



PUSH NOTIFICATIONS

GUIDE



**TRAFFIC
STARS**

01

OVERVIEW

Push Notifications are alerts that pop up on a smartphone or desktop screen and prompt the user to take an action, which is usually to visit a landing page. The Push Notification consists of an image, brand name, headline and URL and allows advertisers to speak directly to users at the right time and in the right place, and it's very hard to ignore.

Push notifications have become very popular and demand from publishers and advertisers alike has been growing in the adult industry recently. For this reason, TrafficStars has worked hard to develop and release this technology to the industry.

“This is an exciting move for the industry,” Peter Rabenseifner, CEO of TrafficStars said of the release. “It’s a great source of additional income for publishers and a fantastic source of traffic for advertisers. We’ve already seen gaming offers performing very well but literally all verticals can work with amazing results on Push Notifications. We’re very proud to help lead the industry with yet another new ad format to help all of our partners increase their revenues.”



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BENEFITS



01. Seamless

Push Notifications are delivered to users' desktop browser or in the notifications of the user's mobile phone seamlessly. They don't have to be on a specific site to receive your notification.



02. Noticeable

You don't have to worry about spam filters or other deliverability issues with Push Notifications - and they are very hard to ignore.



03. Unobtrusive

All users have given consent and have opted in to receive Push Notifications so are more likely to be interested to see your products. They are 100% consensual.



04. Engaging

Push Notifications allow you to communicate to website visitors and not just your users. It's the perfect way of engaging with them, without needing their contact details.

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HOW TO SET UP

01. Create a campaign

On the Settings tab, go to Ad Format and select Push. Select your desired targeting options as usual.

02. Select the audience

Under the Audience tab, you'll be able to select RON or Prime audience. On Prime, you'll be able to see all available Push Notification ad spots. As this is a popular format, publishers are adding new Push Notification ad spots to their websites daily. Also, volumes are steadily increasing as more users opt in to Push Notifications on a specific site who you can then target. For this reason, we recommend setting up a Push Notification RON campaign, to be of the first to test the new placements as soon as we add them.

03. Choose a pricing model

Under the Pricing tab, you'll be able to choose CPC, CPM and Dynamic CPM. With Push Notification ad campaigns, CPM is actually very similar to CPMV, or Cost per thousand viewable impressions as the impression has to be delivered to the user for the impression to be counted.

04. Add creatives

Next, go to the Ads tab. Here you'll be able to set up your creatives. For Push Notification campaigns, you will need an icon, a brand name, a headline and a URL.

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HOW TO SET UP

05. Add your images

For Push Notifications, we require one image and a second, larger image is optional for some browsers that allow a larger image to appear:

1. 192x192 (icon)
2. 360x240 (optional image)

Please upload a high resolution image and avoid using text on the image, which could be difficult to read.

06. Add your brand name

The brand name is the element that describes the brand of the product or service you're promoting and should be no more than 20 characters. Make sure the brand name you input in your campaign perfectly matches the landing page you're promoting.

07. Write a headline

We recommend the headline to be no more than 25 characters to make sure it fits within the Push Notification itself. Make sure you capitalize the first letter of each word to avoid having your campaign rejected.

08. Save

Finally, click save. Now your campaign will be saved and viewed by our Compliance department before going live.

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BEST PRACTICES



01. Definitions:

Headline: main text displayed in the campaign to promote a product/service or site.

Brand name: brand of the product/service or site promoted



02. Technical recommendations:

We require one icon and a second, larger image is optional:

1. 192x192 (icon)
2. 360x240 (image)

We suggest the headline to be no more than 25 characters.

Brand name must be 20 characters maximum.

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BEST PRACTICES



03. Thumbnails:

- Thumbnails and icon must not be misleading.

It should not include any inaccurate or deceptive text or images, including fake or altered images.

- **Examples:** Campaign may not use any digitally retouched images and misleadings elements such as; images with a fake "play" button (where there is no video capability); or navigational buttons (download, closing button) that do not lead to a place where users would reasonably expect them to lead.

- Thumbnails must not be of poor quality, stretched, blurry or pixelated.
- Thumbnails must accurately reflect the subject of the landing page.
- Thumbnails must not contain any text.
- Thumbnails must not be animated.
- Thumbnails must not contain any border or partial border.
- Thumbnails must fill the entire space allotted for creative (no white space along any sides)
- Thumbnails must not include any hardcore images. Only softcore is allowed.
- Thumbnails must not contain offensive, gruesome or disgusting imagery.

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BEST PRACTICES



04. Headlines:

- Headlines must use proper grammar and punctuation.
- Headlines must not be misleading and must accurately reflect the subject of the landing page.
- First letter of each word in headline must be capitalised.
- Headlines must not contain any hardcore text. Only softcore text is allowed.
- Headlines must not contain offensive, gruesome or disgusting text or wording.
- Headlines must not contain repeated punctuation or symbols
- Acceptable: 10 Sexy Women You Won't Believe Exist!
- Unacceptable: 10 Sexxy Women You Won't Believe Exist!
- Unacceptable: 10 Sexy Women You Won't Believe Exist!!
- Unacceptable: >>10 Sexy Women You Won't Believe Exist!<<
- Headlines must not be in all capital letters or contain excessive punctuation:
- Acceptable: 10 Unbelievable Women You Won't Believe Exist
- Unacceptable: 10 UNBELIEVABLE WOMEN YOU WON'T BELIEVE EXIST!

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BEST PRACTICES



05. Brandnames:

- Brand names text must accurately reflect the source of the content.
- Brand names must not be misleading and must use the name or URL of the page promoted or the product/service actually promoted.
- Acceptable: Together.com
- Acceptable: Together
- Not Acceptable: Hot Chicks Bang For Free
- Brand names must use proper grammar and punctuation.
- Brand names must not contain repeated punctuation or symbols.
- Brand names must not be in all capital letters or contain excessive punctuation.
- Brand names must not contain offensive, gruesome or disgusting text or wording.

More generally speaking, all advertisements and other third-party content on the landing page must comply with all TrafficStars Advertising Guidelines.

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BEST PRACTICES

THANK YOU

Next steps and further support

Please don't hesitate to contact us with any questions you may have about Push Notifications. Your account manager and the Support Team are always on hand to help. Email support@trafficstars.com for further assistance.