

Rapid Traffic Stream

Copyright © 2020 the-traffic-team.com All rights reserved.

YOUR RIGHTS: This guide is restricted to your personal use only. It does not come with any other rights.

LEGAL DISCLAIMER: This guide is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this guide.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this guide and to ensure that the information provided is free from errors; however, the author/publisher/reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this guide is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this guide.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller is not associated or affiliated with them in any way. Nor does the referred product, website, and company names sponsor, endorse, or approve this product.

COMPENSATION DISCLOSURE: Unless otherwise expressly stated, you should assume that the links contained in this guide may be affiliate links and either the author/publisher/reseller will earn a commission if you click on them and buy the product/service mentioned in this guide. However, the author/publisher/reseller disclaims any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying the mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

My #1 Recommendation:

**Step ahead into the game by acquiring our
Top Quality, Superior Private Label Rights
Package and have an unlimited supply of
traffic at your fingertips, just waiting to be
converted into Sales and Profits!**

[=>>Check Out Here<<=](#)


Dear Marketer,


One of the most important decisions in affiliate marketing is choosing which traffic source to focus on. There are a ton of places to choose from including adult, Facebook, display, Google, mobile, etc.

I wanna talk about a type of traffic that has been getting a ton of buzz the past few years. It's called Native Advertising (Most affiliates just call it native ads).


You might've seen them around when you're browsing on different websites.

Around the Web


Sponsored Links by Taboola 



Sparta: Join The Most Hardcore Strategy Game Of 2016!
Sparta Free Online Game



"World's Brightest" Flashlight Now Available in Grad Sofiya
Ubertorch



That's How You Find Awesome Hotel Deals!
Save70

Native advertising can be used to complement different marketing techniques. In this guide, we're telling you how to leverage native advertising for affiliate marketing and make more money.

Affiliate marketing is a great business. You build your brand and get money for it... or not? Although successful affiliate marketers might seem to be earning their fortune by doing nothing and enjoying their influence, it's not the way things are.

If you've been an affiliate for some time, you know it's not the easiest way to make some money. First of all, you need to have a loyal audience. And here comes the first challenge – how do you find these people? Being an

affiliate marketer, you're always in search of ways to reach more users and make them return again and again.

Next, how do you make sure these loyal followers won't leave you after they come to your list? Pop-up ads and never-ending follow-up emails might not only be ineffective but also hurt your reputation and scare off your audience.

Native advertising can be the answer to these questions. With native ads, you can boost your affiliate marketing and get great results. But let's define native advertising first.

What is native advertising?

We'll go through the basics of native advertising to better understand how it can be related to affiliate marketing.

Native advertising is the use of paid ads that resemble the look and feel of the editorial content of a website they're displayed on. The first ad coming to your mind that fits this description could be a Facebook or LinkedIn one. By the way, based on the number of articles published on the web about how to run Facebook ads for affiliate marketing – it must have been a popular technique for a few years already.

Social ads are indeed considered to be a form of native advertising (as well as search ads or promoted listings that are also welcomed by affiliates). But when we talk about native ads, we refer to content recommendations on news websites or blogs.

What are these ‘content recommendations’?

Recommended content is a dominant native ad type. Content recommendations can either be grouped with other paid posts in widgets placed below or next to the editorial content or even be blended in with in-feed content with only one distinctive feature – the ‘sponsored content’ label.

Content recommendation widgets are often placed on premium publisher’s websites, such as The Guardian, HuffPost, NBC News, CNN, Daily Telegraph, and more. Being displayed within the editorial content recommendations, these units are non-intrusive and don’t disrupt the user experience. Because they don’t feel like traditional ads and offer useful or interesting content (ideally), native ads are more likely to attract the audience’s attention and don’t hurt user experience.

content recommendations

Want to learn a language at home? - This app is used by...
Sponsored by Babbel

Are you Ready to Conquer Ancient Greece in this...
Sponsored by Grepolis - Free Online Game

How To Get Unrestricted Internet Access Worldwide...
Sponsored by ExpressVPN

editorial content

Barack Obama formally endorses

Trump tweets that reopening the

How does it all work?

To distribute your content, you need to go with a native advertising platform (also called content distribution platform). Among the most popular ones are Taboola, Outbrain, Verizon Media Native, and Revcontent. The whole process is similar to working with any other advertising platform, and if you already have campaign content, its setup will take no more than a few minutes.

