online so that is what most people know me by in the online space.

I am based in Asia and have been working on online side hustles since 2015 so have tried most of the "make money online" methods such as: SEO Niche-sites, Amazon FBA, and Dropshipping.

Like many others I started my affiliate journey testing pop + sweeps but had mixed results (this was 5 years ago) and finally got my big break in affiliate marketing when I came up with a method to make consistent income monetising push traffic which I decided to share on various channels including STM and on my blog here:

<https://sushiparlour.com/2019/11/14/how-i-built-a-push-list-that-makes-me-xxx-day-as-a-small-time-affiliate-%f0%9f%92%b5/>.

As for focus, I have historically been strongest in push and sweeps but have made a push in 2020 to diversify. So as a result we now operate in most major verticals but for traffic we are still mostly focused on push (with some adult display and pop).

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

As mentioned above, in the past year our biggest success was figuring out how to monetize our campaigns with push monetization services like monetizer (at one point we were the top push publisher on monetizer). From this, I learnt that spying/copying others can only get you so far and that you do need to find ways to improve upon existing methods or just do things differently. As like any business you need to figure out what your comparative advantages are and build out your "moat".

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In addition, I have built up a team now (hence the "we" references) and this has been crucial to not getting burned out and able to build consistent (and diversified) results.

I've written about my year ahead plans on my blog but to highlight my main ones are:

### #1 - Managing our own push list

My view is that push will become increasingly like email. So we need to send relevant and higher quality content instead of spam. Best way to achieve this is to manage your push list yourselves, since you have the most information about your own push subscribers.

### #2 - Building Infrastructure and Team

I am big on systems and believe that it is important to build systems and processes around any business. We have been working on this in 2020 already, but intend to push it further by building more in house software and hiring people.

We, like most affiliates, found it painful in the short run as managing a team is not our forte. But eventually you start to see the benefits when a small team (combined with automation) can manage way more campaigns than you ever could.

In addition, it is forcing us to rethink our campaign creation process so it is repeatable and (hopefully) consistent.

### 3) Offer verticals and traffic types that are hot/not?

#### Verticals:

Pretty much the migration to online in 2020 due to covid has helped most verticals. In particular, anything that is suited for the current pandemic situation did well, such as



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weight loss (because people are gaining weight from sitting around), casino because people are bored at home, etc.

However, at the start of 2020 E-commerce offers did take a hit when offer owners couldn't restock inventory due to border controls, and sweeps cap were significantly reduced when advertisers were uncertain on outlook. But since then, most things have come back to 100 percent or more.

### Traffic Sources:

Since we don't run on everything I'll just comment on the areas I've touched upon in the past year:

**Facebook** (don't like but needed to make big \$\$) - maintaining and getting accounts are a pain. Expecting more scrutiny and issues in 2021, as regulators are still trying to figure out how to regulate social media (if it is even possible) as well as issues with iOS. Honestly though, to make big \$\$\$ you need to do this or Google. Nonetheless, I'm personally avoiding this for now as it seems everyone is just dog piling in here (even the beginner e-commerce store guys).

**Pop Traffic** (don't like) - Probably the cockroach of online advertising. Seems to never die but we have seen a drop in quality and volume. Seems to be slightly phased out by interstitial, but I'm not counting on it ever totally going away.

**Adult Display** (like) - Well and booming. Pretty sure more people are fapping more given the current situation. As you'd expect lots of placement/widget you need to blacklist. And from our experience some of the best spots are already taken via private deals with large affiliates.

**Native** (like) - In our opinion there is Taboola/Outbrain and everyone else. Quality varies a lot based upon who you work with. Things are also getting much stricter from a compliance point of view. But expect this to continue to do well.

**In Page Push** (like) - In my opinion, this is not like classic push even if traffic sources try to lump it together. Works more like interstitial. Surprisingly results can be okay if you

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expect quality to be somewhere between classic push and pop (and of course bid accordingly).

**Classic Push** (like) - Our bread and butter and no intention to expect this to change. But as I said, expect this to be more like email over time. Probably expect to see some negative headwinds in 2021 given that it was one of the “hot” traffic sources in 2019/2020.

#### 4) Direct monetization or list building?

Personally I think it is difficult to make money using paid traffic if you are only doing direct monetization nowadays when all your competitors are doing both direct monetization and list building (unless you have an exclusive offer or a killer funnel). That is why we are trying to stay a step ahead and also manage our lists more effectively than others.

#### 5) Advice for newbies?

Having been training new media buyers recently I've noticed most beginners fall prey to a few of these common issues:

1. Shiny Object Syndrome - This is especially true for those that are avid followers on forums where new ideas crop up all the time. There are many ways to make money, you need to pick one and stick with it.
2. Copying and Pasting Without Thinking - Spy tools have made it too easy to copy others, and as a result people aren't putting as much thought into their campaigns. Sometimes the “most viewed” campaigns in spy tools are not the real money makers, they are just for gathering data or there is something in the backend you can't easily see.
3. Get Rich Quick Mentality - Newbies will read a success story and expect that to be them. Truth is, for everyone 1 success there are at least 9 other failures out there if

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not more, just that people don't usually post about them. Like any job, being an affiliate takes hard work just that money can come in very quickly when things go well. For reference I don't expect any of my media buyers to make any profit until at least 3 months later.

Lastly all of the information you need to succeed are actually hidden in forums such as STM. The rest is really up to you to put in the time and effort to figure out. If you need some inspiration just look at the follow-along thread started by 'jaybot', which I think showcases the ups and downs of affiliate marketing and how perseverance eventually gets you there (you can read it here:

<https://stmforum.com/forum/showthread.php?45136-the-most-boring-fa-thread-you-will-ever-read-guaranteed>).

## 6) Covid impact?

Overall, covid has not directly impacted our business too much, but it has caused some disruption to advertiser budgets and certain offers. Though honestly this happens even without covid (just the normal affiliate life).

There is one positive for us, which is that hiring has been easier. There have been a greater number of quality candidates to choose from at competitive rates.

Nonetheless, I think our focus for the year has been to remain agile and flexible in order to avoid any covid related issues and also to be able to capture any opportunities that arise as well.



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## IAmAttila ('iAmAttila' on STM), Affiliate Marketer

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

### 1) Self-intro

I have been an affiliate marketing since 2008 full time. First started with SEO but in 2012 switched to Paid Ads and never looked back. I specialize in lead generation in finance and other evergreen verticals as well as branded offers on push, facebook and google.

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

The right relationships are most def the biggest factor in success for me. I know a lot of people, so it's really easy to get on the newest opportunities quickly before everyone else and their mom hears about it. My focus will be ecom & lead generation because they work well, and I don't see demand for these verticals slowing... ever.

### 3) Offer verticals and traffic types that are hot/not?

Pin Submits have declined big time. Also Sweeps. There's just not that many processing opportunities available like before on carrier billing and credit cards. New policies by the major credit card companies really limited rebills and trials so there's way less offers and cap to go around.

Lead generation and ecom are hot and always will be. Now, more than ever people need leads for their business. People want to make money, so driving leads to investment opportunities is huge. The guys at Supremedia are the forefront of creating amazing offers for affiliates in that space. Ecommerce, especially quality products that are branded will continue to do well for those who are willing to invest the time and energy to set them up.

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#### 4) Direct monetization or list building?

I do both.

#### 5) Advice for newbies?

Before starting, collect at least \$2000. Then before you dive in, read my book from Zero to Super Affiliate and learn the basics. Talk to people on STM, get all of your questions answered. Develop skills.

Affiliate Marketing requires a lot of skills from many different areas. It is a great idea to prepare. If you want to make it in affiliate marketing, be prepared to lose your initial money. Think of it as an investment in learning.

After you've identified the skill you enjoy doing the most, consider creating a freelance business around it. This will get you guaranteed funds coming in that you can re-invest back into your affiliate marketing.

#### 6) Covid impact?

Yea when Covid-19 panic started, two of our agency clients cancelled their regular monthly services on the SAME DAY. I had to scramble and figure out what to do with the employees that were hired for these clients specifically. Sadly we had to let some go because we didn't have work for them. Covid-19 created panic and fear at first, and as time went on people started to realize it wasn't as dangerous as a Zombie apocalypse.



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

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

### 1) Self-intro

I have been running White Hat verticals such as Auto Insurance for the whole year 2020. Generated over \$2.4 million in revenue together with a team.

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

The main factor was a team - everybody did their own part. It's impossible to run FB traffic on a big scale w/o a team. I am going to focus on building my own agency and helping different businesses to scale their sales. I have already created a lead nurturing system that helps to generate, nurture and deliver 'ready to buy' leads for advertisers. Currently testing with a few verticals. The main goal is to sign on as many advertisers as possible, scale a team with buyers, salesmen, etc.

### 3) Offer verticals and traffic types that are hot/not?

Hot: WH verticals such as auto insurance, health insurance. Also, I think e-commerce is a huge ocean.

### 4) Direct monetization or list building?

I was focused only direct monetization.



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### 5) Advice for newbies?

Do not dive into highly competitive niches. Please refer to my article on STM:

<https://stmforum.com/forum/showthread.php?49625-Facebook-Ads-What-Vertical-to-Choose-in-2021>

### 6) Covid impact?

No, not at all.



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## 'jaybot' on STM, Affiliate

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

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

### 1) Self-intro

I'm from the USA originally. I spent a good 1/3 of my life in Eastern Europe and Japan for completely unrelated reasons. I'm back in the USA now.

I've 'officially' been doing affiliate marketing for about 2 years now. I started out having no clue and randomly sending people to Click Bank offers from Bing search ads and Facebook Ads, but then eventually found STM and learned that CPA networks and Pops are awesome. Since I mainly run Pops and Push, I love sweeps as it appeals to everyone and their dog. I also love SOI, since it's cheaper, easier, and faster to test. But I'll run any vertical if it makes money. Casino and AV offers are good fun on Push.

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

Luck, to be honest. I have no fucking clue what the hell I'm doing most of the time. But I've found that if you continue to do something long enough and don't die, you will eventually get better at it, even if you have no conscious idea of how you are doing it.

Ok, ok...I guess constantly testing new offers and verticals and traffic sources and CPA networks definitely helps. I somehow got an extra \$20k in revenue last month mostly from joining a new network and trying a bunch of different offers.

Focus for this year will be to spend more and earn more. Or maybe just earn more, that would be nice, right?

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Something that long-term affiliates definitely learn to do: Adapt and try new things. What if Pops actually does die? (It won't.) Or Chrome finally turns off push? (They won't.) Still. It's always good to have more tricks up your sleeve.

That being said, I expect to branch out into several new verticals and traffic types over the next year, and hopefully make more money.

### 3) Offer verticals and traffic types that are hot/not?

Sweeps will always be hot. Broad appeal sweeps will never get old. Everyone wants a free iPhone. Even me.

Nutra will always be hot because...Humans. But only on good traffic sources like Native or PPC where you can figure out how to run it well.

Streaming offers were hot at the beginning of the pandemic, now they suck. Also... now that every media company in the world wants you to pay them \$5-10 a month to use their shitty version of Netflix Disney+ RainbowTurkey Hulu Vudu whatever, tons of people are simply going back to filesharing and torrents. And you know what sorts of ads run on file sharing and torrenting sites?

Pops. Which are dead.

But while you're on that Jolly Roger site, downloading the latest Hollywood blockbuster for free, how about a chance for a free iPhone too?

Ooh, you went to that naughty site and downloaded stuff? I hope you didn't download any nasty viruses! Oh, a push notification saying you should renew your Antivirus? What great timing!

### 4) Direct monetization or list building?

I'm pretty sure the majority of my profits actually comes from collecting push subscribers. This is mostly because I test far more than I should. You can break

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even or even have a slight loss on your normal camps and still make money on push subs. When my normal camps do well, it's icing on the cake.

Or.

I can look at it as push subscription revenue covers all of my testing costs (and a bit on the side), until I find offers that do well.

Email lists and retargeting and all that jazz is amazing ROI, but requires actual work. Maybe someday when I have something of value to add to the world.

### 5) Advice for newbies?

Affiliate marketing is kinda hard. If it were easy, everyone would be doing it. This is also true of ice fishing. But ice fishing typically will not give you a great, scalable income.

You do not need to be uber smart or super-techy or anything special to succeed. Everyone has their talents and skills which they can apply to their affiliate workflow in their own unique way. You will fuck up a lot. Learn to learn from your mistakes and keep going.

### 6) Covid impact?

Thankfully no. I think the biggest impact it has had, is not being able to work in random public places which I used to do. Coffee shops, restaurants, bars, strip clubs, etc. not fully working because of the lock downs. Other than that? Luckily, not much.



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

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

### 1) Self-intro

After years in the affiliate marketing industry, Kinan became one of the creators of SHINEz - a content distribution platform that works directly with big brands and makes it simple and super profitable for media buyers/influencers to promote viral content.

We specialise on pretty much all tier 1 Social and Native Traffic sources!

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

Networking and learning for everyone, all the time.

This year it was mostly from listening to online talks.

I think my main thing is getting info from other verticals and try to apply it on our business in one way or another - sometimes it doesn't work but on some cases, it makes a huge difference.

I will keep up my habit of putting in 30 min every week to watch lectures, not only on the go – but really focus and make time for it.

### 3) Offer verticals and traffic types that are hot/not?

From what I know, leadgen just keeps expanding every year.

Ecom is here to stay, and even dropshipping (when done right).

Facebook keeps evolving, becoming harder for newbies I guess,

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Feels like Push is declining both from affiliate abuse and bad traffic from the networks.

#### 4) Direct monetization or list building?

Well, we sent users to our sites so "direct monetization" is a bit different there.

We do keep building our own push for few years (we find it much better quality from traffic sources who sell push for us).

#### 5) Advice for newbies?

Read and ask questions, a lot - with that said, learn how to Google.

Invest time (and money) in good forums like [STM](#) where you can get 1 on 1 help and advice.

#### 6) Covid impact?

Well, the year has acted strange - overall we had some bad months but also some way above average good months.

We've tried to focus, by sitting tight during "bad" times and investing in projects we never had time to do before.

Of course we preferred the good times which helped us break some records.

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## Zuzana Kasinski, Business Developer, Affiliate

### 1) Self-intro

Born in Czechoslovakia, I've been in the adult industry for 15 years. Started as a model, affiliate manager, affiliate - and I developed my own membership website back in the days when it was all the rage still.

I specialize in Adult in general.

I traveled all around the world. I've attended every major affiliate conference over the past 10 years (at least I used to before the apocalypse).

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

CM systems. Patreon, Onlyfans, etc. Not as an influencer, but my focus is going in that direction.

There is a huge potential for affiliates too.

### 3) Offer verticals and traffic types that are hot/not?

I kind of answered that already in the previous question. Influencers content, OF, SC premium, etc.

Hot Traffic types - the ones you can get through me! What worked really well for me was buying social directly from the influencers. It can get costly, but well worth it if well optimized and executed at the right time. With the right offer on the other side of course.

E-Commerce and Financial Offers are killing it too btw. Again, when they're done the right way.

Declining Verticals ... um, booking.com?

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Just kidding, membership dating websites as we knew them are going bye-bye.

#### 4) Direct monetization or list building?

I do build my own lists. It is becoming rather challenging to retarget them for me lately though. Especially on email.

#### 5) Advice for newbies?

Focus on the field/verticals you have a natural interest in.

The more knowledge you have, the better you eventually get at what you do.

See it as a long-term thing. If you're looking for quick-money don't bother, you're too late for that party.

#### 6) Covid impact?

Of course it did. Conferences were canceled. Everything happens online now. Many verticals are slowly dying, others are thriving. I had to adapt and start testing other ad formats & traffic channels.

In some cases even reconsider the whole business model.

In the end I'm still here, still in adult, but my revenue is coming from different places now.



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

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

### 1) Self-intro

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

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

The major factor in my success in the past year was collaborating with other people, I did 3 JVs in the year and all of them were super successful. Also thinking out of the box. Picking niches and verticals others don't even think about and building new systems.

### 3) Offer verticals and traffic types that are hot/not?

Travel was the worst affected vertical. We had flight delay campaigns running which we had to stop all together. Also because of lockdowns there is a massive competition in the insurance and finance niche as well. Big players are spending most of their budget in online advertising and because of lockdowns buyer caps are affected so for affiliates this vertical is seeing a slow decline and is not as profitable as it used to be.



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#### 4) Direct monetization or list building?

My biggest focus in the last two years is to build my own userbase. Instead of direct monetization I prefer to work directly with the buyers and build my own brands / work directly with advertisers.

#### 5) Advice for newbies?

Be very picky when it comes to choosing offers. Pay special attention to the competition and try to start with offers and niches which are less competitive or choose geos where there are not many competitors.

#### 6) Covid impact?

Covid affected some of my top performing campaigns. In early months when lockdowns were first announced, our Insurance buyers stopped buying leads. Travel campaigns were also stopped. However I adapted to the new trends and found new opportunities within the pandemic. So overall I must say this past year has been my most profitable year so far.



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

Website: [Tim's STM Profile](#)

### 1) Self-intro

Doing affiliate marketing for about 10 years now, Facebook advertising to lead generation mostly!

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

Test a lot. Next year test helluva lot more!

### 3) Offer verticals and traffic types that are hot/not?

Kinda the same as last year - e-comm, sweeps, crypto and nutra. In addition, all-time winners casino and adult.

### 4) Direct monetization or list building?

Nah - I prefer to stick to the basics.

### 5) Advice for newbies?

Find local CPL offers that are not raped by networks/affiliates (if you're planning to do Facebook advertising). Less competition and less chance of getting banned.



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## 6) Covid impact?

Yeah – there was a great boost in traffic! ROI kinda stayed the same. Of course big companies had to scrub their FB budgets due covid, but a lot of others saw opportunities and increased their FB media budgets. Things balanced out I would say.

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

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

### 1) Self-intro

I am Mitesh from India. I've been in this industry for 14+ years. I took a break for a few years to explore SEO/SMM, and tried my hand again at Affiliate Marketing around 8 years back.

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

This year I will be scaling my own whitehat funnel.

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

Last year was very tough for few months. Patience has been the most important factor last year. I will also be focused on doing more networking and hard work this year.

### 3) Offer verticals and traffic types that are hot/not?

I still think Facebook and Google are doing pretty good. Like I mentioned last year, ad compliance is getting more strict. The same applies in this year as well.

Push, Native, SMS/e-mail are working out good for lots of people.

For offers, sweepstake, lead-gen, nutra, ecomm.

Ecomm grew way more faster than I thought due to covid. Still lots of room for ecomm to grow.

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#### 4) Direct monetization or list building?

For my own white hat funnel, we are using both email list as well as retargeting audiences. The more we spend, the more data we collect, the better our funnel LTV becomes.

#### 5) Advice for newbies?

Start with lower payout offers in leadgen or sweepstakes and focus and run just one geo on one traffic source. Keep learning the basics of affiliate marketing and then spread out to different geos and vertical. It's better to focus on one niche/vertical/geo and then start scaling once you have everything fine tuned.

#### 6) Covid impact?

Covid was one of the worst periods for business. From March to June 2020, almost everything was paused. After July 2020 things were different than 4 months back. Had to focus on Google and white hat funnel and keep building everything from scratch. You need a lot of patience apart from hard work and knowledge to keep going during these difficult times.



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## Oksana Reutova ('greenmint' on STM), Full Stack Media Buyer and Veteran Affiliate

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

### 1) Self-intro

Ukrainian living in Barcelona. Been in online marketing for over 10 years, 6 of which working for myself. Expert in the dating vertical, working with all possible (and not possible) traffic sources.

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

Key to a successful year of performance marketing is a healthy mix of several channels and distribution methods. I may sound boring but I can't help but repeat: Diversify & delegate.

You can take it as a joke, but (and there's a grain of joke in every joke) my way of interviewing candidates for hire is to ask him three questions in the same sentence. If he answers all three, hire without hesitation, you will teach him the rest. Truth is 80% will answer the easiest one, 99% - two out of three.

We need to be flexible and adaptable to any situation. Then the crisis will not be a problem, but a task, a way to our strength and be realized in a new format.

My focus for this year will be the same as last year: To grow the team, to delegate and automate as much as possible and keep building my own products while doing media buying as usual.



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### 3) Offer verticals and traffic types that are hot/not?

The niches that have allowed people to interact with each other and consume products remotely will continue to develop and grow:

**Dating** - I don't need to explain anything here. Being confined for weeks makes it even easier to convince yourself there are plenty of pretty/handsome singles just around the corner that are willing to date.

**Nutra** - People still want to lose weight quickly, get rid of all problems in 2 days, be young even at 80 y.o., and grow +5 cm you know where.

**Ecom** - The market will continue to get cleaned and regulated, especially in developing countries. More and more marketers turn in white-hat products in order to keep profiting. Facebook blackout pushed media buyers away from it to alternative platforms and channels. Shopify integrations with TikTok, Snapchat, and Pinterest have also made those platforms even more attractive for e-commerce marketers. I predict these social media platforms will become exponentially saturated with sponsored content.

**Online-education** - Shifting nature of 2020 made people digitalize, to acquire new specialty to be competitive in the labor market.

Remote employment gains extra points and even in affiliate marketing I forecast tangible increase of newcomers. In 2020, amid the coronavirus, a lot of people decided to try their hand at performance marketing. The great excitement is caused by courses and training materials for starting a career in this area.

**What else** - After Whatsapp alerted users to a change in its terms they saw massive exodus to Telegram which put Telegram in second place after messengers' popularity in the US. Especially with their plans to introduce an ad platform that is user-friendly and respects privacy, Telegram may be the thing to look at.

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#### 4) Direct monetization or list building?

I use all possible channels to get additional revenue from every acquired user. Been working with retargeting audiences for years, started collecting push base in 2018 and working with email lists since 2019. Push has gone down due to saturation but email lists I believe will never go off the radar as people will always be using email for communication.

#### 5) Advice for newbies?

Don't listen to losers. There will always be people who say that you will not succeed and should not even start, don't let them into your mind. Find communities with like-minded people to support you.

In 2020 I appreciated the importance of the community more than ever. Sharing with the world is much cooler, more promising and more productive than trying to squeeze out every last buck. Despite the quarantines and bans, we must communicate, meet and share experiences. This is very important in our niche.

#### 6) Covid impact?

2020 has changed both the way goods and services are consumed and the priorities of users. 2021 will see the stabilization of the market and the situation with the pandemic after the turbulent 2020. In this regard, the deferred demand will lead to a sharp increase in consumer costs and entail excitement and competition for the attention of users.

In 2020, a large number of people from the category of hesitant shoppers, older people and users with established offline shopping habits from developed countries became active users and spent money online. In 2021, this number will only grow, the number of online services and the areas that offer them will also grow. More and more businesses will open or prioritize online channels.



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Covid impacted on my business in such a way that I began to get more traffic of lower quality. People would spend much more time online but would have less money for purchases. So I had to be much more selective than before. At the end I achieved the balance and could grow my volumes compared to 2019.



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

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

### 1) Self-intro

I'm 40 years old and from good old Germany.

My affiliate career started in 2005. Since January 2009 I've been a fulltime affiliate making my living from pushing affiliate offers.

Of course I also have offer verticals that I like better than others, but in the end I am pretty flexible and test lots of different stuff.

My traffic hasn't changed much since last year - still running pops and push.

I've been running even more pop traffic again since the beginning of last year.

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

I always search for new opportunities - sometimes I find real gems.

Funnily enough I found offers last year that converted very well when direct linked on pop traffic, although we all know that direct linking on pops has been dead for a few years already.

I will try to push these offers this year as well, together with some proven verticals like casino, CPI/software. I also started to test some dating offers recently.

In the end I try to diversify my campaigns a bit so that I have many more options on what I can run.

In terms of traffic I guess I will still stick with pops and push, as long as it continues to work there's no need for me to switch to other traffic types.

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### 3) Offer verticals and traffic types that are hot/not?

Good question, Crypto had a comeback and is doing strong.

Dating and sweeps are evergreens anyway.

For me personally it's interesting to see what happens in the CPI field because many offers there are "Flash Player Updates" and Flash Player is not supported anymore so maybe this is a chance for some new offers.

Mobile offers have also made a comeback, at least for me.

This is good because now I have many offers available that accept traffic from even the most exotic geos.

I can't say much about verticals or traffic types that have declined because for me nothing really changed so I am not really affected by any declines.

My business is just running as usual and instead of declines I rather see more and more new opportunities for me to explore.

### 4) Direct monetization or list building?

100% direct monetization.

Maybe not the smartest move but who knows if that will also change this year.

### 5) Advice for newbies?

Stop dreaming about fast and easy money.

Affiliate marketing is no rocket science and you don't have to be a genius to succeed but it's no place for the lazy ones.



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Try to understand how everything is connected, how everything plays together.

Understand the system, put enough time, money, energy and sweat into your journey and chances are good that you will succeed.

## 6) Covid impact?

Not at all, exactly the same as before.

