

USER ACQUISITION SOLUTIONS TO POWER YOUR GROWTH



uCompares
Awards



uCompares
Awards



Affbank
Awards



Affbank
Awards



Offervault
Awards, Winter

Adsterra is where performance stops
being a gamble and becomes
a supported growth channel

36,000,000,000 +
ad views per month

45,000 +
direct publishers

33%
goal-driven CTRs
Social Bar Ads

Powerful tech stack for **scaling and maximizing** results

Multi-layer campaign analysis and timely insights for cost optimization

Group by

DATE	CAMPAIGN	PLACEMENT	COUNTRY	REGION	CITY	OS	BROWSER	CREATIVE	LANDING	AD UNIT
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FILTERS BULK ACTIONS

Columns	Operator	Value								
×	ECPA	=	Filter value							
+ ADD FILTER			REMOVE ALL							
☐	27486	>	0	0.000%						
☐	5138001	>=	0	0.000%						
☐	10973945	<	0	0.000%						
☐	11196344	<=	0	0.000%						

Full campaign performance transparency and quick edits for effective scaling

Date range: 2023/12/14 – 2024/01/14

Campaign: All Campaigns

Country: Ascension Island (AC) +1

Ad Unit: All Ad Units

APPLY RESET

Group by

DATE	CAMPAIGN	PLACEMENT	COUNTRY	REGION	CITY	CREATIVE	LANDING	AD UNIT
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Selected (2)

- ☒ Ascension Island (AC)
- ☒ Andorra (AD)
- ☐ Afghanistan (AF)

Solutions to **accelerate performance** and decision power

Use smarter, faster cost optimization

 Budget limits to curb expenses

 Real-time bid management

 Auto-optimization rules (CPA Goal)

Target only high-value, conversion-ready audiences

 Granular targeting & insights by location and placement

 Quick launch of whitelist campaigns

 Sharp ROI-killer detection (filters and blacklists)

Ensure performance clarity and act accordingly

 Multi-layer stats breakdown

 Advanced filtering and bulk actions

 Quick tests and campaign updates

Differentiators that **enhance** your output



Unique Partner Care

Highly skilled support team and expert personal managers focused on hitting your KPIs.



Premium-quality traffic

High-intent audience from **248 geos** sending **36+ billion ad views** per month.



Brand and budget safety

A 3-level security system connects you with clean traffic verified both manually and by AI algorithms.



Proprietary Social Bar ads

A combo power of display and push ads: high visibility, great UX, and record CTRs (up to 33%) and conversion rates.



Best practices and customized solutions

Actionable insights for bidding, creatives, and pre-landing pages.

Managed advertisers get access to custom landing pages and creative materials.

Premium and emerging markets | 36B ad views/month

📍
North America
3.7B

📍
Europe
5.4B

📍
CIS countries
242M

📍
Other geos
240M

📍
Middle East
2.4B

📍
Asia
18.1B

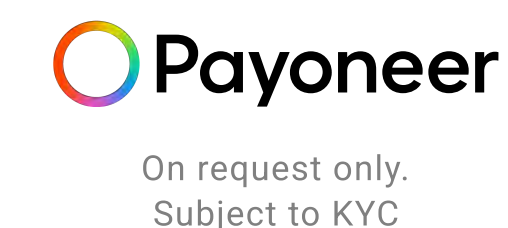
📍
South America
2.8B

📍
Africa
3.1B

📍
Australia
251M

Convenience in traffic acquisition

Payment methods



Pricing models

CPA - cost per action (also: CPL, CPI)

CPC - cost per click

CPM - cost per 1,000 impressions

RTB - real-time bidding (DSP platforms)

Best-matching conversions flows (CPA)

