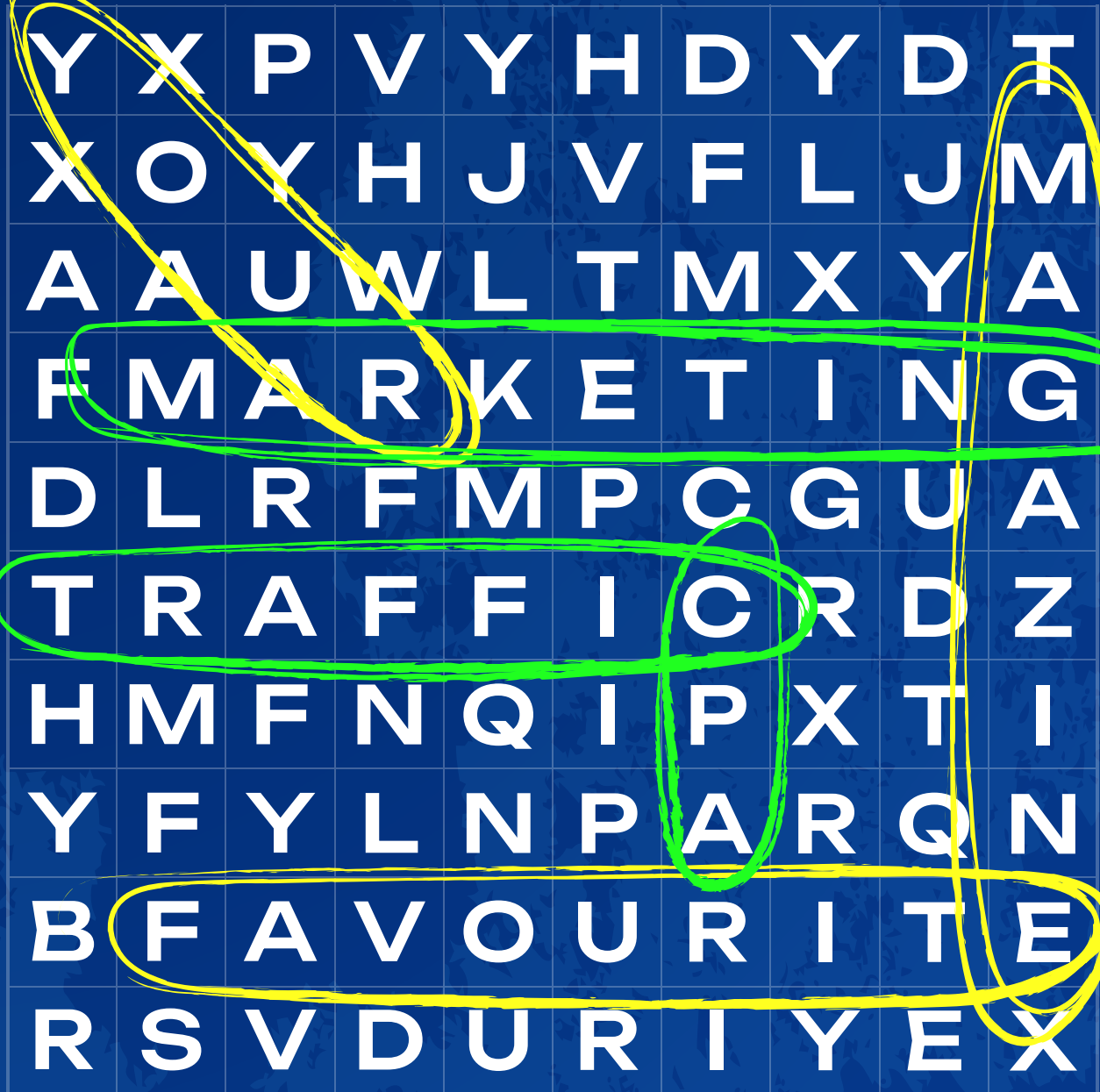


J U N E 2 0 2 5

Only Aff

#7



about affiliate marketing

3 GEO TIPS

12 Trend
Research



5 Meet
the team

14 Case

6 Affiliate
Insider

16 Best Soft

8 Smart
Reading

18 Interview

10 Networking
Tips

20 New Practice

TOP 5 GEOs

for Nutra Offers



Italy

A developed market with high purchasing power. Users are actively buying nutra products, especially for joints, male enhancement, and weight loss. High conversion rates and solid performance with both COD and CPL models.

