



# PUSH WORLD GUIDELINE

for publishers



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The image features a dark blue background with large, abstract orange and yellow shapes. On the left, a large orange semi-circle is partially visible. To its right is a vertical yellow rectangle. Further right is a tall, thin yellow rectangle. The word "Intro" is written in white, bold, sans-serif font, positioned within the orange semi-circle.

**Intro**



## Website monetization

*is the main question for every webmaster.*



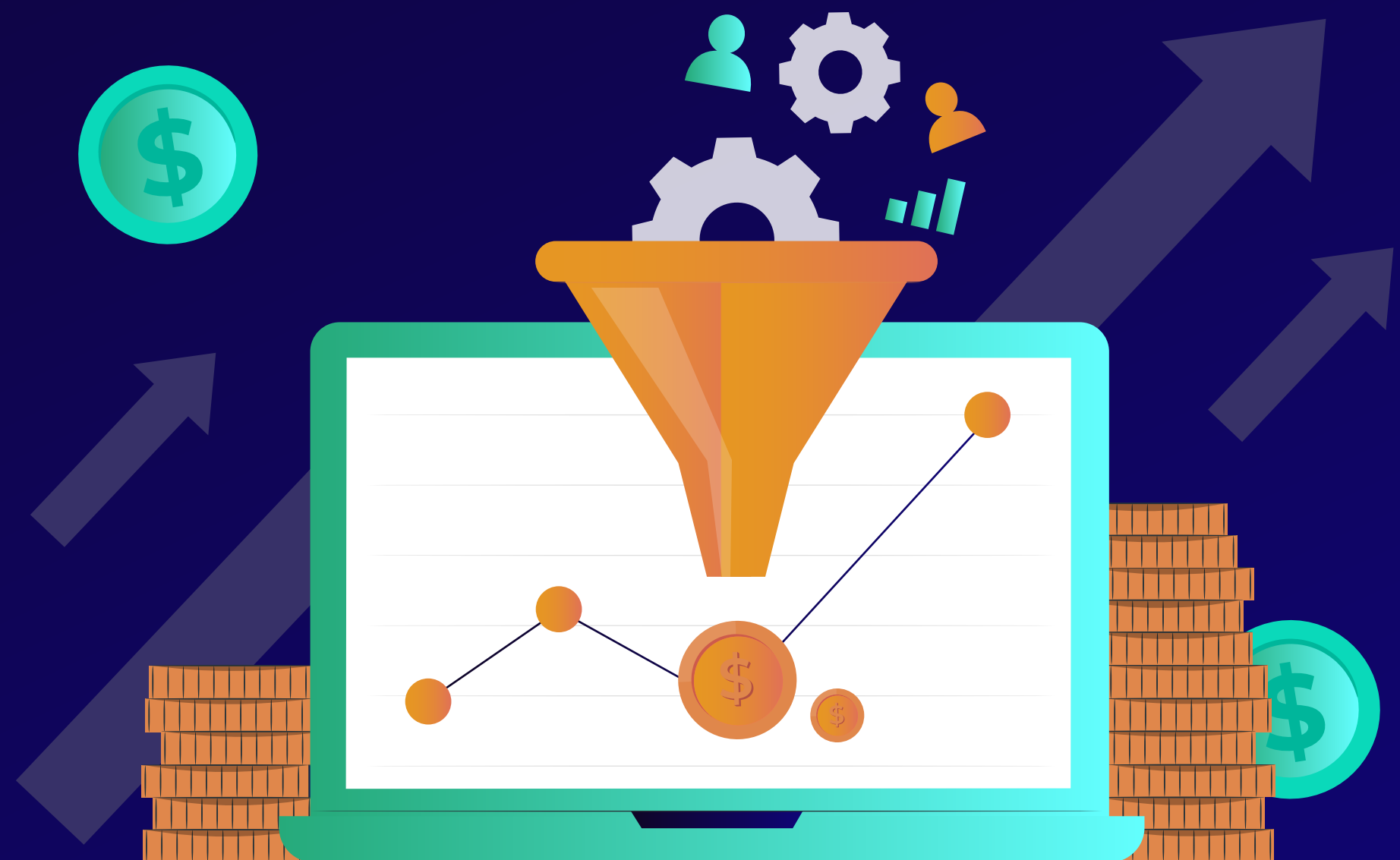
*One of the most effective traffic* **monetization sources** *is still* **Push traffic.**



*Not only website owners can* **earn money** *on it, but also any arbitrage manager working with traffic.*

Well, what does one need to know about this marketing sphere to get high conversion rates and really **good profit**?

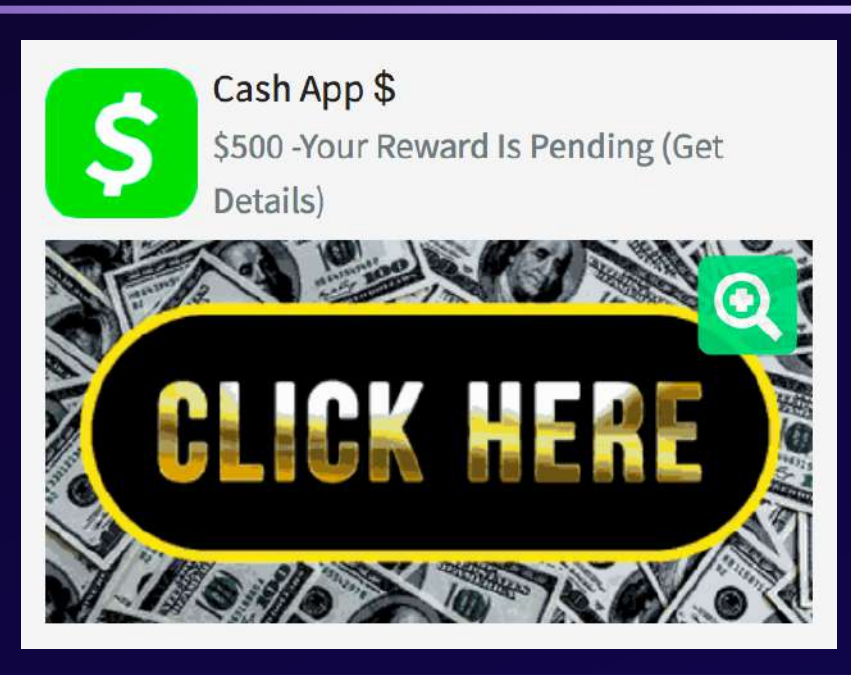
Let's dive into this topic to figure everything out.



The background features a dark blue field with large, overlapping organic shapes in a vibrant orange color. These shapes create a sense of depth and movement, framing the central text.

**Push notifications**

## design and its benefits

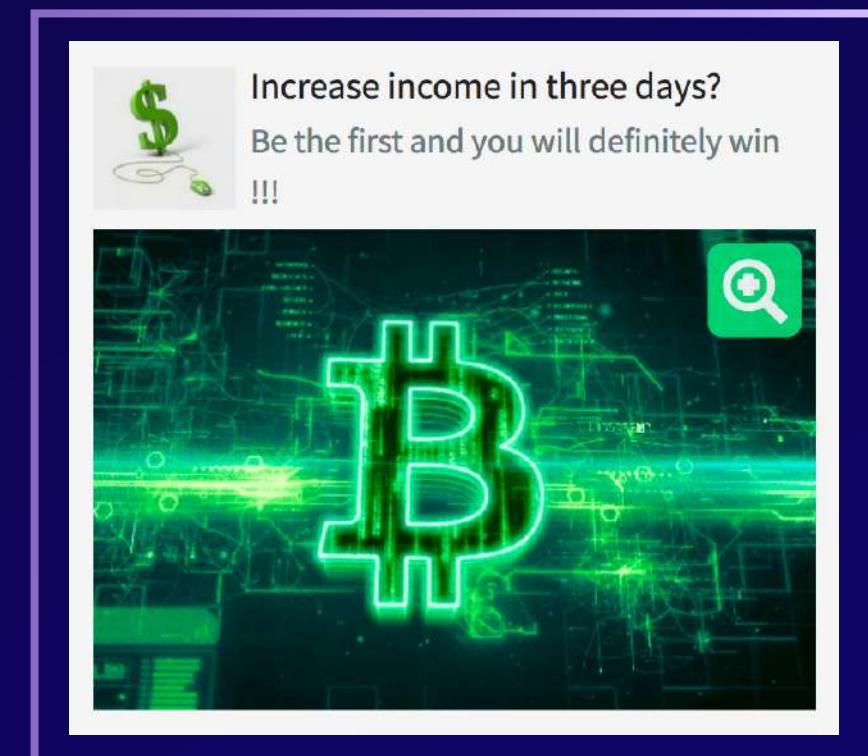


are the universal ad format that fits any business. Notifications are being picked individually for every user and sent according to his/her location.

Push notifications

Web  
push notifications

small popup in browser. They inform visitors about news, sales and other important events.



# specifics and characteristics

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Push is being **sent to** users, who agreed to receive notifications from a publisher's website.



They are being **delivered to** any possible devices: desktop, mobile, tablet, and also web-apps.



Push formats are being **displayed** even when the customer isn't online. Publishers have an opportunity to set up frequency and type of push notifications to be shown to subscribers.

Why is Evadav push format  
a great monetization tool for a website?

