

QUICK

Propush.me
best
practices

"How to get started"

START

Step 1.
Add a website /Landing page

GUIDE

The 3 ways to earn
with Push subscriptions

Let's sum up!

FOR PUBLISHERS & AFFILIATES

JUST A QUICK INTRO

WHETHER IT'S THE CONTENT LOCKER, PUSH
SUBSCRIPTIONS MONETIZATION, OR
UNCONVENTIONAL TRAFFIC BACKLICK,
YOU GONNA FALL IN LOVE WITH

JUST A QUICK INTRO

Whether it's a content locker, push subscriptions monetization, or unconventional TrafficBack tag, we bet you gonna fall in love with Propush.me.

What's Propush.me?

We're happy you asked!

Propush.me is a special project of PropellerAds, which was designed to simplify the monetization of traffic with push subscriptions. Here we help webmasters and affiliates to earn high revenues on Push notifications. Why are we better than all these innumerable numbers of Push monetization platforms? Huh, another question!

Being a part of Propeller, we invested all our Push expertise into the development of this platform. We were the first to launch Push Notifications as an advertising ad format, so we know how to drive value for our publishers.

WHAT ARE SOME OTHER GREAT FEATURES?

- TRACKING WITH POSTBACKS
- REAL-TIME STATS
- REFERRAL PROGRAM
- WEEKLY PAYMENTS
- 24/7 LIVE CHAT SUPPORT

Let's sum up!

Propush.me is a reliable push monetization platform, offering a broad range of capabilities for webmasters and affiliates. Here's a quick tip: if you want to buy Push traffic generated in Propush.me - go straight to PropellerAds; that's where quality Push traffic is.

What's inside?

JUST A QUICK INTRO	1
HOW TO GET STARTED	3
Step 1. Add a website /Landing page	3
Step 2. Pass the moderation	4
Step 3. Verify your website or landing page	5
Step 4. Set up the Smart Tag	5
THE 3 WAYS TO EARN WITH PUSH SUBSCRIPTIONS	7
Monetize with Push Subscriptions	7
TrafficBack	8
Content Locker	11
PROPUSH.ME BEST PRACTICES	13
FAQ	14

HOW TO GET STARTED

**Starting with Propush.me is super easy.
Follow these 4 simple steps to begin monetizing.**

Before we start, make sure you've registered at Propush.me. Done? Go straight to your account.



STEP 1. ADD A WEBSITE/LANDING PAGE

The first thing you need to do is to add your HTTPS landing page or website:

- If you're a webmaster with the site - for example, you have posts, media or articles inside - please select the website option.
- If you're a media buyer and you plan to add our Smart Tag to your landing page, please select the landing option.

Smart Tag has the same functionality regardless of what you select, but selecting the right option can help us analyze and improve the platform.

Select source type ✕

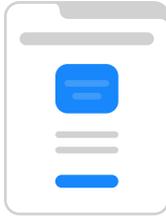
Website



✓ Website - a group of webpages, designed for multiple purposes; collecting subscribers is just an additional function of the website.
Suitable for: site owners, site monetization experts.

Add website

Landing page



✓ Landing page is a single web page where you can integrate Smart Tag for extra profit.
Suitable for: affiliates, offer owners, seo-specialists.

