Adsterra: A Comprehensive Overview

Adsterra is a global advertising network founded in 2013, offering a variety of advertising solutions for both publishers and advertisers. With a focus on **adult traffic**, Adsterra boasts a vast network of over 2 billion daily impressions and 250,000 active publishers.

Here's a breakdown of Adsterra's key features and functionalities:

For Publishers:

Monetization options: Adsterra offers a diverse range of ad formats, including banners, pop-unders, interstitials, and video ads. Additionally, they provide direct advertiser deals and CPM rates.

High payouts: Adsterra claims to offer competitive payouts, with CPM rates ranging from $3 to $15 depending on the traffic source and GEO.

Multiple payment methods: Publishers can choose from various payment methods, including PayPal, WebMoney, Paxum, ePayments, and Bitcoin.

Real-time statistics: Adsterra provides publishers with detailed real-time statistics to track their earnings and optimize their campaigns.

Dedicated account manager: Publishers receive personalized support from a dedicated account manager.

For Advertisers:

Targeted advertising: Adsterra allows advertisers to target their campaigns based on various criteria, including GEO, device, operating system, browser, and interests.

Multiple ad formats: Similar to publishers, advertisers have access to a variety of ad formats to choose from.

Real-time bidding: Adsterra utilizes real-time bidding technology to ensure advertisers get the best possible price for their campaigns.

Fraud prevention: Adsterra employs sophisticated fraud prevention measures to protect advertisers from invalid traffic.

Detailed reporting: Advertisers receive comprehensive reports to track the performance of their campaigns and make informed decisions.

Additional Features:

API access: Adsterra offers an API for advanced users to integrate their platform with their own systems.

Mobile app: Adsterra has a mobile app for publishers to manage their accounts on the go.

24/7 support: Adsterra provides 24/7 support to both publishers and advertisers.

Overall, Adsterra is a powerful advertising network with a strong focus on adult traffic. It offers a wide range of features and functionalities for both publishers and advertisers, making it a viable option for those seeking to monetize or promote adult content.

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