

F E B R U A R Y 2 0 2 5

OnlyAff

#4

MEGA
• PARI



MEGA • PARI

**YOUR FAVORITE
MAGAZINE**

about affiliate marketing

3 **GEO TIPS**

12 **Case**

5 **Meet
the team**

14 **Best Soft**

6 **Smart
Reading**

16 **Interview**

8 **Networking
Tips**

18 **New Practice**

10 **Trend Research**

GEO TIPS

In affiliate marketing, choosing the right GEOs (geographic locations) to target is just as important as picking the right offers. Tier 1 GEOs—countries with high purchasing power and reliable internet access—are the goldmine for many marketers. But which ones are particularly hot right now? Let's break down the top Tier 1 GEOs to focus on today.

Which Tier 1 GEOs Should Affiliate Marketers Focus on Right Now?

1. United States

The US remains the undisputed leader when it comes to affiliate marketing. With a huge consumer base, a wide variety of niches, and a well-established e-commerce ecosystem, the opportunities are endless. Digital products, subscriptions, health offers, and mobile apps all perform well here. Keep in mind that American consumers expect high-quality service and support, so your offers should match the standards.

2. United Kingdom

The UK continues to be one of the top choices for affiliate marketers. With its solid economy and high internet penetration, British consumers are increasingly moving toward online shopping and digital services. Health, finance, and tech-related offers tend to perform exceptionally well. The language barrier is minimal, making it easier to scale campaigns effectively.



3. Australia

Australia has been steadily growing as a top Tier 1 market for affiliate marketing. The population is tech-savvy, and there's a high disposable income. Offers related to health, lifestyle, and finance do exceptionally well. Moreover, the competition in Australia is somewhat lower compared to the US and UK, giving you an edge if you can run a campaign successfully.



4. Germany

As Europe's largest economy, Germany offers great opportunities for affiliates in finance, e-commerce, and tech sectors. Germans have high purchasing power, and the country's high-speed internet infrastructure makes it ideal for running online campaigns. Moreover, the GDPR ensures a high level of consumer protection, which fosters trust in online purchases.



5. Japan

Japan offers unique opportunities for affiliate marketers, especially in gaming, technology, and beauty niches. The Japanese market is tech-driven, and consumers are often early adopters of digital services. Though the language barrier can be challenging, the country's high purchasing power and high-tech environment make it a market worth considering.

Meet The Team:



HilltopAds



HilltopAds is a premium advertising network specializing in high-performance traffic solutions for publishers and advertisers. With global reach, advanced targeting options, and innovative ad formats, HilltopAds helps businesses maximize ROI through quality traffic and optimized

campaigns. Ideal for performance-driven marketers looking to scale.

We specialize in high-converting niches: dating, non-mainstream, iGaming, eCommerce, sweepstakes, games, VPN & utilities, and mobile apps. No nutra.

TECH ADVANTAGES:

Real-time traffic filtering and fraud detection to block bot-driven and low-quality sources.

Plus, audience segmentation based on conversion potential for better performance.

3 reasons why you should choose HilltopAds:



High-quality traffic – global reach with advanced bot-filtering algorithms for maximum efficiency.



Precise targeting – fine-tuned settings by GEO, device, browser, time, and more.



Profitable terms – competitive rates, automatic campaign optimization, and convenient payment options.

ONLYAFFUAE — gives +20% on your first deposit of \$100+

SMART READING

ROI in traffic campaigns:
from data analysis to scalability

In the world of traffic arbitrage, ROI (Return on Investment) is the key metric for measuring the success of an advertising campaign. To achieve maximum return on investment, it's crucial to carefully select the right combination of traffic source, offer, and creative. In this article, we'll explore which analytical tools to use and how to test hypotheses to increase ROI.