**High CTR**

 benefitting from user's prior approval

**TOP  
advertisers**

 50K advertisers and 80K active ad  
campaigns are being registered in  
Evadav weekly

**Great profit**

 The owner of a website or traffic  
can **increase his profit** even today

**50 000**  
advertisers

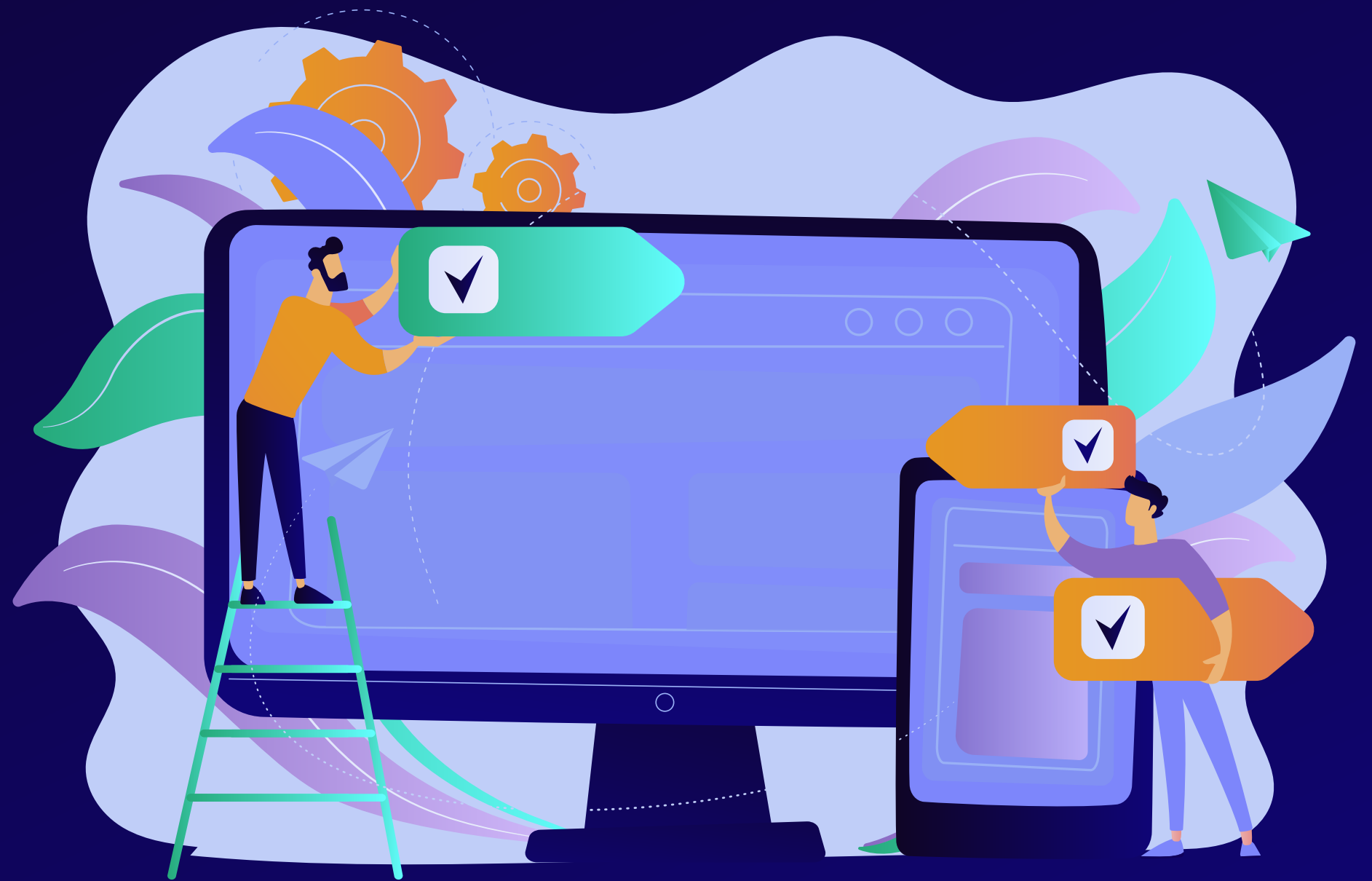
**80 000**  
active ad  
campaigns

# Devices and popular browsers with Web Push

Evadav Push notifications work as a cross-platform.

They will reach out to users regardless of browser and device they subscribed to.

**TRY NOW!**



## specifics and characteristics



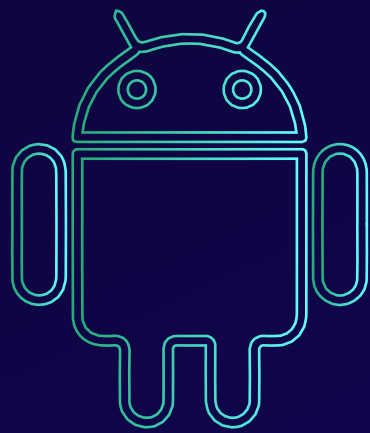
However, Evadav push may be displayed in different ways in Windows, Mac OS or Android.



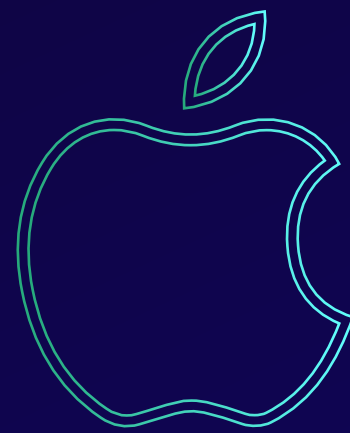
Pay attention, Apple doesn't allow setup browsers on their iOS devices to display push notifications.



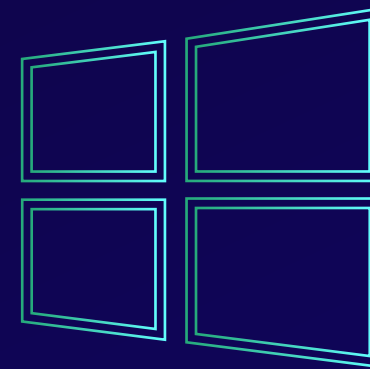
Push notifications can be used on the following platforms:



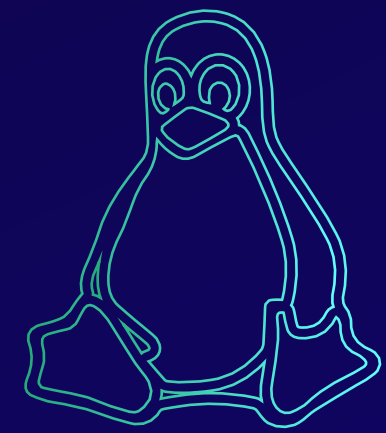
Android



macOS



Windows

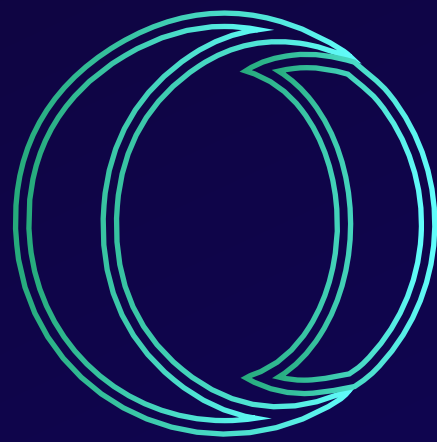


Linux

The main browsers accepting push:



Chrome



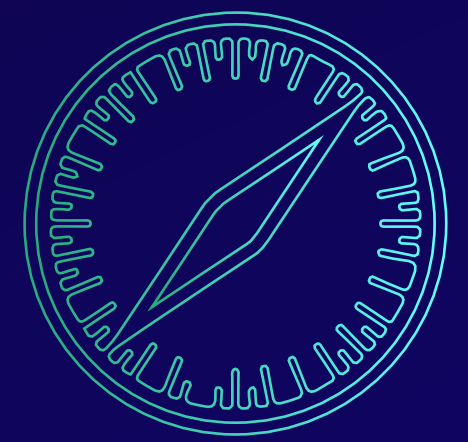
Opera



Firefox



Edge



Safari –  
on macOS

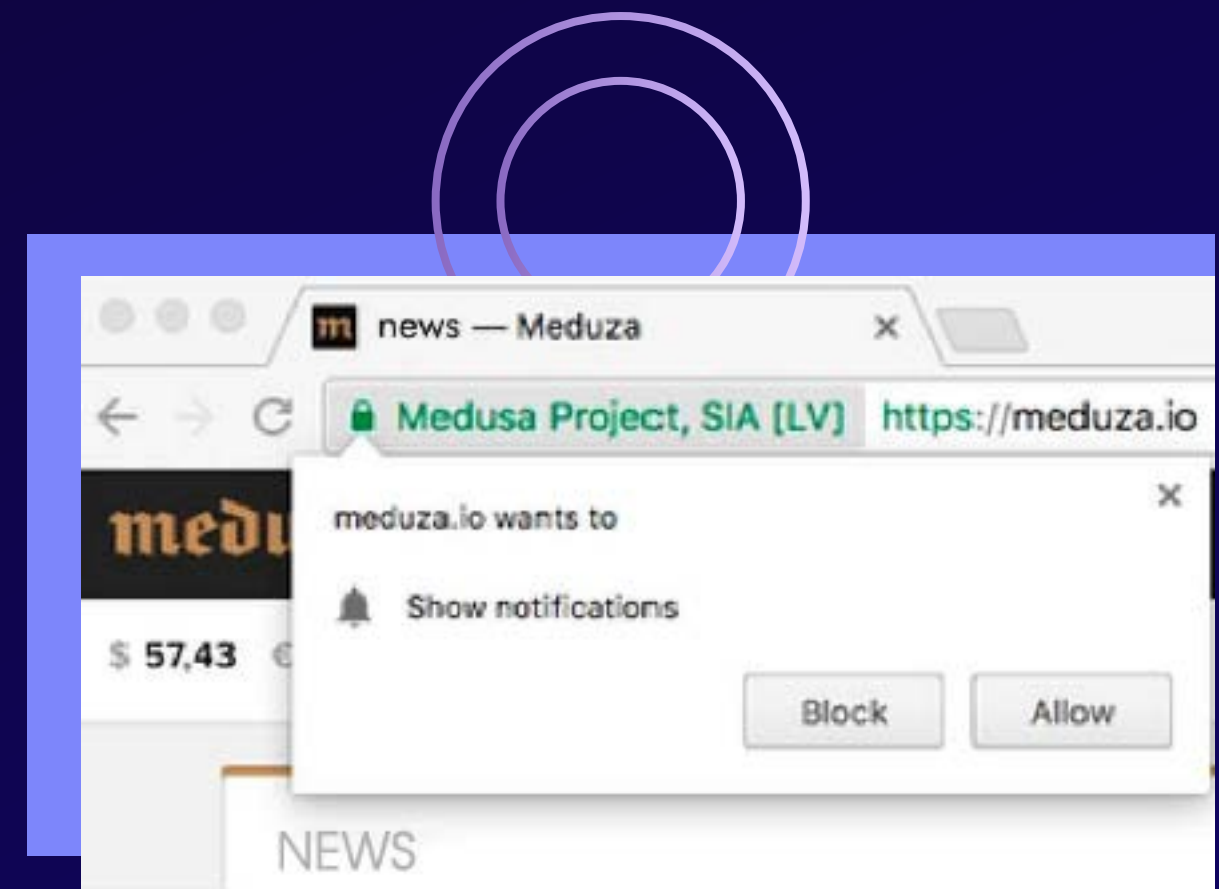
# the principle of push operation

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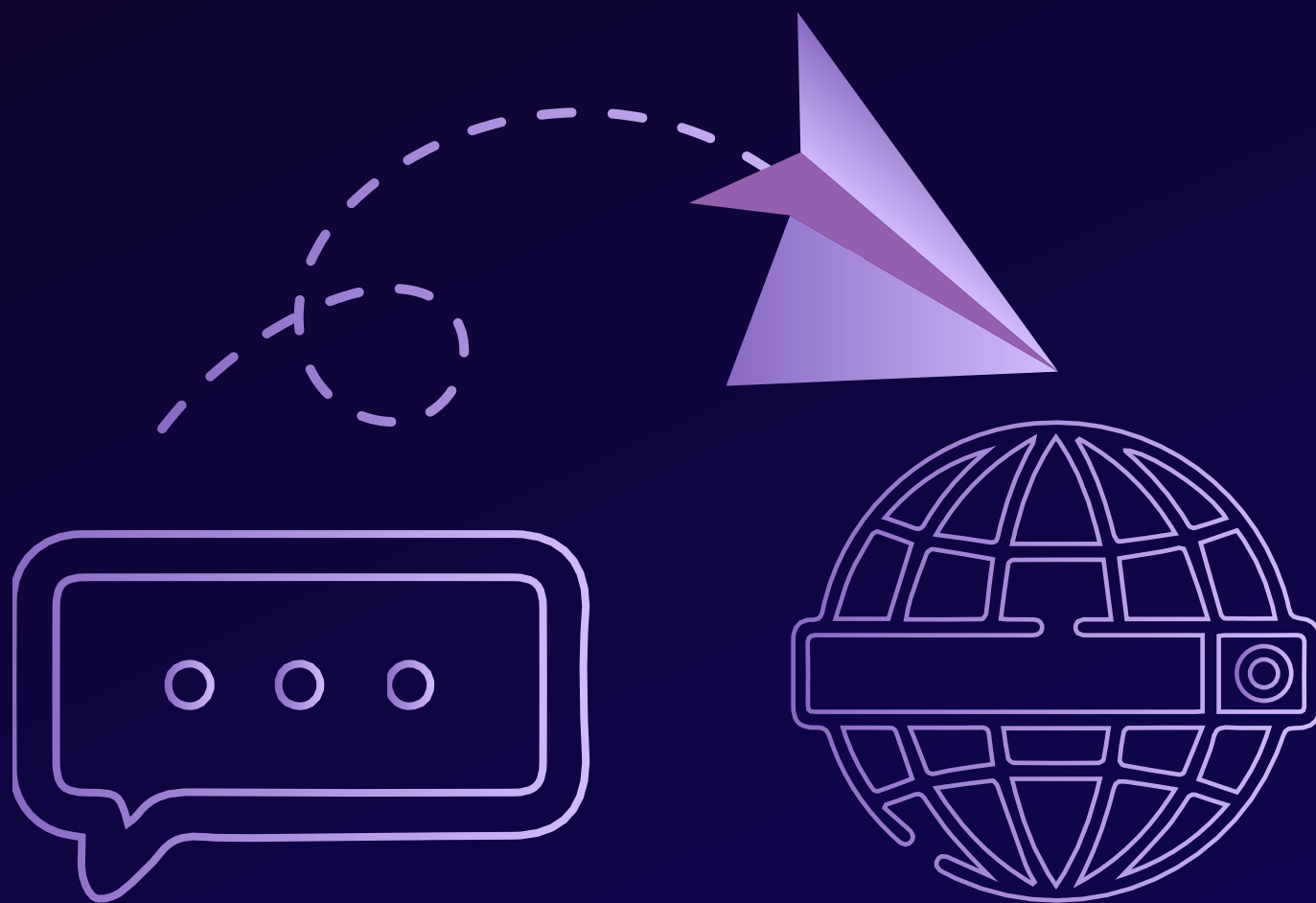
You need to receive a prior agreement from a user to send push notifications.

For instance, when visiting a website a browser sends a push message with a subscription offer. You click to allow or block this option.

Fully engaged users tend to agree on further interaction.



## the principle of push operation



### Access to API

Giving an approval means that notification can be sent to the browser push-notification service. Browser's push API interacts with device notifications API for displaying messages.

## top verticals for publishers

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Evadav works with  
**all verticals**, so you actually can earn  
money with any traffic of your website.

## Top Verticals for running Evadav push:



Adult



Push  
subscription



Sweepstakes



System  
message



Software



Questionnaire



APK



Finance

The background features a dark blue field with large, overlapping organic shapes in a gradient of orange and peach. The text is positioned in the lower-left area of the frame.

# **Push types** in Evadav

## Native PushNotification

a short message popping up on client's browser on desktop or mobile device with the call to proceed with native subscription.

### Preview

#### Recommended



Digital LCD Display Oral Thermometer



The Most Powerful Hearing Aids Now in CALIFORNIA



Butterfly Gold Bracelet



At Home Diy Treatment for Saggy Skin



This New Energy Method Is Taking The World By Storm



Here's What A Online Master's Degree Should Cost in 2020



Senior Living Communities in Boston Could Be Surprisingly...



Open a Free Gold IRA Account to Get a Bonus

# Native Push Notification

Native Push Notification is the best way to draw the audience's attention with



**an attractive image**



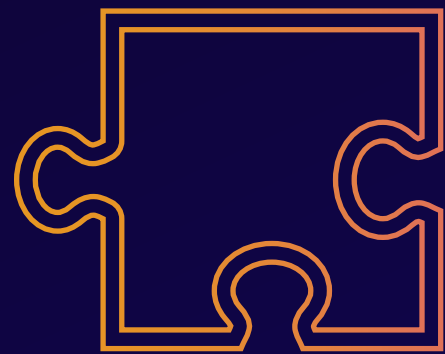
**icon**

Flash Bonus Especially For You  
Grab it NOW on JQK22

Book a FREE Test Drive Now  
Sign up now to get Rs 150,000 Off

**text with a call  
to action**

# The main advantages of Evadav Native



## Simple integration

*This format integrates well along with other ad formats on a website.*



## Long-term profit

*A user receives an ad, and webmaster - money, even if the user left a website. Profit has an accumulative feature (it will be growing along with your subscription base).*



## Native Push Notification

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### Compliance

*Only trusted and checked big advertisers (no viruses, spam, etc.). Evadav watches carefully the ads, advertisers are launching. All ad campaigns pass advanced moderation.*



### Weekly payouts

*The minimum payout amount - \$25. Evadav supports 10+ payment methods: Wire, Bank Card, PayPal, WebMoney, ePayments, Skrill, Paxum, Payoneer, Capitalist, Bitcoin. For big clients payouts twice a day are available.*



## Native Push Notification

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### Real-time support

*Every Evadav webmaster has a personal manager and 24/7 support. Assistance in launching stream and real-time widget setup.*



### 100% traffic monetization

*Evadav reaches a large number of countries, platforms and browsers. There's also an option for mobile and desktop traffic, http and https.*



## Custom solutions

*More than 100 optimized and customized landings for traffic monetization.*

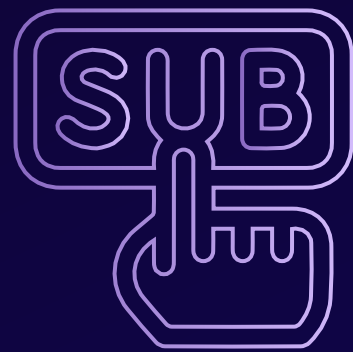


## System optimization

*The low frequency of sending push notifications to a user, only 3-5 impressions within 24 hours, thus the user will remain a loyal one in 85% of cases.*

# Pop-up Push Notification

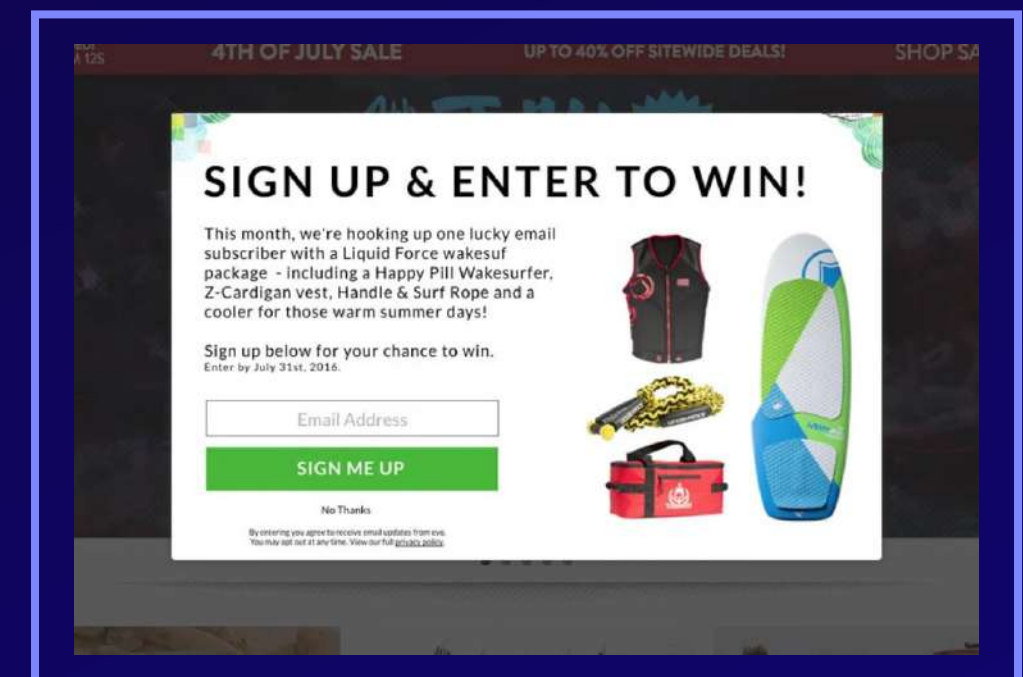
All pop-ups call to a target action



push  
subscription

## Pop-up Push Notification

is a type of push notification which is a popup with messages about push subscription on a website or a landing with a direct link.