When the whole covid thing started beginning of last year I tried to come up with good relevant angles and to use them for campaigns.

In the end I only ran some halfhearted tests and went back to normal then.

So covid has had no impact on my business or my campaigns.

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

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

### 1) Self-intro

My name is Servando and I live in Mexico.

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

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

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

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

If I had to choose just 1 major factor I'd say opportunity. Last year was different for me as it was for pretty much everybody else around the world. Shit hits the fan and you need to adapt.

In my case, we noticed a negative trend in some of the things we were doing and tried to capitalize on things that would give us better and more stable returns after the pandemic ends.

This year, we'll keep our focus on growing stable digital assets we can sell, and focus on WH stuff to be able to scale and run on the biggest traffic sources.

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### 3) Offer verticals and traffic types that are hot/not?

In terms of offers or verticals, I noticed a clear trend in anything related to entertainment going up. Streaming, gambling, games, crypto, ecomm, etc. definitely went up as people didn't have much to do while being locked down at home.

Other verticals such as dating, travel, or anything outdoors related had a negative impact for the same reason.

Another vertical I noticed got more volume was finance, but at the end of the day I'm curious to know how the quality was backing out for some verticals.

A huge mass of new users is always great to see, but because of the crisis this pandemic triggered, it also meant users had less money to spend on things that weren't important.

As for traffic sources, I noticed a clear trend where push notifications (classic subscription flow) have lower CRs and quality, and some networks even closed their doors after working with push exclusively for the last 2-3 years.

This was always expected to happen as push subscribers keep receiving similar offers every day and it's hard to keep up with the gathering of new users every day. That and also it seems like the browsers aren't too happy about it so 2021 might be a hard year for push traffic.

However, new ad formats such as InPage push are starting to gain traction and interstitials are coming back again (it's a cycle I see repeat every 2-3 years).

In terms of social traffic, Tiktok is in full swing mode and you can see the videos replicated literally everywhere (YT, Twitter, FB, etc.) It's a huge trend and you can see how UGC or influencer style ads in the form of short videos are getting a lot of traction not just for eComm products but for everything you can imagine.

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#### 4) Direct monetization or list building?

I focus on both monetizing directly but also do lead generation via email and nurturing and retargeting audiences in some traffic sources to increase the ROI and LTV of a visitor.

The more competition this market has, the more you'll need to do to squeeze that money and build an asset. I definitely recommend it.

I used to gather push subscribers but not so much lately anymore unless we're running traditional CPA offers on PPV, push, etc.

#### 5) Advice for newbies?

Avoid the shiny object syndrome. Really.

If you stick with 1 thing for the next 2-3 months and learn everything around it, then spend 3 months more putting everything into practice you'll be ahead of 90% of the competition.

You need to understand that there are hundreds of ways to make money online, and most of them are scalable if you focus your efforts and keep learning. Jumping from one traffic source to another, one vertical to another, or a whole business model to another 3 months later is a recipe for failure.

#### 6) Covid impact?

I think it kind of impacted everybody around the world, directly or indirectly, negatively or positively.

As mentioned in my first answer, we tried to leverage the verticals we noticed were doing better and adapted. Also, CPMs in many ad networks went down along with traffic, which I noticed as a webmaster and that meant also cheaper traffic available to buy and promote offers.



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We also decided to double down on some investments and digital assets and learned a few others that we didn't really care to explore prior to COVID. Some of them were good, some of them bad, but we learned new things.

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## Christina Szekeres ('fbqueen' on STM), Super-Affiliate and Facebook Ads Expert

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

### 1) Self-intro

Born and raised in Hungary, based in OC, California.

I started affiliate marketing in 2006.

I am a Facebook Ads expert and super-affiliate focusing on ecom offers.

I consult 7-8 figure entrepreneurs where having an active Facebook account can make the difference between \$10,000 - \$30,000 a DAY.

I utilize my direct relationship with Facebook to help my clients overcome their ad account issues. I connect my clients with no-spend-limit ad accounts and an official Tier 1 Facebook Policy rep to analyze their ads and landers, making sure every single element in their funnel is compliant.

Official TikTok Agency Partner.

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

My ability to shift with the industry.

Facebook Account bans have been a MAJOR setback for most marketers in 2020.

I found a way to combat ad account bans and this has allowed me to stay afloat with my campaigns. My direct relationship with Facebook has allowed me to learn all about ad compliance and whitehat marketing tactics.

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My focus for 2021 is to help affiliate marketers, ecommerce entrepreneurs, dropshippers, consultants and coaches understand Facebook better.

With the help of my direct connections at Facebook we diagnose exactly why your ad account was disabled and help you frame out a plan to move forward.

I am your go-to person when Facebook stops replying.

### 3) Offer verticals and traffic types that are hot/not?

Facebook has been a struggle for many but when you have connections it's not that bad! So it's still the #1 ad platform in my opinion.

TikTok is definitely a new traffic source that's worth exploring. Ecom offers with at least \$50 margin on them.

### 4) Direct monetization or list building?

I put a lot of emphasis on building assets.

Email lists, audiences (stored in a dedicated BM).

### 5) Advice for newbies?

Start with a proven CPA Network that's been around for a couple of years and has a track-record of clean reputation. One good indicator is if they've been exhibiting at AWE or ASW conferences.

In case you're limited on budget pick a low payout offer. It takes a lot of testing to crack a \$50 payout offer vs. a \$2 payout offer. You need to spend money to collect data in order to be able to make data driven decisions. So the lower the payout is the faster you can collect data and sooner you'll start making a profit with your campaign.



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Focus on whitehat only. (No, clickbank diet offers aren't considered whitehat, don't try to sugarcoat it...)

Don't get emotionally attached to your ad account, FB page, or any other assets. Expect them to come and go.

Always have backup Facebook Accounts!

Pick 1 vertical, 1 traffic source and master it! Don't hop around too much. FOCUS.

If you're limited on budget and have a winning campaign, collaborate with an established affiliate who can fund your campaigns on a profit-share basis. (My team and I are constantly looking for opportunities to fund winning campaigns and help scale new affiliates fast!)

## 6) Covid impact?

Yes, I had the best year in my whole affiliate marketing career.

Why?

Because I wasn't distracted by traveling, friends or activities. I was stuck at home which has allowed me to focus on my business 24/7.

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## 'telesto' on STM, Affiliate

Links: [Passive.Ventures](#), [telesto's STM Profile](#)

### 1)Self-intro

My name is Leon and I'm a 24 year old affiliate and media buyer agency owner from Amsterdam. My colleagues and I have been doing affiliate marketing for a little over 3 years now. I actually used to find cool people to learn from in this very guide when I started out, and now I have the privilege to write in it myself.

I started off with Facebook advertising at an agency myself, where we serviced large brands and did boring non-performance campaigns. After 6 months of this monotonous work I saw enough and was done with boring video-view campaigns with no real end-conversion in mind. I yearned for more performance-driven campaigns and by then I had the skills to run conversion campaigns myself so I figured I would make it work with my own campaigns. That was when I stumbled across affiliate marketing and started running some test campaigns with a friend.

Since then a lot has happened. The first month I quit my job I did XX,XXX in profits on SOI Sweeps with FB traffic, making me focus full time on this vertical to make sure I mastered it. After a few months we doubled it and decided to hire a few freelance media buyers - best decision we ever made. Not only did we have to be in the trenches (building campaigns) less, we were able to scale far more than we could by ourselves. So don't be afraid to take this step, even if it's just to hire someone for 5 hours per week to limiting your downside.

Now after 3 years of mainly running FB campaigns for a number of verticals we are 15 people strong and aim to reinvest every penny of profits into growth and assets for the long-term. Meaning we build websites, tools and products that will bring cashflow even when Facebook is on its period and the sand castle crumbles. If you want to learn how we did it, visit our website: [passive.ventures](#) .

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

Building our own infrastructure. Meaning we have invested into creating our own network to gather rental accounts of real FB users that our network finds, and we have built our own processes for warming and running campaigns, and scaled this by hiring top talent in the field of advertising. If you build your business in such a way that you don't have to depend on account suppliers, that is a big step up. Aside from that we work with only a selected few advertisers, so we don't get lost in the jungle of offers and have mutually beneficial relationships with them to always be on the cutting edge.

## 3) Offer verticals and traffic types that are hot/not?

Tiktok ads will be huge this year. We were in on this more than a year ago and have seen a massive rise in competition lately. Still the CPMs are 2€ or less in most geos, so still plenty of room for more affiliates.

We've also seen a large decline in FB pubs, as the platform becomes smarter and smarter. Most people get their accounts banned even if their campaigns are totally white hat.

## 4) Direct monetization or list building?

We also build lists within our funnels where possible. By simply a/b testing whether or not an email optin of our own lowers profits we decide per campaign if it is worth it or not. Monetizing our email subscriber base is still something we need to focus on more, so if you're reading this and are an expert on mailing, feel free to reach out.

## 5) Advice for newbies?

Try to look for new developments in the field. To name a few: Social media bots (that comment in groups, under posts, etc to lead people to an LP you own), Tiktok

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ads, in-app landing pages (create your own app with a browser inside that shows your LP).

## 6) Covid impact?

Covid definitely led to FB tightening up. During March and April 2020 we had to lower volume in most cases due to unforeseen issues that had to be overcome. Another lesson to make sure you're prepared for the unforeseen.

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

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

### 1) Self-intro

I am a Digital Marketing Practitioner & international keynote speaker currently living the digital nomad lifestyle in Thailand. I am from India and Thailand is my second home where I spend most of my time meeting digital nomads. I am the founder of kickass internet marketing blog BloggersIdeas.com where I interviewed marketing legends like Neil Patel, Grant Cardone & Rand Fishkin.

During my more than 8 years long expertise in Digital Marketing, I've been a marketing consultant, trainer, speaker and author of "Inside A Hustler's Brain: In Pursuit of Financial Freedom" which has sold over 20,000 copies worldwide, & contributor of "International Best Selling Author of Growth Hacking Book 2". I have trained 10000+ digital marketing professionals to date and have been conducting digital marketing workshops across the globe. My traffic type is SEO and I am driving traffic to my niche sites via SEO only.

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

I would say my major factor in success was finding great business partners. I have 3 amazing business partners now and we are building an army of talented people. During covid19 I decided to take on business partners as handling everything alone was getting difficult and I was leaving a lot of money on the table. Two of my best friends have left their job and I asked them to join my business and things are going very well. In 2021 we're planning to take our niche sites to next level. I opened my digital marketing agency in 2020 and the goal is to scale it to 6 figures in yearly revenue in 2021.

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### 3) Offer verticals and traffic types that are hot/not?

According to my traffic source which is SEO, I am seeing a huge demand in the education vertical. I am promoting lots of education offers and courses on my blog which are making good money for me. I am promoting the top 2 education companies that are worth billions of dollars and I am loving it, because people trust their brand and I am ranking my blogs for their keywords.

### 4) Direct monetization or list building?

I am using direct monetization. I am directing organic visitors to my landing page, where they see the content and then take action. I do collect email lists from those landing pages but my major focus is to drive conversions.

### 5) Advice for newbies?

Focus on a single niche and master that, as 2021 will be again in lockdowns and this virus is not going anywhere soon, it will be with us for more time, so better learn one skill and master it. As many online courses are free these days, learn and apply the knowledge. Stop binge watching TV shows and start engaging in circles of entrepreneurs and highly positive people who can lift you up. The problem with newbies is they get attracted by dollars but don't see the hard work involved. Keep your head down and work like crazy. Nobody owes you shit and you better make your shit better.

### 6) Covid impact?

Covid did impact some portion of my business. I was into personal branding & speaking gigs, and due to the pandemic all these activities have gone down and I faced big losses here. But I grew my niche websites to 200% as I am into SEO and my business has grown there by 200%. I focus on my affiliate marketing game where I am driving

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traffic to my niche sites via SEO. I got 2 business partners and we made \$15k in 2 months with 1 keyword in the WordPress CMS niche.

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# INSIGHTS FROM ECOMMERCE EXPERTS

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

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

### 1) Self-intro

Born and raised in Israel, originally from Jerusalem, now living in Tel Aviv, I've been in the online marketing industry for over 12 years now, started out as a media buyer in an agency, grown my own ecom and lead-gen agency for 11 straight years running ecom from way before shopify was even an idea and have been into hard-core ecom since I started running my own products 2 years ago.

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

The biggest thing would have to be a combination of my stubbornness or the tendency to get obsessed with one campaign or project, and the fact that I already know how this industry could be either the most beautiful thing that happened to you or your worst nightmare. When the CPMs took a hit I knew how to adapt, make changes to the campaigns and allocate budgets to the better performing and scalable platforms, so to summarize – I would have to say that my experience has really helped me throughout this year.

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### 3) Product niches that are hot/not? Best geos?

I'm not really into trending products because my focus has always been either on really small-narrowed niches like products for certain ages for example OR just huge markets like the vitamins and supplements industry that really fits everyone.

Regarding GEOs – I can definitely say that people are way too obsessed with the US and I think and know that a lot of places in Europe have amazing potential if you can deal with the logistics.

### 4) What's new in customer acquisition and LTV maximization?

The biggest thing for me this year is getting our customer service and just fast response for new potential buyers as best and fast as possible. We did that through combining chatbots with learning UI and a good UI that got all of our social media and customer service channels into one place.

### 5) Advice for newbies?

My advise for newbies would be:

1. Avoid dropshipping – it's not as good as you think it is.
2. Focus on the long term – even though you're not going to make money in the beginning – learning, focusing on building something you're going to own is going to get you more money in the end and help you sleep better at night.
3. Find 2-3 people in the industry that you believe in and follow what they're saying and doing. Mentorship doesn't have to come from an official mentor – it can be from anyone you come into contact with or even read about.



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## 6) Covid impact?

COVID-19 caused a lot of my businesses to change – we had to pivot my fitness studio to an online operation, get an app and set up new campaigns, flows and creatives. Other businesses had inventory problems and we faced issues with rising shipping prices, so definitely a challenging year but I do believe those changes, at the end of the day, showed that my teams, companies and I are here to stay, and that we know how to pivot when needed.

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

Links: [Seller.Deals](#), [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) Success factors for last year? Focus for this year?

Last year was full of ups and downs for Ecom - a massive surge in demand for almost every product imaginable, but intense logistics difficulties and storage limits for Amazon sellers making it tough to stay in stock. You need to be able to ride the waves and pivot when necessary.

I'm still deciding my focus for the year with ecommerce, but currently I'm mostly focusing on High Ticket Dropshipping since I'm stuck outside Shenzhen. It's been a fun ride and I'm aiming to have 20,000 products online by the end of the year.

### 3) Product niches that are hot/not? Best geos?

I think the best way to answer this is with some Google resources most people don't know about and will remain relevant as the situation shifts throughout the year.



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1. [Shopping.thinkwithgoogle.com](https://shopping.thinkwithgoogle.com) - Amazing resource to find trending shopping focused searches on Google across most tier 1 geos. Neck Gaiters, Bidets, Patio Heaters, and Craft Molds are surging 200-300%.
2. [https://marketfinder.thinkwithgoogle.com/intl/en\\_us/](https://marketfinder.thinkwithgoogle.com/intl/en_us/) - Google market finder analyzes your website or product niche and creates recommendations for other countries to sell to based on search volumes, CPCs, household income, ease of doing business, and more.
3. "Best Sellers" report in Google Merchant Center - allows you to search by category to see demand and trends, you can search and filter by tons of different dimensions and it's an incredibly useful report.

#### 4) What's new in customer acquisition and LTV maximization?

Acquiring Customers: Focus on the fundamentals, but for ecommerce it doesn't get better than Google Shopping and Amazon Ads.

LTV:

1. Add digital upsells or subscriptions to physical products.
2. Don't just sell your own products - become a retailer or affiliate for your competition as well.
3. Master the basics - tiered discounting, accessories, warranties, remarketing, etc.

#### 5) Advice for newbies?

My best advice for this year is the same as last year and the year before that: Don't learn with your own money! If I was brand new at ecom, I would get a job at an ecommerce marketing agency or a brand for a year and learn what it takes to run successful campaigns while getting paid to learn. Surround yourself in the industry - go to conferences like Affiliate World Conferences, join rooms on clubhouse, and find



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people in your city you can meet up with and talk about ecommerce and marketing. All internet business is about people, and your relationships will become your ultimate competitive advantage.

## 6) Covid impact?

Covid has had a huge impact on my life and business, since I relocated away from the ecommerce hub of Shenzhen to Bangkok. Overall, I used the time to step back from my business, focus on other areas of my life, and experiment with fun side projects in software and ecom that had been on the backburner for a long time.

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## Todor Karlikov, Print on Demand Expert

Links: [MerchInformer.com](https://MerchInformer.com), [Todor's Instagram](#)

### 1) Self-intro

My name is Todor and I am born and raised in Bulgaria. I have been involved in the Ecom world for around 10 years now off and on but full time focused on it for the last 6. During this time, I have been able to start, build, and scale multiple 7 figure businesses focusing on one simple concept: Figure out what people around the world want to buy, and then have large companies do the heavy lifting for me. In the last few years I have seen many people "buy" themselves into a job by setting up a print shop in their garage, while I have focused on the products themselves, and have someone else deal with the customers, the printing, and the fulfillment.

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

During the past year I have put a heavy emphasis on expanding to multiple markets outside of the United States. The USA is great, and represents a large buying audience for Print on Demand goods, but taking those exact same concepts that Americans love, and translating and adopting them to foreign markets in their native tongue has been invaluable to the operation.

This upcoming year will be a major focus on taking what I just said above, and expanding the catalog of products and services to more marketplaces. It is great to sell in 2-3 markets, but I'm not blind to the reality that there are millions of customers elsewhere that I am currently missing.



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### 3) Product niches that are hot/not? Best geos?

Every year we see Young Adults becoming more and more outspoken when it comes to social causes. This has seen a massive boom in 2020 which I expect will keep up through 2021. I plan to keep focusing on social issues and releasing new products that not only the younger generation will continue to buy, but expanding those same products outside of the states.

In the Print on Demand space, things move quickly and I have really not seen many downtrending niches in this space itself, but anything work-related that has to do with office/travel has definitely fallen off a cliff. I am not sure if things will return to a state of "normal" so this is not something I will explore.

### 4) What's new in customer acquisition and LTV maximization?

Focusing more on building a personal connection with a potential customer before actively hard selling them through Youtube has seen massive success this year. Instead of focusing on a brand image, audiences seem to appreciate more of a personal touch without being hard sold to. Building this audience has been crucial to then retarget them for lower acquisition costs. Since customers then feel they have a stronger connection to an individual, this seems to equate to a higher LTV.

### 5) Advice for newbies?

The best advice I can give to any newbies that are starting Ecom this year is focus on what CUSTOMERS want, and forget about all the other little details that will come later. That is the beauty of Print on Demand. It allows you to put your sole focus on what customers want to buy, and quickly launch and test new iterations of your idea. Check out Merch by Amazon, Redbubble, and Spreadshirt to get set up and selling in the next 10 minutes. It really boils down to starting the business, analyzing the market, and selling. Let someone (or some company) handle the heavy lifting while you can focus on the fun things.



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## 6) Covid impact?

In the very beginning, Covid impacted a few supply chains globally, but since then, everything has seen a MASSIVE increase (from traffic, to customers, to sales). I am seeing Q4 numbers (biggest sales season of the year) happen during the slowest month of the year (January). The Print on Demand industry has never been more healthy.

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## Angus Kong ('anguschkong' on STM), Entrepreneur

Link: [Angus' STM Profile](#)

### 1) Self-intro

This is Angus from Hong Kong. I have been in the internet marketing industry since 2014 and have 4.5 years e-commerce experience.

I am currently running a company called Noble Storm Limited and doing 9 figures revenue yearly solely from e-commerce.

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

Major factors responsible for our success this past year:

1. Logistics - During Covid-19, logistics is a mess and it takes way longer to have your customers receive their products. We signed a lot of private deals with different airlines to make sure logistics is smooth and quick.
2. Low Chargeback rate - We invested more into logistics and customer service to meet customer expectations. Last year, there were a lot of companies that got their Stripe or Paypal banned. Without solid payment gateways support, we can't do any business.
3. Extra traffic sources other than Facebook/IG - We run pretty well in Google Shopping, Pinterest and Tiktok as well.

What we're focusing on this year:

1. Legit Branding - Facebook is still the best traffic source, so we need to adapt to their stricter policy. By doing legit branding and fully comply with Facebook policy, your ads accounts are more stable and stronger. It is a more sustainable business than dropshipping.



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2. Influencer Marketing - Influencer marketing is getting hotter and hotter and their CPM is actually way lower than FB. You have to test a lot of influencers to find your gems, but it's worth all the hard work.

### 3) Product niches that are hot/not? Best geos?

Uptrending - Should still be Covid-19 related products, supplements/vitamins and unisex fitness niches.

Downtrending - Cosmetics

I don't think Covid-19 could be fixed this year. We need to think "what is the new normal?" and sell people the products they want. Now people stay home longer, increasing awareness of their health and going to parties less. There should be a lot of uptrending products due to changes in people's habits.

### 4) What's new in customer acquisition and LTV maximization?

I can't say they are new trends, but it is what we do.

Email/SMS Marketing - We split test a lot to generate extra income from emails and SMS. It is one of our major sources of income. We need to give a lot of credit to email and SMS marketing to being able to scale campaigns.

Proper Upsell/Downsell funnels - I guess I don't need to explain here.

Push - Don't ignore the power of Push. It is free traffic and people usually have a higher intent to buy extra when they receive push messages.

Rebills - Building products that can make you recurring income. It is a very old method in nutra actually, but not many people are doing it well in ecom. You have to make sure you have low chargeback rate by not using shady copy, sending out bad quality products and providing bad customer service. If you are doing things the

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blackhat/greyhat way, payment gateways will ban your account just as fast as Facebook.

### 5) Advice for newbies?

I think promoting good ecom affiliate offers is good for newbies. You don't need to manage a lot of headaches like inventory, funnels, emails, SMS, customer service and logistics. You can just focus on paid traffic first and learn the algorithm.

### 6) Covid impact?

Yes, it affected a lot in the logistics area. We signed private deals with airlines to get the problem solved. Paypal is happy with our low chargeback and dispute rate.



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## Depesh Mandalia ('Depesh Mandalia' on STM), CEO at SM Commerce and Founder of the BPM Method

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

### 1) Self-intro

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

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

Sticking to the tried and tested basics of marketing. With covid-19 hitting, consumers were still in market but many feared for what was going on around them. Our key successes early in 2020 came down to refreshing our messages to keep them relevant, for example an at-home hair color business selling exclusively online had to slow down ads as their growth was so intense in Q2 because of the new demand by simply changing up our messages. Rather than trying to compete with brick and mortar salons we instead focused more on the at-home experience. Later into 2020 was more about simplifying our Facebook ad accounts and relying on strong messages and funnels whilst blending other channels like email and paid search.

### 3) Product niches that are hot/not? Best geos?

With people still stuck at home, or in their towns and cities, products which relate to physical, personal and mindfulness wellbeing are prime especially as many can't leave

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their home. As for geos if you can reach the consumer with local products then countries like Brazil with high Ecommerce growth are still great potential. Many EU countries are still hot beds such as Poland but again rely on some local knowledge.

#### 4) What's new in customer acquisition and LTV maximization?

Customer acquisition through Facebook will still remain a big focus in 2021. However more than ever before, with the iOS14 changes coming in, its now forcing people to not only consider other channels but to focus more on list building. Acquiring those contacts and building a communications plan around that can bring better stability at a time when privacy and government pressure on all ad platforms could cause further change.

Maximizing Lifetime Value therefore falls under the same process as lead nurturing, which is to nurture existing customers to either buy more or refer others. Word of mouth marketing is still the most powerful in building trust and value, so think about how you can leverage your customer's voice more, as brand advocates or even affiliates of the product(s) they've bought.

#### 5) Advice for newbies?

If you're starting with Ecommerce you have a choice: Learn how to acquire traffic, or how to run a store. It's very hard to do both which is why I'd go with traffic generating and working with Ecommerce offers or, if you want to run a store, consider platforms like ShineOn and GearBubble that will give you a platform to sell from. We use ShineOn for our own POD (print on demand) stores and whilst we built ours on Shopify, you can use ShineOn's own platform so you focus more on traffic generation and finding those 'winning' products.

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## 6) Covid impact?

Covid did cause a small number of our agency clients to leave in Q1, either because they could no longer advertise, for example local based ads, or they had issues with Chinese fulfillment and could no longer continue operating.

Despite this we invested in growth which paid off, for our agency, Ecom store and training products all of which were in high demand. Covid-19 certainly caused panic and concern but we were fully expecting online buyers to stick around and that's what they did.



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## Dimitri Nikolakakis, Director of DimNiko Agency

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

### 1)Self-intro

Hey guys! My name's Dim, and I'm the founder of DimNiko Agency - a world class ecommerce growth agency. This year, some of the members of our team will be contributing the following content to this year's report, sharing their insights as media buyers. You can find out more about our team at <https://dimniko.com/>.

