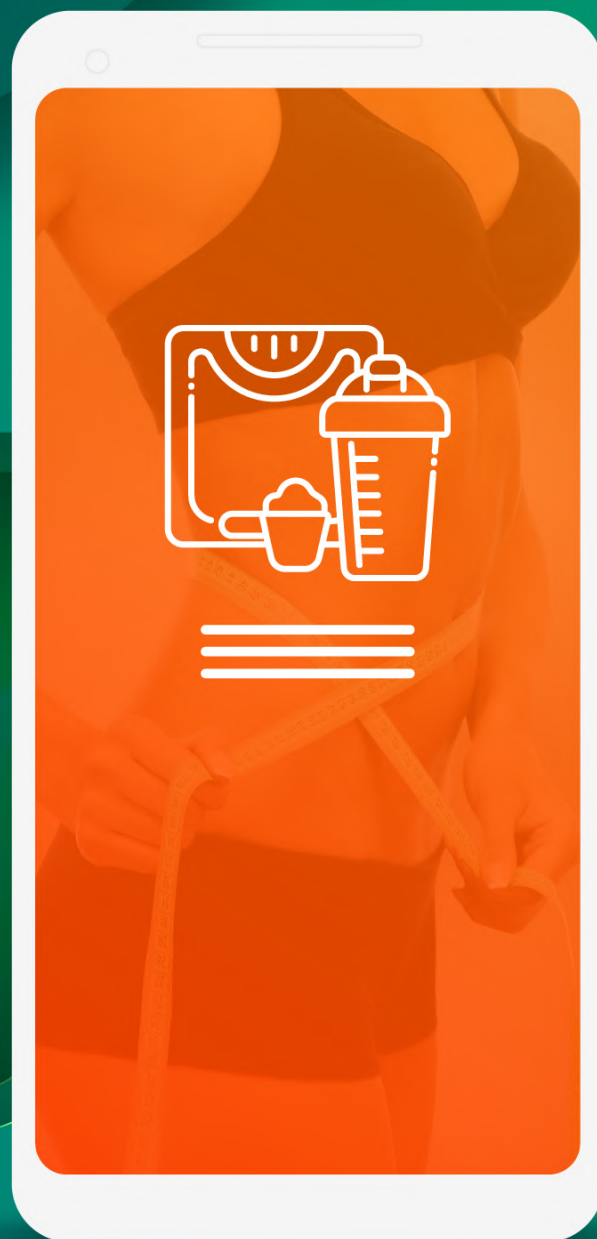




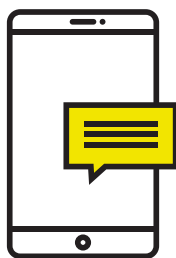
ADVERTISER'S GUIDE

TO NUTRA AND HEALTH & BEAUTY



Where to find paying customers for your Nutra or Health & Beauty offers? PropellerAds has the right traffic for this vertical: plenty of entertainment, lifestyle and health-oriented websites and blogs. These contextually relevant websites are most likely to cater the target audience and high engagement.

AD FORMATS TO CHOOSE



STEP I

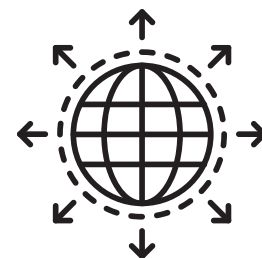
Launch a Push Notification campaigns with CPC bidding.

Upload multiple creatives to Smart Rotator, A/B test, and find the best-performing ones.



STEP II

Take your best Push creatives and use them to build a Native ad campaign (CPC).



STEP III

Scale your well-performing campaigns to other ad formats.

