



How To Make The Most From Your Mobile Traffic

*Russian Affiliate Congress & Expo
Crocus Expo – November 8-9*

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- Why Focus On Mobile Traffic?

The market, the size, and the growth

- Why Is This It's Own Specific Traffic?

The market and it's features

- What Are Some Mistakes To Avoid?

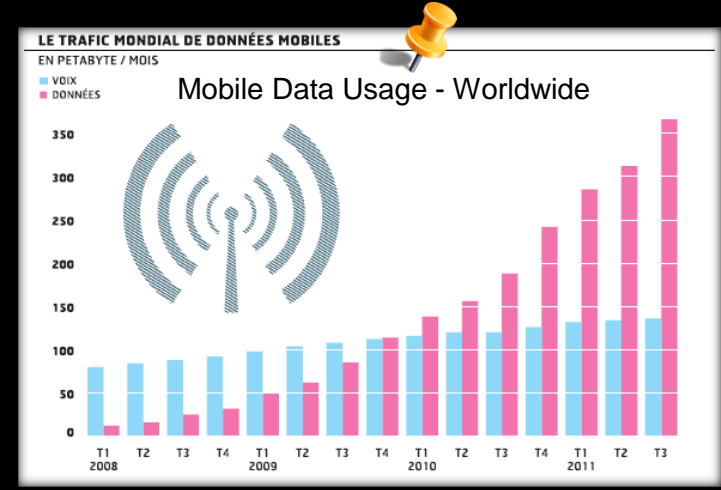
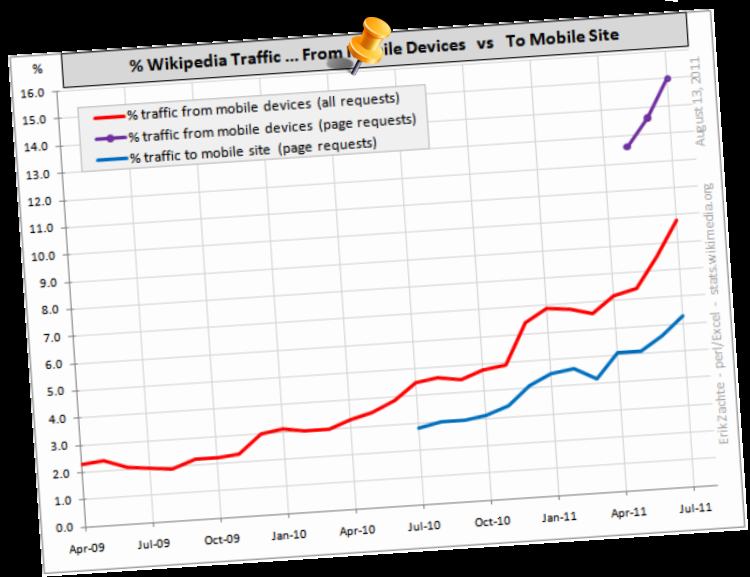
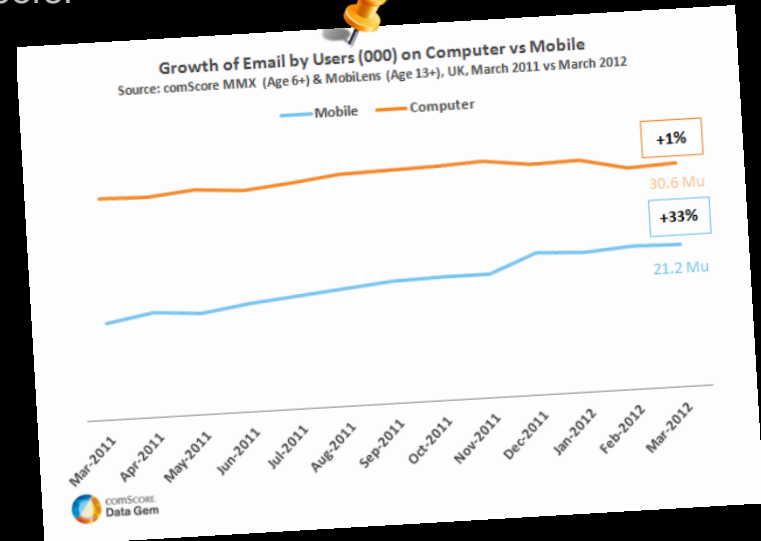
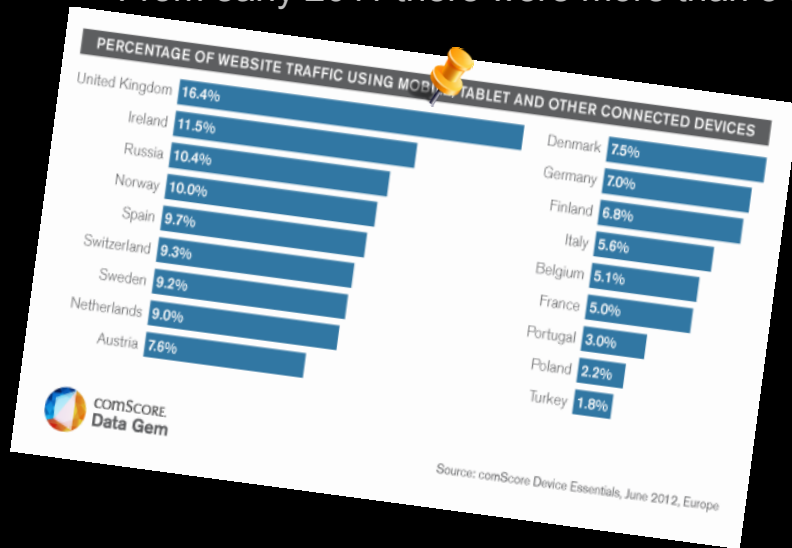
SEO, geo-location, customer experience, rendering, targeting, content