# The initial task



is to distract a user from watching a page and draw his attention to the subscription process.



The main  
advantages of  
Pop-up Push  
for publishers:

1

**Flexible work model.**

Evadav works on CPA and RevShare models. A webmaster has an opportunity to receive up to 70% of payouts remotely.

2

Ideal for **arbitrage managers**, without their own websites

3

Arbitrage manager **doesn't need to create a website** by himself

## Pop-up Push Notification

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4 The opportunity to use **Evadav pop-up landings** with the direct link

5 An option to choose a landing among a **big variety of templates** for different niches

6 High traffic **conversion**.

**Monetize with us!**

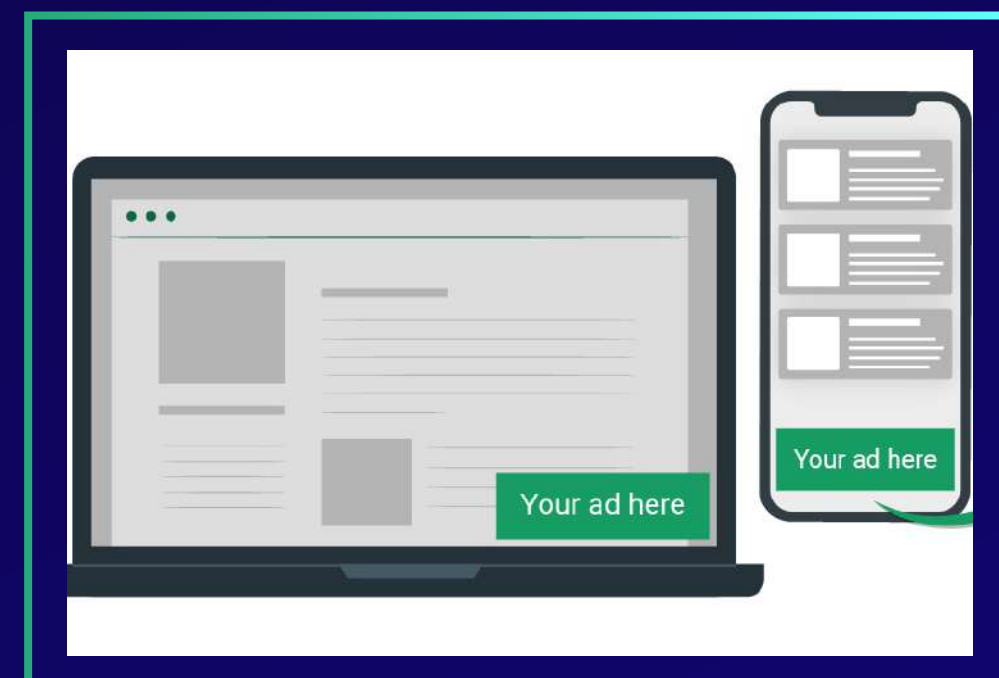
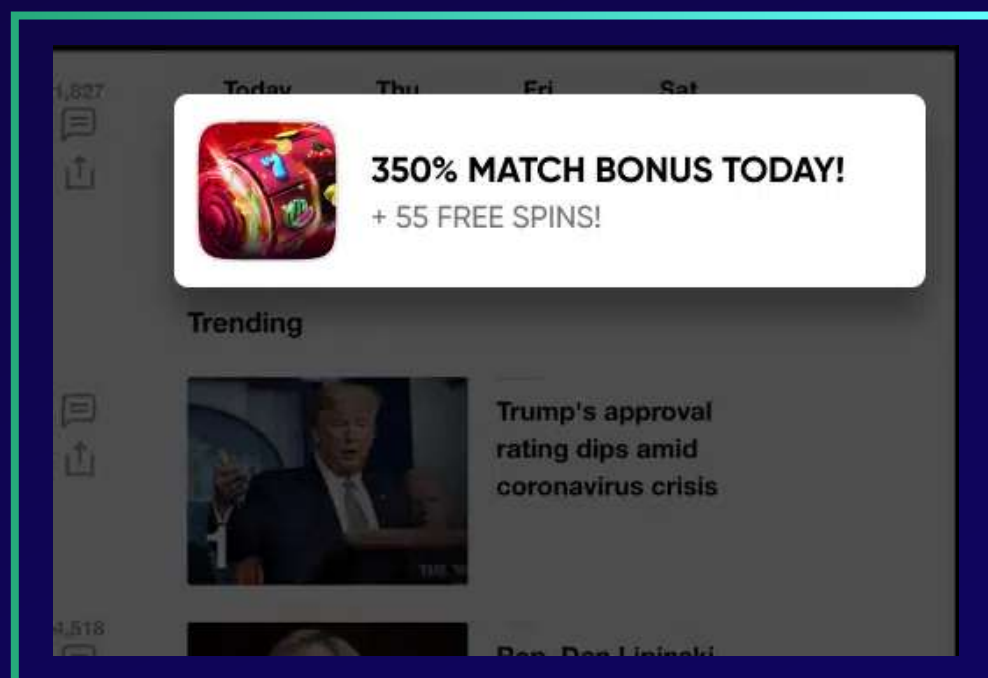
# In page Push Notification

## In-page ads

are ad messages which are popping up on webmasters' sites.

They are being displayed at the top or a bottom of the website while using a mobile device and in the corners of a web-page while using the desktop.

It makes it look like a small pop-up notification for a user.

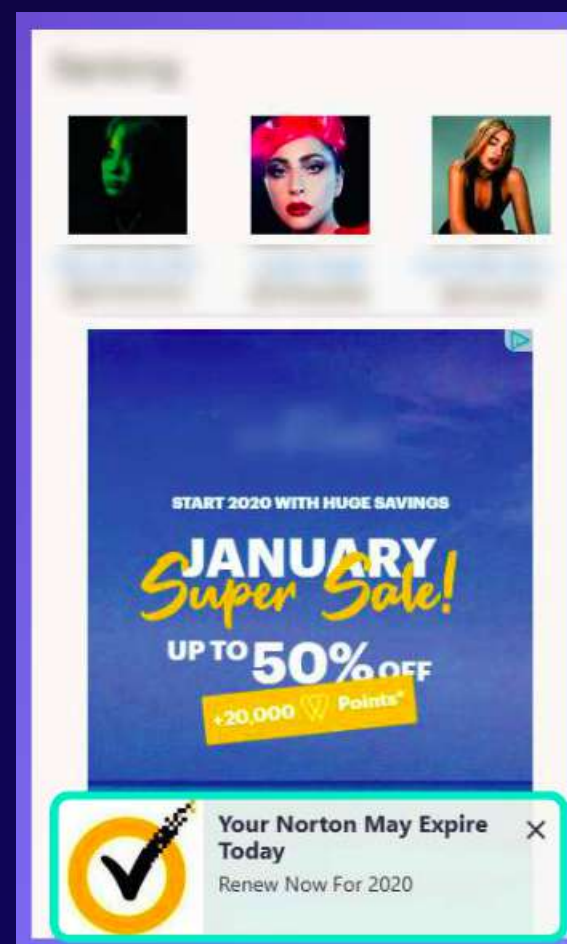


# In page Push Notification

They are less annoying and offer unique ways to attract your target audience with the help of relevant messages.

# difference

the user doesn't need to subscribe to receiving push notifications on the page.



## In page Push Notification

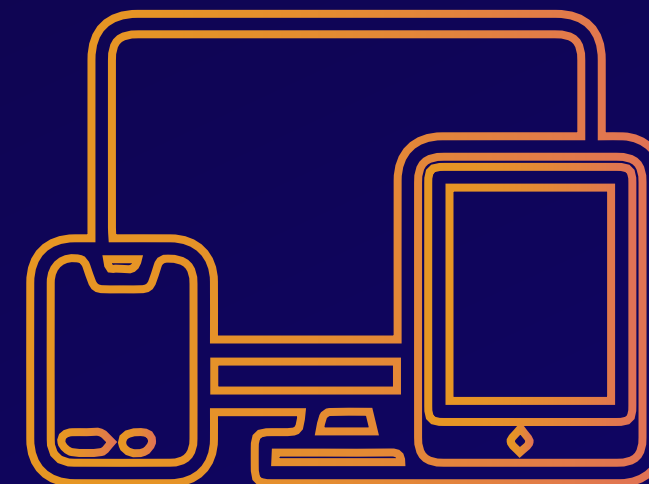
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While a user visits webmaster's website, ads may be displayed without interfering.

Evadav In-page traffic can reach out to iOS device users who previously slipped out of the ads market, and also provides an access to the audience that could probably get sick and tired of push-formats.



These ads bypass device restrictions and raise audience reach.



In fact, this ad format can slip into ANY device.



## In page Push Notification

### High CPM.

*You receive a payout for every click on a website.*

### Payouts up to twice a day.

*The publisher receives payouts via payment method and wallet which is suitable for you.*

### Doesn't influence site's search optimization.

*While setting ads up on a website, Google doesn't block and does not lower the website's rating.*

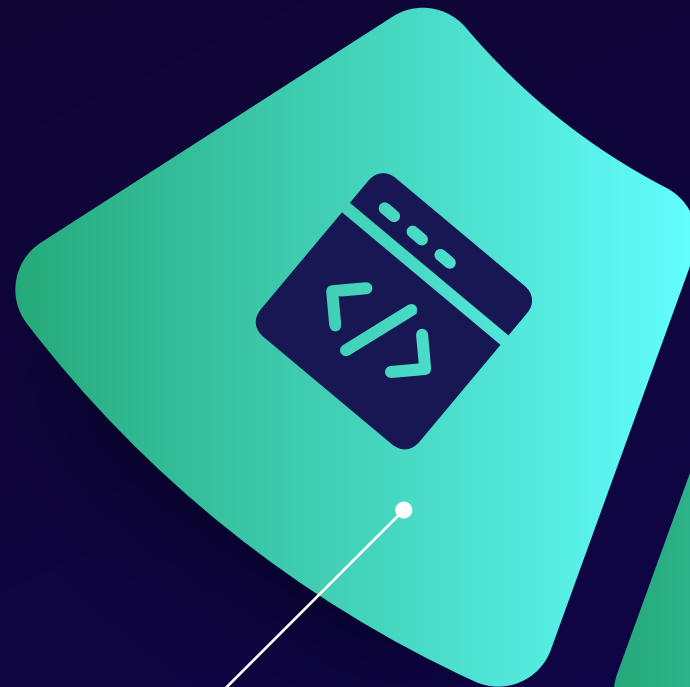
### Works on mobile and web devices.

