



Everyday Horoscopes

BECAUSE EVERY DAY MATTERS

Founded in 2015, EverydayHoroscopes is a source of astrological insights that allow to get a sneak peek into the future. Our goal is to continuously improve our ways to attract and retain subscribers.

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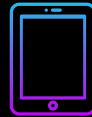
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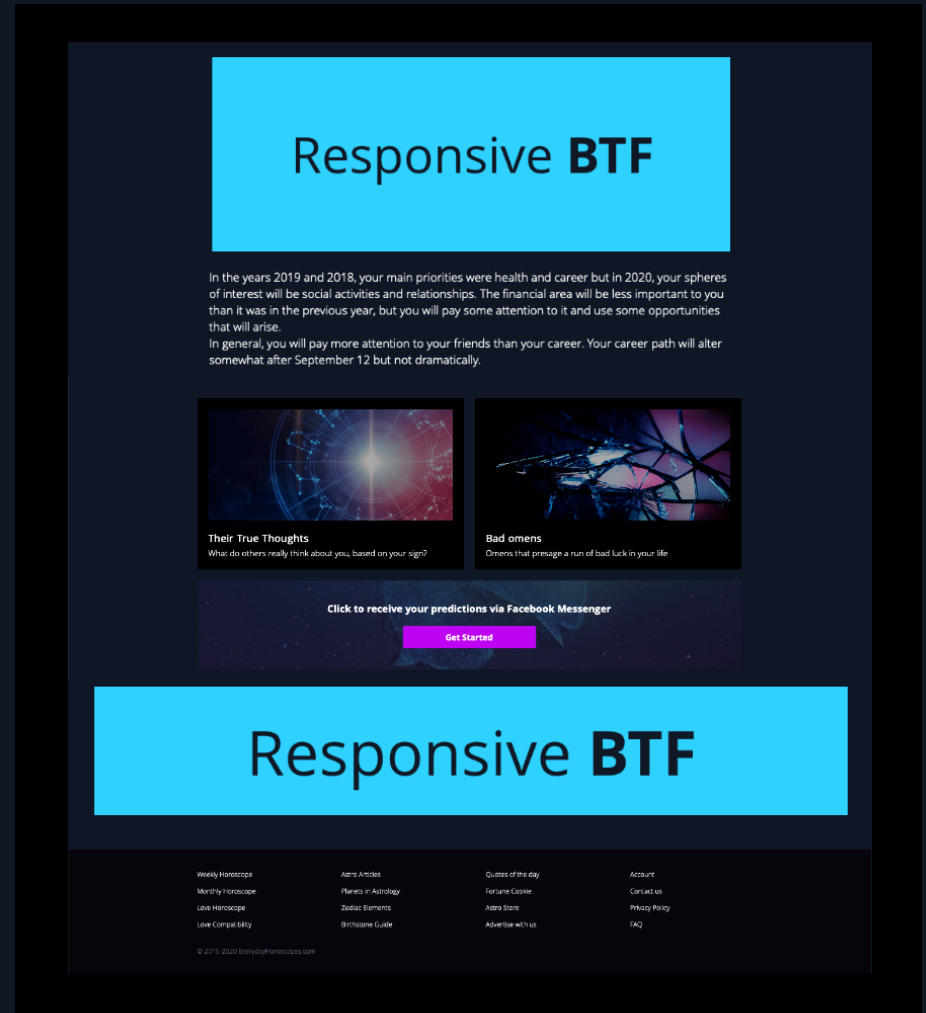
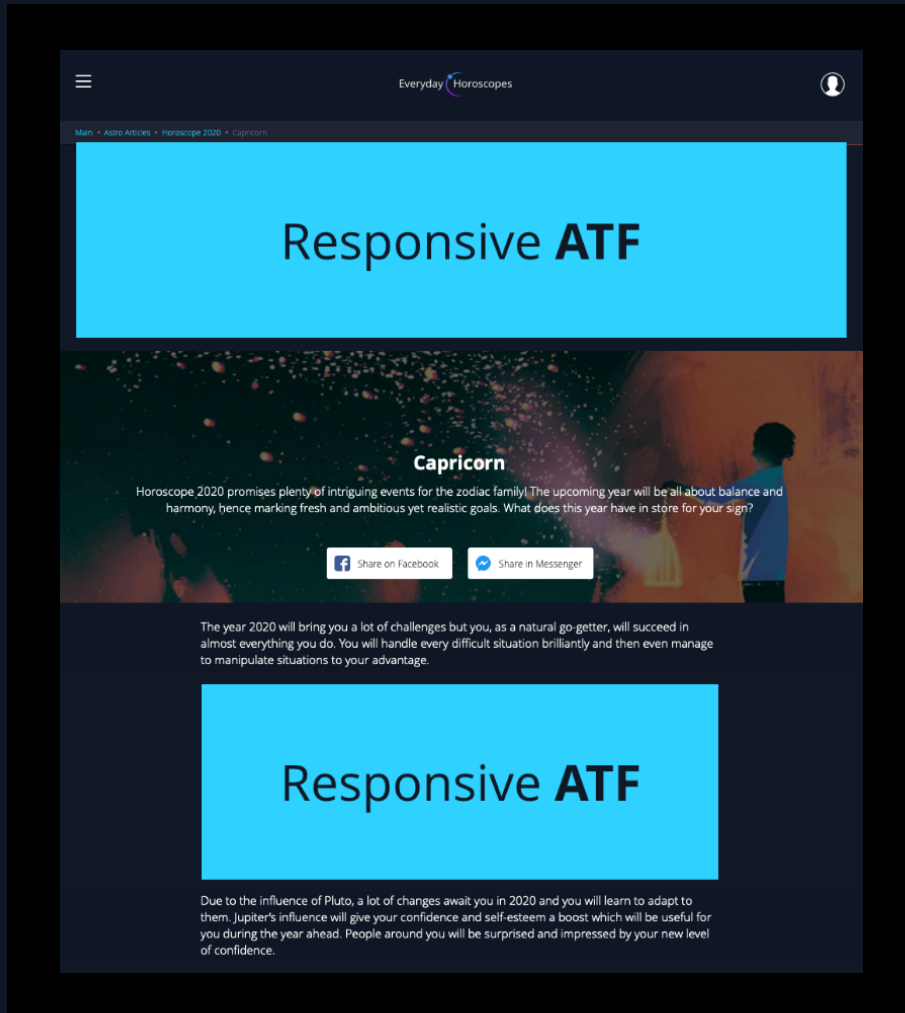