Our team of experienced ecommerce growth experts now exceeds 20. I'd love to introduce you to a few who will be providing their insights.

Patri and Maryana are Lead Media Buyers at our agency, managing their own teams of ad buyers to ensure client growth and success. Both have extensive experience managing high spend accounts, and are now training and guiding their teams to do the same. Patri lives in Cyprus, and Maryana in Israel!

Matej is a senior media buyer in our agency. He has experience managing extremely high budgets and scaling. Currently, he is spending around \$20,000 per day on FB for a home decor client of ours, with incredible results and all time low CPAs; and he has experience spending up to \$100,000 per day!

Ago is also a senior media buyer, who excels in managing clients in the health and fitness niche. She has scaled many of our clients to multiple thousands in daily profitable spend, and has come from a strong background of affiliate marketing, working with a network in Cyprus, with extensive native experience!

Fraser, from Scotland, is a newer member of our team. He's got an in depth understanding of holistic marketing strategy as well as the nitty gritty when it comes to ad buying. In the past, he worked as the marketing manager for a sock ecommerce brand, driving strategy and growth!



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Zsoka is also a newer team member, and worked as a marketing manager for a Hungarian agency. She quickly picked up the advanced media buying approach we use at the agency, and coupled this with her all rounded social media marketing experience to achieve incredible results for clients.

Monika is our head of operations. She's the real boss here at DimNiko Agency, and was actually our first team member back in 2018! Her media buying knowledge is unsurpassed, with experience across all platforms, also with a background in affiliate marketing. The ship would sink without her.

Enjoy their insights!

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

Matej: My major success was constantly testing strategies that worked in the past, and comparing them with the current strategy performance. A lot of strategies that worked in 2015-2019 are still working, but you have to recycle them. Some will work for 2 weeks and some for several months. You need to be creative and test, test, test!

Also building trust and unique brand story in cold traffic ads is very important. There has been a lot of talk in media buyer groups lately about testing, targeting broad audiences, retargeting, full funnel TOF/MOF/BOF strategy and so on, but not a lot of discussions are happening on the brand image level, on how to make your brand really stand out among the competition.

I think that if you scale your brand to a level where the majority of campaigns (no matter using old or new strategy) work, then you've done a good job and are ready to implement any strategy. You then really don't have to be smart and test the latest strategy you see online, because every strategy you test will work. Ads perform because of the brand, business, and product-market fit, NOT because of specific tactics. So zoom out on your business and consider it from this perspective, rather than just working on 'tactics' or 'tricks' to try and grow a business.

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Zsoka: The year 2020 was a year with new challenges - challenges nobody had ever faced before. The results in e-commerce were strongly influenced by the Covid situation. Brands that were flexible enough, were able to adapt quickly to the changing circumstances, to make last year their best year ever. Making decisions on the fly, adjusting KPIs, dealing with delivery bottlenecks, and constant communication were the most important pillars of success.

The pandemic situation also offered new opportunities in positioning businesses, and in building positive company image - while creating loyal customer bases. As the first lockdown purchase-wave was over, the point of focus shifted to keeping these new customers and making them convert again. Communication was always important to marketers, but in 2020 as personal relationships were forced back, the value of online brand-communities increased more than ever.

Providing fresh creatives (matching the situation), maximising customer experience, keeping visitors engaged, encouraging clients to share their opinion, asking for testimonials, user generated content - these are all things that will be beneficial for the company in the long term.

In 2021 people have already gotten used to the virus situation, so most likely such huge purchase-waves will not happen anymore. This year will prove how successful companies were in growing their loyal customer base last year. Simply publishing new ads alone may be not enough in the future - a more complex vision is needed. As many brands lack the alignment in strategy across different platforms - moving in that direction can make a real difference in 2021.

### 3) Product niches that are hot/not? Best geos?

Patri: Undoubtedly, covid-19 caused certain product niches and businesses in general to thrive in year 2020.

Whether you are a dropshipper looking for a quick opportunity to make money, or you are considering investing in an ecom business and are looking for some ideas on what products are selling the best right now, some niches that saw their revenue increase

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during the past year are: DIY items, home decor or furniture, cosmetics (due to the impossibility of visiting a specialist in person), and online workouts or fitness programs (for the same reason).

On the other hand, there are certain products that unfortunately did not sell as well and will not be for quite a while due to the pandemic. Among them are products for outdoor use such as bicycles and scooters; clothing or apparel; and especially high-ticket items, as consumers tend to spend more money on low cost items due to the current uncertainty.

In terms of the best GEOs, epacket countries are always on top of the list as they offer faster shipping, and big countries like the USA will always be an opportunity for any ecommerce company because their large population makes it harder to be saturated, allowing for more growth and scale.

#### 4) What's new in customer acquisition and LTV maximization?

Fraser: The influencer bubble hasn't quite burst yet but it is beginning to strain. Shoppers are more savvy and don't like the feeling of being manipulated or having their own insecurities used against them. Keep your messaging positive and inclusive, and be platform-agnostic. Opportunities are everywhere for placing yourself in front of potential customers with an offer that will tangibly improve their lives.

Maximise LTV by building a community of brand fanatics, not just 'loyal customers'. Include your community in decision making - poll them for feedback on new or existing products, ask for suggestions, celebrate them as being part of your brand, not just targets of it. Make the most of brand storytelling opportunities, apologise when things go wrong and stay authentic. You're not just selling a product but building a relationship, and the brands with the best longevity and fastest growth understand this. A good MVP isn't enough anymore.

Inclusivity is also in. Some of the biggest emerging brands are capturing huge markets that were previously deemed too 'uncool' or 'unattractive' to sell to or be associated with. Be mindful of the audiences or demographics that have been neglected. They will

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respond best to positive reinforcement and celebration by a brand that caters to them and they will come back for more.

### 5) Advice for newbies?

Maryana: In my point of view the time of plain dropshipping stores is over. Not only is the ad space getting more and more complicated (for example, Facebook started asking for domain verification which is the first sign that marketers will be able to promote only well-established websites), but also, customers are getting more educated in the sphere of online shopping.

This means you need to build a trustworthy brand with high quality products. It is also very important to keep your own inventory so you can shoot the actual products in order to produce engaging content for the ads.

Most of the clients we are managing also work on building a community around their brand. This boosts the organic traffic a lot just because the brand becomes recognisable. It also helps you educate your customers about the products and build more engagement around your brand.

In other words, nowadays customers are much more open to non-trivial offers so I would definitely recommend building a professional e-commerce shop.

### 6) Covid impact?

Ago: 2020 has been a challenging year, as there were a lot of external and internal factors that hit the advertising sector such as covid and all the rollouts from Facebook, but overall these challenges are what make us smarter, stronger, and force us to move forward and think outside the box.

In 2020 Q1, when the whole covid situation began, some advertisers pulled back and others leaned into the fear, ending up making really good profits.



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I'd say the major factor that contributed to last year's success was consistency, and not stepping back, but rather looking to find new advertising angles, and help to succeed and scale.

Of course, this is also dependent on the business model, and what product types you are selling. We followed purchase trends and visitor behavior, and optimized & adjusted campaign budgets accordingly, but overall stepping back and investigating new ways to sell to our customers with updated messaging was the key.

Additionally, CPMs were very low, which brought a lot of cheap and quality traffic.

All businesses should be customer-centric and have good customer support in place, which contributes to trust in the brand.

Advertisers now need to have better understanding of customer needs. Consumers are thinking twice about how much they're spending and are looking at "value for money".

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## Nick Shackelford, Ecommerce Expert, Facebook Expert

Links: [StructuredSocial.com](https://StructuredSocial.com), [GeekOutEdu.com](https://GeekOutEdu.com)

### 1) Self-intro

I'm a California kid and I've been in the e-commerce game for 10 years now.

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

Our biggest reason for winning last year was the development of our content department and how we were analyzing performance and sharing learnings.

This year will be a lot of the same. Especially as more and more advertisers are losing the ability to build deeper remarketing funnels.

### 3) Product niches that are hot/not? Best geos?

Uptrending Niches: At home workout gear, loungewear, productivity tools, hiking / outdoor goods.

Downtrending: Jewelry, makeup, travel wear / luggage.

Promising Geos - Australia / New Zealand / Spain / Portugal

### 4) What's new in customer acquisition and LTV maximization?

Lead gen to SMS is a funnel we are really playing with this year. Lead gen facebook ads or snapchat ads requesting cell for limited edition products or promo codes that are only redeemable within 48 hours.

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## 5) Advice for newbies?

Keep your own inventory. It may be more work in setting up the relationships but the harder it gets on Facebook and other major platforms, the more levers you'll need to pull - like better customer experience, quicker shipping, better packaging etc.

## 6) Covid impact?

Covid has impacted our business in a positive and negative way. As we manage the majority of marketing for bigger brands that sell physical goods, we had to adjust how much we were able to scale or spend so that it aligned with their inventory management.

In previous years we knew that the inventory would be there or the pacing of inventory would align with our marketing dollars but as different hurdles and precautions had to be taken this year, "scaling" was much different than previous years.

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

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

### 1) Self-intro

I've been in the performance marketing space for roughly 8 years now. I started out doing affiliate marketing and running many vertical and traffic sources before hitting my stride with native ads a few years ago. Last year I switched to running my own products and building up a team.

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

Finding the right business partner to work with that has a different and complementary skillset. My focus this year will be building a more long-term and sustainable business with higher quality products, building up creative and marketing teams, systemizing processes, getting SEO going, and selling internationally where possible.

### 3) Product niches that are hot/not? Best geos?

It's hard for me to give my take on trends as I've been pretty focused on the few verticals we run in. I would say going international is almost a must for profitability at this point with how up and down US seems to be for sales and less competitive bids. I've heard from logistic companies that that's what a lot of their big clients do as well, which also echoes what I've heard from other ecom affiliates.



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#### 4) What's new in customer acquisition and LTV maximization?

I think with every year that passes and CPMs and bids continuing to increase, having a more long-term strategy in place around building up your audience on a platform you control is vital. Right now that's still by and large email, but SMS seems quite strong as well if done right. I would also really start looking into SEO to acquire customers and leads cheaper over time, and maybe even building an app for your site if it's in the e-com space to make the experience better for repeat buyers on mobile. To maximize LTV you need a good experience for customers, which means having a store and multiple products to sell beyond the first. For the affiliate space or monetizing email for example, that means producing quality content and not just bombarding them with sales mails.

#### 5) Advice for newbies?

Whatever you do get email going asap; it will force you think more strategically and longterm vs. the usual churn and burn mindset of affiliates. Sendlane is a good one for affiliates BTW (no affiliation), otherwise Klaviyo is king for your own ecom products.

Personally I'm not a fan of warehousing your own inventory as it's a lot to manage but I think if you're doing a couple dozen sales a day to start it's pretty manageable, or more if it's a single product. Ideally should be profitable enough to use a 3PL though; it takes a lot off your plate. For ecom I'd look to outsource customer care ASAP.

For the affiliate space I'd say really work at systemizing things and building up a team so you can launch more campaigns. The biggest mistake I made starting out was doing everything myself and not wanting to delegate, which massively impacted my output and caused burnout. It's good to learn to be a jack of all trades but at some point to get to the next level you have to learn to hand things over. The faster you launch (and fail), the faster you'll find a winner.

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## 6) Covid impact?

Covid had a massive impact on our business last year with it happening right during Chinese new year when we were scaling up hard. In response we had to hire a lot of customer service reps to deal with "where is my order" tickets to prevent too many refunds. I still feel like it's caused a sales slump for our verticals that hasn't fully recovered, which has forced us to look harder at our business model and how to achieve more profit in the long term.

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## Yi Hao Ten ('adsflo' on STM), Ecommerce Addict

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 6 years now. Right now my focus is on Dropshipping using Facebook as my traffic source.

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

Building a stronger team that together adapts to and change with the Facebook landscape. This year the team will focus on slowly transitioning from dropshipping to creating brands.

### 3) Product niches that are hot/not? Best geos?

Product niches are always evergreen. It's how well versed we are as marketers and how well we're able to create artificial demand to sell.

US and Europe.

### 4) What's new in customer acquisition and LTV maximization?

Not much new has emerged in 2020. Ecom traffic still mainly comes from FB and Google. LTV wise - Intercart is the best way to do upsells/cross sells, and always utilize email marketing and SMS alongside your campaigns. Basic stuff.



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## 5) Advice for newbies?

Promoting ecom affiliate offers, doing dropshipping, FBA, keeping own inventory - all have pros and cons. It's tougher than ever, but I'd say find a trustable partner to hustle mad. Going alone now is just tough. And just pick one way and stick to it until you know the ins and outs of the game.

## 6) Covid impact?

Slightly. Delayed shipping caused a lot of chargebacks for a few months, leading us to scramble to solve. We refunded a lot, used more expedited shipping lines and tightened CS SOPs and service levels.

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# INSIGHTS FROM SEO EXPERTS

**Matt Diggity ('matt diggity' on STM), Founder of Diggity Marketing, LeadSpring LLC, The Search Initiative, Authority Builders, The Affiliate Lab, Chiang Mai SEO Conference**

Links: [DiggityMarketing.com](https://DiggityMarketing.com), [LeadSpring.org](https://LeadSpring.org), [TheSearchInitiative.com](https://TheSearchInitiative.com), [AuthorityBuilders.com](https://AuthorityBuilders.com), [AffiliateLab.im](https://AffiliateLab.im), [ChiangMaiSEOConference.com](https://ChiangMaiSEOConference.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) Success factors for last year? Focus for this year?

Our prime factor for success in the last year was hiring. Increased revenues from the Covid situation (we were in lucky niches) allowed us to get real serious about creating an A-player team out of our affiliate business: LeadSpring.

We set a goal to make sure every single position was held by A-players, namely the people that have a high likelihood of hitting and exceeding the targets that most other people can't.

This involved a longer hiring process as well as a higher spend on staff, but ultimately with the new time, we were able to ride-the-wave and scale even faster and higher than we would have achieved before.

Recommended Book: *Who: The A-method for Hiring*

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Recommended Areas for Talent: Serbia, South Africa, Canada

### 3) Has SEO gotten harder?

It's always going to require more work year after year.

More work in the sense that your competitors are wiser, and even more because Google's algorithm is requiring more.

That said, I wouldn't say it's getting harder (i.e. more difficult).

The crowd that knows what they're doing are fewer and further between.

### 4) Best SEO tips and favorite tools?

On-page: 100%. Reverse engineer your competition. Use a tool like Surfer to analyze the websites already ranking for your target keyword. It will extract all the key factors that you need to focus on in your content.

Offsite: Links matter more than ever. You can see it right now in multiple SERPs where newspapers, press release sites, and medium.com are all ranking for very niche keywords. Not because they're subject matter experts on the topic, but because they have tons of links. That's it. Focus on getting links from websites that have more authority than you currently have.

For this I recommend my own service (shamelessly): Authority Builders

### 5) Are other search engines worth it?

I wouldn't bother. If you optimize for Google, you're optimizing for the other ones at the same time.



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## 6) Advice for newbies?

Action is your real teacher, so get the learning part out of the way as fast as possible.

## 7) Covid impact?

We were the lucky ones that were in the right niches for covid. At least most of our niches. I'm talking about health here.

Real estate was a different story.



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## Om Thoke, Founder of Webfosys Networks, Glowworms, DOTS

Links: [OmThoke.com](http://OmThoke.com), [Webfosys.com](http://Webfosys.com), [Bloggers.World](http://Bloggers.World)

### 1) Self-intro

I'm Om Thoke - founder of Webfosys Networks, Glowworms, DOTS, a few Ecom & Dropshipping stores, keynote speaker, angel investor, startup mentor, and still an active blogger since 2006 - I blog on [www.omthoke.com](http://www.omthoke.com), [www.bloggers.world](http://www.bloggers.world), contribute articles to Entrepreneur, Forbes, and many leading publications.

I've been in the SEO industry since 2006, and am one of the most veteran bloggers from India. I worked as Editor for About.com from 2010-2015 (earlier part of NY Times, and now part of IAC Group, Ask.com, turned LifeWire.com), BrightHub & author of 10,000+ articles in last 15 years, and I've ranked 100,000+ keywords to first page of Google, Bing & Yahoo to date.

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

Not relying upon just guest posting or a specific link building technique was the key to success. Apart from that, I've also been focusing on driving traffic from Bing, Yahoo, Duckduckgo and other non-Google sources to remove dependency upon Google alone. I also own a network of a few thousand blogs privately, which always work in my favor.

### 3) Has SEO gotten harder?

It only gets tougher every year, but it's also about evolving along with Google's algorithmic updates. If you follow any patterns, then Google will be smart enough to catch you, so the key to success is to avoid any kind of patterns, and mix things up.

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#### 4) Best SEO tips and favorite tools?

I've seen that usually the power of keyword research, writing well-optimised original content, and link building play equal roles in success. My favorite tools are Ahrefs, Keywords Everywhere, and Fiverr/Bloggers World Marketplace for buying backlink gigs.

#### 5) Are other search engines worth it?

Yahoo & Bing - as shared in my Adworld 2020 presentation, you start optimising first for Bing & Yahoo, and it's even possible to rank on them in 2-3 weeks, whereas Google always requires min. 5-7 weeks time

#### 6) Advice for newbies?

I'd say start focusing on building backlinks and driving referral traffic from Quora, learn some kickass keyword research, drive traffic from Bing & Yahoo, and don't chase high CPC keywords and just optimise for Google. Also, stop watching obsolete videos on YouTube from 2010-2019 era. A lot has changed, so you got to learn the latest stuff, and practical learning is the best learning!

#### 7) Covid impact?

Not my SEO business, but our Ecom business got impacted heavily for 6 months and ruined at least \$1M+ of revenues from March 25-July 25, but things started coming back to normalcy in August. Until then, I started my Bloggers World University & Ecom World University, conducting online live classes, teaching people how to start a micro niche blog, how to write articles, how to build links, how to use Adspy, how to run FB Ads, and much more.



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ESTIMATED EARNINGS	PAGE VIEWS	
www.latestautoreviews.com	\$6,972.33	>
drivesuvs.com	\$2,325.44	>
www.latestcarpictures.com	\$1,892.41	>
latestautoreviews.com	\$1,306.99	>
www.hottestbollywoodnews.com	\$1,146.35	>
www.latest-technews.com	\$1,038.49	>
2012camry.info	\$841.30	>
www.periscope-the-magazine.com	\$602.35	>
www.omthoke.com	\$527.31	>

Lifetime	
Estimated gross revenue	US\$ 37,028.40
Page views	1,40,42,800
Impressions	3,48,34,040
Clicks	1,04,773
Page CTR	0.75%
Impression CTR	0.3%
Cost per click	US\$ 0.35
Page RPM	US\$ 2.64
Impression RPM	US\$ 1.06
Coverage	85.25%



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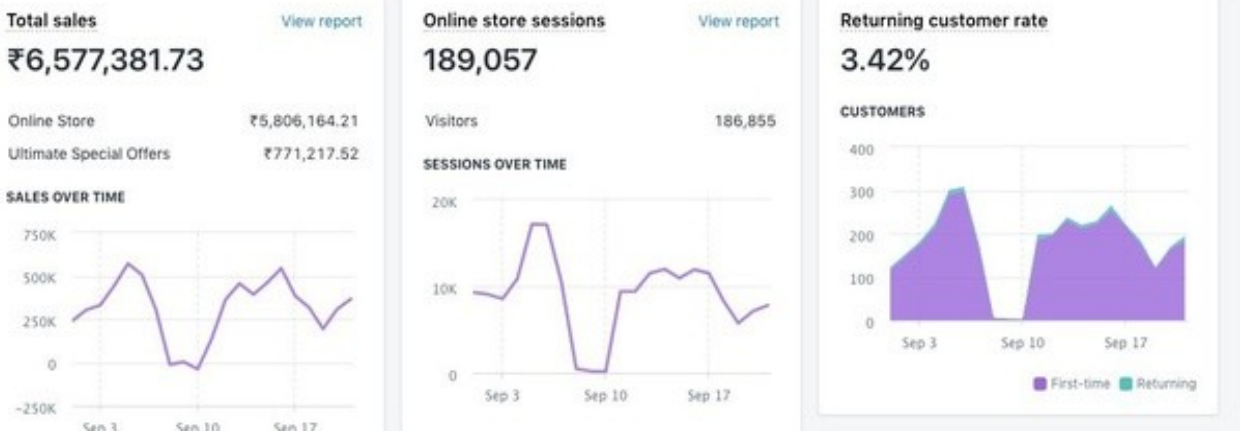
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quora.com/How-can-I-earn-Rs-500-daily-as-content-writer-in-India/answer/Om-Thoke

Quora navigation bar with home, list, notifications (19), messages (216), search, and profile icons.

**Update 5** - If you're serious about earning Rs 500/day (and beyond), and don't mind investing \$200 and 100 days of your life on a structure group learning program, then Bloggers World University is the ideal match for you, where I've personally helped a few dozen people already, and inspired by the movie Super 30, I started with my Super 11, and here's the link to [Super 17 waitlist](#) (premium learning batch) and for all the free help, kindly join our [Desi Bloggers World FB Group](#), and post all your queries to get FREE 24x7 help!

**Update 6** - This answer is about to cross 200k views on Quora - thanks for all the love & support 🔥

217.6K views · View Upvoters · View Sharers

Interaction buttons: Upvote (371), Downvote, Refresh (35), Comment (122), Share, and More options.

Add a comment...  Add Comment

**Sachin Sardana** · July 29  
 Hie Guys,  
 I'm a student of [OmThoke's](#) Bloggers World University (BWU) since one month and have attended 12 live sessions of 4+ hours each. The path is of 100 days and I'm at about one-third of it while writing this.  
 Being a content management professional, I try to keep a close watch on the content pac ... [\(more\)](#)

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# INSIGHTS FROM TRAFFIC NETWORKS

## Adcash, Maxime Chevallon, COO

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

### 1) Self-intro

I am Maxime Chevallon, Chief Operating Officer at Adcash.com, a global advertising platform. I joined the company in 2008 as a Sales Intern.

Adcash is a global online advertising platform with over 13 years' ad tech experience. Our self-serve platform enables advertisers to get access to web & mobile web traffic from Adcash's exclusive publishers and over 100+ leading SSPs partners.

Our advanced in-house smart bidding technology makes the busy lives of affiliates much easier – we automatically optimize ROI and remove manual work. We also protect advertisers from the industry's biggest threat – ad fraud. In 2020 alone, we saved over \$12.5M in advertisers' budget through our built-in anti-fraud solution.

Adcash's platform receives a total of around 15B ad requests every day through our direct and programmatic traffic sources across all GEOS.

In terms of ad formats, we offer Pop, In-Page Push, Interstitials, Native and Display – so we do have something for everyone.

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

While we have not introduced any new ad format in 2020, our product and IT teams have been working hard to release new platform features for both our advertisers and publishers.

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In H1 2020 we released a new “detailed statistics” reporting tool offering very granular data hence allowing advertisers to gain efficiency when analyzing their campaign spending, converting traffic segments and, overall, when performing their recurring ROI optimizations.

During the second half of 2020 we introduced an update of our built-in CPM pricing mechanisms. First of all, we added more parameters in the calculations of minimum & average CPMs, offering advertisers setting up CPM campaigns on our platform more accurate pricing guidelines.

Second of all, powered by our in-house prediction algorithms, we introduced “Bids per Quality Tiers”, allowing advertisers to segment their CPM campaigns’ bids per traffic quality tiers.

In 2020, we also kept on investing development resources to iterate on some of our most successful products/features. For example, we improved the algos behind our CPA Target payout type to maximize the reach of those advertisers that have already adopted it, and we continued improving our anti-fraud traffic filters to ensure that advertisers will only receive the cleanest traffic when using Adcash.

Finally, our 2021 product roadmap is rock solid so you can expect some important updates of our product offering to both advertisers & publishers.

### 3) Most popular verticals and trends?

In 2020, the most promoted verticals on the Adcash platform were – VPNs (and other utilities), Dating, VOD, Gaming, Crypto, Sweepstakes, Betting/Gambling (obviously these last two are very highly regulated, so make sure you follow the rules).

Additionally, I can safely say that we are able to deliver quality installs to any Mobile App through our Interstitial ad format, regardless of app vertical.

Finally, as a result of the global lockdown we’ve seen new verticals such as eCommerce, Fitness & Food Delivery Services pop up in our top 10 in 2020.

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#### 4) Restrictions on verticals and promo methods?

Yes, the following types of content are not allowed on our network:

- Any illegal product/service, prohibited or dangerous goods and services
- Hate speech or violent type of content
- Any product or service that enable dishonest or malicious behavior such as Malware/Spyware, Fake Tech Support or other phishing activities
- Any product or service that encourages or compensates users for clicking on ads
- Unauthorized sharing of copyrighted content or use of copyrighted material

Finally, we also pay careful attention to campaign creatives and landing pages to ensure that the promotional methods used by our network of advertisers are not deceptive/misleading.

