



CLICKADU » MEDIA KIT 2020

7K+
ACTIVE
USERS

8K+
ACTIVE
CAMPAIGNS

2BLN
IMPRESSIONS
DAILY

3,3MLN
CONVERSIONS
DAILY

» ABOUT US

WE ARE CLICKADU

Clickadu is the multi-format advertising network for years have been specialized in digital marketing

OPERATING SINCE

2014







PRICE MODELS:

- CPM, SmartCPM
- SmartCPA
- CPC, CPA, CPL, CPI
- Real-time bidding



» ADVANTAGES








FOR ADVERTISERS:

-  A huge volume of Multi-Geo traffic from mobile and desktop channels
-  Advanced targeting and real-time stats
-  SmartCPM, SmartCPA, CPC, CPM, CPA, CPL, CPI, RTB pricing models
-  Traffic from direct Publishers
-  User-friendly Self-Serve platform
-  Unique IT tools for traffic quality control



» ADVANTAGES

FOR PUBLISHERS:

-  Higher CPM rates in comparison to other competitors
-  On-time automated payouts
-  100% traffic fillrate
-  Exclusive advertisers
-  User-friendly Self-Serve platform
-  Clean ads
-  5% referral program



» HOW WE GROW



November
Over 30M impressions
And over 7k
Conversions monthly

2014

October
Foundation

March
Smartlink monetization

June
Publisher SSP platform;
410M impressions & 170K
conversions monthly

December
Over 1.4B impressions
and 836K conversions
monthly

2015

November
Official Wordpress
Plug-in released

December
Over 3B impressions
and 1.1M conversions
monthly

2016

October
SmartCPA,
Anti-Adblock

September
RTB launch

July
Over 2B impressions monthly

June
SSP launch

October
3 year anniversary

December
Over 6B impressions
and 2M conversions
monthly

2017

July
API capping

June
Anti-Adblock 2.0

May
API upgrades

April
Card Payments

January
Moderation speed-up

September
Campaign
auto-optimization

December
SKIM ads

November
Pre-Roll

October
We are 4!

September
Webmoney instant
payments, SmartCPA Update

July
Instant Text Message release

June
Push Notifications release

May
Conversions & traffic system
upgrade

March
Fake traffic/bot filtering upgrade

February
Adserver 2.0 release

January
Popunder/Popup code upgrade

2018

» HOW WE GROW



2019

2020

December
targetings
list update

November
2bln impressions
daily

October
We are 5! 🎉

September
CPC

August
Push-Notifications

July
EasyList checker

May
JS Pre-Roll tag

March
SmartCPM

February
24/7 Moderation

March
InPage Push release

January
HTML verification



» AVAILABLE AD FORMATS

PRE-ROLL

A PROMOTIONAL VIDEO THAT RUNS BEFORE THE MAIN VIDEO CONTENT

Advantages

- eCPM starts from **\$0,3** and Tier 1 countries cost around **\$1**
- Fully compliant with the latest IAB requirements for VAST 3.0 codes
- JS tag Pre-Roll compatible with all known video players
- Available on pricing models: **CPM, CPC & SmartCPA**
- Clickadu offers and supports almost all popular web-video formats: **MP4, WMV, AVI, MOV & FLV**