Add landing page

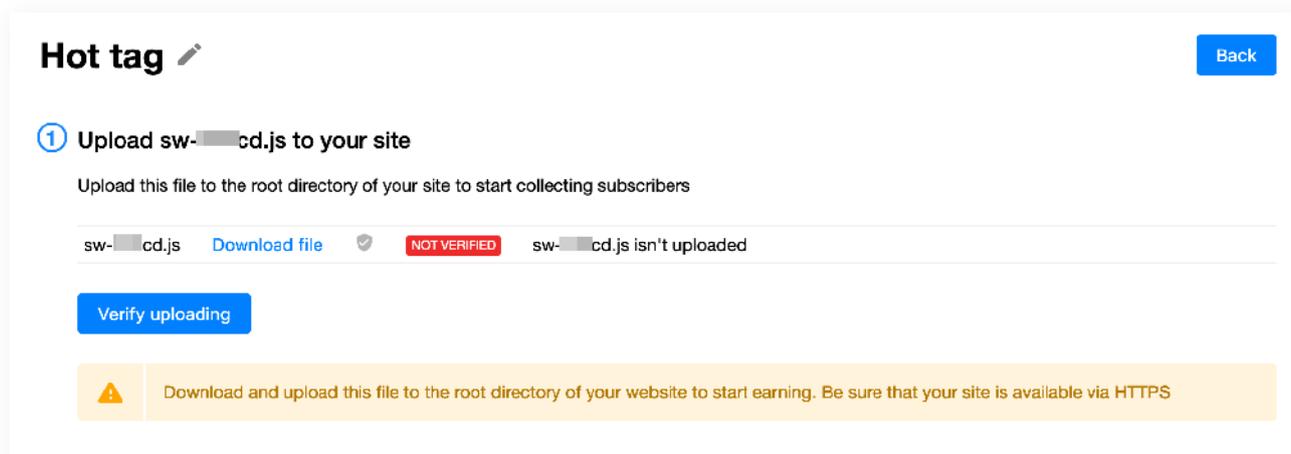
STEP 2. PASS THE MODERATION

Once you've added your website/landing page, we will need to check it to make sure it meets our rules and requirements.

STEP 3.

VERIFY YOUR WEBSITE OR LANDING PAGE

The last step before getting the Smart Tag is verification that won't take much time. We have to be certain that the site is really yours.



The screenshot shows a web interface for verifying a 'Hot tag'. At the top left, it says 'Hot tag' with a pencil icon. At the top right, there is a blue 'Back' button. Below this, a numbered step '1' indicates 'Upload sw- cd.js to your site'. A sub-instruction reads: 'Upload this file to the root directory of your site to start collecting subscribers'. A file upload area shows a file named 'sw- cd.js' with a 'Download file' link, a checkmark icon, and a red 'NOT VERIFIED' status. To the right of this, it says 'sw- cd.js isn't uploaded'. Below the upload area is a blue 'Verify uploading' button. At the bottom, a yellow warning banner contains a triangle icon and the text: 'Download and upload this file to the root directory of your website to start earning. Be sure that your site is available via HTTPS'.

STEP 4.

SET UP THE SMART TAG

Well done! You've passed the moderation and verified your website. Now, it's time to grab your Smart Tag and set it up: postback and source ID passing if necessary. Time to place the tag on your site.

If you do media buying and you need to monetize traffic after subscription/denial - please put the TrafficBack link too.

Don't forget to take the service worker file as well, and put it in the root with the exact name that the dashboard gave it. Don't remove the sw.js!

② Get tag code and add it to your site

Customize code by switching toggles on

- Set up Postback to track subscriptions
- Add Content locker
- Set up TrafficBack to get extra-monetization

Learn how to use custom elements of Propush.me code in this [Instruction](#)

```
<script>
  const s = document.createElement('script');
  s.src='//phoossax.net/pfe/current/tag.min.js?z=XXXXXXXXXX';
  s.onload = (sdk) => {
    sdk.onPermissionDefault(() => {});
    sdk.onPermissionAllowed(() => {});
    sdk.onPermissionDenied(() => {});
    sdk.onAlreadySubscribed(() => {});
    sdk.onNotificationUnsupported(() => {});
  }
  document.head.appendChild(s);
</script>
```

Let's sum up! Site/Landing + Smart Tag + sw.js + trafficback = PROFIT

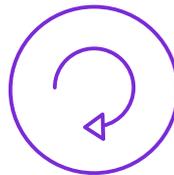
THE 3 WAYS TO EARN WITH PUSH SUBSCRIPTIONS

Let's look into the best ways to monetize Push subscriptions. At Propush.me, you can make money with Push subscriptions, TrafficBack, and, finally, Content Locker.

How to monetize with Propush.me?