Why it works:

- High purchasing power.
- Users trust nutra products and are willing to buy on subscription models.
- Offers for weight loss, joint support, and prostate health perform well.
- High CR (conversion rate).
- CPL and COD models work efficiently.



Spain

A responsive market with strong conversion. Nutra offers in anti-aging, sexual wellness, and general health perform very well. Engaging creatives and emotional storytelling drive results.

Why it works:

- Strong interest in nutra products, especially in anti-aging and sexual wellness niches.
- Users respond well to emotional and aggressive creatives.
- Low refund rate.
- Excellent LTV (Lifetime Value) per customer.



Romania

Affordable traffic with great conversion. COD nutra offers for pain relief, varicose veins, and weight loss are especially effective. High approval rates and strong ROI.

Why it works:

- Affordable traffic with high approval rates.
- Offers for joint health, varicose veins, and weight loss convert well.
- Attractive EPC to CPA ratio.
- Wide reach with low costs.



Chile / Peru / Colombia (LATAM)

Latin American users are emotionally engaged and respond well to storytelling. Nutra products for weight loss, skincare, and men's health are top performers. High interest with low CPC.

Why it works:

- Latin American users are emotionally driven and respond well to storytelling.
- The demand for nutra products is growing rapidly — especially for male enhancement, weight loss, skincare, and anti-aging.
- High interest and conversion rates with low CPC.



Thailand / Vietnam

Fast-growing markets with strong demand for natural remedies. Top-performing verticals include male enhancement, anti-aging, and weight loss. Low competition and high scalability.

Why it works:

- Fast-growing markets, especially in the natural medicine segment.
- Male enhancement, rejuvenation, and weight loss offers are popular.
- Low-cost traffic with strong conversions.
- Low competition and high scaling potential.





LGaming is one of the leading CPA networks in the iGaming vertical, offering over 1300 active offers and an exclusive in-house product — **BetAndreas**. The network accepts traffic from all GEOs, primarily focusing on Tier-1 areas to ensure access to the most profitable markets. In addition, LGaming provides access to unique local offers across Asia and Africa.

The company primarily works with Facebook traffic (PWA, Android Apps, iOS Apps), but also supports ASO, PPC, SEO, and other traffic sources.

With over 10 years of experience in the industry, LGaming builds long-term, transparent partnerships and focuses on delivering results. Every offer is tested internally by the company's media buying team before being launched.

Tech advantages:

A **proprietary analytics platform** that allows detailed tracking of campaign performance. For selected offers, extended stats are available — including data on first-time and repeated deposits.

The network also offers **Smart links** that automatically direct traffic to the most relevant GEOs, which is particularly valuable for wide-scale campaigns.

Additional technical tools include access to **rented apps** and an **in-house tracker**, simplifying campaign setup and management.

3 reasons why you should choose LGaming:

- **Exclusive Product Access** — BetAndreas is LGaming's in-house iGaming brand, exclusively available through their network and known for its high performance.
- **Pre-Tested Offers** — every offer goes through internal testing by LGaming's media buying team, ensuring partners only work with top-performing campaigns.
- **Experienced Team** — each partner is supported by a team of skilled professionals who offer deep market insight and help maximize profitability.



[Sign up now](#)



[Awesome content here](#)



[More content](#)



[Message us and grab your offer](#)



AFFILIATE

INSIDER

VOICES OF THE INDUSTRY: HOW TO MAINTAIN MENTAL HEALTH IN AFFILIATE MARKETING

Why Should We Talk About Mental Health in Affiliate Marketing?

Affiliate marketing promises freedom, flexible hours, and high earnings — but behind this glossy image lies a world of stress, instability, and pressure. Mental health is rarely discussed in the industry, yet it's a crucial factor for long-term success.

Industry Characteristics and Their Impact

This field moves fast. New traffic sources, offers, regulations — everything changes in a flash. Success depends on adaptability and non-stop learning. Affiliates, managers, and media buyers often work independently, under pressure to deliver results with no guarantee of success.

What Challenges

Do Industry Professionals Face?

Affiliators risk money daily with no safety net. Affiliate managers walk a tightrope between clients and partners. Webmasters constantly optimize and adapt to changing algorithms. Long hours, unstable income, and lack of recognition lead to emotional fatigue and burnout.

