PropellerAds

ADVERTISER'S GUIDE TO NUTRA

AND HEALTH & BEAUTY

Where to find paying customers for your Nutra or Health & Beauty offers? PropellerAds has the right traffic for this vertical: plenty of entertainment, lifestyle and health-oriented websites and blogs. These contextually relevant websites are most likely to cater the target audience and high engagement.

AD FORMATS TO CHOOSE

STEP I

Launch a Push Notification campaigns with CPC bidding.

Upload multiple creatives to Smart Rotator, A/B test, and find the best-performing ones.

STEP II

Take your best Push creatives and use them to build a Native ad campaign (CPC).

STEP III

Scale your well-performing campaigns to other ad formats.

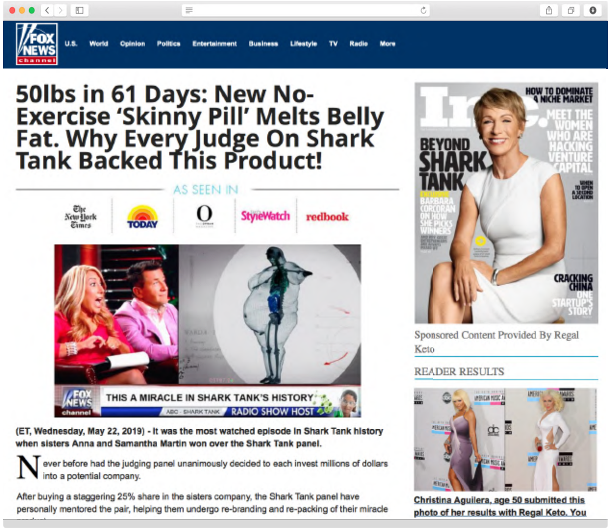
Build your audiences with Push Notifications and Native Ads and use cross-format retargeting (Onclick) to reach engaged users.

CREATIVES BEST PRACTICES

DO'S

PRE-LANDERS

- ✓ Employ storytelling: format your pre-lander as a blog page written by a regular person or a news article to better engage the audience and add trust.


FOX NEWS channel
U.S.
World
Opinion
Politics
Entertainment
Business
Lifestyle
TV
Radio
More
AS SEEN IN
The New York Times
TODAY
O
StyleWatch
redbook
FOX NEWS channel
THIS A MIRACLE IN SHARK TANK'S HISTORY
ABC · SHARK TANK
RADIO SHOW HOST
Inc.
HOW TO DOMINATE A NICHE MARKET
BEYOND SHARK TANK
MEET THE WOMEN WHO ARE HACKING VENTURE CAPITAL
CRACKING CHINA
ONE STARTUP'S STORY

50lbs in 61 Days: New No-Exercise 'Skinny Pill' Melts Belly Fat. Why Every Judge On Shark Tank Backed This Product!

(ET, Wednesday, May 22, 2019) - It was the most watched episode in Shark Tank history when sisters Anna and Samantha Martin won over the Shark Tank panel.

Never before had the judging panel unanimously decided to each invest millions of dollars into a potential company.

After buying a staggering 25% share in the sisters company, the Shark Tank panel have personally mentored the pair, helping them undergo re-branding and re-packing of their miracle

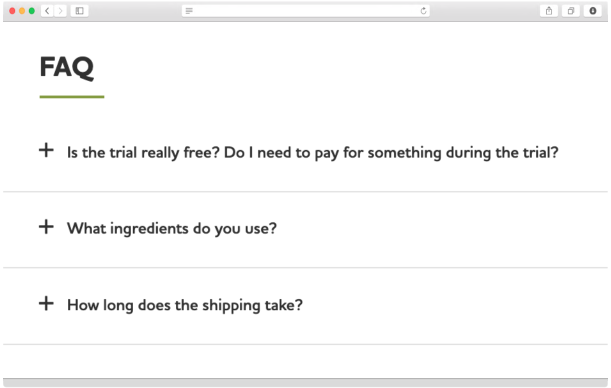
Sponsored Content Provided By Regal Keto

READER RESULTS

Christina Aguilera, age 50 submitted this photo of her results with Regal Keto. You

- ✓ Pay attention to legal regulations in different GEOs: what kind of information you must provide?