1. Data Analysis: What Metrics Matter?

In traffic arbitrage, it's essential to analyze key metrics that impact performance:

- **CTR (Click-Through Rate):** The clickability rate of an ad.
- **CR (Conversion Rate):** The percentage of users who complete a target action after clicking.
- **EPC (Earnings Per Click):** The average revenue generated per click.
- **CPC (Cost Per Click):** The cost of each click on an ad.
- **LTV (Lifetime Value):** The total profit a customer generates over their entire interaction with the product.

Analytics Tools:

- **Tracking Systems:** Voluum, Binom, Keitaro — help monitor data and analyze campaign performance.
- **Spy Tools:** AdSpy, BigSpy, Anstrex — allow you to study competitors' successful combinations.
- **Google Analytics and Facebook Pixel:** Essential for in-depth audience behavior analysis.

2. How to Test Hypotheses?

A/B Testing

- **Creative Testing:** Launch multiple ad variations and identify the most converting one.

- **Landing Page Testing:** Experiment with headlines, text, forms, and calls-to-action.

- **Audience Testing:** Test different geos, interests, and demographics.

- **Offer Testing:** Compare different offers within the same niche.

Analyzing Results

After testing, it's important to:

- Evaluate CTR and CR at each stage of the funnel.
- Calculate ROI and EPC for different combinations.
- Filter out ineffective hypotheses and scale the best-performing ones.

