



CREATIVE STRATEGIES FOR DATING OFFERS: **Perfect Match Found!**

WEBINAR

JULY 17, 2019

CONVERTING TRAFFIC
INTO YOUR CUSTOMERS



Who Will Rescue Your Campaigns?



MARIA LAZAREVA

Content Manager
Conversion Support Team



SLAVA MAIORKO

Affiliate Education
Program Manager

Before We Begin

- Please let us know **if there are problems** with sound or video
- We'll answer **all your questions** at the end of the webinar
- This **presentation will be sent** to you via email
- Pay attention to the chat – we'll add **useful links** and resources
- **Join our Telegram chat** to discuss this and other topics with fellow affiliates

On Our Agenda

1. **What is Dating vertical about?**
2. **Successful strategies for dating creatives**
3. **POLICY: DOs and DON'Ts**
4. **Case Studies**
5. **Q&A Session**

1

WHAT IS DATING VERTICAL ABOUT?




1 WHY DATING?


- «Evergreen vertical»
- Relevant for any geo
- Earn up to **\$10 000** on campaigns per month
- With right creative strategy and tools it may bring a lot of profit from just 1 campaign




1 AD FORMATS




Push Notification



Native Ads




Interstitial



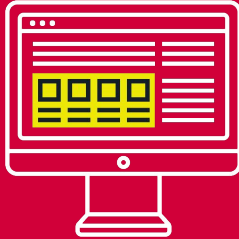
OnClick

1 THE BEST AD FORMATS FOR DATING




Push Notification

A white outline of a smartphone with a yellow notification banner at the top containing a star icon and three horizontal lines.




Native Ads

A white outline of a desktop monitor displaying a native ad layout with a grid of four yellow squares and horizontal lines.



Interstitial

A white outline of a smartphone with a yellow interstitial ad in the center, featuring a star icon, a close button (X), and horizontal lines.



OnClick

Two overlapping white outlines of browser windows. The foreground window shows an onClick ad with a yellow star icon and a mouse cursor clicking on it.

1 CATEGORIES AND TRAFFIC VOLUMES

Dating



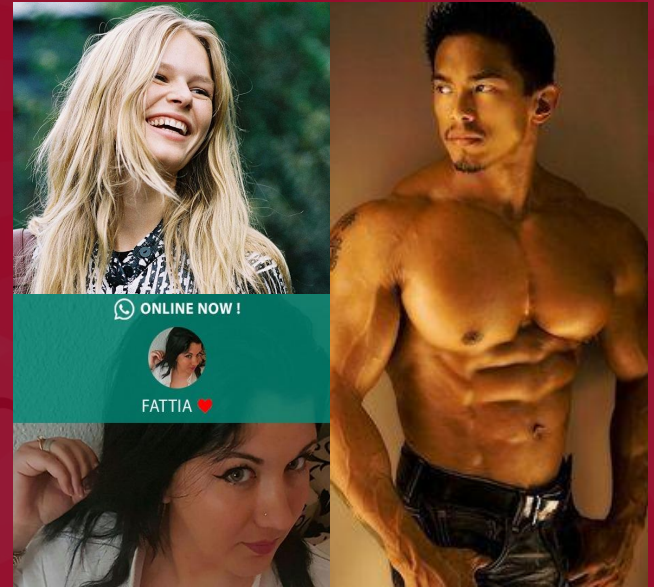
1 CATEGORIES: MAINSTREAM DATING

IMAGES:

- Natural-looking girls
- Attractive men (think: muscles)
- Messenger-looking icons

AD COPY:

- Invitations to meet, to hang out, to go out...
- Social media requests, direct messaging
- Teasing texts without ambiguous meaning



1 CATEGORIES: ADULT



IMAGES:

- 18+ symbol
- Underwear
- Sexual poses, facial expressions
- People touching each other

AD COPY:

- Intriguing messages with sexual context
- Words like «horny», «dirty»



Texts containing word «sex» will be considered as **ADULT SHOCK** category. Campaigns of this category will get the same amount of traffic as Adult category. This rule concerns PUSH NOTIFICATIONS ONLY.

2

SUCCESSFUL STRATEGIES FOR DATING CREATIVES

CREATIVE STRATEGIES FOR DATING OFFERS: PERFECT MATCH FOUND!



