

WEBINAR

MRICHADS × CRAK REVENUE

HOT CAM NICHE WITH PUSH ADS



Hot Cam Niche with push ads

Ad network view



Daria Maichuk

RichAds Head of
Customer Service

CPA platform view



Arnaud Guilon

CrakRevenue Cam
Vertical Director

RichAds Advertising Network Provides:

Ad Formats



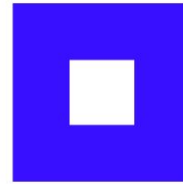
Push



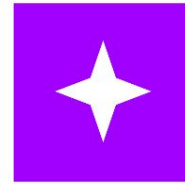
In-Page
Push



Calendar
Push



Pop



Direct
Click

Top Verticals At RichAds



Gambling



Betting



Nutra



Dating



Sweepstakes

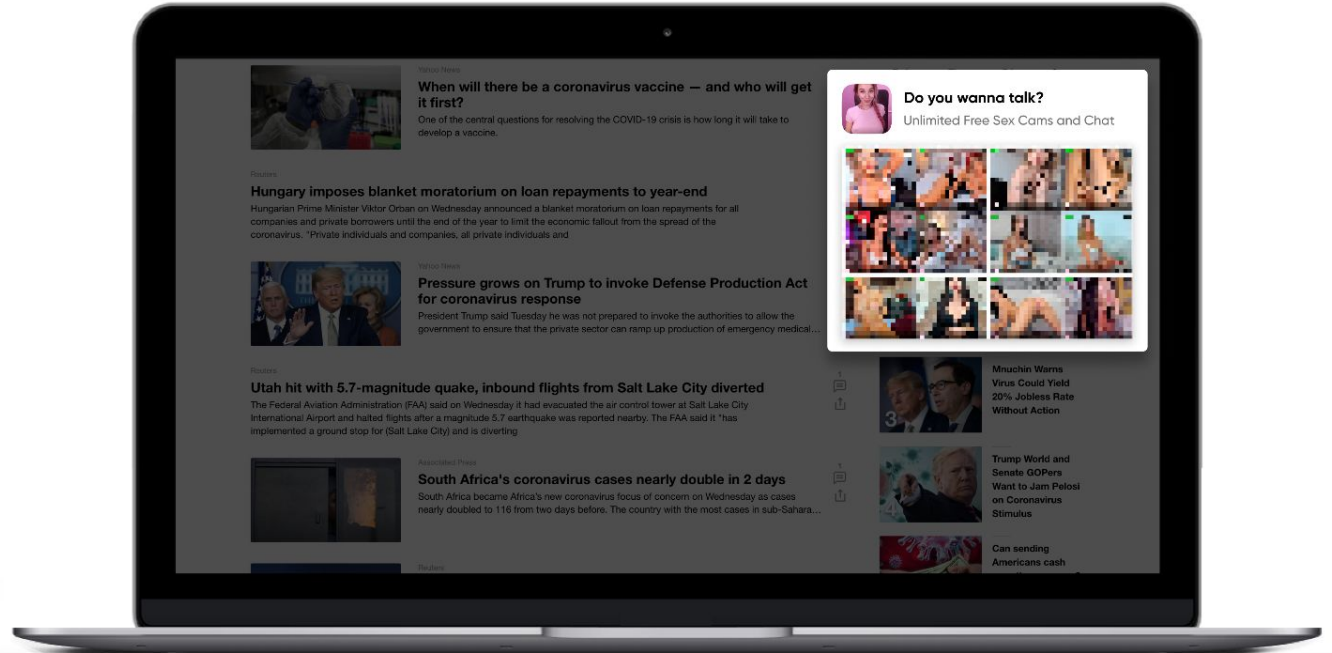
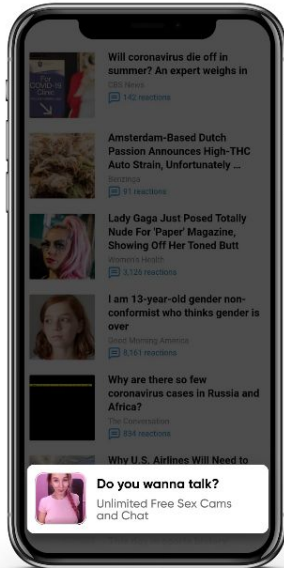


Crypto



**Antivirus, VPN
& Utilities**

Hot Cam Niche With Push Ads: RichAds & CrakRevenue Hacks



Adult traffic **is allowed** at RichAds

Nudity can be used on creatives,
and landing pages now.

Adult is allowed for push and in-page
push ads, pops.

