



Insights shared by
Advertising Networks
and Industry Experts

TRENDING ADVERTISING FORMATS 2018-2019

Report compiled by RedTrack.io Team



Foreword by RedTrack.io

Information is one of the most influential assets in our industry. In order to ensure you are always up to date with the latest trends, you should spend time networking, carrying out industry analysis, as well as attending affiliate marketing events.

However, as an alternative to this, you could leverage free information generously shared with you by others.

It's encouraging to see our Partners and top industry Experts being so eager to participate in this eBook and to share their extensive experience with us as well as the affiliate community. We're pleased to be able to share this comprehensive guide on Trending Advertising Formats with you.

Our hope is that this eBook will give you a gentle push in the right direction and prepare you for what's coming in terms of trends and perspectives for 2019.

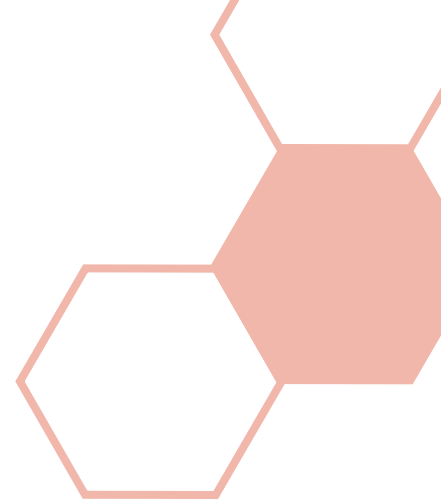
Enjoy the report!





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Introduction

Affiliate Marketing is a booming industry, and it isn't static — every year brings new challenges and regulations. These are imposed by sources such as Google and Facebook, as well as by Advertisers, therefore if you don't want to miss up coming trend waves, you should know which way the market is evolving.

One of the most important decisions in affiliate marketing is choosing which traffic source to focus on. We reached out to industry Experts and the top-performing Advertising Networks and asked them to share their predictions about 2019 including which ad formats they think will be popular in the coming year and how to effectively work with them.

This eBook presents you with the trending advertising formats delivered by the real experts who have been engaged in affiliate marketing for years.

Disclaimer: Following the report, you will read opinions and pieces of advice from top affiliates and traffic networks. Based on their answers, we accompanied each trend with an overview, some real examples and tips for effective as well as profitable work. Make sure to read the report till the end to find out every trend and hack, that are shared with you free-of-charge by the top experts.

There is no better time to dig into the details of online advertising trends! And this eBook is a really good place to start...

Insights shared by Advertising Networks



PAVEL SHYSHKIN
Inbound Marketing Team Leader

Link: mgid.com

Trending ad formats now and in 2019:

As a native ad network, MGID is an advocate of this advertising format. And the market proves we are right. Now native ads are making over 60% of the display ad spend and this trend will only be growing in 2019.

Another ad format that has a huge potential is push notifications. It is relatively new, equally non-intrusive, and allows both advertisers and publishers to speak directly to a user with a relevant and timely message.

What are the reasons for growing popularity?

Quality native ads are not perceived as ads at all. They match the platform's content and design; they do not irritate and are organically intertwined into the users' interaction with the website.

Native ads enable reaching your target audience on numerous websites and 'find' the users that can't be reached via Facebook or other means of advertising.



Insights shared by Advertising Networks



EVANGELOS ZIRDELIS
Sales and Ad Operations Director

Link: exoclick.com

Trending ad formats now and in 2019:

We have seen a rapid rise in the adoption of

- ◇ native ad format,
- ◇ push notification format,
- ◇ in-stream video.

What are the reasons for growing popularity?

Native because it appears like the content of a website, additionally because ExoClick offers 4 different types of native advertising: Native Recommendation Widget, Native Exit, Native Interstitial, Native Push Notification — giving publishers and advertisers lots of options to maximize the use of this format.



Trend 1

Native Advertising

The rain of native ad format in 2019 is predicted by every Network interviewed, although not without good reason. As it was already mentioned above, native advertising perfectly fits the surrounding environment, and engages the audience rather than distracting their experience.

According to Sharethrough, native ads are viewed 52% more frequently than display ads, and provide a higher CTR (60%), meaning they don't just appeal to the viewer, they trigger engagement.

Percentage of lift-in-purchase intent:

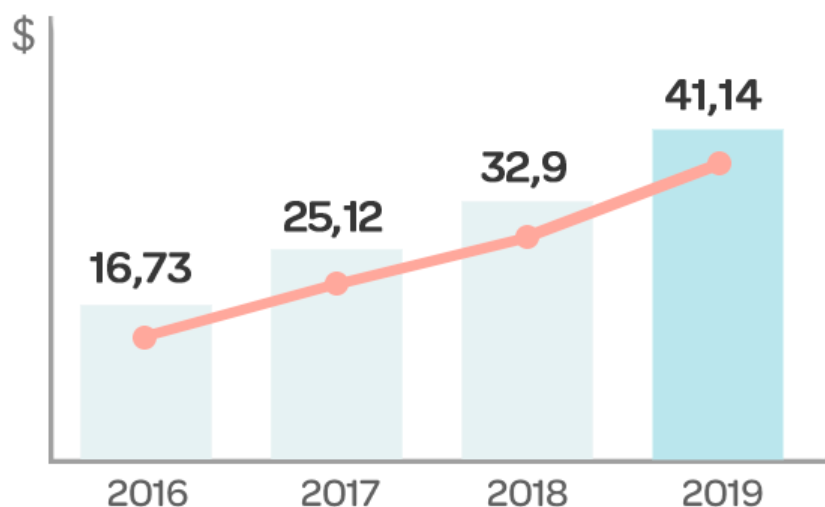
34%

Banner ads

52%

Native ads

In fact, native digital display ad spending in the USA is expected to reach a new HEIGHT of \$41,14 billion by the end of 2019!



