



6 Effective Ways to Monetize Your Traffic

(Publisher's Webinar)

| Course Guidebook

About this Coursebook?

Hey, guys!

Thanks for joining our very first Publisher's Webinar.

To show you our appreciation, we put together this booklet to make this Webinar experience even more effective.

Use it to revisit all the useful links, materials, and information related to our Publisher's Webinar.

Here are a couple of things you should do to get the maximum value out of this webinar and coursebook:

- Read the suggested articles
- Complete all the practical tasks
- Browse the recommended resources
- Follow our instructors' tips

Thank you!

Part 1

What is Website Monetization
& How You can Get Started?

Useful links and resources to get started

Check our extensive [help center](#), you'll find lots of useful explanation about everything publishers need.

Apart from it, you can find some very helpful articles, case studies, and interviews on our [blog](#).

Also, we recommend [registering on our platform](#). It's really important you get familiar with an interface.

[Sign up](#) > [I'm a Publisher](#) > [Complete the form](#)

Once registered you can immediately [add and verify your website](#).

And from there on you can simply [create ad channels](#) and [paste the tag on your website](#).

For the best results, contact us via the [chat bubble](#) from the bottom right corner of the [help desk](#).

You'll only need to have a [PropellerAds account](#).

Before you start make sure to also check out our [Absolute Publisher's Guide](#).

Webmasters' Tools and Communities

Here are some essential and useful tools you can use with right away:

- **Plugin/extension:**

[Similar Web Traffic Rank Plugin](#)

- **SEO Tools:**

[SEMRush](#)

[Ahrefs](#)

[SimilarWeb](#)

Some of the best webmasters' forums you can join immediately:

- [BlackHatWorld Forum](#)
- [WJunction Forum](#)

Part 2

**How Can You
Monetize Your Website?**

How to Make Money – the Easy Way

Start by going over our [Publisher's Master Post](#) and while you're at it you should also get up to date with [the best time to start monetizing](#).

Another thing you should do, is to [get familiar with our 6 effective methods](#) you can use to monetize your website.

More on this, from page #14 of this guidebook.

- [How does Propeller pay its publishers](#)
- [You can cash-out from a min of \\$5](#)
- [The difference between CPM or CPS formats](#)

Does Monetization Really Pay?

Of course it does, but don't just take our word for it!

Instead, check out these [**Case Study**](#) and [**Interview**](#) from our experienced publishers.

We're sure they'll give you a clear idea about how much money you can earn by monetizing your website with our help and tools.

[CASE STUDY] Combining other formats with Push on a Crypto Website

About our experiment

Duration: 2 weeks (April 22 – May 6)

Daily earnings: \$200 with Push Notifications

Results

Daily earnings: \$273 (Push + Native Ads)

Feedback from CryptolabPro:

A screenshot from our [case study](#)

Part 3

The Factors that Can Determine Your Profit

Factors that can Determine your Profit

The most popular factors that can determine your profit are:

- Mobile/Desktop Traffic
- Proxy Traffic
- Traffic GEOs
- Demand
- Seasonality
- Content

Common monetization misconceptions:

- Popunder Myths
- You can't monetize AdBlock Traffic
- 5 Popular Mistakes
- Thinking You know Everything
- Not knowing why you have a Low CPM

Part 4

Improving Your Website Monetization

How You Can Maintain a High Revenue

EXPERT Tips:

- Try all the ad formats before you decide which one is suitable for you
- Pick the smartest combination of ad formats according to your site category
- Apply optimal settings on the ad formats you use
- Start Monetizing AdBlock Traffic and don't lose 50% of your payout
- Learn to harness all your traffic

- Do not insist on FIXED TERMS – they might limit your potential
- Filter your profit checks correctly – always check by ad format
- Be patient - Optimization of formats takes 2 to 7 days
- Don't remove the ad format because of one campaign you don't like or because of few user complaints – contact support/manager to filter your ads

How You Can Maintain a High Revenue

What other Useful Articles you should read right away:

- [How does PropellerAds pay their publishers](#)
- [Simple ways to skyrocket your eCPM](#)
- [How to Make More money with Viral Websites](#)
- [7 Ways to Optimize Ads Units to Increase Engagement](#)
- [New Optimization System](#)
- [Factors affecting your eCPM](#)
- [How to Get the Maximum from Your Mobile Traffic](#)
- [Working around antivirus domain bans](#)

Part 5

PropellerAds' 6 Money-Making Solutions

Monetizing with OnClick

What is OnClick?

