



# WHAT'S WORKING IN AFFILIATE MARKETING 2022

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

*Report Compiled by:*

**Amy Cheung (aka Vortex)**

Senior STM Forum Moderator

**Matej Cechvala (aka Matuloo)**

Senior STM Forum Moderator

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

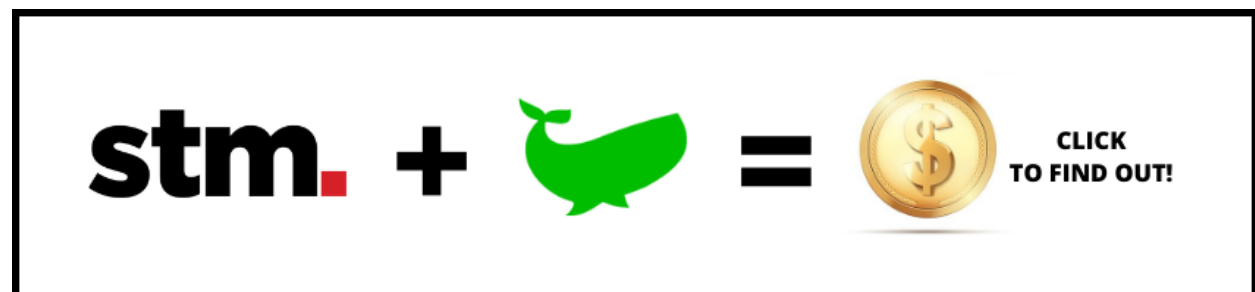
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## Table of Contents

Introduction & Dedication .....	1
Before Reading This Report .....	4
Industry Overview 2022 .....	9
Top Traffic Types & Offer Verticals .....	9
Industry Summary by Matei Cechvala ('matuloo' on STM), Senior STM Moderator	12
Discounts and Bonuses .....	28
From Spytools .....	28
From Ecommerce Services .....	29
From Traffic Networks .....	29
From Affiliate Networks .....	30
Intel From Spy Tools .....	32
Adplexity, Dmitry Romanchuk, Sales and Partnerships .....	32
SpyCombo ('spypush' on STM), the SpyCombo Team .....	36
Insights From Affiliates .....	42
Emil Alexandru ('blackemil' on STM), Veteran Affiliate .....	42
Jed Arden ('jennatalia' on STM), Affiliate Turned Entrepreneur .....	44
Taiwo Balogun ('cashmoneyaffiliate' on STM), Super-Affiliate .....	48
Maor "The Wolf" Benaim ('maorbn' on STM), Super-Affiliate & Business Owner....	50
Ian Fernando ('ianinternet' on STM), Nomadic Marketer .....	53
Scotty Gilmour ('ScottyG' on STM), Tiktok Ads Expert .....	56
IAmAttila ('iAmAttila' on STM), PPC Ads Guy Since 2013 .....	60
Roman Ihnatenko ('cassshy' on STM), Affiliate .....	62

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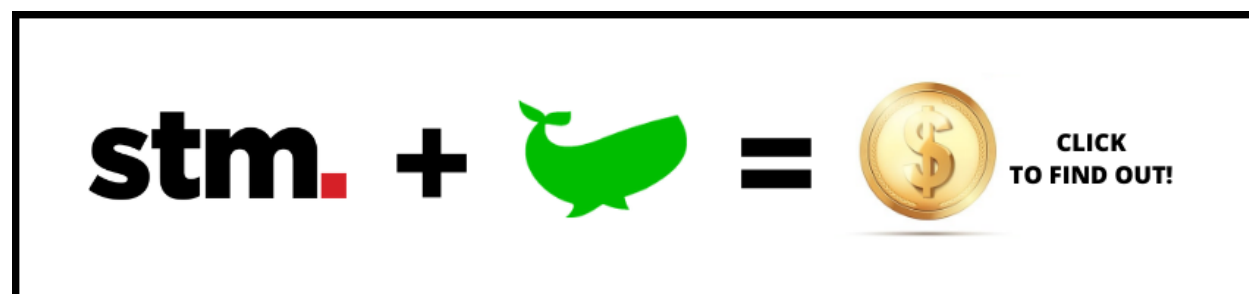
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'jack_l' on STM, Affiliate.....	64
'jaybot' on STM, the "Potty-Mouthed Affiliate" .....	67
Hen Kinan ('kinan' on STM), Affiliate & Creator of SHINEz .....	71
KJ Rocker ('kjrocker' on STM), Performance Marketer & Consultant .....	73
Tim Konijn ('stickupkid' on STM), Affiliate, STM Moderator .....	75
Mitesh Muley ('miteshmuley' on STM), Affiliate.....	77
Sebastian R ('twinaxe' on STM), Long-Time Affiliate, Senior STM Moderator.....	79
'Rhino' on STM, Affiliate Marketer.....	81
Servando Silva ('servandosilva' on STM), Affiliate & Blogger .....	83
Christina Szekeres ('fbqueen' on STM), Super-Affiliate .....	87
Kirby Thornton, 'iwanttofly' on STM, "Just a Guy" .....	90
Jitendra Vaswani ('Jitendra' on STM), Digital Marketer & Affiliate Marketer, Founder of Digixxe.com.....	93
<b>Insights From Ecommerce Experts</b> .....	97
Ace Reddy, Ecommerce Expert.....	97
Maor "The Wolf" Benaim ('maorbn' on STM), Super-Affiliate & Business Owner..	102
Paul Jey ("Clickbait" on STM), Ecom Expert .....	105
Todor Karlikov, Print on Demand Expert, Software/Ecom Expert.....	107
Angus Kong ('anguschkong' on STM), Ecom Expert .....	112
Depesh Mandalia ('Depesh Mandalia' on STM), Ecom Agency & Brand Owner ..	115
Dimitri Nikolakakis ('dimniko' on STM), Founder of DimNiko Agency .....	118
Kelly Sheffield ('thedudeabides' on STM), Ecom Expert.....	125
<b>Insights From Ecommerce Services</b> .....	127
uDroppy ('udroppy' on STM), Robin Devon Calandri, Brand Relations Manager .	127



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Border13ss, Robin Devon Calandri, Brand Relations Manager .....	135
<b>Insights From Traffic Networks</b> .....	140
AdMaven, Dalit Kiselgof, Head of Advertisers Self-Service .....	140
Adsterra, Gala Grigoreva, CMO.....	142
Clickadu, George Minski, BD and Cooperation Team Lead .....	146
Exoclick, Giles Hirst, Head of Communication, Presenter of Ad Tech News Show "The Additive" .....	148
HillTopAds, Anfisa, Specialist of Marketing .....	154
JuicyAds, Juicy Jay, CEO & Founder .....	158
MGID, Olha Sukhinina, Head of Account Management.....	160
Mondiad, Radu Burcheci, CEO.....	164
Outbrain, Joe Addona, Team Lead, Performance Marketing Partnerships (U.S.)	167
Popcash, Ilarion Ispas, COO .....	169
PropellerAds, Matvey Shmidt, Head of Advertisers Department.....	172
Pushground, Gina Bejarano, Marketing Manager.....	175
Push House, Mohammed AlMadhoun, Advertising Manager .....	178
RichAds, Anastasia Kazakova, Head of Customer Service .....	180
Traffic Factory, Taka, Sales .....	183
Traffic Nomads, Pedro Neves, Manager.....	185
Zeropark, Bartosz Bielecki, Head of Marketing.....	189
<b>Insights From Affiliate Networks</b> .....	192
Adcombo, Ella Mak, Head of Affiliate Management.....	192
Admitad USA, Anastasia Babanova, Senior Marketing Manager USA .....	195
Adromeda, Kseniya Gaidyuk, COO .....	201

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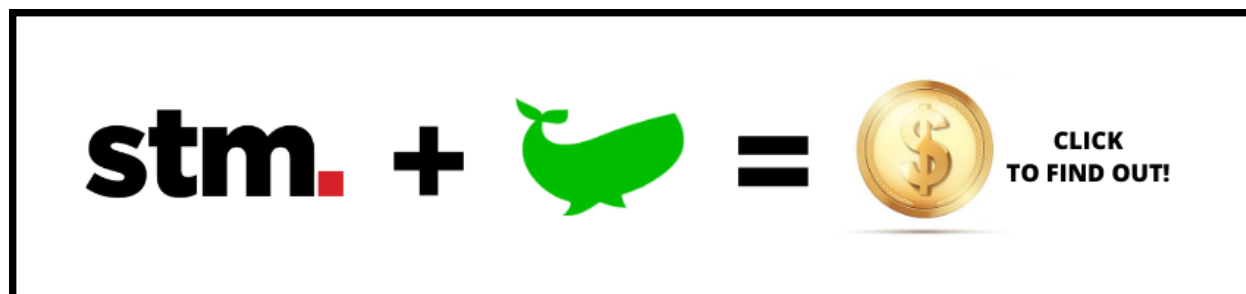
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AdsEmpire, Nilu Yusupova, Head of BD & PR .....	204
Advidi, Rick Haasnoot, Head of Affiliates; Jeroen van Walsem, Head of Acquisition; Steinar Haan, Affiliate Manager (Dating); Rafi Friedmann, Affiliate Manager (Nutra, Sweepstakes); Stanislav Semyonov, Affiliate Manager (iGaming) .....	207
AffiliaXe, Oran Furman, Senior Affiliate Manager .....	213
Big Bang Ads (eGENTIC GmbH), Vincent Jouvin, Senior Business Development Manager .....	216
C3PA, Iryna Krotova, Marketing Manager .....	220
CarsFast, Tyler Ferguson, Head of Marketing .....	222
Clickdealer, Taras Kiseliuk, CEO .....	224
Converting Team, Mike Teterin, Head of Traffic .....	228
Cpamatica, Yegor Galushko, Head of Affiliate .....	230
CrakRevenue, Maxime Bergeron, Network Director .....	235
DMS Performance Ad Market, Mike Semira, VP Strategic Initiatives .....	240
Everad, Daniella Kravtsova, Head of Marketing .....	243
Gasmobi, Victor Durán, COO and Co-founder .....	246
iMonetizeit, Roman Kirianov, Head of Performance Department .....	249
Leadbit, Elmira Nikiforova, Head of Marketing .....	252
Leadbull, Leadbull Team .....	254
LetsCPA, Olia Zhuk, Head of Affiliate Department .....	257
Masters in Cash, Stefan Muehlbauer, Head of Business Development .....	260
Mobidea, Francisco Guerreiro, Senior Affiliate Manager at Mobidea .....	263
Mobipium, Ricardo Duarte, CEO .....	266
Monetizer.com/Advertiser.com, Vincent Schilberg, Managing Director .....	270
MyLead, Patryk Hoffmann, CEO .....	273



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Propush.me, Olga Kuznetsova, Senior Account Strategist.....	277
REBILL, Jarno Balvers, Senior Affiliate Manager .....	281
Sinum Vendo, Bobby Verlaat, Head of Publishers.....	284
Supreme Media, the Supreme Media Team .....	288
The Fellas Ads, Marijn van Drunen, Managing Director .....	291
The Lead Wolves, Lauren de Keijzer, Co-founder and Head of Affiliation .....	294
TORO Advertising, Maria Serra, Digital Marketing Manager .....	297
Traffic Company, Hendrik Jan Wiltjer, Affiliate Manager.....	301
Traffic Partner, Andy Wullmer.....	306
VIP Response, Gijs Liekens, Head of Performance .....	308
Zeydoo, Uliana Moreva, CMO .....	310
<b>Next Step</b> .....	313
<b>Affiliate Marketing Acronyms and Abbreviations</b> .....	316

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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.

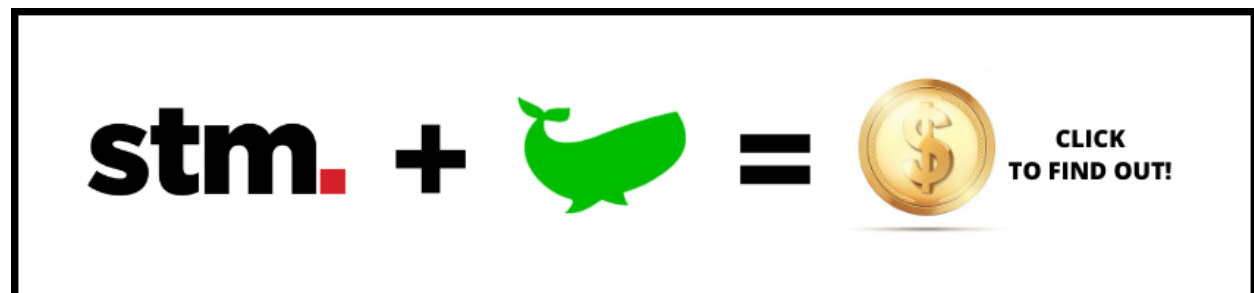
He was the ideal person to write such a post, as he not only had extensive experience in affiliate marketing, but also spoke with many people in the industry on a regular basis – both online as well as at conferences and local meetups - which kept him up-to-date on the current pulse of the affiliate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



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

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

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

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

[In Memoriam: Hugh Hancock](#)

[On Hugh](#)

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

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

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**

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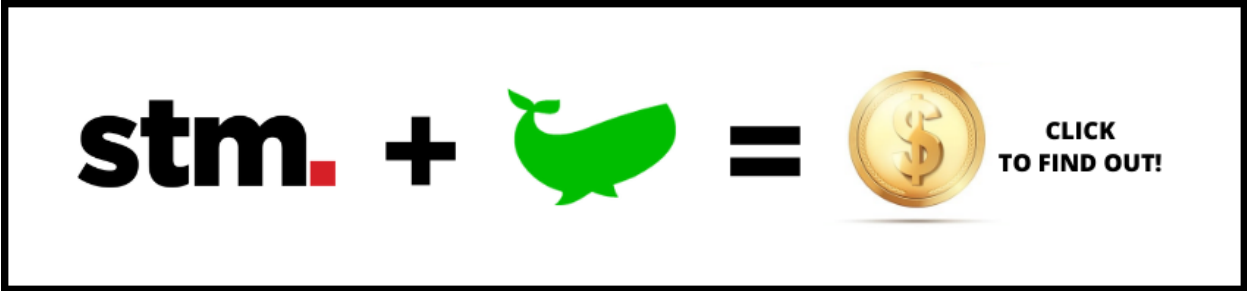
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(P.S. As thanks for showing interest in this report, here is a coupon code for 40% off 1st month's subscription to [our forum](#): **STMWW2022**. We have an unconditional refund policy – if within the first 3 days of subscribing, you don't like what you see, simply ask for a refund – no justification needed and no questions asked.)



The graphic is enclosed in a black rectangular border. It features the 'stm.' logo in black with a red square at the end of the 'm'. To its right is a black plus sign, followed by a bright green whale icon. Next is a black equals sign, then a gold coin with a dollar sign on it. To the right of the coin is the text 'CLICK TO FIND OUT!' in black, all-caps font.

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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 2022
- b) Discounts and Bonuses
- c) Intel from Spy Tools
- d) Insights From Top Affiliates
- e) Insights From Ecommerce Experts
- f) Insights From Ecommerce Services
- g) Insights From Traffic Networks
- h) Insights From Affiliate Networks

In sections c) to h), 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 service/network they represent.

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## #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.**

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:

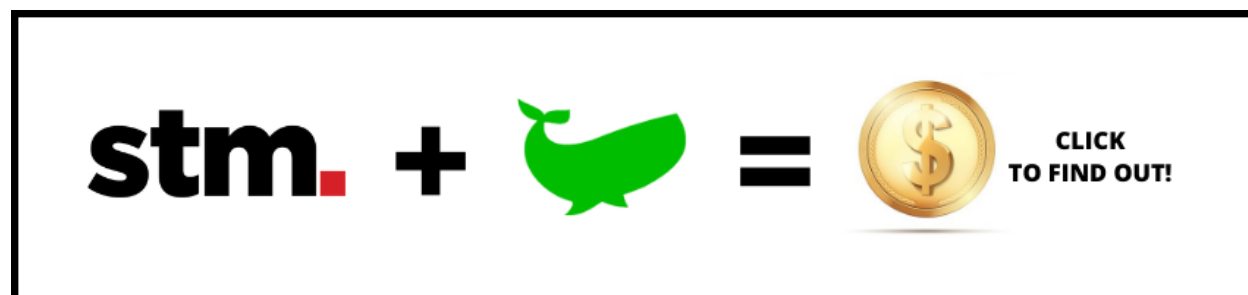
Because each spy tool is different, no specific questions were sent, except:

*"We're creating a report on What's Working in 2022 - please contribute any intel that you feel would benefit our readers."*

### Questions for Top Affiliates:

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

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?)**



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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?)**
5. Best advice for newbies starting affiliate marketing this year? **(Short: Advice for newbies?)**
6. How has covid affected your business? **(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? Which traffic sources to focus on? **(Short: Advice for newbies?)**
6. How has covid affected your business? **(Short: Covid impact?)**

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### Questions for Ecommerce Services:

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

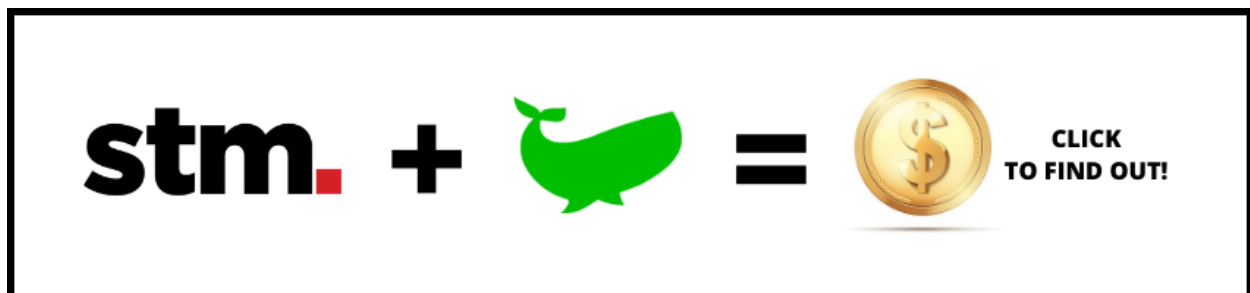
*"We're creating a report on What's Working in 2022 - please contribute any intel that you feel would benefit our readers."*

### 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?)**
5. How has covid affected your business? **(Short: Covid impact?)**

### Questions for Affiliate Networks:

1. Brief self intro - e.g. how long in the business, main offer verticals. **(Short: Self-intro)**



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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. Offer recommendations (geo+vertical) for newbie affiliates? What about for intermediate/expert affiliates? **(Short: Best geo+vertical for newbies? And for veterans?)**
5. How does your network help affiliates succeed? E.g. Offer creatives (images/videos/UGC), proven pre-landers, exclusive/custom offers. **(Short: Help provided to your affiliates?)**
6. Can you share some details on what traffic sources or types are working the best with your offers? Which ones should affiliates focus on? **(Short: Best traffic for your offers?)**
7. How has covid affected your business? **(Short: Covid impact?)**

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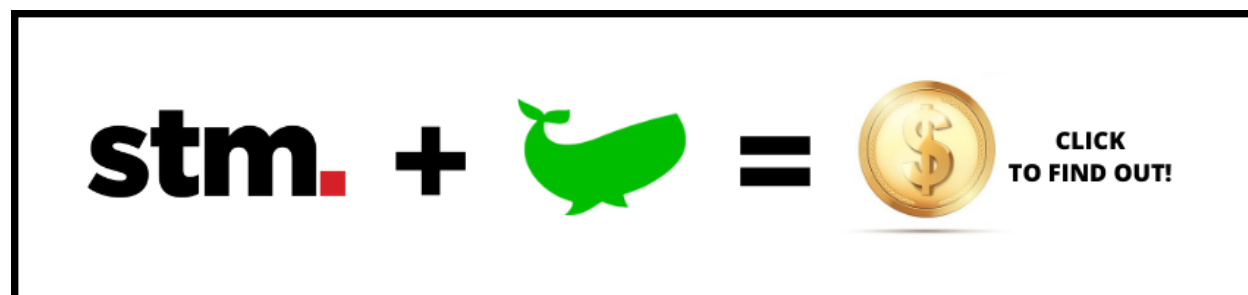
# INDUSTRY OVERVIEW 2022

## Top Traffic Types & Offer Verticals

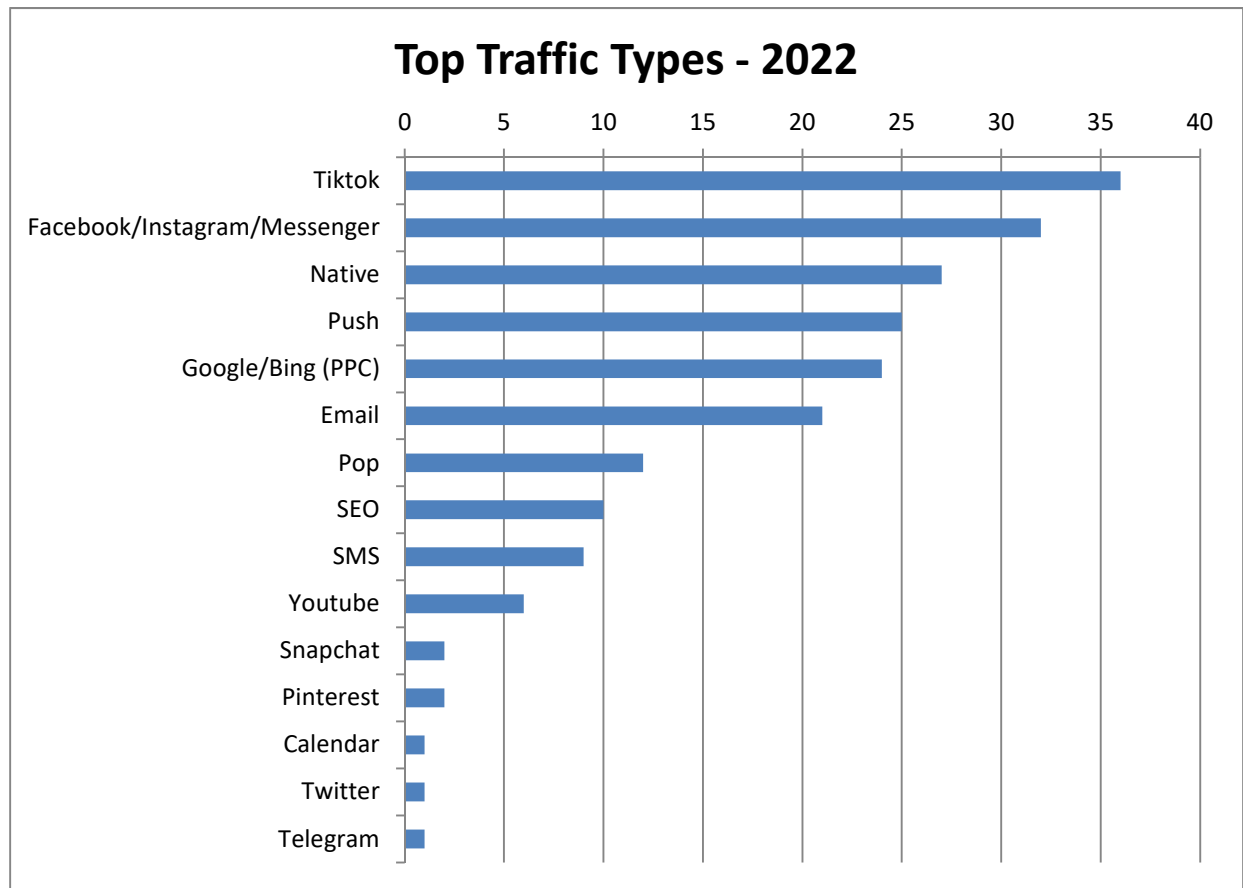
We thought it may be helpful to show you, in graphical form, what **the best traffic types and verticals are**, according to all the experts we've interviewed.

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

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



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

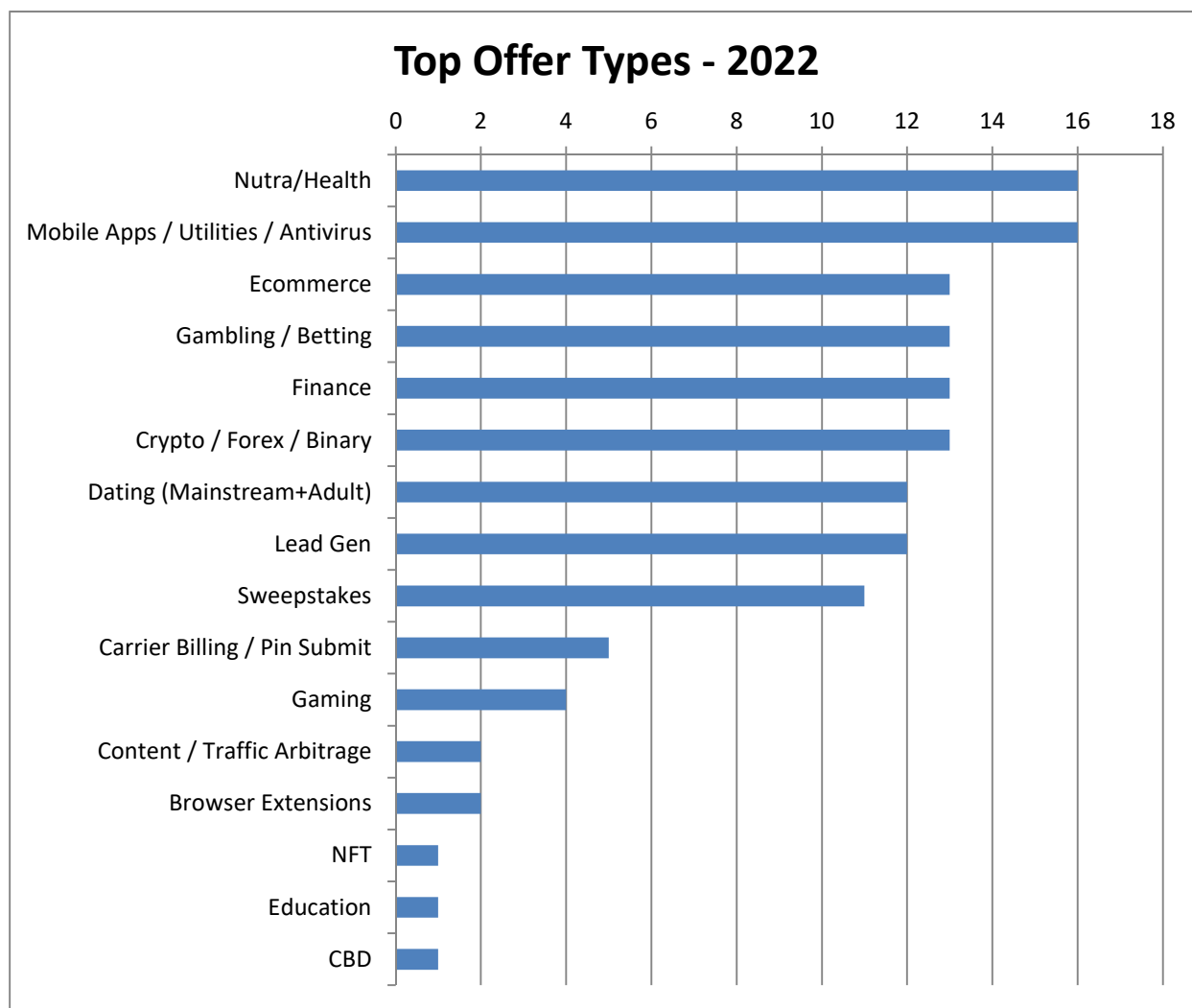
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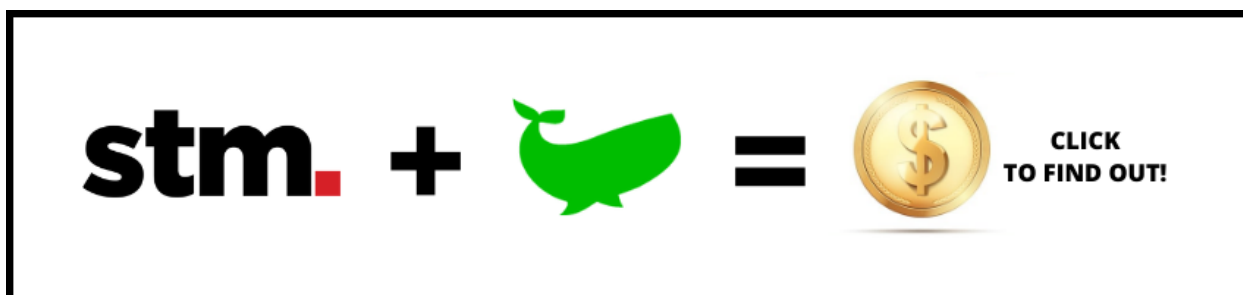
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(Note 1: Chart data takes into consideration replies from spy tools, affiliates and traffic sources.)



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## Industry Summary by Matei Cechvala ('matuloo' on STM), Senior STM Moderator

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

All of our previous “What’s Working In Affiliate Marketing” reports started with a summary that outlined the most important findings, opinions and trends. And since it has always been well-received, we won’t break the tradition with this year’s issue.

A word of caution here, this summary is just a brief overview! There is way more knowledge covered in the actual replies submitted by the numerous industry experts that have participated – all of which you can find in the rest of this report.

Definitely read the whole report - we strongly recommend this! You’re holding some of the most valuable insights in your hands – it would be a waste if you didn’t use them to improve your business.

### Covid Here, Covid There... Covid Everywhere!

Covid - the topic that has annoyed most of us to death already, but we still need to address it and get it out of the way. Surprisingly, or not, we’ve got good news when it comes to the pandemic.

There is no point in denying that the initial effect has been brutal! Panic, uncertainty, some industries collapsing...it was ugly for sure. But, we affiliates and online marketers have been lucky enough to operate in a space that was basically built to resist and survive such problems - and many of us actually ended up benefitting from the situation.

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As a direct effect of the pandemic and the worldwide lockdowns, **people all over the world started to spend more time online.** And it's not just for entertainment purposes - even people that did not used to shop online (e.g. many elderly people) finally grew accustomed to it.

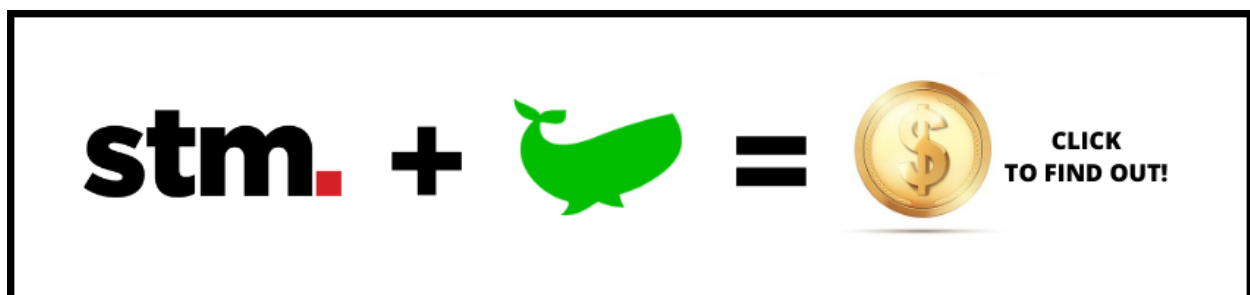
Who else should benefit from this, if not the people who run online businesses? And that is exactly what happened. Pretty much EVERYONE that took part in this year's report, with one or two exceptions, reported **an increase in available traffic volumes and sales/conversions in general.**

But the sun isn't always shining. There are some problems connected to the pandemic which still prevail. **The supply chains are still facing problems,** especially when it comes to sourcing products from China. The huge increase in shipping prices aren't making things any easier either.

There have been some shifts in how people live and how businesses operate. **The travel industry is still on its knees,** along with related industries that depend on travel. The new home office culture will likely prevail, which will decrease the demand for office related products and services.

On the other hand, these changes have created new markets and helped others to grow. For example, **anything that leads to the improvement of people's well-being while they're at home, is on the rise.** People are more concerned about their health and financial security, which has created a massive demand for financial and health products.

It's also unlikely to expect all the people to drop their "new" online habits, which should continue to translate to higher traffic numbers in the future. Surely, people will shift some of their attention to offline shopping and interaction, once the limitations are lifted. But the overall online traffic is still expected by most to remain higher than it was before the pandemic – and more traffic means more revenue for the taking.



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**Many companies had to shift to the home office model**, but in an industry where most of us were already used to working remotely, is that even a bad thing?

There was, however, one downside of the pandemic that almost everyone unanimously complained about: **The inability to attend industry events (such as conferences) and to meet people in person** to talk business and solidify relationships. But again, this should be a thing of the past soon (and it's quite possible you are actually reading this report while attending the Affiliate World Global in Dubai, right?)

## What Do Spy Tools See?

Every year, we make sure to include insights from spytool reps in our report. The reason is simple: With the massive amounts of data they have access to, these guys see the bigger picture.

Granted, they don't have access to the actual conversion data and campaign effectiveness, but they see what verticals people are promoting on a large scale and what the current trends are.

According to data from 2021, evergreen niches and verticals didn't go anywhere. **Nutra, dating and sweepstakes** still comprised a large part of the market share, just as they have in previous years.

The real growth happened elsewhere though. **Insurance and financial products and services** experienced a major boom, which shouldn't come as a surprise considering the uncertain times we've been living in.

**Entertainment-related verticals** have seen a steep increase too – including Mobile apps, iGaming and Gambling/Betting.

**Online education** saw a significant growth as well.

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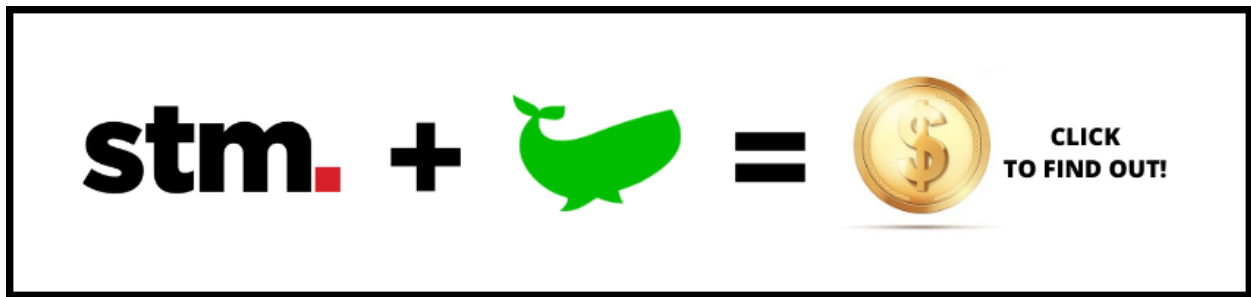
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And let's not forget about **covid-related products** - protective gear, home testing kits and so on - these are still running strong.

And lastly, **Crypto** is back and on the rise, which has to do with the recent bull run and increased media presence.

(We haven't talked about the Adult side of the business too – we'll be covering that in a later section.)



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## The Secret Sauce For Success

Let's keep it real: There are no real secrets in the world of AM! But there are numerous challenges to face on the way to the profit land, and we all have our ways of dealing with those. That's why we always ask our participants to share their recipe for success over the past year.

Reponses we've received vary, but there are some things that most of these responses have in common. Great minds apparently still think alike.

Pretty much all the respondents praise **the importance of Education and Networking**. In order to succeed in the affiliate marketing industry, you need to learn new things, perfect the skills you have, actively follow the news and trends, and swap intel with your peers in the industry. Especially the last one has been harder to achieve, due to lockdowns and the absence of conferences, which has increased the importance of online events, forums, groups and your existing personal network.

Having the right mindset was mentioned several times as well. Reading and educating yourself is necessary, but you need to be able to implement that knowledge effectively. **Testing on a large scale is of utmost importance**, since a solid offer/product is what can make or break a campaign. And unfortunately, there's no other way of finding these other than by testing extensively.

**Being able to pivot and adapt to changes is huge too!** It happens even to the best of the best. Don't get attached to offers or traffic sources. If something no longer works, and you've given your reasonable best to make it work again, simply move on and try something else.

Facebook has become quite hard to work with lately, for example. Some people are crying over it, while those with the right mindset understand that Facebook is just ONE of the many traffic sources out there. Instead of trying to beat a dead horse, they moved to Google ads, native networks, or newer sources such as TikTok.

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And of course, there are more great tips in the individual replies, which you can read about in the rest of this report!

## Traffic Trends

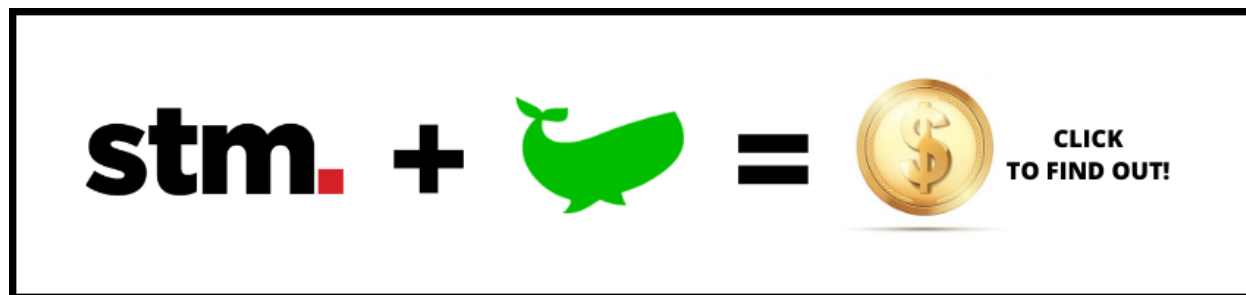
There has been quite an earthquake going on in the world of traffic networks, largely related to the recent iOS updates, and the overall pressure on privacy and the coming cookie-less future.

**Facebook** has been hit by this the most. As if it wasn't enough to deal with their random account bans, now they've lost a large part of their targeting ability, and many believe their algorithm has basically been blindfolded for the past months. Add the prevailing attribution problems and you have the perfect recipe for a disaster.

In spite of all of these issues, FB is apparently still working well for many, and it still remains the 2nd largest traffic source in the world. But there is no point in denying that it's been much harder to run profitable campaigns on this source. Based on the info we have, it's getting better, but is still far from what it used to be.

As a result, many marketers and affiliates are turning their heads (and opening their wallets) to other sources and traffic generation methods. **SEO** is gaining importance again. It's a pain - it takes ages to rank anything, but once it does, the traffic is free and converts great. Many marketers are shifting budgets to good old **Google Ads** again, along with smaller PPC alternatives such as **Bing** or **Yahoo**.

There is also a new star in the game! You've guessed it - it's **TikTok**! Some believe TikTok to be the new Facebook. While it would be difficult to make that conclusion just yet, there's no denying that Tiktok has definitely been working wonders for some affiliates and marketers, especially for those whose products/services are popular among the younger demographics. This traffic source is still in its early stages of development, but competition is still low compared to Facebook. So definitely make use



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of “first-mover advantage” by experimenting with Tiktok as soon as possible. (Tip: If you can get your hands on an agency account, you can potentially see solid profits VERY soon!)

**Native traffic** is still running strong and growing in popularity, like it has been for quite some time. This format remains an important part of the puzzle, when it comes to fighting ad blindness. Taboola and Outbrain remain two giants with the highest traffic volumes. Other players in the native market - including Revcontent, MGID, Content Ad and Yahoo Gemini - remain of great importance for any affiliate marketer that has a focus in native traffic.

For affiliates who focus on the more aggressive flows, **Push** and **Pop** traffic are still great options. **Pop** has remained pretty stable in terms of volumes and performance. Some pop networks have even reported growth. Even though many have been expecting this format to fade out, it doesn't seem to be happening.

**Push** traffic seems to be on a slow decline. Some push networks have left this space entirely and the general consensus seems to be that the best times are over. It's not game over though by far. Let's just say that the push ecosystem got somewhat saturated. The chrome updates hasn't killed push notifications either, so it's more or less business as usual – at least for now.

We have also seen an increase in popularity for the in-page push format, which is basically a banner/display format that looks similar to a push notification. Nothing new under the sun, but when done right, it can fetch great CTR and decent CR.

**Email** and **SMS** traffic have been mentioned many times by our report respondents. These sources of traffic can play a massive role in some marketing strategies, especially when it comes to increasing customer LTV. Where possible, it can be wise to capture emails from your customers/users (if you can get their phone numbers, even better). Buying traffic and focusing on front-end conversions is fine, but if you can build a list in the process, you will own your own traffic and make additional profits via backend monetization.

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There is also a new format that is gaining traction called **Calendar ads**. It's a rather intrusive format that has found its way into the calendar apps of (often) unsuspecting users, where ads would be displayed with calendar notifications. We expect to see some regulations coming to limit misuse, so if you're interested in testing this format, now would be the time to act.

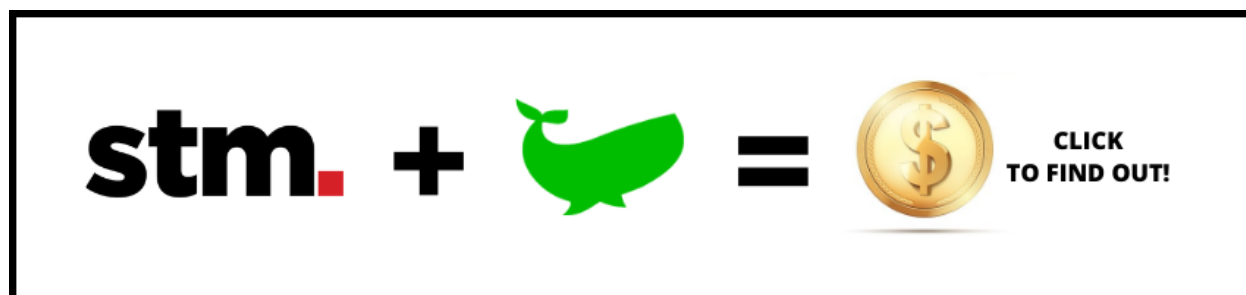
Let's not forget about the **other social media platforms**, most of which have seen rampant growth in tandem with the pandemic. For example, Pinterest has continued to expand their ad network to reach increasingly more geos. Snapchat, LinkedIn, Quora, Reddit...all of these have TONS of traffic waiting to be purchased.

And lastly, if you happen to be in the mobile app business, several huge traffic sources are improving their app install advertising options. Now you can promote app installs directly in Google Play, Appstore, FB etc.

One more thing to mention: Most traffic networks have been working hard on improving their optimization algorithms. The CPA model is gaining importance and that's not doable without solid optimization on their side. AI-based optimization is the new trend and **some networks now offer premium inventory to qualified buyers**. Have a solid offer? Talk to your traffic networks and ask about the possibility of receiving some of those known-to-convert clicks. Not all networks offer this, but it's something that's being made available more and more.

## Affiliate Offers

We've touched on this subject in the spy tools section already, but let's dive in a bit deeper. To get the most reliable data, we've asked numerous affiliate networks to take part in our report. These are the guys who directly see what is converting, what gets the most attention from affiliates, and where the real money is being made.



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So what has happened during the past 12 months? Seems like the situation has stabilized and there are no verticals facing extinction in 2022. Verticals that got wiped out by covid, are already in the past, and the survivors are all running strong. On top of that, there are verticals that are gaining steam again, so let us go over the most important trends.

**Sweepstakes** are doing well and quite a few networks specialize in this vertical. The classic SOI/DOI leadgen setup still works, but quite a few networks have mentioned the rise of CC submit sweeps in their replies, especially when it comes to Tier1 geos. This may be something to focus on if sweeps are your playground.

**Dating** remains evergreen for many geos. The most money is being made in Tier1 geos as usual, but this vertical continues to spread to many lower-tier geos – e.g. Brasil, India, and geos in Eastern Europe and Africa. SOI and DOI is where the party is at, followed by PPS or revshare.

**Nutra** offers are running strong as well, but there has been a partial shift from “Beauty” to “Health”. Vitamins, health improvement, energy and brain support supplements are working well, mainly because of the covid situation and the increased awareness that health and immunity are important. The new **CBD** vertical is also on the rise, which is not a surprise at all.

Another vertical that has benefited from the pandemic is the **Finance** vertical, and many networks reported strong growth in this field. Debt, refinance, credit, insurance, investments - there are huge opportunities in these markets. A large portion of financial offers are leadgen-based, which makes them the perfect choice for whitehat campaigns.

Speaking of which: Another trend we've noticed is that the vast majority of participating networks now carry **whitehat** offers, and those who don't yet are all planning to add some to their network soon. Whitehat seems to be the way forward, which is a good thing for everyone involved.

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**Home-based entertainment** is another booming vertical during covid times. iGaming and esports, betting and gambling, streaming services, mobile apps (gaming and utilities) - all of these attract a lot of attention and many related offers have popped up lately. Hard to say what will happen once the pandemic ends, but for now this is a great space to be in.

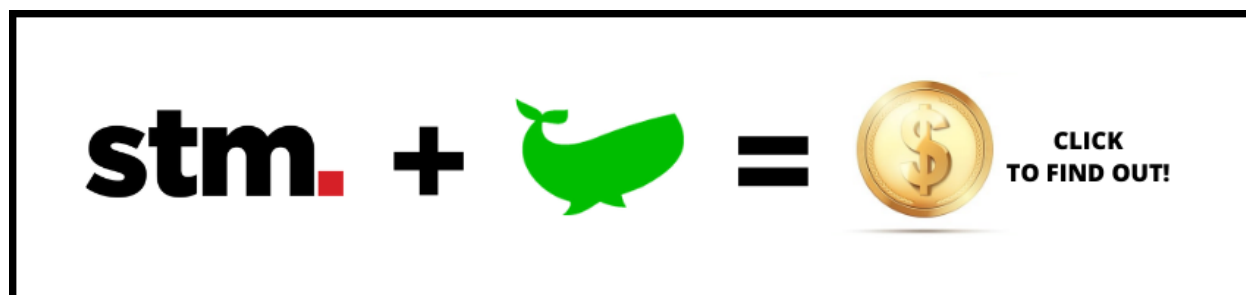
**Crypto** has been back in the spotlight since last year, and remains a strong vertical in the AM space. The bullrun still seems to be going on, which creates additional buzz and media coverage which always translates to business opportunities. Our advice: Watch what you are choosing to promote, as there are quite some scammy offers out there.

Let's not forget about **Click2call** and **Click2sms** offers! These have seen some decline for Tier1 countries due to regulations, but they work great in Tier2 and 3 geos. This makes them a great choice for new affiliates, because of the low-cost traffic and easy conversion flow.

For those of you who cannot decide on what vertical to promote, you can still use one of the **smartlink** networks. These still have a place in the industry, especially for affiliates who can buy mixed clicks for cheap in large quantities.

We also asked affiliate networks about **what they do to help their affiliates**, and we have good news to report! Pretty much all the networks are willing to walk the extra mile by supplying their affiliates with custom creatives, copy, landing pages or even white labels and exclusive offers. For obvious reasons, these services are reserved for those who can drive decent volumes, so make sure to step up your game to get the treatment you deserve.

## What About Ecommerce?



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The Ecommerce industry is definitely among those that have benefited from the pandemic the most, once the initial delivery and production problems have been sorted. People were forced to stay at home, so the only option for them to get the things they needed was to buy them online.

So what is new in the ecom field? The days of simple **dropshipping** are gone for the most part. Although not dead for good, dropshipping is definitely on the decline. Ecom experts recommend to only use dropshipping to test new products, then once you have a winner, you need to source the product and set up fulfillment in a way that will minimize shipping times.

If you really want to make it big in ecom, you need to **build your own brand** to sell your own line of products. All the experts in this report emphasize the importance of building your brand – establishing your own identify seems to be the only way to position yourself on the market and stand out from the crowd.

Facebook remains the most important **promotions channel** for ecom, but TikTok is gaining ground lately. Native networks, Google ads, other social media channels can all work well too. And for some of the broad appeal products, even cheap traffic types such as Pop or Push can work well.

Don't forget about platforms like google shopping and facebook marketplace. Price comparison and review sites are known for extremely well converting traffic, even though traffic volumes tend to be lower. So consider including these in your marketing plans.

Due to the ever-increasing competition in the space, most of the experts suggested to **focus more on AOV and LTV** for maximized returns. Instead of investing in new customer acquisition only, and asking them to only buy that one product from you, squeeze more revenue out of your current customers by offering incentives for larger orders (e.g. buy x get x free, buy x and get a second one for cheaper, free shipping for orders over \$x), by implementing upsells / downsells / cross-sells into your sales funnel,

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and by following up with the customer (e.g. via email / SMS) to encourage repeat business.

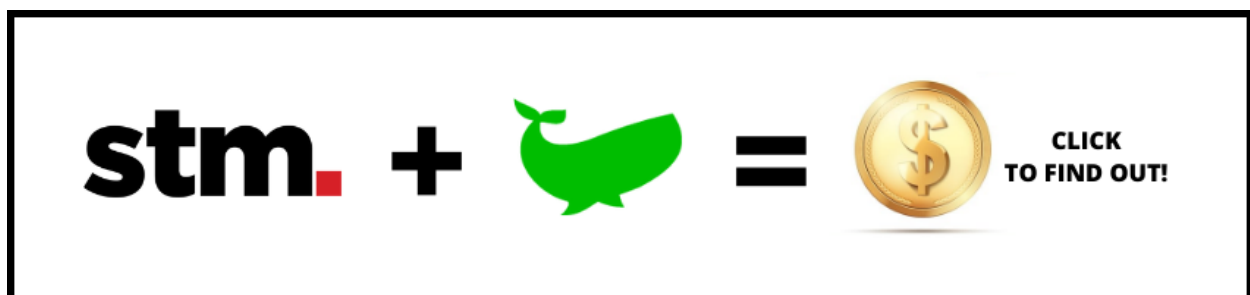
And of course, don't forget to A/B test everything, that's extremely important too.

Wondering **what products** you should be promoting? Gadgets that aim to “wow” users have seen a decline. Customers are instead focusing more on practical products they actually need. These changes can be a result of the current covid situation – more people are experiencing financial difficulties or are feeling uncertainties about future financial security – and/or consumers have “smartened up” after wasting money on novelty items. At any rate, the recipe for winning products is to 1) find a pain point or problem that people have, and 2) offer a solution. Easier said than done, but you get the idea.

**Amazon** remains a popular playground for ecompreneurs, and is attracting the attention of large companies who are on the hunt for profitable businesses to buy. Several huge aggregator platforms raised mad capital with one and only goal, they want to buy any profitable and scalable amazon based business they can get their hands on. Build something like that and you are set for a VERY rewarding exit.

New to ecommerce or planning to start? Having to figure out everything from the start – including the sourcing and fulfillment of products, customer care etc. - can be pretty daunting. But there is an easier way. Promoting **affiliate ecom offers** is a great way to get your feet wet. You may want to consider this option to learn the promotion side of things first, before extending your prowess to sourcing and fulfilling products.

## What About The Adult Side Of The Industry?



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Adult entertainment is another business that has benefited from the worldwide lockdowns. All participating adult traffic networks reported a growth in available ad impressions.

No big changes happened in this area - the advertising space is still dominated by a bunch of large **traffic networks** that are managing the biggest adult tube websites. Exoclick, Traffic Factory, Traffic Junky and Traffic Stars are the key players in the adult segment and you should work with all of them to gain maximum exposure.

When it comes to **offers**, Dating still remains the king! This vertical has seen significant growth ever since covid appeared and exhibits no signs of slowing down. Live cams, adult games, male enhancement and health products, gambling/casino, VOD and subscription sites are the other verticals that work great on adult traffic.

Display / banner are the most popular **ad formats** in the adult space and they carry the most volume too. Pop and Push (including in-page push) come next. And then there are other ad formats at your disposal: Direct links in menus, native ads, hybrid formats that merge several ad formats in one zone, calendar ads – feel free to give them a test.

When speaking about the future of adult ads, the video format seems to be the winner and you should definitely start experimenting with these if you haven't already. Amateurish UGC-style ads seem to work really well. These can definitely take more effort to produce, but anything that can be made to look like OnlyFans, could work really great these days.

Just like with mainstream traffic networks, adult networks are working hard on improving the usability and targeting options of their platforms. Expect new ad formats, better targeting, improved AI based optimization rules - anything that can make the life of a media buyer easier.

## Advice For Newbies

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Are you new to the AM game? We've asked all the report participants to share some advice for the newbies among us. Most of the replies have a lot in common, so let's try to form a "newbie strategy" based on these.

Pretty much everyone agree that it's important to **focus on education and networking**. You simply need to learn how this business works and you need someone to discuss your actions with. [Forums like STM](#) are great for this! Experienced affiliates have lived through all the mistakes you can possibly make too and by listening to their advice, you can avoid most of them and save a lot of \$\$\$.

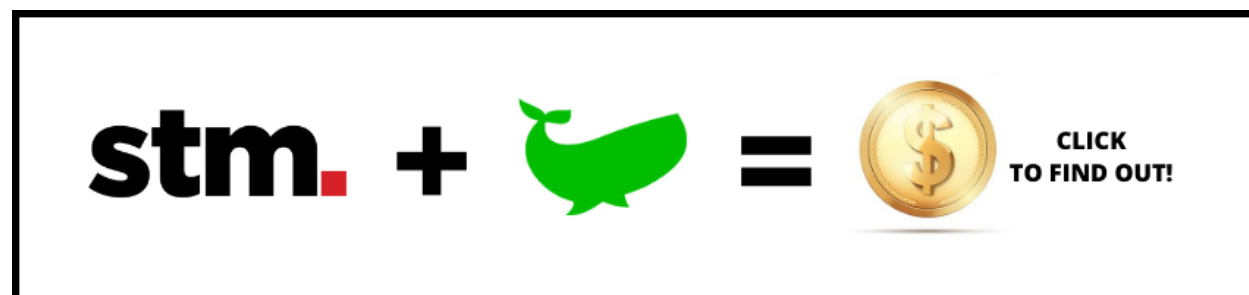
(The [STM](#) forum is the #1 premium super-affiliate community. Many of the contributors are members of [STMForum.com](#). To access more of their wisdom, which they've kindly shared on the forum, please [join STM now](#) – and use coupon code **STMWW2022** for 40% off the 1st month!)

Just make sure you **listen to the right people**, as there are way too many wannabe gurus in this industry. That's what makes forum great - you get access to a wide range of wisdom from the whole community and not just one individual.

The affiliate marketing business requires a specific **mindset** - that's another fact everyone agrees on. You need to accept the fact that experience comes at a cost. You will lose money in the beginning, it's inevitable and you need to accept that and soldier through.

**Taking action** is extremely important! You can read and study all you want, but running real campaigns is the only way to success. Testing, testing and more testing, that's the name of this game. Offers are more critical to success than ever, and you simply need to test a lot of them to find the winners.

When it comes to the selection of target **geos**, there is a clear agreement across the board again. Newbies are strongly recommended to start in lower-tier geos.



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Start in the USA and you are setting yourself up for failure. It may be tempting to target English-speaking countries, because we all know that's where the real money is being made, but don't do that just yet when you're still new! As a newbie you simply don't have the skills, creatives, offer payouts etc. to compete against the seasoned experts. You will burn your fingers, lose a lot of money and leave with a bitter taste in your mouth. Focus on Eastern Europe, Asia, Africa, South America or the Arabic countries instead.

What **types of offers** are newbie-friendly? Low payout SOI leadgen offers is what everyone is suggesting. Sweepstakes or Dating are the most frequently-mentioned verticals and you should definitely listen to this advice. Alternatively, click2sms or click2call are also great newbie offers to experiment with. These work well in lower-tier countries too and the flow is very simple. To sum it up: Low payouts, simple conversion flows, in lower-tier geos - that's what newbies should focus on.

Choosing the right **traffic type or source** is very important too. And again, pretty much everyone agreed that Pop and Push are good formats to start with. Both are cheap, don't require a lot of creative skills, and pop/push networks are not super picky or strict. While these traffic types may not make you rich, you'd be hard-pressed to find anything more suitable for initial experimentation.

We understand that not everyone wants to start with these traffic types, so the next best advice would be to focus on something that's new and not yet saturated with competition. TikTok seems to meet these requirements as of now. It's still a relatively new traffic source and is only going to get bigger. But, this source is way more strict and requires solid creatives to work. If you're willing to put in the effort, definitely give it a try!

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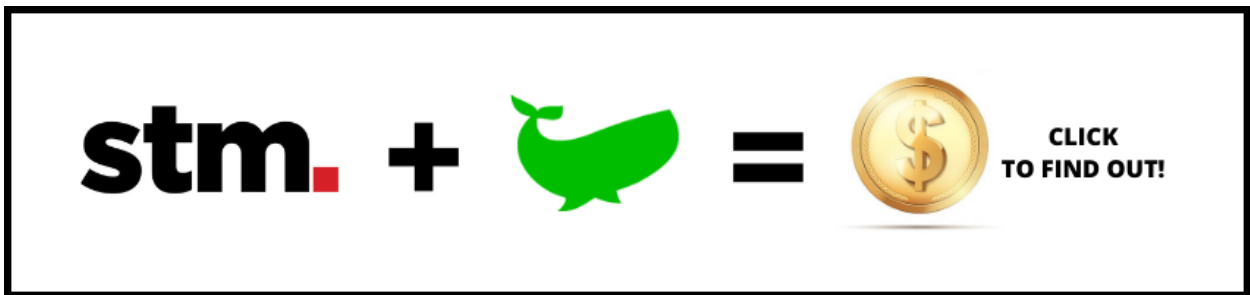
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(P.S. Lastly, remember one thing: There is a LOT of money to be made in affiliate marketing, but not everyone will make it in this game. Those with the right mindset and work ethics can get far, if they don't give up. Get ready to take action, learn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



The graphic is enclosed in a black rectangular border. It features the 'stm.' logo in black with a red square dot, followed by a black plus sign, a green whale icon, a black equals sign, a gold coin with a dollar sign, and the text 'CLICK TO FIND OUT!' in black.

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## DISCOUNTS AND BONUSES

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

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

### From Spytools

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

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

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

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

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

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

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

**SpyCombo:** 25% discount on 1<sup>st</sup> payment (\$74.25 instead of \$99) – [click here](#) and use coupon **STMCOMBO**. (Note: Free trial version of the tool is also available.)

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## From Ecommerce Services

**uDroppy**: Grab the 3-month PRO Plan and get one month free - activate the most complete version of uDroppy today, set your first call with your personal consultant and start working on your brand's strategy and growth – [click here](#) to redeem (discount already applied).

## From Traffic Networks

**Admaven**: \$50 upon first deposit – please reach out to Admaven to inquire.

**Adsterra**: Use coupon **6S9UFRFN** for \$100 bonus upon \$400 deposit; use coupon **PESXEBCR** for \$300 bonus upon \$1000 deposit. Valid until 31-May-2022.

**HillTopAds**: Get 10% bonus upon \$500+ deposit (use promo code **STM10**). Get 3% bonus upon \$150-250 deposit (use promo code **STM3**). Get 5% bonus upon \$300-500 deposit (use promo code **STM5**).

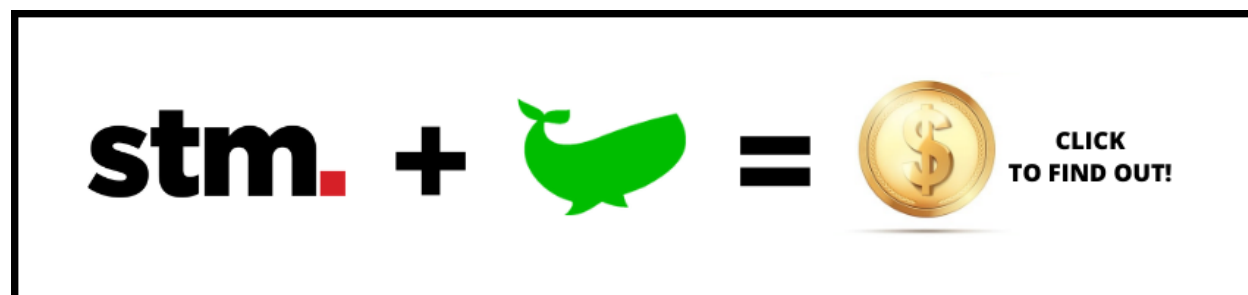
**Mondiad**: 20% bonus on your first deposit of \$100 or more – use coupon **WWSTM22** (new users only, maximum \$100 bonus).

**Popcash**: Deposit \$1000 or more to qualify for a Personal Account Manager that will help you with personalized tips and insights (please mention this report).

**PushGround**: 15% bonus upon \$200+ USD with promo code **2022STM** - new signups only - valid until 30-April-2022.

**Push House**: 10% bonus on the first deposit - use coupon **STM10**.

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



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**TCAds:** Sign up to this push network and deposit \$250+, and a bonus will be added to your account automatically.

**Traffic Nomads:** 15% of the first deposit for new registrations; also have several campaigns with very attractive promotions throughout the year – please keep an eye on their [Linkedin](#).

**Zeropark:** 20% extra credits upon first deposit - maximum bonus of \$1000 on \$5000 deposit – using promo code **STM2022** - valid until end of 2022.

## From Affiliate Networks

**AdsEmpire:** Instant approval for readers of this report and 10% bump for all offers.

**AffiliaXe:** Have all sorts of bonuses – e.g. \$1000 bonus to new affiliates that generate at least \$1000 per month in their first 3 months with the network – please reach out to AffiliaXe to inquire.

**Big Bang Ads:** While signing up, enter the code **STM-AMY-22** to have an instant +15% payout increase on any lead gen sweeps offers in Europe and Asia Pacific for your first month after signing up.

**Converting Team:** Request for our amazing app for casino and get it for free.

**Cpamatica:** Extra 10% added to first payout for new affiliates.

**DMS:** 1.00% referral commission on lifetime revenue for all referred publishers.

**Gasmobi:** In-house Loyalty Program based on revenue generated during three months – applies to new and existing partners

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**The Lead Wolves**: 5% bonus on all revenue generated in the first 3 months after registration (register [here](#)).

