

33 ideas of In-Page Push notifications that will skyrocket your CTR



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In this eBook you will find examples of creatives that combine the best advertising practices.

We've divided them into categories. These are the verticals that show the best performance with traffic in ClickAdilla.



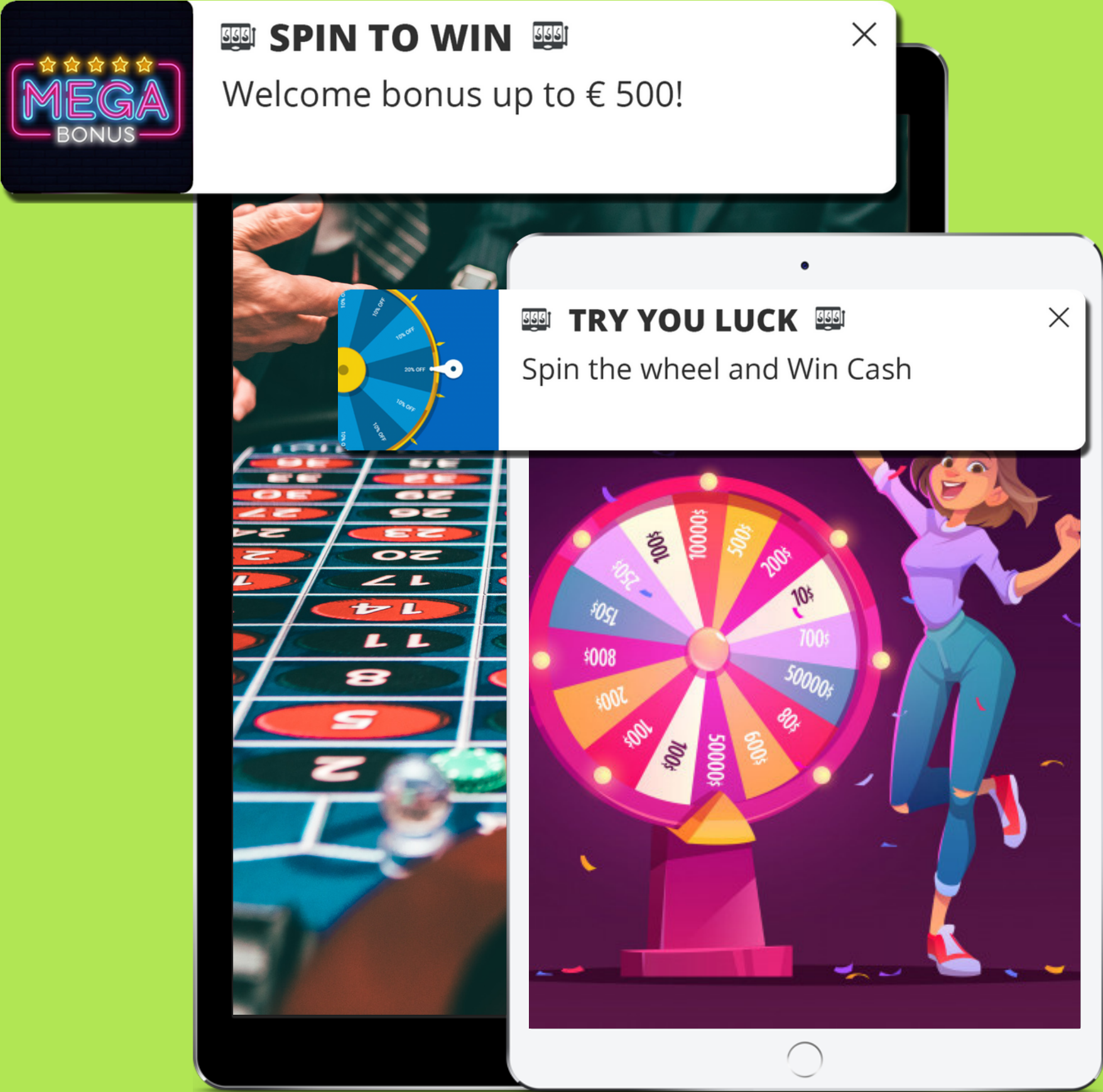
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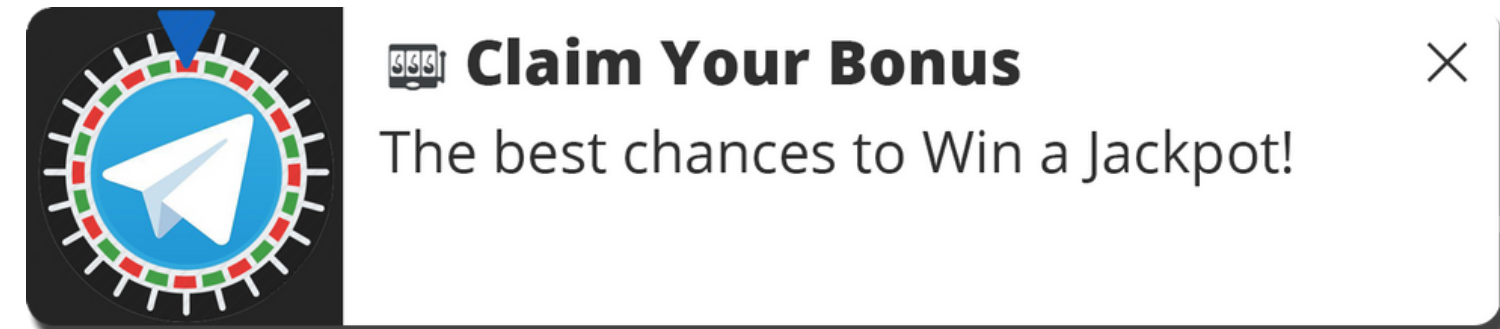
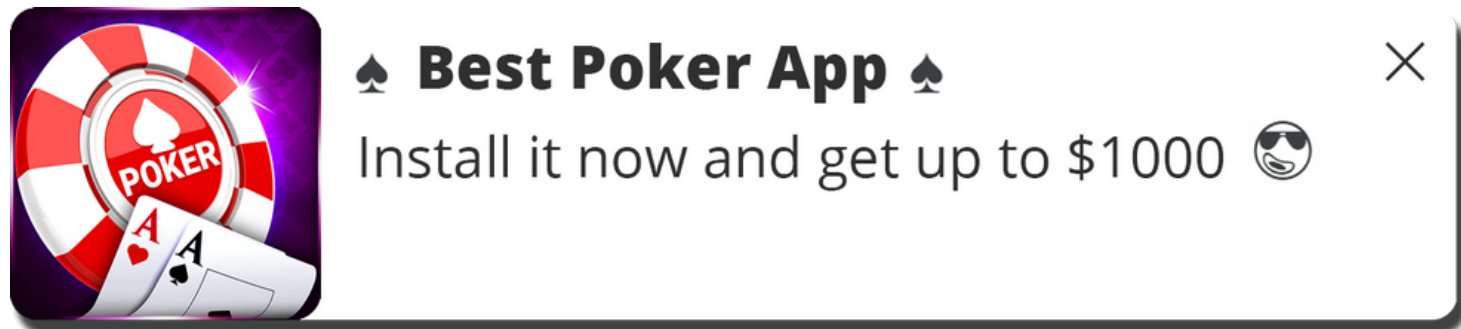
Gambling

