

*big in*  
**ASIA:**



**HOT VERTICALS, BEST PRACTICES  
& CAMPAIGN IDEAS**



# — Our Hosts

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas



## Konstantinos Kafkalias

Senior Business Relations Expert  
with extensive experience  
in the APAC region



## Fedor Tomashevich

Senior Business Development Manager  
specializing in the Push Notifications  
and Pop traffic

# — Our Hosts

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas



**Alex Grus**

Head of iGaming/Trading verticals  
at AdCombo

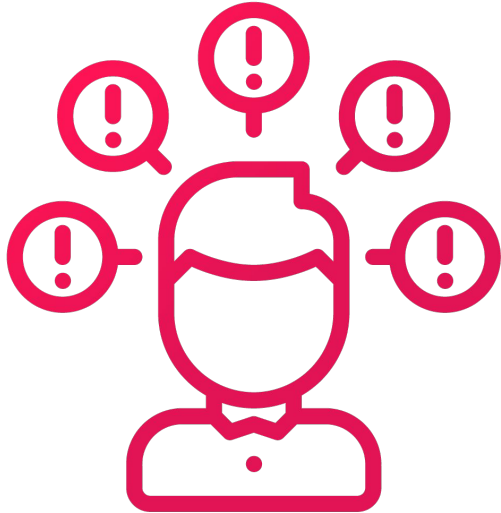


**Helen Atro**

Senior Business Development Manager  
Expert in Sweepstakes  
and Mobile offers

# — Before We Begin:

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas



- If you spot any issues with sound or video, let us know in the chat
- Q&A session is in the end of the webinar
- We'll send this PPT to your email
- Useful links in the chat – don't miss!
- **Join our Telegram chat!**

# — Our Agenda

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas

- **How to Attract Asian Audience?** Tactics & expert tips
- **Targeting & Optimization** tips to snatch the piping hot leads
- **iGaming in Asia** – top GEOs, opportunities, differences between b&g hottest CPA offers, and secrets to irresistible creatives
- **Finance in Asia:** how is it different? Offers to run right now, funnels, and best pre-landers
- **Sweepstakes in Asia** – is it even popular in Asia? GEOs, offer types and creative approaches that convert
- **Policy Time!** What's allowed and what's not?
- **Q&A Session**

# How to Attract Asian Audience?

# — What Should You Know About the Asian Audience?

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas

Asia is huge, and there are significant **cultural differences** between its parts

- **Islamic part** is more interested in football than India, which is interested in cricket
- **Middle East/Central Asia** is more fond of european-style casinos
- **South-Western & South-Eastern Asia** is absolutely different. Dragons, local symbols and styles are keys to high CTR



# Targeting & Optimization

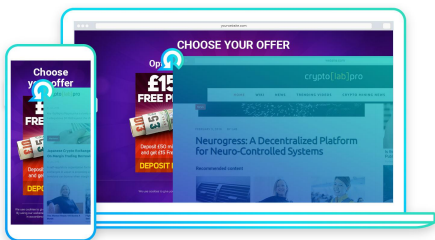
*ASIAN TRAFFIC*



# — Which Ad Formats Work in Asia?

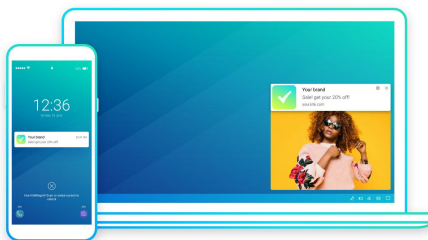
Big in Asia: Hot Verticals, Best Practices & Campaign Ideas

## Popunder / Onclick



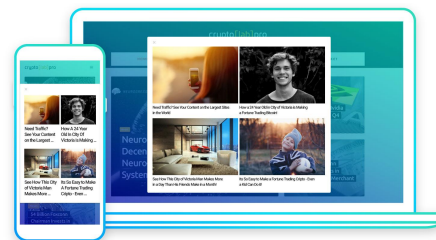
Sweepstakes and iGaming are dominating the format. However, the absolute king here is still eCommerce

## Push Notifications



Make sure to launch campaigns on push notification and in-page push for your igaming, sweepstake and finance offers

