



LESSON 3.

MONITORING AFFILIATE ACTIVITY: how to improve results through the personal account

Hello everyone! Today we'll talk about how to effectively use your affiliate personal account on EVEDEX—not just to view statistics but to improve your results.

You'll learn how to track where active users are coming from, where the funnel is failing, and which formats bring real value. Everything is built on concrete numbers—clicks, registrations, deposits, and trading volumes. This helps quickly understand what works and what needs to be changed.

How the EVEDEX Personal Account Works

In the dashboard at partner.evedex.com, you can create different referral links, each with its own name—for example, “Telegram_Review,” “Reels_Bonus,” “YouTube_Integration.”



For instance, if Telegram brought 800 clicks in a week but only 20 registrations and just one deposit, it means that something is off: either the audience isn't right or the warm-up was weak.

Meanwhile, if short Reels on Instagram generated only 300 clicks but 45 registrations and 7 deposits—that's a clear signal to focus more effort. **The key is to monitor these numbers regularly, not just once.**

Tracking Registrations

At this stage, it's important not only to look at the number of registrations but also the percentage relative to clicks.

If you get fewer than 5 registrations per 100 clicks, probably either the link is presented “cold,” without context, or the offer doesn't motivate people enough.

A good benchmark is between 7% and 20%, depending on format and source. **Don't chase “lots of clicks,” keep the focus on real registrations and active users.**



Deposits — The Main Metric

The most important metric is deposits. The EVEDEX personal account shows how many deposits each user has made, when, and for what amount.

If there are many registrations but almost no deposits, something isn't working: either the traffic is “cold,” or it's not clear why users should fund their accounts. Here you can experiment with new posts, video tutorials, case studies, or explain how to get deposit bonuses.

Trading Activity and Traffic Quality

Next, check who started trading and what volume goes through their accounts. This is especially important if you work on RevShare. For example, TikTok traffic brought 17 deposits but 15 people never traded.

YouTube Shorts brought 9 deposits, of which 6 users traded over 10,000 USDT.

This shows it's not just about “reach,” but the quality of the audience—focus on sources where people truly trade.



Calculating Revenue per User

You can easily see the trading volume per client in the dashboard. For example, 200,000 USDT turnover across 12 users equals roughly 16,600 USDT per user.

This is a key metric to assess effectiveness and scale channels: if a new traffic source brings 100 clicks, 10 registrations, and 2 deposits, you can estimate whether it's worth investing in promotion.

Creating and Recording Metrics in a Table

To keep your finger on the pulse, create a simple spreadsheet and update weekly:

- | | |
|------------------------------|--|
| 1. Number of clicks per link | 1. Total deposit volume |
| 2. Number of registrations | 2. Average volume per user |
| 3. Number of deposits | 3. Approximate income
(CPA or RevShare) |

Comparing these numbers immediately shows where your real “goldmine” **channel is and where is just “noise.”**

Don't Forget External Analytics

Alongside internal stats, track external indicators—such as Telegram reach and engagement via Telegram Stats or audience structure via Combot and TGStat. If reach drops but clicks increase, it likely means engagement rose. If the opposite, audience might be tired or the format outdated.

Main Task — Analyze, Compare, and Adapt

The point of the personal account isn't pretty graphs but quickly spotting funnel weaknesses and testing new approaches.

Track not only the final outcome but intermediate signals: where traffic weakens, which link stops working, at what step users drop off. Weekly data comparisons quickly reveal where to grow next.

SUMMARY

Today you learned how to use the EVEDEX personal account to track affiliate campaign performance. Properly working with numbers helps not just chase traffic but convert it into steady income. In the next lesson, we'll cover how to automate analytics and simplify tracking all funnel stages at once.