Top verticals for Adult at RichAds:



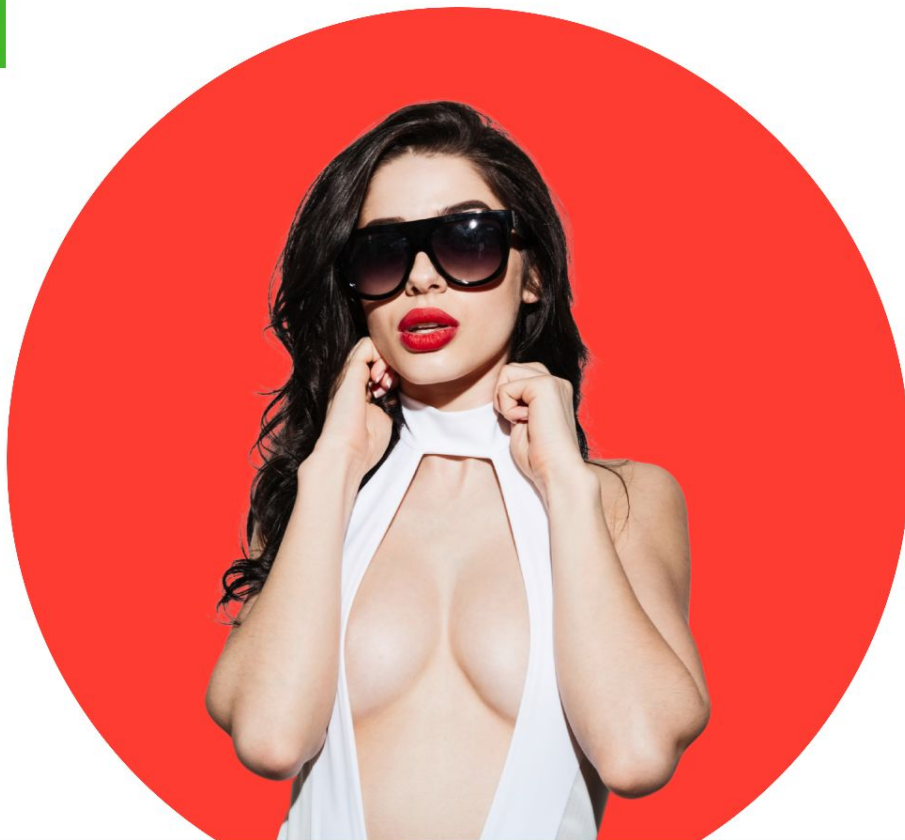
Dating



Nutra



Webcam



Agenda

1

Cam niche overview +
2022/2023 trends

2

Tiers to succeed:
top GEOs

3

Finding offers that
work

4

How to make creatives
and landing pages

5

How to set up cam
campaign on push ads

6

Hot case study

+ Q&A session

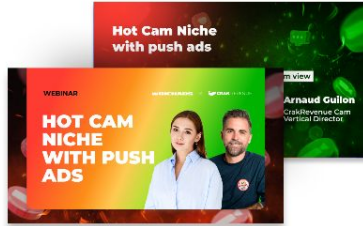
What will you get after the webinar?

1



WEBINAR RECORDING

2



WEBINAR PRESENTATION

3



LIST OF BONUSES

CAM NICHE OVERVIEW + 2022/2023 TRENDS

CrakRevenue view

Cam vertical at large and industry insights

Cams 101: designing your own experience.
An overview of the user experience and features of major Cam sites.

- See the Cam sites as an online Stripclub without the noise and in the comfort of your own house.
- What you see is what you get.
- Not matter what your kink is, you will find out.



Cam vertical at large and industry insights

Freemium vs Premium: their differences explained and how it may affect your approach.

■ **Freemium** sites like Chaturbate, MyFreeCams, Cherry.tv are oriented in group experience, with a lot of people in the rooms. They can be cheaper than the premium site, but as a user you are one among many others. Easier to see explicit content for free, but almost impossible to bound with the models.

■ **Premium** sites like ImLive, Flirt4Free or Jerkmate are oriented in a more personal experience, cam to cam, One on One. There is no explicit content in public shows. It's easier to talk to a model and to create a real relationship.

Cam vertical at large and industry insights

Best Converting Traffic Sources:

- PushAds,
- Banners,
- PreRolls,
- Review sites.

Chat traffic and email traffic are not allowed on most of the cam offers.

Payout Type may vary depending on your traffic.

+ 100 cam offers on CrakRevenue!

The screenshot shows a 'Browse Offers' interface with the following elements:

- Search:** A search bar with a magnifying glass icon and the text 'Search'.
- Vertical:** A dropdown menu with 'Cam' selected.
- Niche:** A dropdown menu with 'MILF' selected.
- Top Offers:** A checkbox labeled 'Top Offers' with a star icon, which is currently unchecked.
- Vertical Filter:** A dark grey pill-shaped filter with the text 'Vertical: Cam' and a close 'X' icon.
- Payout Type:** A dropdown menu with a list of options: 'DOI' (highlighted in green), 'Multi-CPA', 'PPS', 'Revshare', 'Revshare Lifetime', and 'SOI'.
- Targeting:** A dropdown menu with 'Mobile' selected.
- Accepted Promotion Method:** A dropdown menu with 'Push Notifications' selected.
- Accepted Country:** A dropdown menu with 'United States, Canada' selected.
- Performs in:** A dropdown menu with 'United States, Canada' selected.
- APPLY FILTER:** A green button located at the bottom right of the interface.