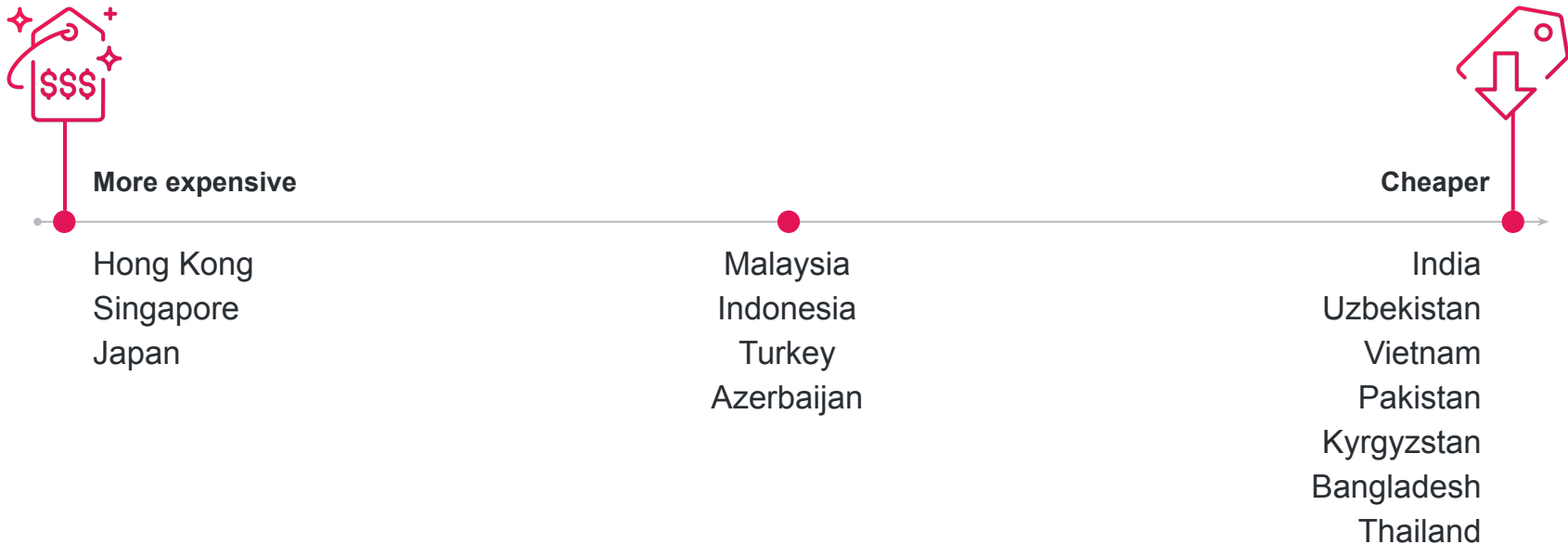
## Interstitials



Sweepstakes are showing great results on Interstitials

# Budget: Traffic Costs

## MIND THE TIER OF TRAFFIC



# — Targeting Tips You Want to Follow

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas



If you're just starting with a vertical, pick **GEOs with the lowest competition** = cheaper traffic



Use language targeting for **countries speaking 2 or more languages** – for example, Malaysia: Malay, Indonesian, English



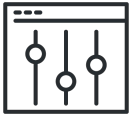
Test **device and OS targeting**: Mac OS and iOS usually have a very high activity, while Android has the biggest traffic volumes



Launch **separate campaigns for each GEO**; also, it's not recommended to mix different platforms in one campaign

# — You Can Never Have Enough Targeting Tips

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Keep monitoring the traffic in your tracker. Pay attention to every detail e.g., OS versions, browsers, language, etc.



Push notification campaigns can and should be separated by **User Activity Groups** – this is the **KEY** for your cost efficiency

# — How to Play With the Bid?

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- **New campaigns require higher bids.** This strategy allows you to test faster: get more traffic and more data to optimize these campaigns
- If you **don't get enough traffic, but your CTR is high (>2%),** you can duplicate this campaign and set the bid higher
- If your **traffic volumes are too low** – try wider targeting and increasing your bids
- If your **budget is spent too fast,** the CTR is high; you can try decreasing the bid or the ad frequency



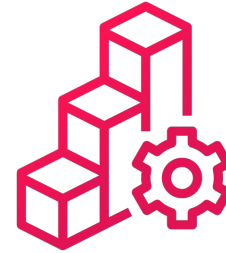
**That's not how you  
play with the bid**

# — Optimizing Your Campaigns Like a Ninja

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For Push Notifications, **A/B test your creatives with Smart Rotator** to understand which creative set has the highest CTR. Don't rush here, give it at least 3000-5000 clicks for creative to be tested

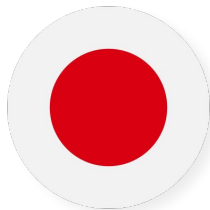
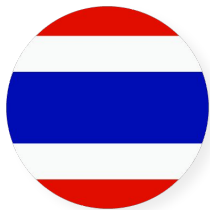