**Masters in Cash**: Up to 20% bonus payout on CPL dating programs ([details here](#)).

**Mobipium**: 10% top up bonus to the readers of this report who sign up using [this link](#) - for new affiliates only and valid for the first 3 months of activity.

**MyLead**: +10% bonus that will increase rates for 72 hr. – use code **IxuulR**.

**Propush.me** (Traffic Monetization Service): Extra \$50 for the first payout for new affiliates – use promo code **STMPDF**.

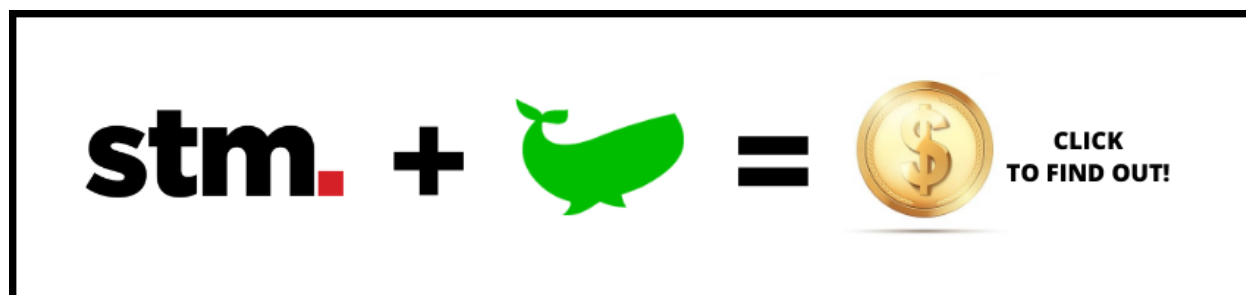
**REBL**: Sign-up bonus of €1000 for every new affiliate that signs up and sends 1k+ conversions for 3 consecutive months ([details here](#)).

**Supreme Media**: Free 1-month subscriptions to the STM Forum to the first 15 people signing up with us in the next week - mention this code to your assigned affiliate manager: **SUPREMESTM15**

**Toro Advertising**: 5% referral commission for the first 3 months (affiliates can refer as many contacts as they want).

**VIP Response**: Sign up with referral code **STM22** to get 10% bonus on their first month's revenue ([click here](#)).

**Zeydoo**: \$15 added to your account when you sign up – use promo code **STM22**.



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# INTEL FROM SPY TOOLS

## Adplexity, Dmitry Romanchuk, Sales and Partnerships

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

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

### What's Working in 2022

AdPlexity is a competitive intelligence tool. It collects data from all over the world and provides it to users.

The reason why Adplexity is so popular is because thousands of campaigns are starting every day, and if you want to effectively discover upcoming trends, you should be monitoring competition regularly.

AdPlexity can easily save you time and mental bandwidth, by providing fresh insights from affiliate marketing in different niches.

The situation with the covid-19 pandemic is stabilizing steadily. People are gradually getting used to this new reality. The affiliate industry has expanded its ranks by adding people who lost their jobs or businesses, and people that have decided to stay safe and work from home.

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So the competition is getting tougher and newcomers are trying to get their slice of the pie. While it's hard to compete with people with more experience, additional tools and services like AdPlexity can level the playing field.

No one can guarantee success here in the affiliate industry, but if you approach it with data and patience, the door to success will open sooner rather than later.

## Main Verticals in 2022

As our main goal is getting affiliate marketing insights as quickly as we can - we are monitoring many countries and discovering the trends and vectors of affiliate marketing's evolution.

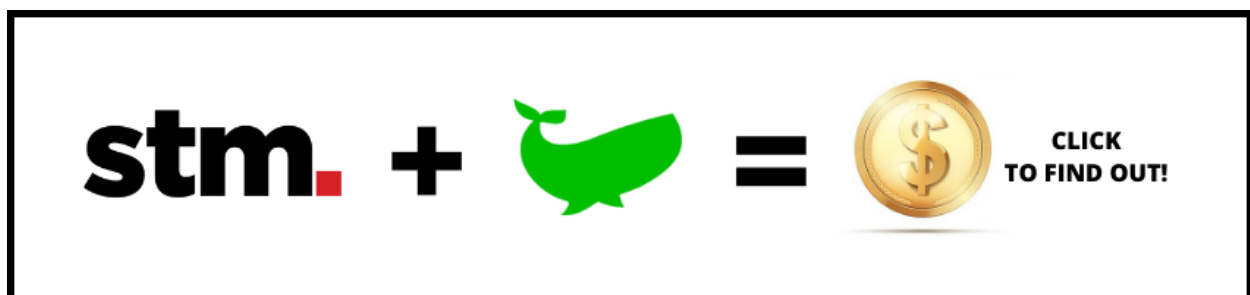
At this moment I can see real strength in the **Nutra, Finance, Crypto, and Insurance verticals**.

**Nutra** was very strong 5 years ago, is still strong now, and will remain strong for a long time. People are never 100% satisfied with their bodies. There is always something that can be improved. People have sought to make themselves beautiful for thousands of years. I don't think that would change dramatically in the next couple of years.

**Finance** was always a visible vertical, but right now it's a really prime niche. The world is unstable, and many people understand that they can't rely solely on their jobs.

Today, your company is selling fish to the top restaurants in your city. Next week, all these restaurants are closed due to covid.

You can lose your job, not because you lack the skills required for it, but because your boss can't pay for your work anymore.



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So lots of former managers started searching for new opportunities. They want to not be reliant on others, they are interested in making money, and they are ready to invest. That's why the finance vertical will still be on fire for quite some time.

I think the same arguments can be applied to the **Crypto** vertical.

As for **Insurance**, again the pandemic situation is relevant here, as it has affected all aspects of our lives.

People want stability and insurance is the thing that can guarantee they won't lose everything in one day. That's why despite the crisis, people are ready to invest their money today to guard against what can happen tomorrow.

## Main Traffic Sources in 2022

Many people have been joking with me, by calling me a grumpy old man.

I used to say with confidence that **TikTok** was just a thing for teenagers that would die in 3-4 months. Well, I was more than a little bit wrong. It has become a big competitive source, with its own features. So I would encourage you to check it out.

**Facebook** affiliates are like a meme for me. At every conference, I would talk with people and every time I would hear: *"Facebook is down for me, they've banned my accounts, my business is ruined!"* After that, they would leave the conference in their Mercedes/Lambo/Rolls-Royce and post funny stories from their villa, of themselves chilling in the jacuzzi, just 2 hours after our conversation.

So, believe me, Facebook is alive and still performing well, at least for this year - you can earn some cash there.

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**Native traffic** is also performing really well. People don't like annoying ads, whereas native ads can unobtrusively sell what you need to sell. You're happy, the client is happy, everything is good.

Speaking of native traffic: The strong verticals mentioned above - Nutra, Insurance, Finance – are doing well on native traffic according to [AdPlexity Native](#).

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

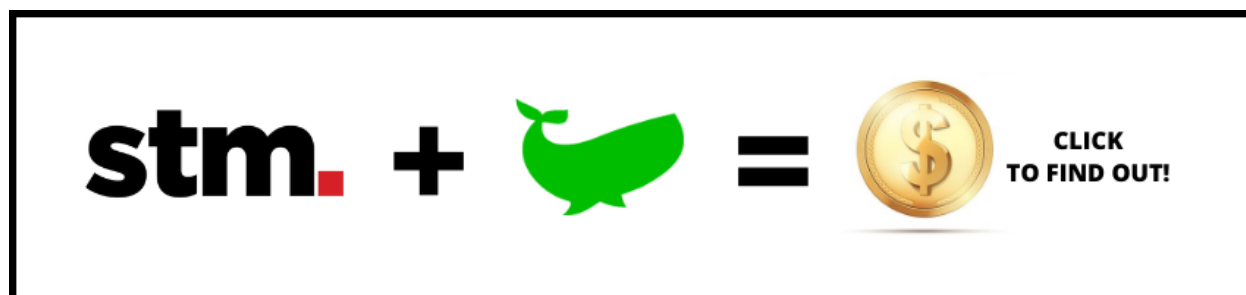
It's always hard to start. You can read all the articles and blog posts, and watch all the industry-related videos and webinars. But when you actually start your first campaign - you would realize anyway that: *"oh, I don't have enough knowledge, I'd better learn more about this and that"*.

So, you should just get started first, figure out which areas you're lacking knowledge in, then read up on those specific areas. I have never met a person whose first, second or even third campaigns were profitable. Never. The best experience is your own experience.

It's difficult to invest your own money, but while you're still learning and looking at other people and their success, the clock is ticking.

There are few solo/lone affiliates these days. People understand that it's better to cooperate and to create teams. And this is where you can always find a place for your talent, even if you don't have a lot of experience - these teams are always looking for new people to do the simpler tasks.

So, if you want to gain knowledge, just check out some chats and forums to find and join these teams, and start building your experience from there.



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## SpyCombo ('spypush' on STM), the SpyCombo Team

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

**BONUS: Use promo code **STMCOMBO** for a 25% discount of the first payment (pay only \$74.25 instead of \$99). (Note: Free trial version also available.)**

### About SpyCombo

SpyCombo is a powerful spy tool for Push, Native, Popunder and Adult ads monitoring for \$99/mo (please note promo code above), with a completely free trial version.

### Which Verticals are Working in 2022

We collect a large number of ads every day across a number of popular ad formats, so we can definitely share a list of the top verticals with you:

- 1) Mobile apps
- 2) Gambling & Betting
- 3) Crypto / Forex
- 4) Nutra
- 5) Dating
- 6) Sweepstakes
- 7) Pin Submits
- 8) Antivirus

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For beginners we recommend to start with verticals like Dating, Pin Submits, Sweepstakes and Mobile Apps, because offers from these verticals often have simple conversion flows so you don't have to spend a big sum to get your first leads.

## Main Traffic Types in 2022

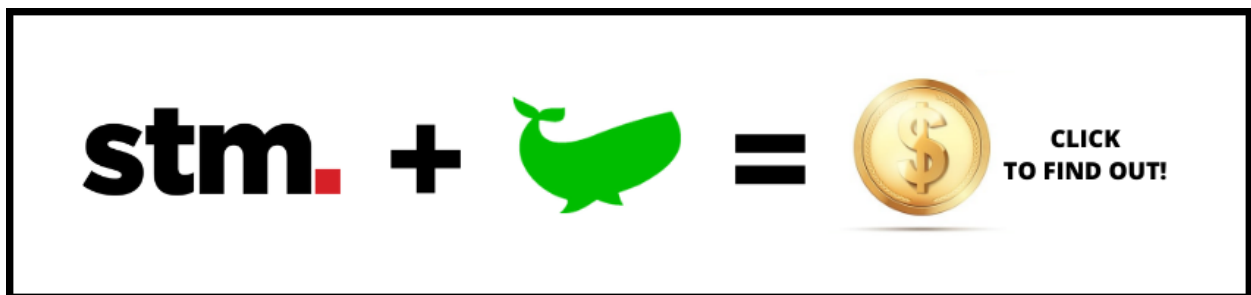
There is a list of main ad types:

- 1) Facebook / Tiktok
- 2) Google
- 3) Native
- 4) Push notifications
- 5) Adult
- 6) Popunder / Clickunder

Every traffic type has pros and cons. Let's discuss them below.

### **Facebook / Tiktok:**

- + Huge amounts of traffic
- + High quality traffic
- + Original ad formats
- + Detailed targeting
- Getting campaigns and ads approved can be a challenge



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- Risk of accounts bans

2022 is the right time to get started with Facebook / Tiktok. If you manage to avoid moderation issues, you can get a huge amount of quality traffic. Advertisers and affiliate networks highly value traffic from these sources.

We recommend sticking to whitehat advertising when working with these sources. This will allow you to avoid problems with account blocking. Mobile apps for example are ideal for promoting on Facebook and TikTok.

### Google:


- + The largest source of traffic in the world
- + Contextual advertising
- + High quality traffic (by avoiding the Display Network)
- Problems with campaign moderation
- Blocking of ad accounts

Google remains the biggest source of traffic. We recommend that you pay attention to two advertising formats on this source - UAC and Discovery Ads. These ad formats are deservedly popular among affiliate marketers. Almost all verticals work great on Discovery Ads. UAC is just the perfect tool for advertising mobile applications.

### Native / Display:

- + Large volumes of traffic
- + Stable results

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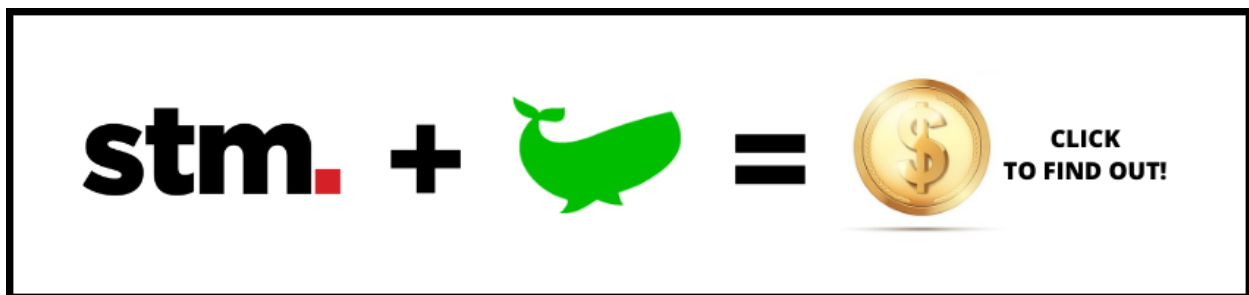
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- + Quick launching of campaigns
- + Relatively easy to get campaigns approved
- Outdated ad formats
- Big budgets for tests are needed

One of the most outdated ad formats on the market. But it is still effective in 2022. The main verticals are Nutra, Gambling, Betting and Crypto / Forex. To get started, you'd need to have large test budgets in order to identify sites with high-quality traffic. However, after creating a large black list, you will get large volumes of good quality traffic.

**Push Notifications:**

- + Large volumes of traffic
- + Stable results
- + Quick launching of campaigns
- + Easy to get campaigns approved
- + Low percentage of bot traffic
- + Ideal for beginners
- Users perceive ads as spam
- A lot of competition



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This ad format has slightly decreased its effectiveness in 2022. However, it still works great in such verticals as Mobile utilities, Pin submits, Dating, Sweepstakes, Gambling, Betting, Crypto / Forex and Antivirus.

If you have your own and unique offer, this will be a great advantage when running this advertising format.

**Adult:**


- + Huge amounts of traffic
- + Easy to get campaigns approved
- + Low prices
- + Quick launching of campaigns
- A lot of competition
- Specific offers

Adult traffic will continue to be popular in 2022 and the amount of this traffic will probably only grow. The main offer verticals for this traffic type are Adult, Nutra and Dating.

**Popunder / Clickunder:**

- + Large volumes of traffic
- + Quick launching of campaigns
- + Easy to get campaigns approved

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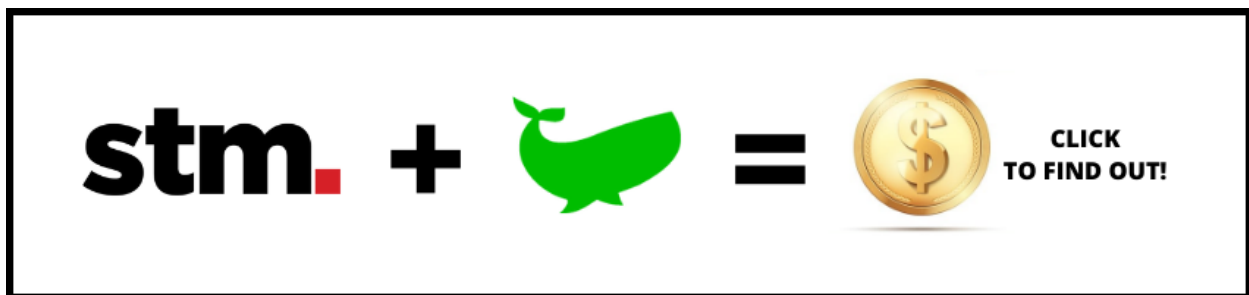
- + Low prices
- A lot of competition
- Huge amounts of fraud traffic

Many advertisers abandoned this ad format a few years ago, but in 2022 you can still have great results here. The main verticals for this traffic type are Mobile utilities, Sweepstakes and Pin submits.

### Main Insights From the SpyCombo Team for 2022

It would be foolish to deny that the competition in affiliate marketing has increased significantly in the last few years. Major players are trying to oust smaller competitors with their big budgets. Therefore, we believe that the main trend in 2022 will be the creation of your own unique products, for example mobile applications within which you independently set up monetization and for which you build a customized promotion strategy. This will allow you to win competition from advertisers who do not have their own offers, and to be successful on almost any traffic platform.

Good luck!



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# INSIGHTS FROM AFFILIATES

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

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

### 1) Self-intro

Well many people know me already. I've been in this space for 12 years now. Started with SEO but ended up on Facebook and have never looked back. I am currently running Sweepstakes, Nutra and Leadgen!

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

I would say it's a combination of 3 verticals: Good old sweeps , good old nutra pills, and leadgen offers.


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

Facebook took a dive and Tiktok is the new star due to low CPMs.

### 4) Direct monetization or list building?

In some verticals like sweepstakes, we also collect push subscribers.

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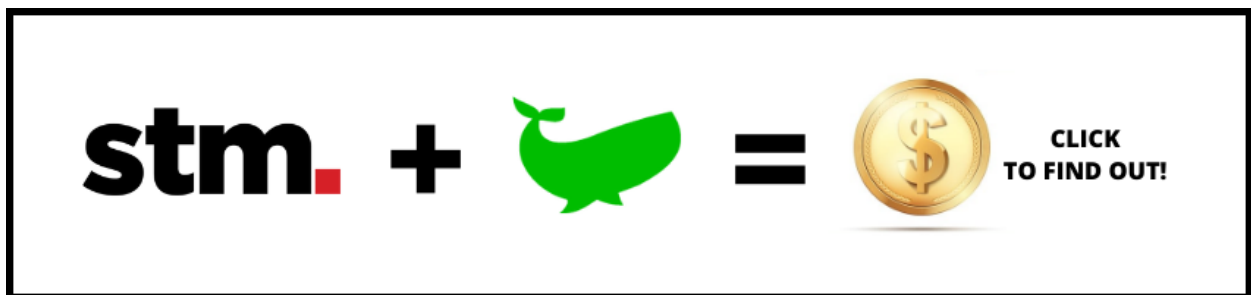
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**5) Advice for newbies?**

I would go and ride Tiktok – it may be hard to crack but worth it!

**6) Covid impact?**

CPMs gone up, offers died, lack of business meetings...I miss the good old days and hope covid will be over soon!



The graphic is enclosed in a black rectangular border. It features the 'stm.' logo in black with a red square dot, followed by a black plus sign, a bright green whale icon, a black equals sign, a gold coin with a dollar sign, and the text 'CLICK TO FIND OUT!' in black capital letters.

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

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

### 1) Self-intro

I'm Jed, rather entertainingly known as 'jennatalia' on STM (say it out loud). My background has largely been banking and finance on the securities side. Up until I entered affiliate marketing, I was responsible for building out trading algorithms and further automating analysis to make my teams faster and more efficient.

I've been in AM since 2014 - although I've experimented in the industry since 2008. I still run traffic to my core 6-D verticals: Debt, diet, dating, dollars, dick-size, and downloads. The proportions have changed from last year, but the verticals still work.

I also still focus on buying from the Alexa 1M websites. However, the ad units and formats I've been buying have shifted. This past year has seen the most growth in video.

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

Here are three major factors responsible for our success this past year.

The sister-applications which handle the monotony of the day-to-day business:

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

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Responsible for keeping over 400,000 campaigns in flight across multiple traffic networks, and our owned contact lists. It's hard to deny the robots are coming for people's jobs.

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

A lot of the team is not as adept at SQL as I would like. And that's fine, programming is not for everyone. I.R.I.S. has since been upgraded to incorporate metabase and redash to give everyone on the team the ability to bring their insights to the data. I.R.I.S. also helps define segments and cohorts whose experience through our ads and funnels are tuned for them. I.R.I.S. also announces potential new underserved cohorts which in turn receive their own ad and funnel experiences.

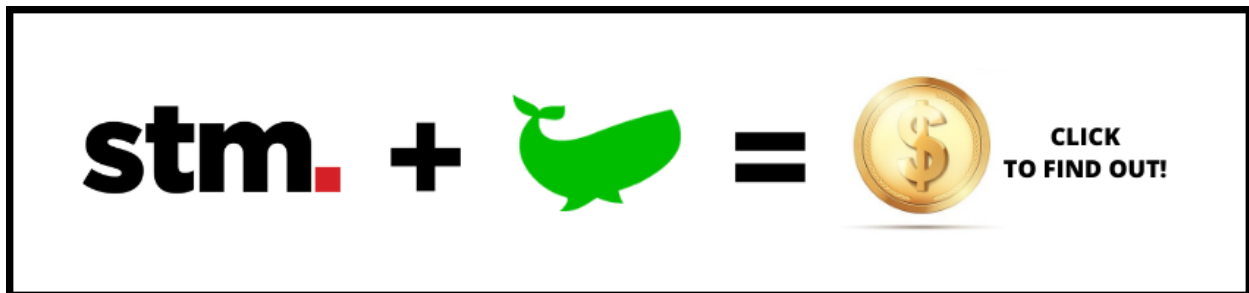
### c)G.R.A.C.E. (Granular Reporting Around Campaign Effectiveness)

This data lake holds around 1.5 Petabytes of click, impression, postback, and user data. Thanks to our kubernetes clusters and some cheap spot pricing in both AWS and GCP, the AI/ML tooling has allowed some incredible insights which really click once they're understood.

Finding these sorts of connections has been a secret sauce. It's especially satisfying seeing how long it takes before the broader rip and run community starts trying to use these discoveries for themselves.

These three applications make up the core of the business' value-add by discovering new edges and inefficiencies 24/7.

### Automated Video Production



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Video content has exploded over the past year, and we admittedly were a little late to the party. However, we developed some software which is capable of churning out thousands of videos regularly.

Technology has advanced to the point where the average person can't tell if this voiceover was computer-generated or pre-recorded. Deepfakes have further allowed us to cast dozens of different 'spokespeople' who don't exist in real life. Couple that with some computer-vision based motion capture technology and the realism of these computer generated spokespeople is almost imperceptible to the average viewer.

### Artificial Intelligence

A large swath of machine learning is really just optimized brute force. Ever since we got access to the beta version of GPT-3, writing unique ad copy has become very simple. It's also cheap to test, and really dial in what's working to spawn the next generation of ad copy.

The same - to an extent - can be said about any other written content. The technology isn't yet there to completely eliminate the need for copywriting as a skill, but it's definitely helped level the playing field much faster than in the past.

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

At the end of the day, the highest-margin products will continue to thrive. Supplements - and I don't mean weight loss - have been surprisingly popular while everyone was in lockdown. Mortgage originations have proven to be popular - although that will drop off with the coming rise in interest rates. The most intriguing "offer" that we've been involved with has been promoting certain NFTs, alt-chains, and tokens.

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We've been fortunate to not be wholly dependent on one channel, and I'll always say to focus buying traffic from the Alexa 1M websites. The medium - push, native, display, etc. - is largely irrelevant as long as you're able to get your message in front of the target audience.

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

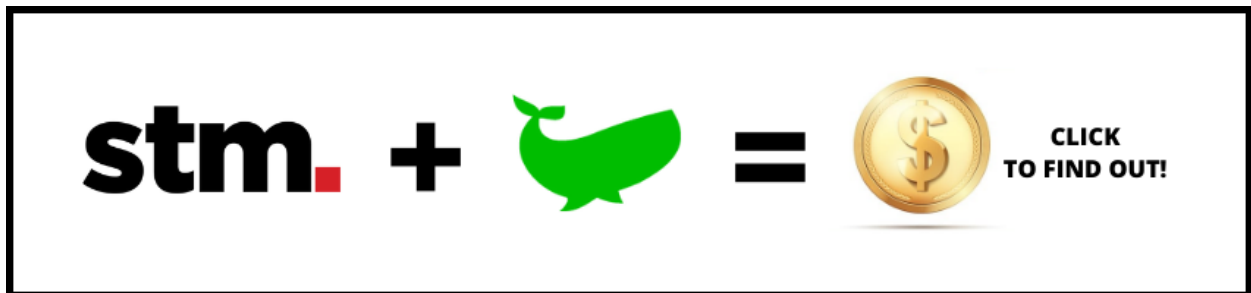
For now we're about 70/30 between direct monetization and owned audiences. I'm hoping to bring direct monetization to 0 with a wholly-owned offer, but we're not there yet.

#### 5) Advice for newbies?

Look for the latest, highest volume sources of traffic. Learn to monetize them, or advertise to their audiences. Tiktok is the poster child for this strategy for now. It's the closest a newbie will ever be to being on an even playing field with the veterans.

#### 6) Covid impact?

The shutdown hurt a lot. A lot of our bread and butter offers went down, died out, or otherwise couldn't continue operating. It was a bit of an incentive on our part to accelerate the ecommerce portion, as the ready need for covid-related supplies became easier to meet. While we're not yet back to pre-covid levels, we've definitely weathered the storm better than many other businesses.



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

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

### 1) Self-intro

I'm based in London and have been an affiliate marketer for over 10 years.

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

A major factor for my success this year has been experimenting with new traffic sources, such as TikTok and Snapchat ads.

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

TikTok ads is super hot right now, and the cost of traffic is cheap - while the effectiveness of Facebook ads has declined & costs have gone up.

### 4) Direct monetization or list building?

My focus is on direct monetization.

### 5) Advice for newbies?

TikTok ads is the best place to start right now, as the cost of traffic is still cheap compared to other, more established ad platforms. They even have an ad library

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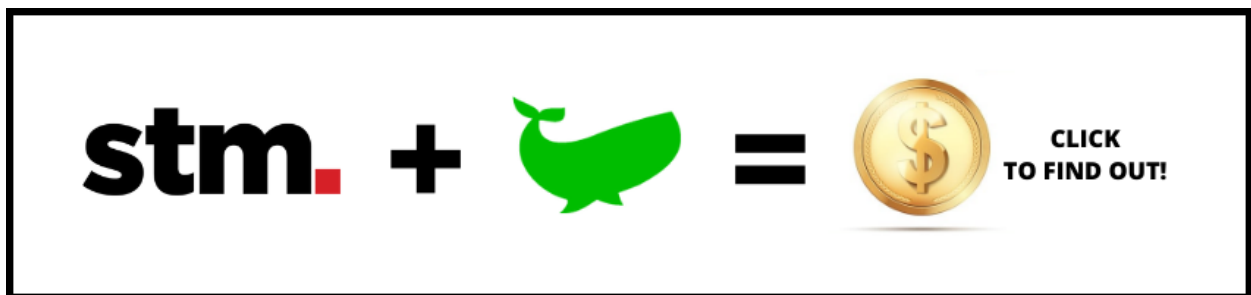
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where you can see what types of ads are working well on the platform. Sweepstakes and Insurance are 2 verticals that do well on TikTok.

### 6) Covid impact?

Covid has not had as much of an effect on business this year.



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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 13 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 major factors for this year's success would have to be understanding that the industry has changed - covid has accelerated whatever we knew was going on even more: That you need to have an unfair advantage when approaching an offer. You really need to be unique and smart about it, for example running ads on a different platform than FB/IG.

Another example would be to look into hacking specific networks within a platform like google where there are a few advertisers in that niche.

And lastly - customize the creatives, prelanders and offer to each specific method of promotion. For example if I'm running on the shopping network (google ads), I'd make

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sure to create hidden SKUs just for people who are clicking / seeing ads from me there, so that my prices and pages are adjusted for someone who are comparing several products.

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

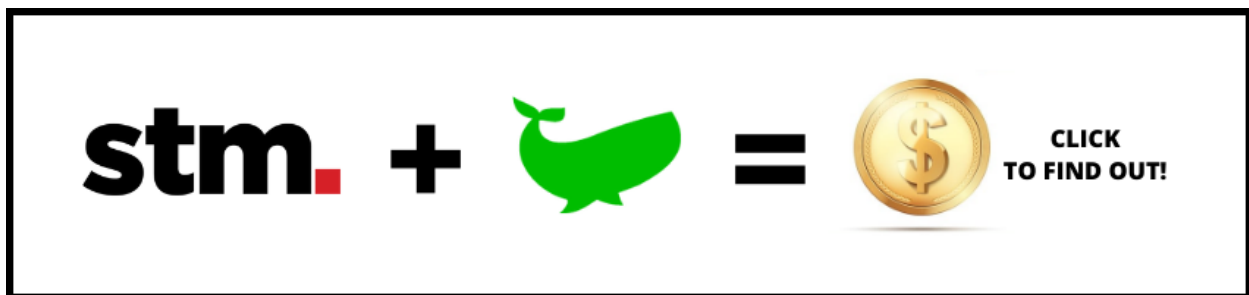
I think pretty much everything that's not really wide-targeting has declined, and not just because prices went up, but also because of the tracking issues and the fact that even FB is removing now a few more targeting options. You now need to rely more on the creatives side of things to target.

Also try to get more targeting options - like for example, when you are a managed partner with TikTok - they would give you the option of opening up hashtag targeting which is not available for un-managed partners, and that can help you laser target on that platform.

### 4) Direct monetization or list building?

Yes - assets are super important things to have! Margins are shrinking, so unless you have some really big advertiser with a large payout, or an exclusive offer that not a lot of people have access to, you're going to have to create some kind of way to earn extra \$\$\$.

And this is why when a lot of affiliates are still trying to rip n' run pages, don't understand why they are not profitable. Meanwhile, there are affiliates that are currently running at breakeven or even at a loss on the front end, that know they can monetize those leads on the back end to generate profits overall.



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### 5) Advice for newbies?

Choose up to 3 people that post content frequently, make sure you test them not by the number of fancy screenshots they post, not by their cars or lifestyle, but by how authentic you really believe they are. Remember that those who desperately try to look strong and show-off are usually those with the weaker hand at the end of the day.

The second piece of advice I have, would be to try to push yourself into leveling up your relationship-building and networking skills. Know when to push and when to step back when it comes to approaching people who you want to learn from in the industry, so you'll be able to extract the maximum amount of knowledge you can from them.

### 6) Covid impact?

In terms of my affiliate campaigns - some of the campaigns got shut down and some partnerships ended, which really sucked. But it also created a lot of new opportunities and new ways of growing and thinking.

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

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

### 1) Self-intro

I have been an affiliate or involved in the online marketing space for more than 15 years. At the moment I'm in Sao Paulo, Brazil. I specialize in traffic, as they are all pretty much the same. It is just about analyzing the data and seeing past the noise. As for verticals, I tend to stick to the evergreen ones, as well promote SaaS. They provide more of a recurring revenue.

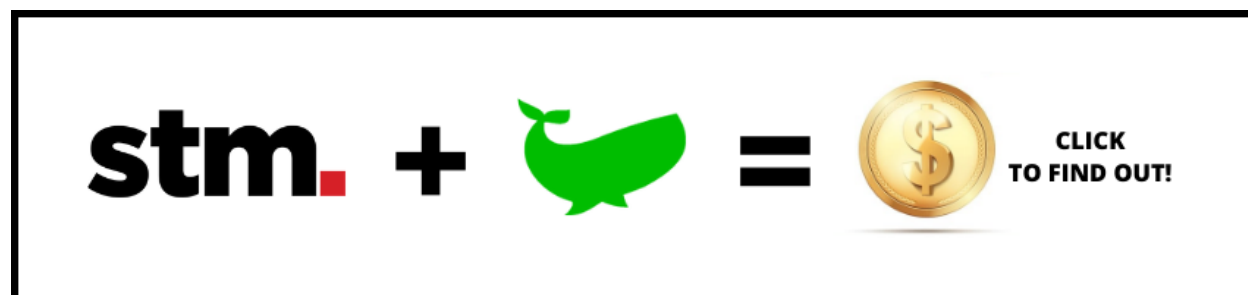
### 2) Success factors for last year? Focus for this year?

Last year it was very different. I was more involved in helping other people with their traffic. Consulting became a big part of my career last year, even freelancing. I wanted to explore my skillset to see if my ad skills can be transferred to another businesses outside of affiliate marketing.

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

Lead gen is hot and has been hot. Everyone needs leads, everyone needs referrals. The only downside to this is that the advertiser and network can scrub you for lead quality. A big vertical is financial lead gen, especially with crypto and the stock market being so popular now.

But offers I think that have been on the decline are ecom direct response offers. In my opinion these type of offers are getting harder and harder. These offers need more of a



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backup marketing strategy than a direct response style, an ecosystem as I tend to call it. There is a huge shift in the consumption of information in the age we are currently in. So ecom offers tend to need a more evolved marketing strategy than just the ad-to-offer approach.

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

I always advise to grow a list. I have been doing this for a while and it has helped a lot. With traffic being more and more expensive, and new sources coming out that you have to test in order to understand the algo, email helps to balance the loss of exploratory advertising. You own your data and you can email your list whenever you need to.

#### 5) Advice for newbies?

I'd say try push traffic because it is an old school approach to ad buying. You only need to concern yourself with CPC and revenue. There is no algorithm to think about honestly. You just have to figure out the ad angles and the traffic data. That is it.

If you want a more sophisticated way to start, start on Bing. It allows research discovery, ad angle, copy, etc. But it also isn't as advanced as the T1 traffic sources. It limits your losses while you gain experience. In the end it is all about starting, then losing money while getting experience.

#### 6) Covid impact?

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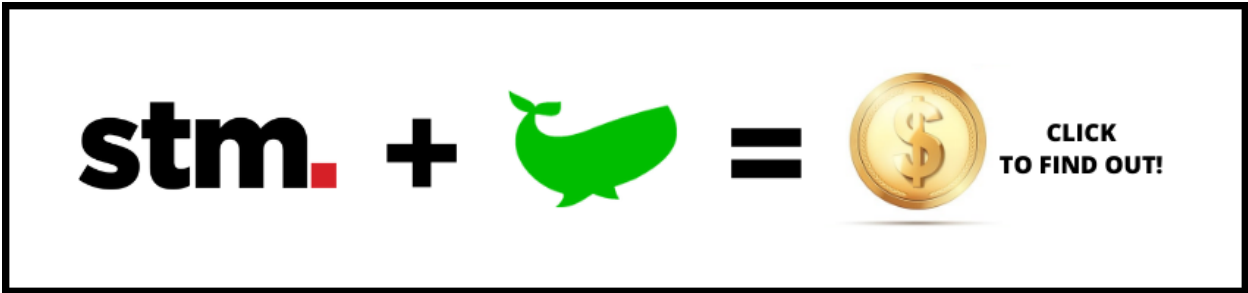
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I miss talking to people at conferences. Zooms and gMeetups are cool but the interaction and clanging beer glasses have a different feeling than clanging beer glasses to a camera lens.

With my affiliate campaigns, not much changed other than a rise in CPC. It did give me more opportunities to work on other projects and even explore other online opportunities - creating more websites with affiliate offers and even side projects outside of affiliate marketing.



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## Scotty Gilmour ('ScottyG' on STM), Tiktok Ads Expert

Links: [Cubatica.com](https://www.cubatica.com), [ScottyG's STM Profile](#)

### 1) Self-intro

Oh boy.

My name is Scott, I'm from the frozen hellscape of Canada near Toronto.

I was a computer programmer for 10 years, self taught from when I was 8 years old scamming and hacking on Neopets and Runescape.

At the height of my career I was a team lead developing self driving electric cars for Ford - shit was a nightmare.

I spent 2 years creating an illegal cannabis delivery service and that was the first time I ever touched online advertising. Ironically, no one was stupid enough to try and blatantly sell drugs online so my ads slipped past review and I started spending close to \$1,000 a day with zero guidance, using simple 5-minute setup mode and not even knowing what click-through-rate was.

After that I created a Software as a Service company, hand-coding the entire app myself in the span of 6 months. It did pretty well but I was more focused on partying then running a successful company.

I tried to go back to programming and lasted about 7 months before I remembered how fun advertising was for the cannabis company, and decided to investigate further.

Signed up for [STM](#) and that's when things got real.

My introduction post on [STM](#) was 05-20-2021 and I started losing money a few minutes after that.

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Based on that date, I've been doing affiliate marketing for a grand total of 250 days apparently.

I don't really have an offer vertical specialty, I'll run anything these days.

My first and only love is TikTok and always will be, but I have been exploring YouTube and Snapchat lately.

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

Just grinding and speed really.

Once you can set up an offer and test it, all that's left is repetition until you find winners.

So, the faster you can set up offers, the faster you can find winners.

Grab a 6 pack of beer, put on some tunes and just grind out offers for 12 hours straight.

Do that every day for a week and you'll find a winner.

Affiliate marketing is touted as a get-rich-quick scheme with little to no effort required.

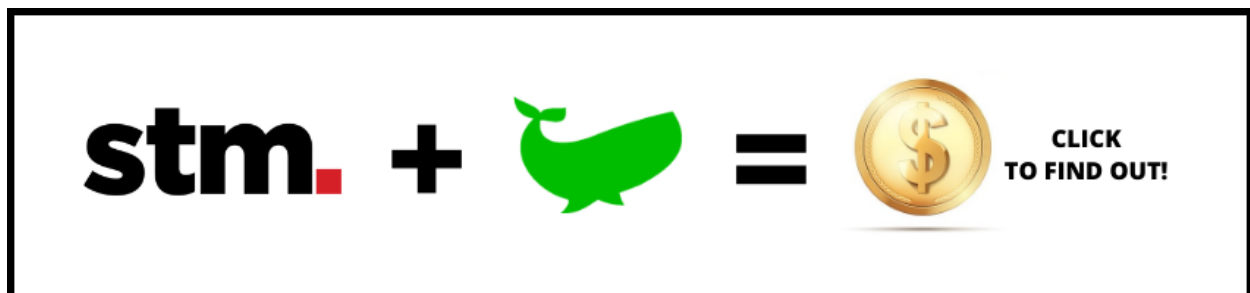
Neither of those statements are true.

Next year I want to focus on creating more of my own offers and scaling for an early retirement.

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

As I don't even have a year of experience, I can't comment on this.

Try to follow the 'seasons' though:



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New Years = Health offers

Christmas/Q4 = Ecom

Refi and Medicare seasons for leadgen

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

90% of my income is from direct monetization. The other 10% is from random small assets I've built such as Host and Post offers for Refi/Solar/etc.

Would love to own a better asset in the future, but I've heard from a few people that they regretted not doubling down on direct monetization due to the sheer scalability.

#### 5) Advice for newbies?

Push and pops are still a great way to get the barebone basics if you don't have any previous skillsets that could be applied.

If you are comfortable in front of the camera, make your own UGC ads and look for a low payout offer that has a high conversion rate.

You want to brute force test creatives and targeting until you can match the expected conversion rate of the offer.

This way you can quickly get conversions and useful data instead of blindly throwing \$200 into the void with 0 conversions.

#### 6) Covid impact?

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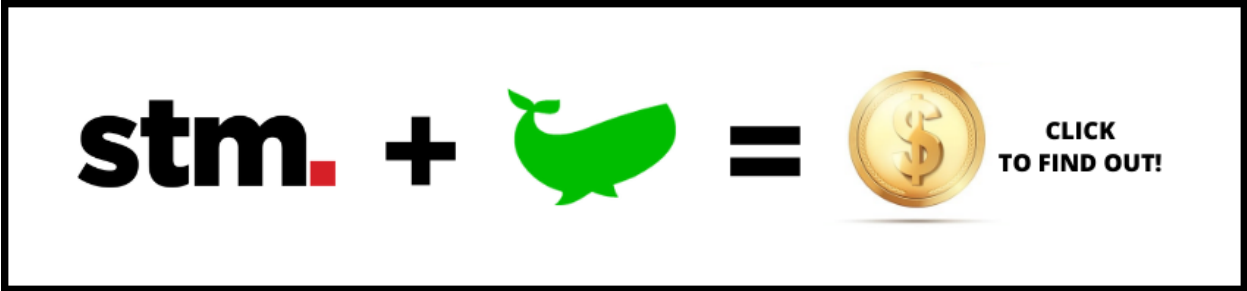
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My vacation to Europe was slightly inconvenienced. C'est la vie.



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## IAmAttila ('iAmAttila' on STM), PPC Ads Guy Since 2013

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

### 1) Self-intro

I grew up in Vancouver, Canada, now living in Budapest, Hungary with my wife and two kids. Been in the affiliate industry since 2008, starting with building authority sites and SEOing them. Switched to paid advertising in 2013 and have been doing that ever since. In 2022, I focus on lead generation in US, UK, AU and some EU geos.

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

I believe my success has a lot to do with my ability to spot opportunities. Focus last year was lead gen, and focus this year will still be lead gen.

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

Lead gen in finance, home improvement, insurance are really hot and always will be. Facebook Ads are in a major decline with advertisers switching to TikTok, Youtube Ads, Native and Push ads because Facebook bans randomly anything and everything - you can't talk to a real human (if you can they are clueless) and their overall advertising experience is the worst in the world.

If they do not ban your ad account, they disable your page, or they restrict your personal account from managing ads. Facebook Ads have gone downhill, and the massive exodus of performance marketers proves it.

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

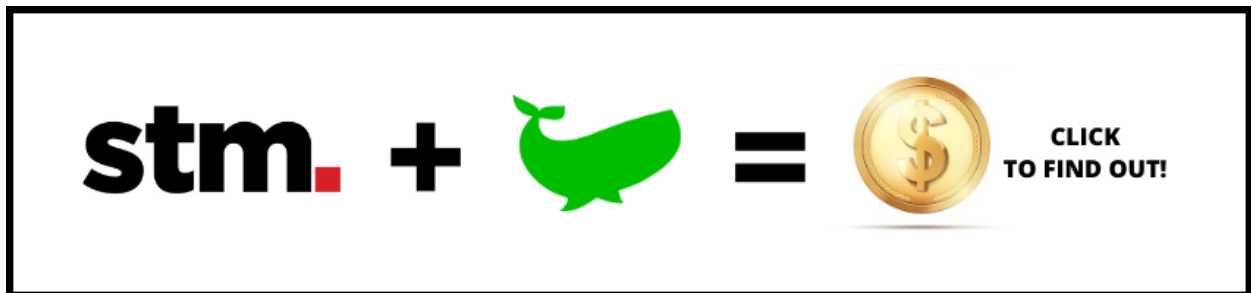
I do both because affiliate marketing is a quick cash pump, whereas having your own assets are long term and are a real business. The flaw with affiliate marketing is that when the traffic stops, so does the profit.

#### 5) Advice for newbies?

First and foremost, things changed a lot. In the past, \$500 was enough to get started, but now you need more like \$5000-\$10000 realistically. Newbies need to get their feet wet, lose money, learn from the experience.

#### 6) Covid impact?

All my favorite conferences were cancelled and I haven't seen my online industry buddies in a long time. Can't wait for Affiliate World Dubai!



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

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

### 1) Self-intro

I'm from the Ukraine, and have been doing affiliate marketing since 2015. I have been running White Hat verticals such as Auto Insurance for the whole year of 2020. Generated over \$2.4 million in revenue together with a team.

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

The most important is to test test test to find new big things, like what I did with Tiktok ads.

I started running Tiktok in early 2020 - and got bad results. Then I tested it again in July 2021 - and was shocked by how cool the platform had become. I've been investing a lot on production of creatives since then.

Also, solo entrepreneurs are a bad idea if you want to run at scale - build a team. Each team member needs to be responsible for a specific operation - tech, integrations, creatives, buying traffic etc.

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

My fav is whitehat leadgen (financial). Tiktok is my main traffic source right now. But you should not focus on one offer and one traffic source. Hire professional media buyers who can run other traffic sources like facebook, snapchat, google ads.

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

I am sending visitors to affiliate offers only.

#### 5) Advice for newbies?

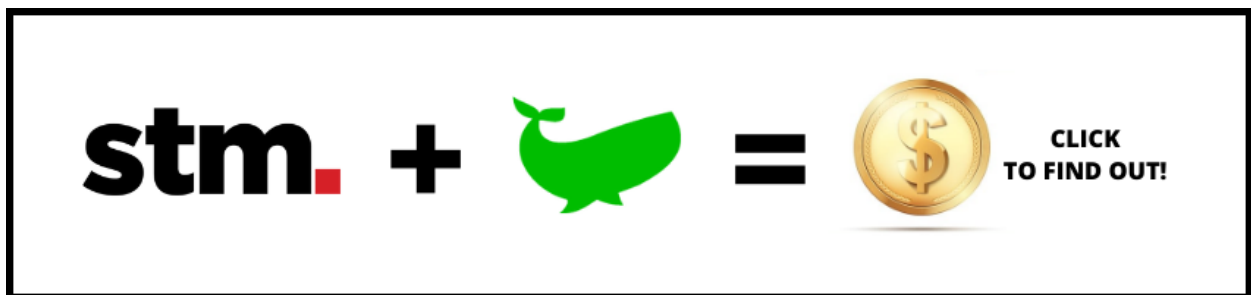
If you want to start with minimum loss - learn some basic info and join any team for a junior position. You will get a lot of knowledge in 1-2 months. Then you can start spending your own budget.

If you're a solo media buyer with a decent budget, but have no idea how to run ads and what to promote - hire some professionals who know specific traffic sources and verticals.

It's all about testing and building relationship with advertisers.

#### 6) Covid impact?

I increased my capital five-fold during the pandemic. I don't think it has anything to do with covid though.



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## 'jack\_l' on STM, Affiliate

Link: [jack\\_l's STM Profile](#)

### 1) Self-intro

We've run native ads fulltime for the last 3.5 years - primarily Taboola, Outbrain, and Yahoo Gemini.

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

I'd say our success has come primarily from three things:

- a) Building relationships with offer owners and smaller, niche affiliate networks.
- b) Relentless research/spying/etc.
- c) Taking offers or concepts that were working and extensively iterating upon them. For instance, trying a popular offer in a new format like a quiz funnel instead of an advertorial, or taking a format that works well in the US (like 'Senior Listicles') and utilizing it in other, less competitive geos.

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

I think all digital advertising markets are becoming quite mature. And while I definitely think talented individual affiliates will still crank out great profits, I think things will be rosier and rosier for:

- 1) Agency owners, who can service the bigger brands seeking to diversify to new traffic sources, and

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2) Those seeking exits (ie. selling one's business), as there is more and more private equity/institutional capital willing to invest in online businesses.

For traffic sources, TikTok seems to be the 'bluest ocean' right now.

For verticals, I would suggest anything to do with seniors, as there are 80 million Baby-Boomers on the cusp of old age, who possess virtually all of the discretionary spending power within most Western countries. Indeed virtually all of our profits in native have been via offers targeting seniors (life insurance, equity release, health gadgets, health VSL's, etc).

I would also suggest new up and coming geos like India, the Philippines, parts of Africa, etc.

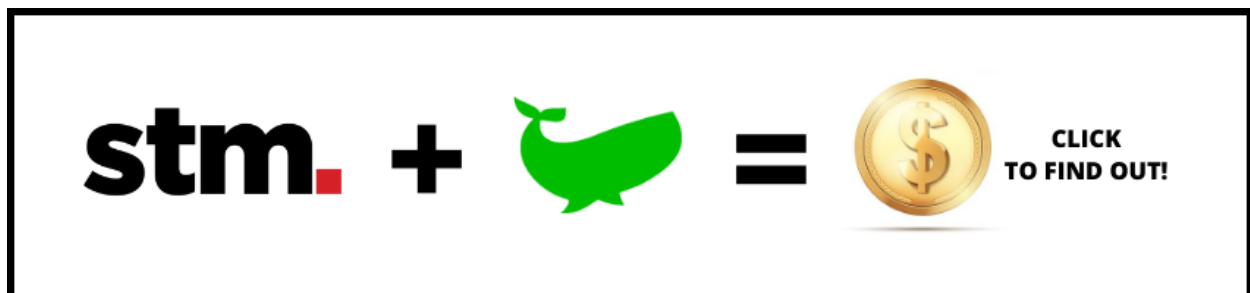
Finally, I think crypto will continue to grow by 100%+ per year, and the nexus between it and digital marketing will continue to be a huge opportunity.

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

Yep we have just focused on the very front end of the funnel, no backend monetization (though I think doing so is very smart!)

#### 5) Advice for newbies?

I would recommend trying lots of things rather than picking one and sticking to it. Many newbies are admonished not to jump from opportunity to opportunity, and this is good advice in that it takes relentless focus to succeed. However, there are so many disparate niches and traffic sources, that I think it's important for people to test widely to figure out what they are best at and what they find the most fulfilling.



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Also, if your desire is just to make self-sustaining income to quit your job, I would recommend looking at freelancing on Upwork or learning to code (especially something like Solidity).

If you're determined to get into hardcore affiliate marketing though, and to try to make tons of money (and if so good for you!), I would really go all out, and view it as a really serious business endeavor and attempt to build up the best business you can, monetizing that traffic source in whatever the most effective manner is (whether its affiliate stuff, agency work, consulting, backend monetization, etc.), and then eventually selling your business if possible.

And finally, always have fun and be positive/optimistic.

### 6) Covid impact?

It hasn't.

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## 'jaybot' on STM, the "Potty-Mouthed Affiliate"

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

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

### 1) Self-intro

I don't remember what I said last time, so I'll make something new up.

From the US. Lived in Europe and Japan for half my life and now back in US.

I have been in affiliate marketing for...oh shit, 4-5 years now? Has it been that long? Feels shorter. Or longer. Depends on what we count as affiliate marketing.

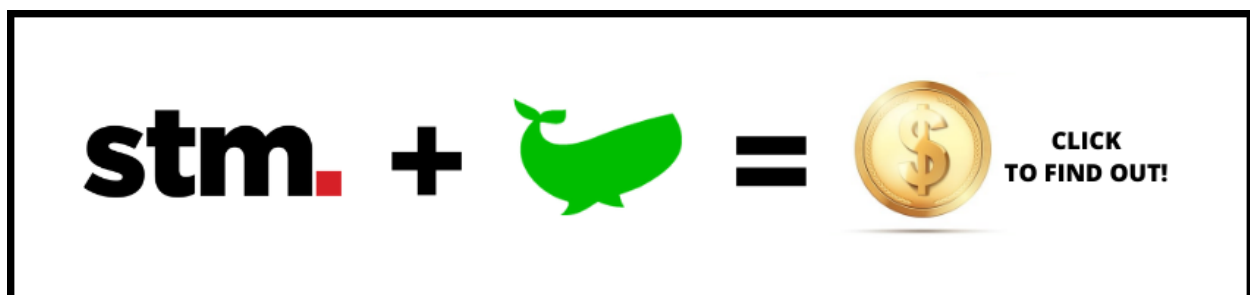
I love Pops, Push, and Native ads. Like a lot of others in AM, I dabble in FB, Tiktok, and other shit, but I seriously can't get a good handle on them so I try to stick with what works until I've got a really good understanding before digging into something new.

Verticals: Good old Sweeps. Love the SOI and IVR variety. Love Lead gen. Love Ecom. Love Nutra.

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

That depends on your definition of success, I guess.

But for my definition: Native Ads. Getting comfortable with large numbers. Cashflow.



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I said last year that I would be dipping into Native Ads and I did just that. I'll be honest: It's really fucking expensive. There is no way around that. Seriously. Don't do it unless you have money to burn or are a unicorn marketer with special talents that mere mortals like me do not possess. It's still expensive. But I'm still doing it, which is amazing. You have to be a special kind of idiot to endure this kind of pain. Which brings me to my next point...

A BIG part of doing affiliate marketing is psychology. And I'm not talking about the customer-side and creating ads and copy. I'm talking about you. The affiliate marketer. Being able to spend \$5k a day and still lose \$300 (or more) is fucking insanely hard for normal people. Including myself. But here I am. When I started, I was scared to spend \$30 a day (cause that's \$30x\$30 which is like \$900 a month! That's rent in a nice apartment in a Tier 1 country! On shitty pop ads? Fuck that!)

Focus for next year? Make way more money. I've posted my revenue and losses quite publicly on the [STM forum](#), thank you very much. And it's a bit embarrassing to be honest.

However, I can say with absolute certainty that: This, Month, Alone, I have earned as much profit as I did in the entirety of last year.

Going to actually spend less time on testing new offers constantly and more time on scaling long-lasting, evergreen offers. Cause, you know, I have to eat food too.

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

Pops will never die. So much cheap volume and traffic that it's Pop-lovers' dirty little secret, that we don't want anyone else to jump in and take our traffic. Granted, its verticals are limited as fuck to basically sweeps and other broad offers. But if there is money to be made, it's definitely worth a shot.

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Push has slowed down a bit, but it's still useful as a traffic source and if anything, it feels like the quality has gone up (along with its cost). It's a bit too pricey for low payout SOI sweeps in bigger geos, but it's still a goldmine in tier 3 and below for 1-click sweeps and IVR offers. Can work on plenty of verticals, even in tier 1 for high payout offers as well. Hell, even native sources are sneaking push traffic into their feeds, and if you know how to use them, it's cheap native traffic. Reverse that, and think about anything that can run on native, can also be run on push-only traffic sources, for cheaper.

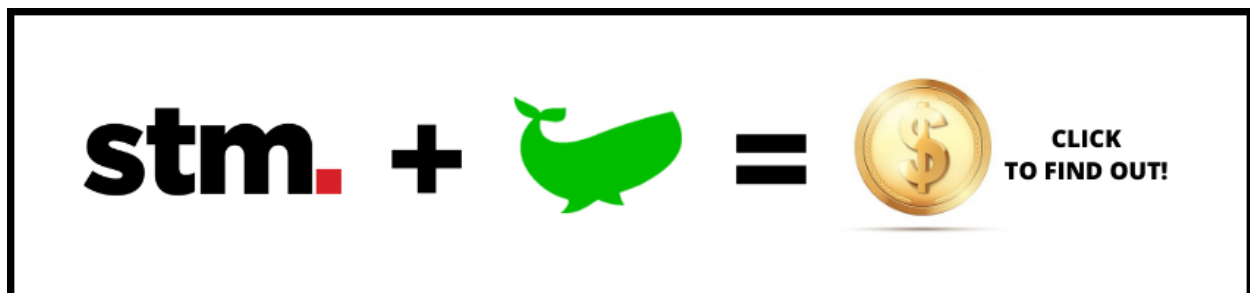
Native is huge and won't stop growing. Hard (for me) to get anything working on it but Lead Gen, Ecom, and Nutra because the good traffic is sooooo expensive, but it's so worth it as a traffic source. Of course, plenty of people running sweeps, casino, and crypto there as well.

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

Bit of both to be honest. With Pops and Push, it's silly to NOT collect push subscribers as it takes so little effort, the traffic is already insanely cheap, and your CR doesn't take much of a hit. If you can break even on all your SOI offers on push and pops while collecting subs, you can still make a very tidy profit.

On Native, it's a bit of a different approach. You have to factor in the CR here since you're paying so much for traffic. If it's a high payout offer, like \$100+ and you sacrifice a few conversions to collect some push subs...you'll be losing money. For lower payout offers and geos, it can work, but you really have to test.

Email lists...this year I plan to get those up and running again. Ask me again next year.



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## 5) Advice for newbies?

First, Pops. It gets a bad rap, but it's so easy to start and get your feet wet. And with amazing beginner guides on [STM](#) (vortex' and twinaxe's guides are really fucking good) and Binom beginner videos (starring me!), using sources like Propeller with CPA Goal campaigns, that do most of the magic for you - it's a bit of a no brainer. Sweeps, click2sms, and IVR offers are all easy to get started with.

Then graduate to push traffic as soon as you're ready. But don't stop pops! Run them both or you will be missing out. Continue running the above verticals, and branch out into Casino SOI to see some of your first big numbers.

## 6) Covid impact?

Shit. Covid?

I've deleted about 10 insensitive sentences regarding covid for this answer already. Damnit, they were funny too! I must be getting older...

Nah, fuck that. Covid hasn't affected my business much. I'm of course lonely and want to visit other lonely affiliates, but I don't think that affects business per se.

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

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

### 1) Self-intro

After years in the affiliate marketing industry, I 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 specialize on pretty much all tier 1 Social and Native traffic sources!

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

Keep on learning, talk with every person even if they are not in your niche.

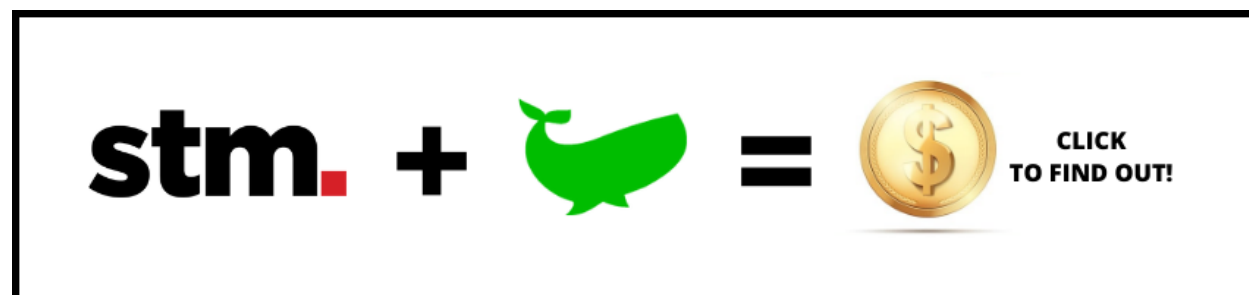
My focus will be to open up to more traffic sources and build methodology as I have on others sources.

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

I feel that traditional dropshipping is now over. Seems that users have become smarter, and brand DTC continues to be the hot thing now.

CPL are still stronger than ever in my humble opinion.

And maybe I'm not being objective, but anything with solid content can work well.



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

We own and operate 30+ sites. We do collect push users but don't see it as a long term thing.

#### 5) Advice for newbies?

I would still recommend to start working with affiliate networks in a niche you believe in.

Focus on one traffic source - all the info is already on the internet so you're off to a good start (I think social would be easier).

#### 6) Covid impact?

For us it changed the known ups and downs during the year - feels like we need to be more agile once we recognize an opportunity, no matter what time it may be during the year.

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

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

### 1) Self-intro

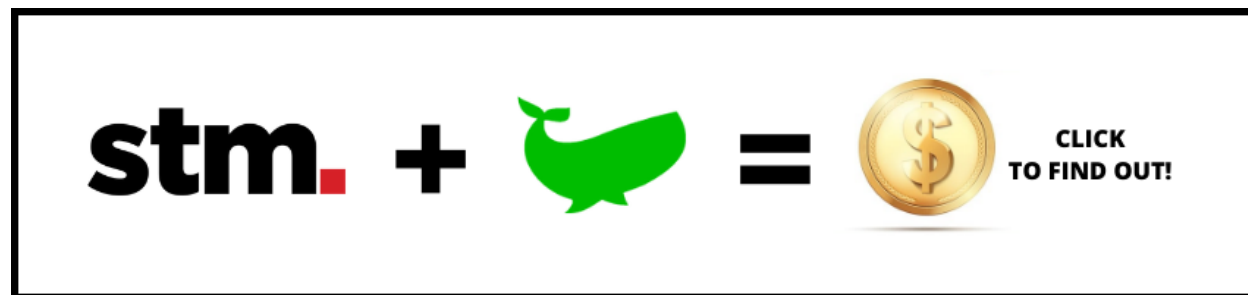
Hi, My name is KJ, and I have been in the affiliate space since 2010. I started affiliate marketing whilst working as a freelancer. In the last 2-3 years, I have been trying to focus on building long term affiliate marketing campaigns. These days I am focusing on lead generation in the finance vertical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

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

Cutting down the middle man and reaching out directly to businesses who needed my traffic and leads really helped my business become successful, and this year my focus will be on growing my lead generation asset brand awareness.

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

Traditional affiliate offers have become difficult to monetize because of high media buying costs and growing compliance related issues. Usual money making verticals like crypto and nutra etc. have seen a big decline.



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

My focus is to build a customer base. I collect as much data as possible and use it to build my look-alike audiences and a loyal subscriber base.

#### 5) Advice for newbies?

Lead generation in any vertical.

#### 6) Covid impact?

Covid helped make people get used to the internet, so that is a positive thing as even those that had not trust dealings via the internet in the past, now understand the importance of the internet and view online services more positively. That is a good sign for any kind of business that has an online presence.

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

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

### 1) Self-intro

I have been in the online marketing game for around 12 years now. Started out with Adwords + content websites, worked with e-mail marketing along the way and ended up focusing mostly on Facebook media buying. Started my own vitamin brand last year.

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

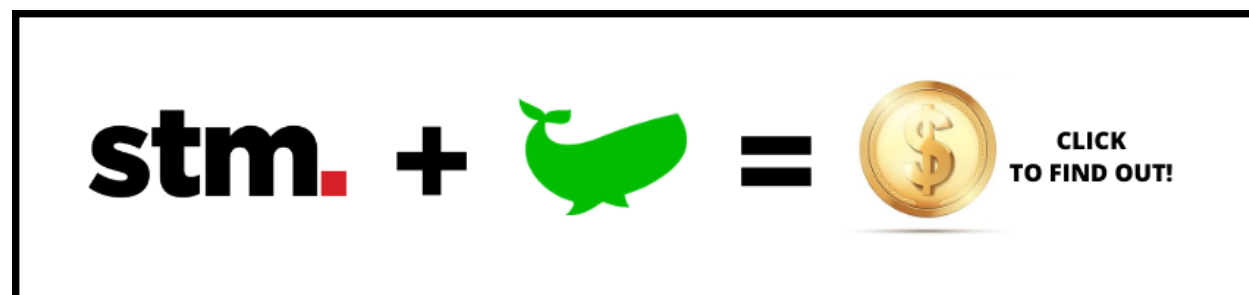
Major factor for success is continual testing. No matter how silly or unlikely something may look/sound, test as much as possible!

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

E-mail, SMS, TikTok, Google I hear and see more often, where FB and IG are kind of declining.

### 4) Direct monetization or list building?

I do both. I used to focus mainly on direct monetization, but more and more I see the importance of building my own datapoints.



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### 5) Advice for newbies?

Use push traffic to learn the basics easily and quickly. Pick one traffic source you want to master and test several verticals to see which fits best. Rinse and repeat.

