CLICKADU

Multi-format Advertising Network

GUIDE

WEBSITE MONETIZATION GUIDE

▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶

First time in website monetization?
Don't worry, we'll tell all you need to know

#TABLE OF CONTENTS

CLICKADU
Multi-format Advertising Network

support@clickadu.com
clickadu.com

So, you have a website and decided to gain some profit from your audience.
First, you need to *create a publisher's account.*

The registration form is pretty simple, yet you should take the registration process seriously. As Clickadu complies with the KYC law, this information is significant. But don't worry, we'll keep it safe.

So, you have applied as a Clickadu publisher, the very next step is **the website verification.**

1. WHAT IS **WEBSITE VERIFICATION?**

It's a manual process of checking whether your website complies with Clickadu guidelines and doesn't have any prohibited content on it.

The other important thing is the traffic. As we take traffic quality very seriously the traffic sources should be determined and be mostly search\organic.

How can you help in *verifying the websites?* The only thing you can do is:

- Grow your website traffic. You should not expect much of a new or a small traffic website as advertisers often pay for 1000 unique impressions.

- Integrate with Google Analytics. Even a small website powered by analytics could show comprehensive statistics and traffic sources.

Before the verification process, you should *prove your website ownership.*

2. WHY DO I HAVE TO PROVE MY WEBSITE OWNERSHIP?

It's highly recommended due to security reasons. As we need to know the sources your traffic comes from so that we could provide quality traffic to our advertisers and stable profit for you.

2.1. How to prove my ownership?

There are two ways to prove your website ownership. You can choose one that is convenient or compatible with your CMS system.

Status: Unverified ⑦

Meta-tag verification | File verification

2.2. Meta verification tag

This one sounds terrifying in case you're not familiar with HTML. Well, take your time to panic. The Meta verification tag is quite simple and highly compatible with almost any CMS system.

Here are some *guides for you to study:*

CODE MASTER

- ⟳ How to verify your website via meta verification (Video)

- ⟳ How to verify a WordPress website via meta verification

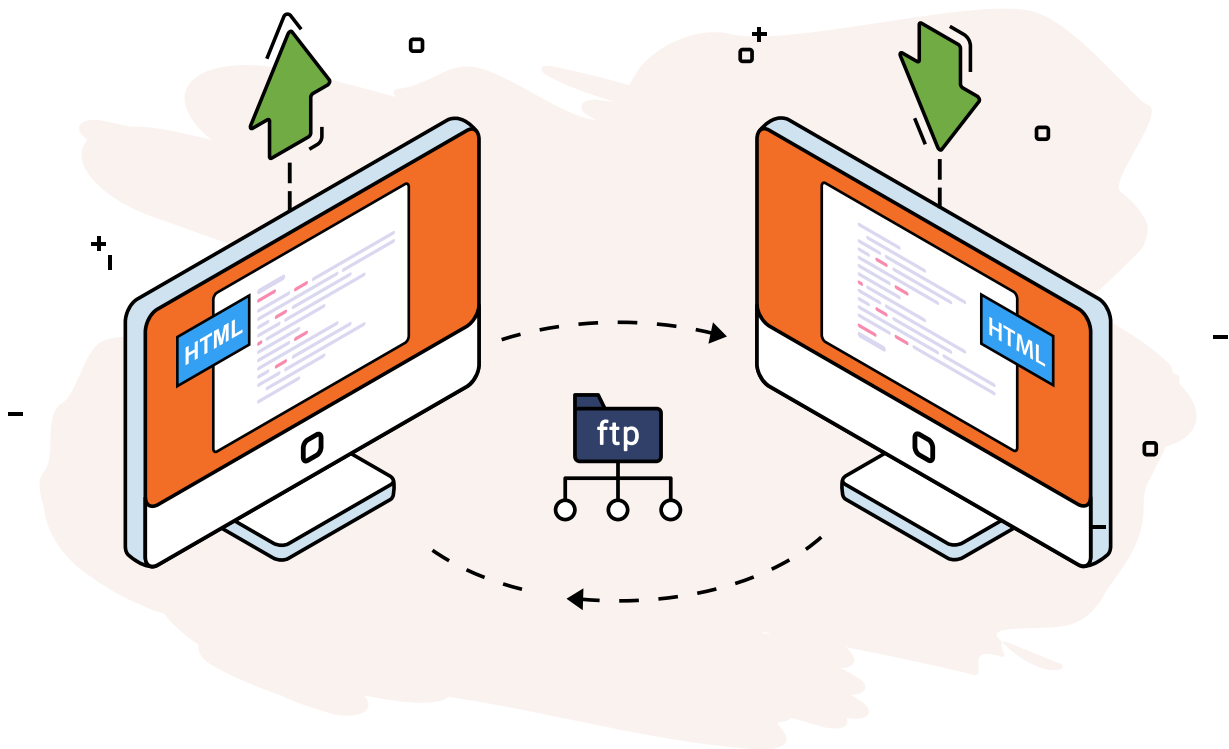- ⟳ How to verify a BlogSpot website via meta verification

