

DECEMBER 2024

OnlyAff

#2



**YOUR FAVORITE
MAGAZINE**

about affiliate marketing

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DEAR
FRIENDS

*The OnlyAff
editorial team
wishes you a
Happy New Year!*

2024 has been a year of new discoveries, ambitious goals, and bright achievements for all of us. We've accomplished thousands of launches, hundreds of creatives, and dozens of experiments together. Every one of your successes motivates us to move forward and keep improving. Here's to 2025 bringing you a steady flow of traffic, high conversions, and maximum ROI! We wish you uninterrupted servers, offers that hit the bullseye, and affiliate programs that open new growth opportunities. Thank you for being with us. We truly appreciate your

support, courage, and your drive to make the world of affiliate marketing even more exciting and successful. Together, we'll reach new heights!

**Happy New Year
in advance!**

**With respect and
warmth, The OnlyAff
Editorial Team**

TOP UNCONVENTIONAL GEOs FOR 2024

Brazil

Why it's hot:

Brazil is one of the biggest markets in Latin America, with a massive population and an ever-growing number of internet users. The audience here is super responsive to online ads, especially in niches like gambling, finance, social platforms, and mobile apps.

India

Why it's hot:

India is a huge market with tons of smartphone users and increasing internet access. With low CPCs and high user engagement, this GEO offers killer opportunities for traffic arbitrage.

Nigeria

Why it's hot:

Nigeria and other African countries are becoming hot spots due to their highly active user base and growing interest in various online services. Expect solid traffic and decent ROI here.

Pakistan

Why it's hot:

Pakistan is one of the most promising markets in Asia, with an expanding internet user base and rising demand for online services. The potential here is huge, especially for savvy arbitrageurs.

Philippines

Why it's hot:

The Philippines shows high user engagement, with people constantly searching for online services and apps. This makes it a goldmine for arbitrageurs looking for great monetization opportunities.

Meet the team:

AdProfex

AdProfex is an advertising network focused on getting conversions. The platform allows advertisers to effectively purchase traffic for offers of different verticals, while publishers can profitably monetize it from their sites. The network focuses on two main formats: native advertising and push notifications. AdProfex offers large traffic volumes: 588 mln unique users, 330 mln ad impressions daily, and 20 mln confirmed conversions per year, as well as the absence of bots, flexible settings, and complete control over campaigns with the help of more than 30 tools.

Advantages

For Advertisers

- Native advertising (audience 45+) and push notifications (for young and adult audiences).
- Verticals: Nutra, mVAS, Finance, News, Sweepstakes, Betting, Utilities, Gambling, Dating, Search arbitrage, Content arbitrage.
- 60+ countries, including Russia, CIS, Asia, Eastern Europe, Latin America.
- Wide range of options for customizing both native and push campaigns.
- CPA optimization.

- Retargeting.
- Extra monetization of push ads for any offer.
- Forecasts of coverage and traffic volumes.
- Video teasers.

For Webmasters

- High income (income growth 10%+), payment per each click and traffic extra monetization up to +30% to income.
- 23 GEO.
- 20+ adaptive templates, AdBlock bypass, A/B testing of ads.
- Guaranteed absence of bots.
- Weekly automatic payments, Capitalist, bank cards and cryptocurrencies support.
- VIP support.

3 Reasons to Choose AdProfex

1. High-quality traffic and fair price. AdProfex has its own advertising inventory, which allows you to purchase traffic without additional charges. The efficiency of purchasing is ensured by a transparent RTB auction, while the “Recommended prices” tool with predictable coverage helps you to navigate and select the optimal bid. Self-written anti-fraud solutions protect users’ budgets from bots. But if after all bots are detected, users get compensation.

2. Technological advancement and continuous development. AdProfex works on a custom engine that provides access to real-time statistics. Developers regularly supplement the network’s functionality with new solutions that make working with traffic more convenient and efficient. Current solutions include: CPA optimization, micro bidding, retargeting, automatic A/B testing, automatic rules for blacklists, autoselectives, and so on.