### 6) Covid impact?

If it did, it was in a positive way since more and more people spend time online.

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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 15 years. Worked on SEO/SMM initially, and started Affiliate Marketing around 9 years back.

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

This year I will be optimizing my own whitehat funnel and scaling to other traffic sources.

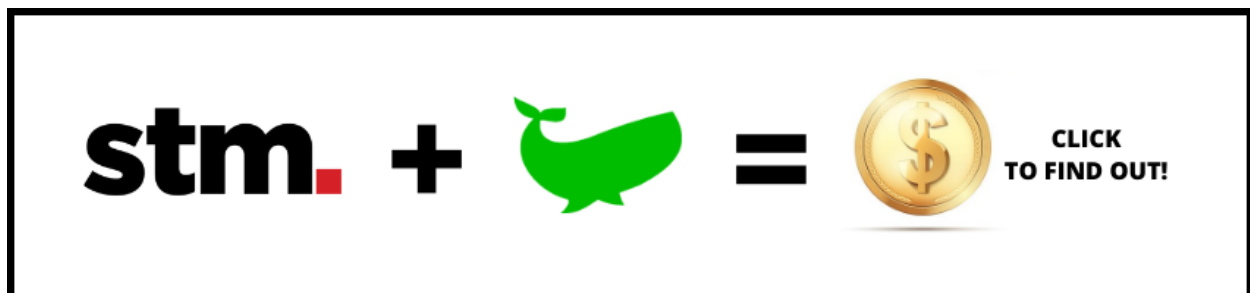
### 2) Success factors for last year? Focus for this year?

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

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

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

Lead Gen, Ecom, Custom Funnels have been very good and stable. Crypto offers have gone down due to there being lots of regulations.



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

We have lots of campaigns with direct monetization, and we have our own funnels where we collect emails and send them newsletters.

#### 5) Advice for newbies?

I still think Facebook and Google are doing pretty well.

Like I mentioned last year, ad compliance is getting stricter. The same applies in this year as well.

Push, Native, SMS/e-mail are working out well for lots of people. For offers, sweepstake, lead-gen, ecom.

Ecom grew way faster than I thought it would, due to covid. Ecom is booming all across the world.

#### 6) Covid impact?

Covid did affect my business for a few months, especially during the complete lockdown of almost 2 months. But I think this year will be better with conferences and more meetups.

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

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

### 1) Self-intro

I'm from Germany and have been doing affiliate marketing since 2005. Last year I shifted my focus more towards click2sms and click2call offers, and I also started to run more campaigns in the financial vertical. By far most of my traffic is still pop and push (classic and in-page).

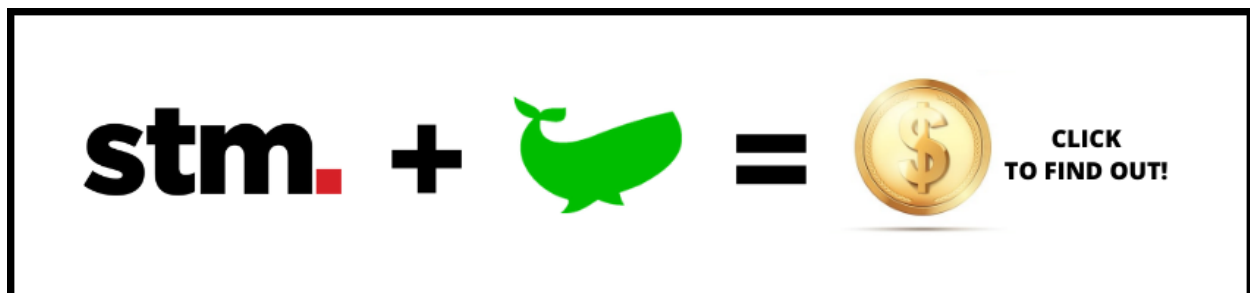
### 2) Success factors for last year? Focus for this year?

One factor is that click2sms and click2call opened many new (and often untapped) markets. Another factor is that I found a very good and stable offer that I've been running for about a year now in multiple geos.

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

I didn't see any dramatic changes, but I also don't monitor verticals that I don't run myself that closely.

My own campaigns are running very stable so that there are also no big changes to report.



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

Only direct monetization.

#### 5) Advice for newbies?

Traffic: Pops to learn the basics. If you succeed, use push and in-page for additional scaling.

These traffic types are affiliate-friendly and good to learn for newbies.

I run them myself so I can definitely say that they are working well.

Offers: For beginners I recommend click2sms and click2call.

These offers give us the opportunity to run campaigns in the most exotic and uncommon geos where usually no offers are available.

This helps to run campaigns in geos with low bids and low competition.

For all newbies: If you need help to get started with pops and push traffic or click2sms/click2call offers, sign up to the [STM forum](#) for help and support to get a good start.

#### 6) Covid impact?

Not at all.

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## 'Rhino' on STM, Affiliate Marketer

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

### 1) Self-intro

I am Harnur. I have been in the affiliate marketing space since 2018. I specialize in push and calendar traffic.

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

Factor responsible for my success is uniqueness - not blindly ripping other people's stuff.

My focus this year would be to build profitable Native ads campaigns.

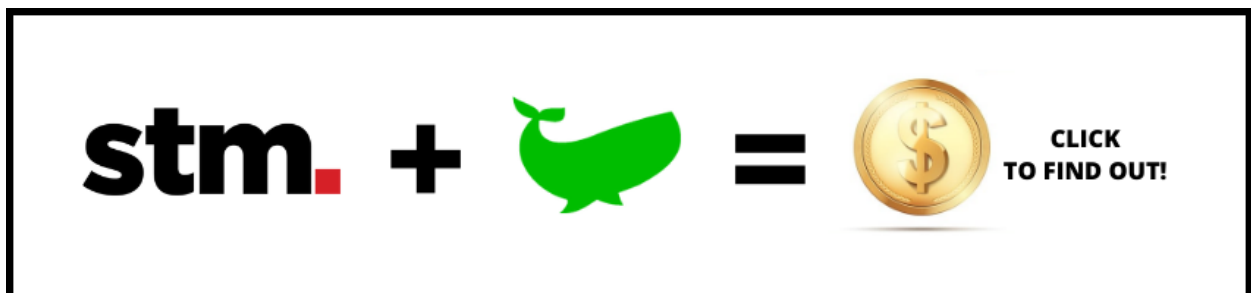
### 3) Offer verticals and traffic types that are hot/not?

[Not answered]

### 4) Direct monetization or list building?

I don't build lists. List building takes too much effort. I am way too lazy for that.

### 5) Advice for newbies?



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If you are new to media buying, and if you have a limited budget, I would recommend for you to start with Pop/Push.

Within a spending of \$200-\$300, you can get a hang of how things work.

### 6) Covid impact?

Nope. In fact covid and home quarantine has given me ample time to focus on my business. So covid has been good for my business.

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## Servando Silva ('servandosilva' on STM), Affiliate & Blogger

Links: [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 focusing 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.

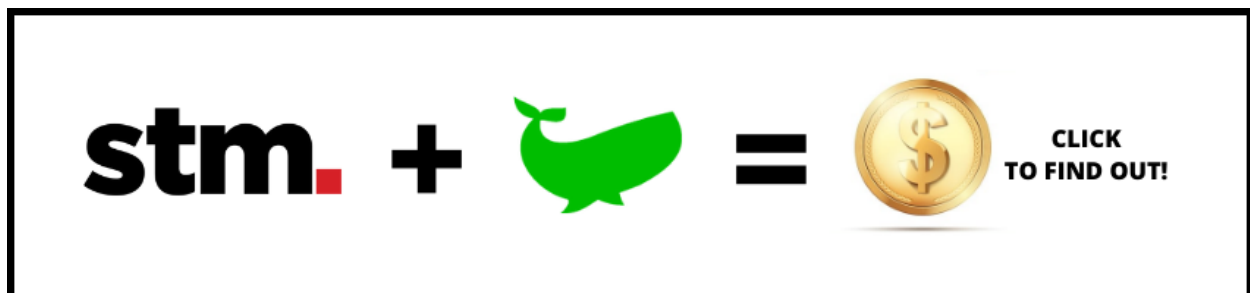
In the last couple years we moved to bigger traffic sources (white hat) and mostly focused on Facebook for some of our own products, and lately we've been working with Native and Push notifications as well.

These days, we're also into crypto.

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

Consistency and focus.

I have been narrowing my focus, by focusing on fewer projects since last year instead of spreading myself too thin. I said NO to many interesting opportunities because I know it would be better than saying YES to everything.



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My focus this year is divided between my lead generation campaigns on paid social, and building website properties with organic traffic (SEO). All the effort goes to investment accounts or are reinvested into the business.

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

In terms of offers, I feel like white hat lead generation offers have been gaining traction since 2020. Many verticals may have declined, but I see a decline in general in the affiliate industry, so that might be it.

In terms of traffic sources, many networks decided to quit push notifications, and the biggest ones (established) got the more significant part of the pie. However, the performance has declined again this year, and nowadays, you require more clicks to convert. It can still be profitable, but campaigns are more volatile, and it works better if you build your email list or a push notification database.

Facebook also took a hit with iOS 14.5, and while it doesn't mean it no longer works, it took a good chunk of the profits from many players. Tracking has gotten more complex, and using solutions that integrate via API and tracking users via multiple methods can give you a decent advantage.

Tik Tok is becoming a more exciting traffic source lately, and while it's far from perfect, there are many opportunities there. If you're not using Tik Tok, you can at least use the Tik Tok video styles to run ads on other social media platforms.

Finally, a new ad format named calendar push notifications emerged at the beginning of the year. Still, I don't think it ever went mainstream enough as the volume of clicks was very limited due to the nature of how it works.

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

I'm also building retargeting audiences and email lists nowadays. It's added value, and you can continue to monetize the audiences for weeks or months.

I stopped trying to build my own push databases. Instead, I prefer working with networks that know how to monetize that traffic better (albeit aggressively).

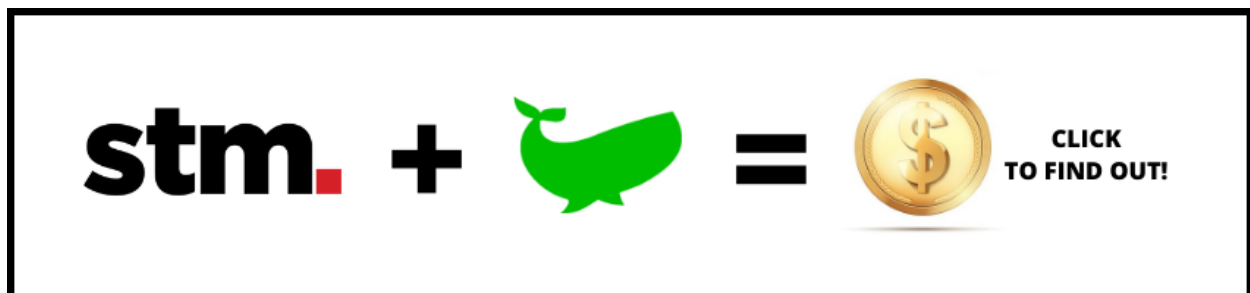
Managing a push notification database can be time-consuming, similar to managing an email newsletter.

#### 5) Advice for newbies?

Believe it or not, I'd go back to pop-under traffic because it still works. I think there was a point where I recommended learning with push traffic, but the engagement has been lower and lower each year. With many networks pulling out push notifications to focus on pops and other formats such as interstitials or in-page push, I think pop-unders are the safest way to get started.

Pop-unders are relatively cheap, you can gather data fast and promote low payout offers, plus you don't need to work on banners/creatives. You don't need much more than an [STM forum account](#) to learn and maybe create a follow-along on the forum to document your journey and receive guidance from experienced affiliates.

Trackers are becoming less and less expensive lately, and you can literally host your landing pages for free on a CDN like Cloudflare, so the entry barrier in terms of tools is lower. However, the recommended budget for your actual campaigns remains the same (somewhere between 2 and 5k, I'm guessing).



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## 6) Covid impact?

Other than that it has made it challenging to travel worldwide for conferences or pleasure, I don't think 2021 was different from the previous year. Restrictions were way worse back in 2020 when covid first hit, and many advertisers and publishers were pulling their budgets.

I'm happy to see that some conferences are back in 2022, and I'll be looking forward to catching up with some friends later this year.

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## Christina Szekeres ('fbqueen' on STM), Super-Affiliate

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

### 1) Self-intro

I am the brains and wits behind the powerful IMQueen Consulting brand. My mission is to educate hungry digital marketers on advertisement compliance with Facebook, Instagram and TikTok to promote long-term sustainable accounts by running policy friendly ads. This fuels my sense of purpose and is part of my larger vision.

With the help of my direct connections at Facebook, we can diagnose exactly why your ad account was disabled and help you frame out a plan to move forward. In my consulting, I teach strategies, shortcuts and the secret paths to master Facebook & TikTok ads and other digital advertising platforms.

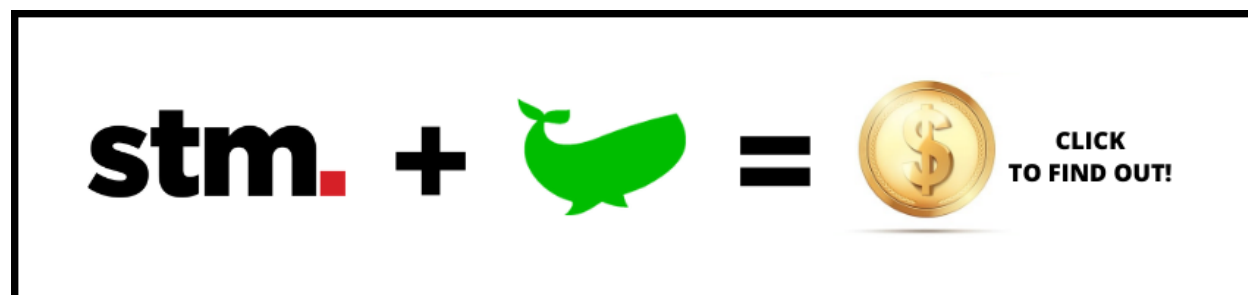
I am a digital entrepreneur, consultant and global speaker who currently resides in Southern California. With more than 14 years of experience in performance marketing & outsmarting digital algorithms!

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

Success factors:

Being able to pivot while Facebook is banning every ad account and page left and right.

My direct relationship with Facebook and access to senior Facebook reps has really helped us to stay afloat, because without direct communication with Facebook it is unlikely we'd still be around. Taking advantage of agency accounts and senior Facebook rep support has been our catalyst this past year.



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While TikTok Ads has been a great playing field, it is still not close to what you can achieve with Facebook Ads.

This year we are focusing on Facebook and TikTok Ads - probably at a 70/30 ratio.

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

Facebook declined for those who can't get the right support like account reinstatement. Your network is your net worth! I've helped 100s of marketers overcome this issue in 2021 and am continuing to do so this year!

TikTok Ads has been the latest hype, however it has a higher barrier to entry as you need SOLID video creatives to even run a test.

Ecom and leadgen - all whitehat in 2022. Don't even bother with gray or blackhat offers...

### 4) Direct monetization or list building?

Build your own list! You need to collect and build your own data, especially if you're working with Facebook ads. If you can, collect phone numbers and try SMS marketing - it's the BOMB!

### 5) Advice for newbies?

Get your tracking straight. Use a 3rd party app like RedTrack or GA. Don't get intimidated by having to do a little tech research on how to track conversions.

Use UGC-style creatives - whether it's on Facebook Ads or TikTok Ads.

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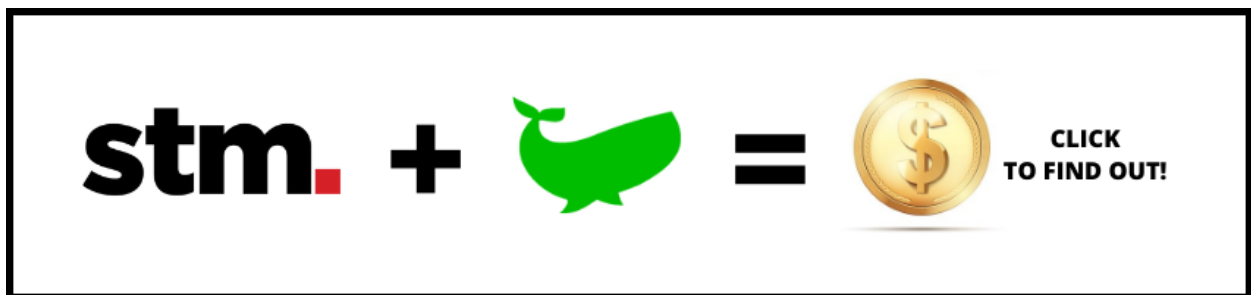
Focus on one traffic source and one whitehat niche at a time, don't hop around too much. Make sure you're staying compliant, because that's what's going to keep your ad accounts alive. And always ask yourself these questions: *"Is this creative providing a good user experience? Is my funnel congruent?"*

### 6) Covid impact?

I wouldn't bring up covid in a conversation about my business. I think the iOS14.5 updates have more effect than anything else.

Instead of trusting the algo to optimize campaigns for you, you need to learn how to track conversions yourself and make data driven decisions FAST. The future of Facebook Ads will be - "bring your own data" instead of relying on Facebook to provide it for you.

For example they've taken away more interest targeting recently and every marketer is panicking, but in reality you can still try a few things to combat this issue, such as creating a lookalike out of your highest valued customers / leads, testing broad targeting, or upping your creative skills by making better video ads.



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## Kirby Thornton, 'iwanttofly' on STM, “Just a Guy”

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

### 1) Self-intro

I got introduced to affiliate marketing in 2019. I've battled Facebook multiple times, dabbled in Push and Native, before finally finding success in TikTok thanks to some people on [STM](#) sharing publicly and privately what has worked for them.

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

Friends, Friends and Friends. Try to treat people well, respect anything told to you in confidence, and you'll be amazed at what people are willing to share with you and how they're willing to help you out. It's like what they said about conferences: The real value is in the networking.

Now I just have to take what I've learned, apply it and continue to grow my revenue and profit.

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

Really, anything can be fantastic if you put your mind to it. Some are certainly more scalable than others. That said, I'm pretty negative about Facebook. There is still a lot of money to be made, but if you are new you may not want to or be able to fight and survive the constant account bans. Even whitehat gets banned on Facebook, and as a company they apparently just don't care.

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I'm going all in on TikTok based upon my current success. The AI and ads manager are still learning and being tweaked, but as a company they seem determined to learn and improve. Also, if you have an agency account it is super easy to reach your rep, and your rep can help deal with a lot of the false rejections of ads.

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

Strictly affiliate offers at the moment. There is plenty of money in email, however I plan to focus this year on growing the front-end

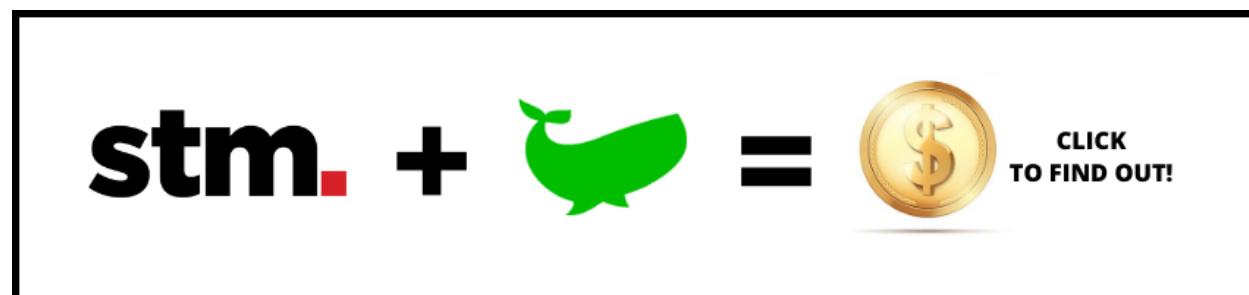
#### 5) Advice for newbies?

Pick something and stick with it. Whatever traffic type or vertical you go with, stick with it and make it work.

Also: Don't be afraid to change if it isn't working. Don't throw good money after bad.

And yes, I know that the two pieces of advice above completely contradict each other, but that is life. You have to figure out when to keep pushing and when to pivot, and there is nothing that can tell you which point you're at in life.

For more concrete advice, go with something you're comfortable with. If the nature of the offer or the method of promotion makes you uncomfortable, either get comfortable or do something else. The same applies to the budget. There is nothing worse than trying to make something work that you don't have the budget to handle, or something that you feel is unethical or immoral.



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## 6) Covid impact?

I haven't been able to tell much difference at this point.

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

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

### 1) Self-intro

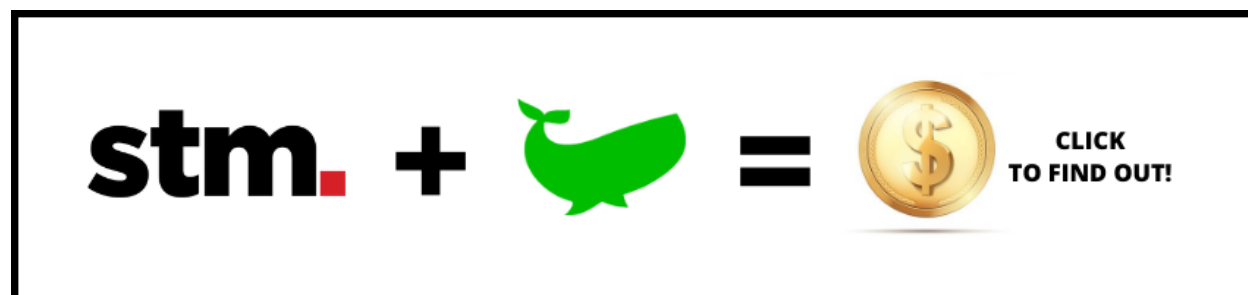
I am a Digital Marketing Practitioner & international keynote speaker currently living the digital nomad lifestyle. I'm the founder of kickass Internet Marketing blog BloggersIdeas.com & digital marketing agency Digiexe.com, where I interviewed marketing legends like Neil Patel, Grant Cardone & Rand Fishkin. I'm also the CEO of digital marketing agency Digiexe.com.

I have 8+ years of experience in the SEO, Blogging, WordPress SEO, Adwords, Social Media & Digital Marketing fields. I have a strong knowledge of Internet Marketing terms like Social Media Optimization (SMO), Google Adwords, Search Engine Optimization (SEO) as well as working knowledge of current and emerging trends and technologies.

Other experiences I have:

- Hands-on experience in e-commerce / product-based / service-based websites
- Client interaction through conference calls, chats, emails and skype
- Analyzing client websites/blogs/portals and suggesting necessary changes for SEO campaigns

I'm a marketing consultant, trainer, speaker and the author of *"Inside A Hustler's Brain: In Pursuit of Financial Freedom"* which has sold over 20,000 copies worldwide. I'm also the contributor of the international best seller *"Growth Hacking Book 2"*. I have trained 10,000+ digital marketing professionals to date, and have



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conducted digital marketing workshops across the globe. My ultimate goal is to help people build businesses through digitization, and to make them realize that dreams do come true if you stay driven.

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

In 2021, my major factor for success was managing my business partners and training my team to scale my niche websites. I will be focusing on scaling my niche sites empire and also taking my digital marketing agency to 6 figures in revenue by the end of 2022.

Having a plan is important for success. It's the first thing you need to do, and it needs to change depending on what you're doing. Whitbread started as a brewery that became something else later on.

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

For me, a hot vertical which I am working in right now is the education vertical. I am trying to sell many courses from reupdated companies like Udacity, Coursera & Mindvalley. They have a lot of trust in the market and I am going for their brand keywords and ranking on the first page of google. I did decline offers like mattress & traveling niches, as they are a bit hard to crack in 2021 for me.

## 4) Direct monetization or list building?

Currently I am focusing on building my niche websites and I have a portfolio of 40+ niche websites on digital marketing, MMO and tech software.

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My traffic source are the search engines and will be for next 10 years. SEO is Google's way of deciding which websites deserve to rank highly for each search. Without SEO, it would be very easy to create links or pages - both of which can be easily made with software - to manipulate the search results so that the site with the most links or pages would always appear first. This would make search results unfair. So, SEO tries to reduce this as much as possible by determining which sites deserve to be at the top. Hard work and a website that appeals to visitors correlate with high rankings for each search.

### 5) Advice for newbies?

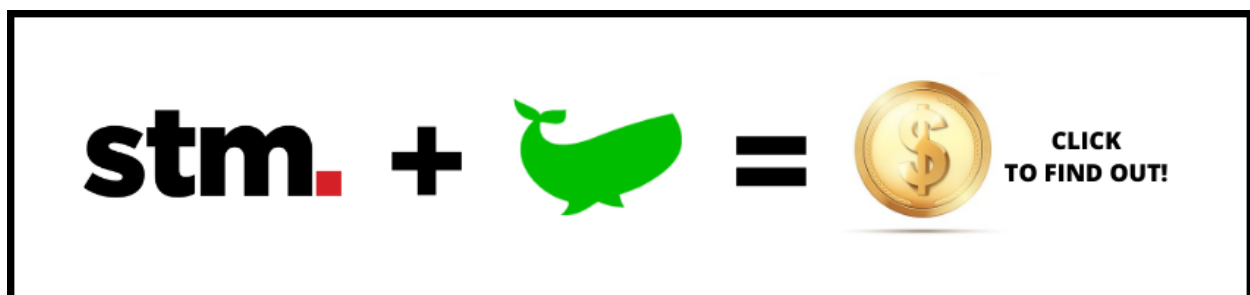
I would advise to start with SEO, as search engines are the best traffic sources. I must say that SEO is time consuming and requires lots of patience. To be successful in online marketing, you need to add value to people's lives.

When you create quality content that is helpful, people will keep coming back for more. So it is important to identify what makes your content unique and why readers should come to you for information instead of to someone else.

In 2022 you can focus on health products like immunity boosters and home gym equipments, both of which are selling very well because lockdown is a part of life. This covid is not going anywhere anytime soon. So sell the necessary things which people are looking for online & write about them and you will be able to make a great income.

### 6) Covid impact?

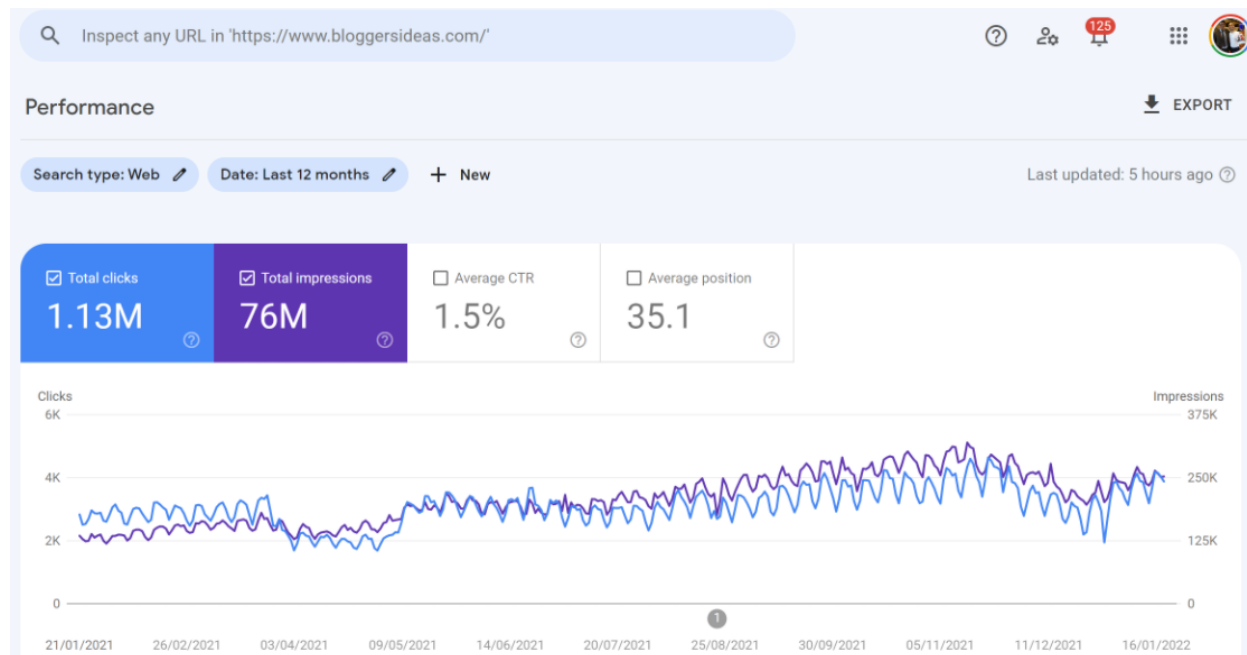
No, covid hasn't affected my main business at all. I have grown my affiliate business by 10x.



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The only thing that got hampered is networking events, as I used to be part of many events as speaker and media partner. I used to meet lot of people for business and now covid has shut down many events, so yeah I can say that I had some kind of diminishing returns here.

Below are my blog's stats from the last 12 months, I am sure this will inspire many people to work hard and stay determined in SEO.



The traffic to my blog is now 90% organic and I never ran paid traffic when I started, because I didn't have much money at that time. I started this blog with an investment of \$50 and this \$50 investment is now worth millions of dollars, as I am doing affiliate marketing & making money through lot of affiliate programs currently.

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# INSIGHTS FROM ECOMMERCE EXPERTS

## Ace Reddy, Ecommerce Expert

Links: [EliteEcomMastermind.com](http://EliteEcomMastermind.com), [Ace's FB](#)

(Instead of replying to our standard questions for Ecom Experts, Ace has offered to contribute some tips on how to run campaigns on Facebook in 2022. Enjoy!)

### The Ultimate Guide to Running Facebook Ads in 2022!

Over the last few years of running Facebook Ads to both our own business and other businesses as an agency, and hitting over \$17 mill in combined sales - we've learned some very important lessons.

One of the MOST important lessons was....

ADAPT TO SURVIVE.

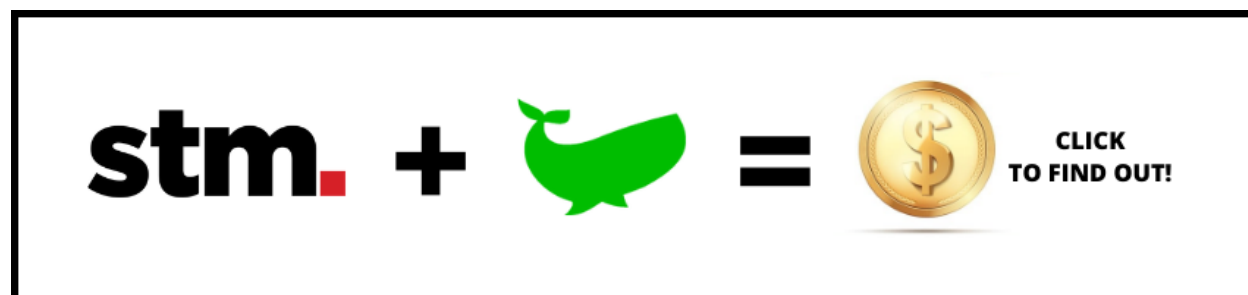
And adapt QUICKLY.

And the second one is...MASTER the FUNDAMENTALS.

Facebook Advertising is a very simple yet difficult thing to do.

Something may work today but not tomorrow.

It's rapidly changing and if you don't adapt quickly enough - you lose.



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I'll give you a few simple tips below.

### 1) Specific Targeting is Slowly Dying

Gone are the days where you target audience sizes of 500k or so and expect to get a bunch of sales.

Facebook also has a feature called "Detailed Targeting Expansion" that bumps up the audience sizes to crazy high numbers.

On some accounts, it is already mandatory.

In 2022, your primary focus should be on (in this exact order):

1. The OFFER.
2. The CREATIVES.
3. The COPY.

Another thing is: Up the social proof on the ads. There are multiple strategies you can use to do that.


Great offers survive, bad offers die unless you have a ridiculously good USP (even having a lot of money to advertise is a great USP in some niches) - learn the game.

### 2) Low Budget Testing is Still Working For Us

\$10/day ads are still working for a few of our clients.

You just need to be super patient for them to work.

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Have a solid offer, a few creatives and copy, and keep the ads running for a while - and slowly they'll start to convert.

### 3) Messenger Campaigns Are Working Well

Any on-platform advertising would work better than off-platform in 2022.

Be smart with your campaigns though - don't burn through budgets quickly, and have a solid sales/follow up team in place.

### 4) Simple Native Creatives is the Way to Go

Stick to simple creatives that are to the point so you don't confuse your audience.

The job of your creatives is to catch their attention primarily - the more they look like ads, the less likely they'll get people's attention.

Using personal pics etc. to promote consulting programs - still works amazingly well.

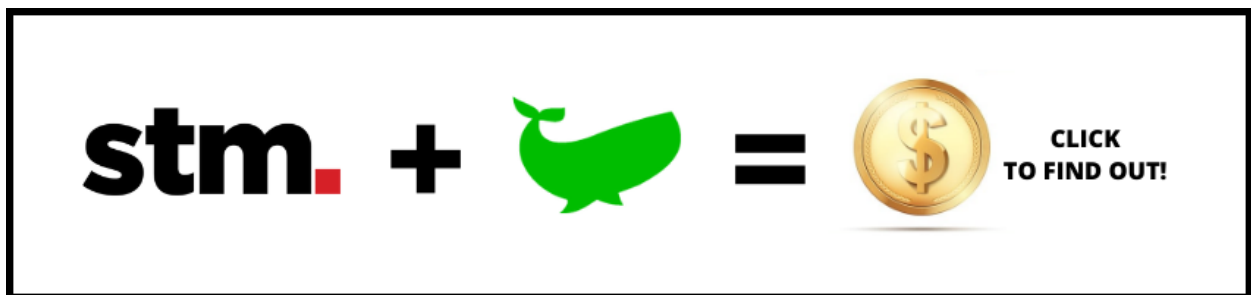
Leverage videos whenever you can too - so you can retarget the viewers.

### 5) Tell Your Story

Personality in copy is key to selling coaching/consulting programs, focus on building a solid brand and identity through your ads.

Craft a marketable personality through selective story telling.

A friend of mine who had ZERO idea on how to run FB ads, hit \$80k in revenue her first year with an adspend of \$20/day.



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And that was purely through very effectively story telling in the ecom niche.

## 6) Stick to Simple Structures

One of our best accounts has just 3 campaigns.

One cold (super broad targeting).

One warm.

One hot.

That's it!

Not 700 campaigns or duplicated campaigns like we used to have back in the day.

## 7) Scaling with the Dupe Method Has Been Ineffective Lately

I'd recommend trying out other scaling strategies, and even vertical scaling (increase budgets by 50% at 12-3 am EST the next day) instead of duping.

But every business and ad account is different, if it's working for you, it's working for you.

## 8) Beware of Hackers

There are lots of people that would hack into your account and run ads to their ecom Stores.

They would set an insane budget too and you'll lose quite a bit of money by the time you wake up to see it.

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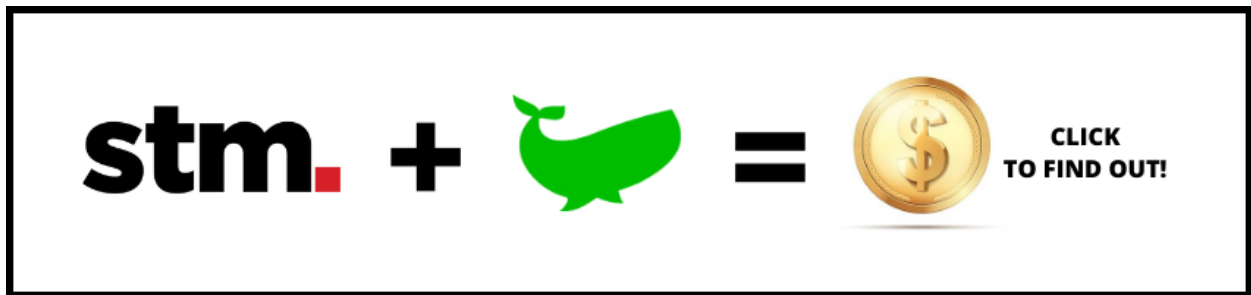


Fortunately, Facebook will refund you but it'll take them up to 2 weeks to do it.

If you're a business spending a lot of money and driving a lot of traffic, the 2-week waiting period can be a pain, and dealing with FB's reps to get a refund is a bigger pain.

I didn't really cover the more technical aspects in this guide as I didn't want to complicate things for you.

But, I hope you liked this guide! Email me - [ace@acereddy.com](mailto:ace@acereddy.com) if you have any questions.



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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 13 years now. I started out as a media buyer in an agency, grew my own ecom and lead-gen agency for 12 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 3 years ago. I currently own an online fitness app, a chain of fitness centers, an agency, and a supplement brand in the US.

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

The major factor to my success in Ecom this year would have to be the fact that I was fortunate enough to be invited to talk on stages all around the world, and have the opportunity to not only be with like-minded people and help others grow, but grow myself and be with people whom I look up to.

Looking back, it doesn't surprise me that I had such an easy time creating new partnerships and friendships inside the industry. That has also helped me to clean up a lot of bad partnerships that I felt were holding me back or that I have exhausted.

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

I don't and have never felt like there was any such thing. The bigger niches are the same - it'll always be loans, ED, weight loss and stuff like that.

But when you're running ecom and know how to tap into selling that course that people would actually get something from, selling that product for a good price that would help people with their problem - and if you surround a decent offer with a good team of creative builders – someone who understands influencer marketing, someone who's into amazon, some good copywriter and of course a good tech person that can help you with the funnel building - you should be good to go.

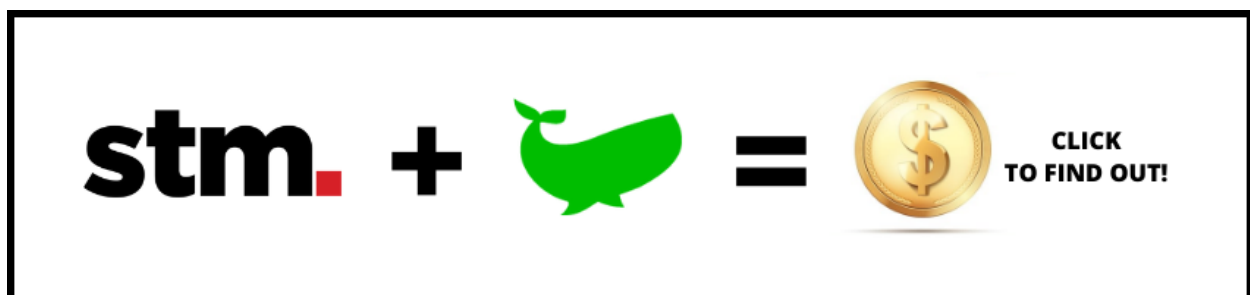
Yes, it really takes a lot to succeed in this way, but in the long run, you're going to make more money than with the easy and fast "affiliate" approach.

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

I feel like there are two main, low hanging fruits that people aren't using to maximize their customer's LTVs.

The first one is remarketing. I still do not see, when auditing accounts, the right amount and structure of remarketing campaigns. People are not focusing on the MOF/BOF audience, they are working really hard on the TOF game, but that game has been changing so fast, that that approach is no longer good enough.

The second one is A/B testing. People rarely A/B test everything they can. Usually someone would upload two advertorials in the beginning to see which one converts better, allocate the traffic to that, then leave that campaign to run. But what about A/B testing the upsells? What about having a team that constantly creates more funnels and advertorials to try to beat the current winner?



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### 5) Advice for newbies?

I believe that every time you start hearing stuff that are related to the industry from people that are way outside of the industry - like when your fitness trainer is asking you about drop-shipping - that's usually a sign that that something is dead.

The best advice I could give someone starting with ecom, would be to use the money they're generating now to create their own brand. Make sure you put it on amazon and slowly scale it. This is something I really believe you're going to enjoy the fruits of in a few years, but it will require a lot of patience.

### 6) Covid impact?

We had to close down my physical fitness centers for a while, and we lost a lot of subscriptions, but we managed to pivot and open up an online fitness app that has become the biggest VOD and livestream app in Israel. So we definitely are still pushing forward.

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## Paul Jey ('Clickbait' on STM), Ecom Expert

Links: [Paul's STM Profile](#), [Paul's Instagram](#)

### 1) Self-intro

Paul Jey from British Columbia, Canada. I have been in affiliate marketing for 8+ years, in digital marketing for 10+ years. Started out as a cab driver then learned SEO, started building apps, found my way on [STM](#) and the rest is history!

Mainly focusing on lead gen and e-com affiliate offers.

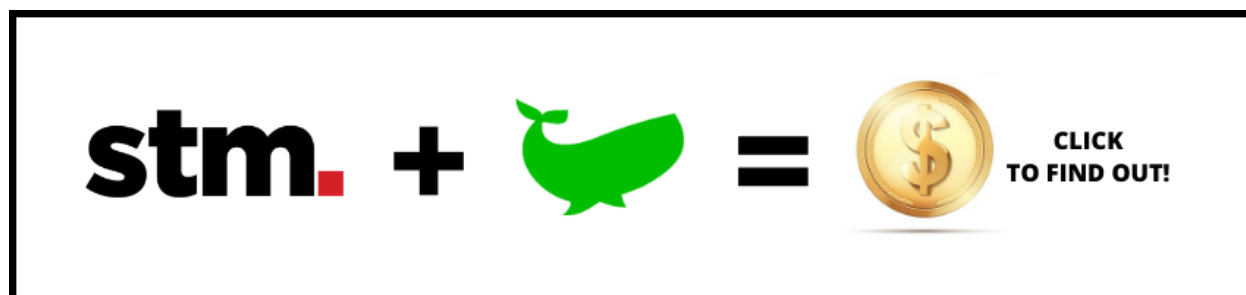
### 2) Success factors for last year? Focus for this year?

Investing in building an amazing team. We spend a ton of time training so that all team members can execute at a high level on copy, funnels, ads, etc. This year our focus is to scale our team, continue investing in training, and beat last year's numbers.

Outside of team-building I would say that the major factor of our success is our deep knowledge of all things ecom. Some companies are good at one part of the ecommerce journey (CRO, creatives, etc). We have managed to build a team that is solid in all steps of the funnel which gives us an advantage. We can optimize every step of the funnel better than most.

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

As FB gets more competitive I think lower AOV products are going to continue to be harder to get to work. Higher AOV products cost a lot more upfront to test, but there's less competition to deal with once you crack it.



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

I think the name of the game in 2022 is CRO and back end improvements (SMS, e-mail flows, etc). Yes, creative is important but I will take a 50% improvement in page CVR over new creative all day. Creatives have an expiration date. CRO improvements provide year-round dividends.

#### 5) Advice for newbies?

Build relationships and find exclusive offers. A lot of affiliates will try to beat the other guy's funnel. The better option is for you to go find an offer at a higher payout that others don't have easy access to. Higher payouts and exclusives are a faster path to success than trying to build a better mouse trap (i.e. better funnel) than the competitor.

Also, if you are a creative person but lack tech skills, partner up with someone who shares the same hunger as you for success, but can compliment your weaknesses when it comes to skills.

#### 6) Covid impact?

Covid hasn't really changed much for us to be honest, other than cause some supply chain issues. Our team was already built to work remotely prior to the pandemic.

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## Todor Karlikov, Print on Demand Expert, Software/Ecom Expert

Links: [MerchInformer.com](https://MerchInformer.com), [BookBolt.io](https://BookBolt.io), [SaleSamurai.io](https://SaleSamurai.io), [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 11 years now off and on, but full time focused on it for the last 7.

During this time, I have been able to start, build, and scale multiple 7 figure businesses focusing on 1 simple concept: Figure out what people around the world want to buy, and then have large companies do the heavy lifting (fulfillment) for me.

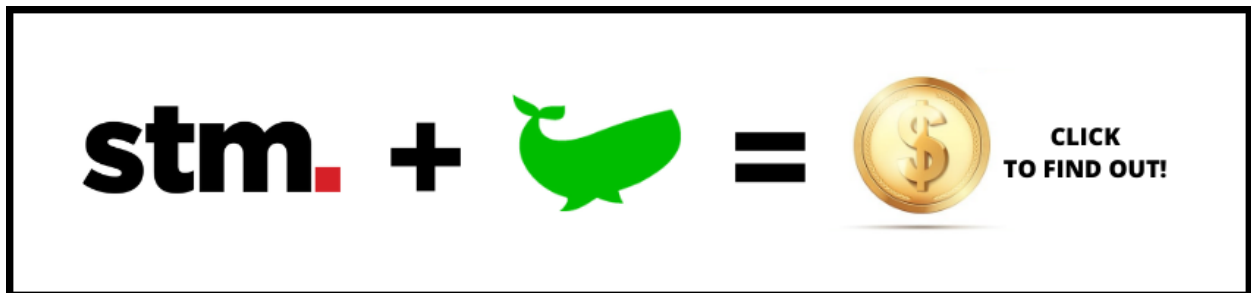
In the last few years, I have seen many people “buy” themselves into a job by setting up a print shop in their garage, while I have focused on the products themselves.

During this time, the same strategy has always worked, which is why I still have a booming ecom business while other companies are printing, shipping and dealing with customer service. I have gotten into the software side of things to help others like me experience the same success, following the same strategy.

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

During the past year, the majority of my success has come from focusing on the changing economy.

With covid lockdowns, and more people working from home, online spending has actually drastically increased. The items that people are purchasing are less about functionality in the “real word” and more about comfort in their own home.



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Take for example print-on-demand t-shirts. While these used to be very popular with funny sayings that people would wear to concerts, to bars, or just to the gym, it's just not the case anymore.

I am seeing trends across multiple home goods such as pillows, wall hangings, and of course, home-made face masks.

While everyone is stuck at home, creators are creating more content than ever.

Using this to my advantage, I contacted hundreds (if not thousands) of Youtubers, Instagramers, and Tik Tokers, offering them free products in exchange for showcasing the goods in their videos. This has worked extremely well because EVERYONE loves free products. This has led to over 100% growth for me this year.

This year, more than ever, I will be focusing on expanding the "influencer" marketing as this is becoming more and more popular.

Remember, you don't have to contact channels with 1 million subscribers to be successful with this. In fact, I am seeing the best response rate from smaller "influencers", and they end up converting even better because they have more loyal fan bases.

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

I covered this a bit above, but the downtrending product niches from what I am seeing are the niches that involve in-person human interaction, and the uptrending niches are more "at home" goods.

Masks are still seeing an incredible boom in demand and has not slowed down one bit. Pillows are doing incredibly well, but one of the products that I have seen the biggest jump for is comfort wear (because no one likes wearing pants at home).

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The geographic location where I am selling the most products to is the USA. That being said, countries that have handed out / is handing out stimulus money, I saw an uptick in orders from.

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

Social media has been incredible to me this year in terms of acquiring new customers. While ad spend has gone up during the past 18 months, free social channels as well as influencer marketing has been responsible for much of the growth.

People are still stuck at home around the entire world and are consuming more content than ever.

This goes hand in hand with email, which I think is the best way to maximize LTV.

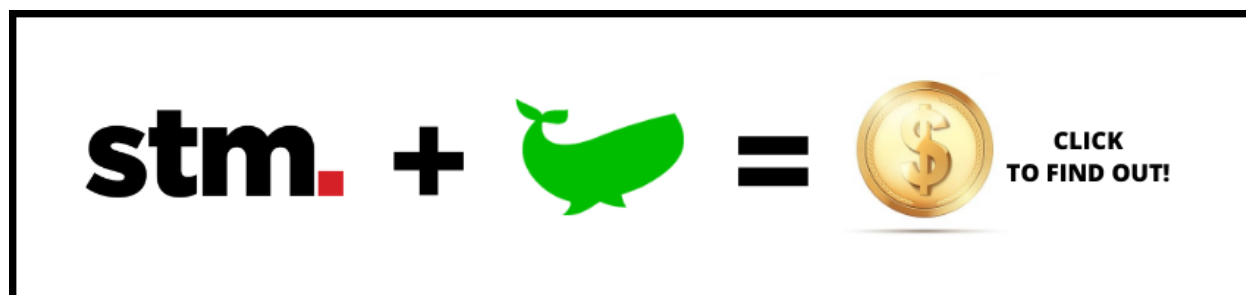
Since people are not getting up and going to work as often, this means they are on their computer more, which leads to higher open rates through email. There is more attention being given to the emails that are coming in, which is leading to repeat orders, or order bumps being more prevalent.

Finally, if you can acquire customers cheaply through ads, or free through influencer marketing (by giving them free products in exchange), then the best way to keep that customer at a high LTV is to follow up, follow up, follow up! This can be through email (my favorite), or through retargeting/phone calls.

#### 5) Advice for newbies?

For any newbie getting started this year, my best advice would be to focus strictly on the customers.

*What are the customers doing with their time?*



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*What do the customers want?*

*What are the customers buying?*

Look at the entire situation with a 1,000 foot view and enter an industry where there are NO bottlenecks.

No bottlenecks means that dropshipping, FBA and keeping your own inventory are probably out. Supply issues have not gone away, and in many cases are getting worse. Prices are constantly changing, inventory comes in and out of stock, and ships are still stuck outside of many major ports.

I love print-on-demand because I can focus on 2 things: What the customer wants, and what the customer is actually buying. Everything else is handled by another company completely, meaning I don't need to deal with any of the above bottle necks.

Focus on social media to acquire customers, and do it for as cheaply as you can. Start with free social media channels. Start building RELATIONSHIPS with potential customers. People are spending more time than ever on their computer, and it's the relationship between the product/service you are offering and the customer that matters. So many people focus on just the product and service, and this is neglecting the most human element of the entire equation.

## 6) Covid impact?

Covid shut down some of the supply chains that I was using early on, but once those got sorted, sales absolutely exploded.

This also gave a kick in the right direction to ensure that my business was diversified across multiple ecom platforms, so that I could take advantage of this growth.

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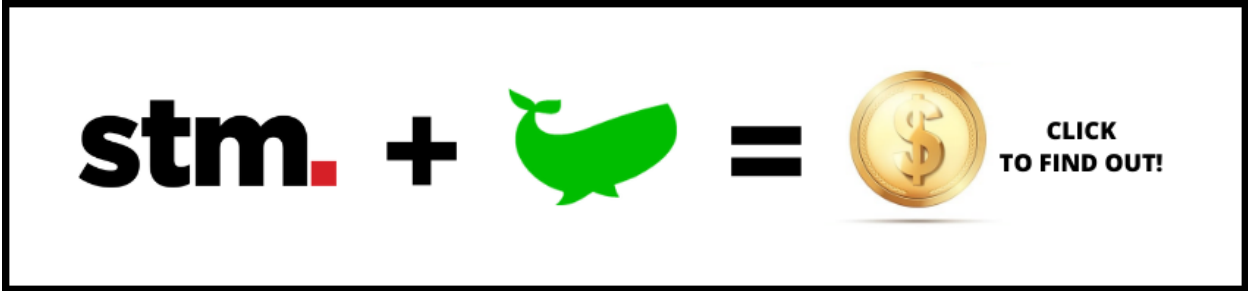
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While everyone was stuck at home, they weren't just buying on Amazon. They were also buying on Etsy, on Facebook Marketplace...you name it, they were buying on it.

I am selling the same products, but orders are up every day, and I don't see them slowing down. A large part of this is making sure that no matter where a customer is, they can find my product. Ecom is on fire, so make sure you are everywhere.



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## Angus Kong ('anguschkong' on STM), Ecom Expert

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 5+ years of ecommerce experience.

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

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

I would say funnels and diversifying our traffic. After the iOS update, FB is like half of herself with the same or even more expensive CPMs. We responded by diversifying to Tiktok and Pinterest to maintain the level of traffic. At the same time, we kept improving our funnels to get better AOV and conversion rate.

For this year, my focus is still on improving the AOV. Higher AOV makes it way easier to have profitable campaigns that also last longer. Your ads need to be convincing enough to make people buy your high ticket product. Don't forget to bundle them with appropriate upsells and cross-sells.

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

For hot niches, I think it is still beauty products and covid-19 related products.

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Most promising geo is always USA, since they have a large population and huge purchasing power.

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

Tiktok is still the new trend. Creative videos can create profitable campaigns there.

However, FB and Google are still the top traffic sources that you can't ignore.

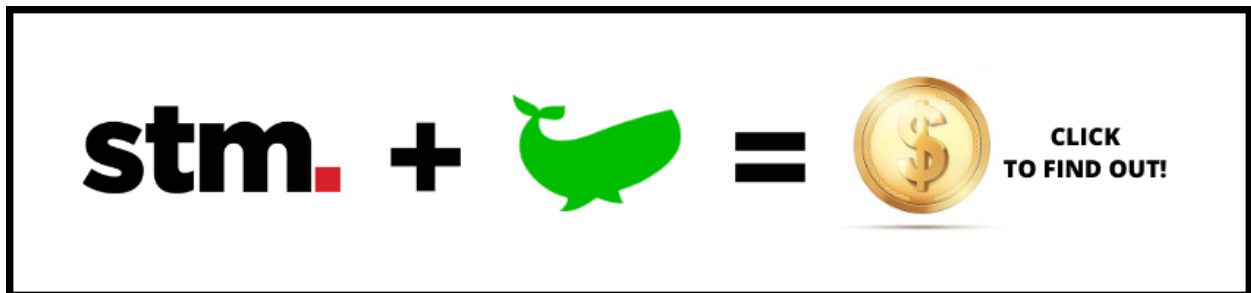
For maximizing LTV, SMS and E-mails are your one-two punch always. You have to build customized email/SMS flows to squeeze every cent out of every customer.

After you've done your A/B testing, and optimized your automatic flows, money will pile up automatically. There is no magic button, just a lot of work and split testing. In short, keep testing and optimizing.

#### 5) Advice for newbies?

Dropshipping is still doable if you have the right team and funnels. For newbies, I would suggest to run affiliate offers first. The startup funds for running affiliate offers is relatively small compared to dropshipping. For dropshipping the overhead can be too high for newbies, plus it will require dealing with logistics and customer service, while running affiliate offers only involves traffic and creatives.

For traffic sources, I think newbies can pick FB or Tiktok depending on how familiar they are with each platform.



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## 6) Covid impact?

It did do some damage, but iOS updates have affected my business more.

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## Depesh Mandalia ('Depesh Mandalia' on STM), Ecom Agency & Brand Owner

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

### 1) Self-intro

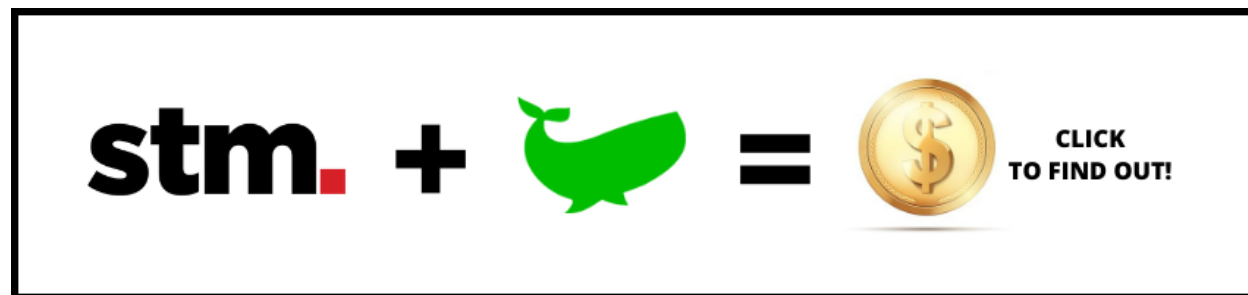
Hey this is Depesh Mandalia. I've generated 7-figures for affiliate offers in Ecom and over \$100M driving direct to Ecom sales for branded and print-on-demand stores. I've successfully invested 7-figure budgets into TV, paid search and affiliate marketing campaigns, but since 2012 I've switched focus 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?

In the last 12 months, the biggest success has come from adapting to iOS14.5 issues and changing the way we run our ads. The focus this year is both on ensuring that Facebook remains profitable and scalable, whilst continuing to test and develop other advertising opportunities, like TikTok which is on fire right now.

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

There was a normalization of Ecom revenue in 2021, following the initial spike in revenue due to the pandemic. We've not seen any particular up or downwards trends in products, but have seen an overall drop in ROAS and increase in CPM across almost all niches - some more than others. For example Health and Supplement based products continue to attract higher CPMs.



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

In the last 12 months we've invested more in learning about and testing with TikTok - starting with organic to get used to the native style, then with ads. In fact we lost a client early 2021 after we audited their Ecommerce business to understand how to make Facebook ads work better, and gave them recommendations to test their product on TikTok - a few weeks later they'd completely sold out from an organic TikTok video and they decided to go all in on organic TikTok!

#### 5) Advice for newbies?

If you're running Ecom offers then Facebook can still be profitable. However Facebook has changed their algorithm to favour: Aged ad accounts, engaged fan Pages, matured websites, and ads with positive user feedback.

For experienced affiliates there are grey lines on what's ok and not ok, but for newer Ecom affiliates I'd recommend staying firmly on the white side of the grey line to build up content and leads in a niche you feel confident in.

Ultimately traffic sources will come and go - for me it was all about SEO when I started in 2009 with affiliate marketing, yet SEO is much harder now to launch a new offer in than it was back then, and we're heading into that territory with Facebook ads. It's much harder now for example than it was even 3-4 years ago to launch and scale an offer.

Where possible I'd encourage newer affiliates to think about niche and content if you're wanting to build long-term revenue and value - we did that and developed strong relationships with our merchants, exclusive deals, and won lots of prizes because our web presence was strong enough to attract the best offers. Offer high value to merchants and you'll never starve from having too few or not good enough offers.

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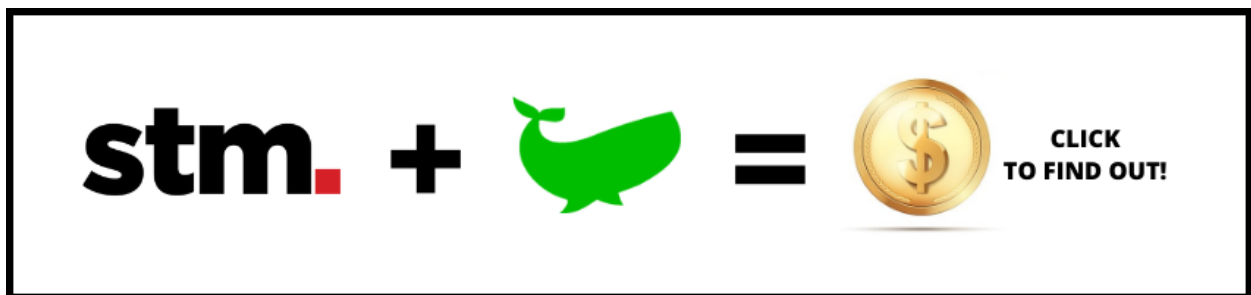
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### 6) Covid impact?

Personally covid affected our business big time in 2020, including the cancellation of 2 mastermind events (Italy, then UK) as each country hit lockdown. We then lost some agency clients due to supplier issues, cashflow issues or running local ads and needing to close down. However in 2021 and so far in 2022 it hasn't impacted us as much.



The graphic is enclosed in a black rectangular border. It features the 'stm.' logo in black with a red square at the end of the 'm'. To its right is a black plus sign, followed by a bright green whale icon. This is followed by a black equals sign, a gold coin with a dollar sign on it, and the text 'CLICK TO FIND OUT!' in black capital letters.

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## Dimitri Nikolakakis ('dimniko' on STM), Founder of DimNiko Agency

Links: [DimNiko.com](https://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 [DimNiko.com](https://dimniko.com).

Our team of experienced ecommerce growth experts now exceeds 25. 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 Spain, and Maryana in Russia!

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. His biggest win this year was generating \$1MM in revenue for our home decor client on FB!

Ago is also a senior media buyer, who excels in managing and growing ecommerce brands from all different niches. 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

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experience as well as finance marketing where she previously worked with 2 forex brokers.

Zsoka is one of our many talented media buyers. With her background in brand marketing, she excels at helping our brands align their advertising and marketing strategies for ultimate growth. Before joining DimNiko, Zsoka worked as Head of Marketing for a distributor of big brands where she won 2 prizes for 360d brand marketing.

Isabel is a media buyer in the agency, who has been involved in the internet marketing industry for almost five years. She has a lot of experience in managing ecommerce and lead generation accounts, especially on Facebook Ads and Bing, having scaled multiple ad accounts.

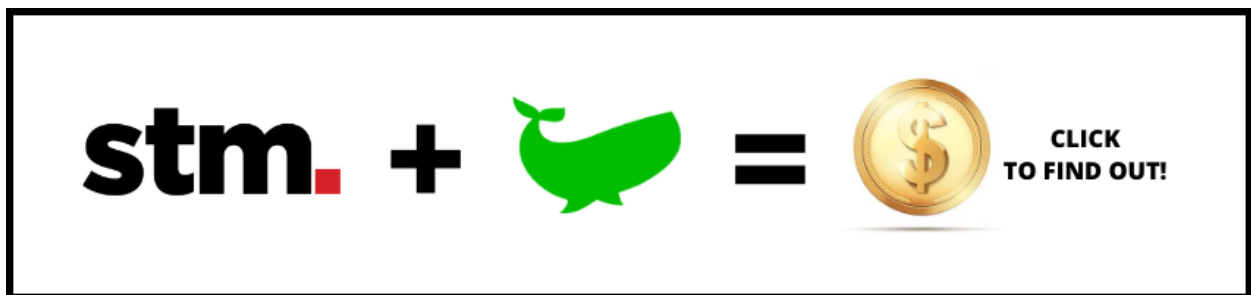
Alex is a junior media buyer at the agency. He had an E-commerce business that sold watches throughout Europe, and also managed accounts of info products and hotels. He loves analyzing accounts and identifying their strengths to take business to another level.

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

As an agency, our number 1 reason for winning last year was growing our client teams. We hired 3(!) content managers who brainstorm high level, in-depth angles for every single client who works with our team.

