



WHAT'S WORKING IN AFFILIATE MARKETING 2024

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

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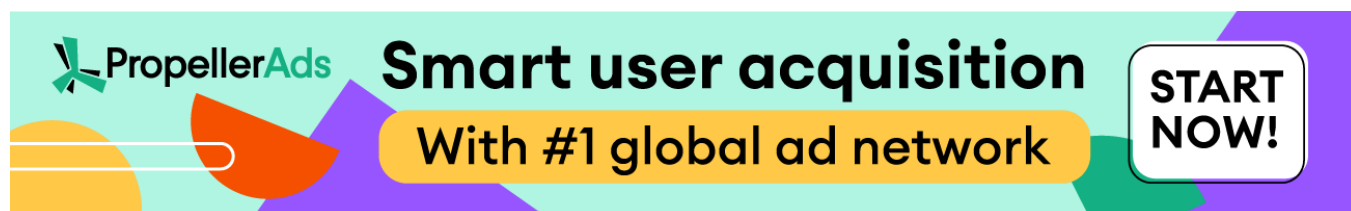
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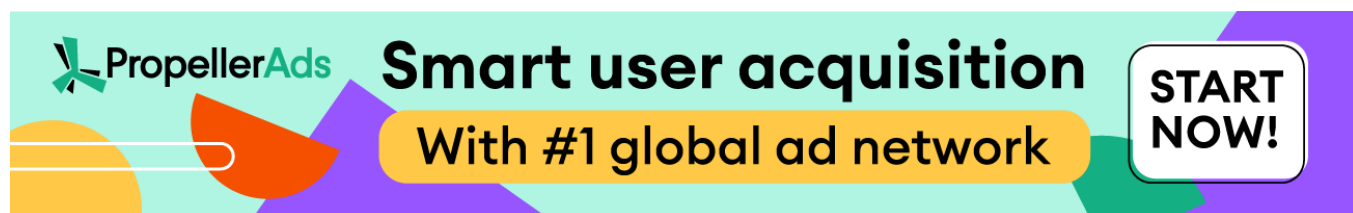
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INTRODUCTION & DEDICATION

Every year for the several years leading up to 2018, STM Forum (now AW 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.

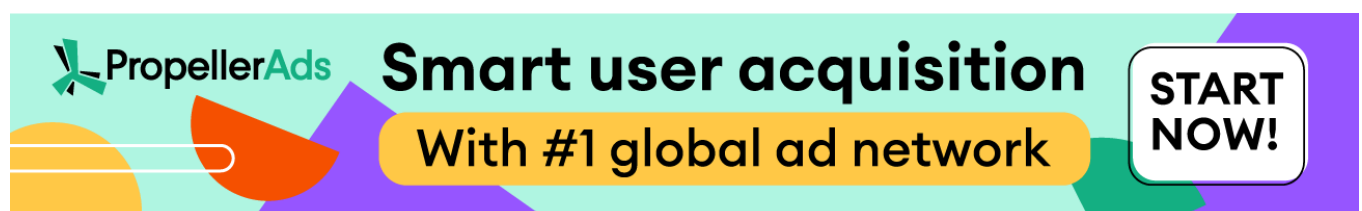
Unfortunately for both the forum and the rest of the world, our beloved Hugh passed away suddenly in February 2018 - as he was about to attend an STM meetup in London.

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 10k+ downloads.**

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



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We at Affiliate World Forum 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](#)

[In Memoriam: Hugh Hancock](#)

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,

Sebastian and Matej, Senior Affiliate World Forum Moderators

(P.S. As thanks for showing interest in this report, here is a coupon code for 40% off 1st month's subscription to [our forum](#): **AWFWW24**. We have an unconditional refund policy – if within the first 3 days of subscribing, you don't like what you see, simply ask for a refund – no justification needed and no questions asked.)



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BEFORE READING THIS REPORT

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

#1) Main Sections

This report is organized into these main sections:

- a) Industry Overview 2024
- b) Intel from Spy Tools
- c) Insights From Top Affiliates
- d) Insights From Traffic Networks
- e) Insights From Affiliate Networks

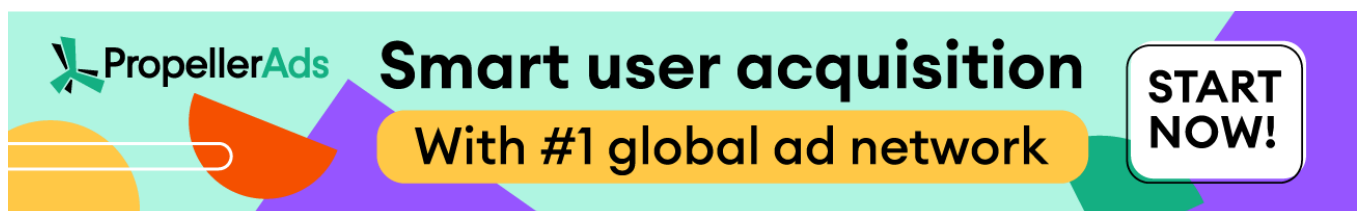
In sections b) to e), replies are ordered by the starting alphabet of either the individual's last name (or forum username if their full name is not made public), or the name of the service/network they represent.

#2) Long vs. Short Questions

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

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 with just: *"Self-intro"*



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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 2024 - 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 and what is your biggest win in the past year? What will be your focus for this year?

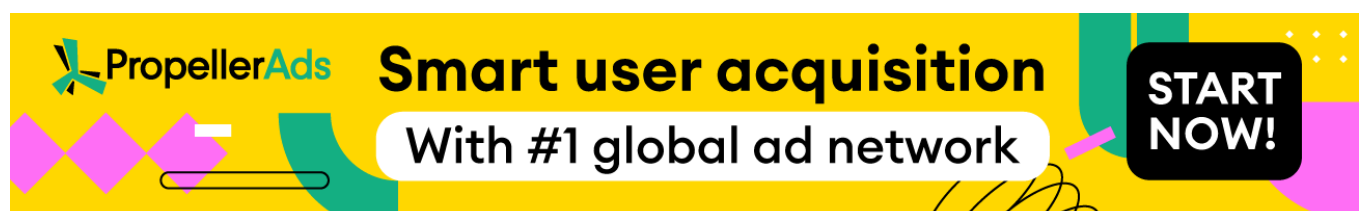
(Short: Success factors for last year? Focus for this year?)

3. AI was all over the news lately, did it benefit your business in any way? If so, what are your favorite AI tools and what do you use them for?

(Short: How are you using AI? Results?)

4. In your opinion, where is the easiest and quickest money in Affiliate Marketing right now? What should the new affiliate focus on in 2024? (Can be a niche, a type of traffic, a geo, anything.)

(Short: Where's the easy money at?)



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5. What are the most common mistakes you see other affiliates make (or that you've made yourself)? What characteristics should a successful affiliate have these days?

(Short: Most common mistakes you see affiliates make?)

6. How important are industry networking events (such as meetups and conferences)? And which one is the best in your opinion?

(Short: How important are network events and which one is the best?)

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

8. Any other advice for other affiliates, especially those who are just entering the business? Any tips on where they should get information from? What about the budget... how to proceed with a limited budget and what's the bare minimum to start with?

(Short: Any other advice?)

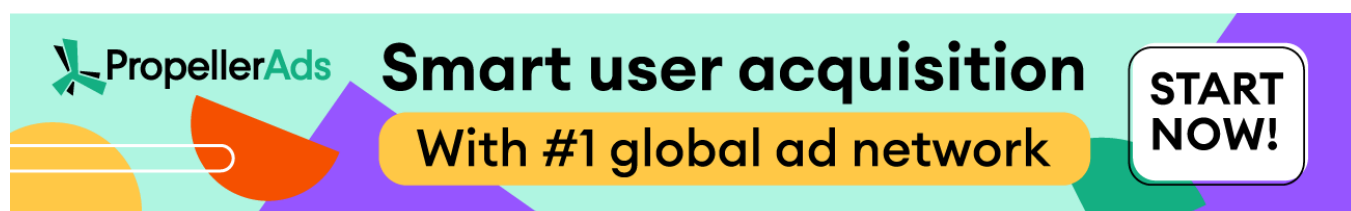
Questions for Traffic Sources:

1. Brief self intro - e.g. how long in the business, traffic type(s), Ad formats, geos and overall volume.

(Short: Self-intro)

2. Did any newsworthy changes happen at your company in the past year? What are your plans for 2024? (For example, has your network introduced any new ad formats, new tools for affiliates, any new projects/products launched?)

(Short: Biggest changes implemented on your network?)



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3. What types of affiliate offers (and in which geos) are currently performing the best on your network? Did you see anything declining or gaining ground lately? Any under-exposed GEOs that affiliates should focus on? Any trends worth mentioning?

(Short: Best - performing offers and geos?)

4. What is your take on AI and its use by affiliates? Have you noticed an increased use of AI creatives lately? Is this something you welcome, or do you look down on it?

(Short: Your take on AI usage?)

5. Any other advice for new affiliates? What should they start with and focus on to maximize their chances at succeeding in 2024?

(Short: Any other advice?)

Questions for Affiliate Networks:

1. Brief self intro - e.g. how long in the business, main offer verticals. Were there any big changes in your company lately that are worth mentioning? (For example, new verticals, new projects...)

(Short: Self-intro & news)

2. What are some of the best-converting types of offers your network has right now? Please include tips on how to promote them (eg. traffic types/sources, audience targeting, advertising angles).

(Short: Best-converting offer types and how to run?)



3. In terms of verticals and GEOs, which ones are on the rise and which ones are on a decline? Any particular ones that affiliates should definitely focus on or stay away from?

(Short: Trending or declining verticals & GEOs?)

4. How does your network help affiliates succeed? E.g. Offer creatives (images/videos/UGC), proven pre-landers, exclusive/custom offers.

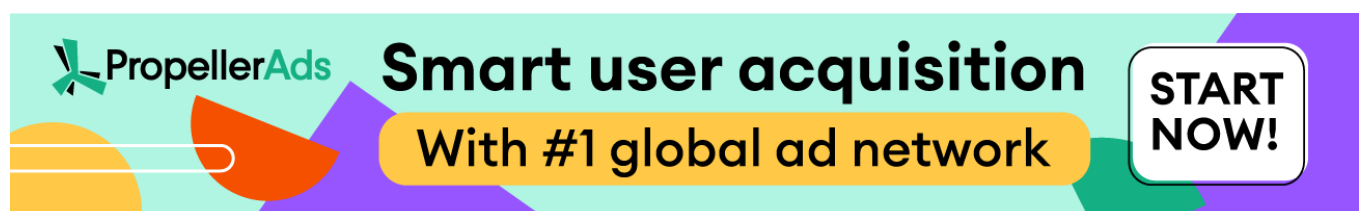
(Short: Help provided to your affiliates?)

5. What is your take on AI? Do you see affiliates using AI generated creatives a lot, for example? Has AI become an important part of your own business operations?

(Short: Your take on AI?)

6. Any other advice for affiliates? What should new affiliates start with, for example? Are there any under-exposed GEOs or verticals that affiliates should focus on?

(Short: Any other advice?)



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INDUSTRY OVERVIEW 2024

Leading Traffic Sources & Offer Categories

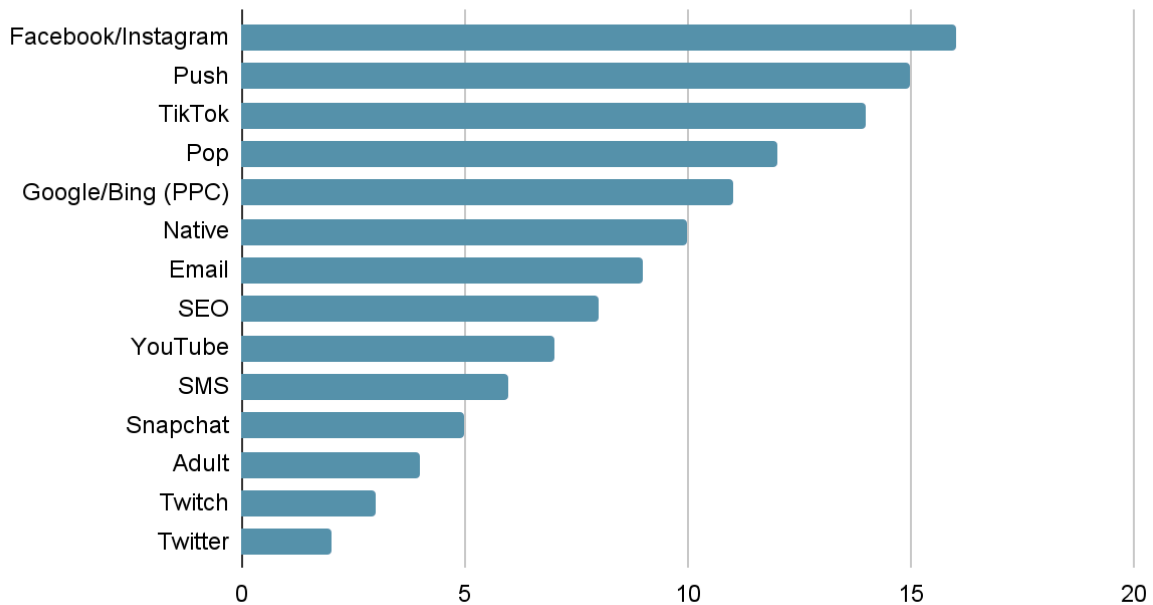
To provide a clear overview of the most effective traffic sources and offer categories, we've compiled the insights from our expert interviews into graphical representations.

Each positive mention of a specific traffic type or offer category has been counted as a vote.

The charts below illustrate the categories that garnered the highest number of votes.

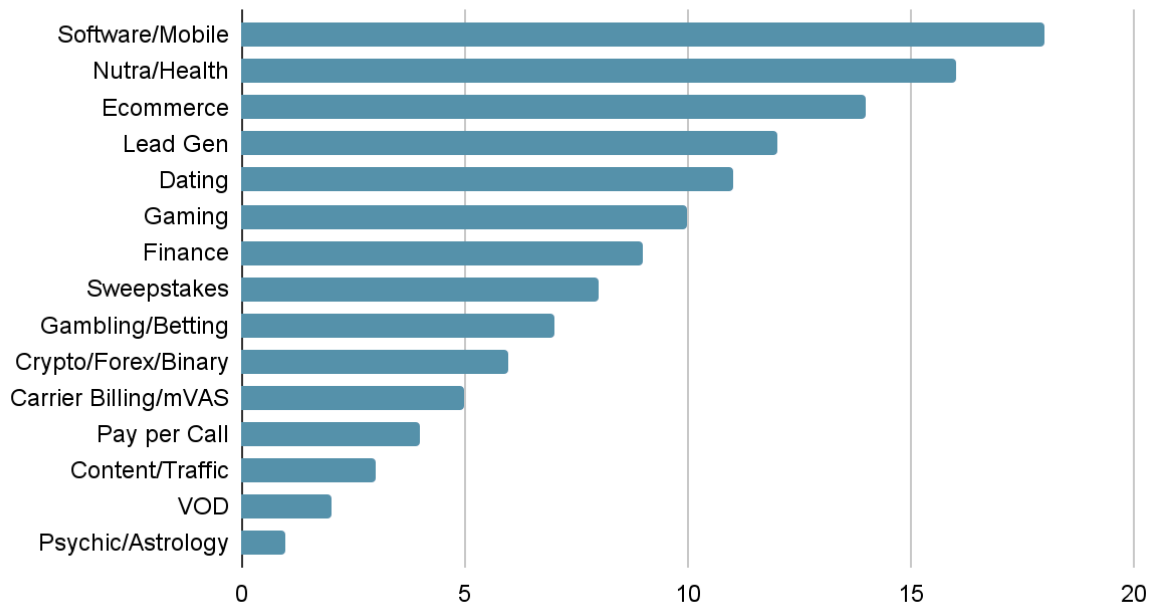
(**Note:** The definition of a "positive mention" is based on our subjective judgment. Additionally, there may be overlaps between some categories in the offer chart. Therefore, these graphs should be seen as general estimates rather than precise measurements.)

Top Traffic Types - 2024



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Top Offer Types - 2024



Smart user acquisition

With #1 global ad network

START NOW!

INDUSTRY SUMMARY

By Sebastian R (@twinaxe on AW Forum), Senior AW Forum Moderator

Links: [Twinaxe's AW Forum Profile](#)

Dear affiliate marketing colleagues,

Welcome to the comprehensive "What's Working in Affiliate Marketing" report for 2024. This year's summary aims to provide an in-depth analysis of the trends, strategies, and insights that have shaped our industry over the past year.

As the affiliate marketing landscape evolves, staying informed and adaptable is more crucial than ever.

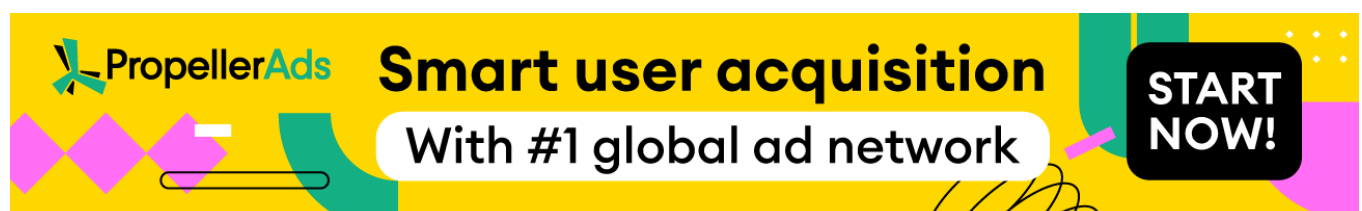
Let's dive into the significant developments and key takeaways from 2023 and look ahead to 2024.

Highlights from 2023

AI Integration and Innovation

The rise of artificial intelligence has been one of the most transformative trends in affiliate marketing. Following the release of advanced AI tools like ChatGPT, Midjourney, and Microsoft Designer, affiliates have embraced these technologies to streamline their operations and enhance their campaigns. AI has proven invaluable in various aspects:

- **Content Creation:** Tools like ChatGPT and Jasper have enabled affiliates to generate high-quality content quickly and efficiently. This has been particularly useful for creating blog posts, social media updates, and ad copy.



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- **SEO Optimization:** AI-driven tools such as Surfer SEO and MarketMuse have helped affiliates optimize their content for search engines, improving visibility and driving organic traffic.
- **Creative Development:** Platforms like Midjourney and Microsoft Designer have made it easier to produce compelling visuals and videos, crucial for capturing audience attention in a competitive market.

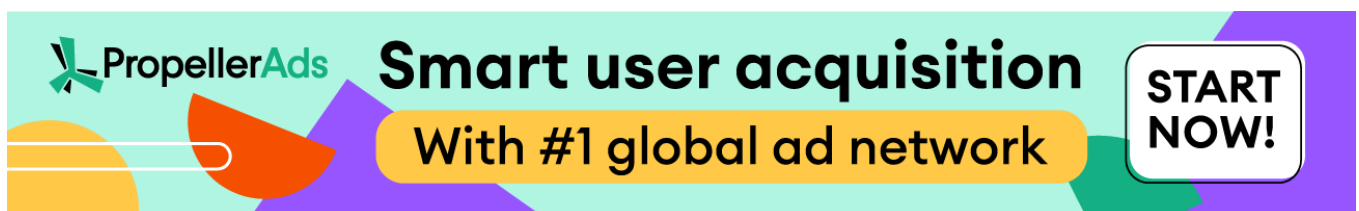
Top Performing Verticals

Several verticals have shown remarkable resilience and growth:

- **Software & Mobile Apps:** This vertical continues to thrive, driven by the increasing reliance on digital solutions for both personal and professional needs. Antivirus, VPNs, and utility apps remain highly sought after.
- **Health/Nutra:** The health and wellness sector has maintained its strong performance, with products ranging from dietary supplements to fitness programs in high demand. The ongoing focus on personal health has kept this vertical at the forefront.
- **E-commerce:** The e-commerce boom shows no signs of slowing down. With consumers increasingly shopping online, products across various categories—from fashion to electronics—are performing well.
- **Finance:** Financial products, particularly those related to online banking and payment systems, have gained significant traction. This trend is partly due to younger generations' preference for digital financial services.
- **Lead Generation:** This remains a lucrative vertical, especially for niches like home improvement, legal services, and education. Effective lead generation strategies have helped affiliates capture valuable customer information and drive conversions.

Traffic Sources

Understanding and leveraging the right traffic sources is critical for affiliate success. In 2023, several platforms have stood out:



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- **Facebook/Instagram:** These platforms remain dominant, offering robust targeting options and a large user base. Affiliates continue to find success with both organic and paid strategies.
- **Google/Bing PPC:** Pay-per-click advertising on search engines continues to deliver high-quality leads. The precise targeting capabilities and extensive reach make these platforms indispensable.
- **TikTok:** This rapidly growing platform has become a hotspot for affiliate marketers. Its unique format and engaged user base provide excellent opportunities for creative campaigns.
- **Snapchat:** Particularly popular among younger demographics, Snapchat offers innovative ad formats that have proven effective for various verticals.
- **Push and Native Ads:** These traffic sources remain crucial for affiliates looking to diversify their strategies. They offer high engagement and can be particularly effective for certain types of offers.

Economic Factors

The global economy's fluctuations have inevitably impacted affiliate marketing. While inflation and recession fears pose challenges, the industry has demonstrated resilience. Affiliates are adapting by focusing on high-demand products and cost-effective advertising methods.

Conferences and Networking

In-person events have made a strong comeback, providing valuable opportunities for learning and networking. Conferences such as Affiliate World in Bangkok and Dubai have been pivotal, offering insights into the latest trends and facilitating connections among industry professionals. These events are not just about learning but also about building relationships that can drive business success.

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Key Insights from Top Affiliates and Networks

We reached out to leading affiliates and networks to gather their insights and advice. Here are some of the standout contributions:

1. Embrace AI to Stay Competitive

Many top affiliates highlighted the importance of integrating AI into their workflows. Whether it's for creating content, analyzing data, or optimizing campaigns, AI tools have become indispensable. Affiliates who effectively leverage these tools can save time, reduce costs, and improve their results.

2. Focus on High-Growth Verticals

Affiliates are advised to keep an eye on verticals that show sustained growth. Health and wellness, e-commerce, finance, and software are expected to continue performing well. Staying updated on trends within these verticals can help affiliates identify new opportunities and stay ahead of the competition.

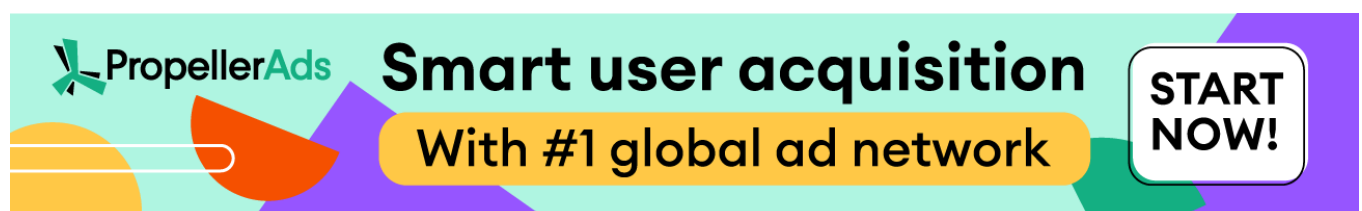
3. Diversify Your Traffic Sources

Relying on a single traffic source can be risky. Affiliates are encouraged to explore new platforms and diversify their traffic strategies. TikTok and Snapchat, for example, offer unique opportunities that can complement traditional sources like Facebook and Google.

4. Plan for Economic Uncertainty

Given the uncertain economic climate, affiliates should plan their investments carefully. This involves focusing on strategies that offer the best return on investment and being prepared to adapt quickly to changing market conditions. Affiliates should also consider building cash reserves to weather potential downturns.

5. Value of Networking and Conferences



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Networking remains a cornerstone of affiliate success. Attending conferences and meetups can provide valuable insights and opportunities for collaboration. Building a strong network can open doors to new partnerships, ideas, and strategies.

Detailed Breakdown by Expert Interviews

AI in Affiliate Marketing

Several affiliates shared how they use AI to gain a competitive edge. For instance, tools like ChatGPT have been used for generating ad copy and social media posts, while Midjourney has been instrumental in creating high-quality visual content. These tools not only save time but also help in maintaining a consistent quality of output.

Verticals to Watch

- **Health/Nutra:** This vertical continues to be a goldmine. With increasing health consciousness, products that offer quick solutions to health issues remain popular. Affiliates have found success by focusing on niches within this vertical, such as mental health and fitness.
- **E-commerce:** The shift to online shopping has created vast opportunities. Affiliates who specialize in this vertical are advised to focus on high-ticket items and products with strong consumer demand.
- **Finance:** Digital banking and financial management tools are becoming more popular, especially among younger demographics. Affiliates promoting these services can expect good returns.

Effective Traffic Strategies

Affiliates discussed various traffic strategies that have worked well for them:

- **Facebook/Instagram Ads:** These remain powerful tools for reaching targeted audiences. Affiliates are using advanced targeting options and engaging creatives to capture attention and drive conversions.

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- **Google/Bing PPC:** Search engine marketing is still highly effective. Affiliates are advised to focus on long-tail keywords and optimize their ad spend to get the best results.
- **Emerging Platforms:** TikTok and Snapchat offer fresh opportunities with their unique ad formats and engaged user bases. Affiliates who can create compelling content for these platforms can tap into a vast audience.

Economic Adaptations

Affiliates shared strategies for adapting to economic changes:

- **Focusing on Essentials:** Products and services that meet essential needs are more likely to perform well during economic downturns. Affiliates are shifting their focus to such products to maintain stability.
- **Cost-Effective Campaigns:** Affiliates are looking for ways to reduce costs without compromising on quality. This includes using AI tools to automate processes and improve efficiency.

The Importance of Networking

Networking was a recurring theme in our interviews. Affiliates emphasized the value of attending conferences (for example our [Affiliate World Conferences](#)) and building relationships with peers. A community like [Affiliate World Forum](#) is a great place to meet new people. These connections can lead to new opportunities and collaborations that drive business growth.

Predictions for 2024

AI Will Continue to Evolve

AI tools are expected to become even more sophisticated, offering more advanced features and integrations. Affiliates who stay ahead of these developments will be better positioned to leverage AI for their benefit.

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Shift Towards Video Content

Video content is becoming increasingly important. Platforms like YouTube and TikTok are driving this trend, and affiliates are advised to invest in video creation to engage their audiences more effectively.

Increased Regulation and Compliance

As the affiliate marketing industry grows, so does regulatory scrutiny. Affiliates need to stay informed about changes in advertising regulations to ensure compliance and avoid penalties.

Sustainability and Ethical Marketing

Consumers are becoming more conscious of sustainability and ethical practices. Affiliates who promote eco-friendly products and transparent business practices are likely to gain favor with this growing audience.

Economic Uncertainty

While economic challenges persist, affiliates who can adapt quickly and focus on high-demand products will continue to thrive. Building a diverse portfolio and maintaining flexibility will be key to navigating these uncertainties.

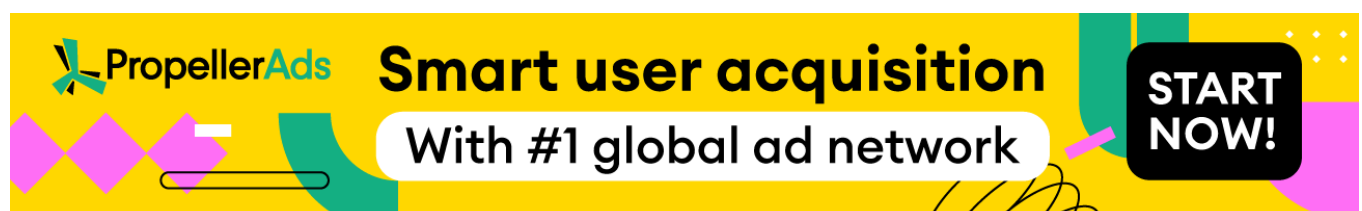
Final Thoughts

The affiliate marketing landscape is dynamic and ever-changing. The insights shared in this report highlight the importance of staying informed, being adaptable, and leveraging the latest tools and strategies. As we move into 2024, the opportunities for growth and success are abundant for those willing to innovate and persevere.

We hope this report provides valuable guidance and inspiration for your affiliate marketing journey. Thank you to all the experts who contributed their knowledge and experiences.

Here's to a successful and prosperous year ahead!

INTEL FROM SPY TOOLS



The advertisement banner features a yellow background with colorful geometric shapes. On the left is the PropellerAds logo. The main text reads "Smart user acquisition" in large black font, followed by "With #1 global ad network" in white text inside a white rounded rectangle. On the right, a black rounded rectangle contains the text "START NOW!" in white. A signature is visible at the bottom right of the banner.

Adplexity, Dmitry Romanchuk, Sales and Partnerships

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

What's Working in 2024

Hey everyone, today I want to share with you a glimpse into the bustling world of native advertising as it stood in 2024. It's a landscape where only the bold and financially prepared can truly thrive.

Let's dive into the opportunities that this exciting domain holds for those ready to step up their game.

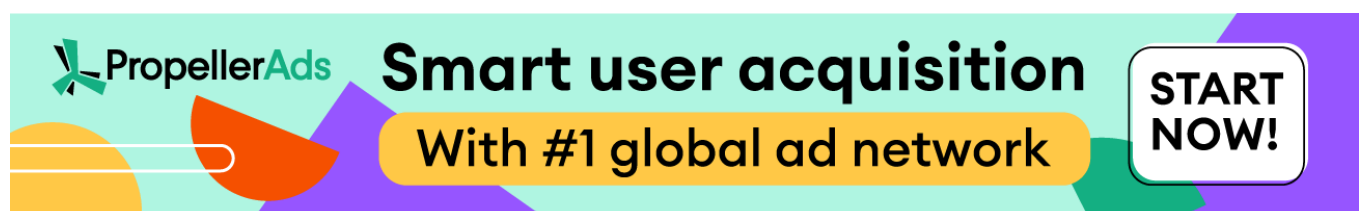
The native market is very big, competition there as well but payouts are much higher than in push or pop. When I speak to the affiliate who is working with native - they are telling me a lot of problems. But all of them mention the same one: moderation of their creatives, landings, and descriptions.

It was funny when I had a call with one affiliate, he shared a screen and showed me creatives in one traffic source which were rejected. Then he opened AdPlexity and we found the same picture which was running on the same traffic source and was performing well. It was funny for me, not to this affiliate:)

So it's up to you to make conclusions from this story. Here is a brief with some examples of verticals in native:

Health/Nutra

One of the most popular verticals in the industry (if not #1).



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Go to the dermatologist because of acne? I'd better order a special cream for \$19.99.

Want to lose some extra kg? The Gym is so far from my place, I'm gonna drink a special serum. It'll probably make me the best version of myself.

What did you say? I need to stop scrolling my Instagram feed every 15 minutes and it'll help me to focus on my job. What a stupid thing! I'll have some pills for it.


Yeah, that's our human nature. Like in the film about Harry Potter. The woman says something, shakes her magic wand, and the house is repaired. People want the same: magical solving of their problem and they are paying for it.

Health/Nutra was popular, is popular and I see no reason for it not to be popular.



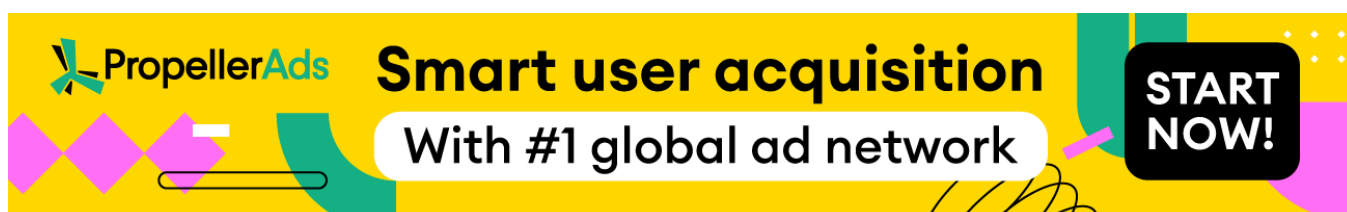
Cardiologist: Too Much Belly Fat? Do This Before Bed

7408 Hits	115 Days	📌
_____ global stats _____		
7948 Hits	116 Days	
6 Devices	1 Network	
11 Countries	493 Publishers	

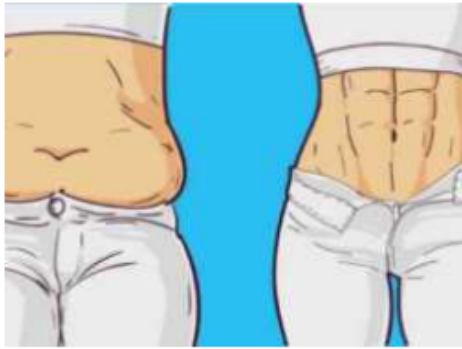


Drink This Before Bed, Watch Your Body Fat Melt Like Crazy! (Watch)

1361 Hits	124 Days	📌
_____ global stats _____		
1364 Hits	124 Days	
6 Devices	1 Network	
10 Countries	13 Publishers	



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Top Doctor: If You Eat Oatmeal Every Day, This Is What Happens

2616 Hits	112 Days	?
————— global stats —————		
2675 Hits	121 Days	
6 Devices	1 Network	
4 Countries	252 Publishers	



Simple Morning Habit Turbocharges Fat Loss (It's Almost Like Cheating) (Watch)

3629 Hits	66 Days	?
————— global stats —————		
4552 Hits	129 Days	
6 Devices	1 Network	
28 Countries	151 Publishers	

Leadgen

People like talking about themselves. Ask someone about a topic which is interesting for him and he'll talk and talk and talk. Do you want to get the contact info of the person? Make him want to provide you with this info. It should be a really interesting quiz or test before, but then the result of this quiz will be sent just on his email.

