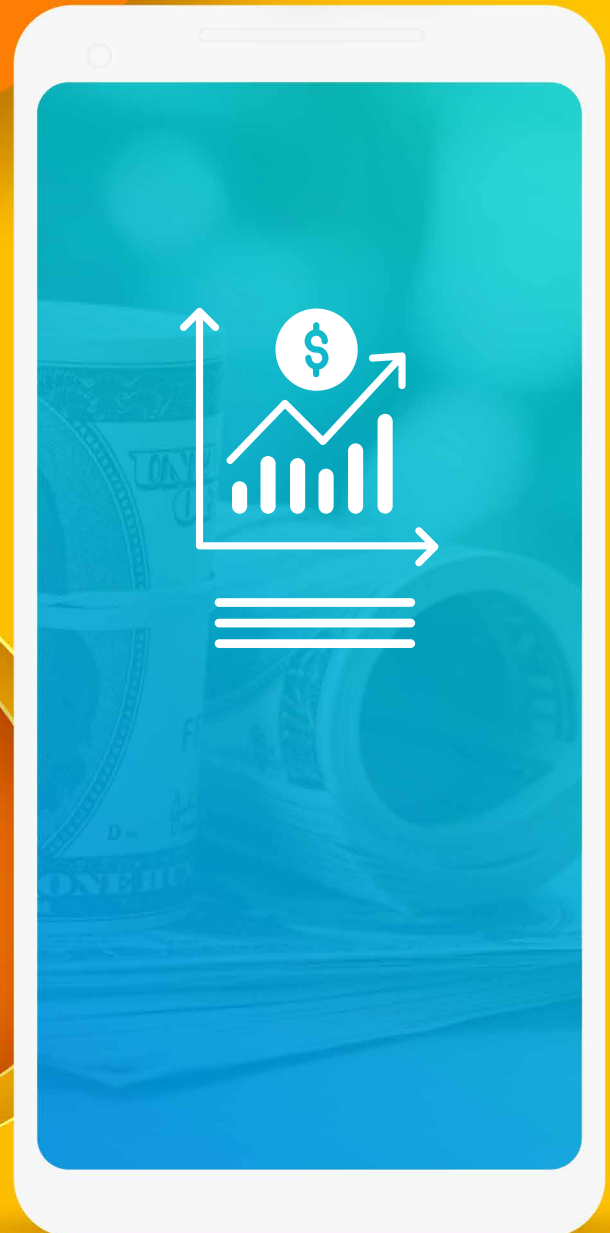


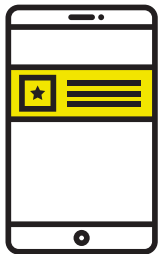
**AN ADVERTISER'S GUIDE**

# TO FINANCIAL OFFERS



If you are in search of converting traffic for financial, investing and trading offers; PropellerAds is the place to be. Traffic from lifestyle, financial, and news websites has proven to be effective in driving leads and deposits to your offers.

## AD FORMATS TO CHOOSE



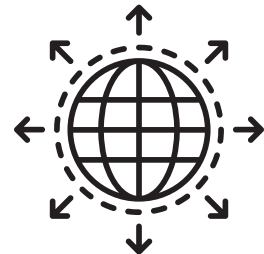
### STEP I

Launch a Push Notification campaign (CPC). Don't forget about persuasive pre-lander.



### STEP II

Scale with OnClick to get massive reach.



### STEP III

Scale your well-performing campaigns to other ad formats.

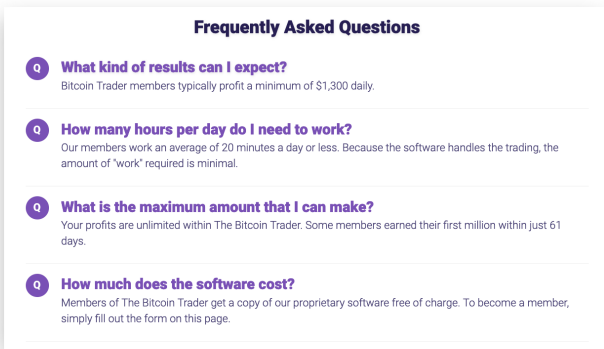
Build your audiences with Push Notifications and Native Ads and use cross-format retargeting (OnClick) to reach engaged users.

