



Case Study:

Crypto for Brazil

October 08, 2021

Dates: 2020-09-29 - 2021-08-02

Traffic source: [MGID](#)

Partner: Aivix

Money earned: \$189,390.00

Money spent: \$118,541.59

Profit: \$70,848.41

ROI: 60%

GEO: BR

Advertiser testimony:

I wanted to share my experience with crypto offers — my failures and my successes — and what I learned by advertising them. In the beginning, I didn't know the first thing about how to send traffic to crypto offers. That all changed when I bought a regular spy service for native advertising. With this tool, I took inspiration from the many pre-landing pages and creatives I found there. At that time, Aivix had just launched in Brazil, and I decided to test it out.

Right away, I realized the converting fire of driving traffic to crypto offers — it is super profitable!

The payment for Brazil was \$300 per deposit at first, and gradually the rate increased to \$325. In the end, we agreed on a rate of \$350.

Day	Visits	Un...	Clicks	Unique Clicks	Conversions (New)	Conversions (C...	Con...	Conver...	Revenue	Cost	Profit	CPV	CPA
2020-09-24	6	6	0	0	0	0	0	0	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0000	
2020-09-25	267	255	16	14	1	0	0	0	\$ 0.00	\$ 7.59	\$ -7.59	\$ 0.0284	
2020-09-29	3,913	3,602	542	377	30	2	0	0	\$ 600.00	\$ 50.00	\$ 550.00	\$ 0.0128	
2020-09-30	12,876	11,693	2,649	1,333	64	0	0	0	\$ 0.00	\$ 335.53	\$ -335.53	\$ 0.0261	
2020-10-01	9,700	8,950	1,542	1,121	83	2	0	0	\$ 600.00	\$ 196.15	\$ 403.85	\$ 0.0202	
2020-10-02	17,303	16,199	2,774	2,080	141	1	0	0	\$ 300.00	\$ 411.09	\$ -111.09	\$ 0.0238	
2020-10-03	4,135	3,823	646	485	59	1	0	0	\$ 300.00	\$ 96.03	\$ 203.97	\$ 0.0232	
2020-10-04	7	5	20	14	0	0	0	0	\$ 0.00	\$ 0.22	\$ -0.22	\$ 0.0313	
2020-10-05	8,792	8,196	1,207	910	86	1	0	0	\$ 300.00	\$ 163.90	\$ 136.10	\$ 0.0186	
2020-10-06	11,881	10,853	1,894	1,381	124	2	0	0	\$ 600.00	\$ 229.58	\$ 370.42	\$ 0.0193	
2020-10-07	11,769	10,883	1,603	1,233	90	2	0	0	\$ 600.00	\$ 254.27	\$ 345.73	\$ 0.0216	
2020-10-08	11,926	10,863	2,128	1,588	138	2	0	0	\$ 600.00	\$ 263.27	\$ 336.73	\$ 0.0221	
2020-10-09	11,033	10,133	1,952	1,477	124	3	0	0	\$ 900.00	\$ 250.75	\$ 649.25	\$ 0.0227	
2020-10-10	35	31	26	16	0	0	0	0	\$ 0.00	\$ 0.76	\$ -0.76	\$ 0.0216	
2020-10-11	4	4	6	4	0	0	0	0	\$ 0.00	\$ 0.08	\$ -0.07	\$ 0.0188	

At first, all creatives were profitable, but I will focus on the ones that I found to be the most successful and profitable:

Объявления для Bitcoin System BR mob


ДОБАВИТЬ ОБЪЯВЛЕНИЕ

СТАТУС:

Here's a creative that brought a lot of sign ups but not many deposits,

7259998 Остановлен	 <p>Ganhe \$706 por dia em (Region), sem sair de casa Опционы</p>	Текущая цена за клик 9.0 € Недостаточно данных ?	Сегодня 0 Вчера 0 Всего 3 609 306	Сегодня 0 Вчера 0 Всего 30 996	Сегодня 0.00 Вчера 0.00 Всего 912.72	0.859
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and here is another creative that worked at a loss.