Push Subscriptions



TrafficBack



Content Locker

1. MONETIZE WITH PUSH SUBSCRIPTIONS

The classics. How do you make money in this case? There are two scenarios:

- **Revshare:** you get paid for every 1000 push notifications delivered to subscribers which you brought. Your income depends directly on the quality and the lifetime performance of these leads.
- **CPS:** you are paid each time a unique user subscribes to Push Notifications on your website/landing page. Prices for each GEO and platform can always be found in the "Rates" tab of the dashboard menu on the left.

Tag name

Excited tag

Rev. share CPS

WHY OPT FOR PUSH SUBSCRIPTIONS?

It's flexible	AdSense compatible	Very user-friendly
Whether you're monetizing a niche website or an established, popular website - you can find a suitable revenue model.	Push Subscriptions are fully compatible with every other ad type (Context, display, native, etc.).	Delivered directly to your user's device, Push Notifications don't obscure text and images on the webpage or disrupt the flow of reading.

2. TRAFFICBACK

A special monetization option, **perfect for affiliate marketers.**

TrafficBack is your second chance to monetize ALL traffic if your primary monetization method didn't work out.

Okay, we need an example here.

Imagine that you do media buying. A user comes to your landing page and agrees to subscribe. Good for you - you'll get paid. And if he doesn't subscribe? What if he blocks the opt-in request or comes from the OS that doesn't support classic Push notifications? (iOS, for example). You would lose your money... but you don't have to.

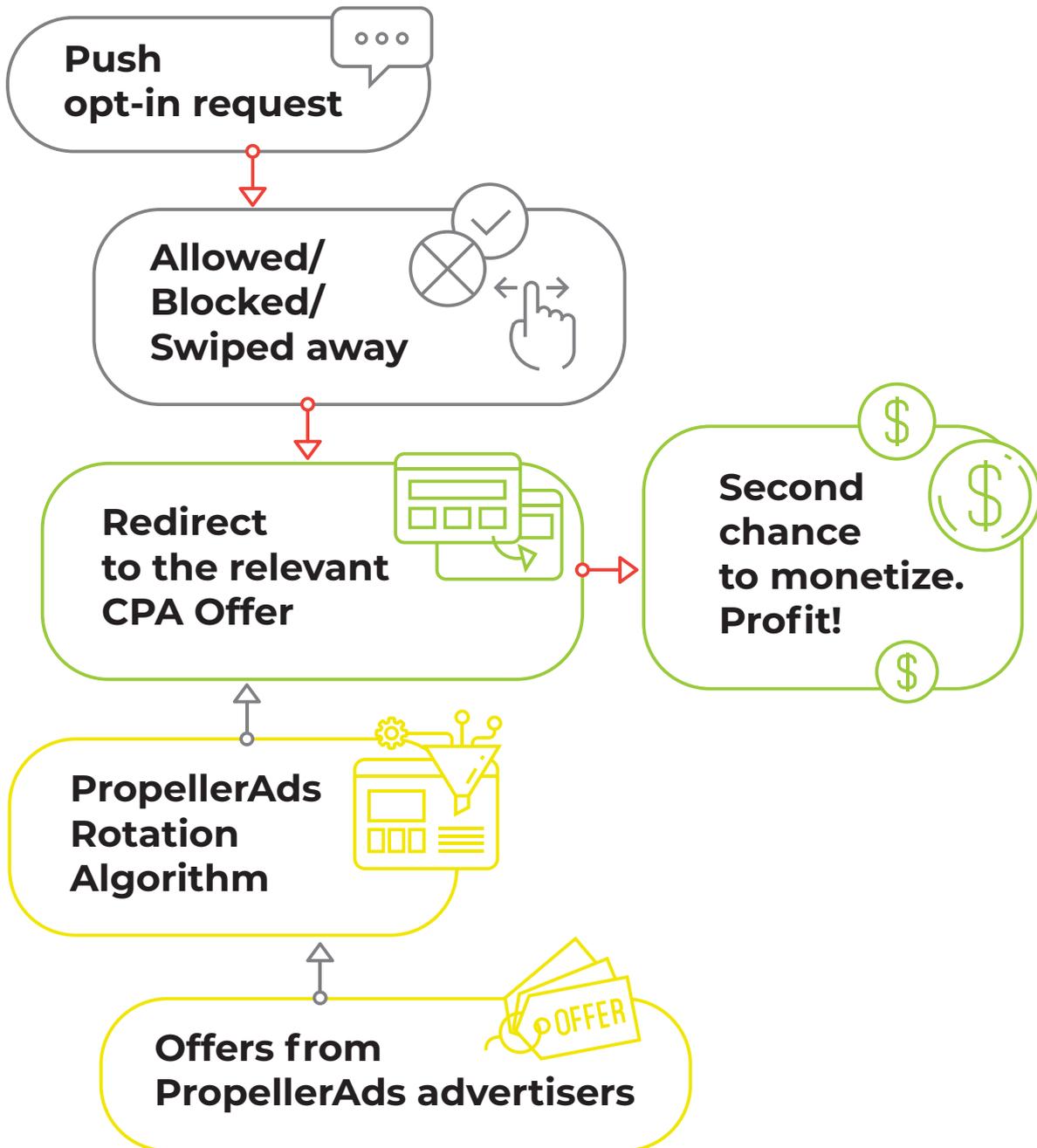
If you have the TrafficBack in place, you can still make money no matter what.