eGaming market is thriving along with affiliate marketing in this area. However, finding such a client is not an easy task. Attracting gambling traffic, we don't recommend using abstract promises and unrealistic casino winning. Use real data in advertising notifications and specify the bonus amount, so that data matched with what is written on the site of the landing page.

Also, we recommend using unique creatives with direct and clear text. For example, "Welcome bonus up to €500" or "Jackpot! € 35,998 won today".

Landing pages with spinning wheel of fortune are perfect to collect users' data and to test a new offer without spending too much money.





Mobile apps allow users to pay by phone, enjoy a large variety of games and play anywhere. Users open mobile apps 4 times more often than the same resources in the browser. Therefore conversion rate from apps is higher.

Telegram casino - an incredibly interesting approach is to create a casino via Telegram. Users make bets through a chat-bot. Simple, intuitive interface and easy accessibility from any device worldwide make Telegram casino a very promising format.

PWA and Webview apps are ideal for promotion of online casino games.



Sports betting

One of the most popular forms of gambling is betting money on the outcome of a sports game or event. In addition to welcome bonuses, free bets, you can attract gamblers with predictions for upcoming events.

USE MAJOR EVENTS AND WELCOME BONUSES IN YOUR ADVERTISING CAMPAIGNS


Wimbledon, FIFA World Cup and Stanley Cup Finals are followed by billions of people across the world. And some of them bets for fun.