3. Qualified support. Managers are ready to help the user set up campaigns, answer any questions about functionality, and share helpful information about the specifics of working with the target GEO. AdProfex

advertising network offers advertisers a bonus of +20% on the first deposit when replenishing up to \$500. To receive the bonus, you must follow the link, register, replenish your account, and send the promo code ONLYAFF to the manager.

The offer is valid only for new users of the platform.

Contacts

[Advertiser support](#)

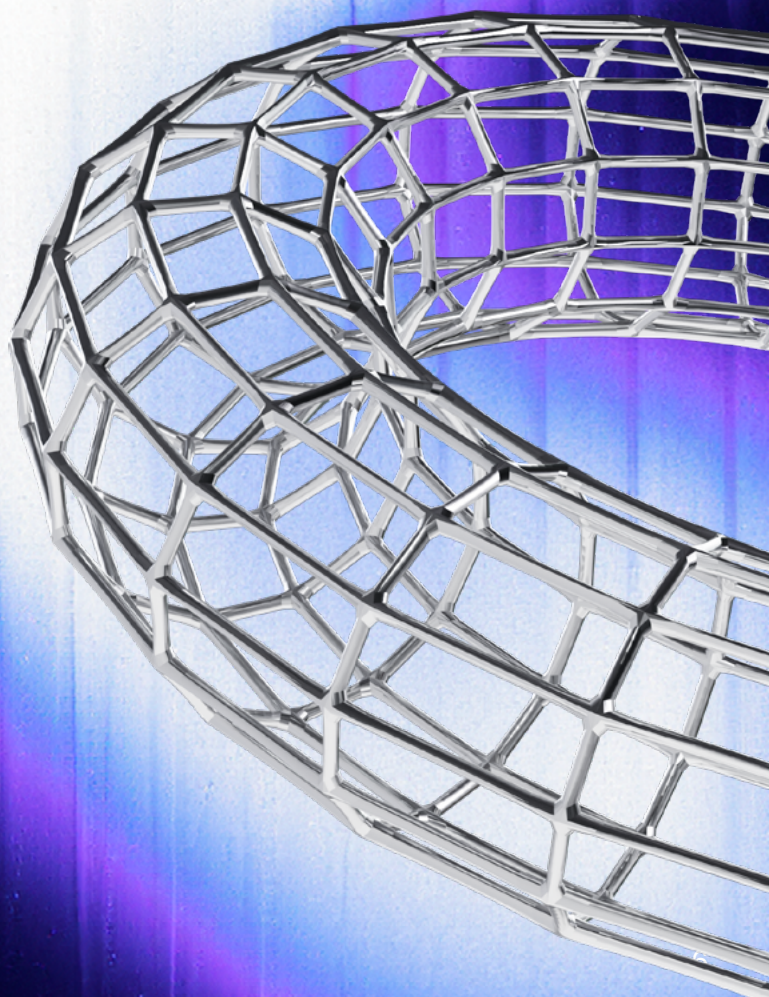
[Publisher support](#)

Links to useful materials

[Telegram channel](#)

[Linkedin profile](#) 