While in the early days of native advertising you'd need to build relationships with publishers and negotiate ad placements by yourself, now you can enjoy the benefits of

programmatic advertising. Content discovery platforms that trade ads programmatically give advertisers access to lots of advanced features, allowing them to run scalable campaigns. You can choose from a large number of audience targeting options and reach the right people at the right time.

The key idea of affiliate marketing

The US affiliate marketing spend is predicted to reach 8.2 billion US dollars by 2022. We can hardly assume someone would spend their budgets on the strategy that doesn't deliver significant results. Why is affiliate marketing so effective?

The key idea of affiliate marketing is that it's a trust-based approach. Your audience is already tired of ads and a hard sell.

When you choose between ordering pizza delivery advertised on every second billboard in your city and getting some Chinese food from the place a couple of your friends recommended to you... would you order noodles with chicken or shrimps? This is how affiliate marketing works. Rather than applying hard-selling tactics, affiliates recommend products. The more personal you are, the more likely you are to succeed in this field. It's not even

the size of your audience that plays the primary role, but it's the reliability of your personal brand.

Of course, you don't have to be an influencer to be an affiliate marketer. You might just want to drive traffic and sell products from different niches, not being an expert in every niche. In this case, you should either be good at gaining high search rankings and drive conversions from the incoming traffic or run great campaigns that help you sell your merchants' products (or both!).

Still, even in this scenario you won't go far without trust. Although you might not need to build long lasting relationships with your audience, your content should still offer some value for your visitors to convert.

Regardless of how you approach your affiliate marketing, the following tips will help you run more profitable programs.

But how can native advertising help your affiliate marketing efforts?

Native advertising doesn't have much in common with traditional advertising. It helps advertisers reach their goals by offering relevant content and not hurting the user experience. And as affiliate marketing can work only when

you manage to communicate the value of your offer to your target audience, native advertising is the right way to boost your profits.

1. Promote content with affiliate links

As mentioned above, affiliates often use Facebook ads to promote content with affiliate links or landing pages directly. This technique proved to be effective for lots of marketers. Native advertising allows you to reach similar results for less money.

Adding affiliate links to your blog posts, product comparisons, or lists of products (like the Christmas list you'll see below) is a great way to promote various types of products.. Distribute this content with native ads to put it in front of more relevant people and gain greater profit.

Here your targeting options may vary. Depending on your niche, you can either go with demographic targeting or with more granular options. For instance, this campaign can target very broad audiences, because the topic is relevant to everyone before Christmas holidays.

Everything Featured on Oprah's Favorite Things 2019

79 perfect presents—and one bonus pick—just in time for the holidays.

Nov 14, 2019



The most wonderful time of the year

list, the O of O picked quite the selection, from an eye shadow by Lady Gaga's Haus Laboratories to a brand new truffle hot sauce—which she's already given to her closest friends and family. Ahead, every single item on Oprah's 2019 Favorite Things list. And

content with affiliate links

2. Expand your email list by running a native ad campaign

Another effective technique is to leverage native ads to capture emails. Develop a landing page that entices visitors to leave their emails and expand your email list.

In this case, you'll need to offer something in exchange for users' contact details. Go beyond traditional content types and offer quizzes, customized guides, consultations, etc.

When trying to attract more subscribers, you might want to go with more granular targeting options. People you'll

reach should be interested in further interactions with your brand. If you already have a significant number of website visitors that haven't subscribed to your newsletters yet, it can be a good idea to retarget them with this native ad campaign.

Again, not to waste your money on people who click on your ads and never take further action, make your offer as clear as possible in your ad title.

3. Use native ads to drive traffic to your site

Along with creating email lists and looking for more products to promote, you'll need to keep expanding your audience.

Native advertising is extremely useful for driving traffic to your website. Promote quality content, and you'll not only get lots of website visitors but also build the audience that will be returning again and again.

When done right, native advertising pays off quickly. Even if you aim at simply driving more traffic to your website, keep track of those visitors' further steps and see how many of them convert soon. If you aren't sure how to deliver positive ROI in less time with your native ad campaign, we at Joinative are ready to help. With our

native advertising consultancy services, you'll get our assistance and learn how to build profitable campaigns from our experts.

