

JUNE 2025

OnlyAff

#8



**YOUR FAVORITE
MAGAZINE**

about affiliate marketing

3

GEO TIPS

13

Case

5

**Meet
the team**

15

Interview



7

**Affiliate
Insider**

18

**Networking
Tips**

9

**Smart
Reading**

19

Best Soft

11

**Trend
Research**

20

New Practice

TIPS ON GO

TOP 5 GEOs for Finance offers



United States (US)

The largest and most profitable market for finance offers. Extremely high LTV, strong demand for credit cards, loans, investment platforms.

Why it works:

- Largest and most mature financial market.

- Huge demand for credit cards, loans, refinancing, and investing platforms.
- Extremely high payouts: **\$150–\$300+ per approved lead, up to \$800+** for funded loans or activated investment accounts.
- Consumers are financially literate and open to online financial services.



Canada (CA)

Similar to the U.S. but with cheaper traffic and less strict compliance. Trust in online finance is high.

Why it works:

- Wealthy, stable audience.
- High approval rates from banks and lenders.
- Lower competition compared to the US.
- Payouts range from **\$80 to \$250 per lead**.



Australia (AU)

High-performing market with lower competition than the U.S. Well-developed banking system and high interest in online finance.

Why it works:

- High-quality leads with strong purchasing power.
- Ideal for promoting credit cards, loans, savings accounts, and brokers.
- Payouts typically **\$100–\$250 per qualified lead**.



Germany (DE)

A financially stable country with high-quality traffic. Harder to enter due to language and compliance, but great long-term value.

Why it works:

- Affluent but cautious audience — high trust required.
- Great performance with content, SEO, and native ads.
- Popular offers: online banks (N26), insurance, personal loans, and investment platforms.
- Payouts: **€60–€150+ per lead**.



United Kingdom (UK)

One of Europe's top financial hubs. Lots of solid local offers, high intent audience.

Why it works:

- Advanced fintech ecosystem: Revolut, Monzo, Zopa, and Klarna all run affiliate programs.
- High EPCs with credit cards, loans, and investment offers.
- Payouts: **£80–£200 per conversion**.

Adsellerator

is here for affiliates and teams + bonus

Let's talk! **ADSELLERATOR** is your one-stop affiliate program since 2015 with its own crypto/forex and binary offers, as well as only direct dating, sweepstakes and gambling offers. You get all profitable offers and various models for your traffic in a single affiliate program.

Benefits for you:

[Sign up](#)[Sign in](#)

We are here operating since 2015

best benchmark ever! And we keep on growing!



CPA, CPL, CRG, hybrid:

various models for your comfort, based on report we decide together what works the best for you.



Flexible pricing:

our role is to bring you the best deal in the market. Based on your quality and volume we do our best so you could make profits.



Weekly payments from \$300:

we pay all fees and you choose how to receive the payment.



In-house call-center with detailed statistics and calls' data:

we share the data and reports, we strongly believe that when you see full picture - you you perform better.



Wide geo and crypto-smartlinks:

we love smartlinks and we do them in every vertical! Let the ai to decide where your profit is bigger!



Own server infrastructure:

we do all work for you - servers, redirects, domains, api, postbacks.



Private infrastructure for each partner's campaigns and launches (servers, domains, api):

your infrastructure is your infrastructure, not to be shared with other teams so you could be sure that all works best!



Multi-lingual tech-assistant in 20/7 mode:

we love to support you and you can talk to us anytime and no matter what country are you based in, we find an option to keep in touch with you when it fits for you.



We work on affise solution, which is familiar to many partners:

trusted and well-known, affise is trusted by us because it is stable and we can be sure you get full data in real-time mode.



Life-time 5% referral payments:

running traffic of affiliates not leads? Be sure you will be paid your 5% of completed payments until the end of time!



Only real-time postbacks

with 3 min max delay, bonuses, extras, premium managers and more...

Exclusive Offer for OnlyAff Partners

For all OnlyAff partners ADSELLERATOR will add **EXTRA BONUS OF +10%** on all payouts all month long with promo code **ONLYAFF** (it is required to specify in the comments during registration process or to inform the support agent).

START NOW >



For partners



For advertisers



THE 6 AFFILIATE WONDERS

That Really Matter



By Lee-Ann Johnstone



Affiliate marketing is becoming a crucial way for businesses to develop in the digital age. But a lot of programs still don't work on a larger scale. Why? It's not the tools that make the difference; it's the plan.

