

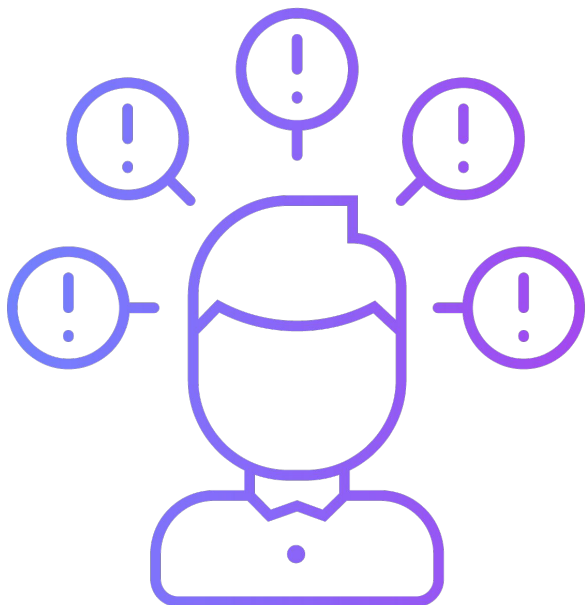


# 6 EFFECTIVE WAYS TO MONETIZE YOUR TRAFFIC



**PUBLISHERS'  
WEBINAR**

# — 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
- We'll also send you a [Coursebook](#)
- Useful links in the chat – don't miss!

# — Our Hosts

6 Effective Ways to Monetize Your Traffic



**Valeria Palchikova**  
Senior Partnership Manager



**Maro Chalntoupi**  
Senior Partnership Manager

# — Our Agenda

1. What is «**Website Monetization**» & How to get started with it
2. How **You Can Monetize Your Website**
3. What Affects Your Monetization Income
4. The **Secret To Improving Your Monetization**
5. The 6 Effective Monetization Methods
6. Game Time
7. Case Study – **Live Streaming Website & MultiTag Monetization**
8. **Q&A** Session

# WHAT IS WEBSITE 1 MONETIZATION?

& How You can get Started with it?

DO YOU HAVE  
A WEBSITE?



# — What is Website Monetization?

**Website monetization** is the art of turning traffic into money. In other words, selling your traffic to advertising networks.

## What is the CPM?

Cost Per Mille or the amount (\$) you're getting for every 1,000 times one ad is seen.

**Quality Traffic  
translates into  
High Profit.**

# — The Publisher's Traffic/Cash Flow

6 Effective Ways to Monetize Your Traffic





# — How Can You Monetize Your Website?

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## Users:

Daily

One-time

Unique

Returning



## Traffic:

Direct

Referral

Organic

Social



# — What you need to start monetizing?



Stable Traffic (**5.000-10.000 daily visitors**)



Collect platform data



Understand the GEOs – in which countries **YOU** have high CPM



**Promote your website enough (SEO)**



**Constantly update your content**



Avoid sketchy traffic-boosting tactics



# — All Traffic Is UNIQUE

- ⓘ Two publishers **might not** have the same results
- ⓘ No performance can be duplicated
- ⓘ Even by taking the exact same steps you can't have similar results

2

# HOW CAN YOU MONETIZE YOUR WEBSITE?



# — The Hard Way – Mountains of Content & Work

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Sponsored Posts

Paid Membership  
(Subscription)

Referral Links

Donations

# — The Easy Way – Selling Traffic to Advertisers

6 Effective Ways to Monetize Your Traffic



# Can You Really Make Money by Monetizing with Ads?

6 Effective Ways to Monetize Your Traffic

**Statistics** [\\$ Check CPS rates](#)

Date range: Custom 23/03/2021 - 23/04/2021 | < >  
Revenue model: CPM CPS Sites: Start typing...  
Ad Formats: Start typing... Country: Start typing... Zones: Start typing... Os Type: Start typing... [X Clear all](#)

[Date](#) [Zones](#) [Country](#) [Os Type](#) [Ad Formats](#) [Sites](#) [C](#) [Export to CSV](#)

Ad Formats	↓ Impressions	Profit	CPM
Push Notifications	242,360,800	\$ 71,682.760	0.30
OnClick (Popunder)	137,915,497	\$ 195,520.029	1.42
<b>Total</b>	<b>380,276,297</b>	<b>\$ 267,202.788</b>	<b>0.70</b>

page 1 of 1

 Here is the proof! 

