CREATIVE STRATEGIES FOR DATING OFFERS: Perfect Match Found!

WEBINAR
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Who Will Rescue Your Campaigns?

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Before We Begin

- Please let us know if there are problems with sound or video
- We’ll answer all your questions at the end of the webinar
- This presentation will be sent to you via email
- Pay attention to the chat – we’ll add useful links and resources
- Join our Telegram chat to discuss this and other topics with fellow affiliates
On Our Agenda

1. What is Dating vertical about?
2. Successful strategies for dating creatives
3. POLICY: DOs and DON’Ts
4. Case Studies
5. Q&A Session
WHAT IS DATING VERTICAL ABOUT?
1 WHY DATING?

- «Evergreen vertical»
- Relevant for any geo
- Earn up to $10 000 on campaigns per month
- With right creative strategy and tools it may bring a lot of profit from just 1 campaign

FIRST TINDER MATCH IN TWO MONTHS

(heavy breathing)
1. AD FORMATS

- Push Notification
- Native Ads
- Interstitial
- OnClick
1. THE BEST AD FORMATS FOR DATING

- Push Notification
- Native Ads
-Interstitial
-OnClick
1 CATEGORIES AND TRAFFIC VOLUMES

Dating

Adult
+ Adult shock content

Traffic volumes: 40%

Mainstream
Dating offers

Traffic volumes: 100%
CATEGORIES: MAINSTREAM DATING

IMAGES:
- Natural-looking girls
- Attractive men (think: muscles)
- Messenger-looking icons

AD COPY:
- Invitations to meet, to hang out, to go out…
- Social media requests, direct messaging
- Teasing texts without ambiguous meaning
1 CATEGORIES: ADULT

IMAGES:
- 18+ symbol
- Underwear
- Sexual poses, facial expressions
- People touching each other

AD COPY:
- Intriguing messages with sexual context
- Words like «horny», «dirty»

Texts containing word «sex» will be considered as ADULT SHOCK category. Campaigns of this category will get the same amount of traffic as Adult category. This rule concerns PUSH NOTIFICATIONS ONLY.
2 SUCCESSFUL STRATEGIES FOR DATING CREATIVES
AD FORMATS: NATIVE

TEASER STRATEGY

- Intriguing text
- Image of the desired object

GOAL: create interest by teasing users, make them crave for more info about your offer
2 AD FORMATS: NATIVE

**PROXIMITY OF THE DESIRED OBJECT**

- Image of a cute girl / manly male
- The text should state that the girl / guy is near and is ready to meet the user

**GOAL:** assure that the desired object is attainable or a click away

*Do You Know This Girl? She Lives 3 Blocks Away From You*

YOUR AD
2 AD FORMATS: NATIVE

ADDRESSING DIRECTLY

- Write the text on behalf of the girl; address the target audience
- Use images from mainstream dating to adult
- Be convincing: use abbreviations (How r u doin’?) and nice emojis 😏

GOAL: create an illusion of direct communication

I’m horny and so lonely... Wanna do something crazy tonight
YOUR AD
2 AD FORMATS: NATIVE

OPPORTUNITY OF CHOICE

- Offer a choice right in the text
- Combine several different pictures in one image

GOAL: offer the audience an opportunity to make a choice or state their preferences

Asian Cutie Or Russian Beauty? Find A Girl in :city_name: YOUR AD
2 AD FORMATS: PUSH

DIRECT MESSAGES IMITATION

- Address user on behalf of a girl or a man
- Imitate the message from social media or messenger using cliche words
- The icon can be a part of the banner. It may also imitate famous messengers (and we'll show you how to do it properly)

GOAL: give the user a first hint on how communication can go on the website or in the app

Marion est à 270m de vous !
On se voit ? Je m'ennuie … ❤️
2 AD FORMATS: PUSH

TEASER

- Texts interrupted in the most interesting place (and even dubious in a good way) or «...» in the end of the message
- Combine different types of pictures

GOAL: create a feeling of a real-life communication
2 AD FORMATS: PUSH

SYSTEM MESSAGES IMITATION

- Make it look that a dating website user sends content like pictures, videos, voice messages, etc.
- Use images with natural-looking people, place a play sign if you imitate videos

GOAL: make the user want to open the Message to see its contents
2 AD FORMATS: PUSH

INTERACTION – CTA

- Ask a question in the end of the text, after you offer the value
- Try testing two options – creatives with big banners or with a single icon

GOAL: invite user into conversation / interaction

Susie looks for a man to date
Interested?

Shawn is looking for...
An Asian wife. Will you be Mrs Shawn?
POLICY: DOs and DON’Ts
Hi, how r u? R u free tonight?
Hi, how r u? R u free tonight?
3 POLICY QUIZ

@cindysugar_2004
Hey) Wanna meet tonight?
Hey) Wanna meet tonight?
Jay sent you (5) pictures
See his profile and start chat now
3 POLICY QUIZ

Jay sent you (5) pictures
See his profile and start chat now
We say «NO» to:

- **Brand names** *(Facebook, Tinder, Viber, Instagram or any other messenger or service)*

- **Swear words**, abusive words, names and nicknames of anatomic attributes of sexual intercourse

- Texts meaning any kind of communication with an **underaged person** *(Courtney, (16 yo) wants to find a date – BAN)*
We say "NO" to:

- **Total nudity**, undisclosed private parts, EXPLICIT images with sexual context including intercourse, sex toys, masturbation and it's results
- **Brand logos** (*messengers, browsers, social media, and other authorized services*)
- Pictures of **underaged girls / boys** in any context
- **System icons** of any OS
- Pictures of **celebrities**
3 POLICY EXPLAINED: what’s allowed and what’s not [Ad copy]

What to do instead:

- **Intriguing texts** without swear words and direct sexual proposals
- **Emojis** as the support of the intention of your message
- **Proper imitation of DMs**
3 POLICY EXPLAINED: what’s allowed and what’s not [Images]

What to do instead:

- Not exact imitation of famous messenger icons
- Images of attractive natural-looking adult people without explicit nudity
CASE STUDIES
CASE STUDY: Dating Offer

**Ad Format:** Push Notifications

**Payout:** $4,75 – 5,5 USD

**Affiliate Network:** TopOffers

**GEO:** DE

**Period:** July 6 – July 16, 2019
4 CASE STUDY: Results

Conversions: 58
Spent: $ 198
Revenue: $ 312
Profit: $ 114
ROI: 58%
CASE STUDY: Dating Offer

Ad Format: Native Ads
Affiliate Network: Neverblue
GEO: USA
Period: Mar 30 – Apr 7, 2019

CASE STUDY: ASIAN BEAUTIES DATING ROI 50%
4 CASE STUDY: Results

Total spent: $ 934

Total Revenue: $ 1 397

Profit: $ 463

ROI: 50%
Q&A SESSION
Q&A Session

1. **Samuel Nwosu**: I’ve been promoting dating niche for a very long time. Recently my campaigns stopped converting. I changed landing page and creatives but it still not converting. 
   **My questions are**: 1. At this stage what do you think i should do? 2. Black or White listing which is okay 3. How often should we change creatives. 4. Should we also update landing page more often?

2. **Jonathan Walters**: How should we go about promoting dating offers which target women? Should we use the same general process as when promoting offers that target men, or would an entirely different approach be better?

3. **Nitin Sethi**: How should our strategies for dating campaigns differ for different ad formats?
THANK YOU FOR ATTENDING!

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