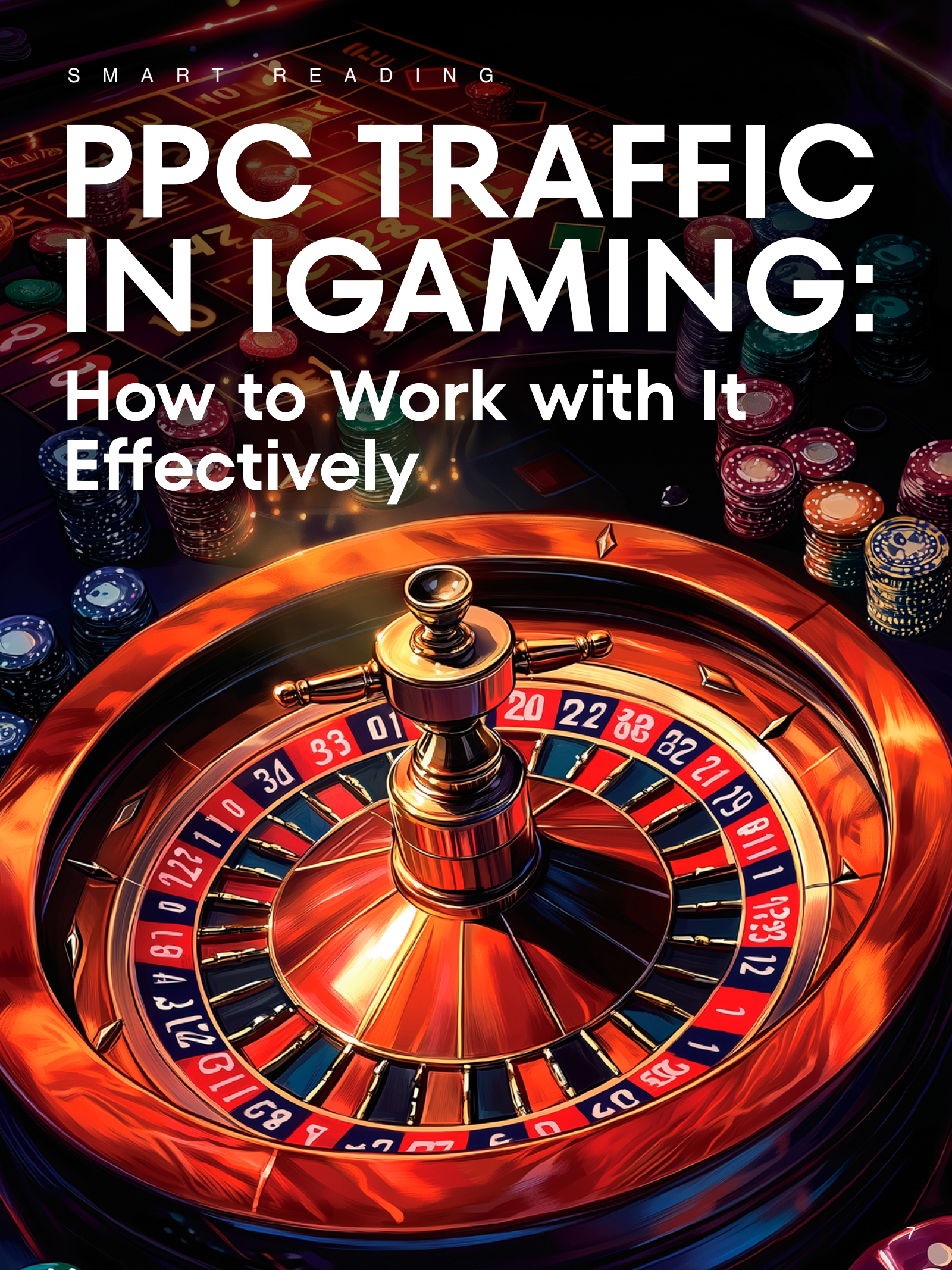
[AdProfex Blog](#)



S M A R T R E A D I N G

PPC TRAFFIC IN IGAMING:

How to Work with It Effectively



In this article, we'll share our experience with PPC traffic in iGaming. Our team works exclusively with search campaigns, where it's crucial to combine semantics, product, funnel, and audience. The goal is to acquire traffic cheaply and monetize it. Despite the high quality of traffic from Google Ads, sometimes you need to put in a lot of work to improve it to meet KPIs and generate profit. Let's go over the five main challenges we face.

Click Fraud: The Hidden Threat

Click fraud is a significant issue for PPC specialists, especially in competitive countries. Launch a campaign with the keyword "aviator" in Turkey or India, and you'll see the consequences. The programs used for click fraud can vary, ranging from simple proxies to complex systems.

To protect against this, you can limit the audience or geography. For more complex cases, tracking suspicious IP addresses is recommended. If you notice a sharp increase in CTR and costs, check whether your revenue is growing in proportion to these metrics.

