



CLICKADU



MEDIA KIT 2022

7K+
ACTIVE
USERS

4BLN
IMPRESSIONS
DAILY

59,5+
ACTIVE
CAMPAIGNS

4,5MLN
CONVERSIONS
DAILY

» ABOUT US

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



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



2021

2019

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

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 publish

January
HTML verification

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

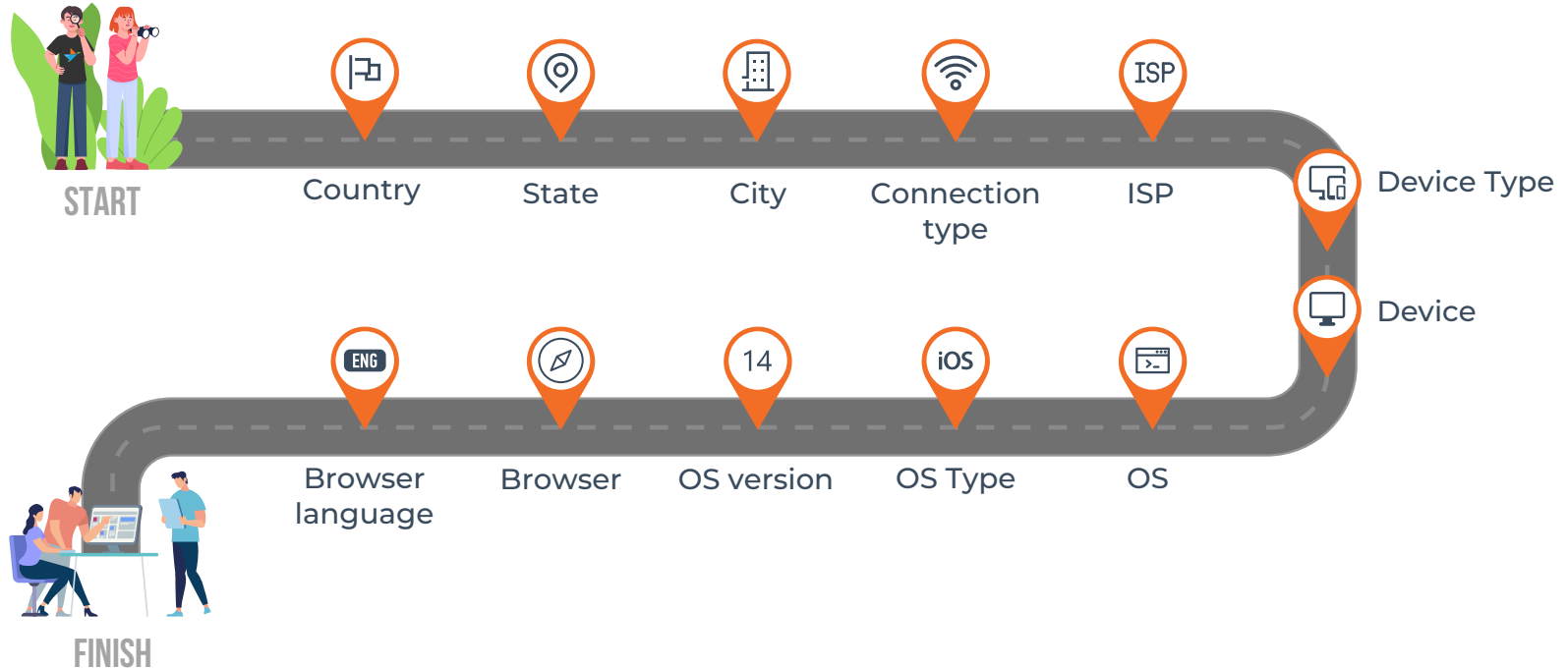
April
Banner Ads for advertisers

