Native Ads Starter Kit:
e-commerce by

VOLUUM DSP

Contents

1. The overview of the E-commerce vertical

The e-commerce vertical is about promoting products or services using the Internet. There are all kinds of products that can be sold using this way: from books, sports equipment, electronics, to luxury items and food.

Online shopping is soaring in recent years, as almost all demographics, from youngsters to seniors, have learnt to appreciate the convenience of the whole experience. This ensures potentially high volumes of traffic and a lot of advertising niches.

While you can use various ad formats to promote e-commerce offers, only native advertising will allow you to present your offer fully and in a trustworthy way. Perceived as non-intrusive, native ads resemble standard editorial articles and provide plenty of space for reasoning, listing benefits and providing content that help to sell your offer.

You may use the native type of advertising to promote your own products or services or, as most affiliate marketers choose to do, promote other people's products. The biggest challenge is to get a good offer and use the correct traffic targeting options to find the matching audience.

2. How to get an awesome E-commerce offer

Finding a good offer is an important part of creating a successful sales funnel. But don't waste too much time on it: your success doesn't hinge only on getting the perfect offer, other factors are important too. Use the cheat sheet below to speed up your selection process.

How to get market insights?

- **Research shopping trends**
  Use trend analysis platforms or popular sites to know what's currently in high demand. Check less analytical sources, such as social media groups or forums to learn what people are looking for.

- **Use spy tools**
  With them, you can easily learn which types of offers and creatives work well. You may feel the urge to use the same elements while creating your own campaign – we strongly advise against it! Spy on competition to get inspired about which offers or ad elements work well on the market and trigger users to click on the ad but improve their approach. The reason is simple - the same content on the same sites eventually stops performing as the audience ignores the widgets they've seen before.

- **Go to affiliate networks**

  Review offers are available on the Affiliate networks specialized in e-commerce like Offervault, VerveDirect, or GiddyUp. If you didn't find an offer that resonates with you, you can always subscribe to newsletters of the leading performance-based affiliate networks and get email insights about trending niches and products.

- **Contact specialists**

  Onboarding experts, Account Managers, or support teams are ready to share their recommendations. They often have insights about the best converting offers and GEOs, which can be a good source of information for you on market trends and profitable products. The more hints you get from market leaders in the affiliate world, the richer your knowledge is on the current situation and on how to stand out from the competition.

What to look for when choosing an offer?

- For native ads, high payout offers normally work better, so try to compare the CPA payouts per platform and choose a product with the highest possible one. Sometimes affiliate networks offer the payout bump per conversion, so it can easily increase your profits.

- The traffic may be easily saturated with the native ads that are run for a long time with repetitive content. Think out of the box and try to target less popular offers (but within the performing niche) or concentrate on different geos (other English-speaking countries or other nearby locations on the same continent).

- Make sure that all ad elements are in the same language (offer page, landing page, headlines should be consistent).

- Profit does not only depend on the offer you choose. You can increase your chances of getting a better income by creating your own landing page, eye-catching creatives, and original headlines.

- Each traffic source has its own specific requirements about the quality of offers - some accept almost all affiliate-friendly offers, others opt for branded, clean content. Review the **general traffic source requirements** to understand what offers will pass easily through the campaign approval process.

3. Top GEOs & Best performing ad exchanges for E-commerce offers

It is not easy to decide which audiences to target unless you have dealt with this traffic before. You can make this decision based on the market insights you have or the list of websites/applications offered by the traffic source. However, we believe it's best to provide performance-based recommendations.

So this is exactly what we have for you below:

- Passendo

- Improve Digital

- RevContent

- Smaato Newsbreak

- MGID Pre-approval

- MGID MSN

- MGID General

- Powerinbox (Jeeng)

passendo

High performing email traffic, free from bots with much better visibility compared to other native formats.