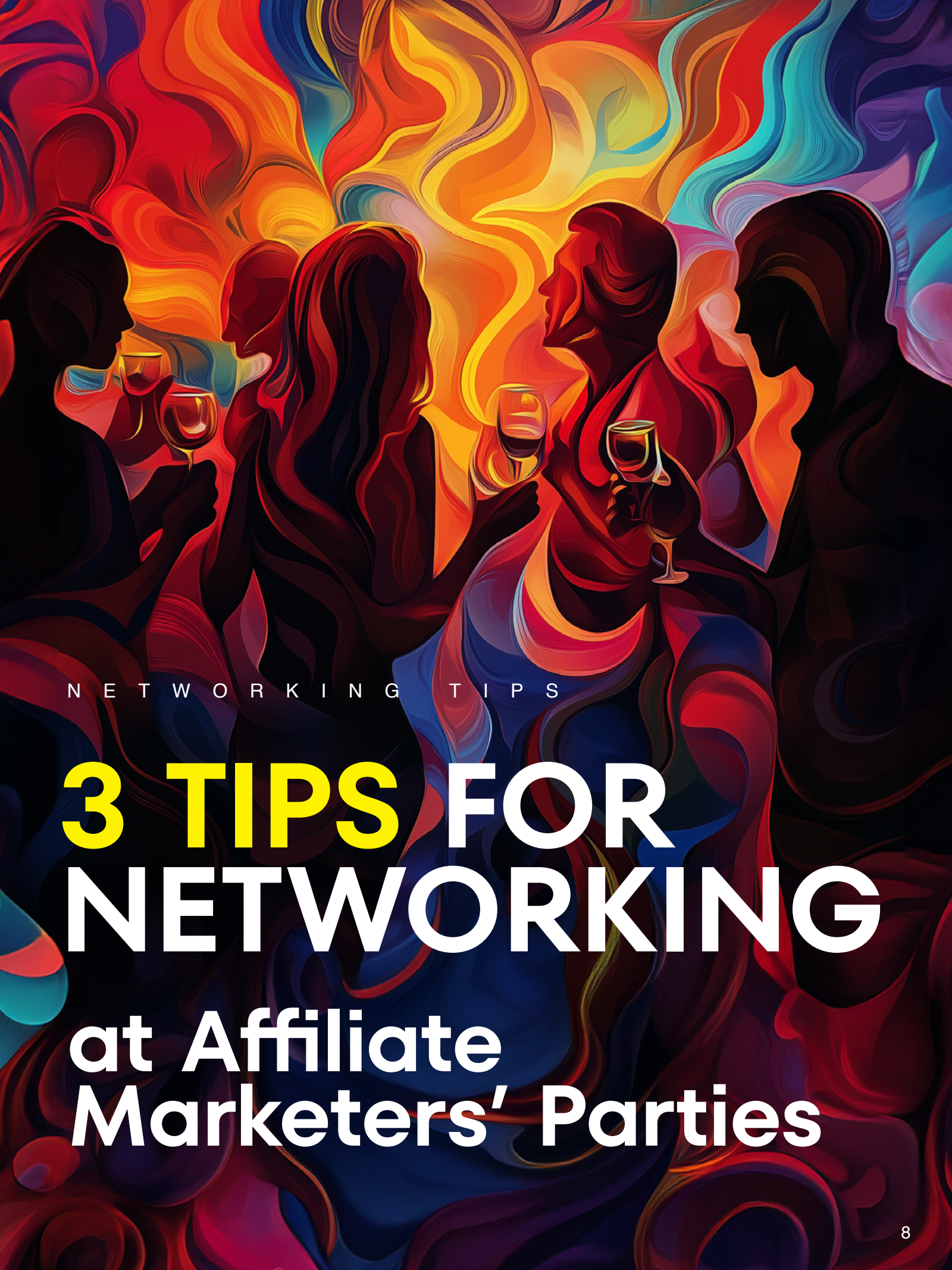
3. Optimization and Scaling

Once a profitable combination is found, focus on:

- **Budget Optimization:** Reallocate funds toward the most effective campaigns.
- **Sales Funnel Improvement:** Adapt the offer, creative, or targeting.
- **Traffic Scaling:** Increase ad spend and expand the audience.

Conclusion

Choosing the right combination in traffic arbitrage and hypothesis testing are ongoing processes. The more data you collect and analyze, the higher your chances of achieving maximum ROI.



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

3 TIPS FOR NETWORKING

at Affiliate
Marketers' Parties

Affiliate marketing isn't just about crunching numbers and mastering ad platforms. It's also about building connections that could be game-changers for your future projects. But what do you do when the usual moves—like handing out business cards and having boring, stiff convos—aren't cutting it anymore? Here are three tips to help you stand out and create a network of valuable contacts.

1. Find **Common Ground** Outside of Work

The secret to strong connections isn't endless talk about CPA, CPM, or all those other abbreviations. People remember feelings, not dry facts. Ask about hobbies, favorite travel spots, or even their ideal coffee order. The key is showing that you're not just a pro but a person with interests. For example, chatting about the latest season of a popular show or sharing favorite spots in Europe can be a perfect icebreaker. It's easier to trust someone who cares about you, not just your skills.

2. The Art of the Pause: **Talk Less, Listen More**

When it comes to professional convos, it's important to know how to leave some silence. Sounds weird, right? But don't feel the need to fill every gap. A pause shows respect for what the other person is saying and gives them room to open up. Plus, being a good listener is a rare and valuable skill. Let them know their opinion matters, and don't rush to throw out your solutions. Often, it's in these pauses that new ideas are born and deeper trust is built.

3. Be the **"Connector"**

Position yourself as the person who can bring people together. Do you know someone looking for a designer for creatives? Remember a buddy who has spare Facebook ad accounts? Connect those people! It doesn't cost you much, but your role as the "connector" will stick in everyone's mind. You'll be the one who not only finds solutions for yourself but also helps others. In the end, this approach strengthens your reputation as a reliable partner.

Bonus: Leverage the Power of Serendipity

Sometimes, the best connections come from pure chance. You may have met a potential partner during a coffee break or answered their question in a conference chat. Stay active on professional platforms, be open to chatting, and never miss the chance to connect in the most unexpected places. That could be the start of a long-term partnership.



TRENDS RESEARCH

Artificial intelligence-powered affiliate marketing: developments to be observed in 2025

Almost all digital workers now involve artificial intelligence in some kind. Many jobs are improved by this technology, which also saves time for employees developing successful plans. Although digital specialists could view artificial intelligence as a strong competitor, it is doubtful that AI would replace human employment very soon.