With these hires, we are improving our customer experience and catering to their needs as we both simultaneously grow.

Creating an entire new department to cater to the needs of our clients has helped us refine our skills, provide better service to our clients, and increase the capacity of brands our agency can take on.



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2021 was a major growth year for our team.

**Ago:** Looking at the paid media side, it was a very difficult year, due to the tracking issues caused by IOS 14 changes. Some clients were understanding and left everything in our hands, where we could prove that Facebook was still providing outstanding performance, even if the revenue was not being reported accurately by Facebook.

We understood immediately that it was not going to be easy, started to see impact in May, and in June everything turned upside down. We had clients that had been with us for a long time, that we were able to convince that due to the discrepancy in the reporting, numbers were not reflecting the real revenue from FB. This way we managed to scale further successfully, spending over a million for some and making four, five times ROAs over the year.

The key to success is working together with the client and not against each other, maintaining constant communication, sharing reports, strategies, and ideas, while clients focus on the backend to improve their LP, products, and so on. Simply put, we work with the client as a team and we have the same goal. This is why we have clients that stay with us for long periods of time, as they understand that media buying alone is not enough to scale their business. Those who understand and work with us this way are able to achieve success.

Our focus for 2022 is to continue to keep up the good work, to continue to work on improving strategic and tactical plans. We continuously learn and research new ways to improve our services and implement the best strategies to our clients, based on their needs.

In terms of Facebook, we are ready for the challenges as always there are “surprises”, every single year, but being an agency and working with so many accounts we easily spot the “roadblocks”, and discuss them to find solutions quickly.

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Last year everyone was raving about CBOs in the 1st quarter, then in the Q2 the IOS issue, but we have overcome all stages as there is always a solution - as the proverb goes, "where there's a will, there's a way".

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

**Matej:** Besides evergreen beauty and home improvement niches, we saw a spike in physical/digital products.

Examples:

- T-shirts that can measure blood sugar,
- Business Cards that can quickly show everything about your business,
- Cooking machines that calculate calories and serve delicious recipes in their own app.

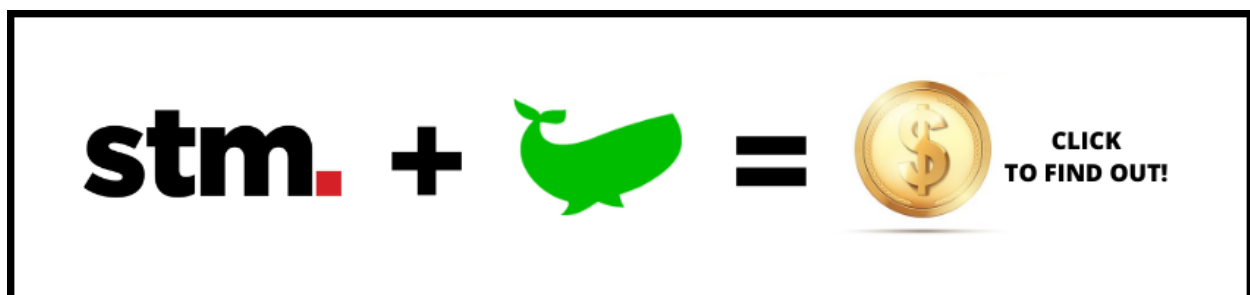
We also think that due to the covid madness, lots of local food supply stores with interesting offers can do well.

The most promising geos to sell to are: India, Europe and South America.

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

**Zsoka:** The online space is crowded with the best and even better offers, and the cost of acquiring new customers is rising due to heavy competition. If you don't want to go into bidding wars and deal with sky-high costs, there are some tactics you can implement.

You need to invest in building relationships with potential customers before anything else happens! The importance of creating a community has never been so crucial.



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The key to finding your potential customers is to take the time and research. You have to understand them, their pain points, their motivation to purchase. Set up customer avatars, and try to define one single person, who your offer is built to target. That "avatar" person will represent (depending on your target area) hundreds of thousands of people. With this approach, you can create crystal-clear messages for your target audience - you can speak to their needs and customize the message of your ads.

Once you manage to reach and convince your customers, you have to take care of them. The CLTV approach is a long-term strategy. The key is in the level of service you provide - you have to be unique and make a difference there. If you manage to have them purchase multiple times, the customer lifetime value increases, compensating for the higher customer acquisition costs. And how can you do this? You have to provide more than the customer expects.

Building an ideal sales channel with an excellent user experience helps you optimize marketing strategies!

Fortunately, digital platforms can provide data to make your strategic planning more manageable. Carefully check consumer behavior, demographic, age, gender, location, product preference, chosen payment methods, effect of discounts and selling bundles. Understanding the data will help you select channels, audiences, and offers that provide the best return on investment. Increasing the average order value is also critical in increasing long-term profitability. Implement volume-based discounts (like buy 3 to get 15% off) and create bundles.

Always take care of your loyal customers above new prospects, as retention is always cheaper than recent client acquisition. Offer them a loyalty program, let them collect points for discounts, give them personal gestures (like birthday coupons) to keep them engaged. In addition, you can ask for referrals and reward them with the "VIP feeling" - for example, with access to exclusive products or limited series. If you make life better for them, they will make life better for you.

## 5) Advice for newbies?

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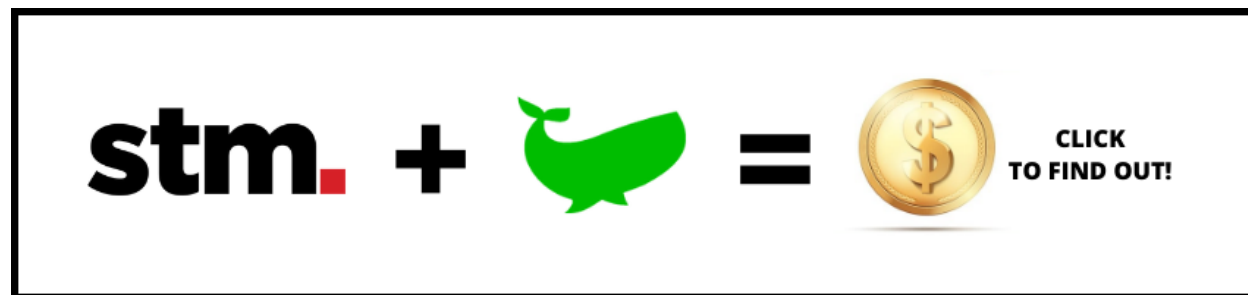
If you're starting with Ecommerce, you need to keep in mind that there are three pillars you need to rely on in order to succeed: Good customer care through workflow automation, an omnichannel approach, and customer LTV.

We all know how important it is to have excellent customer support nowadays, but it's even more important to use marketing automation because, apart from improving the marketing team's productivity, companies can get up to 25% higher revenue than those who do not use automated software. It's an opportunity to increase your sales as well as your conversion rate.

Leveraging an omnichannel approach will be essential in 2022. It's demonstrated that customers who are reached out to from more than one channel have higher engagement than single-channel customers. But the question is: Which channels to use? It's important to analyze your competitors and to add each channel progressively as you grow and master them. If you start with many at once, it may be difficult to know how each one is working for you exactly, and how to scale them. Last year, our agency diversified how we help brands grow by using use an omnichannel approach. We've seen different successes on platforms like Pinterest, Google, and Tiktok.

According to statistics, repeat customers spend 67% more and have larger transactions, which is why it has become really important to take care of customer LTV. Therefore it is really important to build a strong email marketing strategy as well as having strong customer service. Customers who purchase products through emails are likely to spend more than those who do not receive email offers. Your customer retention rates can increase your profit by 50% or more. It's through email marketing that we've helped some of our brands increase their LTV and grow their brands apart from Facebook Ads.

If you're planning to do dropshipping, I would strongly recommend for you to have fulfillment in the countries you want to ship to, as well as a strong email marketing strategy, good customer service, high quality products, and last but not least, enough material to create quality creatives to promote your ads on different platforms. It's also fundamental to build a brand and to stay on top of your social media.



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## 6) Covid impact?

**Alex:** With covid, it seems that a new model of life has emerged: The digital society, where people have adopted changes in their habits and use digital platforms for work, socialization, entertainment, shopping, etc.

Being confined means that many people had to buy through the internet so consumption through ecommerce has increased considerably in sectors such as food, beauty products and digital education.

If your business isn't online in 2022, you're not set up for success, as there would be a MAJOR gap between you and your customers.

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## Kelly Sheffield ('thedudeabides' on STM), Ecom Expert

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

### 1) Self-intro

Hi I'm Kelly and I've been in the industry for around 9 years now. I starting out as an affiliate running just about every traffic source and offer, and then transitioned over to running my own ecom offers in 2020. First year did roughly 7M, primarily via native ads.

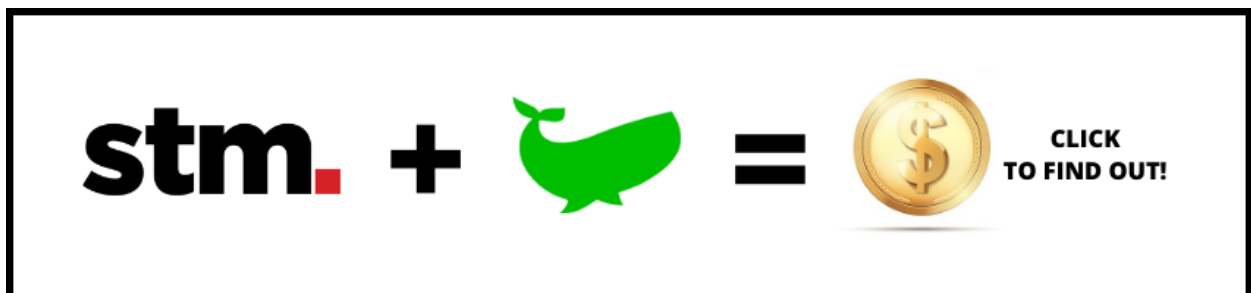
### 2) Success factors for last year? Focus for this year?

Taking massive action to start ecom at the right time (start of covid) was huge. My focus will be leaning even more so towards products and offers you can build a full catalog around, and hopefully some that already have search traffic volume.

Personally I'm also looking to getting better educated on mergers and acquisitions, and seeing if I can turn around and flip some ecom properties after seeing how easy it was to sell one.

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

Definitely anything personal, self-care, make you feel good, etc. type of products are trending up. I've only ever really run ecom in US so I can't speak to other geos, but I always hear those who run non-english geos with affiliate or own products have it easier.



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

Youtube and TikTok are being talked about more and more. To maximize LTV on existing customers, email is king. I'd recommend hiring an email agency to take over things once you're doing decent volume (10K+ a month) to get things going. Beyond that, hopefully you have other products to continually sell besides your main offer.

#### 5) Advice for newbies?

Promoting affiliate ecom offers is always a good way to start until you get a handle on running paid traffic, and can still be quite lucrative if you are good at making advertorials and videos.

In terms of risk to reward though, it's hard to beat starting out with dropshipping on Facebook, as you can gauge results often much sooner than something like native which takes a lot of budget to refine.

These days I'd lean more towards Youtube and TikTok over Facebook and native though to really scale with, mainly due to reach and lack of competition.

#### 6) Covid impact?

Covid has had a huge affect. Initially it was a positive for 2020 with record sales and conversion rates in certain categories, but over time it seems to have clogged up shipping lines, slowed down output of factories in China, and skyrocketed shipping prices. It'll probably take at least another year or two for things to go back to normal, or at least the new normal.

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# INSIGHTS FROM ECOMMERCE SERVICES

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

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

## Self Intro

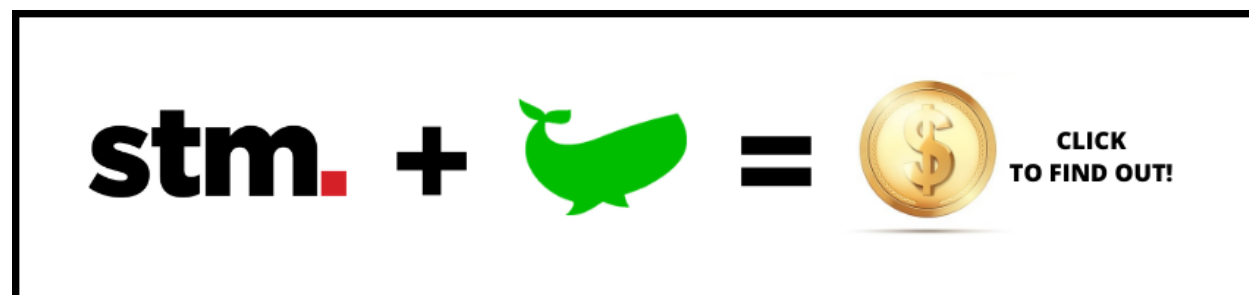
uDroppy is a shopify-integrated dropshipping and ecommerce platform that allows 2022 ecompreneurs to actually step into - or step up - their ecom game.

Thanks to our automation software, partner suppliers with warehouses in China, Europe and US, as well as professional Merchant Success Managers, the launching, optimizing and scaling an ecommerce brand has become an affordable process that leaves space and time to focus on strategy-building and marketing.

## Dropshipping 2022: Thank You NFTs

After two years of unusual and unprecedented growth, the global ecommerce growth rate in 2022 is forecasted at 12.7%, for a total of \$5.545 trillions in sales.

Numbers are still growing as a result of the great push originating from the pandemic, and this should not surprise anyone anymore.



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General numbers aside, we will focus special attention on the Dropshipping market, not just because at uDroppy we love dropshipping, but because of all the interesting movement that is taking place right now.

## Numbers

Numbers are growing for the Dropshipping subfield as well. The global market for Dropshipping is estimated to reach 476.1 billions by 2026, at a CAGR of 23.7%.

## Main Characters

The harsh reality of risks of failure, the need to possess an entrepreneurial mindset, and the need to have an adequate marketing budget had already filtered out a good part of the millionaire-wannabes that are only interested in making a quick buck. These wannabes drove up the level of competition to cause an increase in ad costs and a lowering of trust from customers, thanks to their one shot strategies. But the NFTs trend has arrived to save the day by luring these wannabes away from ecom to perpetuate their get-rich-quick dream. So long!

## Two Rules That Decide Who Shall Remain: Long Term Vision and Branding

Branding is neither advice nor prediction for the future. **It has become the ONLY viable option.**

Branding goes hand in hand with having a long term vision, which is necessary in order to build a powerful brand that customers want to engage with, use and promote. The fact that it takes longer to build a brand has translated into a spike in longer

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subscriptions periods for uDroppy. As of today, 3-month, semestral and annual subscriptions account for an unprecedented 72% of total uDroppy's active subscriptions.

In other words, the mentality has shifted from trying to get into ecommerce to trying to launch a brand, the latter of which requires preparation, pre-launch operations and product testing for a minimum of three months of hustle.

### The Creator Economy

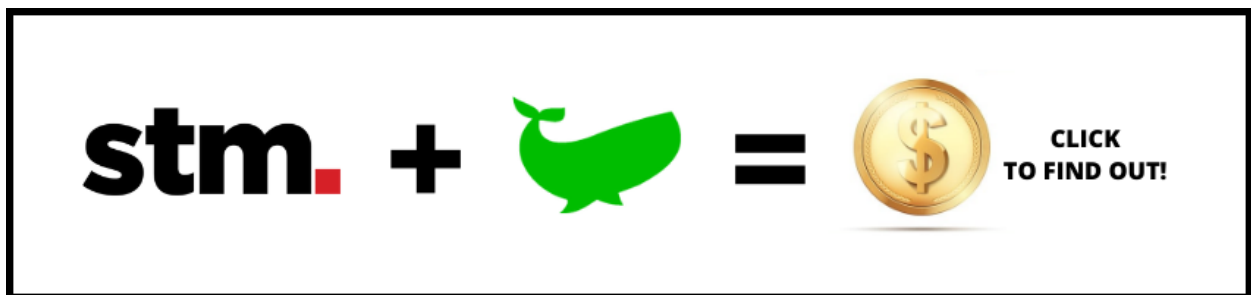
One huge reason why branding is the *only* way, has to do with the rise of the Creators' Economy and Influencer Marketing, which is fast becoming the most profitable advertising channel for ecommerce businesses, and is outperforming FB ads at a rapid pace.

Only brands that carry a meaningful message (and purpose) can reach Influencers and Creators, and from there, gain the trust of their audiences.

In order to establish long term partnerships with these new social media superstars, a brand must be strong (notice "*strong*" doesn't necessarily mean "*popular*") and be able to provide products that Influencers and Creators would proudly promote to audiences that they've so carefully built.

### Latest Changes to the Dropshipping Model

The traditional dropshipping model doesn't work anymore. It is increasingly difficult to find 6-figure businesses that operate entirely on the traditional dropshipping model. Nowadays, dropshipping should only be used to test products quickly, with a fully developed branding strategy ready to be implemented once a winning product is found.



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Once the proof of concept is determined to be feasible and traction is gained, it is necessary to shift to custom product and packaging production. uDroppy's *Virtual Warehouse* feature allows for this quick shift.

Thanks to our network of certified manufacturers and The Virtual Warehouse, it is possible to customize and ship products worldwide while handling sales from the uDroppy panel as usual. Scaling a business has never been easier.

## A Newbie in a World of Pros

Success in ecommerce is the result of a marathon, not a sprint. A new brand must survive numerous challenges before it can find success.

These days, ecom newbies are required to have a *much* more profound knowledge of the digital commerce and advertising space compared to a newbie starting in 2017.

This necessity has translated into a major demand for mentorship programs and dropshipping courses. **At uDroppy, ecommercepreneurs can choose to be assisted by a private consultant**, who will work with the ecommercepreneur on an agreed-upon schedule through to the launching of the brand.

Moreover, we will assist with product selection, store inspection, operations management, product and packaging customisation operations, and much more.

In other words, uDroppy's Merchant Success Manager (MSM) operates as an extra team member for brands that need to be launched and brought to profit, alongside established brand owners that want to scale their business. Stores launched with the help of an MSM tend to profit faster (3-6 months on average for a uDroppy PRO subscriber vs. 8-12 months for a Hustler subscriber).

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## Got any Winning Products?

Novelty products that make you go “wow” are leaving the stage, leaving the spotlight to problem-solving products, and regular products with “wowing” elements in their aesthetics.

Consumers nowadays are more likely to trust something that is familiar but is perceived to be of high quality, rather than something completely new that promises miracles.

Also, many consumers, especially the ones on Tik tok, are very familiar with the old way of doing dropshipping, and will do a lot of marketplace research and price comparisons before buying something they see on social media.

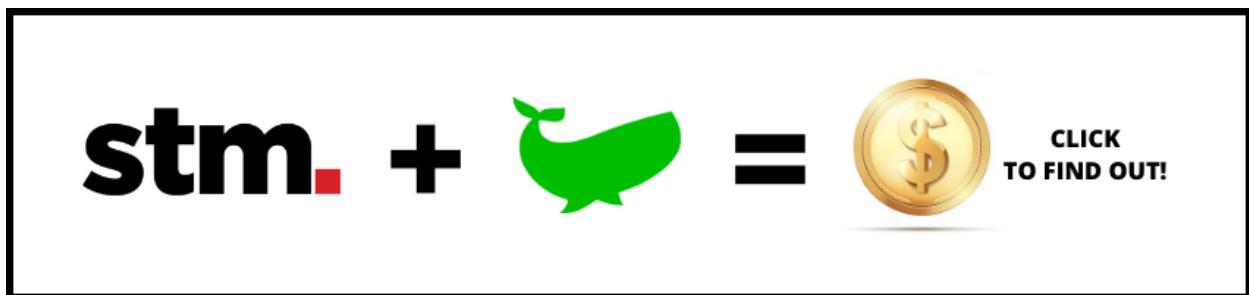
In general, there is a strong tendency for consumers - especially gen z consumers - to value trust over wow-factors.

This is the reason why building a brand with a unique proposition and clever storytelling is crucial.

## Most Popular Niches - and Unusual Q1 Data

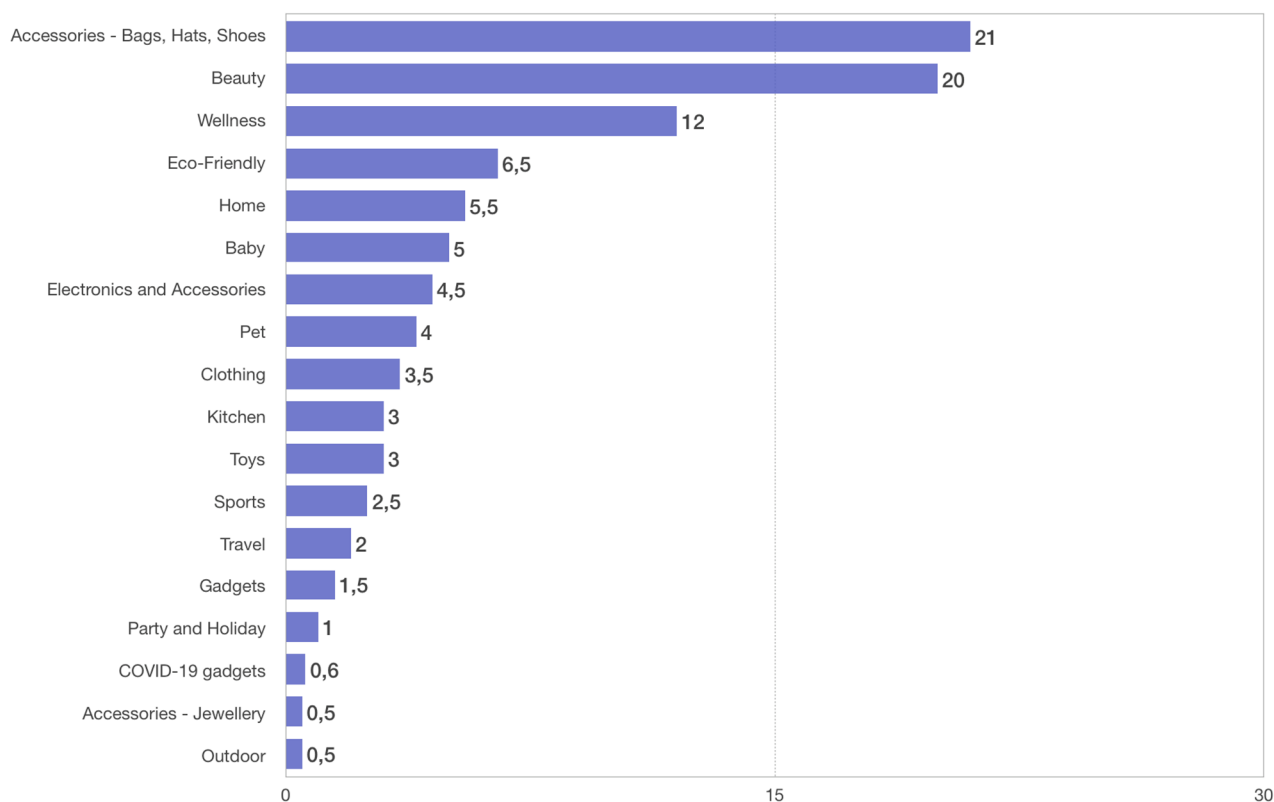
The chart below shows the most popular dropshipping niches for Q1 2022.

This is aggregated general data for all ecommercepreneurs on the uDroppy platform worldwide. These are the product niches that are being promoted the most right now.



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Flagship Product Classified by Niche (percentages)



Data updated up to February 3rd

Some of the data in the chart above, we consider to be unusual or unexpected, in that they go against previous sales trends, cultural trends, or general expectations.

**Beauty and Wellness** are the most-promoted niches of them all (you may be wondering “*isn’t the Accessories category shown at the top?*” but that category is actually a combination of 3 subcategories, none of which can compare with Beauty and

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Wellness on its own). Beauty advertisements comprised of 15% of all IG stories ads in 2021.

What's unusual about this category is that, in at least the past couple of years, it used to rank somewhere towards the middle of the chart, below eco-friendly products, covid-related products, sports and exercise gear - whereas this year it's the clear winner.

To help ecompreneurs succeed in this niche, uDroppy has onboarded the best suppliers of high quality eco-friendly cosmetics.

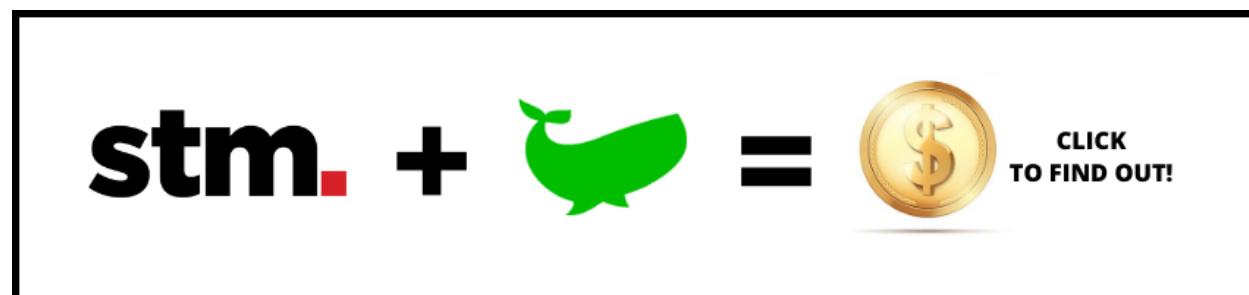
**Sports** (or Sporting Goods and Exercise Gear), including products people buy to exercise at home (resistance bands, yoga mats etc.), was trending strong at the start of covid. However, this year thus far, this category's performance has been mediocre, sitting at 2.5% on the chart.

Another atypical trend is that the **Accessories** category has soared in popularity to overtake the **Clothing** category, which hadn't been the case for previous years. Worth mentioning is that the demand for dropshipped clothing has decreased, as the dropshipping model just isn't ideal for returns – and returns occur especially frequently with clothing due to the difficulty in achieving a perfect fit when buying online.

Surprisingly, the **COVID-19** and **Electronics** categories have fallen in popularity compared to the Q1 in 2020 and 2021.

Numbers for **Eco-friendly** products may look surprisingly low at 6.5%, but it's important to note that a lot of eco-friendly products were actually tallied under other niche categories. Do not be deceived by the number on paper. Eco-friendly products are trending strong and is here to stay.

Another deceiving number is the 1% for the **Holiday** category. For ecom in general, capitalizing on specific holidays (like Valentine's or Carnival) can be very lucrative. However, for dropshipping, holidays are less relevant, as the traditional dropshipping model involves long shipping times that make it challenging to cash in on one specific



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day. The ecompreneur would need to advertise so far in advance of the holiday that very few potential customers would be preparing for that day yet.

## Our Prediction on Hot Product Categories

Here are categories that we predict are about to take off in a big way in the next few months:

-Pets

-Toys

-Home

-Outdoor

Based on our data, these categories have consistently seen big increases in ad spend, every year right after the “Carnival” holiday that is celebrated in many countries (this year this holiday will fall on 28-Feb). The increase in ad spend typically lasts for several months. So we would encourage you to start preparing now!

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## Borderl3ss, Robin Devon Calandri, Brand Relations Manager

Link: [Borderl3ss.com](https://borderl3ss.com)

### SELF INTRO

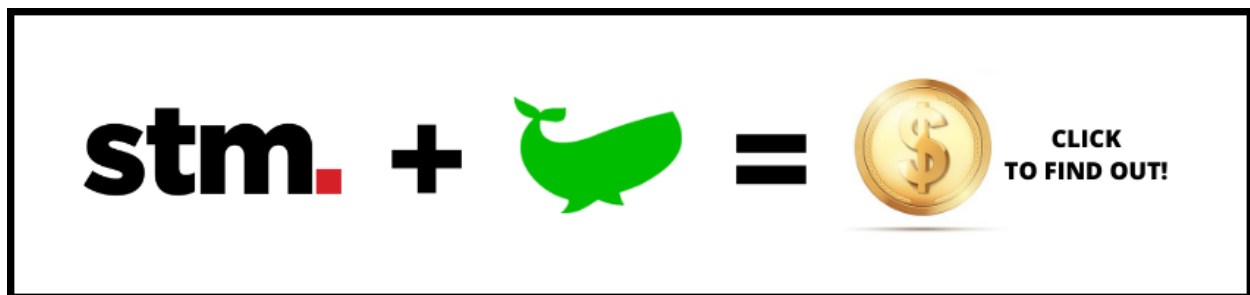
[Borderl3ss](https://borderl3ss.com) supports DTC Brands that want to sell to European countries.

We are a tech-enabled 3PL solution for Europe that allows brands selling online to *effectively* access new markets, by providing solutions that can keep up with Europe's fragmented realities.

Selling to European countries means having to deal with different regulations, buying behaviours, and a myriad of sales channels. In other words a wide range of customer journeys that often seem impossible to satisfy.

Borderl3ss is the key to unlocking access to European markets without having to sacrifice growth goals. One user-friendly platform through which it is possible to:

- Manage multiple brands
- Collect orders from multiple sales channels
- Deliver orders through prepaid solutions and cash-on-delivery
- Analytics data for 360° control and better decision making



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## Scaling your eCom Business in 2022 – 3 Factors to Consider

### 1. VAT Reform - a Clear Invitation for Everyone to Sell to Europe

Everyone in the ecommerce game knows that on the 1st of July 2021, the VAT reform took place which led to many substantial changes. Some of these changes weren't welcomed (like the lifting of the VAT exemption for all products up to €22 in value), but some changes are actually helping businesses flourish on EU grounds.

We are referring to the fact that it's no longer necessary to register for VAT in every member state to which an ecommerce company intends to sell. Now it is only required to register for VAT in one member state, where through the One Stop Shop portal you can take care of all VAT obligations for sales across Europe. Moreover, the new regulations established one common EU threshold of 10k above which VAT must be paid.

It is understandable how such a reform becomes a clear invitation for all ecommerce businesses to bring their offers to countries in the European Union - and this is where Border13ss comes in.

With [Border13ss](#), you can distribute inventory across warehouses to reach all EU destinations in 2 to 5 days.

**You may be asking: What About the UK?** Even though the UK is no longer part of the European Union, its ecommerce market size is huge, so it's worth the bureaucracy. But to get a slice of that pie, it would be necessary to compete with other sellers by providing super-fast shipping. To this aim, Border13ss allows the storage of goods in local warehouses to minimize delivery times.

**CASH ON DELIVERY** - When selling to Europe it is fundamental to keep in mind that not all countries have the same culture, consumer behaviour or credit card penetration.

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This makes payments with cash an absolute must for selling to certain countries. Currently Borderless offers COD for Italy, Spain, Greece, Hungary, Bulgaria and Romania, which are also countries that have experienced substantial growth in online sales during the pandemic.

## 2. The 2022 Ecompreneur is a Human Octopus - Multichannel Sales

Who is the 2022 ecompreneur? Someone who sells across multiple channels.

In the past, testing numerous products and launching multiple brands was a strategy that only the most successful digital entrepreneurs would adopt to discover new trends, while making the most out of current ones. Nowadays, it has become best practice.

In addition to this, **multichannel advertising has become a must, not an option.**

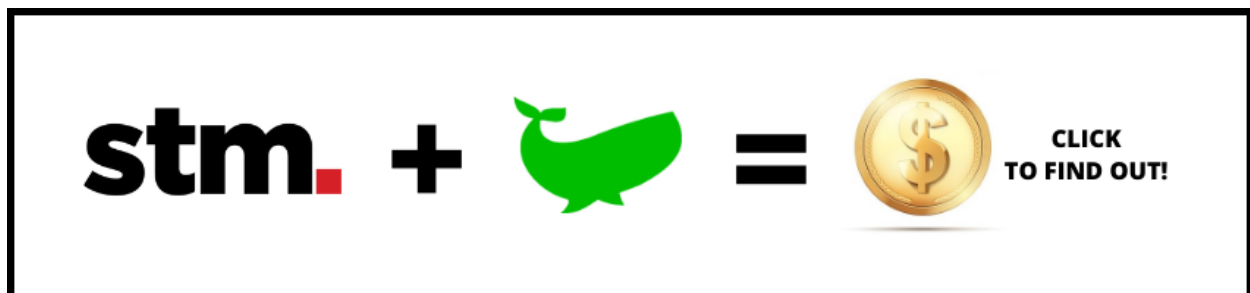
It has become common knowledge that the customer journey takes place across multiple platforms, with touch points on different channels. Someone who is interested in a product would engage on 3 to 5 platforms before actually buying it.

In fact, not only the ways to reach potential customers are multiplying, but platforms are allowing internal checkouts, and this is starting to reflect on the customer journey.

With an increasing number of social networks and platforms that have created internal checkouts in order to keep users on the platform as much as possible, sales can literally come from anywhere.

This means that a product can be bought on Shopify, on Amazon, on Google Shopping; on Facebook, Instagram, TikTok or Snapchat.

For this reason it is crucial to:



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1. Know how to communicate to the audience on each channel, by being aware of the attributes that customers find relevant according to the channel they are engaging with.
2. Have a software that can *integrate with all sales channels* in order to manage sales from one central point and collect data.

With [Border3ss](#) you can connect all your sales channels to one platform that will neatly collect all your orders and allow you to fulfil them, and follow them in their journey to becoming your customer. Through one software, you will be able to handle multiple brands that are selling on multiple channels, and offer prepaid or cash-on-delivery solutions according to your customers' needs.

### 3. Branding is No Longer Just a Nice-to-Have, It's a Must-Have

If you are not branding, you aren't going anywhere. The marketing panorama, the explosion of social commerce, the predominance of Ambassador and Influencer marketing (and the return of Affiliare Marketing) don't leave much space for white-labeled products or impersonal shopping experiences. *Trust* is the passcode for conversions, therefore **products must be identifiable, have a name, and be backed by a company with a story.**

So while dropshipping has become nothing more than a quick way to test a new product, as soon as you have validated your idea, you must start delivering quality like a real brand.

It is crucial to meet customer expectations in terms of delivery. **Delivery must be fast, free and transparent.**

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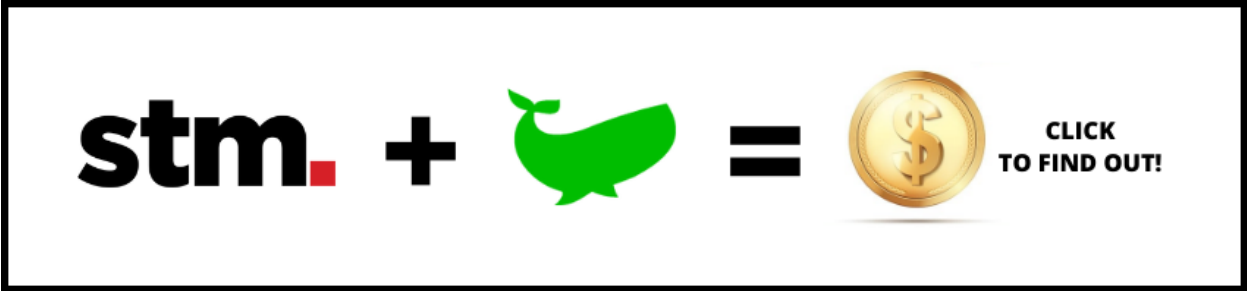
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[Border3ss](#) can offer access to fast prepaid delivery and COD, even for smaller MOQs. Also you can include thank you notes with your customer's name, to give a proper welcome to their first experience engaging with your brand and products.



stm. +  =  **CLICK TO FIND OUT!**

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# INSIGHTS FROM TRAFFIC NETWORKS

## AdMaven, Dalit Kiselgof, Head of Advertisers Self-Service

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

**BONUS: \$50 coupon upon first deposit – please reach out to inquire.**

### 1) Self-intro

At AdMaven we are constantly building our engine to yield more and more revenue for our publishers, while enabling advertisers to get high performance and vast distribution for their ad budgets.

Over 25,000 publishers and ad networks find AdMaven's ad units to be the best solution for monetizing their website while keeping them safe.

Thousands of advertisers use AdMaven in order to get distribution while maximizing ROI and increasing engagement with their brands and products. Among our best ad formats are pop, push notification, in-page push, and interstitial.

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

AdMaven has put a lot of effort this year into refining the traffic source, with an emphasis on quality. We are proud to say that the network now consists of 95% real users at any given time, which has shown a 20% uplift in reported after-click quality on the advertisers side. We have also more than doubled our traffic – most of which is first hand direct traffic.

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### 3) Most popular verticals and trends?

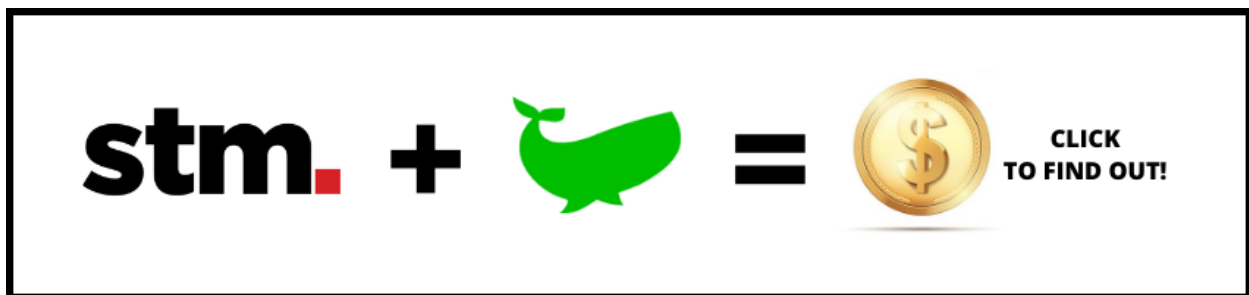
There was a serious increase in Content/Traffic Arbitrage offers (searches, clicks, or videos), Browser Extensions (always work well), Apps (streaming, utility and security), Sport Betting, Casino, VPNs, and anything which is download-oriented.

### 4) Restrictions on verticals and promo methods?

Yes, tech support and scareware are strictly forbidden, as well as Illegal content such as drugs, weapons, or any other illegal activity.

### 5) Covid impact?

It didn't. in fact, we have seen a nice increase in traffic, probably due to people having more free time to spend online. Still - we wish everybody good health and back to normality in all aspects.



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## Adsterra, Gala Grigoreva, CMO

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

**BONUS: Use coupon 6S9UFRFN for \$100 bonus upon \$400 deposit; use coupon PESXEBCR for \$300 bonus upon \$1000 deposit. Valid until 31-May-2022.**

### 1) Self-intro

Adsterra has been a trusted mainstream and adult traffic source since 2013. The ad network delivers 30+ billion impressions monthly worldwide and is perfect for subscriptions, VPN, utilities, apps, adult, sweepstakes, finance, lead gen, e-commerce.

Adsterra differs from the competition with our transparent CPA model, unique Partner Care Program, multi-step security system, and flexible terms. Our top geos in 2021 were Indonesia, United States, India, Brazil, Japan.

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

Last year, we achieved 2.5x revenue growth with the introduction of our proprietary ad format **Social Bar** - notable for its highly customizable and dynamic creatives - which give 10-30x higher CTRs and ensure better post-click performance. Today you can choose from dozens of messenger and OS notifications, video teasers, custom widgets, in-page push notifications, and interstitials. Below are examples.

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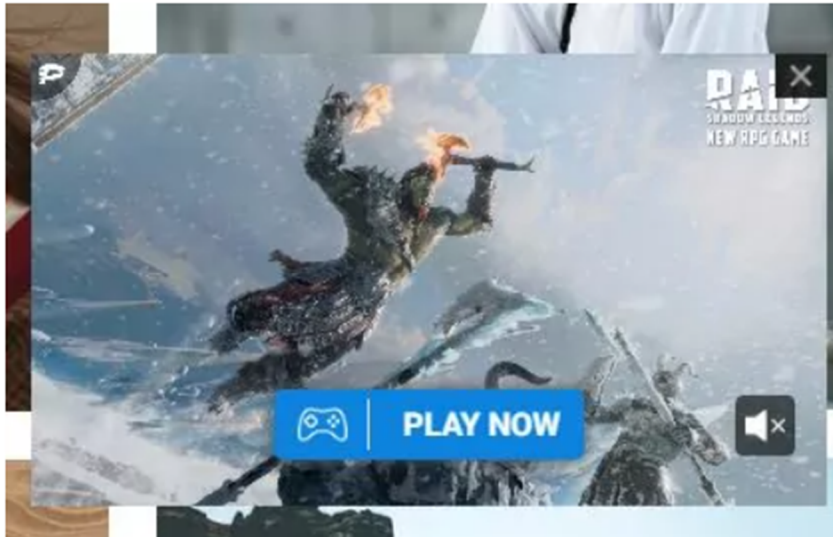
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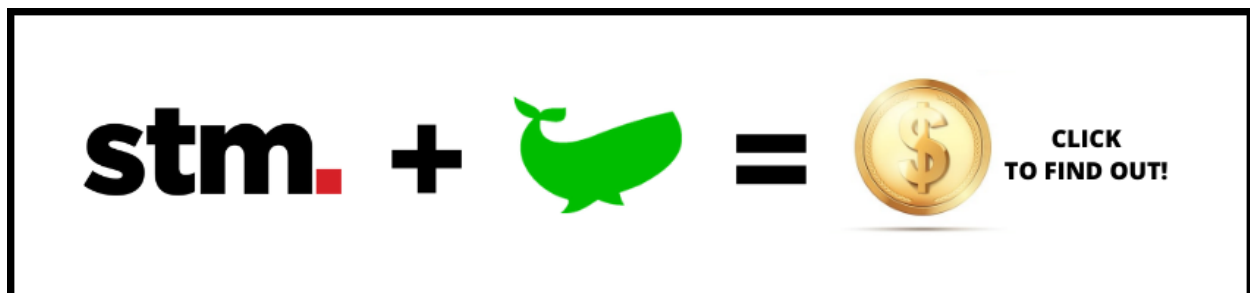
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## Social Bar – Video Teaser:

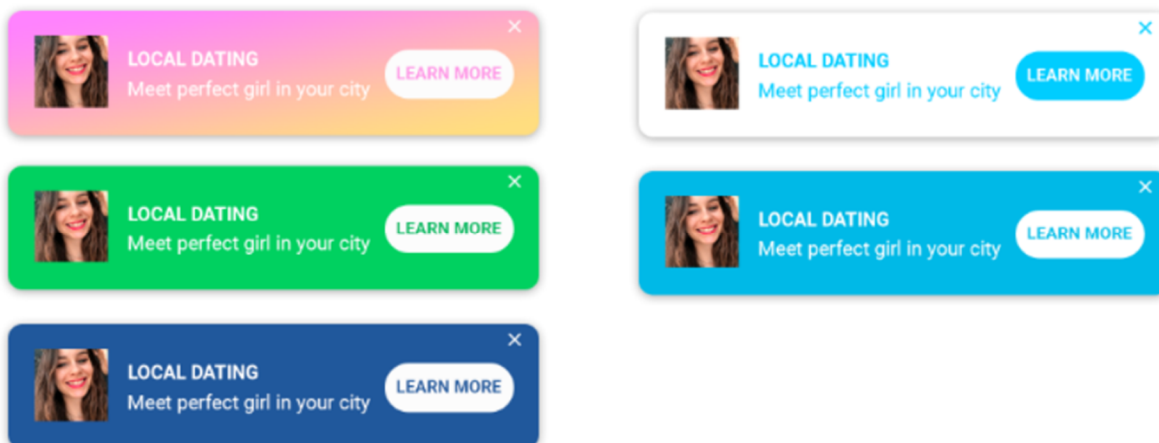


## Social Bar – Sweepstakes:



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## Social Bar – Messenger Notifications:



We've improved the stats for our advertisers, and implemented pricing tokens for smart bidding and spending control. We updated the Offers Wishlist section, which is a unique set of offer examples right in the advertiser's account. You can use them as template settings for your next Popunder ad campaign. Also, we've upgraded our Direct Link for fast app and social traffic monetization.

Striving to provide access to selected offers from our direct and reliable advertisers, we launched a CPA network under the same brand Adsterra, available right on our website.

### 3) Most popular verticals and trends?

Top moneymakers among publishers were Downloads, Movies, Social Traffic (especially Facebook and TikTok traffic), Streaming, Video Host Services, Anime.

Verticals and offers that did well in 2021 were VPNs and Mobile Utilities, Mobile Subscriptions, Browser Extensions, Sweepstakes, Gambling, Betting, Crypto, and Binary.

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Crypto has become a blaster thanks to another bull run, Paypal, Metaverse and NFTs. Software and Mobile Utilities have seen a significant boost. When people work, shop, and entertain themselves from home during a pandemic, these verticals become highly profitable.

#### 4) Restrictions on verticals and promo methods?

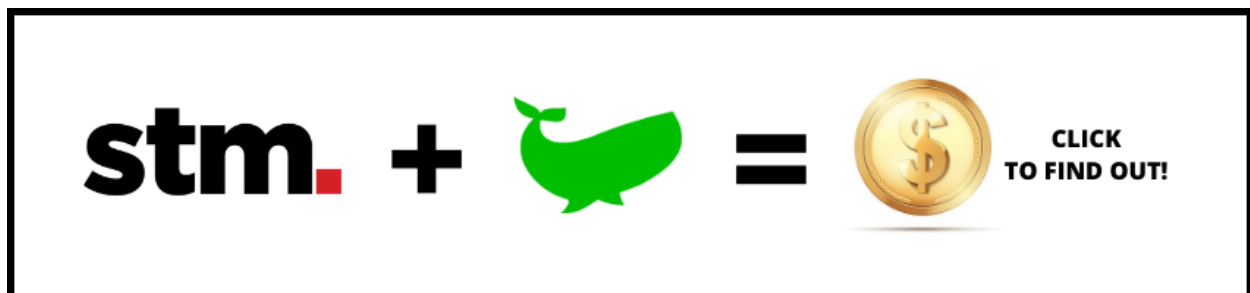
To run campaigns with Adsterra, you must have all the necessary permissions, authorizations, consents, licenses, and any other required approvals under applicable laws to promote the content of any advertising material.

Advertising illegal goods and services are prohibited (you can find a long list of those in our terms on the website, including malware, spam, tech support services and pages that include browser/tab lockers, hidden redirects, or parent page redirects). Advertising materials should not contain anything misleading.

#### 5) Covid impact?

Adsterra's team decided to reconsider its approach to business strategizing, product development, and human resources, during these trying times. We focused on creating new features and products, testing new marketing channels, redesigning our platform for better UX/UI, hiring new talents, sharing tons of free expertise content with our users. The pandemic has revealed the necessity to standardize and improve our client relations approach through a Partner Care Program.

These actions have helped us to grow brand awareness, to bring 35% more unique users to our website, and thousands of new active publishers and advertisers into our system. In the last year, our publishers almost doubled their revenues compared to 2020, earning 54.6 million USD. Over 150 thousand new campaigns were added to ongoing ones in 2021.



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## Clickadu, George Minski, BD and Cooperation Team Lead

Links: [Clickadu.com](https://www.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 with many years of expertise and specialization in digital marketing. Clickadu operates in 240+ countries with 4 billion daily impressions and 7 ad formats available, including pops, push notifications, banner ads, etc.

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

A deeper level of ad feed diversity. We've moved towards several new verticals, having significant growth for Social and Entertainment products and services, as an example. The Pan-Asian region became a huge traffic and revenue income source for us in this regard.

We grew as a team by 25-30%, which heavily affected the quality of our tech side, products, and features we deliver to our clients on both advertisers and publishers sides.

### 3) Most popular verticals and trends?

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By the end of 2021, the list of our top-performing verticals include: iGaming products, ecommerce, Tools and Utilities (apps), VPNs (apps), Social and Entertainment (apps), VAS and mobile carrier billing offers, Games.

Past year showed stable growing trends for home entertainment, delivery, telemedicine and remote services (these trends are of course the result of covid-related restrictions and lockdowns).

#### 4) Restrictions on verticals and promo methods?

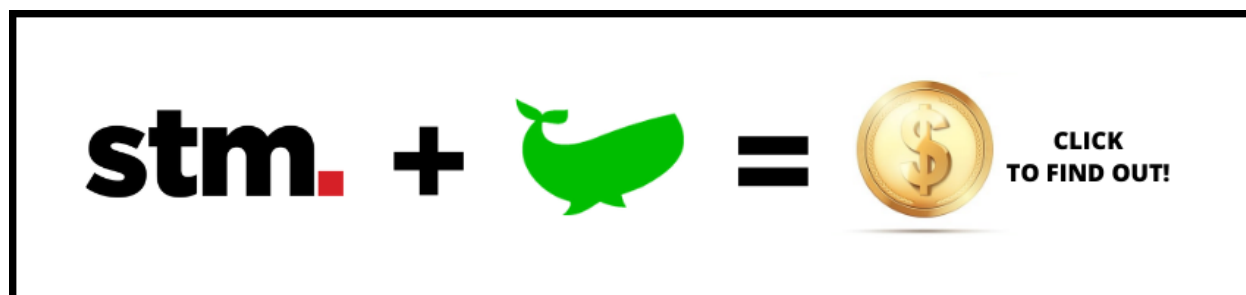
Major restrictions for us came from EU regulators, prohibiting all crypto-related ad activity, which we must follow. Therefore - the vertical was simply shut down for us entirely. At the moment, the only thing we can do is wait for official updates.

As for creative components and promotional methods - we haven't had any new policy updates. We do not allow to run any sorts of copyrighted materials (without written permission from its owners), celebs and politics, heavily misleading ads, MIA and Tech Support, etc.

#### 5) Covid impact?

I can hardly recall any of our partners who haven't been affected by covid directly (team members or relatives got sick) or indirectly - whole business niches got completely screwed (tourism, accommodation services, exhibitions and physical entertainment). But at the same time, when one side of the scale goes down, the other side would go up.

As an ad network - we've faced different threats in the past year – uncertainties were always waiting around the corner. That was when diversity came into play - we've



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managed to open up several completely different niches, and all of those brought promising results that will be further scaled in 2022.

Summarizing all of the above, I can say 2021 was not that bad of a year - some businesses adapted very quickly (those who couldn't - gone to dust and ashes) and stable trends that were found by the end of 2020, continued to increase their growth.

## Exoclick, Giles Hirst, Head of Communication, Presenter of Ad Tech News Show “The Additive”

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

### 1) Self-intro

ExoClick is an ad network that has been around since 2006. We currently serve 12 billion daily impressions globally. Our traffic consists of free content sites and members area dating sites. We also offer email marketing to members area dating traffic. We have Premium and RON sites, with new RON sites joining our network every day, giving advertisers new daily traffic sources and ad zones to test.

We offer one of the best platforms in the industry with +20 different ad formats, deep targeting options, [automatic optimization tools](#) including our bidder which automates your bids and blocking non converting ad zones that don't meet your CPA criteria, variations and landing page algorithms which automate the sending of the most traffic to the best performing creatives/landing pages, along with business tips, case studies and network BI data on [our blog](#), and a large range of Premium and RON traffic sources. Everything an advertiser needs to start generating a great ROI.

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

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Last year we introduced 3 new ad formats!

**#1. Outstream Video:** With the explosion of TikTok, Reels and the dominance of online video traffic, the whole world is embracing short video content. Therefore video ad formats are becoming more and more important as a marketing tool for advertisers.

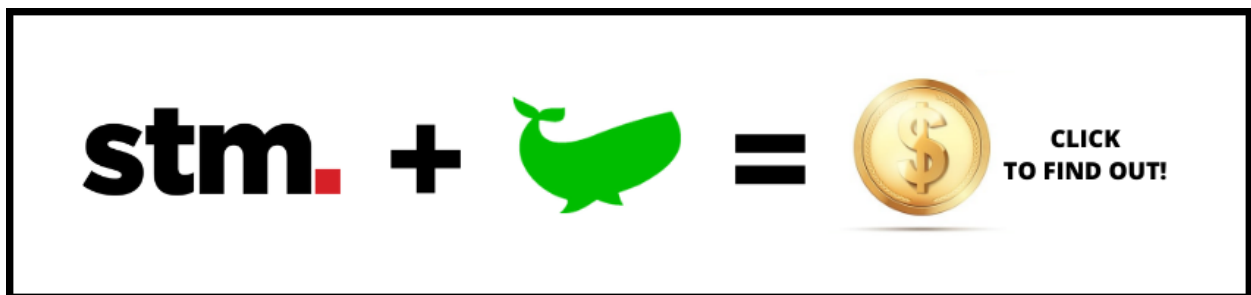
For advertisers, Outstream provides a cost-effective way to display video ads. In our blog post [Is Outstream more cost effective than Banners?](#), our Business Intelligence team examined our network data and compared global eCPC prices for Outstream and Banner ads.

On Desktop, eCPCs are -62.6% less expensive and on Mobile -63.6% less expensive for advertisers when bidding on Outstream versus Banners. Additionally, Outstream has a huge percentage increase in CTRs compared to display Banners, on desktop up to +1266% higher and on mobile up to +1109% higher.

Outstream gives advertisers a better win-ratio by paying less for much higher conversion opportunities. The format is available on CPM, CPC and CPV.

**#2. In-Page Push Notifications:** This format is a type of display ad that is designed to look like a Push Notification, however unlike traditional Push Notifications, In-Page Push Notifications ads are not displayed within a website's browser, but directly on the publisher's site, just like banner ads. So every website visitor will see the ad, and not just the push notification subscribers.

The format features an image on the left, and text (title and description) on the right. Advertisers can also use emojis in the texts as well as [ExoClick's dynamic tokens](#) to further engage the end user. For advertisers, this format has a higher CTR than display banners because it's really eye catching to the end user: The ad quickly fades in when an end user is browsing a page and it features slightly curved edges, making it really



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stand out to avoid banner blindness. Because the ad features a close ad button on the right, only end users interested in the offer will click the In-Page Push Notification, bringing the advertiser qualified leads only. The format is available in CPM and CPC.

**#3 Multi-Format Ads:** These are a new concept in ad placement. The ad placement serves multiple ad formats: Banners or Native in one placement on a publisher's website. It works by pitting different banner sizes and native ad widgets against each other, and serving the highest paying ad in the Multi-Format ad zone.

Here is an example: The Desktop Footer - this is a typical large 900×250 display banner zone. An advertiser can't target this zone with a smaller banner or a native ad, but if the publisher uses the footer as a Multi-Format ad zone, this opens up new inventory for advertisers that hadn't previously been available.

With Multi-Format ads, the footer now has different combinations of inventory depending on which one won the highest bid, for either the whole footer zone, or parts of the footer zone.

For example a Multi-Format Desktop Footer ad zone can display the following different combinations:

1 Banner 900×250

1 x Banner 728×90

3 x 300×250 Banners or 4 x 300×250 Banners 100% width

1 x 3 Native widget, 1 x 4 Native widget or 1 x 5 Native widget depending on the website layout.

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Many publishers have implemented Multi-Format ad placements as NTVs, Underplayer, Footer, Leaderboard - and on Mobile: Header, Middle and Footer - giving advertisers even more opportunities to get eyeballs on their banner and native ads.

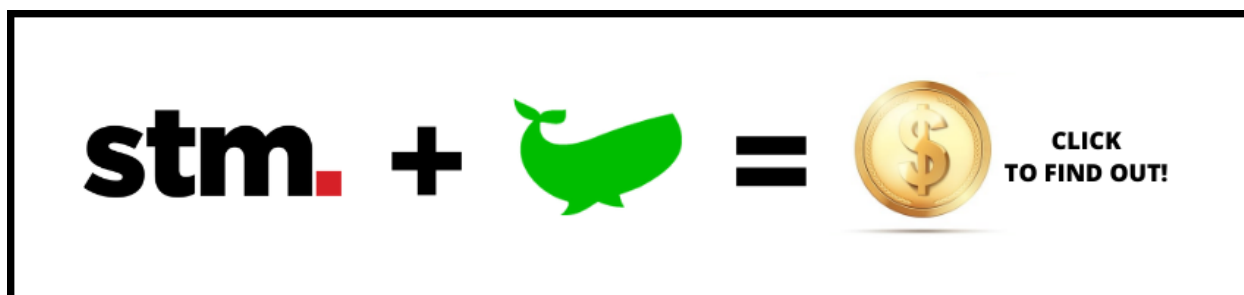
### 3) Most popular verticals and trends?

Dating continues to be a very strong vertical, especially localized dating offers. We have seen advertisers targeting video formats and getting great conversions. [Here is a case study](#) where one client generated 41k profit for a dating offer using a combination of video ads, banners and native targeting ExoClick's traffic sources.

Native, banners and our new in-page push notifications have all been targeted by advertisers to great effect for dating offers. Additionally, our large volumes of exclusive members area and email traffic are also perfect for dating offers, because advertisers are reaching end users who have already registered/paid to subscribe to a dating site. We also introduced Native In Box ad zones which are ads delivered to end users when they log into the dating site - the ad appears as the first message in their message box.

LiveCams are consistently strong on our network, especially with popunders, fullpage interstitials, videos and native. This year we introduced Native In Profile ads within selected members area sites. These are 1x1 native widgets, displayed by being mixed in with the dating site's profile thumbnails. The Native In Profile ad features an image of a model and a short text, and is highlighted as an ad, meaning the format only generates qualified clicks.

Nutra, VoD and casino also perform well with video, popunders, banners, native and fullpage interstitial.



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For games, video ads are the best-performing format because the end user can see the game in action. Native also converts well, especially using texts such as *“Find out why everyone is playing this game...”*, *“Why is this the most talked about game on the internet?”*, *“5 tips to move up this game's levels quickly!”* The fullpage interstitial can be a good option for games when popunders are too competitive for some games advertisers to win.

Menu Tabs are a great option for advertisers on free content and members area sites. ExoClick has made it much easier to select and bid for Menu Tabs in the admin panel. There is now a drop down menu in our marketplace featuring the following tabs: Dating, ecommerce, gaming, liveCams, nutra, VoD. Bidding on any tab guarantees that the advertiser will only receive clicks for their specific vertical.

With the growth of video advertising, some advertisers don't have the necessary creatives or resources to create high CTR video ads. The good news is that ExoClick launched a free video ad making service for clients, along with useful tips for setting up a video test campaign and how to further optimize after collecting 7 days of test data. ExoClick clients can contact their account manager or a client care agent to have their own free video ads created for their campaigns.

#### 4) Restrictions on verticals and promo methods?

Network rules can be found under our Advertiser Guidelines [here](#). Please note that we are very strict to ensure that all ad creatives follow The Better Ads Coalition and Google's recommendations, so any misleading ads are not permitted and ads must abide by the industry's IAB Standards. Abiding by the IAB's Standards is a best practice that is designed to help advertisers generate better conversions, because their ads will be correctly displayed on a publishers site.

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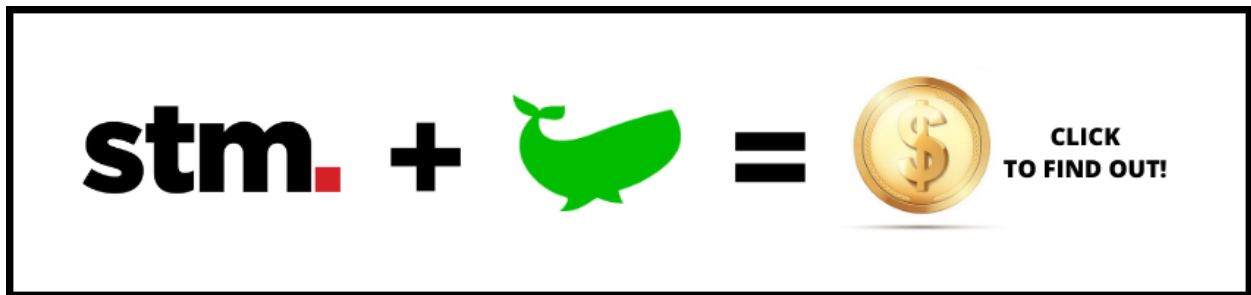
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### 5) Covid impact?

Covid hasn't adversely affected our business. Our infrastructure has enabled our team to be highly effective when remote working was introduced, and now we have a hybrid arrangement of remote and in-office working.



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## HillTopAds, Anfisa, Specialist of Marketing

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

**BONUS: Get 10% bonus upon \$500+ deposit (use promo code STM10). Get 3% bonus upon \$150-250 deposit (use promo code STM3). Get 5% bonus upon \$300-500 deposit (use promo code STM5).**

### 1) Self-intro

HilltopAds was launched in 2014, and today it's among the top advertising networks. We prioritized the development of a cutting-edge advertising platform and focused on engineering an ad-serving optimization technology for web and mobile traffic monetization.

In 2021, we were among the Top-3 best ad networks according to KINZA AWARDS, Top-10 best advertising networks for publishers according to Affiliate-media, and Top-5 Best CPM Ad Networks according to Business Advertising Magazine's "Advertising Review".

HilltopAds works with various ad formats, including Pop, Direct Link, In-stream VAST/VPAID video, In-page push.

The pricing models are CPM, CPC, RTB, CPA, CPL and CPI.

We work with traffic from all over the world. We strive to attract direct publishers with their own traffic.

We are also able to search for and make available certain traffic sources for specific needs of our advertisers.

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As already mentioned, our traffic is divided into activity channels, inside these channels there is a division by type of traffic. For example, if you are an advertiser using your own product and keeping your domain clean from redirects, then our premium publishers may be available to you, regardless of the buyout price. This feature is available if High Activity, Medium Activity channels are selected.

We are also actively working to include Facebook and InApp traffic.

## 2) Biggest changes implemented on your network?

Over the past year, we have done a significant amount of work by performing a thorough analysis of HilltopAds, and discussing the usability of the personal account and the advertising quality of the feed and traffic.