Test **CPA Goal** a new bidding model to allow high-performing campaigns to get bigger or all chunks of available traffic and better prices

# iGaming in Asia

# — Geos You Should Focus On

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## **GEOs for beginners:**

Kazakhstan, Turkey, Azerbaijan, Thailand

## **GEOs for seasoned affiliates:**

Japan, Singapore *(Note, it's a completely different mentality)*



# — Approximate Traffic Volumes

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas



**Push:** 1,5 mln. clicks  
**Onclick:** 16 mln. impressions



**Push:** 2,5 mln. clicks  
**Onclick:** 85 mln. impressions



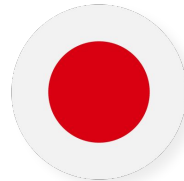
**Push:** 9 mln. clicks  
**Onclick:** 190 mln. impressions



**Push:** 150 mln. clicks  
**Onclick:** 850 mln. impressions



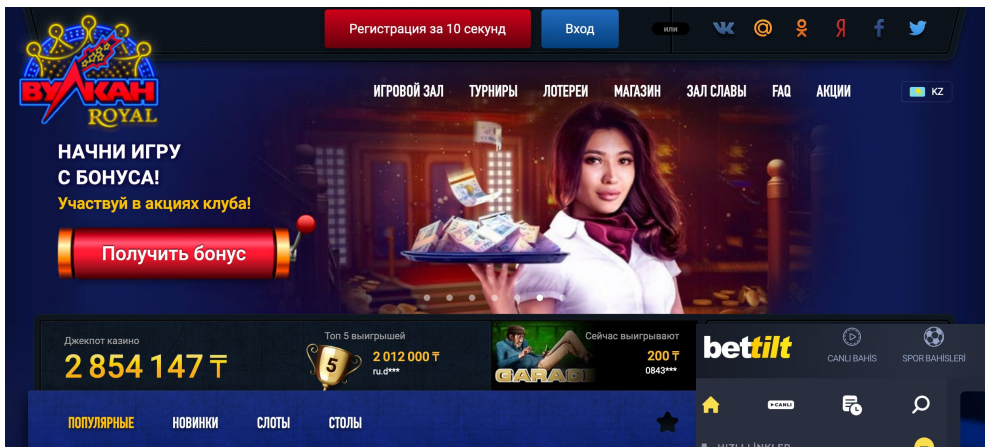
**Push:** 15 mln. clicks  
**Onclick:** 180 mln. impressions



**Push:** 4 mln. clicks  
**Onclick:** 200 mln. impressions

# HOT CPA Offers to Test

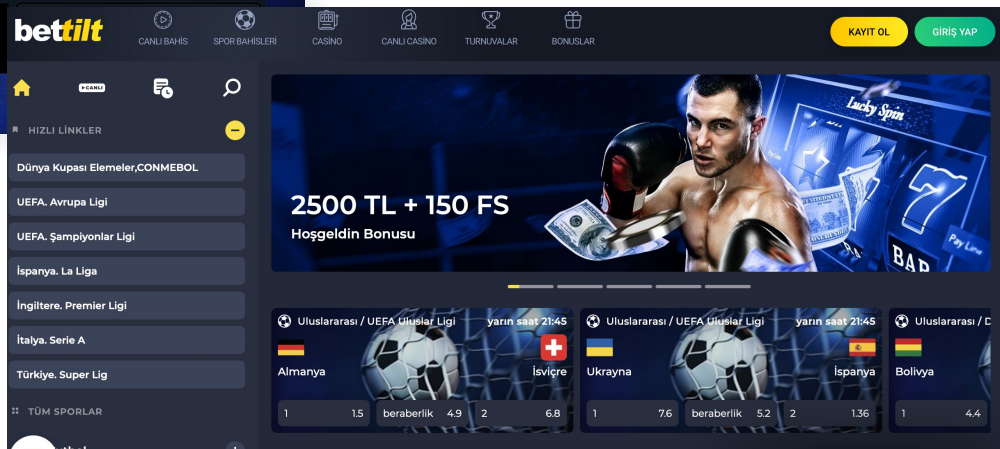
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The screenshot shows the Vulkan Royal website interface. At the top, there is a navigation bar with 'Регистрация за 10 секунд' (Registration in 10 seconds) and 'Вход' (Login) buttons. Below this, there are social media icons and a language selector set to 'KZ'. The main banner features a woman in a white uniform holding a tray of money, with the text 'НАЧНИ ИГРУ С БОНУСА!' (Start the game with a bonus!) and 'Участуй в акциях клуба!' (Participate in club promotions!). A prominent red button says 'Получить бонус' (Get bonus). Below the banner, there are statistics: 'Джекпот казино 2 854 147 ₸', 'Топ 5 выигрышей 2 012 000 ₸', and 'Сейчас выигрывают 200 ₸'. A 'GARAGE' section is also visible.

