Reach New Users with RichAds

RichAds is a self-serve advertising platform where scale meets performance.
RichAds is a great place to scale your campaigns. They have very helpful staff who can give you good whitelists, and help you with what verticals work and how to optimize your campaigns. Best of all, unlike Facebook you don’t have to worry about getting banned!
Push ads

Push notifications ads is an emerging and competitive ad format. Imitating a personal alert on mobile or desktop, it catches new audiences and reaches the highest CTR among other ad types.
Push ads

What types of Push ads can you run?

- Web push ads
- In-page push ads
- Calendar push ads
Web push ads

Web push notifications look like private messages that appear over other windows. They are sent via browser technologies to users who have agreed to receive them.

100% Visibility
Push ads are not prone to banner blindness.

CPC from $0.003
Pay only when a user clicks your ads.

Highest ROI
Due to combination of traffic quality, huge volumes, and reasonable price.
Calendar push

It appears in the iOS and macOS Calendar app in the form of a scheduled event.

High-quality push traffic from iOS devices
Typically, this audience has higher income, so affiliate marketer holds a lot of interest for them.

Higher CR
Calendar push ads have a much more fresh audience and show higher CR.

No images needed
Elementary launching, testing, and optimization process.
In-page push appears on a publisher’s page. No subscription is required.

Available for iOS audience

iOS users were still unfamiliar with the push format. In-page push made it possible to reach them.

Noticeable but not intrusive

They are visible, but do not interfere with the user’s experience.

Not affected by browser updates

Due to combination of traffic quality, huge volumes, and reasonable price.
Pop ads

Popunder is the cheapest and easiest format to start with. Ads appear as a new tab under the previously visited page with no interruption of the user experience.
**Pop ads**

**Easy to launch**
To attract users you don’t have to use creatives but a converting landing page only.

**Lowest bid price**
Cheaper than Facebook, Instagram, or paid search ads.

**Widest audience outreach**
Pops adapt for any device and work well on broad entertaining websites with a huge number of users.
Domain redirect ads

Domain redirect is a type of traffic that offers a user’s redirect from a “parked” domain to the landing page of the advertiser’s offer. This is the only ad format where users look at the screen to see ads.
Domain redirect ads

“Warmed up” audience
Users purposefully look at the screen to see ads.

Users are not disrupted by ads
Ads do not interrupt the user’s activity and do not distract them. The ad network makes transitions seamless and instant.

10 times higher CR
CR for domain campaigns is 10 times higher than for pops.
What is RichAds?

Proprietary Technology
- Self-serve ad platform
- Transparent reporting & analytics
- Modern & fast interface
- API integration

Customer Service
- Personal ad representative
- 24/7 Moderation
- Creatives production
- Education & consulting
- White- and blacklists lists on request for all verticals/geos

Inventory
- Direct publishers
- SSP
- Premium partners

Verification
- Proprietary anti-fraud solutions
- Independent verification by Adscore

Algorithms
- Target CPA
- Smart CPC
- Automated rules
- Micro bidding
Self-serve platform

Fast interaction and modern algorithms to make your experience intuitive and productive to the maximum.

**Target CPA**
The option allows to run ad campaigns without taking any action. Set a budget and conversion cost, and RichAds will do all the work for you. Reach 300% ROI easily!

**Micro Bidding**
Spend the budget wisely with the Micro bidding feature. Set up different bids for a particular publisher, creative, or OS per one campaign.

**Automated Rules**
Automated rules make optimization easier. Set up the rules that will automatically create black- or whitelists for different sources, operating systems, etc. The system will check the campaign every hour.

**API Integration**
Enable interaction between your data and applications.
How our expert can help

- Guide through onboarding process
- Make creatives for your ads
- Fully manage your campaigns
- Share Traffic Insights
- Prepare a highly relevant personal whitelist
- Launch unlimited number of campaigns
  
  and more
Made for you to scale

5+ billion impressions per day

220 countries all popular and untapped markets at your fingertips

5 ad formats broadcast your offer across new channels and discover hidden profits
What our clients say

“We work with premium brand safe campaigns and we haven’t had any issue with the traffic RichAds provides. We also received a great support from our account managers, that have treated us like premium partners since the first moment. And received also a very quick response with problems we had with payments”

Eduardo Pizano
CEO
JET Advertising

“RichAds is a platform that covers all the needs that and advertiser can have, from good prices, excellent volume, segmentation and optimization characteristics that fit the needs of each campaigns, to customer service which is always personalized, detailed and excellent”

Elisa Naranjo Piconeso
Head of Media Buying
Actual Sales Group

“I want to recommend RichAds because of their great and fast support, which helps you to get cheaper conversions. Professional ad network that you can trust”

Frederik Skovgaard-Holm
CMO
Vita Media Group

“Excellent quality of traffic. Big volume, especially for such GEO as India or LATAM. Professional and timely support”

Valentin Shevchenko
Professional Media Buyer
Mobidea

“RichAds is a great place to scale your campaigns. They have very helpful staff who can give you good whitelists, and help you with what verticals work and how to optimize your campaigns”

iAmAttila
Affiliate Marketing Expert

“Excellent quality of traffic. Big volume, especially for such GEO as India or LATAM. Professional and timely support”

James Finilla
Community Leader
affLIFT forum
How to get started

1. Create a free profile and make your first deposit
2. Meet our ads expert and get a game plan
3. Launch your campaign and get first results
4. Analyze and learn which sources work best for you
5. Scale with best performing sources
Who we are

With more than 8 years on the market, RichAds AdTech developers have created an experienced ad platform for advertisers, publishers, and agencies.

More than 100 experts in our team work to connect advertisers to premium publishers from 220 countries worldwide and build strong, lasting business relationships.
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