

DIRECT RESPONSE NATIVE ADS

COLD TRAFFIC TO CUSTOMER



WHAT THIS IS ABOUT


Profitable on Outbrain and Taboola -
start to finish

Conversion Path


Budget

Mistakes to Avoid, Tactics that Work


Taboola Feed




If You Can Qualify for Any Credit Card, These Are the Top 6
NerdWallet




Oklahoma: 13 Discounts Seniors Only Get If They Ask Refinance




All Seniors Drivers Should Claim This Large Reward (Check if You Qualify)
Smart Financial



The Genius Hack Every Home Depot Shopper Should Know
Wikibuy



Most Christians can't pass this basic biblical quiz.
Blackbeat



Forget Skinny Jeans. These Are What You Should Be Wearing This Winter.
American Giant

Sponsored Links

WHY YOU SHOULD CARE

OPPORTUNITY

Ad TOPICS FOR YOU



Nail Psoriasis Symptoms

Relevant links

NAIL PSORIASIS CAUSES



TOENAIL PSORIASIS SYMPTOMS



NAIL PSORIASIS CREAM



ESSENTIAL OILS FOR NAIL PSORIASIS




NAIL PSORIASIS SYMPTOMS



COSENTYX NAIL PSORIASIS

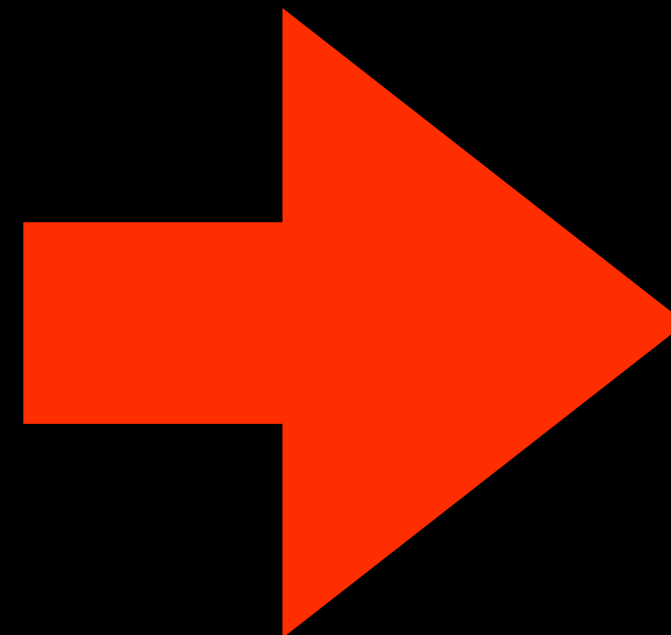


PATH TO CONVERSION



7 Discounts Seniors Only Get If They Ask

Ad Senior Discounts USA



Advertorial

Senior Discounts USA

7 Discounts Seniors Only Get If They Ask

Don't make a move on your bills until you read this...

New savings discounts are now available for seniors that can help you to save money and improve your lifestyle. They are truly incredible discounts but most people have never heard about!

Furthermore, the only way you get them is if you ask. So most Seniors never receive them, and save the money that they are entitled to.



Senior Discounts USA.org has compiled the **7 best senior discounts + savings deals available to seniors in the United States** (plus a couple bonuses). On this page you will find a short description of each as well as a direct link in order to make it easier to take advantage of each discount.

There are no limits to the number of discount that you can claim (**we recommend you claim at least 2 offers below before they expire**). Keep in mind that many of these offers expire very soon, so it's important that you act quickly.

1. Get Up To \$3,252/Year (\$271 Per Month) Mortgage Reduction

PRODUCT LISTICLE



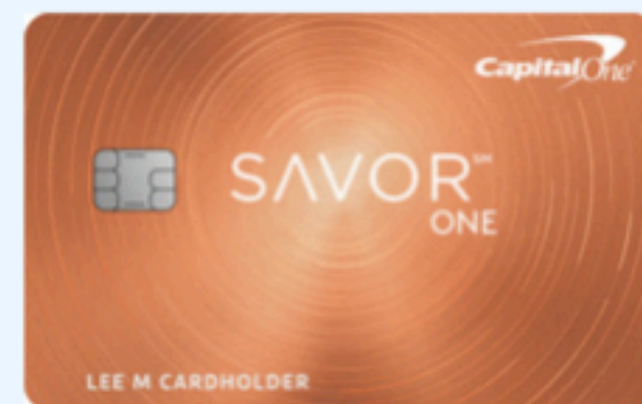
Top 6 Cards If You Have Excellent Credit

Ad NerdWallet

ADVERTISEMENT

6 Credit Cards You Should Not Ignore If You Have Excellent Credit

Whether you want straight cash back or points or miles you can use for travel, there are great options for those with good credit. Many of these cards don't even have an annual fee — and those that do have a fee more than make up for it with a jumbo sign-up bonus, generous ongoing rewards or, often, both. Compare these deals from our partners to find one that fits your needs.