Do you still doubt whether you should invest your time or money in developing content? In fact, this is your key to becoming a successful affiliate marketer. You might be running native advertising campaigns or not, but your only way to build an audience and sell to them is by creating quality content.

When you aim at increasing traffic, you can go with broad targeting and reach the widest possible audience. To filter out completely irrelevant traffic, use a descriptive headline for your native ad. The headline should carry the message of the promoted content and set the right expectations (and should we mention that the content you're offering should be relevant to your niche?).

Remember that to deliver significant results in the long run, you shouldn't be overly promotional now. The page campaign clickers come to should offer value and not be frustrating. For a better idea of how a successful native advertising campaign looks, check out our post with the best native ads examples.

Also, don't forget to encourage your visitors to keep navigating your website. Once they click through your ad, they give you a chance to make them stay there as long as possible. Make sure you don't miss it.

4. Promote direct landing pages

You can promote direct landing pages as long as their content meets the guidelines of the ad platform you're working on. Alternatively, you can create a pre-landing page and add your affiliate link there.

Customers are 43% more likely to convert when they're retargeted. Re-engage people who have already visited your website before. We also recommend that you split your campaigns by different audience targeting options and then identify the one that works best for you.

My #1 Recommendation:

**Step ahead into the game by acquiring our
Top Quality, Superior Private Label Rights
Package and have an unlimited supply of**

traffic at your fingertips, just waiting to be converted into Sales and Profits!

[=>>Check Out Here<<=](#)

What Native Ad Traffic Sources Do I Recommend?

There are a ton of native ad networks, but here are the main ones:

- Taboola
- MGID
- Outbrain
- Revcontent
- NativeAds

Out of all of these, I recommend [Taboola](#) the most.

Step-by-Step Guide to Native Advertising on Taboola

When you're just about to start with native advertising, Taboola is the first platform that comes to mind: it's the most popular native advertising platform that keeps

growing rapidly. It can be found in every list of the best native ad networks, and you might have noticed its widely spread ads on your favorite websites.

Its popularity is certainly understandable – with 13.96% of the market share, Taboola's ads reach over 1.4 billion unique users per month. Partnering with the world's top publishers, such as NBC News, Daily Mail, The Weather Channel, EuroSport, and others, Taboola drives high-quality traffic to advertisers' websites.

We prepared the beginner's guide to setting up the first Taboola campaign for those who found all of Taboola's benefits appealing enough and finally decided to get started with native ads on this platform.

What is Taboola

Taboola is the world's most popular content discovery & native advertising platform for publishers and advertisers. Its native ads appear within customizable widgets within the feed or at the bottom, top or side of blog posts.

Examples



Genius Japanese Invention Allows You To Instantly Speak 43 Languages

Sponsored by Muama Instant Translator

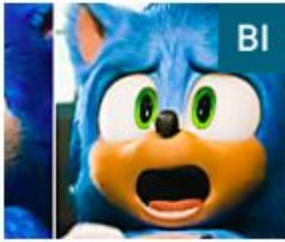


23 Hot Christmas Gifts That May Sell Out This November

Sponsored by Tech Discount Zone

VIDEOS YOU MAY LIKE

by Taboola



All the 'Sonic the Hedgehog' design changes they made for the live-action movie



Why Coca-Cola invented Fanta in Nazi Germany



Portugal's most iconic sandwich was named after a French traveler in the 1950s



10 world-famous sports logos with hidden meanings

Here are some nice-to-know statistics about Taboola:

- 56% of websites that use content curation technologies advertise with Taboola.
- 1,783 websites from the world's top 10K websites by traffic are Taboola's customers.
- Taboola works with more than 10,000 premium publishers and brands.

- Taboola's native ads reach 44.5% of the world's Internet population.

