PropellerAds

adcombo

big in ASIA:

HOT VERTICALS, BEST PRACTICES & CAMPAIGN IDEAS

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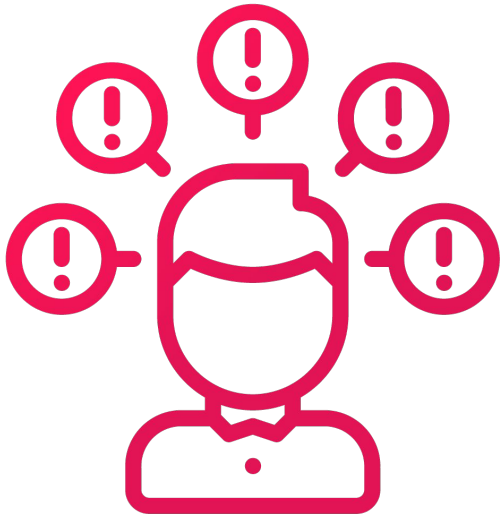
Before We Begin:



- 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

- **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?

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

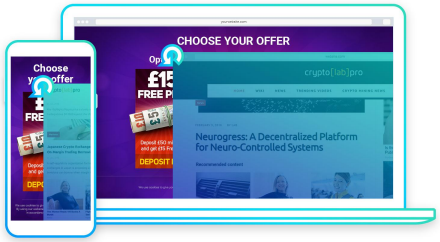
- **Islamic part** is more interested in football than India, which is interested in cricket
- **Middle East/Central Asia** is more fond of european-style casinos
- **South-Western & South-Eastern Asia** is absolutely different. Dragons, local symbols and styles are keys to high CTR

Targeting & Optimization

ASIAN TRAFFIC

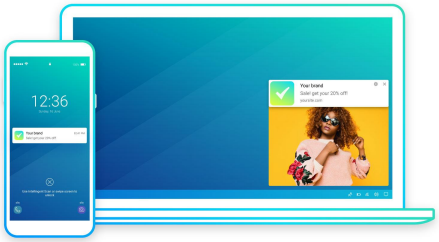
Which Ad Formats Work in Asia?

Popunder / Onclick



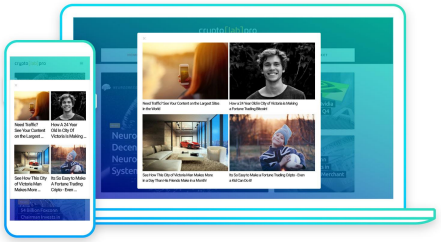
Sweepstakes and iGaming are dominating the format. However, the absolute king here is still eCommerce

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

More expensive

Hong Kong
Singapore
Japan

Malaysia
Indonesia
Turkey
Azerbaijan

Cheaper

India
Uzbekistan
Vietnam
Pakistan
Kyrgyzstan
Bangladesh
Thailand

Targeting Tips You Want to Follow

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

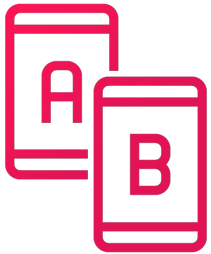
Keep monitoring the traffic in your tracker. Pay attention to every detail e.g., OS versions, browsers, language, etc.

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

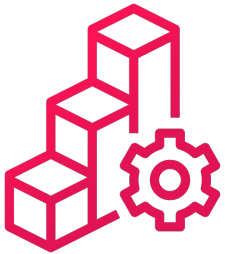
How to Play With the Bid?

