

JANUARY 2025

OnlyAff

#3

YOUR FAVORITE
MAGAZINE

about affiliate marketing

3 GEO TIPS

12 Case

4 Meet
the team

14 Best Soft



6 Smart
Reading

16 Interview

8 Networking
Tips

18 New Practice

10 Trend Research

TOP GEOs

Which **Tier 2 GEOs** should affiliates keep an eye on in 2025?

India

India is still one of the hottest markets for affiliates. With a population of over 1.4 billion and rapid growth in internet usage, India is seeing a boom in e-commerce and mobile tech. CPC (cost-per-click) remains pretty low, making it super attractive for affiliates. In 2025, with even more people going online, expect more opportunities to scale traffic and maximize profits.

Philippines

The Philippines is another GEO to watch in 2025. With fast-growing internet and mobile tech, it's drawing more investors and affiliates.

The entertainment and online gaming niches are especially hot and gaining popularity among locals. Plus, the Philippines is one of the biggest affiliate markets in Asia, with low traffic costs and high conversion rates.

Vietnam

Vietnam is steadily becoming a favorite among affiliates. With a population of over 100 million and rapid internet development, it offers plenty of opportunities in e-commerce, mobile apps, and financial services. In 2025, Vietnam will continue to rise in popularity, creating major potential for affiliates looking to tap into this growing market.

Meet the Team: GEOZO

at AW Dubai | Booth B63



Aliya Gallamo
Chief Commercial Officer
➤ @aliyageozo



Aigul Khakimova
Senior Affiliate Manager
➤ @geozo_aigul

Geozo is an international advertising platform offering high-quality Native and Push traffic with a focus on individual conditions and dedicated personal managers. As a trusted partner of European associations and a certified platform added to the Global Vendor List, Geozo ensures a reliable and professional service.

- **Regions:** Europe, CIS, Asia, Latin America
- **Sources:** Premium websites and News Feed
- **Pricing model:** CPC
- **Verticals:** All



Geozo works with all verticals and has sources to meet any need. The top verticals among their advertisers right now are:

■ **Crypto**

■ **Nutra**

■ **White Hat**

■ **Content Arbitrage**

■ **Finance**

However, the focus on verticals and offers can shift over time. Test any offers with their traffic and set the trend yourself!

The platform is intuitive and offers useful features for convenient media buying:

- Flexible click cost settings for sites/blocks/sources;
- Source targeting to websites and News Feed;
- Browser/OS targeting (on request);
- Postback and API integration;
- Black and White lists for effective optimization;
- GIF image format that can increase CTR by 2 times.

3 reason to choose Geozo

- **News Feed Integration** — a large platform in Geozo's inventory with traffic from premium sources (Google Ads, Facebook Ads, Taboola, Yandex.Direct, etc.). Launch campaigns easily and influence traffic volumes!

- **Loyal Moderation** — there are sources that accept even the boldest and most creative ads, which other platforms might reject. Geozo ensures every ad gets the attention it deserves.

- **Push Ads** — a new ad format launching after AW Dubai. Push ads boast high visibility and immediate audience reach. Don't miss the chance to test it first and stay ahead of other advertisers!

Cashback for new advertisers!



Promo code: **ONLYAFF**

SIGN UP BY MARCH 31ST

and receive 10% cashback on your spend during the first month after registration!

Start advertising with Geozo!



Contact Geozo for more details and activate promo code!





5 GOOGLE ADS STRATEGIES

Google Ads remains one of the best tools to:

- Increase traffic.
- Boost sales.
- Grow your business.

Why is Google Ads a «must-have tool»? In 2025, Google Ads will acquire better tools and features to achieve your goals more effectively. But you must know what works and how to get the most out of them.

Why Google Ads is so effective

The beauty of Google Ads lies in its flexibility. Whether you want to attract searchers on Google, attract people browsing your favorite blogs, or attract viewers on YouTube, there's a campaign for you:

- **Search Campaigns:** Perfect for attracting people searching for what you offer.
- **Display Campaigns:** Great for showcasing visuals that increase brand awareness.
- **Video Campaigns:** YouTube ads are a fantastic way to tell your story and emotionally connect with your audience.
- **Performance Max:** This type of campaign, powered by artificial intelligence, automates your efforts across the entire Google network.