Cam vertical at large and industry insights

3 pillars:

Diversity

Interaction

Community

The main reasons why Cam sites are getting increasingly popular:

- What makes Cam Sites so interesting are the fact you can watch, speak, and tip all kinds of people, man, woman, trans, young, old, small, tall, slim, chubby, there is everything. Doesn't matter if you like Role Play, BDSM, Feet etc... You will find many models that can fulfill your fantasies.
- It's easy to create a link with models, but you can also create a link with others members, that is why we are talking about community.

Cam vertical at large and industry insights

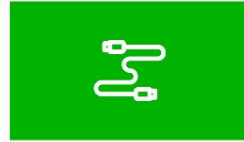
3 major trends:



Gamification



VR



Connected Toys

In the cam industry, there are plenty of toys that can increase your experience and mostly the models experience. For many years companies have been working on VR, to bring (virtually) the models into your house.





TIERS TO SUCCEED: TOP GEOS

CrakRevenue & RichAds view

Best GEOs for CrakRevenue's Cam offers with push ads and beyond

T1 English-speaking countries (except the U.K.)

At CrakRevenue, English Speaking countries have always been the most profitable.

Today US, CA, UK, AU, NZ represent +/-60% of our global traffic.

Scandinavian countries

Countries like Denmark, Sweden, Finland or Netherlands don't have the best EPC on the market, but the user lifetime value is above the average. If you are interested in promoting cam in RevShare, those countries are a must!

Europe — your best bet overall

Unlike dating offers, the same cam site can be promoted in several countries. Most of them are all translated in many languages like RoyalCams who is available in 36 languages.

Best GEOs for WebCam and Adult Dating at RichAds



GREAT BRITAIN
(GBR)



FRANCE
(FRA)



EGYPT
(EGY)



BELGIUM
(BEL)



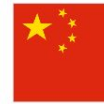
**UNITED STATES
OF AMERICA**
(USA)



ITALY
(ITA)



CANADA
(CAN)



CHINA
(CHN)



JAPAN
(JPN)



VIETNAM
(VNM)



FINDING OFFERS THAT WORK

CrakRevenue & RichAds view

RichAds tips on choosing Cam offers

■ Pay attention to numbers, not promises

An offer shall have clear and concise conditions for a marketer.

■ Check the legal aspect

Always make sure the type of activity is legal in your GEO.

■ Make your own research

Check if there's enough volume for the desired targeting and GEO.



CrakRevenue's top Cam offers

Our MVP: Jerkmate

Sure values: Chaturbate, LiveJasmin, ImLive, MyFreeCams, Flirt4Free & Jerkmate

Our rising star: CherryTV

Our turnkey solution: Cam Smartlink

Create Your SmartLink!

Unleash CrakRevenue's exclusive turnkey solution designed to maximize your earnings with one powerful link! Our SmartLink is optimized for 300+ top-converting offers on 250+ geos. Let a perfect combination of artificial & business intelligence work for you!

Dating (18+) ★

Cam (18+) ★

Mixed (18+)

Payout Type

Multi CPA

Promotion Method

Custom Sub ID 1

EXTRA EARNINGS

Pop-Unders

Back Offers

Link

Banner

HTML Ads

PopCode

iFrame

YOUR LINK

<https://t.acam.link/179344/3664/0?bo=2779,2778,2777,2776,2775&pyt=multi&po=6533>





HOW TO MAKE CREATIVES AND LANDING PAGES

CrakRevenue & RichAds view

Target audience of Webcam offers

Webcam models

Here focus on benefits for people who decide to start the career path.

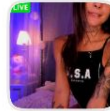
Clients of webcam sources

Concentrate on enticing photos of models, don't hesitate to use nudity.



Earn Up To \$10.000+ Per Week

Work As Webcam Model From Home 🏠

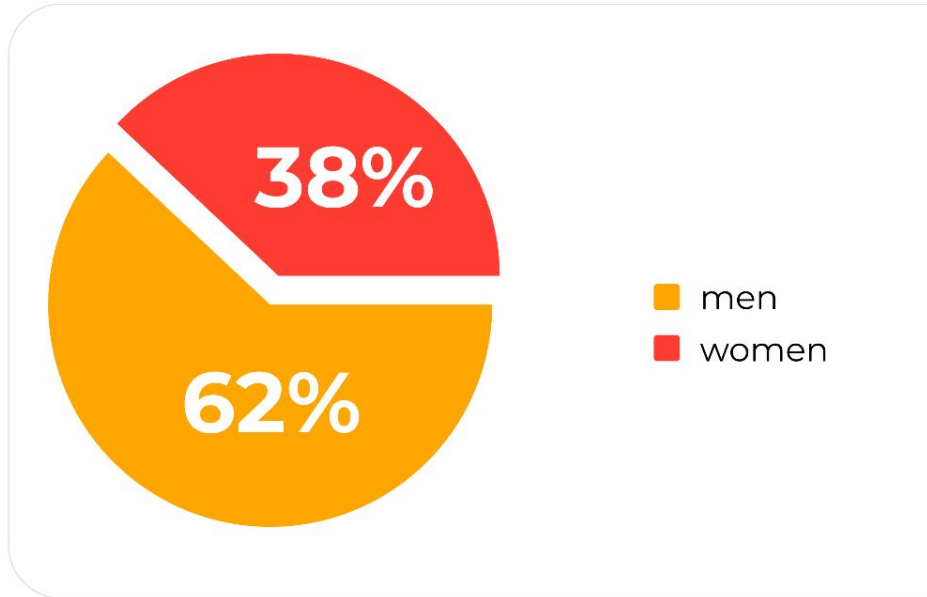


**Come chat with me.
I'm horny**

Watch the secret video ❤️



RichAds audience statistics



Tips on converting creatives

Specify benefits

Make use of pictures with successful women and huge sums of money.