BEST GEOS: US, UK, NORTH EU COUNTRIES

SOURCE TYPE: **100%** web traffic

DEVICE TYPE: **47%** mobile & **53%** desktop

Campaign setup tips:

- Start with RON targeting, without any lists – traffic is cheap enough to do that, and volumes of traffic are not that high, so it is pretty easy to control such a campaign.

- It's a network smaller in traffic volumes, but big in performance. In order to get more traffic, you can do two things: increasing bids would be the obvious move, but for email traffic it is worth increasing frequency capping (we observe more traffic with stable performance when the frequency capping is increased to 10-12).

PRO optimization tips:

- For such traffic sources, with high quality but limited inventory, it is good to run 2 - 3 different products/offers and keep switching between them to avoid ad burnout and keep up the good performance.

IMPROVE DIGITAL

Ad impressions are measured as viewable (viewable CPM = vCPM); you pay only for the viewed impressions which guarantees that the ad has been seen by the user.

BEST GEOS: EU COUNTRIES (FR, ES, DE, IT), US, BR

SOURCE TYPE: 88% web traffic & **12%** in-app traffic

DEVICE TYPE: 76% mobile & **24%** desktop

Campaign setup tips:

- Advised bid floor should be at least $1.3 (below this amount you may not be able to get traffic at all).

- Brand domain should work properly and it should be related to the offer.

PRO optimization tips:

- Recommended iCTR value to reach is at least 1%.

revcontent.

Extremely performance-oriented traffic source.

BEST GEOS: **US, EU COUNTRIES (FR, IT)**

SOURCE TYPE: **100%** web traffic

DEVICE TYPE: **62%** mobile & **38%** desktop

Campaign setup tips:

- Text on the creative is not allowed.

- Limit the amount of traffic received by enabling the Auto-optimisation goal. It's available automatically in your campaign creation form. Contact our Onboarding team or your Account Manager and recalculate the Auto-optimisation goal after a few days of running your campaign.

PRO optimization tips:

- Optimise the traffic manually by checking the granular dimensions. Put the main emphasis on the following groupings: Sites $\longrightarrow$ Widget IDs.

smaato **Newsbreak**

Only high payout offers recommended – CPA with payout min. $50 and higher.

BEST GEOS: US

SOURCE TYPE: 100% in-app traffic

DEVICE TYPE: 100% mobile

Campaign setup tips:

- Advised bid floor should be at least $4.8.

- Recommended frequency capping: 1-2 per day.

- It's good to set a daily budget of $300-500, when running with such a high bid, in order to give enough space for the bidder. It applies to both ASAP and Smooth Spend Strategy.

PRO optimization tips:

- Pay special attention to the following reports when optimizing your campaign: Ad Space IDs, Creatives, OS / OS versions, States, Cities, Device Models, and Brands.

- The higher iCTR, the better CPA and ROI; recommended iCTR on this network is above 1.5%.

mgid **Pre-approval**

Ad impressions are measured as viewable (viewable CPM = vCPM) – you pay only for the viewed impressions which guarantees that the ad has been seen by the user.

BEST GEOS: APAC, BR, US

SOURCE TYPE: 100% web traffic

DEVICE TYPE: 84% mobile, **16%** desktop

Campaign setup tips:

- Create a campaign in advance - a direct pre-approval process is required so it may take a longer time than 24h to get your campaign approved.

- Advised bid floor should be at least $2.40 - check the Bid Reach for more precise recommendations per chosen geo and targeting.

- Limit the amount of traffic received by enabling the Auto-optimisation default goal. It's available automatically in your campaign creation form.

PRO optimization tips:

- Optimise the traffic manually by checking the granular dimensions. Put the main emphasis on the following groupings: Sites ⟶ Widget IDs ⟶ Ad Space IDs.

- Ask our Onboarding Team or your Account Manager for help with narrowing down the number of targeted placements by using the dedicated Deal IDs/blacklists.

BEST GEOS: US, GB, DE

SOURCE TYPE: 100% web traffic

DEVICE TYPE: 100% desktop

Campaign setup tips:

- Create a campaign in advance – direct pre-approval process required so it may take longer than 24h.

