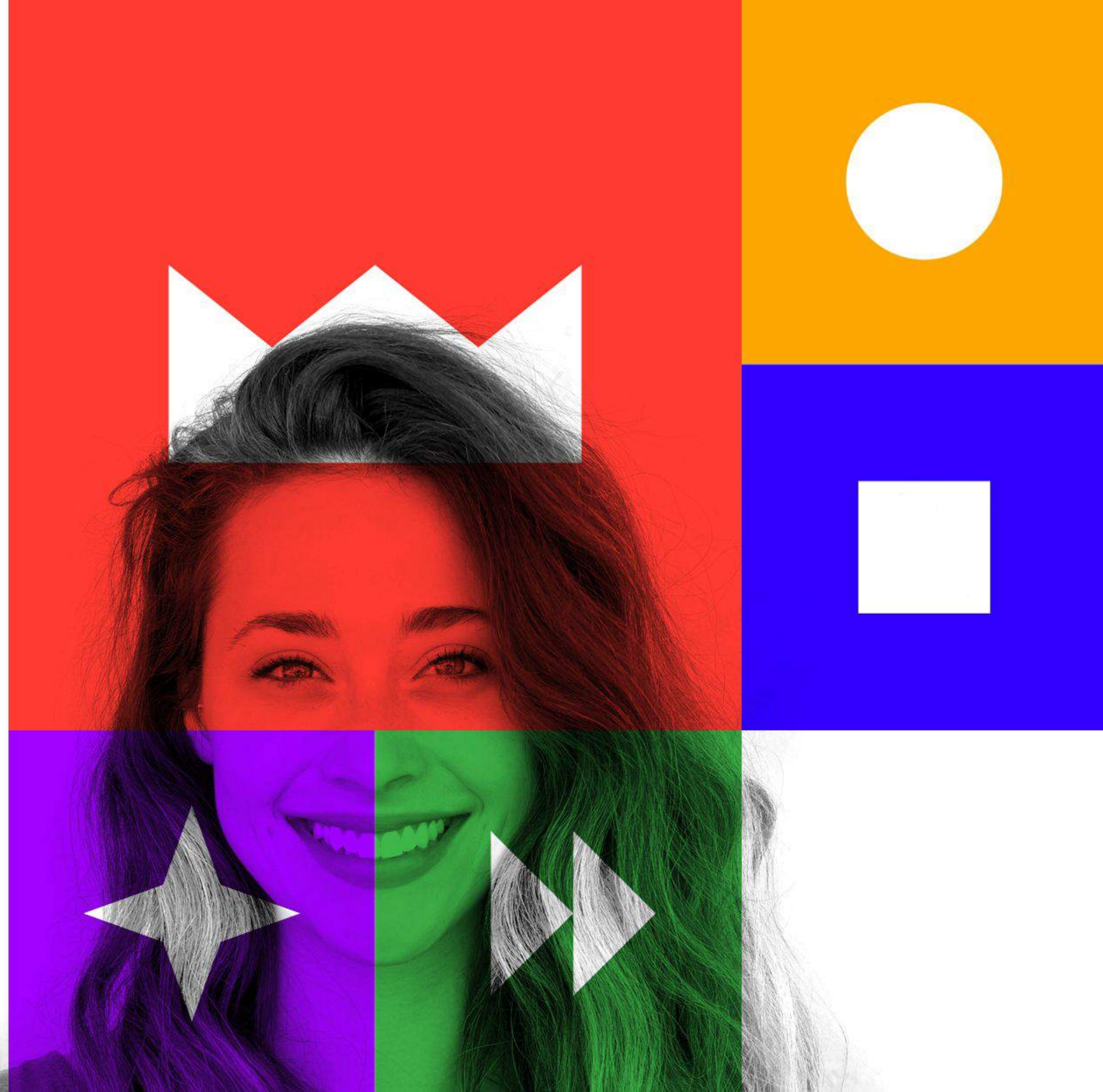# RICHADS

Reach New Users with RichAds

RichAds is a self-serve advertising platform where scale meets performance.
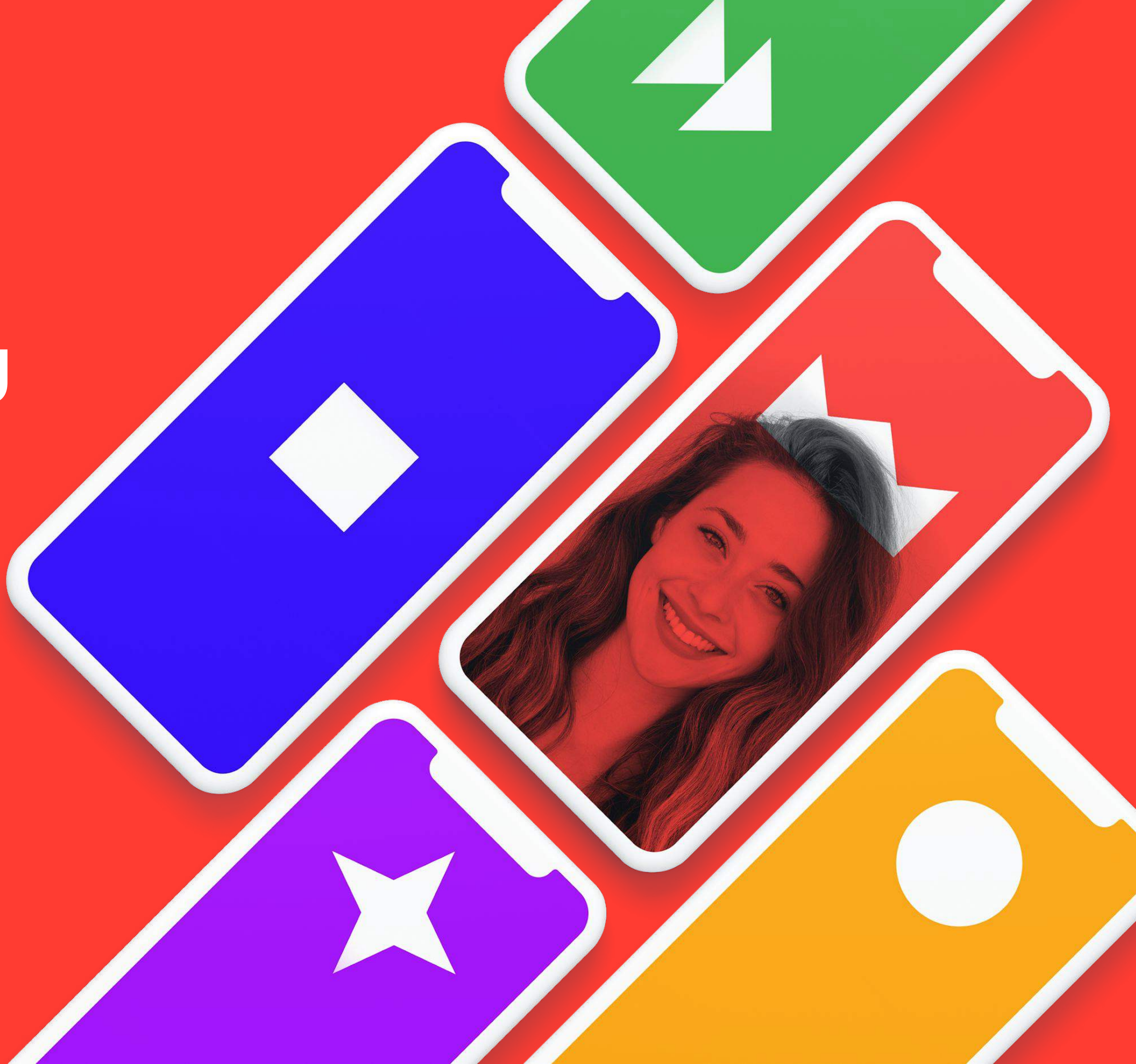
RICHADS