# Can You Really Make Money by Monetizing with Ads?

**Statistics** [\\$ Check CPS rates](#)

Date range: Custom 23/03/2021 23/04/2021 | < > Revenue model: CPM CPS Sites: Start typing...  
Ad Formats: Start typing... Country: Start typing... Zones: Start typing... Os Type: Start typing... X Clear all

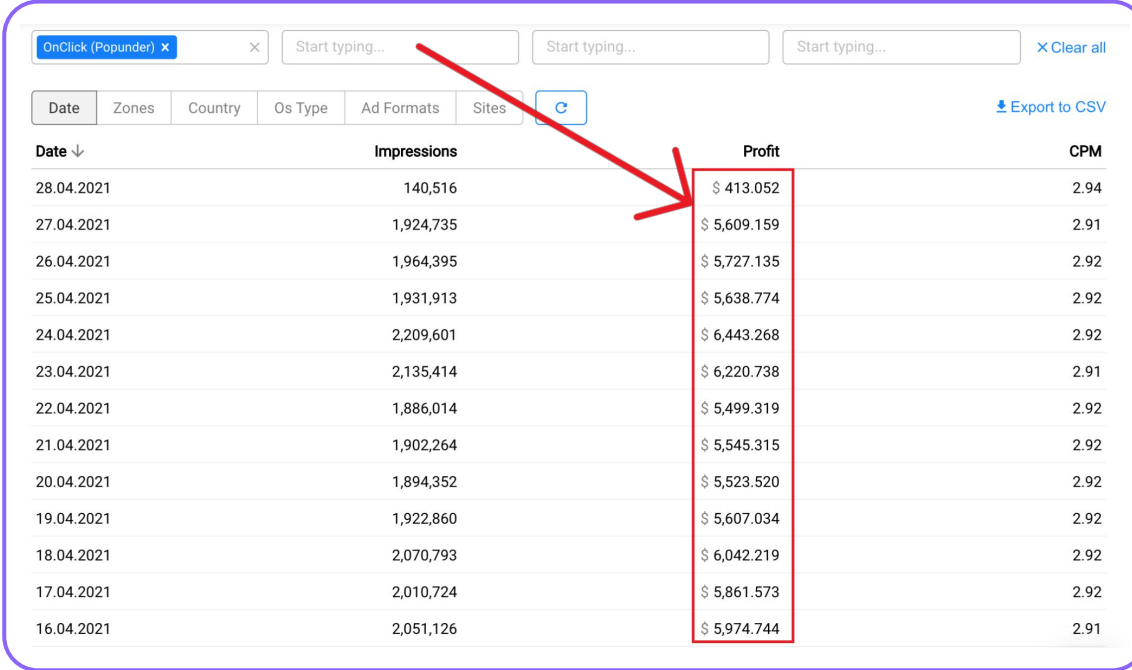
[Export to CSV](#)

Date	Impressions	Profit	CPM
23.04.2021	171,358	\$ 6.879	0.04
22.04.2021	10,018,017	\$ 1,211.923	0.12
21.04.2021	11,255,357	\$ 1,513.149	0.13
20.04.2021	11,085,899	\$ 1,351.629	0.12
19.04.2021	3,881,676	\$ 381.950	0.10
18.04.2021	9,043,522	\$ 1,361.909	0.15
17.04.2021	7,695,492	\$ 1,080.645	0.14
16.04.2021	7,617,936	\$ 1,018.072	0.13
15.04.2021	9,394,138	\$ 1,507.881	0.16
14.04.2021	12,759,779	\$ 2,100.639	0.16
13.04.2021	9,130,312	\$ 1,404.525	0.15
12.04.2021	4,717,317	\$ 489.467	0.10
11.04.2021	8,297,264	\$ 1,174.586	0.14
10.04.2021	9,019,117	\$ 1,386.424	0.15
09.04.2021	4,110,026	\$ 519.286	0.13
08.04.2021	4,035,144	\$ 540.928	0.13
07.04.2021	5,418,164	\$ 1,126.530	0.21
06.04.2021	7,012,627	\$ 1,068.679	0.15
05.04.2021	7,652,718	\$ 1,124.262	0.15

This is what a profitable month looks like for an experienced publisher.