- Brand domain should work properly, and it should be related to the offer.

- Advised bid floor should be at least $2 – check the Bid Reach for more precise recommendations per geo and targeting.

- Limit the amount of received traffic by enabling the Auto-optimisation default goal. It's available automatically in your campaign creation form.

PRO optimization tips:

- Optimise traffic manually by checking the granular dimensions. Put the main emphasis on the following groupings: Sites ⟶ Widget IDs ⟶ Ad Space IDs.

- ad impressions are measured as viewable (viewable CPM = vCPM) – you pay only for the viewed impressions which guarantees that the ad has been seen by the user.

- affiliate-friendly traffic with **a less restrictive compliance policy.**

BEST GEOS: FR, APAC, US

SOURCE TYPE: 100% web traffic

DEVICE TYPE: 91% mobile**, 9%** desktop

Campaign setup tips:

- Limit the amount of traffic received by enabling the Auto-optimisation default goal. It's available automatically in your campaign creation form

PRO optimization tips:

- Optimise traffic manually by checking the granular dimensions. Put the main emphasis on the following groupings: Sites ⟶ Widget IDs ⟶ Ad Space IDs.

powerinbox   **Jeeng**

Not only high-performing email traffic but also regular web traffic available.

BEST GEOS: US, CA, GB

SOURCE TYPE: 100% web traffic

DEVICE TYPE: 46% mobile, **54%** desktop

Campaign setup tips:

- Advised bid floor should be at least $0.75 – check the Bid Reach for more precise recommendations per geo and targeting.

PRO optimization tips:

- To improve the iCTR metric, change creatives as often as possible.

- To keep the amount of traffic at a high level, you should not limit OS versions in the campaign creation form. You should not optimize in OS and Browser reports. This is related to email traffic specifications.

4. Precise targeting for scaling your campaigns

Choosing the most appropriate targeting during the campaign creation process is a problem for many media buyers. Our experience tells us, however, that there are some schematic settings that can bring your e-commerce campaigns closer to success. Check them out below.

Country

Target only one country per campaign. Remember that users in different countries can have different needs (regarding the products) and different behaviors. It will give you the best control over the traffic's optimization and budget.

Source Type

Firstly, check our **Traffic Planner** to see what kind of traffic (in-app or web) is available for the chosen Ad Exchange (and available volumes) and then discuss with the Onboarding Team or Account Manager, where historical data shows better performance.

Device

Target only one device per campaign, it will allow you to better adjust the setup and then even more efficiently optimise your campaign. Additionally, such an approach will allow you to prepare different

creative copies (images, landing pages) depending on the device type. Are you planning to put a promotional video on your lander? Think beforehand how the device type can affect users' engagement with different kinds of campaigns funnels.

Operating System

Do not limit any operating systems in the first days of the campaign (unless your product is dedicated to only some specific operating systems).

Connection Type

In the first days of running your campaign, target all available connection types, Then, after careful analysis, consider turning off the ones with the poorest performance.

Whitelists / Blacklists

Create whitelists and blacklists out of placements accessible through the DSP **Traffic Planner**. Using whitelists/blacklists is a good solution if you want to narrow down targeted traffic based on pages you are familiar with or have been recommended. Use the gathered data to create whitelists and blacklists, so your future campaigns can use the knowledge that you've accumulated.

Deal IDs

Deal ID is a unique number of the automated ad buy which allows access to the selected traffic based on criteria negotiated beforehand (bid, type of ad units, a section of the site, etc.). Deals also enable demographic (age, gender) targeting. Contact the Onboarding Team or Account Manager to get more details.

Budget

Estimate your budget based on analyzing payouts and including the testing phase of the campaign. Our experience shows that the accurate amount to test the campaign properly is about $500.

Spend Strategy

Use a Smooth Strategy if you want to gather data from the whole range of the day. Then, consider using the Day Parting feature.