7663977 Остановлен	 <p>18 anos, de (Region), tornou-se milionário durante a quarentena! Опционы</p>	Текущая цена за клик 10.0 € Недостаточно данных ?	Сегодня 0 Вчера 0 Всего 3 108 683	Сегодня 0 Вчера 0 Всего 28 587	Сегодня 0.00 Вчера 0.00 Всего 2 456.20	0.920
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Below, I included the headline text that I used, which I have translated from Portuguese to English:

1. A man from {Region} makes 2,580 BRL a day from this
2. Earn 740 BRL a day in {Region} from the comfort of your home
3. Residents of {Region} earn 350 BRL per hour using this method
4. People in {Region} get rich thanks to bitcoin
5. {Region} man earns 1,580 BRL a day from this
6. The rich don't want you to know this! \$120 per minute?

To maintain a high CTR for ads and a good conversion rate, I recommend you use pictures that display a lot of money — testing both U.S. dollars and reals — either in a person's hand, near a laptop or on a table. Then, give it a nice, catchy title and utilize city macros to auto-fill to the user's location, which will further spark their interest.

Also, pre-landing pages with story-telling components that revolve around the success story of a person who made money in crypto currency play an important role in conversions. Without a positive testimony, people are less likely to take a risk and make a deposit. I should note that pre-landings often burn out, so you will need to come up with new concepts or edit old ones, as I did. Also, you can look for or take inspiration from someone else's pre-landings on spy services, or you can ask the partner manager, who can make new pre-landing pages for you. If you are seeing sign ups but no deposits, most likely the pre-landing has burned out and users are no longer interested in the particular story your pre-landing is telling, and not for the sake of not wanting to make more money. All this can be determined by split testing pre-landing pages.

Campaigns: Global - MGID - Bitcoin up BR.mgid 2													
12 Sep 2020 - 10 Sep 2021													
	Visits	Un...	Clicks	Unique Clicks	Conversions (New)	Conversions (C...	Con...	Conversio...	Revenue	Cost	Profit	CPV	
Global - бразилия запращик 10	888,629	814,008	110,327	87,026	16,349	432	2,225	0	\$ 127,590.00	\$ 73,731.95	\$ 53,858.05		
Global - бразилия мужик NEWS	193,362	177,269	31,951	23,745	1,905	40	0	0	\$ 12,000.00	\$ 5,024.80	\$ 6,975.20		
Global - бразилия таксист 12	138,287	123,469	16,493	13,231	1,583	33	157	0	\$ 9,900.00	\$ 10,787.38	\$ -887.38		
Global - Бразилия грузчик в порту 15	133,160	120,905	12,070	9,031	1,758	46	243	0	\$ 14,700.00	\$ 12,400.89	\$ 2,299.11		
Global - бразилия официант 7	126,715	114,486	12,522	10,325	1,129	34	0	0	\$ 10,200.00	\$ 3,391.94	\$ 6,808.06		
Global - бразилия крипто таксист	57,790	52,415	6,021	5,046	401	4	0	0	\$ 1,200.00	\$ 1,508.99	\$ -308.99		
Global - бразилия мать одиночка 9	33,660	31,478	2,419	1,929	257	7	7	0	\$ 2,000.00	\$ 2,352.29	\$ -352.29		
Global - бразилия профессор простой приле...	29,893	26,881	2,394	1,772	241	4	0	0	\$ 1,225.00	\$ 1,133.61	\$ 91.39		
Global - бразилия запращик 25 V2	16,883	16,153	1,710	1,419	363	5	8	0	\$ 1,750.00	\$ 1,500.49	\$ 249.51		
Global - бразилия парень 17	13,592	12,813	1,763	1,333	234	2	3	0	\$ 700.00	\$ 1,397.06	\$ -697.06		
Global - бразилия мужик: задержание с кальку...	12,593	11,377	902	705	98	1	0	0	\$ 325.00	\$ 442.06	\$ -117.06		
Global - бразилия крипто приленд с мужиком ...	9,391	8,592	629	510	58	0	0	0	\$ 0.00	\$ 253.67	\$ -253.67		
Global - бразилия баба 6 приленд	7,788	7,187	437	325	22	0	0	0	\$ 0.00	\$ 204.99	\$ -204.99		
Global - бразилия приленд с бабой 1	3,564	3,253	247	202	30	0	0	0	\$ 0.00	\$ 90.11	\$ -90.11		
Global - бразилия строитель	637	561	65	60	7	0	1	0	\$ 0.00	\$ 52.64	\$ -52.64		
Global - крипто бразилия 23	535	501	62	44	7	0	1	0	\$ 0.00	\$ 62.05	\$ -62.05		
Global - бразилия новости сам делал 8	532	478	58	49	0	0	0	0	\$ 0.00	\$ 19.19	\$ -19.19		
Global - бразилия приленд с бабой 2	291	269	32	26	1	0	0	0	\$ 0.00	\$ 10.71	\$ -10.71		
Global - бразилия запращик 10 негр запращик	244	231	44	31	1	0	0	0	\$ 0.00	\$ 11.78	\$ -11.78		
Global - бразилия простой приленд 24	100	97	6	5	0	0	0	0	\$ 0.00	\$ 10.79	\$ -10.79		
	1,667,646	1,522,...	200,152	156,814	24,444	608	2,645	0	\$ 181,590.00	\$ 114,387.37	\$ 67,202.63		