# Can You Really Make Money by Monetizing with OnClick?



The screenshot shows a dashboard for 'OnClick (Popunder)'. At the top, there are three search bars labeled 'Start typing...' and a 'Clear all' button. Below the search bars is a table with columns: Date, Zones, Country, Os Type, Ad Formats, Sites, and a 'C' icon. A 'Export to CSV' link is visible on the right. The main table has columns: Date, Impressions, Profit, and CPM. The Profit column is highlighted with a red box, and a red arrow points from a search bar to it.

Date	Impressions	Profit	CPM
28.04.2021	140,516	\$ 413.052	2.94
27.04.2021	1,924,735	\$ 5,609.159	2.91
26.04.2021	1,964,395	\$ 5,727.135	2.92
25.04.2021	1,931,913	\$ 5,638.774	2.92
24.04.2021	2,209,601	\$ 6,443.268	2.92
23.04.2021	2,135,414	\$ 6,220.738	2.91
22.04.2021	1,886,014	\$ 5,499.319	2.92
21.04.2021	1,902,264	\$ 5,545.315	2.92
20.04.2021	1,894,352	\$ 5,523.520	2.92
19.04.2021	1,922,860	\$ 5,607.034	2.92
18.04.2021	2,070,793	\$ 6,042.219	2.92
17.04.2021	2,010,724	\$ 5,861.573	2.92
16.04.2021	2,051,126	\$ 5,974.744	2.91

Yes, you can!

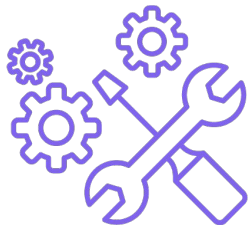
# THE FACTORS THAT CAN IMPACT YOUR PROFIT

3



# — Factors that can Impact your Profit

6 Effective Ways to Monetize Your Traffic



Mobile/Desktop Traffic

Proxy Traffic

Traffic GEOs



Demand

Seasonality

Content

## — Factors that can Impact your Profit Negatively

ⓘ Having **fixed terms** (fixed CPM or daily fixed revenue), might not always be the best option.

**For Example:** When you get an offer for fixed CPM, always pay attention to the impressions counting.

**Our Suggestion:** Always test an ad format on dynamic rates.

# — Factors that can Impact your Profit Negatively



**YOU CAN'T ADVERTISE THE FOLLOWING INVENTORIES WITH US:**

- Torrent traffic
- Adult traffic

**We also use filters against: proxy, bot, fraud, and incent traffic**

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# IMPROVING YOUR WEBSITE MONETIZATION



# — Proven methods to keep a high Revenue

- Keep traffic high and stable
- Get more SEO (organic) traffic
- Get more Social Media traffic
- Don't forget to pay the bills
- Optimize your ad placements
- Diversify your formats
- Use smart formats settings
- Constantly update content
- Mobile Friendly website
- A stable CPM for your traffic

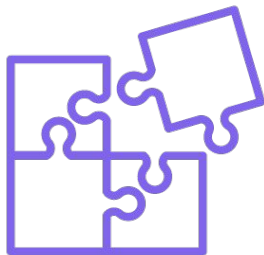
# PROPELLERADS' 5 6 MONEY-MAKING SOLUTIONS



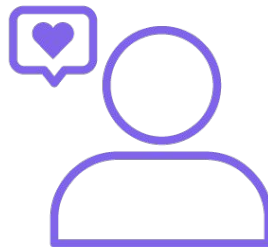


# — What You Get

6 Effective Ways to Monetize Your Traffic



**6 ways that won't  
affect your UX**



**Extremely user  
friendly**



**Only serving  
safe content**

Find out more in our [Policy](#).