High Speed, High Stress

The “hustle 24/7” mindset is widespread. In such a high-speed environment, stress becomes chronic. Without clear boundaries, the workday can stretch endlessly. Coping strategies include setting work hours, unplugging from devices, and establishing routines that facilitate rest and recovery.

How Does Social Media Distort Reality?

On forums and in chats, everyone shares wins — massive payouts, exotic trips, and success stories. But no one posts about failures, burnout, or anxiety. This creates an illusion that others are always doing better, which fuels self-doubt and discouragement.

Imposter Syndrome in a Competitive Space

Imposter syndrome is common in affiliate marketing. Results are volatile, and success can feel like luck rather than skill. Many professionals, even experienced ones, secretly fear they're not good enough — especially when comparing themselves to the constant stream of others' wins.

Balancing Life and Work

Without boundaries, work consumes everything. But sustainable success requires balance. Schedule offline time, invest in relationships, and remember: you are not your latest campaign. Long-term growth depends on emotional stability as much as it does on traffic strategies.

How Do You Build a Career Without Losing Yourself?

Mental health isn't a side note — it's the foundation. Create a support network, take breaks without guilt, and don't chase every trend. Your well-being is your greatest asset in an unpredictable industry.

Affiliate marketing rewards those who move fast — but lasting success belongs to those who stay grounded. Let's normalize talking about mental health, not just revenue. After all, no payout is worth your peace of mind.





SMART READING

Retention in Betting: Proven Strategies
That Really Deliver Results

Why do some bookmakers thrive while others fade away, even in a booming market? The answer often lies in how well they retain their players. Smart retention strategies don't just cut acquisition costs — they build long-term value. Focusing on loyalty means deeper engagement, stronger lifetime value, and a more stable profit stream.

In 2025, the betting market is more competitive than ever. To succeed, platforms must focus not just on acquisition, but on keeping players active. For arbitrageurs, this means choosing offers with strong retention mechanics that ensure long-term monetization.

Bonuses that Keep Players Coming Back

Cashbacks for losses and turnover, seasonal offers tied to events, and personalized gifts based on activity — all these tools matter. Loyalty programs and reload bonuses create reasons to return, even after a break. When tailored to player behavior, bonuses drive engagement across all user segments.

Timely and Relevant Communication

Retention starts with the right message at the right moment. Behavioral tracking enables platforms to send personalized notifications based on a user's activity. Telegram bots, cross-channel messaging, and social incentives help maintain interest and re-engage users who have lapsed.

Gamification That Drives Engagement

Quests, leaderboards, in-game tasks, and prediction challenges tap into the psychology of

achievement. Players stay active not just for profit, but also for the sake of progress, competition, and rewards. This turns betting into a journey, not just a transaction.

Analytics That Anticipate Behavior

Retention is not a guess, but data. Therefore, you should utilize any tool (AI is recommended) that tracks key metrics, such as ARPU, frequency, and behavioral changes, to quickly trigger CRM actions. Segmentation and predictive analytics help tailor offers before gamblers disengage. This way, your betting platform will automatically adjust the process and provide each player with relevant, personalized bonuses.

Support That Builds Trust

Fast, responsive support matters. Players stay where their issues are solved quickly, through live chat, bots, or instant help. Support is part of the product, and a key trust factor.

Final Tips to Remember If You Wanna Be The Best

Look beyond commission rates. Offers with personalized bonuses, multi-channel communication, gamified features, deep analytics, and reliable support deliver not just conversions, but lasting value.



NETWORKING TIPS



Bucharest Summit

June 3–5, Bucharest

Eastern Europe's most dynamic business and entertainment summit returns. Expect high-level networking with affiliate marketers, studio owners, fintech innovators, and content creators in a premium venue designed to inspire connections.

SBC Summit Malta

June 10–12, St Julian's

Hosted in Malta's fintech hub, this summit brings together 6,000+ participants, 2,000 operators, and 750 affiliates. Its AI-powered networking platform, SBC Connect Plus, enhances deal-making and idea exchange across the iGaming sector.

SiGMA Asia

June 1–4, Manila

More than 20,000 delegates and 3,800 operators will gather in Manila for Asia's biggest gaming summit. The event features two expo floors, 350+ speakers, networking dinners, award galas, and exclusive parties. It's the key gateway into the booming Asia-Pacific gaming market.