*The user sees an ads notification on any device online.*

advantages of  
In-Page Push  
for publishers:



## In page Push Notification



### Integration within 1 minute.

*In-page push integrates with your website in a tag <body> on every page.*



**Doesn't block access to content,**  
*as it doesn't cover design and other ads.*



### Can be set up individually.

*You can set up a display delay and impressions frequency individually.*

**Join Evadav!**



## what push type is the best to pick from

*There is no universal advice.  
It depends on your goals.*



## The main advantage

### Native Push

*is that by collecting a user base, the publisher will be getting profit for months even if he removes codes. It's very useful if your goal — to receive a passive income with a minimum involvement in operations. The disadvantage of Native Push will be the monetization of https websites only. Due to Google update, Native performs quite a complicated system of subscription. To receive a good profit one needs to set up a maximum sending amount - Turbo (16 sendings per day).*



## what push type is the best to pick from

### Pop-up

*ads are quite annoying and may generate a negative reaction on a user's side. However, with a proper approach it can bring a lot of leads. The quality of Pop-up Push traffic is lower, than with Native Push from a website, as this traffic is purchased. And yet, this format has the highest rate per 1000 impressions among all mentioned formats.*

### In-page

*it's an adaptation of usual push notifications. That is, they are still not that annoying as usual push notifications, but a webmaster receives an option to work with all browsers and platforms, including iOS. In-page, as long as the pop-up format is being monetized via clicks and only in a case if the code is placed on a website.*

The background features a dark blue field with large, overlapping orange geometric shapes. On the left, a large orange circle is partially visible. To its right, a large orange parallelogram is tilted upwards. Further right, there are several orange rectangular blocks of varying sizes, some of which are partially cut off by the right edge of the frame.

# Native Push setup

# To set Native up you need

1 to go to the Streams section

2 pick Push Notification

Native

3 enter widget name

4 website domain (https only)

5

The screenshot shows the 'Create Widget (stream: fgf)' form in the EVADAV dashboard. The left sidebar contains a menu with 'Advertiser' and 'Publisher' sections. Under 'Publisher', 'Streams' is highlighted. The main form has three tabs: 'Push notifications', 'Popunder', and 'Native'. The 'Native' tab is selected, and the 'Native' radio button is chosen. The form fields include: 'Name: \*' (empty), 'Domain (HTTPS only): \*' (empty), 'Custom service worker name: ?' (filled with 'evasw.js'), 'Your site category:' (dropdown with 'Adult' selected), 'Push notification frequency: ?' (dropdown with 'Turbo' selected), 'Display delay: ?' (input with '0'), and three checkboxes: 'Silent mode', 'Background Darkening', and 'Prompt constructor' (all unchecked). A 'Create' button is at the bottom. A 'Preview' window on the right shows a mobile notification. Numbered annotations (1-5) point to specific elements: 1 points to the 'Streams' menu item; 2 points to the 'Push notifications' tab; 3 points to the 'Native' radio button; 4 points to the 'Domain' field; 5 points to the 'Custom service worker name' field.



## Custom service worker name

The subscriptions from a website are being gathered to this file and transferred to Evadav stats. A publisher needs to simply download it and put it to a website's root folder.

The file name in a folder should align with the name set up while creating native widget. You can use only latin symbols and it should end with ".js".

**EVADAV**  
The Evolving Ad Network

**Advertiser**

- Statistics
- Campaigns
- Campaign groups
- Audiences
- Funds
- Tracking
- Volumes of traffic
- Level System

**Publisher**

- Statistics
- Streams**
- Payouts
- CPA Rates
- Level System
- Profile
- Referral program
- Support

### Create Widget (stream: fgf)

Push notifications Popunder Native

☒ Native ☐ Pop-up ☐ In page

Name: \*

Domain (HTTPS only): \*

Custom service worker name: ?  
evasw.js

Your site category:  
Adult

Push notification frequency: ?  
Turbo

Display delay: ?  
0

☐ Silent mode  
☐ Background Darkening  
☐ Prompt constructor

**Create**

Preview

http://yoursite.com  
Subscription  
Cancel



## Push notification frequency

Publishers can regulate push frequency based on their traffic specifics.

Types of frequency setup in Evadav:



The lower line of frequency can be set up only by white websites and those ones where users complain on a frequent push sendout. In this case you can set up Medium (8 per day) or High (12 per day).

Low (4 sendouts per day) is not recommended to be set up, because it may cause a significant click drawdown and lower profit for publishers accordingly.

### Evadav tip

Evadav team recommends setting up Turbo (16 sendouts per day), as the more often push sendout is the higher profit will be received by a publisher.



Turbo

High

Medium



Low





## Display delay

Publishers have an option to adjust display delay of push subscription on a website.

### Evadav tip

It's better to leave 0 by default in display delay.

Display delay: ?



## Silent mode

This feature is created for those users who, for some reasons, do not pour traffic in Evadav from their https websites, and yet monetize their websites on other push partnership programs.

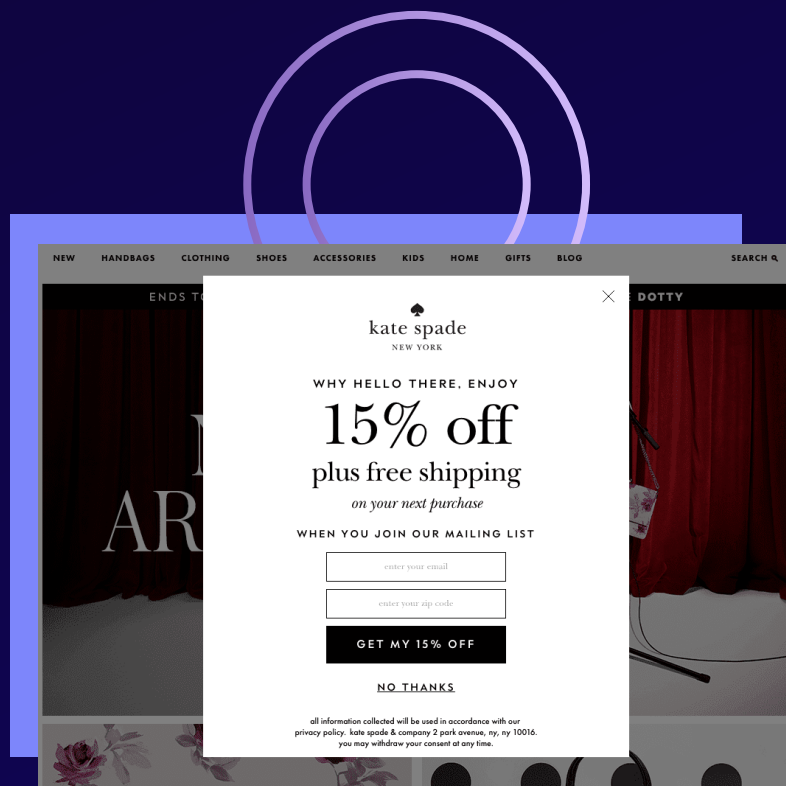
In case other system code doesn't work, a request on push subscription is shown.



## Background Darkening

It's a function of Background darkening while showing push subscription requests.

It's optimal to darken 20-30% of a background, not more because of Google restrictions.



### Evadav tip

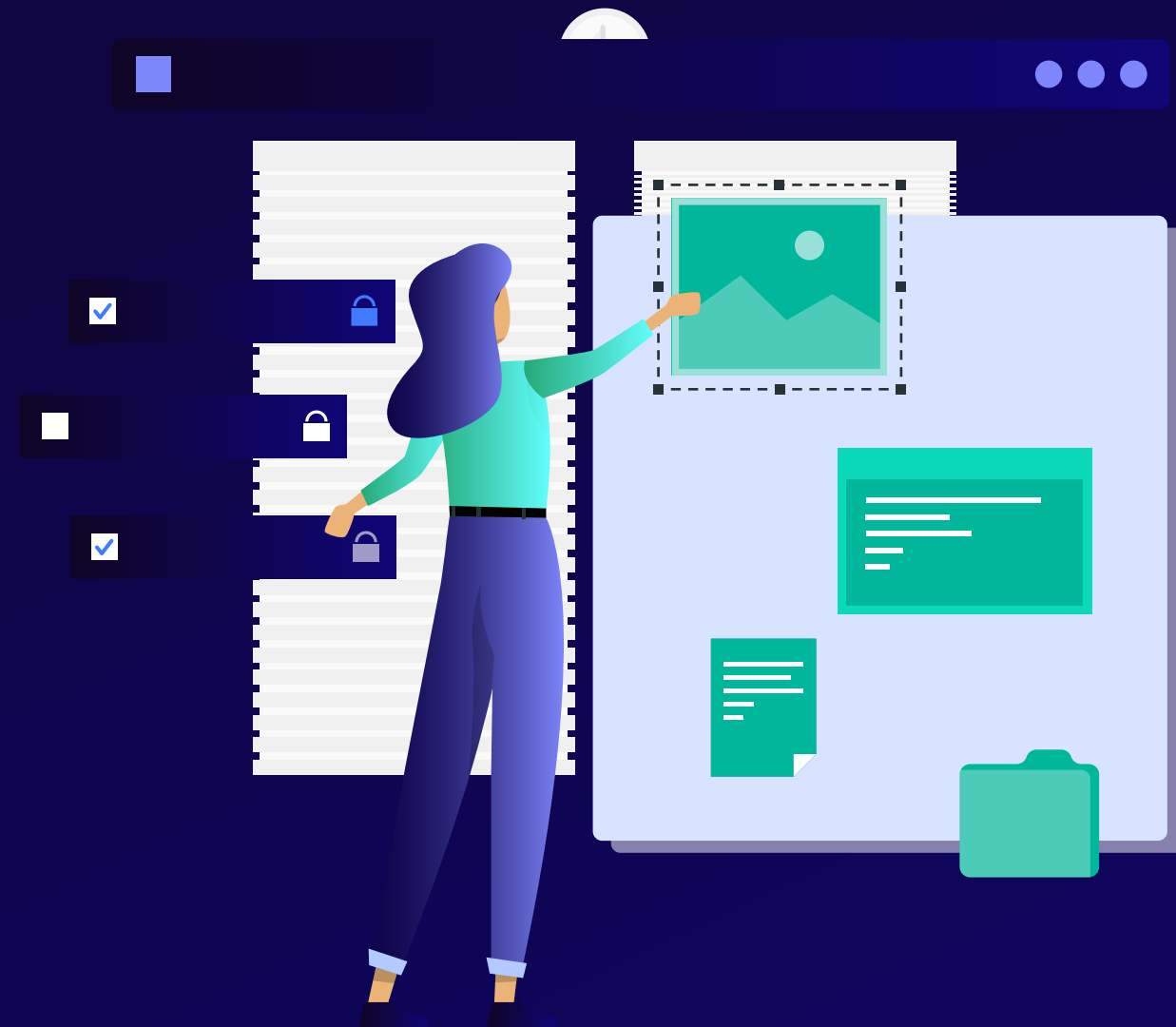
Before activating this option EVADAV recommends consultation with your personal manager available 24/7/365. The proper setup is necessary to avoid Google sanctions.



