

DECEMBER 2024

OnlyAff

#1



YOUR FAVORITE
MAGAZINE

about affiliate marketing

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TOP-GEO

Russia



BetBoom Partners is an affiliate program and a direct advertiser of the high-tech betting holding BetBoom. It has over 100 offers, segmented by GEO, payment model, and approach. Its focus is on stability and a serious business attitude.

The company operates in two main directions, but today we'll focus on RU traffic.

Why you should run RU traffic:

- It's an official market with a legal and licensed product promoted and supported by popular media personalities.
- Licensing and accessibility equal stability—no freezes or bans.
- Transparency reduces the number of technical issues—payment systems operate smoothly, and withdrawal methods are simple and accessible to everyone.
- Working with an official provider offers more room for creativity in promotions, special offers, giveaways, collaborations, and other user-retention strategies.
- We provide official, recognizable creatives and apps, specifically tailored to the target audience, which the company develops and offers to webmasters.



Tips from the team:



Alexey

Affiliate Manager at BetBoom Partners RU

White-hat products are an advantage we actively utilize and offer to our partners. They provide stability and relevance.

What's the best advice?

Just one: test it.

We want to prove that working with legal, white-hat products is the best choice, and we invite you to see for yourself.

We're boosting test period rates 5x the average!
Our \$100 for your quality traffic!



Mikhail

Head of Affiliates at BetBoom Partners RU

Working with the Russian market isn't easy, but it's profitable and promising. We are looking for ASO, SEO, and high-quality influence traffic. We offer mutually beneficial terms and full support.

Three simple steps:

1. Contact support using the code word «OnlyAff.»
2. Complete a personal interview.
3. Start earning with BetBoom Partners RU.

TOP GEO

in GAMBLING from  VALOR Partners



BANGLADESH

Tips on the GEO from  VALOR Partners

- On our product GEO converts amazingly well-
> **CLICK2FD = 1 to 7-15**
- "Crazy Time" works great, locals react to it well and, in general, this slot is among the TOP most popular on the GEO + Aviator shows similar performance.
- What we don't recommend to use is Plinko since spy services are full of its creatives and its overall traffic quality is subpar. If your goal is to set a foothold in this geo with a certain product, then it's best to avoid this option.
- Lately PWA applications have been showing a good performance.

TIPS



How to attract an audience to gambling and betting offers through Telegram?



Many publishers still do not perceive Telegram as an effective platform for attracting traffic. Usually they use other resources for gambling and betting, such as websites, social networks, display advertising and mobile applications.

Telegram is often overlooked despite being one of the most convenient tools of promotion that tolerates gambling products.

We will give you 7 recommendations that can help you squeeze the most out of Telegram!

Don't spread yourself thin

Telegram users appreciate specificity, so it's important to choose a clear topic. Although the promotion of offers in the gambling vertical may appear to be a narrow niche, several directions can be distinguished in it:

- Reviews of slots;
- Strategies and schemes of the game;
- Stories about big wins;
- Gambling news

Do not try to cover everything at once - it will only disperse the attention of subscribers and reduce the chances of attracting them to online casinos. From time to time publish offers with call to action - that's what you get paid for.

Catchy name

The name should be:

- Short and catchy so it's easy to remember;
- Carry specificity so it's searchable by keywords

Juicy logo

Of course, you can use just a letter as the main picture, but this will put an end to any further development of your channel. You will be left to change the niche and forget about affiliate marketing in gambling. The logo should reflect the theme of your Telegram channel, because it is its face. Despite the small size of the image, you can put a specific meaning behind it and convey a desired message.

Constantly changing and interesting content

Just like a casino website or landing page, the content in your Telegram channel should be useful.

If there are just a few outdated articles circling around in your feed, then you can forget about engagement. Gambling events are happening all the time, so there will be plenty of topics for publications: releases of new slots, big wins, new strategies and schemes for different slots.

With an active audience a word of mouth will take effect. - Players will bring their friends, which expands the reach of your offers and boosts your income.

Channel catalogs

As soon as you have a beautiful logo, a clever name and at least 20 posts your channel becomes qualified to be added to corresponding catalogs. Telegram hosts plenty of channels on different topics, both paid and free. Such resources are well ranked which leads to a higher likelihood of your channel to be found.

Mutual PR: Look for similar channels and offer to exchange links.