How it works

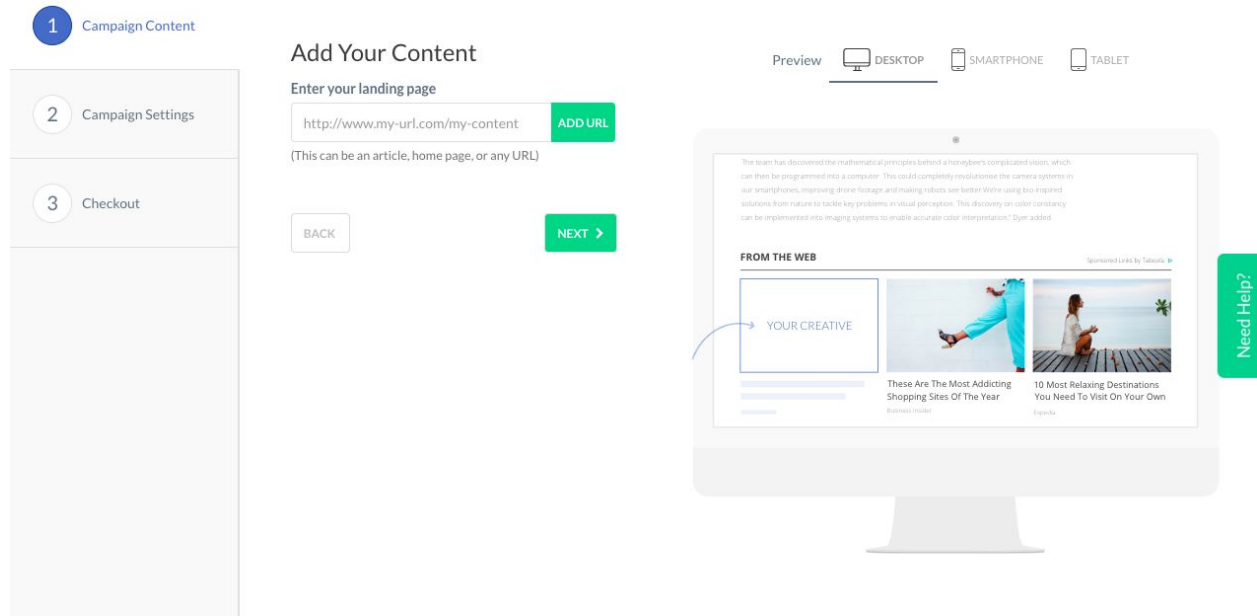
In the years since being founded in 2007, Taboola has become one of the main providers of sponsored content on popular websites.

The process of native advertising on Taboola is simple and straightforward:

- Advertisers create content, specify the sums they're ready to pay per click, define the type of audience they want to reach, and wait for their native ads to bring traffic to their landing pages.
- Publishers put a Taboola widget on their site and get paid for displaying paid content.
- Taboola's interface connects advertisers and publishers, ensures ads are well-crafted and facilitates the functioning of the marketplace.

How to create your first campaign on Taboola

Once you enter your data into Taboola's signup form, you are automatically directed to the process of the creation of your first campaign.



Select the right content

What type of content are you going to promote? Is it informative, entertaining, or educational? Is it a blog post, video, or photo gallery? Why do you think it might be appealing to your target audience?

These are the questions you should answer before you start. Like any other marketing method, native advertising is effective only when the advertised product has some value for the audience.

You might also want to have a look at the chart that displays the difference in content types' performance:

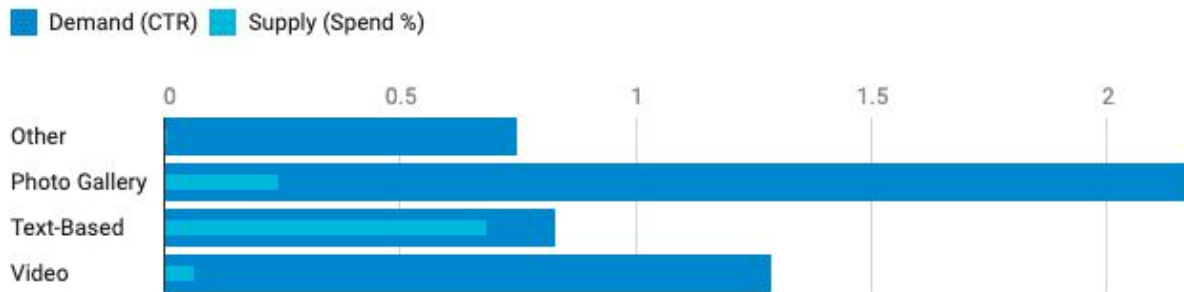


Chart: Megan Morreale • Source: Taboola • [Get the data](#) • Created with [Datawrapper](#)

You can see that visual content results in the highest CTRs. The fact to consider for your next campaign, right?