SOI - single opt-in

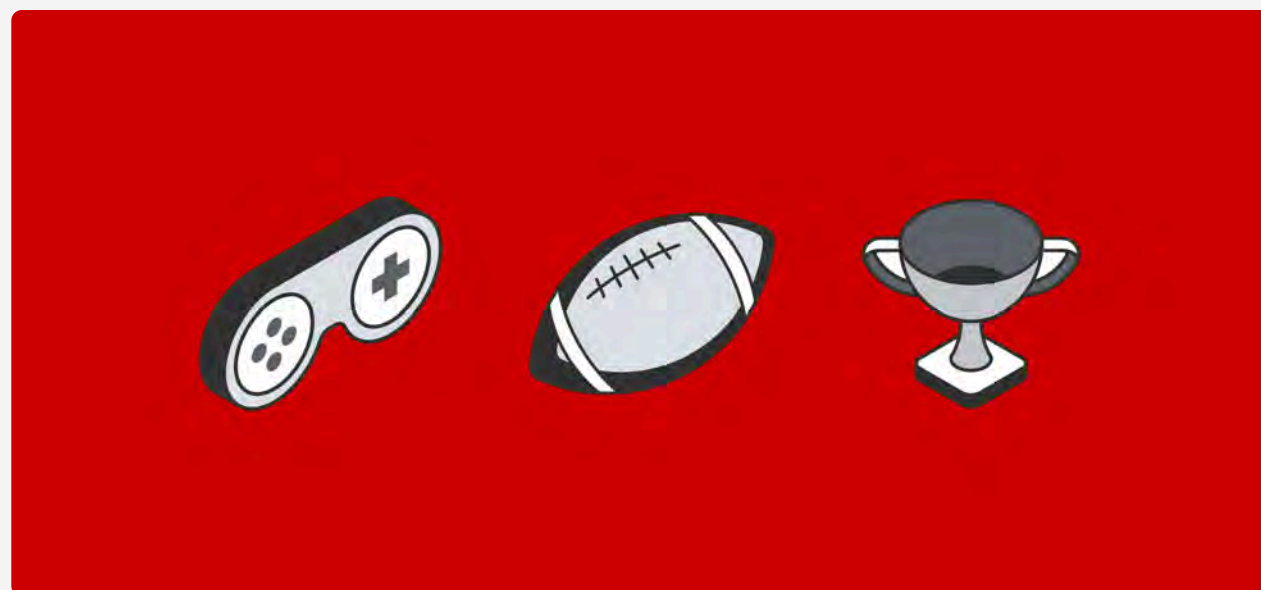
DOI - double opt-in

Trial - users subscribe to trial versions or freemiums

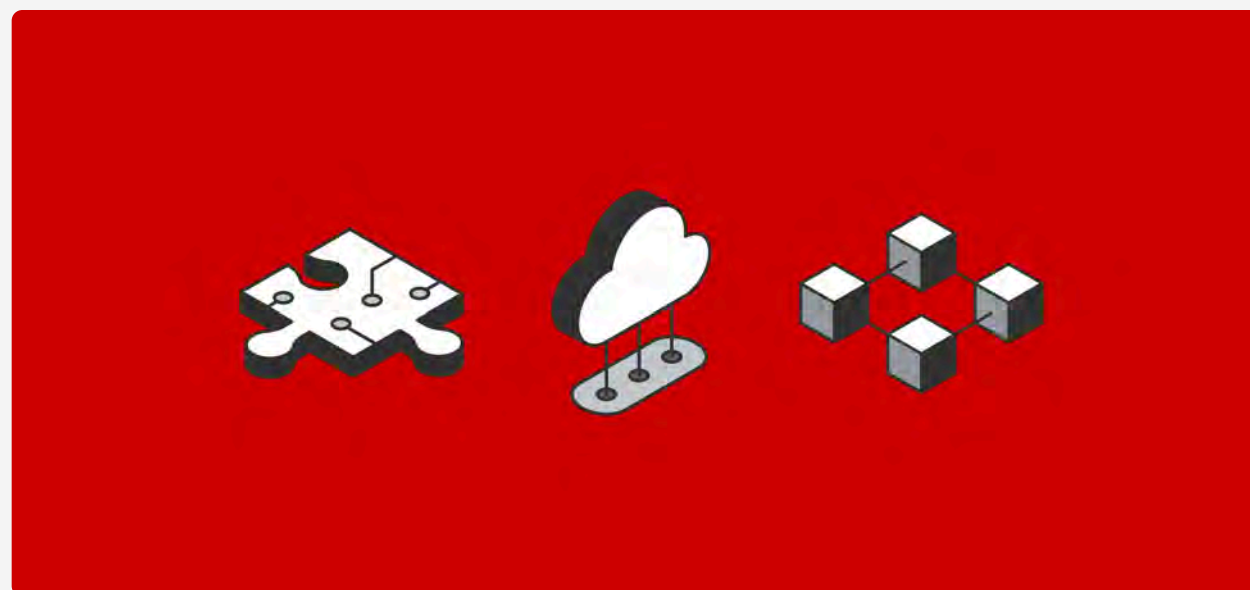
Install - users download or install software