2.3. HTML-file verification

This method requires access to your FTP/database, so you can upload the file to your website root.

It sounds easy enough, yet it doesn't work with several CMS due to file type restrictions.

○ [How to verify a website via HTML-file](#)

3. THE WEBSITE WAS REJECTED. WHAT TO DO?

Well, that happens. Back in the website verification section, we have mentioned that you shouldn't expect much if your website is new or doesn't have any traffic on it.

So, your website was rejected. What now? *First of all, don't be upset*. *Try to work on the website search engine indexation and content.* Grow some traffic and get back in a month. We'll re-review your website.

CLICKADU
Multi-format Advertising Network

4. WHAT ADVERTISING FORMAT TO CHOOSE?

Have you completed the verification process? That's great. From here you're able to choose from what *advertising formats you will gain profits.*

Popunder

Push notifications

Video Pre-Roll

Instant text message

ADS

InPage Push

SKIM

First, all of them are Google-friendly and shouldn't affect your SEO rank. Second, they are all profitable, however, the gain depends on the traffic specifications and quantity like.

Here are a few recommendations:

1. Run popunders for small traffic websites.
As popunders generate better results for advertisers - they are highly demanded and surely will bring your profit.

2. Combine at least two advertising formats to gain more profit.
Make sure you're not overdoing it, think of your website audience.

3. Use InPage Push as an additional monetization solution.
It can be successfully mixed with any ad formats.

⟳ Click [here](#) to learn more about the available advertising formats.

5. HOW TO INTEGRATE AN AD CODE TO MY WEBSITE?

The whole process is quite similar to the meta verification. You should have got the hang of this.

Just go to the sites and zones section, choose the advertising format you're interested in and get the code.

```
<script data-cfasync="false" type="text/javascript" src="libedgolart.com/t/9/fret/meow4/1758705/brt.js"></script >
```

Copy to clipboard

As it was mentioned previously, the code should be placed before the **</head>** tag. Use the source code or theme plugin to integrate it.

```
<head>
    <meta charset="<?php bloginfo( 'charset' ); ?>">
    <meta name="viewport" content="width=device-width, initial-scale=1">

    <link rel="profile" href="https://gmpg.org/xfn/11">
    <script data-cfasync="false" type="text/javascript" src="libedgolart.com/t/9/fret/meow4/1758705/brt.js"></script >

    <?php wp_head(); ?>
</head>
<body <?php body_class(); ?>>
```

Each advertising format along with ad feed have its own zone in the Publishers' dashboard. Don't create too many zones so as not to be confused with them.

I have placed code on my website, but I don't see any statistics updates.

