Admitad
a Mitgo company

Partnerships that power progress

www.admitad.com



Admitad

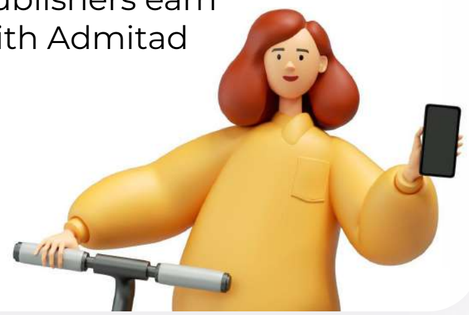
A global provider of performance marketing solutions, monetization technologies, partnership services, and earning management.

We work in segments such as:

- E-commerce
- Finance
- Online Gaming
- Mobile Applications
- Online Services
- Mobility Market

300,000+

Publishers earn with Admitad



$5+ bln

GMV in 2022



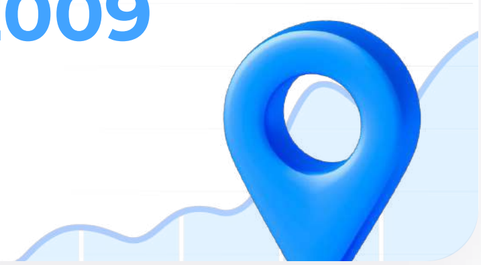
3,000+

Advertisers working with Admitad



Multiplying sales

Since 2009



Admitad connects businesses with customers around the world



EU



North America



Latin America



MENA



Eastern Europe



APAC

Your business needs to:



Boost sales via **new traffic channels** and **pay only for the result?**



Expand your current business to new markets with the help of **trusted partners?**



Manage all the current and new marketing campaigns and publishers **via one transparent platform?**



Get **detailed performance reports** by each channel or publisher to control ROI



Launch **separate programs for different products** or clients, in different countries **globally** or based on different business models – and track the performance of each **STILL in one place?**

How it works

1. Traffic

Partners promote your offers, goods and services through their channels

2. Sales

You receive new clients who make purchases or place orders



Partner

Admitad

Advertiser

4. Reward

The partner receives their reward from Admitad

3. Commission

For each successful sale (or other targeted action), you pay a pre-arranged commission



Target new markets with a rich publisher base and international traffic

- Cashback providers and loyalty programs
- Affiliate shops
- Email Marketing
- Incentivized traffic
- Media Buyer
- Push Notifications
- Influencers
- Vouchers & Coupons
- Retargeting
- Social media
- Youtube Channel
- Telegram-channels
- Opinion makers
- Technologies
- Price comparison sites
- Online media & content projects

Admitad partnership marketing platform

helps advertisers and publishers of all sizes to grow their businesses globally

SaaS platform

Self-managed partner program

Bonus program

Reward publishers
for meeting certain conditions
and encourage them to drive
more traffic

Deep Link

Direct affiliate links for
higher conversion rates

Coupons & Promocodes

Special offers from advertisers, including discounts, gifts, free delivery, etc.

Tech partners container

Solution that allows to seamlessly integrate different solution for advertisers

XML feed

Relevant product information for higher conversion into purchase

Instant Payout

Pre-approves reward payouts without the need of advertisers to approve or pay for target actions

Admitad API

Get access to personal account and automate the workflow

Earning Wallet

Payout service for Admitad partners

Teleport & Tagtag Tracking

For affiliate links that lead directly to an advertiser's website without unnecessary redirects to affiliate networks

Pricing

Admitad offer 3 pricing models for advertisers:

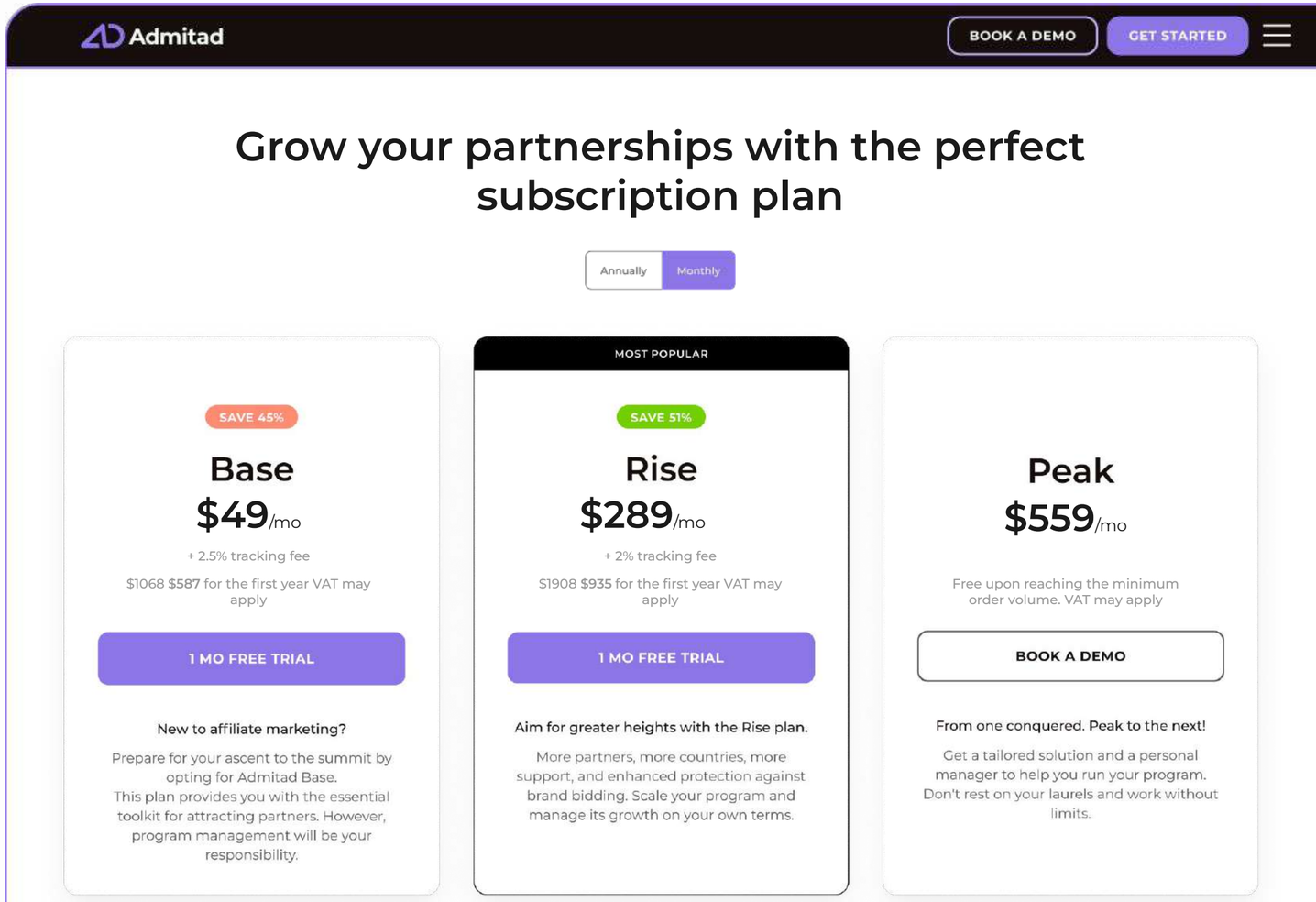
Base – for the smallest SMB segment advertisers.