AWSummit Ibiza Elite

June 11–13, Ibiza

Designed for top-tier professionals in affiliate marketing and entertainment, this boutique event blends business and leisure in the heart of Ibiza. Ideal for strategic partnerships and high-level conversations in a relaxed setting.

Cyprus Gaming Show

June 11–13, Nicosia

The 6th edition of CGS gathers regulators, operators, payment providers, and affiliates from the Mediterranean and beyond. A key event for those eyeing the region's rapidly evolving gaming landscape.

iGX Summit

June 18–19, Online

A fully virtual summit dedicated to UX, AI, and player experience in iGaming. Includes expert panels, roundtable discussions, and case studies aimed at improving retention and innovation.

Conversion Conf

June 12–13, Barcelona

Held in La Farga, Barcelona, this performance marketing conference welcomes 1,500+ attendees focused on five traffic verticals. The grand after-party is a legendary closing to two days of intense learning and networking.

Peru Gaming Show (PGS)

June 18–19, Lima

Latin America's largest gaming expo, showcasing slot innovations, platforms, and regional trends.

Canadian Gaming Summit

June 17–19, Toronto

Canada's largest gaming industry event returns with 3,000+ participants. Themes include regulation, sports betting, and Indigenous engagement, reflecting Canada's growing and responsible gaming ecosystem.

G GATE CONF

June 28–29, Tbilisi

A CIS-centric event for affiliate and SEO experts with a focus on arbitrage and practical insights tailored to the region.

EMAILS ARE COOL AGAIN:

Why Email Marketing Rocks in 2025

Yeah, yeah, we know, emails **sound kinda old-school. =)**

Like MySpace or floppy disks. But surprise! In 2025, email marketing is hotter than ever in traffic arbitration. With ad platforms picking pockets like a street magician and privacy laws locking down harder than a bank vault, marketers are going back to basics. And email's the trusty tool they never should've ditched.

It's not just a blast from the past, but a smart move for the future. With inboxes still alive and kicking, people are surprisingly more open to emails than to another annoying pop-up or sketchy ad.

Why Everyone's Sliding Back Into Your Inbox

So why is everyone suddenly obsessed with email again? Simple:

- **Ads cost too much.** Google and Meta are basically robbing us.
- **Too many rules.** You can't blink without violating some privacy policy.
- **AI is your bestie.** It writes, tests, and even times your emails better than a human ever could.
- **Emails land where it counts.** No middleman, just straight to the user.

The Sweet & Sour of Email Arbitrage

Email marketing isn't all sunshine, you know. Let's be real, there's good and bad:

Pros:

- Super low cost once you build your list.
- You actually own your audience—no random bans or suspensions.
- Higher conversion rates than cold paid traffic.
- Works great with automation tools and A/B testing.
- Email lists are long-term assets, not one-hit wonders.

Cons:

- Takes time and effort to build a good list.
- Spam filters can ruin your day.
- Need to follow strict laws or get slapped with fines.
- Some users just don't open anything unless it says "Free Pizza".
- You've got to keep your list warm, or they'll ghost you.

How the Pros Are Crushing It with Email in 2025

The cool kids of email marketing in 2025 aren't just blasting out boring newsletters. They're crafting clever sequences, using lead magnets, and building genuine relationships with their audiences. Think welcome emails that make people smile, drip campaigns that guide readers like a GPS, and retargeting that feels helpful, not creepy.

They're also getting crafty with list building, offering giveaways, fun quizzes, and even meme-filled landing pages to get those sign-ups rolling in. Personality counts more than ever.

Should You Bother with Email in 2025

Absolutely. Email is retro, reliable, and still works. It is your best bet if you want control, low costs, and a loyal audience. It might take more patience than TikTok ads, but the payoff is bigger and longer-lasting. So yeah, don't sleep on email. Dust off your list, fire up those campaigns, and let your inbox do the heavy lifting.



The background features a gradient from pink to light blue. The word "TELEGRAM" is repeated in a large, semi-transparent, pink font across the top. In the upper right, there is a 3D rendering of a Telegram paper plane icon inside a blue, translucent sphere. Another similar sphere is partially visible to its left. The word "CASE" is written in a large, bold, dark blue font in the lower left.

CASE

With a two-step twist, Telegram Ads Deliver: **940+ Token Sales** in 20 Days

Starting a token presale amid the crypto crowd of today is like attempting to stand out at a tech expo screaming into a loudhailer: everyone's pitching, but few are really connecting. How then did one initiative get to gain over 940 conversions in just twenty days? Not with flair or buzz but rather by laying a smarter, more deliberate route to trust. A Telegram-powered campaign using PropellerAds in the mix produced results for about \$6 per user. The recipe is Accuracy and calmness.

