



Advertising Partner Evaluation Model

Due diligence is important when selecting a new channel. This checklist can help you ask good questions to assess and find a suitable advertising partner.

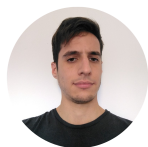
Suggested Questions and Requests	Observations
Company	
Headquarters, global offices, # of employees, founding year	It is difficult to develop any technology without at least 8-10 Full time engineers
External funding to date (angel investment, venture capital, self-funding)	It is challenging to develop any technology without having raised at least USD 1MM.
Local support available (account management, data analysis)	Local support availability should be related to clients' operation sites. Having clients in very diverse locations with local support concentrated in just could be challenging
Main competitors	Looking at the partner's competitors will help you understand the its business model. If they point out Google or Meta as competitors, or state that there are no competitors for their value proposition, this may be useful answers.
Unique selling proposition: How does your value prop differentiate from the competence?	The advertising market is quite competitive, so value prop differentiation possibilities are slight (if the partner's value prop is so good, why isn't everyone hiring them?)
Buying Model	
Is it an advertising based model or an affiliate?	Advertising is usually more transparent and less risky. Affiliate models have to be very well understood to check if their serve your needs.
For advertising based models	
Do you own your inventory?	Owned inventory is usually more transparent, auditable and exclusive. Third party exchanges have access to larger audiences, but you have less control over the sites where your ads appear.
If you do not own your inventory: Do you have a direct relationship with your publishers? If you do not have a direct relationship with publishers: Do you buy your inventory in exchanges or as an agency?	Direct relations with publishers ensure more transparency and control
Preferred advertiser payment terms (CPI / CPC / CPM / CPA / management fee etc.)	CPM is the standard for advertising based models, since fixed CPA implies that the partner has very variable profit margin. How can they ensure a fix price?
For affiliate models	
What kind of sites/apps are part of your affiliate network?	The sites and apps should match the interests of your target audiences, and be relevant for them
How is the revenue model of your typical affiliate work?	Understand how the publishers would be incentivized to show your ads
Preferred advertiser payment terms (CPI / CPC / CPM / CPA / management fee etc.)	CPA is a usual pricing model. If CPAs seem abnormally low (versus other alternatives) ask why.
Do you or your publishers offer rewards to users to do specific actions (incentivized traffic)? What type of rewards do they offer?	Analyze if users looking for an external reward (cash payments, gaming rewards) are a relevant audience for your business.
Clients	
Top 5 advertiser clients in the region	Research their clients and check if they have solid business models
Top 5 publisher clients in the region	Research their publishers and check if they have solid business models
Performance advertising success stories / case studies	Analyze the case studes and ask for details.
Monthly revenue in top 3 markets in the region (ex: Brazil, Mexico)	Check if the partner generates revenue in geos that are relevant for your business.
How is your revenue share by business verticals (commerce, finance, gaming, etc)	Check if the partner generates revenue in verticals that are relevant for your business.
Have you worked with other advertisers to reach \$100-200k / month in spend*?	Check if the partner has experience in businesses with a similar size to yours.
Can we set up a reference call with a big scale advertiser?	Use the call to cross-validate the information the partner previously gave you.
Audience, Ad Volume and Performance	
Reached daily active users (DAU) and monthly active users (MAU) - by country*	Check if DAUs/MAUs represent a reasonable share of each country's population
Audience demographics (age, gender, interests)	Analyze if the demographics are reasonable for the kind of inventory they offer (e.g. finance content for teenagers doesn't seem very reasonable)
(For Ad Based models) Impressions, installs, eCPI, eCPM - by ad type / by country* (monthly)	Check data against benchmarks from your campaigns currently running with other partners
(For Ad Based models) Which are your benchmarks for impression vs click attributions?	No impression attributons may raise concerns around bot activity
(For Ad Based models) % of revenue - brand vs. performance	What kind of advertising strategy does the partner specialize in?
Transparency and reporting	

Can you dynamically pass advertising ids (IDFA, GAID) via AppsFlyer impression and click measurement URLs?	Providing data on impressions and clicks is a basic transparency requirement. Without this, it is impossible to check if the partner is showing real ads to real users.
Site-level transparency - can you pass app store app ids via AppsFlyer tracking links?	Site ID sharing is a basic transparency requirement. You must be able to check in what kind of sites or apps your brand is being shown.
Do you support MMP view and click tracking links?	Clicks and impressions should be checked by a trusted 3rd party (MMP)
Do offer a real-time Reporting API and/or advertiser dashboard? (ad requests, impressions, clicks, conversions - by country, city, day). Please share API documentation and/or a test dashboard login	Reporting data in a clear and accessible way is a sign of transparency.
Which are your benchmarks for assisted/overlapped conversions with other paid media channels?	Establishing a prior benchmark will allow you to check for anomalies afterwards
Do you check for impression-backed clicks in your attribution models?	Impression-backed clicks are a transparency standard. Not checking for this creates the opportunity for fraudulent activity.

Fraud	
How do you identify fraudulent publishers?	Trusted partners should offer pre and post install suspicious pattern detection and exhaustive checks on publisher clients and publisher apps
How do you verify publisher/app names are real? Do you work with independent third-parties to analyze your inventory for fraud?	Trusted partners should make exhaustive checks on publisher clients and publisher apps
What technology do you have in place to detect ad fraud?	Check for recognized anti-fraud software vendors
Can you offer specific examples of fraud you have detected on your platform (ex: click injection) and the controls you implemented to prevent fraud?	Check if the examples may apply to your business or advertising strategy

Technology and features	
What is your buying strategy?	The usual playbook is to begin spending at low volume to prove out ROAS, and after two weeks, begin to scale
Supported ad types (ex: Banner, Static interstitial, Video interstitial, Native, HTML5/Rich Media) - screenshots of each	
Can your platform ingest MMP's postbacks for post-install events (signups, first trips, trips)? Can you optimize campaigns for post-install events (ex: signups, first trips)? Is this optimization manual/automatic?	Ingesting postbacks for deeper funnel events will allow you to better understand the traffic quality from each partner or channel
What data sets (proprietary or third-party) do you use to optimize campaigns?	Exclusive data sets may offer interesting optimization opportunities
Does your platform support lookalike audience modeling?	Lookalike modelling allows you to find users that are similar to your best performers
Do you support ad suppression lists?	Suppression lists allow you exclude users that you don't want to be targeted, making your campaigns much more precise
Do you offer a self-serve advertiser dashboard (create/start/pause campaigns, upload creatives etc.)	Self-serve dashboards offer you more control over your campaigns
Do you support region/state/city targeting?	Geographic targeting allows for more precise campaign targeting and testing
What ad targeting options do you offer (ex: platform, OS version, device model, age, gender, app category)?	A wider range of targeting options increases complexity in optimization, but gives you more control over the process
Do you run retargeting campaigns?	Retargeting campaigns allow to target users at specific funnel stages

Incrementality and Conversion Lift	
Does your platform support Conversion Lift Studies (CLS)?	Running conversion lift studies will allow you to understand the real value delivered by your campaigns, and estimate incremental conversions and CPAs
Which methodologies are available for CLS (PSAs, ghost bids, geo-tests, etc)?	A wider range of measurement possibilities ensures comparability across channels.
Which are your benchmarks for relative uplifts (by country/business vertical)?	Having a prior benchmark will allow you to check anomalies afterwards



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For more info to diversify your media channels you can contact us at hello@winclap.com or just [book a meeting with one of our Growth Experts](#)