



CLICKADU » MEDIA KIT 2021

7K+
ACTIVE
USERS

59,5+
ACTIVE
CAMPAIGNS

4BLN
IMPRESSIONS
DAILY

4,5MLN
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



» 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



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
API 2.0 /
Custom rate
feature

November
2bn impressions
daily

October
We are 5! 🎉

October
We are 6! 🎉

September
CPC

August
New campaign
creation form

August
Push-Notifications

July
Official VAT holder

July
EasyList checker

June
InPage Push
for advertisers

May
JS Pre-Roll tag

May
New Traffic Inventory

March
SmartCPM

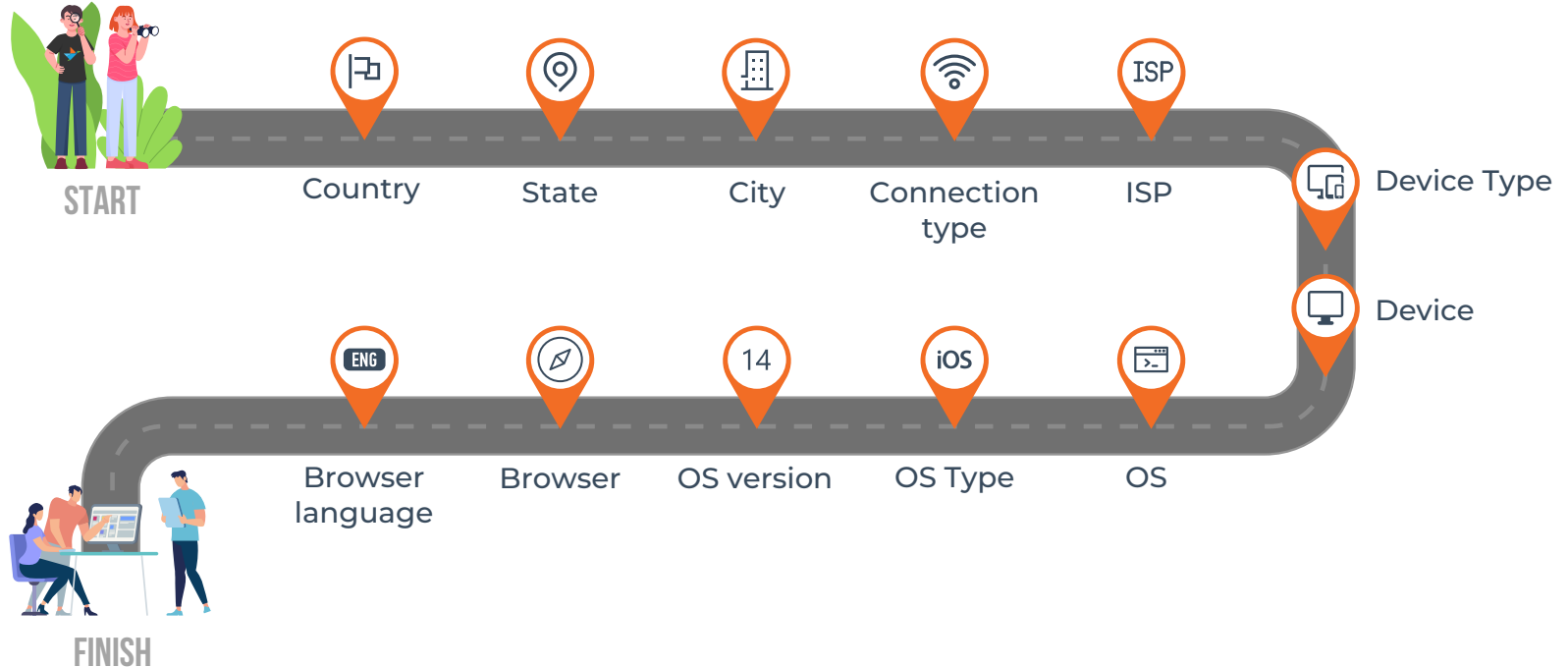
March
InPage Push for publishers

February
24/7 Moderation

January
HTML verification

» HOW DO WE ENGAGE YOUR USERS?