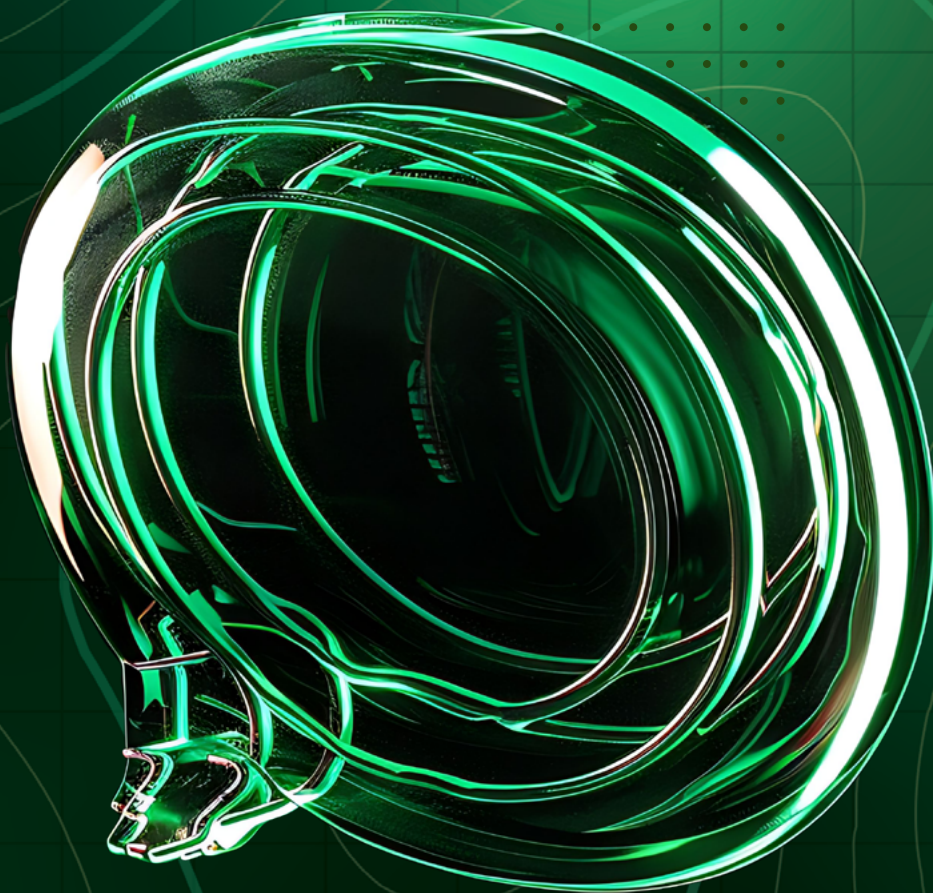
This is beneficial to both parties, although not everyone will agree to do it for free at first. After a 1000 subscribers offers will start coming to you. Such an exchange will quickly attract new subscribers.

Comments

You can advertise your Telegram in social networks, forums and blogs. Participate in discussions, leave links where possible. If you can't insert a direct link, you can obscurely mention your channel in the comments.

These tips will help you promote your Telegram channel in a low-cost way. If you follow them regularly, affiliate marketing may well grow into a full-fledged business. Taking into account that the gambling niche is not yet well developed, in this messenger you will have a good chance of success.

SMART READING



Syndicate team shared the main reasons for Facebook account blocking and ways to minimize them.

Unobvious reasons for blocking FB accounts

Facebook moderation is based on neural networks. This means that blocking can happen for subjective reasons. For example, the system can ban an account, even if the campaigns are perfectly legal. To reduce the risk of getting banned, start with using trusted accounts.

What is account trust and how to increase it?

Trust is the level of trust Facebook has on your profile. The higher the trust, the less likely you are to be blocked. You can increase trust in a number of ways:

- 1. Buying accounts** - you should look for such profiles in webmaster chats or specialized stores. Read reviews before buying, as the market changes frequently.

2. Account rental - such accounts should be sought from real users or special online agencies. They are usually more expensive, but have a higher level of trust.

3. Farming accounts - create a profile, use a temporary number and actively warm it up for a few weeks by publishing posts and responding to content.

Trust can be gauged by how Facebook responds to ads being run from that account. The age of the profile and the quality of the consumables used in its creation are important.

Role of anonymity and uniqueness in affiliate marketing

Work through anti-detect browsers and mobile proxies from Tier-1 countries, set up cloaking when working with gray offers. Avoid frequent visits to accounts and don't make drastic changes to avoid any attention from moderators.

Keep in mind, the less often you use the same creatives, domains or proxies, the harder it will be for Facebook's moderation systems to track patterns. Hence, this will protect you from blocking your accounts.

Types of bans

A webmaster should understand why he can be banned. There are 4 main types of bans:

1. Violation of advertising policy. The most common type of blocking, which is caused by: the use of non-unique content, aggressive ads, advertising of medical products or erotica. To avoid such bans, work with quality consumables and avoid aggressive advertising strategies.

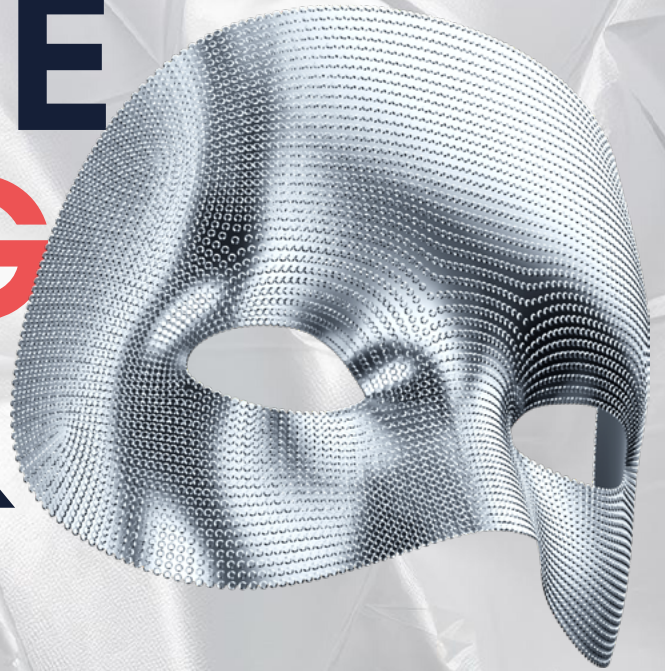
2. Advertising ban. Occurs when suspected of violating the rules. You will need to send scans of documents such as passport or ID to pass the check. Neural networks can be used to generate such images.

