How to start converting your Dating offers with ExoClick!



❤️ Welcome to ExoClick! 🤩

You now have access to massive volumes of Dating Traffic sources including Members Area, Email Clicks, and Free Content tube/image sites to convert your Dating offers! 💘

As an advertiser with ExoClick, you can benefit from:



Bidding features: Take advantage of our large range of Bidding options, including Smart CPM/CPC, The Bidder and Smart Bid, which uses machine learning to guarantee you a profitable Dating campaign.



Targeting features: 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.



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!



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



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



Real-time Data analysis with our Customizable Dashboards: See your campaign statistics to make the right optimization decisions immediately.

To get you started, here are 5 tips to help you convert your Dating campaigns with ExoClick:

1 The Email Clicks ad format

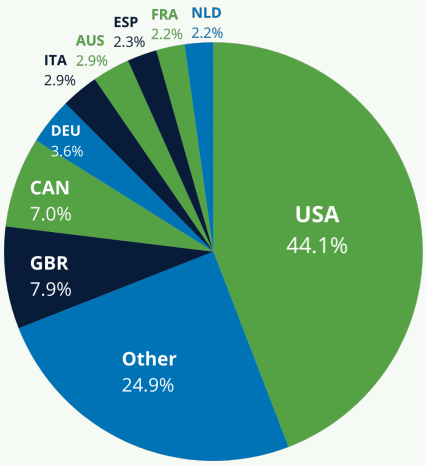
This format is an email that is sent out to end users of a Dating website. The email contains a CTA that directs the potential sign up to your Landing Page or a sign up form.

To help you with Device targeting, here is the Device distribution on ExoClick's network for Email Clicks.

64.4% 33.1% 2.5%

Bonus! The majority of Email Clicks traffic comes from English speaking GEOs! Plus this is affluent Tier 1 traffic with high levels of disposable income!

Did you know? You can use Sub IDs to track additional data by adding the {tags} token to your URLs. By implementing this, you can optimize your campaign to identify the best traffic from each zone.



2 Reach opted-in Dating Site Users with our Members Area Traffic

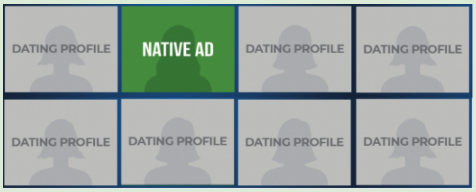
Members Area Traffic consists of mainly **English speaking and Tier 1 EU GEOs**, so you only need to create marketing materials in one language! ExoClick serves a daily average of **35.5 million daily impressions** to Members Area websites!

Bonus! Membership websites feature fewer ad zones so there is less competition, this will make your ad really stand out to end users of a Dating site.

To help you with Device targeting, here is the Device distribution on ExoClick's network for Dating ads served on Members Area sites.

Mobile	Desktop	Tablet
75.5%	21.1%	3.4%

3 Members Area specific Dating ad formats

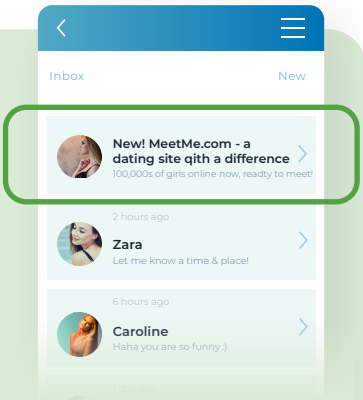


Feature your Native ad within the profile thumbnails of a Dating website with our **In Content Native ads!**

Or try our **Native Inbox Message Ads** your ad will be the first message to be seen in a Dating website member's inbox.

Or bid for Dating **Menu Tabs** on Members Area sites so when an end user clicks on the tab they go directly to your offers landing page!

You can bid for all these ad formats in the Marketplace inside your admin panel.



4 Traffic Source: Free Content Sites

Free Content Sites, although not Dating specific, offer you an opportunity to reach massive volumes of traffic.

Did you know? You are 44 times more likely to get a click on a dating ad on Members Area sites compared to Free Content Sites but you can reach **5.9 billion average daily impressions for Dating ads** on Free Content Sites!

Unlike Members Area sites that offer limited ad formats, Free Content Sites give you the freedom to use many different ad formats, including:

- Video
- Popunders
- Fullpage Interstitials
- Native
- Banners
- Push
- Instant Message
- Menu Tabs

That way you have many different creative opportunities to convert your Dating offer.

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

To see how successful a Dating campaign can be when targeting Free Content sites, check out our Advertiser Case Study. This advertiser used Smart Bid and Video ads and the campaign achieved an ROI of 21.9% on ExoClick's network.

5 Bidding versus Traffic Share

When bidding for ad space, you have two options:

Bidding: This allows Advertisers to decide their maximum spend based on ad placement, budget, and potential ROI. This is available across all ad formats and all traffic sources. Bidding offers benefits like Optimization opportunities, more testing capabilities, the ability to test multiple zones at once, and a flexible budget.

Traffic Share deals: This allows an Advertiser to purchase a specific ad zone for a set period of time at a fixed cost. This is available across all ad formats and all traffic sources. Benefits of Traffic Share deals include set traffic expectations, a fixed budget, and exclusivity on the ad zone for the duration of the deal.

*If you already know the zone you would like to target, you can arrange a Traffic Share deal with your Account Manager or Customer Success Manager!

Top tips from the ExoClick experts!

Ad creatives: "Don't use stock images or images of beautiful models for your Dating ad creatives. End users want to see natural, realistic possible dating partners. This will generate more clicks."

Dating product: "If you are promoting an up and coming dating brand, that is not a major brand, spark curiosity in your visuals and marketing copy by highlighting the USPs of your product and explaining why potential sign ups should join your dating offer."

Landing page tip: "To help drive conversions, add interesting editorial content on your landing page such as user testimonials, 5 Tips for a Successful First Date, Most successful introductory chats, get creative!"

Getting Started with ExoClick

1. An introduction to the 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.

Now you have some great insights to start converting your Dating offers with ExoClick!