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Case study: Stan makes 5–6 figures with BoxOfAds

Published by Anna Tomalik on March 20, 2015



Knowing what other affiliates are doing in their verticals is priceless knowledge. Without it you reach a certain level of success and hit a ceiling with your campaigns. Simply said, you limit yourself.

See how Stan Bogacki, a PPV affiliate marketer, decided to invest his money in a research tool, took time to analyze the data from other affiliates and as a result generated high profits from his PPV campaigns — 5–6 figures each month.

Meet Stan

Stan started out with PPV over two years ago. At that time he was a successful SEO marketer who simply got tired with constant changes in Google algorithms. He didn't want to be the victim of

Google's wrath anymore so he decided to give paid traffic a shot. He tried PPC for a while, but it didn't work for him. Finally he landed in PPV.

From the very beginning Stan was ready to invest his time and money in knowledge. To learn the basics of PPV he took a week of 1-on-1 coaching with KJ Rocker, a performance marketing expert. To have an access to fresh knowledge from other affiliates he invested in private marketing forums. And to see the full landscape of PPV ads he reached out for a research tool — BoxOfAds.

"Don't treat this business as a money game. Be serious about it and ready to invest your time and money," said Stan.

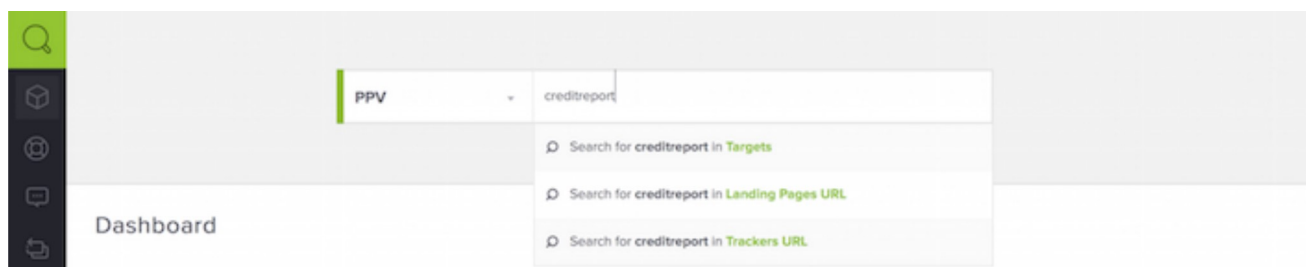
How Stan started to spot winning campaigns

At the beginning Stan used BoxOfAds every day. He would log in to the panel and spent a few hours searching for winning campaigns in the niches he was interested in. Seeing a winning campaign was a precious knowledge. It was an end result of someone's hard work — lots of split testing and optimizing.

Let's see how Stan was looking for a winning campaign.

(1) Stan picked a niche: *credit reports*. For this niche he used simply a keyword *creditreport*. When you go through the most recent ads and offers on affiliate networks you'll get the ideas for keywords.

(2) Stan typed in a keyword *creditreport* in a BoxOfAds search bar.











As a result he got many creatives:

Below you will find landing pages that include the phrase **creditreport** among **Targets** ▾

Export CSV

All countries ▾ All time ▾ All networks ▾ Sort By: Last Seen ▾ Age Times Seen ☐ Show adult ads

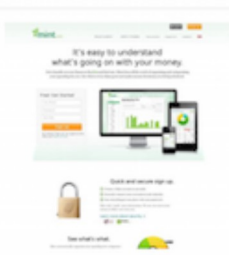







 <p>lendingtree.com Lead Impact 24/07/2015</p>	 <p>lendingtree.com Lead Impact 24/07/2015</p>	 <p>freescore360.com Lead Impact 24/07/2015</p>	 <p>lendingtree.com Lead Impact 24/07/2015</p>
 <p>experian.experiandirect.com</p>	 <p>transunion.com</p>	 <p>savinas-galleria.com</p>	 <p>secure.freescoreconnect.com</p>

(3) To narrow down his search Stan chose campaigns that were running for 30 days and had a good amount of times seen.

Below you will find landing pages that include the phrase **creditreport** among **Targets** ▾

Export CSV

All countries ▾ All time ▾ All networks ▾ Sort By: Last Seen ▾ Age Times Seen ☐ Show adult ads

 <p>mint.com Lead Impact 27/06/2013</p>	 <p>mint.com Lead Impact 20/06/2013</p>	 <p>thinkcreditreports.com 500riled 20/08/2014</p>	 <p>com-5.net Lead Impact 03/09/2013</p>
 <p>freescore360.com Lead Impact 03/09/2013</p>	 <p>cars.com-112.info TrafficVance 03/09/2013</p>	 <p>com-5.net Lead Impact 03/09/2013</p>	 <p>classesusa.com TrafficVance 03/09/2013</p>

(4) From the top results Stan chose an interesting ad and checked ad details. He took a closer look at the age and number of times seen of an ad. When these two numbers are high it's a sign an ad is successful.

The screenshot shows the BoxOfAds interface. On the left is a sidebar with navigation icons. The main area displays an ad for mint.com with the headline "It's easy to understand what's going on with your money." Below the ad is a table of details:

Country	United States
Network	Lead Impact
Age	27 (Times Seen: 3689)
Target	http://getmycreditreports.net
Tracker	flux7.net/c/ckw/7cp=ckwe&keyword=creditrepo
Landing Page	www.mint.com/s/008b7?PID=27494&priorityCode=6103&kw=stfgst4...

