

Clickadu

is an innovative digital advertising platform that empowers businesses with cutting-edge ad technologies, advanced targeting tools, and comprehensive analytics to drive growth and maximize return on investment

6B+

impressions
daily

150+

geos

8K

active
users

4,5M

conversions
daily

60K+

active
campaigns

29



How we grow 10 years of success

2014 | Foundation. Over **30M** impressions monthly

2015 | Publisher's SSP released. Over **1.4B** impressions monthly

2016 | Advertiser's SSP Launch. Over **3B** impressions monthly

2017 | Campaign Auto-Optimization. Over **6B** impressions monthly

2018 | 4 new Ad Formats. Over **500M** Impressions Daily

2019 | 24/7 Moderation. **2B** impressions daily

2020 | Launch of InPage Push. **4B+** Impressions Daily

2021 | Release of Banner Ads. **4 Bln+** impressions daily

2022 | Cross Format Advertising. **5B+** Impressions Daily

2023 | Smart AI-Based Ad Rotation. **6B** Impressions Daily

2024 | Clickadu turning **10** years. The journey continues

For Advertisers

- 🎯 Only direct websites
- 🎯 Advanced targeting options
- 🎯 Smart AI-Based Rotation
- 🎯 User-Friendly SSP
- 🎯 4 Cost-efficient price models
- 🎯 In house anti bot/fraud filtering tools
- 🎯 Dedicated Support Managers





For Publishers

- 🎯 Timely and automated payouts
- 🎯 100% Fill Rate
- 🎯 Higher eCPM rates in comparison to other competitors
- 🎯 Clean ads without malware and viruses
- 🎯 Unique Adblock bypass feature
- 🎯 Referral program
- 🎯 Diverse selection of advertising formats

OUR FORMATS

Popunder

is an advertising page that opens under the browser window or tab

- + Anti-malware protection with auto-detection of harmful campaigns
- + Available on pricing models: **CPM, SmartCPM & SmartCPA**
- + Reasonable traffic cost, 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
- + Main source of income if you do not qualify for Google AdSense





Banner Ads

commercial image or animation, appearing on the web page of the site. Available in two sizes: **300x250** and **300x100**

- + Available for CPC/SmartCPM/CPM pricing models
- + Misclicking protection to avoid overpaying for a non-target audience
- + 2 sizes available: **300x250** and **300x100**
- + Up to 5 creatives for one campaign
- + All GEOs and traffic type coverage
- + The most Google-friendly advertising format

Inpage Push

native-like notification message that appears when a user browses a publisher's website

- + It's native and migrates to any available Operating System
- + It's pure JS with an easy-to-install and launch process
- + Available on any pricing model: **SmartCPA, SmartCPM, CPC, CPM**
- + Doesn't work on the subscription basis
- + Can be mixed or used as a stand-alone advertising format
- + Higher CTR rate



Pre-roll

a promotional video that runs before the main video content

- + 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**
- + Offers and supports almost all popular web-video formats: **MP4, WMV, AVI, MOV & FLV**

Push Notifications

native push ads based on a subscription basis that user receives even when he's not browsing the web

- + 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



INSTANT TEXT MESSAGE

a native text dialog message that users receive while browsing the website

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

SKIM

a URL with high-accurate target options that directs visitors straight to the advertisers' Offer page

- + 100% control of your sold traffic amount
- + Traffic and advertisement niche selection
- + JS tag Pre-Roll compatible with all known video players
- + Available on pricing models: CPM, SmartCPM
Google-friendly advertising format
- + Higher CR to advertisers and CPM rates to publishers



Our verticals

Games



e-Commerce



Paid Content Websites



FinTech



VPN



iGaming



Food Delivery
and Taxi



Dating



APK



Tools & Utilites



Social & Entertainment Apps



Events

We take part in major professional events all over the world



SIGMA



Our partners



Clickadu is collaborative and highly experienced.

Thanks to their active support and optimization, we consistently receive an impressive app traffic amount to help us achieve our goals.



Shopee



Clickadu is an interesting ad network because they have 6 different ad formats you can try. For example, if you want to test out banners, they had 300x250 and 300x100 banner slots. Affiliates should be testing these! I like Clickadu and you should too



Luke Kling, Afflift



Clickadu is definitely one of the most recommended traffic networks by affiliates that have run affiliate campaigns there! Many ad formats + many targeting options + sizeable inventory = worth a test if you haven't!

stm.

Amy Cheung, STM



Really responsible and pleasant partners! We like working with the Clickadu team because you can feel their professionalism - the guys are friendly and competent. Timely feedback and prompt launch of new tests, thanks to which we have reached really profitable heights together. We are working win-win and plan to continue!



**Anastasia Getsovich
(Zeydoo)**

Contacts

to buy or sell traffic

sign Up at www.clickadu.com

**if you have any questions
or suggestions, please contact:**

support@clickadu.com