Explore High-Performing Ad Formats

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!
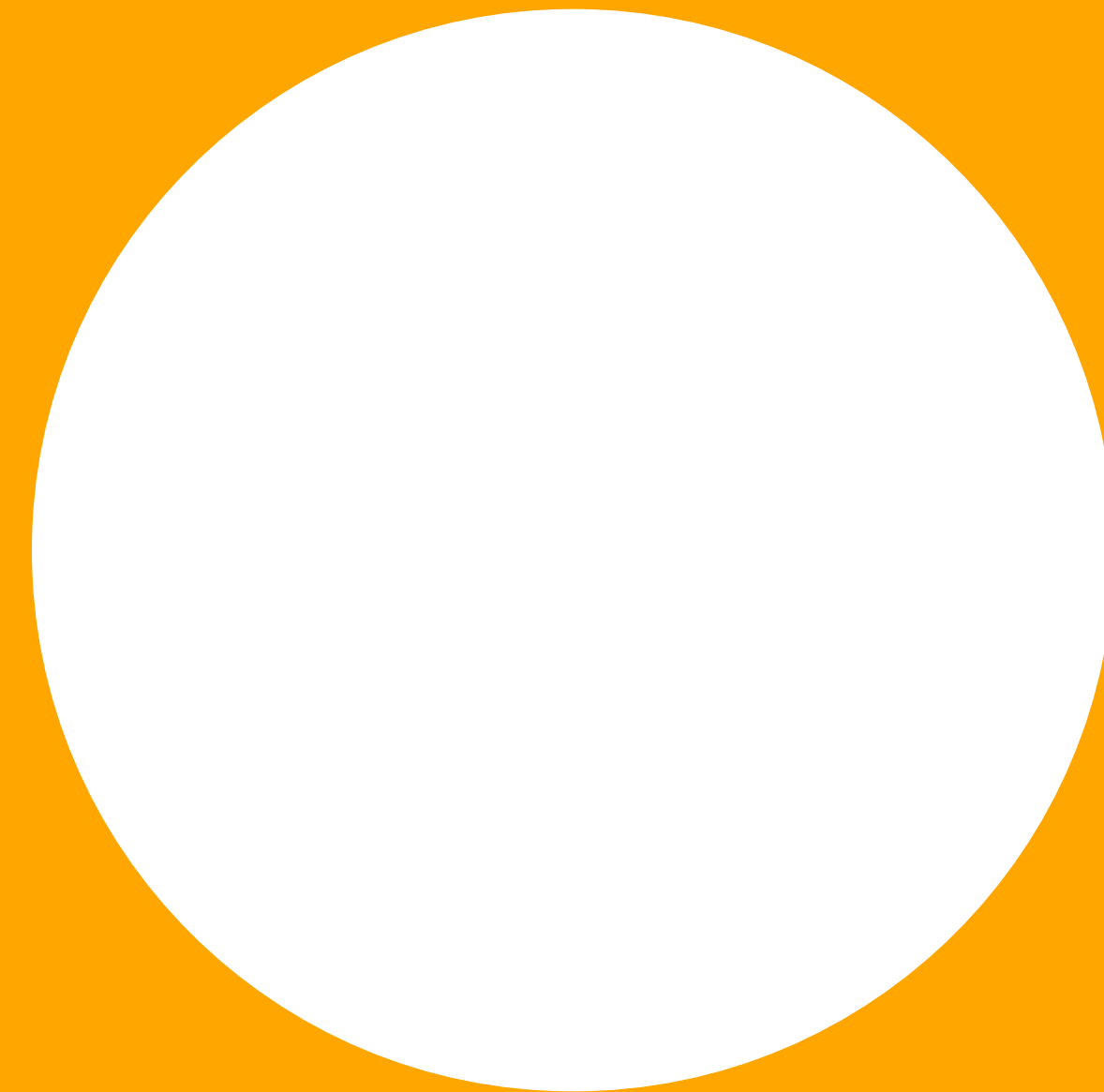
iAmAttila