Rise – for SMB clients as well, but with a wider range of opportunities to scale the affiliate program.

Peak – for enterprise clients.

Note

Prices are depended on the country of registration, check yours with your manager



Pricing

Subscription plans comparison



Features	Base	Rise	Peak
Manage			
Affiliate program set up	Self-setup	30 min setup call	Dedicated expert will assist you
Program management	Self-managed	30 min setup call	Delegate it to dedicated expert
Customizable rates	1 type of action with different rates	Up to 3 types of action with different rates	Pay for what you want
Customer support	Support team	Premium support 24/7	Personal Manager
Auto-verification of orders	○	✓	✓
Grow			
Access to Admitad 300 000+ active publishers base	✓	✓	✓
Search and invite partners through our extensive directory	50 invitations per week	100 invitations per week	200 invitations per week
Chat with partners	○	○	✓
Cross-border sales	Up to 3 geos	Up to 5 geos	Unlimited
Brand ambassador program	✓	✓	✓
Promotional tools	All promotional tools excluding XML feeds	All tools (Promo codes, Banners, Landing pages)	All tools (Promo codes, Banners, Landing pages)
Protect			
Fraud protection	✓	✓	✓
Brand bidding monitoring	○	5 complimentary words	10 complimentary words

Admitad partnership marketing platform

helps advertisers and publishers of all sizes to grow their businesses globally

Manage

Manage full partnership life cycle with Admitad SaaS platform by your own or dedicate it completely to our expert team.

Benefit from Admitad onboarding, promotion, tracking, payment and other tools.

Grow

We are all here to grow our businesses.

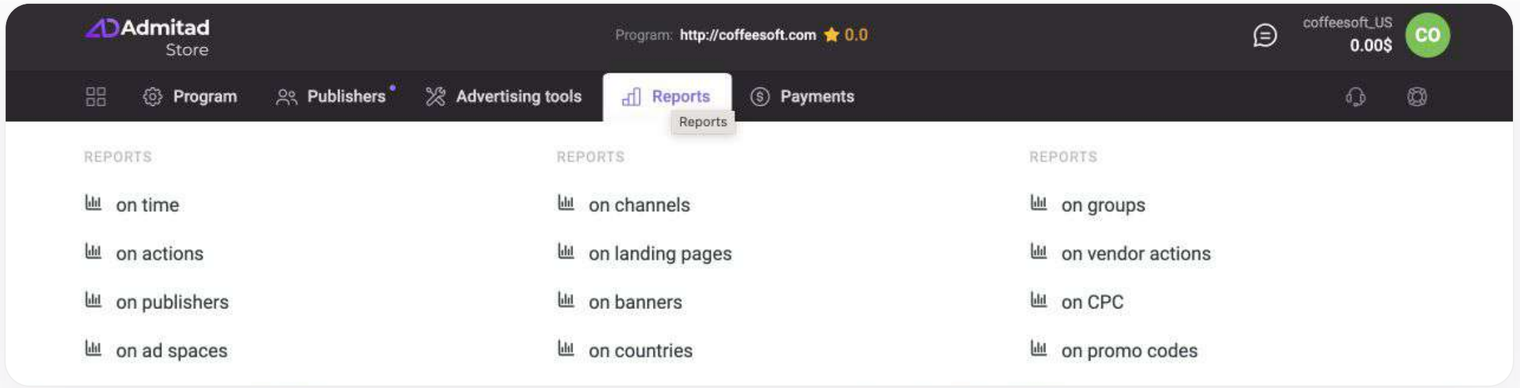
Admitad 300 000 publisher database and platform promo tools and programs are the backbone of our joint growth.