Issues with Activity Verification

Google requires advertisers to provide much information about their business activities, and you'll often need to verify your data. Sometimes, accounts verified a year ago must be verified again. Even in white-hat niches, passing the process without problems is not always easy.

Unexpected Impressions Restrictions

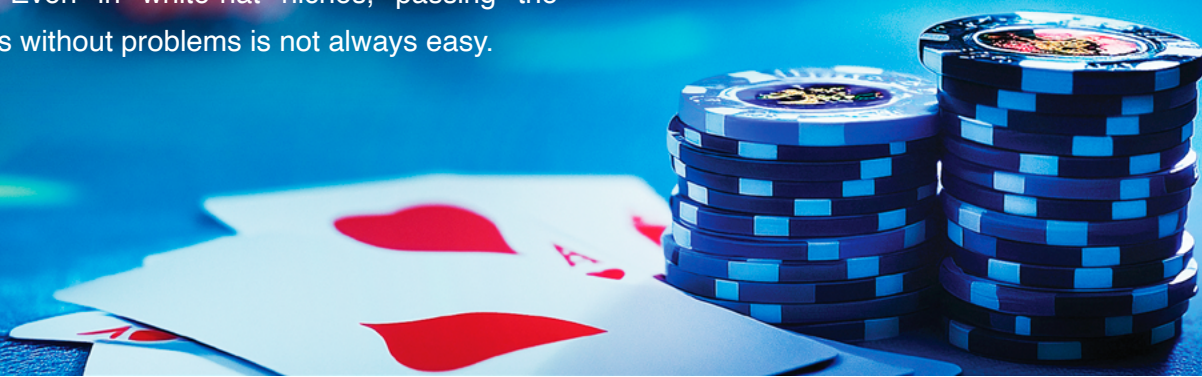
If traffic drops despite stable settings and a good quality score, it might be due to an impression cap. This is most common with branded keywords, but it can also affect other search terms. The solution is to launch a new campaign on a different domain.

High Competition and Rising Costs

Auction competition can drive up the cost-per-click. New players may double or even triple the price. In such conditions, it's crucial to increase bids and improve campaign quality to outbid competitors. Sometimes, it's worth running campaigns at a loss, waiting for others to drop out of the auction.

Account Suspension

Your account may eventually get suspended. Even if you're monitoring your campaigns, avoiding changes, and not adding negative keywords, Google's algorithms can suspend your account for "system circumvention." An appeal might help, but it's not always guaranteed. It's better to have backup accounts for key campaigns



N E T W O R K I N G T I P S

Where to Go for **NETWORKING** IN JANUARY

The start of the year is the perfect time for new opportunities and a productive kick-off. If you're looking for a place to dive into the industry vibe, make valuable connections, and discuss the latest trends, head to Barcelona. Here's a roundup of the top events to attend in January!

iGB Affiliate Barcelona **(January 20-23)**

For the first time, iGB is being held in Barcelona, moving away from the usual London and Amsterdam venues. This is one of the largest events in the affiliate marketing world, expected to gather over 8,000 participants and 250 exhibitors. The conference will not only offer a packed agenda but will also serve as a networking hub both offline and online.





Welcome Drinks (January 20)

The first day of iGB kicks off with Welcome Drinks. It's a relaxed event designed for an easy start: a chill atmosphere, drinks, and the chance to meet fellow industry professionals and leaders. A perfect way to kick off the conference days with useful connections.

Registration

iGB Affiliate Official Party (January 21)

The official iGB party is all about dancing, music, and informal networking in a vibrant atmosphere. After a busy day at the conference, this is the perfect chance to unwind, enjoy good music, and strengthen relationships with colleagues.

Registration

iGB Affiliate Unwind (January 22)

After the intense conference schedule, iGB offers the Unwind event. It's a space for relaxed conversations and recharging your energy. Here, you can bounce ideas with colleagues and enjoy a laid-back atmosphere.

Registration

ICE Barcelona (January 23)

The biggest event in the gaming industry, attracting over 55,000 professionals every year. ICE is a massive platform for showcasing new products, demonstrating innovations, and discussing trends. If you're in the gaming space, this event is a must.