Frequency Capping

You can manually adjust the **number of impressions** which come from one device/IP address during the day. However, if your ad was displayed a few times a day on the same device, it's not necessarily a bad thing! Especially in the case of Desktop traffic, when different users are using the same PC it's not optimal to show them ads just once. Our experience has shown that with frequency capping set to 5-6 for desktop and 3-4 for mobile devices, conversion rates are usually higher compared to if you set it to 1. So that's definitely a thing to keep in mind while setting those limits.

Day Parting

Setting Day Parting straight away (without any earlier experience with a given offer) isn't a clever move. You should only set it if you see a clear tendency when your campaign is performing best. Do not forget that Day Parting works according to the time zone from the campaign creation form.

5. Tap your campaigns' full potential with these optimization tricks

Do not be discouraged if your campaign doesn't make a profit right away. Very few advertisers are that lucky or skilled.

To find the best-performing offer with converting ad elements and an appropriately targeted audience, you need to invest time and have a testing budget prepared. All this can be achieved with proper campaign optimization! Check out how to do it best:

Manual optimization

- Start by checking the **Health Status** column in the campaign's reporting and the **Traffic Opportunities** tab. Eliminate issues that prevent you from getting more traffic for your campaign.

- Review creatives' profitability in the Creatives tab. Pause underperforming combinations of creatives and headlines.

Signs of good creative include:

- good iCTR (high visibility),
- low CPV (high clickability versus price),
- low CPC if you use a lander (it means you attract the right audience),
- good profitability.

- Analyze results granularly by checking +20 different groupings (eg. Sites, Widget IDs, Ad Space IDs, Apps, OS versions, Browser versions, etc). Adjust (increase/decrease) your bids or pause underperforming elements.

- Don't directly pause sites that are getting huge amounts of traffic, even if they're not performing well in the early stage of running your campaign. Optimization is about finding a balance between accuracy and traffic volume. Instead, you should check the performance of this site with a concrete data point, for example, device type or browser version, and pause traffic on this level.

- Avoid pausing sites/applications which are unprofitable but have some conversions – always check other dimensions and pause the ones with 0 conversions.

Now, let us give you a heads up on when to pause a placement on a specific segment of traffic, in order to not exclude too much traffic:

- Too high cost without conversion – consider pausing the app/site/widget ID/ad space ID if the cost on it is double than the payout you get for each conversion.

- Too low iCTR per placement compared to other placements.

- Low CTR.

- Too high CPV.