The person will be waiting to see: who he was in a past life, what breed of dog suits him best or other bullshit.

This vertical is ready for your creativity and payouts wouldn't disappoint.



Smart user acquisition

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Benefits Seniors Are Entitled To In OH, But Often Forget To Claim

1258 Hits	78 Days	?
————— global stats —————		
1260 Hits	78 Days	
6 Devices	1 Network	
1 Country	291 Publishers	

Ecommerce

If you don't want to play these tricky games - here is an example of a white niche. Here is a shop, you can buy a bicycle/TV/bottles of milk/everything. Promote it. Get your money. Simple and understandable.

It's a physical good, so no need to think about creatives. Want to sell a bicycle? Set a picture of it.

That's a nice and stable vertical, I'll highly recommend you to pay attention to it.

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29+ Coolest Gifts Nobody Would Think Of

854 Hits **22 Days** ?
 _____ global stats _____
1076 Hits **37 Days**
6 Devices **1 Network**
2 Countries **306 Publishers**



British Seniors Should Wear This £59 Health Watch

215 Hits **62 Days** ?
 _____ global stats _____
3239 Hits **248 Days**
6 Devices **1 Network**
5 Countries **325 Publishers**



New Cleaning Tool Breaks All Sales Records In [COUNTRY]

496 Hits **51 Days** ?
 _____ global stats _____
500 Hits **52 Days**
6 Devices **1 Network**
3 Countries **140 Publishers**

Finance

Did you know: that Generation Z is afraid of banks? That's a real investigation. Young people prefer to deal with an online payment platform which will take a 10% commission for transactions but just not deal with a real manager of the bank, even via phone.

That's some good news for online banks, payment systems, and aggregators as well as for affiliates who promote them.



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U.S. Citizens Can Now Apply for a New Benefit

514 Hits	57 Days	
————— global stats —————		
898 Hits	107 Days	
6 Devices	1 Network	
4 Countries	202 Publishers	



All Adults Over 45 Could Receive \$250,000 With This Simple Trick

269 Hits	82 Days	
————— global stats —————		
1304 Hits	161 Days	
6 Devices	1 Network	
5 Countries	215 Publishers	

Education

The same investigation. 63% of people younger than 25 years old prefer online education. To compare with millennials who have 45%.

Online courses became popular during Covid and this trend became our habit. No need to go to a specific place, no need to sit in the class. You can choose your time, you can put your teacher on pause, and go make another cup of tea.

The quality of these products is not always high but who cares.

This vertical is not the hottest in the market but it has its audience and there is more and more content there. So I'm sure that shortly it will grow stably.



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Astrology

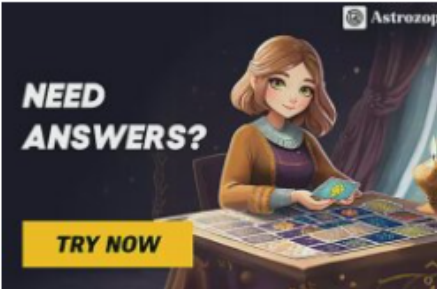
Most people (even those who pretend to be skeptical) enjoy mysterious things. A mix of science, mythology, and unexplainable things are interesting to investigate.

When people have questions but not answers, they go to astrology, tarot cards, fortune telling on coffee grounds, etc.

As I said about education: that's not the hottest vertical, the audience there is specific. While the world among us is complicated and a lot of people are trying to find answers in a non-standard way. Why don't you earn some money on it?

PUSH

While everyone was burying the push - guys who were working with in-page push were counting their money. Honestly, I also thought that after 2-3 years we'd forget about this type of traffic. Well, push has transformed a little bit and now feels well. If you didn't work with it before - you should probably give it a try.



NEED ANSWERS?

TRY NOW

Need Answers? Free Tarot Reading

327 Hits	6 Days	?
global stats		
327 Hits	6 Days	
6 Devices	1 Network	
38 Countries	113 Publishers	

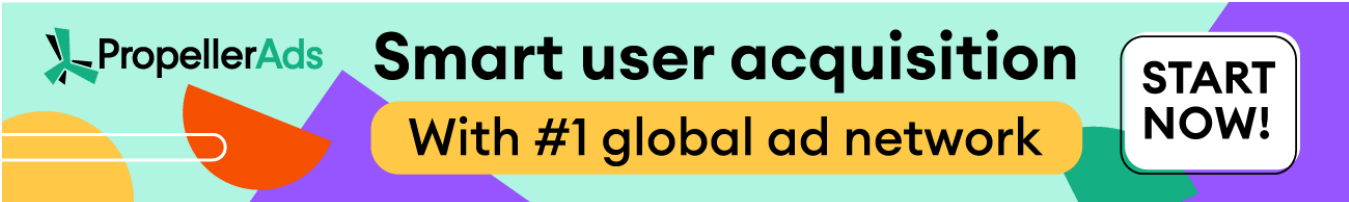


FREE TAROT CARD READING

GET TAROT

Know Your Future: Free Tarot Reading

443 Hits	11 Days	?
global stats		
443 Hits	11 Days	
5 Devices	1 Network	
41 Countries	154 Publishers	



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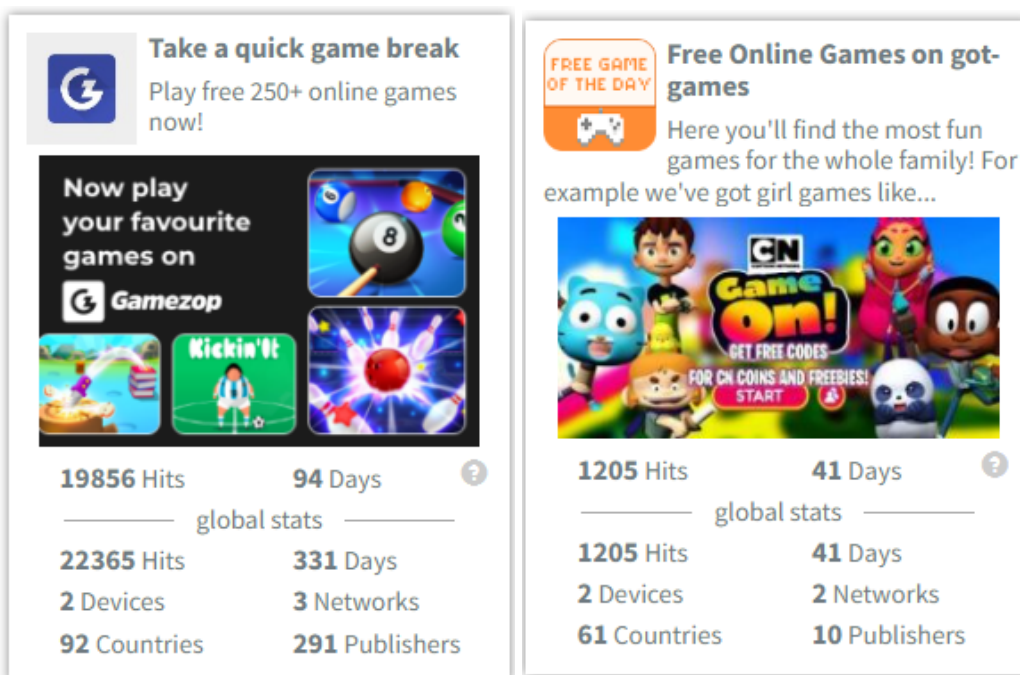
START NOW!

Gaming

The first 40 years of men's childhood are the most difficult. Games help us to change the serious mode when we should be solid men to the ruthless orc.

I can tell that month by month, year by year - this vertical increases. Both PC and mobile gamers are ready to invest in order to get better stats for their in-game "orc". The more money they pay - the more money to game devs. More money to game devs - more money for their marketing. More money for their marketing - more money for affiliate payouts.

The logic is simple:)




Casino/Gambling

A farmer from North Dakota won 10 million dollars in a lottery. Most of us want magical solutions to our problems. Most of us believe that a huge amount of money will deal with those problems. Of course, to earn this money is not an option. Easy money has always attracted people.

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Gambling is a very competitive niche, most of the players are working in teams. Just a few guys are doing solo arbitrage there. So be careful, it's not an easy trip here.


BETANO **R\$500 Bônus De Boas-vindas!**
[Registrar Agora!](#)



3158 Hits **57 Days** ⓘ
 _____ global stats _____

3197 Hits **74 Days**
1 Device **9 Networks**
1 Country **38 Publishers**


BOVADA **Crypto Welcome Bonus ✓**
 Claim Your Crypto Bonus up to \$3750 in BTC!



1101 Hits **41 Days** ⓘ
 _____ global stats _____

1833 Hits **72 Days**
2 Devices **1 Network**
50 Countries **14 Publishers**

JuicyStakes **Sign Up Now!** 🎰 🎰
 🏆 Best Welcome Bonus & Sign Up Offers



1070 Hits **41 Days** ⓘ
 _____ global stats _____

1809 Hits **70 Days**
2 Devices **1 Network**
51 Countries **14 Publishers**

PropellerAds **Smart user acquisition** **START NOW!**
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Antivirus/VPN

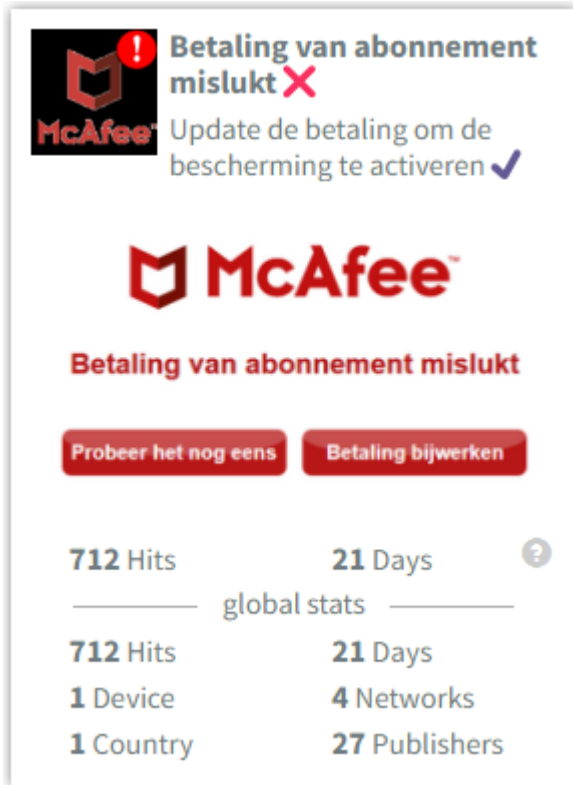
That's funny how this niche looked like 10 years ago. "Your smartphone battery will explode in 20 minutes. Install this app to save it!!!" and other scammy blackhat things worked well.

Nowadays you should be careful with every phrase. "Your Samsung HAS a virus" is not accepted anymore, while "Your Samsung MIGHT have a virus" is ok. Funny thing.

Still we detect a lot of black landings in this vertical but if we compare the current situation with what we had 4-5 years ago - the situation has changed radically and white promotion prevails. Traffic sources try to avoid aggressive promotion, affiliates do cloaking, traffic sources block them, and affiliates become angry. Classic...



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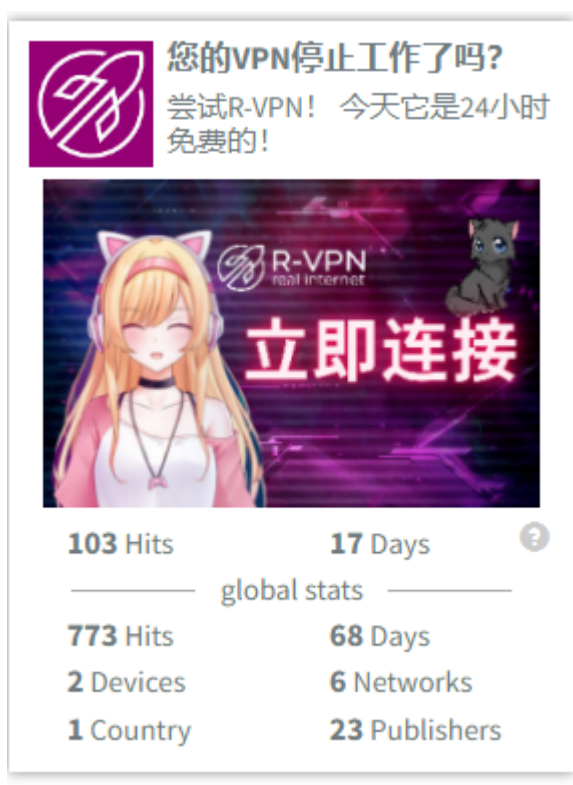
Betaling van abonnement mislukt ❌
 Update de betaling om de bescherming te activeren ✓

McAfee

Betaling van abonnement mislukt

Probeer het nog eens Betaling bijwerken

712 Hits	21 Days	?
global stats		
712 Hits	21 Days	
1 Device	4 Networks	
1 Country	27 Publishers	



您的VPN停止工作了吗?
 尝试R-VPN! 今天它是24小时免费的!

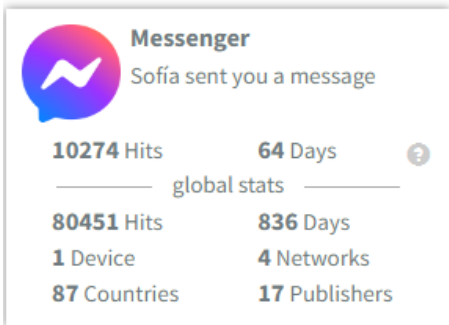
R-VPN
 real internet

立即连接

103 Hits	17 Days	?
global stats		
773 Hits	68 Days	
2 Devices	6 Networks	
1 Country	23 Publishers	

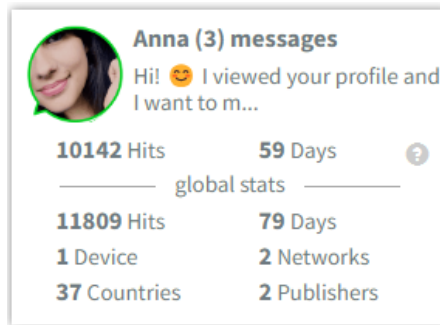
Dating

This vertical is the most stable in the whole industry. Crisis or COVID can't stop people from searching for another person with whom they can build a relationship (for the whole life or the whole night). There is still a lot of space in this niche, a lot of apps that need to be promoted, and a lot of websites that need more signups. There are plenty of offers there - you'll probably find a profitable one for yourself.



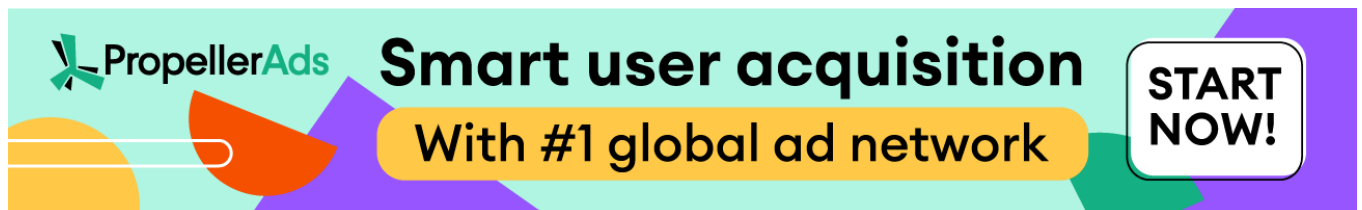
Messenger
 Sofia sent you a message

10274 Hits	64 Days	?
global stats		
80451 Hits	836 Days	
1 Device	4 Networks	
87 Countries	17 Publishers	



Anna (3) messages
 Hi! 😊 I viewed your profile and I want to m...


10142 Hits	59 Days	?
global stats		
11809 Hits	79 Days	
1 Device	2 Networks	
37 Countries	2 Publishers	



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START NOW!

5 Min Away ...
 I Live Alone... Let Us Meet At My Place



1043 Hits	41 Days	?
————— global stats —————		
1771 Hits	70 Days	
2 Devices	1 Network	
52 Countries	13 Publishers	

Martina pisze do ciebie...
 Pokaż mi, czym jest dostrojony mężczyzna! 🌶️



963 Hits	45 Days	?
————— global stats —————		
2491 Hits	106 Days	
1 Device	4 Networks	
1 Country	28 Publishers	

Crypto

While I'm writing these words, Bitcoin is worth \$70k and it's not going to stop the growth. Crypto Trader is a young profession and the amount of money there is something fantastic. When I think that the niche is full of players and there is no space for newbies - a new company comes. When I think that this company wouldn't be successful because of competitors - they count: will they earn 3 or 4 million dollars next month?

The niche is complicated. I don't recommend newbies to work on it. This is the niche for guys with solid experience, time, and finances for tests.



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! - MONEY FROM TRADING?
LEARN HOW TRADE CRYPTO & MAKE MONEY! ✓

352 Hits **27 Days** ?
 _____ global stats _____

352 Hits **27 Days**
1 Device **1 Network**
27 Countries **13 Publishers**

Inwestuj i zarabiaj!
 Prosto, Zyskiem, Bezpiecznie.

325 Hits **9 Days** ?
 _____ global stats _____

10578 Hits **74 Days**
2 Devices **5 Networks**
7 Countries **40 Publishers**

TRÁGICAS NOTICIAS:
 Bitcoin está haciendo a la gente rica

360 Hits **20 Days** ?
 _____ global stats _____

22544 Hits **155 Days**
1 Device **6 Networks**
6 Countries **58 Publishers**

Sweepstakes

This niche lost its popularity. There are many offers, and lots of traffic for it but if we compare the situation with 2018 - when some affiliate networks had 80% of income from sweepstakes, you'll understand that golden times of sweeps have just gone.


Interesting thing which was mentioned by another expert in the previous What's Working report. "Win iPhone" or "Win Samsung Galaxy" is not the most popular inscription anymore. People are interested in Walmart vouchers, some electronic devices, etc.

10 years ago the iPhone was a thing that made you not a special one but at least solid. Nowadays the top 5 popular smartphones in the US are different models of iPhone. So it's

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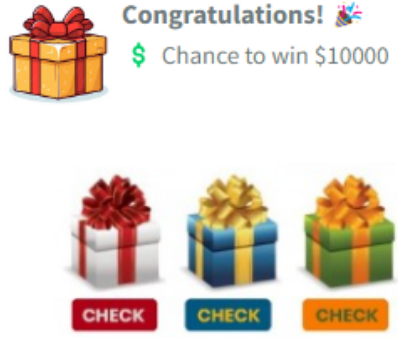
not something that can surprise me. That's why people switched to more practical things like vouchers, clocks, scooters, and so on.

Takealot
 Enter your number now to receive iPhone




79 Hits	12 Days	?
_____ global stats _____		
205 Hits	14 Days	
1 Device	3 Networks	
2 Countries	7 Publishers	

Congratulations! 🎉
 \$ Chance to win \$10000





104 Hits	20 Days	?
_____ global stats _____		
266 Hits	24 Days	
1 Device	1 Network	
24 Countries	9 Publishers	

📧 1 🎁 🇮🇶 ٣,٥٠٠,٠٠٠,
 🏠
 Check # 0456242 is ready to receive now



896 Hits	57 Days	?
_____ global stats _____		
978 Hits	80 Days	
1 Device	2 Networks	
6 Countries	20 Publishers	

Your gift is ready.
 Please fill in...

1267 Hits	20 Days	?
_____ global stats _____		
1681 Hits	91 Days	
2 Devices	6 Networks	
23 Countries	12 Publishers	

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WHAT'S WORKING IN AFFILIATE MARKETING 2024
 Insights from the Top Affiliates, Ecommerce Experts & Services, Traffic Networks, Affiliate Networks, Spy Tools

AWF x stm.



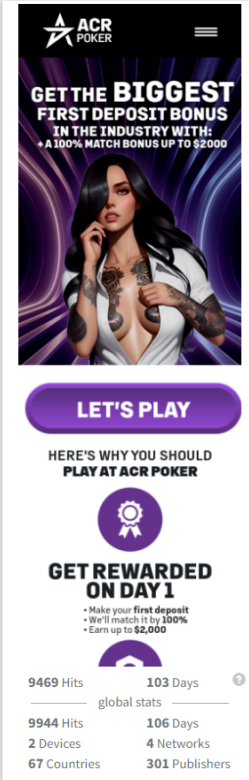
Pop


Yeah, I know, I know. It's a niche for newbies, pop is nearly dead, there is no money here, and so on.

At AdPlexity we detect more and more ads on pop traffic. Yes, they are not from tier 1, but who cares? If it wouldn't work - no one would run it. So if you don't have a big budget for native ads, pop will be a great start for you. A cheap experience wouldn't be superfluous.

Gambling

While we hear stories that pop has been dead for the last 4-5 years, the amount of pop gambling ads has increased, especially in Latin America.

 <p>14282 Hits 95 Days <small>global stats</small></p> <p>15040 Hits 132 Days 2 Devices 4 Networks 10 Countries 194 Publishers</p>	 <p>5938 Hits 58 Days <small>global stats</small></p> <p>14320 Hits 171 Days 2 Devices 4 Networks 45 Countries 240 Publishers</p>	 <p>9469 Hits 103 Days <small>global stats</small></p> <p>9944 Hits 106 Days 2 Devices 4 Networks 67 Countries 301 Publishers</p>
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Smart user acquisition

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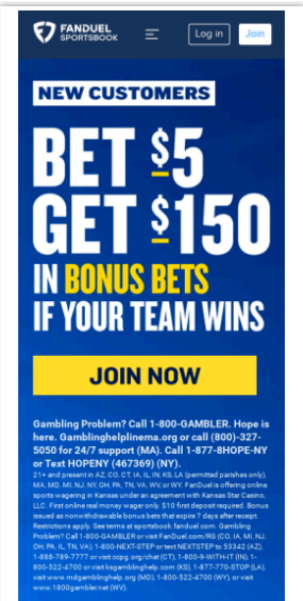
START NOW!

Still, you wouldn't have such payouts as you'll have promoting the same offer with push but to pay some attention to this vertical and pop wouldn't be a bad idea for sure.

Betting

I wouldn't recommend you to touch this niche unless you're interested in sports. Really I saw so many weird creatives which just shows that the affiliate doesn't give a damn what he is talking about.

On the other hand, you shouldn't be too tricky here. Famous sportsman celebrating his success, short description of the bonus for new users, name of the bookmaker and that's all. Nothing specific to be honest.



FANDUEL SPORTSBOOK Log in Sign up

NEW CUSTOMERS

BET \$5 GET \$150
IN BONUS BETS IF YOUR TEAM WINS

JOIN NOW

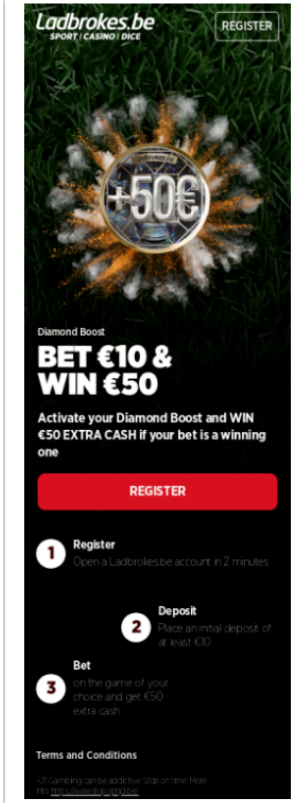
Gambling Problem? Call 1-800-GAMBLER. Hope is here. Gamblinghelpline.com or call (800)-327-5050 for 24/7 support (MA). Call 1-877-8HOPE-NY or Text HOPE-NY (467369) (NY).
 21+ and present in AZ, CO, CT, IL, IN, IA, LA (permitted parishes only), MA, MD, MI, NJ, NY, OH, PA, TN, VA, WI or WV. Fanduel is offering online sports wagering in Kansas under an agreement with Kansas Star Casino, LLC. First online real money wager only. \$10 first deposit required. Bonus issued as non-withdrawable bonus bets that expire 7 days after receipt. Restrictions apply. See terms at sportsbook.fanduel.com. Gambling Problem? Call 1-800-GAMBLER or visit Fanduel.com/RS (CO, IA, MI, NJ, OH, PA, TN, VA, WI) 1-800-NEXT-STEP or visit NEXTSTEP.io 323.22.0423 1-888-789-7777 or visit 888.888.8888 (CT) 1-800-9-STOP-IT (IN) 1-800-522-4700 or visit 888.888.8888 (KS) 1-877-770-STOP (LA) visit www.fanduel.com/gambling-problem (MD) 1-800-522-4700 (NY) or visit www.1800.gambling-problem (VA)

HOW IT WORKS

- JOIN FANDUEL**
Sign up and verify your identity, it's easy and takes less than 2 minutes

STATS YOUR

659 Hits	19 Days	2
global stats		
887 Hits	32 Days	
2 Devices	4 Networks	
1 Country	62 Publishers	



Ladbrokes.be REGISTER

BET €10 & WIN €50

Activate your Diamond Boost and WIN €50 EXTRA CASH if your bet is a winning one

REGISTER

- Register**
Open a Ladbrokes.be account in 2 minutes
- Deposit**
Place an initial deposit of at least €10
- Bet**
on the game of your choice and get €50 extra cash

Terms and Conditions
 *Gambling cards active. Sign up now! Visit www.ladbrokes.be

STATS YOUR

1620 Hits	18 Days	2
global stats		
1620 Hits	18 Days	
2 Devices	1 Network	
1 Country	20 Publishers	



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Sweepstakes

In this vertical, the situation is not the same as with gambling. Both these verticals are popular on push and pop traffic, but sweeps are still more popular with pop. The niche has changed but the main idea is alive. People still believe in sudden happiness, so maybe the popularity of sweeps will decrease but I don't think that it'll stop performing in the next 4-5 years.

Winning the prize
Thank you for your loyalty, so we offer you the opportunity to get a gift secret

Find a secret gift
All you have to do is choose the right gift box

You're lucky!
You are one of the 10 people selected to participate in our loyalty lottery! You can get 1 gift from 4! Select one box

Anna Petrik
Is it possible to play again? :)
Replies · Like · 4 minutes ago

Sasha Pavlikova
I've never used cryptocurrency before, but I was given 50 USDT as a gift. It was very pleasant - I withdrew it and bought beer.
Replies · Like · 5 minutes ago

Cristina Rusnakova
They say you can win 5000 USDT. I got 100 USDT, but I'm still very happy. Thanks!
Replies · Like · 11 minutes ago

657 Hits 13 Days
global stats

670 Hits 16 Days
2 Devices 3 Networks
54 Countries 152 Publishers

LOYALTY PROGRAM

Congratulations!
You have the chance to win the new iPhone 15 Pro Max!

1. Choose a color that you like. You will be redirected to our sponsor's website
2. On the sponsor's website, enter your name and surname, as well as the shipping address
3. Your gift will be sent by courier to the address specified by you within 5 days

IMPORTANT: Gifts can end anytime, choose faster!

Offer valid for 4 minutes and 44 seconds

iPhone 15 Pro Max 256GB (Natural Titanium)
Super Retina XDR display
6.7-inch (diagonal) all-screen OLED display
Common price: 22,679-ZAR
Your price: 0 ZAR
Available: 1

Choose

iPhone 15 Pro Max 256GB (Blue Titanium)
Super Retina XDR display
6.7-inch (diagonal) all-screen OLED display
Common price: 22,679-ZAR
Your price: 0 ZAR
Available: 3

Choose

1537 people like this

1537 234 544K

teboho Goosen
Dropped iPhone 15 Pro! Honestly, I wanted the iMac, but not today ...
Yesterday at 08:13
Like · Comment

Rudi Loubser
I won 1 free spin, but I did not win a prize. Can I get another chance?
13 January at 16:21

935 Hits 35 Days
global stats

981 Hits 37 Days
1 Device 1 Network
1 Country 32 Publishers

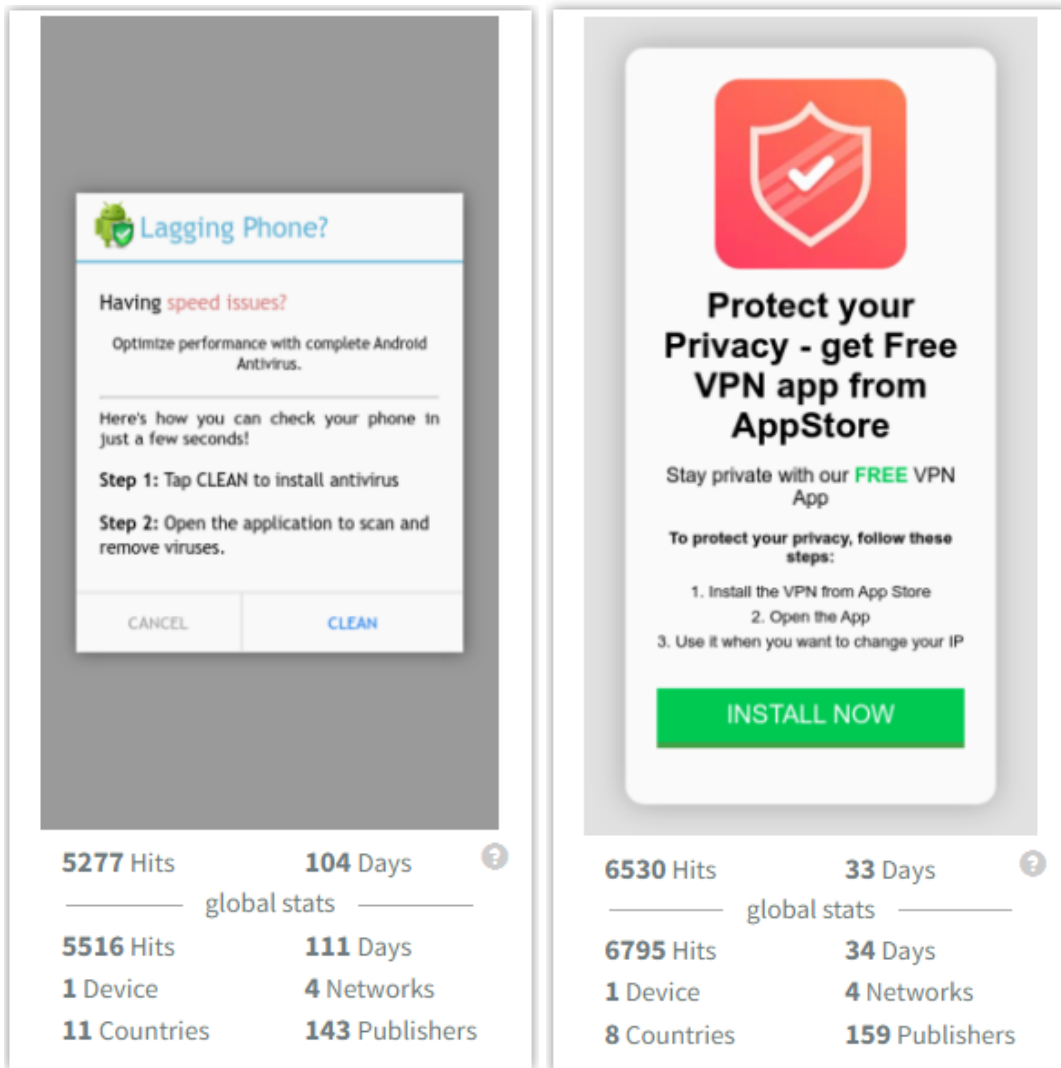
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START NOW!

Antivirus/VPN

On pop, it's a pretty big niche. VPN apps are super popular. Big VPN companies have their own affiliate program, so if you're interested in trying this vertical - try to reach out to these companies directly.

Antivirus for smartphones lost some volume but still performed so you can also find some offers with promising payouts.