After more than 20 years in the business, I've come up with six key ideas that I call the «6 Affiliate Wonders.» These ideas always set successful programs apart from those that don't work.

A Common Mistake: Thinking by Copying

Brands too often try to replicate what other brands are doing, such as using coupons, cashback sites, and mass outreach. But what works for one company might not work for yours. Every audience, product, and journey is unique. A generic strategy yields suboptimal outcomes and unnecessary expenditures.

Make a Plan from the Inside Out

Before scaling, ask the basics:

- What part do affiliates play in our growth?
- Are they our partners or merely tools for getting things done?
- Does our affiliate approach fit with our other marketing plans?

A well-planned, coordinated approach leads to better, longer-lasting results.

The 6 Amazing Things About Affiliates

1. Not one size fits all

Don't chase after volume. Work with partners who fit with your brand and audience.

2. Work together as a team

Agencies should join your team. Companies should treat its affiliates like they are part of the company. Working together builds trust and gets outcomes.

3. Connect across channels

Affiliate marketing doesn't happen in a bubble. Link it to SEO, content, email, and paid media to get better outcomes.

4. Be patient

Testing is what the early phase is for. Don't hurry; learn, improve, and then develop.

5. Know why

Know what drives each partner, whether it's money, the worth of the audience, or a similar goal. This makes relationships that last.

6. Follow the data

Don't just use last-click. Find out how much extra value, customer quality, and long-term impact there is.

Last Thoughts

Affiliate marketing isn't as easy as it sounds. It takes true alliances and a plan. If your program isn't going as planned, go back to these six questions. You don't have to go huge; just be smart.



SMART READING

The Science of Color Psychology in Marketing: **Data-Driven Strategies for 2025**

Have you ever wondered why banks use blue, health companies use green, and sales signs flash red? It's not only about how it looks. Color is very essential in marketing since it affects how we feel, whom we trust, and what we buy.



Selecting the appropriate color is the initial step to ensuring your brand is memorable and distinctive.

Color Isn't Just for Looks—It's What People See First

Our brains are wired to react rapidly to things we see, and color is often the first thing we notice. It can evoke a response in someone before they even read what you wrote.

Here's a fun fact: 85% of consumers say that color plays a key role in their shopping choices. Using the right colors can help people recall your brand by as much as 80%. This highlights the significance of selecting the right colors.

What Colors Do to Our Emotions

-  Red is a vibrant, significant, and striking color. It's ideal for limited-time offers or tasks that require immediate attention.
-  People feel safe and tranquil when they see blue. That's why a lot of banks and IT organizations utilize it.

■ Green evokes peace, health, and nature. Brands that value well-being, the environment, and smart spending embrace it.

■ Purple helps people feel affluent and creative. You'll see it a lot in high-end and beauty products.

■ Orange is a color that makes you want to look at it and have fun. It's great for showing off offers, but don't use it too much.

■ Black is stylish, smooth, and confident. A hub for high-end brands.

How to Use Color Effectively in Affiliate Marketing

Using color in your ads, emails, and landing pages can actually help you do better in affiliate marketing.

This is how:

■ Call to Action (CTA) Buttons: Many individuals click on buttons that are red and orange. They make people pay attention and feel like they have to do something right now.

■ Building Trust: Blue and green are ideal colors to use for logos, forms, and other locations where trust is crucial.

■ Email newsletters should use colors that match the message's tone to enhance engagement and interest.

■ Landing Pages: Experiment with color schemes to gauge audience reactions based on factors like age and gender. Some companies have seen a 20–30% increase in conversions by changing button colors from blue to orange. Small changes can create significant impacts.

Last thought: Color isn't just a style; it's a plan.

Consider more than appearance when choosing a color for your website, ad, or button. Color sets the mood, evokes emotions, and creates connections.

So don't be afraid to try new things. Keep track of what works. Change your color scheme till it really speaks to your audience.

A color can say more than an entire text at times.





TIKTOK ADVERTISING: Creativity Over Banners

TikTok is changing affiliate marketing with new ideas. Videos turn people who watch them into paying consumers.

To succeed with affiliate marketing on TikTok, focus less on traditional ads and more on content that feels real:

- Reviews
- Unboxings
- Lifestyle clips.