Native advertising fights "ad blindness". It is what happens when the audience gets bored with seeing ads. After a while, they simply stop paying attention.

Since native ads mimic the look and feel of a "standard" medium's content, it is more likely that the audience will trust them.

Why is it so popular?

"The deep underlying reasons for such a success are respect to user interests and a subtle manner the way ads are delivered".



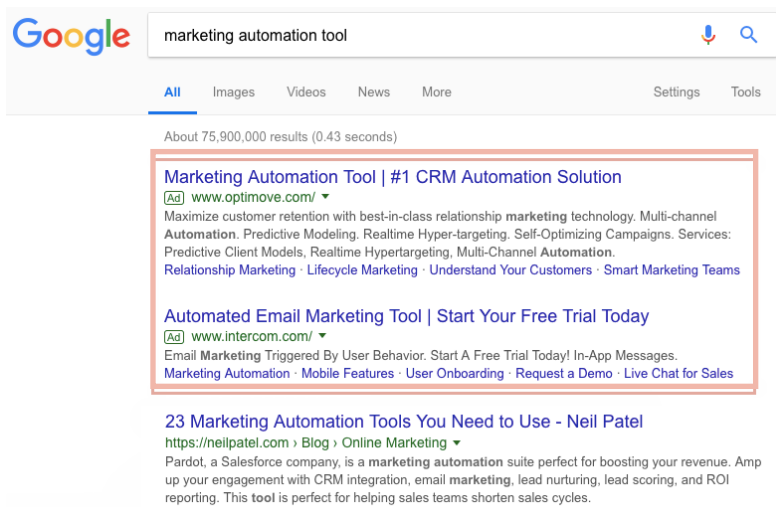
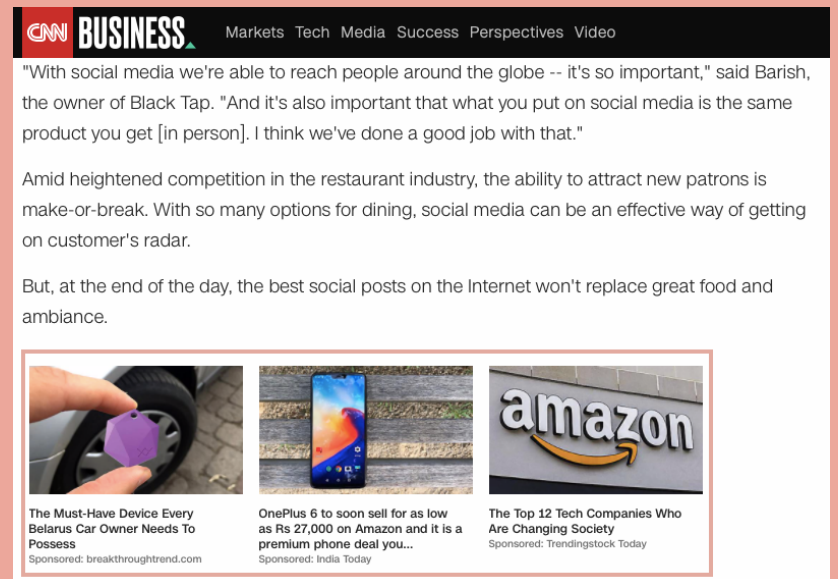
Native ads are consumed the same way as people view the editorial content.

Native ads can come in several forms including video, texts, or images.

The most popular types of native ads are

1 In-feed units (aka, sponsored ads).

Paid placements that appear directly in-line with editorial content. This type is mostly reachable by big brands and advertisers.



2

Search listings.

Ad listings that appear at the very top of your Google search results. Yep, that is native as well! These ads mimic organic search results.

3

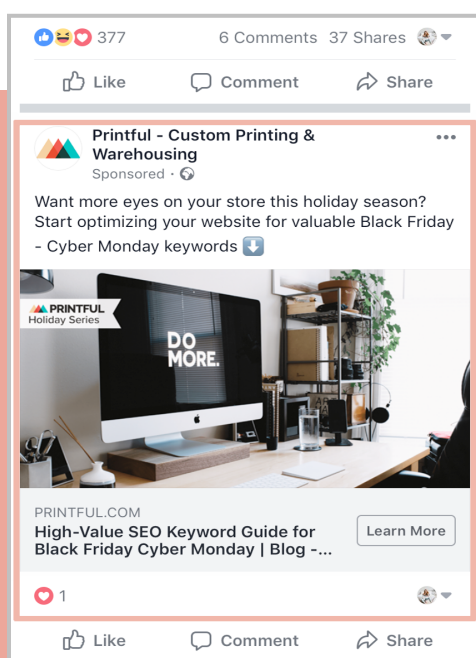
Content recommendations.

Such ads often appear at the end of an article you have read, to recommend additional content you might like.

4

Promoted listings.

This is a sponsored listing of products that appear on the website (e.g. Amazon) when you organically search for a similar (or the same) product.



5

In-feed social ads.

They take the same principle as with in-feed units and these ads will appear in social network feed. This is a super popular native ad type and therefore deserves to be featured separately.



Haven't started with native advertising yet? Should definitely give it a try. Here are several tips on how to convert native ad traffic:



MGID, Pavel Shyshkin

Low budgets don't go with native. Only having invested at least \$1000-2000 you'll get enough statistics for a proper campaign optimization.