- A tab that opens once the user clicks on the main page they're navigating on
- Offers a lot of space for creatives and copy
- Doesn't affect your UX in any way

How you can use it:

- [Getting started with OnClick](#)
- [Monetizing AdBlock traffic with OnClick](#)
- [Integrating OnClick with Anti-AdBlock support](#)
- [Installing Anti-AdBlock on Wordpress](#)
- [Installing Anti-AdBlock for OnClick on Blogspot.](#)

Monetizing with Direct Link

What is Direct Link?

- A link directing your users to a feed with the most profitable offers for you
- The landing pages and offers are optimized until matching your site with the most profitable one
- They can be placed in the creatives you have (no need for new ones)

How you can use it:

- [How to monetize any traffic with direct links](#)
- [Installing direct links to Blogspot](#)
- [Installing Direct Links to WordPress](#)
- [What are Direct Links and how to use them](#)

Monetizing with Push Notifications

What are Push Notifications?

- Native-like alerts for desktop and Android
- Extremely catchy and effective because of their look
- Don't affect your UX in any way

How you can use them:

- [Monetizing with Push Notifications](#)
- [Increasing your Push Notifications subscriptions](#)
- [Instructions to install Push on a WordPress website](#)
- [Installing Push code for Blogspot](#)
- [WordPress Plugin 2.0 with Push Anti-AdBlock](#)

Monetizing with IPP

What is IPP?

- The Push that allows you to monetize iOS traffic as well
- The next best thing to banners
- Doesn't affect your UX in any way

How you can use it:

- Become an IPP Monetization Master
- Combining Sports Websites with IPP

Monetizing with Interstitials

What are Interstitials?

- Banners that appear above the main page, covering about $\frac{2}{3}$ of it
- Offering full ad coverage across all mobile devices, OS & GEOs
- Can be scheduled to appear with a delay

How you can use it:

- [How to get started monetizing with Interstitials](#)
- [Installing Interstitials code on Blogspot](#)
- [Installing Interstitials code on WordPress](#)
- [What makes Interstitials so special](#)

Monetizing with MultiTag

What is MultiTag?

- The solution to combine 4 monetization formats in 1 (OnClick, Push, IPP, & Interstitials)
- A method to reach max profit with an optimal UX
- A way to forget about analysis and optimization

How you can use it:

- [Everything MultiTag related](#)
- [MultiTag Case Study](#)
- [Monetizing with MultiTag](#)

PropellerAds Referral Program

All you need to do to enjoy some extra income is **refer all your friends**, and automatically get 5% of their profit.

How to get it:

- [Sign Up](#) or [Sign In](#) to PropellerAds as a Publisher
- Access the [Referral Program](#), from the menu tab
- Accept T&C and claim your referral link that you can place on your website, or share

PropellerAds Priority Program

Propeller Priority

	GREEN Green Level	SILVER Silver Level	GOLD Gold Level	PLATINUM Platinum Level
What you get:	14 days total paid 0 – \$350	14 days total paid \$350 – \$1400	14 days total paid \$1400 – \$7000	14 days total paid \$7000 or more
Hold	Based on earnings	Based on earnings	4 days	2 days
Payments by request	✗	Once a month	Twice per month	✓
Manager	✗	✗	✓	✓
Priority support line	✗	✓	✓	✓
Access to API	✗	By request	By request	By request
5% <small>referral's</small> revenue	✓	✓	✓	✓
Minimum payout \$5	✓	✓	✓	✓
PropellerAds Events Invitations	✓	✓	✓	✓

All you need to enter our Priority Program is to have an operative account.

Check your level, by following these steps:

- [Sign Up](#) or [Sign In](#) to PropellerAds as a Publisher
- Access the [Priority Program](#), from the menu

Thank you!

Feel free to contact us by [email](#) if you have any questions or use the chat bubble from [your cabinet](#).