For me, the most profitable pre-landing page revolved around the story of a gas station attendant. I created this page myself by altering another pre-landing that I found using the spy service. Below, I added the photo I used.

NOTÍCIA

Notícias de Última Hora

Funcionário do posto de gasolina da região larga o emprego com R\$4.180.505,80 na sua conta

por: Marcos Renan

Impressionante: Funcionário do posto de gasolina da região larga o emprego com R\$4.180.505,80 na sua conta

Bruno Carlos, de Rio de Janeiro, era Funcionário do posto de gasolina e agora está com R\$4.180.505,80 no banco. Depois de ler exatamente como ele fez sua fortuna, você não vai acreditar e vai querer tentar por conta própria!

ATUALIZAÇÃO: Após a publicação deste artigo, 852 brasileiros já se aderiram e ganharam uma média de R\$225.689,26.



"Os preços parecem aumentar a cada semana e isso significa pegar mais empregos só para conseguir sobreviver".

Here are other pre-landings that worked well:

INFORME ESPECIAL: Últimos Investimentos de Christiano Andrade deixam Experts Boquiabertos e Grandes Bancos Assustados

Cidadãos brasileiros estão cofetando milhões de Reais ao usar essa "brecha de riqueza" - mas isso é legal?



Christiano aparece com novo investimento secreto que está deixando centenas de pessoas muito ricas no Brasil

O jornalista de TV brasileiro Christiano Andrade ficou famoso por ser rude e direto, sem se importar com ser honesto a respeito de como ele ganha dinheiro.

Na semana passada, ele apareceu na BCM e anunciou uma nova "brecha de riqueza" que diz que pode transformar qualquer um em milionário em 3-4 meses. Christiano incentiva que todos os brasileiros entrem nessa incrível oportunidade antes de que grandes bancos acabem com isso de uma vez por todas.

DOs DE LEItores

RESULTADO

14

"Estou usando a Bitcoin UP por 1 semana, eu já consegui transformar meu depósito inicial de R\$250 para R\$14.851. That is far more than I make at work."

Stefano Silvestre
São Paulo SP

LUCRO: R\$24.553



"Já atingi mais de R\$20.000 de lucro usando a Bitcoin UP. Porque eu consigo usar em meu laptop, eu estive viajando pelo Brasil e ganhando dinheiro todo esse tempo"

Bruno Castro
Fortaleza CE

LUCRO: R\$39.634



Notícia • one • • MOOA • CELEBRIDADES • ENTRETENIMENTO

NOTÍCIAS DE ÚLTIMA HORA

Homem que trabalhava carregadores da área portuária ganhou mais de R\$1.761.000 e renunciou o emprego ganha fama repentina após revelar ISTO na TV AO VIVO!

Brasileiros estão ganhando milhões de dólares em casa usando a tal "brecha de riqueza"



(News) - o brasileiro contou porque desistiu e não vai mais carregar cargas pesadas nas costas. Ele ficou rico com o "novo sistema de investimento"

Na semana passada, ele apareceu no News e revelou uma "brecha da riqueza" em que diz que pode transformar qualquer um em milionário em 3-4 meses. Sergio incentivou todos no Brasil a aproveitarem esta oportunidade incrível antes que os grandes bancos tentem restringi-la.

