proPush·me
by PropellerAds

QUICK START GUIDE

"How to get started"

ProPush.me best Practices

Step 1.
Add a website /Landing page

The 3 ways to earn with Push subscriptions

Let's sum up!

FOR PUBLISHERS & AFFILIATES

What's ProPush.me?

ProPush.me is a special PropellerAds project that helps affiliates, webmasters, and anyone who has a website with incoming traffic earn money using push subscriptions. We give you a CPA offer (in the form of an URL or a Smart Tag) with flexible settings, to which you send traffic, and we convert this traffic into push subscribers to earn money.

WHAT TRAFFIC TYPES WORK WITH PROPUSH?

- ONCLICK / POPUNDER
- REMNANT
- TRAFFIC FROM PRE-LANDERS
- REDIRECT
- DISPLAY
- SOCIAL MEDIA

Read more

WHAT ARE SOME OTHER GREAT FEATURES?

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

What's inside?

HOW TO GET STARTED

**Starting with ProPush.me is super easy.
Follow these steps to get the ProPush Smart Tag and start monetizing traffic with the platform.**

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

Step 1. > **Step 2.** > **Step 3.** > **Step 4.**

Add a
website /
landing
page

Pass
moderation

Verify
your website
or landing
page

Set up the
Smart Tag

STEP 1.
ADD A WEBSITE/LANDING PAGE

The first thing to do is adding your HTTPS landing page or website:

• If you're a webmaster who has a site — for example, you have posts, media or articles posted on your resource — please select the website option.
• If you're a media buyer and you want to add our Smart Tag to your landing
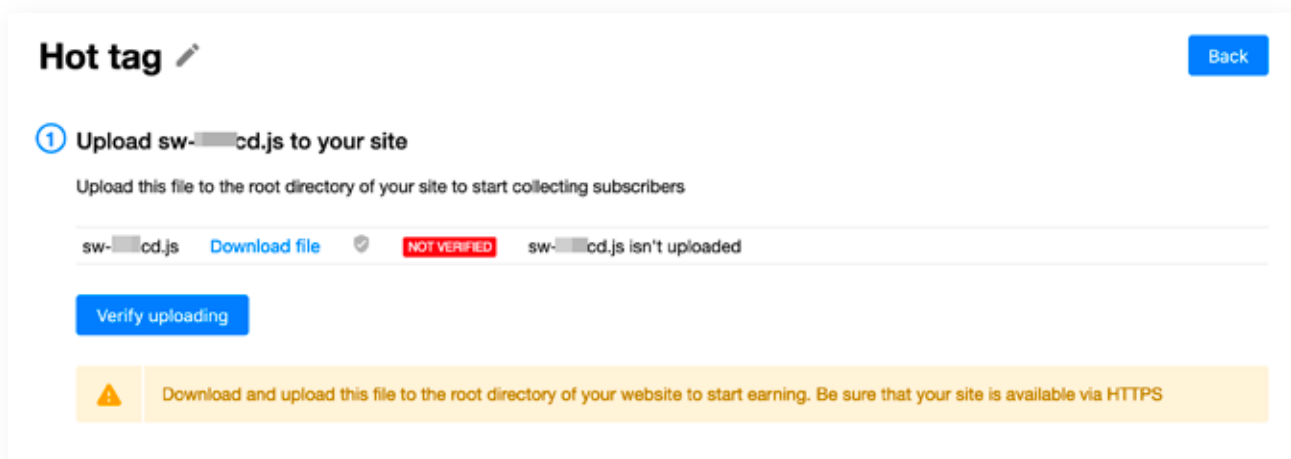 page, please select the landing option.

STEP 2.
PASS THE MODERATION

Once you've added your website/landing page, give us a while to check it and make sure it meets our rules and requirements.

STEP 3.
VERIFY YOUR WEBSITE OR LANDING PAGE

In the last step of the process, we verify that the site is really yours. This is done automatically and doesn't take long.

Don't forget to set the TrafficBack link to start monetizing even those users who didn't subscribe or left the page. Find out how to do that right here.

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.