Don't underestimate the importance of creatives. Always have your customer in mind when designing them. Triple-check the copy, localize your ads properly and cut on stock images. They've been used too often by too many.

Provide a value-added experience to your audience, engage it with your ad content, tell a story. This is what native is about.



ExoClick, Evangelos Zirdelis

1 Tip. Images

The CTR and performance can vary a lot from one creative to another, make sure to upload many different creatives.

1 Tip. Texts

Don't neglect the title and description of each creative as it can have a major impact on CTR as well. If targeting different countries, provide in the appropriate language.

3 Tip. RON campaigns

**Run Of Network Campaign - a campaign in which your ad(s) will be displayed on all of the advertising network's sites.*

For RON campaigns, use the CPC payment model so your CPM is automatically adjusted for every spot, including low CTR spots like footers.

4 Tip. Landing page content

Native advertising brings great results when the story comes before the promotional part. Deliver the story and put your call to action right down at the bottom of the landing page. By making the landing page more lifestyle orientated you will increase your conversions because you are engaging the consumer."

More tips from ExoClick:
<https://www.exoclick.com/8-native-advertising-tips-advertisers/>

Insights shared by Advertising Networks



ARNIS AUGSTMANIS
Head of Marketing Department

Link: propellerads.com

Trending ad formats now and in 2019:

The tendency is already underway, native ad formats are massively dominating the global ad market. For a good reason, though. These ads are loved by our publishers as well, and they enthusiastically put them on their websites. So the high demand for native advertising is from both sides, and we aim to fulfill this demand with new ad formats.

This winter, we launched Native Push Notifications, and we are proud to say that we were pioneers — PropellerAds was the first ad network to introduce this format. We saw the enormous potential in this technology and realized what could be done if we provided advertisers access to various audiences worldwide so they can market their products directly and globally.

What we did was make this technology work for advertising. And now we have amassed a user database exceeding the 150 million mark. So Push Notifications are definitely here to stay, and we are confident it would develop further in 2019.

Another trend to rock in 2019 is Native Ads format — content widgets, placed anywhere on the website. We see a huge growth in this sector. Why? These ads are relevant to website content, this fact allows them to blend in seamlessly and arouse more interest among visitors.

In other words, both Native Push Notifications and Native Ads will shape the 2019 agenda.



Trend 2

Push Notifications

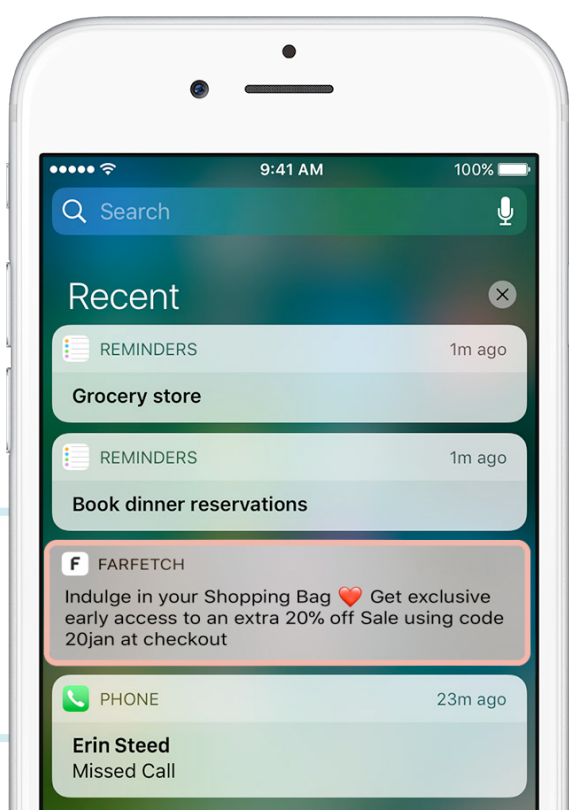
Push-notification advertising is a relatively new but already successful ad tool. Most experts predict a sudden and fast growth and popularity of this ad format in the coming year.

What do they actually look like?

Push notifications appear as an alert message with an image (aka, icon) in the user's browser or mobile device. The click/tap on the notification opens the landing page / app window with your ad offer.

On desktop, push notification is made up of a title, description, image, and a shortened URL.

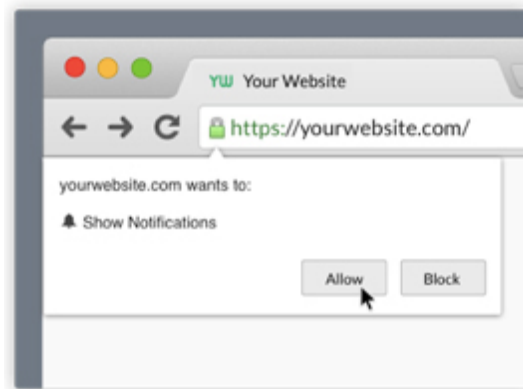
On mobile, push notification looks the same as a regular system notification:



"We expect that during the middle of 2019, more than half of the current Ad Networks to offer these ad technologies"

Popcash
The Popunder Network

What makes push notification ads so great?



To start receiving push notification ads, the user first needs to agree to receive the notifications. The fact that they can opt out at any time

makes push ads super user-friendly and ensures a highly engaged audience for your ad campaigns.

"This format represents a significant shift in how the ads are reaching the target audience. It's a completely unique ad format because the ad messages are delivered directly to a user's device, where they are getting into a user's feed, right next to the email and social media notifications".