- Suspicious traffic detected.
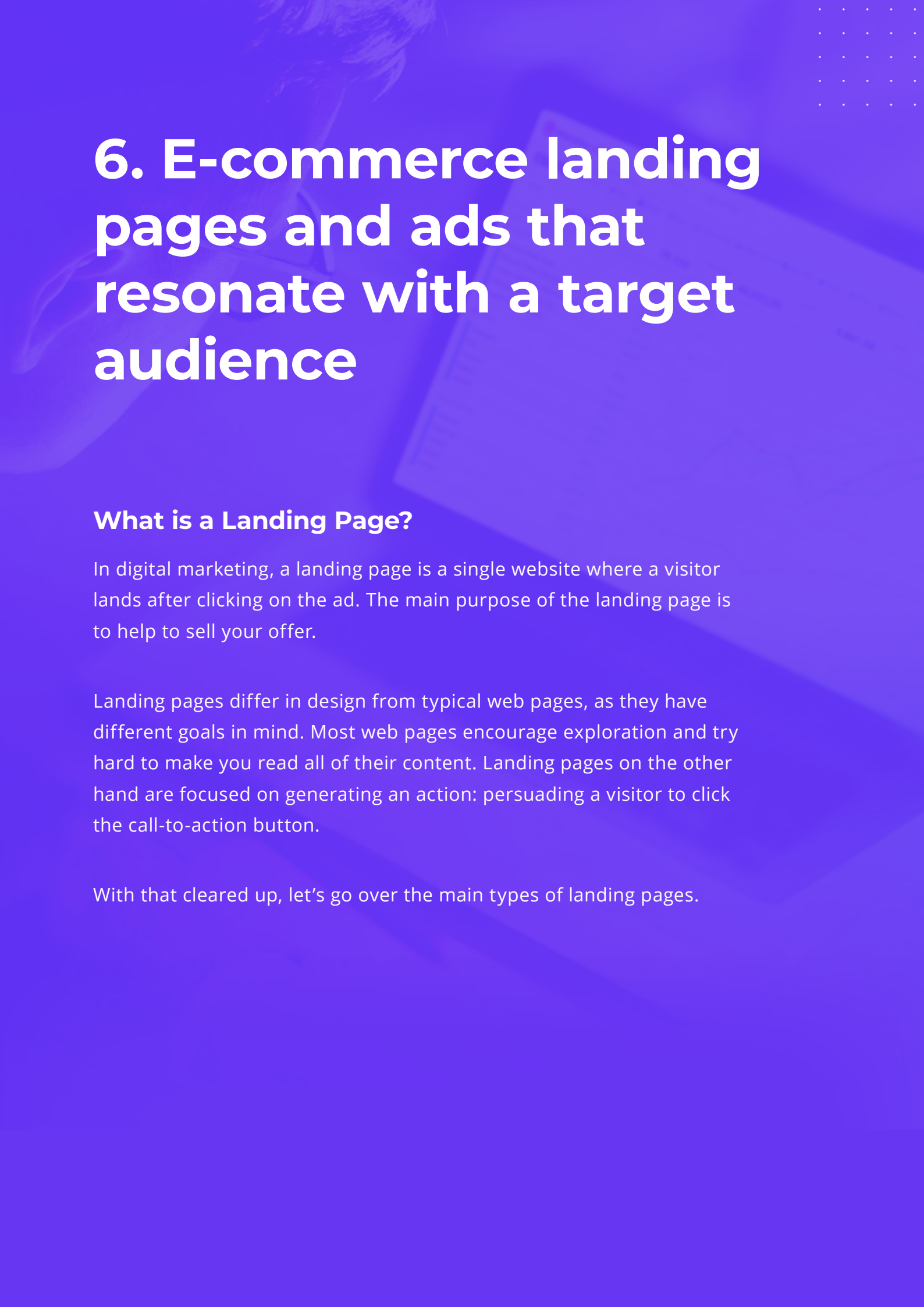
Auto-optimization

Support your campaigns with our **Auto-Optimization machine learning algorithm** which optimizes your campaigns towards your specified performance goals: iCTR, CPV, CPC, and CPA (on demand). For some ad exchanges, we already introduced default models and goals for Auto-Optimisation recommended for the start – they will let you cut off the worst part of traffic in terms of CPV, iCTR.

With time, when you already have some historical events gathered on the campaign (data from at least 2-3 days), you can adjust the goal based on average CPV, ICTR on your campaign.

To enable the CPA goal, the system will need at least 100 conversions on this campaign to start working correctly. So in the beginning, it's better to stick to the iCTR/CPV auto-optimization goal as these optimization goals start working after a short period of data collection.

Auto-pausing rules

Automate your optimization process by setting up the conditions and our system starts constantly checking and pausing underperforming elements based on the defined criteria. Be careful! Auto-rules that're too restrictive may kill your campaign since they tend to block some of the sites which could bring conversions but would only be visible if you choose another combination of more granular targeting options. Setting up these rules is recommended mainly if the conditions are not too restrictive.

6. E-commerce landing pages and ads that resonate with a target audience

What is a Landing Page?

In digital marketing, a landing page is a single website where a visitor lands after clicking on the ad. The main purpose of the landing page is to help to sell your offer.

Landing pages differ in design from typical web pages, as they have different goals in mind. Most web pages encourage exploration and try hard to make you read all of their content. Landing pages on the other hand are focused on generating an action: persuading a visitor to click the call-to-action button.