Affiliate Marketing Expert and Blogger

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.
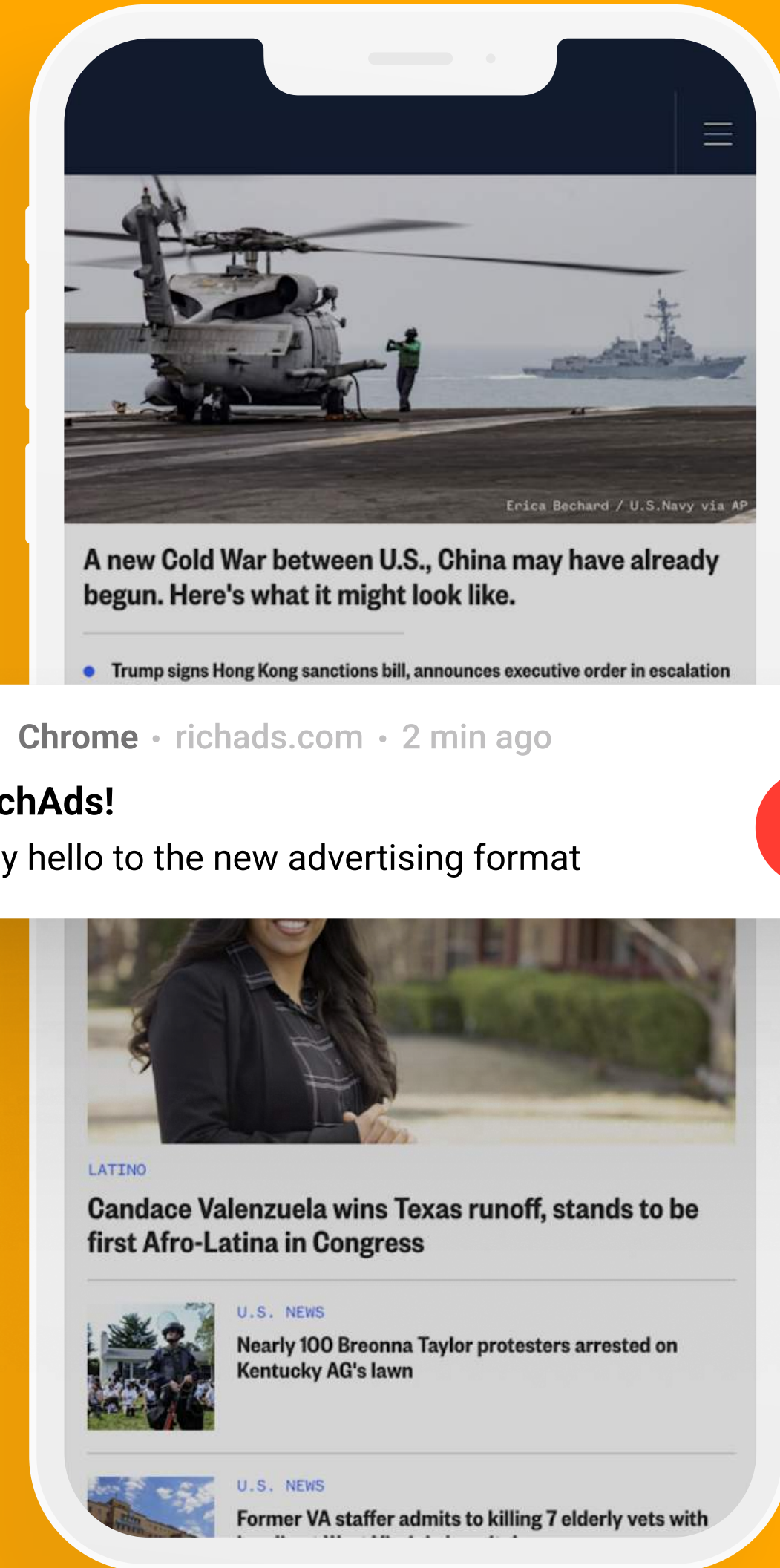
Push ads

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.
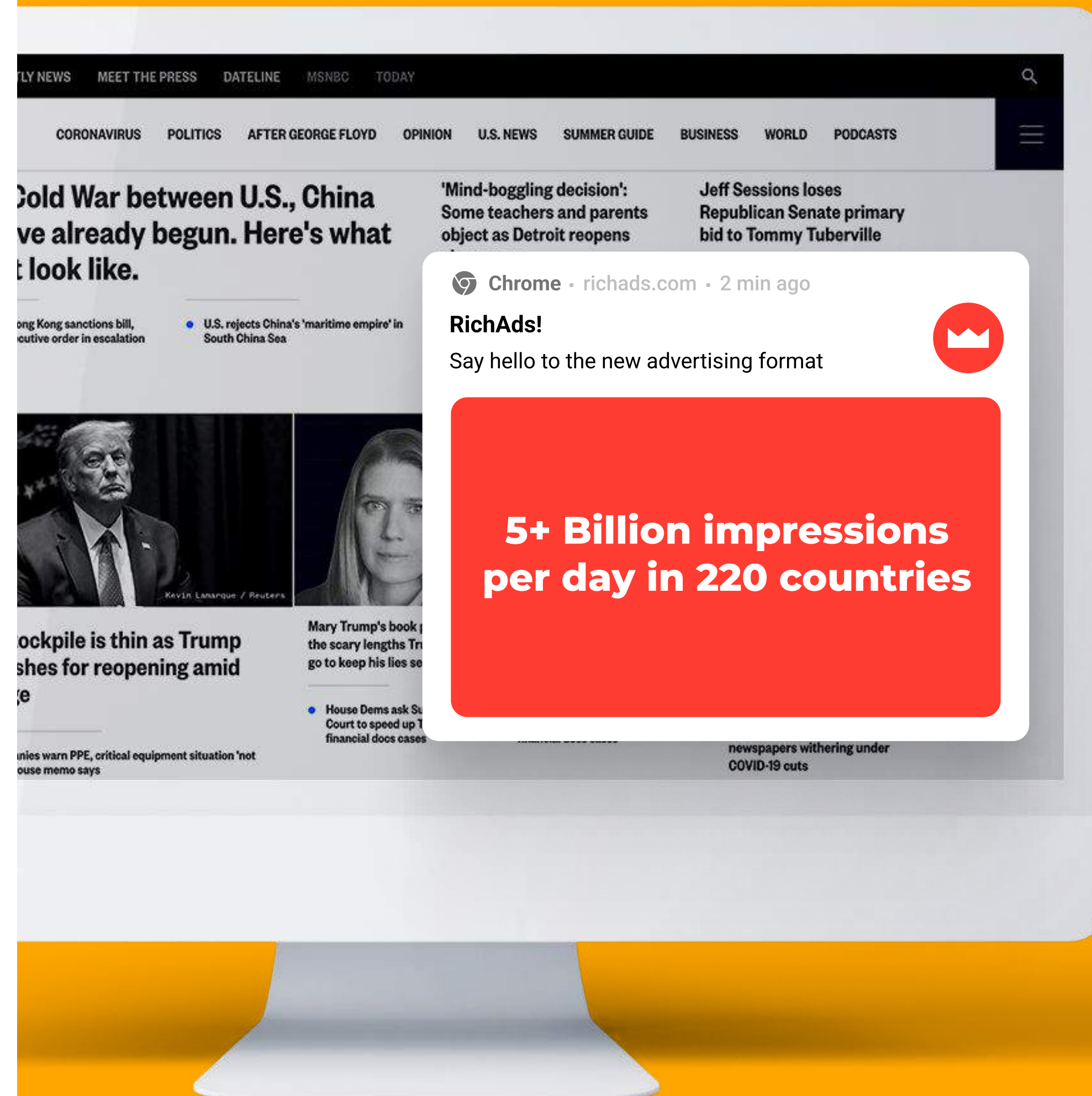
100% Visibility