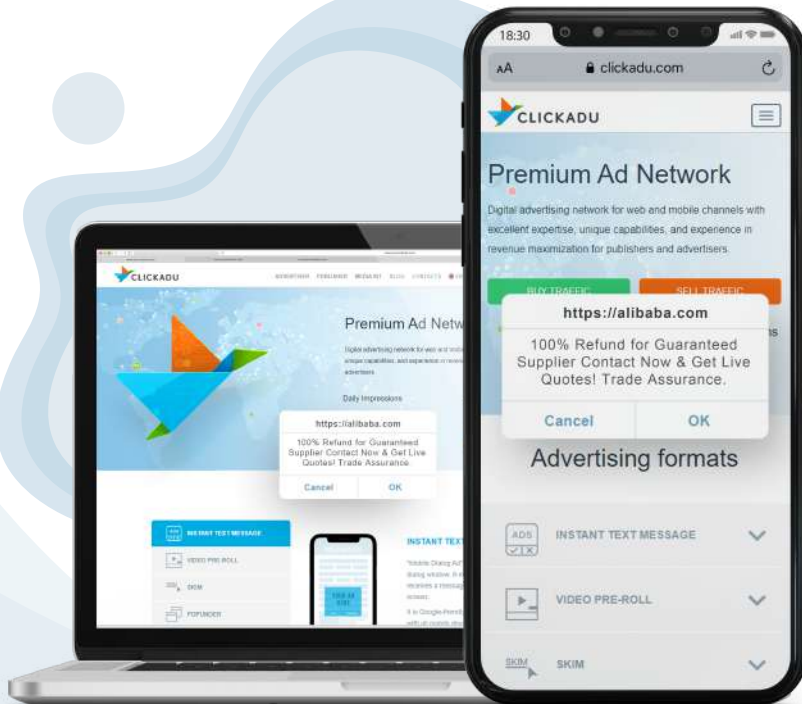
» AVAILABLE AD FORMATS

INSTANT TEXT MESSAGE / DIALOG ADS

A NATIVE TEXT DIALOG MESSAGE THAT USERS RECEIVE WHILE BROWSING THE WEBSITE

Advantages

- Native look
- New opportunities for promotional ideas
- Compatibility with all mobile devices
- Available on pricing models: **CPM, CPC, and SmartCPA**
- Google-friendly advertising format



» AVAILABLE AD FORMATS

PUSH-NOTIFICATIONS

NATIVE PUSH ADS BASED ON A SUBSCRIPTION BASIS THAT USER RECEIVES EVEN WHEN HE'S NOT BROWSING THE WEB

Advantages

- Highly-effective non-browsing monetization
- Permission-based, Google-friendly advertising format
- Available for mobile and desktop devices
- Available on all pricing models:
CPM, CPC, SmartCPM & SmartCPA
- Interactive messages give you a wide range of promotional ideas: **icons, photo, text**



➤ AVAILABLE AD FORMATS

POPUNDER

POPUNDER IS AN ADVERTISING PAGE THAT OPENS UNDER THE BROWSER WINDOW OR TAB

Advantages

- Main source of income if you do not qualify for Google AdSense
- Anti-malware protection with auto-detection of harmful campaigns
- Reasonable traffic cost
- Available on pricing models: **CPM, SmartCPM & SmartCPA**
- Pops do NOT bring more fraud or bot traffic than any other ad formats
- Clickadu has a number of its own IT fraud detection and bot filtering tools