Don't rush. The adserver needs some time to match your zones with the advertising campaigns and then need a few impressions to gather and transfer the data.
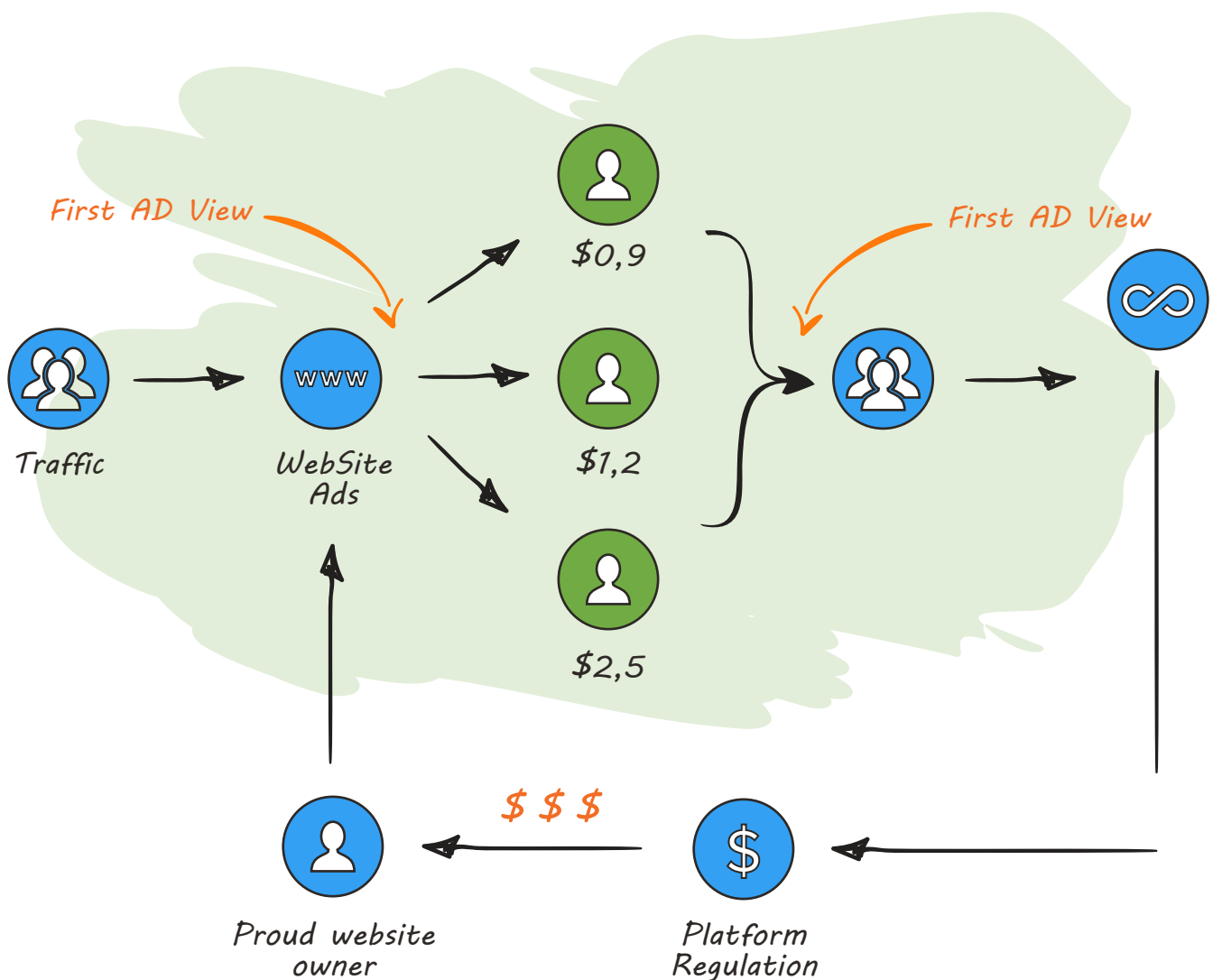

For small traffic websites, it can take a few hours for data to appear at your dashboard.