March
Banner Ads for publishers

January
User Identification Feature

» 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

» AVAILABLE AD FORMATS

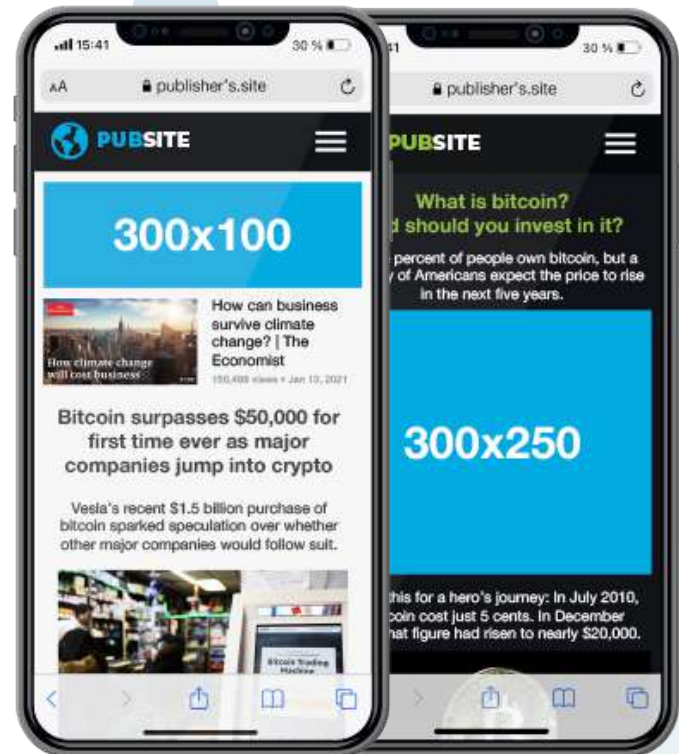
BANNER ADS

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**



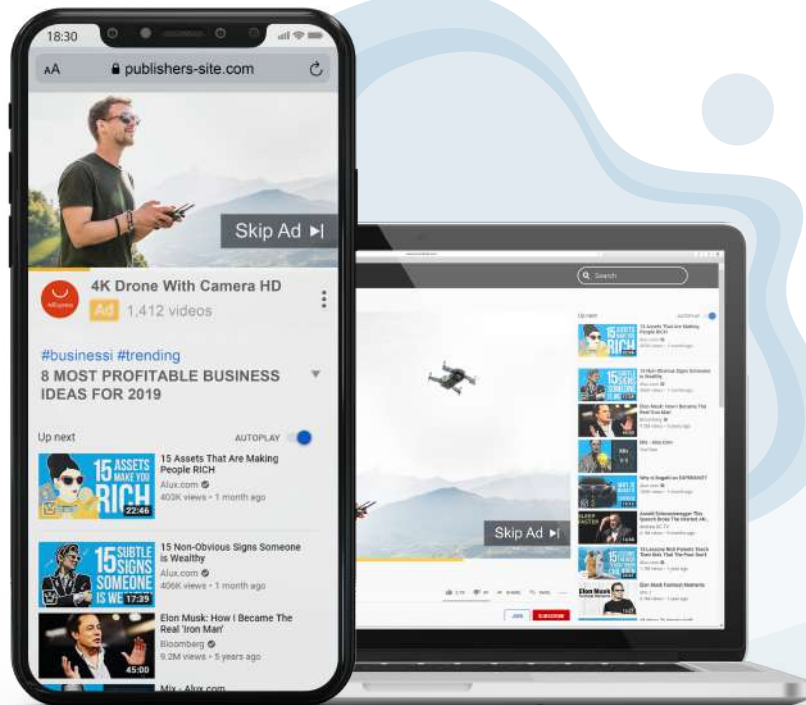
» AVAILABLE AD FORMATS

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**



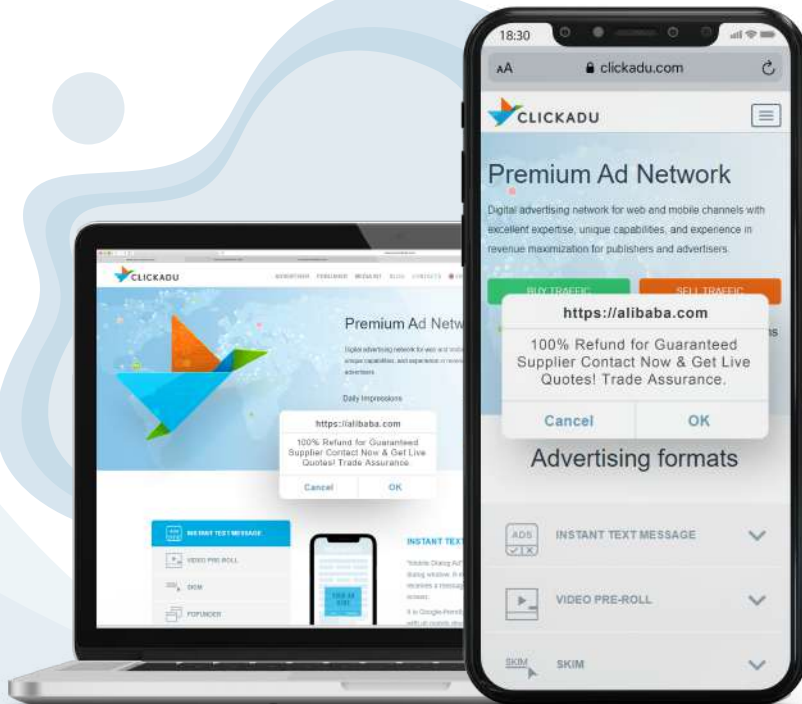
» AVAILABLE AD FORMATS

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