Protect

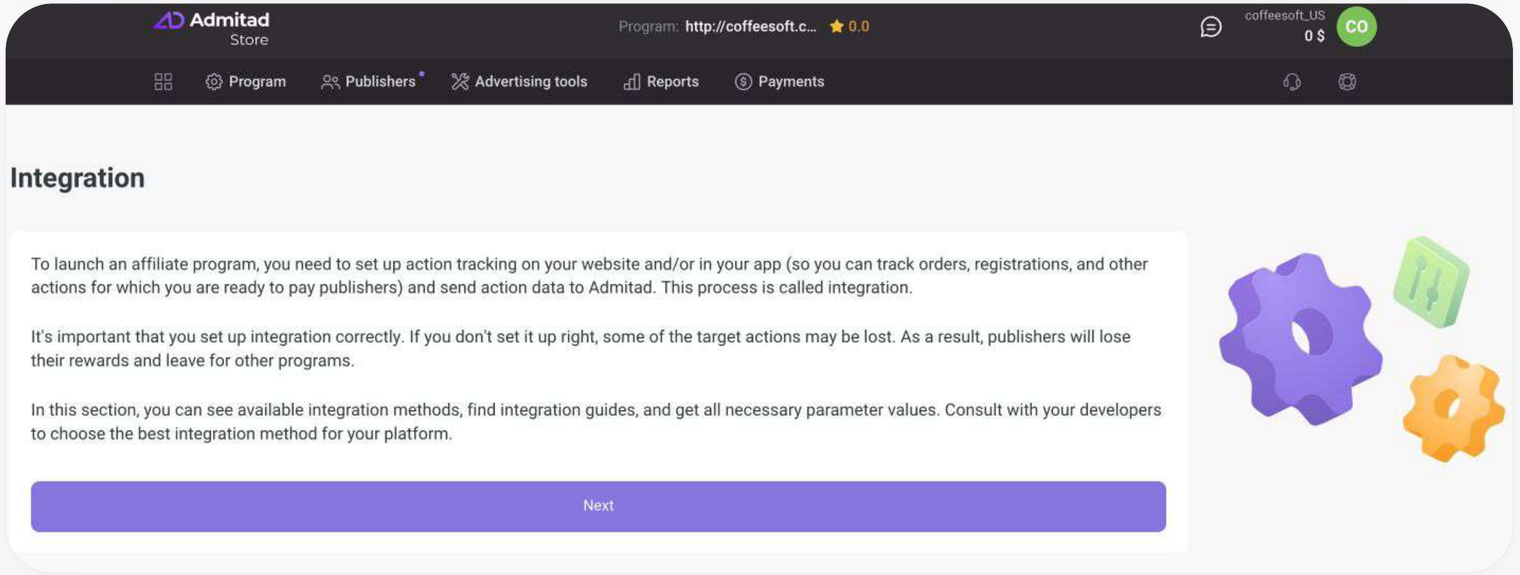
Eliminate traffic fraud, safeguard ad budgets, and protect your brand with Admitad anti fraud technologies and Brandauditor tool

