

Creatives that Convert

Your guide to high-performing ads on EthicalAds

EthicalAds

Reach Developers With The Perfect Message

EthicalAds is a developer-focused niche ad network. We're a small team, but we've run a lot of campaigns for our advertisers and learned tricks and best practices to help you get the most out of your next campaign.

750M+

Paid ad impressions
since 2020

2,900+

Unique paid ads run on our
network

400+

Paid advertisers
since 2020

Good ads speak directly to developers in their language and are focused on product benefits.

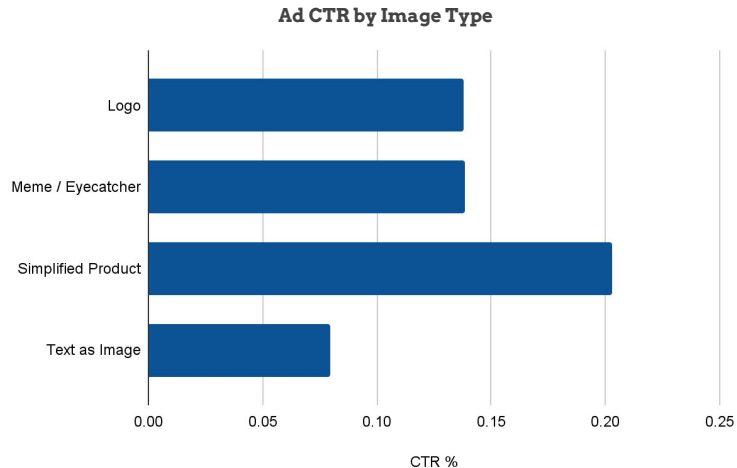
- EthicalAds advertising guide

Product screenshots work best

Across hundreds of millions of ad views on our network, we've found that simplified product screenshots make the best ad images.

Avoid too much text in the image

Our network lets you pair your image with 100 characters of text. Use that to tell your story and use the image to describe or show off your product.



Performance data from paid ads across paid North America and W. Europe from Jan-May 2024

Case Study - Checkmk

[Checkmk](#) iterated over multiple campaigns on contextual and publisher targeting, ad images, and ad copy to get great results

Current Ads

CTR: 0.213%

1 "No more downtime" is something every developer would love at their company

2 Checkmk tested multiple images but found a simplified product screenshot combined with their logo worked best



No more downtime.
Monitor your entire IT infrastructure with Checkmk all-in-one tool.
[Start for free](#)

3

Checkmk targets specific pages with monitoring related keywords and phrases

4

Checkmk found their messaging worked best on a subset of our publisher network and focused their campaigns there

Early versions of their ads had less than half the current CTR. These iterative gains over time yielded a **huge increase in lead volume and quality without increasing campaign costs.**



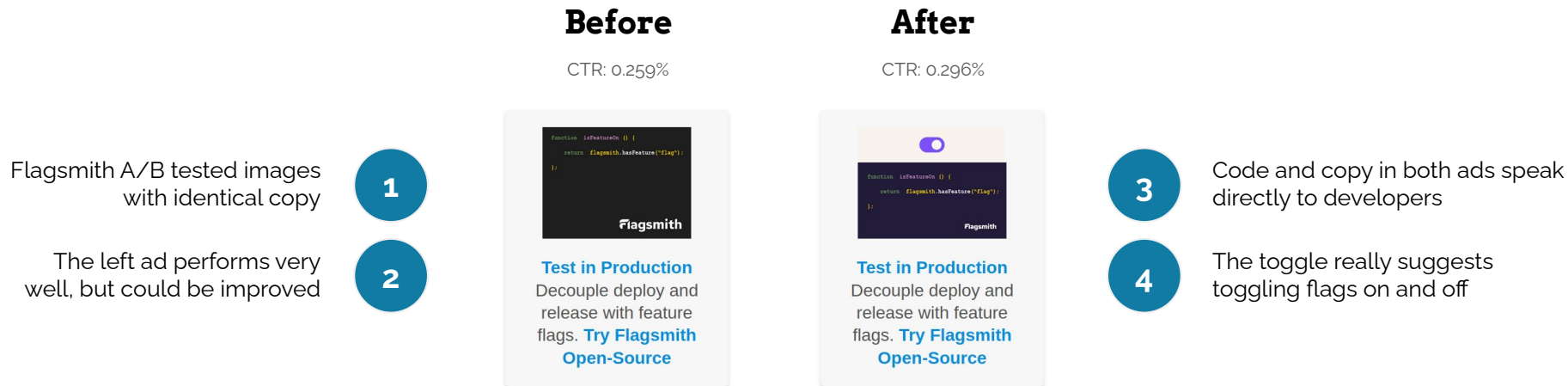
"EthicalAds consistently delivers exceptional results effectively reaching our highly targeted IT audience and generating quality leads."

Tomasz Gambuś

Senior Digital Growth Manager at Checkmk

Case Study - Flagsmith

Finding images that resonate with the EthicalAds audience will result in the best campaign for your ad dollar



Both ads perform extremely well on our network and are well above our network averages, but [Flagsmith](#), who specializes in feature-flags, ran both images against each other in the same campaign. By iterating, they found an image that gave better visual cues about the product, resulted in more clicks, and better set up the landing page to convert.

Ready to start your campaign?



David Fischer
Cofounder



Eric Holscher
Cofounder



Eric Raszewski
Key Account Manager

Yes, there's two Erics.
It's confusing..

Questions? Want to discuss? Or ready to start?

ads@ethicalads.io

EthicalAds