These formats look natural in feeds, build confidence, and most importantly, sell.

TikTok encourages sincerity and innovation over formality. People are more likely to trust recommendations from authors who have used the product and are honest about it. The platform's algorithms make it easier for popular videos to go viral. Everyone wins: businesses generate money, writers make a living, and readers learn without stress.

The effect of creatives on a company's success

TikTok ads are colorful, honest, and interesting. To do well on TikTok, you need to be creative. People who create content that others trust and want to be a part of are successful.

The best formats are:

- Fun challenges
- Stories that make you feel something
- Content made by users with honest evaluations and experiences

Failed creatives are ads that don't make you feel anything. TikTok is more about talking and feelings than attractive photos. The closer you are to your audience, the more creative you will be. Create a news hook, share stories, and collaborate with micro-influencers. So, every video will help get your name out there.

Use TikTok Analytics to determine the number of conversions you have and identify ways to increase them.

Data is what makes things grow and last! For TikTok promotion, ensure you create fun, high-quality content and track its performance.

Watch for these signs:

- How many people have watched your video.
- People who like, comment on, or repost something show that they are interested in it.

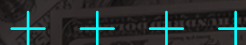
■ CTR is the percentage of people who clicked on your link.

■ Conversions are actions that you want people to take, such as buying something through an affiliate link or signing up for a service.

TikTok's built-in analytics show what people like. Third-party services provide you with more information. You can try new things, adjust your approach, and increase your earnings with affiliate marketing by regularly analyzing your strategies.

Conclusions

TikTok is an excellent platform for affiliates to work. Be open to change, use analytics, and be ready for adjustments to the algorithm. Create content that is personalized and engaging to boost conversions and drive success!





ROI

180%

TURNING PUSH ADS INTO PROFIT:

A 180% ROI Gambling Campaign in Azerbaijan with ROlads

You probably already know that gambling is a popular area if you've been doing affiliate marketing for a while. It's easy to comprehend, pays out a lot, and when you add push commercials, it gets much better.

This case involves a campaign with PINCO Casino that generated substantial revenue in Azerbaijan by offering \$50 for every first-time deposit (FTD).

Azerbaijan is not your usual busy Tier 1 market. It has a large number of mobile users who respond strongly to push advertisements, making it an excellent place for affiliates with modest budgets to achieve real results.

What Was The Goal?

The goal was simple: get as many first-time deposits as possible without going over budget or affecting ROI.

Two independent whitelist campaigns were launched to determine which type of traffic performed better. This was a clean A/B test. Both used the same offer and targeting, but they tried out various sources of traffic. Both targeted Android users, as push advertising typically works best on mobile devices, especially in new markets.

Launch, Creative Approach, and Quick Changes

The creatives employed a tried-and-true method: urgency, a clear call to action, and a solid value proposition. Nothing fancy, just what works in gambling.

The campaign initially focused on Android versions 9 through 15. But statistics immediately showed that Android 13 and 15 weren't working well, so those versions were dropped for the second campaign.

Additionally, bidding was adjusted from aggressive to more controlled, and ad schedules were shortened. These adjustments helped lower the cost per deposit (CPD).

What Was Different?

The secret wasn't to work harder; it was to work smarter:

- Removing Android versions that don't work well
- Changing the times when ads run to match the times when conversions are highest
- Keeping a close eye on bids and daily budgets so you don't spend too much

Results That Speak for Themselves:

- 154 sign-ups
- 27 deposits for the first time
- \$1,350 in sales from \$922 spent
- +46% return on investment

Most of the deposits originated from the first whitelist campaign, indicating that quality traffic is often more valuable than quantity.

What Made It Work? And How Can You Do It Again?

This story indicates that push traffic is still very much alive in gaming, but only if you respond quickly and wisely. Important points to remember:

- To avoid wasting money on random traffic, use whitelist sources you can trust.
- Focus on Android 9 to 12, where users converted the most.
- Don't wait — quickly eliminate the parts that aren't working and adjust your bids.
- Ensure your bids and ad timing align with the behavior of real users.

What's the best part? This isn't a narrative about one success. The method works and may be used in other niches with comparable reward mechanisms, and it can be scaled up.

Last Thoughts

This scenario shows that you can generate real money with push advertisements even if you don't have a lot of money, as long as you have the appropriate plan and move swiftly on the data.