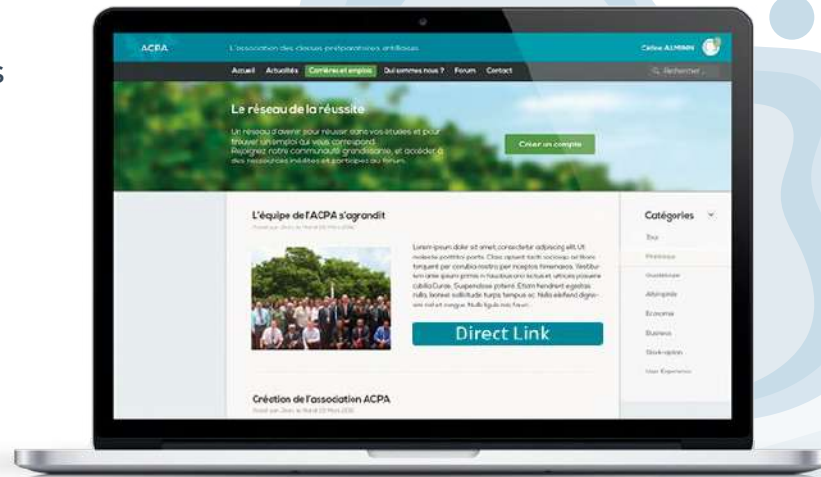
» AVAILABLE AD FORMATS

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



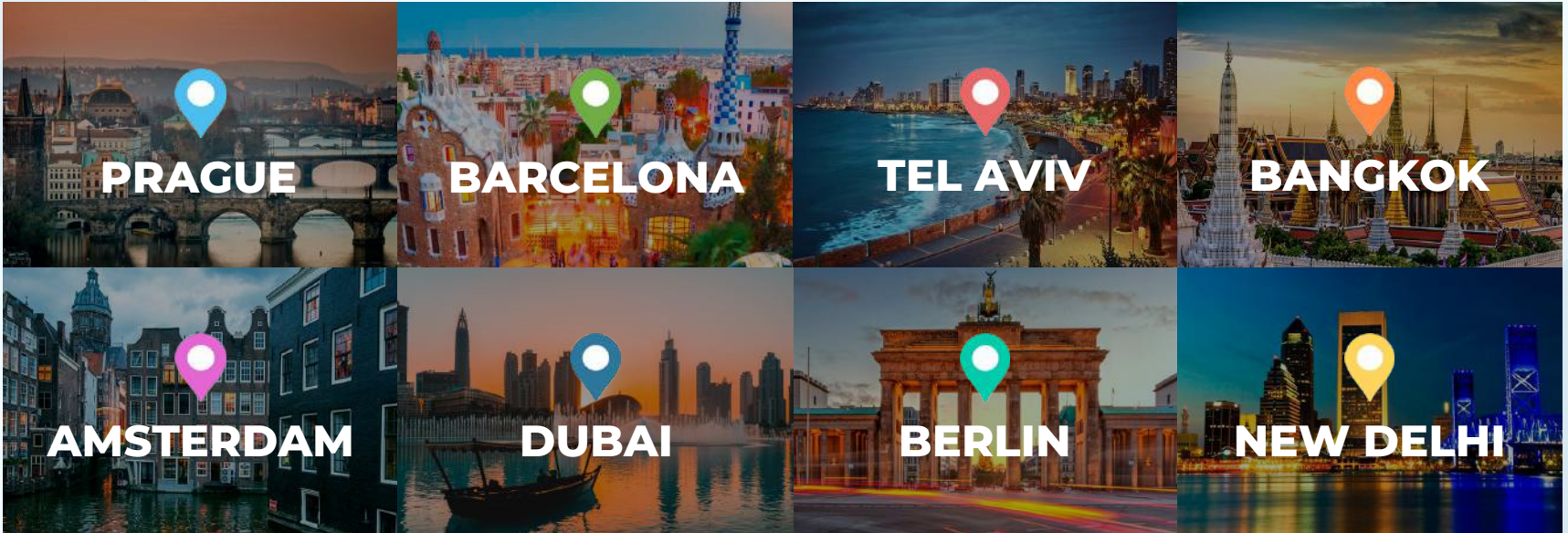
» OUR MAIN VERTICALS

- 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



TOP GEO IMPRESSIONS

NORTH AMERICA
5.93%

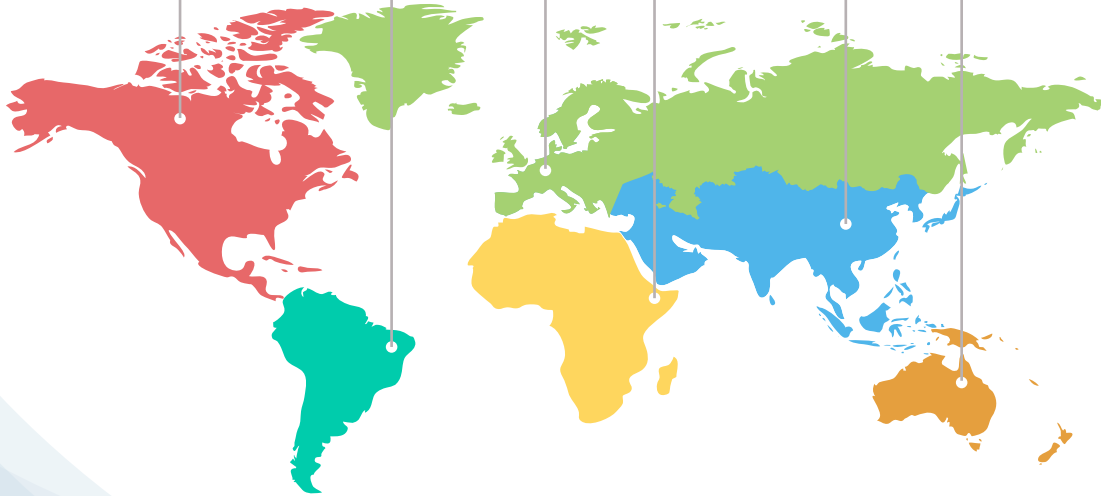
EUROPE
7.65%

SOUTH AMERICA
13.53%

AFRICA
6.47%

ASIA
64.71%

OCEANIA
1.71%



COUNTRY	IMPRESSIONS 7 DAYS	IMPRESSIONS
IN	9313764595	1346568375
VN	2435258400	352085552
BR	2335534084	337667578
ID	843661964	121975224
BD	772241858	111649425
MY	720848319	104219034
PK	625238401	90395913
US	517650253	74841000
PH	507924634	73434887
EG	417021658	60292288
IR	402724276	58225197
DZ	363771786	52593511
IQ	336200313	48607274
TH	267682202	38701041
TR	255783373	36980729
DE	245643068	35514660
RU	214127559	30958201
MX	214105644	30955033
FR	200260028	28953257
ES	192028573	27763167

» PLATFORMS



18,56%
DESKTOP
~~~~~  
**675 MLN**  
DAILY

**81,44%**  
MOBILE  
~~~~~  
2,9 BLN
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!