Clickadu

is an innovative digital advertising platform that empowers businesses with cutting-edge ad technologies, advanced targeting tools, and comprehensive analytics to drive growth and maximize return on investment

6B+
impressions daily

150+
geos

8K
active users

4,5M
conversions daily

60K+
active campaigns

2024

How we **grow**
10 years of success

2024 | Clickadu turning **10 years**. The journey continues

2023 | Smart AI-Based Ad Rotation. **6B** Impressions Daily

2022 | Cross Format Advertising. **5B+** Impressions Daily

2021 | Release of Banner Ads. **4 Bln+** impressions daily

2020 | Launch of InPage Push. **4B+** Impressions Daily

2019 | 24/7 Moderation. **2B** impressions daily

2018 | 4 new Ad Formats. Over **500M** Impressions Daily

2017 | Campaign Auto-Optimization. Over **6B** impressions monthly

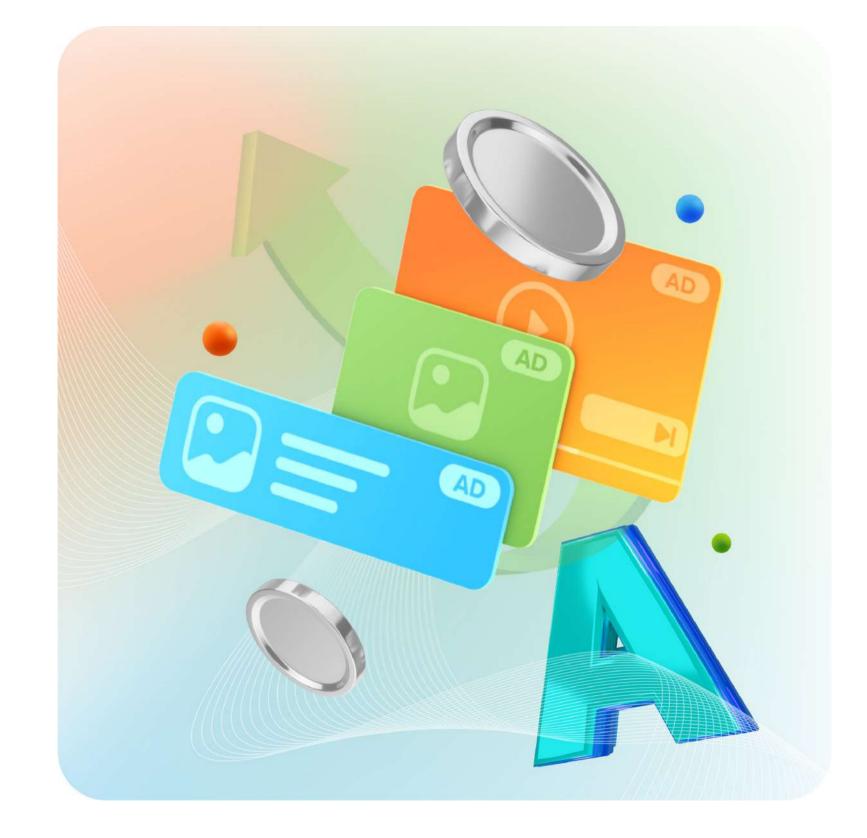**2016** | Advertiser's SSP Launch. Over **3B** impressions monthly

2015 | Publisher's SSP released. Over **1.4B** impressions monthly

2014 | Foundation. Over **30M** impressions monthly

For **Advertisers**

- Only direct websites
- Advanced targeting options
- Smart AI-Based Rotation
- User-Friendly SSP
- 4 Cost-efficient price models
- In house anti bot/fraud filtering tools
- Dedicated Support Managers

For Publishers

- Timely and automated payouts
- 100% Fill Rate
- Higher eCPM rates in comparison to other competitors
- Clean ads without malware and viruses
- Unique AdBlock bypass feature
- Referral program
- Diverse selection of advertising formats

OUR FORMATS

Popunder

is an advertising page that opens under the browser window or tab

For Advertisers:

