7K+ ACTIVE USERS
4BLN IMPRESSIONS DAILY
4,5MLN CONVERSIONS DAILY
59,5+ ACTIVE CAMPAIGNS
WE ARE CLICKADU

Clickadu is a multi-format advertising network with many years of expertise and specialization in digital marketing.

Our goal is to provide our partners with 360 monetizations and ad coverage. All of this is within one complete infrastructure.

OPERATING SINCE

2014
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 devices
- Advanced targeting and real-time stats
- Wide range of price models: CPC, CPM, SmartCPM, SmartCPA
- 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 eCPM 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

2018
- December: SKIM ads

2017
- 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

2016
- December: Over 6B impressions and 2M conversions monthly
- November: Official Wordpress Plug-in released
- October: 3 year anniversary
- September: Campaign auto-optimization
- July: API capping
- June: API upgrades
- May: Conversions & traffic system upgrade
- March: Fake traffic/bot filtering upgrade
- February: Adserver 2.0 release
- January: Popunder/Popup code upgrade

2015
- November: Over 1.4B impressions and 836K conversions monthly
- October: SmartCPA, Anti-Adblock
- September: RTB launch
- July: Over 2B impressions monthly
- June: SSP launch
- May: API upgrades
- April: Card Payments
- March: Conversion and traffic system upgrade
- February: Adserver 2.0 release
- January: Popunder/Popup code upgrade

2014
- November: Over 30M impressions and over 7k Conversions monthly
- October: Foundation
- September: RTB launch
- July: Over 2B impressions monthly
- June: SSP launch
- May: API upgrades
- April: Card Payments
- March: Smartlink monetization
- February: Adserver 2.0 release
- January: Popunder/Popup code upgrade
HOW WE GROW

- **2019**
  - **September** CPC
  - **August** Push-Notifications
  - **July** EasyList checker
  - **May** JS Pre-Roll tag
  - **March** SmartCPM
  - **February** 24/7 Moderation

- **2020**
  - **November** 2Bln impressions daily
  - **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

- **2021**
  - **November** 14,832 man-hours and 2,041 tasks to make the platform better
  - **October** We are 7!
  - **July** Notifications within SSP
  - **June** Mobile Adaptability
  - **May** 4 Bln+ impressions daily
  - **April** Banner Ads for advertisers
  - **March** Banner Ads for publishers
  - **January** User Identification Feature

**December**
- Targetings list update
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
AVAILABLE AD FORMATS

BANNER ADS

COMMERCIAL IMAGE OR ANIMATION, APPEARING ON THE WEB PAGE OF THE SITE. AVAILABLE IN TWO SIZES: 300X250 AND 300X100.

Advantages:

- Available for CPC/SmartCPM/CPM pricing models
- Misclicking protection to avoid overpaying for a non-target audience
- Up to 5 creatives for one campaign
- 2 sizes available: 300x250 and 300x100
- All GEOs and traffic type coverage, the most Google-friendly advertising format
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
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
**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
- Social & Entertainment
- E-commerce
- VAS & Carrier billing
- Nutra
- Sweepstakes
- Delivery Apps
- iGaming
EVENTS

WE TAKE PART IN MAJOR PROFESSIONAL EVENTS ALL OVER THE WORLD

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

NORTH AMERICA 5.93%
EUROPE 7.65%
SOUTH AMERICA 13.53%
AFRICA 6.47%
ASIA 64.71%
OCEANIA 1.71%

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PLATFORMS

81.44% MOBILE
2.9 BLN DAILY

18.56% DESKTOP
675 MLN DAILY
<table>
<thead>
<tr>
<th>OUR PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THANKS CLICKADU FOR THE PROFESSIONALISM AND GREAT SUPPORT. TRAFFIC QUALITY MEETS ALL OUR EXPECTATIONS.</strong></td>
</tr>
<tr>
<td><strong>WE ARE GLAD TO BE IN CO-OPERATION WITH CLICKADU! THEY ARE RATHER FLEXIBLE, RELIABLE AND ALWAYS OPEN TO NEW DEALS. THANKS FOR PARTNERSHIP!</strong></td>
</tr>
<tr>
<td><strong>GOOD QUALITY TRAFFIC WITH A WIDE RANGE OF AD FORMATS. HIGH PROFICIENT CUSTOMER SERVICE. USER-FRIENDLY INTERFACE.</strong></td>
</tr>
<tr>
<td><strong>CLICKADU WILL GET YOU THE QUALITY TRAFFIC TO MEET YOUR NEEDS.</strong></td>
</tr>
<tr>
<td><strong>GOT EXPERIENCE ABOVE MY EXPECTATIONS FROM DAY 1 OF PARTNERSHIP, THEY COMBINE THE COOLEST PEOPLE WITH VAST EXPERIENCE AND HARD WORK!</strong></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!