Highlight anonymity

Point this opportunity out really clearly in the text not to scare a potential model.



Make over 2000\$ a week 💰

Online work for girls only!



100% Anonymous Work for Girls!

Become a Webcam Model and Earn Money Online



Tips on converting creatives

● Use storytelling

Make sure the stories are credible and don't include any vulgarity.

● Apply urgency

Any unique selling proposition will work this way, but don't trick your clients, use only true offers.



Earn \$1000 ONLY today!

Hurry up to register and get money!



"Cam" Girl reveals her secret...

Learn how she earned
£150,000 🇬🇧



Tips on converting creatives

Choose adult materials

Yes, that's as simple as that — if you use nudity on your creatives, it will convert better.



Make use of video and audio icons

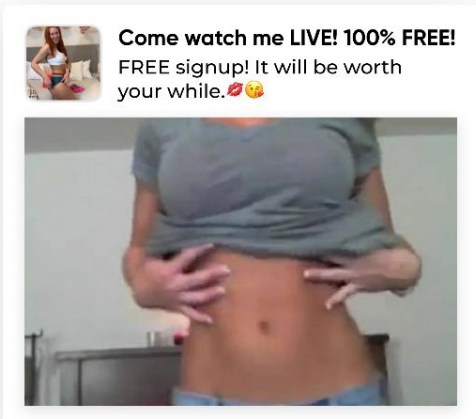
This actually intrigues a user as you show him a teaser of what he'll get if clicks on the ad.



Tips on converting creatives

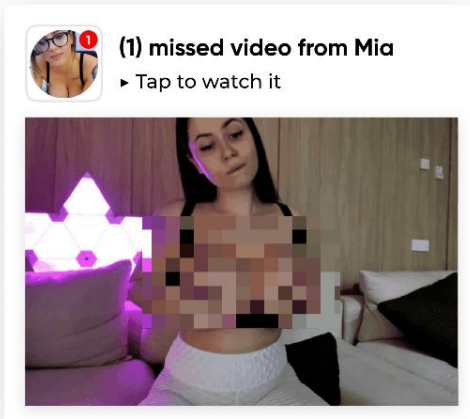
● Attract them with bonuses

Use numbers — tell them about the bonus for the first show or specify how many free cams exist on your website.



● Personal approach

How does it work? You just need to specify in your text the name of the girl, state that she's near and alone.



IMPORTANT

Choose at least 5-10 creatives per campaign.

Don't forget about diversity.

User flow for Webcam niche

If you want to attract a model, it's possible to use a success story of another girl as a pre-landing page.

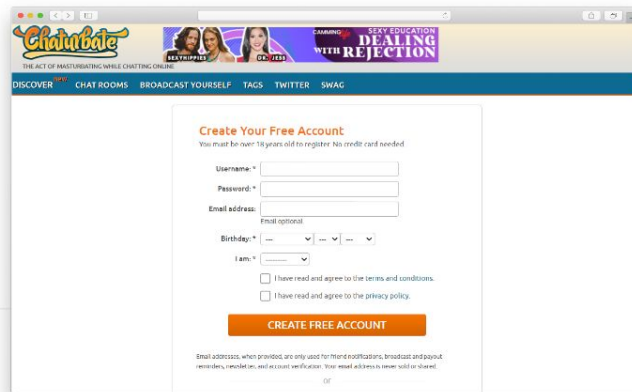
Ad Creative



Pre-landing page



Landing page



User flow for Webcam niche

Another situation — you need to get the client to a webcam site. Pre-landing page may include a range of girls to choose from and the description of their specialization.

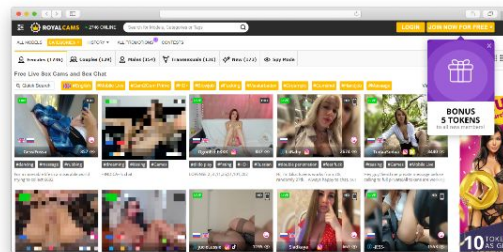
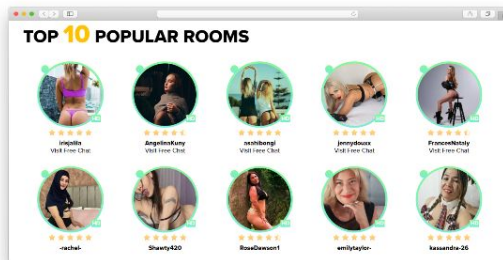
Ad Creative



Pre-landing page



Landing page



Tips to get the most out of your Cam affiliate marketing business from CrakRevenue

- Knowing and understanding your target audience.
- Engaging your audience: location, slang, niches.
- The importance of A/B testing and optimization.
- No one-size-fit-all strategy.
- CrakRevenue's in-house creatives, LPs and Cam expertise.