Connection Before Conversion: **The Playbook**

The marketing followed a relationship-first approach rather than directing cold traffic straight towards a checkout page. First step: create a purpose-built Telegram group inviting others. This was more than simply a chat room; it was a dynamic environment where prospective purchasers could ask questions, observe interaction, and naturally develop trust in the idea.

Users were urged to visit the presale portal only once trust had grown firmly ingrained. Ads employed bright, clear images with strong calls to action and targeted areas where Telegram thrives: CIS countries, important portions of Europe, Asia, and Latin America.

Results at a Glance

Strategy A – Telegram Warm-Up Funnel

- Total Spend: \$5,450
- Total Clicks: 728,000
- Cost Per Click (CPC): \$0.0075
- New Telegram Members: 38,300
- Token Conversions: 940+
- Cost Per Acquisition (CPA): \$5.80

This funnel-first approach established its value—minimal cost per acquisition and great community involvement verified the need of beginning with communication.

Strategy B – Direct Hit

- Budget Used: \$9,600
- Clicks Delivered: 1,080,000
- CPC: \$0.0089
- Conversions: 430
- CPA: \$23.64

Sending users straight to the sale page saw greater traffic but less significant actions. Engagement is the link missing here.

Conclusion: Why Telegram Wins

The basic realisation is that crypto consumers follow conversations rather than only links. Telegram presented a community where inquiry may develop into conviction. PropellerAds helped this dual-phase approach not just boost traffic but also foster decisions.

Thus, start where communication fosters confidence if your token launch requires buy-in and goes beyond mere numbers. Telegram is more than simply a Messenger. You have presale power tool here.





BEST SOFT

Facebook Storms in 2025: What's Going On?

As you may have observed, the going gets tough when running Facebook ads in 2025. Meta isn't messing around this year, what with all the arbitrary ad rejections and full-on BM nukes. Why? Their never-ending crusade against affiliate-style ads, the political climate following the 2024 elections, and the frequent modifications to their algorithms make it extremely difficult to keep campaigns active.

Let's break it down and talk survival tactics.

Why Facebook's Going Wild in 2025

- 1.** Post-election drama: Facebook doubled down on moderating everything after the US elections. Even clean white hat offers are getting caught in the crossfire. Meta doesn't want any political or "sensitive" content slipping through.

2. Anti-aff marketing vibes: Zuckerberg's team keeps tightening the screws on anything that smells like gray or black hat. That means fake profiles, burner BMs, and even decent-looking landers are under the microscope.

3. Tech shakeups: FB's always rolling out UI updates, changing ad review rules, or "testing" some new layout—aka breaking your setup without warning. And that's killing campaign stability.

How to Survive the Facebook Storms

Here's the good stuff—how to stay alive and keep conversions rolling:

- Warm up your assets: Use solid, warmed-up Facebook accounts. Farmed profiles with an aged history or agency BMs are gold right now.
- Go mobile with your proxies: Mobile proxies with the correct GEO = fewer red flags. Facebook loves "real" mobile users, so spoof it right.
- Fingerprint matters: Use tools like [Check browser fingerprints](#) to double-check your digital fingerprint. If your setup screams "bot," your ad's toast.
- Virtual cards that work: Stick with trusted VCC providers like AnyBill that offer legit BINs. Less chance of payment fails or FB red flags.

Top Working Combos Right Now

1. BM + Autoreg Pack: If you're into scaling fast, grab authored accounts inside a pre-

warmed BM. Make sure it's PZRD verified (postpay zero risk drop), and you'll be good to go until the next wave.

2. BM without Autoregs: Don't trust autoregs? Then play it safe. Start with a \$250 spending limit account, link it to a seasoned profile, let it chill, then push your creatives.

Final Thoughts

Facebook storms aren't going anywhere, but that doesn't mean your campaigns have to sink. With the proper setup—clean accounts, mobile proxies, tight payment tools—you can still run profitable campaigns in 2025. Stay nimble, test smart, and keep those ROIs flowing. Meta's storms won't shake you — you're ready for anything.



INTERVIEW

YAN, AFFILIATE MANAGER *adcombo*★

What principles do you build your projects on?