The banner features the PropellerAds logo on the left, followed by the text "Smart user acquisition With #1 global ad network". On the right, there is a black button with white text that says "START NOW!". The background is yellow with colorful geometric shapes.

UNLEASH SECURE FREEDOM WITH OUR VPN APP

Download on the App Store

Select connection

256

Secure and Stable Connection
Unmatched online security and stability. Encrypted data, reliable connections, uninterrupted browsing

DEFT

Download on the App Store

35094 Hits	91 Days	global stats
35096 Hits	91 Days	
1 Device	5 Networks	
33 Countries	355 Publishers	

Attention

Please install VPN App to continue watching in a safe mode

Install

00:02/1:52:46

61337 Hits	104 Days	global stats
62377 Hits	111 Days	
2 Devices	5 Networks	
72 Countries	665 Publishers	

Gaming

Mobile gaming offers are performing even better than computer ones. Smartphone is always with you. You can have a short round while traveling on a bus to the office, sitting in the toilet

PropellerAds

Smart user acquisition

With #1 global ad network

START NOW!

in the morning, during your coffee break or just to kill the time while waiting for something.

EAT CELLS

Try out one of the most fascinating game concept of the latest years.

PLAY NOW

Share EatCells with friends via:

2872 Hits	100 Days
global stats	
4240 Hits	158 Days
2 Devices	5 Networks
80 Countries	269 Publishers

2048 Puzzle

INSTALL

Enjoy simple gameplay and addictive aim!

★★★★★

17142 Hits	104 Days
global stats	
18727 Hits	143 Days
2 Devices	5 Networks
58 Countries	293 Publishers

As we conclude today's insight, keep in mind the blend of challenges and opportunities that define this field. It's a realm where creativity, strategic planning, and a bit of daring can lead to significant rewards.

That's a Wrap!

To put it simply: There's money in them hills once you identify and go after the right target. It's essential to use a competitive intelligence tool like Anstrex to easily identify ads and offers to focus on. Sign up here and use promo code `stm_forum_20` to get 20% lifetime discount.

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INSIGHTS FROM AFFILIATES



Ian Fernando (@ianinternet on AW Forum), OG Affiliate

Links: ianfernando.com, [Ian's AW Forum Profile](#)

1. Self-intro

I am currently living in Sao Paulo, Brazil. I am trying to officially move here. I am originally from New Jersey but also have been traveling full time the past 8 years. I have basically touched every vertical in the space from nutra, dating, to now paypercall.

2. Success factors for last year? Focus for this year?

This year, I'm doubling down on consistent lead generation and pay-per-call campaigns. I know it's all about the 'hustle' and my daily routines to allow my mind to reset, and that's where my success lies.

3. How are you using AI? Results?

My arsenal includes ChatGPT and Gemini for content and headlines, along with Midjourney for crafting and iterating on eye-catching visuals. Always testing, always innovating!

4. Where's the easy money at?

Forget chasing trends, stick to the classics: health, wealth, and relationships are evergreen niches that always attract attention. If you are starting out lead gen is the way to success. It is easier to collect leads vs getting someone to take out their credit card and buy something online.

5. Most common mistakes you see affiliates make?

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Not having a foundation. I have seen so many affiliates unable to transition from one source to another or go from niche to a new one. This is probably one of the biggest failures, when you do not know your foundation you become stuck in one area and not able to evolve

6. How important are network events and which one is the best?

Super important, I cater a lot of my success to meeting and talking to affiliate and online entrepreneurs at marketing events. So far to this date it has been affiliates world, I believe it is the most important one where affiliates from around the world come together to brag and talk business.

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

I still think the Google and Facebook is the best out there but with the growth of video and the need for engagement, I think Youtube will come out as a top tier traffic source as well. I myself is getting started in Pay per call in the debt space, as I think that will be a super evergreen vertical to tackle with a lot of vertical scaling

8. Any other advice?

I think a lot of people get into this space lose money and then just quit. You have to be very risk tolerance and enjoy the path of losing. This I think make top tier affiliates who they are. Start out with 1k and run traffic understand ALL the variables that comes with testing. Understanding psychology and what makes users clicks. There is a lot you learn in affilaite marketing that allows you to grow into a new business because affiliate marketing is the basis of real marketing.



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Jérémie Le Pévédic (@jeremie on AW Forum), Techie, Moderator

Links: [LinkedIn](#), [Jeremie's AW Forum Profile](#)

1. Self-intro

I am Jérémie Le Pévédic (@jeremie on AW forum).

After starting my career in a French investment banking working in 10 countries during 8 years, I moved to Chile in 2015, initially to start an e-commerce company (that failed) and then expat.cl, an immigration and relocation company for foreigners moving to Chile.

The huge Chilean October 2019 protests were a wake-up call that I could not rely only one country. The Covid that followed in 2020 destroyed that business, so I moved to affiliate marketing.

In 2022-2023. I decided to go back to immigration, creating immileads (<https://www.immileads.com/>) to specialize in lead generation for immigration lawyers, using paid ads for now, and SEO in a few years.

Add me and write me on LinkedIn: <https://www.linkedin.com/in/jlepevedic/>

If you love nature and want to run your campaigns from the end of the world, send me your questions about living in Chile: <https://www.expat.cl/> (You can get a great OCDE passport after a few years).

2. Success factors for last year? Focus for this year?

My biggest win last year was moving to direct lead generation, in the legal niche, and testing this niche with my first clients, without affiliate networks. I made it work, and kept improving the offer and the systems to reduce manual processing.

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Focus for 2024 is onboarding more clients, refining closing technique and scaling on larger traffic sources.

3. What's Working in Affiliate Marketing 2024?

My favorite tool is GitHub Copilot for coding. GPT-4 is great to give ideas of functions, but Copilot is directly integrated in the IDE, specialized on coding, and has the full context of the project, so when asking him to code something, it directly codes with relevant variables and function names, which speeds up coding.

I also use GPT-4 API + LangChain for legal text analysis and draft content writing.

4. Where's the easy money at?

I don't think there is easy money in affiliate marketing. (Or may I have not found it yet.)

I would say a new affiliate should start with easy to convert SOI/DOI offers to understand the basics (landing pages / offers / networks / tracking...). Then, pick a niche and focus on it.

5. Most common mistakes you see affiliates make?

- Reading and taking courses and not launching enough campaigns.
- Spreading too thin on various verticals instead of focusing on one.
- Overcomplicating their tech system, especially those who come from a tech background like me. One tends to get lost in adding new functions, testing, instead of launching quickly and refining later.

6. How important are network events and which one is the best?

I love them to expand my knowledge and expose myself to other businesses, marketing approaches working in other verticals. Gathering info that will potential lead to new ideas/angles in my vertical (see the concept in "A Technique for Producing Ideas" by James Webb Young, a very short but great book).

The banner features the PropellerAds logo on the left, followed by the text "Smart user acquisition" in large, bold, black font. Below this, it says "With #1 global ad network" in white text inside a rounded rectangle. On the right side, there is a black button with the text "START NOW!" in white. The background is yellow with colorful geometric shapes.

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

US elections are likely going to increase advertising costs in US end of Q3/4 as they did on 2020. Have that in mind if you work or plan to work with US offers.

I am on a very narrow niche, so I cannot comment regarding affiliate verticals. My thought process when starting to work on something is: will this industry still exist in 10 years. If not, I prefer to skip.

8. Any other advice?

Start with simple offers in small geos. They convert fast, so you can rapidly test if your setup is working. Having a quick feedback loop will keep motivated.

I would not start with less than 5000 USD. Below, you are going to stress on every unprofitable campaign, so it is going to be difficult to maintain clarity.

Below that amount, I would say it is better to start freelancing (programming, web design...) or join an agency and use the profits to test affiliate marketing. Meanwhile, you learn valuable skills that will serve you in your AM journey. If you are on a limited budget, an interesting alternative is to try SEO on small, non-English niches.



**Jason Akatiff (@Smaxor on AW Forum),
A4D Founder & CEO**

Links: JasonAkatiff.com, [Jason's AW Forum Profile](#)

1. Self-intro

- San Diego, California
- 20+ years

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- FB, TT and YT paid
- White hat lead generation in the U.S.
- Some DTC Shopify brands in the U.S.
- Jason Akatiff - <https://JasonAkatiff.com>

2. Success factors for last year? Focus for this year?

Success - Network of friends, reverse engineering the marketplace

Keeping the focus narrow. Focusing on what is scalable and consistent. We are always looking for products that are long-term and stable. Stable depth of growth will always be short term wins.

3. How are you using AI? Results?

We use AI consistently in all of our creative processes. From persona generation, needs analysis, pain points analysis, etc. We also use it for first Pass script writing, ideation, image, creation, and video.

We are currently using ChatGPT, midjourney, Eleven Labs, Canva. Also testing.Arcads and a few others for UGC video creation.

4. Where's the easy money at?

I always think Letian is the best for a new Affiliate. It gives us faster feedback loop from a conversion standpoint.

The higher the conversion rate of the offering run the faster, cheaper of a feedback loop on the data. If something is low conversion rate often times, you have to spend a lot more more money in order to see the viability and optimize.

5. Most common mistakes you see affiliates make?

Trying to reinvent the wheel. A lot of this business is following trends. Understand what's working for others and then often it will work for you.



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Also, knowing when to get off those trends. A lot of times as trend pick up it will be a race to the bottom on illegal and uncomplaint creative.

6. How important are network events and which one is the best?

Industry networking events is some of the most impactful time you can spend.

Understanding what's working for others. Trading strategies.

This is an information business, so the more people you know, and share your information with the more people will want to share information with you.

It's always changing and what work last week might not work next week. But if you have a strong network of pe

ople that you trade information with you will always be in front of it.

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

I see debt settlement will continue to grow. Credit card amounts in America are extraordinarily high. The cost of living has increased greatly, and people are trying to keep up with their lifestyles via credit cards.

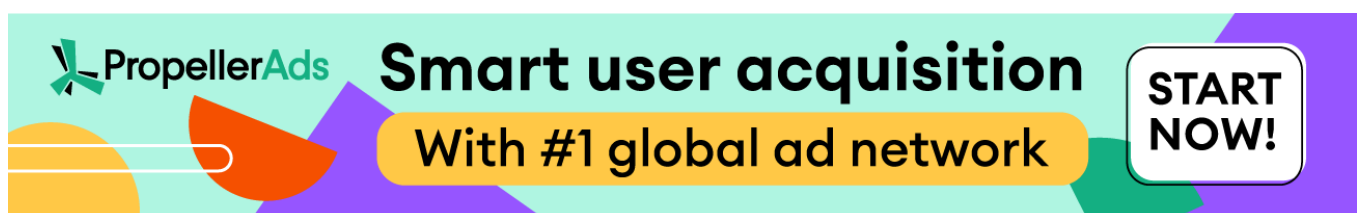
Most people will wind upside down in their debt cycle and need to figure out how to get out. Either negotiated settlements with credit card companies or bankruptcy.

I think we will continue to see a move towards calls versus forms. However, there is so much fraud in the call space. It will be interesting to see if there is a backlash from buyers.

8. Any other advice?

Same advice as always.

Pick one vertical you know is working.



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One traffic source you know it's working on.

Then continue to grind on that very specific, vertical and traffic source until you make it a success.

Nothing else matters. The grass is not greener if somebody is making it at work. you can make it work as well.

Depth of knowledge and experience in a thing will always trump chasing opportunity.



Craig Campbell (@craigcampbellseo on AW Forum), SEO Wizard

Links: [CraigCampbellseo.com](https://www.craigcampbellseo.com), [Instagram](#), [Craig's AW Forum Profile](#)

1. Self-intro

Im Craig Campbell, based in Glasgow, UK, been doing affiliate marketing for 10+ years and been in the Digital space for 22 years. My website is [craigcampbellseo.com](https://www.craigcampbellseo.com) and you can find me on instagram: <https://www.instagram.com/craigcampbellseo/> and SEO is primarily where my initial focus is on for my websites.

2. Success factors for last year? Focus for this year?

As an SEO in the last year, ive been trying to diversify my traffic sources, so whilst i think organic traffic works well, ive been trying to leverage paid social, paid ads and also building up more traffic by educating affiliates, and then offering them a good commision to promote my products.



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3. How are you using AI? Results?

I used AI for many things, including pitching to people, doing social media posts and a lot of other stuff, however using it as an SEO is a bit of a problem, we have seen a lot of content created using AI, get hit by the most recent update by Google. Ive always been cautious of my use of AI when it comes to content on websites, and i think ill continue that way for the time being.

4. Where's the easy money at?

I think many people obsess with the UK & US traffic, there is a lot of untapped geos across the world, and a lot of these dont have the same levels of competition, my advice to anyone would be to try and look outside the usual geos, and try and see how well you can do in a much less competitive location. I do this all the time with good success.

5. Most common mistakes you see affiliates make?

Some common mistakes I see affiliates make would be going after random niches without considering some basic fundamentals like what products they are promoting and the price of the product they are promoting. For example, it costs me the same time, effort and money to promote a \$20 product as it would to promote a \$2000 product. People jump in, without even considering that one thing, and wonder why they dont make a lot of money.

Another quick tip would be to avoid anything that is seasonal, I as an affiliate want something that sells all year round if i can.

6. How important are network events and which one is the best?

Networking and attending conferences are key to growing both you knowledge and your contacts, Ive attended many events all over the world and of course Affiliate World is up there with the best of them. Great people attending, top speakers and more importantly the parties and networking are vital. Ive learned a lot at events ive



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attended and met many good contacts whom ive worked with, advised, given work too and had advice from.

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

My advice would be to continue to diversify your traffic type, dont rely on one or two sets of traffic, there are so many places you can promote your business or products, but id also throw in that video content is something many people shy away from, i think with most businesses regardless of whether its you, who gets in the videos or you have to hire someone, i see more and more people consuming video content.

8. Any other advice?

For anyone starting out, avoid seasonality, find a product that is a higher ticket item, more than \$100 items, look at locations that are maybe untapped, pick your niche wisely and you can learn a lot more on my Youtube channel, Craig Campbell SEO on Youtube, I have 1000+ videos on there showing you all of this stuff.



Vik Vallo, The New Money CEO

Links: cellphonemillionaire.com

1. Self-intro

My name is Vik Vallo, based in Miami, Florida. I has been in affiliate marketing for 15 years, specializing in lead generation and digital entertainment across Display, Native, and Social Media platforms. You can read and learn more about me on my platform, www.cellphonemillionaire.com.

2. Success factors for last year? Focus for this year?

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The major factor responsible for my success is merging Lead Generation with Digital entertainment. My biggest win in the past year was promoting major health insurance companies online in the USA. This year, my focus will be guiding businesses of all sizes with their digital transitions.

3. How are you using AI? Results?

AI has always been around, but Generative AI even though still in its infancy can be used as a creative tool. I just use ChatGpt to get more perspective and solutions. It's not always efficient, and can have a lot of latency/errors.

4. Where's the easy money at?

The easiest and quickest money in Affiliate Marketing right now lies in promoting products to cellphone users worldwide who are avid consumers of apps and entertainment on platforms like TikTok, YouTube, and Instagram. New affiliates should focus on cellphone/mobile advertising in 2024 as the market is STILL growing and far from saturated.

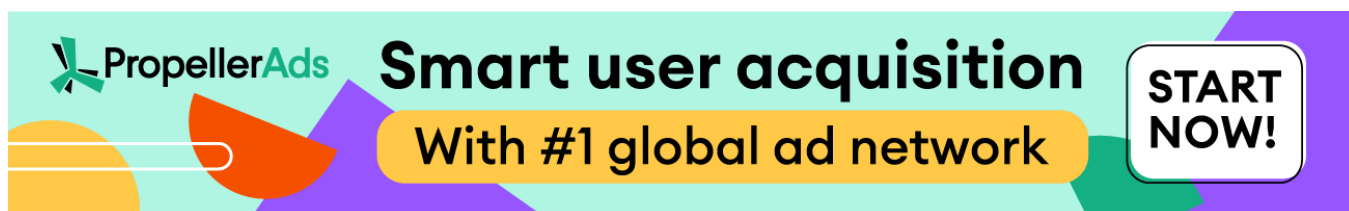
5. Most common mistakes you see affiliates make?

The most common mistake I see is affiliates thinking this whole industry is a one-trick pony. Successful affiliates these days should have characteristics such as adaptability to regulations concerning online advertising, creativity in content creation, networking skills, and a strong understanding of mobile advertising trends.

6. How important are network events and which one is the best?

Your Network is Your Networth. Any event that you can attend with like-minded individuals, can be used as leverage for your current situation.

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?



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Predictions for 2024 in affiliate marketing include a continued rise in cellphone advertising, video content creation for lead generation, and the importance of building a strong online network for increased revenue opportunities.

8. Any other advice?

My advice for affiliates, especially newcomers, is to leverage SaaS solutions for technical support, focus on video advertising and content creation, and build a strong network for financial success in affiliate marketing. Additionally, consider the potential revenue per impression that any content creator or influencer can earn with Global Video Digital Advertising. Become your own platform.



Marcello Perazzani (@marcpera on AW Forum), Co-Founder LeadX-Pro

Links: [Marcellos AW Forum Profile](#)

1. Self-intro

Marcello Perazzani, 7 years into affiliate marketing, specialised in Meta, vertical nutra, adult, ecom.

2. Success factors for last year? Focus for this year?

The major factor for success to me is discipline. Biggest win of the past year is being able to manage a 50 people team, and make all of them profitable on different verticals. The focus for next year (2024-25) is going to be double my team members and bring the overall revenue to over 750k/day.

3. How are you using AI? Results?

I did benefit from AI in 2023 with special prompt on gpt to create angles and new advertorials. Tried multiple text to image AI tools, midjourney so far is the best. Used a lot AI as coding assistant to create more script for landing pages and google sheet integrations for managing the processes in my company. So AI come handy not just



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for affiliates but also for managing more complex structures. Right prompting is always essential to get the best out of it.

4. Where's the easy money at?

Quickest money now are on TikTok ads IMHO, especially for digital products and leadgen. VSL funnels are also still printing crazy numbers on both YouTube and Meta.

5. Most common mistakes you see affiliates make?

Most common mistake I see other affiliates doing is giving up too early on a funnel and not really using their brain when things are not working. Sometimes affiliates just rip a funnel from spytool, launch it and if it's not profitable they just complain. Instead, by analysing step by step the funnel and the whole process we can bring something unsuccessful into a money making machine. Creating unique angles is most of the time the key, and hit on basic user needs (look into Maslow's Hierarchy of Needs) is fundamental to create something that people are really going to fall for.

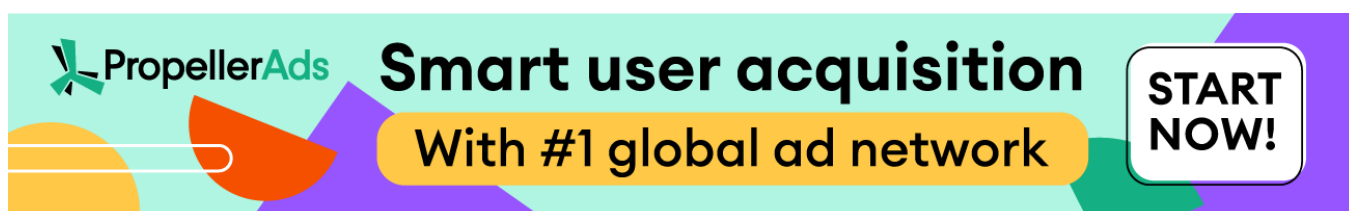
6. How important are network events and which one is the best?

Events like AW is something that nobody should skip. Personally I had life-changing opportunities during these events. Out of 500 people you can meet in 2 days at least 2-3 can be a real game changer for your business. Sometimes the right connection can open you a door that you didn't even know existed. Speaking with as many people as you can during the day of the event and following up with the most interesting for you during the meetup/night parties I think is the to-go strategy.

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

Pay per call is definitely something to look into it, especially after the new regulations that are going to impact leadgen businesses. Stay away from something that looks too good to be true (example SOI offers that pay you 10 bucks per lead), I saw multiple networks disappearing during 2023, leaving lots of affiliate without commissions.

8. Any other advice?



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Write down a real plan, budget your money properly. Trust the process and believe in what you're doing, discipline yourself to make the right choices according to your goal and needs, without losing your balance in life.

Always try to think about the final goal and not about the money you can make in a month. Don't forget affiliate marketing is a rollercoaster, find a way to enjoy the journey also when things are not going as planned, learn from that.



Andrey Kravchenko (@AlexS on AW Forum), Co-Founder Xevio

Link: [Xevio.io](https://xevio.io), [Alexs's AW Forum Profile](#)

1. Self-intro

I'm heading business development at Xevio, a full service native ads agency with \$100M+ in ad spend. After 5,5 years at Taboola, where I've helped launch hundreds of advertisers with \$150M+ of combined budgets, I joined the Xevio agency and co-founded Native Hub – the first education platform that enables success on native through pre-recorded Media Buying masterclasses, Growth Consulting, and Networking.

2. Success factors for last year? Focus for this year?

Last year I exchanged the comfort of the Taboola European leadership team and the concurrent stable salary for a rather hectic environment of Nadim Kuttab's agency. It did, however, come with 3 major perks: creative freedom, and opportunity to work with friends, and a much larger financial upside. The last part I consider the main growth area, with our team putting even more emphasis on exclusively supporting some of the largest premium brands in the world in the lead generation and D2C



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spaces and investing heavily in educating the native ads industry (conferences, expanding Native Hub, webinars)

3. How are you using AI? Results?

We love making our processes more efficient, especially the creative (banners) & media buying (optimisation) ones. We do not, however, seek full automation, especially in copywriting. Midjourney, Dalle, Adcreative and local Taboola & MGID generative AI solutions are massive help, but we are a bit old school and we believe that at this stage the best storytellers for native are still humans. We've even created and tested our own GPT and non GPT copywriting solutions, but given the specifics of content vs consumer intent on native, our best performance LPs were still produced by our own creative team.

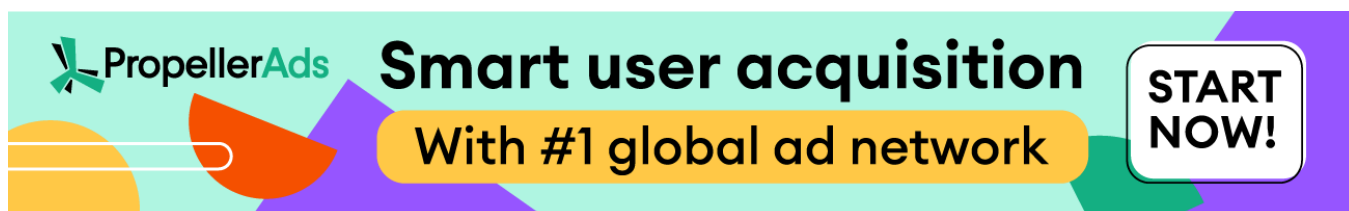
4. Where's the easy money at?

The concepts like 'easy' or 'free' were invented by marketers to sell more products. Therefore, I don't think it's fair to say they exist. There's, however, an extent of how far one is willing to go to make a lot of money. One can look at different practices (white hat or black hat), each coming with its upsides and pain points, eg profit vs risk vs effort ratio.

One can look at different models, eg CPL/CPA/Revshare, each coming with different specifics of investing resources.

Finally, it's worth looking into verticals that are less competitive in your chosen traffic source + where you know the product well enough so you can be a great storyteller; for instance, it doesn't understand gambling funnels, perhaps it's worth trying lead generation for home improvement etc.

If I could summarise and offer just one vertical for native ads, I'd go for seasonal ecom (non Q4) related ones, like heaters / air conditioners. These are somewhat



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evergreen and will give you a good overview of how to sell on native without massive investments in testing the traffic.

5. Most common mistakes you see affiliates make?

Inspired by super affiliates and their way of life, beginners attempt to cut corners without building a solid foundation for long term work. This includes the legal framework, the research framework, and the media buying framework.

Tax avoidance will never play out well long term, especially since larger networks and sources prefer working with transparent incorporated companies cause it makes their life easier. Optimisation and financial planning is a different approach, a much more legitimate one, yet I've met people who dodge it and go at full speed for option one.

Rushing tests for niches these beginners have very little understanding in may also result in undesirable outcomes, ie losses. Be patient, collect the data, and make data driven decisions

Chasing anyone's success by trying to replicate it without walking the whole path is never going to work out. Only dedication and effort bring greatest results, so invest time and resources and making sure your enterprise is poised for long term commitments vs quick gains. Otherwise, the pervasive failure to focus on mid/long term goals will highly unlikely contribute to your financial success.

6. How important are network events and which one is the best?

Networking is fun and usually productive, since F2F conversations tend to leave longer lasting impressions on potential business partners vs rushed zoom calls. I'm personally not the biggest fan of discussing business at parties, though I know people who excel at this, yet pre-booked meeting with key partners do tend to drive the biggest results for us, especially if there are clear agendas are agreed in advance.

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7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

We hear that betting and gambling might get even bigger due to a few new regulations being put in place, allowing the deep pockets to come out from the dark and start driving traffic in a more white hat way (usually it means greater scale).

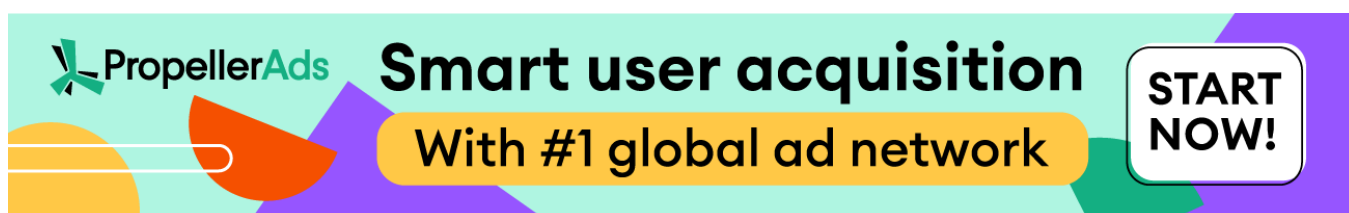
Unless there's an even great escalation in the Middle East and Europe / elsewhere, which we hope is not going to be the case, there may be less pressure on the consumers, meaning lesser extent of the recession, meaning we can sell more D2C at higher margins.

Finally, leadgen only keeps expanding, and with more green and/or energy cost-saving initiatives being introduced by the governments across the world, there will always be more companies seeking to generate more leads and sell them the physical manifestations of these initiatives (eg renewable energy sources like solar).

Regarding the traffic source, we are big believers in native. We see MGID moving to a more premium segment, certainly outside their comfort zone, yet where more money and peace of mind is. Taboola & Outbrain keep expanding their inventories, consolidation more and more premium publishers under their umbrellas - just google them and explore the news section to learn what were the latest wins and how they translate into available page views / available traffic. More players are entering the game to have a slice of the pie (Baidu MediaGo) or actively competing for it by introducing new features (Revcontent).

Every year for native it gets better: yes it's getting more expensive, but everything is, so we do not sorrow but rather focus on discovering the best products to promote and the best angles to leverage.

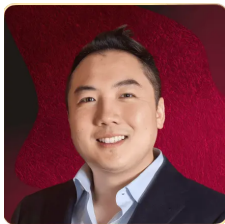
8. Any other advice?



The advertisement banner features the PropellerAds logo on the left, which includes a stylized propeller icon. The main text reads "Smart user acquisition" in a large, bold, black font, followed by "With #1 global ad network" in a smaller, bold, black font. On the right side, there is a white rounded rectangle with a black border containing the text "START NOW!" in bold, black, uppercase letters. The background of the banner is a mix of light green, orange, and purple geometric shapes.

Be keen, be diligent, be patient, be curious. Native ads take time (couple of weeks) to kick in and some initial investment to test (couple of grand depending on the size of the geos). Don't copy spy tools - they are a great source of inspiration, but will unlikely work for copying for word.

If you are ever curious about native ads and how to run and scale different platforms, reach out to be a part of the Native Hub project. We don't sell - we educate.



John Lee (@johnlee on AW Forum), CEO and founder of Wealth Dragons

Links: [Instagram](#), [John's AW Forum Profile](#)

1. Self-intro

John Lee, https://www.instagram.com/john_lee_official, been in marketing for 20 years, verticals are education, property, businesses. Traffic sources, FB organic, IG Organic, YouTube Organic, JV, List building, broadcast channels, BIG events 1,000 - 10,000 people

2. Success factors for last year? Focus for this year?

The ability to build big personal brand that can leverage partnerships, JV, Affiliates. Success for last year is not just taking comms for promotion but taking equity in companies. Focus this on acquiring more companies instead of commissions

3. How are you using AI? Results?

Using AI for ads and scripts. Using AI avatars, AI Bots, AI Voice re podcast content to scale content.

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4. Where's the easy money at?

Easy money is to get equity into companies instead of commission and get paid a retainer for your efforts to promote.

5. Most common mistakes you see affiliates make?

They only focus on commissions and don't see the big picture and they don't focus on building their own free distributions

6. How important are network events and which one is the best?

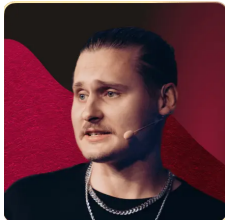
Very important affiliate world is the best

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

They should look more at collaboration and big massive lists together

8. Any other advice?

Advice is focus on a personal brand because it gives you more access to the big distribution free and paid and positions you better to cut through all the noise



Tyler Stephens (@viscap Tyler on AW Forum), CCO and Co-Founder VisCap Media

Links: [Tyler's AW Forum Profile](#)

1. Self-intro

My name is Tyler Stephens. @viscap Tyler

I have been in performance marketing since 2016. Started with Affiliate and drop shipping then moved into a performance agency.



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2. Success factors for last year? Focus for this year?

Staying consistent in the vertical that we knew best, but there has to be growth and money.

Our biggest win this past year was securing a \$120k /mo retainer deal with a client.

3. How are you using AI? Results?

We use Ai to help write ad scripts and analysis performance data to make decisions.

4. Where's the easy money at?

I think the highest leverage is in high ticket

5. Most common mistakes you see affiliates make?

Short term cash vs long term cash

6. How important are network events and which one is the best?

Very very Important. Our network is the reason we are successful. And we met all of our network at events. My fav or GeekOut and Affiliate World

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

Stay focused on what has consistently worked. You don't have to reinvent the wheel or always hop on the new flashy thing



**Van Oaks (@voakes on AW Forum),
Passionate Marketing Expert**

Links: [Vanoakes.co](https://vanoakes.co), [Van's AW Forum Profile](#)

1. Self-intro

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Van Oakes - Utah, USA. I've been in the affiliate marketing industry for 10 years. I specialize in E-commerce, and white hat sweepstakes. (Yes that's a thing 😊)

www.Vanoakes.co

IG: @itsyourboyvan

2. Success factors for last year? Focus for this year?

I think it was a difficult year for most people in ecom if I'm being honest. That being said, the offers that I run are somewhat recession proof. People will always gamble, 85% of Americans admit to gambling every year. We've found a way to drive massive amounts of traffic by leveraging gambling on in store purchases. Every \$1 you spend gets you entered to win a car! (We really give away these cars every month).

This is helped us grow revenue as an agency and for my brands in 2023.

3. How are you using AI? Results?

I can't say it's affected my businesses massively quite yet. We use it for tasks such as copy writing, basic web development, customer service, etc.

AI has been super helpful in our customer service. Zipchat.ai has allowed us to cut cost on customer service agents while simultaneously grow our revenue

4. Where's the easy money at?

The quickest way to make money NOW is for sure lead generation. Find a niche that is a govt funded program like ACA, ERC, Debit consultation, etc. There are hundreds of buyers out there if you know how to run lead gen at cheaper CPLs than others.

5. Most common mistakes you see affiliates make?

Im a little old school, but i dont work with people that i dont have a personal relationship with. I know that probably diminishes my reach and my overall chance of scaling up, but i've been in this game a long time and I've been a part of a lot of campaigns that ive lot a lot of money on because the traffic or affiliate i was working with was shady.



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6. How important are network events and which one is the best?

I can not overstate the importance of networking.... Youve heard the saying before, im going to say it again.... "you network is your network". The times that I've made significant amount of money have come from my network.... not randoms. Surround yourself with ballers, people that you know do numbers, ask them questions, learn from them, offer to help them in any way you can.... but dont do it expecting something in return. Do it because you want to and the law of reciprocity will to the rest. Be a good person. People what to surround themselves with GOOD people. Affiliate World is hands down the best for networking.... Geekout is my favorite to learn new tactics.

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

Lead Generation will reign supreme as it always does during economical down cycles. Debt cosolodation, ERC, ACA, Coreg.

I would stay away from anything that is drop shipped or ecom with low AOVs. The platforms are just getting to expensive to support it. z

8. Any other advice?

I can still remember attending my first conference, i can still feel the pit in my stomach as i walked through the meet market past all of the booths with the upmost anxiety because i have no idea what i was doing. I pray nobody feels the way that i felt.