THE GREATEST approach for companies to thrive in the next few years is to cooperate with artificial intelligence.

For daily work especially for partner marketers, this technology has several advantages.

- AI can rapidly review a great volume of data.
- AI enables us to produce tailored ideas, information, and recommendations by helping us to understand the behavior of various user groups.
- AI automatically improves advertising plans. It centers on performance, target markets, and other key components.
- Sending emails to several user groups, artificial intelligence customizes the content to fit their interests.
- Companies communicate with their customers using virtual assistants and chatbots. They answer basic queries and handle the first presentations.
- Using prior data, artificial intelligence projects possible consumer behavior. This facilitates quick changes in offers and strategies by companies.
- Artificial intelligence finds the correct keywords and improves materials. It generates additional reports for social media and blogs.

APPLIED artificial intelligence tools for affiliate marketing

From tailored advice to fraud prevention, find out how contemporary tools and technologies could affect your business strategy. These advances streamline processes, enhance communication, and raise efficiency, enabling the accomplishment of your goals.

- 1.** Dynamic Yield is one tool that provides real-time ideas depending on user involvement.
- 2.** Google Analytics helps them to improve holiday marketing to increase sales by means of budget optimization.
- 3.** Platforms like Tidio help to simplify communication using artificial intelligence chatbots.
- 4.** ClickGUARD guarantees that ads are displayed to actual individuals rather than bots, therefore helping to identify fraud.
- 5.** Jasper among other tools streamlines content creation.

LOOKING AHEAD: **Affiliate Marketing's Future**

Combining human ingenuity with artificial intelligence's rapid speed, affiliate marketing looks to be bright. Natural language processing and machine learning dramatically increase predictive analytics and personalizing as they develop. These sophisticated tools let companies execute effective ads, interact effectively with their audience, and develop over time.

C A S E



\$135K IN
2 MONTHS

How ASO Optimization Delivered
1000% ROI in the Brazilian Market

At the beginning of 2024, the Solead Group team began collaborating with the affiliate program TheLimitedClub to promote a private offer in Brazil. The primary focus was on ASO optimization (App Store Optimization). This effort resulted in a revenue of \$135,480 over two months, with an ROI exceeding 1000%.

Choosing the Offer and Starting the Work

The Solead Group team already had experience in the Brazilian market, so choosing GEO was obvious. After discussions with TheLimitedClub, two offers were selected for testing. One showed the best conversion rate, and scaling began by the end of February 2024.

ASO Optimization and Key Decisions

Tools like ASOMobile and ASODesk were used to analyze key search queries. The main focus was on the keyword «Fortune Tiger,» which generated around 900 installs per day despite high competition in the Play Market.

A simple gaming app was developed, which passed moderation in just 4 days. After publication, active ASO optimization began:

- The app was named «Fortune Tiger» without additional words or symbols.
- The target keyword was integrated into the text metadata (short and full descriptions).
- Aggressive icons and screenshots were created to boost conversion rates.

After an update for the target keyword, the app was indexed and secured the 4th position in search results. To strengthen its position, traffic was purchased for the keyword «fortune tiger.» Within just 3 days, the app reached the top position, generating 700-1000 installs daily, with over 1000 installs on weekends.

Results

- **Dates: From 01.10.24 to 30.11.24**
- **Offer: Private, exclusive to TheLimitedClub**
- **GEO: Brazil**
- **Revenue: \$135,480**
- **ROI: 1000%+**

Conclusion

This case's success was achieved through a combination of deep market understanding, effective ASO optimization, and high-quality app development. Using incentivized traffic to boost search rankings also played a crucial role. This experience demonstrates that significant results can be achieved with the right approach, even in highly competitive environments.