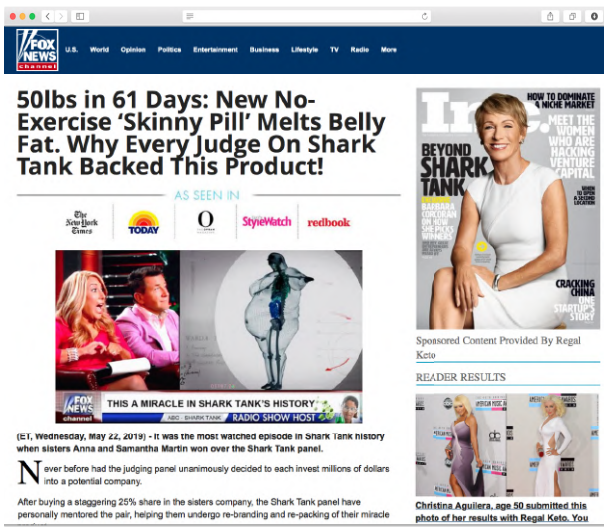
Build your audiences with Push Notifications and Native Ads and use cross-format retargeting (Onclick) to reach engaged users.

CREATIVES BEST PRACTICES

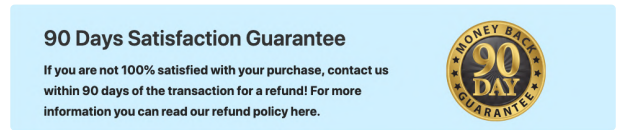
DO'S

PRE-LANDERS

- ✔ Employ storytelling: format your pre-lander as a blog page written by a regular person or a news article to better engage the audience and add trust.



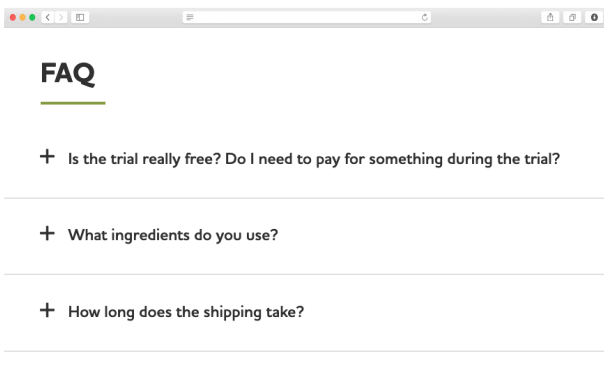
- ✔ If a user has to add Credit Card (CC) details, mention that the payment is secure. If the seller provides a satisfaction guarantee, add the "Money back guarantee" or "Risk-Free" signs.



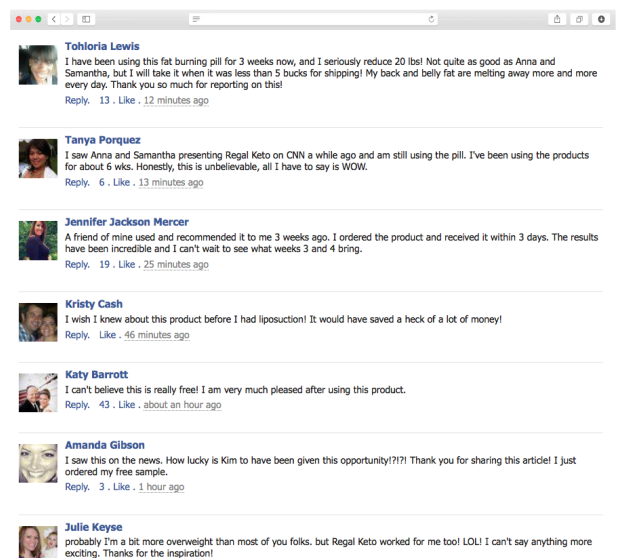
- ✔ Pay attention to legal regulations in different GEOs: what kind of information you must provide?



- ✔ Add FAQ – that will help you overcome customers' doubts. Include questions like: "Is it actually for free?", "What are the main ingredients?", "How long the shipping takes?"



- ✔ Include video testimonials, reviews, ratings (stars), comments.

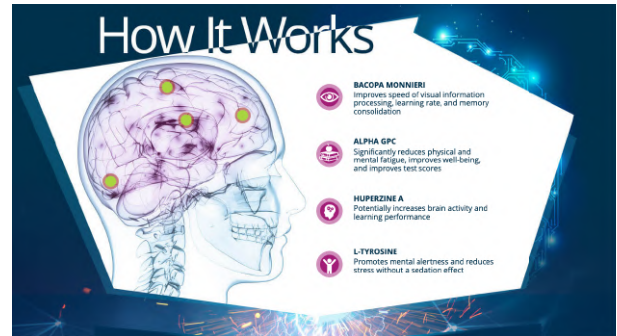


✔ Use the sense of urgency: “Offer expires in 2 minutes”, countdown timers and dynamic content: how many people are viewing this offer now, recent customers, etc.