More information about our compliance requirements can be found in our support center.

#### 5) Covid impact?

Yes, after a strong Q1 we've seen advertiser budgets shrink during the second half of Q2 & first half of Q3. Also, the "global lockdown" shuffled the deck in terms of converting offer verticals so we had to adapt our focus to what was working best at the time.

All in all it did not take us long to get the traction back – we finished 2020 with Q4 being our best quarter of the year.

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## AdMaven, Dalit Kiselgof, Head of Self-Service

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

### 1) Self-intro

With over ten years of experience, AdMaven is one of the biggest advertising networks out there. We have over 1 billion direct daily impressions, WW traffic inventory, an experienced team, and an intuitive self-serve platform.

Pop, Push, and Floating Push are only a few of the available formats as well as vast targeting features.

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

In the past year we have been focusing on improving our advertisers' workflow and profitability. We've:

1. Added Inpage push and Interstitial ads.
2. Increased our pop traffic inventory by 40%.
3. Integrated with the most commonly used payment solutions and optimizing tools (like Capitalist and TheOptimizer).
4. Improved our response time by 42%.
5. Tripled the number of advertisers that were assigned personal dedicated account managers to help them achieve their goals.



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### 3) Most popular verticals and trends?

The top verticals last year were Financial offers, Content Arbitrage, Casino, Sport Betting, Dating (mainstream and adult), and the most interesting two: Browser Extensions and Utility Apps.

After getting hit hard by Google's decision to disable inline installation for Browser Extensions it seems like this vertical is getting back into business.

With Utility Apps, we see a significant increase in the ability to monetize users, mainly through in-app purchases. Combined with the fact that Apple announced the reduction in fees it charged app developers to 15%, this has resulted in a significant increase in this vertical.

It's important to mention that choosing a "top" vertical won't promise good results as many factors can affect the success of a campaign.

### 4) Restrictions on verticals and promo methods?

Tech Support, Scareware, Abusive or Deceptive content, Illegal content (Drugs, Violence, etc.)

### 5) Covid impact?

Covid-19 impacted us both on a business angle and on a personal note.

Cash on Delivery offers were booming during 2019, the inability to send goods and the strict quarantine guidelines generated a sharp decline in this vertical, to almost a complete stop at one point.

At the beginning of 2020, there was a significant drop in revenue from Google and Yahoo ads, which directly harmed verticals like Content Arbitrage and Browser Extensions.



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The good news is that both Browser Extensions and Content Arbitrage stabilized towards the end of 2020, and Cash on Delivery offers reappeared on smaller scales.

As a team, we had to learn to cooperate and communicate better, to stay positive, and be more cohesive while under quarantine.

And although it was (and still is) tough, we have found a way to overcome and grow stronger.



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## Clickadu, George Minski, BD and Cooperation Team Lead

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

### 1) Self-intro

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

We're a multi-format advertising network in the advertising niche that operates in 200+ countries with 3Bln daily traffic, and 6 ad formats available (pops, push notifications, inpage push, video pre-roll, instant text message, and SKIM).

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

The best thing is that there's always room for improvements when you develop inhouse products (like we do). This past year we have delivered a lot of cool stuff like:

- InPage Push advertising format - that's where we have become a bit native. The advertising format resembles push by its design, yet it works directly on publishers' websites.

- Major Self-Serve Platform Updates like new API, custom zone rates, new campaign creation form, traffic inventory, new targeting features and tokens, user identification feature, and tons of minor updates.

- A bunch of usability updates like new filters, buttons, mobile adaptive, etc.

- And of course, we're working on our ad server capabilities, traffic quality, and scoring speed.

More new features are yet to come in 2021 (like banner ads). Stay tuned with Clickadu for updates.

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### 3) Most popular verticals and trends?

Our vertical stack has changed throughout the past several years, but most of the best converting are there - Tools/Utilities, VPN, Dating, Sweeps, iGaming (Betting and Gambling), Games, Social and Entertainment services, and others.

iGaming boosted significantly in the past 12 months - we achieved great results for the Asian region, LATAM, CIS, and EU.

### 4) Restrictions on verticals and promo methods?

The restrictions are the usual. Our policy strictly forbids all kinds of fraud/scams (tech support, MIA), violence, politics, abuse, drugs and legal pharm, guns, malware content, usage of celeb images, misleading advertising, and others.

All you need to do is to follow our guidelines.

### 5) Covid impact?

Sure thing it did. The impact was quite significant. The market has changed a lot back and forth this past year by all the lockdowns and restrictions. We tried to react as quickly as possible to discover new traffic sources, and boosted with several new verticals.

Considering the mass audience growth we also increased our marketing activities and online conference presence.

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## Evadav, Homyuk Yana, Head of Advertising

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

### 1) Self-intro

EVADAV is the Evolving Advertising Network with 2B+ impressions daily worldwide, focused on delivering outstanding value for Publishers and Advertisers.

Evadav ensures Advertisers and Publishers get the most from top formats: Native, In-Page, Push, and Pop ads, serving them under optimal CPM and CPC pricing models. At one's disposal are most devices and users from 250+ countries, as EVADAV ads present to advertisers a favorable opportunity to reach the global audience. No limitations in coverage by GEO leads to a growing partnership with core advertisers.

We venture to lead the market using the latest technology solutions, acquiring 100% fraud safety and fair & quick moderation. Ingenious utility helps connect 2M+ advertiser campaigns with over 200M+ unique users, maintaining the EVADAV inventory's continuous growth.

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

For Evadav, 2020 was a year of growth and qualitative change. Growth of 110% was achieved in all areas - 829 billion impressions of Push, Native, Inpage, and Pop advertising, 284 thousand campaigns, 42 million conversions, \$15 million in payments to publishers; increased the team size by 16%, and released 31 new features. The number of our partners has doubled, and we are ready to conquer the peaks in 2021 together!

The main event of 2020 was the launch of the Native format, the quality of which has already been experienced by thousands of advertisers.

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### 3) Most popular verticals and trends?

In December, advertisers launched the Native format for: Dating, finance, gambling, e-commerce, questionnaires, and other verticals and purchased 14M+ clicks for these offers.

As for In-Page, top volumes were for questionnaires, finance, gambling, betting, dating, sweepstakes, and APK. Volume totaled 78M+ clicks.

Finance, dating, e-commerce, gambling, betting, entertainment, and software were the most popular for advertisers that ran Push campaigns. Overall, 484M+ clicks were purchased in December.

Last but not least is Popunder, which had 400M+ impressions for promoting finance, dating, e-commerce, gambling, betting, entertainment, software, and sweepstakes verticals.

### 4) Restrictions on verticals and promo methods?

Evadav welcomes all verticals, but further details may be discussed with the personal manager. You can find common DOs and Don'ts via our FAQ (<https://evadav.com/faq-publisher>).

### 5) Covid impact?

2020 has changed both the ways of consuming goods and services and the priorities of users. In 2021, relative stabilization of markets and the situation with the pandemic is expected. Due to this, the delayed demand will lead to a sharp increase in consumer costs, lead to excitement and competition for users' attention, and an increase in CPM and CPC indicators.



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Evadav plans to support both publishers and advertisers to take our collaboration to the next level. In the new year, we are preparing new features, automation, and proposals for our partners.

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## Exoclick, Giles Hirst, Head of Communication

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

### 1) Self-intro

Born in 2006, ExoClick is an ad network and ad exchange serving 8.5 billion daily impressions to a global network of 65,000 free content, tube and members area publisher sites. Ad formats include video, display banners, popunders, fullpage interstitials, native, push, direct links and email, with bidding models CPM, CPC and CPV. Work with us on self service or programmatically.

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

**New ad format - The Fullpage Interstitial:** This format has seen rapid growth since we introduced it for mobile and desktop in 2020. This large format creative can display static images and video and it is available to bid on via CPM and CPC, and demand for the format from advertisers is now higher than ever before. CTRs for static images versus MP4 videos are similar on desktop, but on mobile we are seeing a higher CTR for MP4 compared to static images. For example, Livecams 4% MP4 compared to 1.93%, Casino 2.75% MP4 compared to 1.88%, Games 5% MP4 compared to 1.71%, Nutra 4.93% MP4 compared to 2.24%. The Dating vertical is the top performer on mobile FPI and works well with both MP4 5.39% and 5.49% for static images.

**Native advertising:** Native impressions also grew by 9.85% in 2020. This format grew by 3.93% on desktop and 17% on mobile. In 2020 the desktop/mobile split was 38% desktop and 62% mobile. In fact Native was our second most popular ad format with 24.39% of all network impressions in 2020.

According to Statista, Native advertising spend in 2020 was expected to reach \$52.7 billion with data from the Native Advertising Institute showing that revenue generation from Native ads is expected to increase by 46% in 2021. Programmatic is a key growth

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area for the Native ad format, in 2019 Emarketer predicted that 87.7% of all US Native advertising would be purchased programmatically in 2020, and we have seen an increase in advertiser demand for programmatic buying of Native ad zones on our network.

**Video advertising:** Video ad formats have become the star formats at ExoClick seeing a massive 135% increase from 2019. ExoClick offers two formats Video Slider (240.71% growth) and In-stream (71.21% growth). Looking at the mobile desktop split for both formats in 2020 mobile video impressions accounted for 75.45% versus 24.55% on desktop. In February 2021 we launched the Outstream video format available on vCPM so advertisers only pay if their video ad is viewed. Check out our Ultimate Guide to Video Advertising which is packed full of tips, creative ideas, and bidding strategies. <https://www.exoclick.com/exoclicks-ultimate-guide-to-video-advertising/>.

### 3) Most popular verticals and trends?

Comparing network impression data for 2020 versus 2019:

Utilities and free software offers showed the biggest change, jumping a massive 314.64% and especially on desktop which saw a growth of 475%. Offers were targeted at 87.19% desktop versus 12.81% on mobile. With the majority of people working from home, advertisers invested budgets into promoting a range of software tools to consumers.

LiveCams saw a huge 256% increase in impressions. It was mobile which had the lion's share, showing growth of 345.49% compared to 2019. Looking at a 76.7% mobile / 23.3% desktop split for 2020.

Virtual dating helped connect people during lockdown and advertisers targeted more impressions with their dating offers by an increase of 13.35% compared to 2019, with 64.7% on mobile. Mobile grew from the previous year by 21.9%.

Subscription based digital entertainment: VoD and music content, 2020 saw a 14.16% increase, with mobile way ahead accounting for 74% of impressions.

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Games offers on desktop fell by 12.5% with advertisers shifting focus slightly to mobile games at 54.65% versus 45.35% on desktop.

Sports betting dropped the most by 57.08% due to the majority of sporting events being cancelled during 2020.

Casino, Gambling, Poker, Lottery, Bingo offers on mobile with 83.7% of impressions. This whole sector for desktop and mobile grew 18% overall compared to 2019.

eCommerce offers for online retail stores of physical goods showed a slight growth of 2.38% compared to 2019, but the Nutra vertical saw a 1.37% drop. This can be attributed to problems with COD purchases especially in APAC due to lockdown restrictions.

#### 4) Restrictions on verticals and promo methods?

At Exoclick we strive to ensure all advertisements are safe and clean. The user experience is important to us and our publishers, and on that basis we do not accept advertisements that mislead end users, tricking them into purchasing a product that they do not want. Essentially we do not accept ads that are designed to scam internet users nor those that may negatively impact their internet experience. All our ads are fully Google compliant and we have aligned the weights of all creatives inline with the IAB standards. We use various systems, both manual and automatic to detect such ads and immediately prevent them from running through our platform.

ExoClick accepts all verticals apart from ingenuous investment offers, which are only considered subject to exception. We also highly recommend that affiliates ensure any fallback offers/links that they use from affiliate networks for untargeted traffic also rotate to clean and issue-free offers in line with our advertising guidelines. Non compliant fallback offers is a common problem that results in their ads being rejected by us.

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## 5) Covid impact?

2020 was a record breaking year for traffic at ExoClick, where we broke many daily records. In August we pushed through the 8.5 billion daily impressions and in early December we hit 10 billion daily impressions. Overall network impressions grew by 16% compared to 2019. Part of this can be attributed to a shift in consumer behaviour driven by COVID, as more time is being spent online looking for entertainment due to confinements, lockdowns and working from home.

With the increase in traffic across our network we wanted both advertisers and publishers to maximize their opportunities. As we reported in April with our blog article [Traffic Increases and Vertical Tips During COVID-19](#) you can see how network traffic increased during the first global lockdown and how we recommended that advertisers should concentrate their budgets on verticals that performed well during COVID: Dating, Livecams, VoD, Games and Casino offers.

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## MGID, Ivan Doruda, VP of Sales

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

### 1) Self-intro

I am the VP of Sales at MGID with over 12 years of experience in digital advertising and 8 years in performance marketing. I joined MGID in 2012, going on to lead MGID's global expansion in APAC and the European and Latin America markets as VP of Sales. I am also responsible for representing MGID at a number of IAB Committees on social media, native advertising, and content marketing.

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

2020 was a year of technological advancements for MGID. We launched a brand new widget format – in-content impact widget. Its native design and unique placement grants higher viewability and reach for the ad. While the customized call-to-action button encourages users to interact with the ad, and ultimately drives higher CTRs.

We also have an advanced auto-optimization algorithm, so that our clients could spend less time making manual adjustments to their campaigns on our platform, and focus on their business development instead.

In addition to this, we have begun "reinventing" MGID's self-serve platform, which will go live in Q1 2021.

Lastly, we have significantly strengthened our target regions' position, considerably deepening localization in Thailand, Vietnam, and Indonesia. Now each of these areas is staffed with a team of experienced market professionals.

Latin America distinguished itself by its strong growth in traffic and demand, making the region one of MGID's top priorities. According to statistics for December 2020, we received over 50 million clicks in Latin America, and we will not stop there.



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### 3) Most popular verticals and trends?

2020 was the year of e-commerce. We observed an influx of dropshipping teams as well as e-commerce websites in general. Therefore, I would suggest for experienced affiliates to take a closer look at this segment (man cannot live by Nutra alone).

Although certified options and crypto offers are quite popular among affiliate marketers, the largest lead-gen campaigns are launched with insurance, mortgage, refinance, and debt relief offers. In general, the BFSI vertical is performing exceptionally well on our platform.

As for other verticals, these are the stats we saw in 2020:

Real Estate: +468,28%

Eye and Vision Conditions offers: +214,62%

Services: +112,15%.

And, quite unexpectedly:

Men's Jewelry and Watches: +163,39%

### 4) Restrictions on verticals and promo methods?

All of them can be found in our Compliance and Creatives guidelines - <https://help.mgid.com/compliance-and-creatives>.

### 5) Covid impact?

The pandemic once again proved that native advertising is not only about Nutra and dating offers. It's a cost-effective solution to promote any type of product and service. What is more, it serves both branding and performance-oriented objectives. And many brands, as well as affiliates, rediscovered native ads in 2020.

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As a company, we obviously had to adjust to the new reality with its changes in demand and advertisers' campaigns put into rotation. Nonetheless, we managed to achieve our goals for all indicators planned for 2020.

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## Outbrain, Bryan Hernandez, Director of Customer Success

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

### 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 fortunate to experience a range of marketer types, from D2C Brands and Affiliates to Enterprise Brands and Agencies. As of late, I've been knees-deep in ensuring that we're making it easy for affiliates to work with us. 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, Brooklyn one day.

Get in touch @ [bhernandez@outbrain.com](mailto:bhernandez@outbrain.com).

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

There's been an increased focus on creating products that drive the most ROI for our clients. The biggest game changer has been the creation and improvements made to Conversion Bid Strategy, which allows clients to set up campaigns that optimize towards conversions. There are various types of Conversion Bid Strategy options based on the client's goals, including Target CPA, Target ROAS, Semi-Automatic and Fully-Automatic.

We've also developed new ad experiences that lead to increased engagement and conversions, including:

- Direct Engagement Smartad: Captures leads directly from your ad on publisher pages, reducing loading times and increasing lead conversions.
- Carousel Smartad: Tells a story using multiple headlines and images.

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- App Install Smartad: Allows users to download an app from your ad without the need for a content-based landing page.

- Clip Smartad: Short-form animated ad format supporting both MP4 and GIF that captures attention and leads to greater engagement.

### 3) Most popular verticals and trends?

Outbrain has advertisers across all verticals, the most popular being health, beauty, finance and e-commerce. While we see these products year-around, it's important to note that they each tend to peak at different times. If you want to improve your chances of success, make sure that the products you're selling align with high consumer demand. If you're not sure what's hot on Outbrain, get in touch with us. We're happy to share insights into the types of products that are doing well during any given time of the year.

### 4) Restrictions on verticals and promo methods?

Outbrain's guidelines have been updated over the last couple of years to make it easy for affiliates across all verticals to work with us. The full guidelines can be found [here](#). The biggest misconception is that "restricted" verticals like dating and gambling are not allowed, but they are! If you have any questions about what's allowed and what's not, simply reach out to us.

### 5) Covid impact?

With more people spending time online to keep track of the world's news, we've seen an uptick in users and an overall increase in inventory. This makes it a great time to try us out.

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## PropellerAds, Matvey Shmidt, Head of Advertisers Department

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

### 1) Self-intro

PropellerAds is not only the biggest Push, Popunder, and Interstitial traffic source, but also one of the few networks that work with websites directly. Around 90-95% of our publishers are our direct partners.

At the same time, we cover almost all GEOs, so our clients are able to promote any offer without problems. It isn't easy to find in one place the traffic volumes that Propeller can provide.

Figures speak for themselves: 8 billion ad impressions per day and 600 million users receiving push notifications all over the world. And the numbers continue to grow.

And here is the most important thing: Thanks to our anti-fraud solutions, we hold a leading position in traffic quality in the market.

This year PropellerAds celebrates our 10<sup>th</sup> anniversary. 10 years of ongoing growth and achieving new heights — and we promise there are more to come!

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

We are constantly evolving in terms of the needs and desires of our clients. One of our main goals is to make the work of affiliates and direct partners as simple as possible, and help them spare their valuable time.

Until recently, automation was not represented at the Popunder and Push market. Therefore, we developed our CPA Goal feature in 2020. No wonder this innovative tool

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appeared to be in high demand among our clients. I recommend at least giving it a try to everyone working with Utilities, Sweepstakes, Finance, and e-Commerce.

Moreover, we were among the first networks to enter the market with In-Page Push traffic. This is an amazing addition to Push campaigns. In fact, In-Page Push notifications make it possible to generate more clicks, and they cost less than traditional push notifications. Furthermore, they allow affiliates to access many more websites without additional time investment into launching additional campaigns.

And we did not stop at that: We put a lot of effort into developing various display options of our ad formats, and released new skins for In-Page Push and Interstitials. As a result, we managed to significantly increase our clients' CPM and ROI.

Here are our newest features, which one must definitely try in 2021 — Audiences 2.0 and Custom Zone Bidding.

Audiences 2.0 is a new tool for collecting audiences. It allows collecting users based on one of three ways: Clicks on push notifications, offer conversions, and engagement on the webpage (to do this, you need to have a viewability pixel installed).

Without extra effort, you get a ready, narrow audience that you can use to launch and optimize your campaigns, so you can improve your ROI and CPM. Everything is automated and straightforward to the maximum - just the way we all love it.

Custom Zone Bidding is a feature our clients asked us for. It allows you to optimize bids by zones and avoid spending time on creating whitelists for your campaigns. Many clients are already using this tool, and we plan to develop it further.

### 3) Most popular verticals and trends?

It is obvious that the most important event of the last year was the COVID-19 pandemic. The new coronavirus did not destabilize the industry but changed people's behavior and needs, and that influenced current trends.

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Sweepstakes were traditionally holding the top position, which is typical for a vertical based on working with user data. Our partners at ProPush.me noticed an interesting trend: Increasingly more market participants strive to get as much as possible from each user. So, they try to add additional monetization to landing pages via push subscriptions, thereby increasing their profit and purchase volume, despite market volatility.

You can also see the influence of the global transformations. On one hand, sweepstakes were in great demand, because some people got more free time and money. On the other hand, there was another reason for their popularity: Some users were searching for easy money because of the unstable financial situation in the world. The popularity of financial offers also increased due to the same reason.

Betting lost its position because many sports events got canceled or delayed. But after lockdowns were partially lifted to allow significant sports events, like the Champions League, betting has shown a strong growth.

So, everything turned out like we were expecting: <https://propellerads.com/blog/adv-crisis-marketing-strategy-coronavirus-vs-affiliates/>

#### 4) Restrictions on verticals and promo methods?

In 2020 we prohibited collecting push subscriptions. Subscriptions were often gathered using subscription carousels. We do not approve of such an aggressive approach and care about our publishers' sites' user experience. Besides that, there were no significant changes.

#### 5) Covid impact?

We were able to quickly adapt to the situation and concentrate on what matters for our users. We found new ways to attract feeds and get more relevant traffic.



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At the same time, we prohibited speculation on face masks and other covid-related topics. Our values do not allow us to make a profit on someone's tragedy.

We did not lose any clients, and the amount of traffic even increased.

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## RichAds, Eugene Kuznetsov, Product Manager

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

### 1) Self-intro

RichAds is a global self-serve ad network (most famous for RichPush). We offer push and pop traffic that helps to capture leads from premium sources verified by Adscore. The platform allows for reaching new audiences in 200+ countries worldwide with more than 4 billion ad impressions daily. 17 smart targeting options (device model and OS, user activity, connection type, carrier, IP address, and more) and Premium Subscriber Lists Group allow advertisers to achieve their goals and make profits.

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

The most important change for 2020 is that we've created the RichAds advertising platform (previously affiliates knew us as RichPush and RichPops). Now you can find push and pops ad formats under one roof.

Moreover, we continued improving our top flagship features (Automated Rules, Micro Bidding, Target CPA, Smart CPC). Now we also have Adscore, third-party traffic verification that helps our advertisers get only quality leads.

Our team has also worked hard on campaign performance improvement. We have implemented groups of sources for profitable campaign Start and Scale.

### 3) Most popular verticals and trends?

Last year betting and utilities have become the most popular and profitable verticals. In general, gambling, betting, and sweepstakes were in demand during the COVID-19 pandemic due to quarantine mode.

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#### 4) Restrictions on verticals and promo methods?

Actually, our moderation rules are quite flexible, but the advertising of scam is fully forbidden at RichAds. Also, you can launch adult campaigns using a limited number of sources and white pre-landing pages.

#### 5) Covid impact?

Of course, the year was challenging for all businesses as well as for RichAds. We have witnessed a significant decrease (especially in France, Spain, and Italy) in March-April 2020. But in summer, the situation stabilized, and statistics became normal again.



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## RUNative, Eva Zlochova, Marketing Manager

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

### 1) Self-intro

RUNative is a premium self-service ad network and open ad-exchange for Native, Push, Banner, and Video ad formats. Built by industry professionals with more than 15 years of experience in tech and affiliate marketing, RUNative is one of the fastest-growing ad networks in the industry.

We serve over a billion ad impressions every day, through our direct inventory and high quality worldwide mainstream traffic. While we have a worldwide reach, we are the strongest in English speaking geos, Tiers 1 countries, Europe as well as Asia.

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

When it comes to innovation and progress, we strive to provide the best solutions for all our clients. Therefore, during the past year, we have added 3 new ad formats and introduced a line of great new features that improved the overall performance of our users.

Our In-Page Push, Banners, and of course Native, as well as our Video spots, quickly gained great volumes and became popular on our platform. In-Page Push, in particular, showed great potential and performance, as it allows our users to display their ads on all devices and operating systems (including iOS). The best match for this format are currently Dating and Gaming offers.

We have also extended the targeting options for advertisers, allowing them to stretch their audience reach and increase the revenues through our new Lookalike Audience feature, and granular targeting options, such as Device Brand, and Versions, as well as Proxy traffic.

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We've also focused on improving our stats functionality to make the optimization process much faster & easier. Advertisers can now adjust separate bids per ad spots, activate or pause their targeting options, and even create new campaigns dedicated to specific ad spots, all directly from the stats panel.

And for our publishers, we've opened the door to a bigger variety of campaigns and monetization opportunities, through our new Multiformat Ad Spots. Multiformats allow publishers to set up one placement while exploiting the potential of both Native ads and Standard Banners, both highly demanded ad formats.

### 3) Most popular verticals and trends?

In general, the most-stable and best-performing verticals on our network are the evergreen Dating, Gaming, Gambling, Sweeps, Crypto, and Male Nutra offers. Yet, Dating and Crypto are definitely a must-try on our platform right now, especially on Push.

During the past year, we observed a stable growth in all verticals promoted on our network. Gambling had its ups and downs, especially during the early outbreak of the Covid-19 last year, but it has proven to be profitable once again.