- **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

Optimizing Your Campaigns Like a Ninja



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

GEOs for beginners:

Kazakhstan, Turkey, Azerbaijan, Thailand

GEOs for seasoned affiliates:

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

Approximate Traffic Volumes

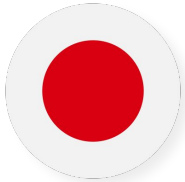
Push: 1,5 mln. clicks
Onclick: 16 mln. impressions

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

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

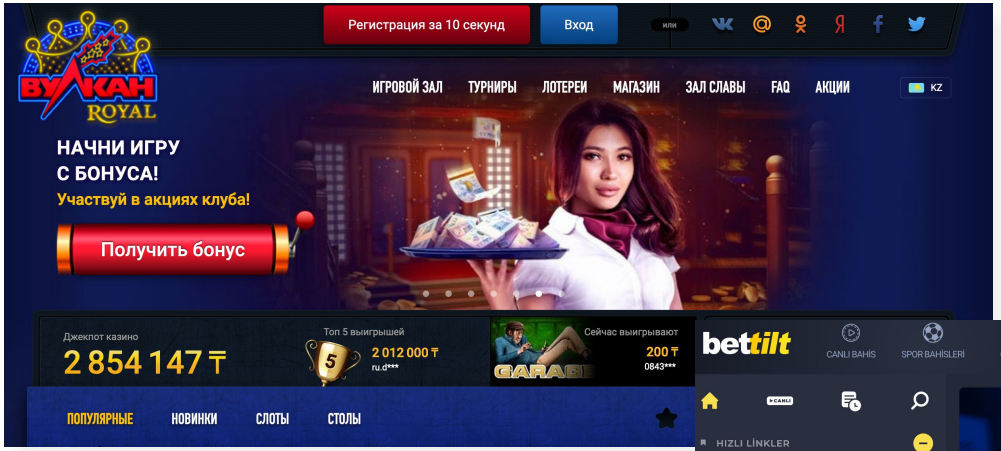
Push: 150 mln. clicks
Onclick: 850 mln. impressions