- ✓ Add FAQ – that will help you overcome customers' doubts. Include questions like: "Is it actually for free?", "What are the main ingredients?", "How long the shipping takes?"



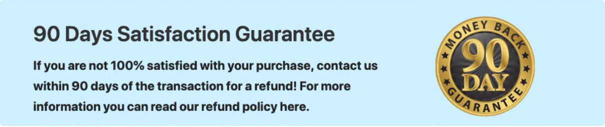
FAQ

+ Is the trial really free? Do I need to pay for something during the trial?

+ What ingredients do you use?

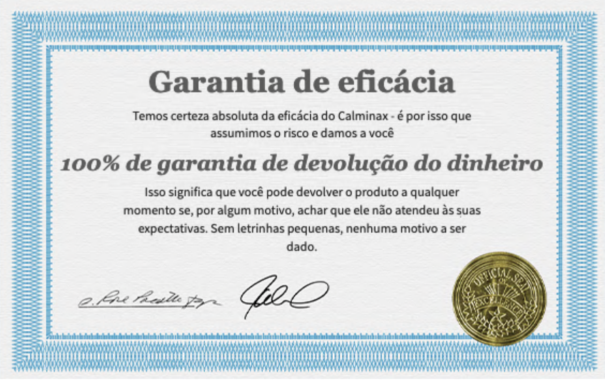
+ How long does the shipping take?

- ✓ If a user has to add Credit Card (CC) details, mention that the payment is secure. If the seller provides a satisfaction guarantee, add the "Money back guarantee" or "Risk-Free" signs.


MONEY BACK
90 DAY
GUARANTEE

90 Days Satisfaction Guarantee

If you are not 100% satisfied with your purchase, contact us within 90 days of the transaction for a refund! For more information you can read our refund policy here.

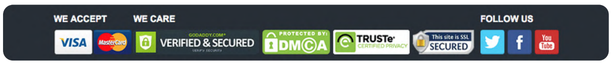


Garantia de eficácia

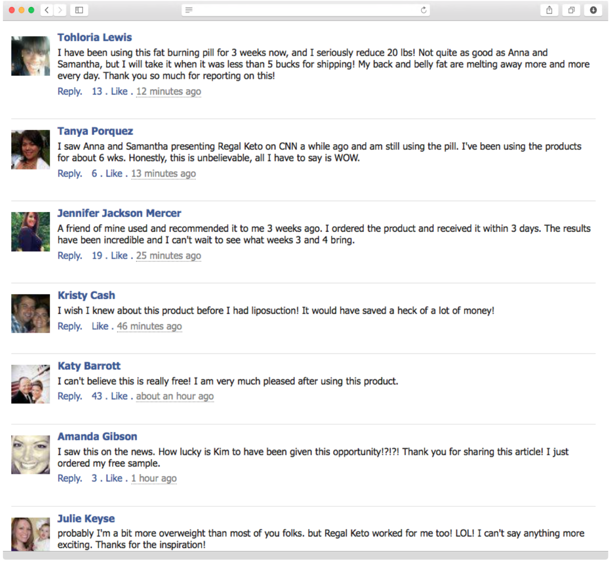
Temos certeza absoluta da eficácia do Calminax - é por isso que assumimos o risco e damos a você

100% de garantia de devolução do dinheiro

Isso significa que você pode devolver o produto a qualquer momento se, por algum motivo, achar que ele não atendeu às suas expectativas. Sem letrinhas pequenas, nenhuma motivo a ser dado.


WE ACCEPT
WE CARE
FOLLOW US
VISA
MasterCard
GODADDY.COM® VERIFIED & SECURED
PROTECTED BY: DMCA
TRUSTe CERTIFIED PRIVACY
This site is SSL SECURED
You Tube

- ✓ Include video testimonials, reviews, ratings (stars), comments.