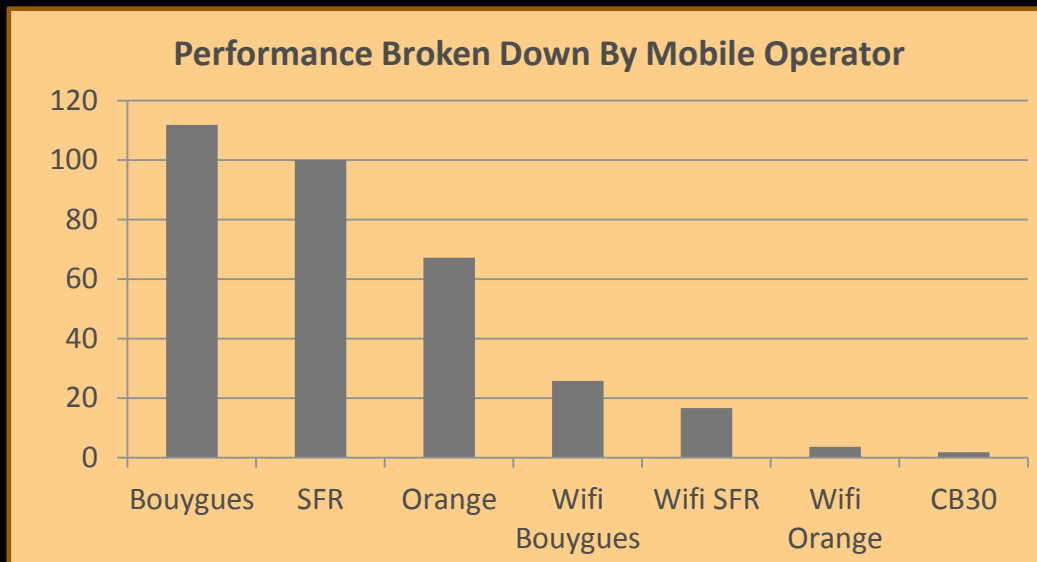
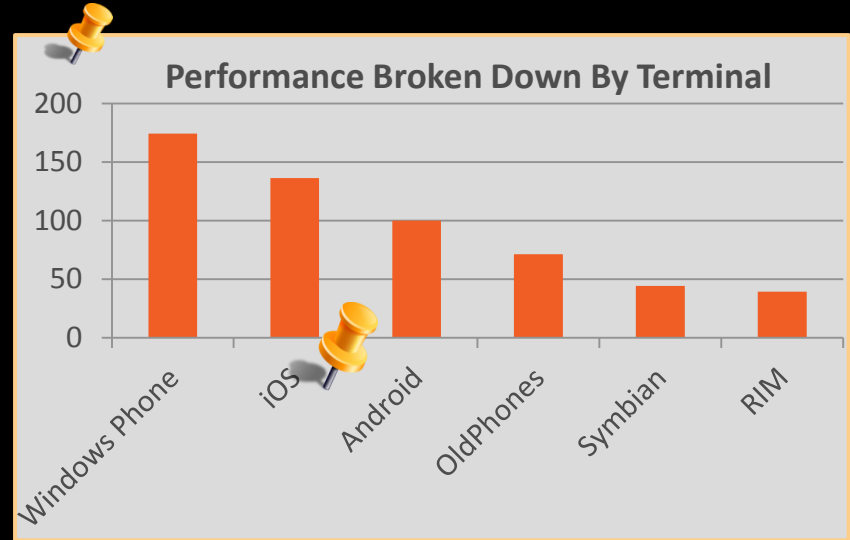
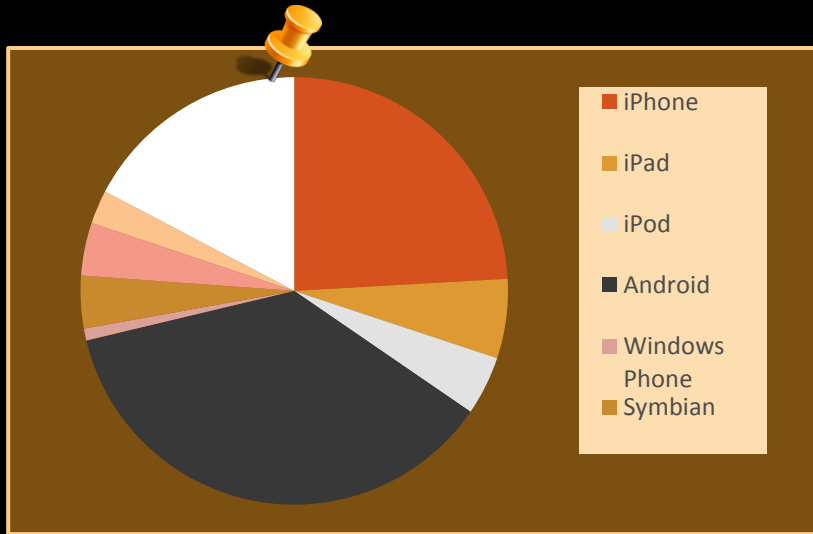
- What Are The Best Strategies To Monetize Mobile Traffic