# CREATIVES BEST PRACTICES

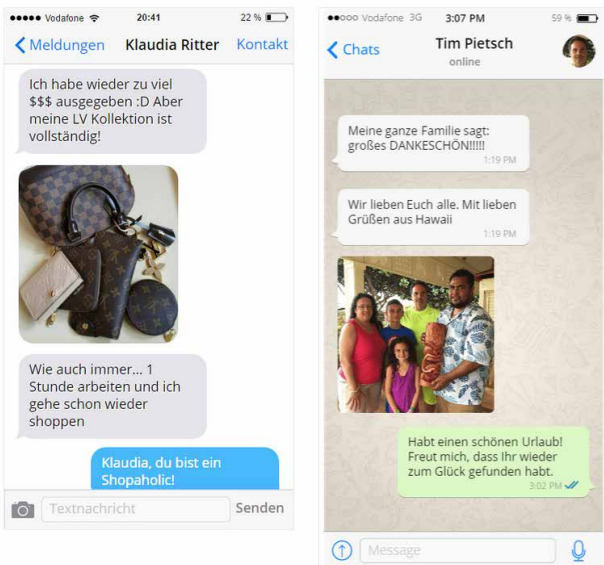
## DO'S

### PRE-LANDER

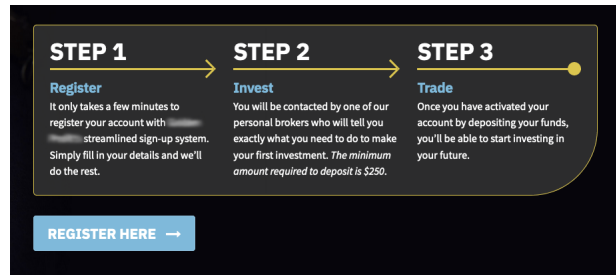
- ✔ Use pre-landers only if it's allowed by the advertiser. Ask a manager or Support team in your CPA-network for the best "pre-lander + landing page" combination.
- ✔ Include FAQ section to provide even more useful info to potential customers.



- ✔ Add reviews and testimonials to increase trust. Additionally, you can add reviews looking like chat messages.



- ✔ Explain the steps: how to start trading? How to get a credit card?



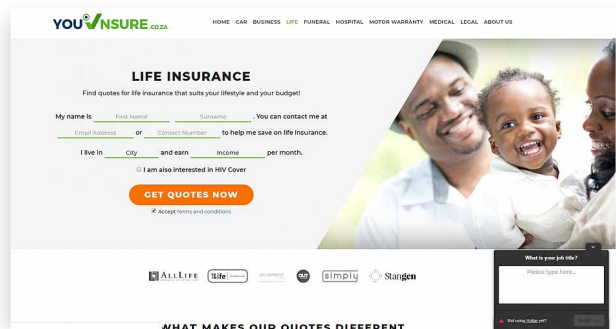
- ✔ Have media mentions? Add them to your pre-lander to show that the offer is legit.



- ✔ Talk about privacy: explain how all the transaction and private data are protected.



- ✔ Experiment with your forms and CTAs.





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.

Does the Bill Gates Bitcoin Trader System Really Work?



Fiona Presley, Mother of two, wasn't sure about this make-money-from-home gimmick, but it turned out to be the "best decision of her life" (Image: Daily Mirror)

**Fiona admits:** "At first, I thought it had to be a scam, but I figured I'd try it anyway. I had nothing to lose. I watched the video and signed up. It was actually pretty fun to learn how to do this. Cash was coming into my bank account so fast, I didn't think it was real. I wasn't positive that I would receive a payout!"



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.

EXCLUSIVE FOR RESIDENTS



EN

**Bitcoin Trader**  
 Is Making People Rich  
 Become The Next Millionaire...  
 People like **Bill Gates** and **Richard Branson** have to say



Add interactivity (can be provided by the advertiser): calculators, tools, etc.

## IMAGES



Use images of money, stock exchanges, finance buildings, or bank/business people for trading / investment products.



If you have the "simple person got rich" story on your pre-lander, pick a realistic photo for creatives, don't use stock images.

### The Most Important Tip For Bitcoin And Millionaires



Panos Mourdoukoutas, CONTRIBUTOR  
 FULL BIO

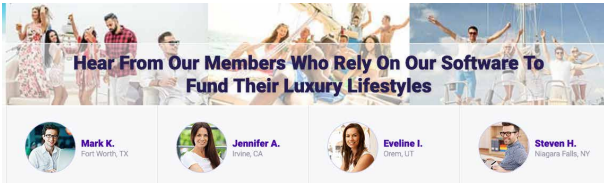
Opinions expressed by Forbes Contributors are their own.