Tokyo Olympics is certainly the most anticipated event of 2021. Bookmakers offer an incredible range of markets. Take advantage of this to attract new players and boost your profits.


You can find a large number of football fans in the following countries: the United Kingdom, France, Spain, Germany, Poland, Portugal, Nigeria, Brazil, Colombia, Peru and Argentina.

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Free Sports Predictions ✕
Get Up to €100 on Your First Bet



Cruzeiro vs Atlético ✕
Ganhe Uma Aposta Grátis



Get up to €200 in Bonus ✕
On Your First Deposit. Sign Up Now!

ESPORTS

The popularity of virtual sports betting has skyrocketed during the pandemic. Since most of the sports events have been canceled because of the coronavirus, players turned to virtual sports.

Esports betting market has a huge potential. Video games like Fortnite, CS:GO, Dota 2 have enormous audiences. Cybersports tournaments are held all year round. So you have a large selection of events to use in your advertising creatives.

You can promote your own eSports website, sell betting tips and traditionally earn money on CPA model.



DOTA 2



Free predictions on upcoming matches



Watch live streams



And Bet for the best odds. Join now!

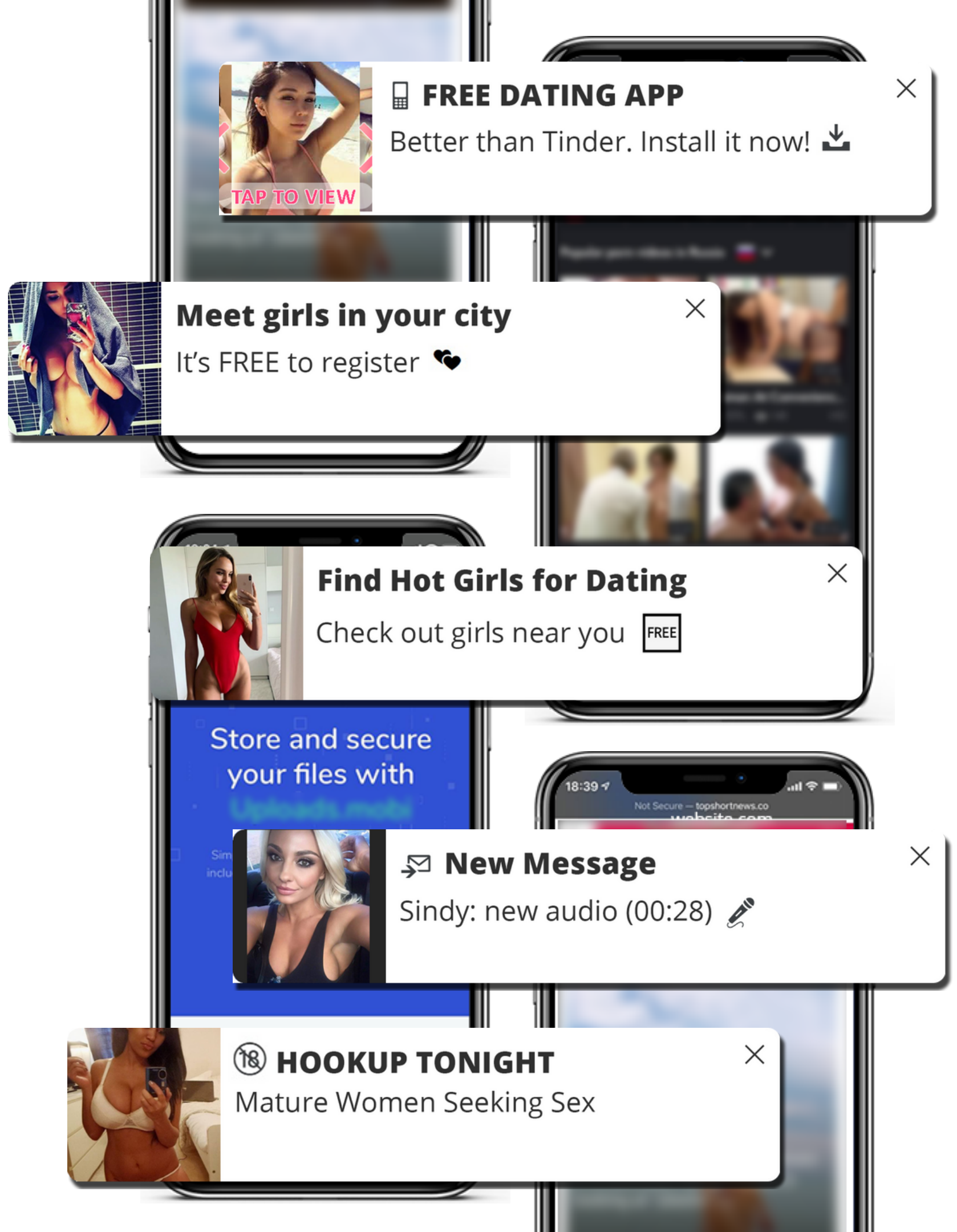
Dating

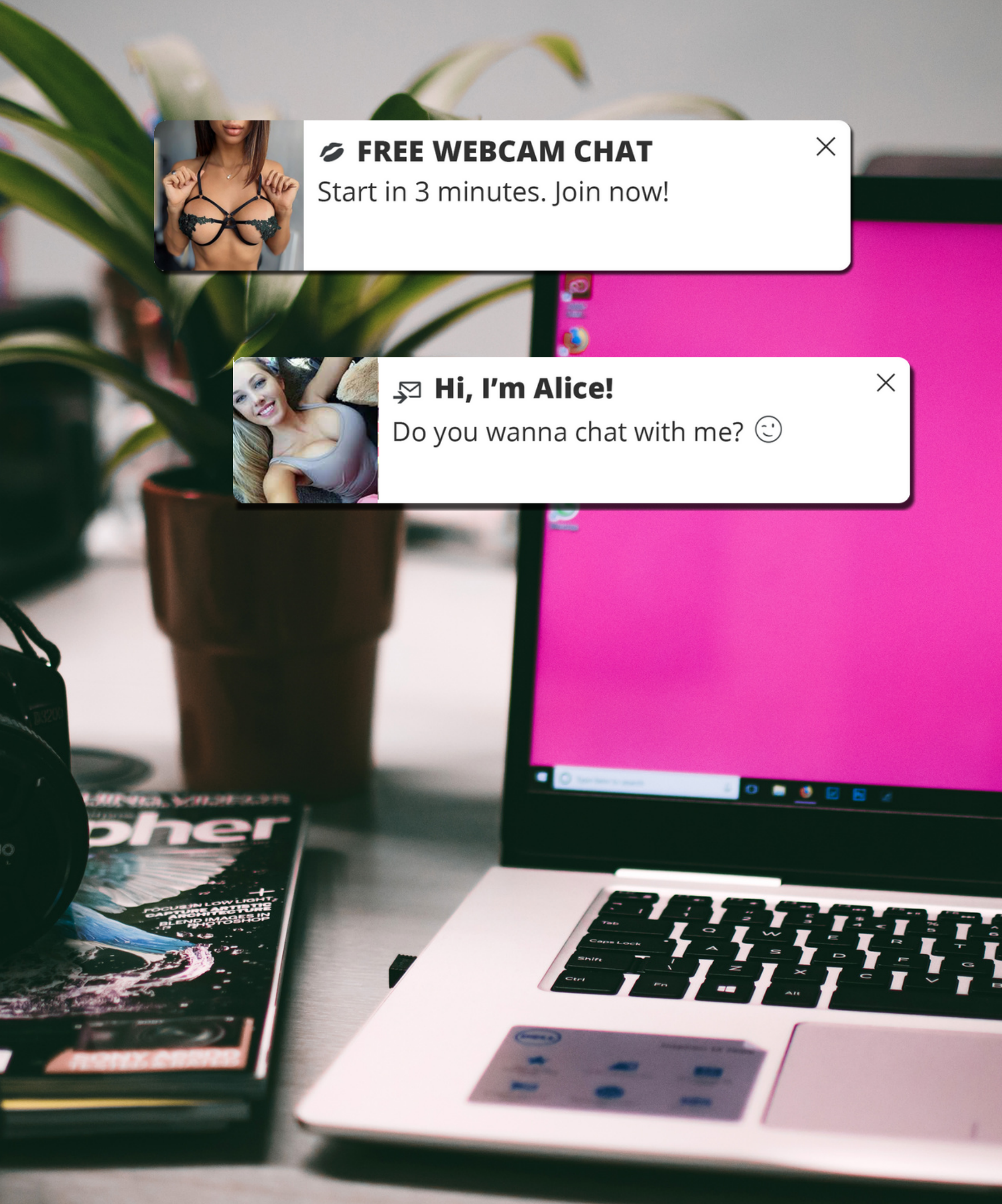
Create a push message depending on the type of the dating affiliate program:

- Adult
- Mainstream
- Chat
- Call
- Desktop site
- Mobile

- Attract users by photos of pretty girls and a catchy eye call to action like "Free registration", "Install the app" or "Reply to the message".
- Alternatively, the text can contain information about the intended girl: name, age, phone number, city, etc.
- Use emojis, since they convey emotion and clarify the intention behind.

