Clickaine

High-performance ad network

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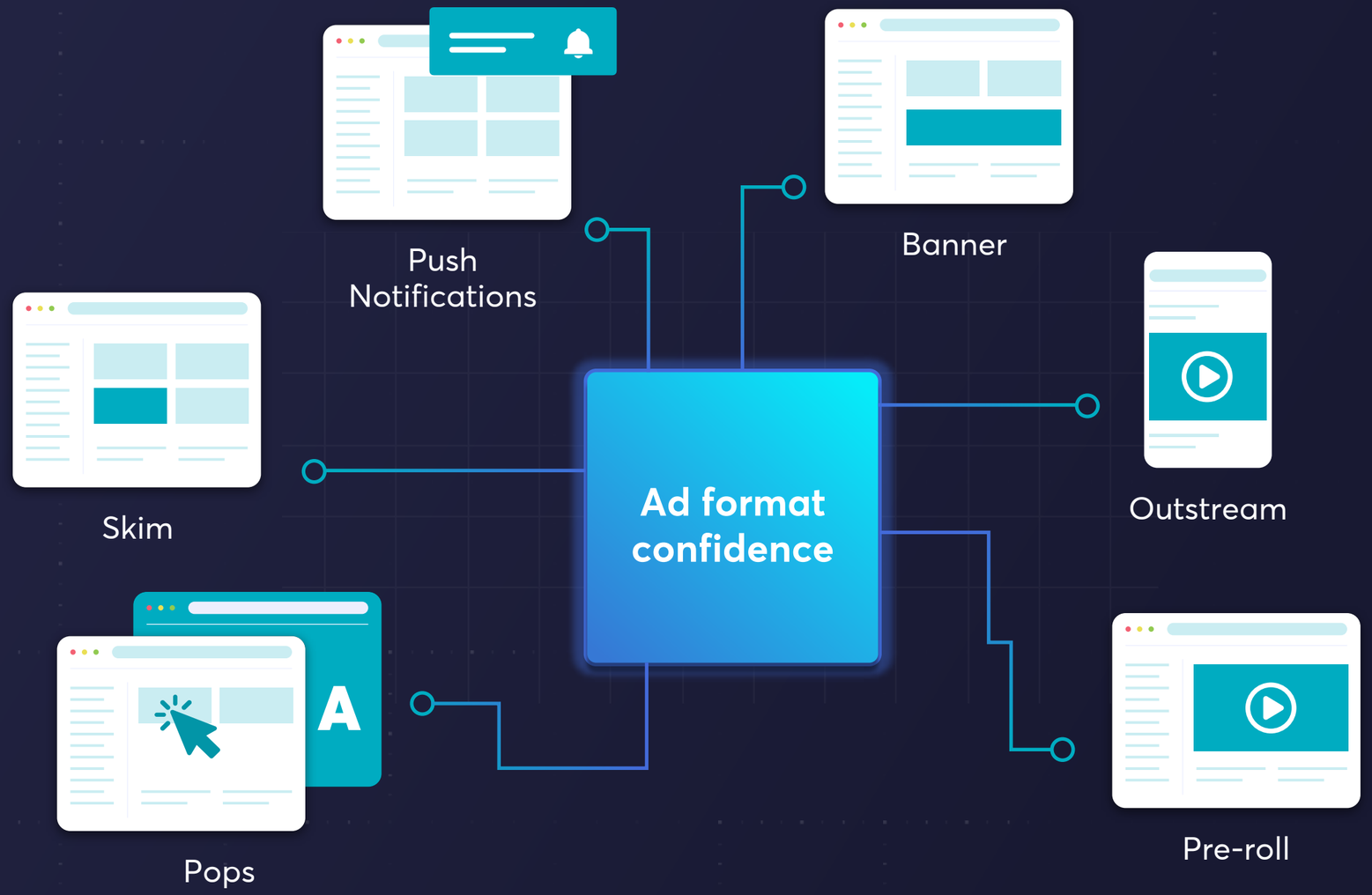
FRIENDFINDER®
NETWORKS