RESULTADOS DOS LEITORES

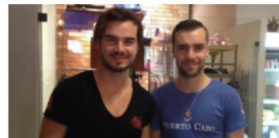
14 R\$ 5.52



"Tenho usado Bitcoin LUCRO por pouco mais de 2 semanas, tomei meu depósito inicial de R\$ 340 em R\$ 5.802. Isso é muito mais do que ganho no trabalho..."

Carlos Yoshida
Ribeirão Preto - SP, Brasil

LUCRO: R\$ 9.200



"Atinei mais de R\$ 9.200 de lucro em um mês de uso do Bitcoin LUCRO. USO no meu notebook. Estou viajando pelo Brasil e ganhando dinheiro o tempo todo!"

Gustavo Tashiro
Maringá - PR, Brasil

LUCRO: R\$ 22.219

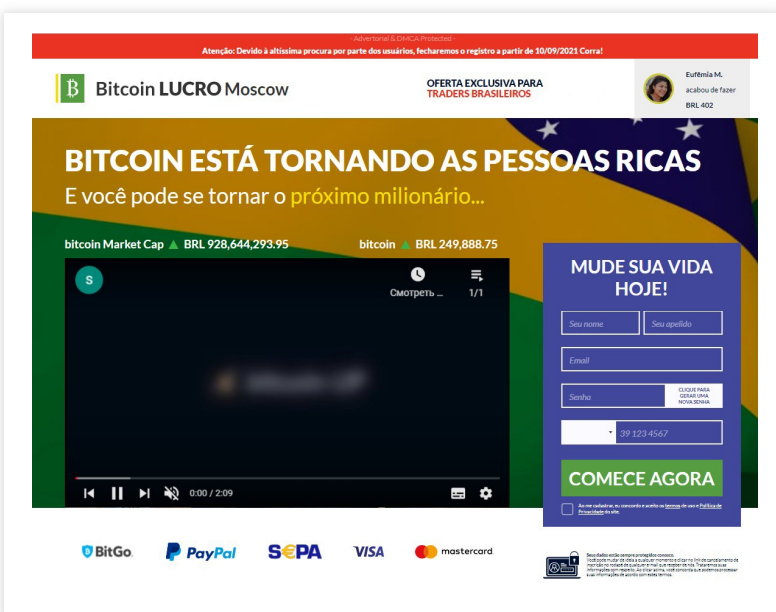


"Foi de usar. até para mim! Nunca neaiei"

I am also including the pre-landing page that had lots of sign ups but very few deposits. In the end, the audience did not relate to it enough to make a deposit. While I can't say that it is very different from those that worked well and got conversions, it's all about testing what works for your audience. This means doing lots and lots of split tests.



From the pre-landing page, the user is taken to the landing page, where it , as you can see here, is filled out with the user's city next to the offer name.



As soon as the user leaves a request and registers with their personal information, a call center employee contacts the user and instructs them how to make a deposit and start trading on the platform.

It is necessary to send the traffic with a tracker and to track the sites from which registrations and deposits are made, in order to collect black lists.