2 AD FORMATS: NATIVE

TEASER STRATEGY

- Intriguing text
- Image of the desired object

GOAL: create interest by teasing users, make them crave for more info about your offer



This Site Contains The Pictures Of Extremely Cute Girls

YOUR AD

2 AD FORMATS: NATIVE



**Do You Know This Girl? She Lives 3 Blocks
Away From You**

YOUR AD

PROXIMITY OF THE DESIRED OBJECT

- Image of a cute girl / manly male
- The text should state that the girl / guy is near and is ready to meet the user

GOAL: assure that the desired object is attainable or a click away

2 AD FORMATS: NATIVE

ADDRESSING DIRECTLY

- Write the text on behalf of the girl; address the target audience
- Use images from mainstream dating to adult
- Be convincing: use abbreviations (How r u doin'?) and nice emojis 😊


GOAL: create an illusion of direct communication



I'm horny and so lonely... Wanna do something crazy tonight

YOUR AD

2 AD FORMATS: NATIVE



**Asian Cutie Or Russian Beauty? Find A Girl
in :city_name:**

YOUR AD

OPPORTUNITY OF CHOICE

- Offer a choice right in the text
- Combine several different pictures in one image

GOAL: offer the audience an opportunity to make a choice or state their preferences

2 AD FORMATS: PUSH

DIRECT MESSAGES IMITATION

- Address user on behalf of a girl or a man
- Imitate the message from social media or messenger using cliché words
- The icon can be a part of the banner. It may also imitate famous messengers (and we'll show you how to do it properly)

GOAL: give the user a first hint on how communication can go on the website or in the app



2 AD FORMATS: PUSH



TEASER

- Texts interrupted in the most interesting place (and even dubious in a good way) or «...» in the end of the message
- Combine different types of pictures

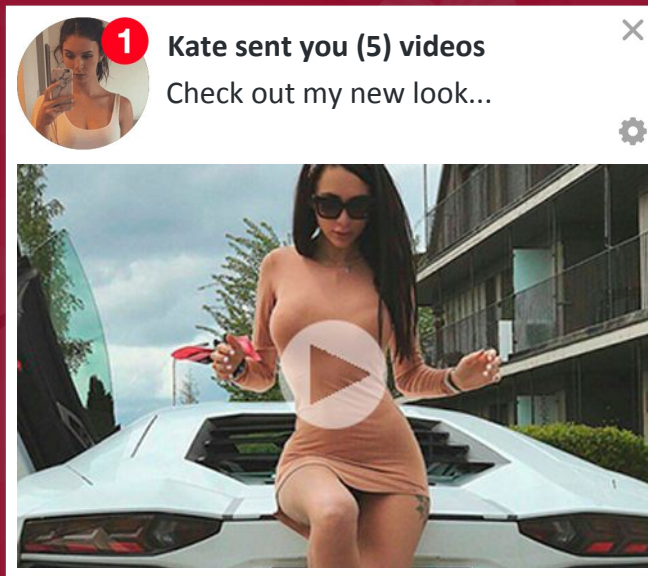
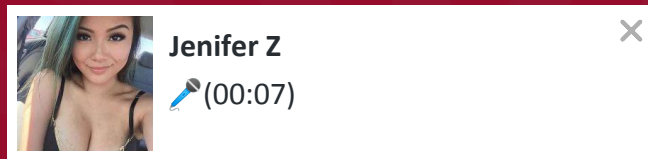
GOAL: create a feeling of a real-life communication

2 AD FORMATS: PUSH

SYSTEM MESSAGES IMITATION

- Make it look that a dating website user sends content like pictures, videos, voice messages, etc.
- Use images with natural-looking people, place a play sign if you imitate videos

GOAL: make the user want to open the Message to see its contents

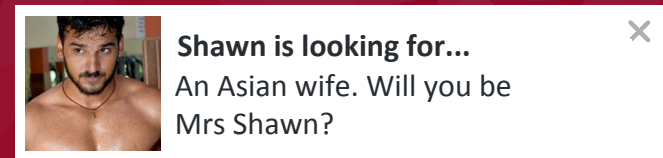
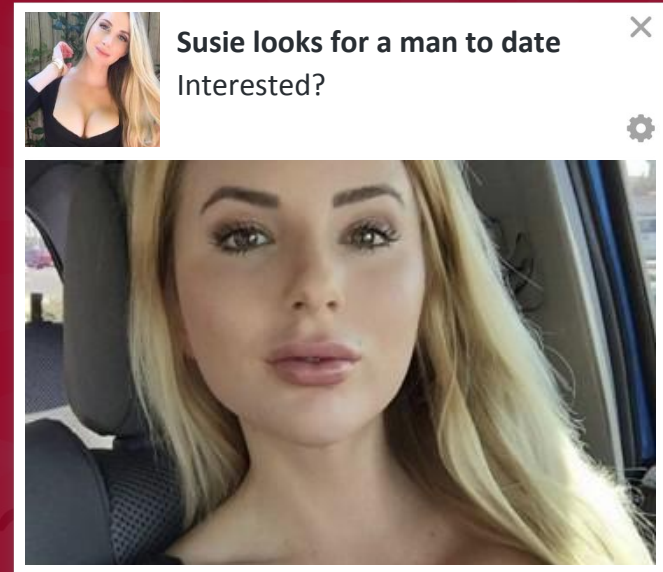


