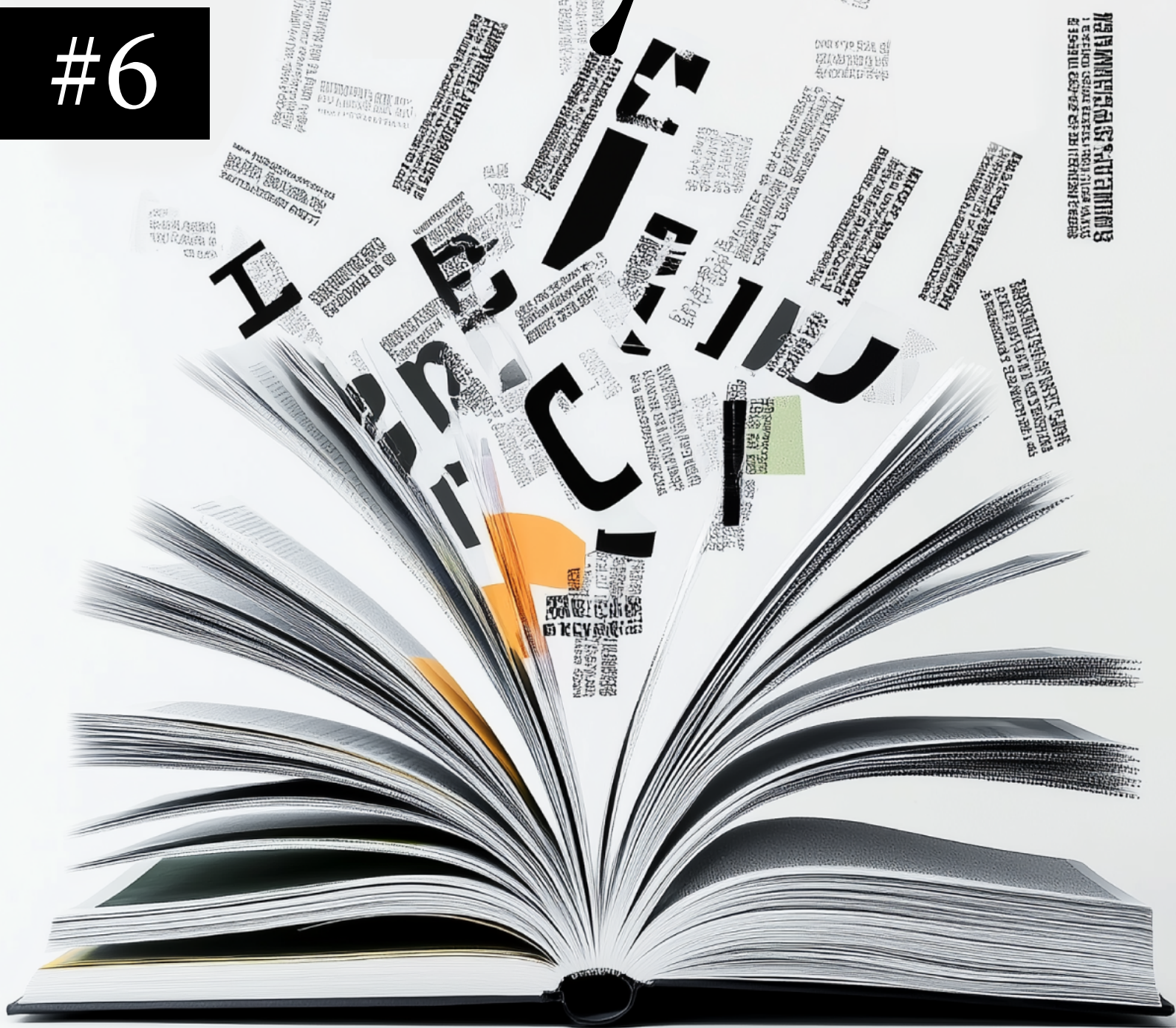


APRIL 2025

OnlyAff

#6



YOUR FAVORITE MAGAZINE

about affiliate marketing

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TOP GEOs for Gambling Offers

Canada

Canada boasts a high standard of living and a strong online audience. Gambling is legal and regulated, providing a safe environment for players. Online gambling platforms are rapidly developing.

