



A·W·EMPIRE

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***The Media Buying Playbook:
Winning Strategies That Convert***

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More traffic is not as important as having high-intent users. In order to generate traffic of quality, you need the right offer, GEO, payout program, ad frequency, tracking, and some more things that we'll cover in this playbook.

It's tailored to adult niches, like cams, dating, and other top adult vertical sources for you to convert better and scale bigger with some actionable strategies. Explore them with A.W. Empire!

Choose The Right Offer

Choosing the right offer is the first step in a successful media buying strategy. The offer must match your traffic; otherwise, performance will be limited.

- **Type of traffic:** Is your traffic adult or mainstream?
This is essential to know before planning your campaigns. Adult and mainstream audiences respond differently to various angles, creatives, and offers.

ORANUM



If your traffic is mainstream, [Oranum](#) is the perfect match.

LIVEJASMIN



If it's adult, you can try [LiveJasmin](#), our main and strongest offer

- **Type of sites:** Where does your traffic come from?
Content sites, streaming platforms, pop traffic, etc. The user mindset will vary by environment, so your offer must fit the context.
- **Traffic characteristics:** Understand your audience before launching: GEOs (Tier 1, 2, 3), Volume, Device (mobile/desktop), User behavior, etc.

The better you know your traffic, the easier it is to select an offer that converts and scales.

Focus on GEO

- Tier 1 (North America, Western EU, UK, AU) = highest competition
- Tier 2/3 = cheaper traffic than Tier 1, higher volumes
- Match traffic cost and ROI expectation with combined payout models (PPS vs RevShare)
- Always track GEOs performance separately as a part of A/B tests

Pro Tip:

GEO optimization is the key for a good margin and profit lever.
Good to know: for adult traffic in Sweden, cam products and their promotion are not allowed.

Choose The Right Program With A.W. Empire

• Pay Per Sale (PPS):

Faster cash flow, ideal for aggressive scaling.

You earn a commission for each sale generated. Best for affiliates who want immediate returns and predictable payouts.

• RevShare (Revenue Share):

Long-term profit, best for quality traffic. You earn a percentage of the revenue generated by your referred users over time. Slower initial returns, but highly profitable if you bring loyal, high-spending users.

This payout also presents the characteristics to allow Lifetime profits.

• Pay Per Lead (PPL) - DOI:

Earn for each qualified signup or registration, even if they don't make a purchase. Lower payouts per conversion than PPS, but higher conversion rates. Good for high-volume traffic and top-of-funnel strategies.

• **PPLR - PPL SOI + RevShare:**

Balanced risk and reward. A combination of upfront payment (PPL plus RevShare). Provides immediate cash flow while keeping long-term earning potential.

NB: PPL and PPLR are only available for LiveJasmin under approval

Pro Tip:

For Live Jasmin, strong RevShare can outperform PPS in the long term.

Match The Right Promo Tool With Your Traffic Source

Tube traffic

→ Link Codes on tabs and Short teaser creatives work best (VAST Pre-Roll)

Live Feed

→ Real-looking ads from the model room, one of our best converting promo tools

Popunders

→ Less intrusive, High volume, Cost-effective

Pro Tip:

Do some tests first on small volumes and analyze results per promo tool. Also, you can check our detailed pro tips about our promo tools: [Pro Tips](#).

Track Everything

Tracking is essential to identify the best-performing triggers and the most effective optimization opportunities for your traffic.

- Use **campaign IDs for each variation**
- Implement **separate tracking by GEO**
- Analyze **device-level performance**
- Monitor **source-level data**

Cut underperforming campaigns quickly. Scale winning ones aggressively.

Control Frequency & Ad Fatigue

Adult traffic requires alternating approaches for maximum efficiency:

- Rotate creatives often
- Avoid overexposing the same angle
- Refresh landing pages regularly

Be proactive; always test new Promo Tools to avoid ad fatigue.

Test Angles, Not Just Promo Tools

Examples:

- "New Model Live"
- "Private Show Ready"
- "VIP / Premium"

Sometimes the angle outperforms visual changes.

Focus On RevShare

If running RevShare:

- Target spending GEOs
- Allow to target the best converting traffic easily
- Focus on traffic that signs up and makes purchases more than once

High retention = exponential long-term ROI. Margins often improve with volume.

Curious To Know More?

Just [sign up](#) with us, and we'll walk you through everything. Join the team of professionals and see what we can do for you firsthand 🔥