07





WebCam

WebCam is a kind of Dating program. By clicking on the push message, the user gets to the video livestream. Where he can chat with a girl online and watch her dancing in exchange for money.

There are no tricks in creatives: use pictures of sexy girls and messages that urge a user to go to the chat.

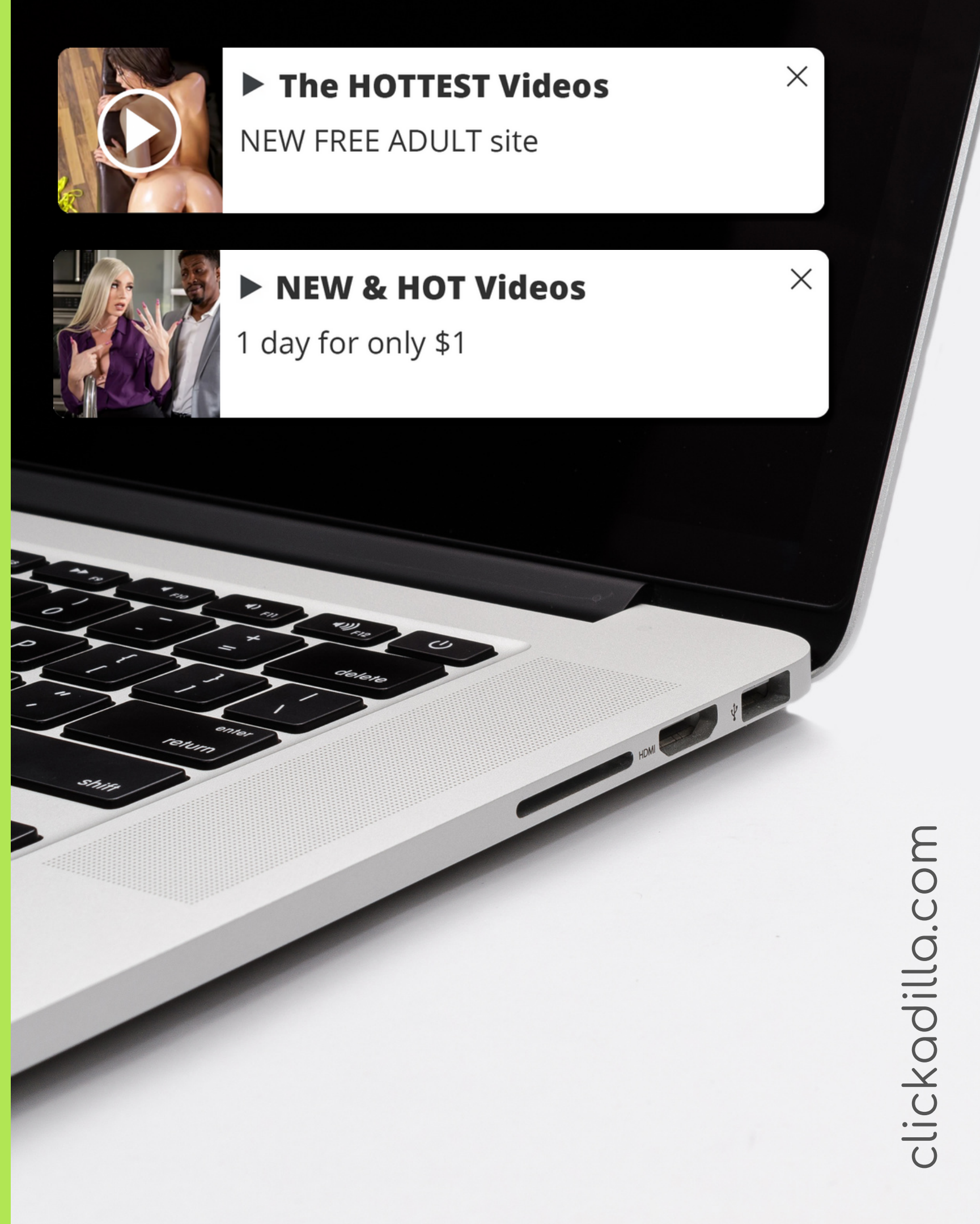
Dating as well as Adult chat rooms are popular worldwide. Test different GEOs to find the most effective one. At the end of the article, you will find information on traffic volume.