Tohloria Lewis
I have been using this fat burning pill for 3 weeks now, and I seriously reduce 20 lbs! Not quite as good as Anna and Samantha, but I will take it when it was less than 5 bucks for shipping! My back and belly fat are melting away more and more every day. Thank you so much for reporting on this!
Reply. 13 . Like . 12 minutes ago

Tanya Porquez
I saw Anna and Samantha presenting Regal Keto on CNN a while ago and am still using the pill. I've been using the products for about 6 wks. Honestly, this is unbelievable, all I have to say is WOW.
Reply. 6 . Like . 13 minutes ago

Jennifer Jackson Mercer
A friend of mine used and recommended it to me 3 weeks ago. I ordered the product and received it within 3 days. The results have been incredible and I can't wait to see what weeks 3 and 4 bring.
Reply. 19 . Like . 25 minutes ago

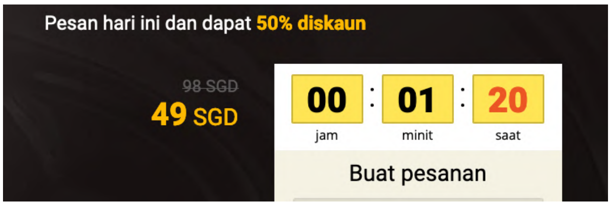
Kristy Cash
I wish I knew about this product before I had liposuction! It would have saved a heck of a lot of money!
Reply. Like . 46 minutes ago

Katy Barrott
I can't believe this is really free! I am very much pleased after using this product.
Reply. 43 . Like . about an hour ago

Amanda Gibson
I saw this on the news. How lucky is Kim to have been given this opportunity!?!?! Thank you for sharing this article! I just ordered my free sample.
Reply. 3 . Like . 1 hour ago

Julie Keyse
probably I'm a bit more overweight than most of you folks. but Regal Keto worked for me too! LOL! I can't say anything more exciting. Thanks for the inspiration!

- ✓ Use the sense of urgency: “Offer expires in 2 minutes”, countdown timers and dynamic content: how many people are viewing this offer now, recent customers, etc.

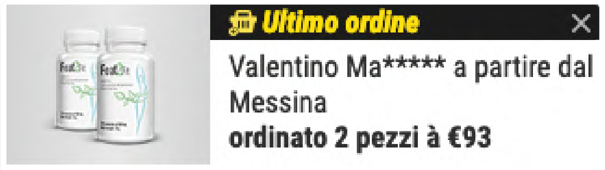


Pesan hari ini dan dapat **50% diskaun**

~~98 SGD~~
49 SGD

00	:	01	:	20
jam		minit		saat

Buat pesanan

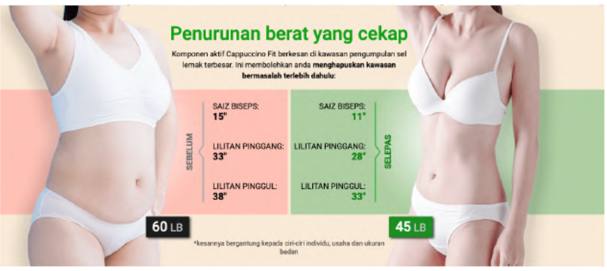


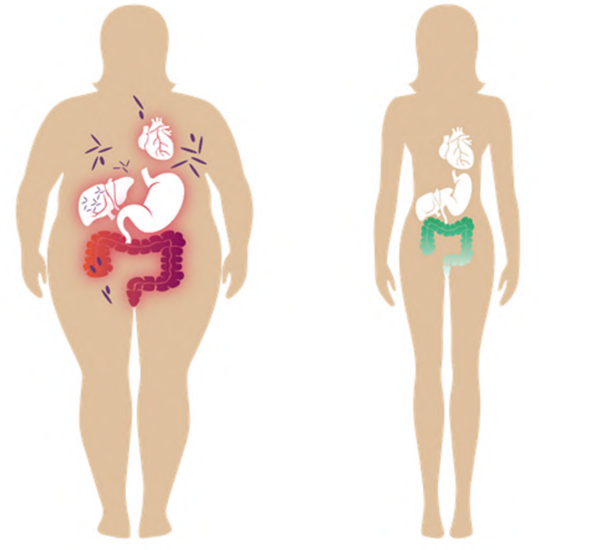
Ultimo ordine

Valentino Ma***** a partire dal Messina
ordinato 2 pezzi à €93

IMAGES

- ✓ Test “before and after” images.