Vulkan Royal - KZ

Bettilt - TR, IN



The screenshot shows the Bettilt website interface. At the top, there is a navigation bar with 'CANLI BAHIS' (Live Betting), 'SPOR BAHISLERI' (Sports Betting), 'CASINO', 'CANLI CASINO' (Live Casino), 'TURNUVALAR' (Tournaments), and 'BONUSLAR' (Bonuses). A 'KAVIT OL' (Log In) button is present. The main banner features a boxer and the text '2500 TL + 150 FS Hoşgeldin Bonusu' (Welcome Bonus). Below the banner, there is a 'HIZLI LINKLER' (Quick Links) section with various league options: Dünya Kupası Elemeler, CONMEBOL, UEFA Avrupa Ligi, UEFA Şampiyonlar Ligi, İspanya La Liga, İngiltere Premier Ligi, İtalya Serie A, and Türkiye Super Lig. The bottom section shows 'TUM SPORLAR' (All Sports) with a focus on football matches. A table displays match results for 'Uluslararası / UEFA Uluslar Ligi' (International / UEFA Nations League) for 'yarin saat 21:45' (tomorrow at 21:45). The table includes columns for teams (Almanya, İsviçre, Ukrayna, İspanya, Bolivya) and their respective scores.

# — HOT CPA Offers to Test

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ROYAL PANDA  
Live Casino welcome bundle  
up to ₹100,000 +  
10 Free Spins

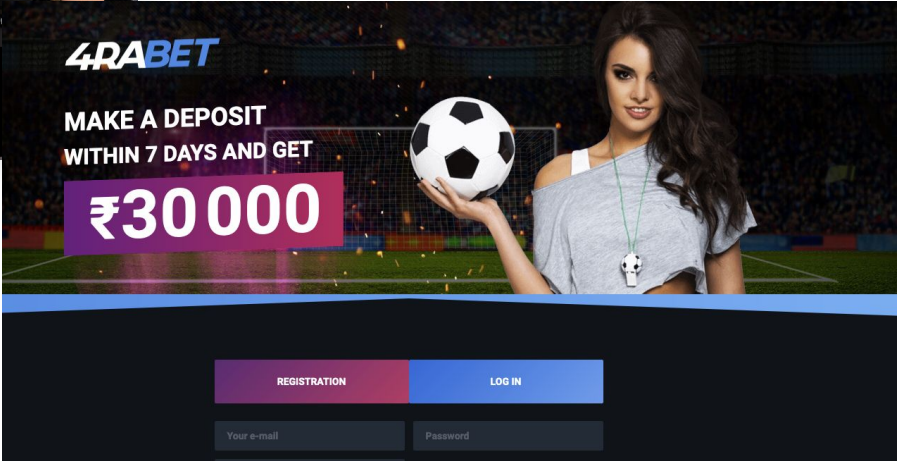
Join Now

Already got an account? Log in  
18+. First 3 deposits only. Bonus amount varies per deposit. Min dep ₹1,000 (₹2,000 3rd deposit). Max cumulative bonus: ₹100,000. Deposit method: Book of Dead free spins on 1st deposit. Wagering x35. T&Cs apply. Gamble Responsibly.

1 Join      2 Deposit      3 Get Bo

RoyalPanda - IN

4rabet - IN, BD



4RABET  
MAKE A DEPOSIT  
WITHIN 7 DAYS AND GET  
₹30 000

REGISTRATION      LOG IN

Your e-mail      Password

# HOT CPA Offers to Test

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The screenshot shows the Pin-Up BET website interface. At the top, there's a navigation bar with categories like 'İdmana pul qoyuluşları', 'Canlı', 'Esports', 'V-idman', 'Kazino', 'Canlı dilerlər', 'TV-oyunlar', 'Aksiyalar', and 'Turnirlər'. A search bar is on the left. The main content area features a live match section for 'Natus Vincere' vs 'Cyber Legacy' with odds for 'Qələbə 1' (1.02) and 'Qələbə 2' (9.9). A promotional pop-up is overlaid on the right, offering a 500 € bonus for new users. The bottom right shows odds for various betting markets like 'Qələbə 1' (1.7), 'Heç-heçə' (4.03), and 'Qələbə 2' (5.68).