AD FORMAT CONFIDENCE



IN-STREAM / OUT-STREAM VIDEO ADS

Google Compliant Ads available as Pre-roll, Mid-Roll, Post-Roll, and Out-stream Slider

Relevancy and Audience Engagement

Drives actions by the engaged audience to the offer at the right moment. Typically we see the CTR on video ad 5%-15%

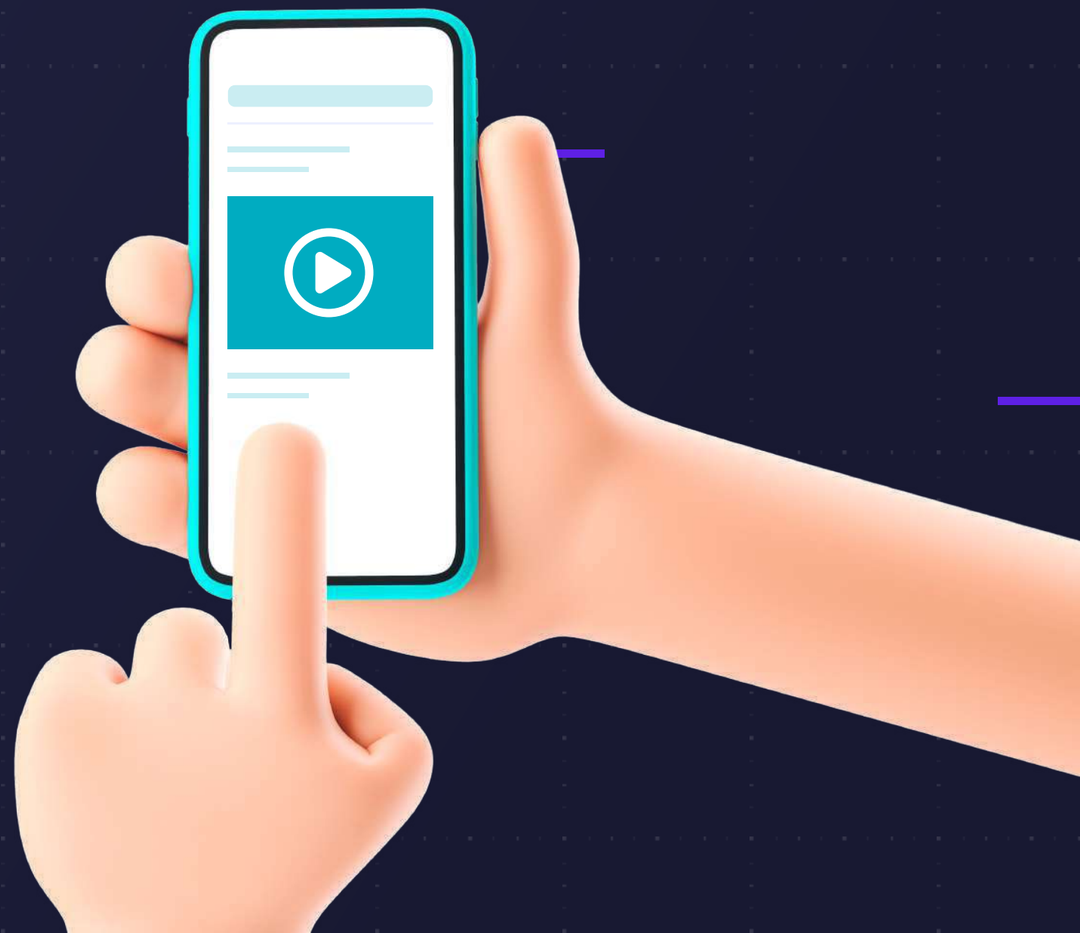
Brand awareness

These guaranteed views are great if you have a creative mind to grab the attention

Interactivity

Users can choose to skip your ad. Also, add overlays or other tools inside the video for maximum engagement.