### 4) Restrictions on verticals and promo methods?

Thanks to our open compliance policy, we can accept many more verticals than other ad networks. As a mainstream network, we don't accept any nudity or adult content on Native, Banner, and Video formats. However, we can accept some adult content on our Push inventory, as long as our publishers agree to it.

### 5) Covid impact?

Fortunately, the impact of the Covid-19 has been mainly positive on our business. Like many other companies, we've adapted our workspace to make it safer, and we switched

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to partial remote work. Even though the situation hasn't changed much since last year, our dedication to providing only the best service and solutions for our clients and partners remains the same, even stronger.

Since the whole world had been forced to step back and apply social distancing, we've noticed a significant increase in traffic and general interest in online advertising. In response to this, we have invested in improving our services, advancing our customer support, and improving the usability of our platform to make it even more user-friendly and easy to use for all types of users.

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## SelfAdvertiser, Shiri Harari, Head of Demand

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

### 1) Self-intro

SelfAdvertiser is a self-service platform for advertisers seeking quality, worldwide traffic. Launched in 2014 by Intango, using in-house technology and based on homegrown code and intellectual property, SelfAdvertiser provides a safe, user-friendly, intuitive platform offering massive audience reach with flexible targeting capabilities, automated bid optimization, and real-time reports.

With a range of ad formats - Domain-Redirects, Pop Displays (CPM based), and Push Notification (CPC based), we invest a major effort in traffic quality monitoring for our direct and programmatic inventory.

Our platform offers fast and easy campaign setup, insightful targeting tools, accessible statistics, and top-notch features to maximize your ROI and budget.

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

We highly take pride in the fact that we are customer-obsessed and put our users' needs first. So we've taken all the input and feedback we got from our customers and developed the new features we added during the past year. Here are some of the features we released:

#### a. Domain Redirect Keyword Tool

Our secret sauce for nailing Domain Redirect campaigns. This new feature allows advertisers to broaden their search for more relevant keywords and deliver their campaigns directly to the most high-intent customers. After launching this new feature, we saw that our Domain Redirect activity had almost doubled in numbers, meaning this has been a true solution to our advertisers needs.

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## b. Suggested Bids

We get asked a lot about recommendations for suggested bids. We know that for advertisers getting that 'inside information' based on our knowledge and advanced machine learning algorithm, can make a huge difference for their campaigns. So we recently added the option to get automatic suggested bids based on the advertiser's campaign settings. This allows advertisers to stop wasting time and money while trying to guess the right bid.

## c. Direct Subscriber Base for Push Notification Inventory

We extended our premium push inventory, with direct new inventory to our global subscriber base. We also added advanced optimization tools for Push Notifications such as The Auto Optimizer, which helps advertisers work smarter, not harder.

Together it's a win-win combo for advertisers.

## 3) Most popular verticals and trends?

Ecommerce, Utilities (VPN, Antivirus SW), Finance, Trading (Binary/Crypto), Lead Generation, Gambling, and Gaming are being promoted the most. During 2020 we saw an increase in e-commerce, services (financial, jobs, etc.), and online education.

When it comes to e-commerce, we can now see new and full-of-potential geos emerging by the day. We're used to seeing the US, France, Germany, and Spain as the leading geos for that vertical, but we also identified the Philippines and Indonesia as the best-performing geos in this vertical for the past year.

## 4) Restrictions on verticals and promo methods?

Our biggest no-no are Adult and Tech Support. If you have any doubts about your LP or need some creative adjustments, you can reach out to our Team.

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## 5) Covid impact?

COVID-19's main impact was felt in the decrease of the Tourism/Hospitality vertical, which was one of the leading verticals prior to COVID. We have shifted our focus to trending verticals such as e-commerce, gaming, and education, which fit our inventory perfectly and we've seen amazing results.

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## Taboola, the Taboola Team

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

### 1) Self-intro

Taboola powers recommendations for the open web, helping people discover things they may like. The company's platform, powered by artificial intelligence, is used by digital properties, including websites, devices and mobile apps, to drive monetization and user engagement.

Taboola has long-term partnerships with some of the top digital properties in the world, including CNBC, NBC News, Business Insider, The Independent and El Mundo. More than 13,000 advertisers use Taboola to reach over 500 million daily active users in a brand-safe environment. The company has offices in 18 cities worldwide, including New York and Tel Aviv.

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

Taboola launched the [Taboola Creative Shop](#), the first global program to help brands and media agencies execute and optimize advertising campaigns that run on its network. More than 200 brands and their media agencies across retail, CPG, automotive, financial services, and e-commerce categories have chosen the Creative Shop to significantly boost click through rates (CTR), ad viewability, return on ad spend (ROAS), and more.

[Taboola announced a partnership with Integral Ad Science \(IAS\)](#), the global leader in digital ad verification, to introduce an industry-first pre-bid brand safety technology for performance advertisers. This is the first-ever integration to directly apply pre-bid brand safety within a native discovery platform. With this integration, performance advertisers have the ability to achieve their marketing goals across Taboola's large audience of 1.4 billion people each month, while ensuring brand safety.

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Taboola announced its “[Taboola PRO](#)” program to empower advertising and digital marketing professionals with best practices to increase customer acquisition, platform adoption, campaign success, and growth potential for their clients using Taboola’s platform.

### 3) Most popular verticals and trends?

Taboola works with advertisers from all verticals. Here are some examples of advertisers that have done particularly well in the past year:

-Taboola drives large 50% increase in return on ad spend for OTTY, verified by QueryClick ([click here for details](#)).

-Leading Digital Ad Agency Kendago Extends Multi-Year Strategic Partnership With Taboola And Will Implement Platform As Primary Acquisition Channel For All Of Its Clients ([click here for details](#)).

-Firstleaf Wine Club Increases Wine Subscriptions By 478% Advertising On Taboola’s Platform ([click here for details](#)).

-Bombas Teams with Taboola to Amplify 2020 Pride Collection Launch to More Than One Million People, Reinforce Message of Diversity and Giving Back ([click here for details](#)).

-Honda Australia Teams with Taboola and Zenith Media to Focus on Performance -- Already Reporting 291 Percent Increase in Conversions and 27 Percent Increase in Online Dealership Engagements ([click here for details](#)).

[Taboola Trends](#) is a data resource analyzing images and keywords gathered from content campaigns running on the Taboola platform. The data is analyzed on a weekly basis with the ability to filter by country, language, vertical and platform. The analysis includes individual items, or campaign creatives, that received at least 25 clicks and

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25,000 impressions per week – altogether, every week we analyze a total of about 75 million clicks across 50 billion impressions.

#### 4) Restrictions on verticals and promo methods?

Yes, [here is a link to an overview of our policy](#), as well as links to deeper dives.

#### 5) Covid impact?

For information about our business and the impact from COVID, please see our most recent message from our CEO:

<https://blog.taboola.com/taboola-is-going-public/>

<https://blog.taboola.com/how-were-weathering-covid-19-storm/>

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## Traffic Factory, Takanori Kanto, Account Manager

Link: [TrafficFactory.com](https://TrafficFactory.com)

### 1) Self-intro

TrafficFactory is an advertising network. We generate over 6 billion daily impressions worldwide. Our current available ad spots are banners, native and pre-rolls.

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

We launched keyword targeting, this new targeting option will help our clients to optimise their campaigns as precisely as possible. We've also launched a new method for advertisers to upload their different creatives in one go - this is to save them time and also allow an error-free process.

### 3) Most popular verticals and trends?

Offers change according to trends and trends change very often, but we always observe a high rate of offers in these verticals:

- Enhancement
- Adult Dating
- Adult Gaming

A greater number of affiliates are now targeting the Middle East and Asian countries with enhancement products. As expected, we saw a significant rise in the amount of Cam-Site promotions especially over the course of Q2&Q3 due to lockdown restrictions. We later saw a rise in different "homemade" content based sites which again followed the trend of the restrictions. Adult Dating remained surprisingly popular and steady.

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Our main territories remain unchanged compared to the previous year, with both Europe and North America being the most-targeted.

#### 4) Restrictions on verticals and promo methods?

Like the majority of ad networks, we have certain restrictions including:

- Crypto/ Forex offers that are not officially accredited
- Sweepstakes
- Auto-Download APK
- PC extensions - downloads
- Surveys

In order to comply even further within the realms of DMCA authorities, our banner review system has implemented certain changes. We ask advertisers to present proof that they hold the permission of licenses for the use of clips or images of models used in their creative banners.

We currently allow affiliates/ advertisers to promote their campaigns by using:

- CPC & CPM real-time bidding cost models.
- Banners (Desktop Square, Desktop Horizontal, Mobile&Tablet Rectangle and also native ads)
- Pre-Rolls

#### 5) Covid impact?

It is fair to say that 2020 has been an increasingly difficult year for many companies to navigate. In our line of business (online advertising) it has had a positive impact with a

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greater and more consistent source of global traffic generating over 6 billion daily impressions, also allowing an increase in affiliates signing up to the network.

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## Traffic Force, Ross Alan, Advertising Manager

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

### 1) Self-intro

My name is Ross Allan, I run trafficforce.com. We built the system in 2009-10 and launched a yearlong beta test in 2010-11 before going live in September 2011. Traffic Force is a self serve ad platform as well as supply side platform that connects to DSPs to programmatically buy advertising. We sell worldwide advertising to the tune of 15 billion impressions per month. More than 50% of our traffic is internally owned by us so it is managed as part of our company. I personally have been in the ad industry for 19 years this summer, and Traffic Force's parent company has been going for more than 23 years now.

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

We introduced a lot of new ad types like push notification, interstitial ads, slide roll ads, all of which cater accept both image and video ads to offer a far greater CTR and work very well for our clients. We also started working on our DSP offering which we hope to have live by the end of Q1 2021, this completes our platform as SSP/DSP, and offers fully programmatic ad sales and buys on our side as well.

### 3) Most popular verticals and trends?

Utility apps are very popular right now, VPN being a big one that is being advertised heavily. Live Cams is also popular as always due to the nature of the sites we work with in the adult industry, and at the time of this current pandemic, cams offers a little bit of comfort for people who perhaps feel lonely during all of this. Dating is going strong too but not as well as in past years. We are seeing a lot more Casino/Gambling offers in Tier 2 and 3 GEOs, it seems to be a big push now for these companies.

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#### 4) Restrictions on verticals and promo methods?

We do not allow any form of scareware such as tech support, apps claiming to have infected your device, cleaner products that do not work or do anything for your device other than trap you into a weekly billing schedule. We are seeing a large uptick in these kind of products again in the last 6 months, likely because everyone is working from home or stuck at home in lockdowns and trying to take advantage of people. We have security monitoring in place to catch and remove these bad ads.

#### 5) Covid impact?

Covid hasn't really impacted our business at this time. The entire Traffic Force team are remote workers so it is business as usual for us and we are quite comfortable in the current climate. We have seen traffic growth across the world, perhaps because more people are spending their time surfing than working which is benefiting our publishers and indeed our own network of websites. One thing our company is doing during this pandemic is to make sure the entire team - not just Traffic Force but also for our other products - have everything they need to ensure remote working is comfortable and easy for them. We have been very focused on having monthly check-ins with all team members, asking if they need any devices, hardware or products to make their lives easier. We try to take care of the entire team as best we can to ensure the working environment is healthy and efficient.

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## Traffic Stars, Ekaterina, Advertising Sales Lead

Links: [TrafficStars.com](https://www.trafficstars.com), [TrafficStar's STM Profile](#)

### 1) Self-intro

TrafficStars is an IT company which provides advertising services to both advertisers and publishers all over the world. TrafficStars was built in 2014 by a team of experts with over 15 years of experience in the online advertising industry. We have grown and evolved over the years to develop leading technology and we now deliver over 3 billion ad impressions daily.

TrafficStars is a self-serve ad network delivering worldwide traffic. Currently, we work mostly with adult traffic which converts a variety of verticals such as Dating, Nutra, Live Cams, VOD, Gaming, Casino, Betting, Binary Options, Forex, Crypto, Privacy Enhancement, Computer Cleaning, Software, Sweepstakes, etc.

Our platform's targeting options allow you to easily optimize the monetization of our traffic, namely, we offer category and keywords targeting, targeting by counties and regions, targeting by languages, devices, OS, browsers, carriers, and many more. Advertisers can buy traffic on CPM, dCPM, and CPC basis.

TrafficStars offers a wide range of advertising formats for Mobile, Tablet, and Desktop devices including banners, native, popunder, video, push notifications (classic and in-page push), and interstitial full page. Advertisers have access to a global network of publishers like sex.com, SpankBang.com, and many more, as well as xHamster.com in exclusivity.

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

The highest impact change was the introduction of these new formats and features: In-page push notifications, adding mainstream categories to targeting options, HTML5 banner type, look-alike option, collect users retargeting function, and keyword targeting.

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We've introduced multiple improvements on the platform which have increased the performance of our advertisers and the revenues of our publishers. We are focused on improving the statistics so the advertisers can easily optimize the campaigns.

The idea is that the platform should be self-explanatory in the first place and we are working on it constantly, so clients can navigate easily, quickly create campaigns and spend less time on "how-to-do" conversations with an account manager. That way, managers can spend more time on tasks such as advising better strategies, providing whitelists and sharing their experience on optimization.

We've gotten great feedback so far and have seen improved performance.

### 3) Most popular verticals and trends?

The top promoted and converting verticals are Dating, Nutra, Live Cams, VOD, Gaming, Gambling, Forex, Crypto, Privacy Enhancement.

In general, covid affected the industry so online offers became stronger, e.g. offers in Webcams, Gaming, Casino, VOD, and Crypto verticals. Dating offers adjusted to the new reality and focused more on sexting more than on dating/meet-ups. These verticals provide good opportunities for positive ROI.

### 4) Restrictions on verticals and promo methods?

TrafficStars allows the promotion of all types of verticals that follow our requirements:

<https://trafficstars.com/guidelines>

We pay special attention to user experience, by allowing only trustworthy and transparent advertising.

Misleading elements, such as drop-down menus, checkboxes, etc. will be flagged by our compliance team and blocked by our network.

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Our flagging system is designed to protect not only users but also publishers and advertisers.

## 5) Covid impact?

As was mentioned, covid affected the industry so online offers became stronger.

At the same time, we noticed quite an inflow of people new to the affiliate industry. The labor situation changed a lot, working remotely saves a lot of time which people would spend either on education or exploring new opportunities - like affiliate marketing.

Every account at TrafficStars gets a personal manager and they are ready to help each one of them to start right and get good results. We are also creating simple FAQs, instructions, and case studies to educate advertisers. We are constantly improving the quality of help from our support team and account managers. All our managers are also media buyers themselves, so they have the knowledge required to help advertisers.

TrafficStars tries to make advertisers' lives easier by developing new functions and technologies that will help them be profitable. Our focus is to make the platform as easy as possible to use, and as automated as possible. It is a self-serve platform so users can buy/sell traffic on their own.

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## Zeropark, Bartosz Bielecki, Head of Marketing

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

### 1) Self-intro

Zeropark has been in the performance marketing business since 2012, starting with parked domain traffic. Over time we added pop and push traffic. Currently our inventory consists of 100 billion impressions monthly, with traffic coming in from all around the world.

Personally, I've been leading the Zeropark marketing efforts for over 3 years now.

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

In 2020 we focused a lot on internal tools that help our business teams deliver even better customer experience through account management, customer support and compliance.

This didn't stop us from adding new features to the platform, however. We've delivered the in-page push ad format and overhauled our UI to make the campaign management process smoother for the advertisers.

Additionally, we introduced Zeropark Deals - a platform where we recommend tools like trackers, landing page builders and so on, at heavily discounted rates. Earlier we brought the Offer Wall to the market, which features recommended affiliate networks and programs that offer a unique advantage for Zeropark customers - like higher payouts. Our goal with this is to bring extra value, on top of the quality traffic we're selling.

Lastly, we've opened Search Marketplace, a new inventory for brands and agencies advertising directly with Zeropark. Those ads help brands bring customers to their website before the user completes the search.

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However, the biggest news for us in 2020 was getting acquired by CentralNic Group PLC. It's a move that puts us in a position to significantly grow in the years to come.

### 3) Most popular verticals and trends?

In the last couple of years we've been focusing heavily on ecommerce advertisers, and developed the Search Marketplace I mentioned earlier to further grow in the ecom area. This made ecommerce rise to the number one vertical on Zeropark.

Once sports resumed (post 1st wave of Covid), sports betting has become very strong as well, and is currently very hot on Zeropark.

Apart from that, verticals like sweepstakes, utility downloads and dating are always a good choice for Zeropark advertisers.

### 4) Restrictions on verticals and promo methods?

We don't allow advertising of: Weapons and explosives, illegal goods/content/activities, violent pornography/sexualization of minors and so on. For more details you can always check our campaign guidelines at [doc.zeropark.com](https://doc.zeropark.com).

### 5) Covid impact?

Covid-19 did impact our business, there's no denying that. After all, for example, how can you avoid a drop in sports betting advertising, when all sports are cancelled for over a month and major events (like the Olympics) get postponed? How do you counter the economic disaster many countries are dealing with? But even with those obstacles, we consider ourselves to be extremely lucky to be in an internet business, and the negative impact of Covid on Zeropark is definitely negligible compared to more traditional kinds of businesses.



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As for our response to Covid, we did offer a Corona Stimulus Package for customers that were heavily impacted by Covid's first wave. It included Zeropark credits along with insights on what (and how) to advertise during those difficult times.

With our business efforts throughout the year, we concentrated on stabilization of demand and supply, rather than going after whole new customer groups. For the first time we weren't able to attend industry conferences, and decided to skip most of the online ones. Thanks to such savings, we were able to achieve a very stable year overall.

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# INSIGHTS FROM AFFILIATE NETWORKS

## Adcombo, Ella Mak, Head of Affiliate Management

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

### 1) Self-intro

AdCombo is a CPA Affiliate Network that can help you to monetize your traffic. We work with direct offers only, and we have HUNDREDS of exclusive and premium ones! AdCombo specializes in WOW-products for a wide range of GEOs. We primarily work with Tier 2 and Tier 3 countries.

### 2) Rising/declining offer verticals?

Even though 2020 was quite an exceptional year due to the pandemic, Health & Beauty offers are still booming. Remote work has changed the way people treat themselves: During the lockdown, they want to be healthy and fit while all the gyms are closed.

Unfortunately, mobile offers are getting more difficult to work with, due to tighter regulations in the EU region.

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

Our brand-new skincare offer is doing pretty well on Facebook, especially if you create an e-commerce shop for these offers:

[29829] Moleculica - ES

[29830] Moleculica - DE, AT

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[29828] Moleculica - IT

[29825] Moleculica - US

#### 4) Have Click2Call or Click2SMS offers?

Here they are:

31062 Viber 2021 - CH

31097 Viber [nonbillable] - RS

31270 Whatsapp - FI

31271 iPhone 12 (NB) - GR

31272 Generic Download - CH

#### 5) Best geo+vertical for newbies? And for veterans?

Latin America is the best GEO to start your affiliate marketing journey. It has a huge market, its traffic is cheap and almost all countries there speak the same language – Spanish.

[13451] Flekosteel - MX

[6048] Inno Gialuron - MX

[9084] Flekosteel - PE

[28375] Motion Free - CO

[28561] Motion Free - CL

[10588] Varikosette - GT

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Another TOP GEO is Arabian region growing fast at the present. It has a large population, and competition among publishers there is still not that high. We recommend being careful with cultural peculiarities when preparing creative materials, though.

[22435] Flekosteel - SA

[24897] Inno Gialuron - KW

[30420] Black Latte - AE

[7147] Goji Cream - IQ

[20037] Black Latte - IQ

## 6) Covid impact?

I think that all businesses were affected by COVID-19. There were massive lockdowns, we faced some delivery issues, and some of our GEOs were totally closed. Nevertheless, AdCombo has managed to adapt to this situation. Now we are more than ever focused on online payments and contactless delivery. What's more, we opened new GEOs – Argentina, Saudi Arabia, USA (COD), Costa Rica, Ghana, Montenegro, Ireland and UK.

We really miss the times when we could meet our affiliates offline. That's why we were extremely glad to arrange the luxury Posh'n'Porsche Party in Dubai to which all our TOP affiliates were invited. By the way, the pandemic hasn't disrupted our Porsche Challenge too much.



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## Admitad, Anastasia Babanova, Senior Marketing Manager USA

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

### 1) Self-intro

Admitad represents online services to provide sales and online profits.

Admitad as a global affiliate marketing network manages 1700+ affiliate offers in different verticals. Working since 2010, Admitad provides managed promotion on the CPA/Rev-Share model across our global affiliate network of 15 different categories in 15 different languages.

Aside from the Affiliate Network, Admitad's infrastructure hosts the Advertiser Marketplace, in-house startup studio Admitad Projects, GetUniQ ad management system and LetyShops service provider. Admitad is where we develop new means to drive sales and earn money online, such as Admitad Cashback, ConvertSearch, ConvertLink, ConvertSocial and Admitad Vendor Network.

Our main offer verticals are e-commerce, finance, online services, travel, mobile, and online games

### 2) Rising/declining offer verticals?

The impact of COVID-19 on the affiliate marketing industry is manifold. Some sectors have been severely ravaged while others have seen immense growth.

Admitad's evergreen verticals have naturally taken the impact of the crises - certain metrics are down while others, often unexpectedly, are up.

Take a look at some highlights of YoY sales growth of Admitad's main niches in 2020 compared to 2019:

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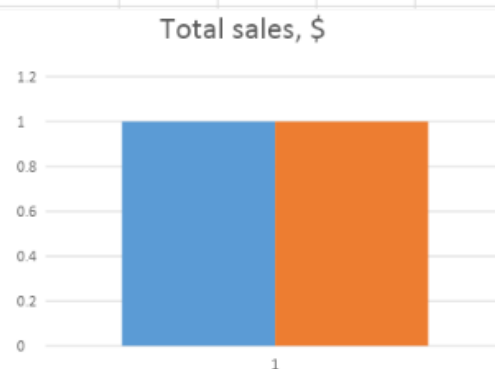
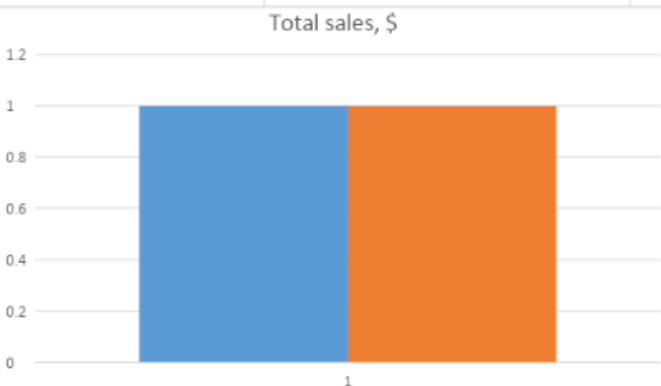
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Category	Total sales, \$, YoY growth		
	2019	2020	%
Category	1,936,370,300	2,173,955,188	12.3%
Online stores	32,277,156	37,328,420	15.6%
Internet services	1,285,648	3,002,496	133.5%
Mobile offers	3,746	39,781	962.1%
Online games	223,885,478	96,512,341	-56.9%
Travel	284,330,553	437,765,170	54.0%
Financial offers	12,706,300	15,082,303	18.7%



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

The best whitehat offers are lead generation offers. They are an evergreen type of marketing that has always been around and will always be there. As long as there are businesses out there that need new customers, the lead generation offers will remain a healthy market to jump into. At Admitad you can find good lead generation offers in finance, travel, gaming and many other verticals. You can do your own research here. Considering how Facebook has been over-generous with bans, running ads on such a complex platform can be tricky. Regardless of whether you are running whitehat or greyhat COD offers, it is impossible to entirely avoid bans. We strongly recommend going whitehat and staying away from borderline marketing. In other words, focusing on quality is a fundamental principle.



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#### 4) Have Click2Call or Click2SMS offers?

N/A

#### 5) Best geo+vertical for newbies? And for veterans?

Our first and main piece of advice: When you're not sure, get online and see what the trends are. This may not be the secret of life, but it's definitely the secret of successful online sales. Every season, year, or other period of time has its own trends.

If you are completely new to affiliate marketing and don't know anything about the topic in general, we recommend you to start with the ["Affiliate Marketing for Beginners Free Course"](#). The course highlights key features and stages of launching, developing and scaling miscellaneous business models that publishers can use to gain profit and grow. On completing this course, publishers will be asked to pass a test and receive a certificate of education.

#### 6) Covid impact?

The coronavirus pandemic has caused fundamental changes and challenges for businesses. Consumer behavior is changing, and new tendencies are appearing. Consumers are adapting to a new reality and turning to online shopping. The Internet has become the main place for commerce. With the coronavirus still spreading across the globe, many people are continuing to work and study from home with the help of their gadgets. This leads to a growing demand for digital equipment, which can be expected to continue over the new term as well. Months of self-isolation have encouraged people to plan future trips as several destinations are starting to reopen for tourists. Thus, one more leading category in online retail is tourism with more than 2 million ticket orders.

