franktrax

Statistics
And
Traffic Quality

Hello!

This is a short tutorial which we compiled for all of our high quality FrankTrax affiliates!

As we work with hundreds of affiliates every day we compiled a list of things which we feel its best that everyone understand and can find in one place.

This article is divided into two segments – Statistics and Traffic Quality.

Statistics

Data Analytics

Those are the most important metrics to look after – Visitors, New Visitors, Clicks, CTR, CR & EPC!

Let's look at all of them one by one.

Visitors – This is the amount of people who visited your landing page. They clicked on your post/ad and came to your landing page.

Tip: If your visitors are not a lot, you need to scale your promotion outreach.

New Visitors – This is a crucial metric to look after. Are you sending new traffic or repeated traffic? You need to keep that % as high as possible trying to get more new people on to your landing pages!

Tip: If your New Visitors metric is low, then you need to consider changing your strategy when it comes to scaling. Perhaps you are doing too much cross promotion and your traffic sources actually combined have a lot less people in them then you think. For example you have 10 Facebook accounts each with 5000 friends. This is a total of 50,000 friends, but if a lot of them are duplicates and are friends with your other accounts this could mean that you actually have a lot less

Clicks – This is the amount of people who clicked on the button/s of your landing page and got redirected to an offer.

CTR – This means Click Through Rate. This the percentage of people who did get to an offer after they visited your landing page.

Example: You got 100 visitors and 50 clicks – this means 50 people of those 100 that came to the landing page did not click the back button, but actually continued to the offer. In that case your CTR would show 50%.

Tip: If your CTR is low (we suggest trying to push it to at least 65%) then try one of those two things:

Change the design of the landing page. You can talk to your affiliate manager to help for that too!

Try to adjust your promotion, so that people would expect to see this landing page and not something else. If you are telling people that they are going to click and see a video and then they click and see something else they are more likely to leave.

CR – Conversion Rate. This shows the % of people who converted into paid leads after they landed to an offer. In general a CR of around 4-5% is considered decent. You should be worried if your CR goes under 4% and try to improve your traffic quality.

Example: You have 100 visitors. From them 50 people clicked and were redirected to an offer. You made 5 leads. Your CR is 10% as 5 is 10% of 50.

Tip: Same as with CTR. If people do go to the offer, but they do not convert you need to adjust your traffic strategy and message that you are sending to those people. Ask your affiliate manager for help – what is it that you promote and what should you tell people. Remember that it's not all about the clicks, it's about performance.

EPC – Earnings Per Click. This is probably THE MOST important metric of them all. How much do you actually earn per click!

Remember, our system is all about getting you paid for your social media presence.

The way it works is → you get paid for <u>leads</u>!

For example, you share a link we have given you with your followers. If a follower clicks on that link and completes a desired action (for example a sign up or subscription), you earn money.

So, why is EPC such an important metric for affiliates?

EPC is the best way to let affiliate partners (people like you who have great social media presence) know how their product or service is performing and what they can expect to earn if they promote it.

Example: You had 100 visitors. 50 of them clicked and went to an offer. You generated 5 leads. Each lead gets you $1. This means you generated $5 from 50 clicks, which means every click generated $0.10. The way you calculate is you divide the dollars to the clicks and you see the dollar value of each click you've generated.

Traffic Quality
What Makes All the Difference

This is what it all comes down to.

Clicks is not what matters. You can buy bot clicks very cheap and have a 1000 clicks, but none of them would convert into leads for the advertiser, so you will earn $0.

You need to have a well-targeted audience - people who are interested specifically in adult dating. Do not go after lots of random clicks, but lots of relevant ones.

Quality is important.

Remember that – you are not trying to get as many clicks as possible – you are trying to drive targeted traffic. People who would be interested in actually signing up to the site you are advertising – this is how you make money!

Good Quality = More Money!

The reason is that advertisers could increase your payout per lead if they like your traffic and make money from it.

Making that switch in your attitude towards measuring success is an important thing to do and can help you get better results. All the visitors that come to your website or landing page are people who clicked on your link for a reason. What they find there should fit their expectations and needs. A very common mistake people make when trying to boost their traffic is to attempt to trick people into clicking on their links. Sure, this is something that increases your traffic but if you mislead somebody into visiting your landing page they are not going to stick around for long and would be very unlikely to perform the action you wish them to. So usually you will just be inflating your traffic number without producing a real result and you'll just annoy all your visitors.

Posting the promo link

The way you promote should be very attractive.

If you are confident you can post photos and videos this is always the most engaging content with the most reach you can use. Otherwise you

should only use text posts with appealing taglines, which should often be changed.

It's good to use several strategies and methods. Keep in mind that using photos or videos is tricky. If this video was used before and got banned you might get auto ban. Same goes for photos. Even sometimes you can get an instant ban for using a photo with the same person on it, which was already banned before.

<u>Be real. Be human. Engage!</u>

It's good for the comments to be answered and questions to be asked in the descriptions of the posts. This will create a very welcoming environment and it will be more engaging for the audience.

You should also like, share and comment on your posts from different accounts. Facebook will show content that has more engagement on it to more people.

