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
Foundation. Over 30M impressions monthly

2014

Publisher’s SSP released. Over 1.4B impressions monthly

2015

Advertiser’s SSP launched. Over 3B impressions monthly

2016

Campaign Auto-Optimization. Over 6B impressions monthly

2017

4 new Ad Formats. Over 500M Impressions Daily

2018

Launch of InPage Push. 4B+ Impressions Daily

2019

24/7 Moderation. 2B impressions daily

2020

Launch of InPage Push. 4B+ Impressions Daily

2021

Release of Banner Ads. 4Bln+ 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

How we grow

10 years of success
ForAdvertisers

- 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

**For Advertisers:**
- 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

**For Publishers:**
- Anti-malware protection with auto-detection of harmful campaigns
- 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

For Advertisers:
- Available for CPC/SmartCPM/CPM pricing models
- Misclicking protection to avoid overpaying for a non-target audience
- Up to 5 creatives for one campaign

For Publishers:
- 2 sizes available: 300x250 and 300x100
- 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

**For Advertisers:**
- Available on any pricing model: **SmartCPA, SmartCPM, CPC, CPM**
- Doesn’t work on the subscription basis
- Higher CTR rate

**For Publishers:**
- It’s pure JS with an easy-to-install and launch process
- It’s native and migrates to any available Operating System
- Can be mixed or used as a stand-alone advertising format
Pre-roll

a promotional video that runs before the main video content

For Advertisers:

- Available on pricing models: CPM, CPC & SmartCPA
- Offers and supports almost all popular web-video formats: MP4, WMV, AVI, MOV & FLV

For Publishers:

- High eCPM rates
- Fully compliant with the latest IAB requirements for VAST 3.0 codes
- JS tag Pre-Roll compatible with all known video players
Push Notifications

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

For Advertisers:

+ Available on all pricing models: CPM, CPC, SmartCPM & SmartCPA
+ Interactive messages give you a wide range of promotional ideas: icons, photo, text

For Publishers:

+ Highly-effective non-browsing monetization
+ Permission-based
+ Google-friendly advertising format
+ Available for mobile and desktop devices
Instant Text Message

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

For Advertisers:
- Available on pricing models: CPM, CPC & SmartCPA
- New opportunities for promotional ideas

For Publishers:
- Native look
- Compatibility with all mobile devices
- Google-friendly advertising format
SKIM

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

For Advertisers:
- Available on pricing models: CPM, SmartCPM
- Higher CR
- Traffic niche selection

For Publishers:
- Higher CPM rates
- Google-friendly advertising format
- 100% control of your sold traffic amount
Our verticals

Games

e-Commerce

Paid Content Websites

FinTech

Food Delivery and Taxi

Dating

VPN

iGaming

Tools & Utilities

Social & Entertainment Apps

APK
Events

We take part in major professional events all over the world
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.

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.

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!

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!
Contacts

to buy or sell traffic
sign Up at www.clickadu.com

if you have any questions or suggestions, please contact:
support@clickadu.com

https://www.facebook.com/clickadu/
https://www.instagram.com/clickadu/
https://twitter.com/clickaduads
https://t.me/affiliateconfEng
https://www.linkedin.com/company/clickadu
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