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.

Chrome · richads.com · 2 min ago

RichAds!

Say hello to the new advertising format

5+ Billion impressions per day in 220 countries

Calendar push

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

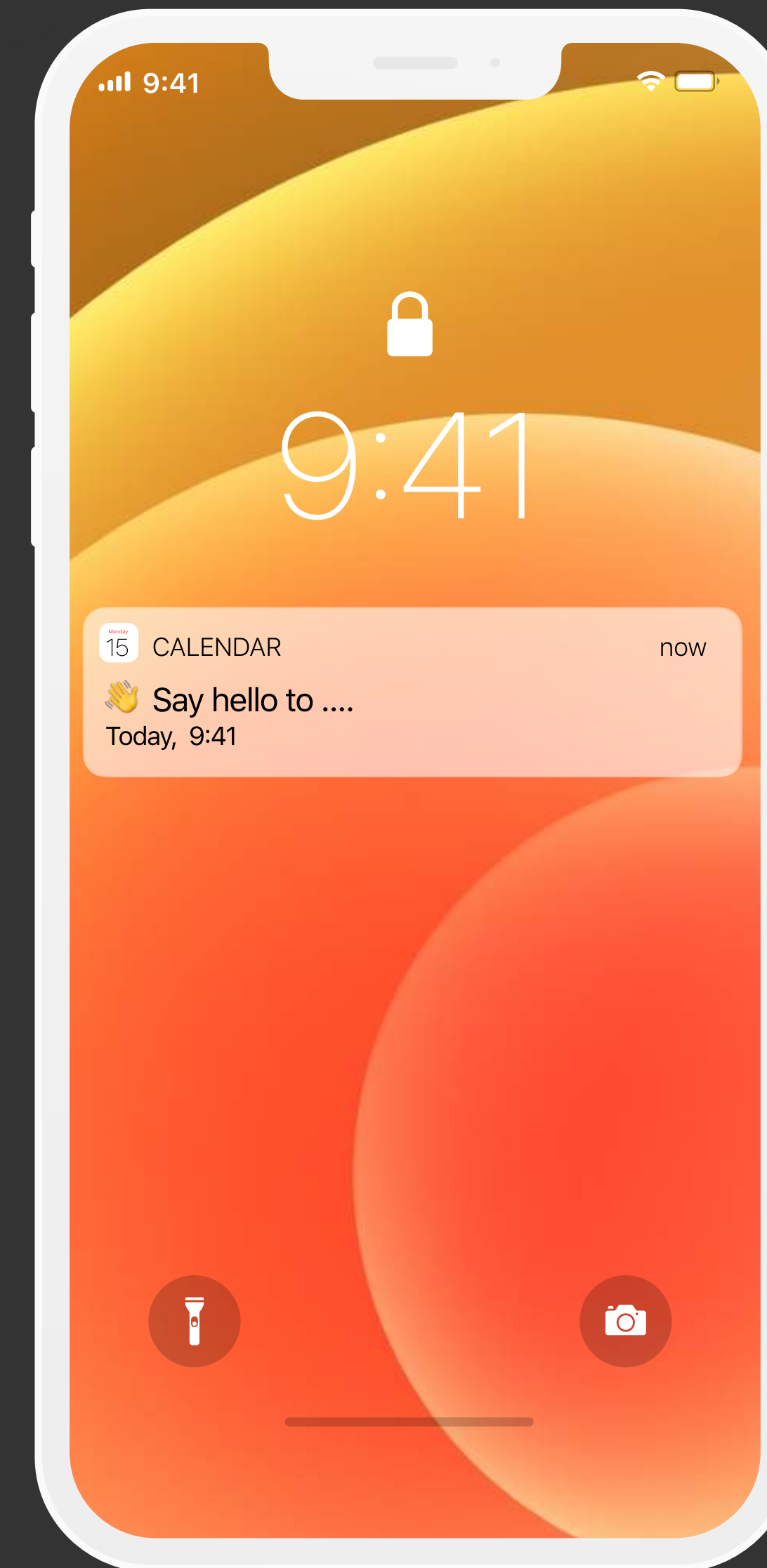## High-quality push traffic from iOS devices

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

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.