3. Risk Payment. Related to problems in linking payment data. Reasons for blocking include lack of trust in the bank and insufficient balance. To reduce the risk, link the card when Facebook offers to do so, and let the account settle before running ads.

4. Bypass systems. Such blocking is possible if you are suspected of bypassing moderation, for example, when using cloaking. You can avoid it by using unique landing pages and fresh domains.

Do not forget that blocking is a part of a webmaster's job. By following these recommendations, you will reduce risks and make your campaigns more stable

FINANCE BETTING AND HR



Financial Vertical **Entry Threshold**

It depends on the traffic source and funnel. For example, with PPC, the starting point is around \$1000, ideally \$2000-\$3000. From \$5000 to \$10000, you can conduct a full-scale testing of several hypotheses, attempt scaling your volumes or estimate ROI. With other traffic sources, you can start with \$500-\$1000.

GEO

Russia. If you have the skills, you can target LATAM or Asia. If you're interested in Europe, Spain would be a good option.

Challenges

High competition and scaling difficulties.

Advantages

This is a stable, long-term vertical: white-hat and licensed, so there are no issues with bans. While it may not be as profitable as iGaming, it is the leader among other white-hat verticals.

HR Vertical

What is the entry threshold in the HR vertical?

You can start experimenting with \$200-\$300, but to earn substantial profits, it's better to prepare a few thousand USD.

GEO

The international market is growing, but the best and most developed offers are still in Russia.

Challenges

The main traffic source is job boards, which often involves complicated registration processes and restrictions. Approval times can be long due to delays from advertisers.

Constant adjustments are needed, and sometimes you have to find new places to redirect traffic due to limits or frequently changing GEOs of offers.

Advantages

Low competition, white-hat status, and a constantly growing vertical. With the right skills, you can achieve huge ROI.

Betting Vertical Entry Threshold

Although this is a white-hat vertical, it's not the easiest to break into. You can test a funnel with 300-500 USD, but you'll need to be creative with prelanding, landing pages and ad texts, especially if you're using Yandex or VK.

On the bright side, you can experiment with less typical traffic sources—adult, spam, ads in public channels, and teaser networks.

GEO

Russia.

Challenges

Advertising laws: specific requirements for websites to host ads and an almost complete ban on direct advertising via Yandex and VK.

Advantages

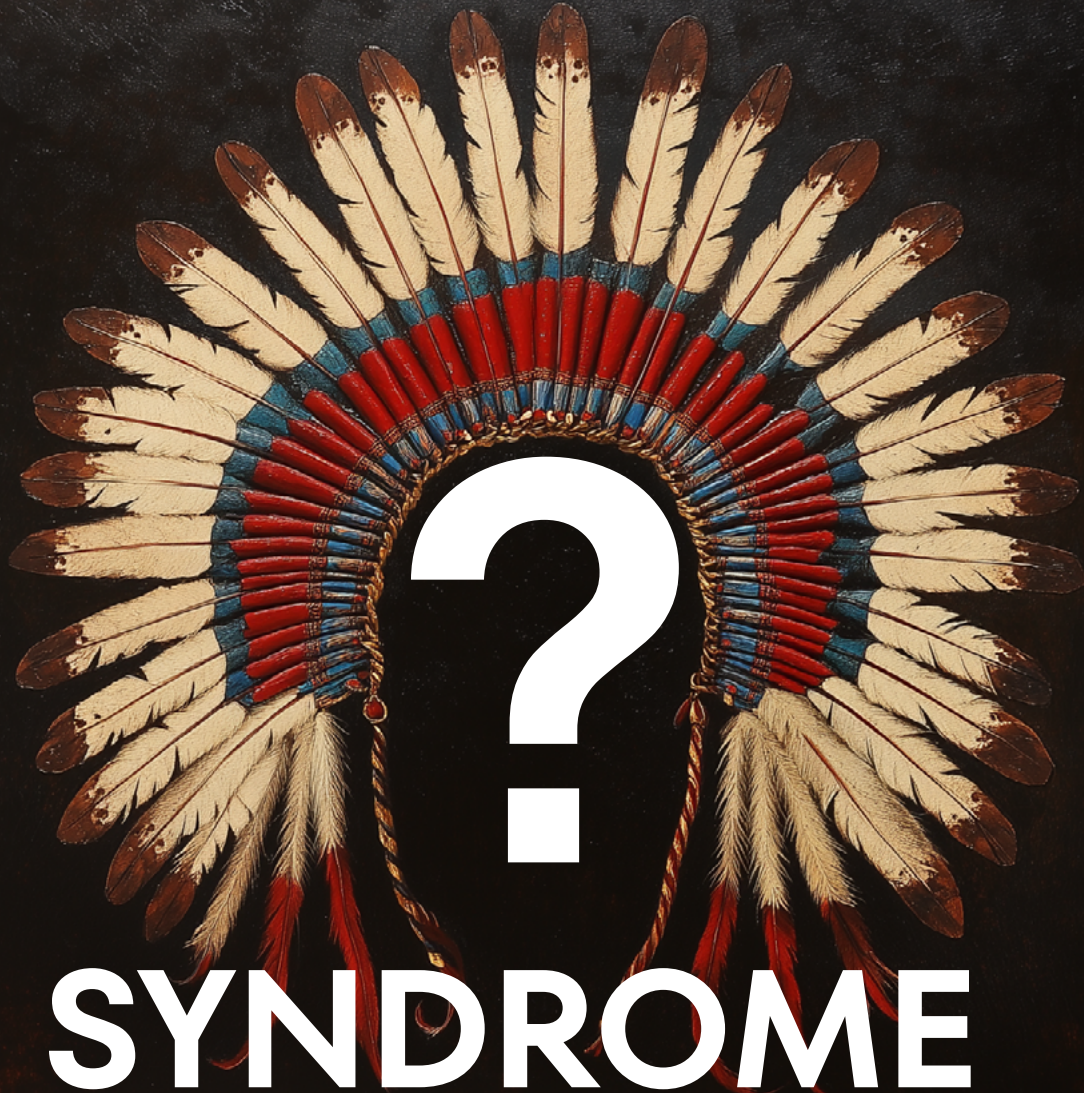
A wide target audience that overlaps well with finance and gambling. Fast turnover: conversions take minutes, not days or months. Low minimum deposit amount results in high conversion rates from the traffic you run. The funnel is straightforward, and the stats are transparent. You can achieve a high EPC if you find the right funnel.