But i was raised a specific way, and i know that im never the smartest in the room, but i can guarantee you i will outwork everyone in the room... i dont stop. im relentless. and i knew it was only a matter of time until i would figure it out.

Stick to it.... i lost money for nearly 2 years until i figured it out. There is endless amounts of knowledge and information out there if you just put in the work.

I just took a client to \$150,000 in revenue and \$75,000 in profit in 1 month! she is a 1 person show. Literally the only employee and she just made more in 1 month than



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she had made in a year previously. What made her successful? She didn't quit! Her first giveaway she made \$1000, her second giveaway she made \$10,000, and she has been at it now for a year and she's built an amazing brand on Shopify leveraging giveaways to drive revenue and ultimately profit. She will do \$100,000 profit this month.... by... her... self.



Sergei Glaukus, Marketing Wizard, Traveller, Affiliate

Links: [Instagram](#)

1. Self-intro

My name is Sergei Glaukus. I have been an affiliate since the first days of Affiliate world in Bangkok in 2015.

I am originally from Germany, and that is the geo I normally specialise in. I have a small following over at Instagram: <https://www.instagram.com/sergeiglaukus/>

2. Success factors for last year? Focus for this year?

I think the biggest factor that is responsible for my success is one sentence the best marketing teacher in the world (whose name is Dan Kennedy) keeps repeating over and over again, which is:

"Take something that works in one place and put it in another place".

This simply means that you take something from one environment and place it in a similar environment.

For example, if a certain campaign works on one traffic source, you can move it to another.

Let's say, you promote solar offers on Taboola for the US.

You've found the perfect hooks, prelanders and you get good payouts. And maybe



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you're just scraping by or you make a small profit.

What you then do is to take the same offer to other Native ad networks.

Or you can be even bolder, use your best hook and headline and turn it all into a Youtube Ad. Or you could simply translate your whole funnel and take it to another geo (for example run Taboola ads in France or another geo).

That has been my strategy, not only for last year, but for the last 10 years. And my focus for this year is exactly that: I take offers that have performed well from geo to geo and from traffic source to traffic source.

3. How are you using AI? Results?

I still only use the normal paid version of ChatGPT. It's good for most purposes. It rewrites creatives, gives me cooking recipes (after a thorough consideration of what is in my fridge), gives me headlines and whole emails for our email newsletter. It can even write a whole script for Youtube Ads. It's a pretty amazing tool.

4. Where's the easy money at?

What's the easiest and quickest money in Affiliate Marketing right now in my opinion? It depends on the level of expertise of each person. But in my opinion it is good, old direct response longform salesletter offers that perform well.

These days you can find a good bunch of them on Digistore24, Clickbank and Buygoods.

You check out the Facebook Ads library or the Google ads library if you want to see for free how other people promote these offers.

Or if you want to invest a few bucks, you might want to get a good Spytool and see how other people promoted these types of offers.

From there you can simply create some quick Facebook or Google ads and start promoting (given that you have your tracking and landingpage infrastructure already in place, but this is the easiest part, as there are plenty of softwares out there that do the whole job for you).



The advertisement banner features a yellow background with colorful geometric shapes (pink diamonds, teal circles) on the left and right sides. On the left, the PropellerAds logo is displayed. The main text reads "Smart user acquisition" in large, bold, black letters, followed by "With #1 global ad network" in white text inside a white rounded rectangle. On the right, a black rounded rectangle contains the text "START NOW!" in white, bold, uppercase letters.

5. Most common mistakes you see affiliates make?

The most common mistake that most affiliates make is not going to events.

Honestly, my first event was Affiliate World Asia in Bangkok in 2015, and I couldn't even afford the flight or the conference entrance fee.

I maxed out my credit cards and went anyway.

During the event I made great friends and learned a lot of things from talking to people.

These types of private conversations about what works and what doesn't are much more valuable than watching and online video about affiliate marketing, because people are much more relaxed about sharing valuable knowledge face to face than when they speak to the public on video.

Generally, a good affiliate or entrepreneur in general, should bring a childish curiosity to the table and not feel bad about it.

Nobody is going to laugh about you when you go to your first 3 conferences and ask everybody what CPA, EPC, RevShare, CPC, Nutra, COD and AOV actually mean.

Keep learning and asking questions!

6. How important are network events and which one is the best?

As I always keep repeating: Industry Networking events are extremely important in order to meet people and make new friends.

It is also always easier to do business with somebody when you've seen them face to face at least once in your life.

One of the best industry events is obviously Affiliate World Asia.

I am not only saying that because it was my first event in 2015.

It also brings people together in the most relaxing atmosphere.

Everybody is in a light mood, and also: Only the most motivated will take the long trip to Thailand. And thus you will meet the very best people from the industry.



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7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

My prediction is that competition will become tougher (as it does each and every year), which is always good news because with a smaller market share and higher prices for traffic, you will have to become inventive and do the things that not everybody does.

I've always told people: Collect the leads.

Why? First of all, almost nobody does it.

And why would they? If there is enough low hanging fruit in the form of ROI-positive campaigns, why would you sacrifice a little profit now, for a little bit of profit later?

It's simple: When you collect the leads in addition to sending them to the offer, you are building a list (for example an email list, a list of SMS subscribers, Push notification subscribers, etc).

That list you can market to for the rest of your life. It's your little piece of real estate that will forever bring you cash, should you send offers to that list.

But it will obviously not make you the same amount of money as it did on Day 1 when you've used that traffic to send directly to the offer.

But if you only make 1% of that amount each month by promoting other offers (or the same offer) to your list, you can count the months until you double the money from Day 1.

It's only statistics at this point.

But the most important thing: It gives you confidence, that you will always make money, no matter the turbulences on the media buying front.

8. Any other advice?

If you are new to this game, go and get your hands on all YouTube videos, all books and all events about affiliate marketing.

Get your hands dirty, and spend those first 100 bucks that you can't afford to lose, on traffic.

It will be educational money.

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You know what they used to say back in my days?

The first 10000\$ you spend on traffic is educational money.

Nothing has changed about that.

You might make a profit, you might loose some, you might loose all of it.

But most importantly you buy yourself data, knowledge and information about what works in your given niche and what doesn't. And somewhere there in your analysis of the data, I am sure you will find a pot of gold!

Good luck!



Jelena Jeknic (@jelenaoutbrain on AW Forum), Marketing Director at Outbrain

Links: [Outbrain.com](https://outbrain.com), [LinkedIn](#), [Jelena's AW Forum Profile](#)

1. Self-intro

Jelena Jeknic - the Marketing Director for Performance Advertisers at Outbrain - one of the performance marketers' favorite traffic sources.

I have accumulated over three years of working experience with performance/affiliate marketers as a dedicated member of the Outbrain team for Performance Advertisers.

2. Success factors for last year? Focus for this year?

Focusing relentlessly on client/customer satisfaction and doubling down on trust-building, demonstrating our reliability, have been pivotal in our success as a traffic source.

We worked on improving our advertising platform to drive tangible business results and ROI even better. It harnesses the power of artificial intelligence and machine learning to anticipate Internet user behavior, while simultaneously empowering platform users/advertisers to effortlessly craft successful advertising campaigns.

In the coming year, our unwavering commitment remains: to elevate the sophistication of affiliate and performance marketing. We pledge to elevate industry



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standards by enhancing knowledge and expertise, facilitating swift identification of optimal strategies that yield tangible results when partnered with the right allies.

3. How are you using AI? Results?

At the core of our service, we use machine learning, or ML, to predict user interest and propensity to convert. So, we are using this type of AI for years now. We have also extended AI-based prediction algorithms into the programmatic space for the advertisers looking to buy through programmatic channels, such as DSPs and SSPs. We've been using generative AI technology for ad creative suggestions since 2021. This has been helping us and our advertisers in two ways. The first way is creating a large number of ad variations to quickly find those that are best performing. The second is reducing the cost of human labor needed for extensive ad creatives. So, we offer AI-powered Advanced Title Generator, which creates personalized ad titles that drive a higher CTR, all with just a few clicks:

- Title suggestions generated based on the campaign inputs such as the original title, landing page, and targeting.
- Advanced personalization by selecting the tone of voice, gender, and age group to resonate flawlessly with your target audience.

Just recently, we started offering a tool that supercharges the post-click success with AI-Powered Landing Pages.

4. Where's the easy money at?

Many affiliates have gravitated towards a number of key verticals in 2023, to name a few health (fitness, pharma), e-commerce, and investing with lead generation being one of the most important goals.

A new affiliate in 2024 should consider the increasing demand for sustainable and eco-friendly products. So, for example, new affiliates could explore niches related to sustainability, renewable energy, or eco-conscious lifestyles - e.g. solar within home improvement vertical.

Ultimately, the key for new affiliates in 2024 will be to stay adaptable, continuously monitor industry trends, and be willing to experiment with different niches, traffic

The banner features a yellow background with colorful geometric shapes in pink, teal, and black. On the left is the PropellerAds logo. The main text reads 'Smart user acquisition' in large black font, followed by 'With #1 global ad network' in white text inside a white rounded rectangle. On the right, a black rounded rectangle contains the text 'START NOW!' in white. There is a faint signature in the bottom right corner.

sources, and strategies to identify where the easiest and quickest money lies in Affiliate Marketing.

5. Most common mistakes you see affiliates make?

Avoid fixating solely on a single channel or advertising platform, such as search or social media.

Consumer digital behaviors are in a constant state of flux, growing increasingly intricate and dispersed across various landscapes.

While social media undeniably holds significance in consumers' lives, it is merely one component among many.

By broadening the media spectrum beyond enclosed platforms and embracing the diversity of the open web (premium publishers, specialized publishers, apps, platforms, etc.), affiliate marketers can extend their reach to new audiences across multiple touchpoints, thereby amplifying their prospects of achieving desired outcomes.

In today's landscape, achieving success as a performance marketer necessitates cultivating a growth-oriented mindset.

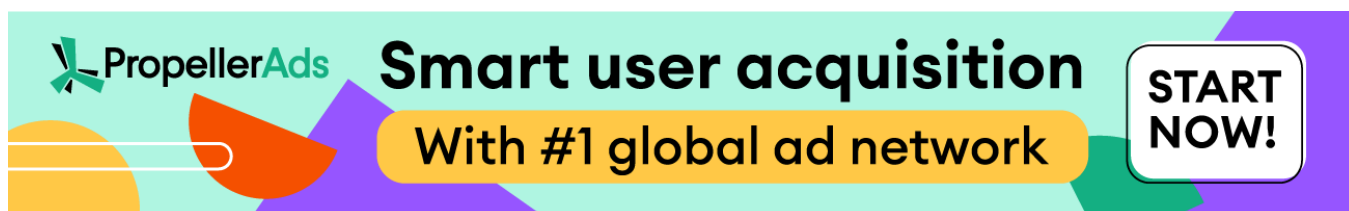
Demonstrating unwavering perseverance and resilience is paramount, as initial attempts may not always yield desired results.

As an affiliate marketer, embracing daily challenges, navigating obstacles with creativity, embracing learning from mistakes, and perpetually seeking improvement are imperative.

Curiosity and a willingness to learn serve as complementary attributes, essential for success, as the journey of becoming a proficient affiliate marketer fundamentally revolves around thorough analysis and relentless testing of strategies.

6. How important are network events and which one is the best?

Networking events are essential for performance marketing professionals, offering invaluable opportunities to connect, exchange insights, and establish lucrative



The advertisement banner features a light green background with abstract orange and purple shapes. On the left is the PropellerAds logo. The main text reads "Smart user acquisition" in large black font, followed by "With #1 global ad network" in white text on a yellow rounded rectangle. On the right, a white rounded rectangle contains the text "START NOW!" in bold black letters.

partnerships.

These gatherings facilitate knowledge sharing, provide industry updates, and can lead to significant business prospects.

As for which networking event is the best, it ultimately depends on individual preferences, objectives, and industry focus.

Some widely recognized events in the affiliate marketing sphere include Affiliate Summit and Affiliate World events.

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

Caution should be exercised by affiliates when engaging with specific traffic sources, particularly those dependent on incentivized traffic or susceptible to fraudulent practices.

Emphasizing quality over quantity is essential, alongside cultivating enduring relationships with reputable partners, such as Outbrain to ensure sustainability in the long term.

Ultimately, success hinges on a meticulous evaluation of the risk-reward balance for each vertical or traffic type, aligning them with individual expertise, resources, and business objectives.

By remaining informed, adaptable, and diligent, affiliates can effectively navigate the landscape and capitalize on opportunities with the greatest potential for success.

8. Any other advice?

For newcomers to Affiliate Marketing, start with focused learning and gradually expand your efforts while building relationships and continuously testing strategies for optimization and compliance.

Success requires patience, persistence, and adaptability to navigate the evolving landscape effectively.

The banner features the PropellerAds logo on the left, followed by the text 'Smart user acquisition' in a large, bold font. Below this, it says 'With #1 global ad network' in a white box. On the right side, there is a black button with the text 'START NOW!' in white. The background is yellow with colorful geometric shapes.



**Swikrit Malik (@swikrit2 on AW Forum),
CEO AdCeptive Media**

Links: [AdCeptive Media](#), [LinkedIn](#), [Swikrit's AW Forum Profile](#)

1. Self-intro

Hi! I'm Swikrit Malik from India. I've been into the affiliate marketing space since 2012 so it's been almost 12 years now.

I've been running a performance marketing company AdCeptive Media since 2016 and our major focus is onto Nutra, Content Arbitrage and LeadGen.

We run Facebook and Google Ads as our primary traffic source.

2. Success factors for last year? Focus for this year?

Smart Work, Abundance Mindset, Networking and Creative Thinking

3. How are you using AI? Results?

It definitely was beneficial for us in terms of creating high quality creatives. AI Helped us in Copywriting Assistance for creating scripts, Voiceovers for video creatives, etc.

We used Jasper for CopyWriting, and Play.Ht for Voiceovers.

4. Where's the easy money at?

In my opinion, there is no more easy money in Affiliate Marketing since last couple of years.

Rip and Run used to be a big thing 3 years back but not anymore.

New affiliates should definitely focus on E-Commerce in the less competitive geos like SEA and Eastern Europe. COD Offers are having decent ROI in that market.

5. Most common mistakes you see affiliates make?

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Most common mistake I see other affiliates make is copying other people's approaches.

As I said, taking ideas from spying is a good thing, but exactly copying and pasting stuff is not going to work anymore.

Also, people tend to ignore A/B testing while launching their campaigns. If you are consistent with the testing, you might hit the big jackpot.

6. How important are network events and which one is the best?

MOST IMPORTANT. It's crucial to prioritize networking, stay connected online, attend industry events, and explore partnerships with individuals who bring different skills to the table. A strong partnership can lead to significant growth, often far exceeding individual efforts.

For me personally, Affiliate World Conferences are the best networking events out there. I've been attending them since 2016 and it has given me more ROI than any other thing in this world.

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

This year would be a mix of Whitehat Lead Gen and Paypercall Campaigns in the US, along with E-Commerce Offers in the lesser known geos.

Newbies should stay away from Blackhat offers as it is too difficult and challenging to be consistent and profitable with those campaigns.

8. Any other advice?

1. **Continuous Learning:** Immerse yourself in reading and absorbing knowledge from various sources. Invest your time wisely in acquiring knowledge and never hesitate to ask questions to deepen your understanding.

2. **Attend Industry Events:** Make it a priority to attend conferences such as Affiliate World Conferences, a personal favourite for many. However, merely attending isn't

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sufficient; actively engage with fellow attendees, network, and build valuable connections.

3. Step Out of Your Comfort Zone: Embrace discomfort as a catalyst for growth. The sooner you step out of your comfort zone, the faster you'll progress in your affiliate marketing journey.



Attila Odri (@iAmAttila on AW Forum), Veteran Affiliate and Founder of iAmAttila.com

Links: iAmAttila.com, iAmAffiliate.com, [Facebook](https://Facebook.com), [LinkedIn](https://LinkedIn.com), [Instagram](https://Instagram.com), [Attila's AW Forum Profile](#)

1. Self-intro

From ZERO to Super Affiliate, about me (iAmAttila).

I've been around the block a few times in the affiliate marketing world - in fact, I've been in the game for over 26 years!

Back in 1997, I stumbled upon affiliate marketing launching sites on GeoCities without even realizing it. I was like a clueless puppy - just blindly following my instincts and passion related to computers & tech.

But by 2008, I had learned a thing or two and decided to do affiliate marketing full-time, focusing on SEO at first and the wonderful world of content creation.

Then in 2013, I thought to myself, "Hey, why not switch it up and try paid advertising? May make more than just \$10-15,000 in a month."

And that's when I started doing performance marketing and REALLY earning millions of dollars in PROFIT as an affiliate marketer.

2. Success factors for last year? Focus for this year?

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I am consistent in learning new things and I get up over and over again when I fall (and you fall a LOT in affiliate marketing).

I've made many wins over the years, I am a serial entrepreneur.

Some of the funniest ones are having you ads featured for all the wrong reasons on TV and in Newspapers in some countries.

Focus this year is CASINO, even though everyone knows "the house always wins" for some reason, there's endless demand for gambling.

(As a sidenote, if you want to know who is really making the big bank any given time, just check which companies have the biggest, most expensive booths at affiliate world.)

3. How are you using AI? Results?

We use AI to re-write proven headlines & ad texts we see in spy tools.

To make it super easy, I've created a "Copywriting Wizard" in AI, which is available at <https://chat.openai.com/g/g-QiJJD0uyj-copywriting-wizard>

This amazing AI was trained on the top copywriting blog posts, and books, and guides from the most renowned affiliate marketers and copywriting experts in the world, so it can throw out amazing variants and new angles instantly using the very best, proven techniques.

4. Where's the easy money at?

Easy money is to provide a service where you are trading your time for a guaranteed payout.

I'd start there. I started my online career writing text for others, in fact matuloo from STM/AFF WORLD forum was my first big regular recurring customer for his review site.

Once I had money saved up, that's when I went in to affiliate marketing.

I lost a lot in the beginning, even though back then it was super easy to make money.

It's the cost of my education.

I recommend the same path to everyone.

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5. Most common mistakes you see affiliates make?

Thinking the grass is greener.

Thinking that everyone is making 100,000\$ profit a month in affiliate.

Believing the big numbers people throw around at shows.

Always take everything with a grain of salt, I always say you can only trust data.

So run some camps, and see what the data says.

I can tell you one fact, the unicorn winners that will make you a million bucks will show themselves right away, day 1.

6. How important are network events and which one is the best?

The most important thing in the world is networking at events, and also a ton of fun to meet people in person whom you talk to online everyday.

Affiliate World has always been my #1, and I hear Leadscon is the second best if you are into lead gen.

7. Any predictions for 2024? In terms of verticals or traffic types, is there anything affiliates should look out for or stay away from?

Casino, Dating, VSL ecom & digital products.

8. Any other advice?

1. Only Play With Money You can Afford To Lose

2. Network, network, network and BE HONEST (don't make things up, don't say you are killing it when you are not, don't say you make 10k when you actually make \$100 a day.)*

3. Use "First Principles Thinking" (believe me, its good)

*All the big marketers know everyone. That means they can hit up their buddy at CPA network, or traffic source and instantly verify if you are legit or not.

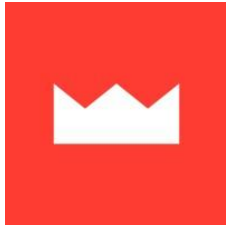


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INSIGHTS FROM TRAFFIC NETWORKS



Richads - Darya Gárbuzova

Links: RichAds.com

1. Self-intro

RichAds is a self-serve advertising platform where scale meets performance. Our advertising formats: push, pop, in-page, calendar, direct click, native. RichAds offers 5B impressions daily in 200+ countries worldwide.

Top geos: US, ID, VN, IN, RU, BR, FR, TH, TR, BD

2. Biggest changes implemented on your network?

First of all, in 2023 our ad network added a new ad format - native ads.

It was a great step for us.

Over the past few years, we have worked hard to add traffic sources for push and in-page push ads.

So adding a new ad format was made after we were sure that we did a lot for amount and quality of existing traffic sources.

This year our focus will be on native and pop ads.

This led to our next main direction in last year's work - we have spent and continue to spend a lot of time testing and cleaning up traffic.

We do this with internal tests and tools as well as external tools.

Consequently, we removed low-quality traffic sources and add more sources to our Premium group that gives the best conversion rates.

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Our tests allowed us to create whitelists for many of our top verticals, first of all for Gambling.

Now we have whitelists for almost every country and we share them for free with our clients, you just need to contact your manager.

And the last but not least is our new direction - we offer turn-key campaigns if the client deposits \$10 000.

3. Best - performing offers and geos?

Gambling offers

Gambling offers perform exceptionally well at RichAds. Therefore, we would focus on it first. Native ads, push ads, and popunders are the best options for running gambling with us.

The best geos for running gambling:

- for push ads - Indonesia, Brazil, Bangladesh, Thailand, Malaysia.
- for pop ads - Vietnam, Indonesia, Turkey, Egypt, Bangladesh.
- for native ads - Vietnam, Nigeria, Brazil, Bangladesh, Indonesia.

Our ad network conducts a monthly report on the best geos and verticals each month.

This is a great source of information about what works well and what is gaining traction.

In those articles, we usually compare two months: the previous and the current. Anyone can find this report in our blog.

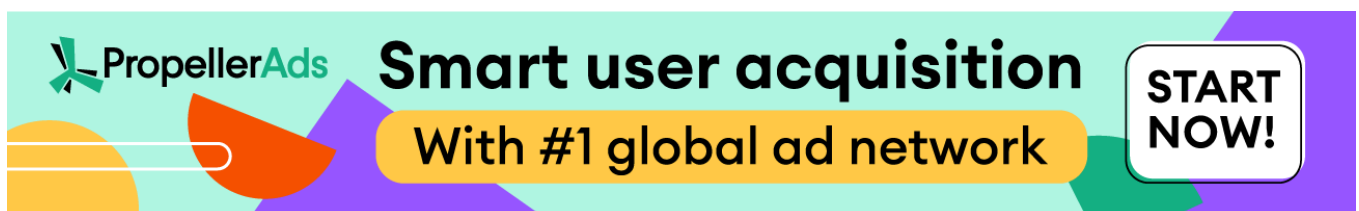
Here are some trends about RichAds traffic in January 2024.

Push ads

The best verticals: Gambling, Antivirus, Betting, and Finance.

The best geos: USA, Indonesia, India, Brazil, Russia, Japan, Bangladesh.

In-page push ads



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The best verticals: Sweepstakes, Gambling, Dating, Antivirus.

The best geos: USA, Indonesia, Poland, Italy, China, Malaysia.

Popunder ads:

The best verticals: Gambling, Finance, Betting, Media.

The best geos: USA, Indonesia, Russia, Vietnam, Malaysia, Japan, Türkiye.

Direct click ads:

The best verticals: Telecom, Gambling, e-Commerce, Dating.

The best geos: USA, Indonesia, Brazil, Thailand, Great Britain, Russia.

Native ads:

The best verticals: Gambling, Betting, Dating, Nutra.

The best geos: USA, Vietnam, Brazil, New Zealand, Indonesia, Thailand.

4. Your take on AI usage?

The interest in AI tools started growing instantly after ChatGPT was launched in 2022.

The interesting part is that we started using AI tools a lot earlier than you might think. We have at least 3 features on the ad platform that work using it: Performance mode, Automated rules and Micro bidding.

We attended many conferences last year and noticed that AI tools are becoming increasingly popular in the industry, especially in the iGaming industry.

We mean not only the traffic sources but also iGaming products.

They started to use it in different ways.

We attended at least 5 panel discussion about it, you can watch them on our Youtube channel.

We showed how exactly we use it at RichAds in a solo speech at the conference.

The banner features the PropellerAds logo on the left, followed by the text 'Smart user acquisition' in a large, bold font. Below this, it says 'With #1 global ad network' in a white box. On the right side, there is a black button with the text 'START NOW!' in white. The background is yellow with colorful geometric shapes.

A short overview of how we use AI tools for marketing purposes:

- text content creation,

ChatGPT can be used for making research, to write simple articles and then use them as a frame, but mostly we use it to write introductions and conclusions in expert articles,

- SEO optimization,

We use special services to modify texts to reach the top 10 positions in Google search, which is very important for SEO content projects.

- making creatives from scratch,

ChatGPT can be used for to make descriptions and titles for creatives and to write texts for landing pages.

Midjourney and Microsoft Designer help to create an image from scratch and sometimes for creating appropriate template that designer can use further.

- modifying images and videos.

5. Any other advice?

1. Get started with simple ad formats with fewer restrictions than Facebook.

2. Learn as much as you can about the industry before you start.

The RichAds blog and YouTube channel have a lot of useful information.

Join paid affiliate forums: this is an investment worth considering.

3. Start from Tier 2 and 3 geos and choose verticals with less competition than Gambling have.

Dating and Nutra is a good options to try.

Earlier we advised to start form Sweepstakes but for now this vertical can be difficult for newbies to find a good offer and not burned out approach.

4. Use the power of managers in CPA and ad networks, they can help a lot.

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PropellerAds - Matvey Schmidt, Head of Advertisers Department

Links: PropellerAds.com

1. Self-intro

My name is Matvey Schmidt, and I am the Head of the Advertisers department at PropellerAds.

I've been in the industry for more than eight years, so I've seen many trends arise, disappear, and sometimes come back :)

PropellerAds is a leading Advertising Platform with 13 years of experience and, what's even more important – access to more than 1,5Bln+ users globally.

To reach them, our advertisers can use Popunders, Push Notifications, In-Page Push, Interstitials, and Survey Exit ad formats, each with its competitive edge.

2. Biggest changes implemented on your network?

As expected from the pioneers of innovation, 2023 was no exception for new releases at PropellerAds :)

Here is what we did:

Survey Exit: Our exclusive ad format is designed to target the most warmed-up audience.

It attracts users who fill out different types of surveys, which leads to great engagement and performance;

CPM and SmartCPM models update.

We changed the way the market works with CPM buying with the update to our

PropellerAds Smart user acquisition
With #1 global ad network
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platforms.

Now, advertisers have even bigger flexibility in CPM and SmartCPM models.

Be it a widespread awareness campaign or a narrow performance-oriented one, our advertisers are now getting even higher results.

Subzones.

We continued our journey towards providing maximum performance for our partners with the Subzone release for best optimization.

Now, our partners can go even deeper and handpick parts of the traffic sources that do not show desired results or whitelist exceptional sources to scale their campaigns further.

As you see, we continue to strive for higher performance and ease of use of the platform for our partners, and that remains our key focus for 2024.

We have already had multiple releases to simplify and improve user experience, and more technical and substantial features are coming to help all advertisers reach their goals.

3. Best - performing offers and geos?

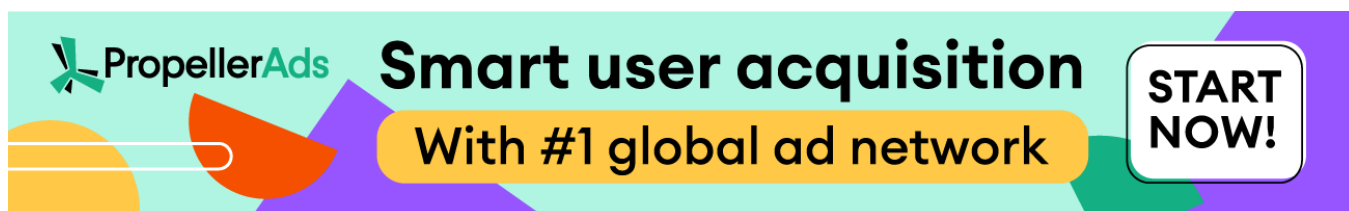
The general trend on the safety and security of personal data is reflected in VPN and Antivirus offers.

Overall, both verticals continue working well, especially in the US, with more than 30% of US citizens using VPNs both for personal and professional activity.

This demand stimulates competition, which leads to better offers from the top players and the appearance of new players emerging and trying to penetrate the market.

eCommerce continues to attract more brands and affiliates with a focus on sales and bringing actual customers to the brand.

It also puts traffic quality and user journeys at a higher importance than ever before.



The advertisement banner features the PropellerAds logo on the left, followed by the text "Smart user acquisition" in a large, bold font. Below this, a yellow banner contains the text "With #1 global ad network". On the right side, there is a white button with a black border that says "START NOW!". The background of the banner is a mix of teal, purple, and orange geometric shapes.

Besides, major brands are also expanding to new regions, which means higher demand for affiliates.

Lead generation continues to be one of the most popular verticals in many shapes and forms - solar and security continue to be the most in-demand offers among affiliates and brands.

Diversity comes in the form of automotive lead generation, financial, and research survey offers as more businesses explore online lead generation since every industry is constantly in need of quality leads to work with.

Speaking of countries and regions, it is definitely worth checking out LATAM as the online marketing scene is developing rapidly with the growing presence of big brands.

The same can be said about Africa, especially with mVAS (in smaller countries) and iGaming industries paying higher attention to it.

4. Your take on AI usage?

AI has definitely become a part of affiliate's life today :)

We see our partners being able to pump out more tests and theories in a shorter amount of time in terms of creatives, texts, and landing pages.

When working with more than one traffic source, it is also essential to combine it all together with an automated analysis that helps to highlight targets to focus on or quickly cut non-performing sources.

However, to make the most out of it, an affiliate definitely needs to understand the right prompts and have an idea of how to correct and interpret the analysis results.

5. Any other advice?

Pick a vertical to focus on; better start with something easy like Sweepstakes or Utilities, as high payout offers usually require a higher investment to make them work.

The banner features the PropellerAds logo on the left, followed by the text 'Smart user acquisition' in a large, bold font. Below this, it says 'With #1 global ad network' in a white box. On the right side, there is a black button with the text 'START NOW!' in white. The background is yellow with colorful geometric shapes.

Don't try to gamble with random offers without understanding its funnel, hoping it works out.

When you begin, it's important to get knowledge on the instruments and how offers/traffic platforms work first.

Don't be afraid of losses: they will happen as you learn.

Invest in the tracking solution, as it will be your go-to instrument to analyze the traffic you get and the performance it generates.

Without one, you will be forced to make decisions blindly, which may cause lots of unfortunate mistakes.

Finally, don't hesitate to ask your traffic source representatives for advice: this will save you lots of time as support or managers will willingly share all the nuances of working with a particular platform.



Push.House

Links: [Push.House](#)

1. Self-intro

Push.House is a self-serve Premium Ad Network, empowering advertisers with essential tools and features for successful online advertising.

Our reach spans across the globe, with extensive coverage of 185+ GEOs, which ensures your message reaches the right audience, wherever they are.

A promotional banner for PropellerAds. It features the PropellerAds logo on the left, followed by the text 'Smart user acquisition' in large black font, and 'With #1 global ad network' in white text on a yellow background. On the right, there is a white button with a black border that says 'START NOW!'. The background is a colorful abstract design with green, orange, and purple shapes.

We offer our advertisers Web Push, In-Page and On-Click ad formats and a range of other features:

- Over 15 tools for your campaigns.
- Black/ White lists (by IP, by site ID).
- Only unique clicks.
- Referral system up to 3%.
- Internal Spy service with ready-made creatives.
- More than 360 mln. active subscriptions + feeds.
- Minimum deposit of \$50.
- Promo codes, discounts, bonuses to all partners.

2. Biggest changes implemented on your network?

2023 was a very productive year for Push.House.

We managed to fully redo the website's design and usability.

We worked on making our website faster and more responsive.

Aside from that we also added a lot of new features:

- Badges and buttons for Push Creatives
- Campaign Bulk Creation
- Microbidding
- Retargeting Pixel
- Templates in Campaign Groups
- Audiences
- Easy integration with trackers and CPA networks

And finally, we also launched our own blog with tons of useful info for affiliates.

3. Best - performing offers and geos?

The gambling/betting verticals is experiencing significant growth, particularly in the Latin America/Asia regions, while Africa is keeping gaining more and more popularity.

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The most underestimated regions in terms of potential are African geos, loads and loads of abundant traffic and fresh audiences.

There's overall prevailing trend is affiliate marketing is that gambling is gaining much more popularity in all of the geos and ad formats.

4. Your take on AI usage?

AI is really handy to simplify some routine processes for affiliates, for sure.

As for AI generated creatives, I wouldn't say we noticed that much of it, not enough to call it a trend at least.

We are neutral to the use of AI by affiliates.

We are happy to see affiliates find tools that make their work easier, though.

5. Any other advice?

We would advise all the newbies to follow our blog, our youtube channel and our social media accounts where we regularly post all guides, tutorials and best practices to start making profit in affiliate marketing.