Manage

Multiply reporting options on the performance of the affiliate program

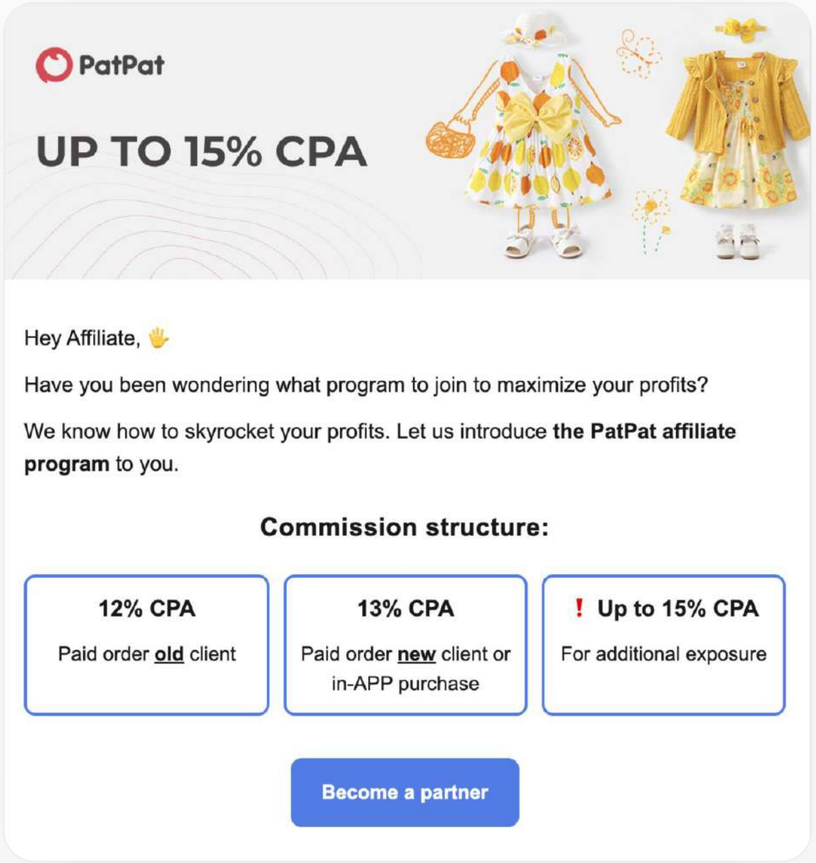


Admitad API for integrations, connect payments in different countries

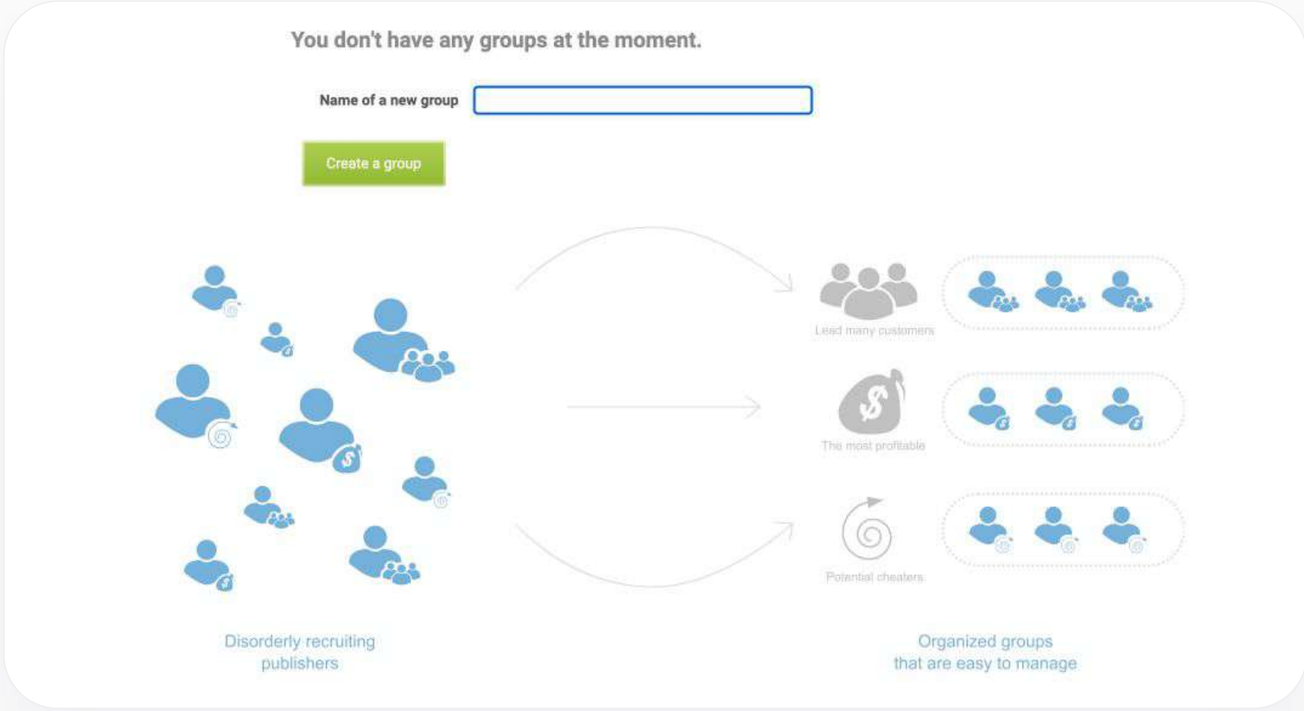


Manage

Communicate with publishers through newsletters, pop-ups, banners



Divide publishers into groups and channels for customization



Grow

Set of tools and services to grow your affiliate program on a daily basis

01

Bonus scale

02

Invitation and chat

03

Marketplace X

04

Ambassador program

05

Vendor Boost

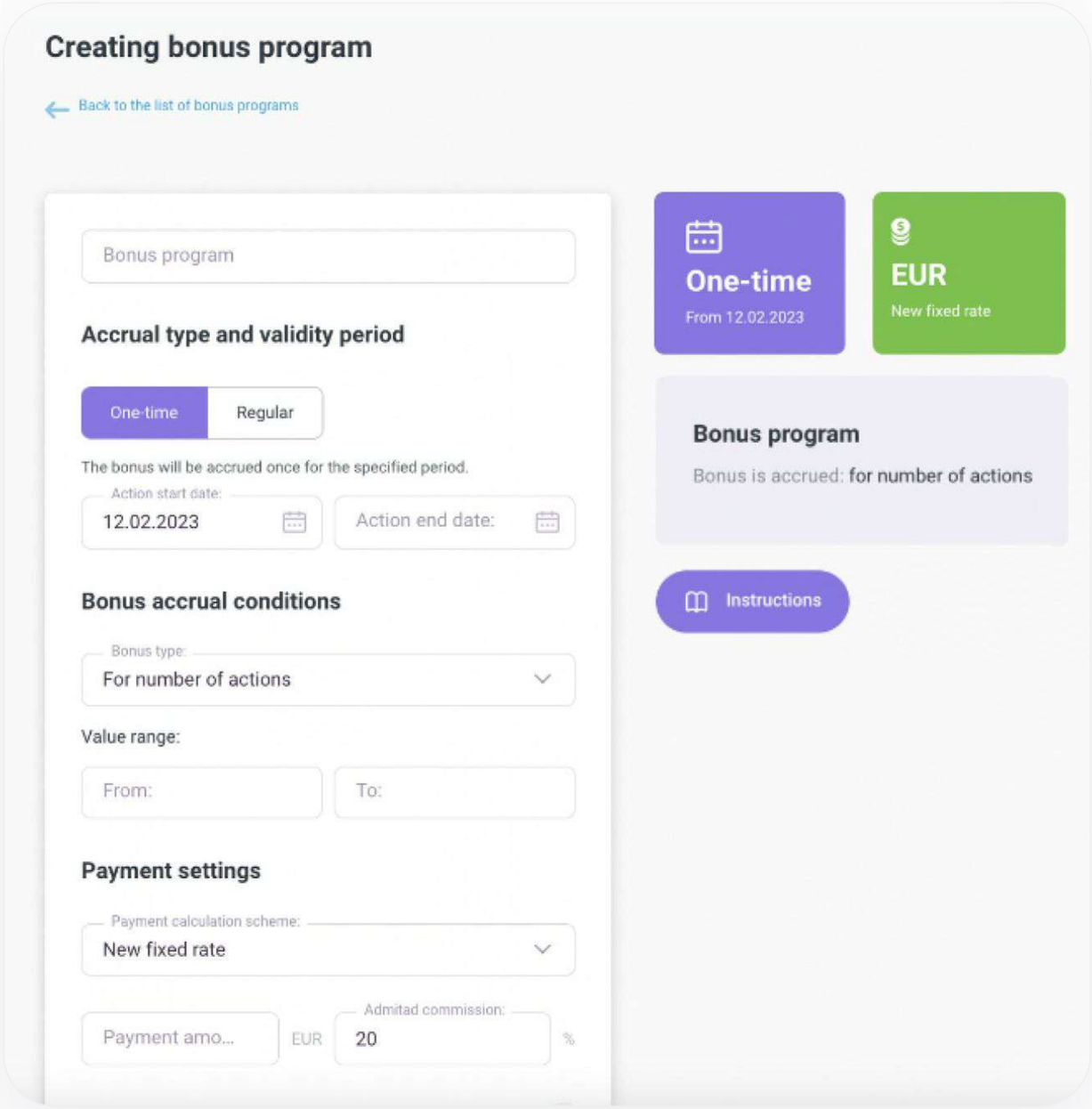
06

Coupon Redemption campaigns

Grow

Bonus scale

Reward publishers for meeting certain conditions and thus encourage them to drive more traffic to your website