Paid & Adult sites

Owners of adult tubes can promote their sites with In-Page ads too.

Add a Play button to the icon, so that users understand that they will see a video following the link.

For a site with paid content, you can immediately designate an offer.




Sweepstakes

Sweepstakes or Coupon offers are still extremely popular. It's not too hard to find users willing to participate in a giveaway and win a valuable prize. Just follow these tips:

- Your ad should be simple and straightforward to get users to click through to the landing page.
- Make an eye catching Call-to-Action, like a WIN it TODAY, SIGN UP, ENTER TO WIN etc.
- Unprofessional photos of devices and people are more credible.
- Use emoji depicting prizes, gifts or positive emotions.
- Translate creatives into the language of your audience.
- Use pictures of exciting girls that won iPhone are perfectly suited.



Would you like to get PSP5?

 You can WIN it here. Learn more



 **¡El tiempo ha terminado!**

Regístrese y gane fantásticos premios



- Increase a sense of urgency. Write that your offer expires today and use the timer on your landing page. Create holiday-themed advertising and pre-landers to special events.

- Landing pages with spinning wheel of fortune or a simple game will improve the performance of the campaign.

- Using of well-known or local brands increases credibility of your ads.

- Always optimize your landing pages for mobile devices. Text and buttons should be easy to use on small displays.



Take part in our Giveaway!

Get \$100 on Amazon for FREE



GIVEAWAY ONLY TODAY!

Take your chance to win iPhone

iPhone XS 64GB Giveaway

The World's most powerful Smartphone ever created in this Universe

ENDS IN:

03 : 12 : 33

HOURS MINUTES SECONDS

**ENTER
HERE**

To kick off the Season we are excited to launch the annual our special Launch Contest.

Enter to win iPhone XS 64GB worth \$999. All you have to do is register for the contest and share with your loves once.

GIFT WHEEL



20% OFF

Finances & Crypto

Promoting 'Easy money' offers, show users a luxury lifestyle pictures: a sports car, girls, money etc. All that they can reach with your offer.

Use images of stock exchanges, trading apps, banks or businessmen for trading and investment offers.

Pre-landing pages play a key role in promoting financial offers. There you can add a 'success story' or explain how your offer can help users make money. A few testimonials will boost trust. Additionally, you can add a dynamic content, displaying the number of visitors that look at the same listing at the same time, in order to increase the urgency.



19-years old bitcoin millionaire offers 'crucial' investing advice 🤔



7 Best Trading strategies

Learn How to Trade for Free and make your dreams come true 💰



This 19-year-old bitcoin millionaire offers 'crucial' advice for young people looking to invest

Published Wed, Jan 24 2018 3:45 PM EST • Updated Fri, Jan 26 2018 9:58 AM EST

Ruth Umoh
@RUTHUMOHNEWS

SHARE f t in ✉



Online Trading Forex, Gold Shares And More

Competitive spreads

Relevant Regulatory Bodies Regulated

Zero commissions

Trade Now >



clickadilla.com

Use emojis, figures, clickbait titles to make a message more engaging.

Here are some ideas for creatives:

- Want to Become a \$ Millionaire?
- Make Money with BTC on your phone.
- \$ Do You Want More Money?
- Forex Robots - Does Automated Forex Trading Work?
- How to become Rich in the Crypto market Without Trading?
- Get Rich by following the advice of a Bitcoin millionaire.



Double your Investments
10 Strategies For Successful Trade



How to earn \$500 a day
Learn more in my blog



Make Money on your phone
\$19'770 you could earn with BTC
per 2 months.



Need money urgently?
Fill out the form and get a loan online.

Cryptocurrency –
10 Easy Ways

ways to make money with cryptocurrency

Криптовалютный
бот с торговлей
на основе
ИНДИКАТОРОВ

VPN & Antiviruses

VPN and antiviruses - the most popular in the niche of mobile utilities. You can also find offers with apps that speed up the phone, clear memory, block ads, or extend the battery life.