Redirecting traffic, banners, tools, VOD, Dating

affil4you Mobile...the new media for the masses?

From early 2011 there were more than 5 billion mobile users in the world...and 2 billion internet subscribers!

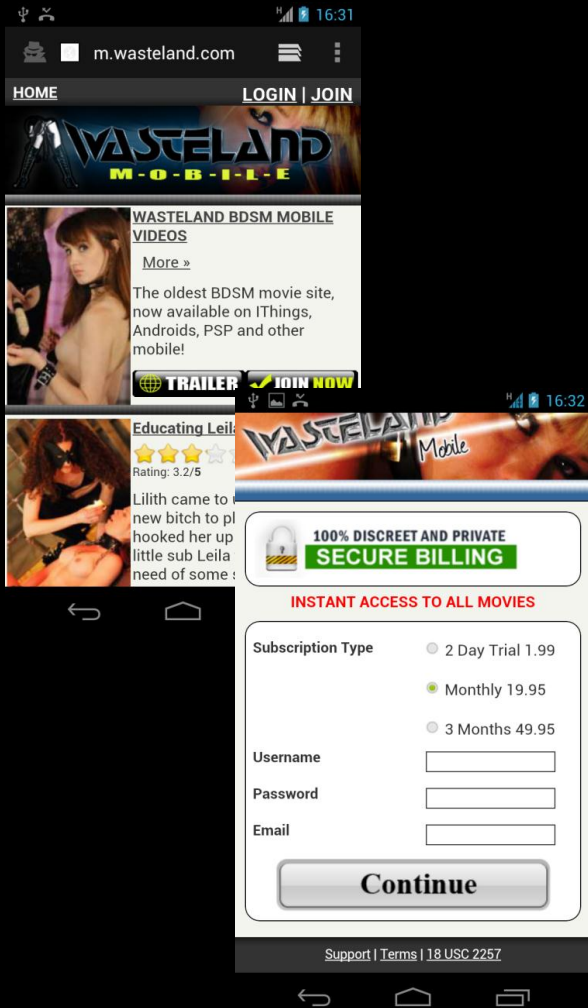




- The mobile is a personal and portable device. People use it for anything they may want to keep personal and private...not to share with their spouse, their children, their parents, their boss.
- The way we implement usage for optimal user experiences must be simplified...the mobile experience is meant to be convenient, simple, and private.



- The Mobile Operator Billing Allows For A 'One Click' Billing Solution
 - ▶ The client/user is directly authenticated by the mobile operator
 - There is no need for a login or password
 - ▶ The mobile operator manages subscription renewals, customer service, and when users unsubscribe
 - No chargebacks...unlike credit card billing
 - Retention times are longer and hold more value for us
 - ▶ The mobile operator ensures the protection of the users