Photographer: Ryan Anson/Bloomberg News.

Of all the tips Bitcoin, Powerball and other quick millionaires can get from experts, one stands out: **don't treat lucky money differently than hard earned money, because you run the risk of losing part or all of it.**

- For investment products, test the images with the attributes of luxury life: expensive cars, watches, yachts, modern buildings, etc.



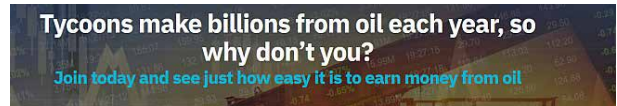
- Place numbers (percentage) on your banners.



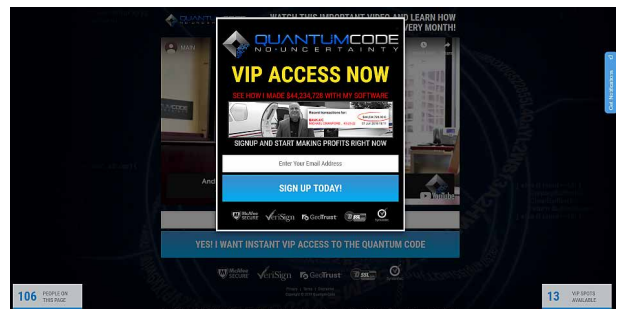
## AD COPY

- Talk about how fast and easily a user can get his money. Use words like "Fast," "Instant," "Easy application," "High approval rate," "Reward program."
- Mention licenses and authorities: "Licensed by FCA and CYSEC," "In compliance with Indonesian laws."
- Make sure to add risk warnings and all kinds of disclosures, required by the advertiser and legal authorities.

- Underline convenience and simplicity: "Make money from home," "Start investing with pleasure," "Register in [Name] platform and you'll never work again."



- State facts: "Make up to \$324 daily," "You can invest in Amazon CFDs," "Earn 6% extra interest."



# CREATIVES BEST PRACTICES

## DON'TS

⊗ Don't use celebrity images without their consent.

The screenshot shows a Money.com article. At the top, it says 'Money > Pensions'. The main headline is 'Conor McGregor Strikes It Rich Trading Marijuana Stocks... And Says You Can, Too!'. Below the headline are social media share icons (Facebook, Twitter, Pinterest, Instagram) and a 'COMMENTS' button. The article is by 'Tricia Phillips' and dated 'SATURDAY, Nov 14, 2015'. There is a 'MONEY' badge in the top right. The main image is a photo of Conor McGregor flexing his muscles. To the right of the main image is a 'TRENDING NOW' section with four small article thumbnails. Below the main image is a paragraph of text: 'Conor McGregor is one of the world's most best-known fighters. Ever since his legendary fight with Floyd Mayweather, dubbed the "fight of the century," his fame has climbed to dizzying heights. But even greater than McGregor's fame is his financial fortune. Since his legendary battle with Mayweather, McGregor has parlayed his notoriety into wildly profitable'. At the bottom of the article is a purple banner with the text 'And You Can Become The Next Millionaire...' and 'See what famous people like Bill Gates and Richard Branson have to say'.

⊗ You cannot guarantee that the user will definitely earn the money. Make sure it's clear that there's only a possibility of getting the profit.

⊗ Don't use graphic and explicit images: naked or partially naked people, provocative poses.

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

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

# TARGETING TIPS



If you're just starting with this vertical, pick GEOs with the lowest competition. For example, offers for Asia (PH, TH, ID, etc.)



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



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



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

# BIDDING AND OPTIMIZATION TIPS



For Push Notifications, **A/B test your creatives with Smart Rotator** to understand which creative set has the highest CTR. You should test at least 3 creative sets so that each set would get around 1000 impressions.



## Play with the bid:

- New campaigns require higher bids. This strategy allows you to **test faster**: get more traffic and more data to optimize these campaigns.
- If you don't get enough traffic, but your CTR is high (>2%), you can duplicate this campaign and **set the bid higher**.
- If your **traffic volumes** are too low - try wider targeting.
- If your **budget is spent too fast**, the CTR is high; you can try decreasing the bid or increasing the ad frequency.



Launch **separate campaigns for each GEO**; also, it's not recommended to mix different platforms in one campaign.



**Check in your tracker** what time of the day your **prospects are the most active** and launch campaigns targeting these hours.



Don't forget about **User Activity targeting** - creating separate campaigns can help you save the budget!