Don't show users misleading information and don't imitate system notifications. Such an aggressive tactic is forbidden.

Creating ads, think about what problem your VPN solves?

- VPN allows users to watch streams on Netflix.
- It protects users from hacker attacks.
- Unlimited Internet.
- Free of ads etc.

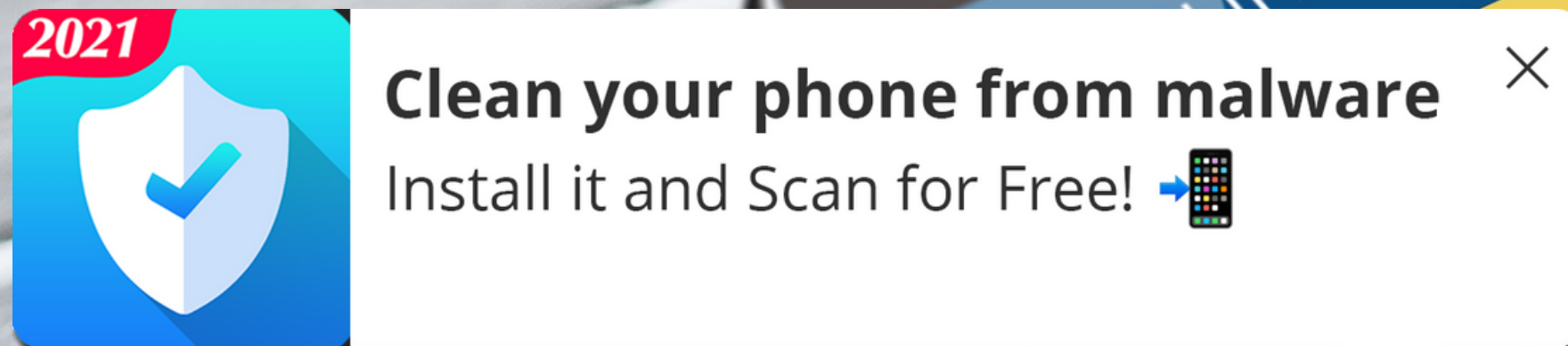




Malware, trojans and viruses are still a big threat, in particular, for Android users. So Antiviruses and all kinds of Cleaners are in high demand.

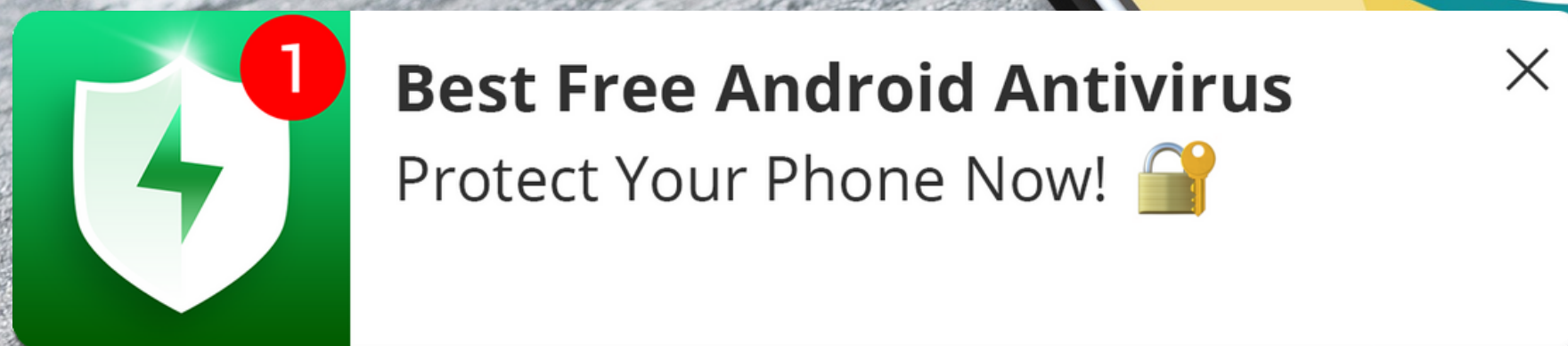
Use pics of shields, native Android or Apple icons.



Highlight on Pre-landers all the benefits of your software to warm up the user to install the app and made a purchase.

If you are promoting an antivirus of a well-known brand, then use its logo and name in your creative.



