

where data drives™ | revenue



October 2013

## Chitika Display Ads are Here!

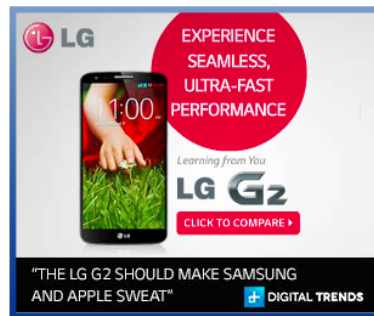
Over the last ten years Chitika has perfected the art of delivering precision targeted text based search ads. We are excited to introduce the same proven technology to display advertising and our entire publisher network! Chitika publishers using display ads are seeing an **average revenue increase of up to 3X a day!**\*

To get started, simply **login to the publisher panel using the button below to get your ad code**. Once the code is on your site, Chitika's Smart Ad technology will activate to begin showing the best ad possible based on each impression - this can be text or display.

[Click to Get Your Ad Code](#)

**What does this mean for you?** Better performance and higher earnings. [Learn more about increasing earnings with Chitika Display ads.](#)

### SAMPLE DISPLAY AD UNIT



## Data Trends & Insights

We are always looking for new ways to help publishers maximize revenue with Chitika. Check out two new reports from The Chitika Insights Data team that will help you optimize your advertising and marketing efforts:

- Did you know... The first position on an average Google search engine result page (SERP) garners about 33% of Google search traffic, visitors who click on the first SERP result exhibit dramatically low ad click-through-rates (CTR) on the

## Tips & Tricks for More Revenue

### TIP #1: Want to make the most of your impressions?

Try using a 300x250 unit in the right rail. Our data shows this unit has the most coverage for display campaigns, and can increase revenue from your traffic with lower levels of engagement. [Learn More](#)

### TIP #2: Traffic matters!

We've put together some expert tips to help increase traffic volume to your site. Remember: More page views = more revenue [Read More](#)

### TIP #3: Does your site meet all the requirements to maximize performance?

By following these guidelines you can increase performance and revenue. [Check Out Our Free Ebook](#)

10 Tips for Top-Tier Ads

Free Ebook!

## Partner Spotlight



Ready to try a new hosting provider? Chitika's new partnership with HUB allows our publishers access to a

subsequent website. [Read More](#)

- iPad users generate 81% of all North American tablet Web traffic, but daily usage patterns are nearly identical to Android tablets. [Read More](#)

### ***To your success!***

- The Chitika Affiliate Network Team

Questions or concerns? [Contact us](#)

*\*Data based on a sample of publishers in the Chitika ad network. Results may vary.*

## **More from Chitika**



**Blog**



**Support**



**Publisher Panel**

special low price of only \$3.99/month!  
HUB has all the tools to help keep your website up and running. This deal is ONLY available through this exclusive landing page.

[Get the Deal](#)



**Yahoo! Publisher Network Online**

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