Don't forget to take the service worker file as well and put it in the root with the exact name corresponding to the one on the dashboard. 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=        ';
    s.onload = (sdk) => {
        sdk.onPermissionDefault(() => {});
        sdk.onPermissionAllowed(() => {});
        sdk.onPermissionDenied(() => {});
        sdk.onAlreadySubscribed(() => {});
        sdk.onNotificationUnsupported(() => {});
    }
    document.head.appendChild(s);
</script>
```

3 WAYS TO EARN WITH PUSH SUBSCRIPTIONS

1. EXTRA-MONETIZATION WITH AD NETWORKS INCLUDING PROPELLERADS

BEST FOR: AFFILIATE MARKETERS

After you register at ProPush.me, add your landing page/website, and verify it, you can add Smart Tag to the landing page of your offer.

Then you can buy traffic for your landing page and drive it as usual. Smart Tag will display a push subscription opt-in request, and users will be offered to subscribe to notifications. Smart Tag doesn't interrupt your conversion flow, so users will stay on the landing page no matter if they subscribe or not.

Give it a try — subscribed users can bring you up to 35% of additional income with no effort!

Find a detailed video guide on how to set up Smart Tag [here](#).

2. MONETIZE WITH PUSH SUBSCRIPTIONS

BEST FOR: WEBMASTERS AND WEBSITE OWNERS

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

- **Revshare:** you get a part of the revenue that advertisers get from your subscribers. 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

- **With CPS,** you receive a one-time payment for each unique subscriber. Thus, you can quickly recapture the purchased traffic and effectively evaluate the vertical of push-subscriptions.
- **With Revshare,** you do not immediately discard the purchased traffic, but play the longer game. Each subscriber you bring, unique or not, brings you money with time. Your subscriber base is growing every day, and the profitability increases significantly.

Do not be afraid to experiment with Revshare, and the result will delight you for a long time!

Find out how to earn smartly with Revshare here.

3. TRAFFICBACK

BEST FOR: WEBMASTERS AND WEBSITE OWNERS

Traffic Back is your second chance to monetize ALL traffic if your initial monetization method didn't work. Okay, we need an example here.
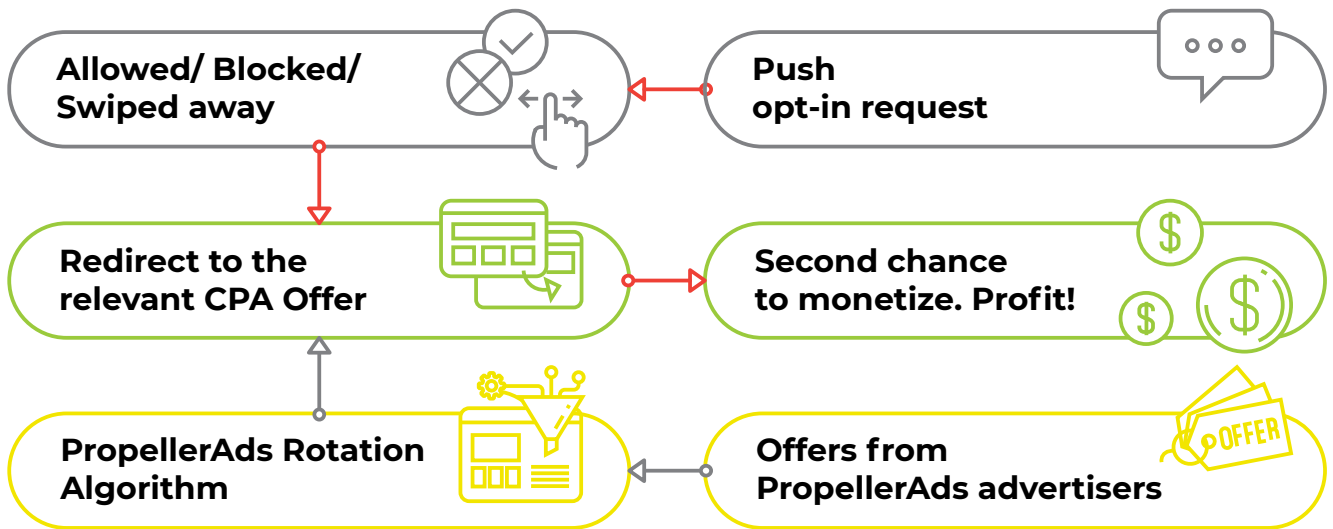
Imagine you are a media buyer. A user comes to your landing page and agrees to subscribe. Good for you — you'll get paid. And if he doesn't subscribe? What if he blocks the opt-in request? Or what if his OS doesn't support classic push notifications (iOS, for example)? You would lose your money... but you don't have to.

If you have Traffic Back at hand, you can still make money no matter what.

The mechanism behind Traffic Back: after a user gets an opt-in request, he is redirected to the relevant offer regardless of his action. The offers are delivered by advertisers and sorted by the PropellerAds Intelligent Rotation algorithm to match the GEO, OS, and platform.

Here's a handy scheme:

HOW DOES TRAFFICBACK WORK?

Allowed/ Blocked/ Swiped away ← **Push opt-in request**

↓

Redirect to the relevant CPA Offer → **Second chance to monetize. Profit!**

↑

PropellerAds Rotation Algorithm ← **Offers from PropellerAds advertisers**

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 an active subscriber already
- if a user comes from the unsupported target (OS, platform, and browser)

Our Smart Tag is exceptionally convenient and equipped with all the sections for simple Traffic Back URL activation.

Select events and zones for traffic back ✕

☑ Allowed   3080402 | Beautiful tag | ⌄

☑ Denied   3080402 | Beautiful tag | ⌄

☐ Skipped   Select zone ⌄

☐ Already subscribed   Select zone ⌄

WE SUGGEST USING PROPUSH.ME TRAFFIC BACK 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% to your push subscriptions income.	Traffic Back is already on your dashboard, and it takes only 2 clicks to combine it with Smart Tag.	You can track all of your earnings in one place.

PROPUSH.ME BEST PRACTICES

For subscription media buyers like you, we've prepared a list of the best practices to make sure your efforts and money never end 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. Choose the one that works best for you

2. Create multilingual landing pages and customize them according to your traffic source.

3. Add Traffic Back to have additional income from a successful 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 PROVIDE READY-MADE LANDING PAGES?

If you are a media buyer, it may seem better to have a "turn-key" solution right away — a link to a landing page along with 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 unique landing page no one else has

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

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

Add any type of extra monetization

Adapt landing pages to traffic sources

Control everything yourself

HOW OFTEN WILL I GET MY PAYOUTS?

• You can receive your money weekly! Our hold period is as short as 4 days.

• **The retention period or the first payment after registration makes 14 days. Make sure to verify your account to receive it.**

• **The minimum payout is $100.**

READY TO MASTER PUSH SUBSCRIPTIONS?

Now that you're fully equipped, you can focus on 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!