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

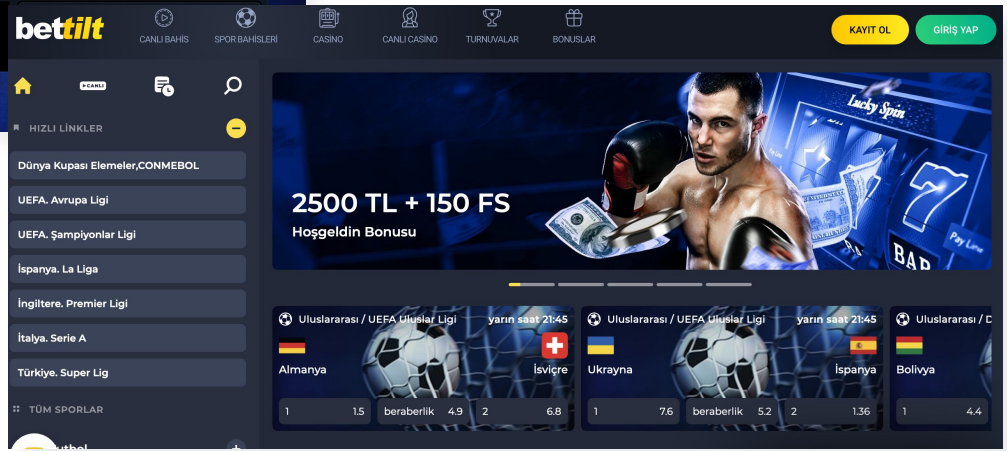


Push: 4 mln. clicks
Onclick: 200 mln. impressions

HOT CPA Offers to Test



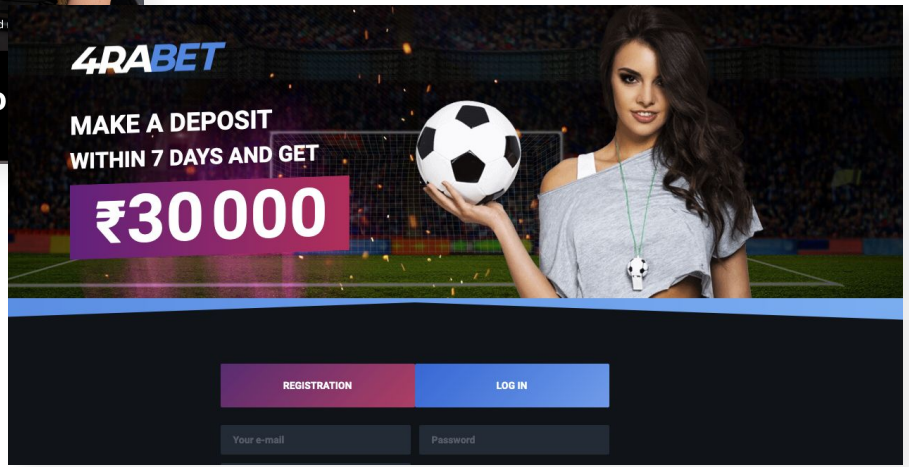
Vulkan Royal - KZ



Bettilt - TR, IN

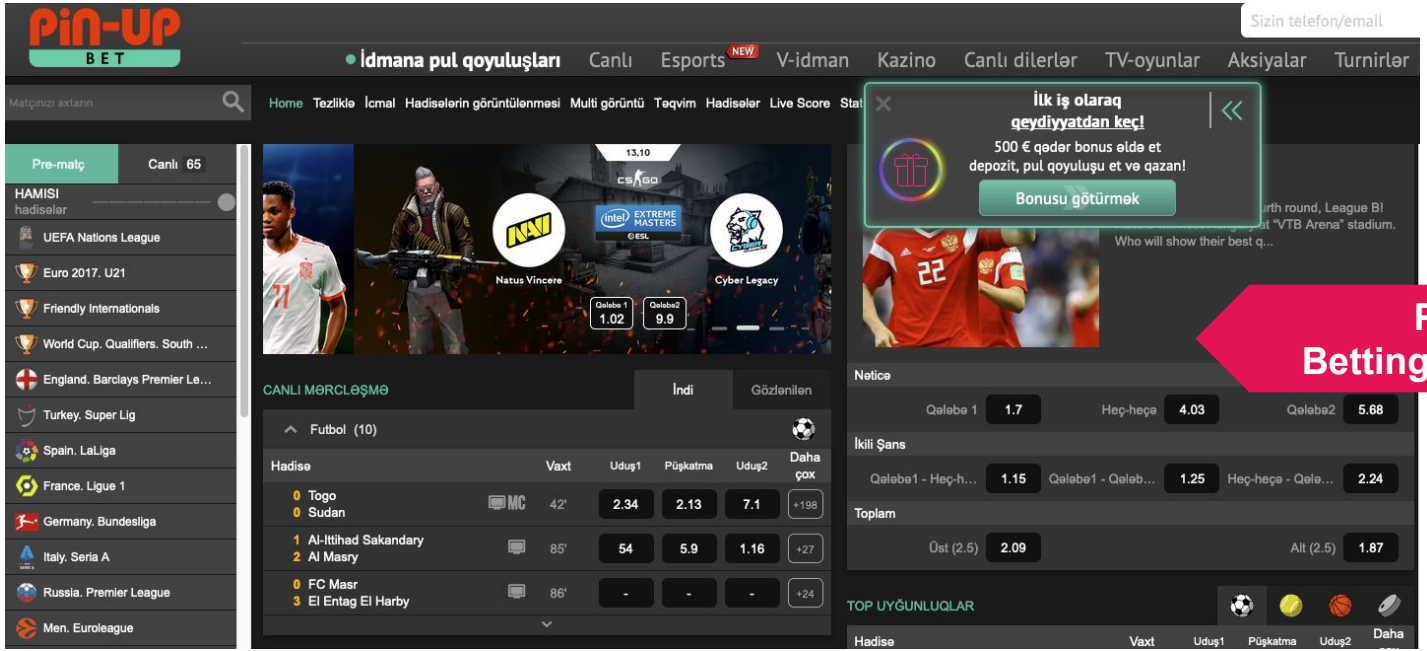
HOT CPA Offers to Test

RoyalPanda - IN



4rabet - IN, BD

HOT CPA Offers to Test



RevShare is the main option for Push ads

Understanding Gambling and Betting Offers in Asia

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

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?