Offers that convert best with Adsterra

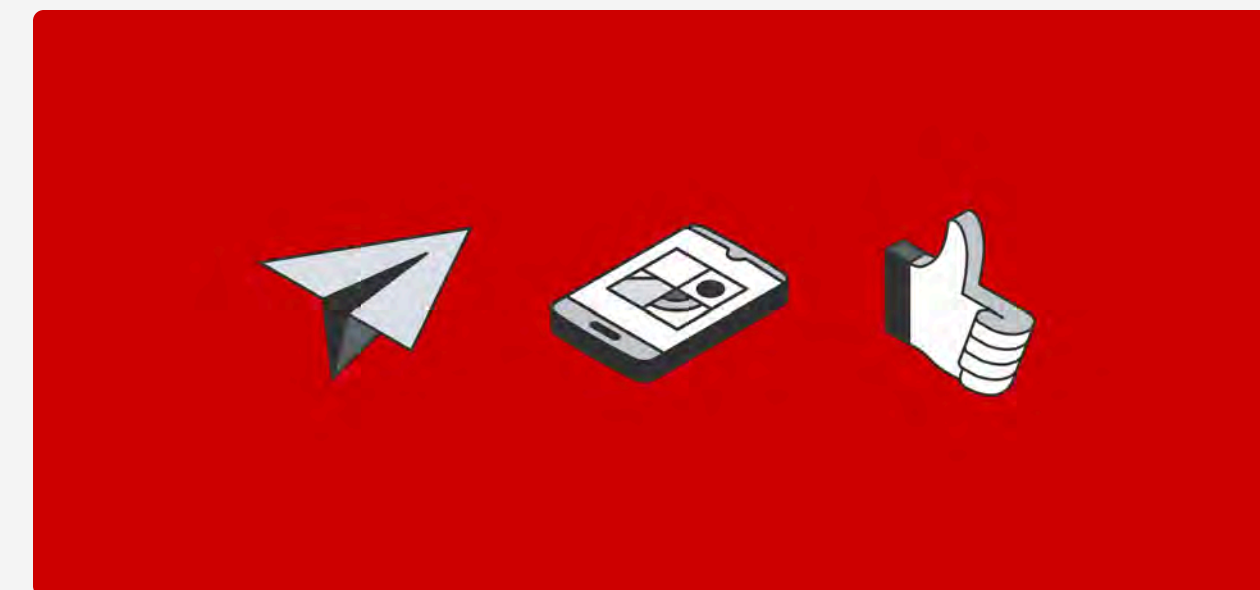
iGaming & Sports



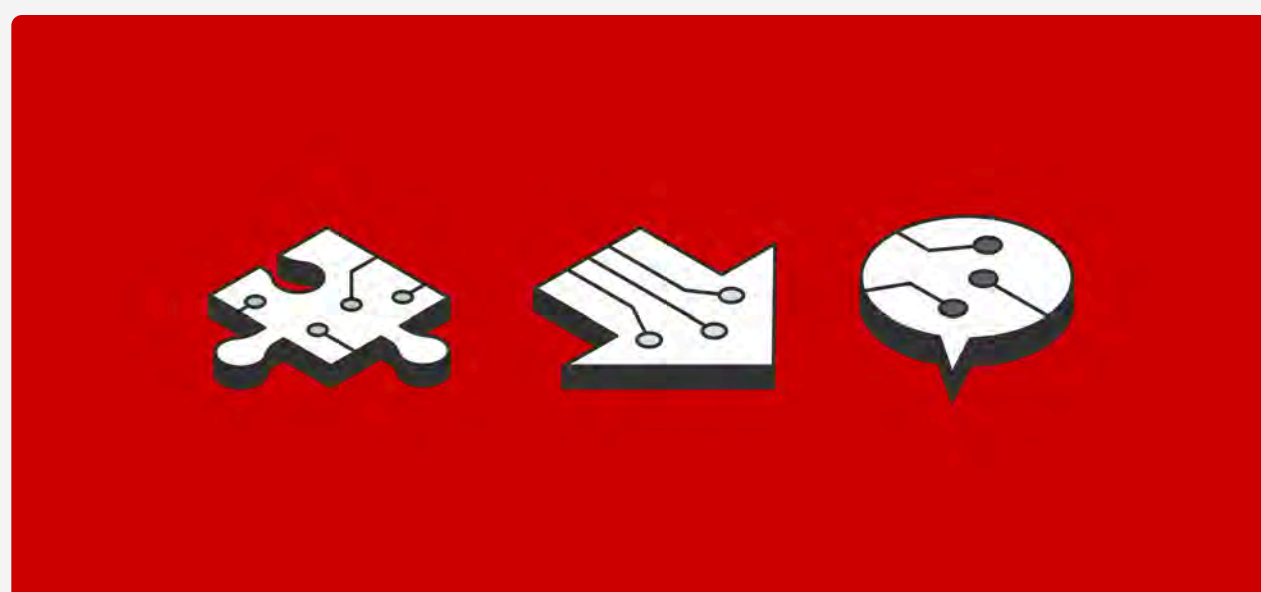
Utility, VPN, Apps



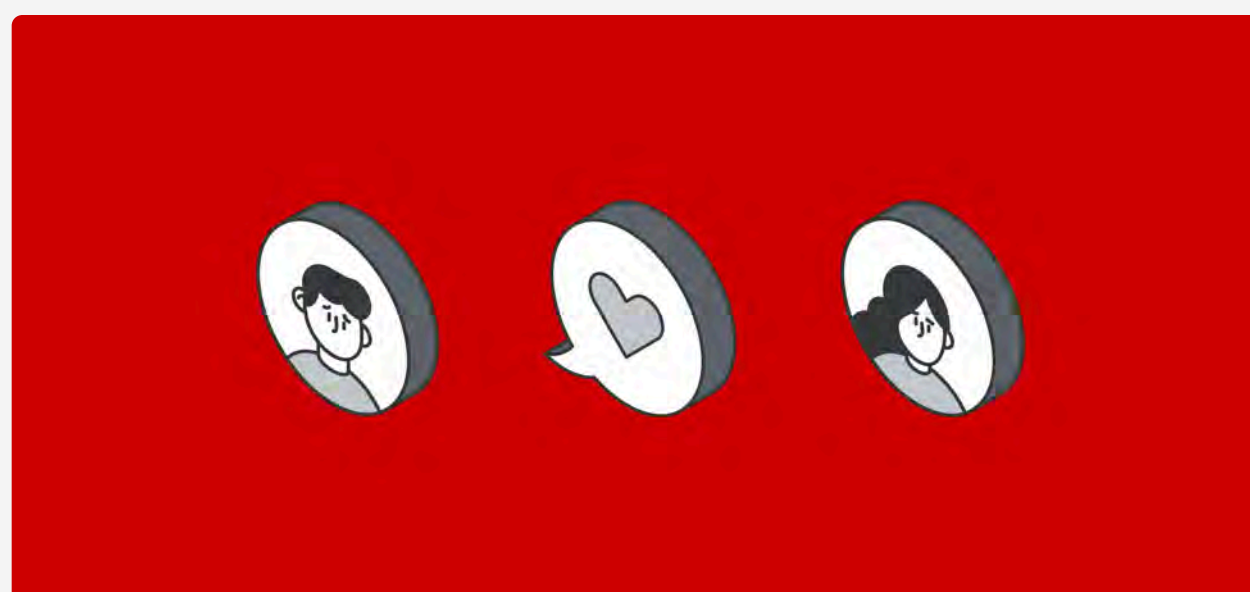
Mobile Subscriptions



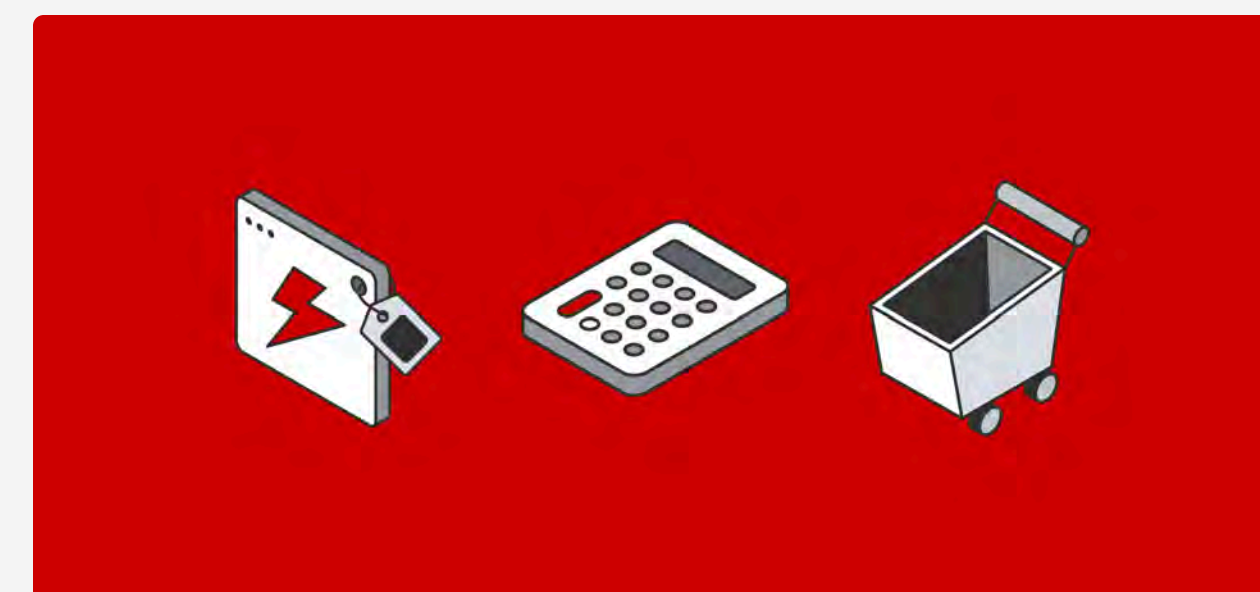