Why it works:

- Canadians traditionally have a strong interest in gambling.
- The online casino market is well-developed, with growing interest in new games.
- Many forms of gambling are legalized, and the legal system consistently upholds them.
- Availability of various payment systems and a well-developed infrastructure.

United Kingdom

The UK has one of the largest and most mature gambling markets in Europe. Online casinos are regulated by strict laws, and the country's gambling culture is highly developed.

Why it works:

- Both land-based and online casinos are legalized and regulated by strict legislation.

- The UK is one of the largest and most mature gambling markets in Europe.
- A high culture of online gaming with a large player base.
- A stable legal framework and active regulation of casino operators.

Mexico

Mexico is the largest economy in Latin America, where the online casino market is actively developing. The country has high growth rates in mobile technology and internet access.

Why it works:

- A rapidly developing gambling market in Latin America.
- The legalization of online casinos and regulatory bodies ensuring market transparency.
- The growing popularity of online casinos among the population with the help of available technologies.
- A growing number of mobile users and expanding internet access throughout the country.

Meet the team



Capitalist

CAPITALIST is a convenient online payment system designed to meet the needs of the affiliate marketing industry, allowing mass payments from a single account to cards, bank accounts, and e-wallets worldwide.

No GEO limits, no account freezing or blocking. The movement of funds within accounts is managed by the company with complete confidentiality.

Capitalist does not support or engage in any form of fraud or unethical activity.

Tech advantages:

- Shared IBAN for depositing into a Capitalist business account via wire transfer with 0% fees
- **CARDSPRO SERVICE** with interface adapted for affiliate teams and trusted virtual cards for ad campaigns and shopping worldwide (3D Secure support, Apple Pay)

- Marketplace of Ad networks and WebTools

3 reasons why you should choose Capitalist:

- Free onboarding and a multi-currency account in both fiat and crypto
- 35+ payment methods in national currencies and worldwide at competitive rates from 2% (instant internal transfers - 0%)
- Business account verification from 24 hours

BONUS: get 100% cashback after issuing 5, 10 or 20 CardsPro virtual cards with HK/ UK/ EST BINs using promo code ONLYAFFCAPITALIST

*activate via [CHATBOT](#) before 31.12.2025



Capitalist



Cards Pro
by Capitalist

AFFILIATE INSIDER

Behind the Scenes of AWSummit Ibiza Elite

What do most people not realize about organizing a high-level business conference?

Most people think it starts with structure, but it really starts with emotion. It's about psychology. You're designing an experience that has to break through people's filters and earn their attention. You're not just organizing a conference. You're creating the one moment in someone's year where the right people, the right energy, and the right conversations align. And when you get that right, the impact is unforgettable.

How do you build something that truly matters to people?

We start with what attendees are really looking for: meaningful connections, access to the right people, and space for big ideas. That's why we don't just organize conferences — we create experiences meant to deliver real business opportunities. Every piece is built to create genuine value.

What do you think attendees are really looking for when they come to a conference?

They want clarity. They want to cut through the noise and find people they can work with, learn from, or build something alongside. People don't want to waste time and money. They want depth, relevance, and access.

So, what makes AWSummit Ibiza Elite different from a traditional conference?

When people ask me that, I always pause. Not because I don't know the answer, but because it's not a single thing. It's a feeling, a rhythm, a mix of clarity and connection that you rarely find at business events. I've been part of this journey from the start. Over the years, we've hosted thousands of professionals, watched partnerships form over a beachside coffee, and seen how powerful it can be when the right people meet in the right

environment. And I can say with certainty: Ibiza Elite isn't a traditional conference. It's a Business Retreat.

What exactly do you mean by "Business Retreat"?

For us, it means creating space for decision-makers. When you walk into Ibiza Elite, you're not stepping into a crowd. You're entering a group made up of founders, CEOs, senior-level affiliates, advertisers, and solution providers. The conversations that begin here are about building something real, something that lasts.

Why Ibiza?

We chose Ibiza for a reason. The island has this magnetic pull. It disarms you in the best way. And when people feel at ease, they open up. That's when business gets personal. That's when strategy flows naturally, not just on stage, but in the small moments between — at a roundtable, on the boat, or during a dinner under the stars.

What kind of format should people expect at Ibiza Elite?