# OnClick

- Large format, that appears on click in a new browser tab
- Generate the largest profits compared to all other formats (+200% profit)
- Pays for every impression and has dynamic CPM rates
- Easy to integrate, and works on mobile as well

The screenshot shows a Bet365 on-click advertisement. The main headline reads "NEW CUSTOMERS" followed by "bet 365" in a green box, and a large "100% DEPOSIT BONUS UP TO £200". Below this is a yellow "Bet Now" button and the text "Terms & Conditions Apply - See Below". The background features a soccer player in a green kit with "bet365" on the front, and another player in a white kit with "10" on the back. Below the main offer, there are three icons with text: a globe for "The World's Favourite Betting Site", a play button for "Streaming 60,000 Events Every Year", and a person for "Unrivalled In-Play Service". At the bottom, there is a section titled "Significant Offer Terms & Conditions" with two columns of bullet points. The right column includes a link to "See Full Offer Terms & Conditions Below".

**NEW CUSTOMERS** bet 365  
**100% DEPOSIT BONUS**  
UP TO £200  
**Bet Now**  
Terms & Conditions Apply - See Below

**Sports & In-Play**

The World's Favourite Betting Site Streaming 60,000 Events Every Year Unrivalled In-Play Service

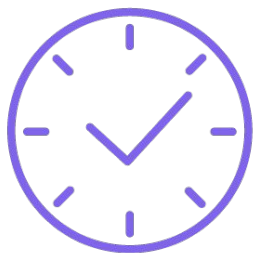
**Significant Offer Terms & Conditions**

- You must open an account and deposit £10 or more to qualify for a 100% matched amount as a bonus to bet with, up to a maximum of £200.
- You must bet the amount of your qualifying deposit once before being able to bet with your bonus.
- You must have settled bets (excluding bets that have been Cashed Out) to the value of three times your qualifying deposit and bonus before making a withdrawal.
- Bets which do not contain at least one selection at odds of 1/2 (1.50) or greater do not count towards any turnover requirements.
- You will not be able to withdraw your bonus and/or winnings generated from your bonus if you have not completed the turnover requirement within 90 days of entering your bonus Offer Code.

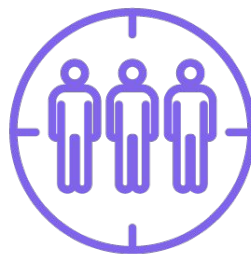
See Full Offer Terms & Conditions Below

# — Why Opt for OnClick

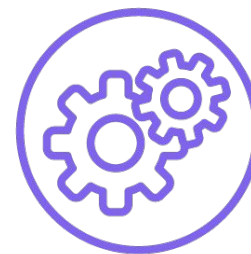
6 Effective Ways to Monetize Your Traffic



Default frequency 3 ads /  
6 hours / 45 seconds  
interval



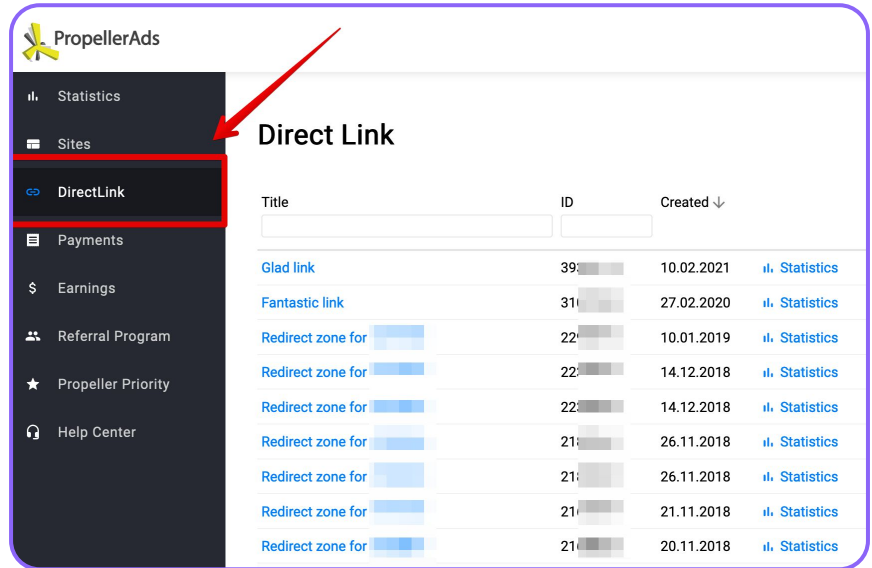
**Set the frequency based  
on your audience**