Browser extensions / Addons



Dating



E-commerce



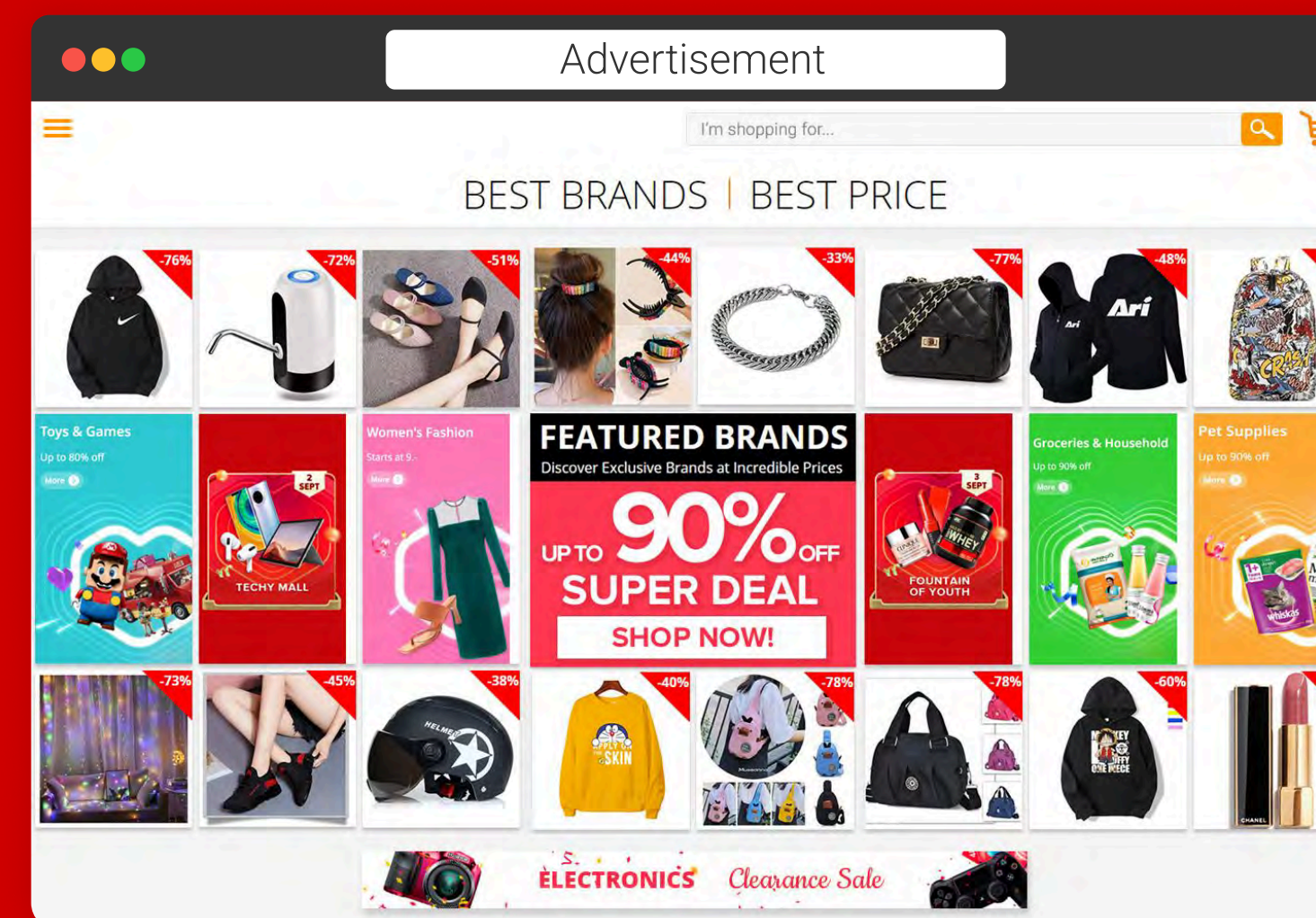
Popunder 12B ad views / month

Popunders are a direct way to your landing page with no extra steps. Your offer opens in a new tab as soon as users click anywhere on a publisher's site.