The mechanism behind the TrafficBack:

After a user is shown an opt-in request, no matter the outcome of this interaction - he is redirected to the relevant offer. The offers are coming from advertisers and selected by the PropellerAds intelligent Rotation Algorithm to match the GEO, OS, and platform.

Here's a handy scheme:

HOW DOES TRAFFICBACK WORK?



The most beneficial ways to use TrafficBack are:

- after the subscription is allowed
- after the subscription is blocked
- if a user closes the subscription window or swipes it away on mobile
- if a user is already subscribed
- if a user comes from the unsupported target (OS, platform, browser)

Our Smart Tag is exceptionally convenient and is already equipped with all the sections where you can put the TrafficBack URL easily.

Select events and zones for traffic back ✕

<input checked="" type="checkbox"/> Allowed	3080402 Beautiful tag ▼
<input checked="" type="checkbox"/> Denied	3080402 Beautiful tag ▼
<input type="checkbox"/> Skipped	Select zone ▼
<input type="checkbox"/> Already subscribed	Select zone ▼

[Save](#)

WE SUGGEST USING PRO.PUSH.ME TRAFFICBACK LINK BECAUSE:

Monetization by PropellerAds	Super FAST integration	All the stats in one place
An intelligent rotation algorithm can help you add up to 20% on average to your Push monetization earnings.	The TrafficBack is already on your dashboard, and it takes only 2 clicks to insert it into the SmartTag.	You can track your total earnings in one place.

3. CONTENT LOCKER

A great way to monetize the content that is already on your website.

Content Lockers – special tools that limit a user's access to specific parts of the webpage /or entire page until a user completes a certain target action.

Here's an example of how it works: a user finds a video he really wants to watch. He lands on the page with this video – but the part of the page where the video is supposed to be is blurred. Above the blurred area, he sees a notice: “Click “Subscribe” to watch the video.” The video will remain unavailable unless the user subscribes. The publisher is paid as soon as a user opts-in.

Any content can be gated, but that's what publishers usually choose to lock:

- Images (e.g., celebrity images, studying materials, etc.)
- Text (e.g., books, valuable blog posts, research articles, etc.)
- Videos
- iframe (e.g., interactive applications)
- Music files