**İlk iş olaraq qeydiyyatdan keç!**  
500 € qədər bonus əldə et  
depozit, pul qoyuluşu et və qazan!  
Bonusu götürmək

**Pin-Up Betting/Casino - AZ**

RevShare is the main option for Push ads

# — Understanding Gambling and Betting Offers in Asia

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## Betting

- Betting campaigns will serve you longer
- In the long-term, betting campaigns tend to be more stable
- Higher LTV and user engagement
- Lower payouts compared to gambling



## Gambling

- Users are easier to convert
- Payouts are much higher
- Creatives burn out fast
- Lower LTV

# — Conversion Flows in AdCombo

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas

## CPA / CPL

Not so popular with Push  
and Popunder right now.  
*(Ideal for media buying)*

## Revshare

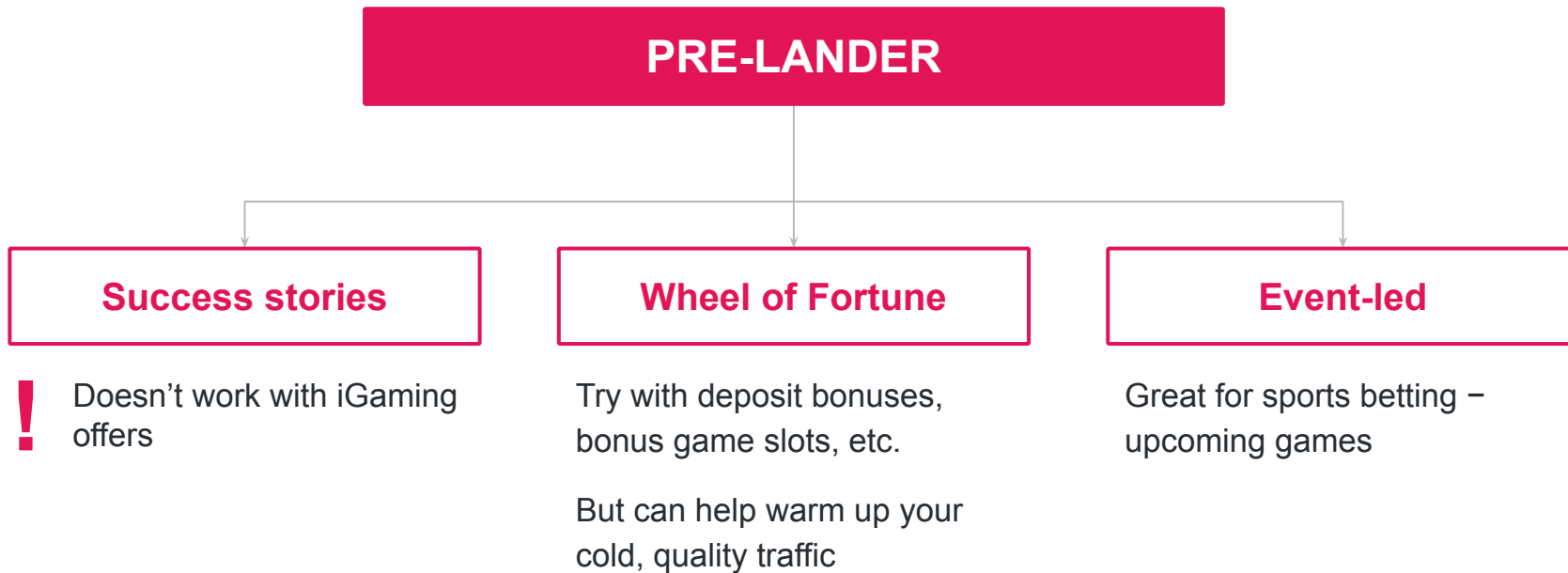
Requires a good funnel  
or *shareware traffic*

## Hybrid

Harder to convert  
*(Best for SMS/Messages)*

# — Creatives: What Converts in Asia?

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas



# — Creatives: a Checklist for Your Landing Page

## LANDING PAGE

- Make sure it's **relevant** to your pre-lander and push
- **Should be a logical flow** (*A push about bonus or special promo shouldn't lead to a page where it's not at all*)
- Creatives must be **super easy to understand**
- **Target 25+ males 80%, females 20%** – make sure your creatives are attractive for your target audience