Penurunan berat yang cekap
Komponen aktif Cappuccino Fit berkesan di kawasan pengumpulan sel lemak terbesar. Ini membolehkan anda **menghapuskan kawasan bermasalah terlebih dahulu:**
SEBELUM
SAIZ BISEPS: 15"
LILITAN PINGGANG: 33"
LILITAN PINGGUL: 38"
SELEPAS
SAIZ BISEPS: 11"
LILITAN PINGGANG: 28"
LILITAN PINGGUL: 33"
60 LB
45 LB
*kesannya bergantung kepada ciri-ciri individu, usaha dan ukuran badan

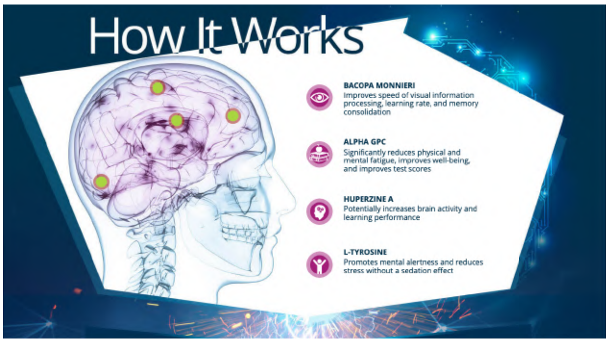


VOOR
Het metabolisme is geblokkeerd door de afzettingen en de toxines

NA
Gezuiverd organisme - metabolisme draait ann het hoogste toerental

- ✓ Use the pictures with the typical food, consumed in the GEOs, you target. For example, papaya and coconut in Thailand.

- ✓ Add medical-themed images: x-rays, anatomy, etc. to boost the persuasive power of your pre-lander.



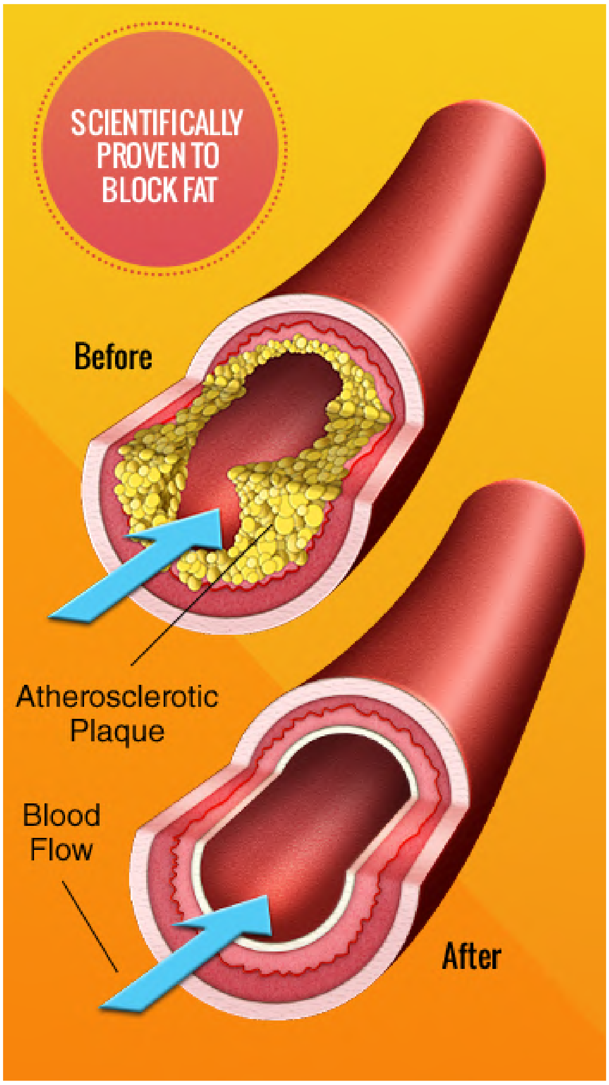
How It Works

BACOPA MONNIERI
Improves speed of visual information processing, learning rate, and memory consolidation

ALPHA GPC
Significantly reduces physical and mental fatigue, improves well-being, and improves test scores