Another popular category is baby & kids products, as customers have been stuck in their homes with their children since March. Lockdown has made Americans spend more time with their kids and pay more attention to them.

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Another broad shipping category is clothing. Many states are reopening and people are very much likely to spend more time outside, which is why more and more consumers are wanting to upgrade their wardrobes (refer to the image above).

The depth of e-commerce reflected in affiliate marketing proves able to withstand the current crisis with consumer demand shifting from offline to online, and demonstrated a wide range of successful client launches by Admitad in the midst of a crisis. We also recorded exponential growth in publisher applications in 2020. We strive to fast track approvals, and to further invest in tools and solutions that support publishers and advertisers.

Admitad also encouraged other companies to join social initiatives and launched a \$300,000 social fund to support employees whose relatives lost their jobs due to the crisis.

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## Advidi, Rick Haasnoot, Senior Affiliate Manager

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

### 1) Self-intro

Advidi is a global performance marketing network based in Amsterdam. Operating since 2012, we are mostly known for our extensive coverage of in-house Dating brands. We have also established ourselves as top players in Nutra, iGaming and Sweepstakes.

### 2) Rising/declining offer verticals?

The Dating vertical continues to be stronger than ever at Advidi. In 2020 we launched in-house Dating offers in Eastern Europe, specifically The Czech Republic, Poland, Romania, Slovenia, Hungary and Slovakia.

After the launch of our US offers in 2019, we have seen a huge boost and the volumes have been increasing ever since. The need for traffic in this GEO is like a rabbit hole - it never stops.

For Nutra Trials (Subscription) offers, we partnered up with a boatload of new US advertisers and built strong relationships with them to bring more offers/caps than ever before.

Affiliates were looking for successful alternatives to COD for example, and they found success with our advertisers' Trials or Straight Sales. This can be due to issues that in-person delivery billing models have faced during the pandemic.

On the Nutra traffic side, we've seen more and more advertisers accepting SMS/Email traffic and an increasing number of affiliates using these traffic sources.

Our Sweepstakes offers portfolio is bigger than ever, especially in the US. During 2020, we were able to start new and promising partnerships.

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We made a big leap with US Sweepstakes Trials and are confident we are working with the biggest and highest-potential advertisers throughout the EU, UK and US.

Last but certainly not least - iGaming. With the recent closing of one of the biggest iGaming GEOs in the world, we were quick to react and offer alternative GEOs to our affiliates, such as Canada for example. We've also implemented real time feedback on affiliate traffic behaviour, and especially the most advanced affiliates who understand this vertical saw the benefits of it right away.

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

We've heard from our big eCommerce partners that Facebook isn't as reliable to promote WhiteHat offers as it was in the past. However, we saw big success for affiliates running these kinds of offers on Native, Google (SEO/PPC), and Push.

There are so many opportunities for affiliates to run whitehat brands successfully besides Facebook, please don't give that platform too much credit.

We have partnered up with advertisers that are offering eCommerce products to pretty much all GEOs known to man, more specifically personal care, home accessories and gadgets. This is an exciting opportunity for our affiliates, and we are already seeing amazing results.

We also see Google and Native being stricter towards Casual Dating. Our team is prepared for this by being able to provide clean landing pages. These traffic sources aren't fans of redirects either, so we can provide tracking links without any.

### 4) Have Click2Call or Click2SMS offers?

N/A

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## 5) Best geo+vertical for newbies? And for veterans?

**For beginner affiliates**, we recommend trying low-payout Leadgen Sweepstake offers where newbies can get the hang of media buying, optimisation, prelander creation and all other tricks of the trade. 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 optimizing and split testing.

Good traffic sources for newer affiliates are pops, push, Google (SEA/SEO) and native.

Facebook is getting stricter across the board, and newcomers may require more guidance in the space. As email and SMS traffic is in a whole different league, we don't recommend those sources for starters.

The Dating vertical is also a good place to start for newbies. We recommend starting in tier 2/3 GEOs.

**Intermediate/expert:** For affiliates who are seasoned in the Dating vertical, we recommend running offers in Tier 1 GEOs such as English speaking countries (US/UK) and Western Europe.

The competition is high, and traffic can require a higher budget, but it can be highly profitable for affiliates that know the vertical's ins and outs.

We also recommend they look into Nutra Straight Sales and eCommerce opportunities, due to the higher costs for the customer. For veterans that have found solid ways to promote these offers, that means more earnings!

For experienced iGaming affiliates, we've created capacities for real time feedback on the quality and behaviour of their traffic. This helps them optimize quicker, better and get the best out of their sources.

For affiliates who run Casino CPA offers that pay on baseline deposits, we can give them feedback about the quality of their traffic much earlier in the process whenever a registration is made. This early feedback helps affiliates to optimise their flows/traffic faster and increase earnings.

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We are also able to show depositors on Casino CPL offers, so that affiliates can see the quality of their traffic and how it behaves on different traffic sources, placements and flows. This helps them optimise better, and of course avoid being banned from that offer. This can also allow for them to receive better payouts in the future.

## 6) Covid impact?

The global pandemic was a learning curve for a lot of industries, and for us, we continued to strengthen our efforts to improve our services and noticed a huge boost in volumes and traffic from our affiliates.

Although the global pandemic forced us to work from home and we were not able to visit our clients in 2020, our team showed true strength and character during these difficult times and tried their best to ensure our affiliates and advertisers continued to get the support they needed.

In saying this, we were excited to launch the famous affiliate competition [Kings of Advidi](#) 5th anniversary, which is a test for every possible angle that affiliates know. In September, we will be bringing the 2021 winners and our 2020 winners to Amsterdam for a 5-day extravagant experience with our team. It will be nice to once again have that face-to-face interaction with our friends.



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## Affiliaxe, Oran Furman, Senior Affiliate Manager

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

### 1) Self-intro

AffiliaXe has been online since 2010.

We focus on WH campaigns, mainly in the eCommerce, Digital Products, Health & Beauty and Finance niches.

### 2) Rising/declining offer verticals?

Our focus for the last few years hasn't changed so it's less about changing verticals and more about improving and making the most of the ones we focus on.

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

Definitely. As I mentioned, we went down the WH path a few years ago as we realized the growing need for campaigns that let marketers focus on marketing first and foremost.

### 4) Have Click2Call or Click2SMS offers?

N/A

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## 5) Best geo+vertical for newbies? And for veterans?

I think when starting out, its best to find offers with a short flow that don't require too much info (or spending money/CC info) from the user. It's easier to get conversions and make optimizations while learning the ropes of running campaigns.

I think it's also preferable to run campaigns (in the beginning at least) in countries where you know the language and the mentality. This can have a BIG impact.

For expert affiliates, I think it mostly depends on what kind of an affiliate you are, but for my experience it's difficult to beat a good eCommerce offer in Tier 1.

## 6) Covid impact?

Challenging times, no doubt.

Main impact is with all the lockdowns which forced us to work remotely for long periods of time.

The results are more focused zoom meetings.

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## Big Bang Ads, Vincent Jouvin, Senior Business Development Manager

Links: [Big-Bang-Ads.com](http://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?

Hard to tell since we only promote one. I would not be the one to ask about rising or dying verticals since we only have practical experience with one (lead gen SOI)!

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

We have only whitehat offers. It's not easy to promote SOI lead gen sweeps offers safely on Facebook. A cloaker is recommended to deliver high volumes safely.

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#### 4) Have Click2Call or Click2SMS offers?

No

#### 5) Best geo+vertical for newbies? And for veterans?

SOI lead gen sweeps offers in Tier 2 or 3 - Poland, Thailand or Brazil for instance!

Probably for intermediate and expert, verticals like nutra or crypto could be a decent choice.

#### 6) Covid impact?

It did.

- We had to diversify our acquisition funnel towards affiliates since there were no more conferences like Affiliate World!

- We had to adapt our landing pages to the situation as well. No more "trip to Bali" and more grocery vouchers.

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## Clickdealer, Henry Whitfield, Head of International Business Development

Links: [Clickdealer.com](https://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 this year, network to a global marketing agency that aims to make performance marketing accessible, convenient and human.

As we celebrate our 9 year anniversary, we continue to attack each and every day with the same passion and dedication we set out with on day one.

### 2) Rising/declining offer verticals?

Last year we spoke about our excitement for White-hat Lead Generation in 2021 - but we were preparing for a shift from in-home appointment based verticals to finance and insurance.

As predicted we saw his shift at the end of Q2, but we were surprised by how strong all white-hat verticals bounced back and performed in the second half of 2020. We expect this to only grow and scale as we head into 2021 and the 'new normal'.

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

I'd like to think that ClickDealer has been ahead of the recent shift into a focus on white-hat and we continue to see our affiliates benefit from that focus. We offer a comprehensive portfolio of campaigns ranging from Insurance, Finance, Home Services

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and others - on top of that we offer an array of in-house campaigns and technology solutions to help our publishers thrive.

As we've focused more resources on the development of this vertical, we're also able to offer more custom support to our affiliates as they face the challenges of running these campaigns on Facebook and other traffic channels.

#### 4) Have Click2Call or Click2SMS offers?

N/A

#### 5) Best geo+vertical for newbies? And for veterans?

At ClickDealer we continue to be a friend to new affiliates, continuing to welcome them to our network and we have many verticals they can learn with. The advantage of almost a decade of experience working with affiliates is that our team can help the newest of affiliates, but also provide the support to experience affiliates.

As always we suggest a newbie friendly sweepstakes single-opt in offer as a great place to start - something that is budget friendly, easy to understand and to get the data needed to optimize campaigns.

To help newer affiliates we continue to work closely with a number of partners on both the tracking and traffic side, meaning it is easier than ever to get your campaigns set up and launched.

#### 6) Covid impact?

As an online business we were able to adapt quite quickly and effectively to the demands of COVID, especially being a global company that already relies on teleconference - making an adjustment to working from home or impacts of lockdowns easier on our team.

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We also saw some really strong performance in a number of key verticals for us - including White-Hat LeadGeneration, Dating and Cryptocurrency. In fact, we're actually excited to launch our new [Gay Dating SmartLink](#) in February - a sign of how well things have been going for our team.



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## Converting Team, Jakub Trubacik, Co-Founder

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

### 1) Self-intro

My name is Jakub and I am a co-founder of the Converting Team affiliate network. The network was founded in 2016 but I have been active in affiliate and online marketing for almost 10 years now. You can find us on the STM forum as "convertingteam". I consider myself an email marketer, media buyer and a creative person with focus on creating top quality designs, creatives, and sales funnels.

As a network we are focusing on providing the best results possible in trading, leadgen, sweepstakes and casino. My personal focus has lately shifted from mailing to FB whitehat media buying, mainly leadgen in the USA.

### 2) Rising/declining offer verticals?

When we look back on the last year, we see that trading (and crypto) is declining and affiliates are looking for alternatives to replace that. Overall issues with running BH on FB is shifting the focus to more stable verticals and alternative geos. Casino will always be a strong vertical and Leadgen is on the rise.

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

We see this as a big trend going forward. It is harder and harder to run BH for affiliates. Higher costs, lower margins and more bans. That's why we shifted our focus to Leadgen in the USA in 2020, we have been working on it hard the last year and in 2021 we will offer a variety of "Facebook compliant" offers including in-house offers which I believe will kill it this year.



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#### 4) Have Click2Call or Click2SMS offers?

No, unfortunately we don't focus on those and we are not planning to in the near future.

#### 5) Best geo+vertical for newbies? And for veterans?

This may come as a surprise, but I would recommend Casino to newbies because it can show good results on traffic sources like pop and push when you select the right geo. Don't go to expensive T1 countries straight away, try countries like RO, UA, KZ instead. You will be surprised.

For intermediate/expert, I have to recommend Leadgen in the USA. Opt for debt or loan offers for example. Once you master these and overcome any initial problems, you'll never look back. I have been running leadgen with my media team for over a year and even when scaling high you can hit a nice 30% ROI.

#### 6) Covid impact?

Covid has not really impacted our business when compared to other industries. If anything, it has forced more people online which is good, but I believe this is just the beginning and we will start seeing the real impact in the upcoming years.

As a company with 35 people we expected problems with working in a lockdown but we were able to switch to home office mode without any problems and it showed us that we are able to work effectively even when not in the office.

We are looking forward to visiting conferences again to see our partners and network with people from the industry. That is the biggest downside of the pandemic for us, but we have adapted accordingly and taken advantage of new opportunities like the AdWorld online conference.

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## Crakrevenue, Maxime Bergeron, Network Director

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

### 1) Self-intro

CrakRevenue was founded in 2010 by a team of affiliates with a vision to centralize all the adult industry's top offers within one trustable and innovative CPA Network. From that day forward, we have kept providing our worldwide community of affiliates with the most rewarding and best-performing offers in the Dating, Cam, Gaming, and Men's Health verticals through our cutting-edge affiliate marketing platform. We offer data-driven expertise and results-oriented marketing services.

Being affiliate marketers ourselves, we understand the importance of having the perfect funnel and promotion tools to convert traffic into sales. That's why we've made available thousands of creatives, ad tools, and hundreds of dedicated landers proven time and again to convert. Over the years, CrakRevenue has become a force to be reckoned with, maintaining its position among the world's Top 5 Best CPA Networks according to mThink's Blue Book Survey.

With close to half a billion paid in affiliate commissions, we are driven by performance and results as we lead the next phase of affiliate marketing, thanks to a skilled team of professionals. We aim to provide a unique experience to our respective affiliate and advertiser networks.

Follow the Whale!

### 2) Rising/declining offer verticals?

The Live Cam vertical has always been our bread and butter at CrakRevenue, but with the arrival of the pandemic, this highly popular vertical is stronger and more lucrative than ever. Global changes in Web consumption and rising demand for streaming platforms can be paralleled with the observed enthusiasm for cam sites, currently

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breaking records. This year we are proud to have developed a new product: Jerkmate. A brand we skyrocketed from 0 to a U.S. Top 100 site. It thrills us to share this outstanding success with professional marketers interested in promoting a real Cam phenomenon with us.

Dating is facing changes due to the current situation, which minimizes the possibility of social interactions worldwide. On the other hand, there is a real opportunity to seize with the emerging trend of video dating, as users still crave for human encounters and have the purchase power to pay for such a service. This vertical is currently one of the most stable niches in affiliate marketing, and despite social restrictions we still observe an increase in audience and usage time. We are convinced it will continue to perform well in 2021.

And one new vertical that really got a boost in 2020 is online pharmacy. For obvious reasons, people are more than willing to avoid crowded pharmacies, and to skip waiting lists to see a doctor. Therefore, this vertical not only benefited from the pandemic, but most likely is there in the long term since people won't go back to their old and less efficient habits.

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

Yes absolutely! In fact, a significant part of our revenues comes from whitehat offers. Over the past couple of years, we invested more and more in Business Intelligence, and one of the reasons for us was to master the customer's journey. That goes hand in hand with our whitehat offers, based on customer long-term value.

But even if you go for whitehat offers, you still have to be careful. You have to know the rules for every product, offer or industry you want to promote. We also know social media often adjusts their requirements and restrictions, just like Google; so in order to build something solid in the long run, make sure you keep yourself updated.



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#### 4) Have Click2Call or Click2SMS offers?

No, we don't.

#### 5) Best geo+vertical for newbies? And for veterans?

We recommend our new affiliates to check out our Dating offers since it's a very popular vertical and a great place to start. Launching an affiliate marketing business is always easier when surrounded by experts or experienced fellow marketers. Forums, such as [STM](#), are a great resource to get a handful of insider tips and insights for lone wolf affiliates looking to make money off Dating. Some newbies may struggle with the local aspect of dating offers. The best solution for this challenge is our Dating SmartLink, an optimized turnkey solution that converts all geos with top offers on responsive landing pages. This way, all one needs to do is work on traffic acquisition and let our business intelligence do the conversion work.

For advanced affiliates, we suggest having a deeper look into our Men's Health vertical, where they can seize interesting opportunities with online health. Promoting offers for brands like BlueChew means affiliates will be met with more restrictions, and be required to follow compliance rules and whitehat practices, but it can also mean bigger rewards.

#### 6) Covid impact?

COVID-19 shutdowns are proving to be an exceptional sales opportunity for CrakRevenue, as consumers find themselves stuck at home. Changes in behavior have affected our overall strategy, as we and other CPA networks have been betting on mobile for years. When the pandemic hit, people started working from home and using laptops/desktops instead of their phones, which led us to switch gears and adapt our media buy/strategy to support more desktop use.

With everything closed due to the pandemic, consumers have to find other ways to have fun. Online entertainment fills that need. Of course, the time will come when COVID-19

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recedes, and consumers will be able to resume their out-of-home activities. But our network does not fear this change because we have intensified our consumer research in anticipation of this day.

COVID-19 made us dig deeper into end-users' habits, their psychology, their way of thinking to adjust our sales funnels and match their realities better while putting a stronger focus on user experience. So the current heavy traffic on sites like Jerkmate.com is something that is here to stay.

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## DMS Performance Ad Market, Mike Semira, VP Strategic Initiatives

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

### 1) Self-intro

I've been in the Affiliate Marketing industry since 2007, mainly on the network side securing distribution for performance-based campaigns across a variety of traffic types. I've had the fortunate opportunity to mature professionally and grow with the industry as a whole over the past 14 years. There's nothing better than seeing single-person shops expand into massive operations - leveraging evolving technology and traffic channels in the process.

### 2) Rising/declining offer verticals?

I continue to see a rising demand for lead-gen - both with our growing portfolio of DMS O&O campaigns and those from our direct advertisers. With an expanding list of traffic channels, media buyers are constantly testing new inventory and funnels to convert high intent users, while delivering strong and consistent ROI on their ad spend.

We'd love to bring on more lead-gen campaigns for geos outside the US. It's a proven vertical and our team is actively seeking to connect with new advertisers to match with our partners' high scale distribution.

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

I have this conversation regularly with publishers since DMS Performance Ad Market is predominantly comprised of whitehat offers - especially since our company's successful listing on the NYSE in 2020.

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We own many offers from end-to-end and have the ability to provide custom solutions for publishers based on their traffic type. And although there are no guarantees about limiting ad account bans (much of that is tied to other factors other than the actual offer being promoted), our products provide users with real value and benefits - often leading to positive engagement and reviews.

#### 4) Have Click2Call or Click2SMS offers?

DMS has a long list of solutions in our portfolio, including the DMS Pay-Per-Call Publisher Network that helps connect publishers with top advertisers across numerous verticals at scale. The DMS Pay-Per-Call Publisher Network solutions include TCPA-compliant warm transfers, SMS-generated calls and inbound, consumer-generated calls.

#### 5) Best geo+vertical for newbies? And for veterans?

I suggest newer affiliates to take one of our highly popular proven products - like auto insurance lead-gen - and focus on a specific demo - like seniors, college students, parents, etc. Build out your custom creative and sales funnel specific to that audience and gather actionable data.

On the flipside, I work with experienced affiliates to scale campaigns across multiple platforms. For example, social traffic isn't limited to the Facebook ecosystem - alternate sources like Snapchat, TikTok, Pinterest, Reddit, Quora and YouTube are all beasts in their own right.

Affiliates have also become savvy in creating their own audiences. Either through building their own opt-in lists, content properties where they can own the inventory, or creating their own eCommerce products. Establishing ownership of tangible assets will elevate your business outlook to the next level.

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## 6) Covid impact?

Covid-19 has impacted our business in a variety of ways, firstly restricting our ability to travel to meet with our partners in person (DMS always had a heavy event schedule) and across our company offices. We needed to quickly adapt to the new reality and had the right team to not only survive, but thrive given the circumstances. DMS made the major transition to a largely remote workforce in Q2 2020, has been very successful promoting a work/life balance, and strengthening company culture despite closing many of our offices.

On the business side, we experienced historic growth in 2020. How much of it is directly tied to the covid effect is difficult to assess, but we all benefited from added eyeballs on screens - giving our affiliates a greater chance to convert users.

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## Everad, Daniella Kravtsova, Head of Marketing

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

### 1) Self-intro

I'm almost 4 years in the Digital Marketing Industry, 3 of which were dedicated to Native Advertising. Here at Everad, we are a direct health & beauty products advertiser with our own R&D, in-house offers, CPA Network, call centers, and delivery. Thanks to our expertise in the Nutra vertical and control of all business processes, our offers and promo assets demonstrate top performance at each stage.

### 2) Rising/declining offer verticals?

I think that the Nutra vertical will always be big. No matter what is going on in the world, people are always trying to stay fit, beautiful and healthy. However, we can see some changes in offers categories due to the global pandemic. People started to look for a magic pill that can heal everything. Hospitals have limited the number of patient visits, plus the risks of getting Covid-19 by visiting crowded places are high. Working remotely has led people to a more sedentary way of life which has aggravated chronic diseases and problems with joints. Offers that promise salvation from prostatitis and arthrosis became the most-wanted.

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

The pre-and post-election situation with Facebook was quite challenging for the industry. During that period this traffic source was full of obstacles even for Whitehat offers. Fortunately, there still were affiliates that could successfully combat moderation and run Nutra in large volumes. At Everad we have a large number of WH offers, and we are doing our best in product development to let our affiliates work stably day by day.



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#### 4) Have Click2Call or Click2SMS offers?

No.

#### 5) Best geo+vertical for newbies? And for veterans?

For the newbies it's better to start with small European geos, like Bulgaria, Lithuania, Latvia. For those that have worked with Nutra for a while, we'd recommend geos with bigger competition - Hungary, Italy, Romania.

We can recommend Wortex (parasites), Oculax (eyesight), Urotrin (prostatitis/potency) as some of the best.

The approval rate is 60%+ for all of them, and the personal manager will set a really big payout.

#### 6) Covid impact?

As I mentioned above, people started to buy more in our Nutra business during this stressful time. Self care became the #1 priority for every person.

If we are talking about company business insights - remote work has increased our mobility and stability. Our team started to find the easiest channel of problem-solving via communicating online.

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## Gasmobi, Victor Durán, Co-founder

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

### 1) Self-intro

Gasmobi has been in the industry since 2015, with our headquarters in Madrid, Spain. We originally launched as a mobile content and Smartlink solution network. In 2020, we experienced unprecedented growth and decided it was time to diversify. Currently, we have 15+ verticals, and concurrently operate as a cc-submit advertiser (presence in 20+ geos). Additionally, last year, we expanded our portfolio with a variety of in-house products (IVR, and Nutra diet verticals) which so far have proven to be fruitful.

Our mission is to solidify ourselves as a top tier network with competitive exclusives and in-house offers providing outstanding service to our affiliate and advertising partners.

### 2) Rising/declining offer verticals?

We can say with certainty that the verticals experiencing significant growth in our network are the following: Nutra, Crypto, and Finance.

Ironically, the verticals in decline or nearly obsolete are mobile content and smartlink - the verticals that paved the way for the inauguration of Gasmobi. Regarding new verticals, we are in the process of working closely with branded offers co-managed with established agencies.

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

As we all know, blackhat offers are a double-edged sword. The ROI is higher, but the outlook is becoming more and more precarious in the long-run. Our goal for 2021 is to shift-gears a bit, and focus on building the WH vertical. We do have some offers that

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can be ran hassle-free, and we are always working hard to get more! Don't hesitate to reach out to us and ask about our top WH offers that we have with "Brand" agencies!

#### 4) Have Click2Call or Click2SMS offers?

Unfortunately not at the moment. The most relevant vertical we have is our Inhouse IVR.

#### 5) Best geo+vertical for newbies? And for veterans?

We have a lot of options for newbies! Sweepstakes for example. Good tier 1-2 countries, with competitive payouts. This vertical is easy to start with as we provide newbie-friendly resources such as prelanders, not to mention there is tonnes of traffic available (Push, FB, Email, pops, etc.) Reach out to our friendly 24-7 affiliate manager team!

We make sure to test our exclusive-private offers (cc submit, nutra and crypto verticals) with our internal media buying team to ensure that we provide the most competitive offers possible. So naturally, we'd recommend these to intermediate/expert affiliates along with our brand agency offers which have been very successful this year. Additionally, we offer weekly payments, but also share tested prelanders and host them, to simplify work + setup time, so that affiliates can focus on the essential-buying and optimizing traffic!

#### 6) Covid impact?

Fortunately, covid has not negatively affected our business. In our experience, it has been quite the opposite. 2020-2021 has been tough in general, but as far as business is concerned, we have witnessed substantial growth in both traffic and revenue. As they say, "every cloud has a silver lining!"

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As previously mentioned, the verticals that grew the most were: Finance, Nutra (health products) and “Brand Agency offers”.

In addition, we firmly believe that due to the situation, business should keep growing as people are mostly confined to their homes and as a consequence are spending more time online.