Chrome · richads.com · 2 min ago

RichAds!
Say hello to the new advertising format
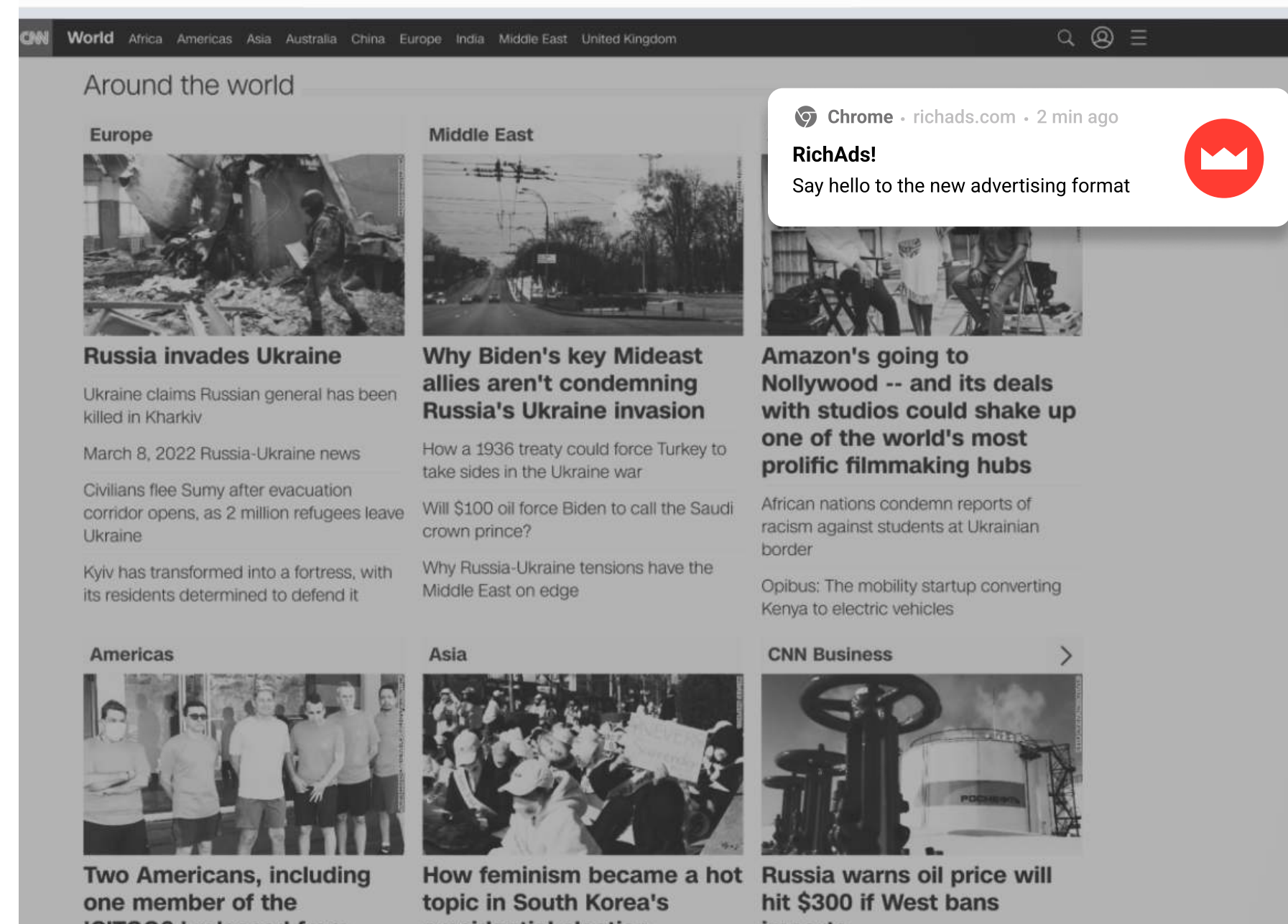
Pop ads

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 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