5 easy-to-implement Strategies for 2025

1. Artificial Intelligence-driven bidding

Using **Target ROAS** or **Maximize Conversion Value** tools optimizes bids for each auction using Artificial Intelligence.

■ **Success Story:** Online home goods retailer Wayfair automated ad bidding with Target ROAS and Maximize Conversion Value, improving budget efficiency. With Google's artificial intelligence ultimately managing bids, Wayfair saw a 25% increase in revenue across all of its campaigns. At the same time, not a single change was made manually.

2. Getting first-party data

As third-party cookies disappear, tools like **Customer Match** can help you target the right people - your existing customers and similar audiences.

■ **Pro Tip:** Encouraging subscriptions and loyalty programs will build a strong first-party database.

3. Performance Max to simplify workflows

Performance Max automates all processes - from placements to creatives - and gets smarter as you learn.

Success Story: TUI, an international travel company, used **Performance Max** to optimize ads across all Google channels, including search, YouTube, and Gmail. It helped them increase bookings by 30% with less effort and more automation.

4. Creative and catchy video ads

Short, catchy YouTube ads grab attention and drive action.

Your viewers are your customers: use buyable YouTube ads to turn viewers into buyers in seconds.

5. Smart tracking

Improved conversion rates and **Google Analytics 4 (GA4)** will give you a clearer picture of what's driving results.

Overcoming hiccups

Automation is great, but don't give up on it entirely—monitor AI recommendations to ensure they're aligned with your goals. Did we forget something? That's right, privacy! Collect data responsibly and ensure you stay compliant.

The big takeaway

By applying these strategies, you can expect improved ROI, more accurate targeting, and better campaign management. Whether you're an experienced professional or looking to improve your skills, Google Ads in 2025 combines creative, analytics, and automation to deliver the results you want.





**FEBRUARY
25, 2025**

TT MEETUP VILLAGE **Dubai**

Welcome to TT Meetup Village Dubai – your ultimate destination for networking, learning, and innovation!

Explore 6 unique villas, discover our vibrant Meet Market Garden and enjoy inspiring speakers, Dubai Viral Foods, Barbecue exclusive masterminds, hands-on workshops, and a fully-equipped recording studio.

Don't miss interviews at The Cat Room – where ideas come to life!

ttmeetup.com

[Telegram](#)



**MEET MARKET GARDEN - 6 VILLAS - MASTER MINDS
WORKSHOPS - DUBAI VIRAL DELIGHTS**

Get ready for the ultimate affiliate
marketing event of the year —
TikTok Meetup Village Dubai!

UNLOCK INSIDER SECRETS: Whether you're a pro or just starting, this is your chance to learn game-changing strategies from industry leaders.

EXCLUSIVE LOCATION: The stunning Nas House in Dubai sets the stage for an unforgettable, immersive experience.

EPIC NETWORKING: Connect with the brightest minds in affiliate marketing and build powerful relationships that can skyrocket your business.

ELEVATE YOUR BUSINESS: Don't miss out on this electrifying opportunity to supercharge your affiliate journey and take your business to new heights!

⚠️ Tiktok Meetup is open for speakers and attendees of all traffic sources and verticals ⚠️

MEETMARKET IN DUBAI



DUBAI, FEBRUARY 25, 2025 — The world of affiliate marketing is about to witness an extraordinary event! Meetmarket will bring together leading experts, innovators, and visionaries in the industry for an unparalleled experience of learning, networking, and growth.

A Gateway to Excellence in Affiliate Marketing

ABC MEETMARKET VALUES

Direct Access to Your Ideal Audience:

Effortlessly showcase your brand to a highly targeted group of potential clients and partners

Streamlined Marketing:

Skip the lengthy preparation process and dive straight into impactful engagement

Engage Face-to-Face:

Forge meaningful connections with numerous prospects in a dynamic, interactive setting

Maximize Value with Minimal Investment:

Achieve significant returns without a hefty budget, making it an invaluable opportunity for your brand

Tickets are now on sale!