Minimum CPM is set at $0.30 CPM worldwide



IN-STREAM / OUT-STREAM VIDEO ADS

Technical recommendations

File Format

mp4, avi, VAST, VPAID

Resolution

16:9

Weigh

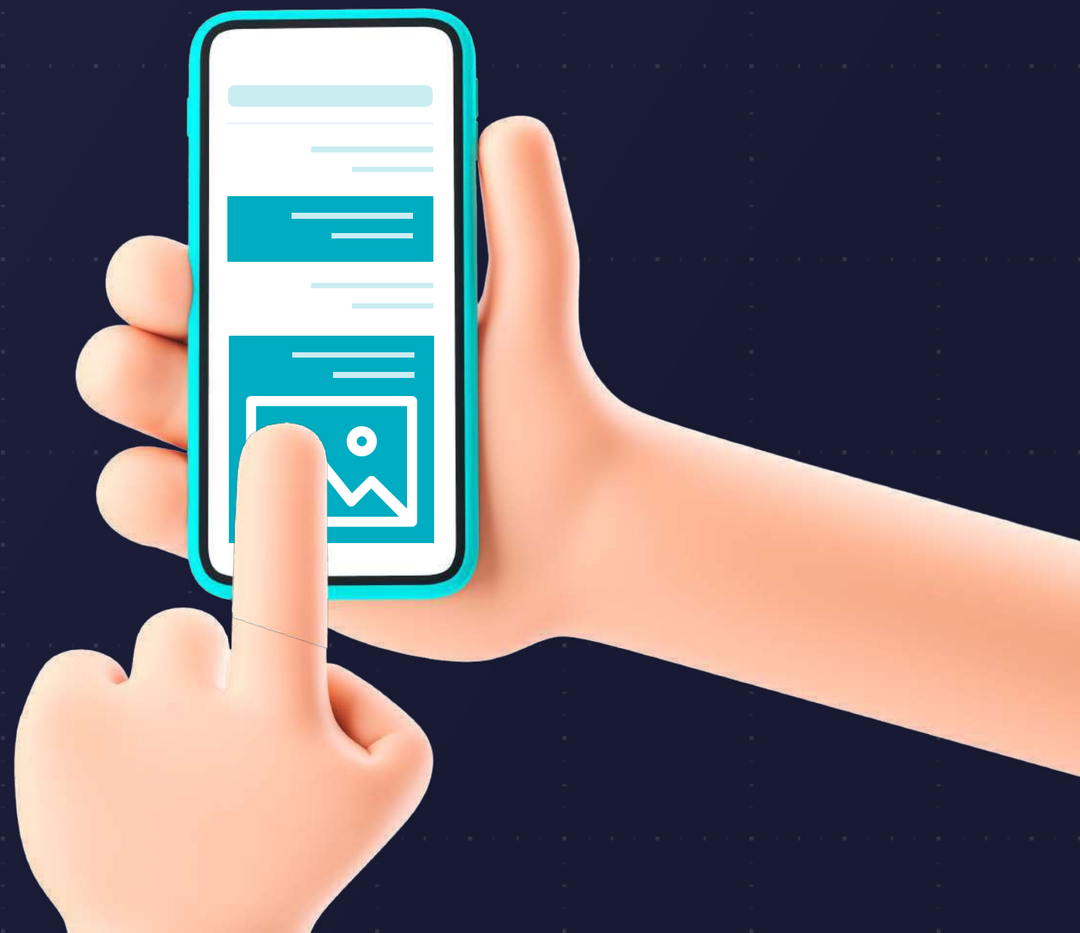
Up to 30 MB/15 MB (Outstream Slider)

Length

Maximum length of 30 seconds and users can skip after 5 seconds.