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## Gotzha, The Gotzha Team

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

### 1) Self-intro

Gotzha is the performance marketing agency that is best known for its own way of smashing growth targets with customized deals and exclusive earning opportunities.

Our international network of established partners gives access to the most lucrative offers and highest quality traffic. Due to our team with diverse expertise and nationalities, we offer 30+ years of combined knowledge devoted to supporting our partners in reaching their business goals.

We primarily run sweepstakes (SOI/CC), utilities (mobile/web), nutra, dating and gambling. However, when good opportunities come along, we adapt and open up new offers in different verticals too.

### 2) Rising/declining offer verticals?

**Rising:** Of the rising opportunities we would certainly include Desktop and more specifically VPNs and Anti-Virus. Since the pandemic, with the majority of people working from home, there has been a surge in people using desktop devices and with that came an increase in traffic and performance that's doing well to date. Credit Card Submit Sweeps is another vertical going strong regardless of the pandemic albeit with revamped channels and flows.

**Declining:** Casino and Leadgen Sweeps have been declining in volume primarily because of the decline in Facebook traffic. Facebook took care of most of the volume in these verticals and it has become a bit harder for publishers to make Facebook work in the last year. We do still get traffic from other types of traffic on these verticals, like push, pops, email and native. But the lion's share came from Facebook so overall the volume has decreased in these verticals.

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

There are several verticals that can be promoted on Facebook without the need of cloaking.

- More recently we have seen WH pages for Keto offers do well
- Anti Virus offers also tend to do well on WH angles
- Leadgen Sweepstakes (just need the right angle)
- Certain Finance offers.
- Education offers can work well without the need of cloaking
- Ecommerce

### 4) Have Click2Call or Click2SMS offers?

It doesn't have our focus, but we do have Click2SMS flows live still in varying geos.

### 5) Best geo+vertical for newbies? And for veterans?

#### Newbie Affiliates:

Start with one vertical and really look to own it before you switch to another vertical.

Best to start with Tier 2-3 geos, for cheaper traffic, and being able to collect more data for the same budget. At this point of your AM journey, your goal is to test as much as you can to collect data, find your winner and find ways to efficiently scale.

LeadGen Sweeps (TH, ID, MY)

Mobile Content (AE, EG, TH, ID)

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**Intermediate/Expert Affiliates:**

Credit Card Submit Sweeps - (US, CA, FR, AU, UK)

Desktop - (US, UK, JP, BR, CA)

Dating - (NL, DE, US, ES, UK)

**6) Covid impact?**

While Covid has had a temporary negative impact on verticals like Leadgen Sweeps (because of less demand for leads), it also served as an opportunity in other verticals such as Desktop, Dating and CC Submit Sweeps. Gotzha responded well by pivoting its focus from the declining verticals towards rising verticals such as Desktop, Dating, CC Submits Sweeps and Apps.

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## Haka Mobi & Mobobeat, Tyrone Dsouza, Managing Director

Website: [Haka.mobi](http://Haka.mobi), [Mobobeat.com](http://Mobobeat.com), [mobobeat's STM Profiles](#)

### 1) Self-intro

Haka.mobi is a direct mobile advertiser with our in house Click2SMS and Click2Call offers. Haka has been in business for past 2 years. Our parent company is Mobobeat - a mobile performance network that has been in business for 5 years.

Our team is based in Spain , India & Colombia.

### 2) Rising/declining offer verticals?

#### Rising :

We see an increasing trend of app advertisers moving to the CPA model from the CPI model. Advertisers expectations too have increased .

Click2SMS - We see a steady growth in this segment and expect it to continue to grow in 2021. There will be more regulation in the space which will help to sustain better and more stable access.

Crypto - With Bitcoin reaching new highs , there will renewed interest in Crypto related offers.

Die Out Completely - 1 Click flow CPA campaigns have dropped last year and can expect a decline in 2021 too.

#### New Verticals:

With more internet penetration in Tier 3 markets, expect more offers in the video streaming & Education space.

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Connected TV traffic is growing. I think we could see an increase in CTV apps being promoted.

If the stock markets continue to boom in 2021, we could see more financial offers being promoted.

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

Our Click2MS and Click2Call campaigns are in the grey area and may not be approved on Facebook. Some of our affiliates run these offers using cloaking.

### 4) Have Click2Call or Click2SMS offers?

Yes Haka.mobi specializes in Click2call & Click2SMS offers. These offers are in house and fully customizable landing pages are available depending on the traffic source.

We have seen success on all traffic sources - Push / Pop / Adult / Content Locking / Native / Banner. The best part is that these offers have no restrictions and can be run on all traffic sources, and there are no deductions as long as the SMS is sent from a real user's phone.

Offers work across all ISP including wifi. Tier 3 countries work best.

The top verticals are Dating , Sweepstakes , Content Locking , Games.

We have a real-time API which updates a list of top countries / ISPs. This can be used for auto optimization by affiliates.

Our offers are run by Affiliate Networks , webmasters and direct affiliates.

Our traffic has continued growing in 2020 and we expect this to continue in 2021.

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## 5) Best geo+vertical for newbies? And for veterans?

Our Click2SMS offers are newbie friendly since the payouts are low (around \$ 0.35) and perform well in tier 3 countries where the CPC rates are low and have relatively lower competition. A newbie can easily test and optimize our offers with minimum budgets of around \$10 per country.

## 6) Covid impact?

No not really. In fact our business has grown with users spending more time on mobile devices.

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## iMonetizeit, Eugenia, Head of Affiliate's Department

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

### 1) Self-intro

iMonezelt is CPA Marketplace, Smartlink and FREE tracker that allows to monetize all (100%) available WORLDWIDE traffic. Our IMI Smart Technology was developed specifically for affiliates that want to improve performance working with Smartlinks. You have access to vertical-specific Smartlinks: Dating (SubVerticals for Instagram, FB), Sweepstakes, Cams, Games, Pills, Mainstream, Diet & Weight Loss.

We work with all types of traffic: App, social, search, native, banner, push.

### 2) Rising/declining offer verticals?

Dating is an evergreen vertical that has shown stable growth every year.

Cams, sweepstakes and gambling offers are also at the top of the list. Cams have become the discovery of the year for us . It has great potential and shows good results.

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

At the moment, we don't have whitehat offers on our platform. The same pills and nutra offers that are presented on our CPA marketplace still belong to the gray offers category. We see opportunities for development outside the whitehat sphere. Some sources are closed or replaced by others. Affiliates always find alternative methods that can be applied to the current source. However we're not excluding the possibility that whitehat offers may appear on iMonetizeit in the future.

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#### 4) Have Click2Call or Click2SMS offers?

Yes, we have Click2SMS and IVR (Interactive Voice Response) offers, both for Dating and for the Mainstream vertical. The advantage of these offers is wide coverage by countries and accepted sources of traffic – e.g. contextual, social networks, SEO, native - there are practically no restrictions on these offers. Tier 3 countries work well on IVR offers, some funnels perform better than with PPS offers. This niche is growing rapidly, so we recommend testing these offers.

#### 5) Best geo+vertical for newbies? And for veterans?

For beginners, we always recommend starting with Tier-2 / Tier-3 countries. Very often newcomers are attracted by high rates of tier-1, but they forget that traffic for these countries also come at high costs. You can start with Dating, and test countries such as Portugal, Slovakia, Romania, Chile, Nigeria, Thailand.

Sweepstakes (SOI model) are also good to start with. Test Asian countries. Europe (France, Germany, Poland, Spain) is also performing well.

For the more experienced, we recommend Games and IVR verticals. For Games, we have offers with hybrid payment models that pay a fairly high rate. You can start with Australia, Canada, United States, Italy, France, Russian Federation. According to IVR offers, as mentioned above, tier 3 countries show good performance, and you can work high volumes. Romania, Slovakia, Czech Republic are also worth working with.

#### 6) Covid impact?

Due to the lack of live communication, restrictions and the new fear of COVID-19, dating has strengthened its position (and adult as well).

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## Jumbleberry, Senth Sivakumaran, Agency Partner

Links: [Jumbleberry.com](https://jumbleberry.com), [LetsGoCarousel.com](https://lets gocarousel.com), [Jumbleberry's STM Profile](#), [Carousel's STM Profile](#)

### 1) Self-intro

Hey everyone! Senth here from Carousel and we're very excited to give you our view this year on all things performance marketing. I've been at Carousel for over 2 years and our focus as a business has always been to bring the best direct-to-consumer ecommerce campaigns to the affiliate industry.

### 2) Rising/declining offer verticals?

At Carousel, we have really focused on building a portfolio of campaigns that reside in two verticals: Health/wellness and women's beauty. Given the state of where the world is at, health is top-of-mind for almost everyone these days, and people are always looking for new innovative products that will help them be the best version of themselves. Another benefit is from a targeting perspective, due to having much larger applicable demographics, i.e. Male/Female; 18 - 65+. For the media buyer there's a bigger pool of people to find profitable audiences, which is always nice. When it comes to women's beauty, this industry has been dominant for countless years and women are always looking for the latest product in order to step up their beauty routine. Campaigns in the women's beauty vertical typically have a high cost-to-customer to CPA ratio, usually 1:3. The majority of our women's beauty campaigns have CPAs north of \$60+, which gives our media buyers plenty of room to scale profitably.

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

Since Jumbleberry launched the Carousel division, we have always been focused on working with whitehat ecommerce brands. We have really refined the profile of the

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advertiser we choose to onboard and ensure that the products we're promoting are of the highest quality and something that consumers would actually want to buy. By working with legitimate, direct-to-consumer e-commerce brands, we've been able to build campaigns that are stable and provide longevity, which is something you typically won't see with a blackhat campaign. Account bans are an issue our affiliates never have to worry about because the brands we work with are approved to run across all traffic sources! Being able to work with these e-commerce companies has also given us the opportunity to leverage celebrity endorsements on ads and landing pages that we develop. Yup, you read that right, celebrities! Since our advertisers have formed partnerships with some of the top celebrities/influencers in the world, we're able to use them in creatives for ads and presell pages!

#### 4) Have Click2Call or Click2SMS offers?

N/A

#### 5) Best geo+vertical for newbies? And for veterans?

In terms of offer recommendations, health/wellness ecommerce offers are a great choice for any level of affiliate. The most important aspect about these campaigns is that they are evergreen, as people are always looking for ways to better themselves and stay on top of their health. Being evergreen also means that the offer is going to be around for a while, at least 6 months+, so as a media buyer you can continuously work on scaling a campaign instead of pausing it out after a few weeks/months. We also make sure to negotiate getting our buyers access to promote the campaign internationally. Some of our top campaigns offer free worldwide shipping to all geos with no minimum order value required! Any good media buyer knows there's a lot of money to be made promoting offers in Tier 2 and 3 geos, as they have cheaper traffic costs with less competition.

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## 6) Covid impact?

Given that we work in the realm of e-commerce, COVID saw a massive shift towards people buying online. Amongst a continued spike in sales, it became apparent that the way the world went about making purchases was going to be strictly online for a while. Countries across the globe saw an increase, in the millions, of consumers shifting their buying habits and at Carousel, we had to double down on consumer psychology in order to ensure that the funnels and creatives we built resonated with the end-user. So what did we do? We hired a full growth team to focus on what matters most to our media buyers - conversion rates. This team's focus is to ensure that all of our funnels have CRO split tests made on a continual basis and are constantly being worked on in order to improve performance for our affiliates.

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## Leadbit, Valery Lyubushkin, CEO

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

### 1) Self-intro

We have experience of more than 8 years in affiliate marketing. Leadbit is the leading CPA network in Nutra CoD vertical. Moreover, we have successful results in Gambling, Dating, Finance verticals all over the world.

### 2) Rising/declining offer verticals?

Due to the global pandemic, the industry has changed: Verticals such as Gambling and Dating, working with the online segment, have shown growth, in line with the changing lifestyle of the entire planet.

The Nutra vertical survived the time of lockdown and is now showing a stable growth trend.

Many partners are successfully testing several verticals at once: Dating and Gambling, Dating and Gaming, etc. Mix & match: You just need to adapt by working with different traffic sources and prioritizing your advertising budget based on global trends.

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

We have whitehat offers, but this category is growing at a slow pace because our partners do an excellent job with other verticals which they prefer. The general Nutra offers showed steady growth even during the pandemic. We did not close GEOs for accepting applications during the lockdown thanks to the effective work of key advertisers.



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#### 4) Have Click2Call or Click2SMS offers?

Yes, but the demand is not great yet. The topic is promising, but it will not be the main one for us.

#### 5) Best geo+vertical for newbies? And for veterans?

We advise for newbies try the Nutra vertical for a start: Partners can get experience with minimal testing. Geos: Hungary, Italy, Romania. New offers and countries in Latin America will be available this year. Right now we can recommend Colombia, Mexico.

We advise affiliates with experience to try the Dating vertical. Geos: America, Australia, Canada.

As well as the Gambling vertical, in GEOs: Uzbekistan, Turkey, Azerbaijan.

#### 6) Covid impact?

The virus has undoubtedly affected all areas of human life. About our company, we will highlight two aspects: Impact on the business and on workflow.

In terms of workflow, we moved to working from home, and maintained effective communication and productivity.

From a business point of view: We diversified our activities two years ago in terms of offer verticals. Thanks to this, we have decent financial performance.

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## LetsCPA, Olia Zhuk, Head of Affiliate Department

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

### 1) Self-intro

LetsCPA is a sweepstakes focused affiliate network. We've been laser focused on cc subs since 2017.

"Dozens of advertisers, thousands of offers and tens of thousands of active affiliates aboard" - it's not our story at all!

The same way we target our efforts on a single vertical, we stay focused on just a few best advertisers, 5-7 highest-converting offers per geo and less than one hundred most experienced affiliates.

### 2) Rising/declining offer verticals?

We have noticed neither any vertical completely dying out nor any new rising stars appearing. There were definitely tough times for some verticals last year (betting, COD) while others were experiencing unexpected and immediate growth (CC subs, iGaming). There have been so many unforeseen consequences in both cases that we feel uncomfortable claiming any vertical to be rising or declining at the moment: Things may change overnight since the market is still pretty unstable.

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

We hear a lot of noise about shifting to whitehat from here and there. We see a lot of people and companies preaching about whitehat and... getting up to 95% of their revenue running blackhat between their speeches.

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It is definitely worth investing in developing a sustainable value-creating business even though “making the shift” usually takes years of effort and tons of money. Lots of affiliates are trying to build some business that will last. Most of them keep running blackhat heavily to fund their efforts.

For now we’re focused on cc submit sweepstakes and it’s not about running your ads without the hassle. It’s about making a fortune before an opportunity expires.

#### 4) Have Click2Call or Click2SMS offers?

N/A

#### 5) Best geo+vertical for newbies? And for veterans?

The best recommendation for newbie affiliates in terms of cc submits is: Don’t do cc submits!

For intermediate/expert affiliates we recommend focusing their effort on the following core markets: AU/CA/FR/IT/NZ/UK/US. It feels like 75-85% of all opportunities in the vertical are still accumulated there. Nevertheless, the remaining part is a huge pile of money carefully distributed among ~30 more countries. AT / BE / CH / DE / ES / HU / JP / MY / NL / PT just to name a few.

#### 6) Covid impact?

Even though the cc submit business hasn’t been affected directly, indirect influence was powerful enough to change the course of events. In March 2020 when many whitehat advertisers were pausing campaigns or shrinking advertising budgets, their blackhat mates were in a perfect position to scale: CPCs were getting lower because of the declining competition. So it looked like the proportion of blackhat ads had skyrocketed relatively to the whitehat ones providing FB with a lot of meaningful data to educate its

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AI. Whether this assumption is true or not, running blackhat campaigns on FB has been getting much more complicated day by day since then. CC subs vertical has always been tricky though.

Obviously, we started working harder with our partners on finding new advertising techniques (and offer-angle pairs) as well as investing more in developing non-FB traffic sources (email, sms, pop). There is still a lot of money in the industry so being persistent pays off generously.

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## Masters in Cash, Stefan Muehlbauer, Head of Business Development

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

### 1) Self-intro

Hello STM Fam! I am Stefan and I've been in the game for 11 years. Over the years I worked mainly in adult in different verticals like Dating, Cams, Toys and Membership sites. There were also 4 years in between where I managed (in addition to the Adult biz) a mainstream network that focused on mobile. Since middle of 2020 I've focused fully and exclusively on Dating, and taking care of business development for the direct Dating advertiser Masters in Cash.

### 2) Rising/declining offer verticals?

Even when I went fully into Dating I continued to closely monitor what was happening on the market. There is again a huge spike in Crypto offers due to the new hype on Bitcoin. Every day a hot girl from Israel or Ukraine reaches out to get traffic there. OK sometimes also dudes. On the other hand I see quite a decline in COD offers. For dating I see a huge rise in Tier 2 markets. A lot of eastern Europe geos are outperforming some of the Tier 1 geos for us. Also Fetish and Microniches are booming here.

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

For Facebook I have to pass unfortunately, we have people that run our stuff on Social Media, but not Whitehat. Google Adwords got a bit tougher recently when it comes to dating but still doable.

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#### 4) Have Click2Call or Click2SMS offers?

In my last days in mobile I saw a big rise WW for this type of offers, Click2Call more so than Click2SMS, but we are not currently offering anything with those flows.

#### 5) Best geo+vertical for newbies? And for veterans?

For newbies that do media buying, definitely try PPL in a geo where they have a language advantage. I would also build in parallel some search pages to get passive income over the years. For that definitely try revshare.

For the OGs in the dating biz I would recommend to use more progressive promo tools. We offer for example an API to build your own signup forms, coreg and email passing. Also a focus on fetish can be an interesting field for established affiliates to try out. We offer fetish offers in 24 geos!

#### 6) Covid impact?

The economy is not as damaged as the mass media shows us usually. The average income in Germany dropped by 1.5% during Corona just as an example. On the other hand there are not too many leisure activities to do. So where does the money go? Online of course! The Dating Industry is experiencing a big boom, both in terms of traffic and revenue, and not just for Masters in Cash but the entire industry in general.



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## Mobidea, Olessya, Affiliate Manager

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

### 1) Self-intro

Affiliate Manager at Mobidea.

### 2) Rising/declining offer verticals?

Crypto - Declining

Nutra, Dating, Games (CPI) - Rising

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

Yes, we provide a bunch of WhiteHat offers in pharma, electronics, nutra verticals.

### 4) Have Click2Call or Click2SMS offers?

We have plenty of offers for those 2 types. Payouts also vary significantly depending on GEO.

### 5) Best geo+vertical for newbies? And for veterans?

Newbies - Tier 2-3 countries, 1-2 click offers are still an easy 'door' for newbies to enter Affiliate Marketing.



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### 6) Covid impact?

Yes, we've had an increase of sales in the Adult and Games verticals.

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## Monetizer.com/Advertiser.com, Vincent Schilberg, Managing Director

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

### 1) Self-intro

In the industry since 2013, Monetizer.com is a platform for publishers. Advertiser.com is for advertisers, where we serve worldwide Pop, Redirect and our own Push traffic. Running 7000+ unique campaigns worldwide.

### 2) Rising/declining offer verticals?

Our main verticals all had a good increase in 2020 (more details in my answer below). I cannot say that a particular vertical was rising more than the. We are going strong with Carrier billing, CPI, Sweepstakes and Leadgen.

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

We have a smartlink core/background, so despite running a more targeted and compliant approach that our advertisers needed due to the development of recent years, we cannot be considered a whitehat network. We do offer the possibility for publishers and advertisers to communicate in a supervised way, which brings a lot of transparency to the game for each side and allows offers to be run with specific traffic requirements or publishers to know exactly where they are sending to, what they should do and if it meets the compliance requirements.



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#### 4) Have Click2Call or Click2SMS offers?

N/A

#### 5) Best geo+vertical for newbies? And for veterans?

I would recommend for newbies to get familiar with push traffic in general and to run Sweepstakes/Leadgen in tier2 and 3 countries. For intermediate/expert affiliates probably US Leadgen/Sweepstakes and MENA or APAC region carrier billing.

#### 6) Covid impact?

We saw an increase in our overall numbers in 2020, which of course could be the result of people being on their devices more often (at home or in general to keep up with news or due to not being able to do other activities). I think this situation has shown that our industry is somewhat blessed and has proven to be stable in this kind of crisis. We work online and our products are almost all online. The only downside really is that there are no real shows/events to attend or any get-togethers, which were always great opportunities to exchange ideas with others in person or to come across new pubs or advertisers to do business with. Really hoping for things to be back to normal in 2022 (at the latest!)

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## MyLead, Patryk Hoffmann, CEO

Links: [MyLead.Global](#), [MyLead's STM Profile](#)

### 1) Self-intro

MyLead is an Affiliate Network offering 2000+ campaigns from industry leaders in e-commerce, dating, adult, gambling, crypto, nutra and many more. We cover over 150 countries, providing our affiliates with dozens of tools for testing and optimizing advertising campaigns such as content Lockers, comparison engines and smartlinks. We're one of the fastest-growing brands in Central Europe due to Deloitte #CEFAST50 associating with almost 200k publishers and receiving numerous awards every year.

### 2) Rising/declining offer verticals?

Last year has shown that affiliate marketing has rapidly grown throughout recent months. One of the biggest changes that can be observed is the e-commerce industry, which is developing extremely fast and the pandemic is one of the main reasons why. Not only that, VOD, mobile games and games of any kind actually became very popular too. On the other hand, we can see some of the verticals slowly dying and the ones we think of are travel and push offers. Nothing really surprising when you think about the situation going on right now.

Anything totally new? Online services such as training courses are becoming more popular these days and many of them are starting their own affiliate programs. People want to grow and develop their personal skills. And the upcoming lockdowns are the best for that to happen.



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

Most of our offers are whitehat. E-commerce and Nutra have been there and are not going anywhere. Of course, our publishers have some problems with Facebook, but so do the ones working with other networks. The thing is, we're currently working on a solution that will solve this problem for free. Don't want to talk about the details yet, but we're sure that it's really unique. We're also trying to introduce new domains all the time to eliminate blocking problems.

### 4) Have Click2Call or Click2SMS offers?

We're on our way to implement such offers in 2021. We're focusing especially on Click2SMS. These campaigns will be available for indigent and developing countries in Africa and Asia and a large number of these would work with content lockers which we're still expanding and trying to refine. Content lockers allow incent traffic and so do Click2SMS offers. The main advantage of using content lockers is that they work globally and you don't have to be limited to just one country. That would be a new opportunity for affiliates and advertisers to earn in new markets. This would lead to a situation where even the less developed countries would become an attractive target for brands because of the popularity of Click2SMS in these regions.

### 5) Best geo+vertical for newbies? And for veterans?

For beginners, we recommend sweepstakes and dating campaigns. There are almost 360 contest offers and 300 dating programs to choose from on MyLead, so you can try many to find the perfect one for you. And if you're totally new to affiliate marketing, try incent traffic using content lockers. That's a very pleasant tool that you can earn with. MyLead lockers are accounted for in the CPL model which means gaining a lead is much easier. Dating and sweepstakes niches are very wide by the way and allow you to reach many customers. With incent traffic, you don't have to worry much about traffic quality, which can be helpful for beginners.

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For those who have been affiliates for quite a while, we suggest trying e-commerce and gambling. We're observing a rapid growth in the VOD and gaming niche so that could be something else to try as well.

## 6) Covid impact?

Probably only a few can say that Covid-19 hasn't affected their businesses. Fortunately, we've been doing really well so far. Our company has been working remotely since April and to be honest we cannot complain. We had been using online tools to organise our work and communicate for years so the transition wasn't difficult at all. We wanted to make sure that each member on our team has the ability to work from home, and on the other hand, we didn't want our publishers to feel any change. In the last few years, we have recorded a growth of 1222%, which is a really nice result when you think about the global situation. Last year we had 11 people come on board. If you ask how many of us are in MyLead right now, we can proudly say that there are over 40 people here and we're still looking for more new faces. All in all, the pandemic has been a nice challenge for us and we're perceiving it as an opportunity to learn and grow.

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## Neto Partners, Assaf Rosenblum, Team Leader – Affiliate & Media

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

### 1) Self-intro

NetoPartners is the affiliate program behind 7 exclusive online gaming brands which offer slots, scratch cards & instant win games. We target more than 25 GEOs and have been around for more than 10 years! We've also been part of the [STM community](#) for more than 4.

We are very proud to work with over 500 active affiliates!

### 2) Rising/declining offer verticals?

Over the last year we saw growth in the number of users that are looking for online gambling, whether the reason is the economic crisis following COVID-19 or simply the fact that people are staying at home and looking for a new source of entertainment.

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

We work in both regulated and unregulated markets. With everything related to non-regulated, our partners will still have to cloak. Over the last year we have seen more and more affiliates running campaigns on FB with apps and cloaking their apps.

In the UK and Spain, our regulated markets, we allow affiliates to promote our brands whitehat, on google and FB.

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#### 4) Have Click2Call or Click2SMS offers?