Contact Support for  
special feed  
adjustments

# Direct Link

- Can also be used on social media and direct messaging apps
- No offer testing needed
- No limitation to how many to use
- No new creatives required



The screenshot shows the PropellerAds dashboard. On the left is a dark sidebar with a menu containing: Statistics, Sites, DirectLink (highlighted with a red box and a red arrow), Payments, Earnings, Referral Program, Propeller Priority, and Help Center. The main content area is titled 'Direct Link' and features a table with columns for Title, ID, and Created. Below the columns are two input fields. The table lists several links, including 'Glad link', 'Fantastic link', and multiple 'Redirect zone for' entries with their respective IDs and creation dates. Each row has a 'Statistics' link.

Title	ID	Created ↓	
<input type="text"/>	<input type="text"/>		
Glad link	39:	10.02.2021	<a href="#">Statistics</a>
Fantastic link	31:	27.02.2020	<a href="#">Statistics</a>
Redirect zone for	22:	10.01.2019	<a href="#">Statistics</a>
Redirect zone for	22:	14.12.2018	<a href="#">Statistics</a>
Redirect zone for	22:	14.12.2018	<a href="#">Statistics</a>
Redirect zone for	21:	26.11.2018	<a href="#">Statistics</a>
Redirect zone for	21:	26.11.2018	<a href="#">Statistics</a>
Redirect zone for	21:	21.11.2018	<a href="#">Statistics</a>
Redirect zone for	21:	20.11.2018	<a href="#">Statistics</a>

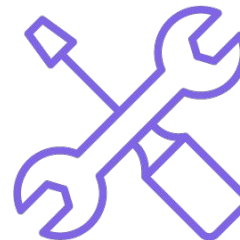
# — Why Opt for Direct Link



You can find the best placing for them with heat maps



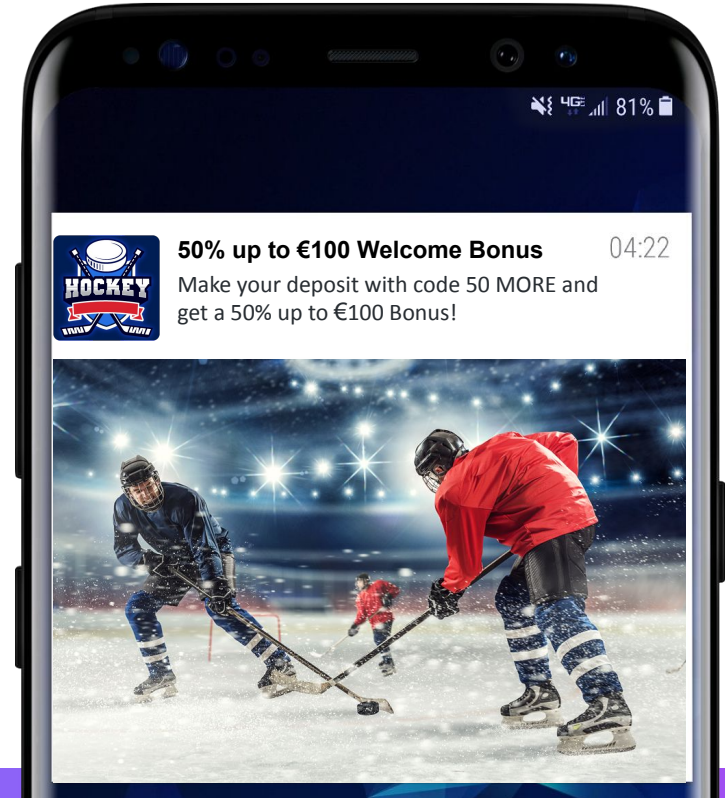
Work great with tier 1 traffic: Canada, US, UK, Europe, etc.