Additional details on the right show "First Seen" as 31/05/2013 and "Last Seen" as 27/06/2013. There are "Copy" buttons next to the Tracker and Landing Page fields.

(5) Finally Stan looked at the advertiser for the chosen ad and checked whether he was running more similar ads. When there's a high number of similar ads from the same advertiser it's a sign that the campaign is working well for him or her.

The screenshot shows the BoxOfAds interface with a search filter for "mint.com" in the "Landing Pages URL" field. Below the filter, there are tabs for "All countries", "All time", "All networks", "Sort By: Last Seen", "Age", "Times Seen", and "Show adult ads". A grid of landing pages is displayed, each with a thumbnail and details:

Advertiser	Lead Impact	Age
scores.org-secure.com	Lead Impact	20/11/2014
mint.com	Lead Impact	27/06/2013
mint.com	Lead Impact	20/06/2013
com-5.net	Lead Impact	13/09/2013
com-5.net	Lead Impact	
scores.org-secure.com	Lead Impact	
mint.com	Lead Impact	
mint.com	Lead Impact	

Stan went through this process again and again with different keywords for a chosen niche.

Each winning campaign gave Stan ideas on how to design a good creative. He saw what kind of motive to use, what colors worked well and what type of CTA was used on many ads. Basing on this knowledge Stan was all set to build his own campaigns.




How Stan found targets for his campaigns

When Stan was ready with the design he could work on a target strategy for his campaigns. To do it successfully he started digging deeper in the data from BoxOfAds.




First he looked at the list of targets for an ad he found relevant for his campaign. The list of targets provided him with the keywords that triggered the ad. These were the keywords he could simply copy-paste to his campaign.

Target #	Times Seen ▾
http://creditrepairinfo.com	15
http://justbadcreditoans.com	14
http://applyforcreditcardbadcredit.net	14
http://badcreditooffers.com	13
http://loansforpeoplewithverybadcredit.net	13
http://badcreditcarloanfinder.com	12
http://netccu.com	12
http://badcreditoancenter.com	12
http://instalmentloansforbadcredit1.info	11
http://badcreditoresources.com	11
Showing 1 to 10 of 1703 entries < Previous Next >	

Note that the list of targets doesn't always show the exact target the advertisers wanted the creative to be promoted on originally. It just shows what worked best for this particular campaign. In order to see what the intended target of the advertiser was Stan looked at the actual tracking links for an ad.

Country	 United States		
Network	Lead Impact	First Seen	31/05/2013
Age	27 (Times Seen: 3689)	Last Seen	27/06/2013
Target	http://getmycreditreports.net		
Tracker	flux7.net/c/ckw/?cp=ckwe&keyword=creditrepo		 Copy
Landing Page	www.mint.com/t/008b/?PID=27494&priorityCode=610I3&kw=rs1fgst4...		 Copy

The second way Stan used to get keywords was by looking if the target is on the actual ad. Calling out a target on the creative is an old PPV trick played on a majority of creatives today.

Country	 United States		
Network	Lead Impact	First Seen	31/05/2013
Age	27 (Times Seen: 3689)	Last Seen	27/06/2013
Target	http://getmycreditreports.net		
Tracker	f	www.mint.com/t/008b/?PID=27494&priorityCode=610I3&kw=rs1fgst4_93_13363344	 Copy
Landing Page	www.mint.com/t/008b/?PID=27494&priorityCode=610I3&kw=rs1fgst4...		 Copy

Here's a quick tip from Stan: *Before you paste the keywords into your campaign, do a little more research by simply putting the keywords with the most hits into the BoxOfAds search box. By doing it you will see more campaigns for each keyword.*

Having a designed ad and a list of keywords Stan started launching his campaigns and optimized them along the way.

Don't rip off, be creative

In the world of PPV advertising it's common for people to rip off the campaigns of others. However, Stan never took that approach. The only times Stan used a copied ad was to test its effectiveness. He would play with the original concept, changing it here and there to see if he could boost ad's conversion rate. Stan claims that the most success comes when he improves existing ads or comes up with completely new concepts.

Risking new verticals

After some time in PPV business Stan started to look for new opportunities and was surprised when he found an approach he never thought about. One day while logged into BoxOfAds he looked at the most recent ads in the body building vertical. One of the ads peaked his interest. *"Why not trying it out,"* he thought. Stan decided to create an ad and promote it in this vertical. The campaign turned out being very profitable for him.

A man of success

Stan was successful in all his main niches: credit reports, beauty, diet, and skin care. During his first days into the world of PPV marketing, you could see Stan's ads in the PC security niche. It was a sign of success. Within two years Stan was able to make PPV marketing his main source of income. *"Let me just say my revenue is currently somewhere between 5 and 6 figures a month,"* said Stan.

Stan gives a lot of credit for his success to smart investments he made at the beginning – coaching, private marketing forums and a research tool, BoxOfAds. *"When used correctly, BoxOfAds can be a huge revenue booster!,"* said Stan. He also stressed out that one needs to be persistent in order to succeed. *"You can't throw in the towel too early,"* he said. *"It can take as many as 10 or 20 failed campaigns before you find one that generates you a nice return on investment."*

Now Stan has a wide array of campaigns under his control. He checks BoxOfAds once a week to make sure that nobody has jacked his ads and to see whether or not something is worth trying out. Basing on what he finds he improves or changes his creatives to stay ahead of the competition.

Photo courtesy of [The Three Sisters](#) via Creative Commons.





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