## Prompt constructor

Constructor creates a fake subscription to push, in website style. A User can pick an image and text by himself to be more interested in clicking on a real one.

The prompt constructor fake subscription goes first, and Evadav subscription goes second.



FAKE

EVADAV

Following the accounts stats one can track how much money a publisher can earn on his traffic using Evadav Native Push.

| Date ↓     | Unique ↓↑ | Sub ↓↑ | CR ↓↑ | Unsub ↓↑ | Impressions ↓↑ | Clicks ↓↑ | CPC ↓↑ | CTR ↓↑ | CPA ↓↑ | TBR ↓↑ | Total ↓↑ |
|------------|-----------|--------|-------|----------|----------------|-----------|--------|--------|--------|--------|----------|
| 10.11.2021 | 0         | 11 697 | 0.00  | 8 461    | 3 024 167      | 4 468     | 0.0036 | 0.15   | 0.00   | 0.00   | 15.89    |
| 09.11.2021 | 0         | 17 721 | 0.00  | 10 033   | 3 088 946      | 7 862     | 0.0030 | 0.25   | 0.00   | 0.00   | 23.46    |
| 08.11.2021 | 0         | 17 793 | 0.00  | 10 144   | 3 117 676      | 8 737     | 0.0032 | 0.28   | 0.00   | 0.00   | 28.25    |
| 07.11.2021 | 0         | 18 186 | 0.00  | 10 643   | 3 106 024      | 8 888     | 0.0031 | 0.29   | 0.00   | 0.00   | 27.88    |
| 06.11.2021 | 0         | 17 545 | 0.00  | 10 466   | 3 056 516      | 9 066     | 0.0032 | 0.30   | 0.00   | 0.00   | 29.30    |
| 05.11.2021 | 0         | 16 801 | 0.00  | 10 531   | 3 024 821      | 8 557     | 0.0032 | 0.28   | 0.00   | 0.00   | 27.35    |
| 04.11.2021 | 0         | 15 873 | 0.00  | 9 777    | 2 982 393      | 8 489     | 0.0035 | 0.28   | 0.00   | 0.00   | 29.36    |
| 03.11.2021 | 0         | 17 018 | 0.00  | 10 091   | 2 969 608      | 9 277     | 0.0034 | 0.31   | 0.00   | 0.00   | 31.16    |
| 02.11.2021 | 0         | 17 284 | 0.00  | 10 427   | 2 932 985      | 9 047     | 0.0035 | 0.31   | 0.00   | 0.00   | 31.56    |
| 01.11.2021 | 0         | 17 758 | 0.00  | 10 552   | 2 908 597      | 9 277     | 0.0035 | 0.32   | 0.00   | 0.00   | 32.48    |



**start monetize!**

If you own the traffic, you'd like to monetize, register on Evadav.com, a personal manager 24/7 will answer all your questions.

| Date ↓     | Unique ↓↑ | Sub ↓↑ | CR ↓↑ | Unsub ↓↑ | Impressions ↓↑ | Clicks ↓↑ | CPC ↓↑ | CTR ↓↑ | CPA ↓↑ | TBR ↓↑ | Total ↓↑ |
|------------|-----------|--------|-------|----------|----------------|-----------|--------|--------|--------|--------|----------|
| 18.11.2021 | 0         | 312    | 0.00  | 331      | 427 925        | 267       | 0.0168 | 0.06   | 0.00   | 0.00   | 4.48     |
| 17.11.2021 | 0         | 806    | 0.00  | 692      | 844 266        | 497       | 0.0159 | 0.06   | 0.00   | 0.00   | 7.90     |
| 16.11.2021 | 0         | 765    | 0.00  | 729      | 901 851        | 606       | 0.0171 | 0.07   | 0.00   | 0.00   | 10.36    |
| 15.11.2021 | 0         | 802    | 0.00  | 769      | 912 044        | 618       | 0.0172 | 0.07   | 0.00   | 0.00   | 10.64    |
| 14.11.2021 | 0         | 1 132  | 0.00  | 823      | 914 537        | 639       | 0.0162 | 0.07   | 0.00   | 0.00   | 10.35    |
| 13.11.2021 | 0         | 1 038  | 0.00  | 700      | 925 923        | 574       | 0.0152 | 0.06   | 0.00   | 0.00   | 8.74     |
| 12.11.2021 | 0         | 884    | 0.00  | 660      | 936 713        | 577       | 0.0194 | 0.06   | 0.00   | 0.00   | 11.1     |
| Total      | 0         | 5 739  |       | 4 704    | 5 863 259      | 3 778     |        |        | 0.00   | 0.00   | 63.65    |

The background features a dark blue field with large, organic, orange-colored shapes. On the left, a large, curved orange shape partially frames the text. To the right, a more angular orange shape, resembling a stylized 'L' or a corner, is positioned. The text 'Pop-up' is in a bold, white, sans-serif font, while 'Push setup' is in a white, outlined, sans-serif font.

**Pop-up**  
Push setup

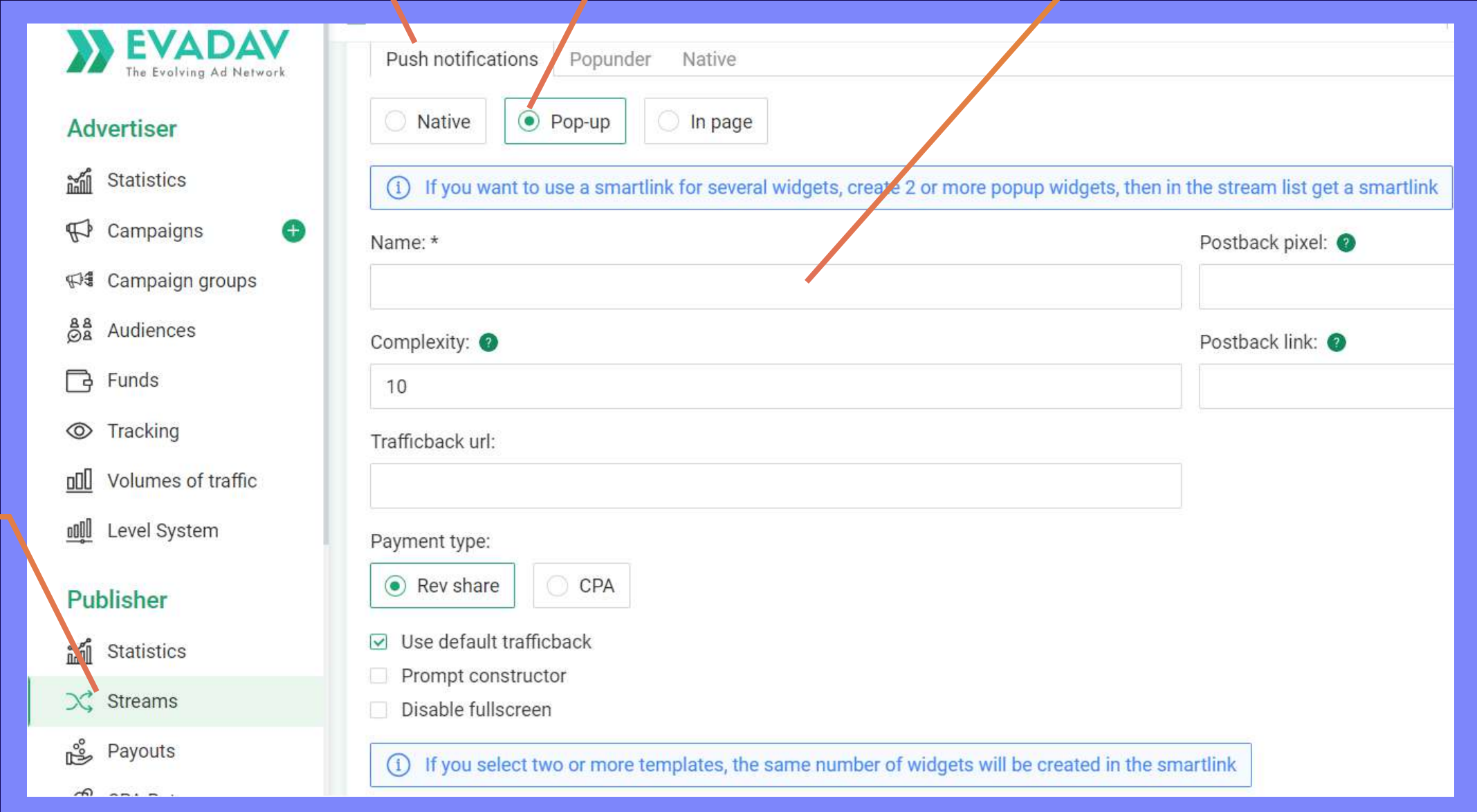
# To set up Pop-up push

1 go to the Streams section

2 choose Push Notification

3 choose Pop-up

4 enter the widget name



The screenshot displays the EVADAV dashboard interface. On the left, a sidebar menu lists various sections: Advertiser (Statistics, Campaigns, Campaign groups, Audiences, Funds, Tracking, Volumes of traffic, Level System) and Publisher (Statistics, Streams, Payouts). The 'Streams' section is highlighted. The main content area shows the 'Push notifications' tab selected, with 'Pop-up' chosen under the 'Native' category. A text box for 'Name: \*' is present, with an annotation pointing to it. Other fields include 'Complexity' (set to 10), 'Trafficback url', 'Postback pixel', and 'Postback link'. The 'Payment type' is set to 'Rev share'. A note at the bottom states: 'If you select two or more templates, the same number of widgets will be created in the smartlink'.