AVAILABLE TARGETINGS







USER IDENTIFICATION FEATURE

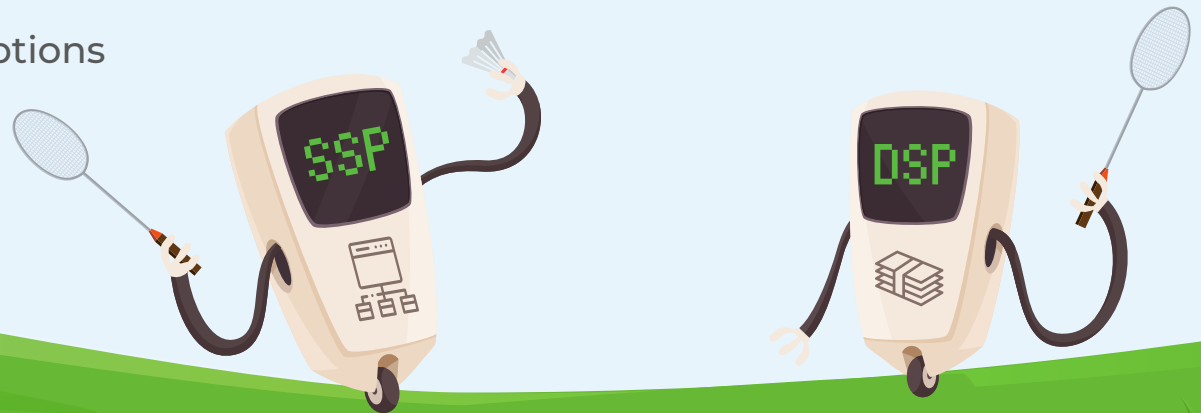
In order to engage more unique users and save on the advertising budget Clickadu partners can choose 'user identification type' and set ad view frequency.