PropellerAds

What offers promote with Push?

Push notification ads perform well with all types of **CPA-based ad campaigns**, including casino and gambling, dating, entertainment, news, mobile apps & games, health & beauty, e-commerce, travel, coupons, and giveaways.

"According to our research of the betting ad trends during the World Cup (among our advertisers), Push Notifications were the number one format. It ensured rapid delivery of the ad message shortly before the crucial games and had enough flexibility in terms of creative space: advertisers could place an icon (with their logo, for instance), a short text and a banner image. All in all, this format proved to be extremely efficient due to a combination of these factors."



With Push Notification you benefit from:

- high-quality traffic (as a user gives their agree to receive notifications);
- high ad visibility (ads are delivered instantly to user's screen);
- customization possibilities.



PropellerAds, Arnis Augstmanis

Some tips for converting push notification traffic:

- ◇ **1 Tip.** Always create campaigns, using the golden rule "1 Campaign = 1 GEO". This way, you can really simplify the optimization process. The more granular the separation is, the easier it would be afterwards.
- ◇ **2 Tip.** Change the creatives frequently. People are getting bored when they see the same message over and over again, so be smarter and have something fresh up your sleeve to surprise the audience.
- ◇ **3 Tip.** Use the local language. It goes without saying that Japanese users won't be excited to see Portuguese messages.
- ◇ **4 Tip.** Test various targeting combinations. For ex., Push Notifications have a peculiar targeting option — User activity, that can really extend the life of your creatives.
- ◇ **5 Tip.** Set the right frequency. We recommend going for lower frequency not to annoy the users.

Insights shared by Advertising Networks (DSP)



JIM DESROCHES
Head of Native Advertising

Link: adcash.com

Trending ad formats now and in 2019:

Here at Adcash, we have narrowed our pool of digital ad formats and focus only on the best-performing ones for both advertisers and publishers. Over the last 10 years, we have tested many different formats, but still today, Pop-Under remains the most popular. We are also noticing a huge growth in less intrusive ad formats, such as Web Native and Native Push Notifications. Native ads will definitely be the shining star of 2019!

What are the reasons for growing popularity?

Pop-under is still widely used by our clients and the secret of its success is the combination of our advanced fraud filters and ad-prediction algorithms. Adcash is one of the few players in the industry who actually owns its technology, thus, we have been able to fine-tune both of those important tech components to deliver great performance to our partners.

The success of Native advertising lays in its unobtrusive and engaging nature. Through precise targeting and seamless ad placements, Native ads reach the right audience with highly relevant content and bring a high return on investment.



Trend 3

Mobile Advertising

It's definitely not surprising that mobile advertising is highlighted as a stable trend for 2019. Right now more than 55% of users prefer to use their smartphone for any kind of online activity, outplaying desktop performance year upon year.

"The recent eMarketer's research stated that adults approximately spend 3 hours and 35 minutes per day on their mobile devices. And most of this time users hang on mobile apps. That's why mobile screens became the best platforms for reaching a targeted audience online. Compared to mobile web traffic, in-app inventory drives higher engagement and ROI."



70% of all mobile searches lead to actions within an hour.

of shoppers research from their smartphones.

63%

What is mobile advertising?

Simply put, it is advertising units that are being delivered to users who are on mobile devices. It is the traffic that comes both from mobile optimized web ads and mobile applications (in-app traffic). The latter is dominating the mobile market right now.

Mobile advertising consolidates a bunch of traffic types, most of which just shifted off from desktop onto mobile.

These are for example:

◇ Native ads;

Business Insider recently predicted that native display ads will drive 74% of all ad revenue by 2021.

◇ Display/ banner ads;

◇ Popup/ popunder ads;

◇ Push notification ads;

◇ Video ads;

◇ In-app ads;

◇ Social ads;

◇ etc.

What to know about in-app ad format?

In-app advertising will demonstrate growth and this will be a great way to diversify media buying experience.

Since marketers continue to increase their in-app advertising budgets, greater transparency between affiliates and advertisers is currently one of the most important topics for the mobile advertising industry.

The anti-fraud measurements and transparent reports will be a must have for all parties involved in in-app advertising campaigns. i.e. advertisers, publishers, and networks in 2019.

RedTrack helps to meet these new regulations and requirements by offering several levels of bot /fraud traffic prevention — **bot blacklisting**, **proxy filtering**, and **FraudScore** tool integration.

We contacted Roman, the Product Owner of [FraudScore](#), and asked him a question — **How big of a problem is fraud in online advertising?**



FraudScore, Roman Safonov

One of the most prominent trends of 2018 — 2019 is the option of fraudulent click & conversion prevention as the industry shifts from simple fraud detection across all marketing platforms and other antifraud solutions. The key issue falls on the fact that there has not been a clear cut standard for making rejections and thus it often leads to a slippery slope of "shaving". In other words, that process involves conversion rejection without notifying the publisher. In most cases that practice goes unpunished since there's so little raw data available after the fact which is crucial in the process of mediation.

We can say that 2018 has been a year of botnets as each time you check there's more and more sophisticated malware. In a matter of days, these bots are implanted in hundreds of thousands of devices to exploit profitable ad campaigns amongst other malicious purposes. By 2019 botnets are expected to infiltrate the net in higher numbers as well as take most sophisticated forms.

There are no miracles to be witnessed here in solving this puzzle as most antifraud solution designed to work on blockchain technology seen to be emerging in 2017 failed to take a firm stance on the market. ADS.TXT by IAB has also failed to gain widespread popularity and proved to be more of a disappointment to be overcome in the near future.