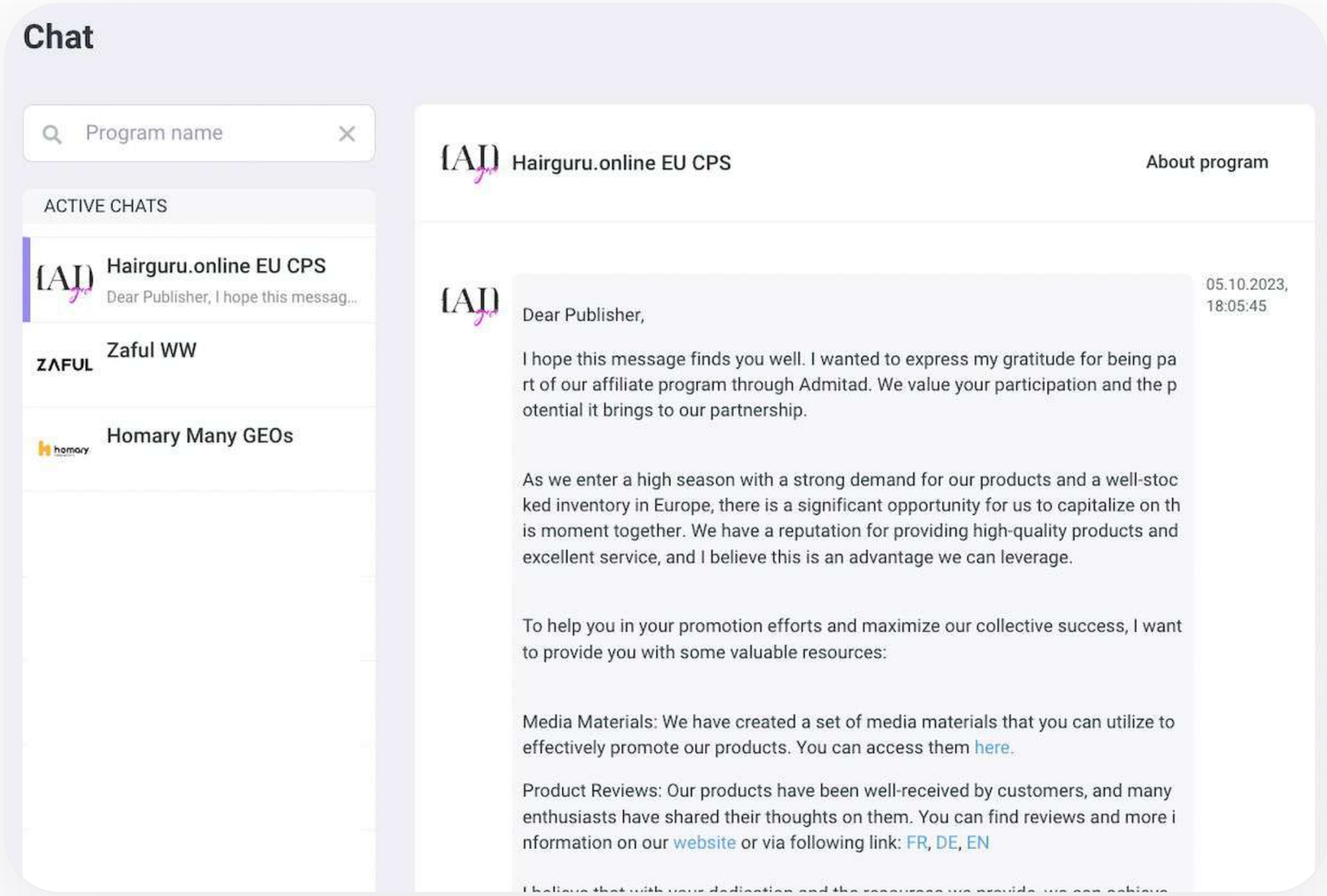


Grow

Invitation and chat

The chat platform is a convenient communication tool for advertisers and publishers that allows them to build closer relationships.

- Send invitations to publishers to join your program
- Update publishers on key changes to the program
- Respond to publishers’ messages
- Stay on top of things when controlling publisher traffic