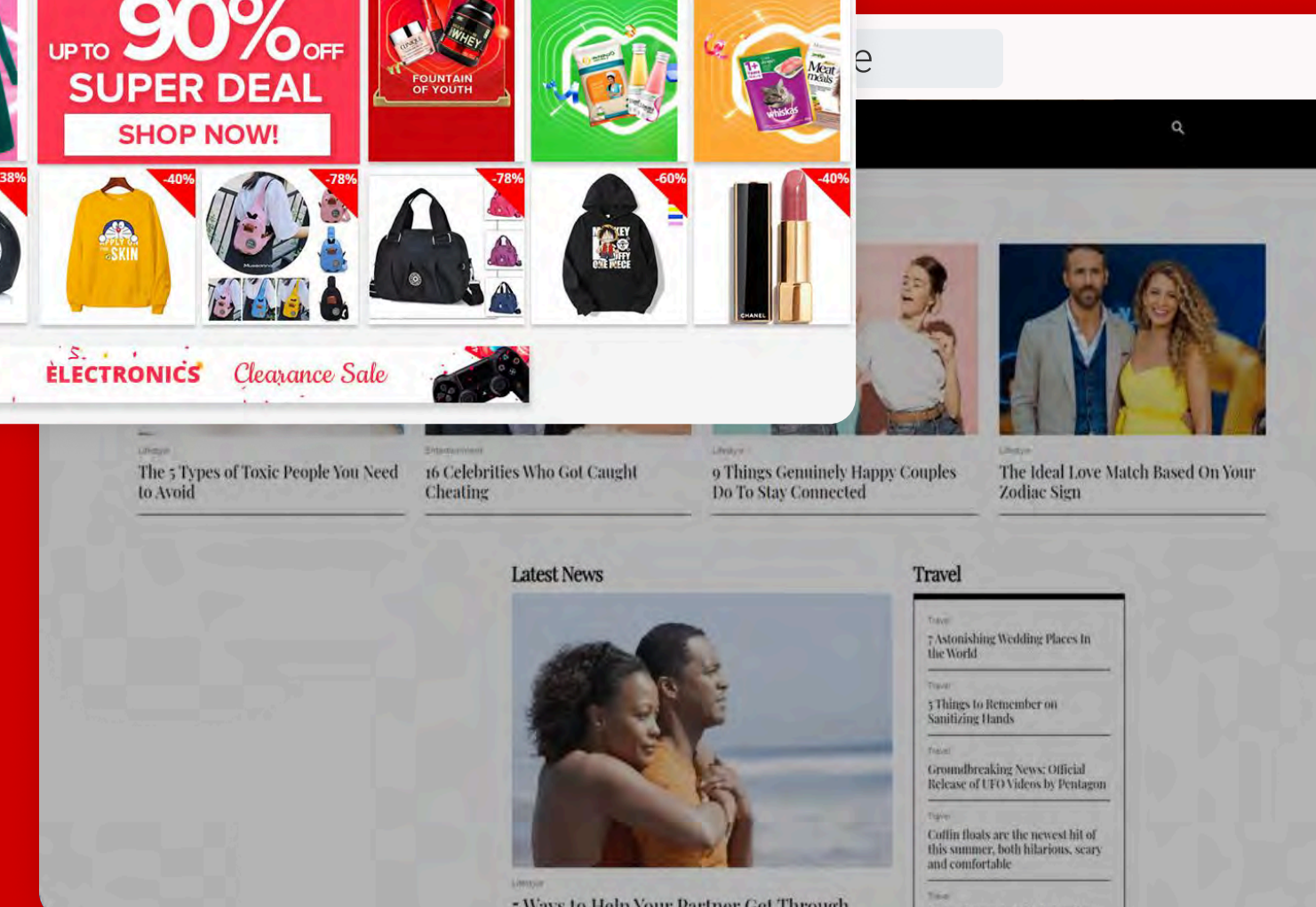
Points to try:

- 🎯 You capture the user's full attention and get longer eye contact
- 🚩 Highly noticeable ads that resist ad fatigue
- ⚡ Massive traffic and high-value users make it easier to hit any performance marketing goal