 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



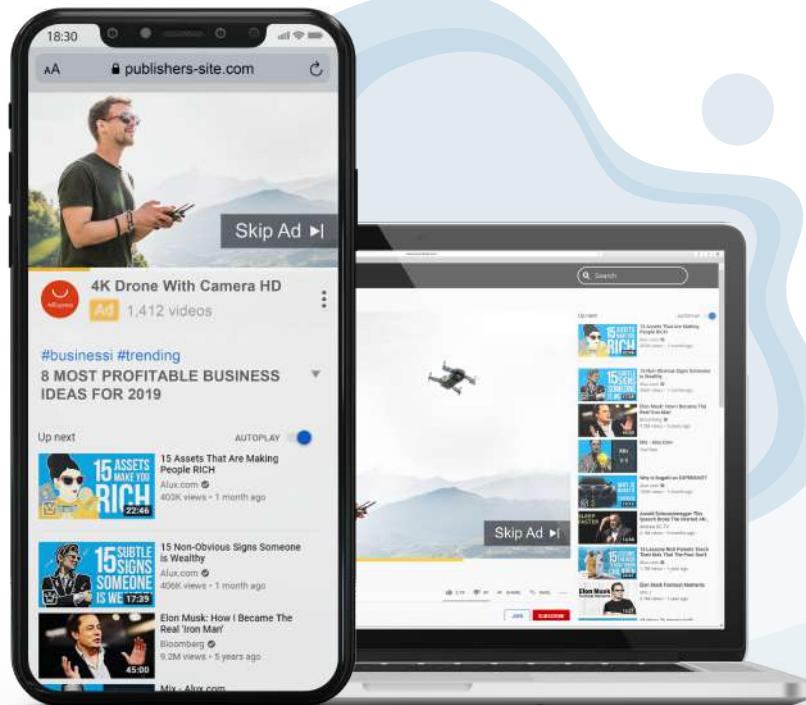
» AVAILABLE AD FORMATS

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**



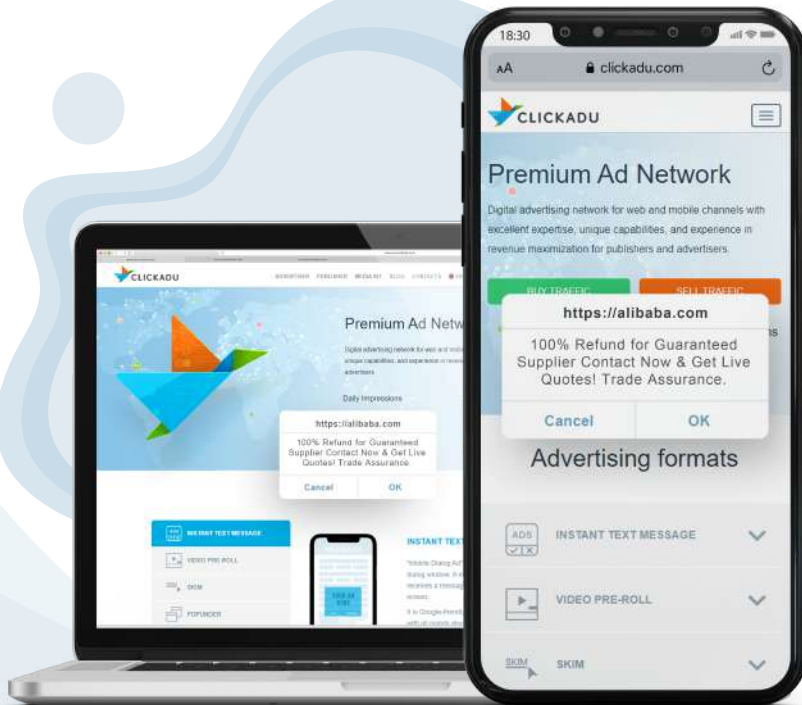
» AVAILABLE AD FORMATS

INSTANT TEXT MESSAGE

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 anyother ad formats
- Clickadu has a number of its own IT fraud detection and bot filtering tools