Tips to get the most out of your Cam affiliate marketing business from CrakRevenue

Many Promo tools available for affiliates on our platform such as the Live Cam Widget. This tool is available on many offers!

The screenshot displays the configuration interface for the 'Live Cam Widget'. At the top left, the title 'Live Cam Widget' is shown in green. Below it is a 'Widget Name *' input field. On the right side, there is a 'GENERATE WIDGET CODE' button. A navigation bar contains several tabs: 'Type', 'Template' (which is selected), 'Layout Settings', 'Thumbnails', 'Infobar Settings', and 'Custom CSS'. The main content area is titled 'SELECT A TEMPLATE' and features four preview cards. Each card shows a different layout for a live video chat window, including elements like a profile picture placeholder, a name field, a gender field, and a 'FREE VIDEO CHAT' button. The first card is highlighted with a green border.

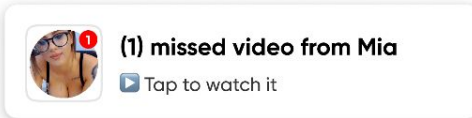
SETTING UP SUCCESSFUL CAM CAMPAIGN

RichAds view

Mobile and desktop traffic at RichAds

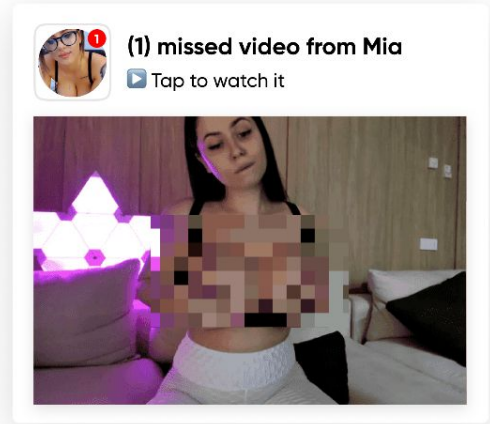


Mobile Push



- **93%** - mobile traffic
- **7%** - desktop traffic

Desktop Push



Use Premium sources

We advise to focus on Premium sources first as the CR is 61% higher than that of Standard ones.

Please, note that if you use adult materials that include nudity, you need to first consult your manager for the whitelist.

We allow 18+ content only on specific sources.

Sources

Lists [Input values manually](#)

<input checked="" type="checkbox"/> Premium	34 / 34 sources	^			
<input checked="" type="checkbox"/> 1170	<input checked="" type="checkbox"/> 1175	<input checked="" type="checkbox"/> 1199	<input checked="" type="checkbox"/> 1387	<input checked="" type="checkbox"/> 1388	<input checked="" type="checkbox"/> 1439
<input checked="" type="checkbox"/> 1447	<input checked="" type="checkbox"/> 1799	<input checked="" type="checkbox"/> 1820	<input checked="" type="checkbox"/> 1833	<input checked="" type="checkbox"/> 1875	<input checked="" type="checkbox"/> 2112
<input checked="" type="checkbox"/> 2136	<input checked="" type="checkbox"/> 2171	<input checked="" type="checkbox"/> 2181	<input checked="" type="checkbox"/> 2486	<input checked="" type="checkbox"/> 2743	<input checked="" type="checkbox"/> 3674 ●
<input checked="" type="checkbox"/> 4272	<input checked="" type="checkbox"/> 6800	<input checked="" type="checkbox"/> 6987	<input checked="" type="checkbox"/> 7049	<input checked="" type="checkbox"/> 7133	<input checked="" type="checkbox"/> 7154
<input checked="" type="checkbox"/> 7360	<input checked="" type="checkbox"/> 7695 ●	<input checked="" type="checkbox"/> 7707 ●	<input checked="" type="checkbox"/> 7711 ●	<input checked="" type="checkbox"/> 8084	<input checked="" type="checkbox"/> 8653
<input checked="" type="checkbox"/> 8773 ●	<input checked="" type="checkbox"/> 9344	<input checked="" type="checkbox"/> 9435	<input checked="" type="checkbox"/> 10135		
<input type="checkbox"/> Standard	0 / 86 sources	▼			
<input type="checkbox"/> Remnant	0 / 49 sources	▼			
<input type="checkbox"/> New	0 / 7 sources	▼			

Targeting options


Choose the latest Android versions from 7 to 11.

When it comes to browsers, use Chrome, it shows better results.

Advanced targeting

Subscribers

New subscribers only

OS 

All

Android 9	19.04%
Android 10	17.92%
Android 11	17.44%
Android 8	13.16%
Android 12	4.82%

Browser

Browser language

Connection type

Carrier targeting

All

Turn on “New Subscribers” mode

“New Subscribers” mode are users who subscribed to push notifications 7 days ago or less.

It is a new audience that reacts more actively to ads.

It’s highly recommended to have two campaigns set up — one for the regular user base, and another for the New Subscribers.