NATIVE ADS

- Avoid banner blindness, serving ads that recommend the content most suitable to the users' interests
- Do not irritate and are organically intertwined into the users' interaction with the website
- Suggest a more subtle and indirect selling approach, rather than standing out as hard-sell advertising



NATIVE ADS

Technical recommendations

Resolution

16:9/300x250

Headline

Maximum length of 30 seconds and users can skip after 5 seconds.

Recommendation

The recommended amount of ads to start is 10 creatives per campaign.

PUSH NOTIFICATIONS

Push notifications guarantee a fraud-free environment

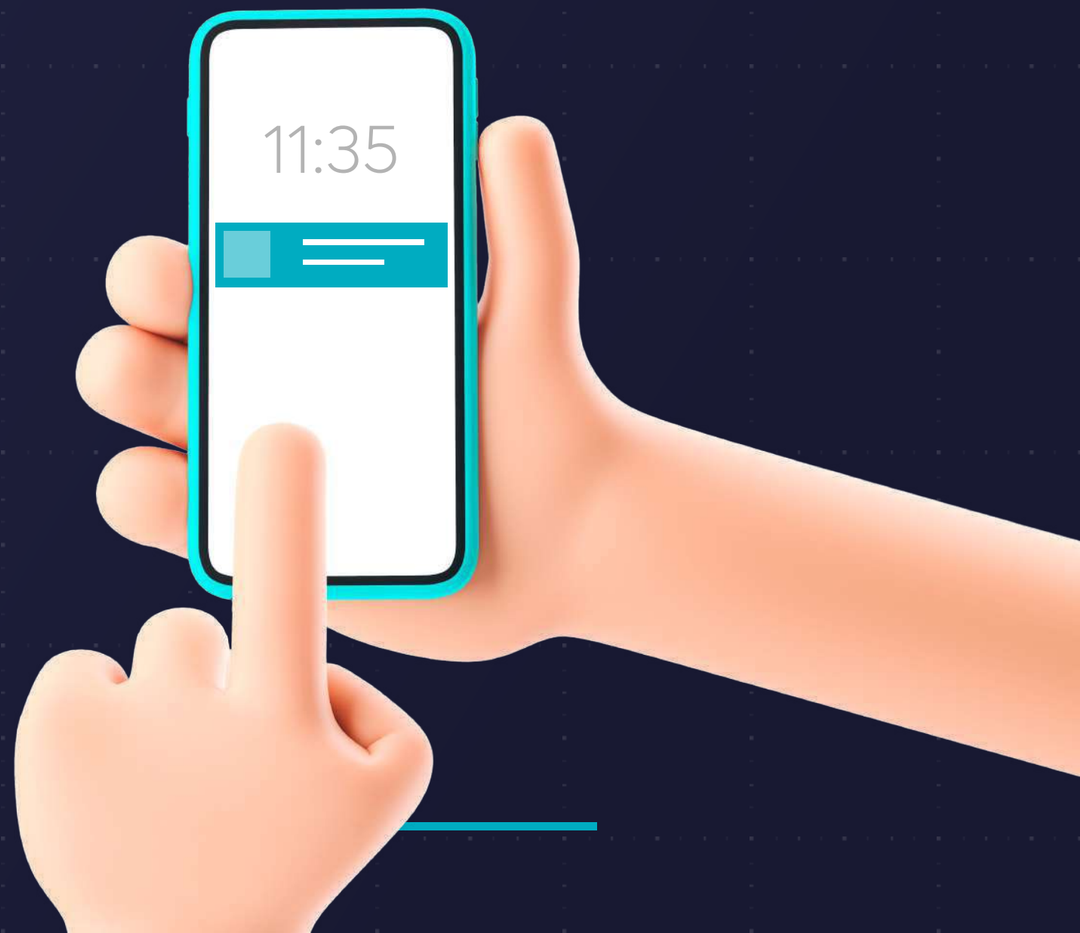
Users themselves choose to subscribe to all notifications if they wish to receive them. Hence, push ads are directly transmitted to the user subscription numbers are attributed to their mobile/desktop devices

A bigger impact at a lower price

Notifications require minimum costs as well as efforts and they drive the highest customer engagement

Push notification ads ensure maximum viewability

Delivered right to the user screen, even when they are not searching the web or interacting with an app



PUSH NOTIFICATIONS

Technical recommendations

Icon Size

192x192

Image Size

360x240

Title

30 characters

Headline

100 characters

Recommendation

The recommended amount of ads to start is 10 creatives per campaign

POP-UNDER/TAB-UNDER/SKIM

Pop ads ups show to everyone.