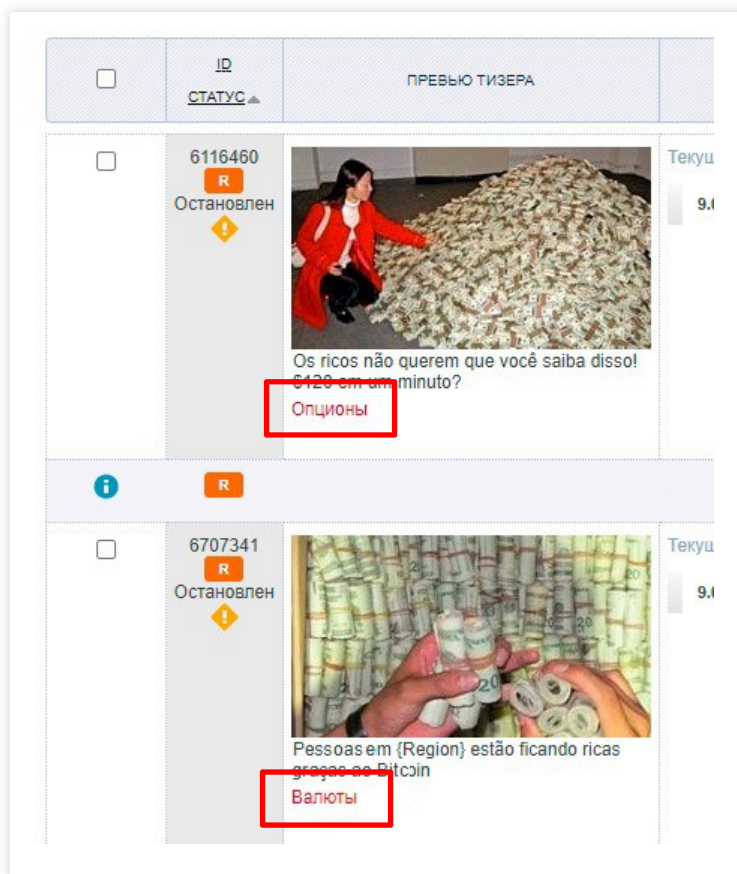
And [here are the sites on MGID](#) that brought me the most money.

Custom 3 (Widget ID) > None > Campaigns: Global - MGID - Bitcoin up BR mgid 2														
12 Sep 2020 - 10 Sep 2021 > Search > T > Drilldown > Exclude >														
Custom 3	Visits	Un...	Clicks	Unique Clicks	Conversions (New)	Conversions (C...	Con...	Conver...	Revenue	Cost	Profit	CPV	CP	CP
57341620	232,967	214,814	20,731	14,346	1,343	36	43	0	\$11,200.00	\$7,312.92	\$3,887.08	\$0.0314	\$0.0314	
57319815	96,952	88,441	9,055	6,595	845	12	74	0	\$2,575.00	\$2,852.41	\$-277.41	\$0.0294	\$0.0294	
57328333	28,155	26,573	3,981	3,121	656	26	81	0	\$8,075.00	\$2,171.28	\$5,903.72	\$0.0771	\$0.0771	
57299809	25,294	22,077	4,976	2,966	196	4	4	0	\$1,275.00	\$521.16	\$753.84	\$0.0206	\$0.0206	
57249336	21,707	20,949	2,257	1,801	312	10	21	0	\$3,300.00	\$1,174.18	\$2,125.82	\$0.0541	\$0.0541	
57422704	20,270	19,697	1,404	1,169	397	4	75	0	\$1,400.00	\$2,093.12	\$-693.12	\$0.1033	\$0.1033	
57411686	19,560	18,214	2,506	1,977	492	27	87	0	\$9,475.00	\$2,984.16	\$6,490.84	\$0.1526	\$0.1526	
57239296	18,424	17,479	3,109	2,365	650	15	103	0	\$4,832.50	\$2,737.10	\$2,095.40	\$0.1486	\$0.1486	
57319291	18,351	17,094	1,654	1,258	93	0	0	0	\$0.00	\$250.51	\$-250.51	\$0.0137	\$0.0137	
57349148	18,292	17,760	1,870	1,543	291	10	48	0	\$2,850.00	\$1,401.97	\$1,448.03	\$0.0766	\$0.0766	
57362090	17,770	16,364	2,230	1,699	450	23	37	0	\$7,525.00	\$2,350.32	\$5,174.68	\$0.1323	\$0.1323	
57358311	16,598	16,203	2,025	1,653	361	13	36	0	\$4,200.00	\$1,560.08	\$2,639.92	\$0.0940	\$0.0940	
57439308	16,243	15,657	1,714	1,388	275	4	27	0	\$1,400.00	\$1,588.98	\$-188.98	\$0.0978	\$0.0978	
57281941	14,686	13,794	2,381	1,633	325	17	0	0	\$5,400.00	\$1,200.67	\$4,199.33	\$0.0818	\$0.0818	
57356444	13,477	13,196	1,374	1,132	173	3	27	0	\$1,050.00	\$1,017.17	\$32.83	\$0.0755	\$0.0755	
57281044	11,544	11,140	1,147	947	222	9	2	0	\$2,275.00	\$798.11	\$1,476.89	\$0.0691	\$0.0691	
57343033	10,963	10,527	1,896	1,485	450	10	2	0	\$1,300.00	\$998.95	\$301.05	\$0.0911	\$0.0911	
57167772	10,811	9,426	2,337	1,808	618	18	87	0	\$6,125.00	\$1,150.93	\$4,974.07	\$0.1065	\$0.1065	
57313186+1135075225	9,530	8,547	1,544	1,055	165	8	2	0	\$2,450.00	\$799.09	\$1,650.91	\$0.0838	\$0.0838	
57440588	9,491	9,215	886	725	165	2	29	0	\$700.00	\$566.04	\$133.96	\$0.0596	\$0.0596	
57433832	9,034	8,476	1,207	1,004	275	9	35	0	\$3,150.00	\$902.81	\$2,247.19	\$0.0999	\$0.0999	
	1,668,056	1,522,...	200,193	156,841	24,447	608	2,645	0	\$181,590.00	\$114,397.19	\$67,192.81	\$0.0686	\$0.0686	