2 AD FORMATS: PUSH

INTERACTION – CTA

- Ask a question in the end of the text, after you offer the value
- Try testing two options – creatives with big banners or with a single icon

GOAL: invite user into conversation / interaction



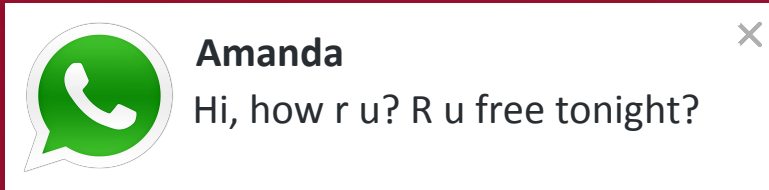
3

POLICY: DOs and DON'Ts

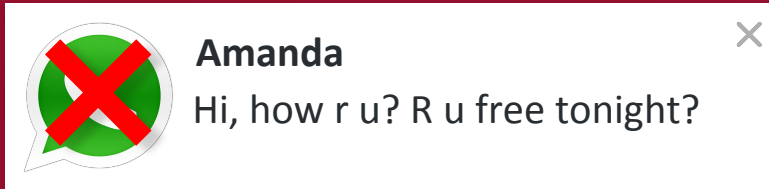
CREATIVE STRATEGIES FOR DATING
OFFERS: PERFECT MATCH FOUND!



3 POLICY QUIZ



3 POLICY QUIZ



A simulated text message interface. On the left is a circular profile picture of a green speech bubble with a white 'X' over it, indicating a blocked contact. To the right of the image is the name 'Amanda' in bold black text, followed by a small grey 'X' icon in the top right corner of the message bubble. Below the name is the text 'Hi, how r u? R u free tonight?' in a standard black font.


3 POLICY QUIZ




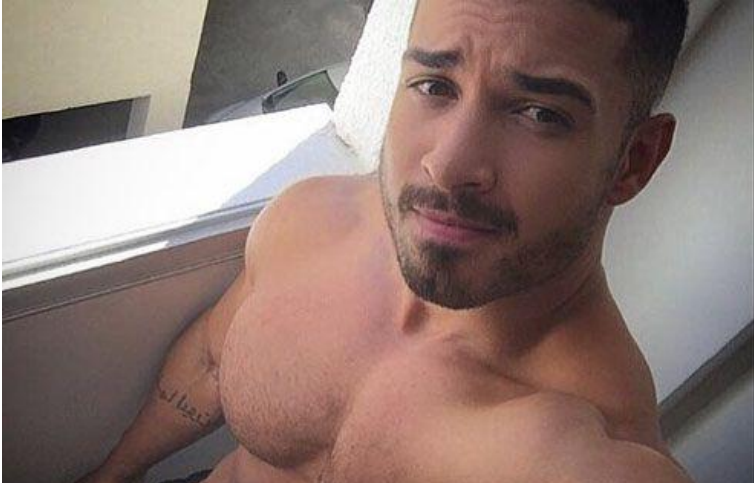
3 POLICY QUIZ






3 POLICY QUIZ


 **Jay sent you (5) pictures** 

See his profile and start chat now 



3 POLICY QUIZ

 **Jay sent you (5) pictures**  

See his profile and start chat now 



3 POLICY EXPLAINED: what's allowed and what's not [Ad copy]



We say «NO» to:

- **Brand names** (*Facebook, Tinder, Viber, Instagram or any other messenger or service*)
- **Swear words**, abusive words, names and nicknames of anatomic attributes of sexual intercourse
- Texts meaning any kind of communication with an **underaged person** (*Courtney, (16 yo) wants to find a date – BAN*)

3 POLICY EXPLAINED: what's allowed and what's not [Images]



We say «NO» to:

- **Total nudity**, undisclosed private parts, EXPLICIT images with sexual context including intercourse, sex toys, masturbation and it's results
- **Brand logos** (*messengers, browsers, social media, and other authorized services*)
- Pictures of **underaged girls / boys** in any context
- **System icons** of any OS
- Pictures of **celebrities**

3 POLICY EXPLAINED: what's allowed and what's not [Ad copy]



What to do instead:

- **Intriguing texts** without swear words and direct sexual proposals
- **Emojis** as the support of the intention of your message
- Proper **imitation of DMs**

3 POLICY EXPLAINED: what's allowed and what's not [Images]

What to do instead:

- Not exact imitation of famous messenger icons
- Images of attractive natural-looking adult people without explicit nudity



4

CASE STUDIES

CREATIVE STRATEGIES FOR DATING
OFFERS: PERFECT MATCH FOUND!