Registration

Barcelona iGaming Club (January 20)

An exclusive event for operators, partners, and B2B suppliers. Expect over 800 guests, premium drinks, and a vibrant atmosphere. Barcelona iGaming Club offers a unique opportunity for productive networking and strengthening your position in the industry.

Registration

Barcelona will welcome you with a packed agenda, valuable connections, and a successful vibe. Start the year with productive networking!

Best soft:



Dolphin{anty}

Best soft: Dolphin{anty} is an anti-detect browser that offers the best possible tools to the market! It is a reliable tool for multi-accounting in traffic arbitration, cryptocurrency, e-commerce, and other niches. You can scale your activities without blocks and restrictions with a user-friendly interface, automation, team collaboration features, proxy management, and many practical work options.

Dolphin{anty} is available on all popular operating systems: Windows, macOS, and Linux.

- It operates on the Chromium core.
- It requires minimal technical specifications for stable operation.

The application interface is available in Russian, Ukrainian, English, Portuguese, and Spanish.

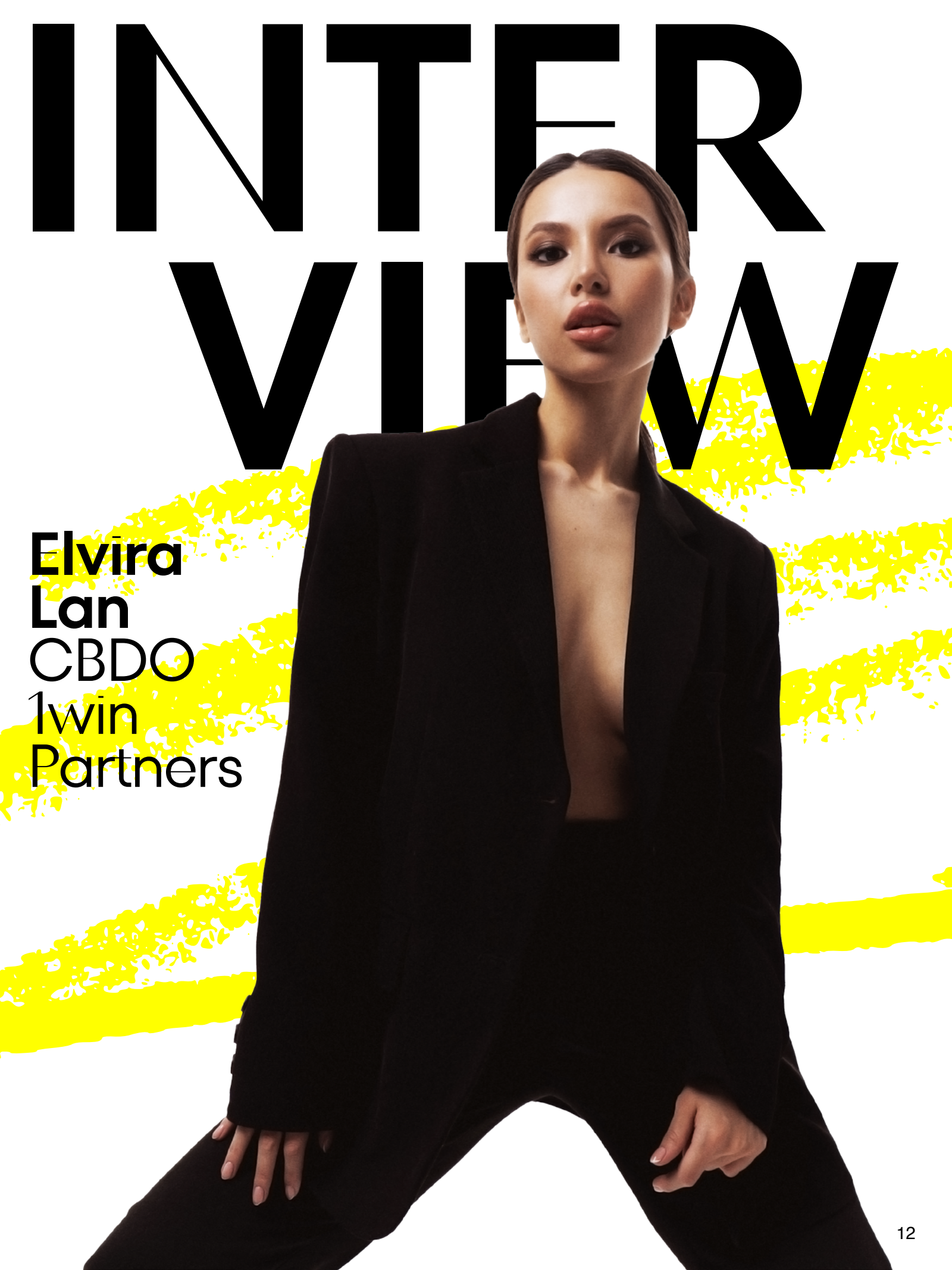
The main task of the browser is to replace over 20 fingerprint parameters with data collected from real devices. It can create environment fingerprints for PC and OS devices while mobile device fingerprints are in development. By default, it uses cloud data storage on Amazon servers and reliable data encryption that guarantees security and confidentiality.