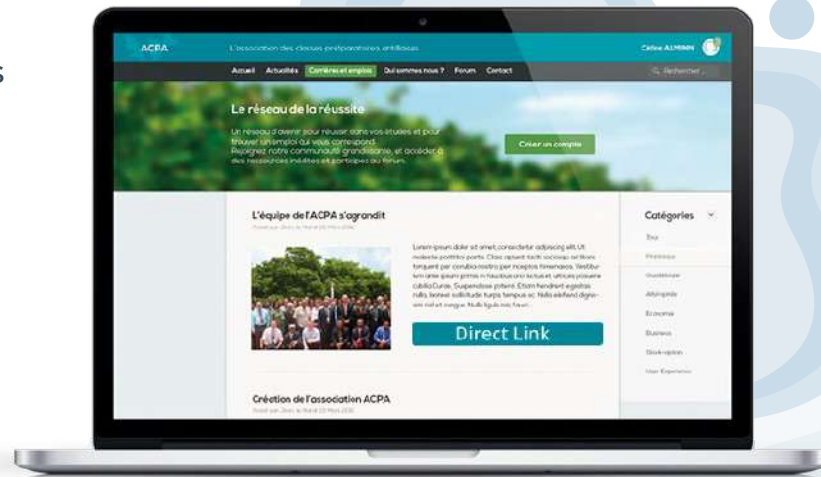
» AVAILABLE AD FORMATS

SKIM

A URL WITH HIGH-ACCURATE TARGET OPTIONS THAT DIRECTS VISITORS STRAIGHT TO THE ADVERTISERS' OFFER PAGE

Advantages

- Higher CR to advertisers and CPM rates to publishers
- 100% control of your sold traffic amount
- Traffic and advertisement niche selection
- Available on pricing models: **CPM**, **SmartCPM**
- Google-friendly advertising format



» OUR MAIN VERTICALS

- Tools & Utilities
- Push subscriptions
- Dating
- Soft
- VPNs
- Finance Apps
- Mobile content
- Shopping Apps
- Nutra
- Sweepstakes
- Delivery Apps
- Gaming



Format/vertical	Popunder	Instant Text Message	Push Notifications	SKIM (redirect link)	Video Pre-Roll
SWEEPSTAKES	★	★	✓	✓	✗
DATING	★	✓	★	✓	★
NUTRA	✓*	★	✓*	✓	✓
VPN	★	✓	✓	✓	✓
PUSH SUBSCRIPTIONS	★	✓	✓	✓	✗
GAMING	✓	✓	✓	✓	★
GAMBLING (CASINOS/BINARY)	★	✓	✓	✓	✓
MOBILE APP INSTALLS	✓	★	✓	✓	✓
TOOLS AND UTILITES	✓	✓	✓	✓	✓
APK (ANDROID PACKAGE)	★	✓	✓	✓	✓
WEBCAMS	★	✓	★	✓	✓
ADULT GAMES	✓	✓	✓	✗	✓
WAPCLICKS/PINSUBMITS	✓	✓	✓	✗	✓
CRYPTO	✓	✓	✓	✓	✗