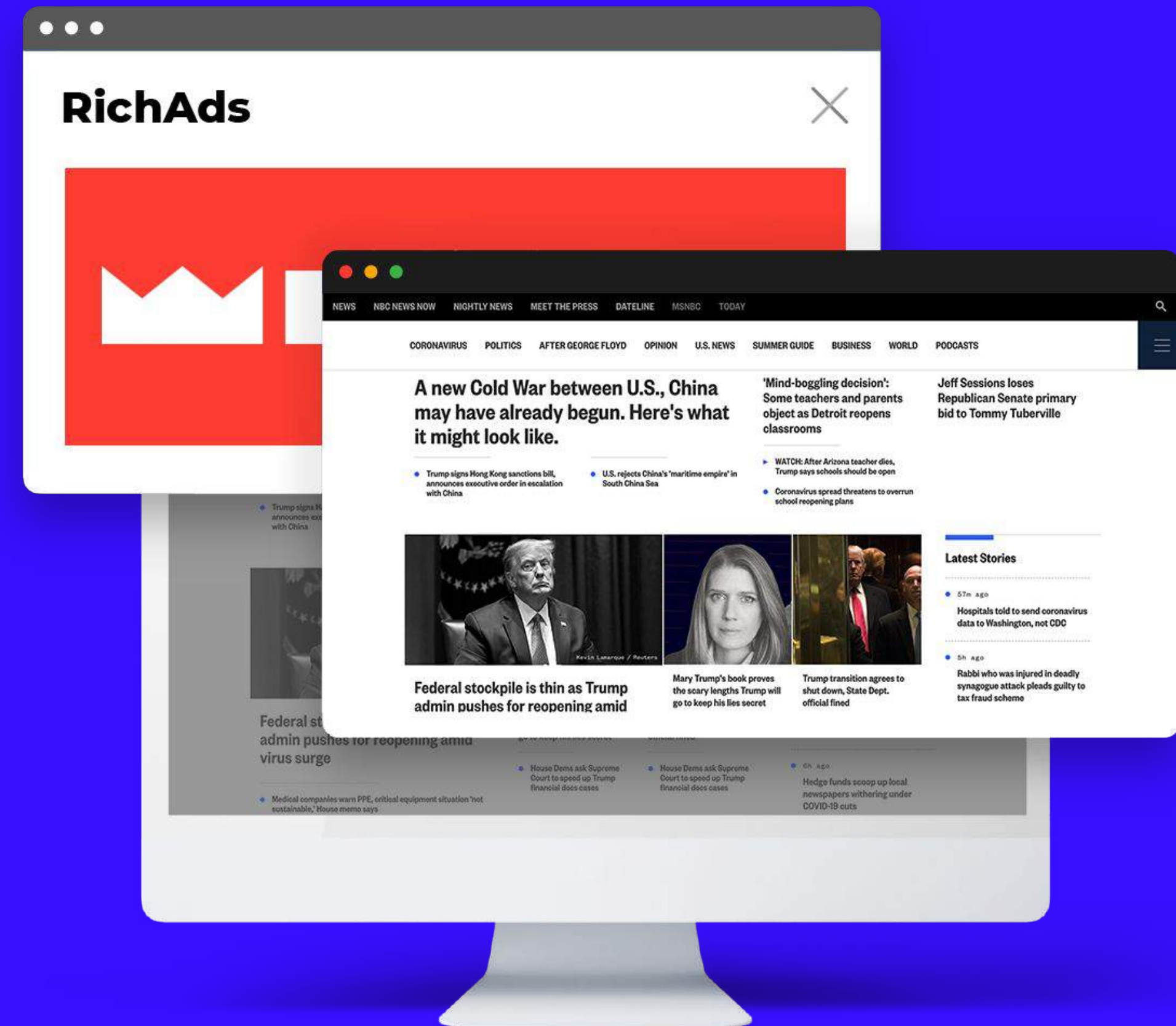Cheaper than Facebook, Instagram, or paid search ads.

Widest audience outreach

Pops adapt for any device and work well on broad entertaining websites with a huge number of users.

Direct click

Direct click 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.
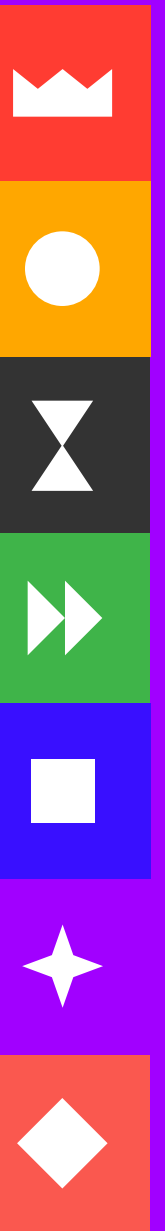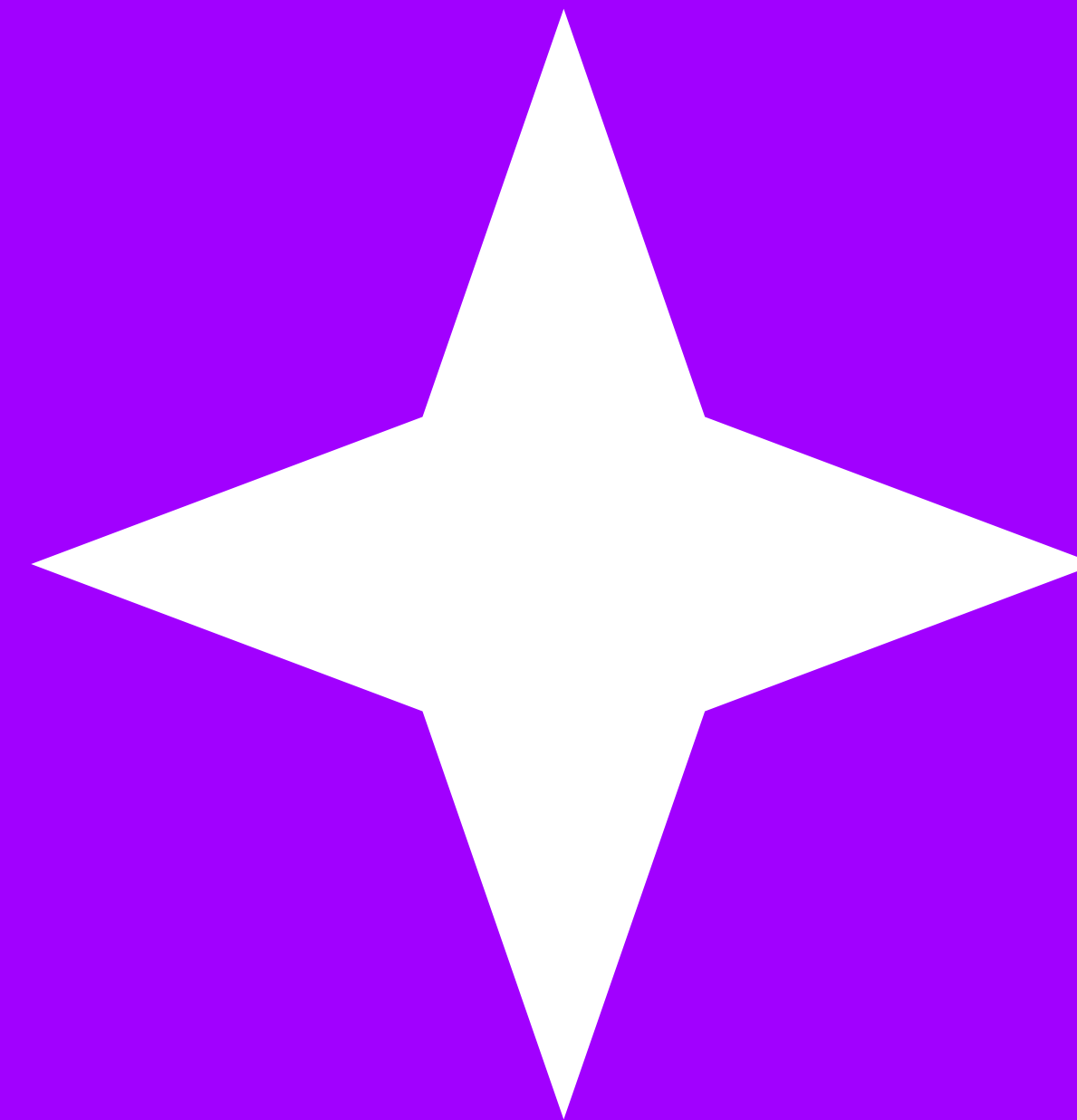
Direct click

"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.