Footnote:

What does Leads offer for working with these verticals?

- A news display builder with fast testing and setup in one click, autoranking of offers which boosts EPL up to 25% as well as packaging into an app.
- Leads.Widget — added monetization of any website with banners and pop-ups featuring profitable offers.
- Agency accounts for withdrawal directly to ad accounts with a hold bonus.
- A checker — a feature that boosts EPC up to 30% when working with financial databases.
- Flexible statistics tools for creating custom reports and analyzing traffic across different dimensions.

KEY PERSON



SYNDROME

The Owner of 1win Shares Secrets and Insights: Everything You Need to Know About the «Key Person Syndrome»

What is the «Key Person Syndrome?»

The «Key Person Syndrome» is a term from business psychology. Let's break it down using an example of an ancient human settlement: people live their lives, fish, farm, and everything is going well. But one day, a global problem arises, such as a locust invasion or a drought. At this point, a more proactive individual steps up and offers a

solution. If their idea works, they'll be asked for help again when new problems arise, and with each successful solution, their influence grows.

Why is it a problem?

Overreliance on a leader reduces the initiative of the group. As a result, the leader accumulates more power, while the society around them stops developing. Eventually, there will be no need for creativity or innovation.

Any evidence to support this?

Let's consider a real-life analogy: parents who overprotect their children, doing everything for them and shielding them from all problems. They

often raise children who are not self-sufficient. On the other hand, people who tackled difficulties in childhood tend to grow into strong, resilient individuals.

It's exactly the same in management: if you shield your team from all problems and solve everything for them, you'll end up with a group that can't function without you.

But if you allow people to make mistakes and make decisions, without yelling at them like a maniac, they'll grow, and your company will become stronger.

Insights

The main function of a leader is to develop more leaders. If your team isn't nurturing new leaders, your management won't get very far.

In our company, there are times when I don't even know we've launched a project or a new department, and I'm incredibly happy about it.

It doesn't matter how successful the project turns out to be. What's important is that it was launched without me, driven by the initiative of the team.

It's crucial to maintain the balance of leadership if you want to avoid being stuck in micromanagement and strive for your employees' development.

Recommendations:

1. When someone comes to you with a problem, don't immediately tell them what to do. Instead, ask, «What would you do in this situation?»

2. If the employee knows the solution, ask, «Why did you come to me if you already know what to do?»

3. Fine-tune or expand on their idea. It's essential that employees learn how to make decisions and become more independent.

4. When developing a strategy, don't dictate every step. Let your employees participate in creating the plan, think for themselves, and collaborate with other team members.

5. Encourage initiative and independence. If someone from your team comes up with a new idea or suggestion, give them the chance to put it into action. Even if the idea doesn't work out, it will be a valuable learning experience that will help them grow as professionals.

6. Provide constructive feedback. Instead of criticizing employees for mistakes, discuss how the result can be improved in the future.

7. Delegate. This will free up your time for more strategic tasks, and your employees will grow by making decisions on their own.

Micromanagement: For or Against?

In the short term, micromanagement might be more effective for managing a company, but in the long term, the one who invests in the team, allows mistakes, and helps employees grow will come out ahead.

COMMON **MISTAKES** OF BEGINNERS



in Affiliate Marketing and How to Avoid Them

Affiliate Marketing is a highly promising field, but it comes with many risks, especially for rookies. To help new publishers gain experience without losing their capital, CPA University founder Maxim Masterskikh shared useful tips on how to avoid common mistakes in the industry.

becomes ineffective, and the budget is wasted. To avoid this outcome, it's important to always conduct a preliminary analysis of the market and target audience before choosing an offer, as well as run test campaigns. It's best to select offers in verticals with low competition but stable product demand, such as e-commerce.