Almost all devices and OS were used, and they were all profitable, except for macOS and KaiOS.

OS > None > Campaigns: Global - MGID - Bitcoin up BR mgid 2														
12 Sep 2020 - 10 Sep 2021 > Search > Drilldown > Exclude >														
OS	Visits	Un...	Clicks	Unique Clicks	Conversions (New)	Conversions (C...	Con...	Conver...	Revenue	Cost	Profit	CPV	CP	CP
Android	1,475,430	1,357,...	159,816	120,553	22,089	511	2,483	0	\$150,157.50	\$99,720.01	\$50,437.49	\$0.0676	\$0.0676	
Windows	103,120	88,198	18,154	16,160	1,178	49	63	0	\$15,307.50	\$7,450.77	\$7,856.73	\$0.0723	\$0.0723	
iOS	64,397	57,694	13,315	11,852	1,118	45	95	0	\$15,175.00	\$5,612.86	\$9,562.14	\$0.0872	\$0.0872	
macOS	11,766	9,057	6,622	6,418	10	0	0	0	\$0.00	\$761.48	\$-761.48	\$0.0647	\$0.0647	
KaiOS	3,654	2,284	590	329	0	0	0	0	\$0.00	\$267.98	\$-267.98	\$0.0733	\$0.0733	
Mac OS X	3,240	2,603	1,231	1,188	0	0	0	0	\$0.00	\$213.72	\$-213.72	\$0.0660	\$0.0660	
Linux	3,144	2,561	281	194	35	2	3	0	\$650.00	\$196.71	\$453.29	\$0.0626	\$0.0626	
Windows Phone	1,047	916	74	61	4	0	0	0	\$0.00	\$39.97	\$-39.97	\$0.0382	\$0.0382	
Unknown	902	847	9	8	2	0	0	0	\$0.00	\$49.49	\$-49.49	\$0.0949	\$0.0949	
Ubuntu	492	443	53	36	7	1	0	0	\$300.00	\$31.63	\$268.37	\$0.0643	\$0.0643	
ChromeOS	286	257	21	16	4	0	1	0	\$0.00	\$20.42	\$-20.42	\$0.0714	\$0.0714	
Unknown Mobile OS (J2ME)	222	189	17	17	0	0	0	0	\$0.00	\$8.83	\$-8.83	\$0.0398	\$0.0398	
Xbox OS	123	112	1	1	0	0	0	0	\$0.00	\$8.77	\$-8.77	\$0.0713	\$0.0713	
PS4 Software	101	85	0	0	0	0	0	0	\$0.00	\$6.93	\$-6.93	\$0.0686	\$0.0686	
Series 60	71	57	4	3	0	0	0	0	\$0.00	\$3.72	\$-3.72	\$0.0524	\$0.0524	
BlackBerry OS	16	16	1	1	0	0	0	0	\$0.00	\$0.83	\$-0.83	\$0.0516	\$0.0516	
Fedora	14	14	0	0	0	0	0	0	\$0.00	\$0.86	\$-0.86	\$0.0614	\$0.0614	
Windows NT	6	6	2	2	0	0	0	0	\$0.00	\$0.48	\$-0.48	\$0.0800	\$0.0800	
Firefox OS	6	6	0	0	0	0	0	0	\$0.00	\$0.20	\$-0.20	\$0.0330	\$0.0330	
	1,668,056	1,522,...	200,193	156,841	24,447	608	2,645	0	\$181,590.00	\$114,397.19	\$67,192.81	\$0.0686	\$0.0686	

When testing crypto offers, I advise to upload different creatives to different categories, since the traffic for conversions differs. There are 2 categories available for crypto: Options and Currencies.