Can be optimized to avoid users getting used to them

# — Push Notifications

- Suitable for every website
- Don't affect the look of your website
- Have the highest engagement rate



# — Why Opt for Push



Adjustable daily  
frequency



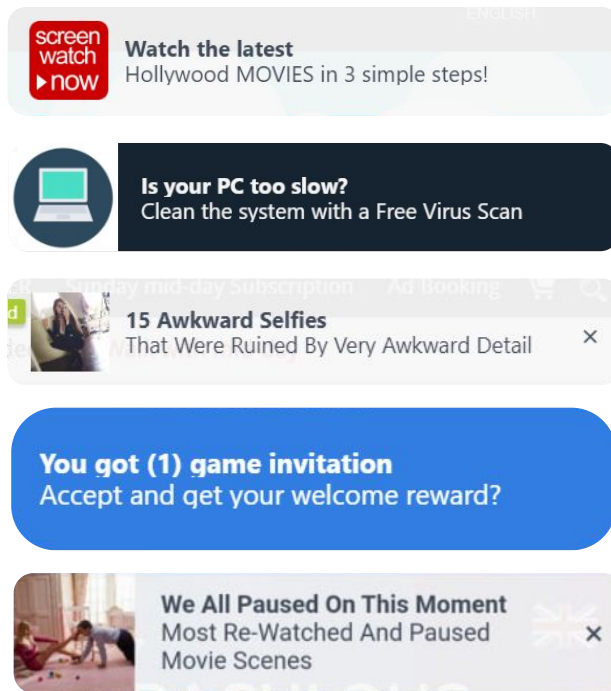
Works on all **HTTP**  
**websites**



**+25% profit** with the **sw.js**  
subscription window([HTTPS](#))

# — In-Page Push (IPP)

- Monetize iOS traffic as well
- Work on any kind of website
- Appear at the right time
- Doesn't affect the UX
- Great alternative to banners

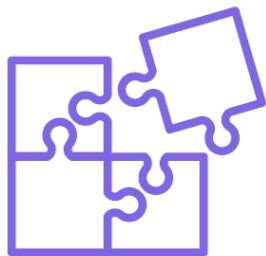




# — Why In-Page Push



IPP frequency & positioning  
can be adjusted based on  
your preferences



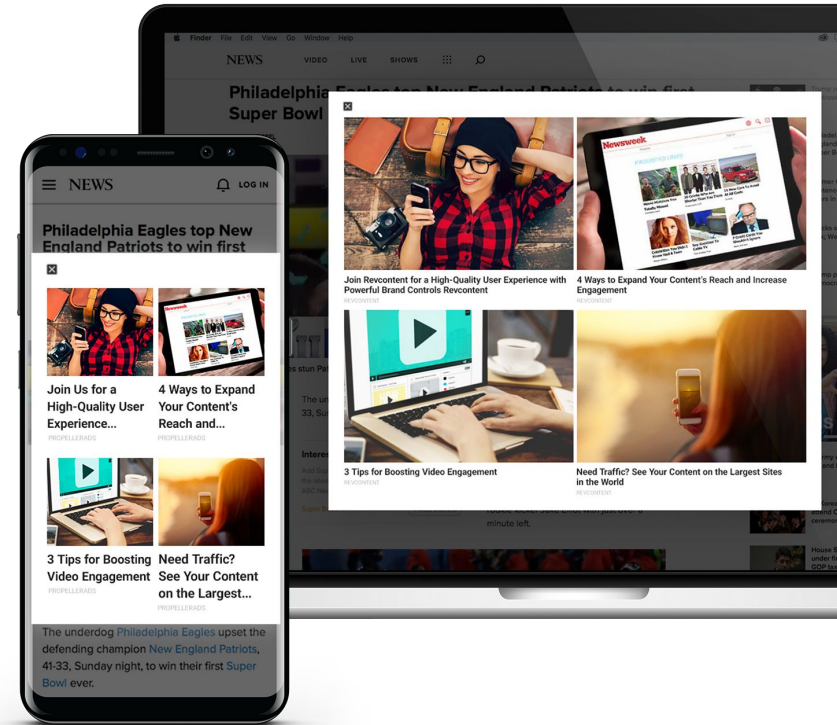
Change the skins based  
on your website's theme



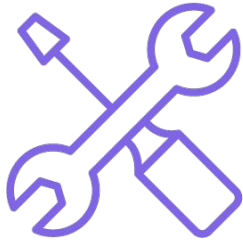
Subtly introduce ads  
to your new users

# Interstitial

- Great monetization opportunity non-conflicting with your existing ads (including AdSense!)
- Extremely customizable and user-friendly
- Can be scheduled to appear with a delay
- Full ad coverage across all mobile devices, OS and GEOs
- Only quality and brand safe ads on your website



