Advertiser Quick Start Guide

🙌 Welcome to ExoClick! 🤩

Thank you for joining ExoClick. You can be assured that we have you covered for all your needs. You get:



Worldwide Network of Publishers: High quality traffic sources including Members Area, Email Traffic, Free Content Sites, and Social Media; tap into +20 billion available daily impressions!



Multiple high quality ad formats: We have the most popular ad formats in the industry so that you can find what best suits your campaign and vertical needs.



Bidding features: Take advantage of our large range of Bidding options, including Smart CPM/CPC, The Bidder and Smart Bid.



Cost Control: Set precise user capping and daily budgets to ensure you stay within your spending limits.



Targeting tools: Improve your campaigns by blocking and targeting zones and use Day Parting to target devices at specific times. Regulate the amount of times your ad is shown per active end user with Frequency Capping.



Automation tools: To help you scale up your campaigns and improve your ROI, use our Landing Page and Variation Optimization algorithms.



Conversion Tracking: Use our free Conversion Tracking tool or any third-party tracking tool like Voluum, to see how your audience is interacting with your campaigns based on your preferred metrics!



Data transparency: Track your conversions with real-time statistics to help you with optimization decisions for business success.



Dedicated Customer Success Team and Tech Support 24/7 to quickly solve and help you with any issue you might have.

The most popular verticals on our network

Here are ExoClick's top performing verticals:


Dating


Games


Cams


iGaming


Nutra


VoD



VPN, Software Downloads


eCommerce


Sports Betting


Tutorials


Sweepstakes

Our traffic sources



You can test and convert your campaigns with ExoClick's high quality traffic sources!



Free Content Sites

Reach massive volumes of traffic of all ages and demographics and GEOs! There are two subcategories:

1.Premium: High-quality account managed traffic with verified ad placements.

2.RON: Less expensive than Premium, this traffic has high volumes and because new websites are added everyday, you have new traffic sources to test.



TIP! Control your campaign spending! Always set up separate campaigns for Premium and RON traffic campaigns, otherwise you will not be able to control spending for RON campaigns.



Members Area

Reach members of Dating websites, mainly from English speaking and Tier 1 EU GEOs. Dating websites have less ad zones, making your ad really stand out!



Test out In Content Native ads! Perfect for Dating offers, your ad will appear within the profiles of the Dating website.

Email

For Dating offers only. Send your offers to Email lists of opted-in members of Dating websites.

TIP! Use Sub IDs: You can use Sub IDs by adding the {tags} token to your URLs. By implementing this, you can track additional data and optimize your campaign by identifying the best traffic from each zone.

TOP

Social Media

Reach highly engaged audiences from Messenger Apps and Social Media platforms including Facebook, Instagram, Twitter, Snapchat, WhatsApp, Viber, Telegram! You bid for a Direct Link to your offer that is posted in relevant Social Media groups.

TIP! How to bid for Social Media traffic: In your Admin Panel's Marketplace, under Ad Format, select Direct Link, then under Traffic Type select Social/Messenger Apps.

Top ad formats and verticals per traffic source

Here are the best ad formats and verticals to help you convert your offers, per traffic source:

Traffic Source	Ad formats	Verticals
Free Content Sites amass an average of 14.2 billion average daily impressions	All including Video, Popunders, Fullpage Interstitials, Native, Banners, Push, Instant Message Menu Tabs	All including VoD, Gambling, Sports Betting, Dating, Streaming, Nutra, Games, Tutorials, etc.
Members Area, an average of 59.2 million daily impressions	Menu tabs, Native Inbox Message Ads, In Content Native formats	Ideal for Dating, Cams, Nutra, Tutorials & Games.
Email, Average 156531.60 daily clicks.	Email Clicks	Dating
Social Media 211220.76 daily clicks	Direct Link	Ideal for Dating, Streaming, Gaming, Gambling, Nutra, VoD.

Use ExoClick's exclusive bidding features!

Smart Bid: A campaign pricing model that automatically determines your optimal price in real-time, guaranteeing you a profitable campaign overtime.

Here is a Case Study for an Advertiser who reached his Target ROAS (Return on Ad Spend) of 120% by using Smart Bid!

Or maybe you want to test out other amazing bidding features like The Bidder, with which you can automate manual bidding and ensure an effective optimization of your campaigns.

More ExoClick's success stories!

Campaign results	Total
Conversions:	1,585
Investment:	$10,057.74
Total income:	$12,254.04
Net profit:	$2,196.30
ROI:	21.9%

Check out the following Advertiser success stories to see what results you can achieve with ExoClick!

In this Case Study, this Advertiser used Smart Bid and Video ads and the campaign achieved an ROI of 21.9% on ExoClick's Network.

This Advertiser used Smart Bid and Landing Page Optimization algorithms on his Native Games campaigns and achieved an ROI of 132%.

Campaign results	Total
Conversions:	556
Investment:	$845
Total income:	$1998
Net profit:	$1100
ROI:	132%

Getting Started with ExoClick

1. An introduction to ExoClick platform

2. Setting up your ExoClick account
***Reminder:** if you are outside of the EU you will need to provide your Tax ID. If you have doubts, get in contact with our Compliance team!

3. Create your campaign in 5 easy steps!

4. How to fund your Advertiser account
***Please note:** the currency you choose (EUR/USD) can not be changed in the future, so think carefully about the best currency for your campaigns.

😍 **Congratulations!**

You now have access to a network of thousands of Publishers to bid for their ad zones. 🎉