# — Landing Page: Make it Shine!

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas



**Use sound/music and blinking favicon**

Perfect for attracting newbies and amateurs



**Celebrities!**

If you have the right to use their image of course



**Wake up inner greed**

Using the herd instinct to increase conversions

# — Landing Page: Make it Shine!

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas



## Bonuses!

Show what bonuses are available **only today**

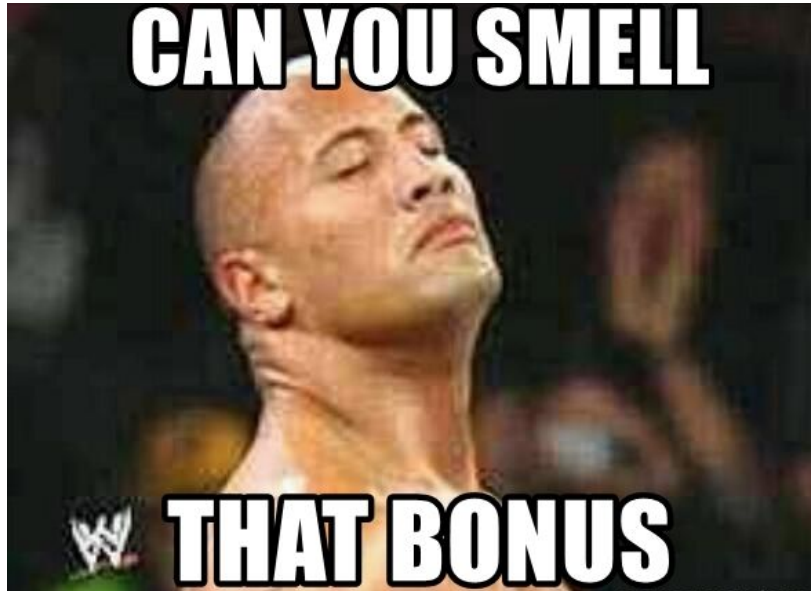


## Event strategy

Match, game, or any other significant event

# — Funnel: Where Should We Lead Users To?

Big in Asia: Hot Verticals, Best Practices & Campaign Ideas



**Homepage** – adds trust.

Perfect for popunder / push

**Registration** – if you have «warm» / hot traffic. Ads should be more personalized

**Bonuses** – works to motivate cold leads

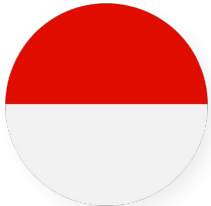
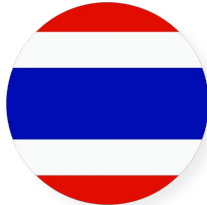
# Finance in Asia

# — Finance Vertical in Asia: Offer Types & GEOs

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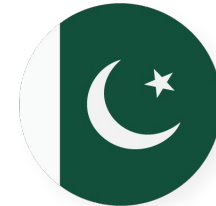
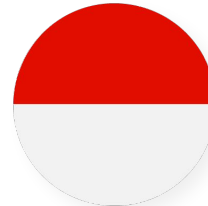
## With call center

High payouts (up to \$1k)



## Self-deposits

Lower payouts



# — Approximate Traffic Volumes

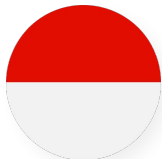
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**Push:** 12 mln. clicks  
**Onclick:** 160 mln. impressions



**Push:** 15 mln. clicks  
**Onclick:** 180 mln. impressions



**Push:** 42 mln. clicks  
**Onclick:** 575 mln. impressions



**Push:** 2 mln. clicks  
**Onclick:** 52 mln. impressions



**Push:** 16 mln. clicks  
**Onclick:** 490 mln. impressions



**Push:** 150 mln. clicks  
**Onclick:** 850 mln. impressions



**Push:** 14 mln. clicks  
**Onclick:** 92 mln. impressions

# — Conversion Flows in AdCombo

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## FTD

(first-time deposit)

Min.deposit is usually  
\$100-250

## CPA

(self deposit)

Min.deposit is  
around \$10

*Note that multiple forex brokers are offering bonus programs for well-performing affiliates + You can also benefit from API integrations*



# — Burning Hot Cpa Offers

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The screenshot shows the Binany website with a dark blue header. The main content area features the text "Perfect platform for profitable investments" in white. Below this, there is a sub-headline "Register and use \$500 on the demo account right now. Improve Your skills and move to a real account when You are ready." and a prominent orange "START TRADING" button. At the bottom, there are logos for IFMRRCC and "Quotes from leading agencies" with a "Strict privacy policy" link.