We don't want people rushing through 100 booths and 20 panels. We want them to slow down, to really listen or speak their mind, and to go deep. Our roundtables and open discussions are led by top voices in the industry, but they're designed to be conversations, not lectures. We believe some of the most powerful ideas emerge in smaller circles.

Tell us about the Rockstar Experience — what makes it special?

It's not VIP for the sake of luxury. It's about unlocking the full rhythm of the retreat. From boat networking

to front-row energy at Ushuaïa with Calvin Harris, it's about being part of the most dynamic parts of the experience, while staying grounded in what matters most — meaningful interaction.

Would you call Ibiza Elite a fun event?

Sure, it's fun. But it's more than that. It's strategic fun. Everything we design — from the agenda to the venues — is crafted to facilitate valuable interaction. We don't want you to remember the party. We want you to remember the person you met at the party who became a business partner.

What's your biggest takeaway from organizing events like this?

There's something powerful about the simplicity of it. We cut the noise. No expo chaos, no overwhelming schedules. Just clear, intentional programming and space to move, think, and act. And as someone who's seen it all — from the early days of affiliate meetups to today's large-scale summits — I truly believe this model is the future. Not because it's trendy. But because it works.

Final thoughts?

AWSummit Ibiza Elite is happening June 11 to 13, 2025, at the Hard Rock Hotel Ibiza. And if you've never been to an event where business, clarity, and lifestyle all collide, this is your chance. We'd love to have you there. Not just because you work in the space, but because you understand the value of being exactly where the right people are.



SMART READING

How Sneaky Browser Extensions Might Be **Stealing Millions** from Online Stores

Digital Ads Are Booming— But There's a Catch

Online advertising is huge—we talked over \$258 billion in the U.S. last year. Whenever you click an ad or use a coupon code, someone (usually a business partner called an “affiliate”) might earn a small portion of the sale. It's a win-win when it works honestly.

But here's the catch: those handy browser extensions we all love that block ads, save coupons, or promise better privacy might be doing

more than they say. Some of them are quietly grabbing commissions they didn't earn. Yeah... sketchy.

So What's Actually Happening?

A security expert named John Tuckner recently investigated a strange browser extension called Fire Shield Extension Protection. It wasn't even listed in the Chrome Web Store (so no one could find it by searching), yet it had 300,000 users. Weird, right?

This extension—and 56 others like it—asked for crazy permissions: to see every website you visit, read your cookies (which track your online activity), mess with your tabs, and even run secret code in the background. Basically, it could watch everything you do online.

Even worse? These extensions were all connected. They shared the same odd bit of code linking back to a misspelled website—«unknown.com». And they could be controlled remotely. That means someone could secretly tell them what to do, like sneak in a tracking link when you visit a shopping site. Yikes.

Why Should You Care?

Because it's messing with how the internet makes money, and you're caught in the middle.

These shady extensions can do things like:

- Drop tracking codes on your browser (even if you don't click anything).
- Sneak in their own affiliate links when you go to buy something.
- Pretend you clicked on an ad when you didn't.

This means the real businesses don't get the credit for the sale. Instead, the people behind the shady extensions do—and they get paid for it.

Even worse, companies think their ad campaigns are working great (because they see lots of "sales"), but it's all fake. They're wasting money, and honest affiliate partners lose out. Oh, and some affiliate managers? They might ignore the problem because the numbers look good, even if it's just smoke and mirrors.

What Can Be Done About It?

Good news: it's fixable. But it'll take some teamwork.

- Browsers like Chrome need to tighten up how they approve extensions.
- Companies should track their affiliate programs better and stop rewarding bad behavior.
- Lawmakers should include browser extensions in privacy laws.
- Researchers (like the guy who found all this) must keep calling out shady stuff.

At the end of the day, browser extensions can be awesome—but only when they're honest. So next time you install one that sounds too helpful, maybe give it a second look. Because in the wild world of online shopping, not everything helpful is harmless.



NETWORKING

TIPS



On May 20–21,
Yerevan will transform into
the global hub of affiliate
marketing as it hosts **MAC!**

MAC is an international conference that acts as a unique bridge between East and West. This event brings together leaders of the affiliate industry and has earned a reputation as a conference where your ticket pays for itself even before the event begins — because MAC is the place where you meet and make deals with people you won't find at any other conference.