 - Constraints and regulations to the editor (Affil4You)
 - Safety for all users



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 Rating: 3.2/5
 Lilith came to hook up with a new bitch to play with. She hooked her up with a little sub Leila who is in need of some...

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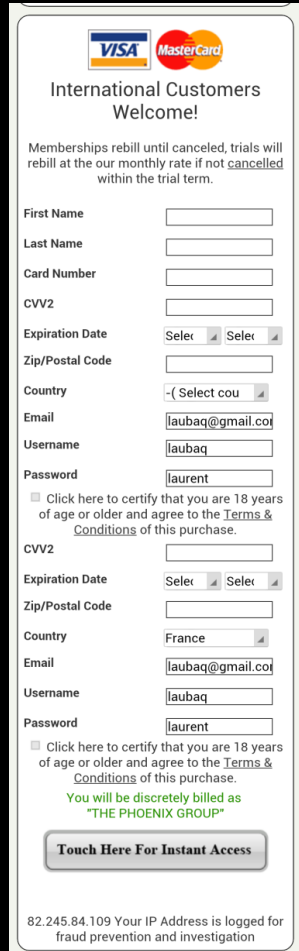
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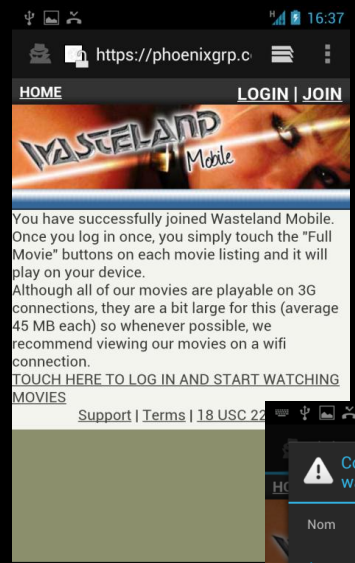
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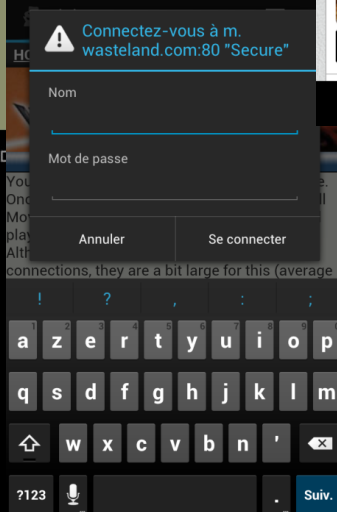
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[TOUCH HERE TO LOG IN AND START WATCHING MOVIES](#)

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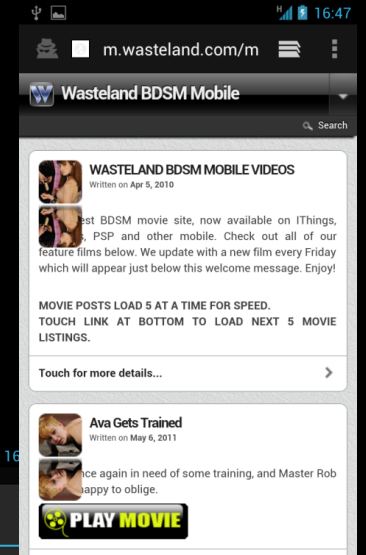
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Wasteland BDSM Mobile

WASTELAND BDSM MOBILE VIDEOS
 Written on Apr 5, 2010
 Best BDSM movie site, now available on iThings, PSP and other mobile. Check out all of our feature films below. We update with a new film every Friday which will appear just below this welcome message. Enjoy!