Native ads

Native advertising is basically the ads that are integrated as organically as possible into the content of the site where they're displayed. They do not stand out on the web page and don't disturb a potential client.

Native ads

No banner blindness

Our offer will be as close as possible to the content of the site where the advertisement will be displayed.

No AdBlock restrictions

Native format is less obvious and annoying, which means that AdBlock software bans such ads less often.

Makes your brand more recognizable

When placing an ad on a site with trustworthy information, for example, any news site, your offer is perceived more loyally by the audience and is associated with the positive image of the website.

What is RichAds?

Proprietary Technology

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

Inventory

Direct publishers
SSP
Premium partners

Customer Service

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

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.

Campaigns   Reporting   Traffic   Account Basic   Score: 7 of 10   18:48 (UTC +1)   Auto payment $ 120   Add funds

Campaigns

New campaign

All   Push   Pops   Native   Tags: New audience   Kappa   Global

| Period | Status |

| TOTAL FOR 1 Sep - 2 Oct 2020 | BIDS 35.7M | WINRATE 0.45% 0,01 | IMPRESSIONS 33.6K | CTR 0.1% 0,01 | CPC $ 0,1352 | CLICKS 42K | CPA $ 3.2 10% | CONVERSION 774 | SPEND $ 1.042 |

STATUS	NAME	TAG	BIDS ↓	WIN	IMPS	CTR	CPC	CLICKS	CPA	C	C1	C2	C3	C4	SPEND	AD RANK
Active	#24235 • PUSH 4G Plans & Broadband Service...	Global	62M	0,4%	235K	0.4%	$ 0.02	42K	$ 5.5	776	453	121	98	24	$ 355.42	HIGH
Pending	#32345 • POPS E-commerce	Kappa	14M	0,3%	535K	0.1%	$ 0.02	21K	$ 3.3	134	34				$ 511.12	MEDIUM
Active	#34566 • DOMAIN Blockchain Based Products		12M	053%	42K	0.2%	$ 0.03	12K	$ 1.1	235					$ 235.35	LOW
Active	#24235 • PUSH EU segment engagement	Global	62M	0,4%	235K	0%	$ 0.02	10K	$ 5.5	776	453	121	98	24	$ 355.42	NONE
Active	#34566 • POPS Tomorrow is another day	Kappa	14M	0,3%	535K	0.2%	$ 0.02	4K	$ 3.3	134	34				$ 511.12	NONE
Active	#34566 • DOMAIN Blockchain Based Products		12M	053%	42K	0.2%	$ 0.03	12K	$ 1.1	235					$ 235.35	LOW
Active	#24235 • PUSH EU segment engagement	Global	62M	0,4%	235K	0%	$ 0.02	10K	$ 5.5	776	453	121	98	24	$ 355.42	NONE

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
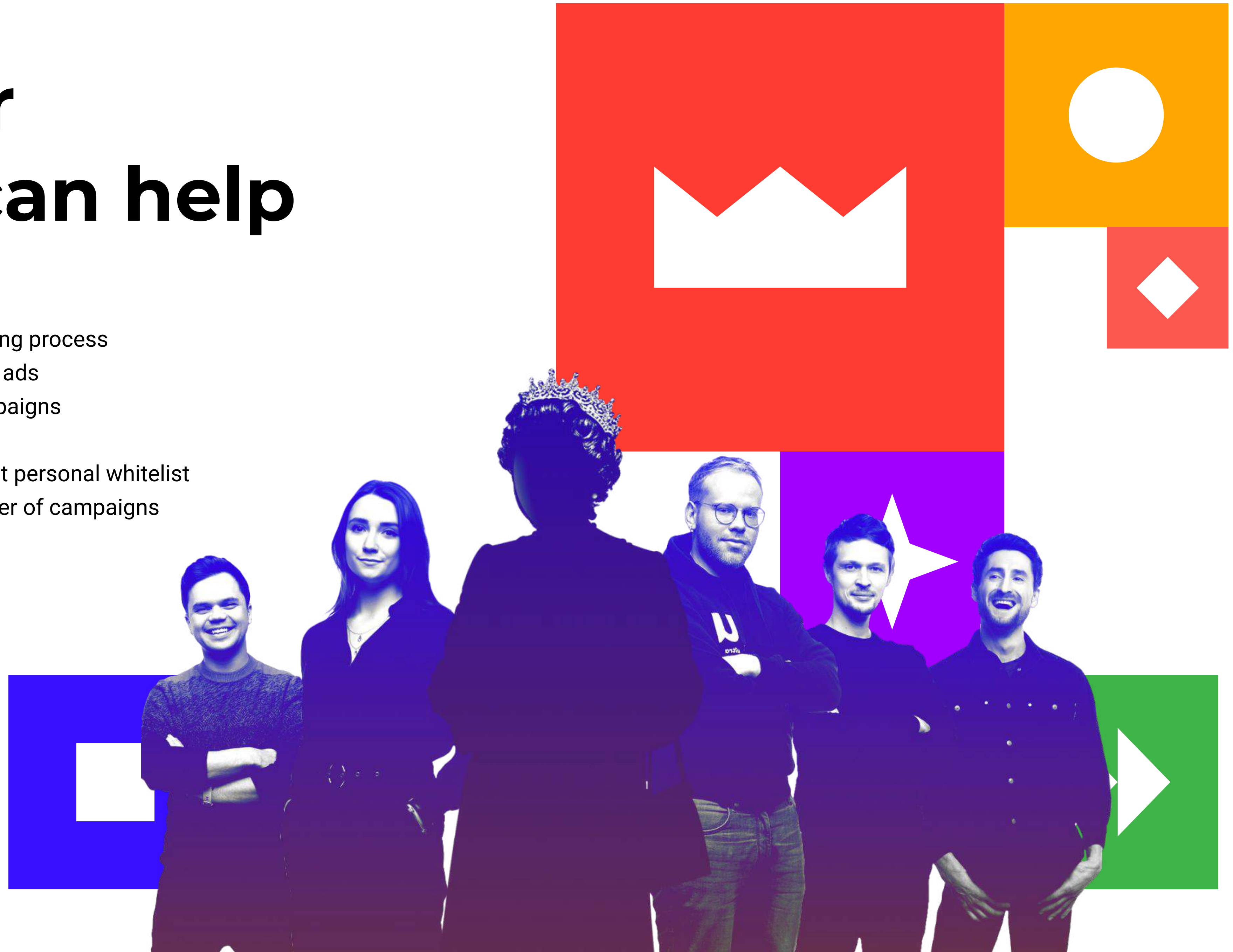
Made for you to scale