Insights shared by Advertising Networks



GALINA DIVAKOVA
Chief Marketing Officer

Link: clickky.biz

Trending ad formats now and in 2019:

More “traditional” and well-known ad formats, like banners and interstitials, are still performing very well. Despite the fact that they have been on the market for a while now, with a proper strategy, advertisers can make them appealing to the audience and achieve great results for their campaigns. These ad formats are very easy to implement, they display properly regardless of the bandwidth and they look familiar to the audience, therefore there is less confusion about what users should do to interact with the ad.

Video is still trending and is projected to hold this position next year, and especially rewarded video format. New formats like playable ads are predicted to become more prominent, as increasing retention rate and engagement is still the main challenge for advertisers.



Insights shared by Advertising Networks



ILARION ISPAS
COO

Link: popcash.net

Trending ad formats now and in 2019:

From what we have noticed, native ads and push notification started to receive quite a big audience, as a result, resources are invested in the development of platforms to support them.

We expect that during the middle of 2019, more than half of the current ad networks, to offer these ad "technologies".

What are the reasons for growing popularity?

For native, the best advantage will be the "blend-in" factor. By following the feed/domain content, viewers can end up accessing them. The rate of success is higher as the viewer was not bothered by the ad. The entire viewing process is mostly made in a friendly manner.

Push ads, on the other hand, still have the "annoying factor", however, these can still have success, either by the "accidental click" made for closing the notifications or by actually being correlated with something of viewer/user interest.

Popcash
The Popunder Network

Trend 4

Video Advertising

If you are in search of new possible ways to boost your performance, then video advertising is definitely worth testing in 2019.

"Video ads are far more engaging than other ad formats, as they draw in viewers emotionally, while also providing more in-depth product and brand information. Video completion rates have increased by nearly 10% in 2018, making them more appealing placements for advertisers."

GO2MOBI

Video marketers get **66%** more qualified leads per year.

Around **90%** of videos are watched on mobile phones — make sure they use a mobile-first approach.

"Video ads have the advantage of better engagement rates, plus a certain entertainment value of an ad, which induces users to view the ads till the end. This is good for both conversion rates for advertisers and engagement rates for publishers."



There are several video ad types that are expected to perform well in 2019:

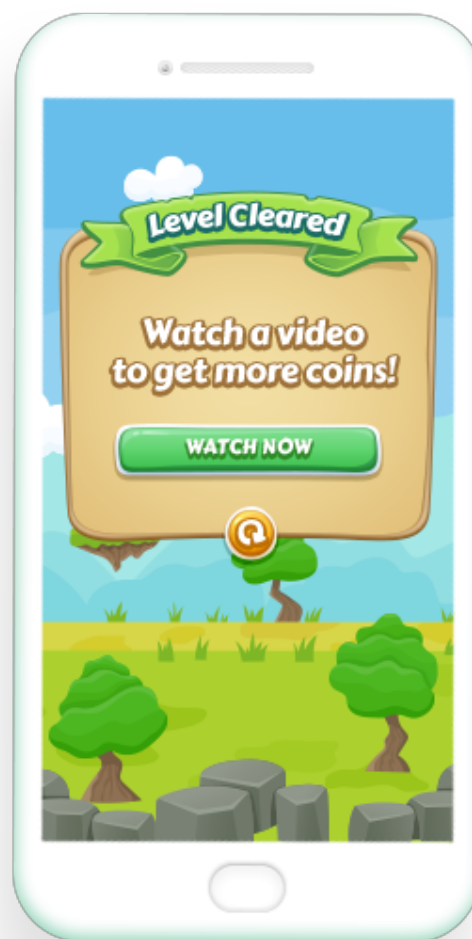
- ◇ Rewarded video
- ◇ Native video
- ◇ In-stream video

Rewarded video

Rewarded video is an ad which offers users the opportunity to watch a video ad and receive in-app rewards in return.

Such videos are a win-win-win for advertisers, developers, and users.

Tapjoy's recent survey says that 79% of mobile gamers prefer opt-in rewarded video.



Pic source: epom.com

79%
opt-in rate

90%
engagement rates

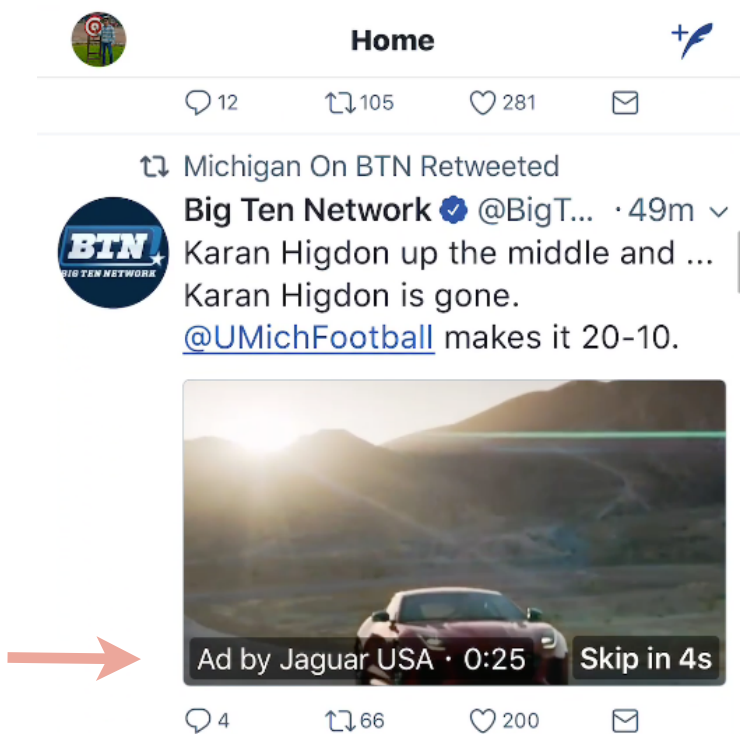
Native video

In the same way that a native ad banner works, native video mimics the surrounding content on the platform (e.g. social media — Facebook, Twitter, Instagram, etc.) and doesn't interrupt user experience.