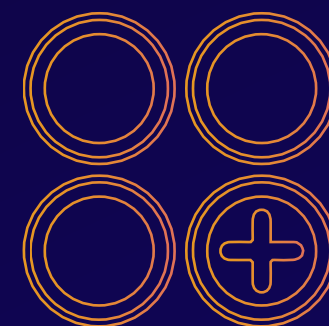


## Smartlink

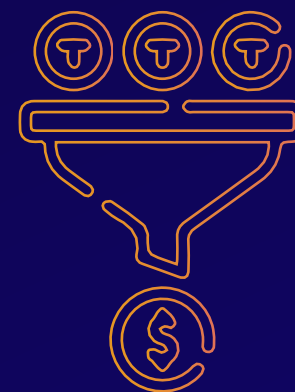
It's a link which picks a relevant offer for a user based on technical information about him/her.



Every person, following the link, is shown a certain offer, triggering his/her interests.



Publisher creates widgets in Stream, where several landings are rotating within a certain category.

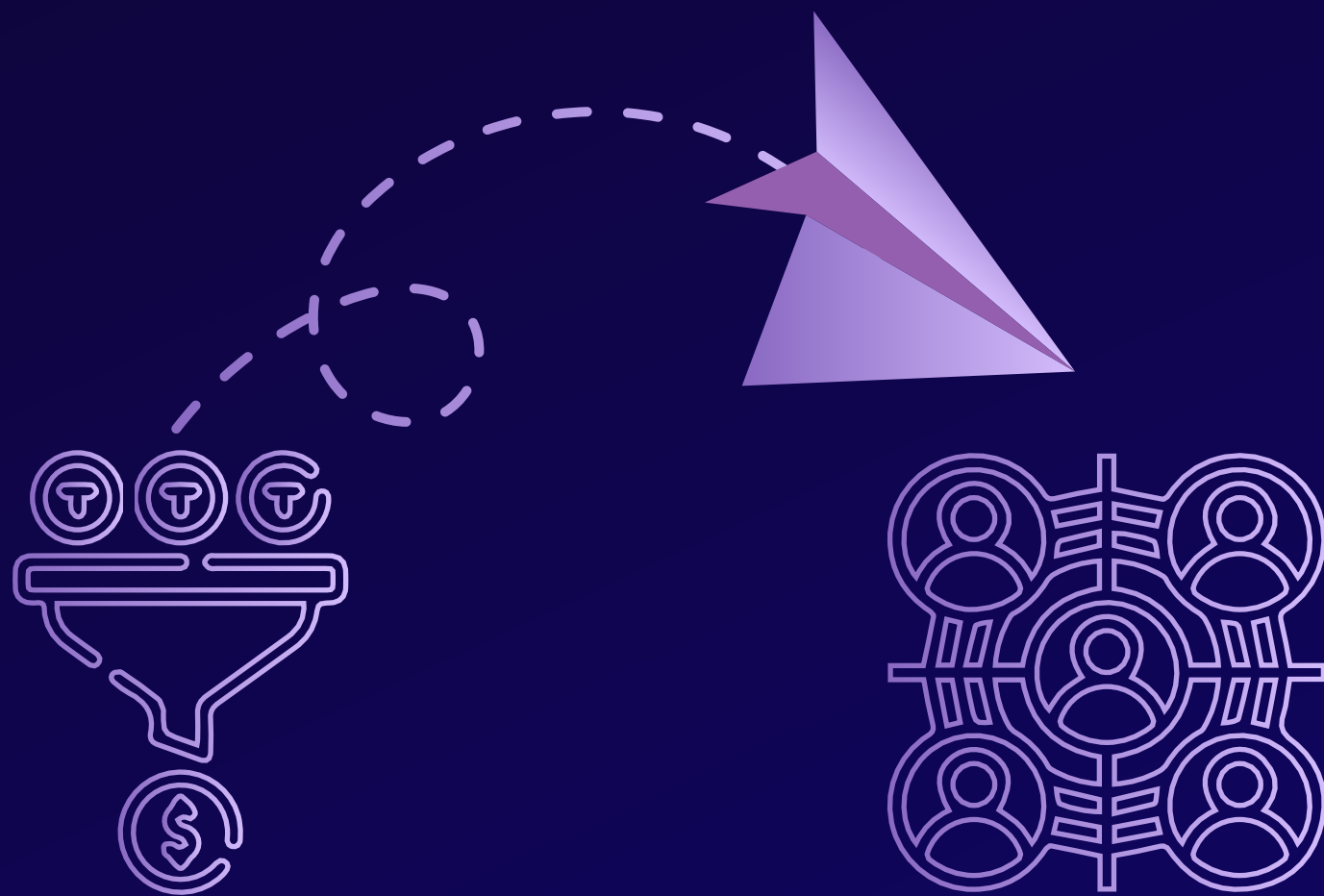


It is used to define a landing with the best CR (conversion rate). The code can be found in Streams, in the Get smartlink code section.



## Postback pixel and Postback link

Postback pixel and postback link are used to transfer information about conversion. As soon as the initial platform (partnership network or a tracker) is turned on, these links transfer data instantly on a target platform (tracker or traffic source).



Due to this data one can track, for instance, how many users click on links and what traffic volume they generate, also one can define how successful the current ad campaign is.

# difference

## Postback pixel

a pixel tracking means that a code fragment will be used on a request page to inform about conversion.

## Postback link

Allowed tracking formats:

### Evadav tip

Postback links are the most preferable tracking method and pixel can be used only as a backup method.

⦿ [click\_id]

⦿ [[click\_id]]

⦿ {click\_id}

⦿ {{click\_id}}



## Complexity

Publishers can set up the amount of subscriptions offered to a user. The more is offered, the more it will annoy a user.

Complexity: ?

10

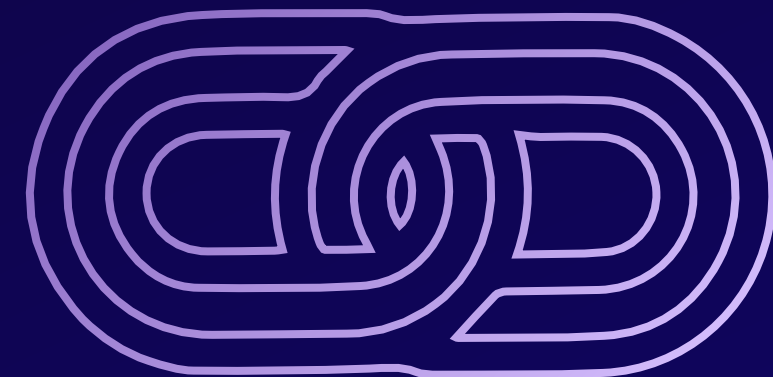
## Evadav tip

We recommend not overusing it. Take it easy.



## Trafficback url

Is being set up in case when you need to redirect traffic to another URL.



For instance, if your main link, for some reason, failed to work, users will be redirected to an additional link. Trafficback option helps to avoid traffic waste.



## Payment type



## RevShare

(revenue share, percent type of payment) – it's a payment model, where a partner receives a certain percent of Evadav received profit.



## Evadav tip

It's worth choosing this type of work model if a webmaster plans to gather a base and work on a long-term. In this case, he'll manage to earn profit within months even if traffic is stopped.

In these stats you can track how much a publisher can earn on his traffic using Evadav RevShare payment model.

| Date ↓     | Unique ↓↑ | Sub ↓↑  | CR ↓↑ | Unsub ↓↑ | Impressions ↓↑ | Clicks ↓↑ | CPC ↓↑ | CTR ↓↑ | CPA ↓↑ | TBR ↓↑ | Total ↓↑ |
|------------|-----------|---------|-------|----------|----------------|-----------|--------|--------|--------|--------|----------|
| 19.11.2021 | 245 545   | 48 023  | 19.56 | 32 478   | 43 978 841     | 20 125    | 0.0061 | 0.05   | 0.00   | 0.00   | 122.10   |
| 18.11.2021 | 243 520   | 46 169  | 18.96 | 41 815   | 60 335 428     | 30 705    | 0.0058 | 0.05   | 0.00   | 0.00   | 179.19   |
| 17.11.2021 | 364 566   | 76 300  | 20.93 | 41 073   | 64 448 043     | 30 934    | 0.0063 | 0.05   | 0.00   | 0.00   | 194.37   |
| 16.11.2021 | 311 663   | 61 056  | 19.59 | 40 511   | 66 638 658     | 29 282    | 0.0060 | 0.04   | 0.00   | 0.00   | 176.67   |
| 15.11.2021 | 255 027   | 57 502  | 22.55 | 42 499   | 72 662 724     | 34 532    | 0.0050 | 0.05   | 0.00   | 0.00   | 173.78   |
| 14.11.2021 | 406 281   | 102 473 | 25.22 | 45 432   | 78 167 172     | 36 088    | 0.0048 | 0.05   | 0.00   | 0.00   | 171.77   |



## Payment type CPA

it's a model of payment for a completed target action only, namely, subscription.

## The advantage



### **fast payouts**

*A webmaster doesn't need to spend much time to collect the base.*

## Evadav tip

If a webmaster is oriented on a fast profit and turnover budgets for ad campaigns, then it's better to choose CPA.