PRE-LANDER

Success stories

! Doesn’t work with iGaming offers

Wheel of Fortune

Try with deposit bonuses, bonus game slots, etc.

But can help warm up your cold, quality traffic

Event-led

Great for sports betting − upcoming games

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!

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!

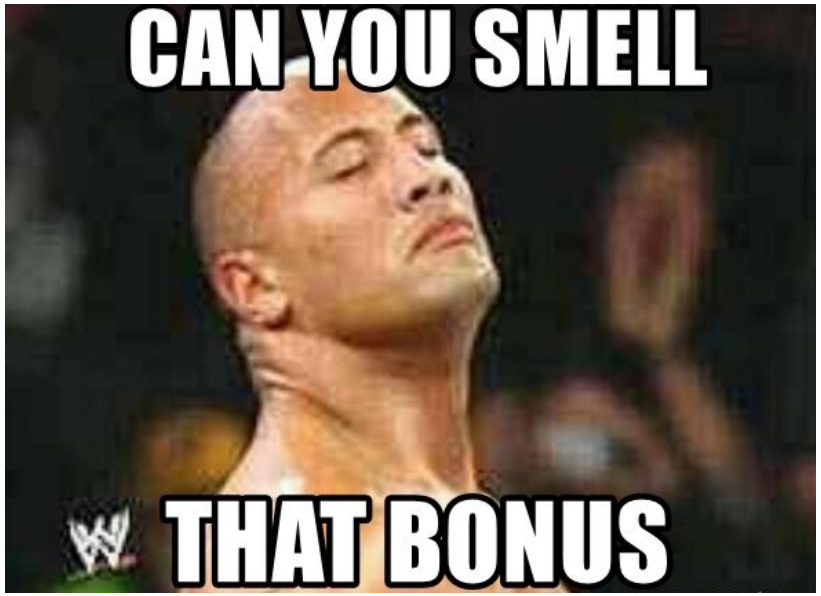
Bonuses!

Show what bonuses are available **only today**

Event strategy

Match, game, or any other significant event

Funnel: Where Should We Lead Users To?



Homepage − adds trust.
Perfect for popunder / push

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

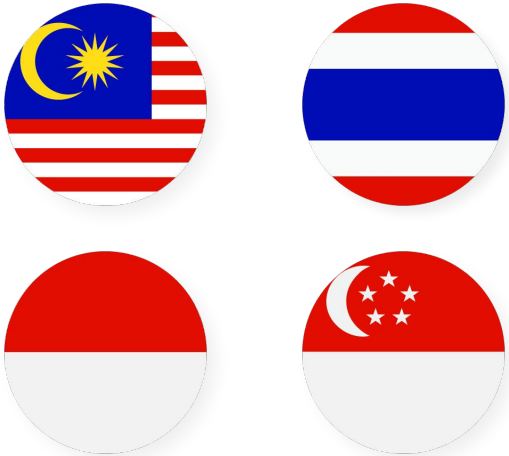
Bonuses − works to motivate cold leads

Finance in Asia

Finance Vertical in Asia: Offer Types & GEOs

With call center

High payouts (up to $1k)



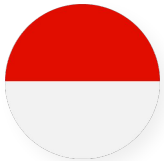
Self-deposits

Lower payouts

Approximate Traffic Volumes

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

FTD
(first-time deposit)