Native ads + Videos = a winning formula!

In-stream video

This is an ad played before, during or after the streaming video that the consumer has requested.



Pic source: business.twitter.com



ExoClick, Evangelos Zirdelis

Tips: How to convert in-stream traffic

- ◇ **1 Tip. Device.** Create separate campaigns for Desktop and Mobile because performance metrics (CTR and view rate) & optimization strategies vary for each device type.
- ◇ **2 Tip. Marketing.** Typically the user can skip the video ad after 5 seconds of viewing and start watching the video content he originally clicked on. So ensure that the CTA appears in the first 5 seconds of the video ad.
- ◇ **3 Tip. Duration.** We recommend you to make a video of 20 to 30 seconds.
- ◇ **4 Tip. Conversion.** Keep the message tight and offer entertainment value to users with as little disruption as possible.
Tell the story with and without sound, some users will have the video players volume icon set at 0 or muted.
- ◇ **5 Tip. Conversion (Pixel) tracking.** According to our case studies between 40-60% of conversions come from browser type-ins shortly after users have seen a product's video. This makes the conversion difficult to track, therefore, pixel tracking should always be implemented on the targeted page. This allows for a conversion to be tracked even if the user hasn't actually clicked on the video ad.

More tips from ExoClick:

<https://www.exoclick.com/pre-roll-in-stream-video-format-campaign-settings-and-our-recommendations/>

Insights shared by Advertising Networks



ANTON RUIN
CEO

Link: epom.com

Trending ad formats now and in 2019:

We believe that mobile ads will still stay on top of trends in digital advertising. From what we've seen this year, advertisers are massively shifting their focus to mobile apps. Mobile in-app ad campaigns result in higher viewability, better CTR and lower bounce rate.

Speaking of ad formats, mobile native ads and mobile videos enhanced with data will continue hitting the stage in 2019. Undoubtedly, immersive videos are going to remain one of the most entertaining and best-performing ad units on both desktop and mobile screens.

Facebook, Instagram, Snapchat and other social apps will roll out a few more engaging ad formats. At this point, advertisers and brands should keep up with social media updates to be the first to try on new ads. Ads in messengers will firmly entrench themselves as a separate channel for reaching the audience online.

Speaking of native ads, they are less distractive compared to other ad formats and can bring outstanding conversion rate when designed and placed right. Pre-rolls or mid-rolls keep doing a good job. Even if you choose another ad formats to advertise with, bear in mind that present-day users want to deal with high-quality, entertaining and personalized ads showed in the right place and time.



Insights shared by Advertising Networks



MEGHAN CASAULT
Director of Marketing

Link: go2mobi.com

Trending ad formats now and in 2019:

Both Video and Native ads have remained popular ad formats, and are expected to remain strong in 2019. A newer trend to monitor is programmatic podcast ads, which are gaining popularity. Go2mobi has also noticed a lot of interest in Connected TV, which has continued to be a buzzword throughout 2018.

The increasing opportunity with CTV advertising stems from the popularity and growth of the Smart TV, Apple TV, gaming consoles (such as Xbox and PlayStation), and the subscription video-on-demand (OTT) market. Viewers are much more likely to accept CTV ads in order to continue viewing content. Therefore, completion rates can be upwards of 75%+, while remaining cost efficient.

One of the biggest challenges at the moment with CTV is finding inventory. The second is limited measurement tools. Seek out a DSP like Go2mobi, with knowledgeable digital ad experts who can assist you with the set-up and success of your campaign.

GO2MOBI

Insights shared by Industry Experts

We would like to extend a separate gratitude to the industry influencers who have reviewed the eBook and contributed their expert opinion on the trends shared within the report.

Keep on reading to find out what **iAmAttila**, **Matej Matuloo**, and **Ravi Ahuja** think of advertising trends and what they consider as working and non-working combinations.



iAmAttila
Influencer

Link: iamattila.com

iAmAttila

My personal preferred ad formats are video on Facebook, High-Intent Advertising (Text Ads with Dynamic Keyword Insertion) on Google Search, and Responsive Ads on Google Display. With my team, we start with Google & Facebook and scale winners to native traffic sources.

The reason why we start with Google & FB vs native traffic sources is that they are loaded with fake bot traffic — so having a profitable campaign to scale there allows more budget to build a good block list as that is vital for native ads success.

I see push notifications as a good thing, however, fear there will be abuse which will piss off people, and regulation will come to limit its effectiveness in the very near future; the same goes for Facebook Messenger Bots like ManyChat and the new Google AdLingo.



Matej (Matuloo)
Influencer

Link: stmforum.com
matuloo.com

stm.

During 2018, we've seen a few changes in the affiliate marketing industry and the popular AD formats. In the first half of the year (this started in 2017 already), the mobile carrier billing ecosystem faced strong regulation, which made this business model very hard to continue with, for all parties involved.

