

MD: Calendar push traffic is a fresh new way to do ad marketing. It stands out in a field where there aren't many ways to interact with a specific audience. [Click here to read more.](#)

Calendar Push Traffic — Everything You Need to Know

Everyone in the advertising business wants to connect with their target audience in the best possible way. It is definitely challenging to find a single channel that allows for interacting with a variety of highly engaged customers. The good news is that calendar push notifications make things easier. Keep reading to know how calendar push notifications work and how to employ this strategy to the maximum.



The Basics of Calendar Push Notifications

The typical US smartphone user receives 46 push notifications every day. The medium opt-in rate for this format is high on both Android (81%), and iOS (51%), indicating that individuals are faithful to such alerts and willingly subscribe to them. Furthermore, pushes have one of the greatest CTRs (4.6% and 3.4%, respectively) with comparable response rates, which is rather good. As you can see, making push notifications a part of your ad campaigns will help you generate conversions and, therefore, revenue. But how can you start such initiatives in the most efficient way?

Advantages and Disadvantages of Calendar Push

Calendar traffic is an effective type of advertising that targets the proper demographic instead of covering a full base.

Pros:

- High-quality traffic — Affiliate marketers may reach the right population. Most calendar push traffic is accessible in tier-1 and tier-2 GEOs, with a native design. People are continuously preoccupied with their own concerns, so they soon tire of advertisements, particularly if they see them often. However, when people view advertising that appears like planned affairs, they regard them more loyally than traditional ad banners.
- Easy access to advertisements — In contrast to push adverts, subscribers may return to the ad at any moment.
- Great visibility — While the internet is full with advertisements, the calendar ad type is not well recognized. So, there's a chance that your alerts will be the first ad your prospective consumers view.
- High conversion — Since calendar push notifications show in the app that users become accustomed to, subscribers readily believe them and click the ad link more often than conventional advertising.
- No icons or images — For calendar ads, you don't need to add pictures and icons. Obviously, the start and improvement of a campaign are easier when there are fewer elements to manage.
- Low testing budgets — Affiliate marketers pay just for link clicks since the format is based on the CPC model.

Cons:

- Budgeting may be difficult — Advertisers cannot anticipate how many hits they will get since users might still click the link in the calendar app after the campaign has ended. This can make it less useful to be able to quickly see the ads. But if you have a flexible budget, you can try out the new style.
- Creative issues — Of course, it is much faster to make a creative asset with just a title and a link, but you are unable to use visual components like symbols and graphics that would be most effective in attracting subscribers' attention.

Top 5 Verticals for Calendar Push Traffic

Calendar push traffic is designed to function in all evergreen verticals. That being said, if you want to promote to a very small and specific group of businesses, you should think about those details. Some sectors may have high traffic numbers during peak activity seasons but offer poor returns when the season is down. Seasonal traffic volume changes might have different consequences depending on the kind and quality of traffic. The only way to balance these elements is to deal with multiple push traffic providers simultaneously. Meanwhile, these are some of the top verticals for advertising push notifications.

E-commerce

E-commerce is one of the most competitive areas, but it is also one of the most sustainable since individuals purchase under almost any circumstance. To grab clients' attention and generate traffic, try giving discounts and promo codes, advertising time-limited specials and promotions, and so forth.

Games and Technology

People like playing video games on any device and are always looking for new consoles and entertainment options. Furthermore, the majority of them are technologically inclined, seeking the latest cutting-edge devices, software, and so on. This vertical is not only steady, but it also grows.

Antivirus and VPN

Security for all of their gadgets is becoming more and more important to people. In this way, you can reach almost everyone in this field. VPN services are another option since many people need them to get to websites or content that are banned.

Finance

This vertical includes a broad variety of subcategories, such as insurance, loans, and cryptocurrencies. Furthermore, seasonality has little impact since individuals are concerned about their insurance and money all year.

Health and Beauty

This is one of the most sustainable verticals for all types of advertisements, including push notifications. People never stop worrying about their health and attractiveness. They attempt to stay active, eat well, and so forth. This way, you'll have access to a wide audience.

Let's Wrap It up

Calendar push traffic is a fresh new way to do ad marketing. It stands out in a field where there aren't many ways to interact with a specific audience. Even though the style is simple, a calendar push campaign gets good results because there isn't much competition. If you want to try something new, do what we say and start pulling calendar push traffic right away.

Key Offroad Driving Tips for a Safe Ride

Driving off the beaten path may be adrenaline-charging and fun. However, if you are not ready for the difficult road, things are likely to turn nasty quickly. Before you start your off-road adventure, be sure you have everything you need and know what you're doing. And this is where our helpful off-road recommendations will come in handy.



Tip #1 — Understand 4X4 Lingo

Understand your gear settings and know when to use certain features. We take it that the car you are driving has an all-purpose 4-wheel-drive mode. Unlike two-wheel drive vehicles, these cars engage all four wheels and provide power to them through the powertrain:

- **4x4 gear modes** — There are two modes for 4x4 gear: high and low. If the gear ratio is high, it indicates that the 2-wheel model's gear was left unchanged. Conversely, low indicates that a lower gear ratio has been selected. As a result, the powertrain reduces the maximum speed yet increases torque to every wheel. In off-road scenarios, such as becoming trapped or crawling over rocks, the latter is used.
- **Differential lock** — This is a reference to the wheel's rotational speed. Wheels spin at varying rates in a conventional 4x4 mode to account for the uneven terrain. On the other hand, all of the wheels spin at the same speed when the differential lock is employed. When you find yourself in a bind, this tool comes in handy.
- **Approach angle** — This is the highest inclination angle that a car can go down or climb without the suspension or any other body part coming into contact with the road. If you are driving on a steep slope, it is crucial to ascertain the approach angle.
- **Wheelbase** — The wheelbase measures the separation between the centers of the front and rear wheels.