- Dolphin{anty} is the most popular anti-detect browser in the CIS market and holds leading worldwide positions. The number of users is approaching 1 million.
- The browser features a user-friendly interface that can be customized to fit individual needs and a wide range of built-in tools, including automation, team collaboration, proxy management, cookie robots, and much more.
- API automation is available for professional tasks.

All interested users can get a free plan for 10 profiles!

With the promo code ONLYAFF, a 20% discount is available on the first payment for any plan.

INTERVIEW

A woman with dark hair pulled back, wearing a black blazer, is the central figure. She is looking directly at the camera with a neutral expression. The background is white with large, bold, black text 'INTERVIEW' and several thick, yellow, horizontal brushstrokes that create a dynamic, artistic feel.

**Elvira
Lan
CBDO
1win
Partners**

What is 1win Group, and what is the goal behind launching a holding on the international stage?

1win Group is an entire ecosystem where every element fits perfectly, like puzzle pieces. What led us to become a holding? It's simple: our projects are growing ambitiously, reaching new heights, and we saw the need to unite them under one umbrella. Entering the B2B market is a bold new step, signaling that we've matured and are ready to change. We're moving full speed ahead, expanding globally, building partnerships, and not planning to slow down anytime soon.

Could you tell us about the key directions within 1win Group and how they interconnect?

The 1win Group ecosystem includes six key areas, some of which you're likely familiar with, while others might still be new to you.

Let's start with 1win Partners—our well-known affiliate program designed to help partners grow and succeed. Many of you are probably familiar with 1win Casino as well. Then there's 1win Care, which ensures top-tier customer support, and 1win Team, our incredible group of professionals.

We also have Performance lab, a dedicated team specializing in high-quality media buying, and 1win Esports, which actively supports esports teams and tournaments. Each of these directions works seamlessly together, enhancing one another like components of a single, powerful mechanism.

And this is just the beginning! Next year, we'll be unveiling even more products within the ecosystem. Stay tuned!

What kind of products will the iGaming market demand in 2025?

The iGaming market is constantly evolving, and success will depend on how well companies can adapt. We believe the future lies in innovative products that offer personalized player experiences. Every year, attracting and retaining an audience becomes increasingly difficult, prompting brands to develop more creative strategies. There are indications that by 2025, collaboration with

influencers will also become one of the most effective strategies, thanks to their reach and authority.

It's also important not to overlook gamification, which has expanded beyond the iGaming niche, and the introduction of innovations such as unconventional targeting methods. I won't dwell on the obvious — AI — but I'll add that it will likely be used for more personalized analysis and the creation of tailored experiences.

Additionally, the rise of short-form content and TikTok videos has influenced the iGaming industry: the trend toward micro-games and casual content continues to grow. Lastly, the unregulated market segment is expected to continue expanding.

What are the advantages of partnering with 1win Group? What do you offer to B2B partners, and why is it beneficial to work with you?