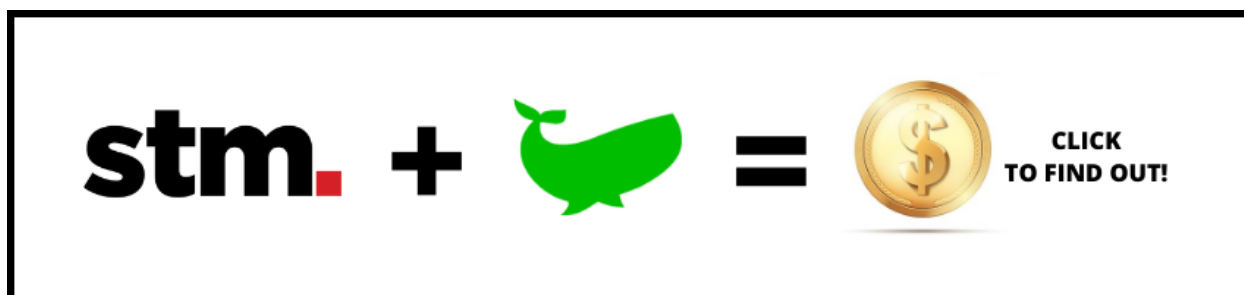
Some of the latest developments and updates:

-It is recommended to use CPM when selecting advertising exposure, which depends on the advertiser's chosen countries, traffic channels, OS and browser, and other targeting options.

-The value of the minimum cost per thousand impressions in the traffic volume chart in the evaluation tools, tells the advertiser for what amount traffic can be purchased. Thus, the advertiser does not give out CPM signals according to his feelings, but knows exactly how much he will be charged after showing his ad.

-Settings such as connection type, OS versions, mobile device brand, and ISP used to be only available upon request. Now the advertiser can independently target ads according to all the parameters he needs at any time and without the help of a manager!

-Assignment of a new targeting parameter - by CITIES. Now in Hilltopads it has become even easier and more convenient to set up a more personalized offer, thanks to



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the ability to target residents of regions around the world! This is the latest update, so access to the parameter in the test protocol is available upon request only.

-In addition, we are constantly optimizing the workings of hilltopads' algorithms for stream filtering and evaluation of its quality, we enter into partnerships with involved payment services (USDT, ePayService for transferring funds and replenishing a deposit).

And here's a spoiler for the beginning of 2022: Very soon our advertisers will be able to choose the quality of traffic for VIDEO advertising! It is guaranteed to users working with the video format without manually checking the quality of clicks and ad views.

### 3) Most popular verticals and trends?

The types of offers that work best with our traffic:

- Sweepstakes
- Dating and Cams
- Games
- Gambling
- Pin submits
- Clean software, utilities and installs apps

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#### 4) Restrictions on verticals and promo methods?

We work with all verticals and types of offers. But we do not work with lockers, spam notifications, virus services, advertising that uses scare tactics, or advertising that uses someone else's brand in promotion.

We also work with all webmaster sites. But we do not work with bot traffic or low quality traffic.

Webmasters must have at least 5k traffic per month. In addition, we do not allow multi-accounting.

With advertisers and publishers alike, we do not tolerate illegal activities, the promotion or depiction of physical harm or injury against any group or individual, or the promotion or depiction of any act of cruelty to animals.

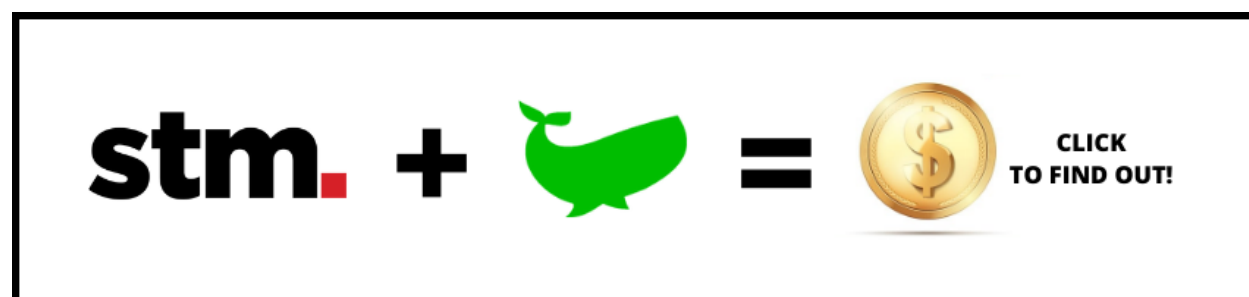
#### 5) Covid impact?

We have begun to take care of our health even more and, if possible, we may be introducing a remote work format.

The inevitable pandemic has affected every aspect of our lives and advertising is no exception. We noticed that clients, especially at the end of 2019 and early 2020, reduced their offline activity, but went online more, which has had a positive effect on publishers and bloggers, whose traffic increased significantly during this period.

We are all just now beginning to learn to live with covid and its consequences.

I really want to believe that everything will go back to normal!



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## JuicyAds, Juicy Jay, CEO & Founder

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

### 1) Self-intro

I've personally been in the adult industry for 23 years now. Started out as an affiliate and then went into traffic sales when I built JuicyAds 16 years ago. We handle adult traffic including banners and popunders. While we handle worldwide geos, we prefer Tier 1 (English speaking) and Tier 2 countries. We handle over 1 billion ads daily.

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

JuicyAds launched its long-anticipated user interface! It's been a dramatic improvement in quality of user experience. We've gone from having one of the oldest-looking interfaces to having one of the newest. With a more consistent platform, it makes management of campaigns for our advertisers easier than ever.

### 3) Most popular verticals and trends?

Our advertisers find long-term success with video games, webcams, gambling, and dating offers.

### 4) Restrictions on verticals and promo methods?

[Not answered]

### 5) Covid impact?

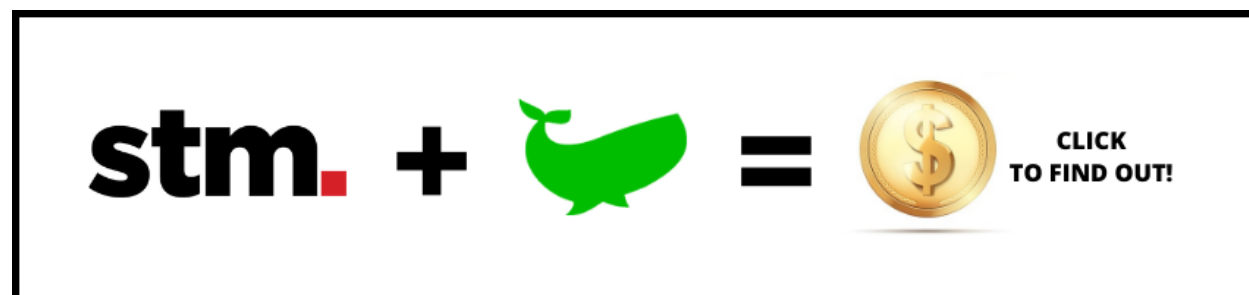
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Our team has always worked remotely so we were uniquely prepared for everyone working from home. I think there are few companies who saw no disruptions. Overall, covid has been a boost to our business, and advertising spend has grown across the board which is a benefit to our Publishers (and shows the health of our Advertisers).



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## MGID, Olha Sukhinina, Head of Account Management

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

### 1) Self-intro

Olha oversees customer relations and manages a team of dedicated customer success professionals at MGID. The key mission of this division is to ensure our clients reach their business objectives and target KPIs.

You can find [Olha Sukhinina](#) on LinkedIn or Twitter.

### Company Introduction:

Throughout the years, MGID is considered an expert and a market leader in the native advertising industry and content promotion services.

MGID has grown to 750+ employees, who operate out of our 11 global offices. We partner with clients originating from over 200 countries while supporting more than 70 different languages.

- 13 years of experience
- 11 representative offices
- 750+ employees around the globe
- 70+ languages supported
- 200+ countries and territories covered

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**General description:**

- Traffic Formats: Native, display, push notifications and video advertising
- Pricing models: CPC and CPM
- Payment systems: WebMoney, bank card, Paxum, bank transfer, etc.
- Geos: Worldwide coverage with 185B+ monthly ad recommendation
- Minimum deposit: \$100

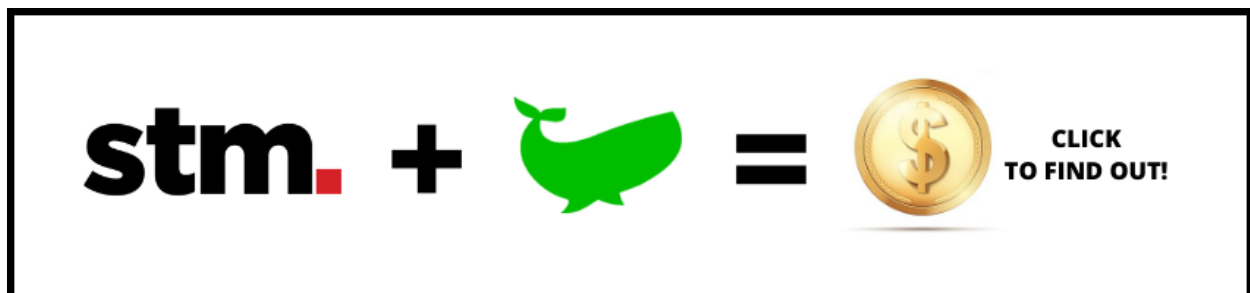
**2) Biggest changes implemented on your network?**

In 2021, banner blindness and user fatigue from intrusive ads were still very much on the menu. We addressed this issue by improving our AI-based content recommendation algorithm. MGID's algorithm picks native advertisements a user would most likely be interested in, based on their past behavior and the current context of the page. The objective function the engine is set to improve is the user's CTR, i.e. the system predicts the likelihood of a user clicking on various advertisements, and shows the ads with the highest probability.

The next issue is Google's cookie phase-out being pushed back to 2023. In preparation, we've developed a contextual intelligence solution. It analyzes site content including pictures and videos, and allows the targeting of contextual environments thoroughly, as well as block irrelevant placements without a full site blocking.

Also, in 2021, we improved the auto-optimization algorithm to save time for our partners. Now campaign optimization can be automated so you don't have to waste time adjusting your bids manually.

Another innovation of ours is attention-based placement. The internet is oversaturated with ads, so not only creatives and targeting are important, but also the correct



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placement in the context of the page. Our algorithm detects points of attention and surrounds the widget with content so that it becomes the center of attention.

In response to growing user demand for interactive content and gamification, we have launched a new format – MGID Motion Ads for driving user engagement. Motion ads grab the user's attention and interact with the viewer on a whole new level. With their help, advertisers will be able to pack much more information into a creative.

### 3) Most popular verticals and trends?

BFSI vertical and dropshipping have always performed well on the platform. In 2021, we also saw growth in other directions, for example:

- Real Estate +468.28%;
- Eye and Vision Conditions offers +214.62%;
- Services +112.15%.

You can promote different verticals, but the end result is influenced by many indicators - the region, the approach to creatives, the landing page, and much more. Evaluate the results after testing, and pay attention to all stages of the sales funnel.

### 4) Restrictions on verticals and promo methods?

MGID's moderation flow is very intuitive and easy to understand. You want to abide by our content policies to get your ads approved in the shortest time possible. At MGID we don't promote adult content, illegal endorsement, false claims etc. We invite you to get acquainted with our [content policies](#) to be informed of all the prohibited practices.

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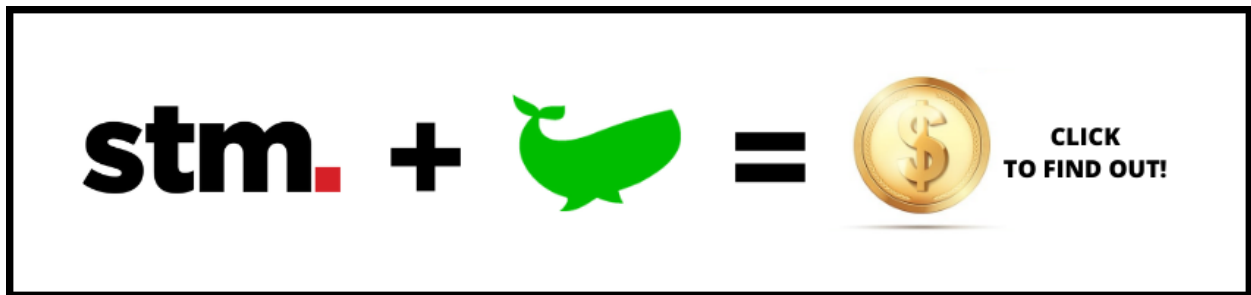
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### 5)Covid impact?

While the pandemic shutdowns of 2020 have led to supply chain disruptions, dampening growth across the physical verticals, MGID has rebounded strongly as the workforce adapted to the accelerated digital transformation to live, work, and play.



The graphic is enclosed in a black rectangular border. It features the 'stm.' logo in black with a red square on the dot, followed by a black plus sign, a bright green whale icon, a black equals sign, a gold coin with a dollar sign, and the text 'CLICK TO FIND OUT!' in black.

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## Mondiad, Radu Burcheci, CEO

Website: [Mondiad.com](https://mondiad.com)

**BONUS: Get a 20% bonus on your first deposit of \$100 or more using [WWSTM22](#) coupon code (new users only, maximum \$100 bonus).**

### 1) Self-intro

Mondiad is an innovative ad network that allows you to reach your desired audience through push and native ads. We've started in late 2019 and after a few months of work and 10 years of experience gained while running our sister company PopCash, we've bootstrapped the MVP. Starting May 2020 we have been in closed beta, providing access to a small user base, then in the middle of 2021, we opened the platform to everyone. In terms of traffic numbers, right now we are running worldwide traffic and dealing with close to 4 billion impressions daily and around 6 million clicks from push ads.

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

Since the beginning, we've been constantly developing new features and improving the platform with our users' needs in mind. After seeing great performance on push ads traffic, we are now close to launching the native format, followed by video ads that will take advantage of the same core technology.

We know traffic quality is what matters the most when you choose an ad network, and our biggest investment in terms of resources was assigned to our anti-fraud solution. Months of development proved to be a real success, as we saw the average conversion rate increase 3x (compared to in the beginning), so we are now going even further by continuing the work on this solution, which is a never-ending process.

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In addition, we have almost finished our smart rules system for automatic campaign optimization, which will help our advertisers increase their campaign performance without too much effort.

Last year, we were also excited to launch our advanced targeting system, allowing users to target countries (regions and cities), browsers, and even specific OS versions. At the request of our users, we have also built an API that allows them to manage their campaigns and pull detailed reports.

One of our biggest priorities is to focus on constantly improving our system capabilities, and traffic quality.

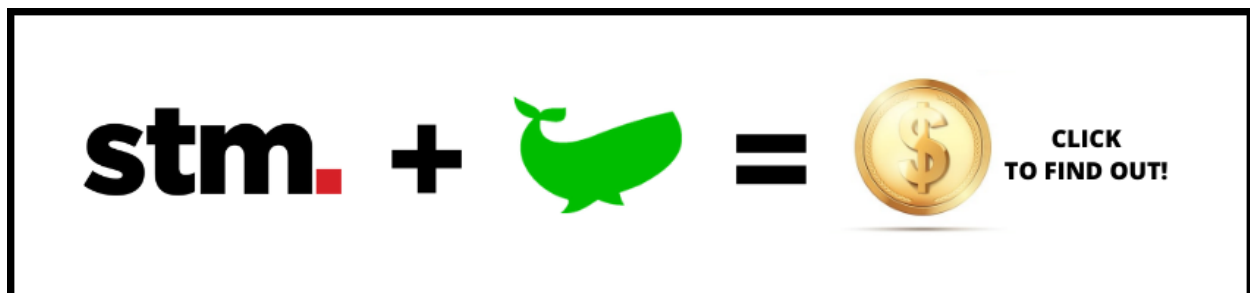
### 3) Most popular verticals and trends?

The verticals most commonly run by advertisers on Mondiad are (and have been for the past year) mainly ecommerce offers, App installs (utilities), Nutra, Dating, Sweepstakes. There are also quite a lot of advertisers running Casino/Betting websites, but we've learned that they are known to work on most types of traffic so it's not something that only works on push specifically.

As for new trends, in the last 6 months, we've received more and more crypto-related content such as Crypto gambling websites, promotions of new crypto projects, play-to-earn crypto games, and so on. We see this as an indicator that crypto has the potential to become one of the most popular niches out there in the following years.

### 4) Restrictions on verticals and promo methods?

We have a very simple, straight-forward policy when it comes to campaign content (for creative and landing page). We accept mainstream and adult offers as we have traffic from both types of websites, but we don't allow anything that may harm or scare the



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visitor or anything illegal (like tech support, fraudulent offers, malware, viruses, and so on).

### 5)Covid impact?

We founded Mondiad right before the pandemic started. However, a part of our team had already been working remotely since the founding period, because our team is multicultural and we have teammates from different countries. We are used to having a healthy remote culture in our team, so from this point of view, we were not much affected by covid.

From a business perspective, we see better results than in 2020, and we believe this is normal since the pandemic panic has passed and our users' lives are slowly getting back to normal.

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## Outbrain, Joe Addona, Team Lead, Performance Marketing Partnerships (U.S.)

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

### 1) Self-intro

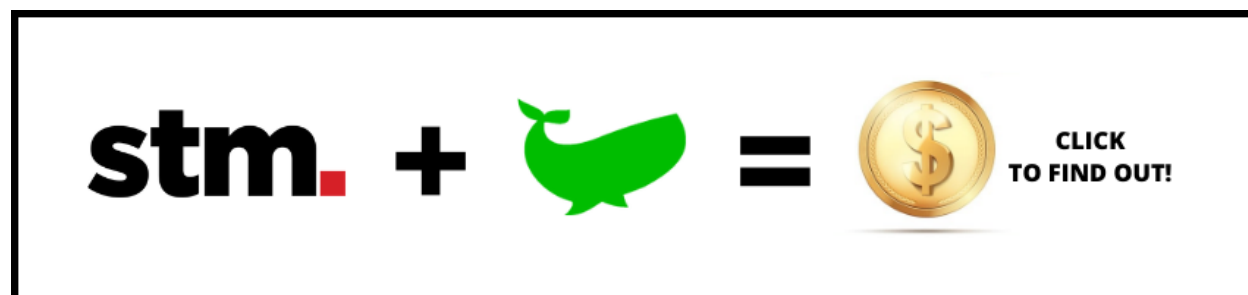
I've been in the digital marketing world for almost ten years, working at Outbrain for six of those years. Outbrain is the most premium native advertising network in the world, with inventory worldwide.

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

Conversion bid strategies have been tweaked. With a server-to-server integration we can now automatically optimize towards ROAS / average order values across ads, publishers, time of day, and device. This has proved extremely helpful as in the past optimizations were done on a front end CPA metric, without taking the quality of conversion into account.

### 3) Most popular verticals and trends?

Lead generation campaigns really took off over the last 12 months. Almost everyone knows/thinks that auto insurance is a surefire way to make money on native, but recently verticals like solar, medicare, and life insurance have really picked up. In my opinion, the lower lead acquisition goal allows Outbrain's algorithm to pick up steam quicker, plus allows savvy media buyers to make data driven optimizations sooner.



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#### 4) Restrictions on verticals and promo methods?

Weightloss & diet aren't currently allowed to be run by affiliates – we'd need to work with the offer owner directly. Cryptocurrency & sports gambling also have restrictions, but our sales/account management team can help liaise with compliance to get things approved.

#### 5) Covid impact?

With more people working from home and spending time online reading the news, it has only made native a more popular form of advertising. Another reason lead gen campaigns have been so successful on Outbrain is because there aren't any supply chain/logistics behind it. No products to be made and shipped.

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## Popcash, Ilarion Ispas, COO

Link: [Popcash.net](https://Popcash.net)

**BONUS: If you deposit \$1000 or more you are entitled to get a Personal Account Manager that will help you with personalized tips and insights (please mention that you are coming from STM What's Working 2022).**

### 1) Self-intro

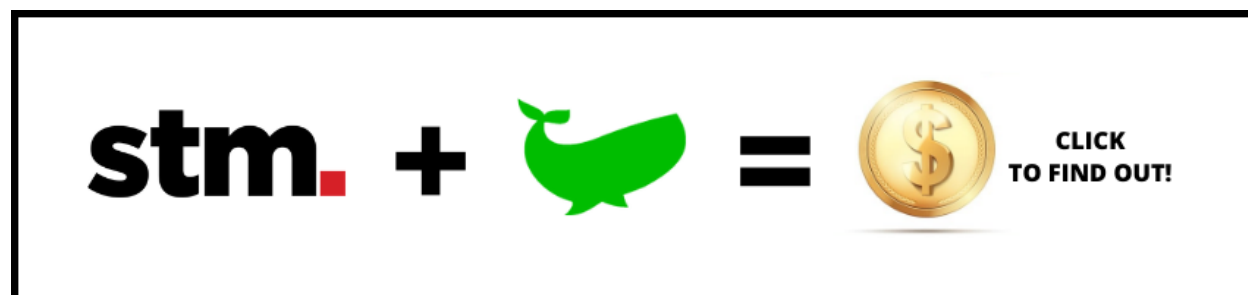
I started interacting with the industry in September 2014. At that time I decided to join PopCash as a support representative. It was an early version of PopCash but a steady and consistent one.

Since then I've been growing alongside the company, performing multiple tasks, starting from basic ones like support to account management and operations management, which together have helped me to better understand the industry. And I also managed to return the favor by bringing my share of contribution to PopCash.

Here at PopCash, we are specialized in popunder ads. Our coverage is global, and more than 150 million visits pass through our servers every day.

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

Last year we managed to develop a certain amount of features that have improved our users' experience and performance, including an Anti-Adblock system, global blacklists, new payment gateways, improved traffic delivery system, improved anti-fraud solution, and increased traffic volumes that should satisfy every user's needs. Also, we've made our platform safer by adding extra security layers that are protecting the integrity of our advertisers' funds and campaigns.



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In addition, we've been working on developing and improving our sister company Mondiad, which specializes in Push and Native ads.

### 3) Most popular verticals and trends?

Based on my previous interactions, the most popular verticals promoted continue to be Betting, Casino, and Dating. App installs and Sweepstakes are a close second.

Crypto offers have been on an increasing trend, as more people have become more curious about them, and now they have more time at their disposal during the pandemic to check out these offers. It is worth mentioning that we are always seeing evergreen verticals like ecommerce and nutra.

### 4) Restrictions on verticals and promo methods?

We have clear rules against the promotion of tech support ads, misleading / aggressive content ads, and malware (which we're especially against).

We've always held our position regarding the malicious aspect of the above-mentioned ads. Using both automated tools and active human resources, we do our best to eliminate these ads from the very start.

### 5) Covid impact?

Though it started with a bit of pessimism (for obvious reasons), the workflow did not suffer any major impact. On the contrary, the transaction between office work and working-from-home went very smoothly. We even noticed an increase in productivity among my colleagues.

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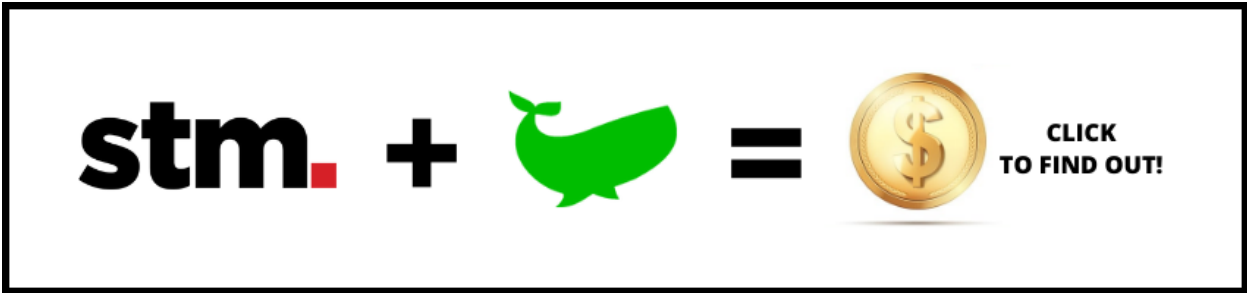
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Business-wise, I personally expected to see an increase in traffic due to the high amount of people interacting more often with their devices during the pandemic. However, the differences were not very noticeable and numbers remained pretty much the same.

Overall I would consider the experiences from the pandemic to be beneficial. These experiences come with adaptive perks towards any new challenges that may come in the future.



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## PropellerAds, Matvey Shmidt, Head of Advertisers Department

Links: [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 with ease. It's difficult to find in one place both the traffic volumes and coverage that PropellerAds can provide.

Figures speak for themselves: 10 billion ad impressions per day and 1.5 billion users receiving push notifications all over the world. And the numbers continue to grow.

However, what is crucial is to provide advertisers with proper tools to work with such a wide range of countries and traffic volumes. That's one of the key focuses for PropellerAds with the constant updates on the technical and SSP side.

And here is the most important thing: Thanks to our anti-fraud solutions, we hold a leading position in the market in terms of traffic quality.

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

Yes, 2021 was full of innovations.

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First of all, meet Direct Click — our new traffic type, which consists of parked domain and top converting ad placements traffic, selected by our AI algorithm. With Direct Clicks users are already engaged and active and are redirected straight to an offer. It shows an extremely high CR, which allows our partners to test their offers faster and more accurately, as well as scale up their successful campaigns.

The second big innovation is Demographic & Interest Targeting for push ads. Being the first on the market, PropellerAds provided affiliates with the opportunity to target Push ads by user age, gender and interests. This unique feature brings 5-6 times higher CTR!

We also updated CPA Goal. Now it is available across all platforms including interstitial.

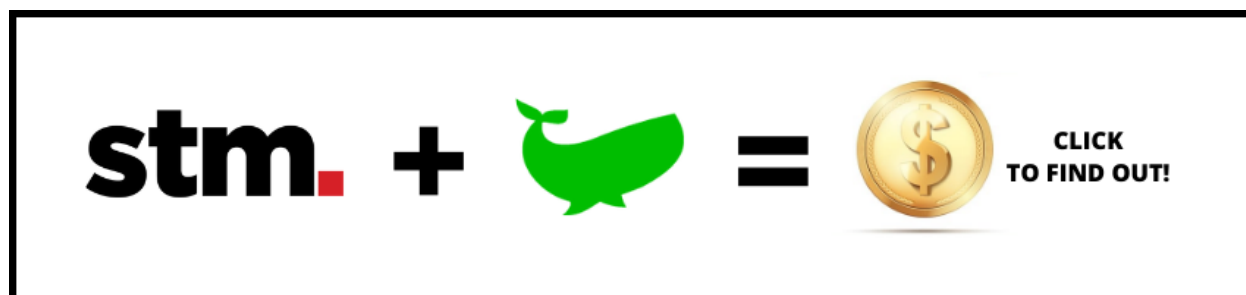
Speaking of interstitial - we also allowed our users to launch their pop campaigns straight to the interstitial in 1 click with no extra work needed to set up the creatives.

### 3) Most popular verticals and trends?

The market continues to adapt and change to the new realities, with the digital sphere penetrating more and more everyday activities, which on one hand brings more people to the internet (both advertisers and users), but on the other hand as time passes everyone is getting more accustomed to it, which leads to the return of traditional seasonality.

This means constant growth for ecommerce. The vertical is rich with both direct advertisers and a growing number of affiliates bringing new clients to the brands. This is especially strong in the APAC region and US, as more and more people switch to shopping online.

Utility apps continue to grow and are showing great results for our partners, which is indicated by the influx of new users and overall need for extra protection and functionality. On the other hand we can't forget changes which happened to the iOS



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market with the update on the tracking policy, which also forced the majority of the players to adapt and find new ways to work with traffic.

#### 4) Restrictions on verticals and promo methods?

We prohibit adult content, misleading ads, and the collecting of push subscriptions - because we care about our publisher sites' user experience.

#### 5) Covid impact?

Overall this year has been a logical progression from the one before it. As we stated in the trends section, more and more people are getting used to new rules and entering the digital sphere, which on the one hand makes it harder for face-to-face communication (like conferences), but on the other makes everyone more accepting and ready to discuss new possibilities online.

We continue to adapt to the ever-changing situation, and what's most important is to listen to our partners and provide them with every tool needed to reach great results with us.

All the restrictions are still the same from us — we do not tolerate speculation on the current situation, hence prohibiting such ad campaigns.

We did not lose any clients, and the amount of traffic has even increased.

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## Pushground, Gina Bejarano, Marketing Manager

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

**BONUS: 15% bonus upon \$200+ USD with promo code 2022STM. New signups only. Valid until 30-April-2022.**

### 1) Self-intro

Born in 2019, Pushground is a self-service advertising network providing comprehensive advertising solutions for ad agencies, marketers, and affiliates.

With over 2 billion daily impressions, we allow you to expand your marketing to a worldwide audience without sacrificing quality.

Backed by our team of expert account managers, integrated fraud filtering, and self-learning performance algorithm, Pushground empowers advertisers to achieve success.

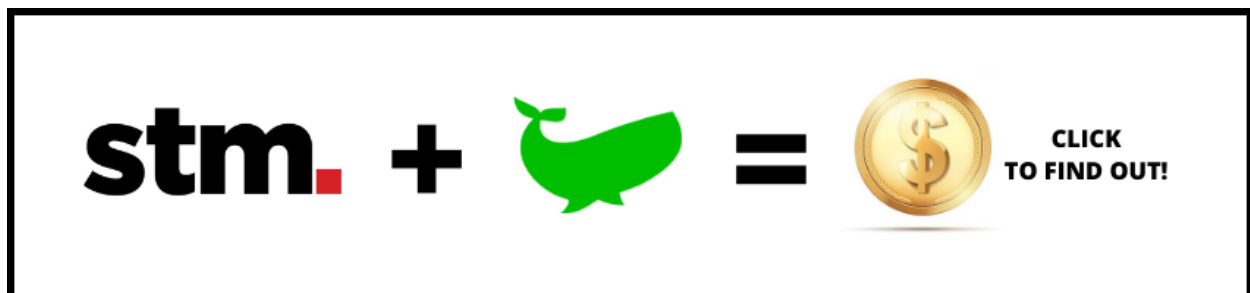
We offer a global supply of Push Ads, In-Page Push Ads, Pop Ads and Calendar Ads, with a CPC starting at just \$0.001.

Targeting options include user freshness, IP capping, campaign reach, traffic type, retargeting, OS, OS version, browser, and many more.

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

Our major releases this past year have been both technical and client-focused improvements. Moreover, our platform has undergone a comprehensive design change.

The most meaningful releases this year have been:



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- Two-factor authentication
- Introduction of pop ads
- New dashboard system
- New campaign creation system
- Improved automatic rules
- Pixel for the events system
- Audiences for retargeting options
- Signup verification process
- Loyalty program (Rank System)
- Reach & audience estimator
- Introduction of Calendar traffic

We are proud to say that our latest feature is Pushground+, an additional premium traffic type. The final users of these feeds are qualified as premium, which makes this traffic more expensive but also higher-converting.

### 3) Most popular verticals and trends?

In terms of volume, last year News & Entertainment was the vertical with the highest volumes. Dating and Ecommerce offers were also big in volume.

On the other hand, last year we noticed a significant increase in Antivirus & VPN offers, which has been a game changer on our platform in 2021. The fastest growing vertical

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has been Antivirus & VPN by far, and the slowest growing one has been Crypto & Finance, although it is still playing a big role.

Regarding geos, the US is and will most probably continue to be the largest in terms of volume, followed by India and Canada.

During 2021 we have noticed a very rapid growth in Japan offers, specifically a 918% growth in relation to 2020. Another interesting trend we have observed is the growth that many African countries (BJ, GN, SN, TZ, CN, CD, etc.) have had, which makes them good opportunities since the competition is not very high yet and the prices are very competitive.

On the other hand, we've observed a downward trend in some European countries such as IR, RS, FI, LT, SI, SK, etc.

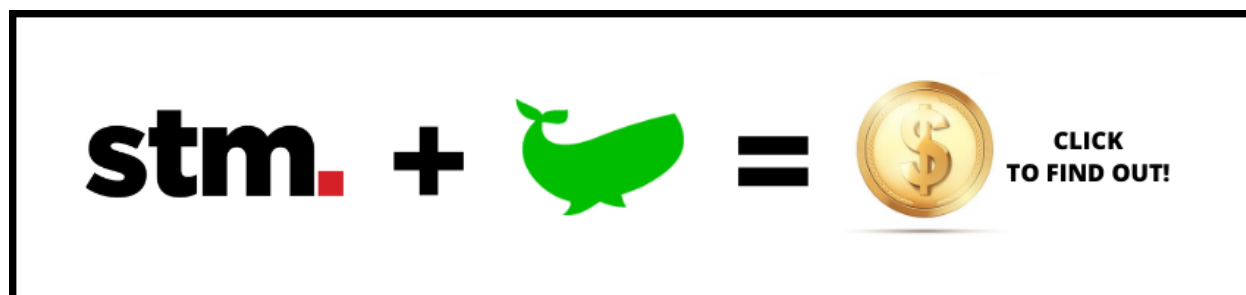
#### 4) Restrictions on verticals and promo methods?

At Pushground we do not allow any kind of tech support offers, or sensitive content such as pornography, hateful content, illegal services and/or products, auto-downloading software, etc. The restrictions can be found [here](#).

#### 5) Covid impact?

The Covid pandemic has forced us to distance ourselves from colleagues, clients and partners, more than we were used to and would like. Despite the harshness of this past year, we have not only adapted ourselves to the industry but have successfully overcome all adversities.

We are looking forward to the rest of this year – when we're finally able to see each other again in person!



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## Push House, Mohammed AlMadhoun, Advertising Manager

Links: [Push.house](#), [Push House's STM Profile](#)

**BONUS: We would love to give a 10% bonus to the first deposit to all STM readers. To benefit from the bonus, just use the promocode **STM10****

### 1) Self-intro

I am Mohammed AlMadhoun. I am an advertising manager at House Group. I work on the advertisement side for the following projects:

1. Push.House - a push ad network
2. CPA.House - a CPA network
3. Partners.House - A push subscription affiliate network
4. Spy.House - a free spy service

I am relatively new in the business, having started 4 years ago. I started with free traffic, then moved to paid options, tried Instagram but found best performance with push ads. As I natively speak both Arabic and Russian, I mostly work with MENA countries and what previously were Soviet Union countries.

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

There were no significant changes to our network during the last year. We're always working on fine-tuning our service and making the working process on our network easy and intuitive. So changes are always being implemented, but nothing big last year.

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### 3) Most popular verticals and trends?

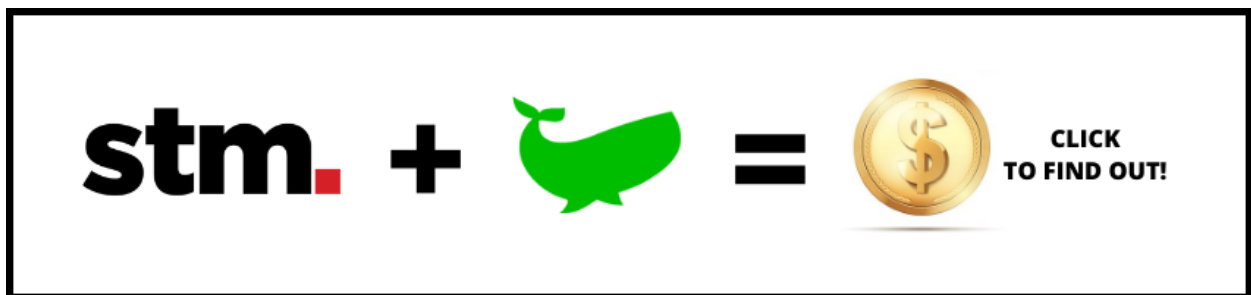
As before, the main trends in Push Ads are still Nutra, Dating, Gambling and Utilities.

### 4) Restrictions on verticals and promo methods?

We forbid the use of adult/shock/harmful content in creatives. It would be best to read our rules before running any campaigns.

### 5) Covid impact?

There was no significant effect of the pandemic to our business.



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## RichAds, Anastasia Kazakova, Head of Customer Service

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

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

### 1) Self-intro

RichAds is a self-serve advertising platform where scale meets performance.

Our advertising formats are: Push, pops, in-page, calendar, domain redirect.

RichAds offers 5B impressions daily in 200 countries all over the world.

Why choose RichAds?

- 5B+ impressions per day for perfect scaling
- Premium sources with incredibly high conversion rates
- Possibility to test private domain redirect traffic – by making a request with your AM. CR 10x higher than for regular pops.
- Support from experts (ready-made whitelists/blacklists, custom creatives for your offers)
- Target CPA for the best bids and HQ traffic (300% ROI with auto-optimization)

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

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Last year was very productive for our platform. We have continued to develop flagship features on automatic optimization. The main one released is Target CPA (you can reach 300% ROI with this tool). Also, we improved the algorithms of Micro Bidding and Automated Rules. In addition, we improved the quality of our Premium Subscribers Lists Group traffic.

Also, we launched Tracking Wizard. It's an excellent and really convenient assistant in postback setup.

Moreover, we launched domain redirect traffic - it shows 10 times higher CR than for pops. Advertisers can test zero-click traffic now in a private mode via their account manager. Plus, we have updated in-page and pop traffic by increasing the supply.

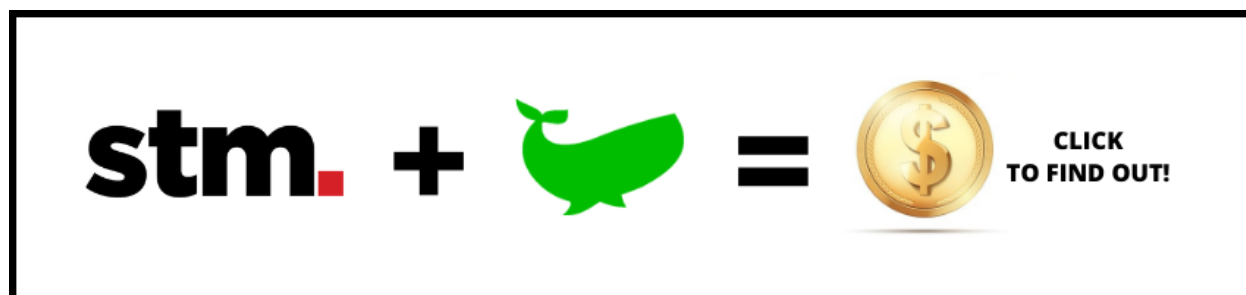
### 3) Most popular verticals and trends?

The best-converting verticals in our network for 2021 were Antivirus, Utilities (cleaners), Crypto, Gambling, Nutra.

Top verticals for 2022: We have bets on Antivirus, Utilities, Gambling, and Finance niches.

### 4) Restrictions on verticals and promo methods?

You can't advertise drugs, medicines or anything trashy. Also, there are some restrictions on promoting adult offers: No nudity allowed on creatives, and you can advertise such offers only with a pre-landing page.



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### 5)Covid impact?

2020 was a challenging year for us, but in 2021 we've resumed previous volumes and even increased our daily impression volumes from 4 to 5 billion impressions daily.

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## Traffic Factory, Taka, Sales

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?

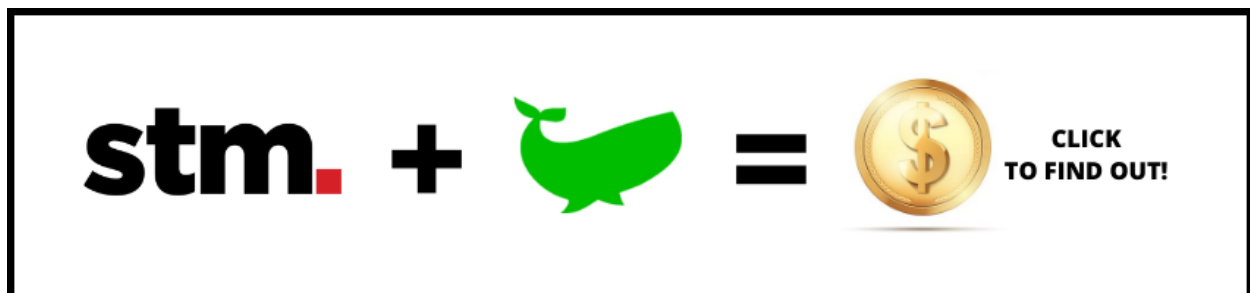
We have seen more clients use our keyword targeting service to diversify the offers they're promoting.

### 3) Most popular verticals and trends?

Cams, enhancement, dating and adult games - we have also seen the rise of CBD and gambling related offers.

### 4) Restrictions on verticals and promo methods?

We do not allow sweepstakes, crypto related offers, auto-downloading offer, smartlinks, backlinks to block users (due to negative impact on user experience), etc. (For more details, please get in touch with our Account Service Managers.)



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## 5) Covid impact?

We're serving even more traffic than before.

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## Traffic Nomads, Pedro Neves, Manager

Link: [TrafficNomads.com](https://TrafficNomads.com)

**BONUS: We offer 15% of the first deposit on balance for new registrations.** In addition, we have several campaigns with very attractive promotions throughout the year, so just keep an eye on our social media pages, such as [Linkedin](#).

### 1) Self-intro

Traffic Nomads is a self-service platform that was created in 2020 by Mobipium under the motto "From Media Buyers to Media Buyers".

The aim has always been to deliver good quality traffic, in several different formats (push, pops, in-page, banners, native and calendar) through a very user-friendly platform and with all the necessary features from campaign creation to reporting and optimization.

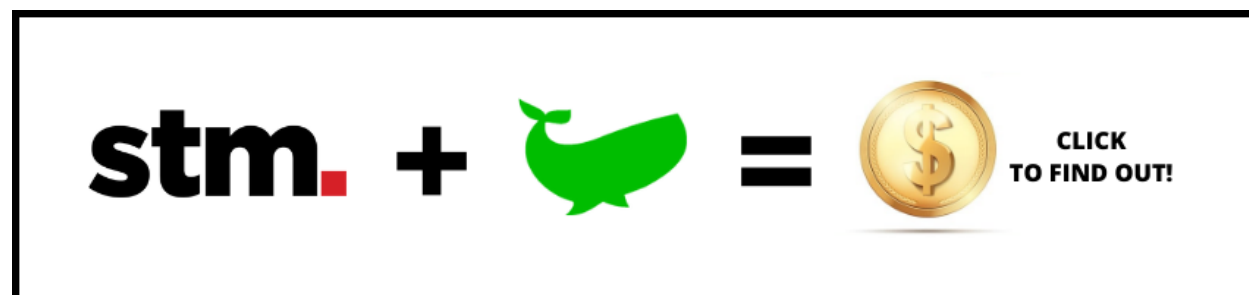
We are a DSP made up of hundreds of thousands of publishers that allow us to have a very wide coverage and to deliver good volumes in all countries and regions.

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

2021 was the first full year of activity for Traffic Nomads, so it was a year for consolidation of results, with a lot new developments, of which I highlight the following:

-New payment methods like Paxum or Capitalist

-We launched our blog at [blog.trafficnomads.com](https://blog.trafficnomads.com) with many case studies, announcement of partnerships, promotions and other news about Traffic Nomads and the industry



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-Calendar Ads, the new format which is exclusive to iOS. It has limited volume and traffic is not cheap, but we have been surprised by the immense demand because it has tremendous quality

Of course, much more is yet to come.

### 3) Most popular verticals and trends?

This pandemic situation that the world is going through has a very big effect on the interests and consumption habits of users, which is reflected in the verticals most popular with our advertisers.

Dating sites and applications have been a very solid market for several years, but over the past year we have seen a 300% increase in demand for this type of vertical, especially in tier 1 countries such as the United States, Germany and France.

But that won't have been the biggest increase. If we look at the cryptocurrency fever, we realize that this is still a market under construction and that it's attracting more and more advertisers. The quotation records obtained throughout the year indicate an increased interest in this topic, and with that several new advertisers have appeared in search of the best channel to communicate with this audience. In this case, we saw an increase of around 500% in tier 1 and MENA countries, in particular through Calendar Ads.

### 4) Restrictions on verticals and promo methods?

At Traffic Nomads we're always looking out for the interests of our publishers, creating the perfect bridge between the website and the creativity and content of our advertisers' campaigns. Fortunately, we have a lot of publishers from different areas, so we can always find the ideal set of sites for almost any campaign.

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Each campaign is manually reviewed before being approved, and the most common reason for rejection is the clear intention to deceive the user through highly misleading means. In addition, we are aware of our responsibility and therefore there are some kinds of content that we do not accept:

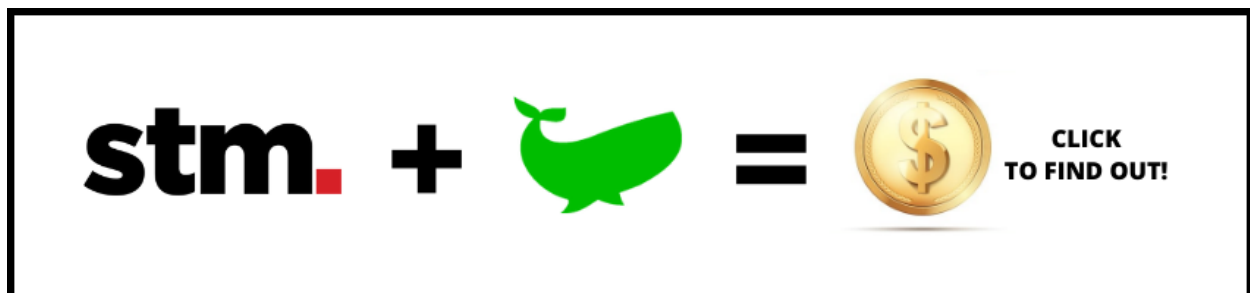
- Hard Pornography, pedophilia and zoophilia
- Offensive content
- Hateful content
- Illegal products and services
- Malware, phishing, malicious software
- Use of registered trademarks without consent
- Use of celebrity images without consent

### 5)Covid impact?

Flexibility and remote work have always been in Traffic Nomads' DNA, so I don't think there was any impact on the day-to-day operation, due to the fact that we spent long periods of lockdown working from home.

The impact we saw came from changes on the demand for verticals, caused precisely by the widespread confinement and the search for entertainment.

On the negative side, we feel a huge contraction of the MVAS market because users at home generally use wifi connection, not mobile data. On the other hand verticals such as dating and crypto have skyrocketed and come to occupy the space that was previously occupied by MVAS.



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In general, the market changes and adapts to the circumstances as it always does, and the results turned out to be quite positive.

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## Zeropark, Bartosz Bielecki, Head of Marketing

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

**BONUS: 20% extra credits upon first deposit - maximum bonus of \$1000 on \$5000 deposit – using promo code **STM2022** - valid until end of 2022**

### 1) Self-intro

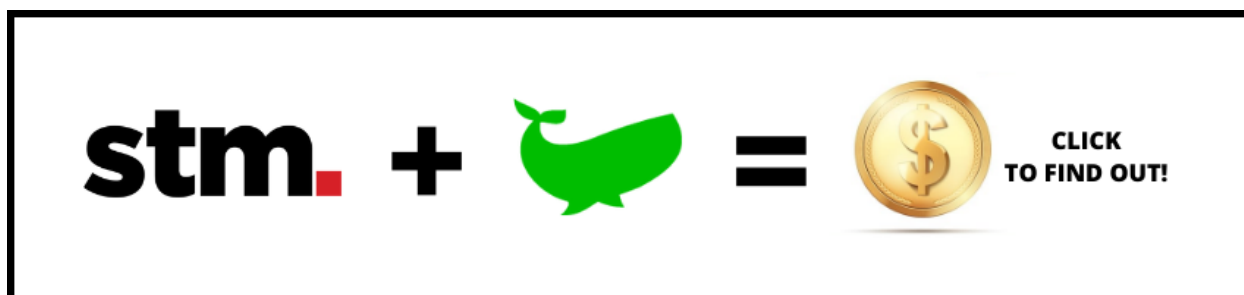
This year marks the 10-year anniversary of Zeropark's launch. Personally, I joined the company halfway, in 2017, when Zeropark was known for its domain redirect and pop up inventory. Since then we've launched Push Ads as well as In-Page Push.

We're known for our volumes. We've got traffic for pretty much every niche, no matter which country you are targeting. This, combined with good traffic performance, reliability of the platform, and tons of support from our business teams, explains why we serve thousands of affiliate marketers on a daily basis.

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

This past year we focused on improving the first impressions with Zeropark as well as the overall performance. Thus far, the community often considers Zeropark an ad platform for experienced affiliates with proven offers. We understand that our advertisers deal with very large volumes of traffic and filtering only the best for them is our most important task as a supplier, which is why we're continuously working on improving our internal compliance & traffic filtering tools.

Over the course of last year, we've launched multiple initiatives to make success with Zeropark easier and faster, both for newcomers to our platform and customers who have been with us for years. Just to name some of the enhancements:



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-For newcomers we can now limit the wide selection of traffic sources to only those that universally have the highest conversion rates.

-We started a 2nd chances program, that puts the credits back into your account if your first campaign has failed, so that you can have another go with our help.

-We offer dedicated 1-1 onboarding for the first month to put you on the road to success before you qualify for an Account Manager.

-Finally, we also raised the quality all across the board by performing a deep analysis of traffic and getting rid of the subpar sources.

### 3) Most popular verticals and trends?

Apart from the usual suspects like mobile app downloads, lead generation and sweeps, throughout the whole 2021 we were observing steady growth of the sports betting vertical. Especially we saw an upward trend in Latin America and in United States – that, of course, correlated with the loosening of legal restrictions connected to online betting in those areas.

Ecommerce has also been growing through the year in traditional North America and European markets.

Of course 2021 was a good year for the crypto industry, which was connected to a surge in advertising of crypto-related products, but we expected this growth to be higher. Hopefully in 2022 we will be able to ramp up our volumes within that niche and our clients will uncover the potential that Zeropark has for this advertising market.

### 4) Restrictions on verticals and promo methods?

All the restrictions are publicly available within the Zeropark Documentation [here](#).

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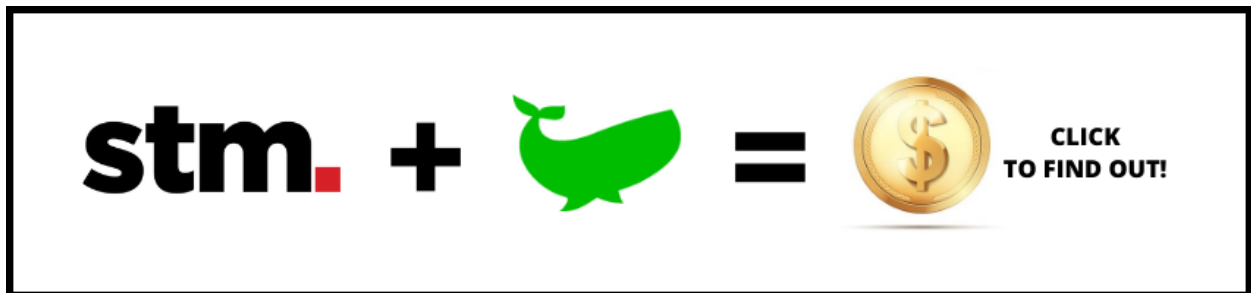
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### 5) Covid impact?

I think that we've all adjusted to the new reality by now. Covid-19 hasn't had a tremendous impact on our business, however it did change the way we work. Most of Zeropark's employees have shifted from a permanent work-from-office model, to either a hybrid or home office model, and in that aspect, it doesn't seem likely that things will ever go back to how they were before the pandemic.

I also need to point out that we're missing the industry events, but hopefully this year we can finally take part in some of those. Look out for Zeropark booths at Affiliate World shows in Dubai and Barcelona.



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# INSIGHTS FROM AFFILIATE NETWORKS

## Adcombo, Ella Mak, Head of Affiliate Management

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

### 1) Self-intro

AdCombo is a CPA Network which largely specializes in Nutra. AdCombo has been in the affiliate marketing industry for 8 years, helping its partners make money online and scale up their businesses.

### 2) Rising/declining offer verticals?

Actually, Nutra COD is still at its peak, especially in Tier 2 countries. TikTok is like the new Facebook, as it has tons of traffic for Nutra.

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

We have whitehat COD offers for Facebook such as hair balms, posture support, etc. Anyway, TikTok is a more interesting traffic source for now. There we can run a wider range of whitehat offers such as skincare.

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#### 4) Best geo+vertical for newbies? And for veterans?

We have hot offers in the following verticals and geos:

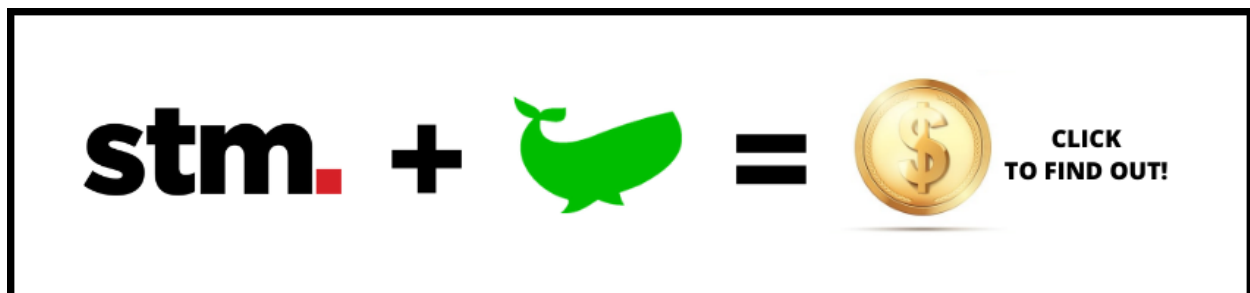
Weightloss – US, ES, IT, SA, OM, AE, RO

Beauty, Skincare, Anti-aging – US, SA, OM, AE, CL, PE, KH

#### 5) Help provided to your affiliates?

We have localized prelanders in 40+ languages, depending on the language of the affiliate's funnel. If you are a website owner - we can make banners for you. If you want to run our offers on TikTok, we can provide you with free translation of your creatives into Arabic or Spanish for example. 90% of our offers are in-house, so we guarantee that you have the necessary data for the optimization of your campaigns. We assign a dedicated affiliate manager with 3+ years of experience to every new signup, no matter your level of experience in affiliate marketing. We have channels to communicate with affiliates, and we have a blog where we post educational content and case studies.

For the USA, we have launched Hybrid offers, which we are proud of. They're comprised of the COD and SS models. Clients can order a product and pay for it online immediately, or pay upon delivery when they can see the actual product. It's very popular among the Spanish-speaking population in the USA. For this reason, we have designed creative materials in Spanish for the offers to help our affiliates maximize their profits.



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### 6) Best traffic for your offers?

TikTok is the new goldmine, definitely blue ocean, since competition there is not high yet. Facebook traffic is still massive, but only if you can cloak. Native ads have quality traffic - affiliates can run AdCombo whitehat offers with MGID or even Taboola. Google is a top source with a high CR. AdCombo itself accepts even email or SMS traffic if affiliates use API and host their own domains.

### 7) Covid impact?

Now, covid affects employees mostly. Deliveries and call centers work fine (fingers crossed). We are growing in sales. We spent on our previous contest, TeslaVision, 1 million USD - it included prizes and a party. Right after Affiliate World Dubai, we will announce our next big event. Stay tuned - it will be massive!

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## Admitad USA, Anastasia Babanova, Senior Marketing Manager USA

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

### 1) Self-intro

[Admitad](#) is a global IT company that develops and invests in advertising and monetization technologies, partnership services and earning management, media buying and smart shopping solutions.

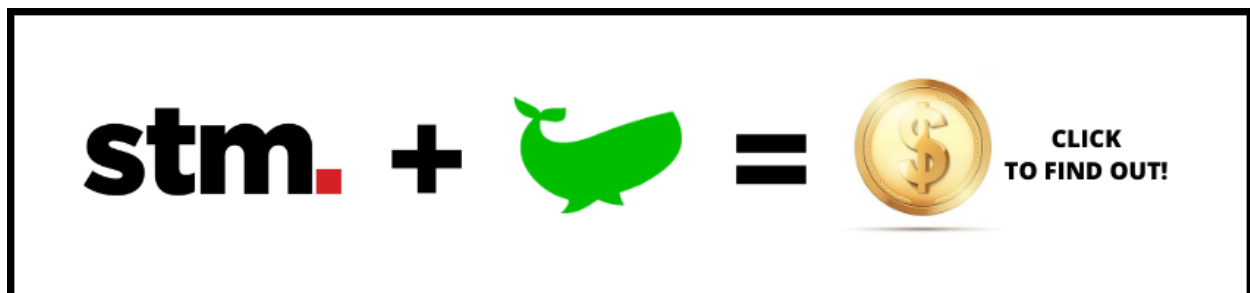
We help brands and online platforms to increase sales and attract new customers, and for audience owners to monetize their audiences. We collaborate with tens of thousands of advertisers and manage earned money.

Admitad structure includes a number of businesses: [Admitad Affiliate](#), Pampadu, [Tapiliate](#), [Admitad Monetize](#), [Admitad ConvertSocial](#), [Admitad WhiteLabel](#).

The company's offices are located in 9 countries: Germany, USA, Holland, Brazil, Russia, Ukraine, Belarus, India, and UAE. The headquarters are located in Germany in the city of Heilbronn.

### 2) Rising/declining offer verticals?

Ecommerce is rising, and targeted strategies are required. Black Friday sales were at least in the upper six-digit range per retailer last year. Whether it be Singles Day, Valentine's Day or Christmas - consumers want to spend money on relevant products with good prices.



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Ecommerce will be booming and gaining more and more ground during the pandemic, as many people have developed a habit of buying things from the comfort of their homes, and habits die hard. More and more stores are striving to build an online presence and investing heavily into ecommerce, while cutting down on traditional brick and mortar stores.

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

Choosing white hat offers means deciding to always follow the rules when it comes to traffic. Admitad does not segment offers on the basis of blackhat vs. whitehat because, in general, we adopt the transparency and legal policies similar to the whitehat approach on all our programs. Our publishers are following the laws of the country and the terms of service of the Admitad affiliate network and all other parties involved in the process. Transparency and legality are core principles of Admitad's policy.

### 4) Best geo+vertical for newbies? And for veterans?

The Admitad Academy helps newbies in the affiliate world by explaining complex things in simple words. Below are some insights from the academy to help with your first steps as a publisher.

Start your promotion from the moment you have an MVP (Minimum Viable Product).

To put it in layman's terms, your website (or another channel, such as groups on social platforms) should have basic functionalities so that you are ready to start showing it to users to attract an audience. If you are a perfectionist, remember that the best is the enemy of the good, especially in the beginning.

Example: Let's say you've decided to create a blog. You can spend several months testing different CMSs, setting up sections and polishing the design, taking your time in

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looking for illustrators, and only after all that, start publishing your posts. As a result, the amount of time your materials could have been indexed by the search engines and slowly moved up in the SERP, was wasted on creating “bells and whistles”.

To ensure that CPA marketing brings you not only money, but also pleasure, choose a topic that will not make you bored in a week.

You can treat your job as a publisher either as an expensive hobby, or as your own business - in a serious and responsible manner.

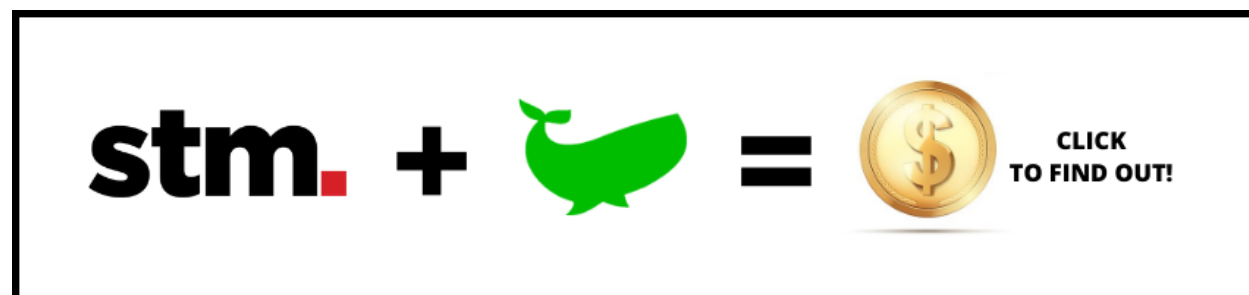
In the first case, you will calmly perceive financial and temporal losses, in the second case you will be able to plan your steps strategically and learn to think in terms of expenses and income, profits and losses. Ideally, you should try to combine these two views - approach the matter with a burning heart and a cool head.

You have to invest your money and/or your time - time that you could be spending on earning money with freelance work or any other work (in theoretical economics it is called “cost of missed opportunities”).

There is another principle: The more time you spend at the start (on training, collecting information for content preparation, market analysis), the smaller amount of money you will need to spend later.

Traffic is everywhere - but do not expect to reach your target parameters in the very first month of work. Build up the momentum gradually, track your progress, and watch what drives it the most.

Even if you are a sociophobic sloth, who has decided to become a publisher to stay at home and avoid human contact, you cannot succeed if you go by your opinion only. You need to be in-the-know of literally everything that happens in the market.



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## 5) Help provided to your affiliates?

Admitad has always had a customer-centric approach as one of our basic features. Through our expert publisher management teams, Admitad offers superior customer service provided by real people with profound industry expertise tailored for each region, that can help you to optimize your partnerships within the network.

We assign you a personal account manager to focus on supporting all your needs around our platform and reply to product-related queries, including the negotiation of exclusive terms for you to run offers on a global scale. There are also expert support teams in place specifically to resolve tech issues.

The catalog of Admitad Affiliate programs contains several exclusive offers in different segments (ecommerce, travel, online services, finance) that you can work with only through our affiliate network. There are more than one hundred of them in the Admitad Store.

Over the past year, we've been working hard on making the payout process more transparent and convenient for affiliates:

1. The publishers' personal accounts now feature a "Payout Frequency" filter. Partners can choose advertisers with regular payouts and see which of the brands issue payments with either occasional or constant delays.
2. 0% commissions for express payments. We understand that fast access to working capital allows affiliates (especially those working with paid traffic) to reinvest money into promoting offers to increase their income as a result. Our affiliates can now withdraw their earnings any day of the week for free.
3. In July 2021, Instant Payout (formerly Instant Pay) became available for all Admitad Affiliate publishers. With its help you can speed up the paying out of funds for revenue that advertisers have not yet paid for. The tool has been recently updated with the

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automatic mode. The ability to use the tool in automatic mode allows you to forget about the possibility of delayed payments, to focus on sending traffic to our offers.

### 6) Best traffic for your offers?

Increasingly, contextual advertising will play a more important role. Sales via blogs and social media channels have increased by 80% in 2021.