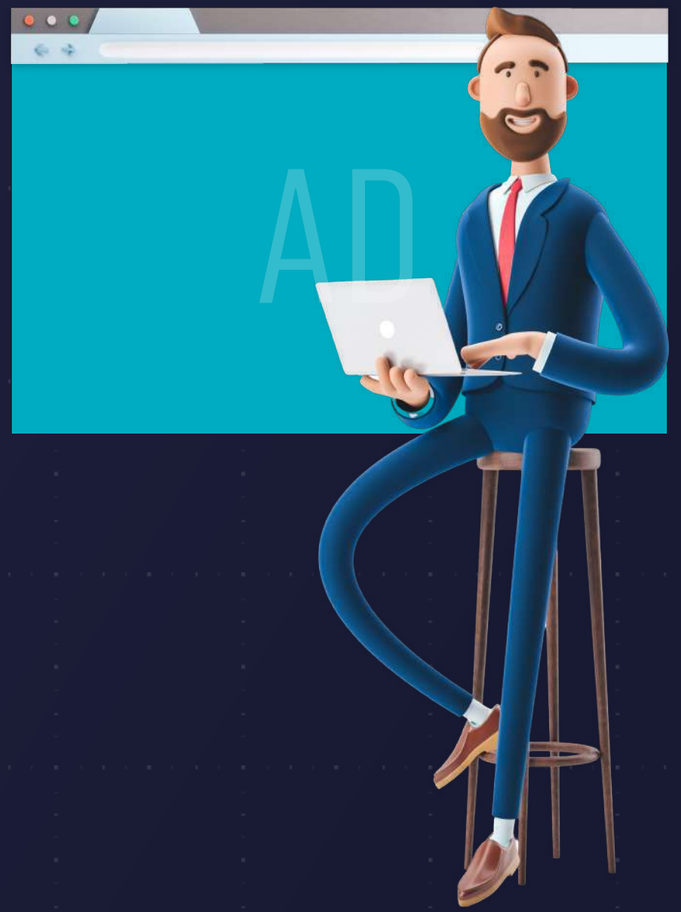
Banner blindness occurs just as frequently on your website as it does in display advertising. Pop-ups have a 100% view rate

Pops deliver a message when site visitors are engaged

Well-implemented pop-ups deliver a prompt exactly when your site visitors are most likely to click through

Pops can't be ignored.

Visitors can't help but read your message or value proposition when it pops up in therir screen. Even if they close it, the message has still been communicated