In these stats you can see how much a publisher can earn on his traffic using CPA payment model.

| Date ↓     | Unique ↑  | Sub ↑   | CR ↑  | Unsub ↑ | Impressions ↓ | Clicks ↑ | CPC ↓  | CTR ↑ | CPA ↓    | TBR ↓ | Total ↓  |
|------------|-----------|---------|-------|---------|---------------|----------|--------|-------|----------|-------|----------|
| 19.11.2021 | 892 611   | 138 529 | 15.52 | 81 268  | 0             | 0        | 0.0000 | 0.00  | 1 100.54 | 0.00  | 1 100.54 |
| 18.11.2021 | 1 475 402 | 233 407 | 15.82 | 98 363  | 0             | 0        | 0.0000 | 0.00  | 1 601.39 | 0.00  | 1 601.39 |
| 17.11.2021 | 1 463 496 | 236 194 | 16.14 | 93 698  | 0             | 0        | 0.0000 | 0.00  | 1 635.57 | 0.00  | 1 635.57 |
| 16.11.2021 | 1 282 839 | 193 500 | 15.08 | 90 456  | 0             | 0        | 0.0000 | 0.00  | 1 392.13 | 0.00  | 1 392.13 |
| 15.11.2021 | 1 164 473 | 166 222 | 14.27 | 90 095  | 0             | 0        | 0.0000 | 0.00  | 1 382.69 | 0.00  | 1 382.69 |
| 14.11.2021 | 1 287 307 | 188 557 | 14.65 | 96 590  | 0             | 0        | 0.0000 | 0.00  | 1 545.08 | 0.00  | 1 545.08 |



## Flat Rate

Fixed payment model.

This payment type is not available in a profile. It's only possible to set it only with trusted partners via manager.



*More about features and tools for publishers – read in our blog.*



## Evadav tip

Напишите своему личному менеджеру для возможности работать по Flat Rate.

The background features a dark blue field with large, organic, overlapping shapes in a gradient of orange and peach. The shapes are fluid and non-geometric, creating a layered, abstract composition. The text is positioned on the left side, overlapping the orange shapes.

**In page**  
Push setup

# For In page setup

1

go to  
Streams

2

Push Notification

3

pick In page

4

enter website's  
name

5

domain

Advertiser

Statistics

Campaigns

Campaign groups

Audiences

Funds

Tracking

Volumes of traffic

Level System

Publisher

Statistics

Streams

Create Widget (stream: fgf)

Back to list

Push notifications

Popunder

Native

Native

Pop-up

In page

Name: \*

Domain: \*

Your site category:

Display delay: ?

Widget placement: ?

Adult

0

At the right bottom

Pause after click: ?

Pause after close: ?

Theme:

15

0

Classic

Show "Ads" headlines

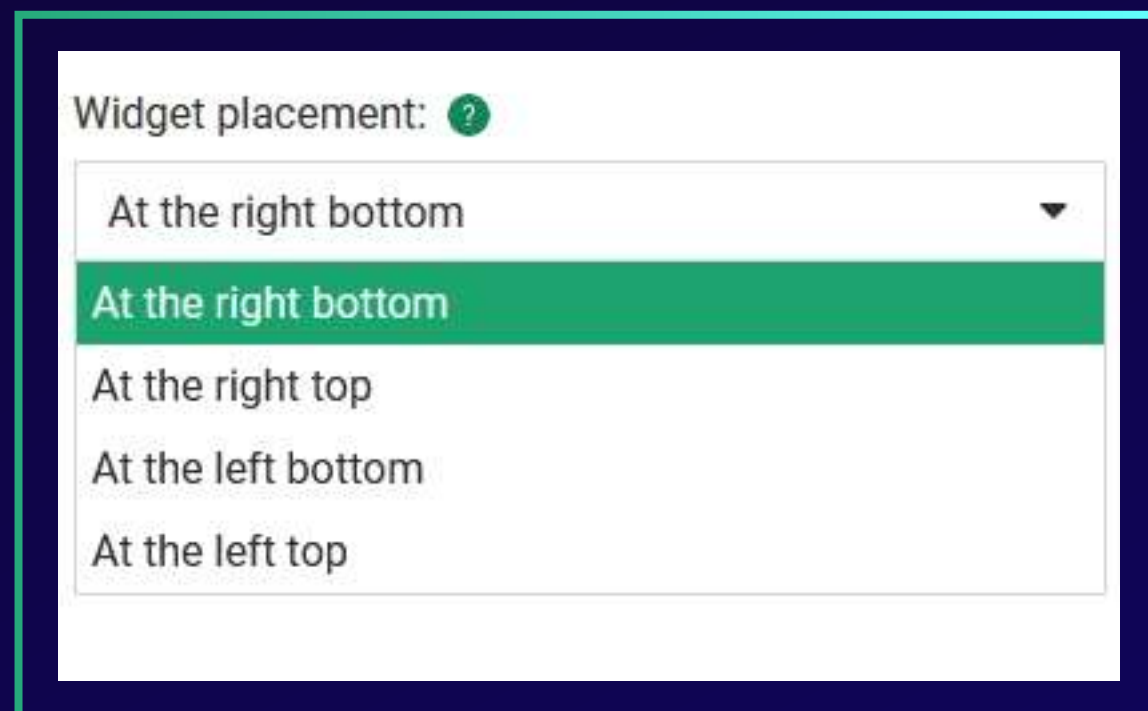
Show two notifications at once

Create



## Display delay

A time before a pop-up, 30 seconds maximum. We recommend setting 0. There are 4 places for widget setup.



## Evadav tip

To define what works best, we recommend running the A/B test.



## Pause after click

The option of a pause time (minutes) for displaying the following page click right after a visitor clicks on it.

### Evadav tip

We recommend setting up 15.

Pause after click: ?



## Pause after close

A feature to set up delay time (minutes) for displaying the following page click after the user will close it.

### Evadav tip

We recommend setting up 0.

Pause after close: ?



## Theme

Theme:

Classic

Classic

Social

Download Button

Themes vary in the visual part of the in-page for a better CTR for each website category.

### Classic

*better use it for mainstreams websites*

### Social

*best for adult websites*

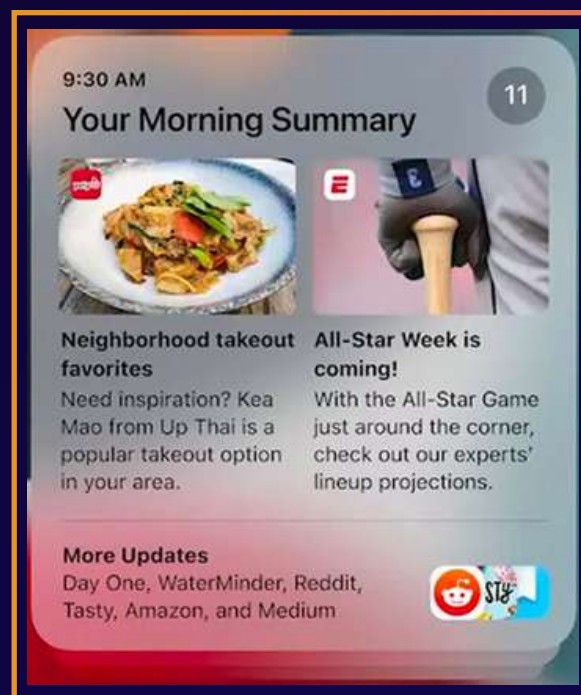
### Download button

*is used for software websites*





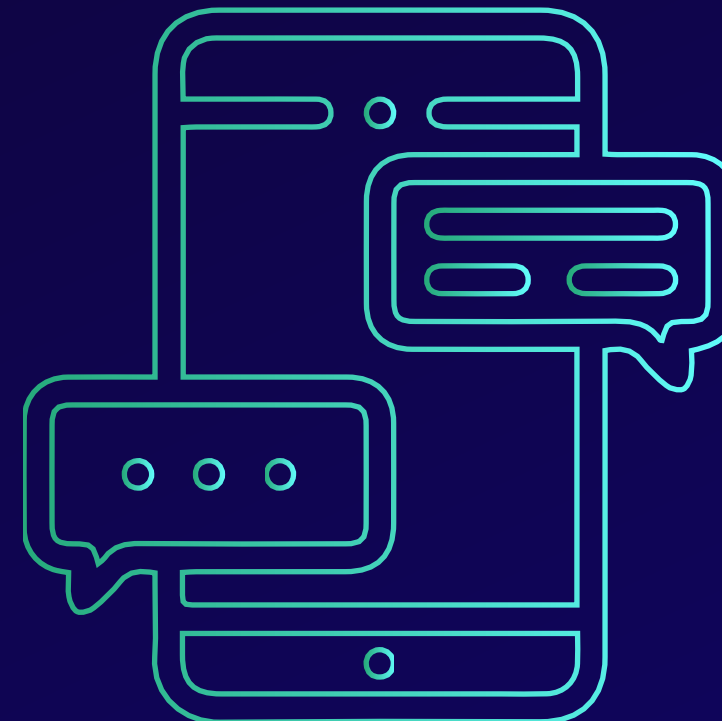
## Show "Ads" headlines



RevShare CPC payment model is only available for in-page format.



## Show two notifications at once



### Evadav tip

Before activating this option EVADAV recommends consultation with your personal manager available 24/7/365.

The background features a dark blue field with large, abstract orange shapes. On the left, a large orange circle is partially visible. To its right is a large orange rectangle. Further right, a diagonal orange band cuts across the frame. The word "Summary" is written in white, bold, sans-serif font, positioned over the lower part of the circle and the rectangle.

**Summary**

Push notifications remain one of the most effective monetization methods for a website or traffic.



*Read more about Evadav push notifications for publishers in our blog.*





Evadav.com – ad network with a wide range of ad formats and high weekly payouts from \$25. Different payment models are available to publishers, depending on their goals: long-term work on RevShare, and CPA for a faster profit and turnover receipt for ad campaigns.

If you are a website owner or an  
arbitrage manager working  
with traffic,

register on



Evadav support team is ready to assist you  
with any question 24/7. Feel free to ask the  
manager for any advice or  
recommendations.