Ad content

Unlike Yahoo Gemini, where you should add creative assets at the last stage of campaign creation, Taboola offers you to enter branding text, title, target URL, and add images on the first step.

Whether native advertising will be effective for you or not highly depends on the way your ad looks. If you manage to catch your audience's attention, you're halfway to success.

Title

You have a maximum of 60 characters to communicate the main idea of the content you promote and convince users this is the content they want to check out right now.

Use power words. There are words that help writers impress their audience, get them excited, or encourage them to keep reading. These words might include emotional trigger words, such as joyful, astonishing, abusive, anxious, mind-blowing, etc.

Numbers & statistics. These are not exactly words, but they'll definitely help you boost your persuasiveness.

Be precise. Compare the following two titles: 'How to climb the corporate ladder' and 'Amazon CMO shares tips to build a successful career,' which one would you rather click on?

Thumbnail

The image is the first thing users see. Use high-quality and eye-catching thumbnails to get noticed.

PRO TIP: Taboola provides insights on the most successful elements of native ads depending on your product or service category, your target language, country, and platform.

For better results, we recommend that you test a lot of different combinations of titles and thumbnails in your campaigns.

Marketing objective

Next, you need to define your campaign objective. There are five options you can choose from:

- Lead Generation
- Online Purchases
- Brand Awareness
- Web Engagement
- Mobile App Installs

Your KPIs will highly depend on the decision you'll make at this stage.

Targeting

While you're only creating your first campaign, you have two targeting options: by country and by device type. But once you complete the sign-up procedure (after you enter your billing details), you'll be provided with more advanced targeting options, including targeting based on the operating system or targeting based on a variety of types of audiences: Campaign Clickers, My Audiences, Lookalike Audiences, and Marketplace Audiences.

With the Campaign Clickers option, you can retarget people who have clicked through your ads from other campaigns within a specific timeframe.

My Audiences – this targeting option allows you to retarget your website visitors after you set up Taboola pixel.

Lookalike targeting can be used to expand your reach and target new people likely to be interested in your business because they resemble your clients.

Marketplace Audiences provides audience targeting options based on your audience's interests, behavior, demographics, and buying intent.

Marketplace Audiences: None Marketplace Audiences ?

Data Provider	Segment Name	Size	
Taboola	Education >Graduate School	530K	+
Taboola	Expatriate > Israelis in the US	400K	+
Taboola	B2B > Business Function >Management	330K	+
Eyeota	Eyeota Marketplace > Business / B2B	104.31M	+
Eyeota	Eyeota Marketplace > Demographic > Inferred Age > 18+	84.04M	+
Eyeota	Eyeota Marketplace > Business / B2B > Professions > Business Professionals	81.25M	+
Bombora	Business Professional	80.78M	+
Eyeota	Eyeota Marketplace > Business / B2B > Interest > IT and Technology	70.11M	+
Eyeota	Eyeota Marketplace > Demographic > Inferred Gender > Male	69.14M	+

A few things to consider:

Even though you might think you know your audience inside out, get ready to keep testing. In a week, you might be surprised by the demographics of users who responded to your ads.

Split your campaigns by audience segments to adjust campaign settings (e.g. CPC, creatives, etc.) for every segment.

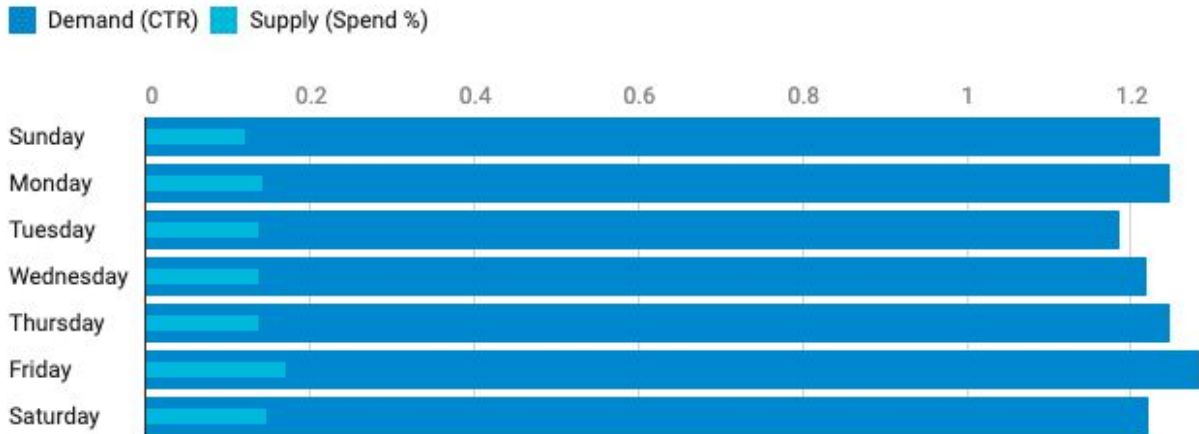
Mind that when you select audiences from several audience types at once, you'll limit your reach significantly.