Pushub - Eli Desatnik, Co-Founder

Links: [Pushub.net](https://pushub.net)

1. Self-intro

Pushub is a publishing house of niche content sites, with a Premium Push notification User Base from Inhouse & Direct News, finance and content sites, such as www.newsvot.com, www.cryptovot.com, www.funnyvot.com

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We offer Premium Push notification traffic, on our Dsp for advertisers, Ad Agencies & Brands Working on CPC basis.

Our top performing Geos are US, English Speaking Countries & West Europe.

Our top converting Verticals are Finance (Loans, Debt, Credit, Mortgage), Medicare /ACA, Software/Anti-Virus, Per Per call, Home Improvement, Sweeps & Lead Gen.

You can learn more here - www.pushub.net/showcase

2. Biggest changes implemented on your network?

Up until Mid-2023, Pushub was best known for 3 things:

1. Unique and performing Push notification traffic that works best because users subscribe on content sites, and have higher engagement.
2. Top Verticals: Software/Anti-Virus, Crypto, Sweeps & Content Arbitraz
3. Managed Customer Success service for eligible buyers - Personal Manager on DM that gives you the extra edge - WL/BL, creatives and LP's insights, recommendation on traffic sources, Bids recommendation, etc.

Since Mid-2023 and well into 2024 an evolution took place in Pushub, expanding Opportunities for Affiliates & Media buyers:

1. New cutting-edge Ad Formats were introduced - App Push, Path/Linkout, SMS - from content, Finance and news sites & Apps. Complementing Legacy Push traffic, while growing traffic opportunities for Media Buyers & Advertisers.
2. New Ad Verticals joined previous top spenders - Finance (Loans, Debt, Credit, Mortgage), Medicare /ACA, Home Improvement
3. The Agency Customer Success service for eligible buyers was introduced - all the benefits of a Managed account (Personal Manager, detailed Data), while also freeing

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the buyer from working on the account at all.

Setup, optimization, Managing Kpi's and ROI - everything is done by Pushub's Team. it's like having a google employee, running your media buying on google.

4. Pushub's AI Optimizer was introduced in January 2024 for Agency Partners.

AI is only as effective as the data you feed it.

We took 5 years of Performance Analytical reports, Manual optimization practices, and Business intelligence of specific ad Verticals & Ad formats, fed it to an AI engine, and connected the output to our R&D while writing the optimization routines.

The results: up to 65% growth in campaign profit (= increased profit + reduced lose) while reducing 2-2.5 hours of manual optimization, per manager

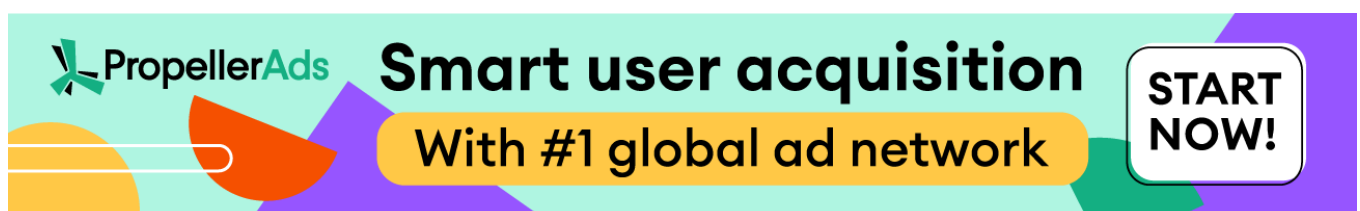
What's More to Come in 2024?

1. Opening new exclusive traffic sources - Web Push, App Push, Paths, SMS
2. Introducing Email traffic from content, Finance and news sites
4. Massively expanding Finance, insurance, health offers, with Pay Per Call funnels and Lead Generation funnels.
3. AI Optimizer 2.0
4. Publishing new "100K\$+" Case Studies for Medicare, Finance & Software/ Anti-Virus (like Healthcare ACA case study [HERE](#))

3. Best - performing offers and geos?

2023 demonstrated many trends, both with declining and emerging offers:

1. Decline in Crypto/Investing offers spending world wide, due to financial and investing regulations, and decline in Sweeps offers spend, especially in US, that can be attributed to stricter Data Privacy & Consumer protection regulations.
2. Software and Antivirus kept strong presence throughout 2023-2024, increasing to take up for other verticals, and increasing again for the end-of-year & start-of-next-year timeframe



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3. Exponential growth in Finance, Healthcare, home improvement offers.

This growth was due to 3 reasons:

- A. taking over the gap from previously dominant, now declining offers
- B. leveraging seasonality of these offers (end-year + start of year)
- C. Pushub's Ad formats like Push, SMS, App push, are not as used-up by these offers as Google or FB (the go-to formats for these offers)

Our advice for Affiliates and Media Buyers in 2024: focus on Software, and several US Lead generation offers like Loans / Credit / Medicare / home Improvement etc.

4. Your take on AI usage?

Pushub is very "Pro-AI" Usage.

We use Text & video AI tools to improve (faster & better) production of written and video content in our Publishing house, and in creating and developing our AI Optimizer engine.

We encourage affiliates & Media Buyers to use AI in effective ways - as a tool to increase capabilities, not a replacement to the needed skills for success.

5. Any other advice?

1. Choose trustworthy traffic partners - ask Affiliates/Media buying colleagues in the industry, or read trustworthy Publications (Affiliate World Forum, known Affiliate blogs etc), about who to work with.

It will save you Money and Time, which is honestly X10 more expensive than Money.

2. two-way Communication & Data Sharing - give the treatment you receive, be responsive and ask for responsiveness from Traffic Manager. ask for data but provide it to (like conversions & Sales data). You Win is our Win.

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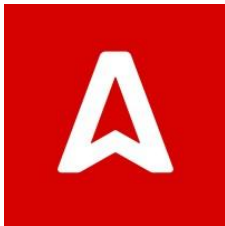
4. Nothing, Nothing will ever fully replace Trial and error - sometimes you just have to test, then A-B Test, fail a little and then figure it out and Win.

Don't rush to judge a partner/Traffic by initial results, but by their attitude and professionalism across time. our biggest buyers first lost -200\$ in a few days, before profiting +200,000\$ across time. Be the person who saw it through to +200,000\$ Profit, not the person that stopped at -200\$

3. Keeping up with Trends - the reason "master affiliates" do so well is because they shift between verticals and still succeed.

Be an Media Buyer first, and a Vertical expert second.

Still not sure? You are a Member of Affiliate World Forum, The greatest affiliate forum of all times, 1 post away from advice from the top experts in the entire industry!



Adsterra, Gala Grigoreva, CMO

Links: [Adsterra.com](https://adsterra.com)

BONUSES*:

Apply promo code U87KB7GP to get a \$100 bonus on your first \$400 deposit.

Apply promo code 7IW73XA4 to get a \$300 bonus on your first \$1000 deposit.

(*Valid until 2024/08/01, new users only)

1. Self-intro

Adsterra is a global advertising network with a decade-long presence in the adtech market.

We serve 248 GEOs, and our impressions account for 35+BN monthly.

We are known for our unique Partner Care approach and revolutionary ad format, Social Bar, with incredible customization and high-converting templates. Our top ad formats, Social Bar and Popunder (old but gold), perfectly complement each other in ad campaigns.

2. Biggest changes implemented on your network?

2023 was a fruitful year for Adsterra.

We carried out many feature releases as well as events and community activities.

Among them:

- We introduced a new ad format - Interstitial.
- We upgraded our SSP platform with expanded ad customization options, which are particularly beneficial for iGaming, E-commerce, and Dating campaigns.
- We added optimization tools for SSP advertisers, such as Smart CPM and CPA Goal. These tools enable top-notch optimization and budget savings.
- We celebrated our 10th anniversary with cash giveaways, contests, and follow-alongs for both new and existing partners throughout the year.
- Our blog emerged as one of the industry's most read and valuable resources.
- Our presence in key markets, including Brazil (and LATAM overall), Indonesia, and India, continued to expand: we attended many conferences and even hired regional representatives.

We plan to scale and grow further in 2024. We've already implemented some plans, others are still in progress:

- We want to launch an updated interface for the advertiser's personal account to make launching and optimizing advertising campaigns even more convenient, visual, and effective.
- We will expand targeting options (for example, city targeting will be added).
- We will update the existing API and add new integration methods.
- We continue to grow in our strong GEOs, including Brazil, LATAM, Indonesia, and India. Still, we have already gotten a lot of quality traffic for iGaming campaigns from

The banner features the PropellerAds logo on the left, followed by the text "Smart user acquisition" in large, bold, black font. Below this, a white rounded rectangle contains the text "With #1 global ad network". On the right side, a black rounded rectangle with white text says "START NOW!". The background is yellow with colorful geometric shapes in shades of pink, purple, and teal.

the USA, PH, NG, ZA, BG, and BD as well. Adsterra is set to get more pure, direct, quality traffic worldwide!

- We are committed to creating more educational and branding video content.

Some ideas are kept secret, so follow us on social media to stay updated.

3. Best - performing offers and geos?

Regarding popular offers for 2024, e-commerce offers are coming back to the stage due to the continual increase in online spending habits.

Personal Finance, iGaming, and Social Apps are dubbed best performing.

Regarding trending GEOs, we anticipate continued growth in regions like Latin America (especially Brazil and Argentina) and various Asian markets, including India. These regions are likely to see increases in both traffic volume and quality, resulting in higher profitability.

4. Your take on AI usage?

AI is not a trend anymore, it has transformed into a fully-fledged tool that affiliates use in their workflow.

For instance, a growing number of affiliate marketers and influencers find AI useful for tasks such as content generation, creative design, landing page creation, and data analysis.

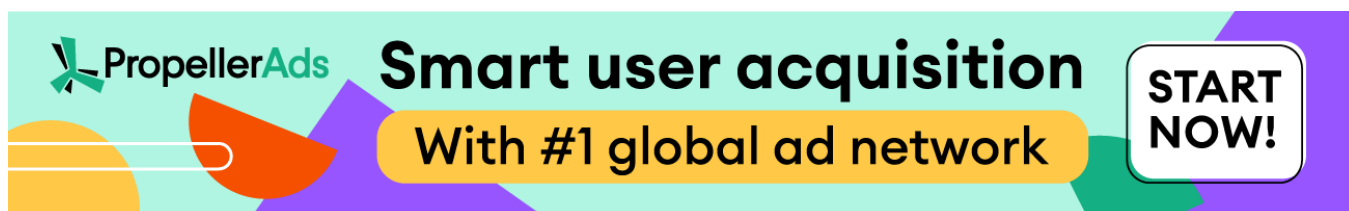
Adsterra also leverages AI technology, utilizing our proprietary AI algorithms to enhance campaign optimization.

AI is certainly useful, but before relying on it heavily, it's best to learn how to make the result of its use predictable and trustworthy.

5. Any other advice?

In December 2023, we hosted a Live Expert Talk about trends and predictions in affiliate marketing in 2024.

We invited well-known affiliate gurus Attila O'Dree, Joey Babineau, and KJ Rocker,



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as well as our very own brilliant CMO, Gala Grigoreva, and Head of CPM, Mikhail Zhukov.

The webinar recording is on Adsterra's official YouTube channel, and it is very wholesome and insightful material for those who want to grasp affiliate marketing trends for 2024.

To give you an idea, here's a sneak-peak to some of the discussed predictions:

Embracing concise, personalized, and data-supported creatives.

The increasing significance of automation and comprehensive tracking solutions.

The ongoing dominance of AI across various industries and applications.



MGID - Marina Smoliar, Affiliate Marketing Manager

Links: [MGID.com](https://mgid.com)

1. Self-intro

MGID is a performance-driven global advertising platform that helps marketers reach their business goals.

To ensure the success of our clients' ads, we focus on tangible conversions.

MGID has developed an infrastructure to help our affiliate clients unlock the full potential of their digital advertising strategies.

By integrating AI into our platform, affiliates can leave the heavy lifting to technology while focusing on driving audience attention, maximizing performance and delivering measurable results.

We offer a variety of ad formats, including native, display, rich media, video, and push, to provide a positive user experience.

This enables advertisers to drive both performance and awareness.

A promotional banner for PropellerAds. The background is bright yellow with colorful geometric shapes in shades of pink, teal, and purple. On the left is the PropellerAds logo, which features a stylized propeller icon. The main text reads 'Smart user acquisition' in a large, bold, black font, followed by 'With #1 global ad network' in a white font inside a rounded rectangular box. On the right side, there is a black button with the text 'START NOW!' in white, bold, uppercase letters.

Every month, MGID reaches 900 million unique readers, serving 200 billion ad impressions across 25 thousand trusted publishers:

North America: 29B+

Latin America: 22B+

Europe: 48B+

APAC: 73B+

Other regions: 60B+*

*Ad impressions served monthly.

2. Biggest changes implemented on your network?

To make working with native ads as effortless and efficient as possible, we launched MGID Ads, a self-service advertising campaign planning and execution platform.

The new platform presents users with a more powerful, intuitive interface that surfaces numerous AI-powered features, accelerating campaign setup.

We were one of the first platforms to introduce generative AI image creation, which boasts a 6% higher conversion rate and a 20% uplift in click-through rates on average compared to regular images.

Our advertisers continue to explore AI features for ad creation on our platform.

This experimentation streamlines AB testing and visual resizing, offering a simpler and more efficient approach for optimizing their campaigns, regardless of the vertical.

We're launching a transparency project to display domain names to our advertisers.

This enhancement provides clear visibility on ad placements, fostering trust and enabling better campaign optimization based on specific publisher performance.

MGID is constantly improving customer service, creative expertise, platform performance capabilities and UX to help affiliates maximize ROAS and hit their goals.

Additionally, we're working on increasing the number of premium publishers in our portfolio, as well as strengthening our presence in Europe and Latin America.



Smart user acquisition

With #1 global ad network

**START
NOW!**

3. Best - performing offers and geos?

As for MGID's top-performing geos, the breakdown is as follows:

US, Germany, Italy, Brazil, and Mexico.

The high-converting verticals on our platform would be:

Health&Beauty

Financial Assistance

Home Security & Home Improvement

Real Estate

Automotive

Insurance

Drop Shipping

The marketplace dynamic is favorable for campaigns in the Health and beauty vertical.

Financial assistance offers are scaling up in the US, while different LeadGen opportunities (like solars and insurance, to name a few) are back on track in Europe.

Expanding campaign reach requires targeting premium audiences with brand-safe ads of higher quality.

Incorporating AI significantly eases this process as our advertisers continue to explore its features for ad creation on our platform.

This experimentation streamlines AB testing and visual resizing, offering a simpler and more efficient approach for optimizing their campaigns, regardless of the vertical.

4. Your take on AI usage?

When it comes to AI and how affiliates are using it, here at MGID, our generative AI technology offers some great benefits for advertisers.

The banner features a yellow background with colorful geometric shapes (pink, green, blue) on the left and right sides. On the left, the PropellerAds logo is displayed. The main text reads "Smart user acquisition" in large, bold, black letters, followed by "With #1 global ad network" in white text inside a white rounded rectangle. On the right, a black rounded rectangle contains the text "START NOW!" in white, bold, uppercase letters.

This tech makes managing campaigns on MGID Ads easier by automating things like writing ad copy and creating images.

It lets advertisers quickly make lots of different ad versions, keeping campaigns fresh and making the most of seasonal opportunities.

Plus, this feature allows affiliates to pass moderation more quickly, since ads generated by AI are compliant by default.

On our platform, AI can handle tasks like turning text into images, making new images, and writing ad titles and descriptions using generative AI.

These AI tools give advertisers more power to test things out and improve their campaigns' visuals, making it easier to get results across different industries and geos at scale.

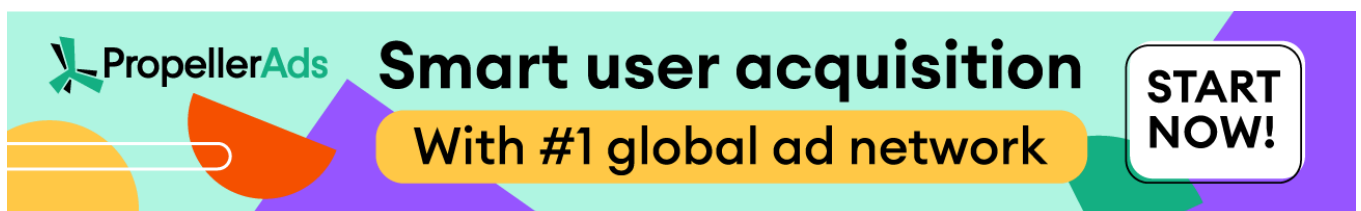
5. Any other advice?

Make sure to make the most out of the MGID platform and its features to set up and optimize your campaigns effectively.

Expanding your campaign's reach means targeting premium audiences with high-quality, brand-safe ads, and AI makes this process easier.

Also, remember to set up conversion tracking, and keep in mind that native advertising is about trying out different approaches.

Lastly, trust your account manager and listen to their advice.



The banner features the PropellerAds logo on the left, followed by the text "Smart user acquisition" in a large, bold font. Below this, a yellow rounded rectangle contains the text "With #1 global ad network". On the right side, a white rounded rectangle with a black border contains the text "START NOW!". The background is a colorful abstract design with teal, orange, and purple shapes.



Pushatomic - Eduardo Ortega

Links: [Pushatomic.com](https://pushatomic.com)

1. Self-intro

Pushatomic is an ad network developed by Hullcode, a company formed by five IT engineers with 20 year of experience in advertising and IT.

We started using Push notifications 5 years ago as a tool to boost our advertising business in a closed environment.

Now we have opened our platform with our self service.

2. Biggest changes implemented on your network?

We started Pushatomic Self Service this year. At this moment we only offer push notifications but we are currently developing popunder and it will be available soon.

3. Best - performing offers and geos?

Our top geos are Spain, Brazil, India, Italy, Philippines and LATAM.

We have been running a lot of campaigns with dating, sweepstakes and nutra.

4. Your take on AI usage?

We use AI to generate texts and images for our LPs.

Our clients use more and more AI to generate images every day.

In this case we want to highlight the use of AI to generate images for dating or adult campaigns.

5. Any other advice?

Start slow, learn, boost and repeat.



Smart user acquisition

With #1 global ad network

**START
NOW!**



Mondiad - Radu Burcheci, CEO & Co-Founder

Links: Mondiad.com, [Mondiad at AW Forum](#)

BONUS: New Mondiad advertiser accounts can use the promo code “stm24” to get a 15% deposit bonus on their first deposit of a minimum of 100\$(up to 100\$ bonus).

The offer is available for only 1 month after the report's publication. 🎁 ⏳

1. Self-intro

If you're curious about our backstory, Mondiad started in 2019, as our natural growth with the popunder network on [PopCash](#).

After more than a decade of success and hundreds of thousands of satisfied users, we've launched Mondiad to expand our reach and level up our advertisers' experience, with more ad formats and unique perks.

Today, Mondiad is a self-serve, multi-format, multi-vertical ad network with global coverage, dealing with mainstream and adult traffic via classic push, in-page push, native and banner ads based on CPM, CPC, and TargetCPA pricing models.

With an inventory of over 10B impressions and 40M clicks daily, we have enough room for every business whether you're an agency, advertiser, affiliate, or webmaster.

2. Biggest changes implemented on your network?

In the past year, we have been as busy as usual, bringing to light many features and updates meant to improve our user's experience.

Naturally, our team has grown a bit and we are happy to be more visible in the online as well as at industry conferences where we enjoy meeting up with like-minded peers.

PropellerAds Smart user acquisition
With #1 global ad network **START NOW!**

What's new:

- TargetCPA bidding, a smart algorithm that automatically optimizes your bids and overall campaign performance.
- Event Tracker feature, our free, built-in tool that is helping our advertisers to better optimize their campaigns
- Banner ads have been added to our inventory. We currently have 5 formats of different sizes available.
- Multiple conversion goals, so the advertisers can track multiple goals of their campaigns and optimise them better.
- Several new partnerships with exclusive deals from our partners. More details are in our [dedicated section](#).

In terms of what's coming next, we are preparing new ad formats and as always we are focusing on improving our in-house tools as well as launching new smart features, to optimise the advertising process and make our users's lives easier.

3. Best - performing offers and geos?

When it comes to affiliate offers, there are evergreen offers that consistently perform well, such as Nutra, Sweepstakes, Dating, Cleaners, and Casinos/Betting.

Currently, we are observing a significant volume of antivirus installs in the US, DE, JP, UK, and other Tier 1 countries.

Additionally, Casinos/Betting volumes are steadily increasing, particularly evident with a notable spike in Asian countries and LATAM.

Sweeps and Nutra are consistently present in East and Central Europe, Africa, and Asian countries, while Dating maintains a consistent presence, particularly in Tier 1 countries with notable volumes over time.

Furthermore, various campaigns promoting e-commerce, arbitrage, crypto, forex, and many others are prevalent.



The banner features the PropellerAds logo on the left, followed by the text 'Smart user acquisition' in large, bold letters. Below this, it says 'With #1 global ad network' in a white rounded rectangle. On the right, there is a black button with white text that says 'START NOW!'. The background is yellow with colorful geometric shapes.

4. Your take on AI usage?

We are great fans of smart technologies like AI, which is why we have already incorporated it into our system.

As an example, just look at our [TargetCPA bidding!](#)

This smart algorithm aims for a particular cost per acquisition using historical campaign data and machine learning, adjusting bids dynamically, based on the probability of conversion, while still using the CPM/CPC model.

When it comes to how advertisers use AI in their daily strategies, our take on this topic is that AI can be a great asset if used moderately, as a helping hand, and not as a human replacement.

Curiously enough, we haven't noticed many advertisers using AI-generated creatives on our platform yet.

5. Any other advice?

- Never stop learning. This is pretty common advice for any industry, however, take note that digital advertising is a very dynamic field.
- Don't be afraid to experiment with the new (an ad format, a new niche, a new strategy, etc)
- Pay close attention to seasons, trends and other market changes in your niche.
- Interact with your peers and companies on forums and exchange knowledge.
- Don't shy away from asking our account managers for recommendations or checking our blog for knowledge. We're here to help!



Coinis - Anastasia Loseva, Head of Affiliate Program

Links: Coinis.com

PropellerAds **Smart user acquisition**
With #1 global ad network **START NOW!**

1. Self-intro

Director of Affiliate Programs, working in this sphere since early 2017, so less than 10y but touch base pretty much of all verticals, traffic types and business models operating on the market from Ad Network to iGaming Product.

2. Biggest changes implemented on your network?

It is worth noting that Coinis has been growing steadily for nearly 11 years, and 2023 has been a particularly successful year.

These are just a few highlights of our recent progress.

- Developing Affiliate Programs department with a focus on Software, Utilities, SOI sweeps, and Lead Generation
- Expanding our Content Arbitrage division
- Launching our in-house SOI sweeps for the US market (BLINC)
- Increasing our media buying activities
- Establishing remote teams across multiple continents

3. Best - performing offers and geos?

We focus extensively on the Software niche, which has been growing for the past 4-5 years and still hasn't reached its full potential.

Interesting fact is that brands tend to shift their focus from US to other Tier 1 countries (AU and UK show higher CR, better quality in general, and have underestimated volumes).

At the same time, Latam, IN and JP are keeping their strong presence with more brands entering these markets.

Similar trend is happening in Europe with new brands showing up.

Thus, suggestion will be to follow geo-brand insights before starting traffic, which my team is more than happy to share and guide on this.

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LeadGen vertical is still attractive despite the fact that it became even more strict. Similarly to Software, there is a trend of shifting from US to EU geos, which potential wasn't seen before.

Lower competition there and less spoiled leads is an easy catch.

As for the SOI sweeps I would say that Germany and Nordic countries are particularly promising, while in US it's crucial to choose your partners wisely.

Not all advertisers unfortunately have common sense or ability to properly analyze or filter leads, which might bring certain problems.

That was one of the reasons to launch our own sweepstake product, BLINC, and be fully in charge of what we are offering to Affiliates.

BLINC is highly competitive, we run it on different ad formats, and are seeing vertical growth and happy affiliates running it.

Another hot topic for our company is "what happened in Search".

There are a lot of rumors around it and to confirm there are changes indeed, especially in traffic filtering by feed providers and shifting geo-niche preference.

I would say it's not too late to jump into it but it's important to act quickly, work with proven traffic sources, follow recommendations and requirements from feed providers, and grow steadily to avoid failure.

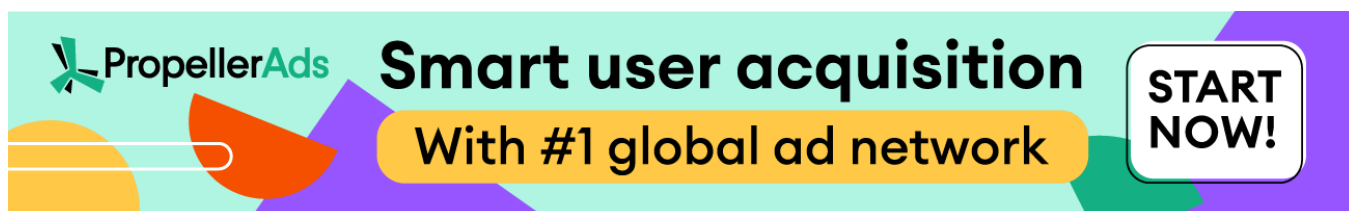
Also be up to date with new trends in promotion and explore different traffic options which haven't been used before to catch the wave.

4. Your take on AI usage?

It's seen more and more to be honest, bringing increased efficiency.

We merged some of our services with AI tools from the market and are seeing higher productivity and more creative approach to some of our features (mainly our DSP platform).

It's still not the magic pill for any problem, but it provides transparency and insights on how to do things better.



PropellerAds Smart user acquisition
With #1 global ad network **START NOW!**

5. Any other advice?

My advice will be to keep learning new things and not be afraid to try.

There for sure will be ups and downs, but at the end of the day those who can adapt to the market trends win.

Also, complicated flows like sale are not that hard when you know how to cook it, so if you want to play at a higher level, dont run away from such deals.

They can lead to less time spent optimizing low-tier traffic while achieving high ROI at the same time.

And dont forget to have fun on the way, at the end of the day it is about joy and balance.

**Popcash - Larry Ispas, COO**

Links: PopCash.net, [PopCash on AW Forum](#)

1. Self-intro

With over a decade on the market and an even wider experience in the industry, PopCash is a self-serve ad network specialized in serving popunders on a global scale and for all verticals.

Today, our traffic inventory consists of 43 M daily impressions delivered to all screens, around the world, and we continue to see great success with this setup.

2. Biggest changes implemented on your network?

As a side note, in the recent past, we have been focusing more on our second ad network Mondiad, bringing to light many in-house tools, ad formats, and overall just making it known to the industry. However, that doesn't mean PopCash was left out.

On a bigger note, on PopCash we focused on improving the user experience and the system behind our network, in terms of visuals but also technology.

At the same time, we've also come up with several updates to improve the processes of our users, both advertisers and publishers.

- For better transparency, [our traffic inventory](#) is now live on our website, showing volumes, locations and rates in real time.
- As per our user's preferences, we've added new payment processors, including a while palette of cryptocurrencies to choose from.
- In 2023 we've introduced in our Conversion Tracker the possibility of tracking the second conversion for the same visit (clickid) so you can track two different actions for the same visitor.
- We've also focused on creating more educational content as well as guideline articles on how to use the PopCash platform at its full potential, for our users, on [our blog](#).

We'll continue to monitor the industry and our users feedback to maintain the quality of our services and to keep up with trends, as per usual.

3. Best - performing offers and geos?

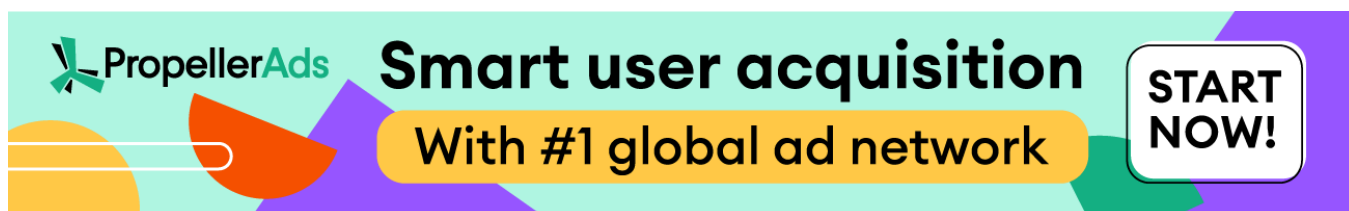
In terms of verticals, we have always had great results with all the popular niches out there: casino, sweeps, ecommerce, nutra, dating... you name it.

The popunder format is evergreen and versatile, moulding well on every niche and for all types of businesses.

The most popular offers right now are casino/betting offers and have been for some time in geos like BR, MX, PH, IN, VN, TH, US (poker).

Aside from this, Dating has always been a popular vertical especially in Tier 1 countries. E-commerce in European countries like France, Italy, UK are also working quite well for our advertisers.

Last but not least, app installs, especially the antivirus offers, are a popular choice among our advertisers.



The advertisement banner features the PropellerAds logo on the left, followed by the text "Smart user acquisition" in a large, bold font. Below this, a yellow banner contains the text "With #1 global ad network". On the right side, there is a white button with a black border that says "START NOW!". The background is a colorful abstract design with green, orange, and purple shapes.

Here we've recorded good feedback.

Behind the good results are well-optimized campaigns with a wide selection of landing pages that are appealing to visitors.

4. Your take on AI usage?

We haven't really noticed AI being used in our network, however, we are not discouraging the use of AI in general.

As an additional observation though, we recommend affiliates to use AI in moderation, as a helping tool, not a replacement for the human brain.

Looking into the future, we believe human-generated media which adds value or is crafted the right way will beat AI content, which is slowly being used by everyone.

5. Any other advice?

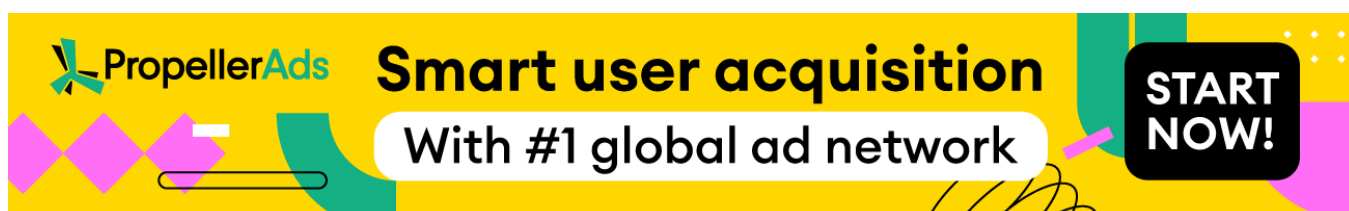
- We advise new affiliates to think in the long run since having overnight great results is not a reasonable expectation in this field.

- Additionally, working on the web might get lonely, so we advise affiliates to keep in touch with like-minded peers.

Affiliate World Forum is one place to be if you ask us.

- And before you go, we just want to remind you that popunder campaigns are evergreen and super versatile.

If you want to learn more, we are [one click away](#).



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INSIGHTS FROM AFFILIATE NETWORKS



CrakRevenue - Vicky Talbot, Brand Manager

Links: CrakRevenue.com

1. Self-intro & news

We're proud leaders in adult affiliate marketing.

Our main offer verticals are Cam, Dating, OnlyFans Models (new!), Adult Gaming & Health.

CrakRevenue has over 14 years of experience in the industry and now has a team of 200+ experts in all fields.

Thanks to the attraction we've generated with Jerkmate in recent years, we offer the best PPL payout in the Cam industry on the Mobile T1!

We've recently launched around 20 new OnlyFans Models offers (free & paid) on our platform, with Revshare & PPS payouts (PPL coming soon!).

CrakRevenue Affiliates can now promote high-tier OnlyFans models such as Mia Malkova.

Here's a new source of income even for Affiliates showing already great results, and we've developed a dedicated tracking system for the occasion.

We are the first CPA Network ever to offer such an opportunity!

2. Best-converting offer types and how to run?

Our best offers are our exclusive Cam offers, such as Jerkmate and FapChat.

What makes Cam so lucrative is that it offers a customizable service that can cater to all preferences and niches.

Affiliates can choose to exploit one of them and build their funnels around that specific angle, and it will pay off.

There's something for everyone!



Smart user acquisition

With #1 global ad network

**START
NOW!**

Since Jerkmate is our brand, we can provide custom material (banners, landing pages) for any promotional angle our Affiliates wish to exploit with virtually any traffic source.

Moreover, our exclusive OnlyFans Model offers already convert tremendously well. Massive brand awareness and familiarity with the product indeed facilitate conversions.

A super-easy, one-click subscription flow for existing users and an ever-growing selection of top-tier models to promote also help!

What performs particularly great currently is building OnlyFans profile reviews, fan pages or "Top 10 OnlyFans profiles" articles.

And if you're a webmaster, note that adding an OnlyFans tab to your website works just as well as a Live Cam tab if you don't want to put up a banner.