2021  **Clean your phone from malware** ✕
Install it and Scan for Free! ➔ 



 **Best Free Android Antivirus** ✕
Protect Your Phone Now! 

Traffic Chart

We provide over 100 Million impressions daily worldwide. You can find an approximate volume, min and max bid in the Traffic Chart. Log in to your account to use it and find countries with the least competition.

Are you ready to increase your profit? Create an ad set, set up your campaign and get traffic!

[Sign Up](#)

Country	Total Impressions ↓	Min CPM price \$	Max CPM price \$
India	34127149	0.01	0.8438
Japan	8900119	0.01	2.8457
United States of America	7447666	0.01	1.1327
Indonesia	7104077	0.01	0.9258
Mexico	3033801	0.01	0.5607
Russia	2855766	0.01	2.1538
Philippines	2796858	0.01	0.5494
Pakistan	2423064	0.01	1.2852
Bangladesh	1609634	0.01	0.3136
Germany	1426158	0.01	1.5336

Traffic chart

The Chart shows approximate data, based on last week traffic activity.

Ad format:

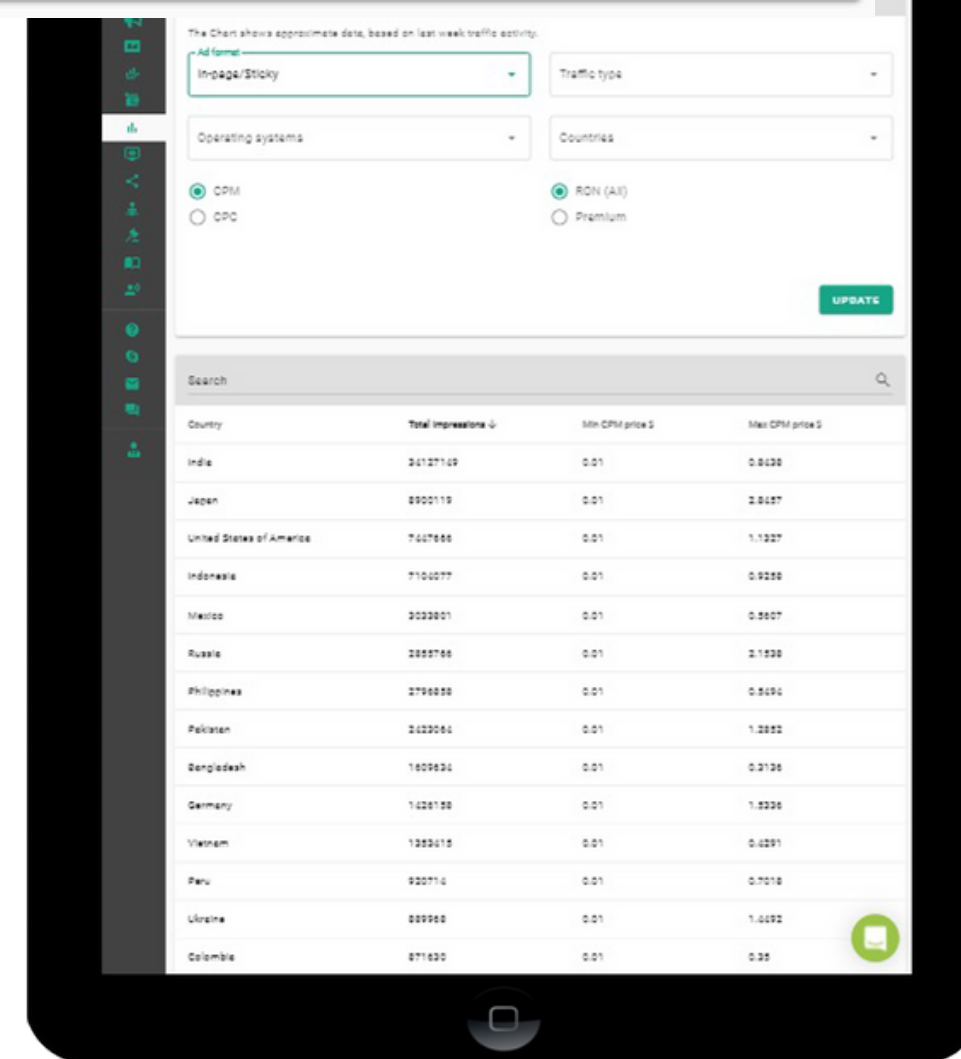
Traffic type:

Operating systems:

Countries:

CPM RON (All)
 CPC Premium

[UPDATE](#)



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