It all starts with a clear understanding of the task — what webmasters need and which offers will actually fit into their setup. No fluff or “let’s think about it” — I’m all about results and moving fast, because in our field, timing is everything. We launch, dive into traffic and numbers, and stay in constant contact with partners through reports, testing, calls. Quick launch means quick scaling.

How did you get into affiliate marketing? Where did your journey begin?

I started out farming Facebook accounts. Then I joined a nutra media buying team — and got completely hooked. Those first launches, fails, approvals — that rush when you're not just «testing offers» anymore, but building your own team and running traffic for tens of thousands in profit. Now I'm with AdCombo and have started developing affiliate projects. It was a thrill back then — and still is.

What is currently fueling your interest in AdCombo?

The speed, for sure. New offers drop every week, and you can instantly see how they perform for affiliates. AdCombo really cares about the details: we've got our own in-house offers, strong partner support, and analytics you won't find in most other networks.

What are your main principles in working with affiliates and teams? Is there a universal approach that you consistently follow?

I work with people — not just IDs in a system. I do my best not to be “just another manager” — I dig into traffic sources, help with creatives, and explain offers the way they really are. Always straight to the point, always available — especially when things are on fire.

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

Don't be afraid of failure. Every failed campaign is a new case that shows what didn't work. I've

learned not to dwell on it, but to relaunch without fear. Mistakes are just part of the strategy.

What kind of people do you communicate with the most as an affiliate manager?

I regularly talk to webmasters working across different verticals. I also stay in touch with the advertiser side — their managers, and sometimes the advertisers themselves, when it's necessary to discuss promo materials or campaign terms.

What are the biggest challenges affiliate managers face in their work?

The biggest one is delays in data and a communication gap. Affiliates want feedback fast, but sometimes advertisers are slow to respond. Then there are stopped offers or sudden changes in platform policies — that can really mess with the flow.

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

In five years, we're aiming to be in the top 3 CPA networks in the nutra vertical across Europe. We want to grow our pool of in-house offers. And the goal of the affiliate department is to build solid expertise so everyone knows how to find working solutions quickly and help partners grow with AdCombo.

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

Test everything. New offers, new sources, new creatives. In this game, the one who reacts to data fastest wins. And always value your partners. Without their results, there won't be yours either.



DEAL

NEW PRACTICE

HOW TO FIND B2B AFFILIATES THAT BRING IN GOOD LEADS

Let's be honest: affiliate marketing isn't just about signing up a bunch of people and hoping for the best. What you really want are partners who can bring in the right kind of traffic: high-quality leads

that are ready to engage and convert. Think of it like inviting people to a dinner party: you want guests who really enjoy the food, not just ones who show up, grab a plate, and leave.

How to Build a B2B Affiliate Program That Actually Works

First things first—know your people. Before inviting folks to join, figure out who your ideal customers are. Use surveys, Google Analytics, or your CRM to understand what they care about and where they hang out. Once you've got that down, find affiliates who already speak to that crowd. You don't need mega-influencers, just people whose audience actually listens. HubSpot uses tools like SimilarWeb and Ahrefs to find partners driving the right kind of traffic. And when someone signs on, hook them up with useful stuff—SEO tips, content advice, trends. Fiverr nails this by keeping their partners in the loop.

Now, let's talk numbers. More isn't always better. You don't need a stadium full of affiliates; you need those who show up. It's way easier to work with a solid crew than chase down 500 ghost affiliates. As Fiverr's manager says, "It's not about how many we have, it's about nurturing the ones that matter." You can find solid partners through niche networks, communities, or even at events. PESI, a professional education company, grew its team

from 100 to 3,000 annually by running webinars and being smart about outreach. And don't forget—your current affiliates probably know other great folks. Offer a bonus for referrals, and boom—more quality leads.

Once things are rolling, don't just kick back. Keep experimenting! Test different commissions, content styles, or partner types. HubSpot runs loads of experiments each quarter to see what works. And listen to your affiliates. They know their audience better than anyone. Stay updated on trends, tools, and whatever's hot (yep, even AI and TikTok-style content). Your program will grow if you keep learning, stay flexible, and support your crew. And it'll be way more fun to run too.

Think Long-Term

The key to a great affiliate program is building lasting relationships. Treat your affiliates like partners, not just traffic sources. If you stay flexible, share helpful insights, and support your team, you'll attract high-quality leads—and keep them coming. It's all about working together for the long haul.



OnlyAff #7



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