Lock in your spot today and take advantage of our exclusive 15% discount by using promo code

ONLYAFF15

Join us

for these two unforgettable events in Dubai and open the door to a world of possibilities in affiliate marketing.

For the latest updates and announcements,
follow us on our social media channels:

[Instagram](#)

[Telegram](#)

[LinkedIn](#)



[Facebook](#)

TREND



RESEARCH

How to **Expand** Your Reach and **Boost** Your Earnings: Channel Diversification in 2025

Are you relying on just one channel for affiliate marketing in 2025? It's time to diversify. Channel diversification expands your audience and effectively addresses challenges. It significantly enhances stability by evenly distributing performance and maximizes your return on investment (ROI) by prioritizing high-performing campaigns.

Identify your segments

Ready to implement your marketing strategy? Start with this key point. Clearly define your target segments to achieve optimal results. Just segment your approach by audience, content format, and location.

1. SEGMENT BY AUDIENCE:

- **Social Media:** Engage younger users on Instagram and TikTok.
- **Professional Networks:** Use LinkedIn for B2B.
- **Search Engines:** Optimize for SEO and PPC.
- **Pro Tip:** Customize content for each audience segment using data insights.

2. SEGMENT BY CONTENT FORMAT:

- **Video:** Create tutorials on YouTube and TikTok.
- **Text:** Write articles for LinkedIn.
- **Interactive:** Conduct polls and Q&As on Instagram.
- **Pro Tip:** Transform blog posts into videos for variety.

3. SEGMENT BY GEOGRAPHIC REACH:

- **Local Platforms:** Connect with popular regional channels.
- **Language:** Adjust content for local relevance.
- **Pro Tip:** Test campaigns across platforms to find the best fit.

Simple Tips For Your Success

- **Harness the power of data.** Track ROI and results to uncover what works, letting this insight guide your decisions.

- **Follow The Trends.** Stay current with trends and explore new platforms to stay ahead of the competition..
- **Start small.** Why try to do everything at once? Focus on a few channels, get them perfect, and then expand.
- **Automate tasks.** Consider using automation tools like Hootsuite to save time.
- **Work with influencers.** Micro-influencers can generate more engagement than you might expect.
- **Listen to your customers.** Discover what they truly want. Conducting surveys or hosting meetings can unlock deeper insights into their needs and preferences.

Conclusion:

In 2025, diversifying your channels is key to reaching more people and boosting your earnings. Break down your strategy by audience, content, and geography, and stay on top of trends with analytics. Small steps can lead to big changes! Teaming up with influencers, automating tasks, and engaging customers will set you up for long-term success. Embrace these insights and watch your success take off!



CASE

Transitioning from Nutra to Finance in Affiliate Marketing

This case study details the journey of an affiliate partner who expanded from Nutra offers to the finance vertical, achieving over \$1M in payouts in 2024. Through minimal adjustments and strategic implementation, the partner demonstrated how Nutra teams can seamlessly integrate Finance campaigns, opening doors to significant revenue growth.

- **Work Period:** January 2024 to December 2024
- **GEOs:** Poland, Romania
- **Sources:** Facebook Ads, Google GDN
- **Vertical:** Forex (fx)
- **Funnel:** Resource-related funnel targeting investment-oriented audiences aged 30-64
- **Results:** \$1M+ in total payouts (\$683,000 from Poland, \$327,000 from Romania)

Preparation

The addition of crypto followed a meeting at AWA 2023 in Bangkok. Forex (fx) was chosen due to its operational similarities to Nutra, requiring minimal adjustments. The partner leveraged pre-optimized landing pages, creatives, and targeted CPL benchmarks, streamlining the transition.

Traffic Strategy

Campaigns initially relied on Facebook Ads for cost-effectiveness, later incorporating Google GDN for higher-quality traffic. Strategies remained consistent across GEOs due to shared demographics and historical contexts.