APPLY NOW 

on Capital One's secure website

☐ Compare this card

FEATURED CARD

Great for: Dining and entertainment rewards with no annual fee

Capital One® SavorOne® Cash Rewards Credit Card

★★★★★ NerdWallet Rating

- Earn a one-time \$150 cash bonus after you spend \$500 on purchases within the first 3 months from account opening
- Earn unlimited 3% cash back on dining and entertainment, 2% at grocery stores and 1% on all other purchases
- No rotating categories or sign-ups needed to earn cash rewards; plus cash back won't expire for the life of the account and there's no limit to how much you can earn
- 0% intro APR on purchases for 15 months; 15.74% - 25.74% variable APR after that
- 0% intro APR on balance transfers for 15 months; 15.74% - 25.74% variable APR after that; 3% fee on the amounts transferred within the first 15 months
- No foreign transaction fee
- No annual fee

[See additional details at Capital One's website](#)

[^ Close](#)

E-COMMERCE CATEGORY



**Forget Skinny Jeans. These
Are What You Should Be
Wearing This Winter.**

American Giant



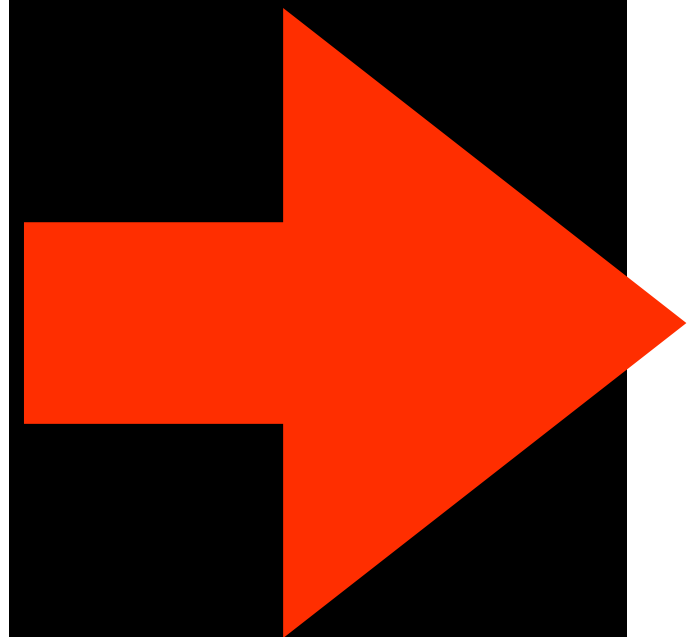
THE PANTS THAT DO IT ALL

If USA-Made is going to stay relevant, we have to innovate. So we spent a year doing just that, developing a new ponte fabric that offers stretch and structure. The result? The perfect stretch pants that work wherever your day takes you and flatter every body type.

