



LESSON 10.

TRAFFIC ANALYTICS AND OPTIMIZATION: how to identify problem areas and improve metrics

Hello everyone! In this lesson, we'll cover:

1. How to perform affiliate traffic analytics,
2. Which metrics to focus on first,
3. How to identify weak points in your funnel,
4. Why standard CTR alone does nothing useful without context,
5. And how to step-by-step improve results without overhauling the entire flow.

Everything will be highly practical, with examples, numbers, and logic. No theory, no vague statements — just concrete actions you can implement immediately.

Why do analytics matter if you see you have few leads?

This is the first question any beginner asks. They launch traffic, see few leads, and assume the problem is the product or audience.

In reality, the issue almost always lies in one of the funnel links: the creative, landing page, form, warm-up, load speed, text presentation, visual noise, lack of trust, or poor structure.

Analytics lets you not just see what doesn't work but understand exactly where the user drops off. **This is the foundation for scaling.** Without data, scaling is always unprofitable.

WHICH ANALYTICS SYSTEM TO USE

If you work with paid sources, you need a good tracker. Best options are Keitaro, Redtrack, Binom, Voluum. These tools allow tracking a user's journey from ad click to lead submission.

Without a tracker, you see only overall campaign stats **and cannot distinguish good sources from bad.**

If you work manually with social media, you can use UTM tags and Google Analytics — but only if you understand how events and goals are tracked.

If not, start with a simple tracker. For example, Keitaro can be installed on VPS in a couple of hours and let you see the next day which sources bring leads and which waste your budget.

WHAT TO TRACK FIRST

The path is always the same:

1. The user starts at an entry point — the creative.
2. Then they go to the landing page.
3. Then they either complete or don't complete the target action.

Your job is to track behavior at each step.



Start by looking at CTR. If CTR is low, the creative doesn't work.

Important nuance. **If CTR is below 1%, with a high CPC and expensive traffic — the creative needs changing. Change the presentation, headline, visuals.** But if CTR is high and leads are still missing, the problem is in the next step.



Next, analyze funnel depth.

How many users drop off after the first page? For this, you need events.

The landing page should have a counter tracking not only page loads but also actions: button clicks, scrolling, form filling. If users open the page but do nothing, the problem could be load speed, off-putting design, or a mismatch between what the creative promised and what the landing shows.



If people click the button but don't submit a form — the issue is the form or call to action.

Maybe it's too long, asks for too much data, or seems suspicious. The best-performing forms have minimal fields and simple text, no small fonts or overload.



If the user submits the form but never reaches final conversion, check for redirect problems, loading errors, or fake counters.

Sometimes the tracker fails to register a conversion due to misconfiguration. So it seems like you have no leads, but they do exist, they're just invisible.

WHAT NUMBERS ARE CONSIDERED NORMAL

Creative CTR on TikTok and Facebook should be between 1% and 3%. Below 1% means you need to change something.

In push and pop formats, a CTR between 2% and 8% is considered normal, but you should look not only at clicks but also CPM. Sometimes a high CTR comes with poor-quality traffic.

Conversion from landing click to button click — 10% to 20%.

If less, the landing likely underperforms: too much text, bad visuals, or it doesn't meet expectations.

Conversion from button click to lead — 3% to 10%.

If less than 3%, the form doesn't inspire trust or the user is not ready to submit data immediately. Try changing the approach, shortening fields, adding explanations on why the data is needed.

The final conversion is the result of the whole funnel.

It depends on the vertical.

1. Fintech sees 1–2% as standard,
2. App installs 3–5%,
3. Subscriptions and sweepstakes 5% and higher.



But the key is not average numbers but logic: if conversion falls sharply at any stage, you know what to change.

HOW TO IDENTIFY PROBLEM AREAS

Open your tracker.

Look at the sequence. If clicks and visits exist but there are no button clicks, the problem is the landing. No clicks at all — the creative doesn't work. Button clicks but no form submits — problem is the form or trust issue. Leads submitted but advertiser rejects them — traffic quality is low or source is fraudulent.

Dig deeper.

In your tracker, check sub-IDs: source, site, geo. Sometimes one country brings stable leads, another just clicks. Sometimes one creative gives good prices, another fails despite similar themes.

Identify and disable weak funnels and sources, keep only what works.



Always check devices.

Sometimes iOS traffic brings almost no leads while Android performs well, or vice versa. Same for browsers — Safari can block scripts and break forms. You won't notice this without deeper analysis.

HOW TO IMPROVE METRICS WITHOUT TOTAL OVERHAUL

Not everything always needs changing. Often one tweak can boost results by 20–30%.

- 1. Change the headline.** One word can change perception. Instead of “Manage money easily,” try “Here’s how I stopped losing money every month.”
- 2. Change the first screen.** Switch the background, make text more contrasting, add visuals — user behavior changes immediately.
- 3. Shorten the form.** Remove email field, keep just name and phone — conversions increased by 4%.

4. **Move the button higher.** If it was at the bottom, many never saw it. Put the button right after the headline.
5. **Remove distracting elements.** If there's a slider, pop-up, or non-working timer — remove them. The cleaner the page, the easier the user acts.
6. **Add trust elements.** Add one short testimonial, a logo, “secure” badge, make the button green. Sometimes this helps more than rewriting text.

WHAT TO DO IF NOTHING HELPS

If you optimized creatives, landing, form, tracking — and still get zero results — the problem is the offer. It's either burnt out or unsuitable for this traffic type.

Don't continue. Change the offer, build a new funnel, start testing with a small budget. **Only this way you move forward without wasting money.**

If you trust the offer but get no results — check your settings.

Trackers can miscount, geo filters can block, creatives may be disapproved. Technical errors are more common than you think. Always double-check manually.

CONCLUSIONS

In this lesson, you learned how to analyze traffic and improve funnels step by step.

We covered:

1. Funnel structure,
2. Important metrics,
3. How to detect bottlenecks and improve results without starting from scratch.

Analytics is not just numbers. It's a decision-making tool. Those who know how to read it spend less, earn more, and scale faster. Those who ignore it work blindly.

This is the dividing line between those who got lucky a few times and those who build a systematic income source.