The screenshot displays the OLYMP TRADE website. The header includes "SIGNALS" and "SIGN UP" buttons. The main headline reads "Fixed Time trading: The shortest route to the world of trading". Below the headline are two buttons: "REGISTRATION" and "GET STARTED NOW". A large figure "\$376,608" is shown with the text "paid out to our traders yesterday" underneath it.

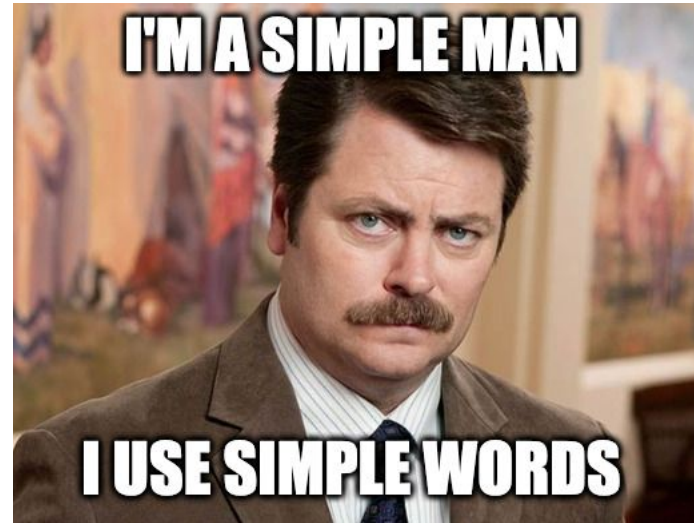
The screenshot shows the binomo website. The header has the binomo logo and the tagline "An easy-to-use tool for trading", along with a "SIGN UP" button. The main headline is "Profitability of up to 90%\*" in large white text. Below it, a sub-headline says "Sign up and get \$1,000 in a demo account to learn how to trade". The background features a line graph with data points labeled "+ \$129.8" and "+ \$283.6". On the right side, there is a registration form with fields for "Email", "E-mail", "Password", and "Password", a "Currency" selector with "\$" and "€" options, and a checkbox for "I accept the terms of the Client Agreement and Privacy Policy". A yellow "START TRADING" button is at the bottom of the form.

Binany, Binomo  
Olymp Trade



# — Who are We Targeting? Audience Characteristics

- Much **wider audience** compared to iGaming
- **35+** males/females
- People looking for **easy money**
- Your audience might not necessarily understand well the **financial terms** – **avoid them** (no spreads, leverage, or PIPs)



# — Funnel: Pre-lander Ideas

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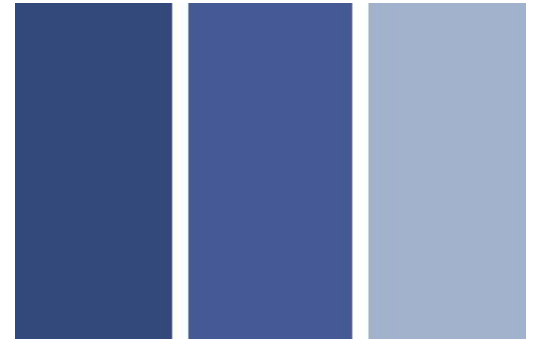
## Success stories

Works with finance!



## News & blogs

Personal views



## Social media color schemes

Builds trust

*Note that approach depends on GEO*

# — What Makes an Effective Landing Page?

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Types of landing pages that are currently in the market:

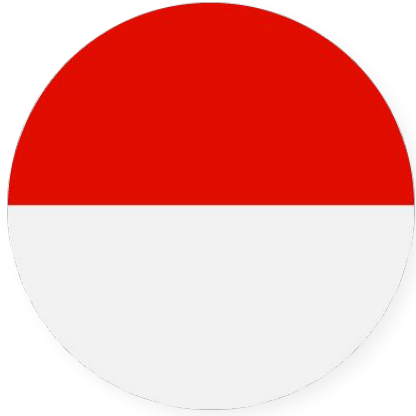
1. **Bitcoin trading** – works great since asian audience wants to invest in cryptocurrencies without actually buying crypto
2. **Methods, trading strategies** – outdated. Used to be popular few years ago. This type doesn't convert now
3. **Autotrading, bots** – again, outdated