Advanced targeting

Subscribers

New subscribers only

OS [?]

Include

Exclude

All

Browser

Include

Exclude

All

Browser language

Include

Exclude

All

Connection type

Include

Exclude

All

Carrier targeting

Include

Exclude

All

ISP

Include

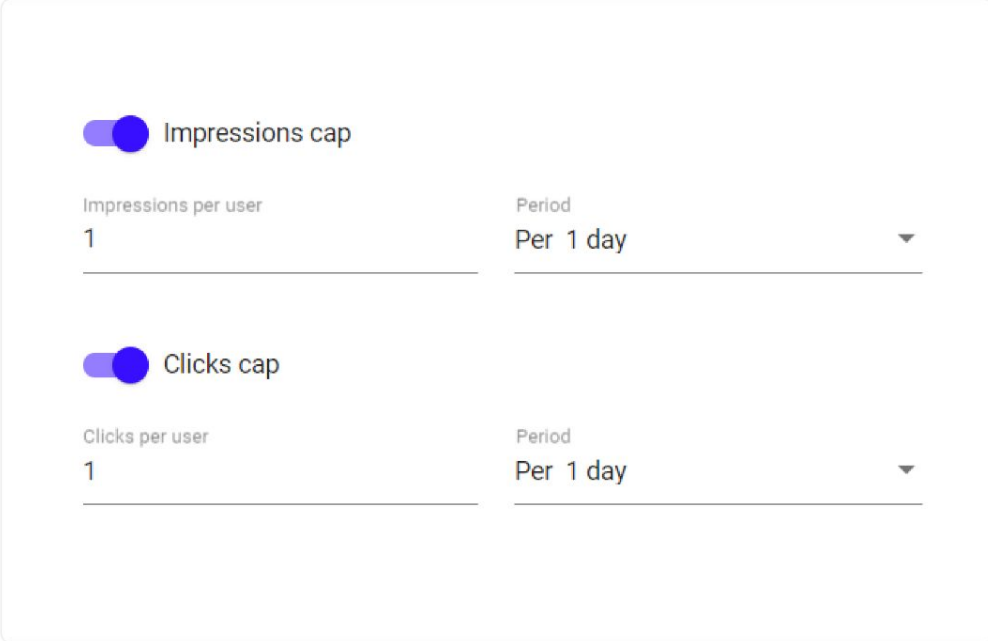
Exclude

All

Frequency cap

Frequency cap is the amount of times a user sees your ad.

If you don't limit the number of ads a user sees per day, push notifications may annoy a user.



The image shows a settings interface for frequency caps. It contains two sections, one for 'Impressions cap' and one for 'Clicks cap'. Each section has a blue toggle switch that is turned on. Below each toggle, there are two input fields: 'Impressions per user' and 'Clicks per user', both containing the number '1'. To the right of these fields is a 'Period' dropdown menu, which is set to 'Per 1 day'.

Impressions cap

Impressions per user: 1

Period: Per 1 day

Clicks cap

Clicks per user: 1

Period: Per 1 day

Best optimization tools

RichAds platform offers many nice features for automatic optimization such as:

- Automated rules,
- Target CPA,
- Micro bidding,
- Optimizer.



Target CPA

Target CPA is an algorithm that optimizes your campaign automatically to reach the desired cost per conversion.

It chooses the best sources, makes black and whitelists as well as Micro Bidding for the campaign.

Optimization strategy ↑

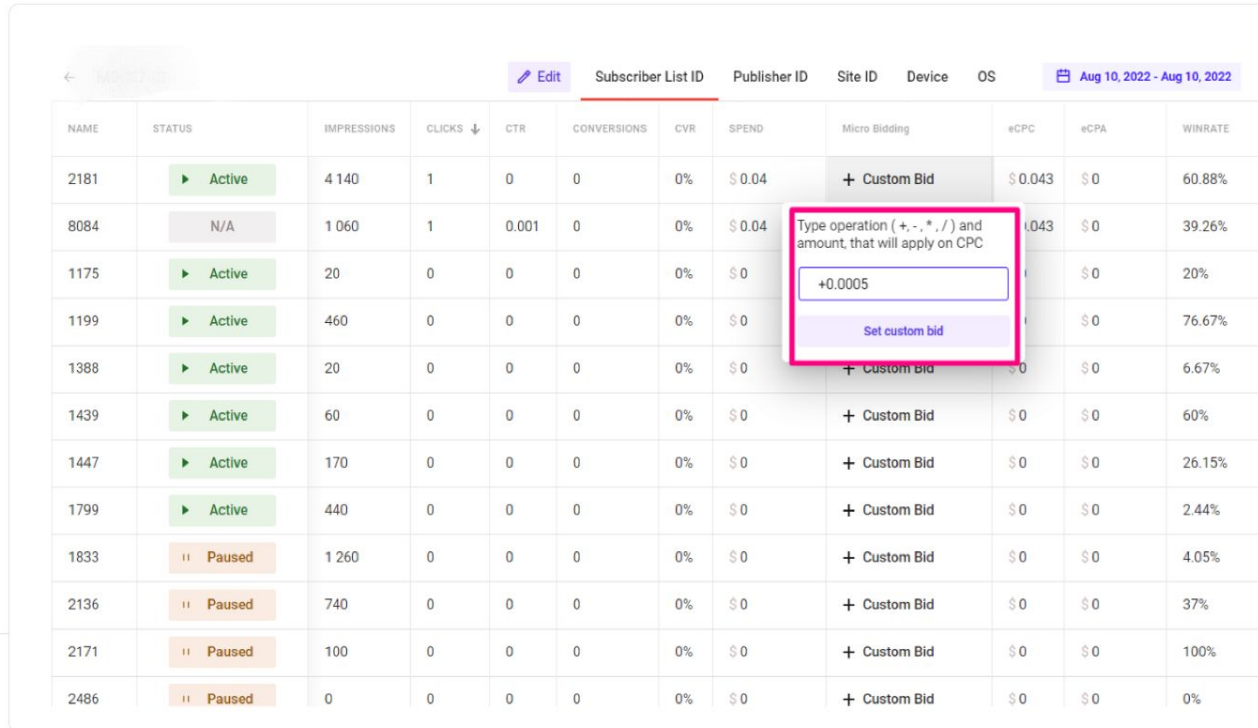
Target CPA ↕ New Fully automated strategy. Get as possible as possible within your target cost per action. Use for all conversion-focused campaigns.	Manual CPC Optimize manually or with an external optimization tool. Use only when it necessary.
---	---