So, if you work with Social Media, Review and Blog traffic sources, don't overlook this!

Last but not least, our AI-powered Dating Smartlink remains the go-to if you have Dating traffic and wish to widen your conversion net.

It's our most advanced in-house promotion tool, and we've upgraded our algorithm in 2022, making it even more powerful than anticipated.

With this tool, we've helped our Affiliates increase their performances by 17% by showing offers with the highest EPCs.

The Smartlink optimizes itself automatically and detects the slightest EPC variations, making it a highly efficient turnkey solution.

3. Trending or declining verticals & GEOs?

Our #1 trending vertical is (without surprise) OnlyFans Models in T1.

Now is the time to position yourself in this opportunity.

The performance of Cam offers is also still on the rise.

Online connections and custom experiences sell more than ever.

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On the other hand, Dating shows stable performances—nothing alarming but nothing as exciting as the verticals mentioned above.

Overall, T1 has the wind in its sails.

4. Help provided to your affiliates?

Our multilingual customer support team is available to answer all questions through our live chat, and we offer dedicated Affiliate Managers to our best affiliates.

We test all our offers with our in-house Media Buying team to release only high-converting landers and tools to CrakRevenue Affiliates.

More than 20 promotion tools are available on our platform, along with thousands of landing pages on most offers.

Many offers are exclusive to CrakRevenue Affiliates, mainly in the Cam and dating verticals.

We also offer the highest Cam payouts in the industry.

If you're a webmaster, we can build Cam and Dating white labels or custom skins for your website.

We can also provide stats on the best-performing creatives for your traffic.

Simply ask!

5. Your take on AI?

AI has become an increasingly important part of our operations.

We use AI mainly to test offers and creatives and improve our promotional tools' algorithms to always deliver better results for our Affiliates and Advertisers.

We're already an AI-powered CPA Network and wish to stay at the forefront in the years to come.



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Generative AI is also gaining space.

While some Affiliates are ready to pay for advanced AI-powered solutions, we've listed some handy free AI tools for affiliate marketing on our blog.

6. Any other advice?

Taking advantage of our OnlyFans Models vertical will be a key to affiliate success in 2024.

There are plenty of high-quality models in various niches already available for promotion, and the number will keep growing.

Keep an eye out for those models, as we never know which one will go viral next and who will be the next social media sensation.

There is a great opportunity to seize a generous market share by building OF model repertoires and making the same traffic convert multiple times from there.

Of course, Cam remains one of the most lucrative verticals, with live streaming becoming even more popular thanks to mainstream platforms like Twitch, where we see an ever-growing number of adult stars and creators gather massive audiences interested in content such platforms do not allow.

And some of those models now work with Jerkmate... just saying!

So, if you join CrakRevenue today and don't know where to start, Cam is a surefire place to start since virtually all niches and preferences are covered by our offers.

We look forward to working with you!



Traffic Company - Tess Bosma, Account Manager & Marketing Manager

Links: TrafficCompany.com

1. Self-intro & news

A promotional banner for PropellerAds. It features the PropellerAds logo on the left, followed by the text "Smart user acquisition" and "With #1 global ad network" in a white rounded rectangle. On the right, there is a black button with white text that says "START NOW!". The background is yellow with colorful geometric shapes.

Traffic Company is a CPA Network that's been in the industry for more than 13 years. We have our own in-house campaigns as well as (exclusive) and direct offers. The verticals we are active in are Mobile Content (mVAS), Click2Call (IVR), Adult / Casual Dating, and our newest addition: PIN API and Click2SMS API.

2. Best-converting offer types and how to run?

Mobile Content (mVAS) is still our core business, however, our own in-house IVR/Click2Call product is a close second!

Our IVR/Click2Call works best on pop, push and social traffic. When choosing pop or push traffic, we recommend to use a combination of both. This because pop has the volumes, and push has the quality needed to make it a success.

Next to that, we recommend to run these campaigns with a pre-lander. We can provide you with these within a few seconds, or you can choose to run with your own of course!

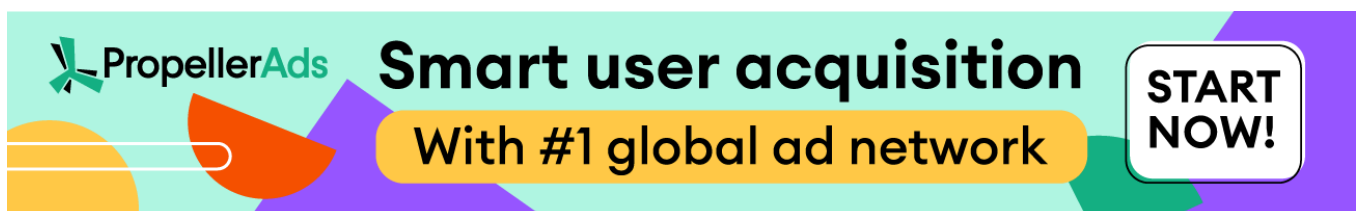
As for Mobile Content, it's best to check this with your Account Manager as this really depends on the campaign. Overall, Mobile Content can work with any type of traffic, including POP, Push, In-app, Redirect, etc.

Now, if you have your own apps, websites, or you mainly work with Google traffic; you might want to check out our PIN and Click2SMS API. With this, you will be able to make your own landing pages which gives you a lot of creative freedom.

3. Trending or declining verticals & GEOs?

We see that PIN API and Click2SMS API is growing fast in its popularity.

More and more people are jumping on the bandwagon and it's becoming more known in the industry.



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Currently we are live with at least 24 GEOS (and counting)! Because of it's good results, it became an integral part of our product portfolio, where publishers get more creative freedom.

4. Help provided to your affiliates?

Regarding our in-house IVR/Click2Call we provide free pre-landers.

Currently we have 8 proven pre-landers to choose from.

Next to that, we offer an IVR Performance API where you can check the performance (ECPM / ECPC) for all available geos/carriers at any time.

This way you can check what's performing well, and what isn't, so you can launch or pause accordingly.

Next to the IVR Performance API, we also have a Telegram group called "Traffic Company Click2Call/ IVR updates" where we post top eCPM and top revenue by carrier multiple times a day. And, of course we make sure to send our partners the hottest offers/ targeting recommendations directly on Skype/Telegram as well.

As for Mobile Content, we can help with pre-landers and advise on which offers are trending/easy2convert. As can be expected, we'll do our best to help our affiliates to succeed by arranging the best deals for them and by analysing the stats with a sharp eye.

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ivr-carrier-performance (31)

country_name	country_iso	performance	ecpm_24h	ecpm_recent	ecpc_24h	ecpc_recent	description	acpa_24h_eur	acpa_3h_eur	ecpm_3h
Togo	tg	412.66	15.92505054	81.641474775	35.3890012	181.4254995	Carrier performance	0.3943345874	0	37.723867965
Uganda	ug	273.94	0.708165038	2.648126901	1.7272318	6.4588461	Carrier performance	0.035189	0.0346605	4.16479189
Haiti	ht	208.91	2.744904288	8.479174599	9.4651872	29.2385331	Carrier performance	0.050623453125	0.047502	3.383697583
Afghanistan	af	207.92	3.11284218882	9.58517752143	7.2408518	22.2962957	Carrier performance	0.028455	0.056970375	1.93571176176
Sri Lanka	lk	190.71	2.781159927	8.084999923	21.3935379	62.1923071	Carrier performance	0.145005	0.848925	6.780967739
Turkey	tr	187.69	2.58660821895	7.44130326002	16.4647245	47.3666662	Carrier performance	0.4263	0	2.73703101336
Qatar	qa	181.17	21.74966310321	61.1536708181	98.4593169	276.838709	Carrier performance	0.9448425	0.137025	21.88814308212
Oman	om	167.94	0.4664212098	1.2497324364	3.1729334	8.5015812	Carrier performance	0.2035215	0	0
Ukraine	ua	167.05	3.619728	9.66653996112	18.62	49.7249998	Carrier performance	0.02415	0	0
Somalia	so	159.39	0.459811632	1.192728432	0.9579409	2.4848509	Carrier performance	0.02694825	0.115901625	1.367274048
Angola	ao	154.66	2.680310052	6.825635964	7.4453057	18.9600999	Carrier performance	0.1676233125	0.43512	7.531658064
Vietnam	vn	153.23	0.34919441536	0.88427025848	1.1206496	2.8378378	Carrier performance	0.022785	0	0
Burundi	bi	146.34	0.897524376	2.210975256	1.6027221	3.9481701	Carrier performance	0.0300625	0.011375	1.105875512
Mauritania	mr	144.76	2.92491675	7.15909075	5.8498335	14.3181815	Carrier performance	0.28346625	0.2835	4.375
Libya	ly	138.74	2.571648912	6.139474992	5.3576019	12.7905729	Carrier performance	0.080289948529412	0.12067875	3.540965904
Somalia	so	131.12	0.247317168	0.571591776	0.5152441	1.1908162	Carrier performance	0.06789825	0.1045275	0.714489888
Nepal	np	127.74	0.15407091	0.35088102	0.5135697	1.1696034	Carrier performance	0.01243310705	0.030511568181818	0.39136713
Togo	tg	122.71	0.572143005	1.27421532	1.2714289	2.8315896	Carrier performance	0.0813975	0	1.10287233
Argentina	ar	120.98	2.661898442	5.882254574	7.0049959	15.4796173	Carrier performance	0.4497465	0.4645025	1.071226954
French Polynesia	pf	117.99	6.911153725	15.06575	27.6446149	60.263	Carrier performance	0.236170375	0	0
Morocco	ma	116.8	2.34252977	5.078581284	16.7323555	36.2755806	Carrier performance	0.13005165789474	0.051655153846154	3.782960524
Central African Republic	cf	116.55	6.448928304	13.964999958	16.5357136	35.8076922	Carrier performance	0.05376315	0.14175	57.33
Bhutan	bt	107	2.46583855266	5.104423275	7.4926726	15.51025	Carrier performance	0.04616325	0.03589425	3.67343694081
Panama	pa	106.75	0.55630231776	1.1501538174	5.2088232	10.7692305	Carrier performance	0.015088043478261	0	0.16613331672
Kenya	ke	93.95	0.3442278	0.6676383	1.147426	2.225461	Carrier performance	0.1421	0	0
Somalia	so	92.37	3.764099808	7.24104864	7.8418746	15.085518	Carrier performance	0.0582539282	0.115901625	10.289911296
Iraq	iq	90.48	0.2510869515	0.4782675975	1.5217391	2.8985915	Carrier performance	0.13277357826087	0	0

On top of that, we try to help as much as we can with cash flows. We currently offer weekly, biweekly, and monthly payments (and can make some exceptions from time to time as well ;)

5. Your take on AI?

Creativity knows no boundaries. It's an easy tool for generating unique images for landingpages for example, and especially: in a very short timeframe.

The potential with AI is huge, however, currently we are not making use of it in our daily activities (yet).

6. Any other advice?

If you want to make easy money, we definitely recommend to check out the weekly newsletters we send out with top performing campaigns. In addition, we also have an extended list with easy2convert campaigns which we can send 1 on 1 through your preferred communication channel.

PropellerAds Smart user acquisition With #1 global ad network START NOW!

Moreover, we see specific pre-landers working wonders when it comes to the CR of certain campaigns. If you're interested to see for yourself, please message your Account Manager and we will be happy to provide you with this. You can take the URL live and you'll be ready to go in a split second!

If you want to prevent traffic to end up dead, you can switch on the conversion optimizer and this will make sure that traffic with incorrect targeting or traffic to a disabled/paused offer will get send to your Traffic Company Smartlink.

As for IVR specifically, we recommend to check the IVR Performance API (as mentioned before) for real time data. It will give quite some insight which you can act on. Of course, your personal Account Manager will also make sure to send you the hottest targeting recommendations.

And lastly, obtain information - whether it is from your Account Manager, Fora or from going to conferences - or even better: all three of them ;)



Nova Network - Jasin Impiglia (Senior AM) & Igor Tipaev (Senior AM)

Links: Nova-Network.com

1. Self-intro & news

Jasin: My name is Jasin Impiglia, I've been in the business for half a decade, and I am one of the initial members who created Nova. Always operating in the dating vertical, the main change in NOVA is trying to shift from being a network to becoming an advertiser with its own in-house offers

PropellerAds Smart user acquisition With #1 global ad network START NOW!

Igor: I'm Igor Tipaev, Senior AM at Nova Network. I've been in the business for the past 3.5 years. Our main and only vertical is dating - mainly casual, gay, and some mainstream.

2. Best-converting offer types and how to run?

Jasin: Generally, the best converting offers tend to be the freshly launched ones as they have an empty database.

Two tips on how to promote offers:

- Buy good quality traffic and target users who have spending power (these tend to be 35+ years old) as this will boost the success of your cooperation. If you need higher payouts to ensure this, don't be shy to ask.
- Try to be as coherent as possible to the user and the advertiser. To the user understand their pain points (desires and obstacles) – while for the advertiser, ensure your flow is consistent with their product and landing pages.

Igor: For Nova, currently the best converting offers are our in-house offers, both Gay and "Mainstream" in European GEOs (DOI), as well as our exclusive offer in the US (DOI).

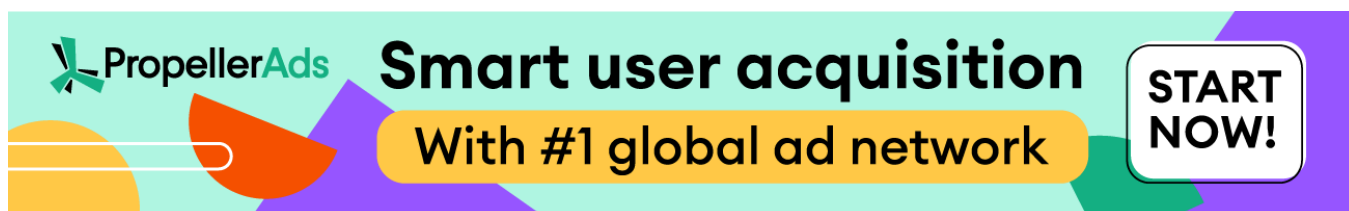
That's where most of the money is made currently.

In terms of traffic types, display is always the biggest source for us, but FB traffic is on the rise and is working really well for the backend (although beware of the potential difficulties - to run dating on FB).

3. Trending or declining verticals & GEOs?

Jasin: The best vertical is dating all year round, except for the historically 'slower' periods which tend to be from December to February.

In these periods, the Nutra vertical tends to be very prominent.



PropellerAds Smart user acquisition
With #1 global ad network **START NOW!**

The best GEOs to focus on are the English-speaking ones as it is easier to adapt your creatives and there is the possibility to scale heavily. The competition may be higher here so your ROI can be lower, but the volume compensates for it.

Igor: Exactly, dating is evergreen, although it is becoming more and more competitive for both advertisers and affiliates.

An interesting trend in verticals on our side would be the success of our Gay In-House offers - we see very high ARPUs in the backend and on top of that, we are one of the few advertisers with offers in this niche.

In general, US and DE GEOs are the main moneymakers on our side.

But for affiliates just starting in the business, I would advise first touching upon tier 2 and tier 3 GEOs.

4. Help provided to your affiliates?

Jasin: We help affiliates succeed by:

- Paying on time of course
- Negotiating custom deals with our partners and in-house offers
- Providing transparent feedback on how their sources perform on the backend
- Rewarding their best-performing sources by paying what their traffic is worth rather than just being greedy and making our pockets fatter.

Igor: Basically, our goal is to help affiliates make bank, as it directly leads to us making money as well ;)

So on top of what Jasin mentioned, we do pretty much anything, from advising on the banners/creatives or best networks to buy traffic from, to arranging custom payouts and landing page solutions - we do it all.

5. Your take on AI?

Jasin: Yes I do see affiliates and know of affiliates using AI – especially on the creatives.

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However, just using AI in your creatives doesn't guarantee success, it still must be relevant and relatable to the user, so the devil is truly in the details in that regard.

Igor: On my side, I think AI is not widely used by affiliates just yet, but it's emerging very quickly and the developments in AI technology will certainly lead to more (dating) products and affiliates using AI-generated content for promotion.

Definitely a trend to jump on!

6. Any other advice?

Jason: Firstly - if you have smaller budgets than your competitors, you can gain a competitive advantage by knowing how to optimize and ensuring your creatives and landers are as fine-tuned as possible

Secondly – not every advertiser is the same.

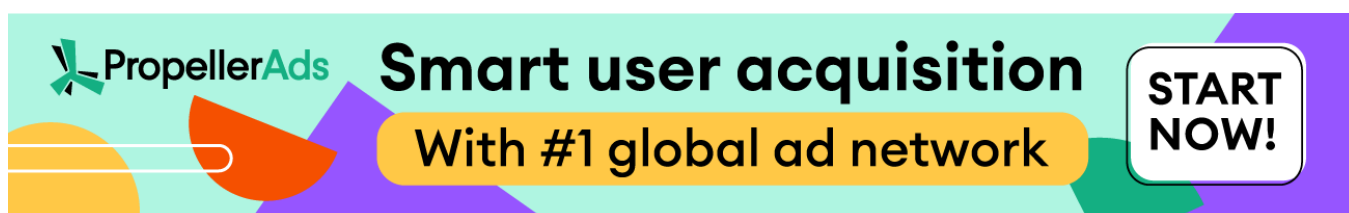
It may seem banal, but every advertiser analyzes the backend differently, every advertiser has different ROI times and can like different sources

Lastly – even if we live in an industry where everything is measured and we try to apply logic and reason to everything, sometimes things don't make sense!

For example, it doesn't make sense why one source works one month and not another or why this source is liked by one and not by the other – don't scratch your head over it and keep evolving!

Igor: As mentioned previously, I would strongly recommend newcomers to first try out tier 2 and especially tier 3 GEOs, such as LATAM and Asia.

These offer cheap traffic and high potential to make a positive ROI for beginners.



The advertisement banner features the PropellerAds logo on the left, which consists of a stylized propeller icon and the text 'PropellerAds'. To the right of the logo, the text 'Smart user acquisition' is written in a large, bold, black font. Below this, a yellow rounded rectangle contains the text 'With #1 global ad network' in black. On the far right, a white rounded rectangle with a black border contains the text 'START NOW!' in bold black letters. The background of the banner is a mix of light green, purple, and orange geometric shapes.



Perform[cb] - Brian Taylor, Executive Vice President - Partners

Links: [Perform\[cb\]](#)

1. Self-intro & news

Perform[cb] is the distinguished leader in outcome-based marketing. Since 2002, Perform[cb] has experienced exponential organic growth allowing the company to complete a series of strategic acquisitions; each providing unique outcome-based marketing solutions for modern marketers and publisher partners.

Most recently, Perform[cb] acquired leading reward ad network, AdCommunal, in January 2024.

Marking the sixth acquisition since 2017, this partnership allows marketers and partners to scale user acquisition and engagement across exclusive reward channels.

Our main offer verticals include but are not limited to:

Financial Services

E-commerce

Downloads & Software

Health & Wellness

Mobile Apps

2. Best-converting offer types and how to run?

Financial Services: Historically, finance has always been a top-performing vertical.

In terms of high conversion rates, we recommend offers related to personal finance, debt, credit cards, and loans.

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It's important to tailor campaigns with target audiences that have specific financial needs, such as individuals looking for mortgage or loan options.

E-commerce Products: Online shopping is growing rapidly everyday - with this comes a wide range of popular offers that can convert very well.

We recommend targeting based on user interests and shopping behavior.

Health and Wellness Products: These evergreen offers tend to convert well year-round due to the high demand for health-related products.

Promote them through targeted social media and native ads, focusing on audiences interested in fitness, nutrition, and wellness.

Some of the most prevalent traffic sources are the major social channels, like TikTok and Facebook, leveraging User Generated Content (UGC).

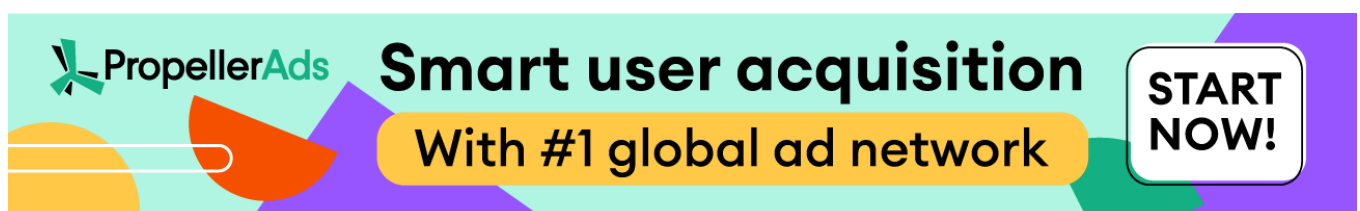
Driving mobile app traffic/installs on a cost-per-install/cost-per-engagement (CPI/CPE) model are mainly distributed through programmatic buying on various DSP's - either with in-app traffic or by leveraging offer walls via reward traffic.

We also have very close relationships with many of the largest native platforms across the industry and see a high influx of traffic from an array of verticals, such as the ones mentioned above.

3. Trending or declining verticals & GEOs?

Affiliates should keep an eye on the following verticals and GEOs that are on the rise: E-commerce, Debt, Home Services, Mortgage, and Mobile Apps. These verticals are experiencing continued growth and present unique opportunities for affiliates to capitalize on over this next year.

However, one of the verticals that we've noticed a decline in the past year is auto insurance. As major carriers catch up with previous demand and can now re-open up their new business quotas again, we should expect this vertical to pick up again sometime in mid-2024.



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4. Help provided to your affiliates?

At Perform[cb], we understand the importance of providing our partners with the necessary tools and support to succeed. Here's how we help:

Exclusive/Custom Offers: Perform[cb] works closely with marketers to secure exclusive and custom offers for affiliates.

These offers are not available through other networks, giving affiliates a competitive advantage. Perform[cb] also provides support and guidance to help affiliates effectively promote these offers and maximize their earnings.

Dedicated Account Managers: Perform[cb] assigns dedicated account managers to each affiliate to provide personalized support and guidance. Account managers help affiliates navigate the network, select the best offers, and optimize their campaigns for maximum performance. They also provide valuable insights and recommendations to help affiliates succeed.

Real-Time Reporting and Analytics: Perform[cb] provides affiliates with real-time reporting and analytics tools to track their performance and optimize their campaigns. Affiliates can monitor key metrics such as clicks, conversions, and earnings, and make data-driven decisions to improve their results.

5. Your take on AI?

We anticipate 2024 to be a breakout year for AI and machine learning technologies. The trick for partners is to get ahead and start using these new tools in the right way to serve your affiliate marketing purpose.

We see affiliates using AI for content creation, keyword research, ad optimization, and competitive analysis.

We also see how helpful AI can be with fraud detection, personalization, and customer support and assistance.

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This past year at Perform[cb], we've been busy redefining the digital marketing landscape with some incredible updates to our Customer Acquisition Platform (CAP), the technology behind our AI-powered media buying engine.

We are excited to see how these updates will further empower our marketers and partnerships.

6. Any other advice?

Build Relationships - Start with your Affiliate Manager: Look at them as a true business partner. Build loyalty and transparency, and you will quickly see how far this gets you.

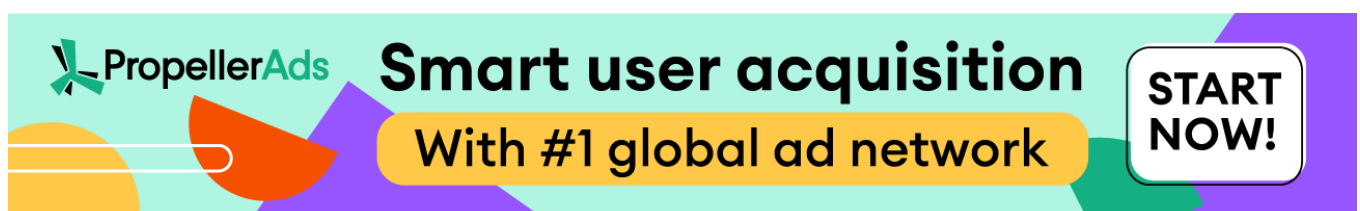
Outside of your affiliate manager, it's important to foster beneficial relationships with other affiliates, networks, and industry professionals. Always ask questions - networking can open up new opportunities and collaborations.

Stay Persistent: Success in affiliate marketing takes time and persistence. Don't get discouraged by setbacks. Learn from your mistakes and keep pushing forward.

Test and Optimize: Test different offers, creatives, and landing pages to find what works best for your audience. Continuously optimize your campaigns based on data and performance metrics.

Diversify Your Traffic Sources: Don't rely on a single traffic source. Diversify your traffic to reduce risk and maximize your earning potential.

Experiment with different channels such as social media, native ads, search engine marketing, influencer marketing, and more.



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ClickDealer - Nataly Kolohoida, Head of PR

Links: [ClickDealer.com](https://www.clickdealer.com)

1. Self-intro & news

ClickDealer, powered by Digital Media Solutions, is an international affiliate network that has been on the market for 12 years.

We are mainly known for our extensive portfolio of offers, exclusive deals with advertisers across 24 verticals, and successful case studies in e-commerce, iGaming, downloads, dating, health, insurance, home improvement, and pay-per-call. The latest big change for our company was the acquisition of our assets by Digital Media Solutions in March 2023.

It has given us new tech capabilities and opened up a world of opportunities in the US lead generation market.

Right now, we are making strides in home improvement, insurance, finance, and pay-per-call, making exciting deals with advertisers in these verticals.

2. Best-converting offer types and how to run?

It's going to be a challenge to distill 24 verticals and all the niches they include to a short list, but here we go:

E-commerce is doing great in the following niches: Apparel, Accessories, Furniture, and Electronics.

We have exclusive deals with global brands like Aliexpress, Walmart, Tesco, LightintheBox, Allegro, Squarespace, and many others, so it is easy to point out why the vertical performs great for us.

The traffic types having the most success are social, content, coupons, TikTok, and YouTube.

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In iGaming, the leading traffic types are Facebook apps, UAC, e-mail, and PPC/search.

Especially UAC lately.

We are tracking that across a wide variety of iGaming offers across all GEO tiers. It is easier for our affiliates to set up and optimize because our advertisers provide tips regarding targeting for their specific brand.

When it comes to leadgen, in addition to our growing portfolio of external offers, ClickDealer has O&O home improvement offers, which means we can guarantee our affiliates stable results and growing profits.

Here are a couple of key insights for home improvement niches:

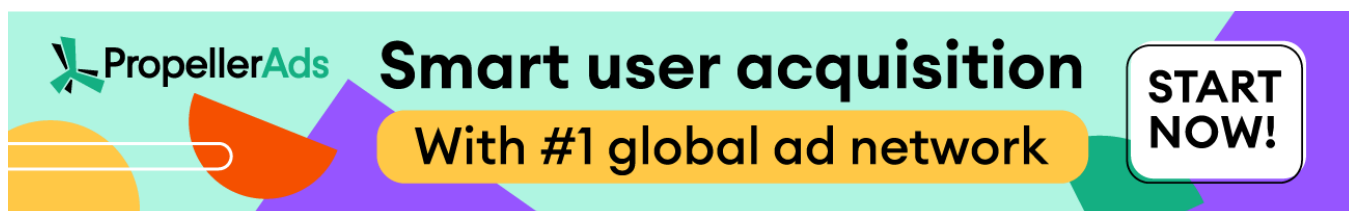
Gutter includes 3 main services - gutter installation, cleaning and repair, and gutter guard installation. Gutter seasonality depends largely on weather conditions. Demand is down during heavy snowfall, while rainfall increases it.

Home Warranty is an evergreen, which differs from other home improvement verticals in that it has faster conversion from raw lead to sale because users don't have to set appointments, making it easier to evaluate campaign performance and optimize. It is often used by buyers as an additional monetization vertical when generating leads for other verticals.

ACA (Affordable Care Act) is a medical insurance niche. It has high seasonality after the decline in demand for Medicare. Demand is focused on pay-per-call

3. Trending or declining verticals & GEOs?

After the 2023 TCPA amendments, pay-per-call is shifting towards direct exclusive buyers. We think there is going to be less revenue in the vertical in general, but much higher returns for those with access.



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Lead generation in general is moving towards exclusivity, as there are fewer and fewer lead aggregators out there.

Debt relief is in massive demand, especially in the US, because of the worldwide inflation ramping up since 2021.

iGaming is doing great in Canada and Australia this year, we are seeing lots of high-performing long-term campaigns there.

4. Help provided to your affiliates?

The standard set of perks that make an affiliate network competitive is experienced managers, reliable payment terms and solutions, a portfolio of offers with market-competitive rates (that preferably includes exclusives), and a generous referral program.

These are the bread and butter of any affiliate network, and something ClickDealer focuses on maintaining and improving every day.

Once that bare minimum is established, more perks can be implemented in addition, and ClickDealer has had almost 12 years to find new ways to help our affiliates.

Right now, an affiliate joining ClickDealer can expect custom creatives developed and tested by our team, access to in-house affiliate marketing tools, and discounts on solutions developed by others, from trackers to spy tools to traffic sources.

Our platform and smartlinks were built in-house and are constantly updated to keep up with the needs of our affiliates.

We share offer digests and market insights that help our affiliates find new trends and opportunities.

We regularly run bonus programs and contests in various verticals that reward our affiliates with performance-based cash bonuses, luxury gifts, and loyalty points that can be exchanged for luxury gifts.

Our affiliates can qualify for a VIP program that has its own expansive list of perks.



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That covers the key ways we help our affiliates succeed, although there is a lot more we can't mention here for the sake of brevity.

5. Your take on AI?

Generative AI has already permeated affiliate marketing at least as deeply as it has online media in general.

We are seeing AI-generated visuals in banner ads, AI-generated ad copy for text-heavy formats like e-mail or content marketing (and there is no doubt copywriters are using it for inspiration in other formats as well), voiceovers for video ads, and short AI-generated videos either converted into gifs or used as-is.

People are using it to translate creatives, fetch statistics, and code entire prelanders.

This fast-moving field presents boundless opportunities, and our network is making an effort to take advantage of them as soon as they present themselves.

6. Any other advice?

The best advice for all beginner affiliates would be to set up campaigns in countries with cheaper traffic before moving on to something like the US or Canada.

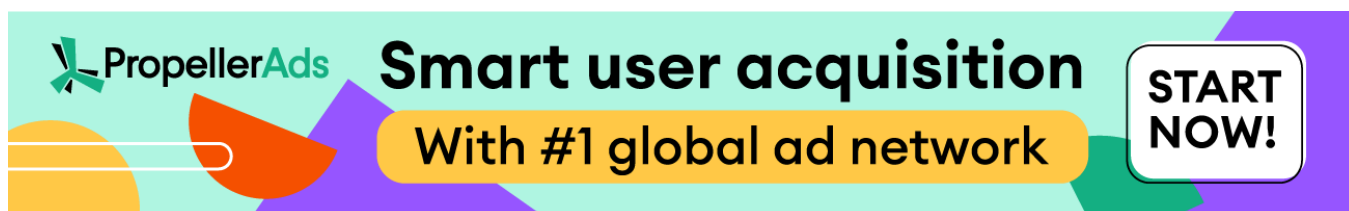
That way, mistakes cost less, but you can still make solid gains and scale if a campaign does well.

Right now, a lot is going on in Brazil and Argentina.

The more generally applicable advice would be that everyone should try running straightforward leadgen verticals.

The traffic might be more expensive, but once you factor in the overhead from managing account supply and dealing with ever-changing compliance terms, the costs even out.

Then you get the benefits like stable long-term campaign performance and high scalability. It is also futureproofing as the industry gets increasingly regulated with time.



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AdStart Media - Ana Ianovici, Head of Business Development

Links: AdStartMedia.com

1. Self-intro & news

AdStart Media is a leading top-performance marketing network and a direct advertiser at the core, having united affiliates and brands transparently and efficiently since 2017.

Specializing in Lead Generation, Sweepstakes, Mobile Content, VOD, Utilities and Finance, we offer a portfolio of 5,000+ premium offers and top-notch branded in-house mobile subscription and VOD services.

For the past period of time we have broadened our leadgen portfolio with more Home Improvement offers and expanded our horizons into the world of gambling across various top key European markets.

What sets us apart?

It's our commitment to excellence and our unwavering dedication to our partners' success.

Our competitive commissions, on-demand landers, and track record of high EPCs speak volumes.

But it's not just about the numbers – it's about results.

Backed by experienced managers who provide the necessary tools and resources, we empower you to thrive in the dynamic digital landscape. Whether you're an affiliate looking to monetize with top-tier offers or an advertiser seeking user acquisition growth, AdStart Media is your ultimate ally.

2. Best-converting offer types and how to run?

At the heart of our business, Mobile Content and CC Submits receive our utmost attention, alongside Sweepstakes - one of our strongest evergreen verticals.