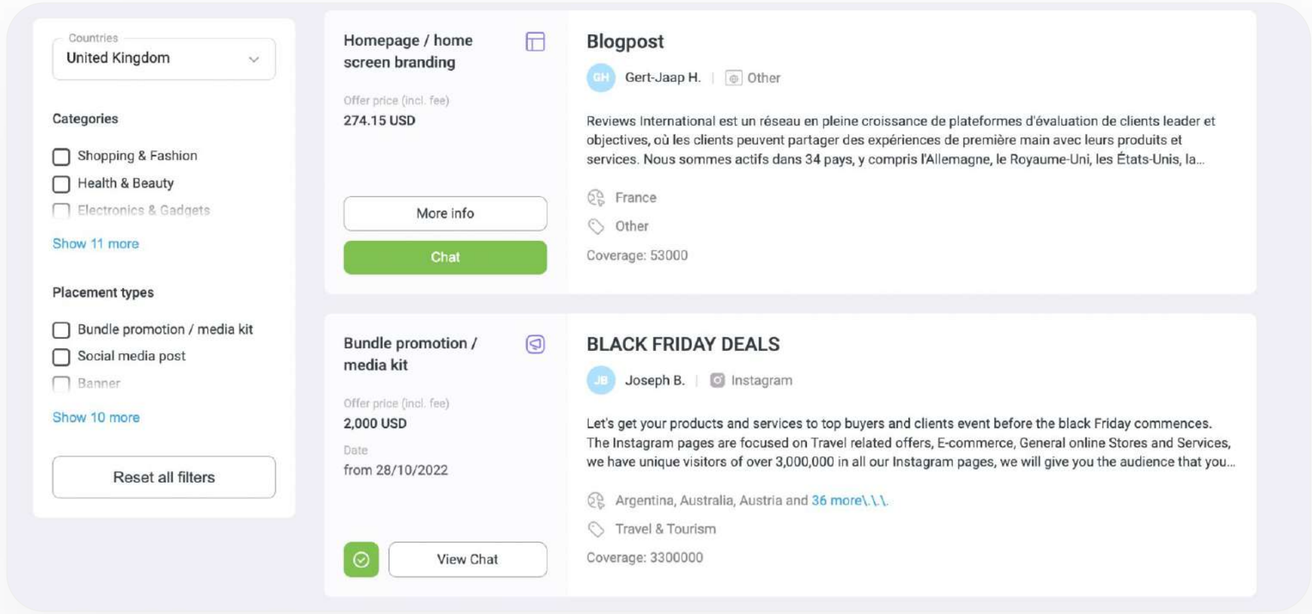


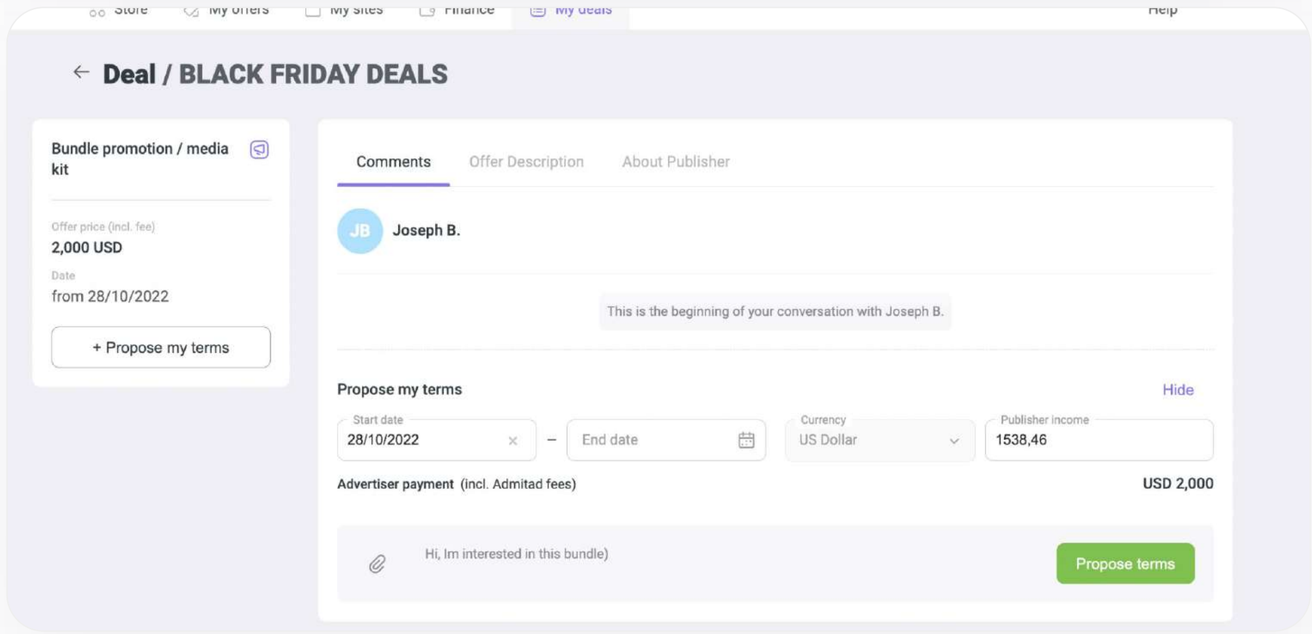
Grow

MarketPlace X

Find fixed placements whether it will be review from top content website or placement with influencer

