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
**ADVANTAGES**

*HOW CAN WE HELP YOU AND YOUR BUSINESS?*

**OUR ADVERTISERS HAVE ACCESS TO:**

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

HOW CAN WE HELP YOU AND YOUR BUSINESS?

OUR PUBLISHERS HAVE ACCESS TO:

- 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

2014
- Foundation
- Publisher SSP platform; 410M impressions & 170K conversions monthly
- Official Wordpress Plug-in released

2015
- March
  - Smartlink monetization
- June
  - SSP launch
  - Over 2B impressions monthly
- September
  - RTB launch

2016
- October
  - SmartCPA, Anti-Adblock
- January
  - Popunder/Popup code upgrade
- February
  - Adserver 2.0 release
- March
  - Fake traffic/bot filtering upgrade
- April
  - Card Payments
- May
  - Conversions & traffic system upgrade
- June
  - Push Notifications release
  - API capping
- July
  - Real-time bidding (RTB) launch
- August
  - Campaign auto-optimization
- September
  - Webmoney instant payments, SmartCPA Update
- October
  - We are 4!
- November
  - Over 30M impressions and 7k Conversions monthly

2017
- January
  - Popunder/Popup code upgrade
- February
  - Adserver 2.0 release
- March
  - Fake traffic/bot filtering upgrade
- April
  - Card Payments
- May
  - Conversions & traffic system upgrade
- June
  - Push Notifications release
  - API capping
- July
  - Instant Text Message release
- August
  - Campaign auto-optimization
- September
  - Webmoney instant payments, SmartCPA Update
- October
  - We are 4!
- November
  - Pre-Roll
- December
  - Over 1.4B impressions and 836K conversions monthly

2018
- December
  - SKIM ads
- December
  - Over 3B impressions and 1.1M conversions monthly
- December
  - Over 6B impressions and 2M conversions monthly
HOW WE GROW

2019
- August: Push-Notifications
- July: EasyList checker
- May: JS Pre-Roll tag
- March: SmartCPM
- February: 24/7 Moderation
- November: 2bln impressions daily
- October: We are 5!

2020
- November: API 2.0 / Custom rate feature
- October: We are 6!
- August: New campaign creation form
- July: Official VAT holder
- June: InPage Push for advertisers
- May: New Traffic Inventory
- March: InPage Push for publishers
- January: HTML verification
- December: targetings list update
**HOW DO WE ENGAGE YOUR USERS?**

**AVAILABLE TARGETINGS**

- Country
- State
- City
- Connection type
- ISP
- Device Type
- Device
- Browser language
- Browser
- OS version
- OS Type
- OS

**USER IDENTIFICATION FEATURE**

In order to engage more unique users and save on the advertising budget Clickadu partners can choose ‘user identification type’ and set ad view frequency.

- Cookie matching
- IP matching
- Device matching
REAL-TIME-BIDDING (RTB)

RTB {REAL-TIME BIDDING}:

- Each ad impression auctioned separately
- Total control over the audience composition
- Ultimate targeting precision
- Endless automation options
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
INSTANT TEXT MESSAGE
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
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
<table>
<thead>
<tr>
<th>Format/vertical</th>
<th>Popunder</th>
<th>Instant Text Message</th>
<th>Push Notifications</th>
<th>SKIM (redirect link)</th>
<th>Video Pre-Roll</th>
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<td>SWEEPSTAKES</td>
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<td>CRYPTO</td>
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</tbody>
</table>

- **Recommended**
- **Suitable**
- **Not recommended**
- *whitelists required*
EVENTS
WE TAKE PART IN MAJOR PROFESSIONAL EVENTS ALL OVER THE WORLD

PRAGUE
BARCELONA
TEL AVIV
BANGKOK
AMSTERDAM
LISBON
BERLIN
NEW DELHI
### TOP GEO IMPRESSIONS

<table>
<thead>
<tr>
<th>Country</th>
<th>Impressions 7 Days</th>
<th>Impressions</th>
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<tr>
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<tr>
<td>BR</td>
<td>1753694012</td>
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<tr>
<td>VN</td>
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<td>DE</td>
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<tr>
<td>MM</td>
<td>121469146</td>
<td>22069208</td>
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</table>
PLATFORMS

- **3.35% Desktop**
  - **87Mln Daily**
- **92.3% Phone**
  - **2.4Bln Daily**
- **1.19% Tablet**
  - **31Mln Daily**
<table>
<thead>
<tr>
<th><strong>OUR PARTNERS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Clickadu</strong></td>
</tr>
<tr>
<td>“Thanks Clickadu for the professionalism and great support. Traffic quality meets all our expectations.”</td>
</tr>
<tr>
<td>“High-quality traffic, quick and professional response to our needs, personal approach to any our request.”</td>
</tr>
<tr>
<td>“Good quality traffic with a wide range of ad formats. High proficient customer service. User-friendly interface.”</td>
</tr>
<tr>
<td>“Clickadu will get you the quality traffic to meet your needs.”</td>
</tr>
<tr>
<td>“Got experience above my expectations from day 1 of partnership, they combine the coolest people with vast experience and hard work!”</td>
</tr>
<tr>
<td>“We are glad to be in co-operation with Clickadu! They are rather flexible, reliable and always open to new deals. Thanks for partnership!”</td>
</tr>
</tbody>
</table>
To buy sell traffic:
Sign Up at www.clickadu.com

CONTACTS

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!