★ Recommended

✓ Suitable

✗ Not recommended

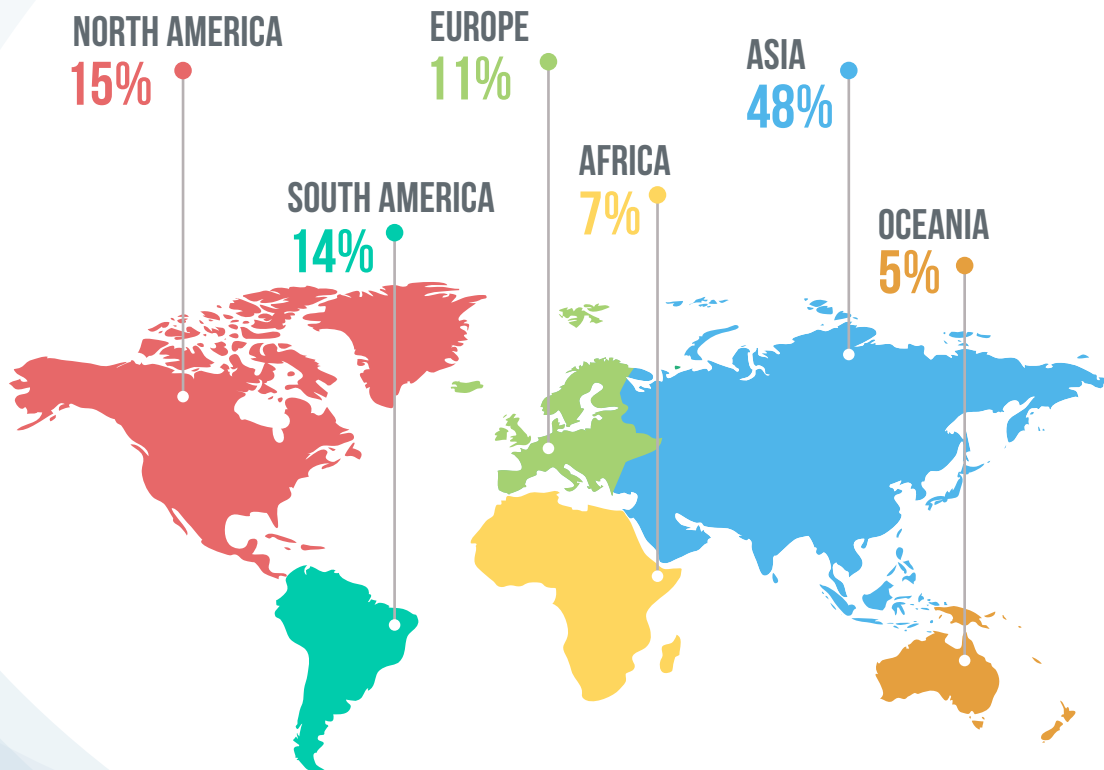
* whitelists required

» EVENTS

WE TAKE PART IN MAJOR PROFESSIONAL EVENTS ALL OVER THE WORLD



TOP GEO IMPRESSIONS



COUNTRY

MONTHLY

DAILY

IN	21.6 BLN	698MLN
BR	6.9BLN	222MLN
VN	4.6BLN	149MLN
MY	1.9BLN	62MLN
IQ	1.6BLN	52MLN
US	1.6BLN	54MLN
EG	1.5BLN	48MLN
ID	1.37BLN	44MLN
FR	1.3BLN	42MLN
RU	1.2BLN	40MLN
MX	1.1BLN	37MLN
DZ	1.1BLN	37MLN
PK	1BLN	33MLN
PH	1BLN	35MLN
IT	1BLN	34MLN
ES	1BLN	32MLN
SA	937MLN	30MLN
DE	847MLN	27MLN
CO	829MLN	26MLN
AR	766MLN	24MLN
TR	154MLN	6.6MLN

» PLATFORMS



2.40%
DESKTOP
~
18MLN
DAILY

96%
PHONE
~
741MLN
DAILY

1%
TABLET
~
8MLN
DAILY

» OUR PARTNERS

“

HIGH-QUALITY TRAFFIC, QUICK AND PROFESSIONAL RESPONSE TO OUR NEEDS, PERSONAL APPROACH TO ANY OUR REQUEST.

AppShake
Shake that App

“

GOOD QUALITY TRAFFIC WITH A WIDE RANGE OF AD FORMATS. HIGH PROFICIENT CUSTOMER SERVICE. USER-FRIENDLY INTERFACE.

adCombo

“

THANKS CLICKADU FOR THE PROFESSIONALISM AND GREAT SUPPORT. TRAFFIC QUALITY MEETS ALL OUR EXPECTATIONS.

LAZADA

“

CLICKADU WILL GET YOU THE QUALITY TRAFFIC TO MEET YOUR NEEDS.

MarMarMedia
Result based Online advertising solution

“

WE ARE GLAD TO BE IN CO-OPERATION WITH CLICKADU! THEY ARE RATHER FLEXIBLE, RELIABLE AND ALWAYS OPEN TO NEW DEALS. THANKS FOR PARTNERSHIP!

 **Adverten**

“

GOT EXPERIENCE ABOVE MY EXPECTATIONS FROM DAY 1 OF PARTNERSHIP, THEY COMBINE THE COOLEST PEOPLE WITH VAST EXPERIENCE AND HARD WORK!

HYPERCENTAGE




» CONTACTS

To buy sell traffic:
Sign Up at www.clickadu.com

ADVERTISERS

IF YOU HAVE ANY QUESTIONS OR
SUGGESTIONS, PLEASE CONTACT:
advertisers@clickadu.com

PUBLISHERS

IF YOU HAVE ANY QUESTIONS OR
SUGGESTIONS, PLEASE CONTACT:
publishers@clickadu.com

THANKS FOR WATCHING!