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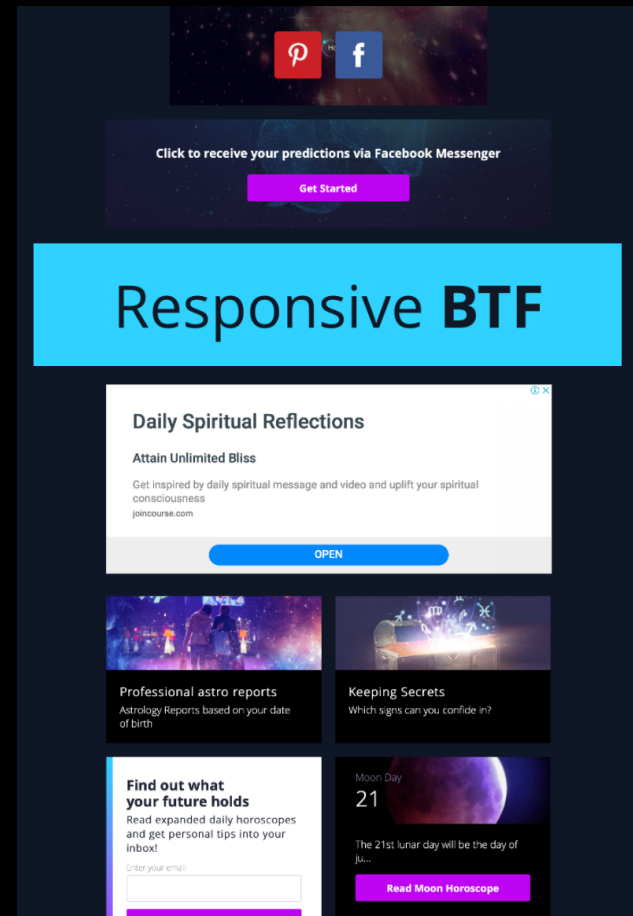
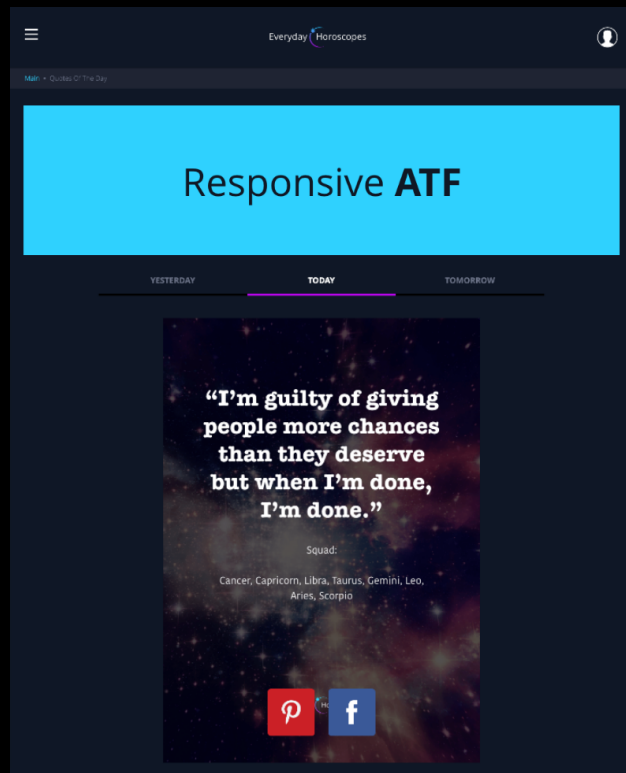
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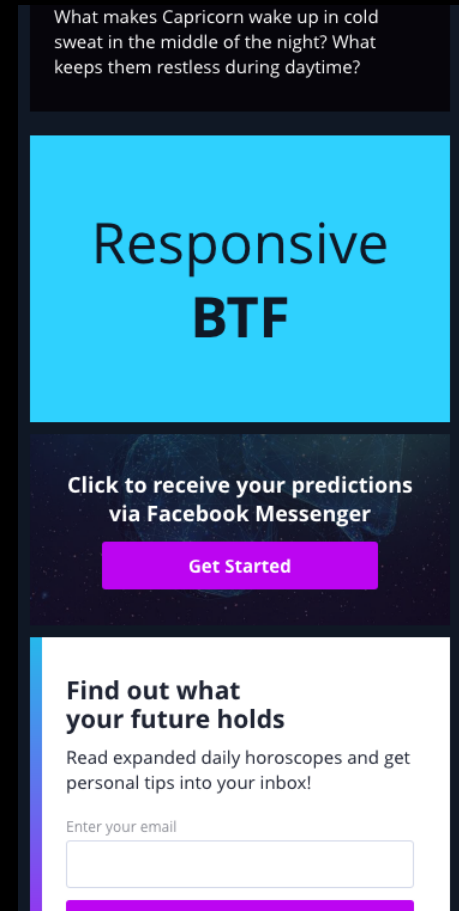
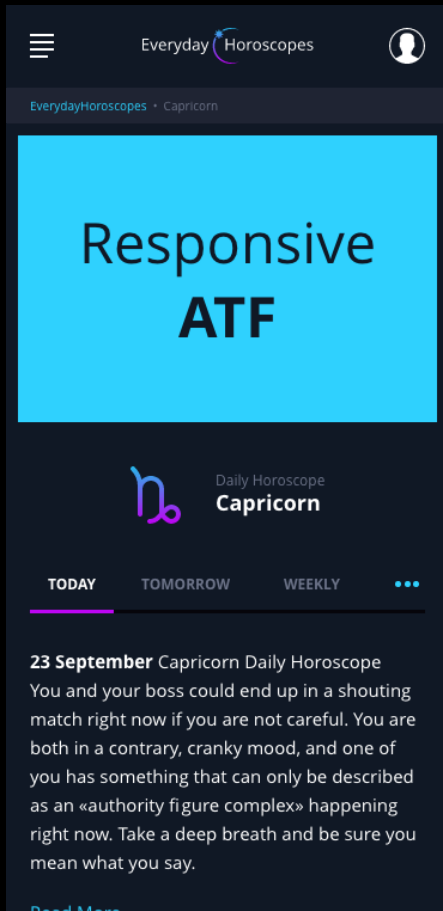
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PLACEMENT EXAMPLES