Popunder ad



Publisher's site



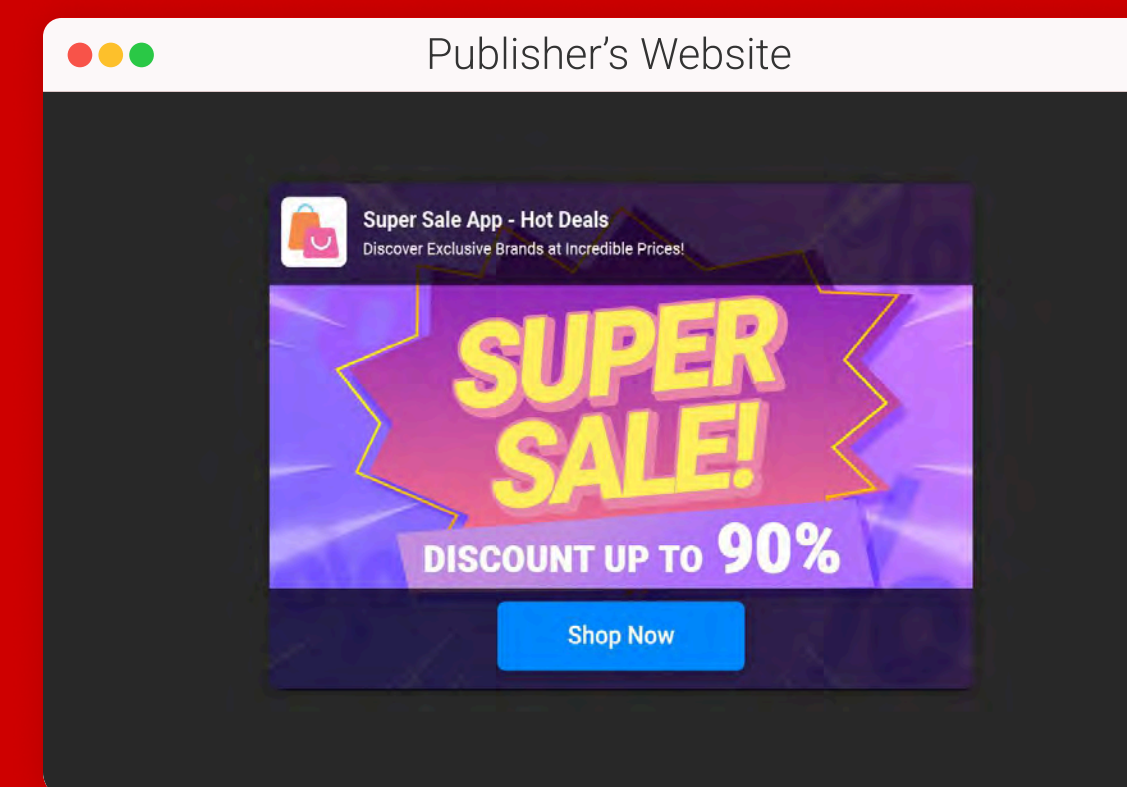
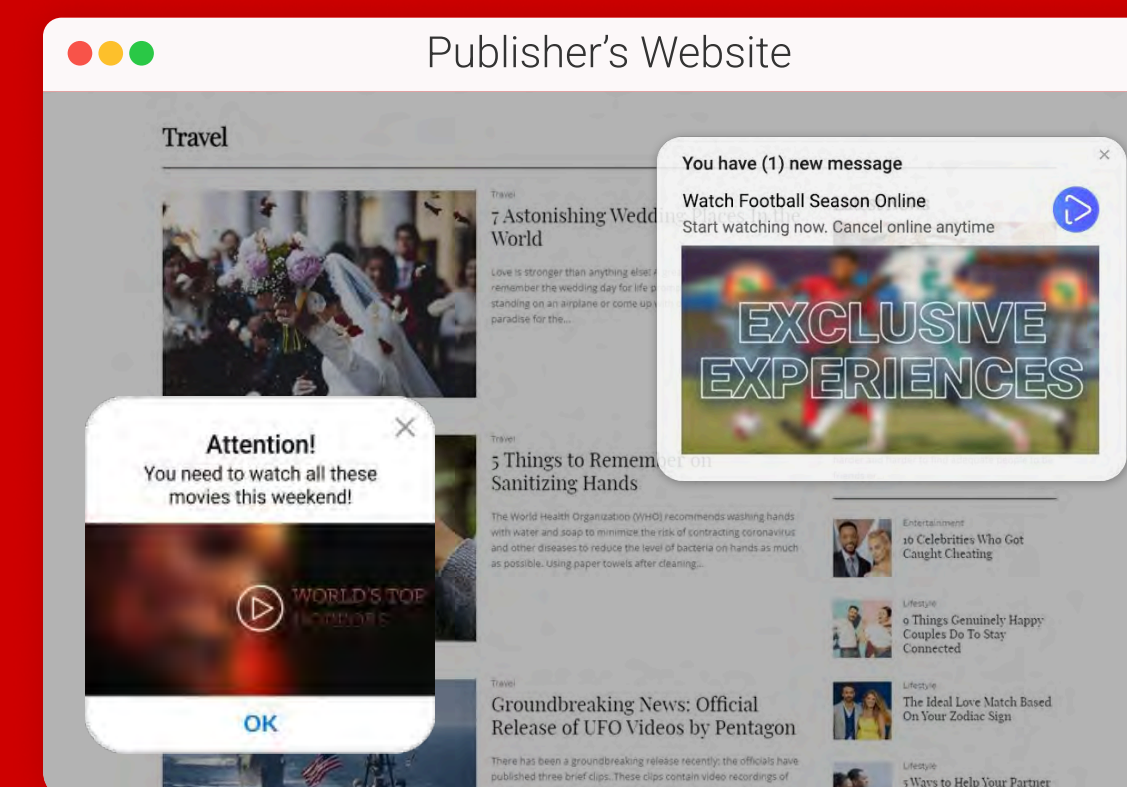
Social Bar 10B ad views / month

A proprietary ad format embraces a set of next-gen display ads with over 20 template creatives you can adjust to fit your offer perfectly.