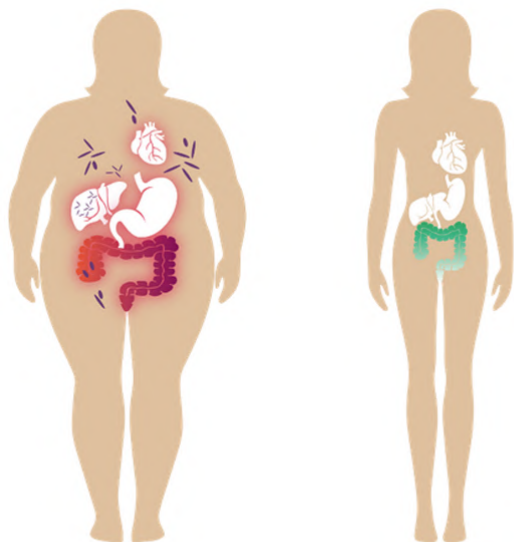
✔ Use the pictures with the typical food, consumed in the GEOs, you target. For example, papaya and coconut in Thailand.

✔ Add medical-themed images: x-rays, anatomy, etc. to boost the persuasive power of your pre-lander.



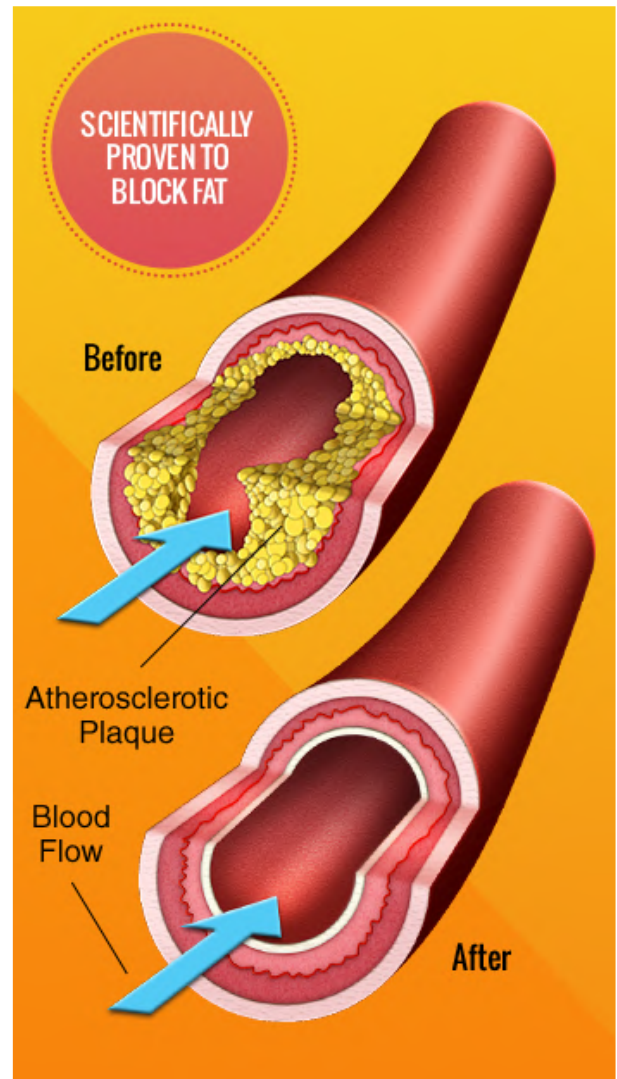
IMAGES

✔ Test “before and after” images.



VOOR
Het metabolisme is geblokkeerd door de afzettingen en de toxines

NA
Gezuiverd organisme - metabolisme draait ann het hoogste toerental



AD COPY

✔ Talk about safety: “Safe weight loss,” “Approved by [Institute]. But also mention the health risks if there are any.