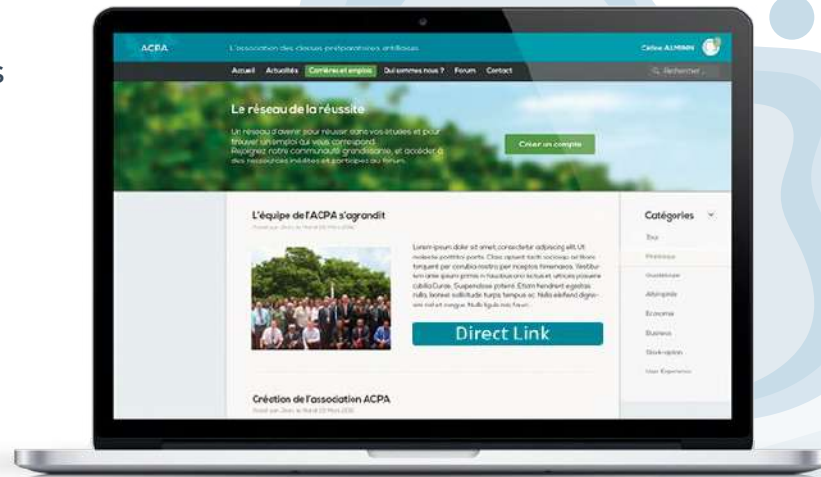
» AVAILABLE AD FORMATS

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

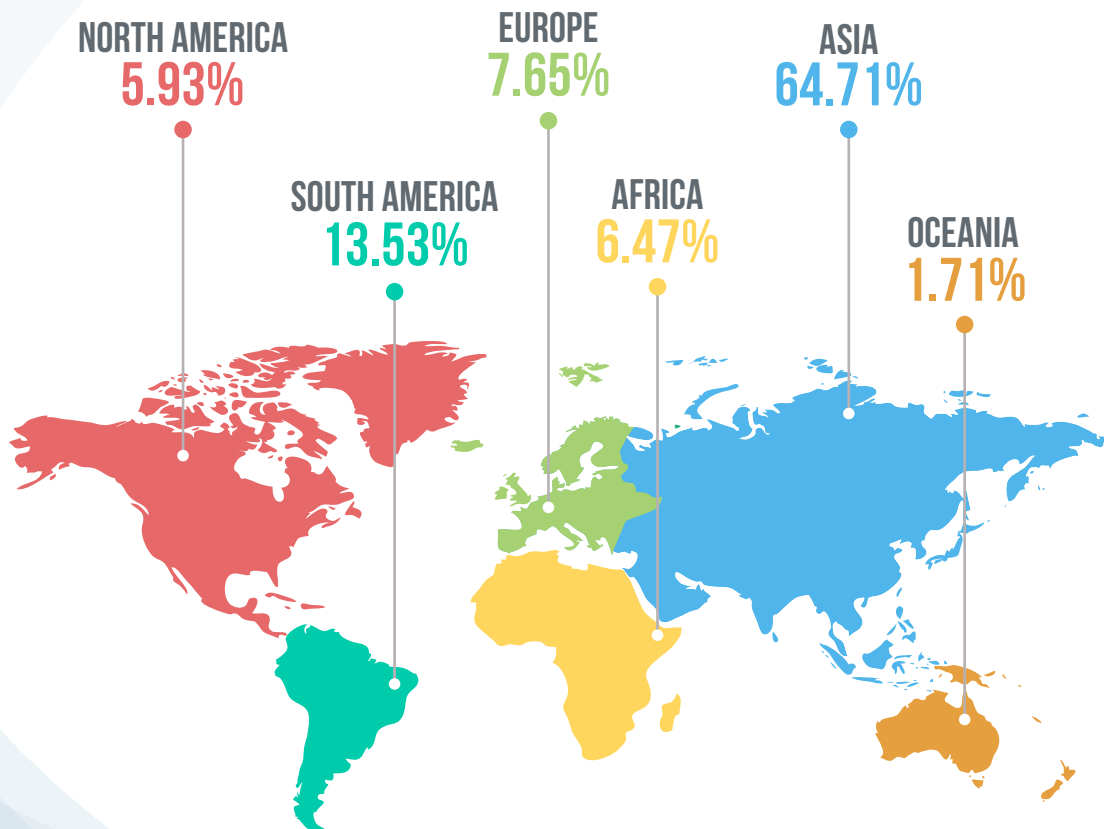


EVENTS

WE TAKE PART IN MAJOR PROFESSIONAL EVENTS ALL OVER THE WORLD



TOP GEO IMPRESSIONS



COUNTRY	IMPRESSIONS 7 DAYS	IMPRESSIONS
IN	4925913566	651616612
BR	1753694012	291107672
VN	1461507919	218648416
MY	573884985	93674965
BD	524244701	90887074
ID	523877048	74877373
EG	431383220	62281109
PK	350940575	74877373
US	350152553	56767701
PH	331511249	53241797
IQ	304016866	49586689
DZ	296839162	48513198
MX	248501636	46877588
IR	248342710	40957960
AR	232142466	39992873
TH	219236334	39136449
TR	212028312	36937801
DE	207097750	36203613
MA	203412350	32205888
SA	152441056	23919468
NP	136880541	22136521
MM	121469146	22069208

» PLATFORMS



3.35%
DESKTOP
~
87MLN
DAILY

92.3%
PHONE
~
2.4BLN
DAILY

1.19%
TABLET
~
31MLN
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!