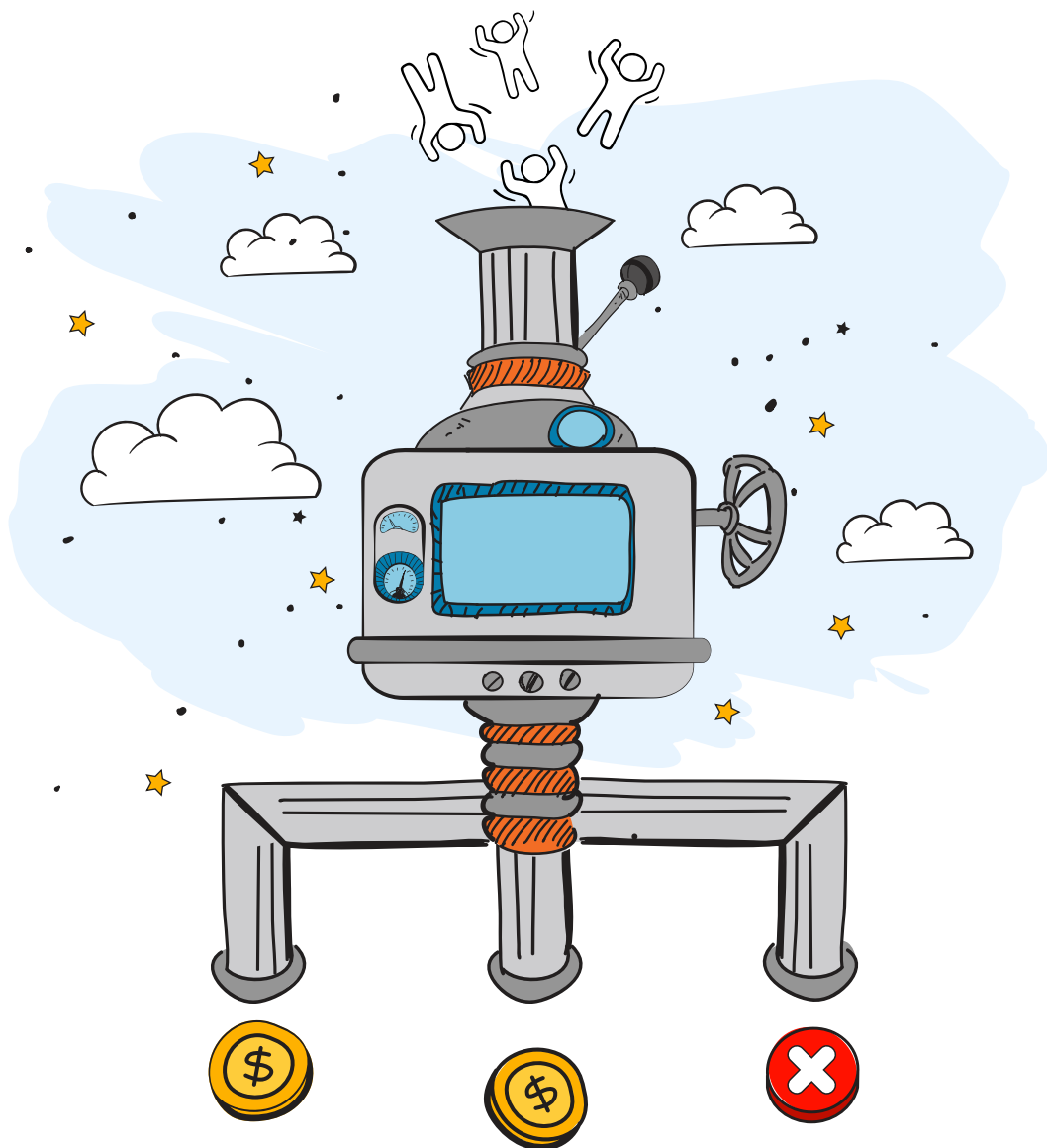***So, don't worry. We won't leave you behind.***