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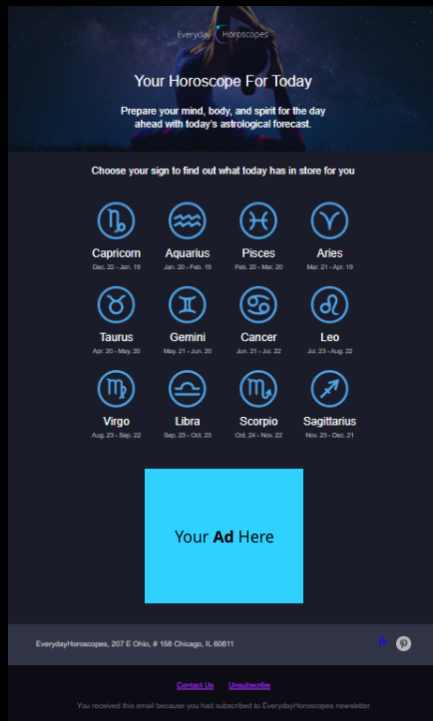
FAQ

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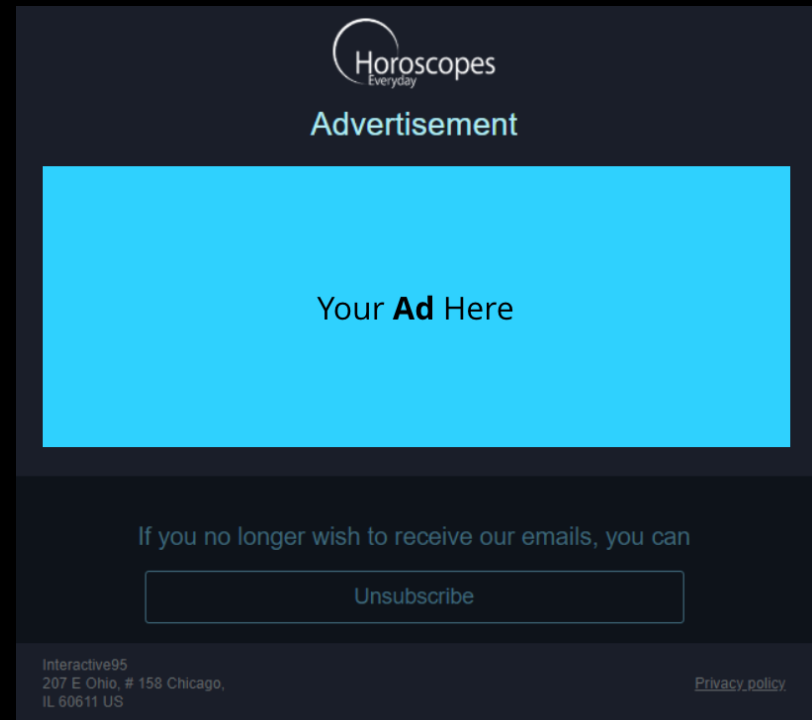
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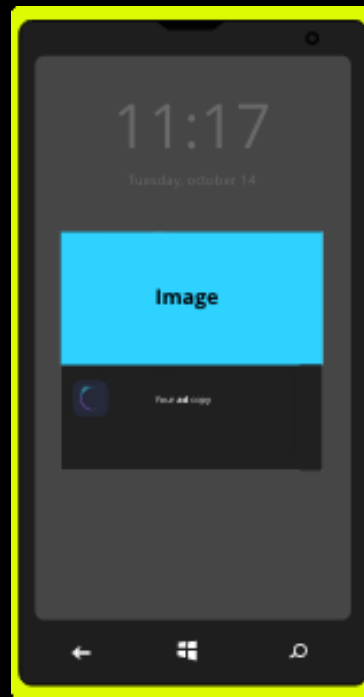