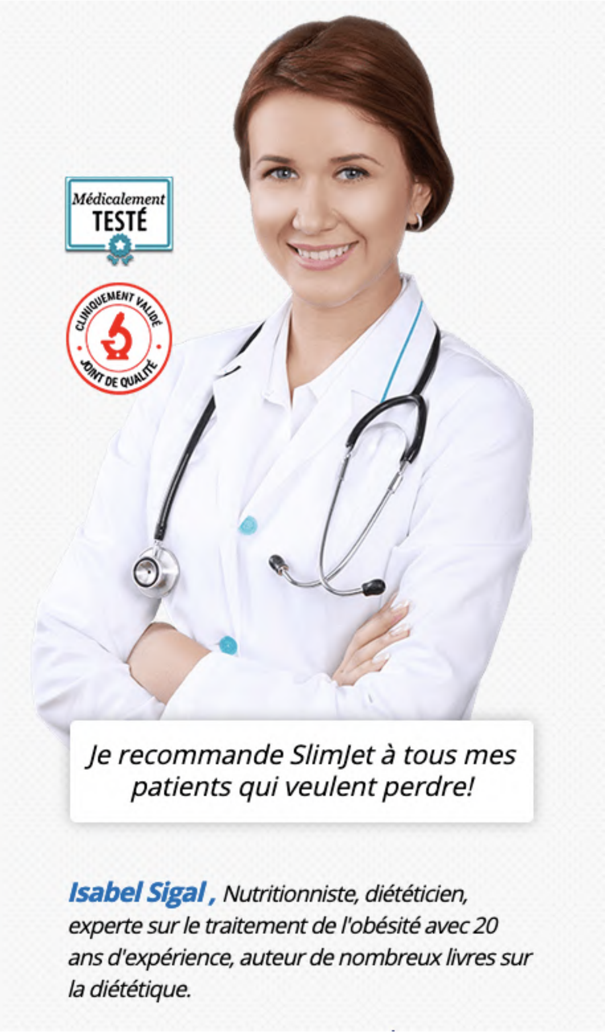
HUPERZINE A
Potentially increases brain activity and learning performance

L-TYROSINE
Promotes mental alertness and reduces stress without a sedation effect


SCIENTIFICALLY PROVEN TO BLOCK FAT
Before
Atherosclerotic Plaque
Blood Flow
After

AD COPY

✓ Talk about safety: “Safe weight loss,” “Approved by [Institute]. But also mention the health risks if there are any.



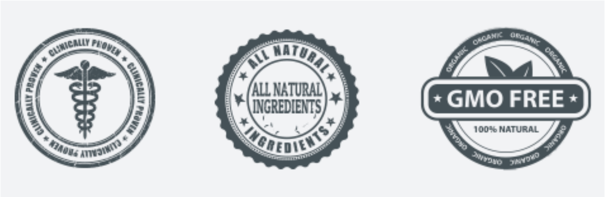
Je recommande SlimJet à tous mes patients qui veulent perdre!

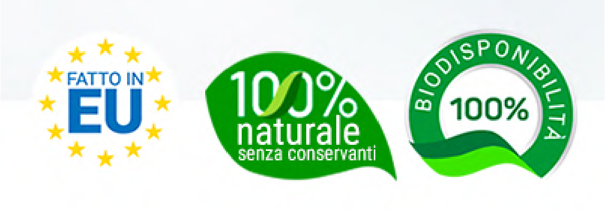
***Isabel Sigal**, Nutritionniste, diététicien, experte sur le traitement de l'obésité avec 20 ans d'expérience, auteur de nombreux livres sur la diététique.*

✓ Emphasize that the product you promote meets the standards or is produced locally: “The [product] meets the EU standards for a diet supplement,” or “Local product”.

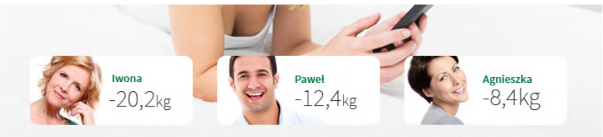
30 capsules of 500 mg
Net weight: 15 g

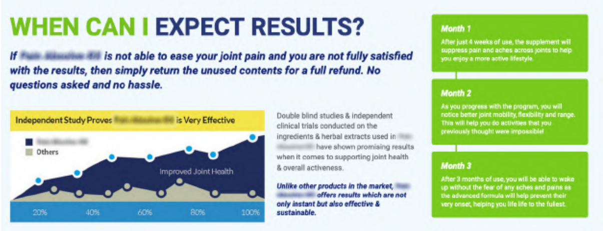
✓ If the product is organic, make sure to include badges: “Non-GMO,” “Organic,” “100% Natural,” “No artificial sweeteners,” “Gluten Free.”