As a result, bids for 3G/carrier traffic decreased across the board. For a couple years, generic banners (download & play button banners) dominated the 3G space, but many of these are gone now. The POP/Redirect traffic distribution model has also been affected and this traffic is also cheaper now (speaking about 3G again). The lower prices allowed affiliates to use this traffic for different verticals and business models, Lead-Gen took over from the most part I would say.

The next big change we all expected to happen, was Google's attempt at blocking POPs for good, with their Chrome update ... plus their "better ads" initiative that was supposed to penalize publishers serving misleading ADs. As usually, the results are not that dramatic and POPs continue to be served in millions and the "better ads policy" just made the AD rules somewhat stricter. So business as usual, you might say.

We have a new format in town – PUSH. In reality, the format has been around for a while, but not much focus has been put on it in the affiliate space. This changed now, I think it had to do with the expected trouble for POP traffic delivery, so affected traffic networks looked for a similar and simple format to replace it with. Push notification proved itself to be a simple to use format, suitable for new affiliates with low budgets ... so it's popularity basically sky-rocketed and I expect

it to rise further. Unless the format gets abused too much and browser developers decide to tighten the rules... which is kinda inevitable and will happen sooner or later. SO you better jump on the train now, in order to not miss out.

Banner blindness is rising, and it's only gonna get worse ... that's why we see a pretty strong shift towards native advertising formats. It's been happening for a while and the trend is pretty clear. Even traditional display/banner networks are introducing native formats, trying to find spots to blend ads in with the site design, in order to "make CPCs great again". Volumes are rising, but these formats need higher budgets to optimize, since lots of those clicks are not intentional.

Video ADs are growing too and gaining traction... many online marketers pray on video to be the future. And it's hard to disagree, we see great performance from video ads, even if it's just a simple mockup made from static images and some text to go with it. Definitely give this a try.

Mobile is starting to slay desktop, and there is no going back. Mobile traffic surpassed the desktop/laptop clicks some time ago, but this year the domination reached new levels. I've run a research a month ago and the results kinda shocked me. In some GEOs and Niches... mobile traffic accounts for as much as 85% of the traffic and that's something I didn't expect at all. So if you're still focused on desktop traffic, it's time to rethink your strategy.



Ravi Ahuja
Influencer

Link: earningguys.com



RedTrack has done an amazing job with this Whitepaper which features Trending Advertising Formats for 2018-2019.

Industries leading adverting networks have shared their views in this whitepaper, so there is no scope of disagreement. I am working with most of the networks featured in this whitepaper, and all of them are great and offer amazing advertising formats.

My View on Trending adverting Formats

Native Ads and Push Notifications ads are going to dominate in upcoming years. Push Notifications ads are a new concept, and I feel it will work great as I have tested Push Notifications and it performed very well.

Mobile Video Ads can also perform well as more and more people like to watch the video then reading something. If affiliates can create video ads or advertiser offer video ads they can skyrocket their returns.

Some quick tips for new affiliates:

If you are going with Native Ads, make sure you are using right image dimensions, and attractive images as Native Ads mostly rely on attractive image and title.

At present, Push Notifications ads are available at a low cost per click which can help you to get High ROI so start Push Notifications ads as soon as possible.

More tips from Advertising Networks



Clickky, Galina Divakova

The effective ad campaign starts with the understanding of the target audience. This helps to segment the audience and develop the campaign, but also conditions the choice of advertising channels and ad formats. It's good to have a general understanding of the campaign goals. Is it the number of installs? Retention rate? LTV of the user? This will define the type of creatives for the ad, the advertising budget and traffic sources to focus on. It's always better to test your assumptions before spending the whole ad budget on one campaign, see what kind of results you're able to achieve and optimize the campaign accordingly, using whitelisting & blacklisting tools.

To achieve the best results, it's always important to create eye-catching and engaging ads and constantly update and test them. Also, run various campaigns to test different ad formats to find the right one for your target audience. For our advertisers, we always recommend to make the most of our automated optimization technology and use our powerful CPA Target bid type. All you need to do is set your ideal target and everything else is done automatically based on your ROI.

Adcash, Jim Desroches



For the ultimate performance with video ads: test pre-roll, mid-roll, and post-roll to see what drives engagement best for your offer. A/B test the content in your videos to see what drives engagement the most.

Go2mobi, Meghan Casault

More tips from Advertising Networks

Today the internet is overwhelmed with ads. That's why making your ads work properly isn't easy. However, these tips will help you gain higher performance and user's trust:

1. Customize the design of your ad units in a way they resemble the website or apps content and fit the size of the screen.
2. Don't interrupt the user's interaction with the content.
3. Personalize your ads with the help of data. But don't make your ads too personal as they may seem suspicious or even scare.
4. If you're a publisher, please keep in mind that there is a line which shouldn't be overstepped with a number of ads added to every website page.
5. Localize your ads if possible. Mind the local distinctive specifications of every region.

Epom, Anton Ruin



PopCash, Ilarion Ispas

Before you start, always consider the "test budget". The most common mistake is to give up after a few bucks invested. It's important to allocate some money for the testing stage in which you can see which targeting setups are working good.

This is also related with the ad networks, a targeting criteria may not work the same for different networks.

Dividing the campaigns per devices and browsers is also important as you can track the performance more efficiently.

Also, try to reach the ad networks support and ask for some guidance regarding the traffic sources. Some may be kind enough to share a general blacklist.