MOVIE POSTS LOAD 5 AT A TIME FOR SPEED. TOUCH LINK AT BOTTOM TO LOAD NEXT 5 MOVIE LISTINGS.

[Touch for more details...](#)

Ava Gets Trained
 Written on May 6, 2011
 Ava is again in need of some training, and Master Rob is happy to oblige.

PLAY MOVIE

- Traffic in France (July/August 2012)
 - ▶ 35% of revenues are made from iOS devices
 - ▶ 38% of revenues are made from Android devices
 - ▶ 27% of revenues are made from other devices (Symbian, Windows, RIM, etc.)

- Avoid cloaking
 - ▶ Google has a dedicated crawlers for mobile sites. These crawlers should see the mobile version of your site whereas typical crawlers will remain on your original web version
 - ▶ These bots are targeting specific handset families. If you do not redirect all mobile traffic you should not redirect all mobile crawlers

- If you are using redirects, then it is preferable that you have a company (Affil4You.com) that is able to implement a white label for you :
 - ▶ Custom domain name (m.myporn.com)
 - ▶ Custom titles and descriptions
 - ▶ Adapted templates

- Using banners on a generic brand will make it clear that you are living your site (NoFollow).

- 10% of revenue for a French affiliate is generated abroad
 - ▶ Belgium, Switzerland
 - ▶ Canada (October 2012)
 - ▶ Tomorrow Africa
- 20% of revenue for Affil4You is generated abroad
 - ▶ Belgium, Switzerland, Italy, Spain, UK, Germany, Austria, South Africa, Malaysia

- In France there are primarily two levels of appropriate content: Adult and Sexy
- The levels are subject to enhanced parent controls. The user may indicate to their mobile operator that he is an adult and wants to access adult content
- There are two type of clients: 'Opted-In' and 'not Opted-In'
- In terms of performance, the rules are:
 - ▶ If the client is not Opted-in, then we send them the Sexy content
 - ▶ If the client is Opted-in, then we will send them the Adult content
- Two constraints:
 - ▶ Must run Adult and Sexy alternative routes
 - ▶ Must able to recognize Opted-in users
- All over the world, all possibilities exist
 - ▶ Free Adult
 - ▶ Prohibited Adult

- Apply multiple targets to increase potential for conversions
 - ▶ Target generic brands or create white-labels
 - ▶ Different types of services: VOD, Dating, Cams, Social, etc.

- Adapt your traffic to your targets
 - ▶ Types, niches, languages, content levels, etc.

- Setup cross-sales amongst all targets

- Redirection :
 - ▶ Create a whitelabel mobile version of your site, with subdomain
 - ▶ Use a redirection script to isolate and redirect your mobile traffic to the mobile version of your website, to ensure optimal monetization of your mobile traffic: PHP or HTAccess
 - ▶ Utilization of Plug-ins

- Banners, Text Links, Pop-Under
 - ▶ Destination links/urls will be displayed and directed to mobile version of your site
 - ▶ Utilization of banner statistics
 - ▶ You may also use optimized dynamic banners
 - AdServer owner
 - 3rd Party AdServer
 - Our AdServer

It's always much more efficient to rotate banners often...especially for more targeted campaigns

- Return to the sponsor in dedicated sections
 - ▶ Dating site on a VOD site
 - ▶ VOD site on a Dating sites
 - ▶ Members area

- ▶ Use your own site...only if proper strategies are in place to avoid previously mentioned mistakes
 - Parental control and content levels
 - Design courses
 - SEO

- ▶ Use your own mobile site...only if using the services of a payment integrator
 - Maintain different billing options (Sexy/Adult, 3G/Wifi/ADSL Box)
 - Provide solutions all in territories all over the world
 - Ensure regulatory compliance with the specific mobile operators

- ▶ More adapted for integrated services like dating



спасибо
спасибо



Your Contact For This Event

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