INTERVIEW

**BIRYUKOV
ALEXEY**

CEO OctoClick&OctoCPA



What principles do you build your projects on?

The core principle of our company is quality. We always focus on building a strong, well-thought-out product rather than chasing volume. There's no shortage of traffic online, but what matters to us is selecting the best, working with it effectively, and driving real results.

We build projects for the long term — with stability, transparency, and scalability. The same approach applies to our team: focused, independent people who share our values and are result-oriented.

All our processes are built around the principle of “less, but better” — it helps us maintain quality control at every stage.

What is currently fueling your interest in OctoClick? What projects have you been working on lately?

We're going through a dynamic and ambitious phase. We're developing our own anti-fraud solution, testing new ad formats, and refining offer packaging.

At the same time, we're actively building our own CPA network and assembling a media buying team — with a focus on creating a cohesive, well-coordinated ecosystem.

OctoClick is all about constant movement and growth. We improve the product every day, and it's this momentum that keeps us energized and engaged.

What are your main principles when it comes to creating and running projects? Is there a universal approach that you always adhere to?

In my opinion, any project starts not with budgets, technologies, or strategies — but with people. It's the team that defines the outcome, which is why we bring together those who are passionate about what they do and ready to take responsibility.

The market is oversaturated, there are plenty of offers, but the ones who win are those who create truly high-quality products, not just noise. We approach projects with a focus on meaning, structure, and common sense. If something doesn't work — we don't cling to it. We rethink it and move forward.

If you had to choose only one main lesson from the industry, what would it be? How has it affected your approach to work?

The main lesson? Nothing lasts forever — especially the things that are “working great” right now.

In this industry, everything changes so fast that what brought profit yesterday can start dragging you down today. Getting attached to formats, approaches, or “favorite” solutions is a risky luxury.

What kind of people do you communicate with the most during your work? What is the decisive factor for you when choosing partners and team members?

First and foremost, I work with people you can rely on. They can be seasoned professionals or newcomers — what matters most is drive, a sense of responsibility, and the desire to do great work, not just “check the box.”

Within the team, we value initiative, independence, and the ability to think critically — not just follow a checklist.

In partnerships, we look for openness, professionalism, and a shared focus on results.

What are the project's ambitions for the next 5 years?

We don't make rigid five-year plans — the market changes too quickly. But our direction is clear.

At OctoClick, the focus is on improving the product: new ad formats, a user-friendly interface, exclusive features, and expanding into Tier 1 markets. Everything is aimed at making the platform simple, fast, and effective for users.

OctoCPA is about scaling volumes, filtering out what's unnecessary, and focusing on what truly works. In the near future, we plan to introduce in-house offers. Our goal is for both us and our partners to earn more — together.

How all of this will evolve over the next five years — time will tell.

What advice or parting words would you give to people in the CPA industry?

Be flexible. In this industry, it's not the one who “knows best” who wins, but the one who can adapt quickly, try new things, and isn't afraid to tear down what worked just yesterday.

Second — don't get stuck chasing short-term gains. Sure, there are plenty of ways to make quick money here, but it's far more valuable to build something sustainable: a team, a partnership, a reputation.

And perhaps most importantly — don't burn out. CPA is a long-distance run, and if you forget about yourself, rest, and a sane rhythm along the way, no ROI will save you. Balance and a clear head are tools of the trade too.

iGBLIVE

The Future of iGaming Unfolds in London

2025

Event Overview

From July 2–3, the heart of the global iGaming scene will beat in **London's ExCeL Centre**, as **iGB LIVE 2025** welcomes a record-breaking audience. With **15,000+ delegates** and **over 300 exhibitors**, this is the industry's most anticipated networking and innovation hub.

Who Will Be There?

iGB LIVE 2025 is the key destination for:

- **Affiliate leaders** looking to connect and scale
- **Casino and sportsbook operators** seeking tools and traffic
- **Tech innovators** with new-generation solutions
- **Founders and startups** preparing to pitch big ideas

Highlights to Watch

- **Responsible Gaming Zone:** Tools and talks focused on safer play
- **AI Workshops:** Advanced affiliate recruitment strategies
- **Start-Up Accelerator & Pitch Zone:** Where fresh ideas go live
- **iGB Introducing:** Curated business matchmaking sessions
- **Entertainment:** Welcome party, live fire show, and football action

Industry Recognition

On July 3, the **iGB Affiliate Awards** at Troxy will honor standout brands, campaigns, and talents shaping the affiliate world.