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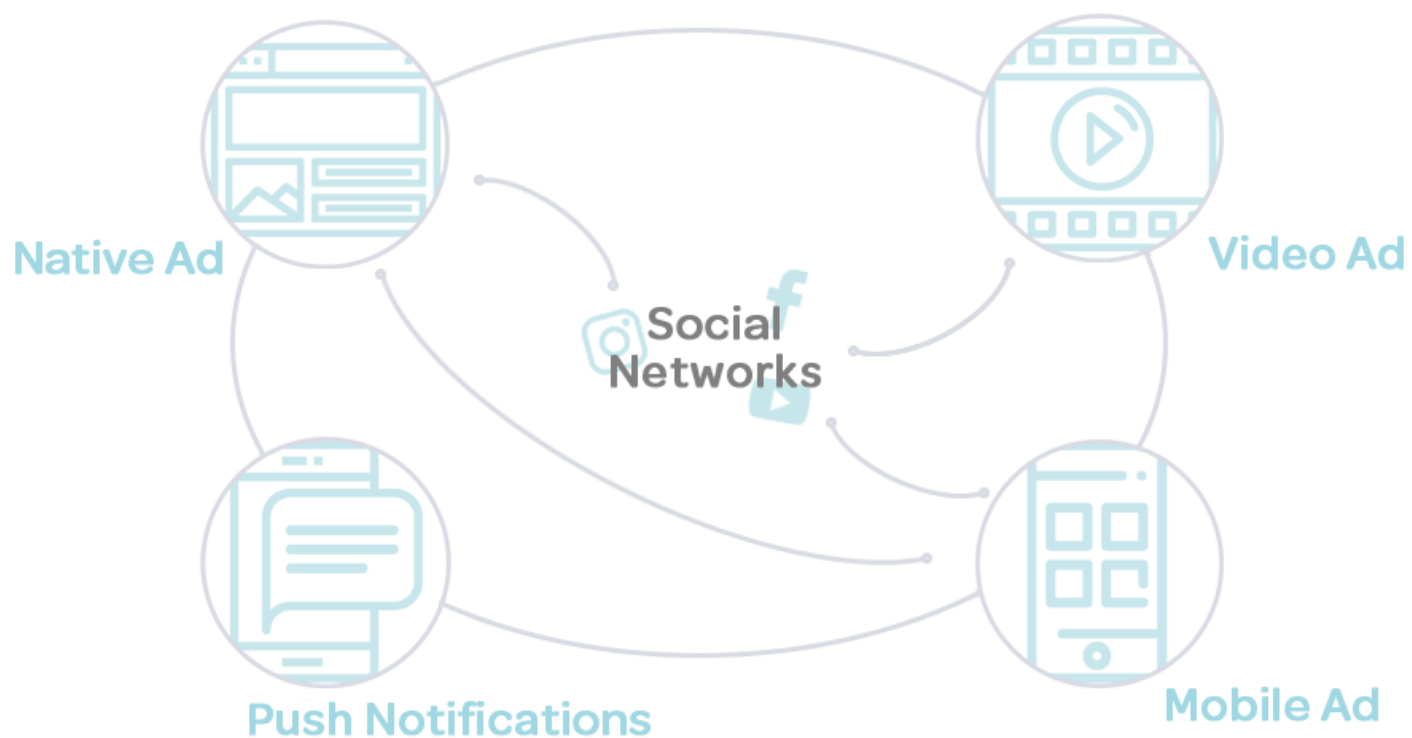
Summary

Now that you have an idea on the major advertising traffic trends, take advantage of the insights and tips shared and test them out right now.

To wrap everything up, here are the key takeaways of this report:

- Consumers are growing tired of intrusive advertising. Thus, the interest is shifting towards those ad formats that focus on user experience and respect to their interests.
- When websites feature ads that emulate the content and style of their own site, it engages the audience instead of distracting their experience.
- Native ads are typically blog posts, infographics / images or videos that aim to inform, entertain and inspire the user without directly promoting a product / service.
- Typically, native ads are tagged with a note such as “promoted by” or “sponsored”.
- Push notification is a completely unique ad format because the ad messages are delivered directly to a user's device — desktop, laptop or mobile phone.
- The format that historically served as a server notification for iOS and Android smartphones only, now has become a trending and profitable advertising channel.
- Push notification ads perform well with all types of CPA-based ad campaigns.
- Right now more than 55% of users prefer to use their smartphones for any kind of online activity.
- Mobile advertising includes the traffic that comes both from mobile optimized web ads and mobile applications (in-app traffic).
- Transparency and ‘bot-less’ traffic are two major requirements that the advertisers impose on the affiliates and digital marketers who work with CPI (mobile) offers.
- Entertaining and engaging video ads prove to be good for both conversion rates for advertisers and engagement rates for publishers.
- Three most trending video ad formats for 2019 are: rewarded video, native video ad, and in-stream video.

- Native ad + video = a winning formula.
- Even lower-trust formats can be extremely effective if set and targeted well. Pop-under is a vivid example. Read more: [How to convert Pop-under traffic?](#)
- Ads on social networks remain their position as a profitable and high-performing channel for reaching the audience. New ad formats, such as ads in Messenger and playable ads are predicted to become even more prominent in 2019.
- Run various campaigns to test different ad formats to find the right one for your target audience.
- Experiment and combine several ad formats to increase the reach.





Things are changing quickly. It's always hard to know exactly what's trending, but some things on the horizon are very large and clear.

After reading experts' insight into 2019, it becomes evident that some advertising formats are no longer industry buzzwords, but have turned into essential advertising channels of our reality.

On behalf of RedTrack team and all the contributors, we would like to thank you for reading the eBook. We gladly welcome you to take advantage of the knowledge that are shared within this report.

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