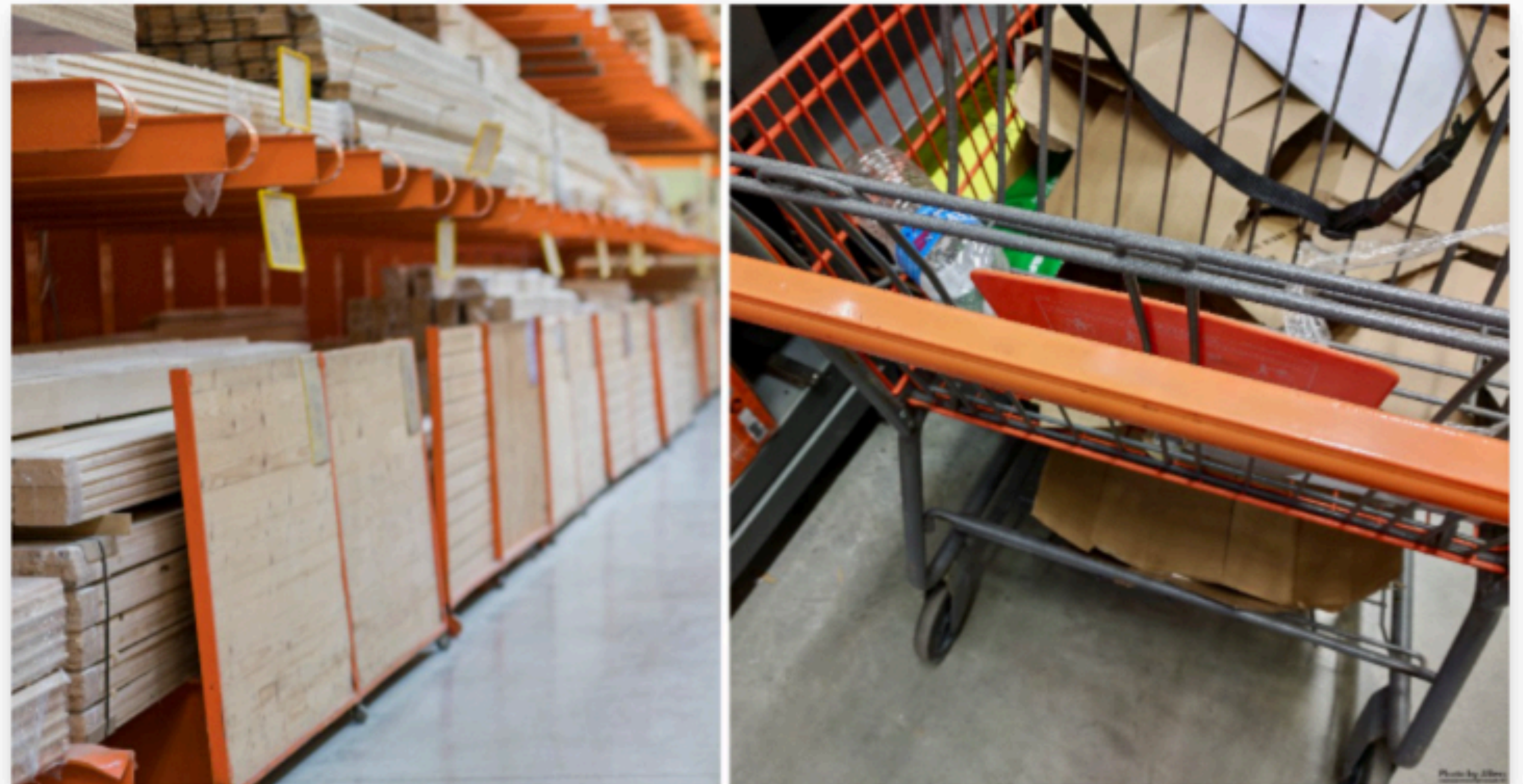
CHROME EXTENSION ADVERTORIAL



**The Genius Hack Every Home
Depot Shopper Should Know**
Wikibuy



How To Save Money At Home Depot



You might as well be throwing money away if you're not using Wikibuy. Price comparisons. Coupon codes. This Chrome extension knows nearly every trick in the frugal bible and will automatically try them for you (and the 1,500,000+ people currently using it).

Here's how it works:

BUDGET

BUDGET FRAMEWORK

Discovery - Ad Creative CTR & CPC (1 - 3 days)

Optimize - Landing page & Placements (7 days)

Scale - More Campaigns & Bigger Budgets

BUDGET FRAMEWORK MATH

- How Many Clicks to Make a Decision?
- $\text{Clicks} \times \text{CPC} = \text{Cost to Make Decision}$
- Directional data -> 50 to 100 clicks or 10k impressions
- Statistical for scale -> 1000 clicks or 50k impressions