Picking an Offer.

More than half of your success depends on selecting the right offer. Beginners often choose offers with the highest payouts per conversion, without considering the high competition or low demand for the promoted product. As a result, the ad campaign

Analytics.

Campaign analytics is not an addition to your advertising strategy but its foundation. The results of your campaigns should always be monitored using various tracking tools i.e. Keitaro. These trackers allow you to see which offers, traffic sources, and funnels

are efficient, and which are not. This enables you to make informed decisions based on real metrics rather than intuition. Another way to gather useful data is to review your competitors' ad campaigns using spy tools. You can use tools like AdHeart, Tyver and other similar ones to spy on competitors' creatives and their offer promotion strategies.

Budget Management.

Your budget is your primary resource, and managing it wisely will prevent you from going into the red. It's crucial to set limits for each traffic source and constantly monitor your advertising expenses. All you need is the ability to calculate profitability of your investments and have basic math skills. It's best to limit spending to 50% of the payouts you'll receive from the offer. This way you can minimize risks and increase your chances of achieving a positive ROI.

Creatives.

Many beginners tend to take creatives as is from competitors via spy tools and use them in their campaigns without any modifications. This is a major mistake that can reduce the efficiency of your ad campaign, even if everything else is done correctly. If you use the same creatives, you won't be able to stand out among competitors, and potential customers will simply skip your ads. This is why it's important to create custom creatives for each offer to avoid «banner blindness» in your audience. Take into account the needs and pains of your target audience to resonate with them.

Spy Tools.

Some beginner webmasters misuse spy tools by fully copying their competitors' advertising strategies. It's better not to rely solely on pre-made solutions, but to use them to hone your analytical skills and make your own creative banners. This way, you'll be able to devise personal advertising approaches and improve campaign results. Newcomers who misuse or ignore spy tools risk losing money because they won't be able to adapt to changing market conditions in time.

Conclusion.

Affiliate marketing is not just about setting up ad campaigns and analyzing metrics — it's also about creativity. To succeed, you need to approach offer selection, data analysis, budget management, and creating unique ad creatives with care. Moreover, you don't have to start from scratch, as there are always great examples available through spy tools. Experiment, analyze your results, learn from your mistakes, and you'll be able to achieve significant profits.

CRYPTO OFFERS

HOW TO WORK WITH THEM IN AFFILIATE MARKETING



Crypto offers in affiliate marketing represent a promising but challenging niche. There are several factors to consider, from legal restrictions in various countries to the specific audience interested in investments and new technologies. Let's explore what you need to keep in mind when working with such offers. First, we'll go over their key characteristics:

- **Legal Aspects:** In some countries, cryptocurrencies are regulated at a legislative level. For example, advertising them is prohibited in certain regions.
- **Target Audience:** Crypto offers target an audience already interested in these technologies and investments.
- **Competition:** The competition in this sector is high, so you need to carefully plan each strategy.

Affiliate Marketing Strategies for Crypto Offers

It's essential to choose your traffic sources. The most popular sources can be divided into three main groups:

■ **Social Media:** Facebook, Twitter, Reddit, and Telegram are great for attracting audiences. You can create channels, groups, and pages to build a large community.

■ **Display Advertising:** This can work, but you need to be mindful of potential restrictions on crypto advertising. Google Ads or Bing Ads are viable options.

■ **Native Advertising:** On some platforms, you can integrate ads into news or articles. Taboola and Outbrain are good examples of platforms suited for this approach.

You should also pay attention to SEO and content marketing. Creating valuable content will help you gather organic traffic. Publish articles, video reviews, infographics, and more.

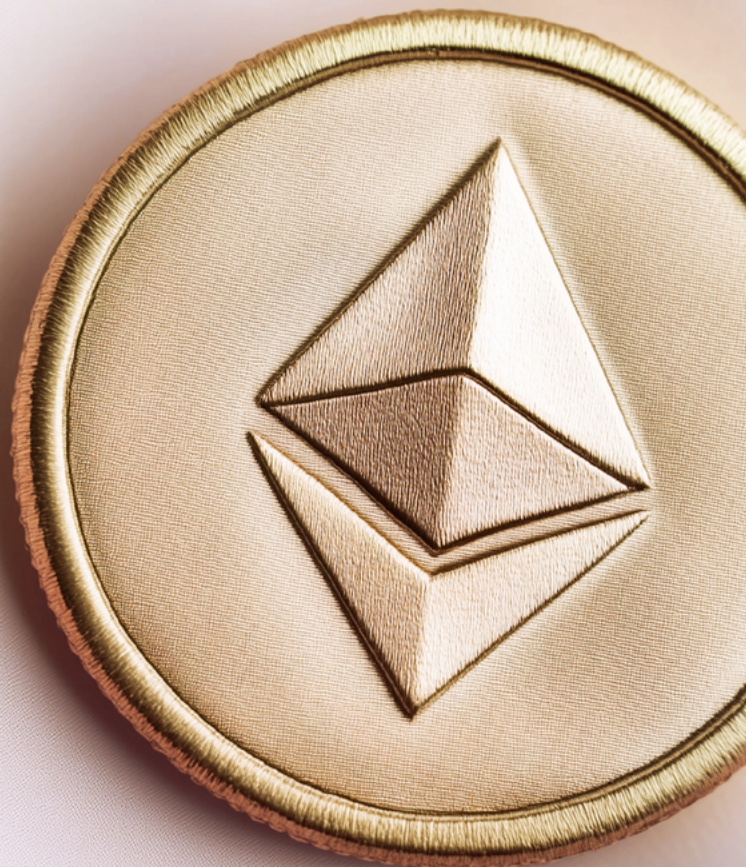
Consider collaborating with bloggers and influencers in the digital assets space. This will help you expand your audience reach. Through affiliate programs, you can earn rewards for bringing in new users.