Campaign scheduling

Like other native ads networks, Taboola lets you select the timeframe you want your campaign to be live. Alternatively, you can specify when you don't want your ads to be displayed.

Of course, the ideal targeting time mostly depends on your location. On this chart presented by Taboola, you see how users' behavior differs depending on the day of the week:

Targeting by Day of Week



Bidding strategy & budget

Taboola offers two main bidding strategies: Fixed Bid and Smart Bid. While you're most likely to be familiar with the first strategy, let's look into how the Smart Bid strategy works.

Bidding and Budget

Bid Amount: USD Per Click

NEW! Bid Strategy: Smart Bid Fixed Bid ?

We'll automatically adjust your baseline bid to get the most results based on your objective:

CPA Goal (optional): USD ?

Spending Limit: USD Entire Campaign Monthly Flight ?

Daily Ad Delivery: Balanced Accelerated Strict ?

Creative Traffic Allocation: Optimized Even ?

Smart Bid is the bidding strategy that lets you maximize conversions based on your marketing objective. Once you decide on your baseline campaign bid, Smart bid optimizes bids using historic data to evaluate how likely specific impressions are to capture conversions. If you leverage Smart Bid strategy, the platform will keep A/B testing and comparing the automated bidding strategy with the fixed bidding strategy in real time. Smart Bid will only be utilized if it outperforms Fixed Bid.

You should also either define the spending limit on a per month basis or set the budget for the entire duration of your campaign.

One more important step is deciding on the pace of the whole campaign. You can go with a recommended for most advertisers Balanced Pacing that means Taboola will run your campaign evenly throughout the month. If you select Accelerated Pacing, your campaign will pace in the way for your budget to be spent as quickly as possible. With Strict Pacing, you'll need to specify the minimum sum you're ready to spend per day. Remember that the actual daily spend can be twice as much as the sum you entered. If you don't want to spend the entire monthly budget in a couple of days, we highly recommend indicating your daily budget.

Monitor your campaign & optimize its performance

After you launch your first campaign, Taboola's reports will provide you with multiple types of performance reports that you can filter by specific criteria. Each of the following reports will provide you with a different view of your campaign information:

- Viewing data by time
- Viewing data by location
- Viewing data by platform
- Viewing data by campaign item
- Viewing data by hour or day, etc.

For any report, you'll see the following metrics:

- Impressions
- Viewable impressions (tracked each time your ad is on the screen for at least 1 second)
- CTR
- Viewable CTR
- Clicks
- Average CPC
- CPM (cost per one thousand impressions)
- Viewable CPM
- Conversion rate

- Conversions
- CPA
- Views
- Completed views (for videos)

To set up accurate conversion tracking and set up Taboola Pixel, follow Taboola's instructions. If you opt for measuring your campaign performance with Google Analytics, don't forget to create and add proper UTM parameters.

Final Words:

Every advertising method requires measuring performance in order to optimize your campaigns toward higher ROI. Native advertising is not an exception. To improve your performance and build a successful native advertising campaign, you'll need to spend time developing your creatives, adjusting your CPC controls, using different targeting options, and never stop testing.

To your success,
The Traffic Team.

My #1 Recommendation:

**Step ahead into the game by acquiring our
Top Quality, Superior Private Label Rights
Package and have an unlimited supply of
traffic at your fingertips, just waiting to be
converted into Sales and Profits!**

[=>>Check Out Here<<=](#)

Get Coached By The #1 Super Affiliate [HERE](#)