**DO NOT USE** old, “worn out” landing pages. Don't waste your money! Try making your own landing pages

# Sweepstakes in Asia

# — The Best GEOs for Sweepstakes in Asia

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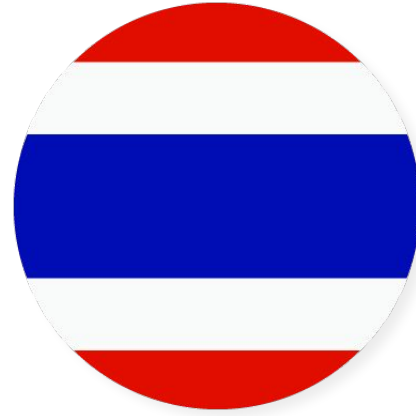


**Indonesia**

**Approx. volume**

**Push:** 42 mln. clicks

**Onclick:** 575 mln. impressions



**Thailand**

**Approx. volume**

**Push:** 15 mln. clicks

**Onclick:** 180 mln. impressions

# — Sweepstake Offers to «Grab and Run»

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**MENANGKAN IPHONE 12\***  
Jika ris diurut, pemenang akan menerima hadiah pada tanggal ris!

2861 24k views

Ambil bagian dan menangkan peluang

Bapak Ibu/Nona

Nama Lengkap

Email

Tanggal Lahir:  
Bulan Tahun

Klik simbol untuk menyetujui Ketentuan dan Kebijakan Privasi kami.

**Daftar**

Saya setuju dengan Syarat dan Ketentuan yang berlaku dan memberikan izin kepada pihak penyelenggara kompetisi beserta partner dan sponsor untuk menghubungi saya lewat surat, email, sms ataupun telepon mengenai tawaran-tawaran yang menarik. Saya juga mengerti bahwa saya dapat menggunakan diri dan kompetisi ini kapan saja.

30432 Iphone 12 (Without Prelander) - ID

**รับรางวัล IPHONE 12\***

2861 24k views

โอกาสของคุณมาแล้ว

นาย นาง / นางสาว

ชื่อ

นามสกุล

อีเมล

วันเกิด  
วัน เดือน ปี

**ยืนยัน**

โปรดอ่านข้อตกลงที่จะรับรางวัลทางอีเมล โทรศัพท์ SMS และ / หรือ โฟนสแกนกับผลิตภัณฑ์หรือบริการของผลิตภัณฑ์และพร้อมที่จะรับรางวัลนี้ (ผลิตภัณฑ์ที่มีการส่งผลกระทบต่อสุขภาพจะยกเว้น) อย่างไรก็ตาม ผู้สมัครสามารถดูประวัติของรางวัลที่ได้รับในบัญชีผู้ใช้ (ผลิตภัณฑ์ที่มีการส่งผลกระทบต่อสุขภาพจะยกเว้น) อย่างไรก็ตาม ผู้สมัครสามารถดูประวัติของรางวัลที่ได้รับในบัญชีผู้ใช้ (ผลิตภัณฑ์ที่มีการส่งผลกระทบต่อสุขภาพจะยกเว้น) โปรดอ่านเงื่อนไขเพิ่มเติม

30431 Iphone 12 (Without Prelander) - TH

# — The Most Popular Conversion Flows

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## CPL (Email Submit)

Convince users to leave their contact information, like full name, email address, etc.

The most popular option!



## CC Submit

A user should subscribe to recurring payment or leave his credit card details



## Mobile Subscriptions

A user subscribes to mobile service

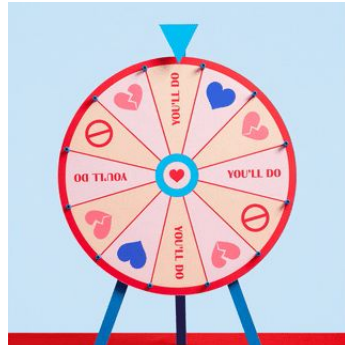
# — Is It Easy to Create a Pre-lander?

No, sweepstake pre-landers are among the most complicated ones!

Focus on **MOBILE** traffic



Use sound!



Wheel of fortune



Scratch cards



Quiz / Questions



# Policy time!

# — Policy Time!

## What's Not Allowed?

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- Don't **speak from the name of** a famous **brand**: «*Google gives tablets as a gift*», «*You have received a gift from Apple*»
- Don't launch campaigns with the texts **spelled wrong or with hidden letters** in the brand names
- Don't use statements that a person **has already won the prize**



# — Policy Time!

## What's Not Allowed?

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- **Don't use official logos** or brand copyrighted style in the creatives or on the landing pages (place the real logos on the items in the pictures instead)
- **Don't use graphic and explicit images:** naked or partially naked people, provocative poses
- **Don't imitate the interface of popular websites** (Google, Facebook, Instagram, Twitter, Apple, etc.)



# Q&A Session

# Thank You for attending!

WEBINAR

29.10.2020