Don't overlook analysis and optimization. Constantly monitor your campaigns and make adjustments as needed to improve their performance. Use analytical tools like Google Analytics.

Risks and Challenges

When working with crypto offers, you must be prepared for potential risks. For instance, sudden legal changes could impact your advertising campaigns. Additionally, don't forget about market volatility: fluctuations in cryptocurrency prices can affect the attractiveness of offers. It's also important to remember the security aspect. High risks of fraud require you to take extra steps to verify your traffic sources and partners.

Overall, affiliate marketing of crypto offers is an exciting and potentially lucrative niche. To succeed, consider all of the factors mentioned — from local regulations to audience behavior. Only continuous analysis and optimization of your strategies will allow you to succeed in this space.





BUILDING A PERSONAL BRAND: ONLYAFF GUIDE

BY **STEP
STEP**
▼

Step #1. Audience.

Research your target audience as well as possible. Aiming for their hearts is essential for success.

Step #2. Competitive Analysis.

Look at your competitors' channels and analyze which ways are resonating with their audiences. Pay attention to what is working for them and take note of their successful strategies.

Step #3. Unique Selling Proposition (USP).

These three magic letters are not as trivial as you might think. It is the foundation of your brand. You need to focus on features that will make your audience feel personally connected to your offer and understand its unique value.

Step #4. Branding.

You don't have to hire an overqualified talent to create designs for you. Keeping up with your own style is sufficient. It is as simple as "I had a plan from the beginning which I followed." Building a personal brand is a creative process. Find your own identity which could be expressed in colors, photo styles, post formats, fonts and ways of communication.

Step #5. Interactions.

Respond to comments and ask questions — people enjoy receiving feedback, and for you, this will boost your engagement with the audience without much effort.

Step #6. Events.

Strive to show up on events whenever such opportunities arise. Conferences are a perfect mix

of both pleasant and valuable experiences which help to gather useful insights.

Step #7. Collaborations.

Guest posts and interviews — these are excellent opportunities to showcase yourself as an expert and build invaluable connections.

LEARNING FROM MISTAKES

Step #1. Time for Math:

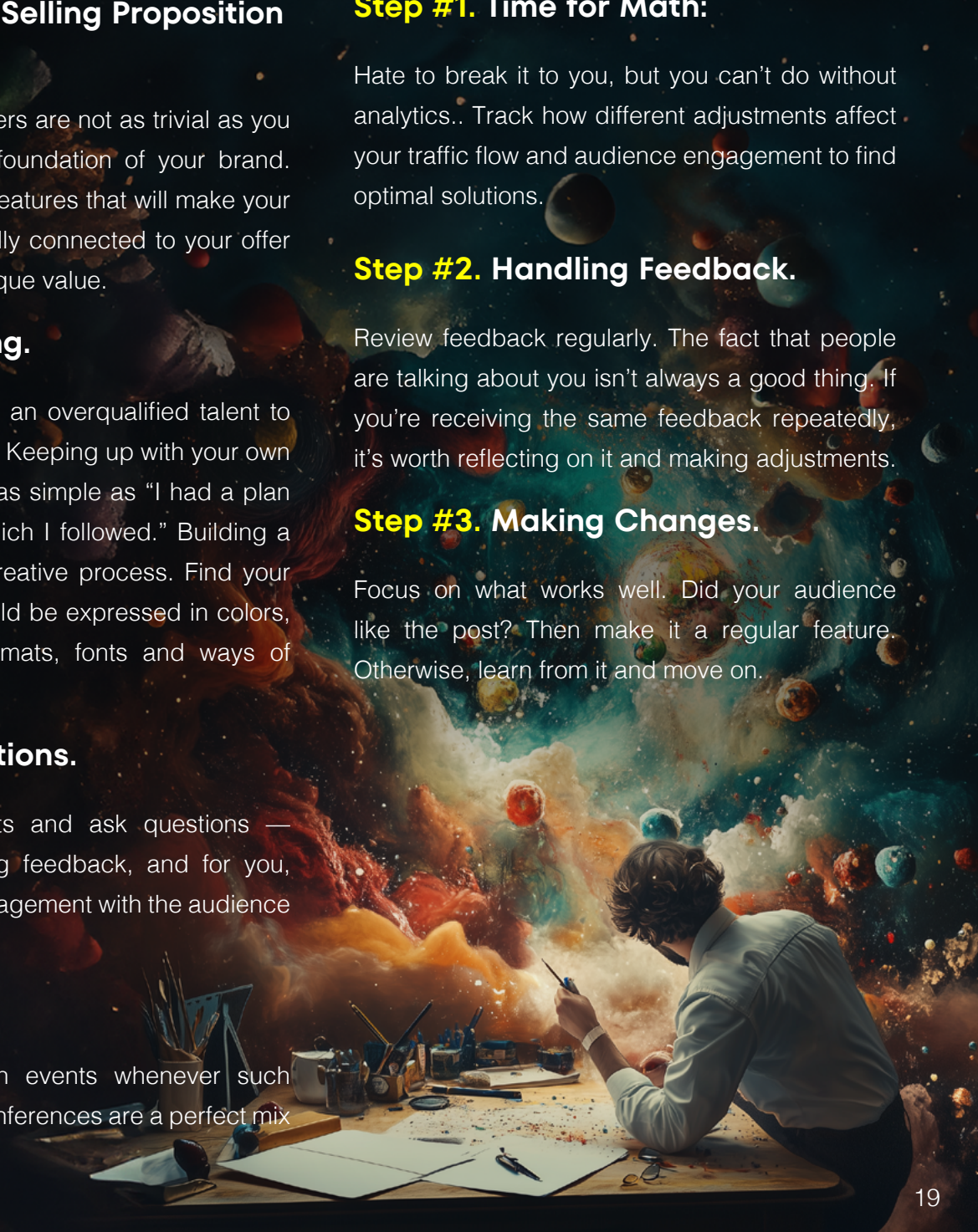
Hate to break it to you, but you can't do without analytics.. Track how different adjustments affect your traffic flow and audience engagement to find optimal solutions.