BANNERS

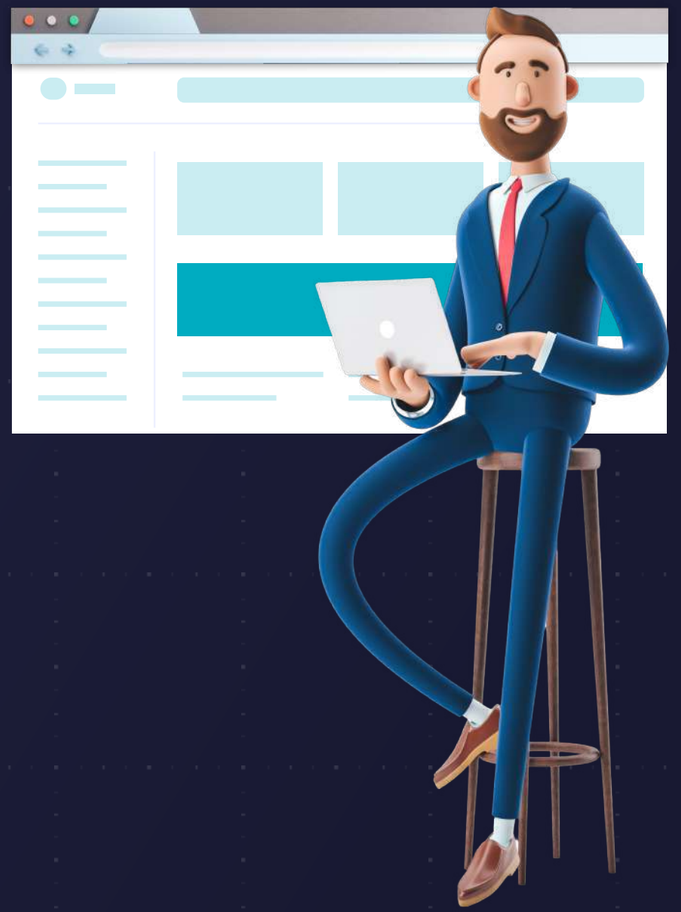
Providing classic display banners

300x250 305x99 300x150 315x300

CPC/CPM Bidding Available

Rates start with 0.01 CPM/0.001 CPC

The recommended amount creatives to start with 5 banners per campaign



CLICKAINE'S APPROACH

Clickaine's Ad experts will conduct research to accurately identify your target audience's. interests, Geo's most suitable ad formats and will develop the marketing strategy for initial testing.

