



LESSON 2.

TRAFFIC FROM UNCONVENTIONAL SOURCES: new approaches to customer acquisition

Hello everyone! In this lesson, we'll explore how to use unconventional traffic sources to attract clients in affiliate marketing. We won't repeat the usual advice you've seen everywhere. **Instead, we'll focus on specific, practical methods that actually work in 2025.**

You will learn:

1. How to test hypotheses,
2. What to pay attention to,
3. And why unconventional sources often provide cheaper and more loyal traffic.

WHY THIS MATTERS

In 2025, classic advertising channels are overheated. The cost per click on Facebook Ads and Google Ads has risen to \$2–5 even for broad offers.

Algorithms are getting smarter, but competition is also increasing.

In such conditions, finding a source where traffic costs 3 to 5 times less and still delivers results is no longer an experiment, but a competitive advantage.

Therefore, exploring unconventional channels is key to scaling on a limited budget.

WHAT COUNTS AS AN UNCONVENTIONAL TRAFFIC SOURCE

This doesn't mean you have to hunt for secret schemes. We mean channels that are not part of the classic marketing stack: **Facebook, Instagram, TikTok, Google, and YouTube.**

Unconventional sources in 2025 include:

1. Comments on large Telegram channels
2. Push notifications with intermediate pages related to apps and gamification
3. Traffic from recommendation platforms like MGID and Taboola, but using unconventional creatives
4. Smart redirects from old websites and drop domains
5. Mailings via Telegram bots and audience parsing
6. Collaboration with niche influencers outside major social networks

Example: Telegram comments as a channel

On large Telegram channels about crypto and investments, the audience actively reads comments.

If you write clear, relevant messages that add context, you can get clicks for free. One partner gained over 800 clicks in 2 days just by commenting on posts and attaching a link to a webinar.

This is not spam, but intelligent insertion into the conversation. People click because they see value.

Example: Traffic from push platforms

Old methods of buying push notifications are exhausted. But if you package the offer as a gamified story, for example, "guess the BTC price and get a bonus," and lead users to a quiz, conversions can be 2–3 times higher than when sending people directly to a landing page.

This works especially well in geos like Latin America, India, and South Africa, where people still read push notifications.

HOW TO TEST UNCONVENTIONAL SOURCES

It's a mistaken approach to compare such sources with Facebook or Google using the same metrics. Push may have a lower conversion rate, but its traffic cost can also be 10 times lower.

So focus on:

1. Cost per target action, not CPM or CPC
2. Depth of engagement: do people finish reading, complete quizzes, click buttons
3. Retention: how many come back the next day

All this is tracked through trackers like RedTrack or Keitaro. You need to set them up properly to record not only clicks but also user behavior inside the funnel.

Why these sources have less competition

Most affiliates hesitate to test something new. They read cases in public groups, rush there, and within a month the channel is already saturated.

Those who know how to work with unconventional channels stay out of competition. *For example, push sources now actively take traffic from TikTok because they provide the same volume but at lower cost and without account bans.*

HOW BEGINNERS CAN START

Don't try to master everything at once. Choose one channel and dive deep into it. *For example, find 10 large Telegram channels in your niche and start engaging in the comments.* Or test one push offer with a quiz and see how the audience responds.

-  Spend your first \$100 not on traffic but on analytics. **You need to understand what works, which combinations deliver results, and which just waste the budget.** Only then does scaling make sense.

Conclusions

Unconventional traffic sources are not magic or some dark schemes. It's just logic: where there is less competition, the cost per attention is lower.

In 2025, these channels provide an entry point for those starting with a limited budget. If you master at least one such source, it will already give you an advantage over most affiliates on the market.

In the next lesson, we will cover how to collect and evaluate these channels, what parameters matter, and how not to drown in manual analytics.