With that cleared up, let's go over the main types of landing pages.

The Most Common Types

For conversion-focused marketing campaigns, there are **four predominant types of landing pages** that perform best:

1. The Opt-In Page

Designed to convert users into subscribers with the help of a lead magnet. Basically, the main purpose of an opt-in landing page is to gather contact information from the visitor, usually focusing on their name and email address. People who land on this web page can opt-in to sign up for a newsletter in exchange for downloadable content such as an e-book, free trial, recorded webinar, or guide.

2. Video Page

As you could guess from the name, this landing page type centers purely on the video. Hence, in many cases the background of the web page is blank. Sometimes even the play and pause buttons are removed, so, only after the video ends is a web user redirected to a download or a sales page. The video format is definitely far more engaging than plain text or even images. Plus, as there are no distractions, people who consume such content are likely to convert much better.

3. Long-Form Sales Page

Long-form sales pages rely on a heavy amount of written content (very often 8.000 -10.000 words or even longer). They answer every question that potential customers may have and highlight every single benefit

that the product will bring. Sounds overwhelming? Good body copy means good storytelling, and good storytelling will make people read even 20 pages. When done right, long-form landing pages capture attention like nothing else.

4. Product-Detail Page

Last but not least, the most flexible type that houses all the information related to the product together with some social proof: product-detail landing pages. Such pages not only give the complete idea of what the product is but most importantly show off its features and design visually. Thanks to testimonials, user reviews, or "featured in" sections, all doubts or fears potential customers may have are alleviated and in fact, lead generation and landing page conversion rates are boosted.

What works on e-commerce offers

While each landing page type mentioned above may work wonders with any e-commerce offer, you will most likely want to use video or product detail pages. Especially the latter, as it provides the opportunity to deliver the most persuasive content in the shortest amount of time.

Interested in this persuasive content? Keep reading!

What makes a Successful Landing Page?

Each of these building blocks has a set of key factors that can impact the conversion goal. Let's take a look!

✅ Powerful Headline

Can you imagine a blog post or a newspaper article without a headline? Not really, right? It's simple: headline is the first thing visitors see when they land on a website. If it's not compelling, customers might bounce immediately to another site. That's why it should be short, sweet, and easy to read at a quick glance.

Basically, there are four main approaches that you can take:

- **"How To"** - start with the question and then finish by presenting a solution to your visitors' problem.

- **Pop a Question** - ask a question using a headline and then answer it in the subheadline or main copy.

- **Highlight your UVP (Unique Value Proposition)** - set yourself apart from your competition by giving a powerful reason to choose your product or service.

- **Get a Laugh** - just be funny, believe us, it can be a real game-changer. Well, only when it's appropriate.

✅ Eye-Catching Imagery

A picture is worth 1000 words, or more! To be precise, the human brain processes images 60,000 times faster than text. That's why no landing page is complete without some relevant imagery. Not only does it help to deliver information, but also captures users' attention and lowers bounce rate, making the offer more exciting.

Generally, consumers that arrive on your landing page are trying to solve a challenge. Hence, most advertisers take advantage of the following visuals:

- An illustration of the solution

- An illustration of someone using the solution

- A video of how to use the solution

✅ Persuasive Copy

Yes, images are the key but they don't work alone. Therefore, if they are not supported with the right words you will not see many conversions. Your copy should highlight USP and describe why your offer is superior and will solve the viewer's problem better than the competition. Using different formatting techniques, like bullet points or bolded words can definitely help you get your point across quickly.

✅ Trust Indicators

Customer trust is everything. Adding statistical evidence, trust badges, contact details, or a privacy policy to your landing page can help you make

it look more credible. Not to mention social proof – the online version of word of mouth. A short quote from a subscriber or a satisfied client can not only earn users' trust, but also help your audience make a decision faster.