Your dedicated account manager and our ad ops team will monitor the performance and optimize the cost of the TA reach to build high-effective coverage.

PLATFORM BENEFITS

Fully transparent

Selective-bidding

Marketplace

Set of macro

TARGETTING OPTIONS

Geo

Device

OS

Carrier

Language

Keywords

HOW TO SUCCEED

Create different campaigns for different device and Geo-targeting.

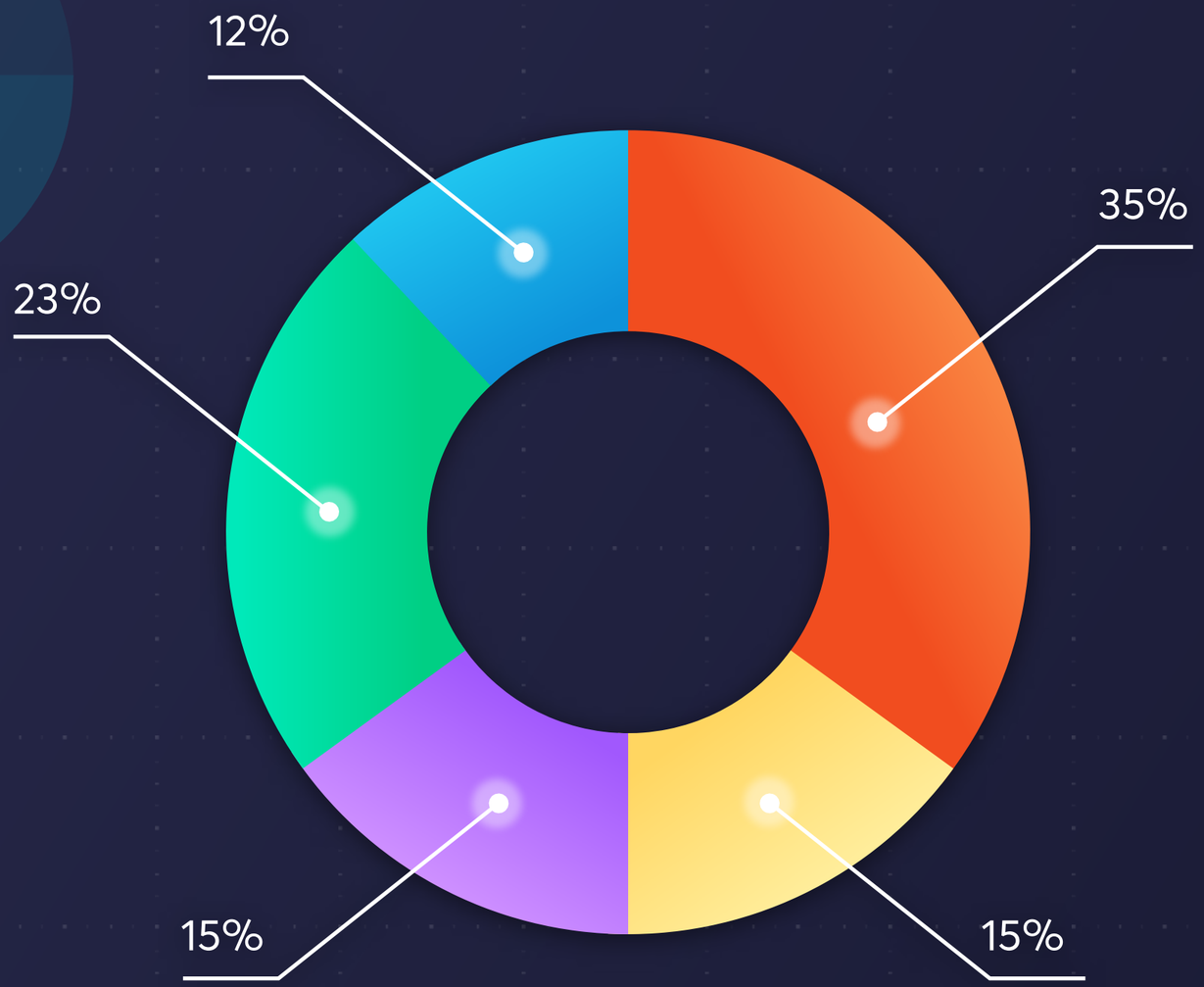
Optimize your campaigns instantly and turn off the non-converting placements.