+ Available on pricing models: **CPM, SmartCPM & SmartCPA**

+ Reasonable traffic cost, Pops do NOT bring more fraud or bot traffic than any other ad formats
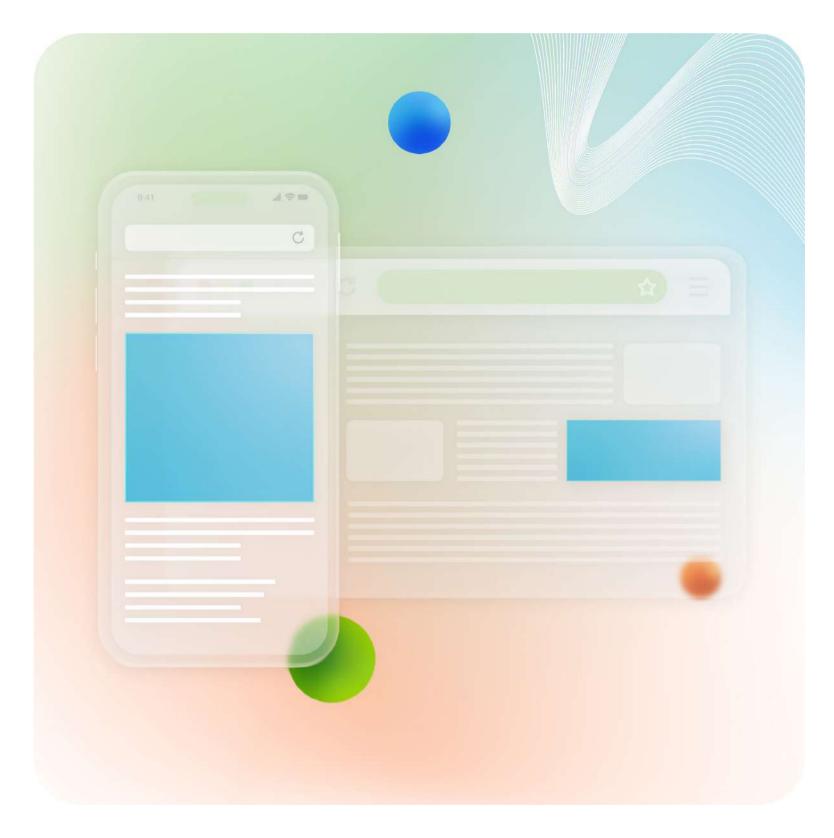
+ Clickadu has a number of its own IT fraud detection and bot filtering tools

For Publishers:

+ Anti-malware protection with auto-detection of harmful campaigns

+ Main source of income if you do not qualify for Google Adsense

Banner Ads

commercial image or animation,appearing on the web page of the site. Available in two sizes: **300x250 and 300x100**

For Advertisers:

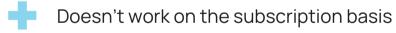➕ Available for **CPC/SmartCPM/CPM** pricing models

➕ Misclicking protection to avoid overpaying for a non-target audience

➕ Up to 5 creatives for one campaign

For Publishers:

➕ 2 sizes available: **300x250** and **300x100**

➕ All GEOs and traffic type coverage

➕ The most Google-friendly advertising format

Inpage Push

native-like notification message that appears when a user browses a publisher's website

For Advertisers:

+ Available on any pricing model: **SmartCPA, SmartCPM, CPC, CPM**

+ Doesn't work on the subscription basis

+ Higher CTR rate

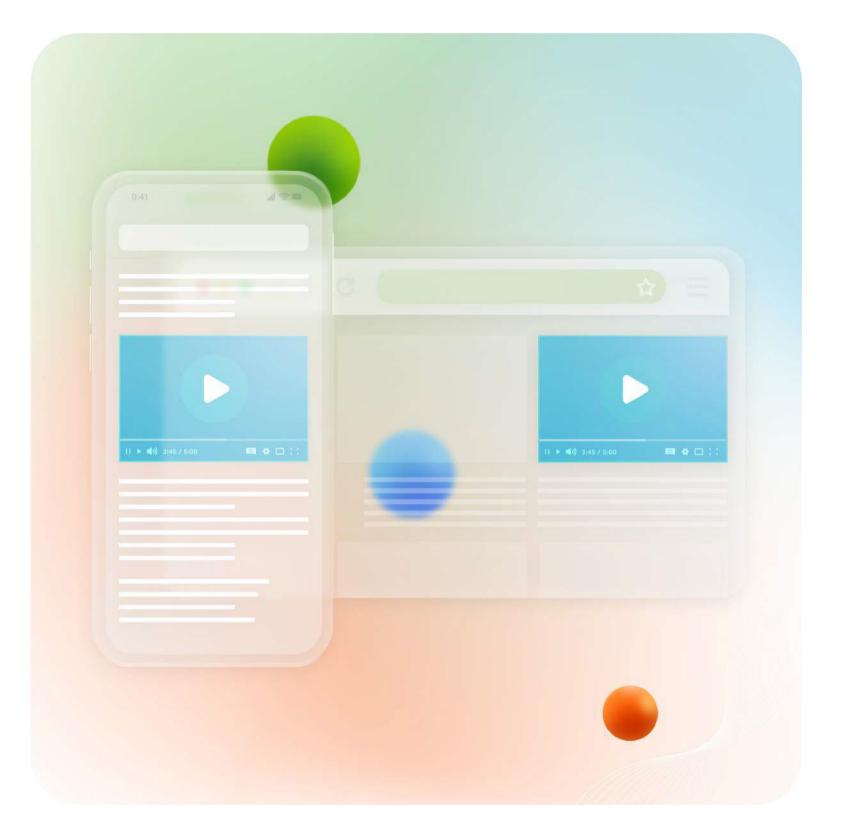## For Publishers:

+ It's pure JS with an easy-to-install and launch process

+ It's native and migrates to any available Operating System

+ Can be mixed or used as a stand-alone advertising format

Pre-roll

a promotional video that runs before the main video content

For Advertisers:

+ Available on pricing models: **CPM, CPC & SmartCPA**

+ Offers and supports almost all popular web-video formats: **MP4, WMV, AVI, MOV & FLV**

For Publishers:

+ High eCPM rates

+ Fully compliant with the latest IAB requirements for **VAST 3.0 codes**

+ **JS tag Pre-Roll** compatible with all known video players

Push Notifications

native push ads based on a subscription basis that user receives even when he's not browsing the web

For Advertisers:

+ Available on all pricing models: **CPM, CPC, SmartCPM & SmartCPA**

+ Interactive messages give you a wide range of promotional ideas: **icons, photo, text**

For Publishers:

+ Highly-effective non-browsing monetization

+ Permission-based

+ Google-friendly advertising format

+ Available for mobile and desktop devices

16:44
Junary 28, 2024

Instant Text Message

a native text dialog message that users receive while browsing the website

For Advertisers:

➕ Available on pricing models: **CPM, CPC & SmartCPA**

➕ New opportunities for promotional ideas
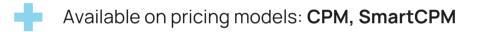
For Publishers:

➕ Native look

➕ Compatibility with all mobile devices

➕ Google-friendly advertising format

SKIM

a URL with high-accurate target options that directs visitors straight to the advertisers' Offer page
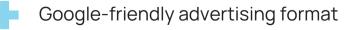
For Advertisers:

+ Available on pricing models: **CPM, SmartCPM**

+ Higher CR

+ Traffic niche selection

For Publishers:

+ Higher CPM rates

+ Google-friendly advertising format

+ 100% control of your sold traffic amount

Our verticals

Games

e-Commerce

Paid Content Websites

FinTech

VPN

iGaming

Food Delivery and Taxi

Dating

APK

Tools & Utilities

Social & Entertainment Apps

Events

We take part in major professional events all over the world

SiGMA

WEBMASTER ACCESS

ADWORLD

iGB AFFILIATE

AW

AW SUMMIT

TES AFFILIATE CONFERENCES

i-CON CY

IM SUMMIT ISRAEL MOBILE SUMMIT

ad tech NEW DELHI

Our partners

Clickadu is collaborative and highly experienced.

Thanks to their active support and optimization, we consistently receive an impressive app traffic amount to help us achieve our goals.

Shopee

Clickadu is an interesting ad network because they have 6 different ad formats you can try. For example, if you want to test out banners, they had 300x250 and 300x100 banner slots. Affiliates should be testing these! I like Clickadu and you should too.

Luke Kling, Afflift

Clickadu is definitely one of the most recommended traffic networks by affiliates that have run affiliate campaigns there! Many ad formats + many targeting options + sizeable inventory = worth a test if you haven't!

stm. **Amy Cheung, STM**

Really responsible and pleasant partners! We like working with the Clickadu team because you can feel their professionalism - the guys are friendly and competent. Timely feedback and prompt launch of new tests, thanks to which we have reached really profitable heights together. We are working win-win and plan to continue!

Anastasia Getsovich (Zeydoo)

Contacts

to buy or sell traffic

sign Up at **www.clickadu.com**

if you have any questions
or suggestions, please contact:

support@clickadu.com