We are not a network, we are an affiliate program that exclusively runs some of the top brands for slots, scratch and instant win games. As such, we only offer our partners gambling brands on our platform and do not have click2call or click2SMS offers.

With that said, our partner brands can be promoted through SEO, FB, Google, SMS, Email, Push, RTB and many other ways.

#### 5) Best geo+vertical for newbies? And for veterans?

Over the last few months we have seen amazing results with [Winspark.com](http://Winspark.com), mostly in Italy, Belgium, Slovakia and French territories. Our top affiliates were able to send xxx daily FTDs and some of them earned more than 1M a month for the last few months.

We also just launched our partners' regulated and licensed Spanish brand, Gratogana.es. This brand offers strong promotions for newly registered players, and allows our affiliate partners to push it aggressively with a no deposit free spins offer.

When it comes to newbie affiliates, SEO, email marketing and SMS are the easier ways to start.

For our expert affiliates, we definitely suggest focusing on media buying! FB was and still is one of our strongest traffic sources, but our partners don't stop there and they buy push, pop, Google search, GDN and more.

#### 6) Covid impact?

Well, Covid-19 didn't affect us as I expected! Everyone kept working from home, and within this crazy global crisis our company actually kept on growing and hiring new employees.

The one major impact is that we haven't been at a conference in over 8 months!

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Before, we used to attend about 10 conferences a year, where we had the opportunity to develop new partnerships and enjoy some quality time with our long lasting partners - from a quiet dinner to a crazy night out. To be honest, I really miss that personal touch!

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## REBLL, Juliet Kulish, Senior Affiliate Manager

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

### 1) Self-intro

I've been in the affiliate marketing industry since 2012, where I started in dating vertical and am still here as it's never boring.

At REBLL Network we have a great team of experienced industry experts where we're focused on our own in-house dating offers for 30+ geos and we're expanding day by day. There's still a lot of potential and we have big plans for this year.

### 2) Rising/declining offer verticals?

Dating remains our core focus in terms of verticals. For us it's been stable and growing thus we've stopped dealing with 3rd party offers and other verticals. Although from what we see, nothing is really dying out at the moment, it would be a bit unfair for us to judge the rest of the market as we have a heavy focus on dating.

### 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. Many risks are involved and it only works as a short term strategy.

### 4) Have Click2Call or Click2SMS offers?

No, that is not our focus.



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## 5) Best geo+vertical for newbies? And for veterans?

Start with Dating! Not just because it's our main bread and butter, but also because it's an evergreen vertical that has remained stable for a long time.

Newbie affiliates: I would recommend to start with lower offer payouts like tier 2 / tier 3 countries. Pick 2-3 geos max to start with until you master your traffic source. Know your budget and don't forget to cap.

We see lots of success from the new geos in HU, PL, CZ, ES.

Intermediate/expert affiliates: It's okay to jump into big markets with high cash flow. If you're experienced enough you can handle the competition. Our best pick would be all Tier 1 dating offers - US is #1 among them, also DACH and Nordics, especially email offers.

## 6) Covid impact?

At the beginning of the COVID pandemic, we actually hit record numbers in terms of turnover. Lots of lonely people are stuck at home, thus using more online services and dating offers seem to be at the top in terms of demand.

As for our team, nothing's really changed much. Despite the fact that we're now forced to work from home, it's not causing any problems, and we'll keep our mind on the business no matter what.



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## Sinum Vendo, Bobby Verlaat, Head of Publishers

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

### 1) Self-intro

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

### 2) Rising/declining offer verticals?

For us the rising and declining verticals are pretty much the same compared to past year: CC submits on the rise whereas PIN submits doing stable but no crazy spikes as back in the day. Looking closer at verticals: CC submits, PIN submits, SOI leadgen and Casino, nothing is dying out. It really depends on your user funnel/ angle and how you sell the product. Everything is possible when you find the sweet spot of your customers. The better the data, the easier it is to achieve a greater ROI in the end.

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

Our network specializes in the same grey and black hat areas. For those areas it's of high important to cloak, or else you'd get banned instantly on Facebook or other social media platforms as a consequence. Next to that, you'll burn through your FB accounts (or other social media platforms) quickly when not done correctly. For tips on how to cloak and find the right traffic source(s), I would strongly suggest to take a look on [STM](#). They've got step by step guides to your success.



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#### 4) Have Click2Call or Click2SMS offers?

CLICK2SMS is currently one of our main offer types. It is a pretty old campaign flow that still makes us decent money. The flow works as follows: User gets to the LP > fills in phone number > receives a code on SMS > goes back to LP to fill in code that's been received in SMS > sale done. A lot of steps so it seems, but still a gold mine. For recommendations or offer examples I would suggest to reach out to me or a different network specializing in these type of offer flows.

#### 5) Best geo+vertical for newbies? And for veterans?

Looking at the verticals we offer & looking back on the previous year, I would suggest the same as I did back then with some minor adaptations:

##### SOI/DOI recommendations:

1. Countries: Beginners -> all tier 2 + 3. Advanced-> all geos.
2. Traffic types: Push (only if you can bring down cost efficiently), Facebook / Instagram / other social channels (only with knowledge of the risks + strict rules by Facebook / Instagram / other social channels), pop and display (cheapest traffic, but watch the quality – most of the time quality is lower compared to other traffic sources).
3. Offer types: Start with vouchers that are not saturated or where competition is relatively 'low'. Be unique, creative and adapt your strategy depending on GEO + Audience type. Typical offers like iPhone / Samsung still do work, but as many affiliate promote them, they can be more difficult for beginners.

##### Subscription Based recommendations:

1. Countries: Beginners -> tier 2/3 mainly (higher CPAs, best ROIs). Advanced -> ALL geos.
2. Traffic types: Push (higher CPAs, do watch your spend as it can climb very rapidly at higher volumes), SMS (where the advertiser allows it), Facebook (subscription based is

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more aggressive compared to SOI/DOI so watch out for bans, or promote more white-hat like stickupkid). POPs still work, but expect low CR, and being creative is a must.

3. Offer types: Mix of phones + vouchers. However, vouchers on SOI/DOI convert easier because they're free and have convenient flows. That being said, we see an upswing, because of the COVID, in antivirus & niche games for instance. Everyone is browsing & looking for entertainment, so take advantage of that.

#### Credit Card based recommendations:

1. Countries: Geos with extensive credit card coverage or where it's a popular way of paying – for instance in Germany or The Netherlands, people do have credit cards but they favor the debit card. Compared to last year, more pubs are getting into Asia and other tier 2 & 3 outside the EU. The ROIs seem to be crazy there as credit card submits have high payouts and traffic cost is significantly cheaper!

2. Traffic types: SMS, push, social mainly.

3. Offer types: iPhone, Samsung, Huawei. Vouchers (online stores, supermarkets, accessories, etc) only work with the right funnel on the right data. Try to take advantage of specific niches in specific seasons, or what people really want to have, for the best results.

#### 6) Covid impact?

COVID has been going on for quite some time now and yes, it also affected our results. In the last year we've done better than ever. This year, the prospects look very good, but I would say it's too early to tell. People tend to spend more time on their mobile phones or laptops, so that helps our affiliates to benefit from the situation and thus we feel we will set a record year. As a business, we didn't change anything, but our affiliates did. 2020 was very attractive, 2021 will become even better!

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## The Lead Wolves, Lauren de Keijzer, Co-Founder & Affiliate Manager

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

### 1) Self-intro

The co-founders of The Lead Wolves, Ieva Mihelsone and Lauren de Keijzer, have over 10 years of experience in the industry and decided to start their own network at the end of 2020, with Sweepstakes, Nutra, Finance & Surveys as main verticals.

### 2) Rising/declining offer verticals?

White hat offers are definitely rising, with offers like finance, insurance and home improvement. Sweepstakes are still our core business, but we're starting to see that publishers are exploring new options and that they are diversifying to white hat offers. We've seen mobile content declining very fast over the last years and has completely died out now.

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

We do. We are getting more and more requests for white hat offers, so we've been building a solid base of white hat offers with our advertisers.

### 4) Have Click2Call or Click2SMS offers?

No, we don't.



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## 5) Best geo+vertical for newbies? And for veterans?

The easiest starting point for new publishers is still CPL sweepstakes as they are easy to convert. We always recommend to start with geos with low traffic costs, so they can understand how to optimize and scale the campaigns and at the same time don't have to fork out big investments to get to understand how this business works.

We've seen some intermediate/expert affiliates successfully make the switch to Finance, Nutra and E-commerce campaigns and it looks like they are making the right choice by pursuing these verticals now and in the near future.

## 6) Covid impact?

Overall, covid has had a positive impact on affiliate marketing industry. The whole crisis made us realize how important strong connections within the industry are, because in these times it's important as an industry to act like one big family. We're all competing networks, but in the end we're all colleagues. We've prioritized the relationships with both advertisers and affiliates and have only received great feedback on our approach. Especially the affiliates appreciate our personal approach and the fact that we're interested in them as unique individuals and not only as affiliate number X. Service has become a major factor in choosing a network and especially in times of covid where practically the whole world is locked down, it's a nice feeling to be heard, to be supported and to feel like part of a family. These factors give us a stable base to grow our own and our partners' businesses.

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## TopOffers, Nick Martsenitsen, COO

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

### 1) Self-intro

It is a great honor for us to participate in such a prestigious guide once more. Let us quickly recap who we are. TopOffers is an established CPA Affiliate Network with 2,000+ exclusive direct offers from industry leaders in the dating and sweepstakes verticals. We cover more than 150 countries based on PPL and extremely high traffic quality from the best publishers with high EPC, which maximizes profits for our partners. Our team has been working in the affiliate marketing industry for over 5 years. A deep understanding of this sphere has become the basis for TopOffers' great success in such a short time. We offer professional support and an individual approach to all advertisers and affiliates. Here at TopOffers, we work together to get to the top! If you are looking for a solid partner to work with, you can safely rely on us.

### 2) Rising/declining offer verticals?

Affiliate marketing shows stable, continuous growth and will continue to generate profit 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, sweepstakes, and e-commerce are expected to grow further. The dating vertical shows stable growth.

The global pandemic that is causing widespread disruption to all aspects of life demands changes to how you do business. Some areas that used to have offers have completely disappeared, while others have exploded. We are seeing COVID-19 oriented verticals like Nutra (health, entertainment, supplements, medical supplies, oxygen and breathing items) and Ecom take off, for example. While at the other end, affiliate offers for gyms, certain types of education, travel, and more have dropped off.

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

Yes, we have games offers that allow you to run more whitehat. You don't really need to cloak them as you can run less aggressive angles, but, as we all know, accounts will get banned at some point even when they are running as cleanly as possible.

### 4) Have Click2Call or Click2SMS offers?

We don't focus on Click2Call and/or Click2SMS offers too much these days. However, since the network started off with them, we still maintain good relationships with direct advertisers and bring on their offers. A possible difficulty for affiliates now is scaling up traffic to the next level from current stability.

### 5) Best geo+vertical for newbies? And for veterans?

First, 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.

It's better to start with non-competitive geos, countries with weak competition or those you have experience with. Don't forget to ask your affiliate manager about the best offers currently available for your vertical – they have their finger on the pulse on 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.

In our opinion, the majority of evergreen verticals such as dating, sweepstakes, e-commerce, and gambling will continue to thrive. They never go out of fashion and will remain the most profitable options for expert affiliates. The e-commerce business model has increased in popularity. Dating, as an evergreen vertical, is also a good choice, however it is highly competitive, so you should always research which geos will

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work best. Betting will remain in the spotlight. Along with the growing popularity of bookmakers, we expect tote or pari-mutuel betting services and other projects of this type to be on the rise.

## 6) Covid impact?

Dating is our strongest vertical and it hasn't been affected by the pandemic.

As Covid-19 infection rates are still high in the majority of countries around the world and people are staying indoors and isolating, dating apps and websites are seeing an influx of new users. Despite previous predictions expecting online dating to take a hit from the pandemic as a result of people not wanting to risk infection by meeting with strangers, the number of smartphone dating app users in the US alone is forecast to reach 26.6 million this year. This translates to an 18.4% increase from 2019. Usage levels for younger users and females remain above pre-Covid levels. Usage among older demographics and males, which initially declined with the onset of the pandemic, has recovered and has now also exceeded pre-Covid levels.

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## Toro Advertising, Beatriz González, Business Developer

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

### 1) Self-intro

TORO Advertising started in 2012, and since 2018 it has been part of EXOGROUP.

At TORO Advertising we work worldwide and we deliver a first-class customer care service. Our portfolio of verticals is varied: Dating, market panel research, fintech (credit scores, insurtech, etc.), software (antivirus, PC cleaners, VPNs, etc.), e-commerce, VOD. Because we have a large number of affiliate clients, each one specializing in a different type of traffic, we can't focus on a small amount of verticals. It is necessary to provide clients with a wide range of verticals so that they can find the best offers that will work best for them.

As of January 2021 we are ranked #8 in the annual Blue Book TOP 20 CPA Networks by mThink. This is the fifth consecutive year we have been on this list, each year moving higher up the list. Additionally, TORO is also ranked #5 in the Top 20 CPA European Networks, #7 in the Top CPA Networks for advertisers and merchants and #8 in the Top CPA Networks for affiliates and publishers.

### 2) Rising/declining offer verticals?

We've seen a rise in surveys offers, which are easy to convert and provide an extra income for the affiliates. All campaigns related to the stay at home movement have had good performance: E-commerce, VOD, e-learning, etc. and this trend will continue to grow during 2021.

This past year was a game changer for some verticals like fintech, where KPIs have been strengthened, in line with current times. This vertical is still a hot topic, not in terms of personal loans but insurtech.

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

The shift to whitehat techniques is a natural market transition. It is usually more expensive compared to blackhat, but it is a more sustainable business model, bringing long-term sales.

TORO Advertising offers are 100% whitehat. We are focused on long-lasting collaborations. The most notable ones are insurance, legal, etc.

Also, e-commerce and survey campaigns are being promoted on Facebook with no risk.

### 4) Have Click2Call or Click2SMS offers?

You can find some of those offers on our network, but it's fair to say that those are not our forte.

### 5) Best geo+vertical for newbies? And for veterans?

We only work with affiliates who have some experience. For those with a proven track record in the industry, we would recommend starting with offers with an easy-flow, such as CPLs. The verticals that are working best for us with this flow are sweepstakes, surveys, fintech and dating. As for top GEOs, those would be countries in LATAM & US.

Affiliates with more experience should work with other flows, such as CPA and CPS, where the costs of buying traffic are higher but the return are also bigger. Top verticals include fintech, insurance, e-learning and trading, and the main GEOs are the US and EU.

### 6) Covid impact?

Last March 2020 TORO achieved one of its best months ever, but in April the scenario changed because of COVID. Some advertisers lowered their marketing budgets, some

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business niches disappeared (those that needed offline management support or verticals like travel), some affiliates also reduced their marketing spend given the uncertainty that we were going through.

Fortunately, these circumstances did not last long. We focused on those campaigns with the highest profitability during the pandemic and were able to turn it around, making the most out of the new situation. As mentioned before, some verticals performed especially well during this period, just to name a few: VOD, software (PC cleaners, VPNs, antivirus) dating and adult or telemedicine. These verticals had great increase in volume and excellent performance.

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## Traffic Company, Hendrik Jan Wiltjer, Affiliate Manager

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

### 1) Self-intro

Hi! My name is Hendrik Jan. I represent Traffic Company and I have been in the affiliate business for more than 5 years. Traffic Company is a CPA network with in-house offers and we are specialized in the monetization of mobile traffic. The verticals we are active in are as follows: Click-to-Call (IVR), Mobile Content, Casino and (adult) Dating.

### 2) Rising/declining offer verticals?

To be honest, nothing died out completely. However, as can be expected, things did change for us! For example, mobile adult content has been our core business for many years, but now it has shifted more towards mainstream verticals. One of the reasons is because the mobile content market has become more strict over the years and therefore many affiliates stopped working in this vertical. Eventually, we were very glad we made that decision because this has allowed us to look for other business opportunities such as the launch of our very own in-house Click-to-Call (IVR) campaigns, which we launched last year.

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

Most definitely! We have in-house Click-to-Call (IVR) and Dating offers which are very suitable for whitehat promotion. A key factor of our Click-to-Call is that there are no restrictions, meaning that aggressive promotion is allowed. Both Click-to-Call and Dating can be either blackhat or whitehat, depending on how you promote your campaigns. If you want to run whitehat campaigns, you need to make sure they are not too aggressive. One of the greatest benefits is that whitehat is more stable compared to



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blackhat and it doesn't die as fast. On the other hand Facebook traffic can be really expensive too, which doesn't always lead to profitable campaigns for offers with lower payouts.

#### 4) Have Click2Call or Click2SMS offers?

We launched our in-house Click-to-Call (IVR) and Click-to-SMS campaigns about 1.5 year ago. Currently we have coverage for about  $\pm 100$  countries, mainly focusing on the following regions: Asia - Africa - South America - Eastern-Europe. For those of you who aren't very familiar with Click-to-Call yet, these are basically sweeps with 1-click flow which you can promote in many different ways. The most common angle is to win a prize like an iPhone, Playstation, drone, headphones, etc. Now I hear you thinking: How does it work? It's pretty simple. The user needs to make a call in order to win the prize. They only need to click on the click-to-call button and then your sale will be generated! It's that easy! A big advantage of Click-to-Call is that it works for both 3G and wifi which really helps with scaling.

#### 5) Best geo+vertical for newbies? And for veterans?

No matter if you are a newbie or an intermediate/expert, Click-to-Call (IVR) offers are THE next big thing and offer huge potential in reaching amazing revenues. Our team of experienced Account Managers are always there to help turn your campaigns into profitable ones. We can provide tools such as free creatives, free pre-landers, access to real-time performance, guides, and so on, making it very easy for everybody to start!

#### 6) Covid impact?

Fortunately, Covid hasn't impacted our business in a negative way. Actually it's the exact opposite. Due to the fact that people spent more time at home, internet use has significantly increased, and therefore business has increased as well.

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## VIP Response, Gijs Liekens, Head of Performance

Website: [VIPResponse.nl](http://VIPResponse.nl), [Gijs' STM Profile](#)

### 1) Self-intro

I'm Gijs Liekens - Head of Performance @ VIP. Been in the industry for over 8 years now. At VIP we operate an affiliate network and focus on data management. Main verticals are CC-submits, Casino, Ecom and whitehat leadgen.

### 2) Rising/declining offer verticals?

Crypto - Casino - CC submits - the three Cs are always strong. Ecom is upcoming in our network. Same with US whitehat leadgen - getting stronger every month.

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

Yes we do - primarily auto, life, health insurance (medicare) and others. Mainly for the UK & US markets.

### 4) Have Click2Call or Click2SMS offers?

Not at this moment.

### 5) Best geo+vertical for newbies? And for veterans?

Sweepstakes in your native language or English would be a nice start for newbie affiliates. Specifically SOI sweeps are easy to convert and will not need big testing budgets to collect data for.



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## 6) Covid impact?

Yes covid has definitely impacted our business. Firstly, after the first lockdown we invested heavily in extra VIP members due to the immense amount of talent on the job market. Secondly, we see a lot of people are online which is always good for affiliate traffic. And last of all - for the data part of our company we see a big increase of advertisers in need of quality call center data. Even though these times are very hard for many many people - business wise it's been a good year for VIP.

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## Zeydoo, Irina Razvodova, Head of Business Development

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

### 1) Self-intro

Zeydoo was created in 2019 by experts from PropellerAds with more than 9 years of industry experience and is already one of the most profitable CPA-networks. How are we different? We hand-pick the best CPA-offers from trusted direct advertisers.

Our main verticals are:

- Mobile Apps (especially in utilities like VPN, cleaners)
- Software & Extensions
- Dating
- Betting
- Finance
- Mobile Content (especially Streaming)
- Content on Demand
- Blockchain
- Forex and Binary

600+ offers in various verticals, 1 million conversions daily, 5000+ active partners, fraud prevention system, personal approach along with friendly managers - doing business with Zeydoo is, indeed, a pleasant and profitable experience.



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## 2) Rising/declining offer verticals?

I wouldn't say that anything is dying - all verticals go through their usual ups and downs. For example, in the mobile content niche, some GEOs that affiliates were traditionally targeting are becoming less popular and profitable, and other GEOs are becoming hotter. Then the trend can reverse directions. In other words, change is ongoing.

Quality is key for extensions and software verticals that suffered most from Chrome moderation issues and new, tighter policies. However, now they're all finally coming back with new products for relaunching.

Some big software clients prefer working in a "private mode" with only selected affiliates controlling the creatives, since the aggressive creatives can lead to a complete store ban of this particular software.

The same applies to VPN offers - now they are on the top, but you need to look closely at the quality and optimize the sources.

Despite the second wave of the pandemic, there are no signs of decline in online entertainment, and people don't mind signing up for new streaming free trials. Moreover, we see a massive rise in India's entertainment video apps as an alternative to Tiktok. Due to the sad financial situation in many developing countries, we see a rise in credit card application offers. People are now more likely to try to put their money in new investment projects, for example in LATAM.

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

First, I should say that we do have white offers that convert well with a whitehat approach. For example, content on demand, entertainment, subscriptions (VoD, eBooks, sports streaming), and financial offers such as banks, credit cards, credit history verification services, and lead generation in home improvement and solar panels.

As an alternative to whitehat FB, every day more and more teams succeed in moving to Popunder and Push formats where the policy is softer in terms of verticals and creatives, and the inventory is significant. Our account managers have strong experience in those

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formats and can help affiliates to start getting profits on Popunder and Push traffic from the very beginning.

#### 4) Have Click2Call or Click2SMS offers?

Yes, we do have a strong feed in this vertical, and dating and generic sign up creatives convert best. The great thing here is that you can monetize almost all countries, including very uncommon countries where users are hungry for all kinds of entertainment.

#### 5) Best geo+vertical for newbies? And for veterans?

For the very beginners, the best way to practice is to run the most simple conversion flow offers, such as one-click offers (push notification subscriptions) or CPI mobile apps (better utilities like VPN or cleaners) with Tier-3 countries and testing geos one by one. Sweepstakes SOI offers with attractive landing pages are recommended for Asia and LATAM as cheap traffic and good CR are working wonders.

For experienced affiliates, mobile utilities can also be a great choice, yet you should target more expensive geos like US, BR, ZA, GB, DE, IN, NG, FR, IT. Extensions and financial offers in LATAM with CPL flow can also bring a good profit, but they will definitely require more optimization efforts from your side.

#### 6) Covid impact?

From one side, there are no offline events to meet new affiliates and teams.

On the bright side, the online inventory went up and kept growing, so there are plenty of opportunities to convert users while they are bored with working remotely at home. Entertainment offers and utilities are on top and don't seem to stop growing.



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## NEXT STEP

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

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

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

- Over 47k threads consisting of over 396k posts.
- A "Success Stories" section containing reports of major successes posted by forum members.
- A "Newbie Zone" section dedicated to helping complete newbies get up and running. Contains lots of guides, including a step-by-step 40-day beginner's tutorial that teaches everything from setting up tracking, to choosing offers, to preparing landing pages, to creating campaigns, to analyzing data, to tweaking campaigns to profitability. "Twinaxe's Push Tutorial" is all you need to understand how to start running campaigns on push traffic. And the "Facebook Beginner's Tutorial" covers how to do everything step-by-step from setting up accounts, to doing research, to preparing creatives, to launching campaigns, to optimization and scaling.
- Other comprehensive guides and tutorials include: "How to Run Adult Traffic", "eCommerce Cookbook", 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.



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

To see a more-detailed description of what you'll find inside the forums, please see: <https://stmforum.com/join/>

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

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 **STMWW2021** for 40% off the 1st month.)

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We'll see you on the inside!

Respectfully,

*STMForum.com*

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## AFFILIATE MARKETING ACRONYMS AND ABBREVIATIONS

ADX - Google DoubleClick Ad Exchange

AFAIK - As Far As I Know

Aff - Affiliate

AI - Artificial Intelligence

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](http://AffiliateWorldConferences.com))

AWE - Affiliate World Europe ([AffiliateWorldConferences.com](http://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



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CBO - Campaign Budget Optimization

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

CVR – Conversion 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



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eCPA - Effective Cost Per Mille

Ecom - Ecommerce (typically refers to physical goods being sold online)

ED - Erectile Dysfunction

EN - English

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

IDFA - Identifier for Advertisers - a random device identifier assigned by Apple to a user's device

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)



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LQ - Low Quality

LTV – Life-time value (of a customer)

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)

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



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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

SEA - Southeast Asia

SEO - Search Engine Optimization

SEM - Search Engine Marketing

SERP - Search Engine Results Page

SMM - Social Media Marketing

SMS – Short Message Service

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://stmforum.com) - #1 Affiliate Marketing Online Forum, founded in 2011 (use coupon code STMWW2021 for 40% off the 1st month)

Sub - Subscription



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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

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