Min.deposit is usually $100-250

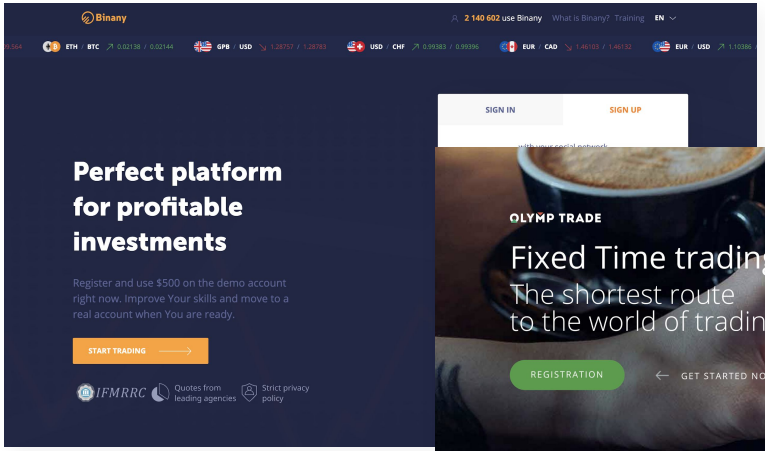
CPA
(self deposit)

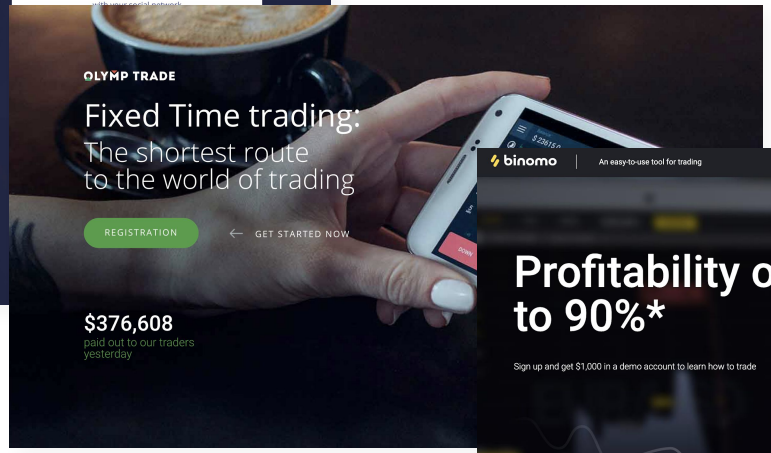
Min.deposit is around $10

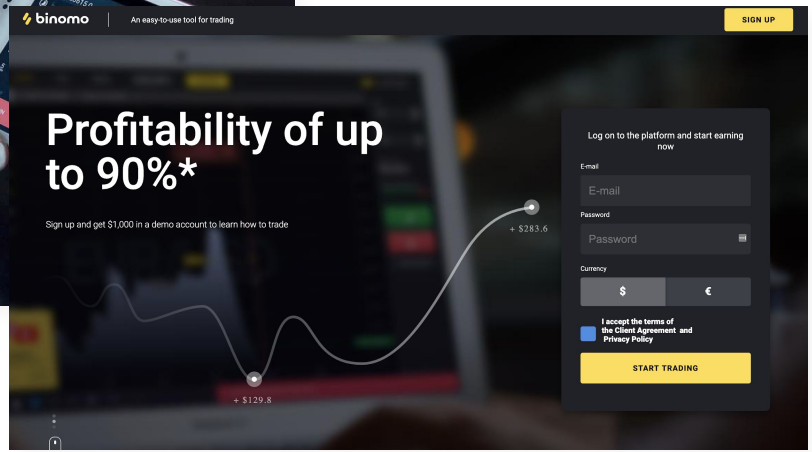
Note that multiple forex brokers are offering bonus programs for well-performing affiliates + You can also benefit from API integrations