BEST SOFT

CLOAKING CIDE

Cloaking (from the English to cloak – to mask) is a traffic-splitting tool that allows you to show different content to different segments of your audience. For example, moderators or bots see a «white» page, while regular users see the offer. Cloaking is often used to promote «gray» and «black» offers, like gambling, crypto, or adult content, which are banned on platforms like Facebook.

Why Use Cloaking?

- **Bypassing Moderation:** Showing a «white» page to moderators and the target content to users.
- **Hiding from Advertisers:** Traffic from banned sources stays under the radar.
- **Protecting from Competitors:** Keeping your creatives and funnels hidden from other affiliates.
- **Avoiding CPA Networks:** Masking traffic from partner program monitoring systems.

How Does Cloaking Work?

Cloaking analyzes traffic and splits it into two streams:

- **White Page:** Shown to bots, moderators, or non-target users.
- **Black Page:** Shown to the target audience with the offer.

User identification happens through User-Agent and IP address. For example, if a user is from another country or is a bot, they'll see the «white» page.

What's Inside a Cloak?

- **White Page:** The «clean» page used for masking.
- **Black Page:** The page with the offer for the target audience.
- **Cloaking Tool:** A service or script that splits traffic based on set rules.

What Services Are Used for Cloaking?

- **Specialized Services:** Cloud-based or boxed solutions for analyzing and swapping content.
- **Trackers:** Traffic tracking systems with cloaking functionality. They can be cloud-based or installed on your server.

The Bottom Line

Cloaking is a powerful tool for affiliates, allowing them to bypass ad platform restrictions and hide content from unwanted users. Success depends on the quality of your landing pages and choosing the right service.

INTERVIEW

ELENA
HRD MEGAPARI

MEGA PARI



Carroll

How do you see your growth in 2025?

I see my growth intertwined with the success of Megapari Team. 2025 is set to be a breakthrough year with plans to open offices in new countries, expand into fresh markets, and on board a wave of top-tier partners.

On the HR front, we're driving innovative reforms, launching new talent initiatives, and strengthening our team with the best iGaming specialists worldwide. This year is all about scaling, evolving, and setting new industry standards.

What are the key principles that matter to you when creating and managing projects? Got a go-to approach you always stick to?

Clarity, democracy, and flexibility are the core principles that drive MegaPari's success. Our team thrives because we listen, adapt and empower. We value our employees' ideas, turning their initiatives into reality while maintaining an agile, responsive management style. By embracing Agile methodology, we ensure efficiency and innovation. But success isn't just about results; it's about shared vision, teamwork, and moving forward together toward common goals.

If you had to pick one major lesson from the past 5 years in the field, what would it be? How did it change the way you approach things?

Hiring great talent is only half the battle — retaining and developing them is the real challenge. Over the years, I've learned that employee engagement, clear career paths, and a strong internal culture are critical for long-term success. We've refined our retention strategies, focusing on professional growth, meaningful recognition, and fostering an environment where people feel truly valued.

What kind of people do you vibe with the most?

What's a deal-breaker for you when choosing partners or teammates?

We partner with proactive professionals who take ownership, value collaboration, and deliver results. The ideal ally honors commitments, seeks solutions, and thrives in a dynamic industry.

We don't work with those chasing quick profits over long-term growth. Integrity, dedication, and a drive to learn are non-negotiable. Our community is built on trust, teamwork, and the ambition not just to follow the industry but to shape its future.

How do you build relationships with webmasters? What kind of perks are you ready to offer them in a partnership?

At Megapari, we've built a vast global network of partners, backed by years of expertise and a finely tuned system that gives webmasters a true competitive edge.

Enjoy 24/7 personal manager support, RS payouts up to 50%, and top-tier CPA, FIX, and Hybrid models. Add to that rapid feedback, expert analytics, and more but we'll save the details for when we close the deal!

What should we expect from the company over the next 5 years?