➤ **MAC Yerevan '25**

🌐 **MAC Affiliate Conference
in Armenia**



4000+
participants



150+
booths






20+
talks



Preparty
and Afterparty

MAC isn't just a conference — it's a world-class networking event where millions, even billions, of dollars' worth of deals are made.



Networking designed
down to the smallest
detail

Every second of the conference is infused with high-level networking. The organizers do everything to make it easier for you to make money. Here, you'll come face-to-face with the industry's top players — many of whom got their start at MAC.



Real opportunities await
at every corner

Every square meter of the exhibition floor is focused on results: products are showcased, contracts are signed, and collaborations are born that multiply profits for everyone involved.



The people you've been
wanting to meet

They're all here! MAC gathers industry giants, independent innovators, and hard-to-find leaders all in one place. It's a unique mix where every conversation could turn into a million-dollar opportunity.



Parties that don't drain
your wallet

They make it thicker: MAC isn't just from 9 AM to 6 PM. It's a grand show that kicks off with the traditional Preparty and wraps up with the legendary Afterparty that stretches into the early morning hours. Around the conference, numerous side events hosted by friends and sponsors are held every year.



Special Offer:

Use promo code **ONLYAFF** to get a 10% discount on your ticket. **Follow the link**, grab your ticket, and prepare for an event that alters the game's rules. **Everything starts with MAC.**



TRENDS RESEARCH

How is **consent-driven tracking** changing affiliate marketing's course?

Data privacy and security are changing affiliate marketing. New regulations and mounting issues force marketers to discover legal and customer trust preservation strategies.

Affiliates who use links, cookies, and tracking must be aware of these developments to maintain compliant and successful campaigns.

This paper discusses the new reality of affiliate marketing, the effects of privacy and data security on the sector, and the need to adapt.

A Few Figures

Nowadays, users are more proactive in protecting their privacy and being aware of it. Recent research

indicates that over 90% of consumers want control over their personal information and are likelier to interact with businesses prioritizing consent-driven data sharing. This change captures the increased need for responsibility and openness in managing personal data.

How might affiliate marketing fit in this context?

Associate marketing has to change in three critical areas if we are to meet the increasing demand for privacy:

■ **Transparency in Data.** Marketers should be transparent with consumers about the methods of data collecting and application. Clear, readily available privacy policies will guarantee openness and help to establish confidence.

■ **Consent-Based Gathering.** Using opt-in approaches for data collecting guarantees users actively consent before any personal information is collected.

■ **Safety of Data.** User data cannot be negotiated. Marketers should follow privacy rules like GDPR and apply robust encryption and safe storage methods.

■ **Personalization under Control.** Associate marketers should let consumers control how their data is used for personalization with simple options to opt-out instead of forcing obtrusive adverts.

■ **Collaborations Ethically.** Working with affiliated partners that value data security and privacy can help to strengthen consumers' brand confidence.

Using these techniques can help affiliate marketing more closely fit customers of today who value their privacy.

Embracing Safety Strategies for Trust & Growth

Including data privacy in affiliate marketing has apparent advantages. A privacy-first strategy guarantees compliance, develops customer relationships, and fosters confidence. Using first-hand, premium data lets affiliates design more focused, successful marketing. Affiliates concentrating on openness and responsible data help maintain their reputation and promote development.





CASE

How Hellotickets Made Affiliate Marketing **Simple and Super** Effective with Tapfiliate

Some **Background**

Hellotickets is a travel company that helps people buy tickets for exciting events around the world—concerts, sports, tours, and more. They’ve already made many travelers happy!

Even though they’d already nailed Google Ads and social media, the team wanted to grow even more. So, they asked themselves, “What other smart ways are there to reach new people?”

Spoiler alert: The answer was affiliate marketing.

Why Use Affiliate Marketing?

Luis Picurelli, the CMO (aka the marketing boss), understood that people trust real recommendations way more than ads. For example, if your favorite travel blogger says, “Hey, check out Hellotickets,” you’ll probably listen.

The idea? Work with bloggers, influencers, and creators who could help spread the word—and earn a little commission when someone books through them. Quite smart, no?

There was a caveat, though: completing all this manually was an incredible hassle. Tracking who sold what, how much to compensate them, and when was complete chaos.