Use different angles for creatives. A a mix of softcore and hardcore creatives.

Talk to your account manager.

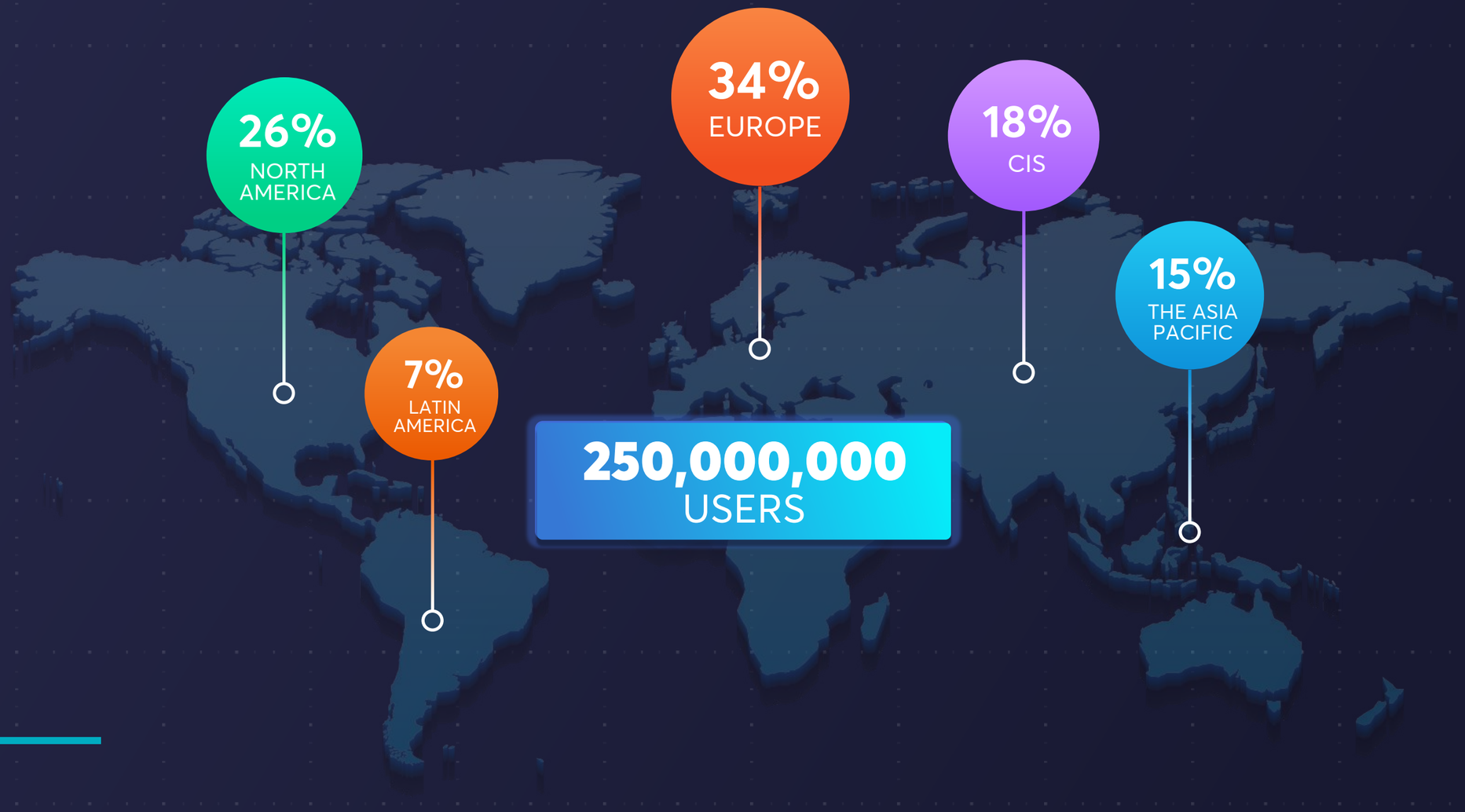
Don't expect immediate results.

MOST ADVERTISED



- LiveCams
- VOD/PaySites
- Gaming
- Dating
- Gambling

DAILY REACH

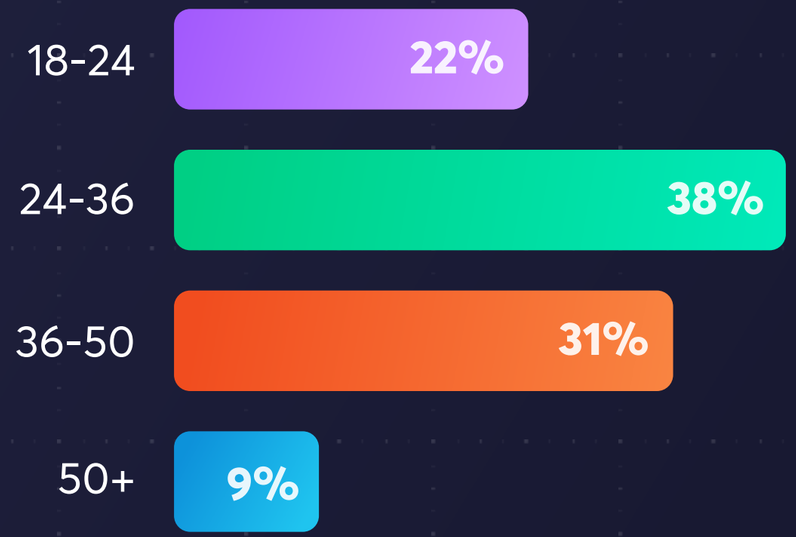

26%
NORTH AMERICA
34%
EUROPE
18%
CIS
15%
THE ASIA PACIFIC
7%
LATIN AMERICA
250,000,000
USERS

DEMOGRAPHY

Male
73%

Female
27%

Age



THANKS FOR YOUR ATTENTION

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