Challenges and Solutions

Challenges included frequent campaign bans, click-to-lead conversion issues, and lead quality concerns. These were addressed through creative testing, feedback loops with the call center, and insights from Nutra campaigns.

Results and Outcomes

The partnership achieved:

■ **Revenue Growth:** Over \$1M in payouts, with Poland leading. Here is the breakdown by geo:

Poland:

■ **Registration-to-Deposit Rate (Valid):** ~16.18%

■ **Registration-to-Deposit Rate (All):** ~12.62%

■ **Total Payout:** \$683,000

■ **Approval Rate:** 16.74%

Romania:

■ **Registration-to-Deposit Rate (Valid):** ~8.6%

■ **Registration-to-Deposit Rate (All):** ~6.86%

■ **Total Payout:** \$327,000

■ **Approval Rate:** 10.09%

Expanded Footprint: Successful scaling across multiple GEOs.

Industry Recognition: Invitations to exclusive events like SIGMA Malta and AW Bangkok.

Enhanced Collaboration: Strengthened relationships and tailored solutions, including tracker updates and innovative deal structures.

Opportunities and Next Steps

Future plans include optimizing Romania's campaigns, scaling into Tier 1 GEOs, and leveraging AI-driven tools for targeting. This partnership has reinforced the importance of a partner-first model, prioritizing collaboration and mutual growth.

Conclusion

This case study underscores the potential of adapting proven methods to new verticals. By transitioning from Nutra to Finance, the partner unlocked substantial growth opportunities, offering valuable insights for affiliates looking to diversify and scale.

BEST SOFT



How to Choose a Tracker for Affiliate Marketing?

When choosing a tracker for affiliate marketing, it's important to understand your specific needs. First, consider which countries you'll be working with: regional ones or countries all over the world. Second, estimate how many events you plan to process each month. This information will help you select the right tracker and the best pricing plan.

The most crucial decision at the start is whether you need a cloud-based or server-based tracker. There's no clear-cut answer as to which one is better; it depends on your requirements.

What is a Cloud-Based Tracker?

Cloud-based trackers are faster and cover all GEOs. You can work with global traffic and get data as quickly as if you were targeting neighboring countries. They're an excellent choice for campaigns in diverse GEOs, especially remote ones. The speed of data processing and transmission will be just as fast as it would be for nearby countries. They're an excellent choice for campaigns in diverse GEOs, especially remote ones. The speed of data processing and transmission will be just as fast as it would be for neighboring countries.

However, there's one «catch»: you'll need to calculate how many events you need to process and choose the appropriate pricing plan. If you exceed your limit, you'll have to pay for additional events. Usually, free versions allow up to 100,000 events, and the cheapest paid plans allow up to 1 million events per month.