✓ Talk numbers: When can a person expect to see the first results from using the product? How many kilos can a person lose?





WHEN CAN I EXPECT RESULTS?

If [redacted] is not able to ease your joint pain and you are not fully satisfied with the results, then simply return the unused contents for a full refund. No questions asked and no hassle.

Double blind studies & independent clinical trials conducted on the ingredients & herbal extracts used in [redacted] have shown promising results when it comes to supporting joint health & overall activeness.

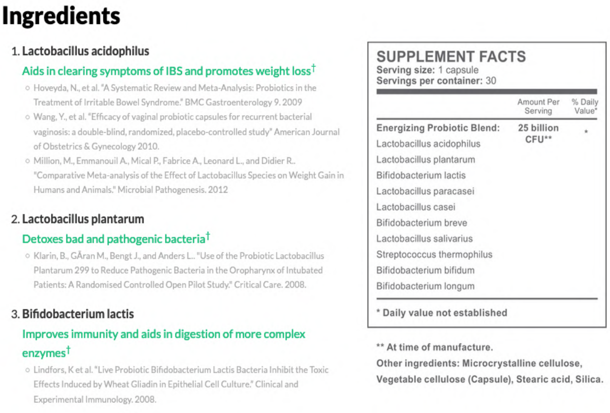
Unlike other products in the market, [redacted] offers results which are not only instant but also effective & sustainable.

Month 1
After just 4 weeks of use, the supplement will suppress pain and aches across joints to help you enjoy a more active lifestyle.

Month 2
As you progress with the program, you will notice better joint mobility, flexibility and range. This will help you do activities that you previously thought were impossible!

Month 3
After 3 months of use, you will be able to wake up without the fear of any aches and pains as the advanced formula will help prevent their very onset, helping you life life to the fullest.

✓ Include nutrition facts: it looks reliable and people are used to perceiving information in this way.



Ingredients

1. **Lactobacillus acidophilus**
   Aids in clearing symptoms of IBS and promotes weight loss†
   - Hoveyda, N., et al. “A Systematic Review and Meta-Analysis: Probiotics in the Treatment of Irritable Bowel Syndrome.” BMC Gastroenterology 9. 2009
   - Wang, Y., et al. “Efficacy of vaginal probiotic capsules for recurrent bacterial vaginosis: a double-blind, randomized, placebo-controlled study” American Journal of Obstetrics & Gynecology 2010.
   - Million, M., Emmanouil A., Mical P., Fabrice A., Leonard L., and Didier R.. "Comparative Meta-analysis of the Effect of Lactobacillus Species on Weight Gain in Humans and Animals." Microbial Pathogenesis. 2012
2. **Lactobacillus plantarum**
   Detoxes bad and pathogenic bacteria†
   - Klarin, B., GĂran M., Bengt J., and Anders L.. "Use of the Probiotic Lactobacillus Plantarum 299 to Reduce Pathogenic Bacteria in the Oropharynx of Intubated Patients: A Randomised Controlled Open Pilot Study." Critical Care. 2008.
3. **Bifidobacterium lactis**
   Improves immunity and aids in digestion of more complex enzymes†
   - Lindfors, K et al. “Live Probiotic Bifidobacterium Lactis Bacteria Inhibit the Toxic Effects Induced by Wheat Gliadin in Epithelial Cell Culture.” Clinical and Experimental Immunology. 2008.