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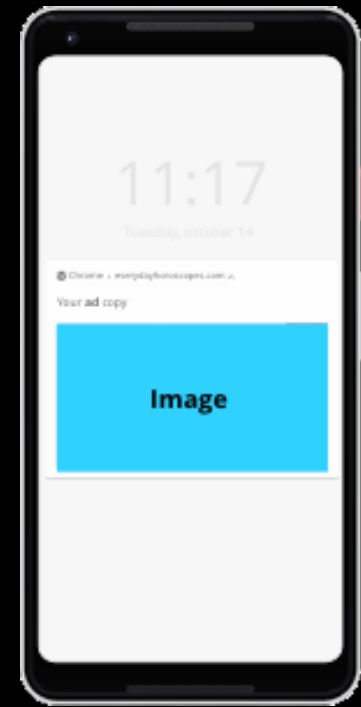
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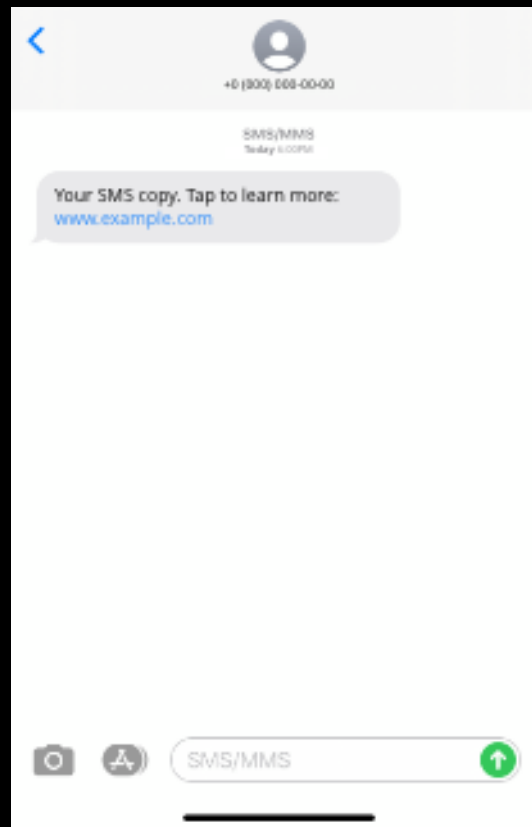
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61.9%

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38.1%

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Banner	CPL	ATF/BTF	\$2.5
Banner	CPC	ATF/BTF	\$0.3

EMAIL ADVERTISING

Ad Type	Pricing Model	Placement	Rate Base
Banner	CPL	BTF	\$2.5
Banner	CPC	BTF	\$0.5
Standalone campaign	CPM	ATF	\$10

ASTRO STORE AND CONTENT RECOMMENDATION UNITS

Ad Type	Pricing Model	Placement	Rate Base
Banner	CPL	ATF/BTF	\$2.5
Banner	CPC	ATF/BTF	\$0.5

PUSH NOTIFICATIONS AND SMS

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Push notifications	CPL	\$2.00
SMS	CPM	\$16

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