Je recommande Slimjet à tous mes patients qui veulent perdre!

Isabel Sigal, Nutritionniste, diététicien, experte sur le traitement de l'obésité avec 20 ans d'expérience, auteur de nombreux livres sur la diététique.

✔ Emphasize that the product you promote meets the standards or is produced locally: “The [product] meets the EU standards for a diet supplement,” or “Local product”.

24 Capsules of 500 mg
Net weight: 15 g

✔ If the product is organic, make sure to include badges: “Non-GMO,” “Organic,” “100% Natural,” “No artificial sweeteners,” “Gluten Free.”



✔ Talk numbers: When can a person expect to see the first results from using the product? How many kilos can a person lose?

WHEN CAN I EXPECT RESULTS?

If **Probiotic** is not able to ease your joint pain and you are not fully satisfied with the results, then simply return the unused contents for a full refund. No questions asked and no hassle.

Month 1
After just 4 weeks of use, the supplement will support your joint mobility, flexibility and range. This will help you to activities that you previously thought were impossible!

Month 2
As you progress with the program, you will notice better joint mobility, flexibility and range. This will help you to activities that you previously thought were impossible!

Month 3
After 3 months of use, you will be able to wake up without the fear of any aches and pains as the advanced formula will help prevent their very onset, helping you live life to the fullest.

Independent Study Proves Probiotic is Very Effective

Double blind studies & independent clinical trials conducted on the ingredients & herbal extracts used in Probiotic have shown promising results when it comes to supporting joint health & overall activeness.

Unlike other products in the market, Probiotic offers results which are not only instant but also effective & sustainable.

✔ Include nutrition facts: it looks reliable and people are used to perceiving information in this way.

Ingredients

- Lactobacillus acidophilus**
Aids in clearing symptoms of IBS and promotes weight loss[†]
 - Hoveyda, N., et al. "A Systematic Review and Meta-Analysis: Probiotics in the Treatment of Irritable Bowel Syndrome." BMC Gastroenterology 9, 2009
 - Wang, Y., et al. "Efficacy of vaginal probiotic capsules for recurrent bacterial vaginosis: a double-blind, randomized, placebo-controlled study" American Journal of Obstetrics & Gynecology 2010.
 - Millon, M., Emmanuel A., Mical P., Fabrice A., Leonard L., and Didier R., "Comparative Meta-analysis of the Effect of Lactobacillus Species on Weight Gain in Humans and Animals." Microbial Pathogenesis, 2012
- Lactobacillus plantarum**
Detoxes bad and pathogenic bacteria[†]
 - Klarin, B., G'aran M., Bengt J., and Anders L., "Use of the Probiotic Lactobacillus Plantarum 299 to Reduce Pathogenic Bacteria in the Oropharynx of Intubated Patients: A Randomised Controlled Open Pilot Study" Critical Care, 2008.
- Bifidobacterium lactis**
Improves immunity and aids in digestion of more complex enzymes[†]
 - Lindfors, K et al. "Live Probiotic Bifidobacterium Lactis Bacteria Inhibit the Toxic Effects Induced by Wheat Gliadin in Epithelial Cell Culture." Clinical and Experimental Immunology 2008.

SUPPLEMENT FACTS		
Serving size: 1 capsule		
Servings per container: 30		
	Amount Per Serving	% Daily Value*
Energizing Probiotic Blend:		
Lactobacillus acidophilus	25 billion CFU**	
Lactobacillus plantarum		
Bifidobacterium lactis		
Lactobacillus paracasei		
Lactobacillus casei		
Lactobacillus breve		
Lactobacillus salivarius		
Streptococcus thermophilus		
Bifidobacterium bifidum		
Bifidobacterium longum		

* Daily value not established
** At time of manufacture.
Other ingredients: Microcrystalline cellulose, Vegetable cellulose (Capsule), Stearic acid, Silica.