Selecting the **Appropriate Instrument**

The group required something to relieve their burden of strenuous lifting. No more wild guesswork or untidy spreadsheets. Their wish list featured:

- quick sign-ups for new affiliates;
- automatic tracking of clicks and sales;
- rapid, hassle-free rewards;
- a support service that genuinely reacts to emails.

They chose Tapfiliate after trying other alternatives. It was simple to use, had smart tracking tools, and had a handy support crew.

What Altered After Using Tapfiliate

Things went a whole lot smoother. Here is how their practice evolved:

- Daily, they examined and authorized new affiliates.
- They looked at performance every week to see what was effective.

- They paid commissions automatically every month—no more laborious labor!

They truly valued the small details that significantly changed outcomes:

- Distinct monitoring links to pinpoint precisely where traffic originated.
- Even if someone didn't click a link, coupon codes provide for precise tracking.
- Reporting in real time to track everything as it occurred.
- Automated notifications are used to maintain the smooth operation of everything.

Summarizing: **Their Insights**

Hellotickets transformed affiliate marketing from a disorganized side hustle into a genuine growth engine. Their advice? Keep it simple. Use a tool that's easy, tracks everything, and makes sure your support team is reliable.

For them, Tapfiliate was the secret sauce. If you're thinking about diving into affiliate marketing, this might be the move that takes your business to the next level.



BEST SOFT

Selecting the Best Affiliate **Payment Option**

Choosing a good 2025 affiliate payment service? No easy choice—there are countless alternatives! Knowing what to look for (and avoid) puts you ahead of the game.

How Arbitrageurs Should Use Payment Systems in 2025

Payment systems are vital to traffic arbitrage strategy, not merely tools. Fast, secure, and correct money movement is essential. As the game changes in 2025, you must know how to choose the correct payment options for your aims.

Traffic Arbitrage—Why Are Payment Systems Needed?

Traffic arbitrage buys traffic at one price and sells it at another. This technique requires good advertising and financial logistics to be lucrative. Payment systems make it possible to withdraw profits quickly, replenish budgets, and manage transactions with teams and offshore partners.

Which Payment Systems to Choose in 2025?

Modern arbitrageurs are no longer limited to PayPal or traditional bank cards. In 2025, the following options are especially relevant:

- **Crypto payments (USDT, BTC, ETH):** Fast, anonymous, and globally accessible.
- **Fintech services (Wise, Revolut, Payoneer):** Great for team workflows and support for multiple currencies.
- **Online wallets (Skrill, AirTM):** Flexible terms and fast registration.
- **Local payment solutions** are critical when targeting specific GEOs (e.g., UPI in India or Pix in Brazil).

How to Choose a Payment System?

- **Define your objectives:** Payments to partners require one approach; funding ad accounts may require another.
- **Check fees:** Even a 1–2% fee on large volumes can lead to significant losses.
- **Verify compatibility with your vertical:** Some niches, like nutra or gambling, may be restricted on certain platforms.
- **Start small:** Test with low volumes before scaling up.
- **Review support quality and transaction limits.**

Common Mistakes Made by Arbitrageurs

- **Ignoring the user agreement:** Many sites forbid particular niches; breaking this could result in bans.
- **Keeping all money in one location:** Account freezes or bans occur; do not risk all on one platform.
- **Lack of a backup:** Always have at least two channels ready for financial activities.
- **Selecting just based on brand name:** Popular does not always indicate best; many less-known sites provide superior circumstances for arbitrage.

Conclusions and Recommendations

In 2025, arbitration calls for both speed and adaptability. Your payment mechanisms must meet these demands. Use several tools, customize your choices to fit your vertical, and prioritize security. Instead of blindly following popular opinions, test, evaluate, and build your own strong financial infrastructure.



INTERVIEW



*Alina
Head of OnlyAff
Magazine*



What is the goal of the magazine and its team in CPA Marketing?

Our goal is not just to cover events and trends in the industry, but to attract people of all levels to the CPA niche — from beginners to experienced players, uniting them into one community. Through OnlyAff, we want to show that this field is open to anyone who is ready to learn, grow, and share knowledge. Through our content, we build bridges between generations of arbitrageurs and create a space for exchanging experience and mutual development.

What are you most proud of?