[View demo](#)

Points to try:

- ✓ User-friendly ads fit any OS and browser
- \$ Great CTRs (14–33%) and CRs
- 🖼 Up to 15 different creatives per test
- ✍ Access to custom designs (for managed accounts)



In-Page Push

Interstitials **HIT**

Custom widgets

Notifications

Dynamic content

Social Bar | The best way to deliver your message

1



Enjoy 90% OFF!

Mega offer! Hot details and top selling items!

×

SHOP NOW!

TEMPLATE



Watch new series online

Enjoy exclusive popular movies and TV shows

CUSTOMIZED



NEW MESSAGE

Abhilasha dropped you a message. Download the app!

OPEN

×

TEMPLATE

1



Protect your Samsung A5

Install recommended antivirus

OK

Details

×

TEMPLATE

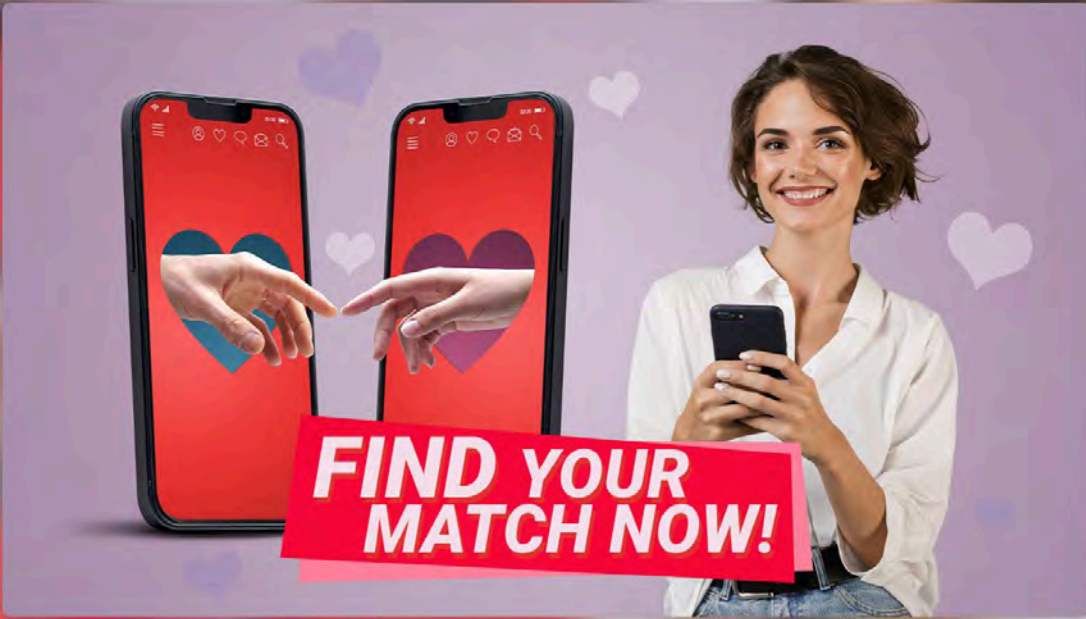
HOLIDAY RAFFLE

Enter today and win cool prizes!



OK

TEMPLATE



FIND YOUR MATCH NOW!

JOIN NOW! 🔥

TEMPLATE



SUPPORT YOUR TEAM!

CUSTOMIZED



HIDE MENU

PLATFORM

How to get started

Dashboard

Statistics

Campaigns

- Create
- My campaigns
- CPA goal rules

Traffic chart

Offers wishlist

Add funds

Finance

Tracking

Support

PERSONAL INFO

Settings

Log out

Freebies & bonuses

Powerful business space

(managed and self-service accounts)

20+ targeting options



Device formats & vendors



OS & browsers



Connection & carriers



Country (Region, City)
Language



IP range

Solutions to sharpen your decisions

Statistics dashboard: Gain clear, actionable insights on every traffic slice and instantly adjust budgets, bids, or placements.

S2S tracking: Capture conversions with top accuracy and extend your analytics directly inside your tracker. **API:** Create/edit campaigns, optimize bids, targets, and limits without leaving your current interface.

Smart algorithms to maximize spending

Smart CPM (second-price auction): an algorithm to optimize ad spend when your bid wins.
CPA Goal: an ML-based algorithm to optimize CPM/CPC traffic by conversions and eCPA.

Traffic Estimator recommends competitive bids in real time. **Traffic Chart** monitors volumes across geos, devices, and formats. **Custom Bid** helps tailor payouts with placement-level precision.

NEW Multi-event conversion tracking

Full-funnel insights: understand customer paths, optimize budgets, boost ROI through smarter payment strategies.

Enhance ad personalization, thinking beyond clicks to get real results like app installs, signups, or software downloads.