Here's a simple **scheme of how the monetization process works:**

There is a term **_"fill rate"_** in the website monetization you must consider. Fill rate determines how much of your traffic would be monetized and it strictly depends on traffic demand.
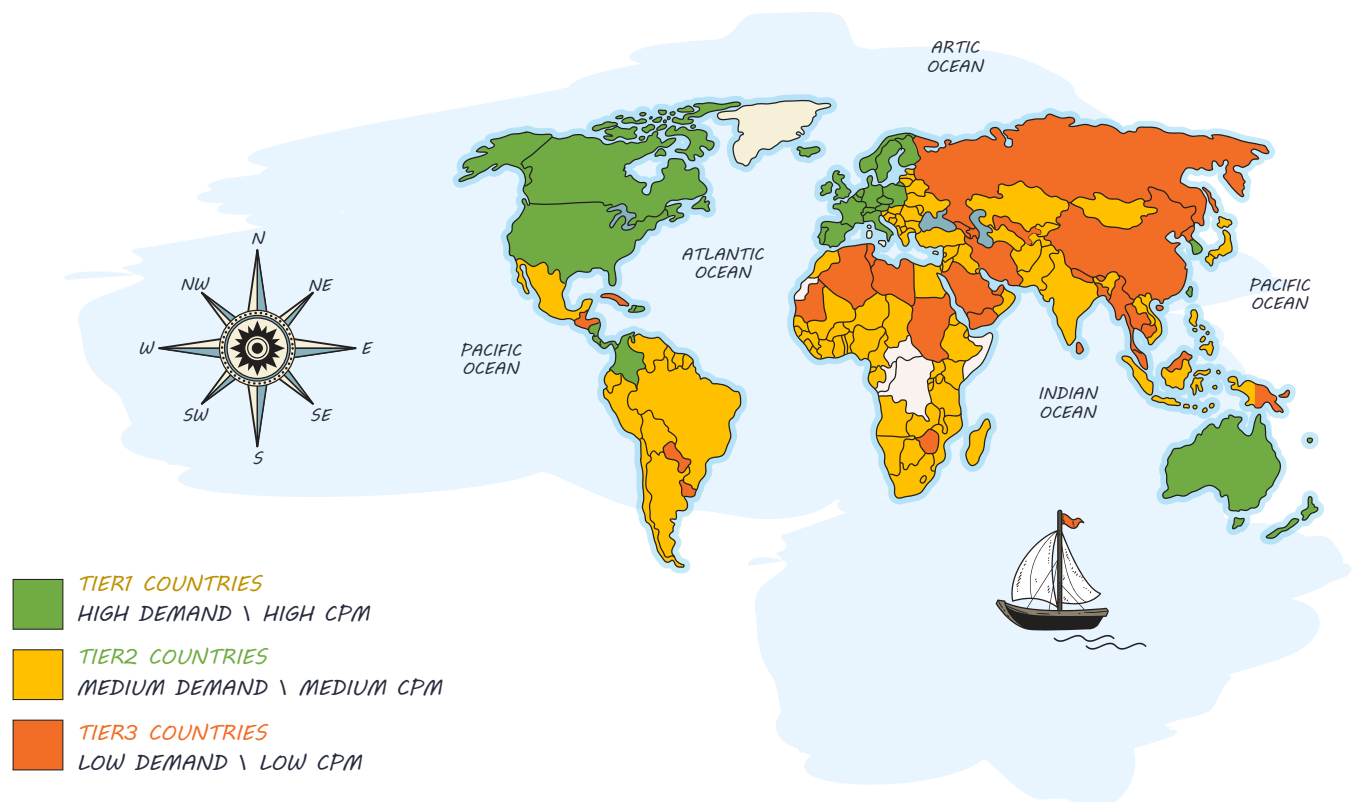
In Clickadu we're aiming to monetize all the traffic you can send so our fill rate is **_about 100%._**

That's not the only way the traffic demand works. It also affects traffic costs.
As all of your revenue depends on the advertisers' demand and selected bid for traffic.

The advertisers' platform regulations don't allow non-competitive bids, yet it all depends on the GEO, devices, and other aspects.