Why You Can't Miss It

More than a trade fair, **iGB LIVE 2025** is a strategic platform to unlock growth, exchange knowledge, and see where iGaming is heading next.

BEST SOFT



**Reliable Payments,
Stable Work: How e.PN
Simplifies Affiliate Life**



What role do financial tools like e.PN play in the life of an affiliate manager?

For affiliates, it is important to manage finances quickly and securely — it directly affects the stability and success of their work. There is nothing worse than having a well-set advertising campaign ready to go, but payment problems occur — for example, a transaction is declined and an account gets blocked. Finding a reliable payment tool is almost half the success for any affiliate team.

How have the criteria for payment services in affiliate marketing changed in recent years?

Affiliates still need payment tools with trusted BINs — that's always been important and will remain so as long as first billers exist. And, of course, the payment service must keep evolving and adding new features. In e.PN, we constantly adapt the platform to meet our clients' needs. We collect feedback through support, analyze recurring issues and prioritize them by frequency. Then, we simply implement the necessary changes.

Why should affiliates use e.PN? What are the main advantages?

When we hear from clients: "Guys, it's really convenient to work with you!" we understand that we are doing things right. Our goal is to make the entire service as convenient as possible:

- **Need a reliable payment solution that works with ad accounts? Welcome to e.PN.**
- **Whether you're working solo or managing a team — we offer tools for both.**
- **Easy onboarding: if you want to test your account, our minimum deposit is significantly lower than in other services.**
- **Transparent fees: users always know exactly how much they're paying and why.**

What is e.PN's most important contribution to affiliate marketing?

Our team consists of affiliates who know the pain points of media buyers, which is why we understand our audience very well. We've done everything to make it possible for you to issue a virtual card in just a few clicks. Instant issuance, a user-friendly interface and no hidden fees. Fast and reliable.



CREATIVES THAT WORK:

What Influences Conversions and How to Measure It

To be successful in affiliate marketing these days, you need more than just a lot of money and a big audience. You also need a creative that grabs people's attention and motivates them to take action. To move forward, you need to understand what drives creativity and track the relevant data.

Pay attention to key metrics

Monitoring the appropriate indicators transforms new ideas into profitable initiatives. Here are several crucial signs:

- **Click-Through Rate (CTR):** The percentage of people who clicked on your link. This demonstrates how inventive it is.
- **Conversion Rate:** The percentage of clicks that lead to sales or leads, which reflects how well the click worked.
- **EPC (Earnings per Click):** This is the average amount of money made per click, and it reflects how profitable a creative is.
- **Traffic Sources:** Knowing where your audience comes from will help you choose the best platforms.
- **Product Performance:** Knowing which products work well with your creatives can help you design your next campaign.
- **CPS (Cost Per Sale):** The cost of making a sale, which helps you get the most out of your money.

Types of Creative by Vertical

Different affiliate sectors require different types of creatives. To gain bigger results, it's vital to match formats to niches:

- In eCommerce and banking, static banners that clearly show the benefits work best.
- People trust health and personal finance organizations more when they see native creatives.
- People who are into beauty and fitness appreciate short videos on TikTok and Reels.
- User-generated content (UGC) makes nutrition and fashion more authentic and relatable.
- Polls and quizzes that allow people to interact with each other enhance the quality of leads.

To get better results, focus on:

- Aligning creatives with your offer and your goal.
- Using clear, urgent calls to action.
- Based on the time of year and what's trendy right now.
- Ensuring designs are neat and visually appealing.
- Concentrating on outcomes rather than attributes.

Track and Analyze Creatives

To get the most out of your creative work, you should keep track of and think about how well you're doing frequently:

- Make sure your marketing and your goals are in line with each other.
- Watch the CTR, conversion rates, traffic source, and audience segment numbers.
- Try out fresh new ideas with A/B testing to see how they work.
- Look through reports to see who did the best and worst.
- Use everything you learn to make your campaigns better.


These strategies enable you to determine what works and maintain achieving improved results.

Last Thoughts

Try out your ideas in real life, use statistics to help you make choices, and keep up with the times. If you optimize your creatives today, you'll get more clicks and more sales, and affiliate marketing will work better.



OnlyAff #8

 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