Partnering with 1win Group means gaining access to a unique ecosystem where every product complements the others. By choosing 1win, you get high-quality solutions tailored to the B2B sector, whether it's casino operations, media buying or affiliate programs. We offer transparent terms, flexibility, and an uncompromising commitment to excellence.

What makes working at 1win unique for you? What inspires you to achieve ambitious goals?

For me, working at 1win is about being part of a team that creates innovative products and executes global strategies that are reshaping the market. Every day brings new challenges that push us to grow and achieve more. We have an incredibly strong and united team where everyone is ready to support and help each other. That's what motivates me.

What plans and goals are you setting for 2025?

As a company, our goal for 2025 is to solidify 1win Group's leadership position, expand our ecosystem, and enter new markets. We'll continue driving innovation, promoting responsible gambling, and sharing our expertise at international conferences. Personally, I see 2025 as a year of professional growth, strengthening partnerships, and bringing new strategies and ideas to life.

LEADBIT

BAREFOOT

MARKETING:



A Natural Approach to Building Your Brand

Branding isn't just logos and taglines—it's about forging real connections. At LeadBit, we call this «Barefoot Marketing»—an authentic, simple, and collaborative approach that centers comfort and trust at the center of every interaction.

Simplify Your Marketing

Barefoot marketing begins with simplicity:

- 1. Clear Messaging:** Share what you do in one or two sentences. Clarity makes your brand memorable and easy to share.
- 2. Focus on Core Tactics:** Avoid spreading thin across channels. Consistent effort on a few strategies yields better results.
- 3. Recharge When Needed:** Step back when creativity stalls. Breaks can bring fresh ideas and renewed energy.

By staying focused and authentic, your marketing becomes more impactful and aligned with your brand values.

«Best Affiliates Know! Are You In?»

Our slogan— «Best affiliates know! Are you in?» — is a call to action. It's about joining a community that values innovation, collaboration, and success. At LeadBit, we don't just work with affiliates—we partner with those who share our passion for excellence and creativity. Together, we build genuine connections that drive results.

Brand Advocacy Starts from Within

Great branding begins with your team. When employees are engaged, their enthusiasm spreads to affiliates and clients alike:

- 1. Internal Ambassadors:** Passionate team members embody your brand's mission.
- 2. External Ambassadors:** Affiliates amplify your message with their unique touch.
- 3. Supporters:** Even casual followers contribute by believing in your mission.

When advocacy starts internally, it creates a ripple effect of trust and loyalty.

Collaboration and Experiential Marketing in Action

Barefoot marketing thrives on teamwork and creating memorable experiences. At LeadBit, collaboration transforms meetings into vibrant brainstorming sessions, where shared creativity drives impactful initiatives. From crafting custom merchandise to organizing unforgettable event experiences, our efforts foster authentic connections.

Through personalized touchpoints—viral ambassador campaigns, creative initiatives, engaging content campaigns, and more—we ensure our brand resonates emotionally. These experiences are designed to leave lasting impressions, keeping LeadBit top of mind and at the heart of meaningful engagement.