Content Locker



Block content until user allows subscription

Interaction with users starts

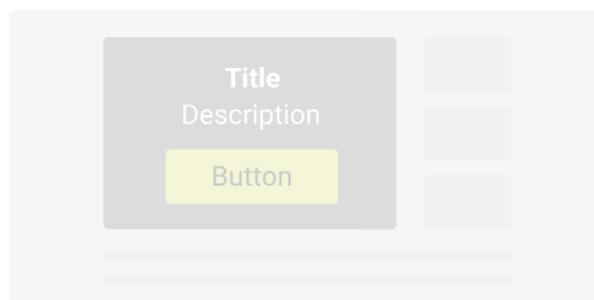
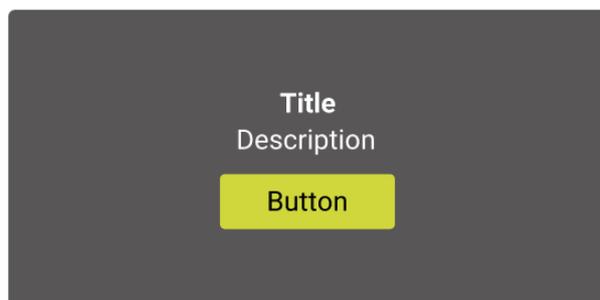
After the page opening

After clicking on the element

Overlay settings

Darken the whole page

Darken a specific element of the page



Delay before displaying overlay, sec

0

Overlay opacity, %

66

WHY CONTENT LOCKER ROCKS?

It's faster	No extra effort	It boosts your profit
Because users are highly motivated to perform the target action (subscription), the entire monetization process is going much faster.	You don't have to create new stuff or implement refined monetization schemes – use what you already have (or what you would normally upload).	According to industry stats, the Push subscription rates rise by an average of 17% if the content locker is used.

PROPUSH.ME BEST PRACTICES

For all those subscriptions media buyers out there, we've prepared a list of best practices to make sure your profits don't go up in smoke.

- 1.** First of all - find a relevant traffic source. Usually, Popunder /Onclick traffic works best for subscription collection, but you can also use remnant traffic, traffic from pre-landers, redirect, display, social media traffic, etc. - whatever works best for you.
- 2.** Create multilingual landing pages and customize them according to your traffic source.
- 3.** Add TrafficBack to have additional income from the start.
- 4.** Try several different landing pages to see which one performs best for you.
- 5.** Pass the sub-sources to see the performance of each traffic chunk separately.
- 6.** Analyze by GEO, GEO+platform, GEO+platform+source, and remove the underperforming targets.
- 7.** Follow browser updates and trends.
- 8.** Evaluate the activity of your subscribers in our dashboard by metrics of subscription, unsubscription, CR, and the number of first impressions delivered to subscribers.

FAQ

WHY DON'T WE GIVE READY LANDING PAGES?

If you're doing media buying, it may seem better to have a "turn-key" solution right away - a link that will have a landing page inside and the code. However, quicker and easier doesn't always mean better.

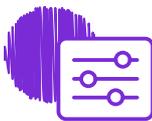
IF YOU HAVE YOUR OWN LANDING PAGE AND OUR SMART TAG, YOU CAN DO THE FOLLOWING:



Design a landing page no one else has



Have full access to technical details of the script and adjust it to all your needs, including browser updates



Adapt landing pages to traffic sources



Collect additional metrics, and it will help you better optimize the media buying process



Add extra monetization how and where you want



Control everything yourself

HOW OFTEN CAN I RECEIVE MY PAYOUTS?

You can receive your money weekly! Our hold period is only 4 days.

CAN I MONETIZE A BLOGGER-BASED WEBSITE?

No, as our tag is not optimized for Blogger websites.

If you wish to monetize a website based on any of the platforms mentioned, you shall purchase a domain from a Domain Registrar that will register your domain name and host it on their server. Wordpress and Blogger also offer hosting services for your own domain at a monthly fee.

READY TO ROCK PUSH SUBSCRIPTIONS?

Now that you're fully equipped, you can pour all of your energy into testing these cool new monetization methods.

So let's check the boxes:

- [Registered at Propush.me](#) - check
- Learned all the tips and tricks on how to monetize Push subscriptions like a world-class champion - check

Whew! Looks like we are done here. We sincerely hope you found this short guide helpful and informative.

See you at Propush.me!