Also, you should be aware of the capabilities and limitations of your four-wheel-drive system. Proper training can help you navigate the unique features of your 4WD vehicle and ensure safe and effective operation in a variety of driving conditions. It is just like obtaining CDL Class A for those who want to drive large commercial vehicles. Without proper training, you will hardly be able to drive safely and legally.

Tip #2 — Know Your Approach Angles & Ground Clearance

Understanding ground clearance and approach angles is essential for safe and effective off-road driving.

Ground Clearance

Ground clearance, or ride height, refers to the vertical distance between the ground and the lowest point of an undercarriage of your vehicle. It is crucial for off-road vehicles as it determines how the car navigates over obstacles without sustaining damage. What's important to know:

- **Obstacle navigation** — Higher ground clearance allows vehicles to cross greater obstacles, such as rocks and logs, without risking undercarriage damage. For instance, a clearance between 8 and 10 inches is generally fit for moderate off-road conditions, while 10-12 inches works better for challenging terrains.
- **Terrain adaptation** — Different terrains require varying ground clearance levels. For light off-roading, 6-8 inches may suffice, while more rugged conditions necessitate higher clearances to avoid damaging the vehicle or getting stuck.

Ground clearance measurements:

- **Light off-roading** — 6-8 inches
- **Moderate off-roading** — 8-10 inches
- **Challenging off-roading** — 10-12 inches or more

Approach Angles

Approach angle is the maximum angle at which a vehicle can approach an obstacle without the front bumper hitting the ground. It is a critical measurement for off-road vehicles, as it affects their ability to climb steep inclines and navigate rocky terrain without damage. What's important to know:

- **Obstacle clearance** — A steep approach angle allows a vehicle to ascend obstacles without dragging the front bumper. This is particularly important when climbing hills or navigating rocky paths.
- **Vehicle design** — The design of the vehicle, including the shape of the bumper and the height of the suspension, influences the approach angle. Vehicles designed for off-roading often have optimized approach angles to enhance performance on rugged terrain.

Tip #3 — Read the Terrain

When off-roading, understanding the challenges posed by different terrains is key for a safe and fun experience. Each type of terrain presents unique obstacles and requires specific driving techniques.

Mud

- **Maintain momentum** — Keep a steady speed to prevent situations where you get bogged down. Sudden stops can lead to sinking.
- **Use low range** — Engage low-range gearing for greater torque and control.
- **Avoid spin** — If you start to spin your tires, ease off the throttle to regain traction rather than flooring it.

Sand

- **Lower tire pressure** — Reducing tire pressure increases the tire's footprint, enhancing traction.
- **Keep moving** — Maintain a consistent speed to avoid getting stuck. Slow down gradually when approaching obstacles.
- **Avoid sharp turns** — Smooth, gradual steering inputs help maintain control and prevent digging in.

Rocky Terrain

- **Choose your line** — Plan your path carefully to avoid large rocks and deep ruts.
- **Use spotters** — If possible, have someone outside the vehicle guide you through tricky sections.
- **Slow and steady** — Approach obstacles slowly to maintain control and prevent damage.

Hills and Inclines

- **Approach gradually** — For ascents, build momentum before the hill; for descents, use low gear to control speed.
- **Brake control** — On descents, use engine braking (downshifting) to maintain control rather than relying solely on brakes.
- **Avoid wheel spin** — If you start to lose traction, ease off the throttle to regain grip.

While it may not always be possible to survey the terrain beforehand, understanding the characteristics of each type can help you prepare mentally and physically. Always prioritize safety, and don't hesitate to turn back if conditions become too challenging. This approach will also help you pass the CDL practice test successfully.

Tip #4 — Choose the Equipment for Off-Road Driving

Off-road driving puts your car at risk for accidents and malfunctions. It's critical that you have the appropriate equipment to handle difficult terrain and recover from a breakdown. When going off-road, some essentials that shouldn't be missing are as follows:

Recovery Gear

- **Snatch strap** — A strong, elastic strap for towing vehicles out of difficult situations.
- **Shackles** — Used to connect recovery straps to vehicles or winches.
- **Winch** — A mechanical device that can pull a vehicle out of mud or other obstacles.
- **D-Rings** — Heavy-duty rings that can be attached to vehicles for recovery purposes.

Tires

- **Off-road tires** — These have deeper treads and are designed for greater traction on rough terrain. Ensure they are properly inflated and suited for the conditions.

Tools and Repair Kits

- **Hand tool set** — Includes wrenches, ratchets, sockets, and screwdrivers for on-the-trail repairs.
- **Tire repair kit** — Contains plugs, patches, and other tools to fix flat tires.
- **Off-road jack** — Designed for lifting vehicles in rugged conditions.

Inflation Equipment

- **Air compressor** — A portable compressor to inflate tires after off-roading, especially useful for re-inflating after airing down for better traction.

Safety Gear

- **Fire extinguisher** — Essential for preventing or controlling vehicle fires.
- **First aid kit** — A comprehensive kit to address minor injuries that may occur during off-road adventures.

Whether you are navigating rugged trails or tackling challenging terrain, having the essential equipment at hand can make a significant difference in your experience. Always ensure you know how to use your gear effectively before heading out to avoid being stranded with unnecessary equipment.

Final Say!

The joy of off-roading is difficult to put into words since it is an adventure-filled pastime, yet there is a fine line between success and failure. Whether you're a seasoned driver or a newbie, there's always something new to learn to make your off-roading adventure a success. Off-roading allows you to put your driving skills to the test and push your vehicle to its limits. With the right mindset and approach, you will ensure that your off-roading adventures are both safe and enjoyable.