Timing of the posts - the posts need to be posted at a time, at which people from premium countries are most active at. That's mornings, midday (lunch break) and evenings (late evening too), which should be checked according to your time zone.

Make changes.

Every once in a while test something different. Always work on a plan B or plan C. Educate yourself with new techniques and test them. No marketing strategy works forever.

Two more bummers which could happen to you

The Sudden Drop

Sometimes you might be sending traffic just like the previous day and earn less. There are number of reasons why that could happen, here's a few:

1. You have repeated traffic (people have already been to your LP)
2. There is something major happening in the country you are targeting. If you are targeting US it's likely that you won't get much traffic on Thanksgiving Day or 4th of July or Christmas Eve. Any major news could affect your traffic for a short period.
3. An offer which you were promoting is no longer available for you or for the network. Sometimes advertisers suddenly tell you to stop traffic, so you redirect the traffic elsewhere. Our system is designed in such a way that the traffic will 95% of the time (5% would go for testing) go to the best converting offer, so it's natural that at this moment your EPC will decline. In general if your traffic is good for the advertiser they will not stop the offer, but if they are not making money from your traffic they will stop it. Even if that happens rest assured that we will try to find something well performing ASAP!

The one thing we promise we would never do is shave you. This is the term used when an advertiser or a network is giving false data to the affiliates and takes a bigger commission then previously agreed. It's a well-known practice and is part of business and we would never do it. We want you to make the most money possible always and stay with us for years. We do have some affiliates among us who are with us since the beginning more than 5 years ago and we are extremely proud of that.

Removed Sources

You could be having one of those days when you find huge chunk of your accounts flagged or even banned. It's a very unpleasant feeling. Your way around this is through spreading your ammo across at least 2 platforms (for example Facebook and SnapChat, or Twitter and Instagram…). The other thing is to try to divide between machines / dedicated proxies etc… Here are some very useful tips:

1. You need to simulate natural human behavior as much as possible!

2. Your browser time zone should match the proxy/IP you are using. Social media platforms will check this when they are trying to determine if you are genuine person or a fake account. They will put a flag on you if it doesn't match.

3. Using public proxies will most likely get you banned. You would like to have dedicated proxies if possible. Best is residential IPs like the ones that mobile phones are using. They never get banned because they are constantly in circulation among mobile phone users. Problem is that it's hard to get your hands on such IPs unless you are constantly driving around while working from your mobile phone. Try to use residential IPs at least for account creation. Keep in mind that this works only if you create an account for the same country you do it from. If you try and make a US Facebook account from a residential IP from Pakistan you will instantly get flagged.

4. Normal rate of accepting friend requests for a new account is 20 per day.

5. After you reach 140 friends in one account you can start accepting 60 per day the first week and then double the next weeks.

6. When trying to imitate real human behavior you should do what a normal user would do. Like some pages, Follow some people, Join Groups (groups without admin approval of members are easier), post a story, share some posts, click on some links, read an article, watch a video, etc…etc…

7. When you have some accounts who are already older keep them in some secret groups, so that they can approve the requests of your newer accounts.

8. Join around 2 new groups per day for new Facebook account.

9. Facebook is scanning all the eyes of people and is making a database of their iris. Human iris is like a fingerprint – they are unique for every human. Once they ban a picture it's very likely that even a new picture of the same person will get auto ban. You can go around that by using a photo with sun glasses or you can use Photoshop to change a little bit the colors of the eyes.

10. Avoid using pictures you found on Google or any popular place.

11. You can use a maximum of 4 Facebook accounts per one IP. This is what Facebook determines as a normal household of two parents and two kids. However if you really want to be on the safe side its best if you use 2 accounts per IP address. You will find suggestions on proxy providers at the bottom of this document.

12. Promotional links should be posted one time per one post. Do not include it in every single post as it starts to look like spam to people and to social networks. It can be posted in the comments from time to time so it won't be easily blocked.

13. Post great and attractive content to connect with the audience. Respond to their question and ask them questions as well. It's good to post not only promotional links, but other relevant to the topics things as well - like some intriguing articles or jokes, memes, gifs, videos, stories...

14. In order to find more photos you can try and use cam sites or look for agencies that sell those kind of packs. Just never ever use a photo of famous people!

We are here to help!

We see FrankTrax as something more than just an affiliate network. We are not looking for only the best and most experienced marketers to join and start making loads of money. We care about everyone who has taken the decision to delegate his time and hard earned traffic to us and we are extremely grateful for that! With the beginning of the FrankTrax Academy we are trying to complete the circle and get people from $0 to the thousands per month. We will always greet you with positivity and good will. We will also always do our best to try and make the most profit for everyone!

Additional Useful Resources from our blog which we HIGHLY encourage you to read through:

- Getting Smart With: Lead Generation And Metrics
- What Is The Quality Of Your Traffic?
- Your Big List Of Dos And Don'ts: Make Money On Social Media With Adult Dating Posts

Useful Services:

1. Storm Proxies – if you want to use proxies for your accounts.
2. Buy Accs – if you want to buy previously made accounts
3. SMSPVA – if you want to make mobile verifications easily