Step #2. Handling Feedback.

Review feedback regularly. The fact that people are talking about you isn't always a good thing. If you're receiving the same feedback repeatedly, it's worth reflecting on it and making adjustments.

Step #3. Making Changes.

Focus on what works well. Did your audience like the post? Then make it a regular feature. Otherwise, learn from it and move on.



LOOKING FOR TRAFFIC ON DISCORD



There's a misconception that Discord is just a place where kids gather to play videogames, but that's not entirely true. The platform is becoming increasingly popular with a more affluent audience, making it worth considering as a traffic source.

Many webmasters are skeptical about Discord because it lacks an internal advertising system. Few people work with Discord, so competition is lower compared to other popular communication platforms. Additionally, getting through moderation on Discord is much easier than on platforms like Instagram or TikTok.

Currently, Discord ranks among the top 10 most popular social networks, and its functionality makes it especially attractive to gamers. The gaming industry is constantly growing and is expected to exceed \$680 billion by 2030.

Reaching your target audience is relatively easy since users group together based on shared interests on servers. Moreover, the audience is highly engaged and deeply immersed in the server topics. The target audience is quite similar to that of Twitch, primarily made up of affluent males aged 18-35. 65.02% of the audience are men, but there's a significant number of women as well — 34.98%. Their main interests include gaming, IT, crypto, programming, geek culture, news, and adult content.

The main geo is the US. Targeting Tier-1 countries requires a bigger budget as their audience is harder to attract. However, higher stakes bring better rewards. Tier-1 countries have the highest paying audience, so if you manage to engage users and direct traffic effectively, you'll see significant profits. While there are fewer users from Tier-2 and Tier-3 countries, they are still present.

What verticals work well?

- Cyber betting and betting. Creatives featuring esports betting perform well on servers related to streams and news;
- Gambling. Casino apps disguised as casual games work effectively;
- App installs. Users are interested in convenient tech and new games;
- Crypto and finance. Many crypto enthusiasts are on Discord;
- Adult content. No surprise here, the majority of the audience is male.

How to run traffic?

The only way here is organic traffic. There are various methods:

- Spam/crowd marketing in private messages and chats: manually or via spam bots;
- Streaming;
- Your own server. Create your own server, promote it, and use it to run traffic wherever you want;
- Use someone else's server. Spam is tolerated to a certain extent, but within reason.



GREAT ADVISES

Saving You Time Again: Vlad Marlon Shares His Insights on the Channel Headliners I Nikita Anufriev. Still haven't found a free hour to watch? We've got you covered with all the key points in just 5 minutes.

How to Stay Relevant in Affiliate Marketing?