MAX CPC

CPA x Conversion Rate

$$25 \times 2\% = 0.50$$

eCPM / 1000 x Pages per Session

$$10 / 1000 \times 5 = 0.05$$



CTR IMPORTANCE

Understanding CTR impact on CPM

10,000 Impressions for \$10 = \$1 eCPM

Scenario A

CTR is 0.10 = 10 clicks = \$1.00 CPC

Scenario B

CTR is 0.20 = 20 clicks = \$0.50 CPC



COSTLY MISTAKES TO AVOID



#1 MISTAKE

INCOMPLETE TRACKING



TABOO LA TRACKING

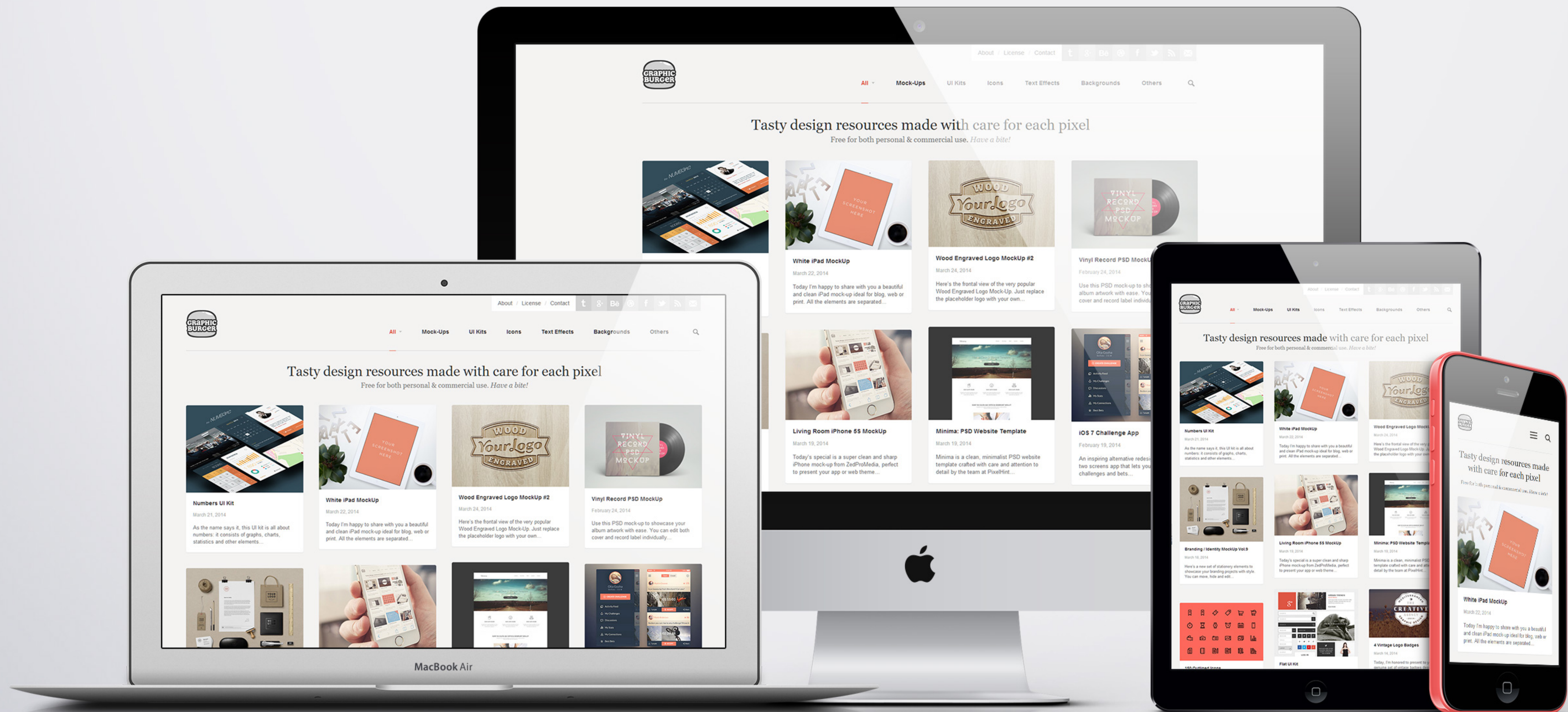
TRACK	DYNAMIC PARAMETER
CAMPAIGN	{campaign_id}
SITE	{site_id}
AD	{campaign_item_id}

OUTBRAIN TRACKING

TRACK	DYNAMIC PARAMETER
CAMPAIGN	{{campaign_id}}
SECTION ID	{{section_id}}
AD	{{promoted_link_id}}

#2 MISTAKE

GROUPING DEVICES



#3 MISTAKE

MICRO CONVERSIONS



#4 MISTAKE

PARTIAL RESOURCE



#5 MISTAKE

LIMITED AD CREATIVES



#6 MISTAKE

CAMPAIGN RECOVERY



#7 MISTAKE

OVER OPTIMIZATION



TACTICS THAT WORK



#1 TACTIC

NEW CAMPAIGNS OFTEN



#2 TACTIC

GROUP COUNTRY BY LANGUAGE



#3 TACTIC

START CPC BID HIGH, THEN LOWER



#4 TACTIC

START CPC BID
LOW, +90% BID
ON PLACEMENT



#5 TACTIC

ACCOUNT FOR EACH CURRENCY



“Creativity is a Competitive Advantage”

MARK SIMON
MARK@BRAX.IO

Brax