We are proud that our magazine is appreciated by both newcomers and experienced specialists — including arbitrageurs, for whom depth and practical value are important. It is especially meaningful for us that we have gained the trust of industry leaders: we publish exclusive interviews with top players and analytical materials that help make informed decisions and earn more.

What was the first success of the project?

The first significant success of the project was the GGate and Kinza conferences in the summer of 2024. It was the first time we had a full presence across the entire conference platform with large print runs. We gained the attention of the audience and market players. It remains one of our most memorable moments.

What is your brightest memory from the conferences?

It's hard to choose just one thing — we value every event we've participated in! But if we have

to highlight something, it would be our last trip to Dubai, because it was there that we were represented both at the CIS and international events with our project and magazine versions in two languages.

What helps you get out of bed in the morning?

Ambitious goals, planned events and collaborations, as well as a million work chats :)

What are the main principles you base your work on?

- Value and practical benefits take priority over hype and superficial trends.
- Respect for partnerships and long-term relationships. We value each partner and build trusting, mutually beneficial relationships based on honesty and professionalism.
- We find opportunities where others see obstacles. Our goal is not just to adapt to changes but to be one step ahead, identifying new opportunities and creating solutions to complex challenges.

What is your most ambitious goal?

Our most ambitious goal is to launch a full-fledged international (B2B) direction and take our magazine to the global level. We aim to develop a brand that will be recognizable and respected not only in the CIS but also in the global CPA community.

What can you not imagine your day without?

Our day doesn't go without planning, partner negotiations, and calls with the team.

New Practice

An aerial photograph of a multi-lane highway filled with cars, viewed from a high angle. In the center of the highway, a large, 3D Google logo is positioned, appearing to be on the road. The logo is composed of its characteristic four colors: red, yellow, green, and blue. The highway stretches into the distance, and the surrounding area appears to be a body of water or a flat landscape under a bright sky.

How to Protect Your Traffic and Future-Proof Your Audience: **Surviving a Google Apocalypse**

Imagine a day when Google stops sending visitors to your website. Unlikely? Maybe. Not possible? Not quite at all. Being dependent solely on Google is a dangerous approach since search engines change often. Companies depending solely on one traffic source run the risk of suffering unplanned losses. Companies have to create autonomous, sustainable audience channels if they want to guarantee long-term success.

MOVING BEYOND GOOGLE

1. Own Your Traffic with Email Marketing

Because email marketing is unaffected by erratic algorithm updates, it is a consistent strategy for audience retention. Whether search engine changes affect direct interaction with your audience, a well-kept email list guarantees:

- Promotes consistent client interaction.

- Customized material, exclusive offers, and insights made possible by segmented lists help to increase involvement.

- Regular newsletters foster audience loyalty.

2. Leverage Social Media and Community Platforms

Social media sites, including Telegram, Discord, and Reddit, make direct audience contacts possible. Your reach might be significantly expanded by participating in specialty communities, supporting user-generated content, and investigating LinkedIn and TikTok:

- Join pertinent conversations to build credibility.

- Promote community service and brand advocacy.

- Draw in fresh viewers using short-form video materials.

3. Build Strategic Partnerships and Referral Networks

Working with credible companies builds a reputation and creates referral business. Enhance your brand by:

- Cross-promotion between companies.

- Leveraging influencer marketing to reach fresh markets.

- Programs for affiliates that consistently generate referral traffic.

This strategy guarantees a consistent flow of guests and increases brand awareness.

4. Maximize Direct and Referral Traffic

Reducing reliance on search engines is key to sustainable affiliate revenue. To build a loyal and engaged audience, focus on direct visits and optimized referral sources:

- Encouraging bookmarks and mobile app downloads helps drive repeat traffic and long-term engagement.

- Bringing users back with well-timed push notifications keeps your audience active and interested in your offers.

- Securing media coverage in industry newsletters, top magazines, and high-authority blogs increases credibility and attracts new affiliate leads.

Future-Proof Your Readership in Affiliate Marketing

Diverse traffic sources are now not optional; they are necessary. Companies investing in owned platforms and other channels will shield their audience from abrupt algorithm changes. Before search engines control your traffic, start assembling a substantial audience.

OnlyAff #6



t.me/onlyaff_journal



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



40.000

brand audience in
the CIS and English-
speaking market

>40

brand of
collaborations with
companies in CPA
industry

10+

CPA events