⚠ Conversion tracking is required. CPA Goal up

“Optimizer” feature

Last but not least, consider using Optimizer for your optimization.

Due to this feature you can see the statistics and key metrics in one page and can correct your optimization settings straight away.



The screenshot displays a performance dashboard with a table of campaign metrics. The table columns include NAME, STATUS, IMPRESSIONS, CLICKS, CTR, CONVERSIONS, CVR, SPEND, Micro Bidding, eCPC, eCPA, and WINRATE. A popup window is open over the 'Micro Bidding' column, allowing the user to set a custom bid. The popup contains a text input field with the value '+0.0005' and a 'Set custom bid' button. The table data is as follows:

NAME	STATUS	IMPRESSIONS	CLICKS ↓	CTR	CONVERSIONS	CVR	SPEND	Micro Bidding	eCPC	eCPA	WINRATE
2181	▶ Active	4 140	1	0	0	0%	\$ 0.04	+ Custom Bid	\$ 0.043	\$ 0	60.88%
8084	N/A	1 060	1	0.001	0	0%	\$ 0.04		\$ 0.043	\$ 0	39.26%
1175	▶ Active	20	0	0	0	0%	\$ 0			\$ 0	20%
1199	▶ Active	460	0	0	0	0%	\$ 0			\$ 0	76.67%
1388	▶ Active	20	0	0	0	0%	\$ 0	+ Custom Bid	\$ 0	\$ 0	6.67%
1439	▶ Active	60	0	0	0	0%	\$ 0	+ Custom Bid	\$ 0	\$ 0	60%
1447	▶ Active	170	0	0	0	0%	\$ 0	+ Custom Bid	\$ 0	\$ 0	26.15%
1799	▶ Active	440	0	0	0	0%	\$ 0	+ Custom Bid	\$ 0	\$ 0	2.44%
1833	Paused	1 260	0	0	0	0%	\$ 0	+ Custom Bid	\$ 0	\$ 0	4.05%
2136	Paused	740	0	0	0	0%	\$ 0	+ Custom Bid	\$ 0	\$ 0	37%
2171	Paused	100	0	0	0	0%	\$ 0	+ Custom Bid	\$ 0	\$ 0	100%
2486	Paused	0	0	0	0	0%	\$ 0	+ Custom Bid	\$ 0	\$ 0	0%



HOT RICHADS CASE STUDY

RichAds insights

Hot RichAds Case Study

Traffic source: RichAds

Ad format: Push traffic

Period: 11 days

Affiliate program: Affmy

Vertical: Dating

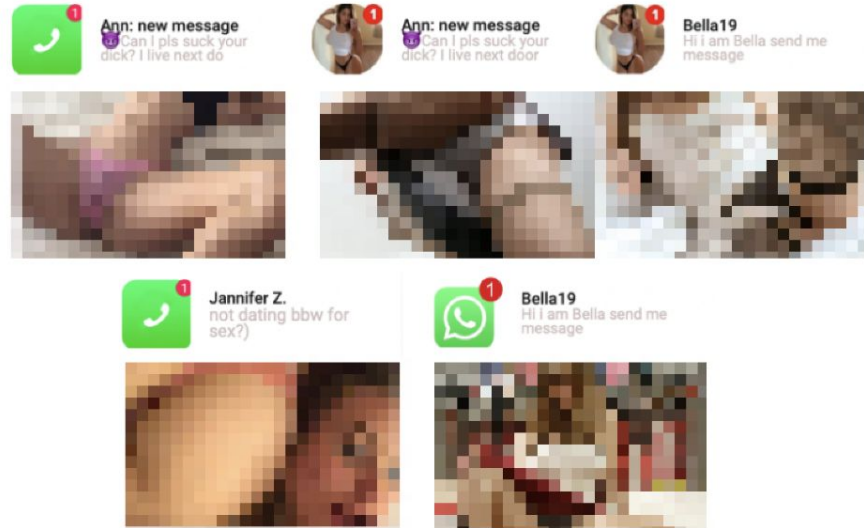
Offer: LookAWoman, DateMinx, JoinTheDating, MilfNearMe