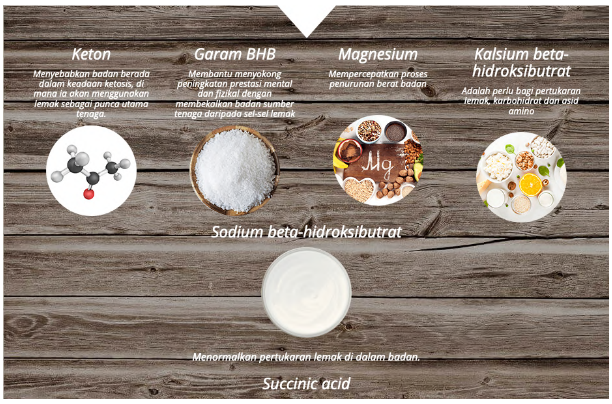
SUPPLEMENT FACTS
Serving size: 1 capsule
Servings per container: 30

	Amount Per Serving	% Daily Value*
Energizing Probiotic Blend:	**25 billion CFU****	*
Lactobacillus acidophilus		
Lactobacillus plantarum		
Bifidobacterium lactis		
Lactobacillus paracasei		
Lactobacillus casei		
Bifidobacterium breve		
Lactobacillus salivarius		
Streptococcus thermophilus		
Bifidobacterium bifidum		
Bifidobacterium longum		

*** Daily value not established**

**** At time of manufacture.**
Other ingredients: Microcrystalline cellulose, Vegetable cellulose (Capsule), Stearic acid, Silica.

✓ Don’t forget to mention FACTS: unique ingredients, high concentration of a certain ingredient, survey results, etc.



Keton

Menyebabkan badan berada dalam keadaan ketosis, di mana ia akan menggunakan lemak sebagai punca utama tenaga.

Garam BHB

Membantu menyokong peningkatan prestasi mental dan fizikal dengan membekalkan badan sumber tenaga daripada sel-sel lemak

Magnesium

Mempercepatkan proses penurunan berat badan

Kalsium beta-hidroksibutrat

Adalah perlu bagi pertukaran lemak, karbohidrat dan asid amino

Sodium beta-hidroksibutrat

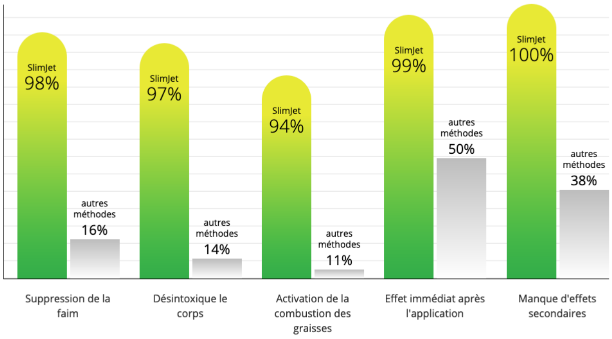
Menormalkan pertukaran lemak di dalam badan.

Succinic acid

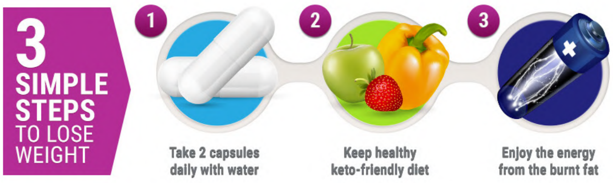
L'efficacité de SlimJet

a été confirmée par 2 032 femmes et hommes qui ont participé aux essais cliniques

par le Département des sciences de la diététique et de la nutrition, Hongrie, Budapest, 2017.



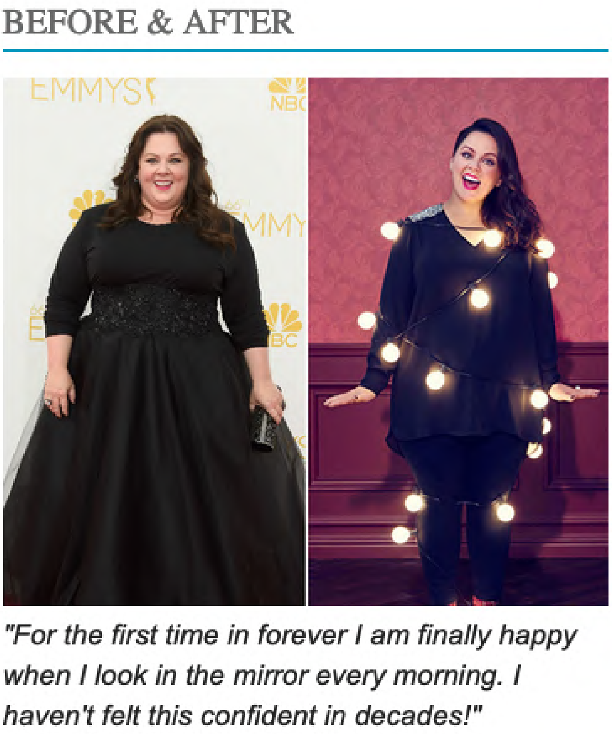
✓ Explain the steps: how the supplement works?