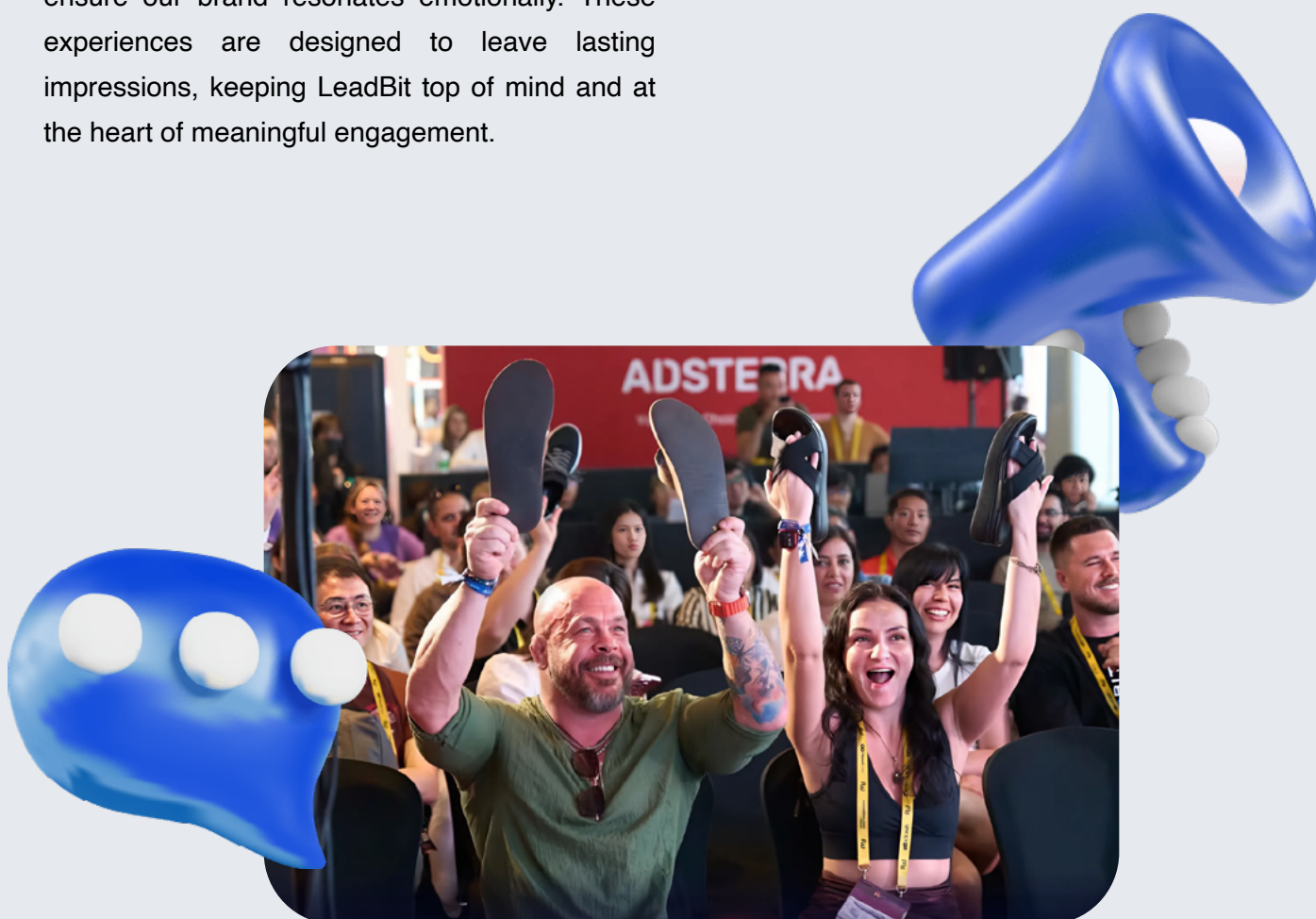
Passion Drives Success

As Simon Sinek said, “Working hard for what you love is called passion.” At LeadBit, passion fuels everything we do. When your team’s genuine enthusiasm inspires loyalty, innovation, and lasting success.

The Barefoot Takeaway

1. Build trust through authentic interactions.
2. Leverage creativity to cultivate loyalty without big budgets.
3. Foster brand advocacy starting with your team.

Ready to go barefoot? Embrace authenticity, passion, and simplicity to achieve lasting success.



OnlyAff #2



t.me/onlyaff_journal



[instagram.com/onlyaff_journal](https://www.instagram.com/onlyaff_journal)

ELYA LAN, CBDO OF 1WIN PARTNERS

is a leader who drives innovation
and growth in the iGaming industry.

In this interview, she shares how 1win Group has grown into a global ecosystem, her thoughts on the future of iGaming, and the importance of building strong partnerships. Elya also talks about her motivation, the unique team spirit at 1win, and the ambitious plans for 2025.

A story of leadership, bold decisions, and a vision for the future.

[Instagram](#)

[Telegram](#)

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