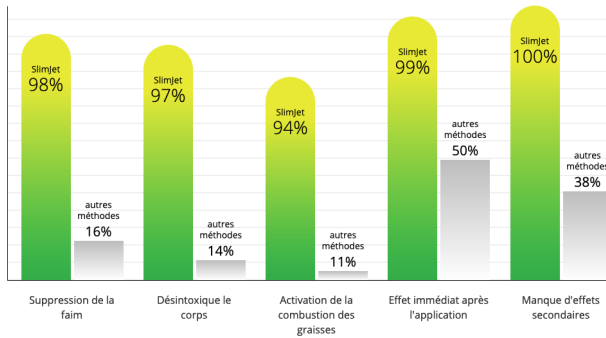
Don't forget to mention FACTS:
unique ingredients, high
concentration of a certain
ingredient, survey results, etc.



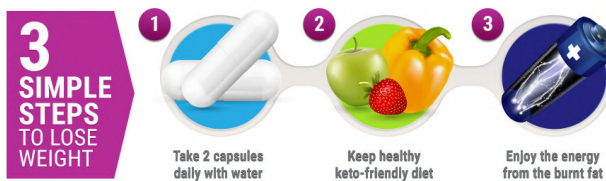
L'efficacité de SlimJet

a été confirmée par 2 032 femmes et hommes qui ont participé aux essais cliniques

par le Département des sciences de la diététique et de la nutrition, Hongrie, Budapest, 2017.



Explain the steps: how the
supplement works?



CREATIVES BEST PRACTICES

DON'TS

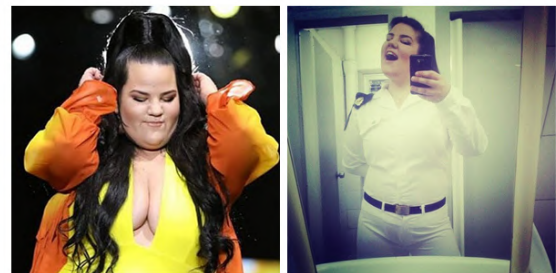
⊗ Don't use celebrity images without their consent. Instead, you can simply say: "Lose weight like celebrities."

⊗ For Push Icons/banners: you can't use the logo of a famous brand by itself. The logo can only be placed on the product you promote.

BEFORE & AFTER



"For the first time in forever I am finally happy when I look in the mirror every morning. I haven't felt this confident in decades!"



vor zwei Monaten
102 Kg

in diesem Monat
81 Kg

WHAT OTHERS ARE SAYING:

Simply [Summer](#) Diet is all over the Internet and the results are [Astonishing!](#)

facebook

***For more information, please check our policy.**

⊗ If the product looks like a medicine (pills, powder, etc.) make sure to include a note that the product is a food supplement and **not a health product.**

⊗ Don't mention only the features, focus on benefits.

⊗ Don't use the images that are not clearly reflecting the problem your product solves.

TARGETING TIPS



If you're just starting with Nutra, pick one of the following GEOs: India, Brazil, Indonesia, Vietnam, Malaysia, etc.



Create your own white and blacklists.



Retarget! Collect audiences via Push Notifications and NativeAds. These users will be the most relevant ones. Start an Onclick campaign targeted at the collected audience and give them additional information for completing the conversion, a discount, or make an upsell.



If you have a Trial offer - target Desktop as it's easier for users to enter their data.



Use language targeting for countries speaking 2 or more languages - for example, Canada: French and English.



Test device and OS targeting: Mac OS and iOS usually have a very high CTR, while Android has the biggest traffic volumes.



If you don't get enough traffic volumes, and you can't change the bid - increase the frequency.



Always create separate campaigns for each User activity group.

BIDDING AND OPTIMIZATION TIPS



Define the creatives with the highest CTR via our Push Notifications **AB-testing tool**. This will save your budget, and you won't need to bid too high.



Use our new Target CPA tool to **exclude poor converting zones** automatically. If you see that you're getting a lot of traffic, scale to an Onclick campaign with the same settings.



Getting a great conversion rate (>10 sales daily)? Contact your CPA-network manager and ask about increasing the payout. You might be able to get 20-30% increase.



Call center. Check the availability of the call center. Schedule the campaigns on the days, when the call center is working. Buying a nutra product is usually an impulsive decision, so you can't wait for too long before you lead is contacted by the operator.



Check if there are any **upsells or downsells**. They can be a good additional income source.