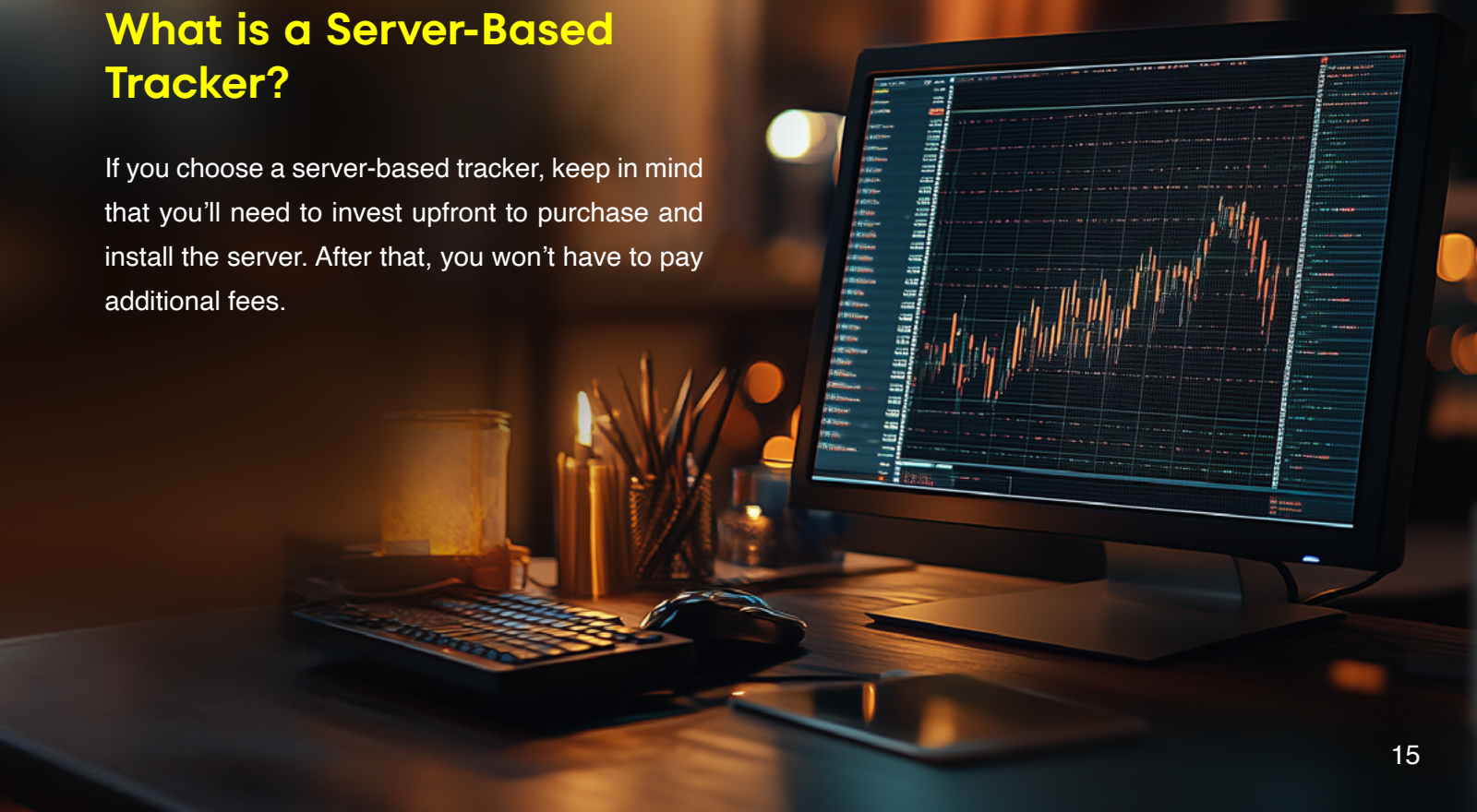
What is a Server-Based Tracker?

If you choose a server-based tracker, keep in mind that you'll need to invest upfront to purchase and install the server. After that, you won't have to pay additional fees.

However, there are some «buts» here too: a server-based tracker is ideal for campaigns in neighboring countries where the server is located. The further the server is from the target country, the more traffic you will lose. This means you might need to set up additional servers for working with distant countries. The advantage is that you don't have to pay for the number of events or traffic volume passing through the tracker.

Conclusion:

Choosing the right tracker depends on your needs, the countries you'll target, and the volume of events you plan to handle. Cloud-based trackers are great for global campaigns and fast data processing but require careful planning to avoid extra costs. Server-based trackers may require a larger initial investment but offer cost savings in the long run, especially if you're focusing on specific regions. Ultimately, you should weigh the costs, geographical needs, and traffic volume to make the best choice for your affiliate marketing camp



INTERVIEW

Mweendo S,
Affiliate-manager



[@mweendo.affiliate](https://www.instagram.com/mweendo.affiliate)



Tell us about your journey into affiliate marketing? How did you get into it?

In the year 2022 I took a decisive step and left my comfortable but monotonous job as a building designer. Feeling a lack of communication and forward movement, I started looking for new opportunities. The search was not easy until I stumbled upon an affiliate marketing channel on YouTube. It piqued my interest. After creating a channel with a friend, we started working with Amazon, diving into the world of affiliate marketing and discovering many niches.

What do you like about being an affiliate manager? What do you consider to be your strengths?