✅ Strong Call-To-Action (CTA)

Creating the most enticing CTA button is key for an effective landing page. After all, that's what gets you more leads and drives your sales. A killer button has three main elements: the right colors, the perfect size, and compelling copy. You can test different variations, but in most cases keeping it clear, actionable, and short will do the trick.

PRO TIP: Remember to leave a healthy chunk of white space around the button. It reduces distractions and increases the probability of interaction at the same time!

✅ Make it Mobile-Friendly

Currently, mobile optimization is table stakes for any website, and your landing page as well. Based on the **research**, in this day and age around 52% of the overall web traffic comes through mobile phones. So, don't wait any longer and make responsive design a top priority. Your landing page should be mobile-friendly, so that all users have a high-quality experience, regardless of which device they're using.

7. The DOs and DON'Ts of a good campaign

The DOs

✅ **Learn as much as you can!** Not sure how? Sign up to community Forums (like affLIFT, STM) read **blog articles**, **watch video tutorials**, **participate in native ads courses** and hop on an **onboarding call** with the native ads experts.

✅ **Estimate the KPI's** you want to achieve like CPV, CPC, iCTR, CTR, eCPM, ROI. If not all of them are known to you, check this **native advertising glossary.**

✅ **Choose the most suitable Ad Exchange** using our internal **Traffic Planner.** Do you still have doubts about which ad exchange is the best? Contact our onboarding team to get some insights based on our experience.

✅ **Start broad** - do not limit your traffic from the beginning with any whitelist or blacklist, let the campaign test and identify what works the best for your offer.

✅ **Use a landing page** that helps you to boost the campaign's performance.

✅ **Make sure to create a flow** if you are using both a landing page and an offer URL (you will only be able to track clicks with a flow).

✅ **Listen to our Bid Reach suggestion** (available in the "Budget" tab of the campaign creation form). Choosing the level of bid reach that allows you to get 75% of available traffic is the most highly recommended. (not applicable to campaigns with whitelists).

✅ **Make sure you track your results correctly** - make a test conversion before you start running the campaign!

✅ **Test, test, and test** ..... different headlines, creatives, landing pages, and after at least several days of running, focus only on the best-performing ones.

✅ **Use our advanced Auto-Optimization.** This AI feature helps to increase campaign revenue and cut off underperforming segments of traffic. Maybe you have no idea what goal to apply? No worries! After long laborious hours of analysis, our ad experts calculated the default goals per specific targeting criteria so you can apply them to your campaigns with ease.

✅ **Constantly check performance** - **analyse and optimise** your campaign using our broad, granular reporting. Don't expect to be rich without proper optimization ;)

✅ **Adjust the bids** according to the overall performance and the Win Rate metric.

✅ **Ask for help** - The Onboarding Team or your Account Manager are always ready for your questions.

The DON'Ts

❌ **Don't copy everybody out there** (including ads available on the spying tools) - be innovative to stand out from the crowd! Create your own creatives, landing pages, and headlines and you can expect much better results thanks to the unique content.

❌ **Don't choose the most popular offer.** If you already see that an offer is used by a lot of affiliates it means you are already one step behind…

❌ **Don't start with narrow targeting** during the testing phase. Let the campaign gather some data and then cut off what was not performing for your offer.

❌ **Don't choose expensive traffic** for low payout offers.

❌ **Don't start running on traffic without previous investigation.** Voluum DSP provides users with a lot of **guides** and **learning materials** to expand their knowledge and rock the affiliate world.

❌ **Don't save money on the testing phase.** In native ads, it is crucial to understand your audience first.

❌ **Don't pause the campaign too fast** - do not feel discouraged if you are not profitable after the first few days. Correct optimization can do wonders!

CONGRATULATIONS!

We are glad to see you went through our Native Ads Starter Kit!

Now it's time to test your knowledge in practice!
Run your native ads campaigns, but don't waste
a dollar of profit!

If you still have any doubts or questions, please contact our Onboarding Team
at **dsp-am@voluum.com** or reach out to your Account Manager directly.

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