4 CASE STUDY: Dating Offer



CASE STUDY:
**GIBSMIR, WILDSPANK,
BENAUGHTY**
ROI 58%

 Push Notifications
DATING

Ad Format: Push Notifications

Payout: \$ 4,75 – 5,5 USD

Affiliate Network: TopOffers

GEO: DE

Period: July 6 – July 16, 2019

4 CASE STUDY: Results

Conversions: 58

Spent: \$ 198

Revenue: \$ 312

Profit: \$ 114

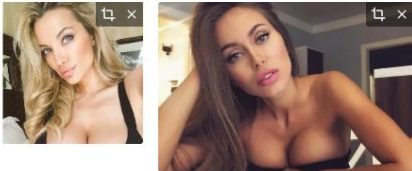
ROI: 58%

Title

Willst du ein Date? 11

Description

Worauf wartest du dann noch? 12



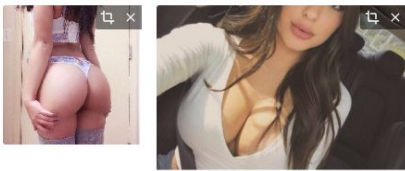
Preview push notification

Title

Kate hat (5) Bilder geschickt 1

Description

Schau ihr Profil an, beginne zu chatten 1



Preview push notification

4 CASE STUDY: Dating Offer



CASE STUDY:
ASIAN BEAUTIES
DATING ROI 50%

 Native Ads
DATING

Ad Format: Native Ads

Affiliate Network: Neverblue

GEO: USA

Period: Mar 30 – Apr 7, 2019

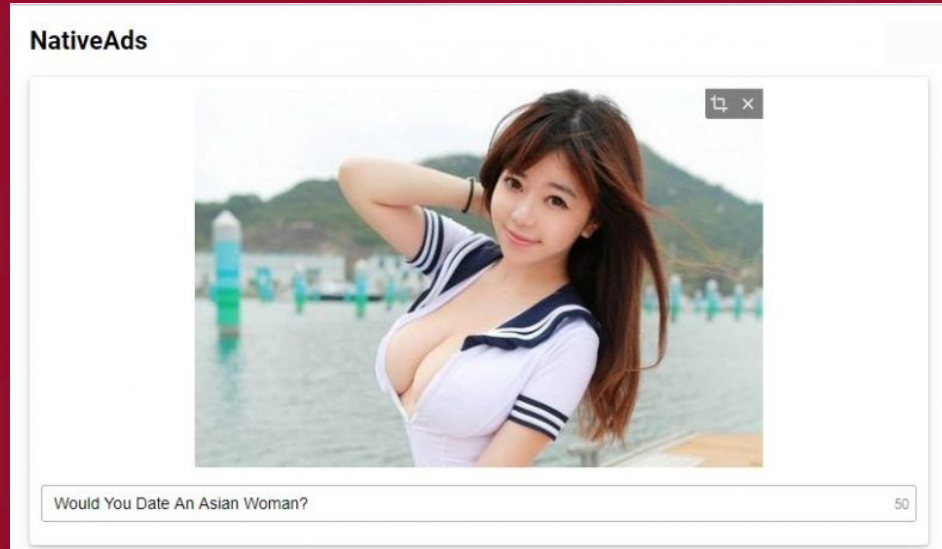
4 CASE STUDY: Results

Total spent: \$ 934

Total Revenue: \$ 1 397

Profit: \$ 463

ROI: 50%



5

Q&A SESSION

CREATIVE STRATEGIES FOR DATING
OFFERS: PERFECT MATCH FOUND!



4

Q&A Session

1. **Samuel Nwosu:** I've been promoting dating niche for a very long time. Recently my campaigns stopped converting. I changed landing page and creatives but it still not converting.
My questions are: **1.** At this stage what do you think i should do? **2.** Black or White listing which is okay **3.** How often should we change creatives. **4.** Should we also update landing page more often?
2. **Jonathan Walters:** How should we go about promoting dating offers which target women? Should we use the same general process as when promoting offers that target men, or would an entirely different approach be better?
3. **Nitin Sethi:** How should our strategies for dating campaigns differ for different ad formats?



THANK YOU FOR ATTENDING!

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