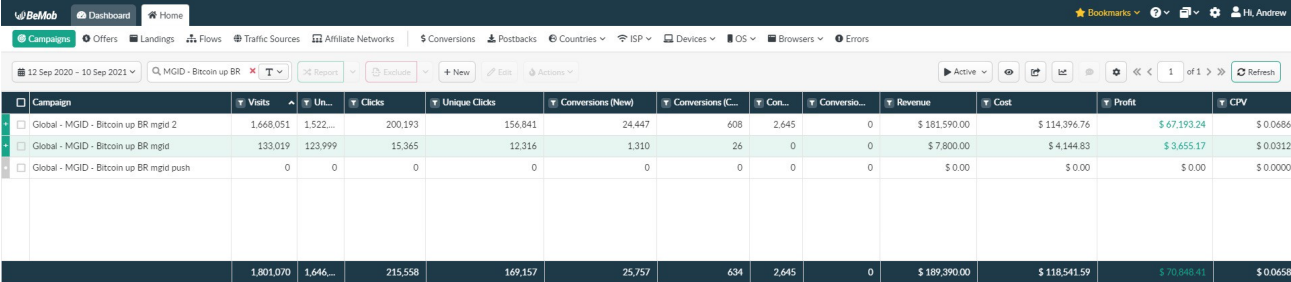
I used a cheap hosting, \$10 per month, for the pre-landing page. I needed about 5-7 domains, as some ended up in antivirus databases. In addition, I used the BeMob cloud tracker. The big advantage to this tracker is that setup is not required and it is pretty affordable, only \$50 per month!

Final screenshots

Partners: The amount is slightly more than depicted because there were several sources. Well, except [MGID](#), but [MGID](#) gave 90% of the traffic.

Статистика					
Основано на: Страна Привязано к: Время конверсии Временная зона: UTC Europe/Lond Долг: September 30, 2020 - Septem Настройки					
Добавить фильтр					
Страна	Клики		Конверсии		Финансы
	Клики	Уникальные клики	Регистрации	Подтвержденные конверсии	
Brazil	248212	212400	27353	637	\$208150.00
Сумма на странице:	248212	212400	27353	637	\$208150.00 (176032.464)

At first, I created several campaigns in the tracker, but then, I realized that there was no point in this.



Campaign	Visits	Unique Clicks	Conversions (Now)	Conversions (Total)	Revenue	Cost	Profit	CPV
Global - MGID - Bitcoin up BR mgid 2	1,668,051	156,841	24,447	608	\$ 181,590.00	\$ 114,396.76	\$ 67,193.24	\$ 0.0686
Global - MGID - Bitcoin up BR mgid	133,019	12,316	1,310	26	\$ 7,800.00	\$ 4,144.83	\$ 3,655.17	\$ 0.0312
Global - MGID - Bitcoin up BR mgid push	0	0	0	0	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0000
Total	1,801,070	169,157	25,757	634	\$ 189,390.00	\$ 118,541.59	\$ 70,848.41	\$ 0.0658

[MGID:](#)



ИНФОРМАЦИЯ	СТАТУС	ПРОВЕРКА	КЛИКИ	ПРИБЫЛЬ	ПОТРАЧЕНО	ДЕН.А	ОБРАТНЫЙ	ДЕЙСТВИЯ
1077355 Bitcoin System BR mob	На паузе	278 752 992	2 072 427	125 424.18	6.05	124		
10915767 Bitcoin System BR desktop	На паузе	134 900 317	147 882	9 740.59	6.59	16		

Payment was received from [MGID](#) twice over the course of 2 months with the largest spent cashback in the amount of \$1603 and \$1254. I also received many expensive gifts from the Aivix Store, totaling to a retail amount of about \$3000. I sold some of them, so I also consider this a profit.

You can [click here to check out MGID](#).