My fast growth in the company is due to my specialty - my ability to find a common language with different people. I always ask myself a question: What is the best way to interact? I love it when my hypotheses work and when successful cooperation with partners leads to cool results. That gives me strength and inspiration.

How do you generally find webmasters in the ENG market and attract them to work with your team?

First of all, these are conferences – the most effective way to search new web-masters.

I think the most effective is Affiliate World Conferences.

Plus, side-events — they work well on conference days, they usually have a more informal atmosphere and there is an opportunity to communicate more closely with a partner.

What would you advise a newcomer to the field? What skills should be developed to work in the bourgeois market?

To be successful in the bourgeois market, it is important for an affiliate manager to develop analytical skills, to be organized and to be able to adapt to changing conditions. Don't forget the importance of consistency, resilience and persistence, especially in complex cases.

It is often the case that flows that are not obvious at first glance will ultimately produce better results.

What are your plans for 2025? What goals do you set for yourself?

In 2025, I plan to actively participate in public speaking and improve in it.

From personal plans - I want to help my parents establish a family farm. This is a very big incentive for me to work.

NEW PRACTICE



☐ FIVE
☐ SIMPLE
☐ TIPS

How companies can build long-term and fruitful partnerships with partners

Do you know this situation: you've spent months attracting affiliates, but they leave you after a week? If yes, you must boost your skills in building long-term relationships with your affiliates. Constantly starting over is far less effective and reliable for your brand than strong partnerships. After all, partnership is embedded in the very name of affiliate marketing - it is about collaboration, trust, and mutual success, not numbers. Prioritizing affiliates can create a loyal network to help your brand grow steadily.

1. Communicate regularly and transparently

It's obvious that clear communication is the foundation of sustainable affiliate relationships. So, how do you maintain communication with affiliates:

- **Always stay in touch:** Schedule regular meetings to discuss goals and deliverables.

■ **Provide timely feedback:** Be sure to keep them informed of product innovations and details.

■ **Practice active listening:** Listen to complaints, take suggestions, and involve affiliates in processes.

Example: Amazon Associates **improved conversion by 20%** in 2020 with weekly updates and quarterly calls.

2. Personalized rewards - this is +100 to affiliate motivation (and therefore brand success).

■ **Exclusive Offers:** Provide affiliates with unique promotions that they can use to promote.

■ **Seasonal Bonuses:** Reward outstanding performance during periods of high demand.

■ **Tiered Commissions:** Offer higher rewards for top affiliates.

Example: Bluehost doubled commissions during Black Friday 2018, **increasing conversions by 40%**.

3. Make sure your affiliates are «all-in-arms.»

The right resources will help affiliates achieve better success and encourage them to perform at their best. So, what should you arm your affiliates with?

■ **Training and webinars:** Provide practical guidance.

■ **Marketing materials:** Provide banners and content templates.

■ **Product updates:** Inform affiliates about new launches.

Example: Warby Parker product guides led to a **50% increase in sales in 2019**.

4. A big affiliate family

Affiliates should experience a sense of belonging and unity connected by a common goal.

■ **Virtual Meetings:** Hold webinars or Q&A sessions.

■ **Celebrate accomplishments:** Celebrate milestones and contributions.

■ **Encourage collaboration:** Facilitate the sharing of strategies and ideas.

Example: Shopify's mastermind group **increased sales by 25%** in 2019.

4. Use technology to streamline processes

Simplify your work with digital tools:

■ **Partner dashboards:** Allow partners to track performance.

■ **CRM systems:** Provide personalized support.

■ **Analytics tools:** Share information to optimize results.

Example: Fiverr's 2020 dashboard update **increased subscribers by 15%**.

Conclusion

Building loyal and strong partnerships takes effort and time—there's no secret here. But you'll make sure it's worth it. After all, affiliates are like well-tended gardens—they flourish and bear fruit if they are cared for and nurtured.

OnlyAff #3



t.me/onlyaff_journal



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



Let's team up and make some seriously
cool content together in English -
the CPA industry is waiting!