5+ billion

impressions per day

220 countries

all popular and untapped markets at your fingertip

6 ad formats

broadcast your offer across new channels and discover hidden profits

135m

119m

230m

570m

152m

930m

183m

320m

152m

183m

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

"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"

Valentin Shevchenko
Professional Media Buyer
Mobidea

"It looks like I've got a nice amount of traffic, plus lots of conversions so it looks nice and responsive"

James Finilla
Community Leader
affLIFT forum

How to get started

Create a free profile and make your first deposit

Meet our ads expert and get a game plan

Launch your campaign and get first results

Analyze and learn which sources work best for you

Scale with best performing sources

1

2

3

4

5

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.
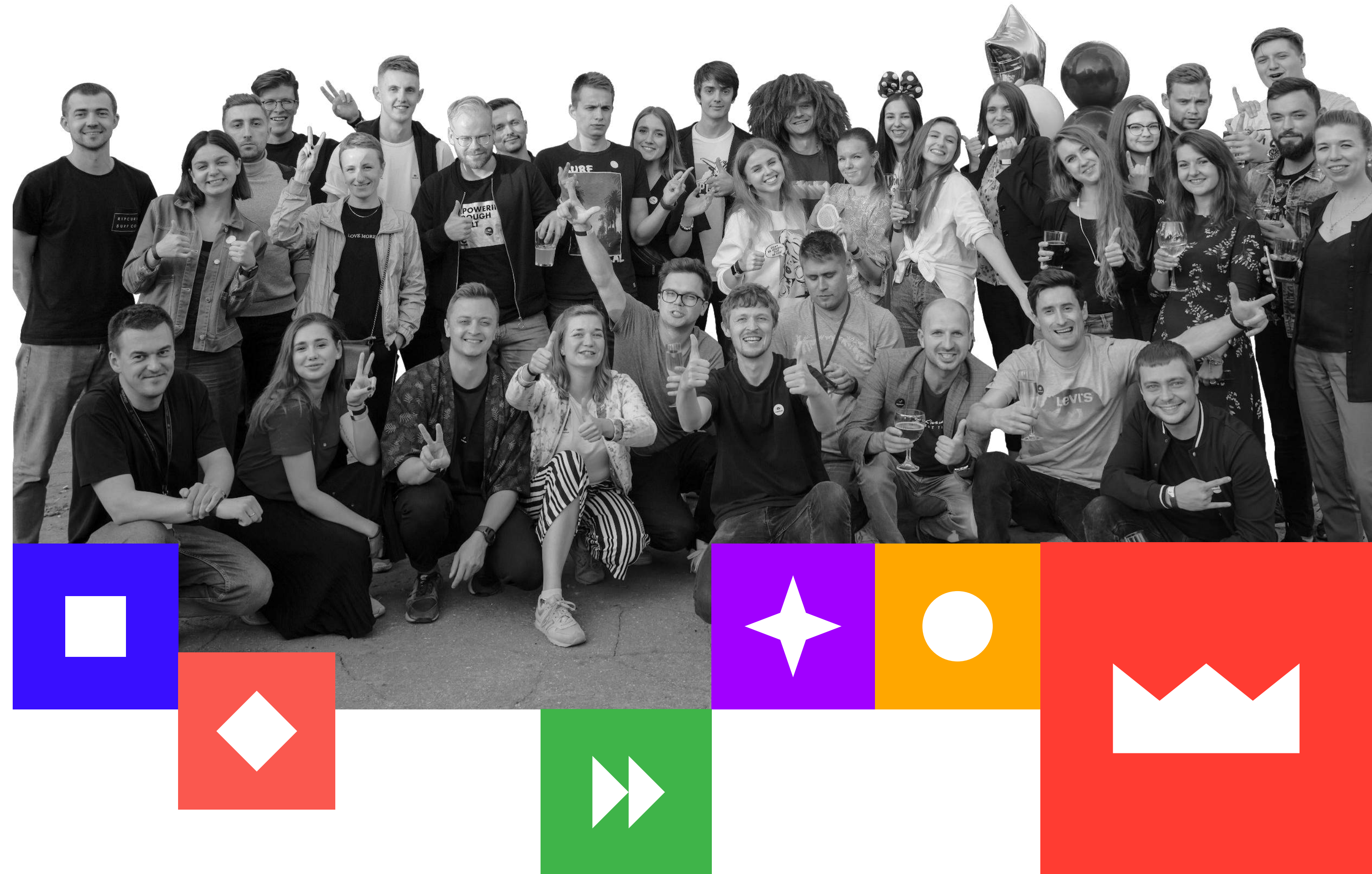
RICH

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