PropellerAds Smart user acquisition
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These pillars are complemented by our consistent success in Lead Generation, Software & Utilities, and Apps.

Over the past two years, we've established direct partnerships with key advertisers across various markets, enabling us to effectively leverage mobile apps on both CPI and CPE models on a global scale.

In response to market demands, we've broadened our portfolio on lucrative LeadGen niches such as Home Improvement, Solar, and Energy among others, promoting them successfully across EU and LATAM markets.

We've also started exploring more the gambling sector and now we cover offers with traffic on CPL and CPA basis in several GEOs like ES, FR, IT, PT, FI, AU, NZ, CA, NL, MX, BR, CL.

When it comes to promoting AdStart Media's offers, our approach is versatile and adaptable to various traffic types and sources.

We've found that high-quality traffic from multiple channels yields optimal results.

These channels include but are not limited to social media, push notifications, in-app advertising, Pop ads, native ads, display, SMS, and email marketing.

For instance:

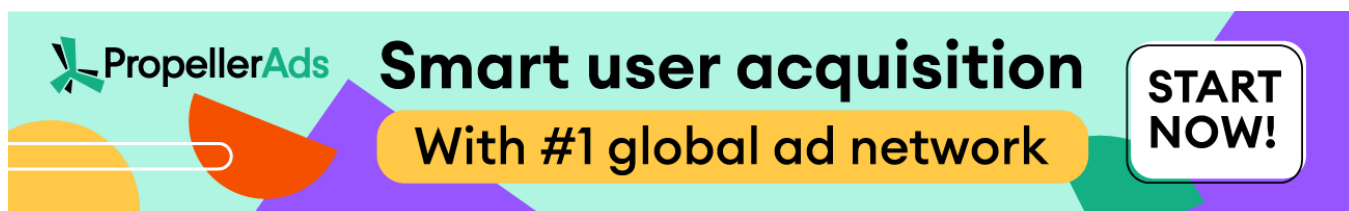
- Social media platforms, especially Facebook, remain effective for generating leads across our SOI offers.

Recently, we've noticed increased demand and consistent results for Sweepstakes.

For example, Milwaukee Tools, targeting males aged 30 to 55, has shown stable performance and a positive ROI for our advertiser partner.

- We've also conducted several A/B tests on social media with our in-house VOD CC Submits, achieving strong performance and ROI, especially on FB. Additionally, organic traffic and pop-ups on streaming websites have proven highly effective.

- mVAS: depending on niche/angle and offer requirements, push/in-page push notifications and pop-up traffic remain instrumental in promoting mVAS offers.



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Geographical targeting plays a crucial role, with tier 1 and tier 2 countries responding well to angles tailored to popular communication platforms like WhatsApp.

For push traffic, emphasizing exclusive content or limited-time offers resonates with users, while pop traffic often performs well with angles related to games, captchas or interactive quizzes.

3. Trending or declining verticals & GEOs?

Uptrend:

- On CC submits we have observed a higher interest for VOD angle at a global scale, emphasizing on tier 1 and tier 2 countries may yield promising results.

- mVAS as it continues to have a strong presence across EU and MENA, we have noticed a growth trend in new emerging markets in Africa such as NG, ET, or TZ.

We've also seen a rise in demand, especially on social media channels and Google traffic.

- SOI Sweepstakes are gaining traction, especially when targeted towards Facebook (FB) traffic in key markets such as the United States, Canada, Germany, and France.

The engaging and interactive nature of sweepstakes appeals to FB users, driving higher conversion rates.

- Native Traffic has proven to be effective in promoting CC and mVAS offers.

The seamless integration of native ads within relevant content enhances user engagement and fosters trust, resulting in improved conversion rates.

Downtrend:

- mVAS solely on Push Traffic: promoting mVAS solely through push traffic has become increasingly challenging.

Factors such as saturation and evolving user preferences contribute to the decreased effectiveness of this traffic source for mVAS offers.

Affiliates may need to explore alternative strategies or diversify their traffic sources to maintain performance levels.

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4. Help provided to your affiliates?

At AdStart Media, we empower our affiliates to succeed using growth-based strategies and goal-oriented approaches.

Through close collaboration, we ensure our affiliates have access to all the necessary tools and tailored solutions to increase the results and maximize their profits.

AdStart Media supports affiliates with both in-house and exclusive top-tier offers, ensuring high performance and competitive payouts across diverse commission structures such as CPL, CPA, CPI, and CPS.

We facilitate fast payments through multiple options, prioritizing affiliates convenience.

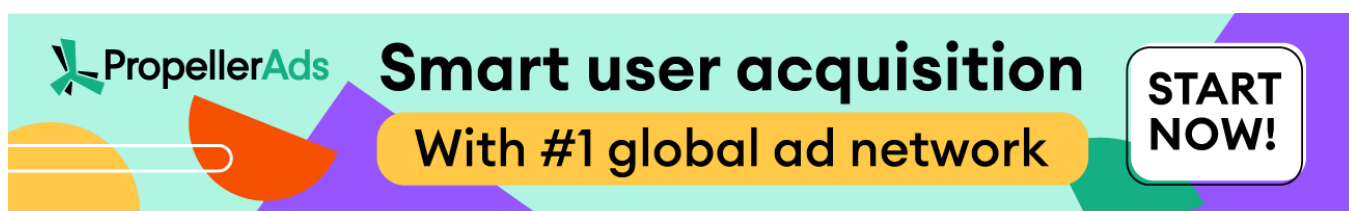
As an affiliate in AdStart Media, you can gain access to a range of resources, including custom-built landing pages, creative materials, data-driven and strategic insights from our expert team tailored to each offer, helping you to craft successful campaigns and thrive in the competitive digital marketing landscape.

Additionally, our instant support ensures prompt assistance whenever needed, while real-time tracking and in-depth data analysis enable affiliates to optimize their campaigns for maximum effectiveness.

5. Your take on AI?

AI is revolutionizing affiliate marketing, providing affiliates with powerful tools and capabilities to elevate their performance:

- Advanced data analytics delve deep into referral sources, allowing affiliates to focus on channels with the highest conversion potential.
- Real-time ad campaign optimization harnesses AI algorithms to continuously analyze audience preferences, enabling affiliates to fine-tune their ads for maximum impact and conversions.



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- AI-driven insights into user behavior empower affiliates to make data-driven decisions regarding landing page design and content, resulting in increased conversion rates and enhanced user experience.

At AdStart Media, we embrace AI within our marketing department, leveraging its capabilities to optimize operations and activities.

By integrating AI technologies, we aim to drive efficiency, and unlock new opportunities in the competitive and dynamic affiliate marketing landscape.

6. Any other advice?

Educate Yourself Before You Affiliate: Before diving into affiliate marketing, educating yourself thoroughly is essential.

Joining a course or watching video tutorials can be helpful, but there's an even better way: joining an expert community.

This allows you to access tailored educational materials and seek answers to specific queries.

Affiliate marketing forums and communities offer extensive support, tutorials, and free resources, making them invaluable.

Furthermore, remember to leverage resources such as AdStart Media's social media accounts, where we regularly share valuable insights and tips to support your affiliate journey.

By investing in your education and actively engaging with expert communities, including ours, you'll set yourself up for success in affiliate marketing.

Optimize Software & Utility Apps Campaigns: Utility apps, particularly on Android and iOS platforms, offer steady performance.

Tailor your campaigns based on platform-specific trends, ad formats, conversion types, and top GEOs to maximize conversions and ROI.

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Launch Popunder campaigns supplemented by Push Notifications, focus on AntiViruses, Cleaners, and VPNs.

Maintain clean and concise landing pages highlighting product benefits without overwhelming with too many tech specifications, and keep optimizing taking into account users' activity as well as browser and OS versions, as the campaign's performance can vary upon them.

A Beginner's Affiliate Journey: When diving into affiliate marketing, it's best to kick off with push and pop traffic and direct your attention towards offers in Tier 2 and 3 GEOs.

These offers are simpler to convert thanks to their straightforward process and pre-designed landing pages, facilitating quick results.

While Tier 1 GEOs may promise higher earning potential, opting for Tier 2 and 3 GEOs provides a smoother entry point for beginner affiliates.

You can also consider utilizing smartlinks to streamline your journey.

By leveraging smartlinks, you can kickstart your affiliate marketing journey on the right foot, efficiently monetizing your traffic and maximizing your earning potential from the get-go.

Final advice: keep testing, keep optimizing, be creative and always add a personal touch to your campaigns.



Smart user acquisition

With #1 global ad network

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NOW!**



Cpamatica - Yegor Galushko, Head of Affiliate Marketing

Links: [Cpamatica.io](https://cpamatica.io)

1. Self-intro & news

My name is Yegor Galushko, and I'm the Head of Affiliate at Cpamatica. I've been in the industry for almost 5 years. Prior to joining affiliate marketing, I worked in corporate finance.

Cpamatica is the leading CPA network for ambitious affiliates. Founded in 2015, we specialize in Casual and Mainstream Dating, Adult Games, and Cams verticals. We are part of expla, a top-tier performance marketing company. In addition to affiliate traffic, expla attracts leads through in-house social media channels and comparison websites (PPC & SEO).

As for recent developments, last year we launched our dating smartlink and began testing OnlyFans offers with both in-house and affiliate traffic. The internal media buying teams of our parent company, expla, are also exploring new verticals, such as home insurance, igaming, and background checks.

2. Best-converting offer types and how to run?

Casual dating offers for Tier-1 and Europe continue to be a specialty of our network. Currently, Facebook stands out as the hottest traffic source, although classic channels like banners, tubes, push traffic, etc., from ad networks also perform exceptionally well.

Last year, we also noticed a surge in volumes of Telegram and TikTok users.

However, both sources have become more saturated recently, and TikTok has faced stricter moderation policy.

3. Trending or declining verticals & GEOs?

OnlyFans is currently booming, prompting us to launch new OnlyFans offers. We're actively testing these offers with our in-house SEO team and are also seeking new affiliate partners.

They are particularly effective with Reddit, TikTok, Telegram, or SEO traffic, though we're open to testing other sources as well.

Sweepstakes, Adult Games, and other CC submit offers faced challenges last year due to increased limitations in US payment processing.

Overall, we're noticing a trend among advertisers and products shifting from subscription models to token-based models, fostering deeper user engagement.

4. Help provided to your affiliates?

Our goal is to establish mutually beneficial solutions, offering exceptional support and perks:

1) Benefit from expert guidance provided by our affiliate managers. Leveraging the expertise of our in-house media buying teams, we excel across various marketing channels, including Google Ads, SEO, Facebook, and members areas traffic.

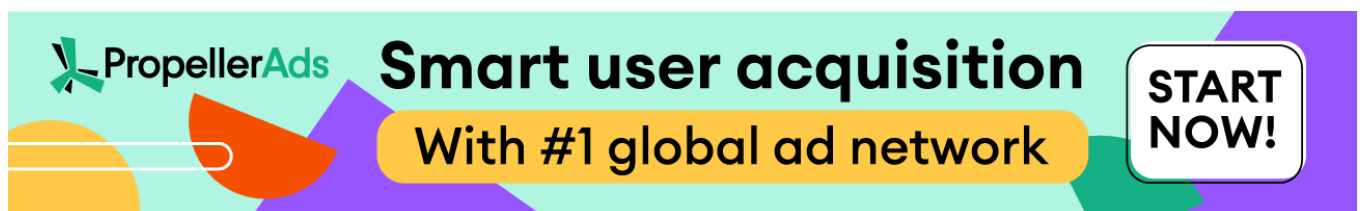
We're dedicated to sharing this knowledge with our partners for campaign optimization and improved earnings.

2) Optimize your traffic effortlessly with our integrated tool, "FLOW," for enhanced EPC.

This tool allows affiliates or their dedicated managers to compile offers for each traffic segment (geo, operating system, device type, etc.).

FLOW equally distributes traffic among selected offers, pre-landing pages, and landing pages.

3) Experience the efficiency of our Smartlink, which automatically redirects traffic to the best-suited offers to maximize EPC.



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4) Take advantage of discounts and coupons from over 15 industry service providers to reduce your operational expenses.

5. Your take on AI?

In today's fast-paced digital marketing world, harnessing the power of Artificial Intelligence (AI) is akin to having a superpower.

Our in-house SEO team actively experiments with AI while creating content.

However, it's worth noting that from our experience new websites launched using AI may currently take longer or have lower success rates in reaching the top of Google search compared to websites powered by human-made content.

Additionally, we're aware that some of our affiliates also utilize AI, such as in the case study provided below:

<https://affiliateworldforum.com/forum/threads/Casual-dating-campaigns-with-AI-Visuals>

6. Any other advice?

I would recommend concentrating on the following things.

1) Traffic Source:

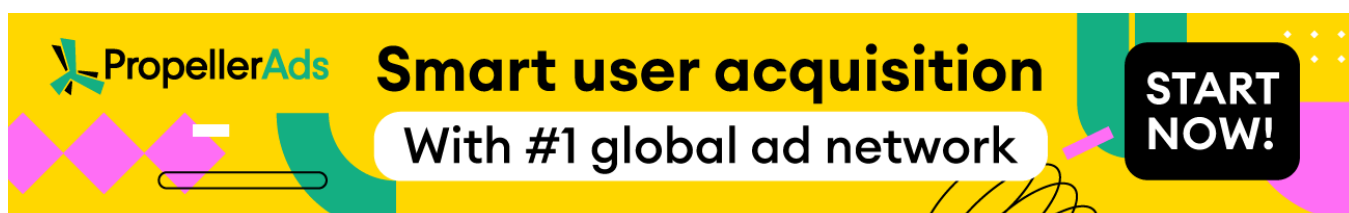
Understanding the targeting requirements for specific offers is crucial.

Initial ROI might be challenging with new traffic sources, so testing various targeting options with significant budgets (e.g., starting from \$100 per funnel) is essential.

2) Marketing Funnel:

Effective marketing funnels, including pre-landers and additional monetization methods, are vital.

Experienced marketers typically have tested funnels in place, while newcomers should experiment with different options to find optimal results.



The advertisement banner features a yellow background with colorful geometric shapes. On the left is the PropellerAds logo. The main text reads "Smart user acquisition" in large black font, followed by "With #1 global ad network" in white text inside a rounded rectangle. On the right, a black button with white text says "START NOW!".

3) Offer Conditions:

Negotiating payment terms and agreements with advertisers is key.

Established affiliates with a strong reputation often receive better conditions.

Networks may offer retrospective bumps for top-performing partners with high-quality traffic volumes.

Regarding geography, beginners with limited testing budgets should prioritize their choice of location.

Tier-1 countries, such as the United States, are competitive markets with expensive clicks.

Starting with Tier-3 countries, like those in Latin America and Africa, can provide valuable data for analysis at a lower cost, despite lower lead prices.



Zeydoo - Karina Arkhangelskaya, Sales Director

Links: [Zeydoo.com](https://zeydoo.com)

1. Self-intro & news

My name is Karina Arkhangelskaya, I'm the Sales Director at Zeydoo CPA Network. I've been involved in the affiliate marketing industry since 2016, collaborating with ad networks, affiliates, and various ad offers across different verticals.

I joined Zeydoo CPA Network in 2023.

Zeydoo was created by a team of professionals with 12+ years at the market.

In 2023, we pivoted to focus exclusively on in-house offer distribution.

Our current main focuses include surveys, apps, and our own sweepstake - Rewardis.

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2. Best-converting offer types and how to run?

- Smart Surveys: these have been our most popular offers for three years running. They boast worldwide coverage, high conversion rates due to an easy flow, diverse landing pages provided by Zeydoo, a flexible hybrid cap, and broad targeting options. Surveys perform well across various traffic types, with particular success seen in pop and push traffic.

We're also witnessing growing interest from affiliates in utilizing social traffic, especially Facebook.

- Rewardis: this is our own highly-converting sweepstake for Asia, Africa, Latin America, and Europe.

Launched in spring 2023, Rewardis has quickly gained popularity among affiliates. It's compatible with Facebook and other social traffic sources and serves as both a sweepstake and a reward platform, offering enhanced flexibility in creatives and targeting strategies.

- Apps: in Zeydoo we work with exclusive apps on performance agency model - helping them with user acquisition, adding extra monetization to landing pages. Affiliates receive CPI offers with proven high-converting landing pages, ensuring long-term viability for their media buying strategies.

- Smartlink: multi-vertical Zeydoo smartlink is a perfect offer for RON worldwide buying, allowing affiliates to test traffic sources and identify high-performing GEOs. It's a versatile tool for entry and scaling across new traffic sources, complemented by Zeydoo's diverse in-house offers.

By the way, our Smartlink got recognized by several Awards in the industry: for example this year we became 'Best Smartlink Affiliate Program' at AW Forum Dubai Awards.

In general, since Zeydoo distributes a variety of in-house offers, there are different strategies on how you can enter and scale new traffic sources.

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For example, you start a RON WW campaign on pop traffic in a new traffic source with a low budget.

You try it out with a survey offer and get instant insights on which GEOs perform well and have best quality.

For example, you see that BR traffic is on fire - you can move this piece of traffic to Rewardis and get more income for guiding users not through the survey, but to a SOI sweep with a nice price in the end.

At the same time, you may identify some well-converting Android traffic and try it also for apps.

And if you have some remnant traffic or desktop users that you want to test besides surveys - try the Smartlink.

At Zeydoo we always aim to give a big choice of top performing in-house offers, spicing it up with quick quality support from personal manager, detailed traffic quality feedback and quick payments, so that you have everything needed to scale and succeed.

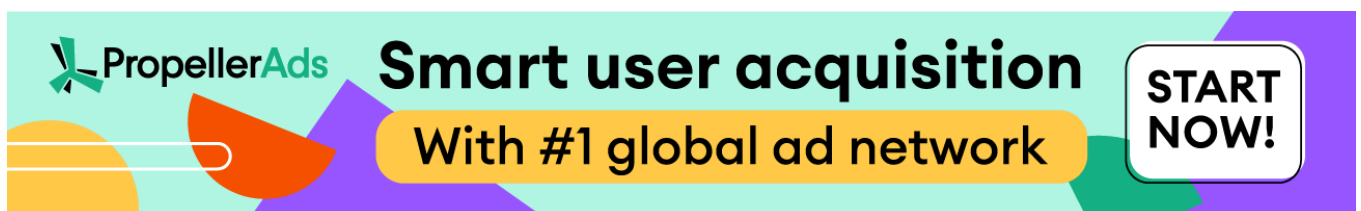
3. Trending or declining verticals & GEOs?

- Rise of Africa
- Sweeps are still in demand

In general there are no GEOs to ignore, just be attentive to quality - you can find gold in Tier-3 GEOs and get low quality from Tier 1 and 2 GEOs that advertisers wouldn't accept.

Tip: always check metrics of your traffic and create blacklists if you see suspicious activity of users that you bought.

If you believe that something looks suspicious - advertisers would definitely think the same.



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4. Help provided to your affiliates?

As mentioned earlier, Zeydoo is a platform that distributes in-house offers. And just by itself it gives affiliates 2 major advantages - speed of receiving quality feedback & room for flexibility on advertiser's side for any of the affiliate's needs.

- We see traffic quality almost instantly and give feedback on it much quicker than a reseller, who'd spend extra time on confirmations with advertisers.
- We give ready made landing pages, which are preliminary tested and are proven to increase CR of the final offer.
- We are always flexible to give custom rates to affiliates and help them scale.
- We are flexible in payment approaches and schedules.

For example, if you need money to top-up the network where you've found a top quality source and don't want to lose momentum - ask your manager and we'll always do our best to speed up with finance withdrawal.

- Of course we have exclusive custom offers as well, so get in touch with Zeydoo to learn more :)

5. Your take on AI?

The popularity of AI is undeniable.

We see affiliates using AI to get inspiration for their creatives, texts and titles to speed up testing of new approaches.

Still, there are no AI-based mediabuyers on the market yet, but top solo affiliates and teams are still live people!

And we're happy to meet and communicate with them at industry events :)

6. Any other advice?

- Don't be afraid to experiment with new verticals and offers.
- Asking for feedback on your traffic quality is always a great idea - do it!

The faster you know whether it's good or not, the sooner you'll be able to make an informed decision on further scaling with the traffic source you're currently testing.

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- Consider offers with wide targeting and lower payouts initially, as scale can significantly impact your earnings.



Lead Wolves - Lauren de Keijzer, Co-Founder and Head of Affiliates

Links: TheLeadWolves.com

1. Self-intro & news

The Lead Wolves, based in Spain, is manifesting its brand name in the industry and was nominated for Best Breakout Affiliate Network 2024.

The dynamic all-round company is active in most big verticals like sweepstakes, blanks, finance, home improvement, surveys, nutra and more.

Most traffic comes from English speaking geo's, Europe and LATAM. In 2024 we hope to keep growing steadily as a company like we've done over the past years and to keep being a go-to network for the majority of the affiliates as we're active in a wide range over verticals and geo's.

2. Best-converting offer types and how to run?

We're generally seeing a lot of traffic volume on social traffic, e-mail and native.

The last 6 months we've had big growth in blank landers (on social and e-mail, possibilities with angles are unlimited here especially with custom parameters) and also with home improvement campaigns like solar panels, roofing, isolation (on social, e-mail and native).

The sweepstakes vertical is evergreen and can be ran very well on most traffic types and for this reason it keeps being a good vertical for beginning affiliates to learn the tricks.

We're also seeing a steadily increasing volume with survey campaigns on social traffic, mostly Facebook.

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3. Trending or declining verticals & GEOs?

We are seeing a big rise in blank landers and home improvement campaigns.

In 2023 we've seen a decline in volume on Nutra campaigns on our side.

Blank landers are definitely something all affiliates should check out, for the simple reason that there's many options and angles to work and experiment with.

Most blank landers are customizable with your own shop name, product title and image which gives you your unique campaign to match your funnel perfectly.

4. Help provided to your affiliates?

At The Lead Wolves we always try to provide our affiliates with something unique to help them stand out against the competition.

Exclusive and custom campaigns based on the affiliate's wishes are a big plus that we are offering.

In terms of creatives we always try to provide as many advertiser creatives as possible to guarantee high quality creatives and less time-consuming work for the affiliates to create own creatives from zero.

5. Your take on AI?

AI definitely is very interesting for inspiration and content creation, but make sure you don't follow it blindly and stay creative yourself.

See it as a tool, not as a need.

The use of AI in general will become more common every day, but as far as our own business operations as a network we haven't seen huge changes yet.

6. Any other advice?

Our advice for affiliates would be to keep your eyes and ears open, go to as many affiliate events and speeches as you can or try to view/follow them online.

There's a lot of information and ideas out there that will help you reach your goals easier and faster.

So don't just rely on yourself and your own testing, but be open for new approaches.

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The banner features a yellow background with colorful geometric shapes (pink, green, blue) and a white box containing the text 'With #1 global ad network'. A black button with white text says 'START NOW!'. The PropellerAds logo is in the top left corner.



Approach X - Marina Marushkevich, Head of Affiliates

Links: ApproachX.com

1. Self-intro & news

Thanks for inviting us, Matuloo!

Marina, Head of Affiliate at [Approach X](https://ApproachX.com) here.

Since 2017, ApproachX has been a distinguished leader within the performance marketing industry.

Our best practices and insights help you take your affiliate marketing to the next level.

Our affiliates have been raving prayers about our simple flow offers an impressive 30% conversion rate.

If you're looking for CPC Member Area adult traffic - we've got you covered too.

So, if you're looking for a successful partnership, look no further than Approach X.

2. Best-converting offer types and how to run?

We are proud to say that all of the industry's biggest players are already running our offers, and we would love for you to join our success club.

We recommend you to start with our WW Smartlink.

Being born with Media Buyer mindset in our DNA we've gladly share lot's of advices with our affiliates.

If we should name just few this will be:

1) Operational systems: target only Android Chrome Mobile versions 87, 90, 98,92,99 and higher.

2) Act like a local! Use only local languages targeting for each country.



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Remove persian, Indonesian, arabian languages.

English speaking Android Chrome Mobile - always best idea.

3) Devices to forget about: VIVO, TECNO. ZTE, INFINIX.

4) Prime time (20.00-05.00) will also help you to achieve better results.

5) Best ad formats: member area, banners 300*100 and 300*250, pushes, back button and second offer traffic.

5) Absolutely No No! No fraud, No Pop-up, No In-App.

6) Skip tube traffic (usually it does not work well due to the high % of incognito mode).

7) Targeting Guide with hints and tricks from our media buying team: "[How To Get The Most Profit From Your Traffic](#)"

3. Trending or declining verticals & GEOs?

In 2024, affiliate marketing's future is shaped by trends like AI integration, mobile prioritization, collaboration with nano and micro-influencers, and a focus on social proof.

Being solely dating affiliate network ofcourse we`ve recomend try this vertical.

4. Help provided to your affiliates?

Our offers did not require prelanders.

The shorter the way to the user - the higher the conversion rate.

5. Your take on AI?

Media Buy team did not used it them frequently but from the experiance can help you with 50/50.

It may not be able to draw a full-fledged banner, but it can produce unique pictures in good quality under push or native.

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6. Any other advice?

For our adult offers the best geos US and English speaking Tier1.

Some of the tried practice for profitable campaigns are:

1. Perfect Timing

From our experience affiliates should send traffic at prime time and constant work with banners.

2. Chose your source wisely

Very important to start work with whitelist and blacklists, the sooner the buyer ent possible to grow by raising trouble and receiving traffic from higher-quality zones

3. Split test and test some more

Try to conduct new tests in a split with a profitable campaign.

Make a 50/50 breakdown of traffic, where 50% goes to a new test and the other 50% to an already working funnel.

This will help to find and increase new profitable offers/pre-lands/creatives.

4. Choose you style wisely

Test your working methods on other ad networks, connect iOS or Android to campaigns, also improve quality or increase volume by adding or excluding wi-fi on campaigns.

10**MOBIPIUM - Ricardo Duarte, CEO of MOBIPIUM**

Links: MOBIPIUM.com

1. Self-intro & news**Smart user acquisition****With #1 global ad network****START NOW!**

I'm excited to tell you about MOBIPIUM, our company that's been achieving goal after goal for over 11 years.

We have a big team of more than 60 people who work hard to make sure we're one of the top companies in the world for mVAS (Mobile Value Added Services/Mobile Content) and, since this last year, for Dating too.

We're also known for helping beginner affiliates find their way and we're proud to say that, since 2019, we've welcomed 10k+ users from the Affiliate World Forum that were just starting their journey.

Today, some of them are our most valued partners.

MOBIPIUM is all about helping people succeed and grow together!

2. Best-converting offer types and how to run?

Over the past year, MOBIPIUM has expanded its traffic offerings for clients, and we've developed various internal departments to manage different platforms.

The market is increasingly demanding clean acquisition, leading Google to take the lead with flows related to content downloads and streaming.

This traffic requires significant investment, time, and creative skills to achieve target CPAs.

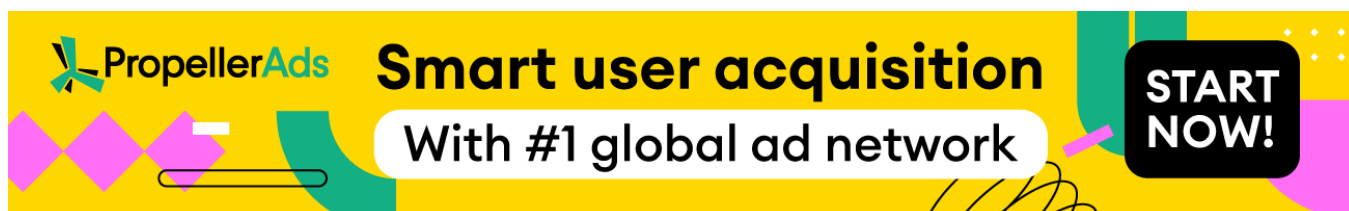
MetaAds also offers intriguing traffic but with a high complexity level to compete for high CTRs in a demanding and constantly evolving audience.

Highlighting ads is a major challenge, and interactive flows with the user, like playable ads, IQ tests, or Tarot, can make a difference in certain niches.

Despite the high risk, pop and push traffic remains a great option for achieving volumes with low CPAs.

The major challenge in Dating is delivering qualified leads to clients, and it's mandatory to separate mainstream from adult audiences.

Creative approaches and the funnel needed to persuade a user to make a purchase are completely different, posing the biggest challenge in this vertical.



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Delivering leads with low CPA is easy, but not so for leads with purchasing potential. Banners and videos are the main formats for both mainstream and adult audiences. It's crucial to work the lead with appealing pre-landings and clear texts.

The more engagement generated on this journey, the higher the chances of qualifying the lead.

Adapting the material to the reached audience is fundamental.

Formats like pops and push can deliver leads, but the quality tends to be below average.

3. Trending or declining verticals & GEOs?

For this question, I want to focus on Dating, the vertical we've grown the most this past year.

In our journey with MOBIPIUM, especially when it comes to Dating, we've discovered some key insights about where our efforts are really paying off and where we need to be careful.

The US is our top performer, hands down.

It's basically a goldmine for us.

Next up, the other English-speaking countries such as the UK, Canada, and Australia are also doing great.

Germany is next in line.

Then there's the Nordic GEOs: they're a bit of a tougher nut to crack because they might take a while to convert, but once they do, it often leads to AMAZING returns.

Our strategy is pretty clear: focus on areas where money comes easily, such as the US, while not avoiding the challenges in the Nordics.

The key is adjusting and learning continuously about what works best in each GEO. We're committed to perfecting our approach, constantly improving our understanding of different markets, and ensuring that MOBIPIUM remains a strong player in the world of Dating!



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4. Help provided to your affiliates?

In 2024, MOBIPIUM is all about supporting affiliates' success.

We recognize the importance of providing the right tools and support, enabling them to make the most of their investments!

We offer our affiliates access to high-quality creatives, such as proven pre-landers that have shown success in the past with our internal MB team.

Our Affiliates also have access to exclusive offers that they can't find anywhere else, support 24/7, real-time stats, and a fully customized platform in their own language (ENG/RUS/CHI).

At MOBIPIUM, we're like one big team.

Whether you're just starting, or you've been around for a while, we want to make sure you have the chance to grow with us.

5. Your take on AI?

Our perspective on AI is that it's not just the future; it's the present, especially in how we create and manage content.

AI has fundamentally changed the way we approach our work, making processes faster and more efficient.

For now, we mostly use three:

Submagic: We use it to instantly add native captions in TikTok and Instagram. What used to take us about 30 minutes per video to do manually now takes just about a minute with this tool.

Eleven Labs: This AI helps us create voice-overs using text-to-speech technology, available in all the languages we need.

It means we can produce globally appealing content without language barriers, enhancing our reach and engagement.

ChatGPT: We're currently using this AI to generate new scripts and ad ideas. It helps keep our campaigns innovative.



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6. Any other advice?

I recommend affiliates to start with mVAS.

Since the best converting GEOs and carriers for mVAS keep changing, it's best to trust your dedicated account managers.

They suggest segments and offers based on thorough analysis by our large team and algorithms.

And these suggestions have been tested by our internal MB team before, so don't worry, you can rely on them!

**Adverten - Marianna Yarosh, COO**

Links: Adverten.com

1. Self-intro & news

Adverten is a global CPA network with smartlink technology, specializing in the Dating vertical. In addition to Dating, the company works with Adult, Cams, Niche Dating, and Sweepstakes verticals.

Having successfully monetized traffic for nine years, the company focuses on establishing long-term relationships with all its partners as publishers as advertisers.

2. Best-converting offer types and how to run?

Adverten recommends starting with Smartlink which includes a unique automated system for best-performing results creating an ideal funnel tailored to each partner based on their traffic source and quality.

Additionally, the company is offering a recently fully updated in-house product for English-speaking geos, which performs well with every traffic source. Adverten

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noticed outstanding results from affiliates with traffic from social networks such as TikTok, Instagram, Facebook, etc., which the company effectively converts and monetizes.

Exclusive offers and white-label solutions are proposed for trusted publishers with email traffic.

3. Trending or declining verticals & GEOs?

The US historically remains the Top GEO, and it doesn't seem likely to change in the near future.

The company notices great results across all English-speaking countries such as the United Kingdom, Canada, and Australia, as well as in the DACH region, France, Italy, and Spain.

4. Help provided to your affiliates?

Professional managers are constantly in touch and prioritize assisting publishers in their growth by providing:

- An in-house traffic distribution and monetization platform with smartlink technology and direct offers.
- Exclusive and in-house offers.
- Automatically adjusted funnels operate constantly for better performance.
- Unique market-leading prelanders.
- Additional monetization opportunities through scripts, back buttons, non-unique traffic etc.

5. Your take on AI?

Currently, Adverten uses AI as an assistant for the internal design team. Tasks that previously took several hours can now be completed in a matter of minutes.

Additionally, AI significantly reduces the time required for writing simple scripts. In our company, we believe our affiliates are leveraging it similarly.