GEO → Platform for example → Browser
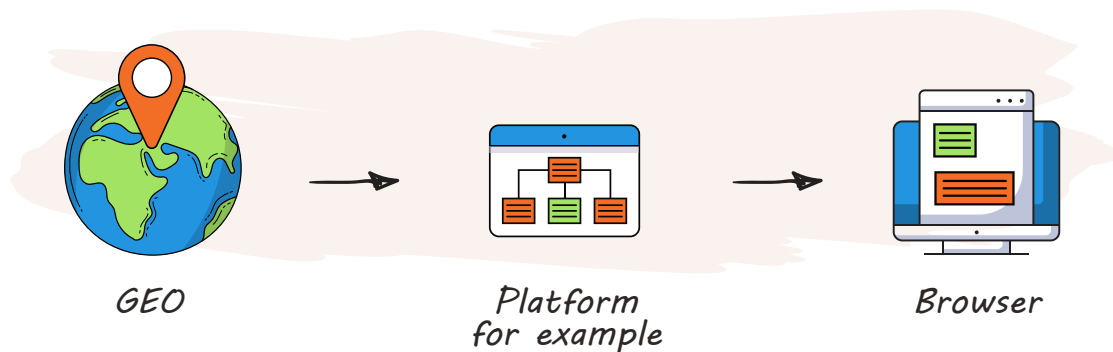
As for GEO, you must have heard of ''Tier''. Tier determines the countries with high traffic quality, living conditions, and the audience purchasing power.

TIER1 COUNTRIES
HIGH DEMAND \ HIGH CPM

TIER2 COUNTRIES
MEDIUM DEMAND \ MEDIUM CPM

TIER3 COUNTRIES
LOW DEMAND \ LOW CPM

So, basically, a lot of South Asian countries are low demand Tier3 so a low price for your traffic is expected. But, take your time to become upset! There are still advertisers who know how to work with your website audience and support the demand, so it's not the dead end.

Now to the devices. The mobile traffic demand is running high as it allows advertisers to engage users that are not splitting up with their phones.

Here are the *device tendencies*:

PHONE
HIGH DEMAND \ HIGH CPM

DESKTOP
MEDIUM DEMAND \ MEDIUM CPM

TABLET
LOW DEMAND \ LOW CPM
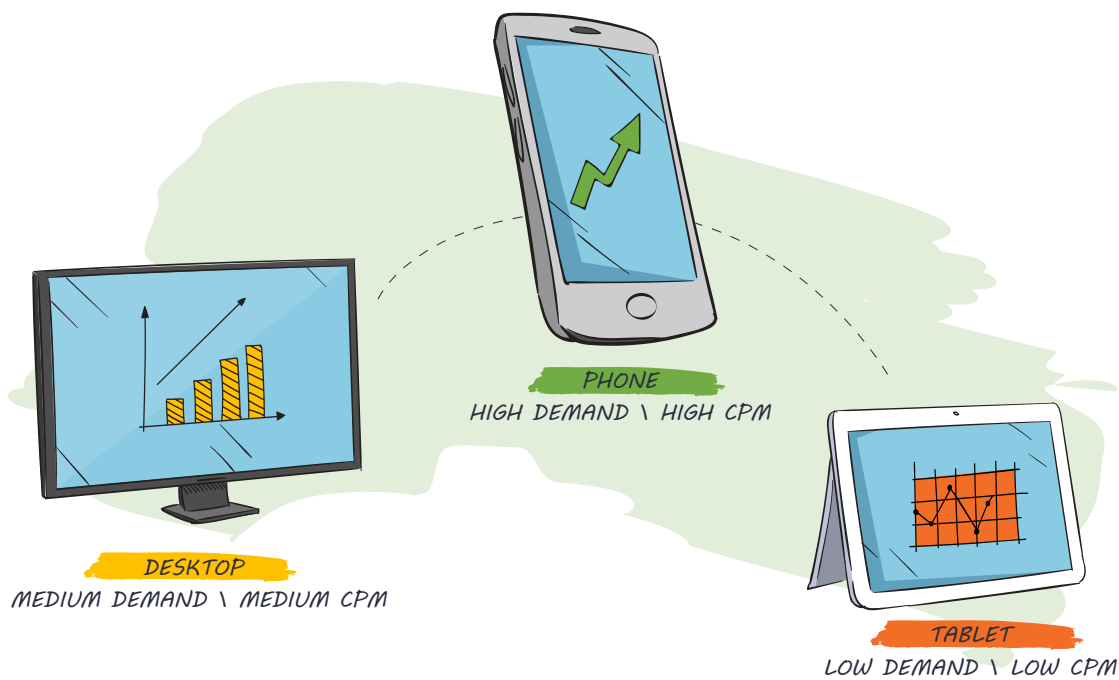
Same as for Tiers, it all depends on how many advertisers are on your traffic.

