How to start converting your Games offers with ExoClick!

Welcome to ExoClick!

You now have access to massive volumes of Gaming traffic sources from premium Members Areas to Free Content tube/image sites to convert your Games offers!

Let's look at the benefits you now have as an Advertiser on the ExoClick Network!

Category selection feature: Serve your ads to the right audience by choosing the categories you want your ads to appear near and blacklist unrelated categories.

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

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 keep you within your spending limits.

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!

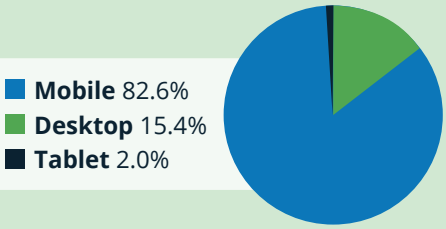
Real-time data analysis with our Customizable Dashboards: Easily view your campaign statistics to make the right optimization decisions immediately.

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

1 Opportunities in the Games vertical!

To help you with your device and GEO targeting, here are our network statistics!

Device percentage split for Games offers on our network!



Tip! Test Mobile, Desktop, and Tablet to find the best route to conversion.

Continent	%
Asia	47.2
North America	23.1
South America	14.4
Europe	11.7
Africa	2.7
Oceania	0.9

Here is a breakdown of the Top GEOs for impressions in Games offers!

Tip! Test out different tiers. Remember Tier 1 will be more expensive traffic because they are more affluent countries. Also test out Tier 3 countries, where traffic is less expensive and there are bigger volumes to test.

Traffic sources: Free Content Sites 2

Reach massive volumes of traffic of all ages, demographics, and GEOs with ExoClick's high quality Free Content Sites traffic sources! There are two subcategories:

1.Premium: High-quality traffic from sources that are verified by ExoClick Account Managers, some are exclusive to ExoClick!

2.RON: This is less expensive traffic than Premium with high volumes and new sites being added daily for you to test.

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!

This gives you many different creative opportunities to convert your Games offers!

Tip! Set up separate campaigns for Premium and RON traffic campaigns. This way you can evaluate each type of traffic source and then optimize.

3 Game over for low impact ads: Make an impression with Video ads!

Engage audiences on a deeper level and drive conversions with In-Stream, Slider, and Outsteam ads. These Video formats are all in the top 5 performing ad formats based on daily impressions!

1.In-Stream: Plays when the user clicks on the website's video with clickable calls to action. If you are targeting tube sites the In-Stream ad will play before the end user views the content they have selected. (Just like YouTube!)

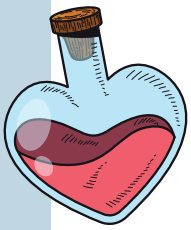
2.Slider: Video format that slides in from the bottom right of the webpage. This is very eye catching for end users.

3.Outstream: This is also very eye catching as the video ad plays while the end user scrolls through the site.

Tip! Try ExoClick's CTA feature: You can test different predetermined CTAs to see which converts the best for your campaigns. Check out the case study on how these CTAs increased company ROI!

4 Power up your campaign with Fullpage Interstitials

Fullpage Interstitial is a large full-screen format available on Mobile and Desktop. On Mobile, it is displayed vertically, and horizontally on Desktop. If your campaign is targeting different GEOs, localize your ad text. Use an engaging and clear call to action like "Install Now," "Download For Free," or "Play Now."



Did you know? Fullpage Interstitials have a much higher CTR when compared to Banner ads. For Games offers end users are 2776.5% more likely to click a FPI than a Banner ad.

Tip! This is a rich media format, meaning your creative can be a static image or an MP4 Video. If you are doing a video creative you can show the experience of the products to your end user which is more engaging. If you choose a static image it can be very impactful due to its full screen size!

5 Avoid ad blindness with Native ads!

Use emojis in your Native ads!

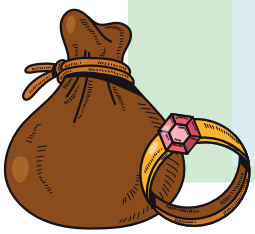
Use emojis in your Native titles and descriptions to drive further engagement. Emojis are an effective way to enrich your marketing messaging. Since there is a character limit for text, using emojis can help you make the most out of that space. So try inserting them into your Native ads.



🎮🕹️ **Pixel Quest** 🕹️🎮
Embark on a retro adventure! Explore pixelated worlds and level up your hero.



🎯🏹 **Archer Hero** 🏹🎯
Become a legendary archer! Aim, shoot, and hit the bullseye 🎯





Native landing page flow

The secret to converting with Native is not to go for the hard sell but to educate and capture the interest of the end user with your landing page. Your Native ad landing page should appear like editorial content. This could be tips for the game, character profiles, highlighting the game features, followed by your CTA.

Have you tried Dynamic Tokens? Dynamic tokens automatically replace specific texts with keywords relevant to the end user. If your end user is in a specific GEO and using a specific device the Dynamic Tokens will reflect this. For example:

"Everybody in **{city}** is playing this game on their **{device}.**"

"Everybody in **London** is playing this game on their **iPhone"**

Choose from **{country_name}**, **{region}, {city}, {language_name}, {day}, {operating_system}**, **{device}**, and **{carrier}** to name a few!





Bidding versus Traffic Share deals



When bidding for ad space, you have two options:

1.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.

2.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!

Set up test campaigns on Native and Banner ads because prices are low and you can get a big volume of data once the campaigns start converting and move to other formats such as Video, Fullpage Interstitial, and Direct Links.





Use Dynamic Tokens for your Native ads! You can use the token {device} so, if you want to target iPhone users you can use the text “the most popular game on {device}” then when the ad is served to an iPhone user the text will show “the most popular game on iPhone”.



Create accurate retargeting campaigns by adding a pixel to several events during the buyer's journey. This will help you understand your audience and create lookalike audiences! Speak to a Customer Sucess Manager to find out more about retargeting!

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 Games offers with ExoClick!