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Globally, we recognize the huge potential of integrating AI into dating products. Theoretically, this integration could enhance user experience and ultimately result in even higher EPC for affiliates.

6. Any other advice?

Adveten recommends that affiliates focus on Eastern Europe, where competition is lower compared to English-speaking geo's, and the results are often very high. Countries such as Poland, Hungary, the Czech Republic, and Ukraine should be considered.

Additionally, there are several non-obvious geos with great results, such as Israel, Turkey, and Chile.

Regarding verticals, the company recommends exploring opportunities to work with niche traffic, which is always highly valued due to its difficulty in acquisition. Affiliates who can obtain niche traffic, such as Gay traffic, are likely to earn substantial profits.



Masters in Cash - Stefan "Affpal" Muehlbauer, Head of Business Development

Links: MastersInCash.com, AffPal.net

1. Self-intro & news

Hello online Fam, my name is Stefan "Affpal" Muehlbauer.

Its now my 15th year in the industry and it was always circling around Affiliate Management and Business Development.

2024 I won even the Affiliate World Forum Award for "Best Affiliate Manager".

My main job is for Masters in Cash; a leading European Dating advertiser.

Besides that I have with Affpal an educational service and recruitment agency exclusive for the performance Marketing Space.

2023 I published my first book "The Affiliate Management Starter Kit"

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2. Best-converting offer types and how to run?

Dating is not as easy as it used to be, and that is when the niches shine!

We have focused a lot on it and develop since many years niche offers in all countries that we are live.

If your Adnetwork provides you filters for this niches, perfect, winning combination.

If that filters are not possible, we recommend not to do Mediabuying and focus instead on a SEO or Instagram strategy where you build fan profiles around this niches.

3. Trending or declining verticals & GEOs?

From my consultant business I see a massive growth in the COD space.

It's currently the most requested profile in my recruitment company and the massive numbers these advertisers do are proof for it.

No matter what vertical you run, I see a spike of interest in the Middle East and South East Asia.

Both regions have grown in income level and have a massive adoption of the internet especially on mobile.

4. Help provided to your affiliates?

Very open communication, we even give them the best SubSources and offer them to run it on Revshare when the affiliate has a proven potential to earn more that way.

Besides that, we offer our established partners Whitelables and API

5. Your take on AI?

I see a lot of affiliates that created SEO pages and product descriptions with it.

Some of the SEO pages got a hit with the recent Google update.

I used it to fix the grammar in my book and in the Affpal HR service to pair Candidates with fitting jobs.

It is a blessing and those who are not adapting will have a problem.



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6. Any other advice?

Master 1 Traffic Source and vertical first but in parallel be open-minded for other verticals and sources.

That is especially important when it comes to Networking at conferences like the Affiliate World!

You get different perspectives on things, and everybody has a different way of working that you can apply to your Affiliate skills.



Rocahead - Jenny Gonzalez, Co-Founder, CEO

Links: Rocahead.com

1. Self-intro & news

Jenny Gonzalez, CEO, Rocahead.com

Digital Marketing is all I have ever done as a real job, so I have been in the industry for about 15 years now.

I worked on the advertiser side for online dating operations until 2019 when I quit my job as CEO of a big dating company to open a performance network.

Rocahead is a private performance marketing network with bespoke traffic flows, integrations and exclusive offers from direct advertisers.

We are a motivated and driven company that offers an amazing experience in the online affiliate marketplace, across multiple verticals but mainly specialized in Online Dating.

The biggest changes that we have experienced as a company this year was diving harder into other verticals like Finance and Forex but focusing on LatAm and Spanish



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speaking geos in general as we see long term potential and believe because of our own heritage combined with industry knowledge we have an edge to develop these markets.

2. Best-converting offer types and how to run?

At Rocahead we have a lot of offers that work with similar traffic types and I could certainly spin a convoluted list of offers by geo based on EPC, device and traffic type, but ultimately the success that certain offers have within our network, has more to do with our preferred method of promotion/ business model than the offer itself (though you can't out-code a crappy EPC).

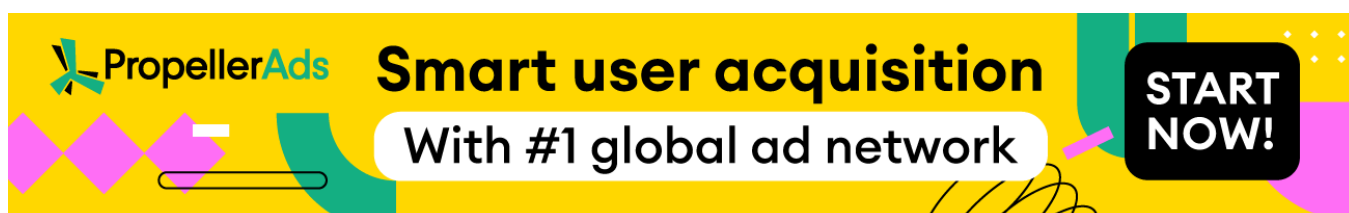
After so many years of living and breathing conversion rates for online dating offers, traffic trends, as well as business challenges for both affiliates and advertisers, we determined that anything other than working with PPL offers via API is an absolute waste of clicks.

Our preferred method of promotion is cascading APIs based on EPCs for all geos possible, so it must not be a huge surprise for anyone that our preferred traffic source is any type of traffic where the email of the user can be passed either via url parameters or API.

That allows us to weed out fraud and undesirable traffic in our backend and turn that click into a complete API submission.

Finance and Forex have been converting great for us, especially in places like Mexico for traffic types like social and dripped traffic.

With finance specifically, what's working is that we pre-validate live call users via our inhouse API and we use Chatbots and inhouse BI to ensure users are met with the correct offers via our communication channels, email,sms,etc. We leverage user event data in a way that feeds a constant testing cycle so that our in-house systems make the most of every click.



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3. Trending or declining verticals & GEOs?

For Dating tier 1 English speaking continues to reign as per usual, other geos have great EPCs but they are not as easy to scale because they lack the critical mass of users that tier 1 has.

For Finance it is Spanish speaking being run in social media and GA.

For all of the verticals we work in, we try to stick to what we know we're good at and whilst we do run review sites and create our own SEO traffic for several verticals, we understand that what we are good at is finding better ways to monetize traffic sources with the use of clever technology.

In that way we increase the EPC for our affiliates without compromising the conversion flow for the advertiser.

4. Help provided to your affiliates?

We focus on what we are really good at!

We deal with the landers, API scripts, flows, cascading, constantly looking for new offers from advertisers worldwide, as well as maintaining our relationships and impeccable reputation.

That way our affiliates can focus on what they do best, whether that's emailing, media buying, sending push notifications, SEO or SMSing.

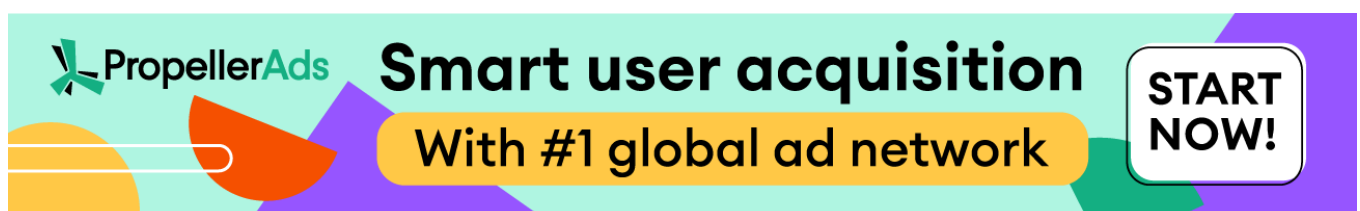
We're super approachable and like trying to figure out how we can work with anyone looking to send traffic.

You bring us a problem you're having, whether it's technical or not and we'll try our best to find a solution that makes sense for everyone.

5. Your take on AI?

We have been using AI for a while now internally, to generate landers, for content idea generation, image creation and heavily for translations.

Our own take is that AI is here to stay and what we try to do and encourage our



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partners to do is to use AI to deal with “boring and repetitive” tasks so that we can focus our creative juices for the stuff that will give us the edge, like a new angle or a new tweak on the flows.

6. Any other advice?

I can't stress this enough: FOCUS ON WHAT YOU ARE REALLY GOOD AT and outsource the rest.

Yeah you can save a few pennies here and there and honestly you'll have to in the beginning, but once you are profitable, invest in outsourcing.

We consider working with a good network like us as outsourcing, because it's a good chunk of work and time that you'll save yourself by working with us.

As an affiliate, you can focus on generating traffic and we'll take care of all the legwork to do with advertiser's and just deliver good offers from trusted partners.



AdsEmpire - Victoria Potolokova, Business Development Manager

Links: [AdsEmpire.com](https://www.adsempire.com)

1. Self-intro & news

AdsEmpire is a CPA Network with exclusive dating offers.

We have been present in the market for over 5 years, operating on a CPL and RevShare basis across all dating niches.

This year we are excited to offer our partners the opportunity to try new Coin model offers.

In this model, customers don't just purchase services; they acquire coins/tokens and use them throughout the site according to their preferences.

2. Best-converting offer types and how to run?

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We offer two types of dating offers: subscription and coin/token models, both of which have proven highly effective.

However, their success depends largely on the traffic source and its quality. Traffic originating from the member area tends to perform the best.

This often involves other dating products reselling users from their own platform, resulting in an audience that is highly relevant.

They employ various methods, with the most common being regular banners or native ads that closely mimic a user account.

Upon clicking, users are redirected to our product landing page, depending on the funnel.

Additionally, traditional banner traffic and social media traffic continue to perform effectively.

However, the key here lies in selecting a converting creative and LP to establish a functional marketing funnel.

Typically, the audience aged 30 and above yields the highest returns, regardless of the traffic source.

Naturally, more sophisticated promotions and landing pages lead to better conversions.

3. Trending or declining verticals & GEOs?

The dating vertical is continuously growing, so let's briefly guide you through various GEOs:

The United States is a location where traffic is readily available, and high-performing products are consistently found due to its vast consumer market.

Additionally, we recommend launching specifically in FR, DE, AT, and CH, and then expanding to other European regions such as IT, ES, and the UK.

In the dating niche, it's important to exercise caution with Tier 3 locations like Chile, Mexico, Brazil, and Africa.

Processing in these areas tends to be unstable, and advertisers may encounter fluctuating results from month to month with their products.



Smart user acquisition

With #1 global ad network

**START
NOW!**

Even if conversion rates are good in one month, significant crises and disruptions may arise in the next with the same traffic.

Therefore, it's advisable to prioritize stable locations, as mentioned earlier.

For further insights on targeting specific GEOs, we offer useful tips in our blog.

<https://adsempire.com/blog/news/hidden-potential-geos-for-dating-traffic/>

4. Help provided to your affiliates?

We offer a variety of previews of jumps and landing pages, allowing every partner to conduct tests and select the best fit for their flow.

Our managers will set these up accordingly.

Additionally, we can provide custom offers exclusively for partners, but certain requirements must be met by both the partner and the advertiser.

AdsEmpire can also provide apps for partners.

Furthermore, for our trusted partners, we can supply banners and gifs tailored to their specific needs.

5. Your take on AI?

AI is becoming increasingly influential, particularly within the affiliate marketing sphere.

Many affiliates leverage AI to generate banners and other features. Additionally, AI is utilized to create text and videos tailored to specific flows.

6. Any other advice?

An excellent opportunity for newcomers, as they don't need to select offers or GEOs – the system automatically identifies the best offer for each lead.

However, Smartlink isn't exclusively for beginners.

Partners with diverse traffic sources can utilize it to simplify their workflow, and it's particularly advantageous for networks with affiliate traffic.

We highly recommend trying AdsEmpire Dating Smartlink.

PropellerAds Smart user acquisition
With #1 global ad network
START NOW!

As mentioned, the USA is an excellent market for dating, known for its stability, simplicity, and predictability.

It's one of the most reliable GEOs to work with, making it an ideal starting point for newcomers and easy to scale.

Therefore, we highly recommend starting your work with the USA and expanding from there.



LeadBit - Svetlana Geraskina, Head of PR

Links: LeadBit.com

1. Self-intro & news

LeadBit is a global Nutra and Finance affiliate network in Europe, Asia, Latam. With more than 10 years on the market, we created a strong brand that can help you make a real profit.

Find offers for top verticals with an ultimate technical solutions kit for work.

We work with CPA, CPL, CPS, CPI models.

Key solutions and advantages:

- ◆ Wide selection of proven offers for Latin America, Europe and Asia
- ◆ Built, time-tested work with advertisers
- ◆ Increased rates at the start and processing of caps for you individually
- ◆ Qualified personal manager
- ◆ Loyalty program with gifts: accumulate points and exchange them for prizes.
- ◆ Help with localization of creatives
- ◆ Convenient analytics and technical tools
- ◆ Fast payouts on demand
- ◆ VIP service
- ◆ Private events for partners

PropellerAds **Smart user acquisition**
With #1 global ad network **START NOW!**

2. Best-converting offer types and how to run?

Our network has a wide selection of Nutra offers: both the classic CoD (Cash on delivery) model and SS/Trial (Straight Sale).

As a rule, the most converting are: weight loss, joints, hypertension, diabetes, hemorrhoids, vision, if we speak for CoD.

And in SS/Trial offers, potency and weight loss remain invariably popular.

We also witness now our new Trial for joints For Scandinavia reaching the top.

Top GEOS

Weight loss:

- Spain
- Italy
- Germany
- Poland
- Czech
- Portugal

Hypertension:

- Germany
- France

Diabetes:

- Colombia
- Czech Republic
- Germany
- Bulgaria

Potency:

- Turkey
- India

The banner features a yellow background with colorful geometric shapes (pink, teal, white) on the left and right sides. On the left, the PropellerAds logo is displayed. The main text reads "Smart user acquisition" in large, bold, black letters, followed by "With #1 global ad network" in a white rounded rectangle. On the right, a black rounded rectangle contains the text "START NOW!" in white, bold, uppercase letters.

3. Trending or declining verticals & GEOs?

The most popular COD GEO is Germany.

Next come: Spain, Italy, Czech Republic, Turkey, Poland and Romania.

European countries have always been the top in terms of traffic volume, but there is also a great demand among publishers for Tier-3 nutra offers.

Therefore, we broadened our assortment with Venezuela, El Salvador, Costa Rica, Honduras, Bolivia, Angola, Ghana, Tunisia, Morocco and Cote d'Ivoire

It is worth mentioning that SS/Trial offers are boosting in such GEOs as:

USA, Canada, Australia, France, Australia, New Zealand and Scandinavian countries.

4. Help provided to your affiliates?

Each of our offers includes a pool of pre-landings and landing pages that will help you get started quickly.

The developers team is always available to set up the API, make changes to the promo, and adapt it to the desired product.

Also, upon request through an affiliate manager our publishers can get private pre-landings from our advertisers, just inquire!

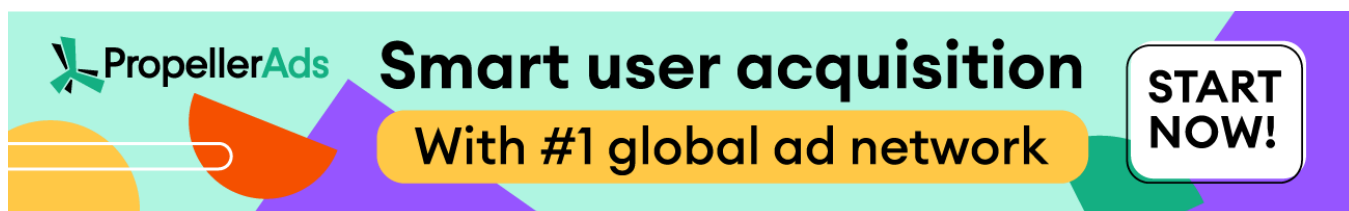
5. Your take on AI?

AI is a good alternative way to create advertising creatives and some of our publishers have already started using it.

This is a great choice especially when the offer conditions prohibit the use of real doctors for example.

With the help of AI, it is possible not only to create texts for creatives, layout landing pages/pre-landing pages, improve the quality of images, but also predict traffic, automate and optimize advertising campaigns.

But how competitive is this to the boundless imagination of a human being?



The advertisement banner features the PropellerAds logo on the left, followed by the text "Smart user acquisition" in a large, bold font. Below this, a yellow banner contains the text "With #1 global ad network". On the right side, there is a white button with a black border that says "START NOW!". The background is a colorful abstract design with green, orange, and purple shapes.

6. Any other advice?

We recommend starting with larger European countries:

Poland, Romania, Bulgaria, Hungary, Czech Republic.

As a rule, such GEOs are not as expensive as, for example, Germany, Italy and Spain.

Therefore, if you are new to the interior, you should pay attention to the Eastern Europe.



Indoleads - Olga Korganova, PR & Marketing

Links: [Indoleads.com](https://indoleads.com)

1. Self-intro & news

Indoleads is the premium CPA network launched 7 years ago in Malaysia, has 3000+ affiliate offers covering over 180 countries.

Our affiliate network has affiliate programs in e-commerce, education, finance, travel, software and more.

We have launched a number of new programs in our key regions of operation: APAC, LATAM, and Tier-1.

It is worth noting the growth in subscription programs for streaming services, increased interest in home improvement offers, and a rise in wholesale purchases through e-commerce.

2. Best-converting offer types and how to run?

Our network is currently witnessing strong performance in some verticals, each with its unique appeal and strategies for promotion.

Here's a breakdown of the best-converting types of offers along with tips for promoting them effectively:

E-commerce offers: we have a wide variety of offers, from fashion to electronics. To promote these effectively, consider using social media platforms and ad networks . Targeting based on interests, past purchase behavior, and retargeting campaigns can be very effective.

Influencer collaborations can also drive traffic and conversions.

Travel offers tend to perform well, particularly when advertisers present deals on airfare or tour packages.

Affordable options for local tourism and transport, as well as offerings from well-known brands, also see high conversion rates.

Such travel deals are especially effective on price comparison platforms, as well as through promotional efforts by influencers and various advertising networks.

Tech and Software: SaaS products, including productivity tools, cybersecurity software, and educational platforms, have a strong conversion rate.

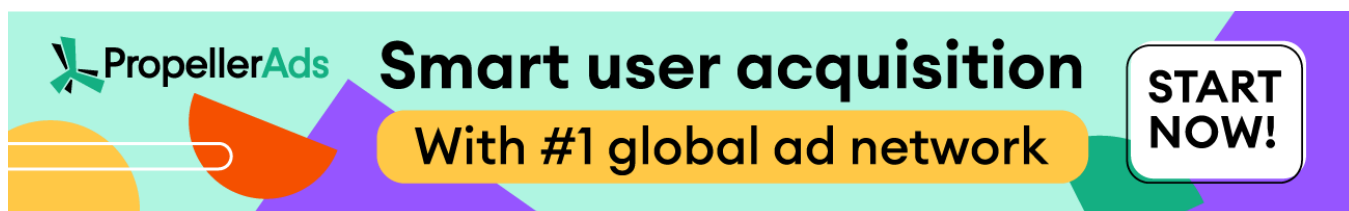
LinkedIn ads targeting professionals and affiliate marketing through tech review sites are effective strategies.

Offering free trials or demos through targeted emails and retargeting campaigns can also help in converting interested users into paying customers.

It's important to consider not just the payout when evaluating different types of offers. Other factors like the hold period, average order value, the availability of promotional codes and special offers from the advertiser, as well as the capability to create deeplinks, play a crucial role for your performance.

For the most effective selection of offers tailored to your needs, it's advisable to consult with Indoleads personal account manager.

Your dedicated manager can provide the best personalized advice and help identify the opportunities that best match your objectives.



The advertisement banner features a light green background with abstract orange and purple shapes. On the left is the PropellerAds logo, which consists of a stylized propeller icon and the text 'PropellerAds'. To the right of the logo, the text 'Smart user acquisition' is written in a large, bold, black font. Below this, a yellow rounded rectangle contains the text 'With #1 global ad network' in black. On the far right, a white rounded rectangle with a black border contains the text 'START NOW!' in bold black letters.

3. Trending or declining verticals & GEOs?

Reflecting on the evolution of publisher preferences over the past year, we've observed several key trends shaping the affiliate marketing landscape.

Subscription Services: There's been a notable increase in the popularity of subscription-based offers, with platforms such as HBO Max and Apple TV leading the charge.

This uptrend highlights a growing consumer appetite for continuous, on-demand content.

Home Improvement Services: As more individuals focus on enhancing their living spaces, offers related to home improvement have seen significant growth.

This trend reflects a shift towards investing in personal and home comfort.

Global Reach: Offers with a worldwide presence or at least availability in multiple countries have demonstrated stronger growth compared to more geographically limited offers.

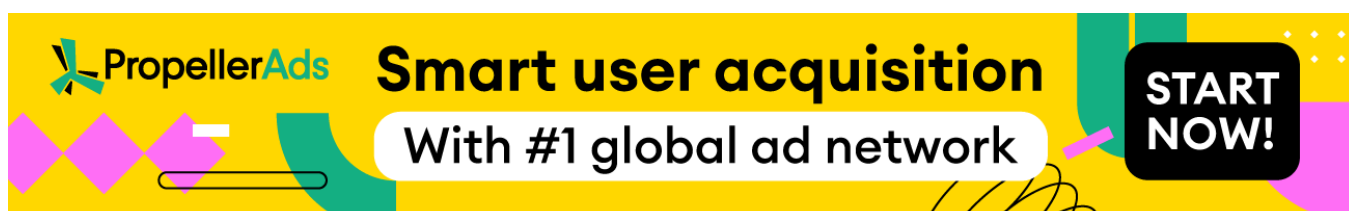
This suggests a preference for campaigns with broader reach and appeal.

Niche Market Challenges: Conversely, smaller niche offers have experienced a decline, particularly evident in sectors like local airlines and niche online stores with limited country availability and lack of international shipping.

This trend underscores a shift towards larger aggregators and platforms that can provide wider options and accessibility.

4. Help provided to your affiliates?

Our commitment to publisher support is multifaceted and designed to optimize your performance through a blend of advanced technical solutions and personalized guidance.



The banner features the PropellerAds logo on the left, followed by the text 'Smart user acquisition' in large, bold letters. Below this, it says 'With #1 global ad network' in a white box. On the right, there is a black button with the text 'START NOW!' in white. The background is yellow with colorful geometric shapes.

Advanced Technical Solutions: Our platform is equipped with flexible settings to enhance your performance.

You have access to a wide array of technical tools including API integration, feeds, banners, and deep links for specific offers, alongside promotional codes.

These options are crafted to ensure you can maximize your reach and efficiency in promoting offers.

Dedicated Personal Support: Every publisher benefits from the expertise of a personal manager.

This dedicated professional is there to navigate you through the intricacies of system settings and provide tailored recommendations to optimize your campaigns.

Customized Assistance and Insights: Upon request, we offer detailed performance analytics for your campaigns, enabling data-driven decision-making.

Moreover, we facilitate the coordination of individual promo codes and much more, ensuring that you have all the necessary tools and information to succeed.

Our approach is centered on empowering you with both the technology and support needed to thrive.

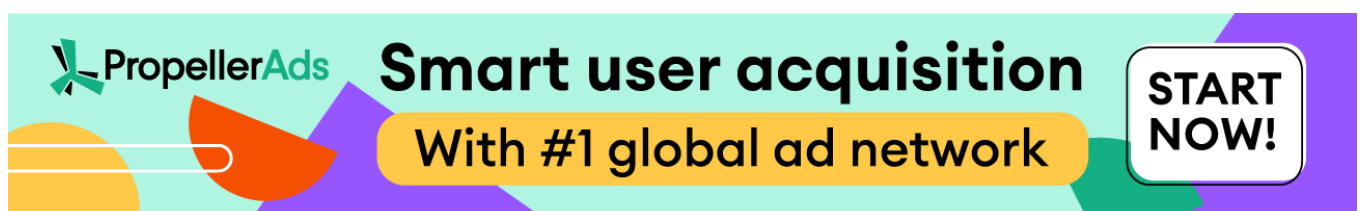
5. Your take on AI?

Discussing the influence of AI on our operations, we currently lack precise data on the utilization of machine learning for generating content and creative materials.

However, we've observed an uptick in the number of webmasters focusing on website creation.

Similarly, mediabuyers have benefitted from AI, enabling them to produce creatives significantly quicker than before.

At present, our application of AI technologies is primarily in market analysis and in providing tailored offer recommendations to our publishers.



The banner features the PropellerAds logo on the left, followed by the text "Smart user acquisition" in a large, bold font. Below this, a yellow rounded rectangle contains the text "With #1 global ad network". On the right side, a white rounded rectangle with a black border contains the text "START NOW!". The background is a colorful abstract design with green, orange, and purple shapes.

6. Any other advice?

For those new to affiliate marketing, it's crucial to start by strategizing on traffic generation methods.

If you're inclined towards creating content-driven websites, focus on evergreen products—those with consistent demand and where content freshness isn't a major concern.

For instance, there's always a steady interest in travel or culinary content since people continuously engage with flying and cooking.

On the other hand, if you're venturing into media buying, it's wise to concentrate on offers with a lower average purchase value.

This strategy simplifies campaign optimization.

Additionally, it's important to consider the hold period and the conversion acceptance rate.

These metrics can significantly impact your strategy's effectiveness.

You can obtain detailed insights and tailored advice on these aspects from our network manager.

Leveraging this support can guide you in making informed decisions, setting your campaigns for success from the outset.



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NEXT STEP

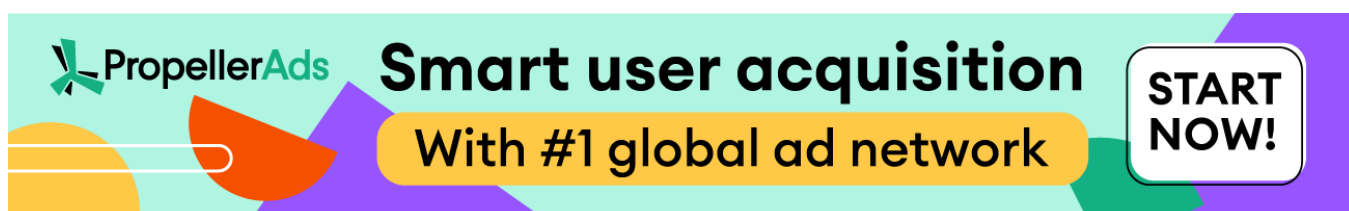
Now that you have a good idea on "what's working", take advantage of this insight and capitalize on the best verticals and traffic right now - while they're still hot!

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 AffiliateWorldForum.com would be happy to help!

The following are just some of what you will find on the forums:

- Over 50k 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.
- **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.



The advertisement banner features the PropellerAds logo on the left, followed by the text "Smart user acquisition" in a large, bold font. Below this, a yellow banner contains the text "With #1 global ad network". On the right side, there is a white button with a black border that says "START NOW!". The background of the banner is a mix of teal, purple, and orange geometric shapes.

- 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://affiliateworldforum.com>

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

[AffiliateWorldForum.com!](https://AffiliateWorldForum.com)

Check out our forum for more valuable content contributed by some of these members.

[Click Here to Join the Affiliate World Forum Now!](#) (Use coupon code **AWFWW24** for 40% off the 1st month.)

We'll see you on the inside!

Respectfully,

Your AffiliateWorldForum.com Team



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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

AKA – also known as

Algo - Algorithm

AM - Affiliate Marketing or Affiliate Manager

AOV - Average Order Value

APAC - Asian Pacific Countries

API - Application Programming Interface

ASO - App Store Optimization

Autosub - Auto Subscription

AWA - Affiliate World Asia (AffiliateWorldConferences.com)

AWE - Affiliate World Europe (AffiliateWorldConferences.com)

AWF - Affiliate World Forum, former STMForum.com - #1 Affiliate Marketing Online Forum, founded in 2011 (use coupon code AFWWW23 for 40% off the 1st month)

AWS - Amazon Web Services

B2B - Business-to-Business

BH - Blackhat

BI - Business Intelligence

BIN - Bank Identification Number

Biz Dev - Business Development

Biz Op / Bizopp - Business Opportunities (e.g. Work From Home)

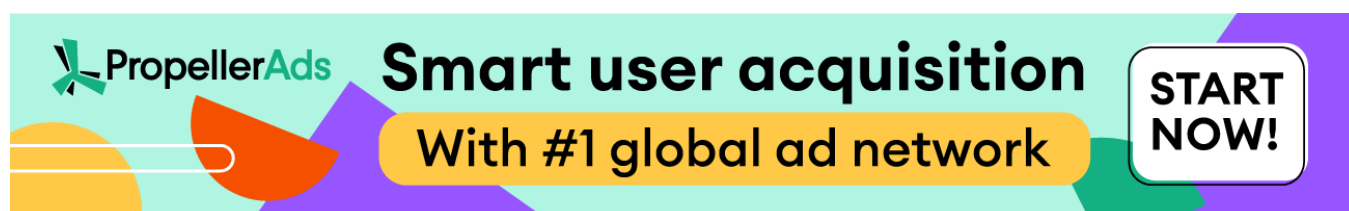
BKK - Bangkok (where the Affiliate World Asia conference is held annually)

BOF - Bottom of Funnel

BTC - Bitcoin

CA - Cambridge Analytica

CAGR - Compound Annual Growth Rate



The banner features the PropellerAds logo on the left, followed by the text 'Smart user acquisition' in a large, bold font. Below this, a yellow rounded rectangle contains the text 'With #1 global ad network'. On the right side, a white rounded rectangle with a black border contains the text 'START NOW!' in bold, black, uppercase letters. The background is a colorful abstract design with green, purple, and orange shapes.

- 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)
- 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 Acquisition
- eCPC - Effective Cost Per Click



The advertisement banner features a yellow background with colorful geometric shapes in shades of pink, purple, and teal. On the left, the PropellerAds logo is displayed. The main text reads "Smart user acquisition" in a large, bold, black font, followed by "With #1 global ad network" in a white font inside a rounded rectangle. On the right, a black button with white text says "START NOW!".

eCPM - Effective Cost Per Mille

Ecom - Ecommerce (typically refers to physical goods being sold online)

ED - Erectile Dysfunction

EN - English

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

IRL - In Real Life

ISP - Internet Service Provider

IVR - Interactive Voice Response

KPI - Key Performance Indicator

LATAM - Latin America

Leadgen - Lead Generation

LLA - Look-Alike Audience (Facebook)

LP - Landing Page

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LQ - Low Quality

LTV – Life-time value (of a customer)

MA – Member's Area

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

Monetizer - Traffic monetization service, 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

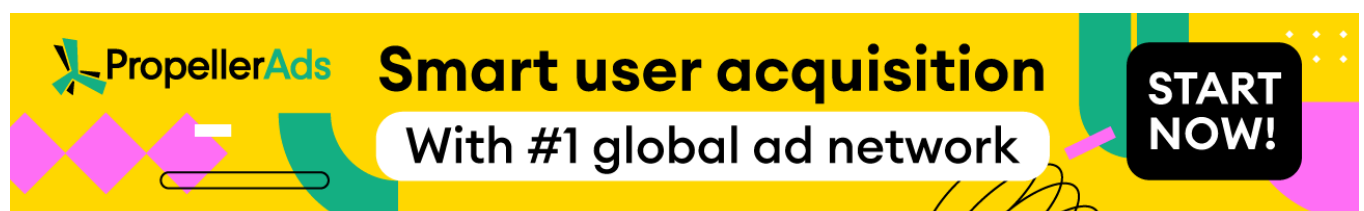
POF - Plenty of Fish

Pop - popunder and popup/popover traffic

PPC - Pay Per Click

PPE - Page Post Engagement (Facebook)

PPL - Pay Per Lead



The advertisement banner features a yellow background with colorful geometric shapes (pink diamonds, teal and pink curved shapes) on the left and right sides. On the left, the PropellerAds logo is displayed. The main text in the center reads "Smart user acquisition" in a large, bold, black font, followed by "With #1 global ad network" in a white font inside a rounded rectangular box. On the right side, there is a black button with the text "START NOW!" in white, bold, uppercase letters.

- PPI - Pay Per Install
- PPS - Pay Per Sale / Pay Per Subscription
- PPV - Pay Per View (pop traffic, domain redirect traffic)
- PSMS - Premium SMS
- 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
- Search Arb – Search Arbitrage
- SEO - Search Engine Optimization
- SEM - Search Engine Marketing
- SERP - Search Engine Results Page
- SKU – Stock-Keeping Unit
- SMM - Social Media Marketing
- 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
- Sub - Subscription

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START NOW!

- 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
- 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



The advertisement banner features a yellow background with colorful geometric shapes in shades of pink, teal, and purple. On the left, the PropellerAds logo is displayed. The main text reads "Smart user acquisition" in a large, bold, black font, followed by "With #1 global ad network" in a white font inside a rounded rectangle. On the right, a black button with white text says "START NOW!".