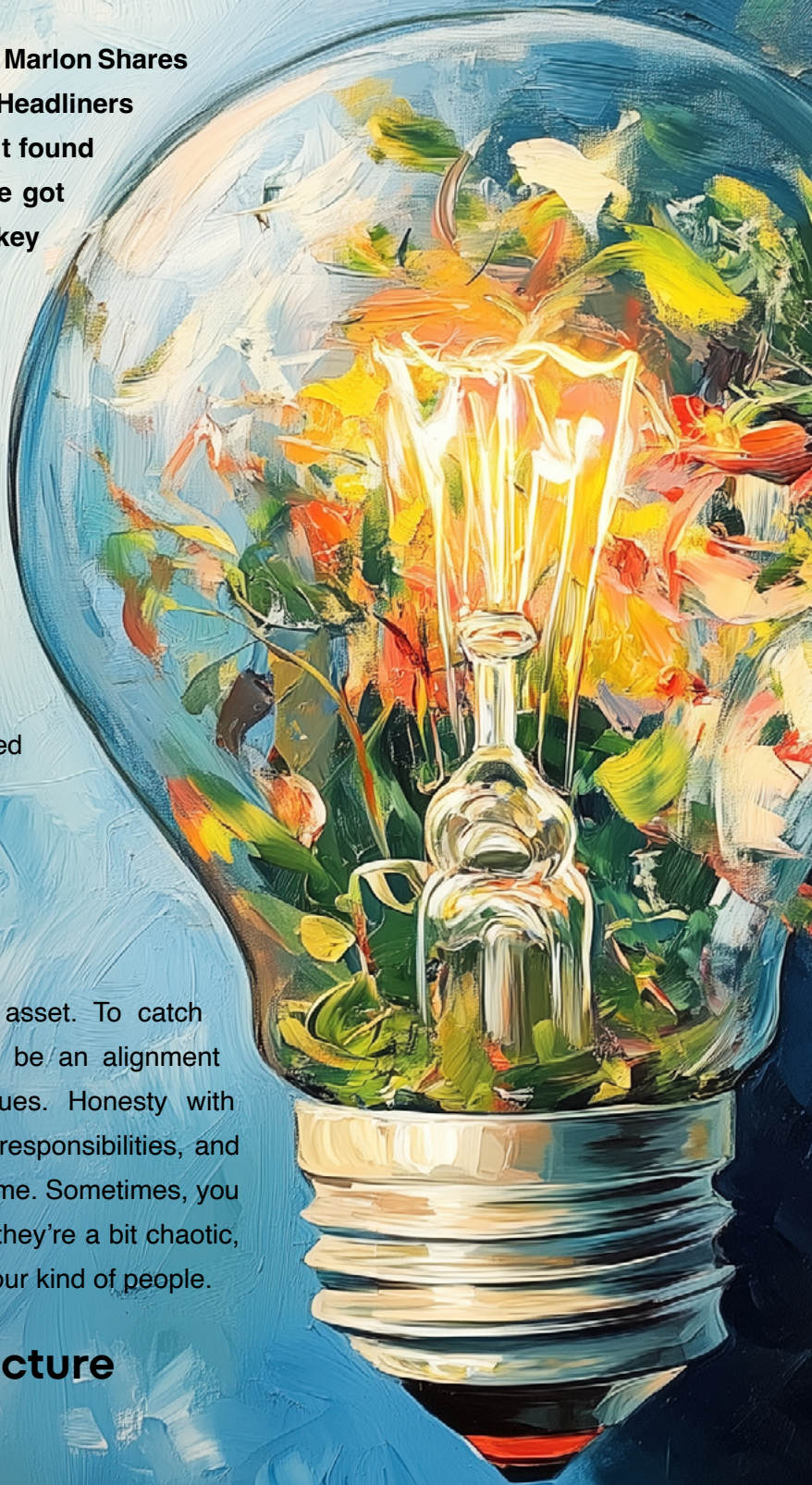
Networking is the key to the vast majority of success. I attended every conference in the industry, and communicated with everyone there.

What is the Best Investment?

People. They are the main asset. To catch my attention, there needs to be an alignment in worldview, vibe, and values. Honesty with partners, clear distribution of responsibilities, and structured work are crucial to me. Sometimes, you just click with people, even if they're a bit chaotic, because you realize they're your kind of people.

How Do You Structure Partnerships?

I'm a visionary. There's a certain type of person known as an "Initiator." They provide the initial



ABOUT CPA

spark, and then a well-structured team picks it up, sets the processes on tracks, and everything runs smoothly on its own.

What Do You Spend Your Money On?

Most of my personal expenses go towards travels. I attend conferences, but I pay for everything myself.

How Do You Manage a Large Number of Contacts?

These days, my only communication is with my CEO. I make first contact and then pass the communication over to him.

Are You a Solo Founder or Do You Have Business Partners?

For the past couple of years, I've followed the philosophy, «one head is good, two aren't necessarily better.» It's important to me that the final word is always mine—I've never had partners. As for equity, others might have anywhere from 20% to 40-45%, but I always maintain the majority stake.

Let's Say You Want to Take Someone On as a Partner. How Do You Know They're Reliable?

My main criterion when investing in teams or projects is that it should already be making money for the person involved. The maximum number of proofs is required: login access to partner accounts,

real-time screen sharing, in-person meetings, and even polygraphs, if necessary.

What's Trending in Traffic Now?

AI: People are trying to cut costs as much as possible. Personally, I haven't even installed ChatGPT, but my team is constantly integrating neural networks.

Where Do You Find Specialized Employees?

We used to focus on developing talent internally. Now, I'm willing to overpay because I want results here and now. One option is headhunting from other major companies and teams.

What About Corporate Culture?

It's a personality-driven culture. Even in my family, there's an understanding: "If Vlad is doing well, then we'll all be fine." They create comfort in my life. If I'm comfortable, those around me will be, too. I bring people up with me and make sure that the quality of life improves not only for myself but also for those in my circle.



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