Exclusive bonuses and offers

Fresh deals in your account

Trackers

Landing Page Builders

Forums

OTT Platforms

Tools

Web Analytics



Pioneering the future of adtech

70+ online & offline events | Active media profile



Speaking



Networking



Events & Webinars



Podcasts



Interviews



Expert tips

Top influencers and media about Adsterra



Forbes

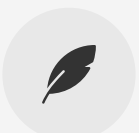
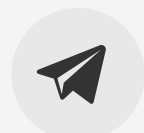
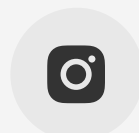


Entrepreneur



MOBIDEA

Community of passionate pros



Memberships:



WE'RE GOING
TO CHINAJOY

1-3 August,
2025

Shanghai, China
Booth: W5-C225



INSIDER ADVICE

MOBILE APPS
ADVERTIZING

Full Success Load

By Sasha Kasatkina, Head Of CPA



A x SIGMAI

Panel Discussion

AD FORMATS UNLEASHED:
MASTERING SEARCH,
PROGRAMMATIC & PUSH

PANELIST: Mikhail Zhukov
Head of CPM

Rome, Italy
Stage 3

November
14:15



ACE UP THE MIC:
HOW TO WIN IN IGAMING
MARKETING WITHOUT
LOSING YOUR TRUE SELF?

Investing in tech, caring about humans

Human talents are No.1 priority

We support diversity and inclusion, making our online and offline workspace a perfect environment for growing talents. We stand for equal rights and back the bravest minds who change the world for the better.

Responsible business that cares

Taking care of our homeland, we ensure it stays prosperous and friendly for all of us.

We stick to a mindful consumption philosophy, running the business ethically and ecologically.

We advocate innovations and push technologies forward. The World AdTech Day was established as one of such initiatives to bring together ad tech pros.

We're supporting



ROBERTS DOG
SANCTUARY



CITY
FRIENDS
CLUB

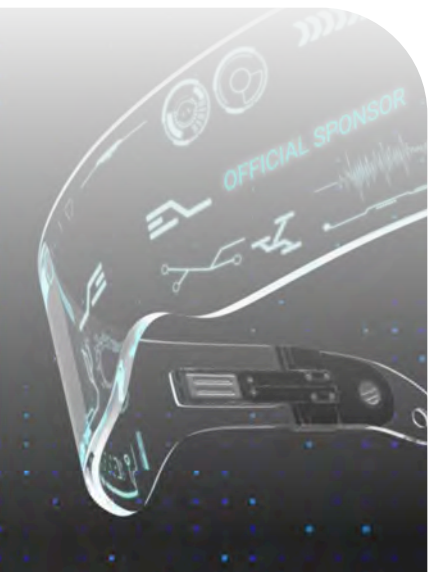


WOMEN
mech
CYPRUS

3RD YOUTH TECH FEST CYPRUS 2025

February 1, 2025

The Warehouse by ITQuarter, Limassol



A SILVER SPONSOR

Women in STEM Cyprus Summit

November 21
2025

Nicosia, Cyprus
Loft Restaurant & Bar



A x ADTECH
DAY

March 27, 2025

#WorldAdTechDay

Celebrating AdTech Day! 2025



A
OFFICIAL
SPONSOR



WORLD CLEANUP DAY

Kale Vounari Park Cleanup



60K+ partners trust Adsterra

Our company has been collaborating with Adsterra for several years, and we've found their platform to be exceptionally user-friendly for managing and optimizing our advertising campaigns. Adsterra provides us with the highest quality pop and display traffic, which has significantly boosted our campaign performance. Their customer support is top-notch, always available to assist with any issues or questions we might have. The traffic quality consistently meets our expectations, contributing to our overall success. We highly recommend Adsterra to any business looking for reliable, high-quality traffic and excellent service.



We have been working with Adsterra since 2015. We value Adsterra as the No.1 among our traffic partners. It has the cleanest traffic with the best quality, which always meets the KPI of our in-house offers. What is also amazing is that our account manager has excellent knowledge of the traffic, offers, market, and performance management skills, and she is the most responsive partner we have ever worked with.



I've been in media buying for a while now, and we work with many ad networks, but Adsterra is hands down the best. We've been working with them for five years, mainly buying pop traffic, and we couldn't be happier.

The quality of their traffic is consistently good — there's hardly any low-quality traffic, which is very rare in this space. The campaigns we run get excellent conversion rates and ROI. It's made scaling our campaigns much easier.

What also really sets them apart is their account management team. They are friendly, super responsive, and always ready to help. Whether it's optimizing a campaign or solving a problem, they're on it. It's clear they care about their clients, and that makes all the difference.



We have scaled up our business on the DSP side from 3x to 10x and ROI from 1x to 3x with Adsterra. In the past two years, we've worked with all accessible ad types, including Onclick ads (Popunder), In Page Push, Social Bar, and Native Banners on CPA, CPM, and CPC. The efficiency of the CPA Goal paired with various traffic sources enables us to achieve end KPI with cost efficiency.



We've had a great experience working with Adsterra and can confidently say they are one of the top partners on the market. The platform itself is very intuitive, user-friendly, and easy to navigate, which makes campaign setup, optimization, and scaling straightforward and efficient.

Adsterra delivers high-quality traffic with strong consistency, making it a reliable partner for achieving both performance and scale. We highly recommend Adsterra to any business looking for a trusted partner with excellent traffic quality, strong expertise, and outstanding support.

What truly sets Adsterra apart is its account management team. The managers are extremely friendly, proactive, and always ready to help. They consistently provide valuable insights on traffic sources, campaign optimization, and creative recommendations, which have helped us improve performance and grow faster.



Community of passionate pros



Adsterra.

Your growth in raw, real markets



e-mail:
ssp_support@adsterra.com



Telegram:
[@adsterraadv](https://t.me/adsterraadv)