TikTok with its millions upon millions of daily users seems to be the new dominant force on the advertising market. TikTok has already shown strong results for ecommerce and entertainment verticals.

Messenger traffic is also a big trend. It can work for dating, gambling, and even education verticals.

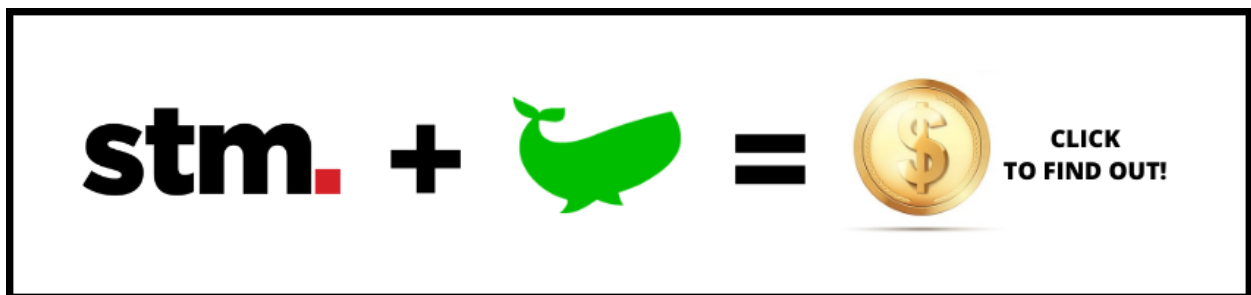
While Social Media traffic reigns supreme, don't dismiss more traditional advertising formats in affiliate marketing, such as Pop and Native traffic. Pop may have been proclaimed dead a dozen times, but it keeps on evolving and changing.

### 7) Covid impact?

The coronavirus pandemic has caused fundamental changes and challenges for businesses.

Affiliates marketing is one of the few industries where the impact of the coronavirus has presented several opportunities.

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.



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Here is a look at how the affiliate marketing industry has room for newer growth:

Online shopping paves the way for consumers searching for online discounts. With often high shipping fees, customers are more likely to use discounts when they shop online. Online shoppers search for coupon codes before checking out to save on their purchases.

Another effect of the coronavirus has been an increase in financial uncertainty and unemployment rates. Affiliate marketing has become a trending option for making passive income.

Ecommerce has witnessed a boost since the covid-19 outbreak. However, there are specific industries that have benefited from this growth more than others. For example, consumers' shopping patterns have also shifted towards being more health-oriented. Nutra offers, health and self-care offers are found to have the biggest increase in conversion rates.

As more businesses go digital, advertisers / brands are also on the lookout for affiliates to partner with. There is an increasing need to save costs and reduce risks. Many advertisers / brands now explore successful affiliate marketing techniques to promote their products and services.

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## Adromeda, Kseniya Gaidyuk, COO

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

### 1) Self-intro

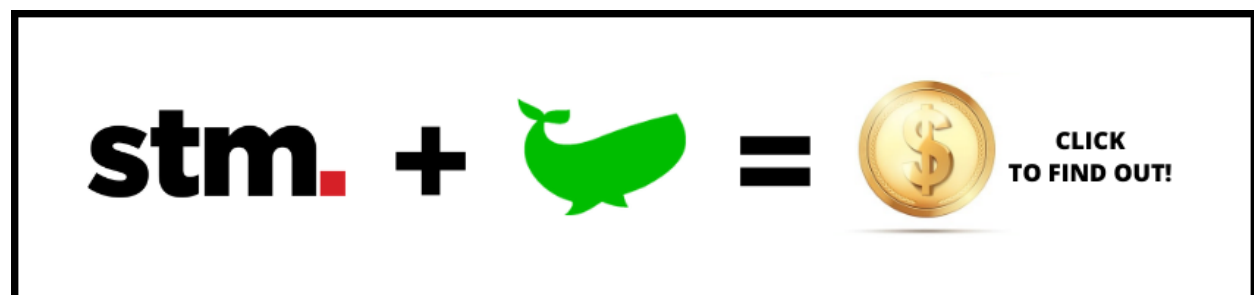
Adromeda is a digital marketing agency. Our main goal is to build and improve the brand awareness of our partners, as well as increase their profits. Our decisions are based on strong R&D and top marketing technology innovations.

We also unite verified advertisers looking for high-quality traffic and reliable publishers seeking new ways to monetize their traffic to its fullest potential. Our main vertical is mainstream dating.

Adromeda works with offers from direct advertisers and high-quality traffic from our publishers: SEO, PPC, review sites.

### 2) Rising/declining offer verticals?

The lack of social interaction has made the dating niche grow and evolve even faster than before. Also, it's no secret that people are more focused on their health and safety, which is why they need to be sure that if anything were to happen, they would be protected – which is where insurance comes in. Nutra, gambling, and ecommerce are also exhibiting rising trends in 2022.



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

Since day one, we knew that Adromeda would only work only on the white side of the business, so we don't work with black or even grey verticals. Whitehat is our reality today, and we believe that many companies will follow suit in the near future.

### 4) Best geo+vertical for newbies? And for veterans?

Andromeda doesn't work with beginners. We advise for you to read a lot of articles and forums in this area, such as [STM](#). Decide on the geos you are going to start with. It's always better to prioritize and choose the most promising ones. Determine the profitable traffic sources and look for a suitable offer accordingly. Because not all direct advertisers want to work with beginners, you can start running tests with CPA networks. And only then, having chosen the most suitable working offer, should you go directly to the advertiser with experience and understanding of the working funnel.

Andromeda works with more experienced market players, so we welcome everyone who can send high-quality traffic for mainstream dating. We have well-converting CPA offers worldwide for your desktop and mobile traffic.

### 5) Help provided to your affiliates?

Since Adromeda is a marketing agency, yes, we always help our partners with creatives to improve marketing funnels and to find suitable traffic sources. We are also happy to help our partners with creating review sites for any geo. Moreover, we always conduct research on the latest marketing trends and test new ideas with our partners.

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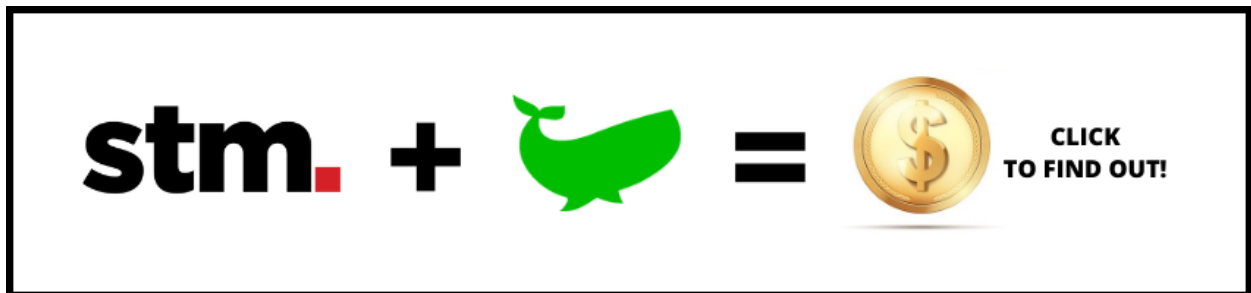
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### 6) Best traffic for your offers?

Traffic from review sites works the best for us. It's quite expensive, yet is of top quality. We also accept SEO, PPC, native, display and other mainstream traffic sources without cloaking or other black schemes.

### 7) Covid impact?

Taking into account the covid-19 pandemic, there was an uplift in traffic volumes for the dating vertical since people were locked down and craved communication. There were also negative aspects that affected our business as a whole, but we successfully overcame them. As a result, we managed to increase our total traffic volumes by 30% last year. With crisis is there is always opportunity. Covid just showed the Adromeda's team different ways to achieve our business goals. We achieved them in 2021 and we'll continue to reach new goals in 2022.



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## AdsEmpire, Nilu Yusupova, Head of BD & PR

Links: [AdsEmpire.com](https://www.ads-empire.com), [AdsEmpire's STM Profile](#)

**BONUS: Instant approval for readers of this report and 10% bump for all offers.**

### 1) Self-intro

AdsEmpire is a global CPA network that specializes in the dating vertical, and has plenty of exclusive offers with truly high payouts great EPCs. Our network has CPA offers and In-house Smartlink Technology, with a focus on Tier1 and Europe markets. AdsEmpire managers have been working in the dating niche for a decade and has built solid cooperation with advertisers and affiliates.

### 2) Rising/declining offer verticals?

Dating is the most stable vertical and will only grow over time. The focus continues to shift towards mainstream offers, which have higher LTV and payouts. Niche dating (Mature, Milf, Gay) also continue to grow their audience.

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

Yes, we have whitehat offers.

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#### 4) Best geo+vertical for newbies? And for veterans?

We recommend for newbie affiliates start by working with our Smartlink, as it'll be much easier for them to monetize traffic this way. If you are new in the industry, it can be a challenge to find the right combo of offer, geo, and traffic source. The SmartLink will help to simplify that, as our system would automatically redirect to the best offers for your current traffic.

Experienced affiliates can work directly with CPA offers. We have hot offers in AU, FR, ES, JP, CA, IT – please reach out to inquire.

#### 5) Help provided to your affiliates?

Our affiliate network has more than 1000 exclusive dating offers with WW coverage, with a focus on Tier 1 and Europe markets.

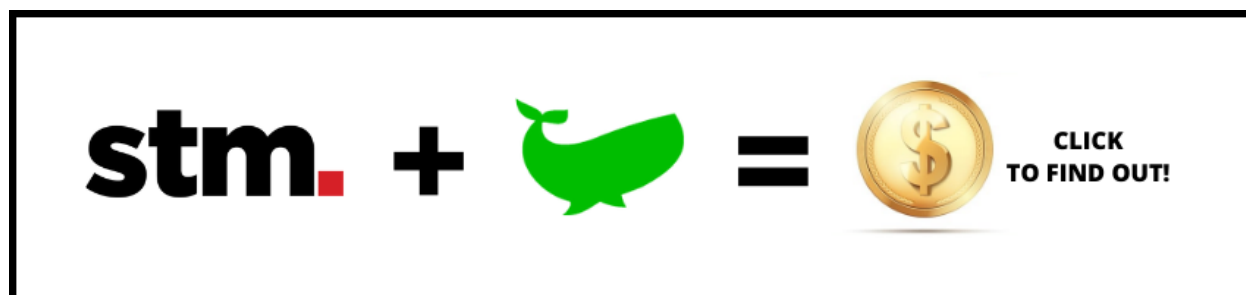
We have a S2S conversion tracking system and a guide on how to set it up (you can find that in your personal account). The affiliate network is integrated with Binom, PeerClick, Keitaro, and Bemob trackers.

Our team consists of affiliate managers with deep expertise in the dating niche, who are always ready to share their knowledge and help with any questions.

AdsEmpire doesn't provide promo materials for direct link campaigns, but affiliates can receive ready-made pre-landers for Smartlink campaigns. Our team is continuously optimizing landers to maximize CRs.

#### 6) Best traffic for your offers?

We can't suggest any one traffic source that is working the best. Our affiliates are successfully driving Search, Display, Social, Native, Push traffic.



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### 7) Covid impact?

The pandemic and quarantine has made people crave human connection. There is an increase in the time spent online and in chat, so there will be no shortage of users that want to register on dating platforms. This is an opportunity for affiliates to get the most out of their current traffic by testing various offers. People are looking for easy and fun conversations, flirting and emotions - and that's something to keep in mind.

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**Advidi, Rick Haasnoot, Head of Affiliates; Jeroen van Walsem, Head of Acquisition; Steinar Haan, Affiliate Manager (Dating); Rafi Friedmann, Affiliate Manager (Nutra, Sweepstakes); Stanislav Semyonov, Affiliate Manager (iGaming)**

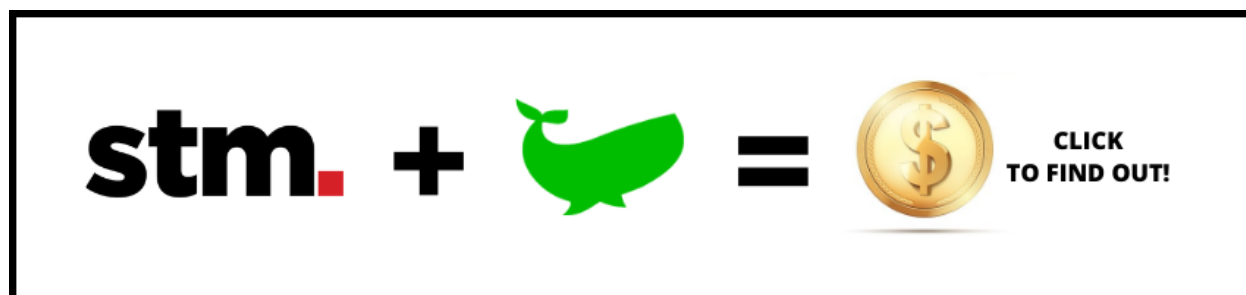
Links: [Advidi.com](https://advidi.com), [Advidi's STM Profile](#)

### 1) Self-intro

Advidi is a global performance marketing network based in Amsterdam. This year we are celebrating our 10th anniversary. Over the last decade we have expanded our business operations in several verticals. Primarily known for our extensive coverage of in-house Dating brands, we have also established ourselves as top players in Sweepstakes, Nutra and iGaming. Recently we added Antivirus and Ecommerce offers to our portfolio.

### 2) Rising/declining offer verticals?

2021 was the year we recorded the biggest growth in Sweepstakes. It would be fair to say that Advidi is currently one of, if not the, network with the most exclusive Sweepstake offers, as well as the network with the newest and best performing advertisers. The main advantage we create for our affiliates is by providing offers around exclusive devices that affiliates cannot find anywhere else. This gives the affiliates an opportunity to reach audiences they haven't been able to reach previously. Within this vertical our strongest market is the US, and affiliates that are generating the highest conversions are those working with Email and SMS as traffic sources.



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When it comes to Dating - with 26 active geos in total and more coming soon - and our in-house offers, it's a vertical that isn't going anywhere. Next to the US, which is still the dinosaur market, our top markets are the UK, IT, DE and FR. We are tirelessly working on adding new brands to these markets, which keeps things constantly interesting for affiliates that are running dating. From white labels, to custom-made creatives, to individual pricing from our internal BI team, we provide a range of services that are quite unique.

Last year we also implemented a big expansion within the iGaming vertical by creating our own casino product. It's focused on English-speaking countries, and is currently available to affiliates with high-quality traffic.

Overall iGaming is very strong for us. One of the reasons is the range of affiliates we work with who are able to send high volumes of proven traffic via socials (Facebook, TikTok, Instagram). On top of that comes our internal knowledge about this vertical, which our partners receive actively while working with us. We hold expertise from both sides (product and traffic) which gives us the opportunity to guide media buyers on their journey to understanding which offers to test, how to achieve the KPIs set by the casino operators, as well as the range of offers we have in our portfolio.

With Nutra, we saw affiliates were looking for successful alternatives to COD for example, and they found success with our advertisers' Trials or Straight Sales. This was potentially caused by the issues that in-person delivery models were facing during the pandemic. With that in mind, we forged strategic partnerships with the biggest industry players. The other reason for the uptake in Trials or Straight Sales is the high payout the Straight Sales model is offering, and because it is easier to convert a Trial offer. Overall though, affiliates who have run CODs in the past, have shifted their focus towards the US where Trials and Straight Sales are prevailing. Finally, we see more and more advertisers accepting SMS/Email traffic, and an increasing number of affiliates using these traffic sources.

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

Facebook is complicated in general, and with so many other successful alternatives out there, we wouldn't suggest giving the platform too much focus.

We've seen equally big, or even bigger success from affiliates running the same kinds of offers on Native, Google (SEO/PPC), and Push. 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 seeing amazing results.

Long story short:

-Facebook is complicated. Try Native, Push or SEO instead.

-Our understanding from talking to our biggest partners is that Youtube Ads are a great traffic source for these offers.

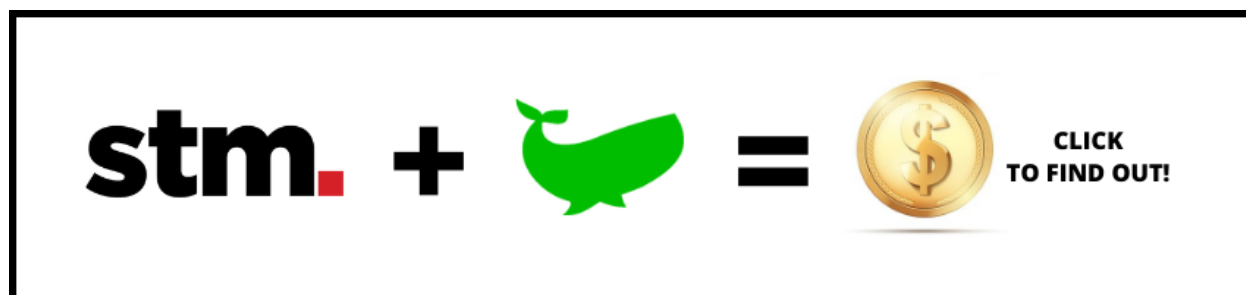
-TikTok is excellent for promoting gadgets.

In general, ecommerce is a big area of development for us. There will be plenty of updates from us over the coming year with regards to this vertical.

### 4) Best geo+vertical for newbies? And for veterans?

Inspired by the success stories of our existing expert affiliates, we would definitely recommend testing Sweepstakes Trials offers. Big affiliates are already winning with SMS and Email as traffic sources. With huge opportunities for targeted audiences, both male and female, the range of products offered, as well as the initial price point being low for the user (while retaining a high payout for the affiliate) - this is a win-win method.

Another recommendation would be to try Antivirus. We work with some of the most established global names, such as McAfee, Norton and Kaspersky. Sending traffic to



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such big brands means the need to follow brand safety conditions. At the same time this provides a big range of possible traffic sources that are allowed. It's worth mentioning that they come with a list of necessary KPIs to meet, but that's why you have us to guide you through the process. If the quality is good, theoretically there's no cap for these offers.

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. There is a lot of competition and traffic requires a higher budget, but it can be incredibly profitable for affiliates that know the vertical's ins and outs.

### 5) Help provided to your affiliates?

Using Sweepstakes as an example, we can create Sweepstake Trials for unique services and devices based on requests from affiliates. This gives affiliates a unique opportunity to attract different market segments with their own angle and ideas. We can also create themed pages related to certain holidays, special days or celebrations, and they are private per affiliate.

For Dating, due to our in-house management of the offers, we can do pretty much anything and everything. From white labels, to pre-tested offers and landing pages, customized landing pages, feedback on prelanders, to custom payouts based on backend performance.

Overall, we act as vertical specialists. We know the main pain points on both sides (affiliates and advertisers) which helps us to support them both at the same time and deliver high quality results.

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## 6) Best traffic for your offers?

Here's a breakdown of the verticals we are active in and what is working for our affiliates in those verticals:

Sweepstakes - Email and SMS

Nutra - Email, SMS, Native and PPC

Dating - Display, Member Area Traffic, Review, PPC (Search), Email and SMS

iGaming - SEO, Facebook Apps

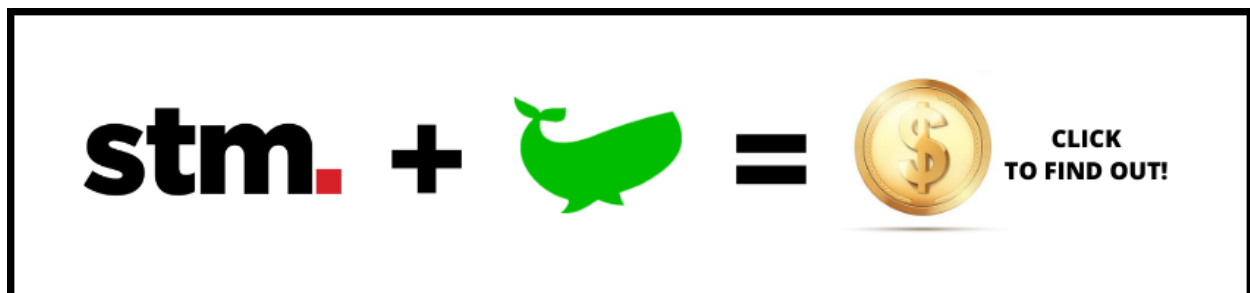
Antivirus - Push, Email and Native

## 7) Covid impact?

The biggest area that was affected was in-person meetings. Throughout the years we were constantly on the road visiting clients around the world, as well as attending conferences. It's so important for us to have that face time with the people we work with and we miss it so much.

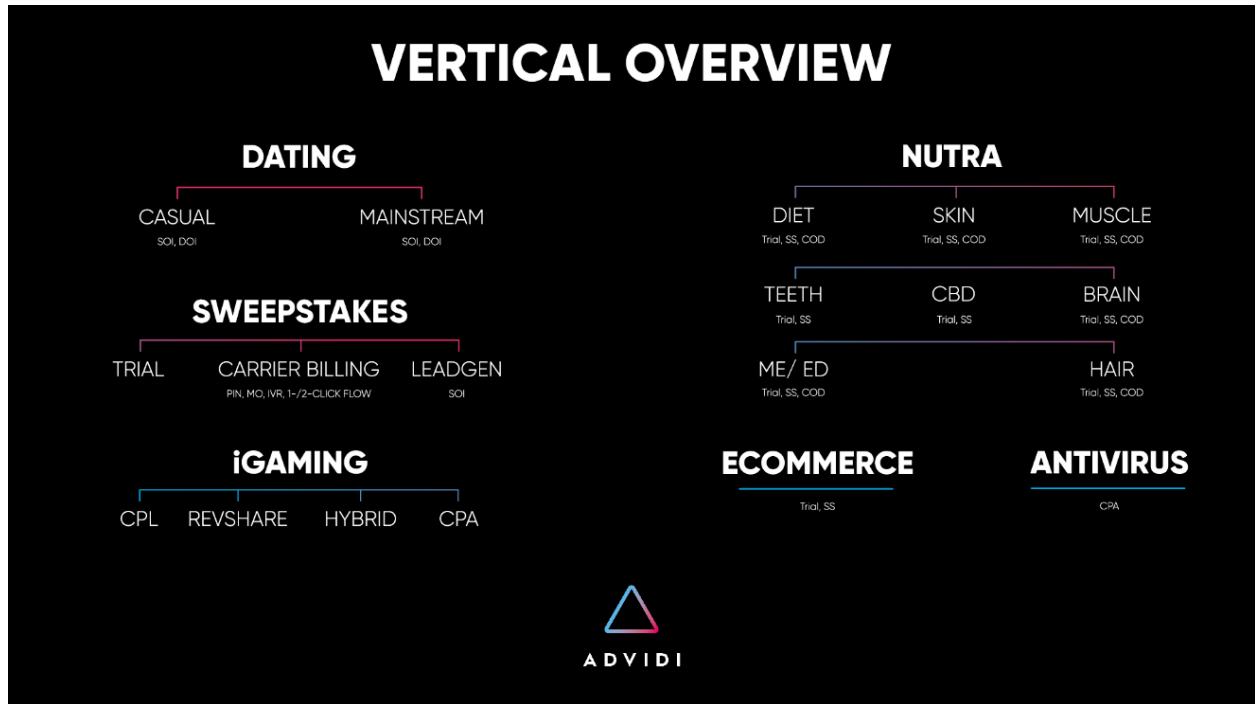
We will do our best to compensate for these missed opportunities by celebrating our 10th anniversary all around the world. We will throw plenty of parties starting in Dubai with Affiliate World.

On the plus side, the boost in traffic volumes meant that we were able to expand our team and give our advertisers and affiliates more support.



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## VERTICAL OVERVIEW



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## AffiliaXe, Oran Furman, Senior Affiliate Manager

Links: [AffiliaXe.com](https://AffiliaXe.com), [One of AffiliaXe's STM Profiles](#)

**(BONUS: We have all sorts of bonuses. For examples, we offer a \$1000 bonus to new affiliates that generate at least \$1000 per month in their first 3 months with us – please get in touch to inquire.)**

### 1) Self-intro

AffiliaXe has been online since 2011.

We focus on WH campaigns, mainly in the Ecommerce, Finance and Digital Products niches.

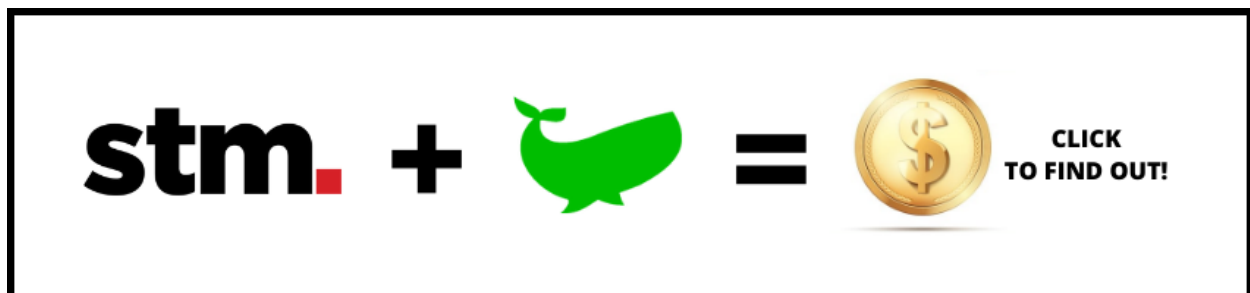
### 2) Rising/declining offer verticals?

For us, the finance niche is definitely the "rising" one in the last year.

None of the niches we work with really died out, although really strong campaigns are harder to find.

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

Yes, we focus on WH offers.



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#### 4) Best geo+vertical for newbies? And for veterans?

I think beginners should try to find zip/email submits offers (or offers that require very little from the user to convert) where they can get some conversions for little spend and try to learn to optimize using the data step by step.

Maybe some SOI sweepstakes in a geo they have good knowledge of (preferably not the most expensive tier 1 geos).

For the more experienced affiliates I think that a good ecommerce or finance campaign would be the best to offer scaling possibilities. Obviously the US is the biggest geo but there are smaller geos that can do amazing, but it really depends on the offer itself.

#### 5) Help provided to your affiliates?

We know that it's been getting more difficult in recent times, so we try to do our best for our partners in being more flexible.

Whether it be by offering custom made offers or exclusive LPs/offers for our partners - we are always interested in helping our partners implement interesting ideas they think can help them.

#### 6) Best traffic for your offers?

We still get the more "traditional" traffic from Native and FB, but we're seeing more and more partners working on building their own sites and delivering traffic with SEO (boosted by media buys and email).

We're also seeing more and more partners testing out Tiktok.

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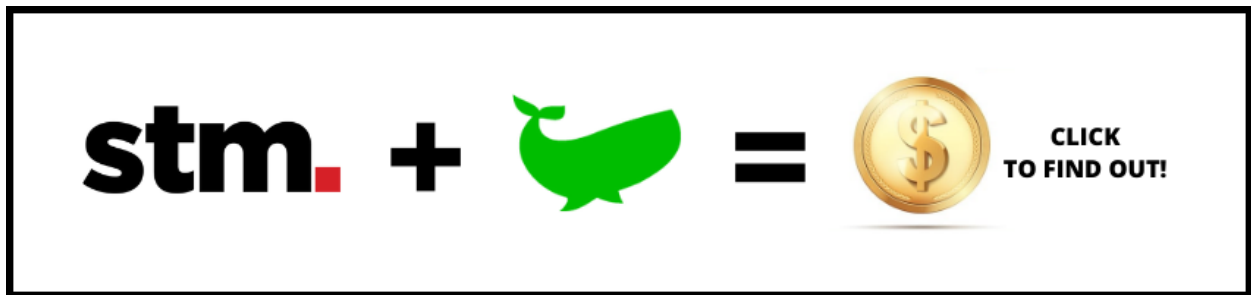
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### 7) Covid impact?

The biggest difference is that we work a lot more from home now.

We also haven't attended any conference for 2 years, so we miss meeting all our friends in person. Hopefully that will change soon.



The graphic is enclosed in a black rectangular border. It features the 'stm.' logo in black with a red square on the dot, followed by a black plus sign, a bright green whale icon, a black equals sign, a gold coin with a dollar sign, and the text 'CLICK TO FIND OUT!' in black.

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## Big Bang Ads (eGENTIC GmbH), Vincent Jouvin, Senior Business Development Manager

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

**BONUS: While signing up with us, enter the code STM-AMY-22 to have an instant +15% payout increase on any of our lead gen sweeps offers in Europe and Asia Pacific for your first month after signing up!**

### 1) Self-intro

I am the first point of contact for any affiliate signing up on Big Bang Ads (BBA). I onboard them, set them up and follow them for their entire lifecycle on Big Bang Ads. My colleagues call me the "affiliate bodyguard".

Big Bang Ads is a private network from the lead gen company eGentic.

We are a direct advertiser for SOI Leadgen offers (free sweeps) using the technology of a network (TUNE/HasOffers). We are operating in 20 countries including Europe, Asia Pacific, South Africa and Brazil.

### 2) Rising/declining offer verticals?

Lead gen sweeps is far from being a new vertical; rather it's an evergreen vertical in the industry. Clearly, it was more or less always here, and will not die tomorrow. If you are an affiliate looking for offers with stable earnings and low maintenance, then it could be a vertical to consider.

Since we are not a classic network promoting more than one vertical, I prefer to let the question regarding brand new verticals be answered by other specialists.

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

Our network offers whitehat offers exclusively.

However, I'm not 100% sure this is safe to run on Facebook without cloaking. You will not get accounts banned immediately if they are well farmed. But you may face bans at some point.

### 4) Best geo+vertical for newbies? And for veterans?

Newbie: SOI sweeps in Poland, Brazil or Indonesia.

The cost of media buying is affordable. These geos and vertical can show great potential when a newbie is learning affiliate marketing, before starting any other vertical! It is obviously still possible to make profit. The risks are low since the investments to get started are limited.

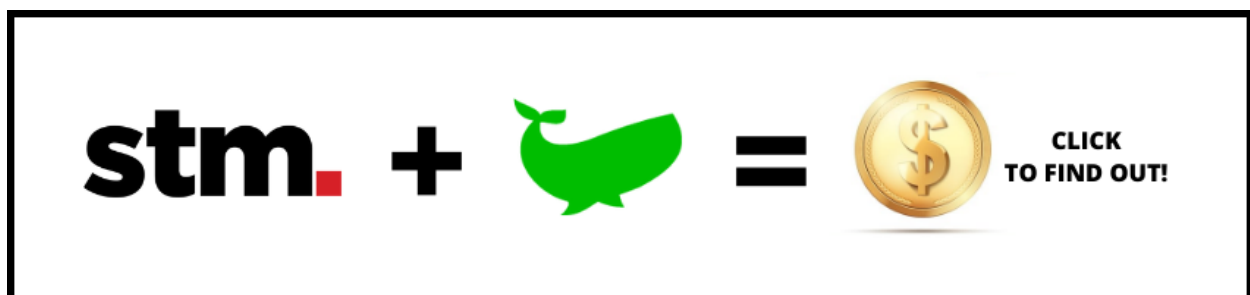
Intermediate/expert: SOI sweeps in Germany or Singapore.

The cost of media buying would be higher than in Tier 3 geos. In this category, you would play with payouts of \$2.80 or higher. Our largest affiliates would have these geos live in any case. They make revenues of \$50,000 or higher/week.

### 5) Help provided to your affiliates?

We pay our affiliates on time! I often say that we are the Lannisters of the affiliate industry. We have a good reputation in the industry because we pay what we owe. And without shaving affiliates or taking irregular cuts.

We offer them stable offers. We build the flow from prelander to the exit page and we own (created) every piece of it:



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-Our marketing and graphics team create the registration page for users as well as a myriad of creatives - be it for banner display, or email marketing, or text and images for push notifications

-Our data quality team runs fraud and quality checks

-Our sales team monetizes the leads

-Our tech team makes sure everything is stable with the infrastructure

We help affiliates succeed by offering them offers that are proven to convert. We have our own media buying team buying on native/DSP/email traffic, to pre-test offer performance.

We are experienced. Our company has existed since 2001. Our business developers and team leaders have been with Big Bang Ads for a minimum of 6 years.

We are always open to requests for custom offers.



Our managing director created that banner back in 2006/2007. We call it "Auto-Rahmen" ("car frame" in English). We still use it nowadays. You would be surprised of its performance! Dare to try?

Our international staff (from over 20 nationalities across 3 offices) provides local tips and pointers as to which brands and vouchers are en vogue across the different markets. Additionally, thanks to having offices in EU, BR and the APAC regions, we are available 24/7 to affiliates.

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## 6) Best traffic for your offers?

At the present, we're benefiting from a healthy mix of push, display and social traffic. Whichever traffic type affiliates decide to focus on, our tip would be to dominate each source and develop progressively onto the next source, e.g. mainly focus on IG only, then FB, then Tiktok and not push all sources at once.

I think whether it be push, pop, Facebook, or TikTok traffic, there is money to be made on each (yes, even on pop!) To me, your success will depend on two things:

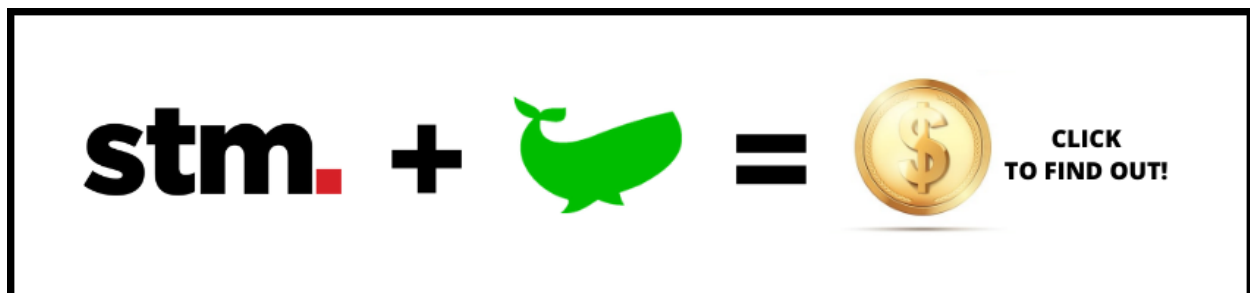
**-Your degree of creativity.** It's always good to know what's working for others, it gives you a baseline. However, it's even more recommended to be creative and to test things that haven't been tested by others. If you want to make it, test, test, test and test some more!

**-Your commitment to a vertical.** The SOI sweeps industry is very competitive. If you do not commit to it, others will take your share.

## 7) Covid impact?

Covid has represented challenges with some of our end customers requesting for impromptu changes for more or less lead volume. We saw this as an opportunity to solidify our team and improve our internal as well as external communication with our affiliates.

The inability to meet face to face with our affiliates proved to be difficult, but we found new opportunities by developing key partnerships through virtual meetings and webinars.



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## C3PA, Iryna Krotova, Marketing Manager

Links: [C3PA.net](https://www.c3pa.net), [C3PA's STM Profile](#)

### 1) Self-intro

C3PA is a high-tech network of affiliate pay-per-action programs. The company was founded in 2015 by a community of like-minded people from the advertising communications industry. We are a platform where advertisers and their products interact with traffic sources. To build a profitable marketing flow for advertisers and affiliates, we analyze in detail every click and every conversion on a platform, provide 24/7 support, and have a lot of personal bonuses for every partner.

### 2) Rising/declining offer verticals?

We are continuing to develop the dating vertical, and today it remains a high priority. In addition, we're continuing to work with crypto and are developing our internal media buying team.

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

We do everything for our affiliates to make it easy and convenient for them to send traffic. Our personal managers always provide affiliates with creatives, exclusives, and pre-landers. The most popular offers we have now are in the dating vertical.

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#### 4) Best geo+vertical for newbies? And for veterans?

According to our experience, we would advise for newbies to start with adult dating offers in tier 3 geos. Best geos are: AR, BR, IN, MX, CL.

Our top options for intermediate/expert affiliates are mainstream dating in tier1 + European geos, and crypto offers in DACH, Nordics, CIS, FR, BE, CA. IT.

#### 5) Help provided to your affiliates?

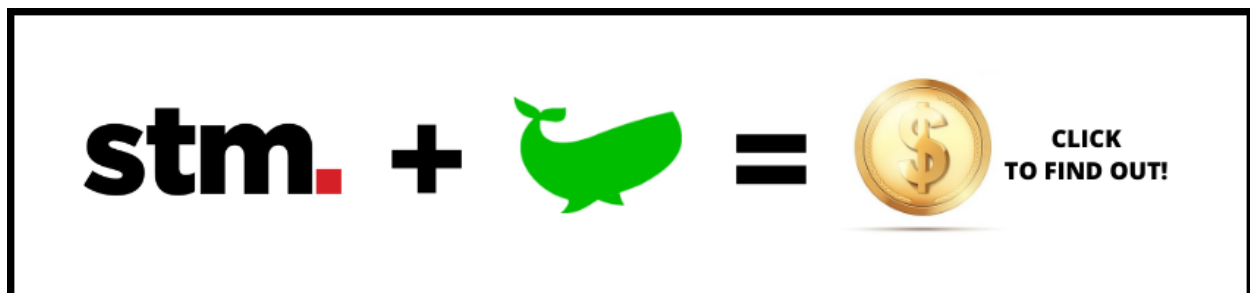
We try to offer the best conditions for our affiliates via fast and quality 24/7 support, a wide range of exclusive offers, on-time payments, and high payouts. Our managers provide creatives and pre-landers to affiliates to help them succeed.

#### 6) Best traffic for your offers?

The highest converting traffic for the dating industry, to us, are Google ads and targeted advertising. We try to work with top affiliates that provide high-quality traffic, as we're working with exclusive offers so the trust of our customers is important to us.

#### 7) Covid impact?

It mainly affected the internal processes of the team. Our employees switched to a hybrid work format: Several days a week we would work in the office and the rest of the week remotely. With regards to communication with clients and partners, we continue to hold meetings online and there is no problem with that either. So, we were flexible before covid and have become even more flexible since.



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## CarsFast, Tyler Ferguson, Head of Marketing

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

### 1) Self-intro

ConsumerGenius has been in the affiliate marketing space since it first opened 7 years ago. We specialize in finance-related lead gen and primarily focus on Auto Loans, Personal Loans, Mortgage Refinancing, Home Equity Loans, and more. Most of our offers are Canadian-based, with some U.S. and Australia coverage as well.

### 2) Rising/declining offer verticals?

Personal loans have been our highest growth division over the past year. While auto loans are a large part of our core business, our personal loans division has been growing rapidly. That being said, all of our divisions have seen a significant growth rate over the past year.

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

We only run whitehat offers. It allows us to provide higher payouts and better relationships with our end buyers, and keeps you from having to worry about bans!

### 4) Best geo+vertical for newbies? And for veterans?

If you're a newbie it would be great to get started on the easier submission and lower payout offers. Simple lead gen offers are a great way to get started since it's a very

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quick feedback process, and doesn't require a ton of capital to get started. You can find tons of these offers through various affiliate networks where you can test to see their conversion rates.

For intermediate/expert affiliates it's all about scale and getting direct partnerships. You don't need to go wide by running a bunch of things, you just need to run a single vertical and get really good at it. We have a few partners doing multiple 6-figures per month running individual offers for us, so you don't need a ton of offers to hit your goals.

### 5) Help provided to your affiliates?

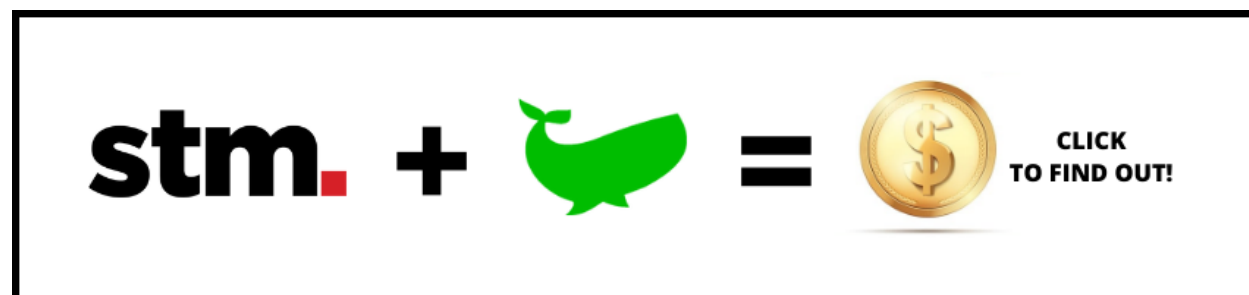
Most of our partners direct-link to our landers, which converts well on various channels. We also go through a creative approval process where we give feedback on what we have seen work or not work so that our partners start off on the right foot.

### 6) Best traffic for your offers?

Facebook is always a high volume source for us. However, we have seen a lot more TikTok traffic as well recently. Most channels can work, you just need to get good and master the platform.

### 7) Covid impact?

We are completely online so our business has grown substantially.



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## Clickdealer, Taras Kiseliuk, CEO

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

### 1) Self-intro

My name is Taras. I started my path on digital marketing over 20 years ago, during the simpler times of MySpace, before Facebook and Youtube went crazy; times when email marketing and SEO were the kings of affiliate marketing. Now I am the CEO of ClickDealer. I joined this fast-growing company more than 8 years ago as a three-month consultant.

ClickDealer itself was founded in 2012, and has since grown from an affiliate network specializing in several niche verticals, to a leading global marketing company ranked as the best European & Asian CPA Network in the Blue Book's Top 20 tables. We have more than 20 verticals, but last year or two we've seen a great rise in Lead Generation, so we will continue to develop technology for our leadgen project, as we see great opportunities in that space.

### 2) Rising/declining offer verticals?

It seems that most offers with aggressive billing models are on the decline, and for all the right reasons. We're seeing fewer CPI-based offers as well, as the payouts do not reflect the difficult KPI's that need to be achieved. It seems premium SMS is completely dead, but again, we buried these verticals many years ago.

I strongly feel that lead generation, ecommerce, and pay-per-call are going to make an even bigger push in 2022. Straight sale products that bring value to consumers will never go out of style, as well as digital subscription models that provide quality content for their members.

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

I've been religiously pushing for a shift to leadgen to our sales team, and preaching the same to affiliates every chance I can get.

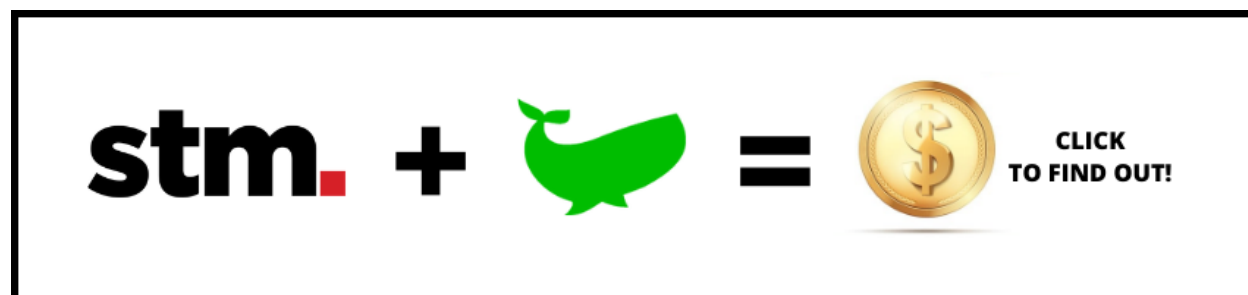
Years ago, we decided to make a push towards whitehat lead generation and ecommerce that will be facebook friendly. This includes verticals such as insurances (car, life, critical illness, final expense, medicare), financial services (refi, loans, debt restructuring), home services (roofing, windows, bathroom remodeling), and the list goes on. Ecommerce is not going anywhere and will continue well into the future.

To be honest, no one is safe from the wrath of Facebook. They tend to ban and kill accounts for all types of reasons, however with these verticals you are much safer. The most important thing is that you don't have to cloak! We've seen publishers scale to 50-100k a day on these types of offers and the longevity is absolutely out of this world! These are offers you can sustain for years. Facebook is Facebook, but with these methods, you can get your accounts back. I highly recommend using Business and Agency accounts for these!

### 4) Best geo+vertical for newbies? And for veterans?

**Newbies:** Single opt-in lead generation offers that pay low but also require lower budgets to see success. This can be as simple as dating websites or coupon offers. There are many international offers to start with.

**Intermediate/expert:** Insurances/financial offers via leadgen pages, or pay per call. If you are a player in the space, you could be crushing easy 10k-50k revenue a day. Most popular geo: USA. However, any English-speaking country would be a good place to start. The expert level would be more geared towards international, but such offers are hard to come by.



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## 5) Help provided to your affiliates?

We have a presence in many online affiliate communities across the globe, where our team members provide valuable information and insights to guarantee affiliate success.

We try to do as much as we can in terms of helping our partners, including designing of custom creatives and landing pages, generating audiences, automating targeting parameters, networking with traffic sources, and more.

Customer service is our top priority. Our sales team is constantly working to provide the highest-paying and exclusive offers to our partners.

Educating and teaching publishers on how to master new verticals has always been a part of our strategy. In 2021, with the help of our office in China, we successfully organized and hosted a meetup event to educate Chinese publishers on running lead generation and whitehat offers. We strongly believe that knowledge has to be shared to achieve mutual goals.

Clickdealer will continue to help collaborate in this global community of affiliate marketers!

## 6) Best traffic for your offers?

The classics - Facebook, Native, and Google. The sources depend on the type of verticals affiliates are running. Ecommerce and listicles with multiple products are great for native. Facebook is a great source for any vertical all around. Tik Tok is coming in very strong, however it takes some skill to lock down the right audience, as the majority of the user base is young adults. Unfortunately, Tik Tok is very strict, and kills accounts for any arbitrary violation - similar to Facebook. Youtube video ads are very powerful if used with the right offers, especially in pay-per-call, high-paying leadgen offers, and straight sale products.

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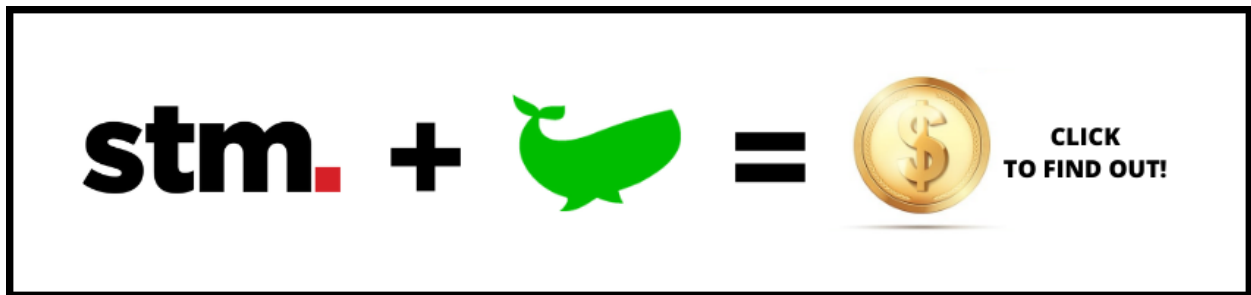
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### 7) Covid impact?

As evil as it may sound - it has been great for business. We've seen steady growth in the last two years across many main verticals, as more people spent time at home and on their phones.

The biggest effect was on the dynamics of our teams, as working from home has presented some challenges at the start. However, it quickly became the norm and we found ways to make it operate just as smoothly as it did before!



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## Converting Team, Mike Teterin, Head of Traffic

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

**BONUS: Come and grab our amazing app for casino for free**

### 1) Self-intro

I joined the industry in 2017.

### 2) Rising/declining offer verticals?

Everything went up and down. Leadgen has new life thanks to Tiktok. Crypto is more about tier 3. Promoting of casino via apps is new for the CIS world - ask us how to run casino via apps.

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

Yes, we have auto loans, auto insurance, mortgage refinance and personal finance (we have in-house deals).

### 4) Best geo+vertical for newbies? And for veterans?

Tiktok is the new FB for leadgen. Best vertical on that source is auto insurance. We are also about to implement a tiktok pixel solution for our affiliates. In Crypto, I would advise to look to tier 3. Reach out to us and we will help you to set up casino offers via applications (webview technology = link inside the app).

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### 5) Help provided to your affiliates?

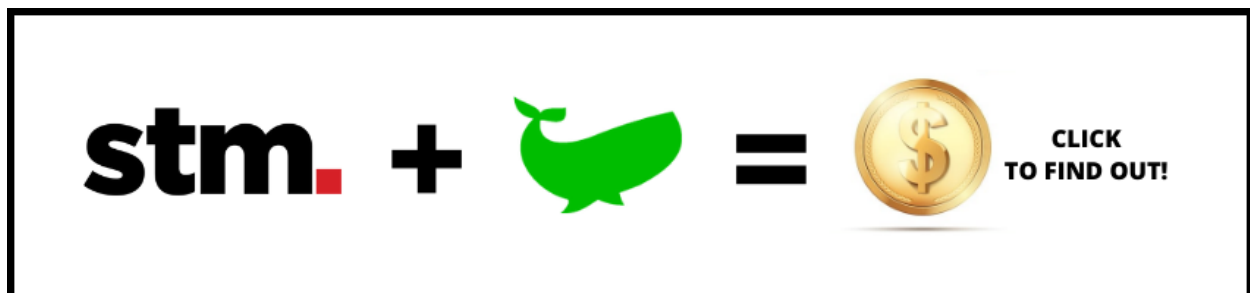
We have free apps for casino. We have 3rd party solution for creatives, which we can recommend to our affiliates.

### 6) Best traffic for your offers?

Google (Search, UAC, D&V 360), FB (Link and via app), Tiktok, Email

### 7) Covid impact?

Demand for auto loans went down at the beginning of the pandemic. Some call centers were closed during the lockdown.



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## Cpamatica, Yegor Galushko, Head of Affiliate

Links: [Cpamatica.io](https://cpamatica.io), [Cpamatica's STM Profile](#)

**BONUS: Extra 10% added to first payout for new affiliates**

### 1) Self-intro

Cpamatica is a global performance marketing agency with an integrated affiliate network. Founded in 2015, we specialize in Dating (Casual & Mainstream), Adult Games and Cams niches. Our affiliate network has the largest library of direct & exclusive dating offers on the market. We are also an advertiser in mainstream and casual dating for the US, RU, LATAM & Africa.

Cpamatica's media buying is the second direction that helps our advertisers attract customers for their products, with social media (mainly Facebook), SEO and Google Ads being our primary traffic sources.

In addition, we create comparison websites for Dating verticals while testing or launching Finance, VPN Services, Website Builders, SaaS niches to simplify the consumer decision-making process.

Finally, we buy and sell traffic for our own products on a CPC/CPM basis.

### 2) Rising/declining offer verticals?

We are strong as ever in our core dating niche (casual & mainstream), and delivered double-digit growth with affiliate network and in-house media buying teams. Partially, this growth was driven by successfully launching our mainstream dating product in new geographics such as Brazil, India, South Africa and Kenya. At the same time, our US

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casual dating offer experienced significant product updates that helped to increase performance for affiliates and our traffic volumes.

As for the new verticals, we made a massive leap in Adult Gaming. This niche had always been below 5-7% in affiliate revenue breakdown. However, in 2021 we put much effort into deepening our expertise in the vertical and doubled our 2020 results. The turning point was the development of our own white labels with unique LP designs and multi-language adaptation, which has helped to attract new partners in the niche.

We also tested several new verticals with our in-house teams. Some of them didn't work, others are showing promising results, but this is all I will say until we reach stable positive ROI.

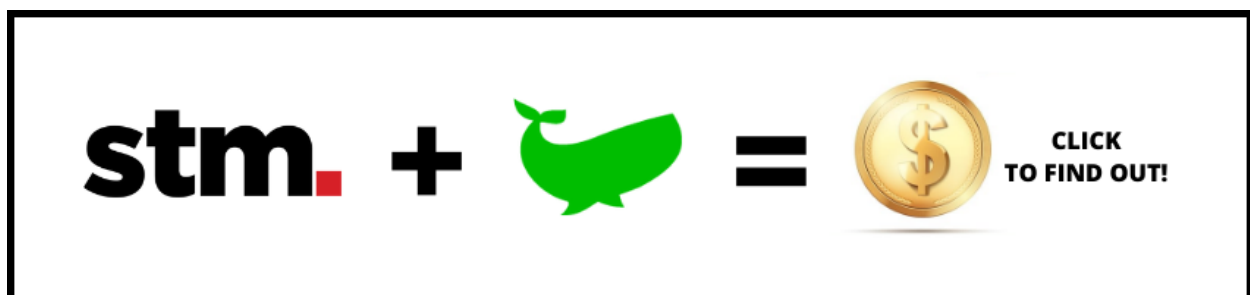
### 3) Whitehat offers that are safe for FB?

We have dating offers that are whitelisted on Facebook, and partners that run whitehat only.

In addition, we are constantly looking at new opportunities. And of course, we notice that the whitehat market is big. So therefore, we are also looking in this direction to diversify our business.

### 4) Best geo+vertical for newbies? And for veterans?

Dating is generally a friendly niche for newbies, with most of the offers being SOI with quite a straightforward conversion funnel. We suggest starting with less expensive Tier 2-3 geos like Brazil, Nigeria, South Africa, etc. There you can develop your skills in optimization, split testing, and creative design. Of course, we can always provide you with the pre-landers, creatives and initial guidance.



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As for traffic sources, you can start with push, pop, display, or SEO. There are also cheap/free options, such as free social media like groups, chats, etc., but usually it would be pretty hard to reach the required traffic quality there without using proper pre-landers. Therefore, we can't recommend this route.

As for expert affiliates, I would go with either premium international dating (PID) or adult gaming. PID is our white-collar affiliate league where you need large budgets. It is a "whale" niche with significant user LTV that can give you high & stable ROI on quality traffic sources such as Facebook, Google Ads, email, SEO or native.

For experienced affiliates with adult sources, I would go with gaming. It is less competitive than dating, which has higher entry barriers and is saturated with PPS offers. Our most advanced affiliates design their landing pages for their unique audience. We can provide such partners with iframe solutions.

## 5) Help provided to your affiliates?

Providing first-class support to our partners is our core value as an affiliate network. Therefore, as a part of our service, we deliver:

-Guidance and professional technical support from our experienced affiliate managers. Leveraging the knowledge of our in-house media buying teams, we are experts in Google Ads, SEO, Facebook, members area, and push traffic, and we'd be happy to share this knowledge with our partners.

-Access to in-house offers for US, RU, LATAM & Africa with no re-brokering fees, plus many exclusive offers WW from direct advertisers.

-The traffic optimization tool "FLOW", which is integrated into our admin system, helps our partners maximize EPC by split testing different offers and landing pages. Basically, you can create your own custom made smartlink.

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-Last year we partnered with more than 30 industry service providers (tracking & spy tools, traffic networks, etc.) to create a large pack of discounts and coupons that can help our partners reduce their operational expenses.

-Every three months, we refresh our pre-lander bases. We can also provide creatives on request.

-We created a comprehensive guide for newbies on how to get started in Adult Games, with information on the best traffic sources and conversion statistics.

## 6) Best traffic for your offers?

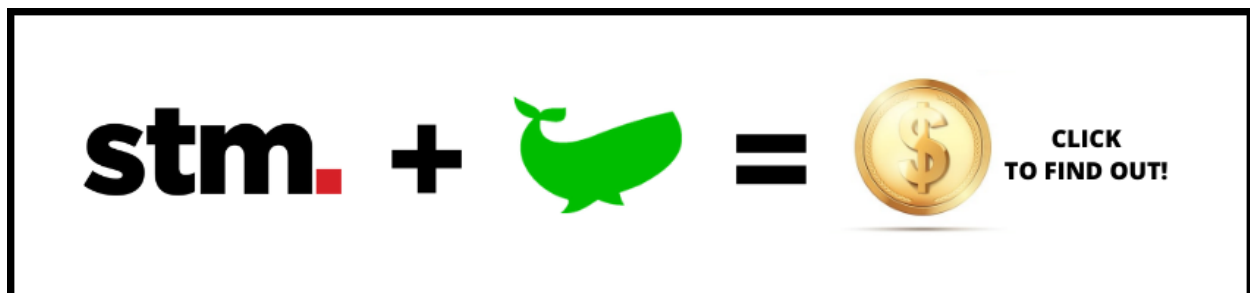
I would say that most of the sources that are working best for us are pretty traditional. These are display, members area, native, email, push, SEO, social media (Facebook being the most popular), Google Ads, tubes, etc.

However, in 2021 we had very successful partners with relatively new or more “exotic” sources such as Twitter, Telegram and Tik-Tok.

For PWA and web-view traffic that was booming in 2020 - this year these became less popular due to UAC & Facebook restrictions.

## 7) Covid impact?

Didn't really affect us. We quite quickly adapted to the new working reality. At the same time, we felt a lack of face-to-face partner communication in 2020. Last year we finally could go back to visiting affiliate conferences and events. So it feels more normal now.




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As for the business, in the spring of 2020, we saw organically increased inbound affiliate registrations and increased traffic volumes. However, this was a short term trend during the beginning of the quarantine.

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## CrakRevenue, Maxime Bergeron, Network Director

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

### 1) Self-intro

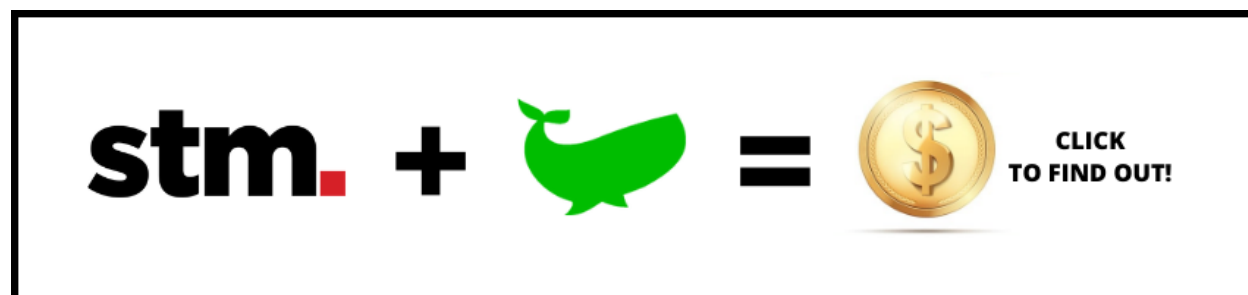
CrakRevenue was founded in 2010 by a team of affiliates with a vision to centralize all the adult industry's top offers within one trustable and innovative CPA Network. From that day forward, we have kept providing our worldwide community of affiliates with the most rewarding and best-performing offers 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 that have been proven time and again to convert.

Over the years, CrakRevenue has become a force not 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 affiliate and advertiser networks.

Follow the Whale!



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## 2) Rising/declining offer verticals?

2021 was quite a stable year. Our Cam, Dating and Health verticals are still performing great and have met our expectations in terms of traffic volume increase.

On a different note, our new CBD vertical is on the rise, with exciting opportunities in the U.S.

A new study suggests that CBD may lessen the severity of covid-19 infections, and this is generating a lot of hype in the industry.

We have solid partnerships with top brands and are looking forward to helping our affiliates succeed in this new venture.

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

We're known as the adult CPA Network, but who we really are today goes far beyond that.

Our ED partner, BlueChew, is our very first whitehat offer and has been running for 3 years now.

Over the last months, we've been expanding our portfolio to support this shift with Health/Wellness offers, and by providing our network with clear guidelines to avoid bans or penalties.

Expect us to add more whitehat offers to our portfolio in 2022.

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#### 4) Best geo+vertical for newbies? And for veterans?

Our exclusive Dating Smartlink is the ultimate turnkey solution for new affiliates. We invested a lot of resources in developing a powerful and simple solution that provides the best EPC/CR regardless of your traffic's geo/device. It's optimized for 300+ top converting offers in 251 geos, so all you need to keep your focus on is the traffic. The dating vertical is huge, and newbies have access to tons of resources and communities to get started.

For intermediate and expert affiliates, we highly recommend our Prest Organics 40% Revshare offer (CBD) and its 365-day cookie life.

BlueChew, our exclusive ED partner, is the king of our Health vertical, with an average EPC of \$5.96.

Last but not least, Jerkmate is a U.S. Top 100 site and a real cam phenomenon. Since its launch in 2019, it has generated over \$10M in paid affiliate commissions and maintained an average conversion rate of 10%.

#### 5) Help provided to your affiliates?

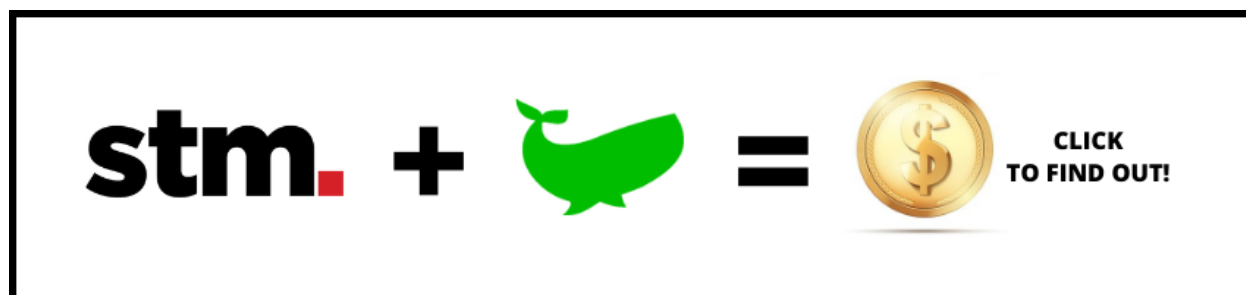
We have the industry's largest team of dedicated account managers, and our Customer Experience Team is available to live chat all year-round.

Our skilled Design team provides our network with hundreds of in-house creatives and tested custom funnels.

We keep our affiliates informed about the latest trends, opportunities and good practices on our blog and weekly newsletters.

We also encourage mutual support among affiliates in our Reddit community:

[r/CrakRevenue](#).



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On top of that, CrakRevenue nurtures exclusive partnerships with successful and innovative brands that have chosen to work exclusively with us.

