

LESSON 5.

PAID PROMOTION IN SHORTS: HOW TO LAUNCH AND SCALE ADS FOR AFFILIATES

Hello everyone. In this lesson, we'll cover how to run paid advertising in YouTube Shorts when promoting an exchange via affiliate links.

Step-by-step:

- how to prepare your account,
- how to set up a campaign,
- whom to target,
- how much you can earn,
- common mistakes that ruin results.

At the end, you'll get a working template to use as a base.

Paid ads in Shorts run through Google Ads.

You can run campaigns paying either per view or per click. Shorts are currently supported in the "Video Campaign" and "Maximum Performance" formats. It's better to use the first option—it offers more control and transparent analytics.

Preparation before launch is crucial.

Your account shouldn't be empty. At least 2–3 weeks before launch, start publishing on your channel. Ideally, post 5–7 organic Shorts with comments and basic activity. If the account is empty, ads will cost more and convert poorly.

The channel must look active.

Have a cover image, description, links, and preferably an avatar with a face. It's better if at least some videos have already reached 1–2 thousand views.

This significantly reduces CPM and increases audience trust. YouTube's algorithm takes channel health into account when ranking ads.

**When creating a campaign, choose video format
→ new video campaign → subtype “reach” or
“website traffic.”**

1. Upload a video up to 60 seconds, vertical format 9:16 mandatory.
2. Set the goal to website clicks.
3. Paste a shortened link with a UTM tag in the website field.



Example: bit.ly/bybitbonus2025?utm=shorts_paid1

THE VIDEO MUST HOOK VIEWERS RIGHT FROM THE FIRST SECONDS.

Videos that clearly define a problem and show a solution generate the most clicks.

Example: *“How I withdraw USDT from the exchange without commission” or “Why Binance froze my account — and where I trade now.” Without specifics and pain points, paid videos don’t work.*

Minimum budget for testing one video is \$30–50.

This is enough to understand CTR, cost per click, and initial registrations. A good CTR starts at 1.5% or higher. Cost per click in a decent GEO is \$0.10–0.25. If more expensive—either the video doesn’t hook or the targeting is off.

Optimal countries for crypto campaigns:

1. Turkey,
2. Indonesia,
3. Brazil,
4. Philippines,
5. Ukraine,
6. India,
7. Argentina.



These have good costs and traffic quality. USA and Canada are expensive and suitable only for big budgets.

If you work with an exchange that pays by GEO (like EVEDEX), use its payout table as a guide.

TARGETING SETUP

Set age from 18 to 44. Gender: all. Language: English or the language of the video.

Be sure to select interests: cryptocurrencies, trading, finance. But that's not enough.

**The most important is the social graph.
This setting influences which users see your
video inside the Shorts feed.**

If you promote an exchange trading on Ethereum, don't show ads to users interested only in Solana, Polygon, or meme coins — that's a weak graph.

Retargeting works best on subscribers of other crypto channels, similar interests, and behavioral patterns.

For example, users who recently installed Metamask, Bybit or watched KYC-related videos.



TO KEEP THE ADS STABLE, YOU NEED TO BUILD AUDIENCES.

Google allows you to upload email lists, active site audiences, or create lookalike audiences from users who already clicked your link.

If you drive traffic to Taplink or a separate landing, you can install a pixel to collect audiences for retargeting.

Algorithm training

Don't adjust the campaign for the first 2–3 days. The algorithm is learning. After that, review metrics: cost per click, engagement, registrations.

If you get fewer than 10 registrations per 100 clicks — change the video or audience.

If there are registrations but no deposits — add to the landing page clear reasons to deposit (e.g., bonus screenshot, instructions, benefits).

You can launch 3–5 videos at once and monitor which performs best. Turn off the others.

SCALE THE BEST

To scale, create a campaign copy with a daily budget of \$50–100. Don't manually adjust bids; let the algorithm optimize automatically.

Typical results for a good funnel:

**\$100 budget → 400–600 clicks →
60–100 registrations → 5–12 deposits.**

This equals \$200–600 net income at \$40+ per deposit payout. If working at RevShare, focus shifts towards engagement and retention, so it's better to launch a chain of videos to one landing page.

Budget-Killing Mistakes

1. Empty channel without organic videos.
2. Too generic videos — no clear problem or solution.
3. Targeting expensive countries with cold audiences.
4. No tracking tags — you won't know what worked.
5. Direct link without a landing page — a too abrupt entry, no explanation.
6. Ignoring metrics — launch and “hope for the best.”

For ads to actually make money, videos must be adapted for advertising. Don't just use an ordinary organic video. Better create a separate ad video with a direct approach, clear CTA, and a pre-planned structure. Ideally, test it organically, then run ads only on those that got a response.

In this lesson you learned:

1. step-by-step plan how to launch paid Shorts ads,
2. how to prep your account,
3. how to choose the right video,
4. how to set up the audience,
5. how to track results,
6. and how to scale the funnel.

All this can be done starting with just \$30 for a test and no subscribers on your channel.

In the next lesson, we will cover how to improve conversions and find effective formats.