Over the next five years, the company aims to establish itself as a leader in the iGaming field across developing markets. Expect groundbreaking projects, strengthened partnerships, and a steadfast commitment to being the top employer in the regions where we operate.

NEW PRACTICE



How to Work with Telegram Ads in Mini Apps and the Opportunities It Offers

If Telegram is a messaging platform for ordinary people, it is much more than that for businesses. Telegram's dynamic ecosystem has more than 800 million active users monthly, and their number is constantly growing. Telegram's unique features allow you to create a unique user experience and increase conversions. With Mini Apps—browser-based apps running within Telegram—it's easy to integrate services such as shopping, gaming, and customer support right into the chat interface. Mini Ups and Telegram Ads provide unprecedented opportunities to:

- Attract the right audience;
- Deliver personalized experiences;
- Effectively scale your business.

Would you be remiss not to use this to your advantage?

5 Tips to Get Started with Telegram Ads in Mini Apps

- 1.** Establish Clear Goals: Set aims such as buying, traffic, or leads. Use a form as your Mini App for lead generation by leveraging Telegram's deep linking.
- 2.** Precise Targeting: Utilize Telegram audience segmentation by interests, geographical location, and demographics—for example, target health groups for a fitness Mini App.
- 3.** Use Respective Ad Formats: Ads must be short and crisp. A travel Mini App, for instance, might promote exclusive discounts.
- 4.** Prioritize Usability: To keep bounce rates down, make sure your Mini App loads quickly and provides a seamless experience.
- 5.** Analyze and Iterate: Use Telegram's analytics data for ads and MiniApp layouts to experiment with A/B tests to fine-tune performance.

5 Reasons Why Telegram Mini Apps Are Game-Changing

A. Convenience for Users

Mini Apps allow users to interact with your business without leaving Telegram.

Example: Integrating product catalogs into a Mini App is especially relevant for an e-commerce brand. The ability to browse and buy products directly in Telegram without going to a separate app or browser can significantly increase sales conversions.

B. Direct Community Engagement

Mini Apps enable businesses to foster closer connections with their audiences.

Example: Mini Apps are integral to educational platforms such as language learning. Participants can complete group assignments and interactive lessons together. Social features and gamified rewards foster community, increasing engagement and user retention.

C. Lower Customer Acquisition Costs

By targeting Telegram's engaged user base, businesses can reduce marketing costs.

Example: An insurance provider creates a Mini App that simplifies policy comparisons. Using targeted Telegram Ads to reach potential customers, they attract leads at a lower cost than traditional

advertising channels, making their marketing campaigns more cost-effective.

D. Enhanced Personalization

Mini Apps can offer tailored experiences.

Example: A fashion retailer develops a Mini App with a short style quiz. Based on users' responses, they receive personalized outfit recommendations. Combining this with targeted Telegram Ads increases the likelihood of conversions, as customers find products that match their tastes effortlessly.

E. Scalable Ecosystem

Telegram's open API makes it easy to scale services.

Example: A fintech startup launches a Mini App for quick money transfers and investment tracking. By promoting the app in crypto-related Telegram communities, they attract new users and scale their operations efficiently, driving significant growth in their user base.

Results: A World of Opportunity

Telegram Ads in Mini Apps offer a rare combination of precision targeting, community-driven engagement, and seamless functionality. By tapping into this ecosystem, businesses can unlock new revenue streams, reduce marketing costs, and build stronger customer relationships. The key is to start small, experiment, and scale based on results. With Telegram, the possibilities are endless —start exploring today!

OnlyAff #4



t.me/onlyaff_journal



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



MEGA PARI

- An international platform for sports betting and casino games
- – Over 500 young professionals and 6 offices around the world
- – Partnership program with the best terms on partnership models: cpa up to \$600, revshare up to 50%.

*Be part of the company
where every contribution counts!*



Megapari
Business



Megapari career



Megapari HR /
Вакансии



Megapari HR /
WW Jobs