## 6) Best traffic for your offers?

What we're seeing now is a lot of review/comparison sites, articles, videos and SEO/SEA strategies.

Social traffic is still a great traffic source, but pulling off targeted content strategies tends to be easier on newer platforms like TikTok.

Media Buying is also a viable strategy for generating excellent results with our top offers.

## 7) Covid impact?

We quickly noticed that an increasing number of people are looking for new income streams online, leading to many new affiliates coming our way.

To meet this reality, we expanded our account management and support teams to be even more present for our global network.

Affiliate marketing tradeshows and summits were all virtual in 2021, the good side of that being more accessible events and more attendees. So we've been able to reach out to more affiliates and multiply our partnership opportunities.

Covid-19 shutdowns and social restrictions fostered an increased interest in online entertainment, telehealth services and more budget for consumption goods and self-care products.

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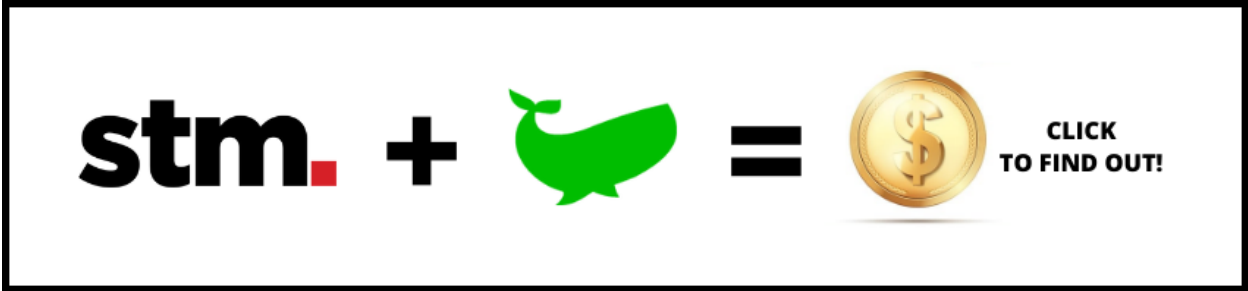
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So we can say covid has had a positive impact on our business despite all its drawbacks.



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## DMS Performance Ad Market, Mike Semira, VP Strategic Initiatives

Links: [DigitalMediaSolutions.com](https://DigitalMediaSolutions.com), [DMS' STM Profile](#)

**BONUS: DMS Performance Ad Market offers a 1.00% referral commission on lifetime revenue for all referred publishers.**

### 1) Self-intro

I started in the affiliate marketing industry in 2007, working closely with publishers to monetize traffic across a variety of verticals and geos. At DMS Performance Ad Market (PAM), we specialize in US lead-generation campaigns and leverage proprietary technology to provide both in-house O&O products and direct deals to our trusted publishers.

### 2) Rising/declining offer verticals?

We continue to see an increasing demand in US lead-generation campaigns - especially from non-North American publishers. There's still a massive shift into Pay Per Call campaigns, along with more publishers seeking custom integrations from their own portals - API, ping/post, etc.

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

I find the term 'whitehat' somewhat amusing because the degree of 'white' is always relative. The DMS PAM portfolio is based on leadgen campaigns that at their core, offer users real value. How the campaigns are actually promoted is where the 'hat' comes in.

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If campaigns are being promoted aggressively - they will eventually get flagged, no matter what it is. I don't think anything is truly '100% safe' to run on the massive platforms like Facebook, Google, Amazon, TikTok - as ads can be banned for any random reason.

Even product/site owners can have ads taken down, with platforms scanning for everything from images, ad copy, IPs, info captured in the funnel, and user reviews. Campaigns that rely on external platforms have some level of risk because ultimately you don't have full control over the audience.

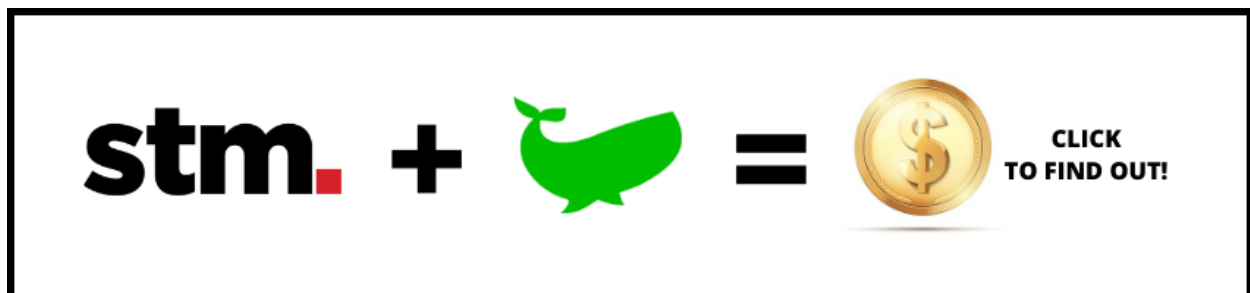
#### 4) Best geo+vertical for newbies? And for veterans?

At DMS, we're still seeing a spike in success across a number of leadgen verticals including insurance (auto, health, life, medicare), finance (mortgage/refinance, debt, loan, credit), health & beauty, and ecommerce. With the much-publicized decrease in Daily Active Users on Facebook, there's a surge in publishers testing on other traffic sources including Google/YouTube, TikTok, Pinterest, etc. I encourage you to follow the eyeballs!

#### 5) Help provided to your affiliates?

The DMS Performance Ad Market operates as a hybrid network, a unique source where publishers can access an assortment of O&O products, exclusive brands - while still offering large budgets and highly-competitive payouts from direct advertisers.

The DMS proprietary tech stack provides our partners with a stable-yet-evolving foundation for their performance-based campaigns, while we have an in-house team that generates custom pre-approved creative and ad copy. Our portfolio of resources continues to grow outside of campaigns, as we can offer partners with additional tools



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that help increase overall monetization - from push notification solutions, data feeds, data signals, etc.

## 6) Best traffic for your offers?

Facebook / Facebook Messenger, Google / YouTube, TikTok, Premium Display & Native - including Google Discovery / GDN, MSN, Yahoo Gemini, Outbrain.

## 7) Covid impact?

We're over two years into the pandemic and it feels like many have made the shift to learn how to live with covid versus the idea that it will go away. DMS still operates as a largely remote workforce, which is a notable accomplishment for a big public company our size (500+ full time staff). Not having the regular in-person interaction with both co-workers and partners like publishers and advertisers is still difficult, although industry conferences have opened up in North America last year as travel restrictions eased. Covid continues to push all of us to find creative solutions, to manage both in-house operations and understanding what consumers are seeking.

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## Everad, Daniella Kravtsova, Head of Marketing

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

### 1) Self-intro

I'm almost 5 years in the Digital Marketing Industry, 3 of which were dedicated to Native Advertising.

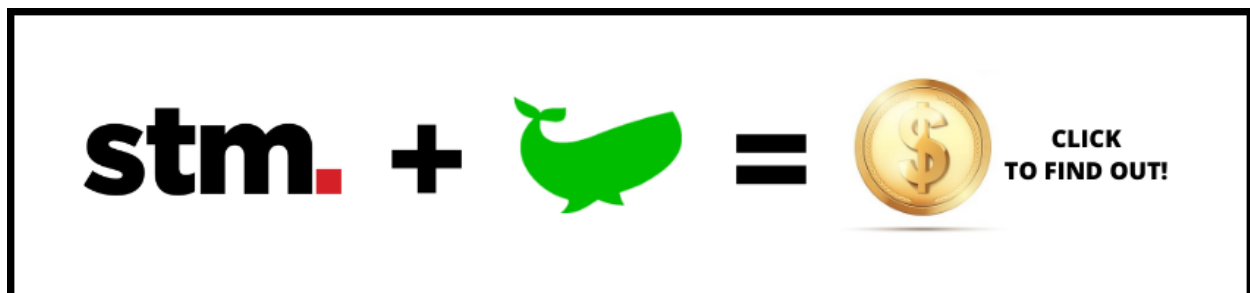
Here at Everad, we are a direct health & beauty products advertiser with our own R&D, in-house offers, CPA Network, call centres and delivery. Thanks to our expertise in the Nutra vertical and control of all business processes, our offers and promo assets demonstrate top performance at each stage.

### 2) Rising/declining offer verticals?

Prostatitis and joints are niches that are converting great.

It is difficult to say which niche has lost its popularity in Nutra. Perhaps due to seasonality, some niches could experience decline, but we have not observed any that have completely disappeared.

A new offer vertical that has appeared is CBD (stands for Cannabidiol). CBD is a chemical derived from hemp. CBD has no narcotic effects. Numerous studies have confirmed the phenomenal healing properties of this substance. And we have offers in several niches that use this ingredient.



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

There are practically no whitehat offers in Nutra - they are almost all blackhat. And in order for Facebook to allow the ad campaign, you need to use a cloaker.

### 4) Best geo+vertical for newbies? And for veterans?

For beginners, we recommend trying the joints niche in Europe, e.g. Lithuania, Bulgaria.

If you have already worked with Nutra before, and have more experience, then we would recommend considering such geos as Romania, Hungary, Czech Republic. For verticals we can advise you to pay attention to parasites, hearing, and vision niches.

For the geos and niches mentioned above, the approval rate averages 57%.

Right now, Malaysia (parasites and joints) and the Philippines (prostatitis and rejuvenation) are converting very well. For access to these offers, please contact your personal managers.

### 5) Help provided to your affiliates?

We definitely help all affiliates by suggesting top offers and geos, and creatives that are working right now. Also, we get text translated by native-speakers, and create photos and videos of products, to provide the best creatives to affiliates. If you need help in creating a pre-landing page or landing page, we can also help with this – just give us detailed specifications.

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### 6) Best traffic for your offers?

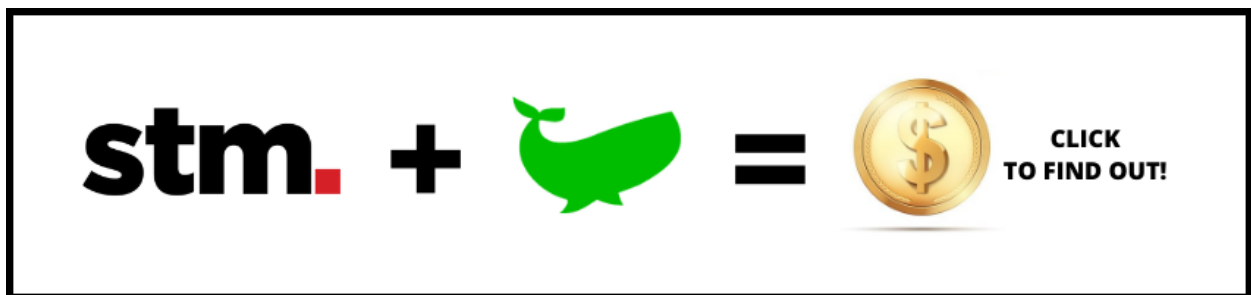
The top traffic sources for our offers are Facebook, Google, and native platforms.

These are traffic types that we would recommend that affiliates pay attention to and start working with.

### 7) Covid impact?

As we've noticed, people are to buying even more goods than before. So we can say that covid-19 has had a positive impact on our business.

Of course, there are some difficulties when countries close for lockdown to cause delivery service problems. But we have already learned to overcome and survive all of these.



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## Gasmobi, Victor Durán, COO and Co-founder

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

**(BONUS: Gasmobi provides an in-house Loyalty Program based on revenue generated during three months. It applies to new and existing partners.)**

### 1) Self-intro

In business since 2015. Main verticals are White Hat Leadgen - Insurances, Education, Refi, Surveys, Ecommerce, CC-submits.

### 2) Rising/declining offer verticals?

White-hat lead generation campaigns as a whole are working just great for the network. Changing from sweepstakes/raffles and subscriptions to “clean” campaigns has been the best decision for 2021.

Top performing verticals are now insurance, finance, mortgage, home improvement and subventions. We know for sure that sticking to the strategy of white-hat verticals will bring more benefits to our affiliates in the short and long term by providing stability for their campaigns.

Definitely the CC Submits vertical is in decline more than ever. It no longer represents a major percentage of invoicing as it did in the past. This is mainly due to the new 3D-secure implementation, also more restrictions on the merchant side (such as the blocking of SMS traffic), and if you add facebook restrictions to the mix, it makes total sense why the whole vertical would be in decline.

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

As we mentioned before, our main focus now is white-hat offers. A lot of affiliates were complaining about the difficulties of running black-hat campaigns on clean traffic sources like social and Google, so we started doing tests on insurance / loans / home improvement campaigns in the US and FR in early 2021, and it brought amazing results. So our strategy was to replicate this with all our affiliates and it worked for most of them as well.

### 4) Best geo+vertical for newbies? And for veterans?

We still have a bunch of decent Sweepstakes and LATAM leadgen offers for newbies with pop/push traffic.

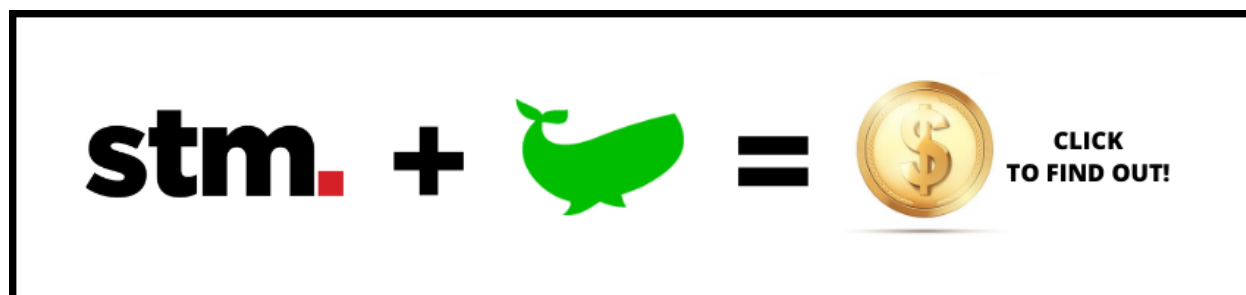
For emailers, education has always been a good option.

For high-level media buyers we recommend: Education, Finance, Insurances - could be a good choice for experienced Facebook'ers, TikTok'ers, emailers. And for push traffic - LATAM leadgen (bank products, test drives, TelCo, Insurances) is evergreen!

### 5) Help provided to your affiliates?

Most of the offers for email traffic come with html templates. We also provide recommended banners/prelanders, but sometimes it's mandatory to use advertisers' creatives. This part is super strict as we want to grow the account and build trust with advertisers.

At the same time, in the last quarter of 2021 we made great deals with different advertisers to host the landing pages ourselves, and this has allowed us to offer our affiliates exclusive angles that translate into better conversion rates.



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## 6) Best traffic for your offers?

Our main traffic sources bringing quality to the network are Email, Native, Social and Push. Here are the verticals which work best for each:

Subventions / Home Improvement offers (FR) - Email

Auto / Med insurances (US) - Native

Survival products (Nordic geos) - Facebook

Financial campaigns (Brazil) - Push traffic

Affiliates with more experience can for sure get good results on Native, Google and Facebook. For newbies it's easier to test with email databases and Push.

## 7) Covid impact?

Gasmobi survived covid-19, 20 and 21. Online businesses in general was really stable and even grew during the pandemic, and it was the same for Gasmobi thankfully, even though times were hard for some of the others. We are happy to have an amazing dedicated team and partners, which is the main reason for our continued growth in 2022!

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## iMonetizeit, Roman Kirianov, Head of Performance Department

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

### 1) Self-intro

Five years of experience with A/B testing of dating funnels.

### 2) Rising/declining offer verticals?

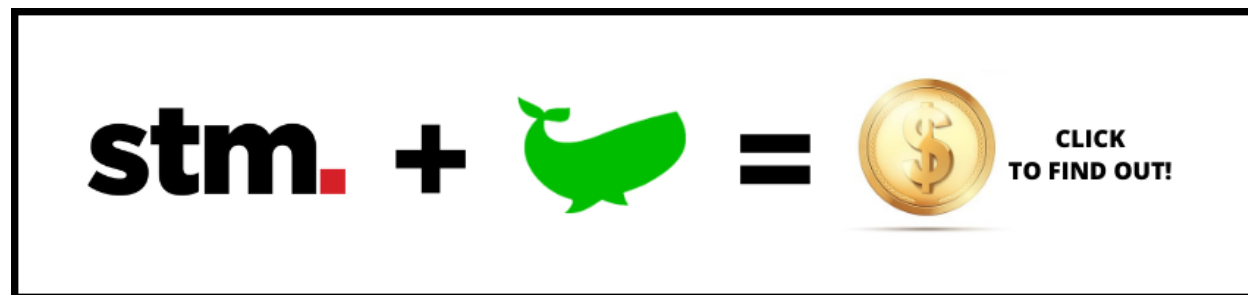
In our vertical, brand names mean much less than locations. So I can mention only specific countries that have trended upwards significantly or experienced a dramatic drop.

The growth leaders were Brazil, Israel and Russia.

The worst were NORDIC (Norway, Sweden, Denmark, Finland) countries. Due to the high standard of living in these geos, advertisers used to give high payouts. This fact had attracted a lot of fraudulent sources in the past 5 years. Last year advertisers finally understood that \$15 per dating lead was too high a price to pay for fraud. So payouts plummeted and traffic levels followed.

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

From our side, we see that affiliates continue to work with high-risk verticals. The rise of social media has certainly impacted on the building of funnels. Creatives become less



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and less aggressive over time. But no matter how easy and transparent the dating vertical becomes, the behavior of Facebook moderation is predetermined.

#### 4) Best geo+vertical for newbies? And for veterans?

For newbie affiliates, I recommend starting with inexpensive geos with high competition among advertisers for PPL products. It will help to familiarize with the funnel, understand the metrics and get the first positive ROI. Of course, dating is the best place to start, as it remains the vertical with the highest ROI. And this means that the results will not take long to see.

Good geos to start with would be: Brazil, Taiwan, Chile, Nigeria, Peru.

For intermediate affiliates: Israel, Spain, Italy, Russia

For experts: US, France, Germany

#### 5) Help provided to your affiliates?

Our Dating smartlink is our main product. We have a team of professional marketers build the most effective funnels for our partners, with the best combinations of pre-landers and offers.

In addition, we provide necessary promo materials like iframes with banners, and pre-landers. We actively share our experience in building funnels: We publish case studies and results of our own prelander tests. (You can find some of those on the [STM Forum](#).)

We are also working on improving results for our partners, such as provide additional monetization and various integrations with advertisers. So in 2021, our partners' funnels included: API integrations, retargeting system, the ability to build an organic

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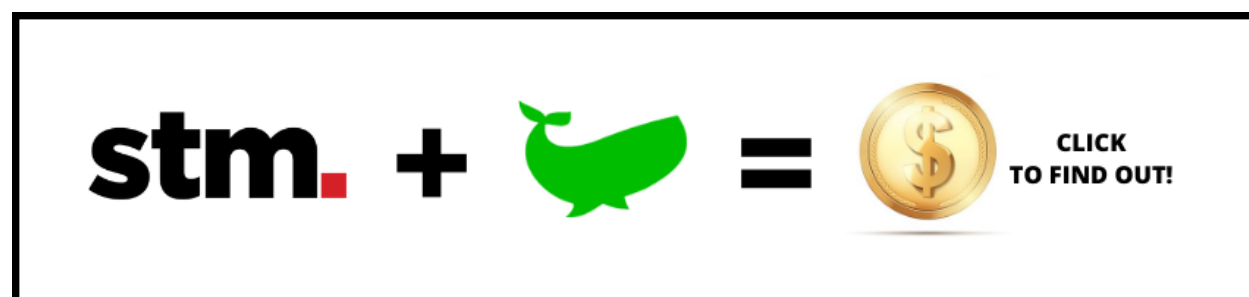
funnel, push, backbutton, extra-offer, email monetization, new traffic monetization models and, of course, exclusive offers, white labels and in-house dating product.

## 6) Best traffic for your offers?

We work with all traffic sources except SMS. According to our advertisers, the best quality sources are dating member areas, Adwords, and Facebook. They are more wary of UAC, Tiktok and Instagram.

## 7) Covid impact?

2020 clearly showed that online dating has become almost the only means of romantic communication in the covid world - the volume of traffic increased 1.5x. Users who have lost other forms of entertainment because of covid and the lockdown - such as travel, eating out at restaurants, betting, etc. – were ready to spend their funds on online dating in order to neutralize the psychological effects of the isolation. In turn, dating adapted to the situation, serving users with new features in the form of online dates, private chats, online games, vaccination badges, etc.



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## Leadbit, Elmira Nikiforova, Head of Marketing

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

### 1) Self-intro

Leadbit has been a worldwide internet platform for affiliate marketing since 2014. It includes Nutra, Dating, iGaming and Finance verticals with separate teams for each niche.

### 2) Rising/declining offer verticals?

The most popular verticals are iGaming and Nutra due to the large increase in online activity in the last years (because of covid lockdowns). We provide offers in the best niches to our partners - all of those niches are evergreen.

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

We have a large pool of offers in the Nutra, iGaming, Dating and Finance verticals. Every affiliate can find something suitable to promote. FB bans a lot of accounts for different reasons. We have lots of case studies and guides with different approaches to promoting offers - you can find them in the Leadbit Blog, where our team posts knowledge to help our affiliates learn the trade.

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#### 4) Best geo+vertical for newbies? And for veterans?

The best way for newbies to start is with offers in the Dating or Nutra verticals, for geos with cheap traffic because you'd need less budget for tests. For experienced users, we advise paying attention to LATAM and Europe.

And, of course, don't be embarrassed to ask your affiliate manager for help.

#### 5) Help provided to your affiliates?

First of all, Leadbit's main goal is to build strong and effective relationships with our partners. We regularly update our 1700+ offers pool to provide the best payouts.

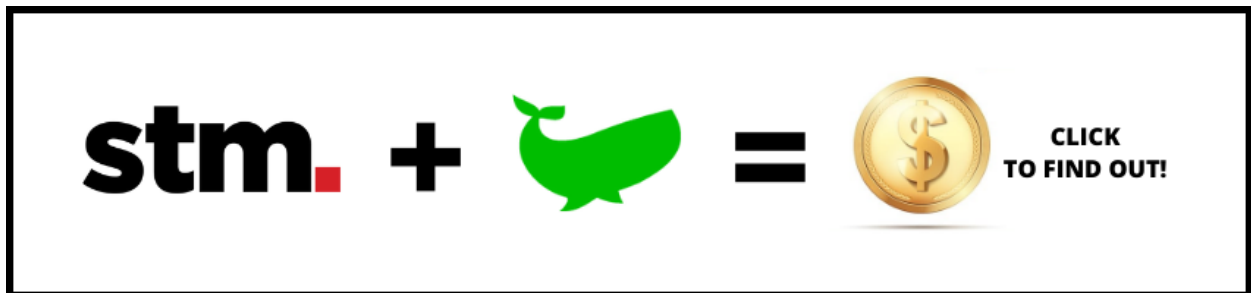
Our partners get ready-to-use creatives, pre-landings and landings from us. We also help with localization and technical aspects. For iGaming affiliates, we have extended statistics and free apps for promo.

#### 6) Best traffic for your offers?

We accept all traffic sources. FB, Google, TikTok and Native ads are the main ones. For iGaming: We like FB for volumes of traffic and SEO for the quality.

#### 7) Covid impact?

We upgraded some business processes due to covid, and our company hasn't lost any effectiveness. In fact, the team has become more experienced and stronger.



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## Leadbull, Leadbull Team

Link: [LeadBull.io](https://LeadBull.io)

(Please Note: Leadbull does not have work with affiliates – they're a lead gen agency contributing insight to this report.)

### 1) Self-intro

Leadbull is a performance marketing and lead generation agency. We run our own optimized acquisition flows for our internal products or white labels, in a wide range of verticals from finance to adult.

### 2) Rising/declining offer verticals?

We're sure that the esports industry and the online banking verticals will keep growing in the near future. Regarding esport, it is expected that betting-related sites will grow proportionally, and affiliate offers will start popping. We didn't notice any specific vertical dying, even though some formats like push are getting more and more regulated and some verticals may be affected by this.

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

Leadgen on FB is mainly doable for solar, insurance, or even ecommerce. In general anything where you can use "happy faces" on creatives is possible, since Facebook loves anything that can result in "good feelings" for the user, so this approach can get good traction on the platform and avoid headaches from bans. In a nutshell, it's very

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important to understand how Facebook's algorithms work in order to create super-compliant ads.

#### 4) Best geo+vertical for newbies? And for veterans?

**For newbies**, the easiest thing to promote is always SOI/DOI dating, sweepstakes, or click flow offers. It's always recommended to start with Tier 3, as it will be way easier to get results with low budgets.

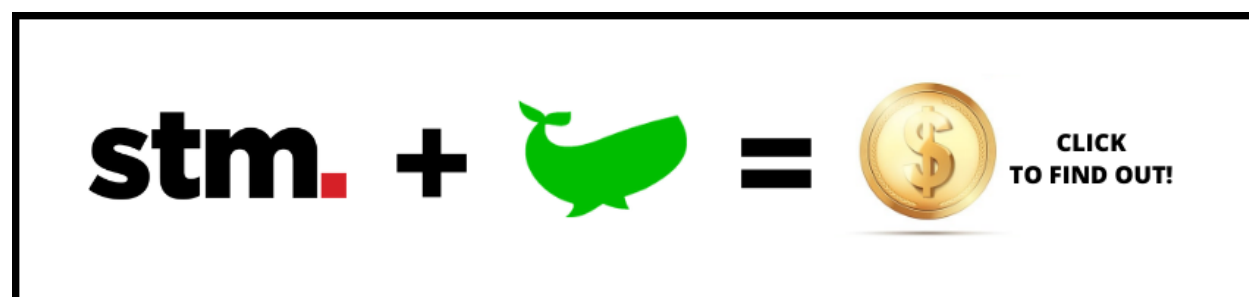
**For intermediate/expert affiliates**, Nutra or PPT offers for dating generally work great with good sources of traffic and can make big bucks pretty fast.

#### 5) Help provided to your affiliates?

We don't work with affiliates, we just do media buying on our own products. The best insight we can give is to deeply research and understand your consumers based on the products you're offering and the geo where you're marketing the product. Understand their preferences, routines, and problems, and use the insights of that buyer persona to develop better ads/prelanders/offers. The narrower the niche you're targeting, the better your offer/product will convert.

#### 6) Best traffic for your offers?

Native is working great for us. Emailing traffic showed unexpected great results and inpage push is getting interesting in terms of volumes. Video ads will be the next big thing in the years to come. Social and Google traffic will always be among the highest quality sources. The key here is to understand what works for each source, then you can basically work with any kind of traffic.



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## 7) Covid impact?

We are in one of the few lucky industries that were positively impacted by the covid situation. Even though this period caused frustrations worldwide, as people were forced to stay at home, we saw a massive increase in online traffic – because people were probably bored at home and therefore much more eager to click on ads. We saw quite an impressive increase in our CTRs overall.

Overall, covid has also made the medical market boom. Some affiliate marketers were able to dive into the ecom vertical, selling various products related to hygiene or protection.

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## LetsCPA, Olia Zhuk, Head of Affiliate Department

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

### 1) Self-intro

LetsCPA is a sweepstakes-focused affiliate network founded in 2017. We target our efforts at CC Submits & SOI sweeps, and other kinds of leadgen offers that can be promoted to a broad audience at scale.

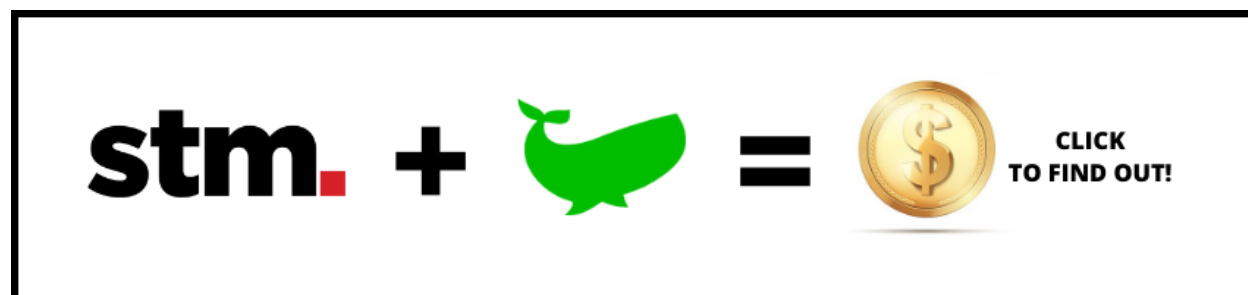
### 2) Rising/declining offer verticals?

We have a pretty narrow focus but it feels like everything is more or less stable in terms of the verticals now. There were some up/down trends in terms of traffic sources though. Suddenly, affiliates discovered that FB is not the only scalable source, and started discovering new “traffic mines” like TikTok, which unexpectedly were able to provide even more volume.

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

We do have offers that can be run more or less safely on FB and other social media, but honestly, it's more about the techniques, not the offers themselves. The trick is to find a way to run safely something that others cannot. All the big money is concentrated in areas that are not accessible without some specific secret ingredient.

Don't look for “safe” offers, look for the secret ingredient. It would be a much more profitable strategy.



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#### 4) Best geo+vertical for newbies? And for veterans?

In our opinion sweepstakes and leadgen are not for newbies at all. We haven't seen any cases where a newcomer was able to go from 0 to at least 50k/month even though we've been doing sweeps since 2017. So the best advice for newbies from us: Don't do sweepstakes.

On the other hand, we see great potential for intermediate/expert affiliates in the vertical. European Tier 1 countries and North America are great for both CC Submits and Lead Generation offers.

#### 5) Help provided to your affiliates?

As we are laser-focused on sweeps, we know what's working in this vertical, and have plenty of exclusive solutions. We also help with funnels and prelanders. In addition, we help our trusted affiliates scale campaigns by providing extremely fast payments when they're needed.

#### 6) Best traffic for your offers?

Social media traffic works best with sweeps and leadgen. But don't be too obsessed with Facebook. For instance, TikTok is a great source as well and in some geos it may be even more scalable than FB. Consider the fact that TT is a relatively new source and the auction is not too competitive there.

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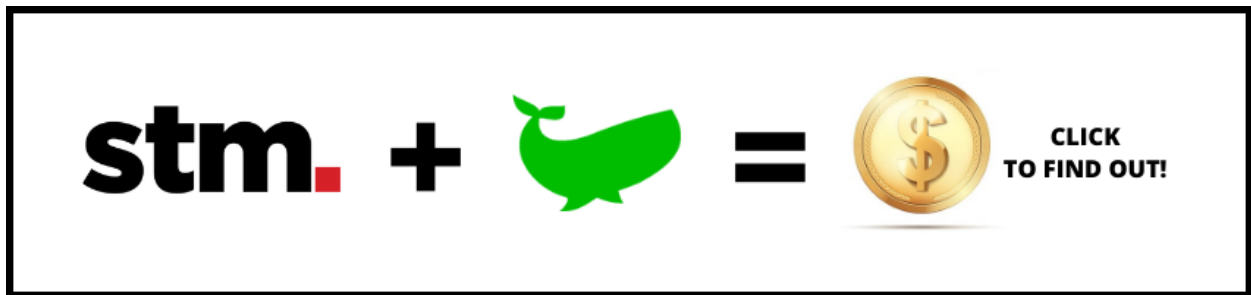
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### 7) Covid impact?

Covid has affected the whole market and it's really complicated to highlight what has changed exactly for us, except for evident things like transportation, conferences and so on.



The graphic is enclosed in a black rectangular border. It features the 'stm.' logo in black with a red square at the end of the 'm'. To its right is a black plus sign, followed by a bright green whale icon. Next is a black equals sign, then a gold coin with a dollar sign on it. To the right of the coin is the text 'CLICK TO FIND OUT!' in black, uppercase letters.

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## Masters in Cash, Stefan Muehlbauer, Head of Business Development

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

**(BONUS: Up to 20% bonus payout on CPL dating programs – please find [details here!](#))**

### 1) Self-intro

I've been in the industry now for 12 years, during which time I was focused on different type of adult offers - toys, mobile, cams, membership sites. I've also been managing a mainstream network for 4 years. Now I focus fully on working with the direct Dating Advertiser Masters in Cash, and push here new business with the more sophisticated tools like API, Email Passing, and make custom deals with big pubs.

### 2) Rising/declining offer verticals?

I can only talk about offer types and verticals in the dating Space. Some niches are experiencing fast growth. Shemale offers are booming like crazy, both for affiliates but also for our monetization with rebills of the user.

What have declined are offers that feature glamorous, good-looking, model-type girls. These are only working for Sugardaddy offers. In Adult in general we see a big spike in OnlyFans clones. It's natural to have copycats when you are that successful. In addition, in the middle of the year there was word on the street that OnlyFans may ban sexual content, which caused even more clones to appear.

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

Also here I can only speak for the adult and dating space. It is possible to run dating on FB. But it needs to be whitelisted. Forget casual dating! It's a long process and you have no guarantee, even if you follow all guidelines of FB that you will get whitelisted and continue to be. This is more relevant for in-house media buyers. Dating advertisers that do get whitelisted would risk having that status taken away by having affiliates promote their offer.

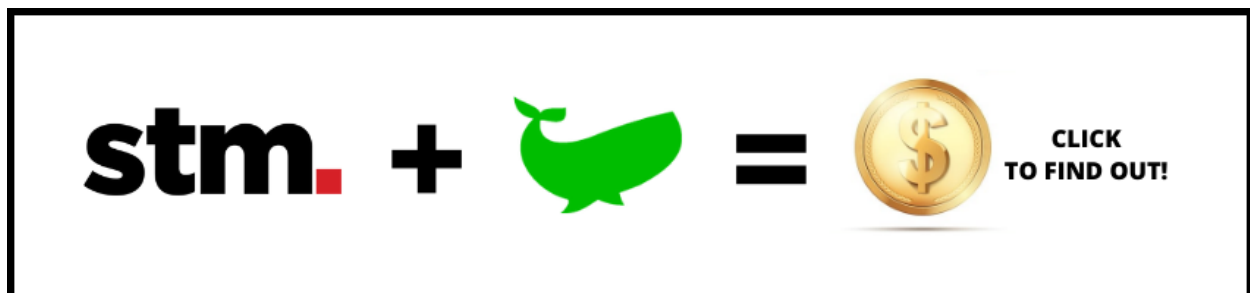
### 4) Best geo+vertical for newbies? And for veterans?

**For Newbies:** Work with one traffic source, one advertiser and one traffic type to get in the groove. Have a look at [my monthly dating industry podcast](#) for tips and tricks from the elite of the industry. **For experts** I would highly recommend to build your own sign up pages and cascade over API.

### 5) Help provided to your affiliates?

We are always producing new offers and updating existing ones. You will always find products with empty user databases. We provide for every offer between 5-20 prelanders. From superhard to family-friendly you will find everything.

Bumps can happen frequently, quickly and automatically when you can bring great quality traffic! We do everything in our power to help our affiliates earn money – we can only make money when we help you make money.



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## 6) Best traffic for your offers?

I would rank the quality of traffic types like this, starting from the best: Comparison sites, Adwords, SEO, Email, Native, Banners, Push. Pops and Social do not work that well for us.

## 7) Covid impact?

Well I owned a vegan restaurant that I ended up shutting down. But this is STM and not Tripadvisor so you want to know about the impact on online business. In the beginning we saw a drop. People didn't want to date because they were afraid of Covid, afraid of spending money as their jobs were at risk, and afraid that the wife would see their phone now that they were stuck at home, etc. So the angle had to shift more towards online interaction to fill the gap for this basic human need. After that, people quickly caught on and got used to online engagement, and everything went back more or less to normal.

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## Mobidea, Francisco Guerreiro, Senior Affiliate Manager at Mobidea

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

### 1) Self-intro

Mobidea was established in 2011, based on years of knowledge in this field. Mobidea is one of the biggest affiliate networks focused on CPA offers, having as their hallmark mobile content, sweeps, pin subs, cc submit, dating and adult verticals.

### 2) Rising/declining offer verticals?

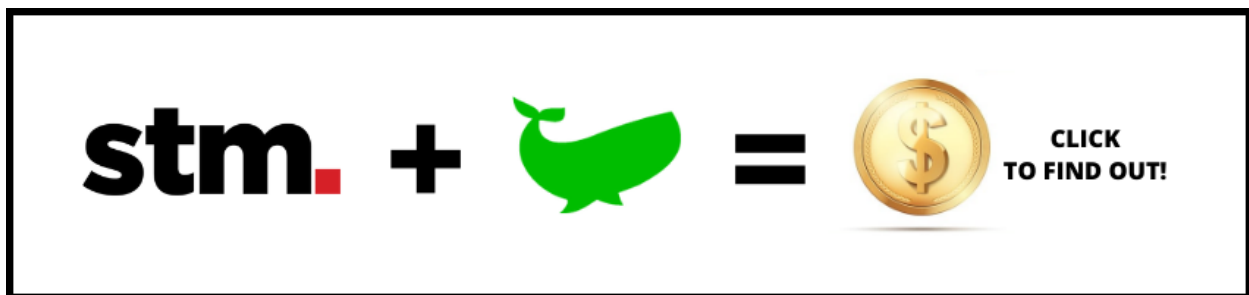
The fastest rising verticals in the push market right now are gaming and sweepstakes, especially those with cash prizes.

We've seen a sharp decline in the number of conversions of popunder campaigns, with an associated decrease in revenue.

The quality of traffic has either dropped off, or just isn't there anymore. It would seem that users have become too familiar with pop ads and are simply ignoring them.

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

Affiliates can run our offers on Facebook, but they must use clean pre-landers and a valid website. Affiliates should take care when promoting affiliate offers on Facebook, as they don't tend to have a high degree of trust in affiliate offers in general.



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#### 4) Best geo+vertical for newbies? And for veterans?

For newbies, we recommend push traffic with gaming or adult verticals.

For more experienced affiliates, we highly recommend learning how Facebook Ads work and giving that a go with sweeps or finance offers.

Sweeps can work well with push or social ads, but try to focus on sweeps with cash prizes, not so much "win an iPhone" style offers, for best results.

#### 5) Help provided to your affiliates?

We only have direct offers, some of which are exclusive to the network. We provide creatives for most of the offers in our directory. We also have a strong team of account managers with years of experience.

#### 6) Best traffic for your offers?

Push traffic and Facebook Ads are working best with our offers, so they would be the ones to focus on. TikTok has also been gaining traction, so it will be interesting to see how this will continue to develop.

#### 7) Covid impact?

Covid hasn't affected Mobidea at all and hasn't had any negative impact on our business.

For the most part, all our teams were working remotely since before the start of the pandemic.

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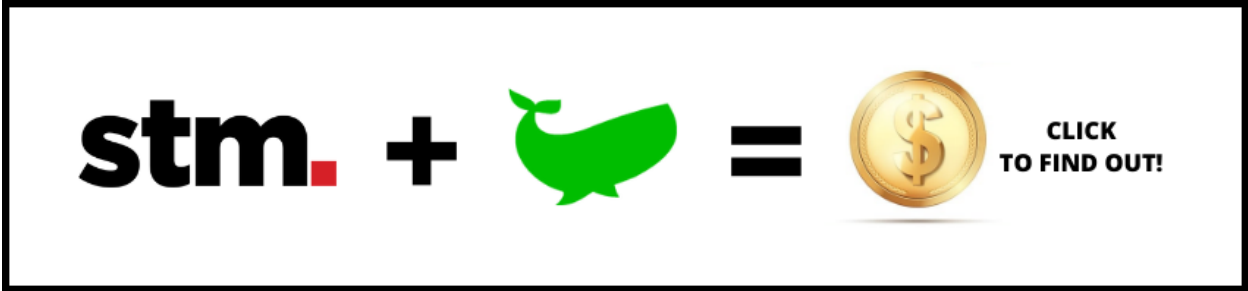
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If anything, it actually gave us a greater sense of connection and motivation, which we shared with our clients and partners.



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## Mobipium, Ricardo Duarte, CEO

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

**BONUS: We're going to give a 10% top up bonus to report readers that sign up using [this link](#) - for new affiliates only and valid for the first 3 months of activity with us.**

### 1) Self-intro

Mobipium is a Portuguese Mobile Performance Network that has been in the industry for 9+ years.

Although we mainly work with Carrier Billing, we are also into Dating, Ecommerce and Leadgen. We even have an in-house Push Subscribers Smartlink that is very famous among [STM](#)'s newbies due to its auto-optimization and amazing performance!

We like to say that we're specialists in mVAS because we're connected to all of the most important aggregators out there: They've known us for a long time and they trust us with exclusive LPs and the most competitive payouts. We also have our own Internal Media Buying Team, who's in charge of testing all the offers before setting them live on our market. In conclusion, we always know what works and we share that info with our partners.

### 2) Rising/declining offer verticals?

We are always testing new verticals with our internal media buying team, and during 2021 and the beginning of 2022 we see a good trend among all the verticals we specialize in. That said, if we had to choose one vertical that we'd expect to expand

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significantly in the near future, it would be leadgen. It has a lot of room to grow worldwide.

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

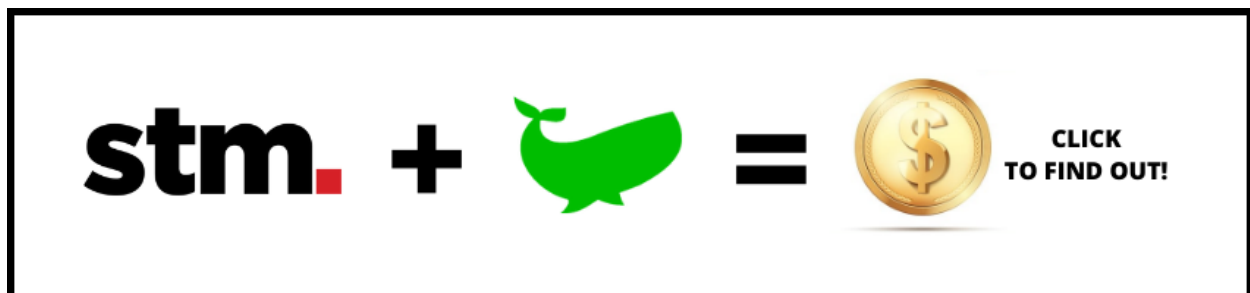
At Mobipium, we always think long term. This is why we fully support affiliates in making the shift from blackhat to whitehat. This is the only way we can take our industry to the next level. We need to stop making quick money and think more long term.

Regarding our offers, all of them are whitehat, but that doesn't mean that Facebook will accept them (we all know that sometimes they can be really picky). So, when we talk about Facebook traffic we'd highly recommend to focus on Leadgen, Ecommerce and some in-house mVAS offers where we can provide unique direct links for each service.

### 4) Best geo+vertical for newbies? And for veterans?

**For newbie affiliates**, we recommend the Push Subscribers Smartlink I mentioned above. The great thing about it is that it works even with remnant traffic that doesn't convert with anything else. It's so easy to make money with this Smartlink - the affiliate only needs to connect it to the traffic source and that's it, we take care of the optimization.

**For veterans**, we suggest US Leadgen and the mVAS segments that have been blooming during this last year: NG MTN – PK Telenor – PE Entel – TH Dtac and, of course, a classic for Mobipium: ZA MTN. You can make a fortune with those 5 segments but, of course, you need to know how to do it.



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## 5) Help provided to your affiliates?

Since we have long-term relationships with most mVAS advertisers, our affiliates can find exclusive landing pages in our market. I'm talking about custom-made LPs that can't be found anywhere else.

In 2021, we completely renovated our interface with the sole purpose of making the lives of our affiliates a lot easier. We added a multi-level comparison tool, an hourly evolution analysis panel and even a pre-landers vault, where we provide access to our internal media buying team's best performing pre-landers. Also, we translated our entire website and platform to Russian and Chinese, for all partners who prefer to do business in their own language.

Apart from this, we continue to give our affiliates 24/7 support. All of them have Dedicated Account Managers that will recommend the best offers for their traffic and help them with everything they need.

## 6) Best traffic for your offers?

Volume-wise, we find that pop traffic remains the top ad format, at least when talking about mVAS products.

Sources like PropellerAds, PopAds and Zeropark are good to work with because of their variety of tools and features, as well as their capacity to deliver massive volumes to your campaigns. On the downside, this ad format demands constant analysis from the buyer's end to avoid misleading and fraud.

On the other hand, push traffic and its variations can give you better quality but less volume and ROI, and it usually ends up being more expensive than pops.

In the end, the traffic type to focus on will depend on the affiliate's budget. For those who are not willing to spend much, we recommend alternative DSPs such as Pushub,

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Noviclick and TrafficNomads, where you can typically find good quality with better prices.

## 7) Covid impact?

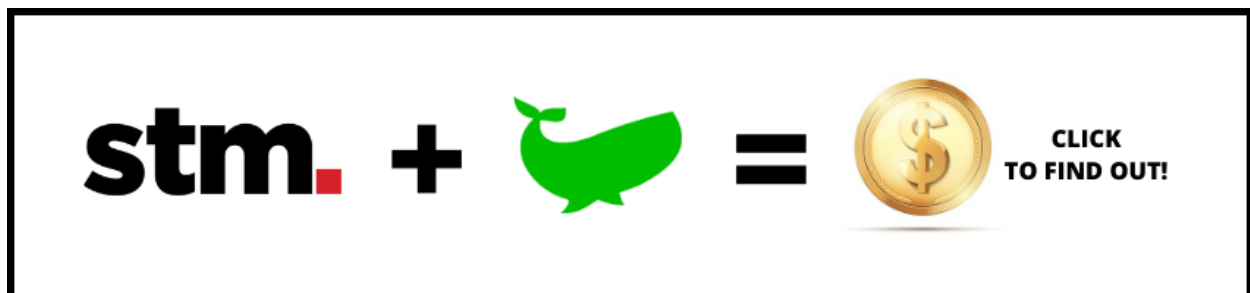
At the beginning of the pandemic, the whole mVAS scenario changed: The geos that had been stable stopped converting all of a sudden, some advertisers lowered their budgets and most of the solo affiliates reduced their investments due to financial uncertainty.

It took us a few months to get accustomed to the new phenomena, but we finally managed to turn the situation around:

-We explored more and more geos until we found some hidden gems: Segments that we never imagined could work (MM Telenor - NG MTN – PE Entel, to name a few).

-We realized that most people were staying home and not using their 3G, so we decided to invest more in offers that accepted WIFI traffic, mostly PIN Submits. That was how we mastered the MENA Region (most WIFI offers are for DZ, EG, IQ, JO, KW, PK, QA, SA, PS, and AE).

-While some affiliates were cutting costs, others were just starting to get the hang of online marketing. A lot of people lost their jobs and were forced to learn a new craft to generate income. So, we had an idea: To take on inexperienced affiliates and teach them all they wanted to know about the mVAS world. Now, those have become our best affiliates and the ones that make the most revenue... and 2021 ended up being our best year in the 9 years we've been active!



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## Monetizer.com/Advertiser.com, Vincent Schilberg, Managing Director

Links: [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?

We did not see a difference compared to last year. All of our main verticals can still work very well: Carrier billing, Sweepstakes / Leadgen, CPI.

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

We offer our pubs the possibility to target individual offers in addition to running smartlinks. Combined with good communication it is possible to run offers via FB traffic. As long as publisher and advertiser are transparent in the way the offer is and should be promoted it can work out well.

### 4) Best geo+vertical for newbies? And for veterans?

**Newbies:** Push and Pop traffic in Tier 2-3 countries for Sweeps/Leadgen and Carrier billing offers.

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**Intermediate/experts:** Tier 1 countries, any vertical - high competition but high reward if done right.

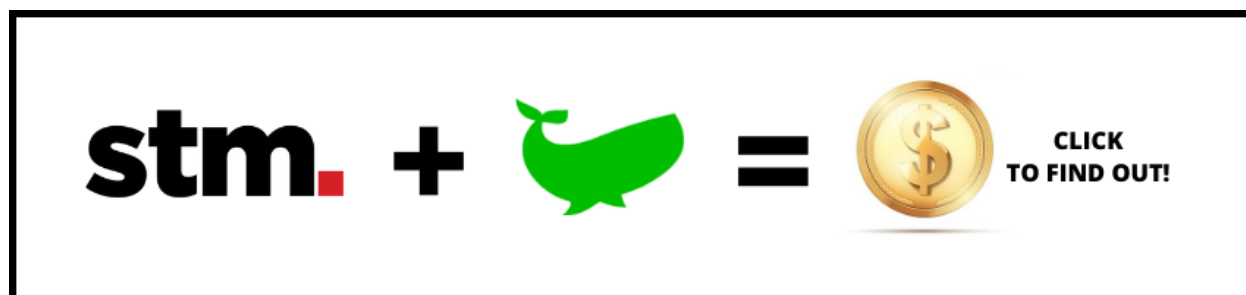
### 5) Help provided to your affiliates?

We are constantly working on improving the overall experience, and adding features so our affiliates can make the most out of our platform. In addition to live statistics on geos/verticals and simple offer previews, we also allow for special requests being sent by our Advertisers to our Publishers and vice versa. This creates opportunities for potential matches, for example for very specific flows. We also provide tags that advertisers can use for their offers, so publishers can easily track what type of offer are available in a smartlink, and then decide whether or not to target a specific offer individually.

So our approach has changed from us just offering a smartlink and doing the work to find a good match for their traffic, to narrowing down to individual offers and focusing on a perfect match and flow. With our unique messenger system that we introduced a few years back, we created a certain level of transparency and freedom that I believe to be quite unique. Publishers and Advertisers can communicate in a supervised way to make better deals or clarify necessary specifics, which will help enhance performance for both sides. Advertisers can also create private offers for individual pubs. We believe that if there is potential, why not let both parties customize everything?

### 6) Best traffic for your offers?

I believe a few years back we were especially known for being able to monetize all kinds of traffic - everyone was sending traffic that they were not able to monetize, and we would help them out by matching it with the best offers possible. Years of



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experience coupled with the massive amounts of data our system has collected over the years have led us to continuously improve our algorithm.

These days, we are not only able to monetize all types of traffic, but also help affiliates to scale even more with plenty of offers to choose from that are suitable for different types of traffic - may it be pop, push or social traffic. The number of advertisers and offers we have, combined with the strength of our platform, should give every affiliate the opportunity to turn traffic into profit.

### 7) Covid impact?

We've experienced only positive impact to be honest.

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## MyLead, Patryk Hoffmann, CEO

Links: [MyLead.Global](#), [MyLead's STM Profile](#)

**BONUS: We want to give +10% bonus that will increase rates for 72hr! Code – IxuulR**

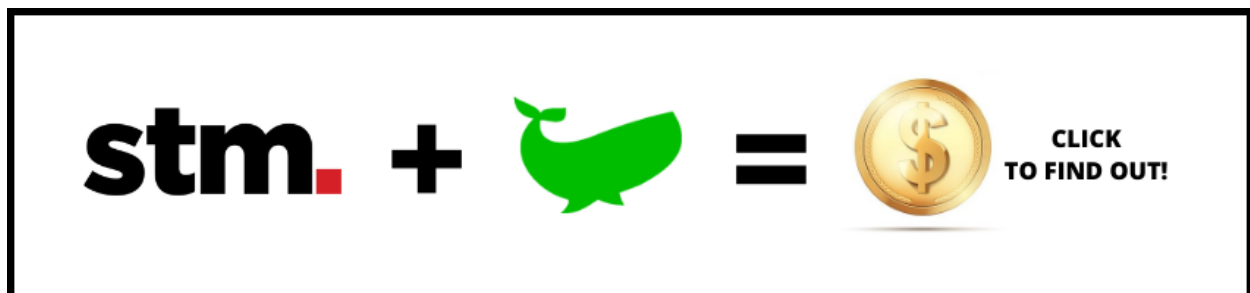
### 1) Self-intro

MyLead is an Affiliate Network offering 3000+ campaigns from industry leaders in ecommerce, 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 or smartlinks. We're one of the fastest-growing brands in Central Europe due to Deloitte #CEFAST50 associating over 400k publishers and receiving numerous awards every year.

### 2) Rising/declining offer verticals?

It really does depend on the location, but there are things that are and will be popular, like gambling, finance, and cryptocurrencies. This is due to high rates that attract publishers from all over the world. Official and licensed brokers are now more than welcome.

What's gaining even more popularity are nutra and betting. For nutra, people are now more concerned about their health and lifestyle than ever. When it comes to betting, the events that will take place this year speak for themselves. Beijing Winter Olympics, FIFA World Cup in Qatar, Wimbledon...it's definitely worth getting into this category.



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Also worth mentioning is that we can finally expect covid restrictions regarding traveling to lift. That's why it may be a good idea to get into travel offers as they are slowly coming back.

It's tough to say which affiliate programs may be dying, and we ought to think about those that are simply changing. For example, Click2SMS offers are almost entirely gone from Europe, but seem to be doing well in Asia and Africa.

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

Because of MyLead's extensive selection of ecommerce offers, our emphasis is on whitehat. But for blackhat, we do have for example content lockers that allow motivated traffic. Lockers are accounted for in the CPL model, which makes getting leads much easier.

When it comes to safe Facebook promotion, I mentioned a solution we were working on last year. We released a free link cloaker called HideLink that we provide to our users. Thanks to HideLink, our affiliates don't have to worry about getting banned, and their affiliate links have a much longer lifespan on many social media sites.

### 4) Best geo+vertical for newbies? And for veterans?

**As for categories I think would be more suitable for newbies**, I'd suggest dating because many campaigns are based on the CPL model, and it's easy for users to create accounts, so therefore leads can be gathered quickly.

Those who are just starting their affiliate journey can also focus on sweepstakes for basically the same reasons - CPL is one of the easiest remuneration models, and everyone enjoys winning things.

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Another attractive option would be movies and series because programs from this category seem pretty straightforward to promote. Groups on Facebook or other social media platforms are familiar places that are good for promoting to.

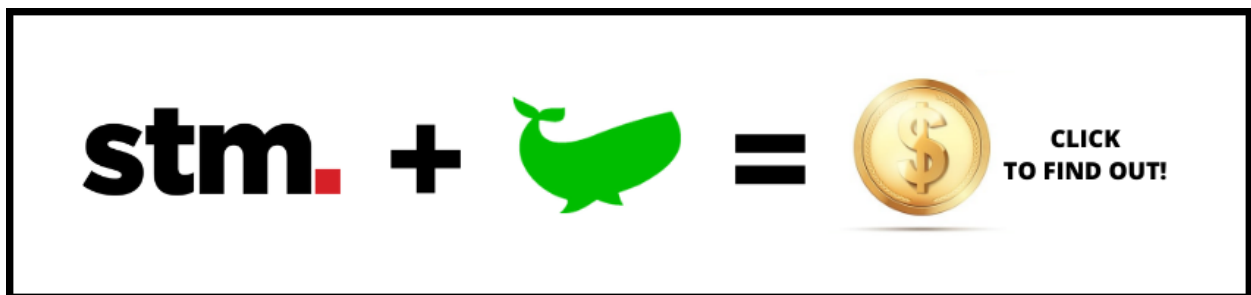
**When it comes to more advanced affiliates**, I'd suggest to focus on crypto and investment programs. Worth mentioning is that, as an affiliate network, MyLead has been named "the best crypto network" in many competitions. Crypto and investment programs usually have high payouts, but it's not an easy job to "convince" customers to take the required action. That's why promoting these categories wouldn't be the best idea for beginners.

### 5) Help provided to your affiliates?

I'm proud to say that we're doing our best to provide our affiliates with the best resources possible. Each registered user has free access to in-house offers, including comparison engines, and ebooks on the latest affiliate trends and the best ways to generate profits. Also: We offer the potential for affiliates to be assigned a mentor who's personally making money with affiliate marketing, who can advise others on how to do the same.

Of course, we also run a very active industry blog and a YouTube channel that contain guides, tutorials, and case studies.

MyLead also has a mini landing page builder. This free solution allows affiliates to generate a simple sales page that works similar to a pre-lander, except that it does not require anyone to own hosting or even a website.



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## 6) Best traffic for your offers?

I'd say that social media is the most popular method of gathering traffic among affiliates. And there's a reason for that. Social media has naturally evolved from a communication platform to a convenient marketplace with a ready-to-pay audience. Directing it to targeted offerings is simple and rewarding.

Paid advertising deserves mention too. Today's media can make it pretty hard for affiliates' activities to be heard or seen organically. Paid advertising comes to the rescue, and that's why it's also very popular among advanced publishers.

## 7) Covid impact?

We are growing every year, and the industry itself, including MyLead, has accelerated very much due to the pandemic, so I'd say that MyLead, as well as the entire affiliate industry, are among the lucky ones. We expanded our team by 22.85% last year!

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## Propush.me, Olga Kuznetsova, Senior Account Strategist

Links: [Propush.me](#), [Propush's STM Profile](#)

(Note: Propush.me is a traffic monetization service and not an affiliate network, but this is the most suitable section for this service.)

**BONUS: Extra \$50 for the first payout for new affiliates – use promo code STMPDF**

### 1) Self-intro

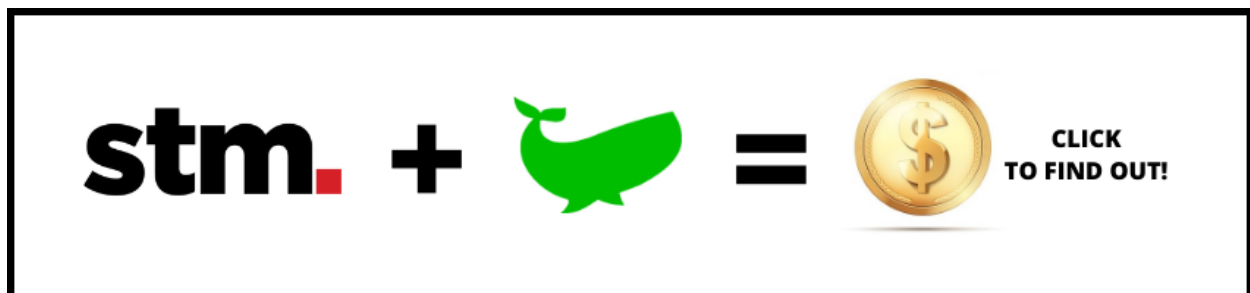
ProPush is a network that was developed to help affiliates who have their own landing pages to monetize traffic by using push subscriptions, to easily make extra profit in addition to their main CPA offers. Created by Propellerads, a popular ad network, ProPush offers a wide variety of payment systems to internet users, customers, clients (CPS, Revshare). Users can find easy setup, monitoring and extensive statistics for each subscription on the platform.

### 2) Rising/declining offer verticals?

Our main focus has always been on push-subscriptions, so let's talk about them.

It's often said that push-subscriptions are dead. In fact, we see not only an improvement of the push technologies, but constantly growing interest in the niche, both from the supply and demand sides.

It allows you to not only continue to earn money on push notifications, but also gives the real scope for creativity and testing: Allowing you to customize the solution for your traffic and goals.



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You can create LPs and use it as the offer, or use it as extra monetization for existing campaigns, or use it as a “traffic back” to monetize extra traffic. With push subscriptions you can now monetize offers in of any vertical and make back up to 30% of the cost of traffic as ‘cashback’. That doesn't look like the death of push subscriptions, does it?

Working with push subscriptions is becoming more diverse, gravitating towards exclusive solutions, requiring more customization of the funnel and more time invested in testing. But in terms of profit, it's really worth it!

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

We're sure that working with push notifications is one of the safest models on the market. Due to strict policy rules we ensure the monetization is with a clean feed, meaning there's almost no risks for publishers.

Push notifications require user-consent, and our tag can be run with social traffic like whatsapp and facebook without account ban issues. Extra monetization of offers with Propush.me can be used with any of your offers, so it is certainly whitehat!

### 4) Best geo+vertical for newbies? And for veterans?

You may use our push notification tag with your offer of any vertical. Top results are shown with sweepstakes, plus you could also test Dating, Ecommerce, Utilities, Betting, Gaming. We work with WW geos, and top geos are US, GB, AU,CA. Basically we will monetize any geos you run!

**For newbie affiliates** we recommend trying our monetization solution without any fears or doubts - the push offer won't significantly affect the CR of your main offer, users will interact with BOTH your offer AND with the push notifications, and you'll get paid for it.

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Do not be afraid of the revenue share paying model - in the long-term it will bring you more profit than working with CPS (cost per subscription).

**Intermediate/expert affiliates** will also enjoy such a feature, as basically you only need to add our tag and service worker file to the landing page, and push notifications will start bringing you extra profit. For sophisticated affiliates I would advise you to check out our Traffic Back Link - you may customize it according to the needs of your flow, set it for back button or different push subscription events, such as 'allow', 'decline', 'already subscribed' etc. In this way you can squeeze every drop of profit from your traffic!

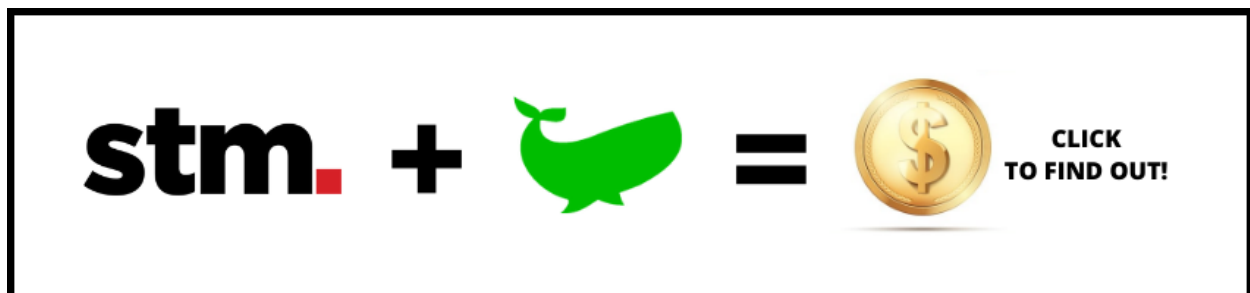
### 5) Help provided to your affiliates?