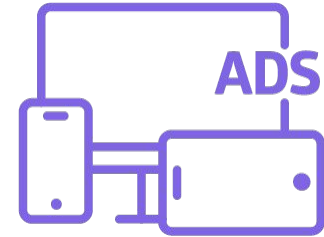
# — Why Opt for Interstitial



Customize the size, delays, frequency, & device based on your audience



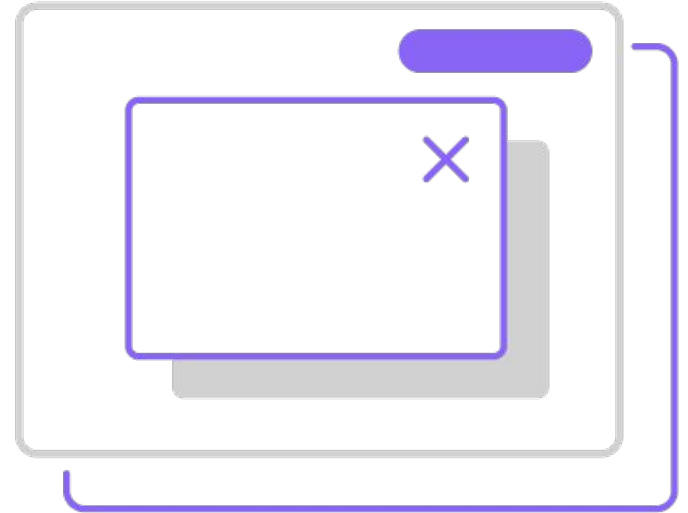
Go great on the pages with the best traffic volumes



Work best on the platforms with the highest results

# — MultiTag

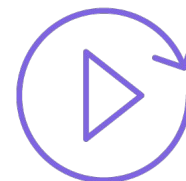
- Ideal for testing and beginners
- All-Ads-inclusive solution
- Reach Max profit with an optimal UX
- No analysis or optimization skills required



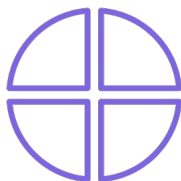
# — Why Opt for MultiTag



Use it to compare results when testing new formats



Set website on auto-pilot (analysis & optimization)



Doesn't require an independent tag for each format (4 ad formats in one Tag)

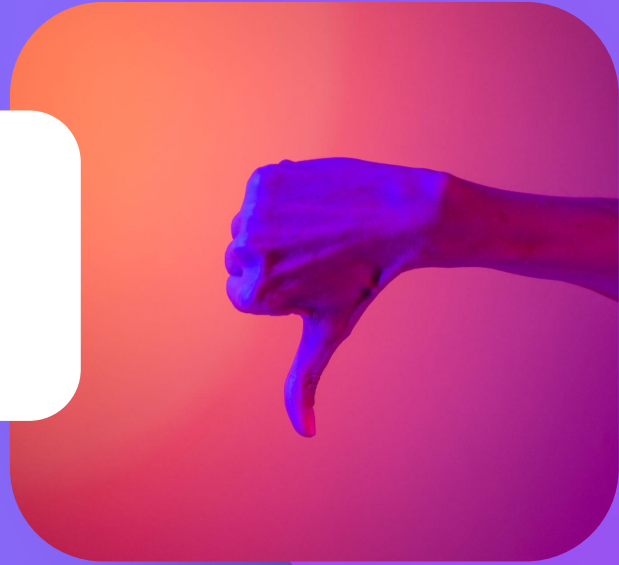


You can increase your **Push Notifications revenue** by 25%, simply uploading our sw.js file to the root directory of your website