3 SIMPLE STEPS TO LOSE WEIGHT
1
Take 2 capsules daily with water
2
Keep healthy keto-friendly diet
3
Enjoy the energy from the burnt fat

CREATIVES BEST PRACTICES

DON'TS

☒ Don't use celebrity images without their consent. Instead, you can simply say: "Lose weight like celebrities."



BEFORE & AFTER

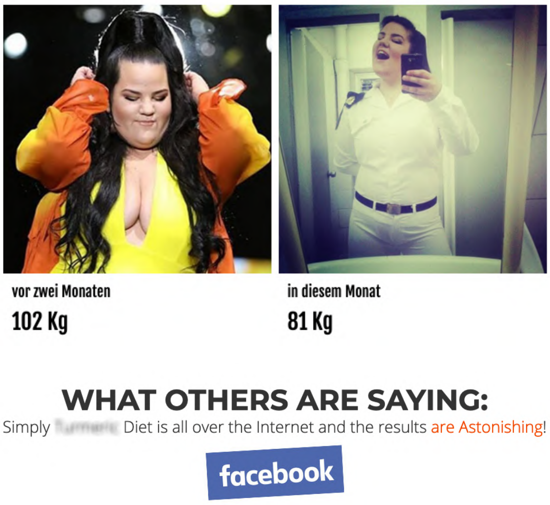
"For the first time in forever I am finally happy when I look in the mirror every morning. I haven't felt this confident in decades!"

☒ If the product looks like a medicine (pills, powder, etc.) make sure to include a note that the product is a food supplement and **not a health product.**

☒ Don't mention only the features, focus on benefits.

☒ Don't use the images that are not clearly reflecting the problem your product solves.

☒ For Push Icons/banners: you can't use the logo of a famous brand by itself. The logo can only be placed on the product you promote.



vor zwei Monaten
102 Kg

in diesem Monat
81 Kg

WHAT OTHERS ARE SAYING:
Simply [redacted] Diet is all over the Internet and the results are Astonishing!

***For more information, please check our policy.**

TARGETING TIPS

- If you're just starting with Nutra, pick one of the following GEOs: India, Brazil, Indonesia, Vietnam, Malaysia, etc.
- Create your own white and blacklists.
- Retarget! Collect audiences via Push Notifications and NativeAds. These users will be the most relevant ones. Start an Onclick campaign targeted at the collected audience and give them additional information for completing the conversion, a discount, or make an upsell.
- If you have a Trial offer - target Desktop as it's easier for users to enter their data.
- Use language targeting for countries speaking 2 or more languages - for example, Canada: French and English.
- Test device and OS targeting: Mac OS and iOS usually have a very high CTR, while Android has the biggest traffic volumes.
- If you don't get enough traffic volumes, and you can't change the bid - increase the frequency.
- Always create separate campaigns for each User activity group.

BIDDING AND OPTIMIZATION TIPS

- Define the creatives with the highest CTR via our Push Notifications **AB-testing tool.** This will save your budget, and you won't need to bid too high.
- Use our new Target CPA tool to **exclude poor converting zones** automatically. If you see that you're getting a lot of traffic, scale to an Onclick campaign with the same settings.
- **Getting a great conversion rate (>10 sales daily)?** Contact your CPA-network manager and ask about increasing the payout. You might be able to get 20-30% increase.
- **Call center.** Check the availability of the call center. Schedule the campaigns on the days, when the call center is working. Buying a nutra product is usually an impulsive decision, so you can't wait for too long before you lead is contacted by the operator.
- Check if there are any **upsells or downsells.** They can be a good additional income source.