



LESSON 7.

NUANCES OF WORKING WITH PUSH AND POP TRAFFIC: ATTRACTING AN ENGAGED AUDIENCE

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

1. How to properly work with push notifications and popunder traffic,
2. The key differences between these formats,
3. How to adapt funnels for them,
4. Which approaches actually generate leads,
5. And why most beginners lose budgets specifically on these formats.

We'll discuss specific examples, real numbers, strategies, and services.

Push and pop are the cheapest traffic sources on the market.

You can get tens of thousands of clicks per day spending very little. But if set up incorrectly, the outcome will be either zero or even negative.

The main challenge is that these are low-engagement formats, and you need to know how to properly filter your audience and choose creatives.

WHAT IS PUSH AND POP TRAFFIC AND HOW DO THEY DIFFER?



Push traffic is ads shown as notifications directly on the user's screen. These can appear in a browser, on a phone, or computer. Usually, it's a headline, text, and an icon. The user clicks and the site opens.



Pop traffic is ads that open in a new window when the user navigates to another site. It can be triggered by clicking a link, button, or another action. The user doesn't always expect the window but it opens automatically.

The key difference is in user behavior.

1. With push, the user clicks voluntarily and has a choice.
2. With pop, the window opens automatically, which can annoy the user.

Therefore, the approaches to these formats are different.

WHERE TO GET PUSH AND POP TRAFFIC AND HOW MUCH IT COSTS

The biggest push and pop networks are PropellerAds, RichPush, RollerAds, Adsterra, Evadav, MegaPush, Zeropark, TrafficStars. Each network has its features, but the principle is the same:

1. You set a bid,
2. Choose geo, device, platform,
3. And get clicks.

Prices are much lower than on Facebook or TikTok. For example, with RichPush you can get clicks from \$0.005 to \$0.02. PropellerAds pop CPM can start at \$0.1. This lets you test dozens of funnels even with a minimal budget.

But low price doesn't mean high efficiency. You need to clearly understand how this traffic works and how to filter it.

WHAT TRAFFIC COUNTS AS ENGAGED

The biggest mistake is launching campaigns on all traffic at once.



In push and pop, most users aren't interested in the offer.

They just close the popup, don't read, don't click. **So your task is to find those who show at least minimal interest.**

You can do this by targeting geo, devices, browsers, and sources.

For example, Android 12 users on Samsung tend to behave more actively than old Huawei device users. Or Indian users rarely convert on finance offers but perform well in sweepstakes.

It's also important to exclude fraud. Many networks allow manual exclusion of bad sources.

For example, in PropellerAds you can disable specific zones that deliver traffic but zero conversions.



HOW TO CREATE THE RIGHT FUNNEL FOR PUSH TRAFFIC

Start with the offer.

Push works best for simple actions. These include subscriptions, registrations, apps, giveaways, coupons, gifts, quizzes, free trials.

Anything where the user can tap a button without much thought.

If the offer requires complex registration, verification, or payment — push won't suit. People aren't ready to spend 5 minutes if they came via a notification.

Next — creatives.

They must be simple, clear, and hit the problem immediately.

Examples: “Out of money again before the month ends? Try this app.” Or “You lose \$5 every day — here's why.”

Images should be simple, contrasting, with attention grabbers like arrows, outlines, red zones.



The headline is key.

Questions and concrete phrases work best. Examples: “Did you see this?” or “How much do you spend on groceries?”

Text should be short.

One or two sentences, ideally with a call to action: “Click and check,” “Watch while it’s available,” “Start now.”

Landing page — one page, fast, no extra text.

One screen, one headline, one offer, one button. Any mobile-responsive platform works. Download speed should be no more than 3 seconds.

HOW TO CREATE THE RIGHT FUNNEL FOR POP TRAFFIC

Pop is suitable for simplest funnels. This can be a pre-landing page with one button leading to the affiliate landing.

Or just a redirect to a smartlink if you have many offers and work with an aggregator.

Main rule: the site must be as lightweight as possible.

Pop adds browser load. If the page is heavier than 1MB, most users will close it before it loads.

If using a pre-landing, keep it very simple: image, button, short text. *Example: “Check how much you can get right now” and a button “Find out.”*

Never use autoplay video, heavy backgrounds, or scripts. This kills up to 70% of traffic instantly.

HOW TO LAUNCH A TEST AND SCALE

01 Start with a minimal campaign with \$20–30.

Choose one geo, one device (e.g., Android), language — English or local. Upload 3–4 creatives, set bids slightly above minimum to get impressions.



02 After 1,000–2,000 impressions analyze:

1. Where users click,
2. Where they reach the landing,
3. Where actions occur.

→ If certain zones produce many clicks but no leads
— disable them.

→ If one creative gets clicks twice as cheap as others
— keep it and duplicate with different headlines.

→ If after spending \$10–15 no conversions appear —
stop and rebuild the funnel.

→ If registrations are stable — increase daily budget
but watch frequency. If users see ads 3–5 times,
results drop.

HOW TO TELL A BAD SOURCE FROM A GOOD ONE

All push and pop networks have zone or source stats or sub-IDs — conditional site IDs where your ads run.

A good source is one with at least 1–2 actions per 100 clicks. If there are none — disable it. If 300–500 clicks bring no results — that source doesn't work for your funnel.

Sometimes a source gives conversions but at a very high price. In this case, reduce the bid or limit daily spend.

Good practice is integrating third-party trackers like Keitaro, Binom, or Voluum. They let you track everything from click to conversion.

WHAT OFFERS REALLY WORK

Best performers are:

1. Sweepstakes — phone giveaways, gifts, coupons
2. Mobile subscriptions
3. Simple-entry finance offers — apps for expense tracking, tax calculation, loan comparison
4. Apps with install bonuses
5. CPA course subscriptions with very simple forms

Complex finance, dating with passport registration, investments with verification work rarely. Push and pop don't suit long warm-up. It's a one-action format: see, click, convert.

If working with video, change the first 2–3 seconds. This is critical. Even if the rest of the video is the same, a different opening frame creates a sense of new content.

CONCLUSIONS

In this lesson, you learned how to launch and optimize push and pop traffic. **We covered:**

1. Format differences,
2. User behavior basics,
3. Campaign settings,
4. Filtering ineffective sources,
5. Choosing creatives and funnels.

The main point is not to treat these formats like free traffic giveaways. Yes, they're cheap, but results depend on precise settings, a simple offer, and the ability to filter poor zones.



If done properly, push and pop can reliably attract engaged audiences, deliver cheap leads, and scale without risking ROI loss.