# 6 IT'S GAME TIME!

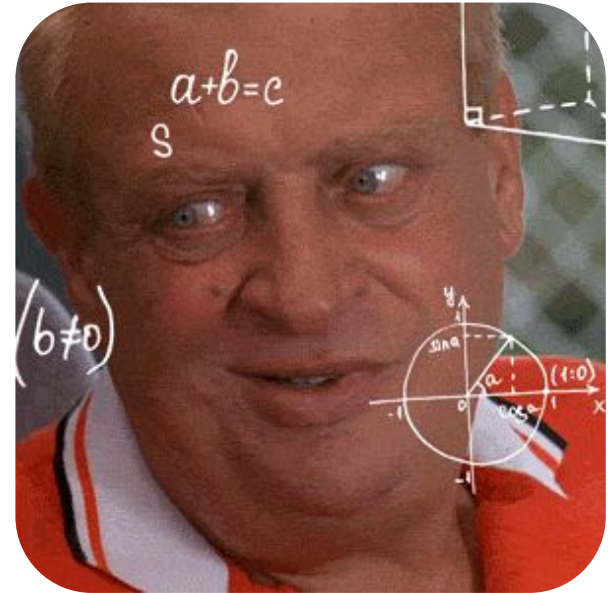


TRUE  
OR  
FALSE



# — True or False?

When you place a tag that isn't performing after an hour, it's best to remove it as your CPM won't move any further.



## — True or False?

When you place a tag that isn't performing after an hour, it's best to remove it as your CPM won't move any further.





## — True or False?

With Propeller you can monetize Adblock Traffic.



## — True or False?

With Propeller you can monetize Adblock Traffic.



## — True or False?

The only way you can keep your profits high is with a fixed CPM.



## — True or False?

The only way you can keep your profits high is with a fixed CPM.



## — True or False?

All Propeller's formats combined won't hurt your UX.



## — True or False?

All Propeller's formats combined won't hurt your UX.



# — True or False?

Higher frequency  
capping = higher CPM.



## — True or False?

Higher frequency  
capping = higher CPM.





## — True or False?

When you're first starting with Propeller you need to choose between passive income, or easy setup.



## — True or False?

When you're first starting with Propeller you need to choose between passive income, or easy setup.



## — True or False?

You can get 1% of your referrals' profit, with PropellerAds referral program.



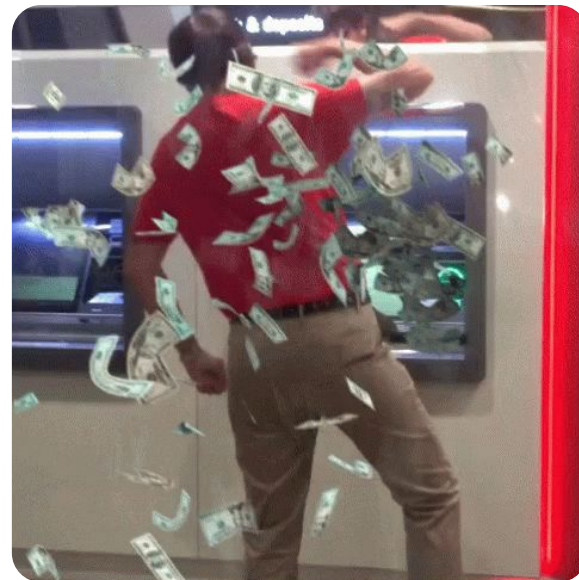
## — True or False?

You can get 1% of your referrals' profit, with PropellerAds referral program.



## — The truth is...

You can get **5%**  
of your referrals' profit,  
with PropellerAds  
referral program.



7

# CASE STUDY



# Case Study – Live Streaming

## Website & MultiTag Monetization

**Statistics** [\\$ Check CPS rates](#)

Date range: 7 days 13/04/2021 - 19/04/2021 | < >

Revenue model: CPM CPS Sites: Start typing...

Ad Formats: Start typing... Country: Start typing... Zones: Start typing... Os Type: Start typing... [X Clear all](#)

[Date](#) [Zones](#) [Country](#) [Os Type](#) **[Ad Formats](#)** [Sites](#) [C](#)

[Export to CSV](#)

Ad Formats	Impressions	↓ Profit	CPM
OnClick (Popunder)	606,244	\$ 2,089.423	3.45
Push Notifications	839,687	\$ 458.681	0.55
NativeAds	468,634	\$ 303.490	0.65
<b>Total</b>	<b>1,914,565</b>	<b>\$ 2,851.594</b>	<b>1.49</b>

# THANKS FOR WATCHING!

—  
**Do you have any  
questions?**

**WEBINAR**

**6 EFFECTIVE WAYS  
TO MONETIZE  
YOUR TRAFFIC**