Choose - **agree - get the results**



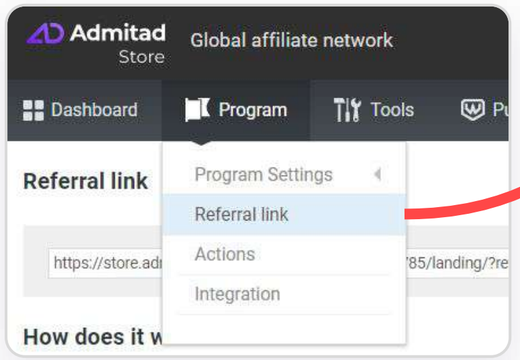


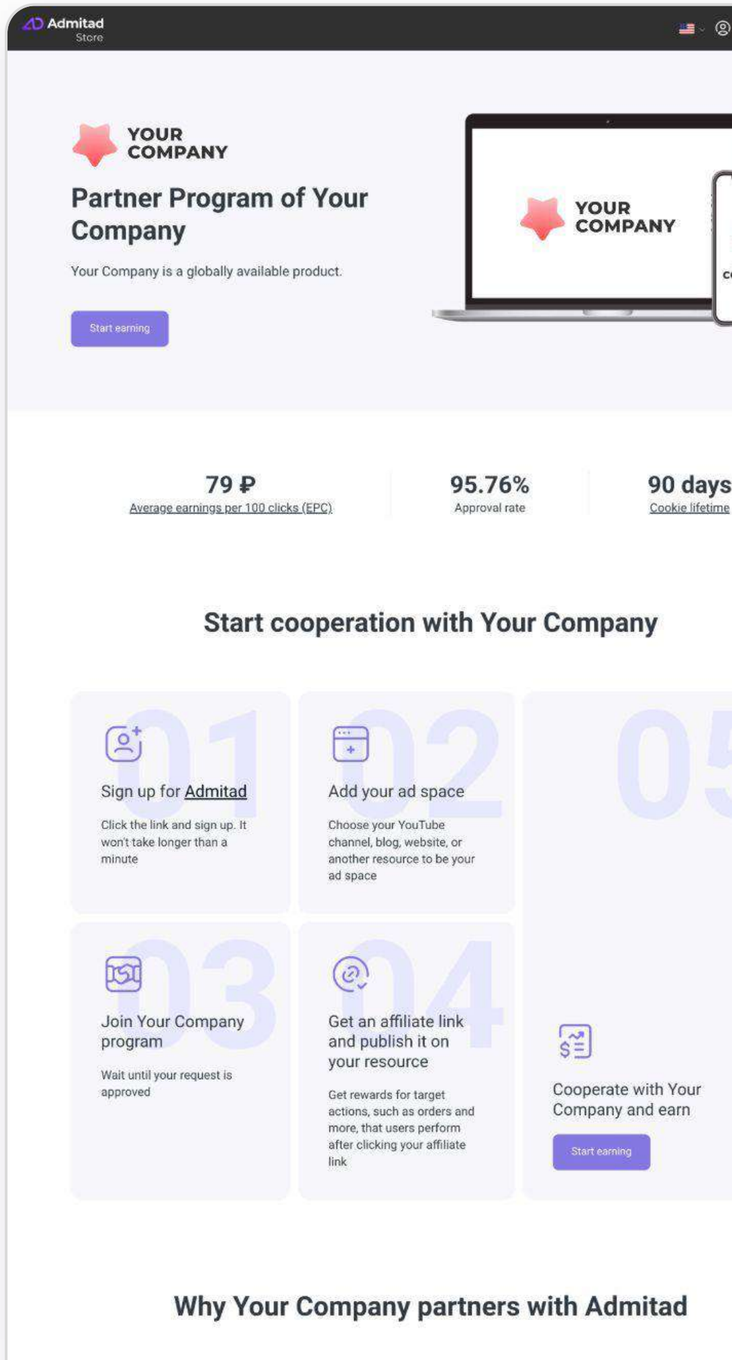
Grow

Ambassador program

Main benefits for you

- Get new partners for free and cut ads costs at the same time
- Manage all the partners in one account
- Save time and money for the business development
- No need of extra costs on the page design





The landing page for your referral program

Admitad provides you with a default landing page once you launch a referral program. On this page users will find all the necessary information about the referral program conditions, the brand as well as on how to start cooperation.

Grow

Vendor Boost

If you’re selling different brands, we can boost the sales for them.

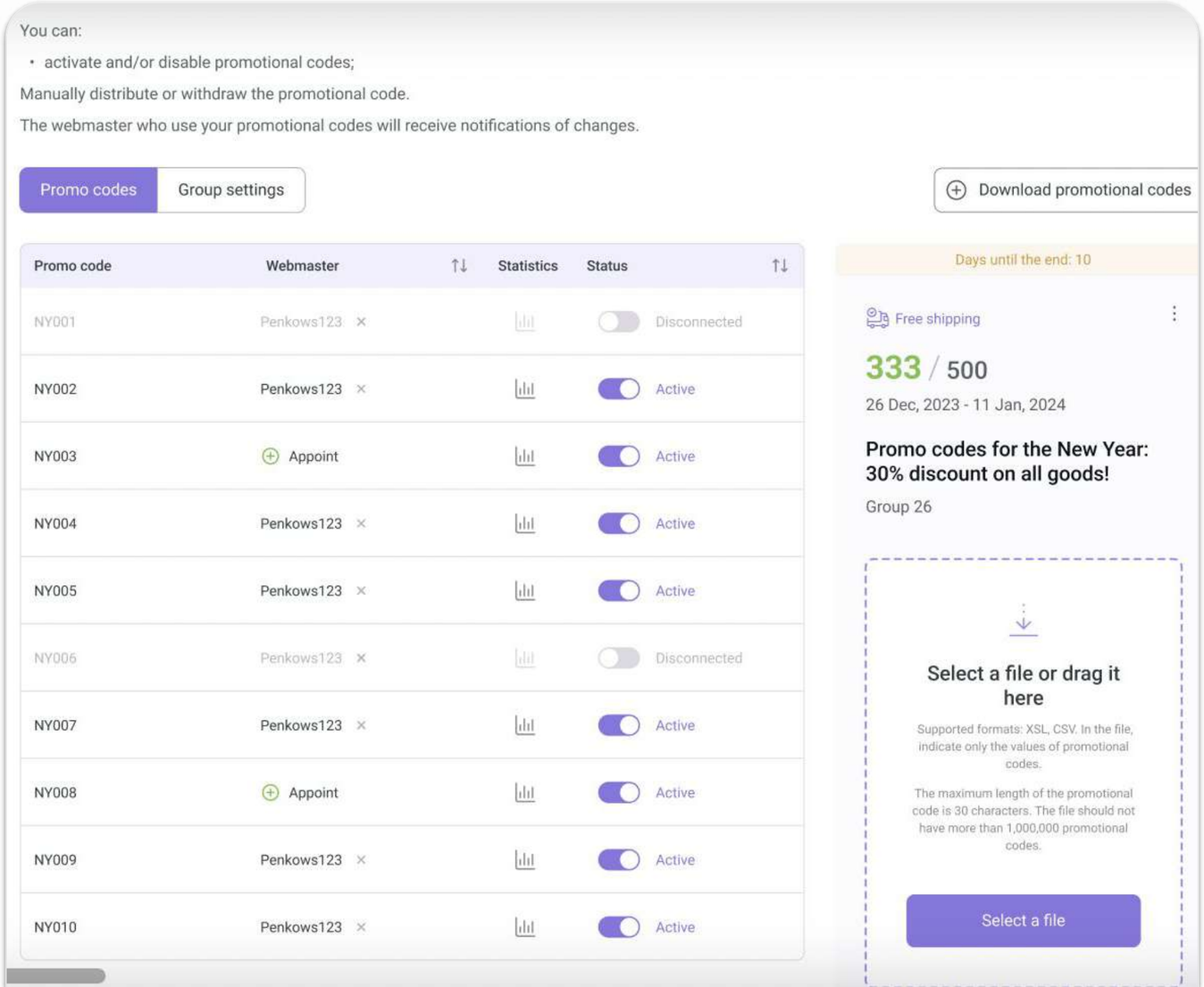
All we need is to negotiate with them, so they can increase the rate for their brands only and will launch their separate program in catalogue - for example Huawei on Temu.



