

# Answers to Questions from Mobidea Webinar

## 1. Can you suggest good traffic network with verticals?

For Sweepstakes use: PropellerAds, Zeropark, PopAds

For CPI use: StartApp and Facebook

For more please chat with our support team, as this topic is very broad :)

## 2. How do you find offers that are facebook compliant?

Go to the Offers section, open the offer you are interested in, and click on Restrictions, in order to see if Facebook traffic (social media traffic is allowed). Meanwhile, check Facebook Advertising Policy to make sure that the chosen offer doesn't break the rules.

## 3. Can you show how to optimize campaign?

You can see how does the optimization process going for different types of campaigns in our Mobidea Academy - [here](#) and [this](#) will help you with campaign analysis.

## 4. Show us how to test campaign.

If you mean that you are not sure how to make a first test - follow the same logic that is described in the webinar. If you want to test offers, in order to find the one that performs better - choose several offers for the same targeting and same vertical, and run them with your traffic. Try to choose offers with low payout and tier-2-3 GEOs (countries with a big volume of traffic at a low cost), so that you collect statistics fast, and learn how to optimize.

You can also test landers, bids, different websites, etc.

## 5. Many offers recommend that we use their creatives, but how do you optimize in such a case?

You can use your own creatives, and we actually recommend you to do so. You can use offers' creatives for inspiration and to get some ideas on how it shall look like, but feel free to use your own creatives and test their different variations.

## 6. Do people in Argentina understand English or is it completely alien for them like in China?

I believe people in Argentina may speak good English, but in order for you to target them and make sure they understand you - use Spanish language in your creatives.

### **7. Is connecting domain mandatory?**

No, you can promote our offers and Smartlinks without connecting your own domain. However if you want to use Mobidea tracker, you should connect your domain.

### **8. Hi, could you recommend some traffic sources to start?**

You can start with Propeller ads or Pop ads if you are running Sweepstakes, Coupons and Vouchers, or start with Exoclick if you want to work with Adult offers.

### **9. Which are the easiest offers to promote?**

Those that have a good overall performance on Mobidea - good CR, increasing EPC, have low payout and the traffic for that offer is not expensive.

### **10. Do I need a hosting to use a direct offer?**

No, you do not need it to promote the offer directly.

### **11. My question was about domains - if you have a traffic source that will host your banner do you still need your own domain?**

To answer this question we'd need more details, could you please contact us back?

### **12. Tips to run Facebook ads traffic safely.**

Check [this article](#) if you are running sweepstakes. Download our [Facebook Definitive Guide](#) to know more tips and ideas about running Facebook traffic to CPA offers.

### **13. Which is the best, easiest and cheap tracker system? How do you get the EPC and what variables do you take into consideration?**

All of them are good and quite easy. Check [our article](#), where we compare Voluum, Adsbridge, Thrive and FunnelFlux here. And don't forget to try Mobidea's free integrated tracker!

### **14. Is domain name related to apps or mobile?**

It is not obligatory to have the following words inside the name, but it makes sense to have the name connected to the offers you are promoting.

### 15. When should you use a smartlink and when should you not?

In general it's easier to work with the Smartlink if you have a website or a blog with mixed traffic - the algorithm will determine the user's segment and show him the best performing offer (by EPC) for that segment. Segment includes user's *GEO, Carrier, Operating System, Hardware and the Vertical Type*.

Check our [article](#) to decide whether it's better for you to work with a Smartlink or a Single offer.

### 16. Is there a guide on how to add a custom domain

Check our Settings Page video tutorial [here](#)

### 17. Suggest good traffic networks

This depends on the vertical you work with, but you can find a lot of [good traffic sources](#) out there.

Mainstream and pop: [Zeropark](#), [PopAds](#), [PropellerAds](#), [Adf.ly](#), [Mobads](#), [ClickAdu](#)

Adult: [Traffic factory](#), [Exoclick](#), JuicyAds, Eroadvertising and [more](#).

### 18. Are smart links recommended for paid traffic?

Yes, especially for Adult.

### 19. Pop traffic or IN app traffic which is the better one to start?ror plz suggest me any other traffic source to start

Pop traffic, as it will be easier to get it in big amounts and different targeting. Check this article to know how's the process of creating a campaign with [PopAds](#).

### 20. Should domain name need to "mobile" or "apps" words included in it?

No, you can give it any name.

### 21. Do I always need hosting to make use of mobidea

No.