Recently we've improved the latest version of our push tag which shows high CR. Our tech team is constantly checking how the new versions of Google Chrome browser display push notifications, in order to ensure our solution is always one step ahead.

ProPush.me offers tracking with postbacks, real-time statistics, weekly payments, multiple payment methods, a referral program (recommend us and get 5% of referrals' revenue as long as they work with us), convenient API for statistics and 24/7 support - all these factors combined, we believe that working with us will bring you many successes.

We also have multiple options to test together with push notifications - such as back button link to monetize those users who decide to leave the page of the offer, and traffic back button on different push subscription events. These options together with the usage of push notifications will help to increase your profits by up to 30-35% of the income you currently have coming from your offer.

One tip - if you have non-targeted remnant traffic, we can also buy it with the Traffic Back Link.



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We have 2 revenue models: Revshare with which you get paid for each 1000 push notifications delivered to your subscribers, and CPS (cost per subscription) where you're paid for each unique subscription (only one time for when the user subscribes).

Individual payouts are discussed with the partners - if the traffic is of high quality, (no bot, fraud, incent, proxy etc.), we're able to analyze performance and increase rates for you so that you'll be able to scale and earn even more.

## 6) Best traffic for your offers?

Pop-under or pop-up traffic, redirect, social, remnant, banner traffic as well as traffic from landing pages all work really well with the offer. We do not recommend working with email traffic though. You can always test different traffic sources - the results can really surprise you. The better traffic you have - the more profits you get!

## 7) Covid impact?

During lockdowns people spent more time at home and watched more ads.

Nothing has basically changed for ProPush.me, we keep improving our platform for you, adding new features and hoping you'd test extra monetization with our offer, as it has never been simpler!

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## REBLL, Jarno Balvers, Senior Affiliate Manager

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

**BONUS: We have a sign-up bonus now of 1000 Euro for every new affiliate that signs-up with us and send +1k conversions for 3 consecutive months to us. Details [here](#).**

### 1) Self-intro

I have been in the affiliate industry since 2017, when I started in the sweepstake vertical. I had a break of a little over a year before returning, when I got into the dating vertical where I have been ever since.

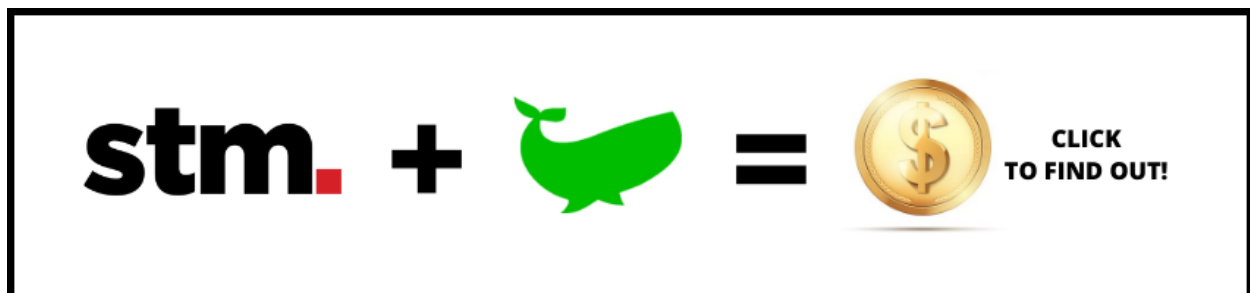
### 2) Rising/declining offer verticals?

At REBLL we exclusively focus on the dating vertical. I don't have a lot to say about trends within the other verticals. For dating, it's always evergreen and for us everything is still going strong. We have run other verticals in the past, but decided to stop in order make the most of what we are best at - our in-house dating products.

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

Due to the type of products we have, they cannot be run as pure 'whitehat' offers. They can be run on Facebook, but only with extensive cloaking techniques.

We do have 'more or less' mainstream landing pages that can be used as such. However, due to the nature of dating and dating products, those cannot be used as pure mainstream offers.



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#### 4) Best geo+vertical for newbies? And for veterans?

For newbies it is always smart to avoid the so-called red-oceans. These are markets with a huge amount of affiliates competing (e.g. US CA UK AU NZ). You really need to know your way around the affiliate-game to compete in these geos, or have some special trick up your sleeve.

I'd advise for **newbies** to focus on smaller T2 / T3 geos first, where traffic is less expensive, to test and learn. Geos such as Slovakia, Slovenia, Hungary, Poland, Greece or Brazil are perfect for testing and making your first steps.

Another thing that would be smart to focus on are niche-offers, the more niche the better, as people can be extremely targeted and it would be easier to run campaigns there.

**For intermediate/expert affiliates:** It is much easier to jump into big markets like English speaking geos worldwide – when you have the assets, network and knowledge to make it work.

#### 5) Help provided to your affiliates?

In terms of creatives: With all our offers we provide e-mail templates, and standard sized banners. If a partner can bring in a certain amount of volume and quality, we can offer custom white-label solutions that are tailored to the needs of the affiliate.

During special holidays we launch new landers in the theme of the holiday, such as Valentine's Day, Christmas and Easter. These have proven to work very well. Unfortunately, it is always for just a short time span that these landers can be used.

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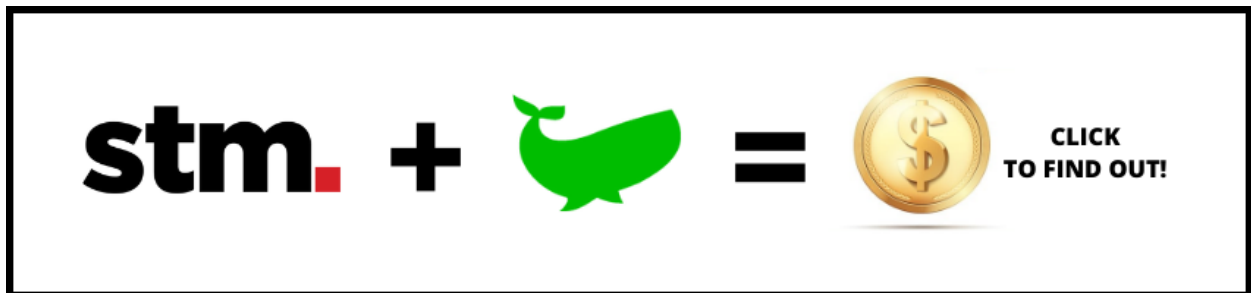


### 6) Best traffic for your offers?

We are working with multiple types of traffic. E-mail, display, banner, push, pop, social and native. All of these can work on our offers if they are used in the right way. Best is always to focus on 40+ age category as these people have more money to spend than younger people.

### 7) Covid impact?

At the beginning of covid our numbers actually went up, but after covid slowed down and people went back to their old lives (more or less) the numbers stabilized again.



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## Sinum Vendo, Bobby Verlaat, Head of Publishers

Links: [SinumVendo.com](https://sinumvendo.com), [Sinum Vendo's STM Profile](#)

### 1) Self-intro

We are Sinum Vendo – a CPA network specialized in CC submit sweeps, VOD, payment pages & more. At this moment, our network itself is around 4 years old, but the team, which consists of 5 people, have more than 25 years of industry experience combined.

Our network strives to add value to your journey as an affiliate. From providing insightful knowledge and information to optimizing your traffic, we got you covered. Everything we can contribute to help you achieve the highest EPCs out there, we will support! In the end, teamwork makes the dreamwork!

### 2) Rising/declining offer verticals?

Looking at the current trends in the affiliate space, we see a big uptrend in white hat products such as Ecom, Loans, Insurance & Education offers. Having said that, we also see more movement in CC submits in a wider variety of offers. Back in the day it was a lot of iPhone & Samsung themed offers, but now it comes down more to which affiliate can create the perfect angle for more specific offers like Macbook pro, iPad, or TV themed offers. These specific angles work the same for payment pages and/or for streaming products. In the current state of our industry it's basically you snooze, you lose. Try to bring your own USP and keep innovating.

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

We see the same trend, so yes, we are adding more and more white hat products to our portfolio. Most of our conversions are for CC submits, mainly in a specific sub niche, so it would make sense for us to stick with that vertical for now.

However, when using Facebook, it would be best to stick to white hat products. However, even white hat gets banned nowadays - the Zuck has no mercy.

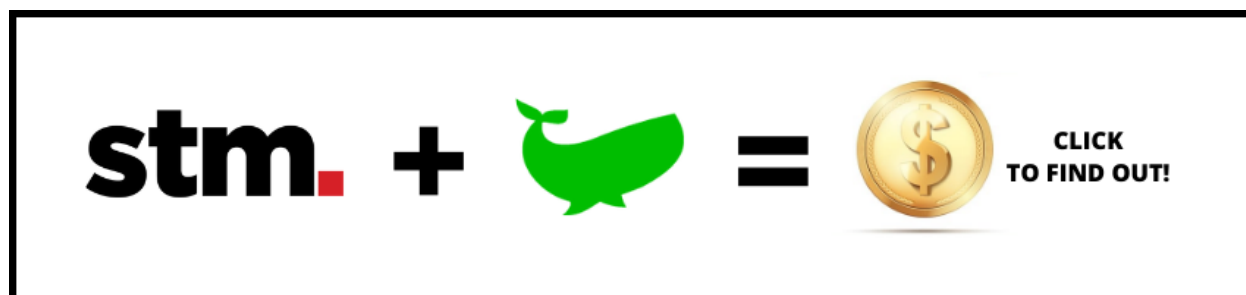
### 4) Best geo+vertical for newbies? And for veterans?

The affiliate marketing space is huge. There are lots of different verticals and sub niches you can choose from. **For newcomers to affiliate marketing**, we always recommend to split test some kind of leadgen. This can include win campaigns, insurance, you name it. What you basically need is an easy converting flow and lower payout offer - for highest possible CR outcome – and push would be the go-to traffic source at the moment. We would also recommend offers in tier 3 and 4 geos with higher volume, since that can be a nice way of collecting enough data for decision making – which is important when running the more difficult verticals or geos out there.

**For the intermediate/expert level affiliates**, there's no limitation in my eyes. Getting to that level requires already a lot of testing, making mistakes, budgeting, decision making, etc. I would stick to the niche you hit it big in, and keep split testing new sub niches or verticals to have a plan B when it's needed.

### 5) Help provided to your affiliates?

Helping our affiliates to succeed is implemented in various ways. Depending on their level, we first assist them with the basics. Think integration, testing, offer picking, you name it.



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Upon request, we provide them with internal insights, which is mainly data based. Next to that, we show them what works and why things work the way they do. This is followed by actually testing the offer(s).

Getting our affiliates to test offers is one thing, but providing stable performing offers is another thing. In the end, our aim is to get the most out of the traffic given. That's why we, as a team, always try to optimize the active campaigns, at the pub level, on the advertiser's side to come up with fresh innovative ideas to up the ROI. Think here: New LPs, different payouts based on quality, optimizing MIDs/BINs, brands, etc. Lots of options to cover to get something going properly.

## 6) Best traffic for your offers?

For our CC submit offers, SMS and Push still have the most power in terms of volume and ROI. Out of these two, SMS is the more difficult, since it's ban-sensitive and requires a lot of know-how. If you would like to try our CC submit offers, I would start with Push and then move into SMS when you're ready.

## 7) Covid impact?

Yes, covid has definitely affected our business. First of all, we all had to work from home. There were no conferences we could attend. Luckily, this year, we think there will be more of a balance. More working from the office, and also traveling will be easier.

On the revenue side, we also saw positive changes. When people started working from home, we experienced an increase in time spent on both mobile as desktop. And that is exactly what we took advantage of.

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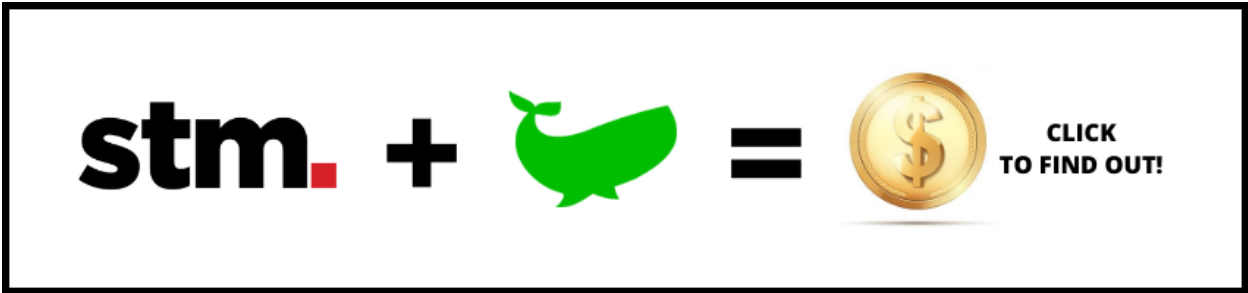
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In conclusion: Covid has made it a lot more challenging to do business, to be in the office with your team and to be in face-to-face contact with each other. But in the end, it brought more focus & time spent on doing business. And that was our key to success!



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## Supreme Media, the Supreme Media Team

Link: [SupremeMedia.com](https://SupremeMedia.com)

**BONUS: Free 1-month subscriptions to the STM Forum to the first 15 people signing up with us in the next week - mention this code to your assigned affiliate manager: **SUPREMESTM15****

### 1) Self-intro

Since the beginning of Supreme Media's history, the company has been at the forefront of the industry. Lead generation and financial traffic are their primary focus, and they strive to provide the highest payouts, highest quality marketing materials, and most innovative technology in the industry.

Supreme Media have been in the industry since 2019, and have been excelling ever since - by focusing on their technology in order to help their partners reach the peak performance they would expect from an elite network.

It's no surprise that they're on the rise with such a diverse portfolio of partners since they've proven the ability to help publishers cross from various other verticals and provide them with the know-how, marketing materials, and offers.

### 2) Rising/declining offer verticals?

Our perspective is that it's a horse race in which the lead position is constantly shifting. Why? A vertical's performance depends on a variety of factors including its increased traffic cost due to scarcity, as well as frequent regulatory updates which brings pubs to abandon their traffic source. In these times, for many, it would seem as though a vertical

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was dying, however there are always those who see things in a different light. To them, that declining vertical may actually be rising.

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

[Did not answer]

### 4) Best geo+vertical for newbies? And for veterans?

For all the latest offer recommendations and best converting geos please contact one of our affiliate managers.

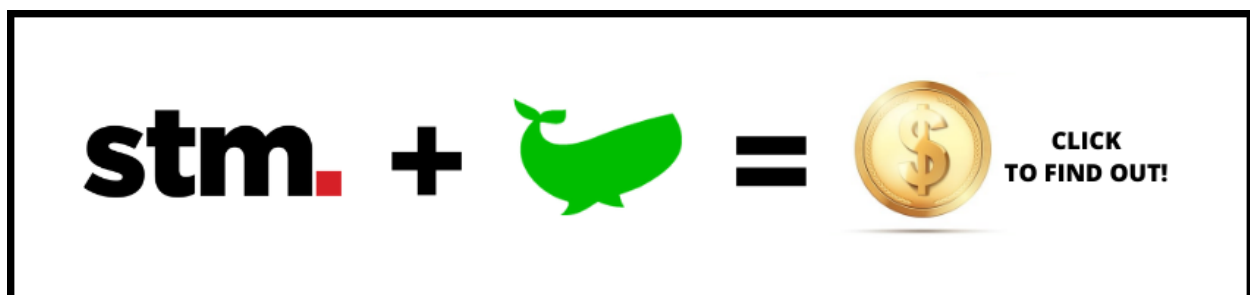
### 5) Help provided to your affiliates?

Cross-promotions, marketing materials, and offers can be provided for publishers that specialize in other verticals, to help them to run our verticals with us. It's simply a question of *"What Do You Want"* - Ryan Reynolds, The Note Book.

We pride ourselves on our ability to tweak our technology to your needs, and to spit out new tailor-made marketing materials that are suited to your needs.

### 6) Best traffic for your offers?

[Did not answer]



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### 7) Covid impact?

In terms of results or work flow? It actually benefited us as the entire world was in lockdown and sat at home, thus giving them more time to spend online. Leads actually increased. For sure there were ups and downs but on the whole I wouldn't say we were affected.

As for the general day to day work routine, we missed being in the office as we were so used to working as a team and constantly sitting next to each other and being able to discuss and solve issues face to face. But we managed to overcome it.

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## The Fellas Ads, Marijn van Drunen, Managing Director

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

### 1) Self-intro

The Fellas Ads is a formerly private affiliate network based in the center of Amsterdam. Our founders all have affiliate marketing backgrounds working across all roles in the industry. Our main focus verticals are sweepstakes (mainly CC submit and Pin submit), ecommerce (trials) and antivirus.

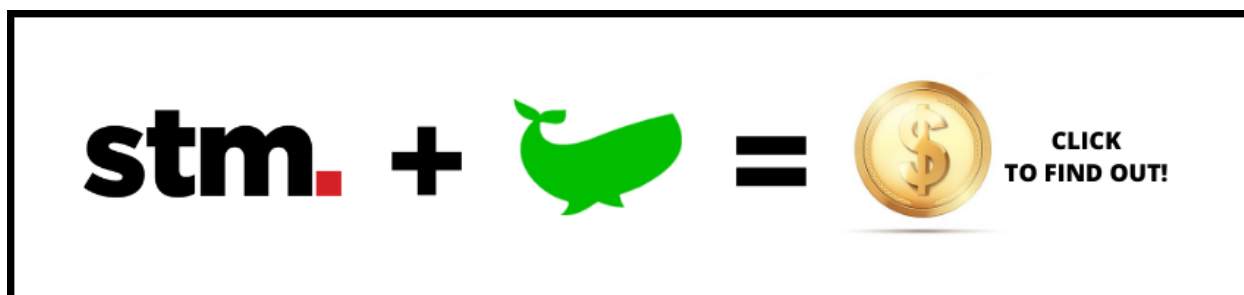
### 2) Rising/declining offer verticals?

The credit card submit sweepstakes vertical grew a lot in 2021 and we expect it to get even bigger in 2022. Since end of 2020 / start of 2021, the US has become an insanely hot market with high converting offers, big caps and an endless stream of traffic.

European, UK and APAC countries are also still performing great on our side. We pre-qualify many (new) CC submits offers by continuously testing them with our in-house SMS team, and we share those insights with our affiliates so they can be up-to-date on what's hot.

In the US, more affiliates are focusing on ecommerce gadgets (smartwatch, ear pods, dash cam, wifi repeaters), instead of or together with the regular sweepstakes. The market share for these physical products on trial billing model, mainly promoted on surveys / offerwalls, is definitely increasing.

Antivirus products definitely had a big upsurge in 2021, with affiliates delivering traffic to established brands such as McAfee and Norton, as well as license-reselling setups.



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

Right now these offers are not a big focus for us, although we are always exploring new opportunities. We definitely see big potential in the promotion of ecommerce products (straight sale) as a vertical.

### 4) Best geo+vertical for newbies? And for veterans?

As always, **newer affiliates** are best off focusing on less competitive tier 2 / 3 geos with low payout offers. Promoting credit card submit sweepstakes is a good option if you can find the right placements, but it will require more budget than high converting low payout offers. SOI lead-generation offers are also a solid pick (as they are relatively easy to convert) for pop/push traffic.

**For intermediate/expert affiliates** we recommend focusing on sweepstakes in tier 1 geos, and working on unique angles and landers. Depending on your traffic source it may also be worth looking into products that are different from the 'regular' iPhone/Samsung products, but are still applicable to a broad audience.

### 5) Help provided to your affiliates?

In addition to the broad range of electronic CC sweeps pages, we also offer many unique and exclusive vouchers, products and blank (checkout) pages. Thanks to our in-house design team and our vast experience when it comes to optimizing sales funnels, we are able to provide our partners with proven and customizable pre-lander funnels, and tips & tricks on angles.

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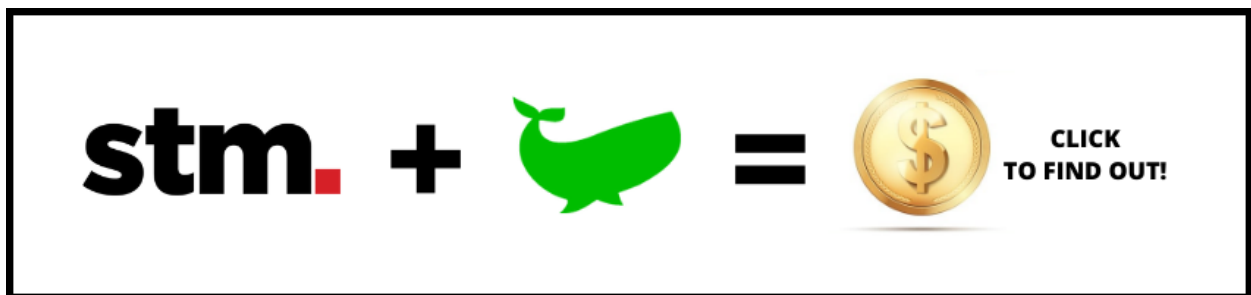
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### 6) Best traffic for your offers?

SMS, email, push and social traffic are by far the strongest traffic sources for sweepstakes offers, each bringing with them their own pros and cons.

### 7) Covid impact?

Since most of the business we do is in non-physical products, the flow didn't get disrupted. Same as for all other affiliate marketers and networks, we too experienced an increase in traffic from more and more people using the internet during the pandemic. However we're happy to get back to 'normal' so we can finally meet up with everyone in real life again. We're looking forward to seeing many of you in Dubai. Let's catch up for a drink and discuss the industry!



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## The Lead Wolves, Lauren de Keijzer, Co-founder and Head of Affiliation

Link: [TheLeadWolves.com](https://TheLeadWolves.com)

**BONUS: 5% bonus on all revenue generated in the first 3 months after registration (register [here](#))**

### 1) Self-intro

The Lead Wolves is an all-round affiliate network based in Spain, with a fully remote team that has almost 15 years of combined experience in the industry. The Lead Wolves has been around since 2020, and we provide direct and exclusive campaigns in the biggest verticals like Sweepstakes, Nutra, Health & Beauty, Surveys and Finance, but we're also active in Insurance, Education, Solar/Energy/Home improvement, VOD, Gambling, IVR, Anti-virus, Ecommerce and Telco. With over 1500 active campaigns for a big variety of geos world wide, we aim to provide all that affiliates are looking for, from a single network. We look forward to continue growing our wolf pack successfully over the next years.

### 2) Rising/declining offer verticals?

Sweepstakes, Surveys and Nutra are evergreen verticals for us, and we expect them to continue to give great results in 2022.

Finance, Insurance, Education and Solar / Energy / Home Improvement are rising verticals for us, as we're getting more and more demand for those types of campaigns from our publishers. During 2022 we hope to keep growing our numbers and offer base in those verticals.

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As for declining verticals or verticals dying out completely, we haven't seen any big drops in the verticals we work with.

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

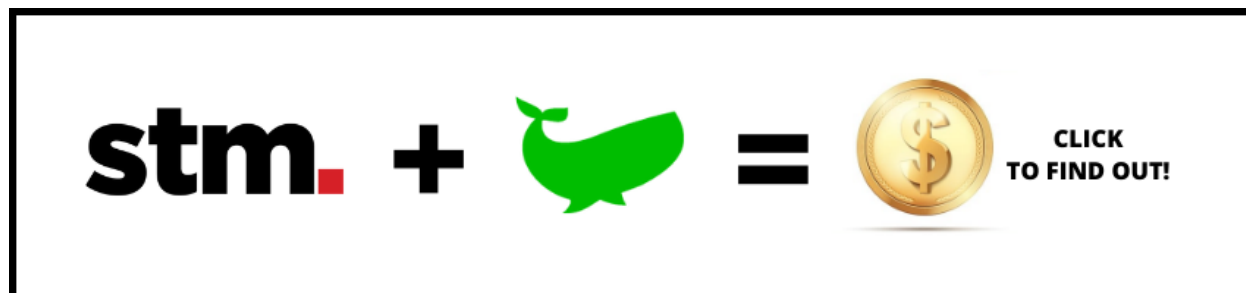
We do have a lot of white-hat campaigns and we're seeing an increase in demand from publishers in the search for them. For example most Survey, Finance and Insurance campaigns are safe to run on Facebook traffic.

### 4) Best geo+vertical for newbies? And for veterans?

For newbies we'd suggest to start with campaigns that have an easy flow like CPL-SOI sweepstakes. Due to traffic cost it's best to test in cheaper tier 2/3 geos first. Once you manage to get your campaigns profitable, you can start testing on more expensive tier 1 geos or try some campaigns with a higher payout and more difficult flow, but don't try to jump too quickly.

### 5) Help provided to your affiliates?

All our affiliates are assigned to a personal account manager, whom they can contact on email, Skype and Telegram with all their questions and requests, and/or for campaign recommendations. High speed support is key in this fast-moving industry. Thanks to direct relationships with our advertisers, we are able to provide any type of creatives and custom and exclusive offers according the affiliates' wishes. We do it at the highest payouts possible and we do it fast, to make sure our publishers stay ahead of their competitors!



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## 6) Best traffic for your offers?

We have a big variety of traffic type and vertical combinations among our publishers, since many of our campaigns allow many different traffic types. We are getting great results with email traffic on verticals like Education, Insurance, Finance, Surveys and Sweepstakes. Surveys and Sweepstakes are also working nicely on social and push traffic. Another great combination is Nutra on native traffic.

## 7) Covid impact?

Covid hasn't really affected our business that much. We are a fully remote team, so it's been business as usual. However, we are looking forward a lot to meeting everyone again at the conferences in 2022. It's been a long time and it's always good to catch up with everyone in person and to meet new partners in real life.

In terms of publishers, we've seen that during the first covid year they all worked really hard, because everyone was in lockdown and had more time to work. Half way through the second covid year we noticed that the one and a half years of covid had put a strain on most publishers, and they needed some time off to recharge batteries. Many of them were taking much-needed and well-deserved holidays, and started travelling the world again or visiting family abroad in longer durations than usual. As each country had its highs and lows and lockdown restrictions at different times, we didn't notice impact on our general revenue, especially since our company has been going through steady continuous growth.

Even though covid didn't bring any negative impact to us, we hope 2022 will give more stability to everyone.

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## TORO Advertising, Maria Serra, Digital Marketing Manager

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

**BONUS: We offer to the affiliates a 5% referral commission for the first 3 months. Affiliates can refer as many contacts as they want.**

### 1) Self-intro

TORO Advertising is a performance-based affiliate network that was founded in 2012. We have deep knowledge and extensive experience with the global affiliate industry.

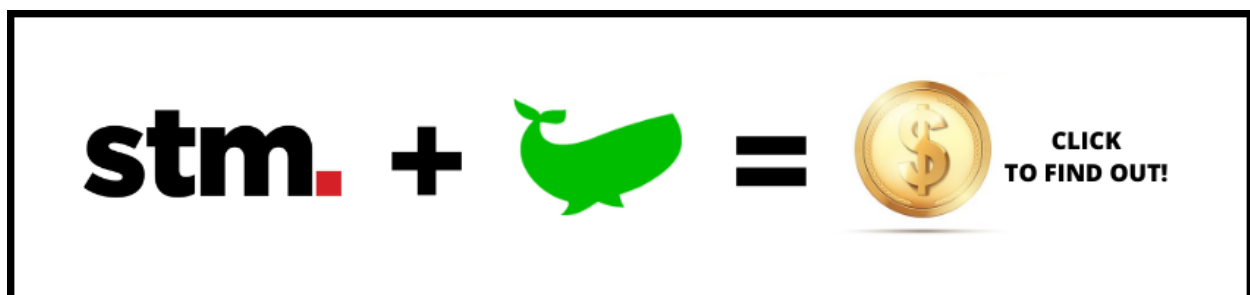
Our mission is to maximize revenue for our affiliates by offering them high converting offers powered by our proprietary tracking technology, to ensure consistent and reliable growth for our advertising and agency partners.

We cover all available media types, channels and ad formats to guarantee excellent performance in traffic monetization. The TORO team is extremely professional and guarantees full support to help clients achieve their objectives.

Our growth is consistent and so are our verticals, which include Surveys, Fintech, Credit Cards & e-Wallets, Mortgage, Tax services, Software, Antivirus, Entertainment, Sports Streaming, Insurance, Dating, Telecoms, Education, etc.

### 2) Rising/declining offer verticals?

The arrival of the pandemic lockdowns has truly changed the entire Affiliate Marketing game. During this time, people needed different options for entertainment, shopping, socializing, self-training, self-care, workspace, etc. all from home. Therefore, indeed,



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new niches have been created and seen substantial growth, while others have decreased.

In my opinion, the verticals that will gain traction will be the ones that can respond to demand in this new digital era in terms of technology, interests, and financial possibilities. This way, I have chosen these verticals to highlight: Fintech, Crypto, Entertainment, Dating Sites, Software and Utilities, Online Education, Surveys, Ecommerce and Telecoms.

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

We strongly support the terms and conditions of our partners. We maintain whitehat practices in the same way that we protect our brand and its reputation. In addition, I would highly recommend digital marketers to bear in mind Google's Core Vitals and the new Cookie Policy when promoting their campaigns.

### 4) Best geo+vertical for newbies? And for veterans?

As a general rule, **newbies** should start with niches they are familiar with. I would suggest to start with less expensive geos in a language that they speak or understand, so they are aware of how the market functions and to communicate well to that chosen market.

Also, I recommend CPL (SOI or DOI) as a commission model because it's one of the easiest models to convert.

On the other hand, **intermediates and experts** can focus on verticals that they have succeeded in, to look for opportunities to optimize further and to maximize results. Testing new verticals can be a wise decision, nevertheless, it is also important to keep working on those verticals that are already generating good numbers.

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## 5) Help provided to your affiliates?

Our dedicated, professional and self-motivated team is extremely focused on helping affiliates overcome their daily challenges. The TORO team helps affiliates with everything they need to promote offers. Our team provides suggestions, advice, materials, and guidance to help affiliates to maximize ROI.

## 6) Best traffic for your offers?

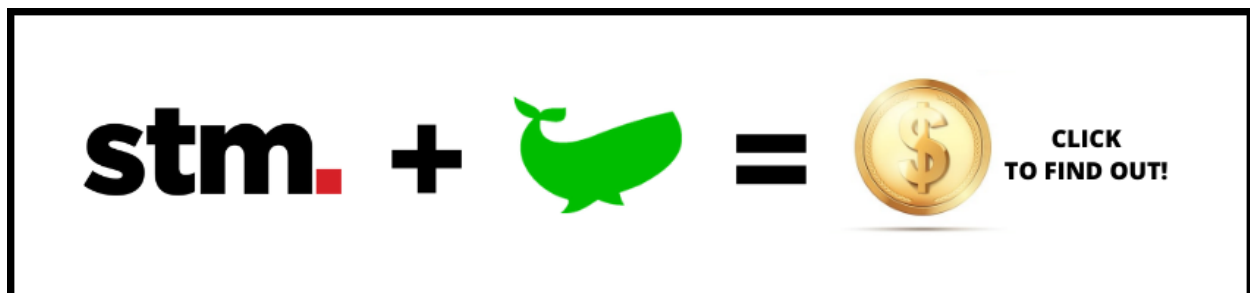
Nowadays, we work with all available media types and ad formats. Therefore, any affiliate can work with us, and also we can offer a wide range of distribution channels for our clients.

SEO has become more popular for digital marketers, so it has evolved into a complex market. Everyone wants a good reputation, so they look to find the best keywords for the best rankings. Likewise, native ads and push ads are important and consistently growing thanks to their natural placement process and their positive conversion rates.

Without a doubt, social media will play an influential role in affiliate marketing due to their growth in popularity and usability. YouTube, Twitch, TikTok, Instagram & Facebook (which are known as products of "Meta", the new company name of Facebook) are the best streaming platforms where users can feel more comfortable sharing their memories and lives, whilst brands take advantage of this and invest their marketing strategies to connect with their customers through influencer marketing on these social platforms.

## 7) Covid impact?


The pandemic impacted our business both negatively and positively. On one hand, it impacted negatively because some affiliates stopped their traffic and a few advertisers paused their offers until they felt more secure about what was going to happen next.



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However, on the bright side, we had to find new procedures and resources to continue working as usual (while working from home) and maintaining our values as a company. As a result, we have become a stronger team - all connected from wherever we live, very self-motivated and ready to ride the future of affiliate marketing.

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## Traffic Company, Hendrik Jan Wiltjer, Affiliate Manager

Links: [TrafficCompany.com](https://TrafficCompany.com), [TCAds.com](https://TCAds.com), [Traffic Company's STM Profile](#)

**BONUS: Sign up to our push network TC Ads and deposit \$250+, and a bonus will be added to your account automatically.**

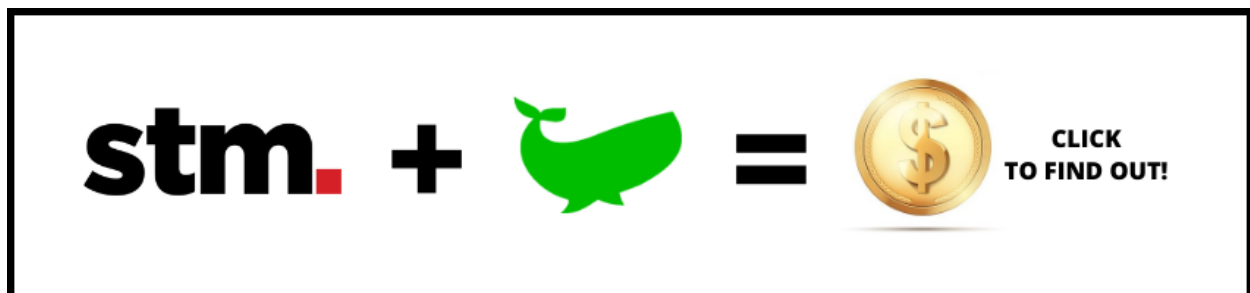
### 1) Self-intro

Hello! My name is Hendrik Jan. I represent Traffic Company together with my awesome colleagues. I have been in the affiliate business for more than 6 years now. Traffic Company is a CPA network with in-house offers, and we specialize in the monetization of mobile traffic. The verticals we are active in are Click-to-Call (IVR), Mobile Content, Adult/Casual Dating, and Loan/Insurance.

### 2) Rising/declining offer verticals?

Well, we've been very lucky as nothing has died out completely. However, as can be expected, things did change for us! For example, adult mobile content has been our core business for many years, but the focus has since shifted more towards mainstream verticals. One of the reasons for this is because the mobile content market has become more strict over the years, and therefore many affiliates have stopped working in this vertical.

Eventually, this decision has motivated 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 approximately 2.5 years ago, and they have been a major success ever since.



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On top of that, in the past year, we've also been working on our own push network, called TC Ads. This is a unique self-serve platform where you can buy our in-house and high quality push notification traffic (based on CPC).

Next to that we also provide a push collection script which allows our affiliates to collect their own push subscribers. This way they can make some extra profit without any extra effort, and then target their own subscribers for FREE!

### 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 reason for the success of our Click-to-Call is that there are less restrictions for these offers, meaning that it can be promoted more aggressively than other campaigns. Both Click-to-Call and Dating offers can be either blackhat or whitehat, depending on how you promote them in your campaigns. If you want to run whitehat campaigns, you need to make sure your creatives are not too aggressive.

One of the greatest benefits is that whitehat is more stable compared to blackhat and campaigns don't die as fast. On the other hand Facebook traffic can be really expensive too, which doesn't always lead to profitable campaigns when you're dealing with tier 2 & 3 (low payout) geos for example.

### 4) Best geo+vertical for newbies? And for veterans?

If you're a newbie, we recommend to start off with mobile content click flow campaigns as these are generally easier to convert. Also, no matter if you're a newbie or an intermediate/expert, we definitely recommend to look into Click-toCall (IVR) campaigns,

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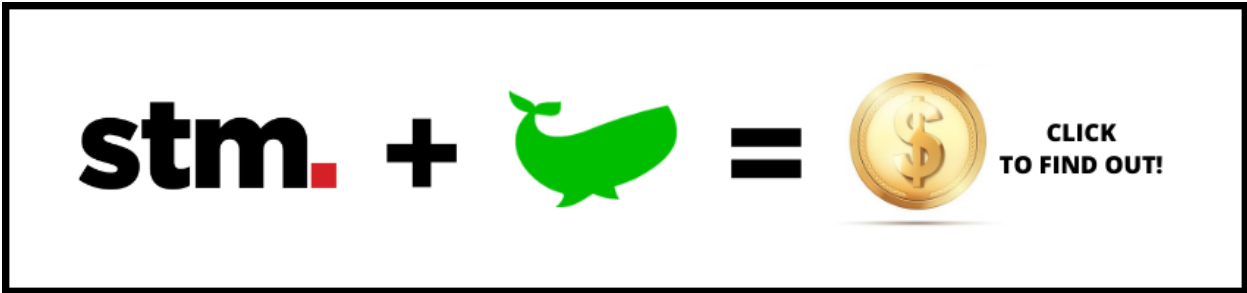
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as its popularity is growing with huge potential and big revenues. We currently cover more than 100+ countries, especially in tier 2 & 3.

For those of you who aren't familiar with Click-to-Call (IVR) 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, Cash, Headphones, etc.

Now we hear you thinking '*how does it work?*' It's quite 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 that not everyone knows, is that **it works for both 3G and Wifi**, which can really help with scaling. Worth mentioning is that the campaign works really well on push, pop, social, etc. which makes it accessible to almost everyone.



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CLICK TO CALL   CLICK TO SMS   DIRECT OFFERS   SMART LINK

### Live Click to Call Performance

Search...

COUNTRY	CARRIER	ECPM (LAST 15M)	ECPM (LAST 24H)	PERFORMANCE
Hungary	T-mobile	\$65.91	\$61.09	7.89% ▲
Mauritania	Mauritel	\$45.90	\$12.33	272.17% ▲
Hungary	Wi-Fi	\$44.60	\$37.66	18.43% ▲
Kazakhstan	Beeline	\$43.74	\$36.34	20.36% ▲
Moldova	Moldcell	\$40.59	\$24.65	64.66% ▲
Hungary	Telenor	\$36.91	\$27.59	33.78% ▲
Samoa	Digicel	\$36.54	\$50.84	-28.13% ▼

## 5) Help provided to your affiliates?

We can provide tools such as free creatives, guides, free pre-landers, access to real-time performance, and so on. Everything to make it easier to start!

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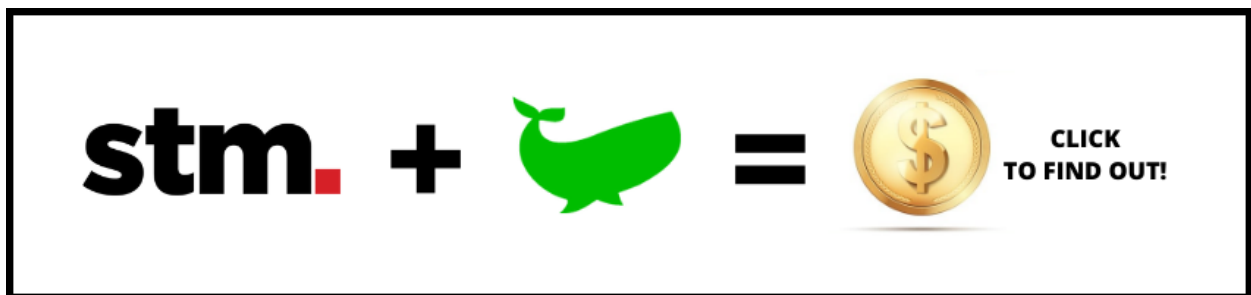
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### 6) Best traffic for your offers?

Generally pop, push, and social traffic. Most affiliates who host their own pre-landers, use our push collection script that we provide with TC Ads on their landers too. This way they can make some extra profit without any extra effort, and they can target their own base for FREE which means free traffic!

### 7) Covid impact?

We've been very fortunate as Covid hasn't impacted our business in a negative way. If any, it has caused an increase in internet use due to the fact that people were spending more time at home and therefore business has increased as well.



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## Traffic Partner, Andy Wullmer

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

### 1) Self-intro

Andy Wullmer - 22 years in the biz - Dating / Cams verticals

### 2) Rising/declining offer verticals?

All the same in 2022

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

I've only done whitehat since ever

### 4) Best geo+vertical for newbies? And for veterans?

Dating in Tier 1 and 2

### 5) Help provided to your affiliates?

Landingpages, prelander, stat reports, user behavior, performance report, language support

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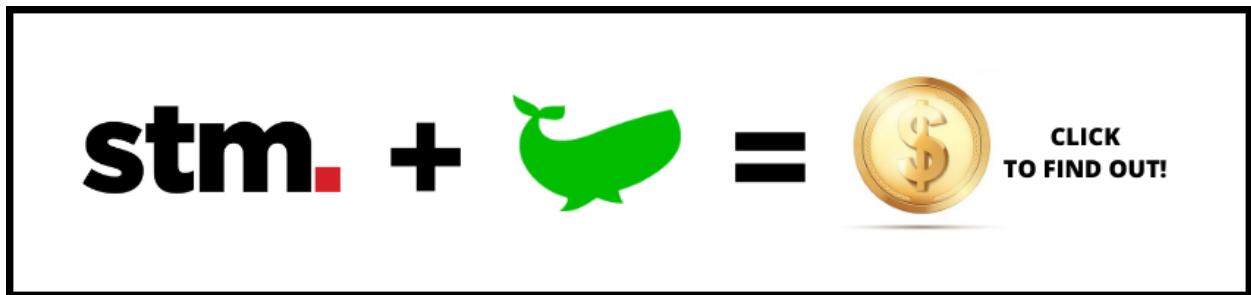
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**6) Best traffic for your offers?**

Native, email, video ads, social media traffic, comparing sites

**7) Covid impact?**

More users more sales



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## VIP Response, Gijs Liekens, Head of Performance

Links: [VIPResponse.nl](https://VIPResponse.nl), [Gijs' STM Profile](#)

**BONUS: Every affiliate signing up with referral code "STM22" will get a 10% payout in their first month – [click here](#) (and don't forget the code).**

### 1) Self-intro

VIP Response is an exclusive performance network. Our main focus is on CC Sweeps, Gambling, Dating and eCom. We've been in the industry for over 9 years.

### 2) Rising/declining offer verticals?

Rising verticals definitely include casino & ecom within VIP. CC Sweeps is the strongest vertical, and has become stronger than ever. Whitehat leadgen is growing massively as well due to the start of VIP Leads.

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

Yes - we have offers focusing on solar, insurances, insulation etc. All owned domains so no need to cloak anything.

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#### 4) Best geo+vertical for newbies? And for veterans?

Dating & CC Sweeps are always good for newbies to start running. We've also created a unique type of ecom trials in DE, ES & FR, which is outperforming even the best CC Sweeps. However, you'll need to be creative to really get volumes going there.

#### 5) Help provided to your affiliates?

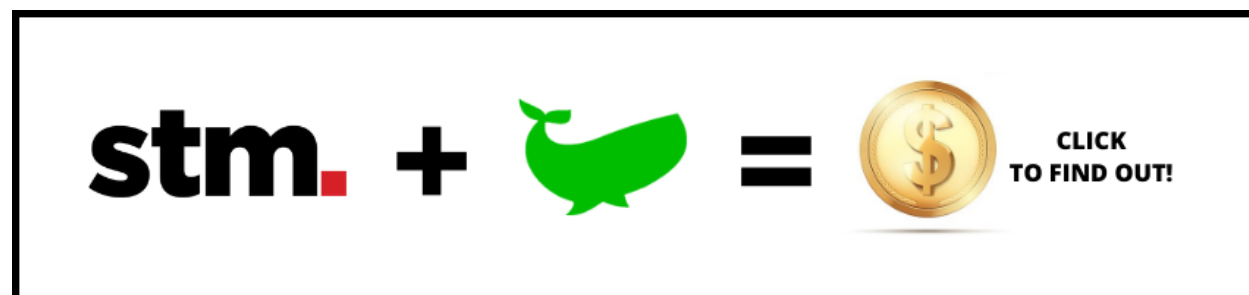
VIP Response creates and provides a ton of exclusive landing pages and unique prelanders (proven & tested inhouse), and loads of content for ecom. For us it's a way for our network to stand out in a very competitive industry.

#### 6) Best traffic for your offers?

VIP has always had a passionate relationship with email and SMS affiliates. Due to the launch of our leadgen agency and our in-house ecom project Goodeess, we've also shifted towards Tiktok, Facebook and Google traffic, both in-house and through affiliates.

#### 7) Covid impact?

VIP Response has been one of the biggest data contributors for call centers and even email affiliates. With many people still working from home and the energy prices rising, this has opened many opportunities for our data sales team. In other words – covid has been good for the company in a business sense - but we all definitely hope it'll be over soon. Back to "normal" with no restrictions is what we're all hoping for... at least in our beloved Holland.



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## Zeydoo, Uliana Moreva, CMO

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

**BONUS: We add +15\$ to your account when you sign up – use promo code STM22**

### 1) Self-intro

During the 6 years in the Affiliate Marketing industry, I have gained in-depth knowledge of the finance, sweepstakes, nutra, mobile apps and whitehat goods verticals. Facebook advertising is one of my strongest areas - I have been working with this traffic for more than 3 years. Now I am the CMO at Zeydoo, responsible for promoting this affiliate network to the market.

### 2) Rising/declining offer verticals?

Of course I have to mention our smart surveys - this is the best niche for traffic owners and beginner affiliates. The easy flow makes these offers the perfect choice. Our publishers are fully satisfied with the results they're seeing with these offers.

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

Yes, we have a large number of whitehat offers, especially insurances, bank offers and other leaden. You don't need to spend your time setting up cloaking or PWA apps, and results are the same or even better than with grey offers.

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#### 4) Best geo+vertical for newbies? And for veterans?

Smart surveys and mobile applications (utilities) are the best offer types to start with. These offers convert great for tier 3 countries like Nigeria, India, Vietnam. Push and pop traffic are the best for these offers.

#### 5) Help provided to your affiliates?

We are always ready to suggest offers and geos that would be the best match for the affiliate's traffic type. Our affiliate managers can provide advice on creatives and advertising copy. We also provide bonuses that can help to cover test budget.

#### 6) Best traffic for your offers?

Here are the various offer types, and the types of traffic that work best for each:

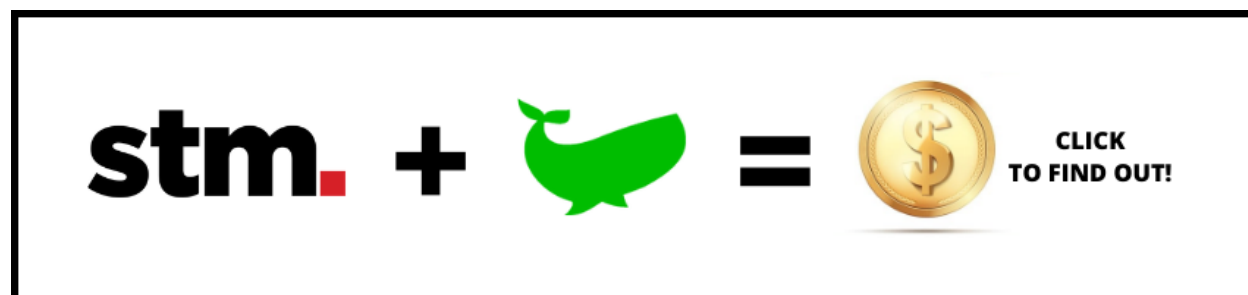
Finance – native, google and push traffic.

CC-Subs Sweepstakes - Facebook and email.

SOI/DOI Sweepstakes - push, email.

Finance surveys - pops, push, domain, redirect.

Mobile apps - pop, push, in-app.



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### 7) Covid impact?

Actually the pandemic has helped us to grow in the finance vertical, because more people were in need of money, and started to take out loans and credits lines, which has highly increased our CR and the number of approved applications for credit.

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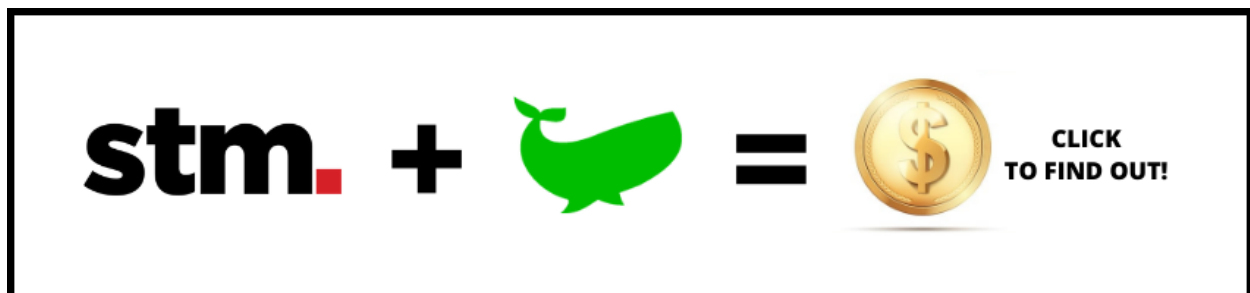
## NEXT STEP

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

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

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

- Over 48k threads consisting of over 400k posts.
- A **"Success Stories"** section containing reports of major successes posted by forum members.
- A **"Newbie Zone"** section dedicated to helping complete newbies get up and running. Contains lots of guides, including a **step-by-step 40-day beginner's tutorial** that teaches everything from setting up tracking, to choosing offers, to preparing landing pages, to creating campaigns, to analyzing data, to tweaking campaigns to profitability. **"Twinaxe's Push Tutorial"** is all you need to understand how to start running campaigns on push traffic. And the **"Facebook Beginner's Tutorial"** covers how to do everything step-by-step from setting up accounts, to doing research, to preparing creatives, to launching campaigns, to optimization and scaling.
- Forum sections with discussions on different traffic types including: Tiktok, Facebook, Mobile, Native, Adult, Search (Adwords/Bing), Email, etc.



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

To see a more-detailed description of what you'll find inside the forums, please see: <https://stmforum.com/join/>

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

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

In fact, most of the individuals and networks included in this report are members of [STMForum.com](https://stmforum.com/)! Check out our forum for more valuable content contributed by some of these members.

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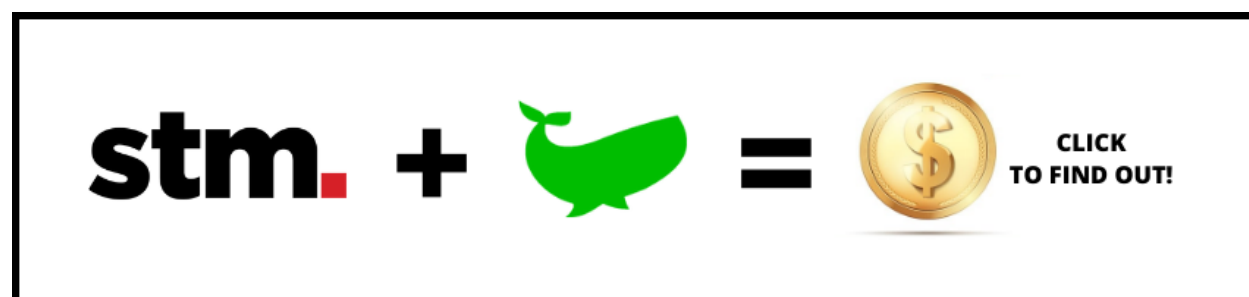
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[Click Here to Join the STM Forum Now!](#) (Use coupon code **STMWW2022** for 40% off the 1st month.)

We'll see you on the inside!

Respectfully,

*STMForum.com*



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## AFFILIATE MARKETING ACRONYMS AND ABBREVIATIONS

ADX - Google DoubleClick Ad Exchange

AFAIK - As Far As I Know

Aff - Affiliate

AI - Artificial Intelligence

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](https://www.affiliateworldconferences.com))

AWE - Affiliate World Europe ([AffiliateWorldConferences.com](https://www.affiliateworldconferences.com))

AWS - Amazon Web Services

B2B - Business-to-Business

BH - Blackhat

BI - Business Intelligence

BIN - Bank Identification Number

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Biz Dev - Business Development

Biz Op / Bizopp - Business Opportunities (e.g. Work From Home)

BKK - Bangkok (where the Affiliate World Asia conference is held annually)

BOF - Bottom of Funnel

CA - Cambridge Analytica

CAGR - Compound Annual Growth Rate

CBD - Cannabidiol

CBO - Campaign Budget Optimization

CC - Credit Card

CIS - Commonwealth of Independent States (formerly the USSR)

CLTV – Customer Life-Time Value

CMS – Content Management System

COD - Cash On Delivery

CPA - Cost Per Action

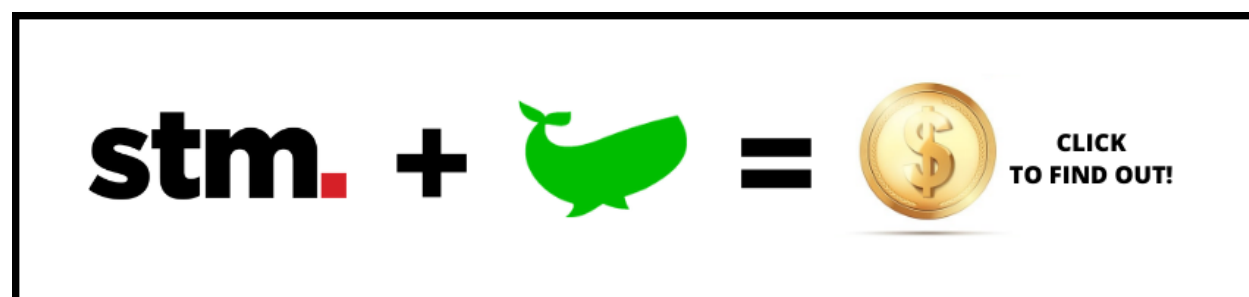
CPC - Cost Per Click

CPE - Cost Per Engagement

CPI - Cost Per Install

CPL - Cost Per Lead

CPM - Cost Per Mille (cost per thousand impressions)



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CPS - Cost Per Sale / Cost Per Subscription

CR - Conversion Rate

CRO - Conversion Rate Optimization

CTA - Call to Action

CTR - Click Through Rate

CVR – Conversion Rate

D&V – Display & Video

D2C - Direct to Consumer

DACH - Germany + Austria + Switzerland

DCB - Direct Carrier Billing - offers that allow users to subscribe to by charging payments to their mobile phone bill

DOI - Double Opt-In

DSP - Demand-Side Platform - platform that allows an advertiser to buy traffic from ad exchanges

DTC - Direct to Consumer

eCPA - Effective Cost Per Mille

eCPC - Effective Cost Per Click

Ecom - Ecommerce (typically refers to physical goods being sold online)

ED - Erectile Dysfunction

EN - English

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EPC - Earnings Per Click

EU - European Union

FB - Facebook

FBA - Fulfillment by Amazon

FTD - First Time Deposit

GA - Google Analytics

GCP - Google Cloud Platform

GDN - Google Display Network

GDPR - General Data Protection Regulation

GEO - Country

GPT-3 - Generative Pre-trained Transformer 3

HQ - High Quality

IAB - Interactive Advertising Bureau

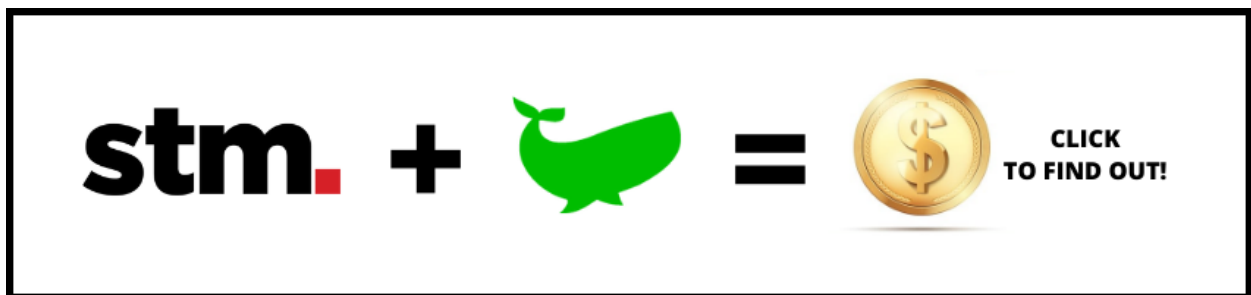
IDFA - Identifier for Advertisers - a random device identifier assigned by Apple to a user's device

IG - Instagram

InApp - Anything within mobile apps (e.g. advertising banners)

IoT - Internet of Things

ISP - Internet Service Provider



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IVR - Interactive Voice Response

KPI - Key Performance Indicator

LATAM - Latin America

Leadgen - Lead Generation

LLA - Look-Alike Audience (Facebook)

LP – Landing Page

LQ - Low Quality

LTV – Life-time value (of a customer)

ME - Male Enhancement

MENA - Middle East and North Africa

MID - Merchant Identification Number - a unique code given to a business by payment processors before a merchants begin processing credit cards

ML – Machine Learning

MMO – Make Money Online

MMOG – Massively Multiplayer Online Games

MOQ – Minimum Order Quantity

mVAS – Mobile Value Added Services

MVP – Minimum Viable Product

MOF – Middle of Funnel

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Monetizer - Traffic monetization service, [Monetizer.com](https://www.monetizer.com)

NFT - Non-Fungible Token

Nutra - Nutraceutical Products - such as diet pills and male enhancement pills

O&O - Owned & Operated

OG - Original Gangster - something that's been around for a long time and is dominating the space

oRTB - Open Real-Time Bid

PAM - Performance Ad Market

PINs - Pin Submit Offers

POD - Print on Demand

POF - Plenty of Fish

Pop - popunder and popup/popover traffic

PPC - Pay Per Click

PPE - Page Post Engagement (Facebook)

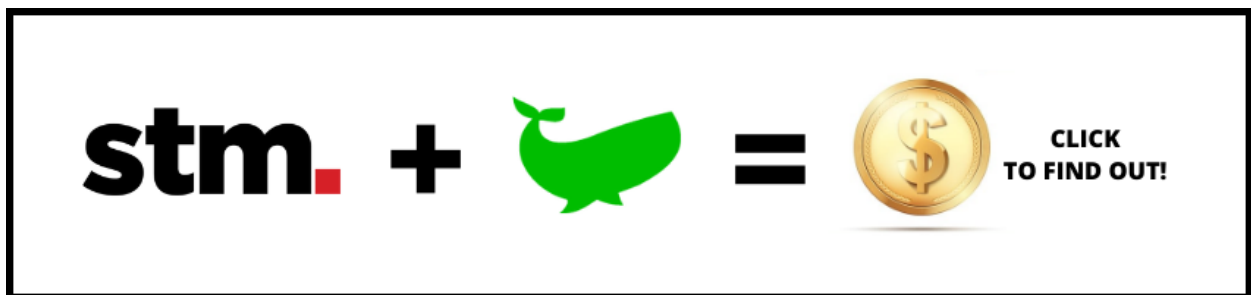
PPL - Pay Per Lead

PPI - Pay Per Install

PPS - Pay Per Sale / Pay Per Subscription

PPV - Pay Per View (pop traffic, domain redirect traffic)

PSMS - Premium SMS



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PUA - Pick-Up Artist

Push - Push Notification

PWA - Progressive Web Apps

Refi - Refinance (offer vertical)

Revshare - Revenue Share

ROAS - Return on Advertising Spend

ROI - Return On Investment (=Profit/Cost)

RON - Run of Network

RPM - Revenue Per Mille (revenue per thousand impressions)

RTB - Real-Time Bidding

SaaS - Software as a Service

SDK - Software Developer Kit

SE - Search Engine

SEA - Southeast Asia

SEO - Search Engine Optimization

SEM - Search Engine Marketing

SERP - Search Engine Results Page

SKU – Stock-Keeping Unit

SMM - Social Media Marketing

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SMS – Short Message Service

SOI - Single Opt-In

SS – Straight Sale

SSP - Supply-Side Platform / Sell-Side Platform - platform that enables web publishers to fill their ad space with ads

STM - [STMForum.com](https://stmforum.com) - #1 Affiliate Marketing Online Forum, founded in 2011 (use coupon code STMWW2022 for 40% off the 1st month)

Sub - Subscription

Sweeps - Sweepstakes Offers

TA - Teaching Assistant

THC – Tetrahydrocannabinol

TOF – Top of Funnel

TOS - Terms of Service

TT - Tiktok

UA - User Acquisition

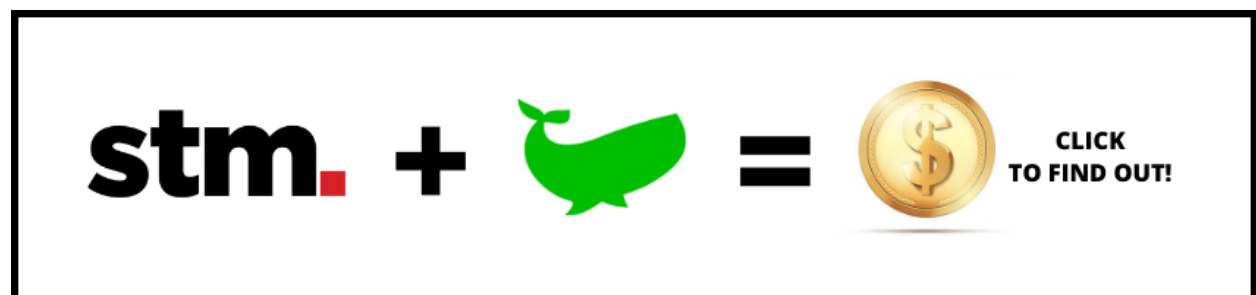
UAC – Universal App Campaigns

UGC – User-Generated Content

UI – User Interface

USP – Unique Selling Proposition

UX – User Experience



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- VAS - Value Added Services
- VAT – Value-Added Tax
- VAST - Video Ad Serving Template
- VOD - Video On Demand
- VPAID - Video Player Ad Interface
- VPN - Virtual Private Network
- VR - Virtual Reality
- VSL - Video Salesletter
- VV - Video Views
- WH - Whitehat
- WW - World-Wide

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