Take into account that traffic demand is always unstable and advertising networks are looking for new advertisers to support it.
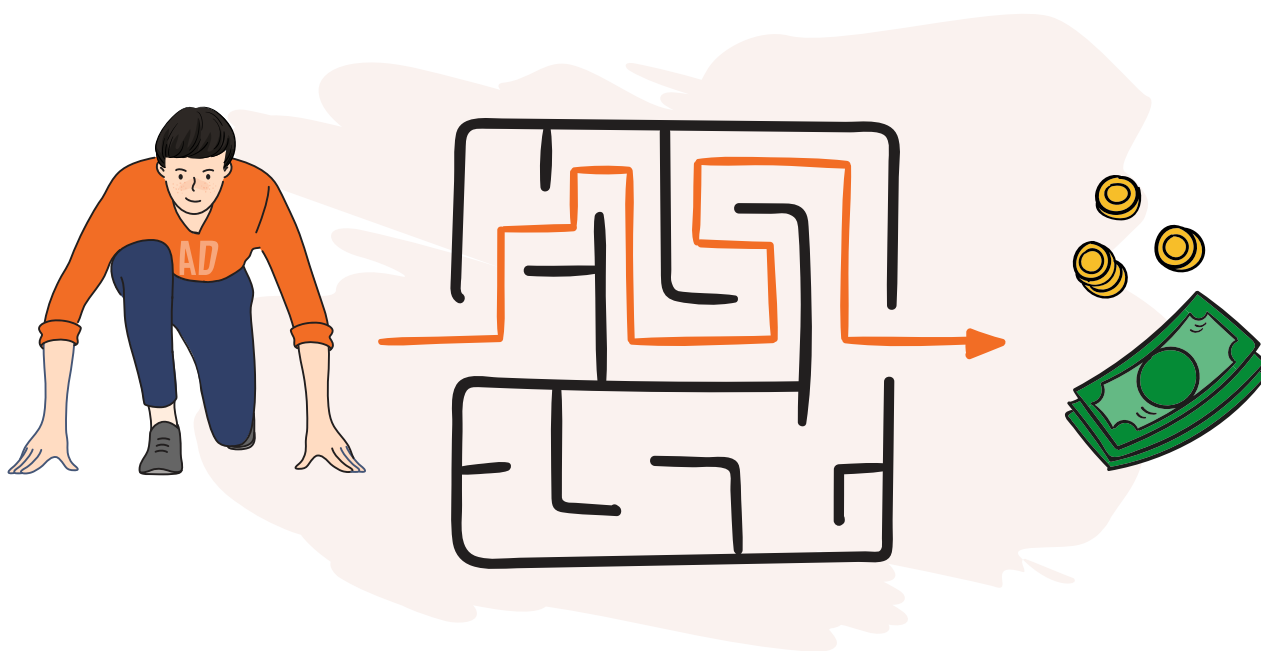
8. HOW TO GET MY PAYMENT?

You've earned enough to get your first payout? That's awesome! First, you need to attach a payment method to your account.

We have disabled the option for publishers to switch the payment method due to security reasons.

So, contact your manager for a setup.

The payout schedule depends on the NET basis.

Literally NET expresses the number of days your traffic quality will be re-checked. For example, **NET7** means that when you hit the minimum payout (like $10) you'll need to wait **7 days** until advertisers will 'prove' the traffic quality.

Don't worry, by **"prove"** we mean that they won't try to chargeback their funds for your traffic in the next 7 days.

And usually, it doesn't happen at all. So, you just wait for 7 days until the revenue will become legit and will be paid to you automatically.

Just ask your manager about your NET basis.