Burning Hot Cpa Offers

Binany, Binomo
Olymp Trade

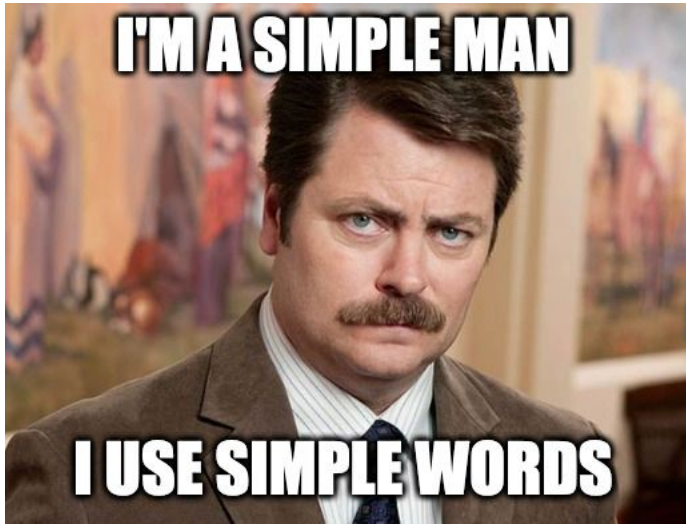






Who are We Targeting? Audience Characteristics

- 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)



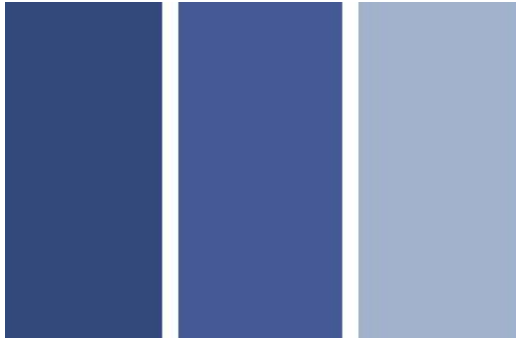
Funnel: Pre-lander Ideas

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?

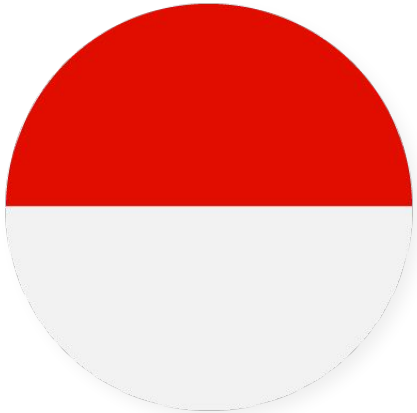
Types of landing pages that are currently in the market:

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

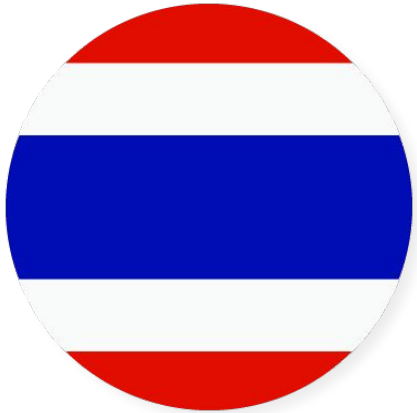


Indonesia

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»

30432 Iphone 12 (Without Prelander) - ID

30431 Iphone 12 (Without Prelander) - TH

The Most Popular Conversion Flows

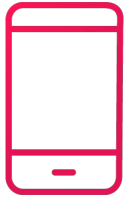
CPL (Email Submit)

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



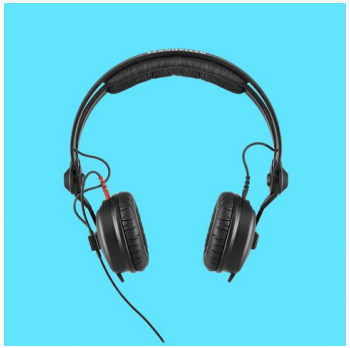
Mobile Subscriptions

A user subscribes to mobile service

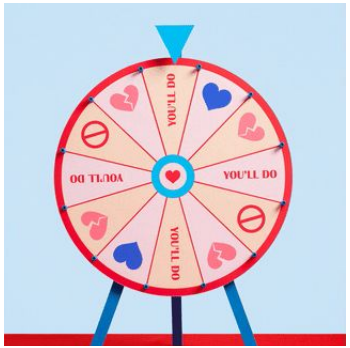
Is It Easy to Create a Pre-lander?

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?

- 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?

- **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

PropellerAds

adcombo

Thank You for attending!

WEBINAR

29.10.2020