Grow

Coupon Redemption campaigns

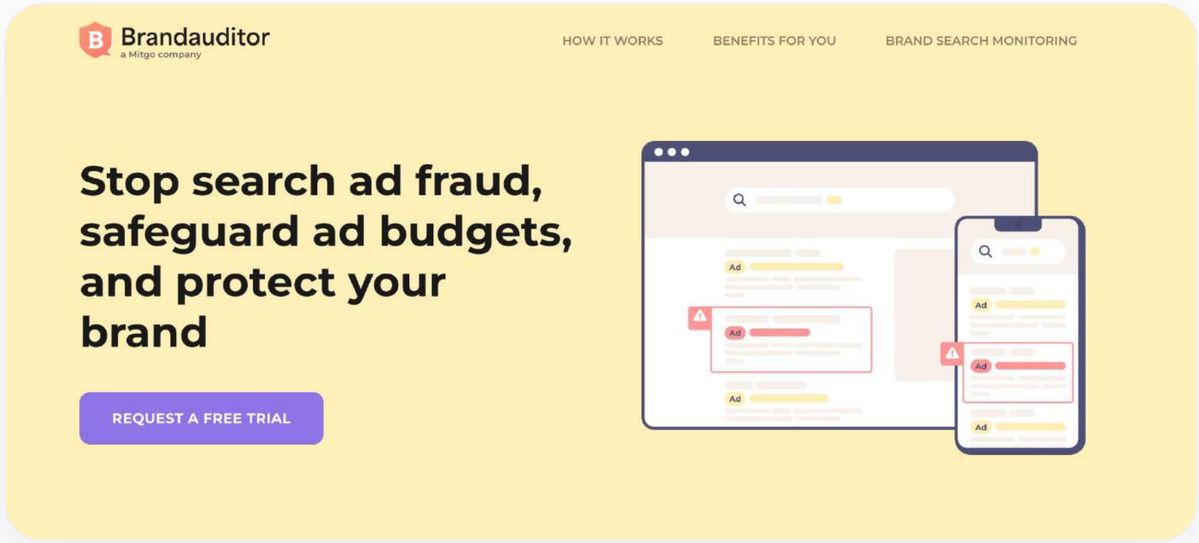
We know that business usually search for new traffic sources and in some cases with influencers or printed media its almost impossible to work with links - that why we suggest to launch coupon redemption coupons. Every coupon can be allocated to unique publisher and of course the reporting of the performance will be available.



Protect

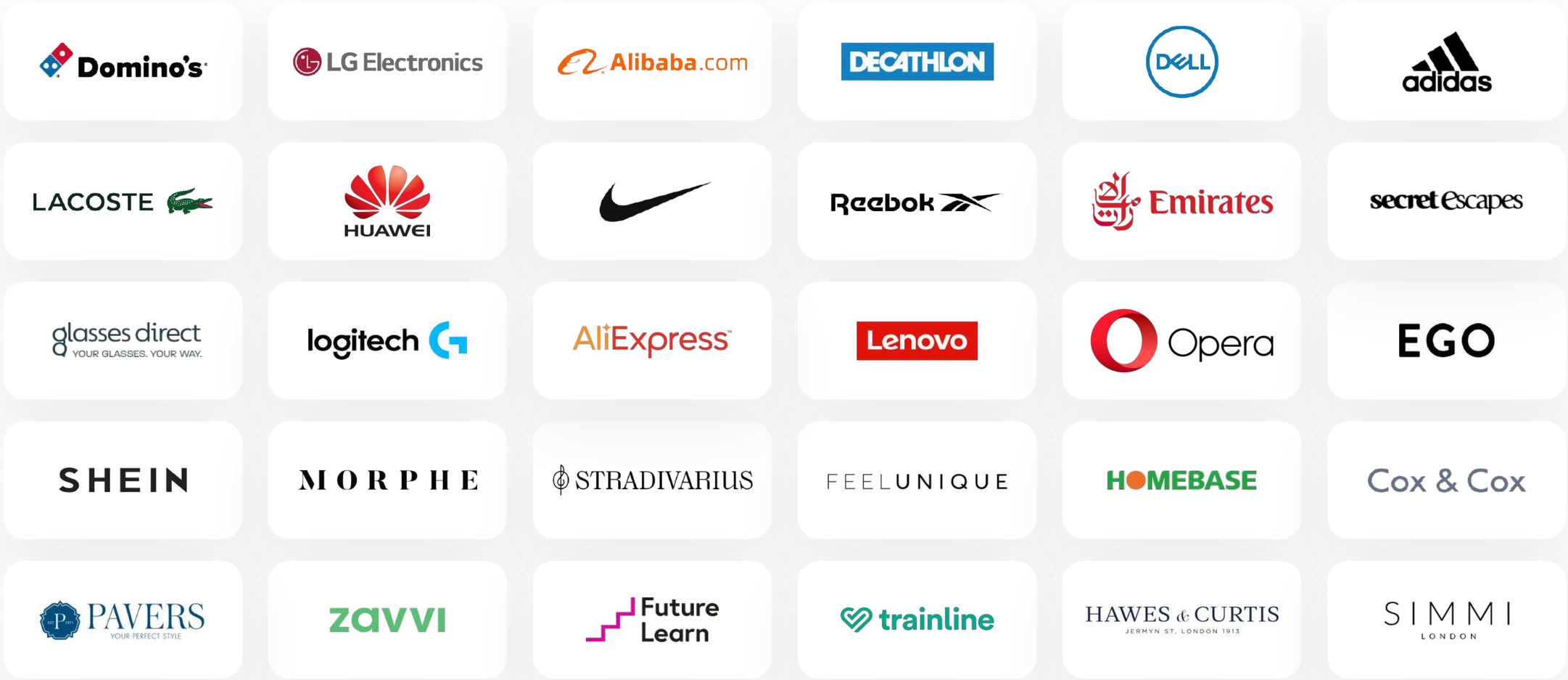
At Admitad, we have invested a lot in technology and team of experts thus developed powerful processes, all aimed at protecting our customers against any fraudulent traffic activity.

Our automated monitoring service **Brand Auditor** actively seeks out, identifies, and shuts down any malicious traffic fraud cases before they can negatively affect your brand, business, or advertising budget.



Besides own our services, for bigger customers we also use **3rd-party fraud protection tools** to be double sure in the quality of traffic.

Trusted by the global brands



How to get started

01

Register account at admitad.com/advertisers

Choose the desired subscription plan and follow platforms online onboarding guides to fill in all company and program details.

02

Integration

Integrate your offer into Admitad store. Our technical team can help you to set up integration (API, S2S/Postback, XML, Tracking code, Admitad).

03

Program launch

Set up your program. After moderation – launch your program.

Start inviting publishers to your program, track results and improve it.

04

Enjoy new sales!

Use recommendations, guides and statistics to improve the performance of your program.

Admitad
a Mitgo company

Thanks for being a fantastic partner!

Looking forward to greater achievements together