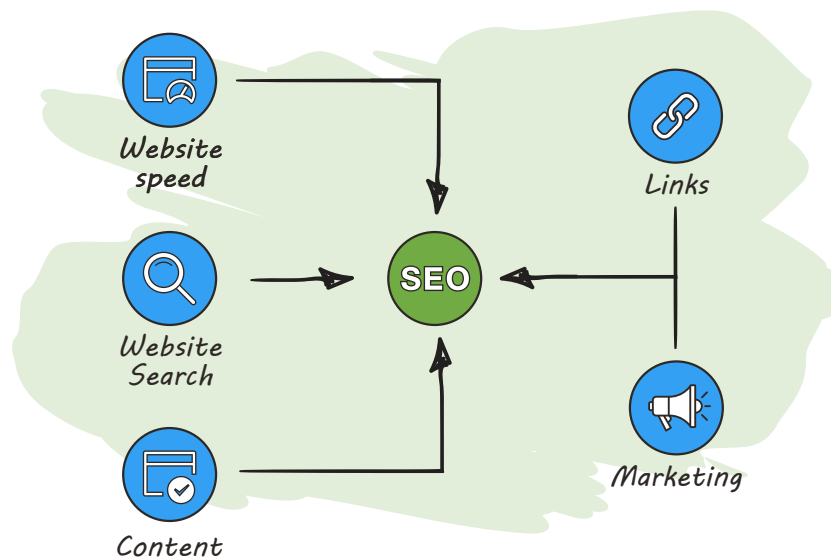To know more about the NETs and payout schedule please read this article.

9. HOW TO **INCREASE MY EARNINGS?**

This section tips may sound obvious but we won't help repeating it:

1. Work on your traffic amount. The more traffic you have, the more revenue you will gain from it.

Do some SEO, work on content, don't leave your audience behind.

2. Try all of the available ad formats to choose the most profitable.
The same is for ad format bundles, try 'em and mix 'em to get the best possible results.
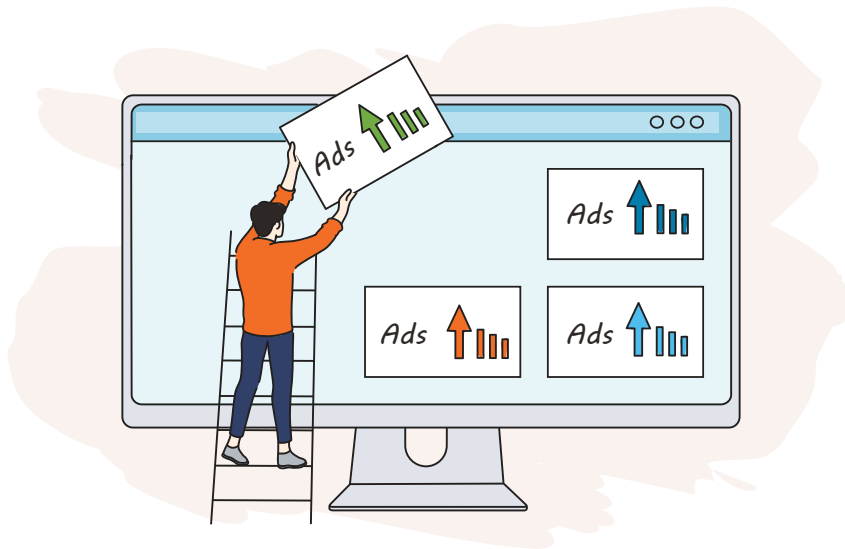
3. Don't mess around with a lot of networks. Especially if you're doing some testing. Selling traffic here and there won't gain much revenue though it's not a taboo.
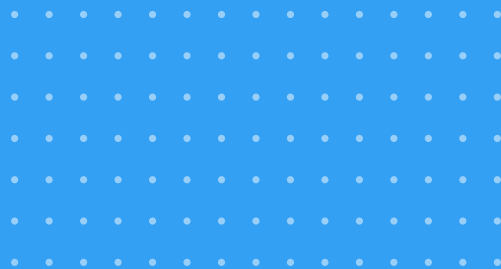

4. Contact your manager if you want to enhance your traffic performance. They might find some new sources to spend your traffic or increase the frequency of advertisements.

Well, it seems that's all you need to know. Got some gaps left? **Our support team is ready to help you.**

THE END

CLICKADU
Multi-format Advertising Network

support@clickadu.com
clickadu.com