Income: \$3022.4

Spent: \$1721




Profit: \$1301.4



ROI: 75.62%



Hot RichAds Case Study

Statistics

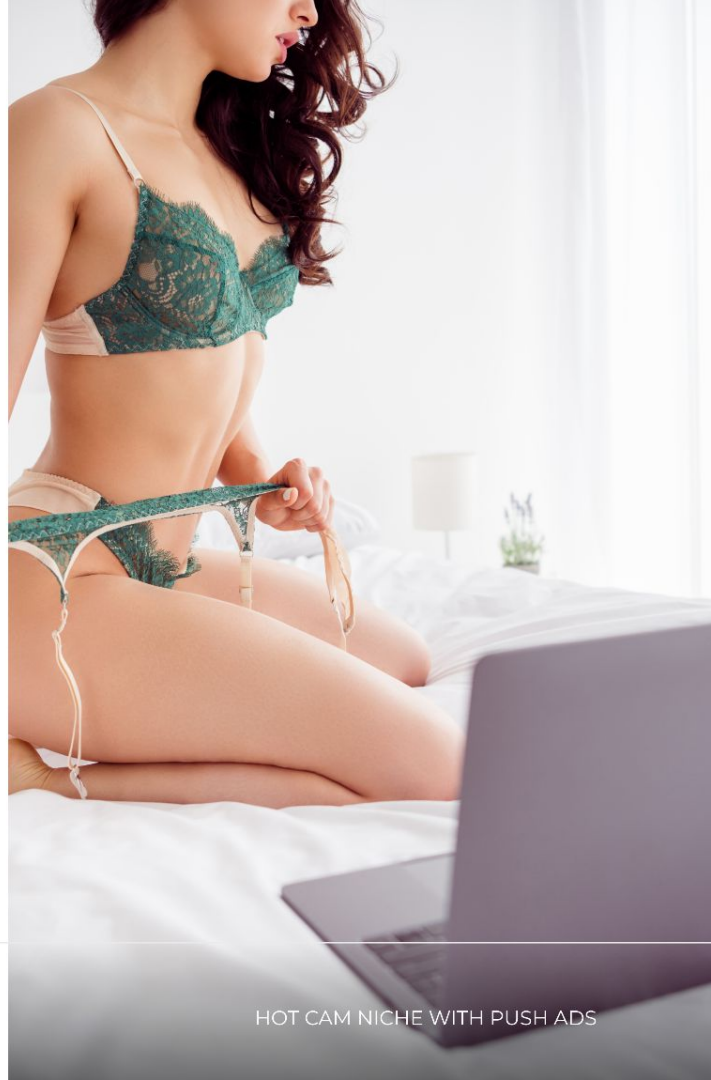
[S1] SubList ▾ | Grouping ▾ | Grouping ▾ |   

 	[S1] SubList	Clicks	UC (C)	Conv.	Revenue (all)	Cost	P/L (all)	ROI (all)
		15,451	12,725	712	\$1 658.4000	\$900.58	\$757.82	84.15%
		12,568	10,863	497	\$1 285.0000	\$731.74	\$553.26	75.61%
		875	765	18	\$48.0000	\$35.00	\$13.00	37.14%
		547	438	6	\$13.0000	\$21.88	\$-8.88	-40.59%
		357	293	1	\$2.0000	\$14.28	\$-12.28	-85.99%
		247	193	0	\$0	\$9.88	\$-9.88	-100.00%
		191	86	6	\$16.0000	\$7.64	\$-8.36	109.42%
		30,253	25,390	1,241	\$3 022.4000	\$1 712.00	\$1 301.41	75.62%

Hot RichAds Case Study

Tips for getting 75% ROI:

- Always conduct split-tests for offers.
- Test different approaches in creatives.
- Use the tracker to optimize your campaign better.
- Gather statistics and disable unprofitable sub-sources.
- After the initial tests, use Micro Bidding to optimize the campaign.
- Check all statistics cuts for negative numbers.



Q&A Session





**10% bonus
for the first deposit**

using promo code

CAM22

To all new advertisers that will register
after that webinar



Daria Maichuk
Head of Customer Service

✉ daria.maichuk@richads.com

🗨 <live:daria.maichuk>

📍 [DariaRichAds](#)



**+10% bonus
for the first payout**

using promo code

RICHADS

Exclusive offer only for the webinar
participants



Arnaud Guilon
CrakRevenue Cam Vertical Director

✉ arnaud@crakrevenue.com

📄 [crak_aguilon](#)

20 15:00
SEPT GMT

We are going to discuss
Onboarding on push format,
don't miss it!

Get the latest updates about our
webinars from RichAds Telegram
channel!

RICHADS



HOT CAM NICHE WITH PUSH ADS



**Thanks for
Watching!**