

LESSON 9.

WORKING WITH "GRAY" TRAFFIC SOURCES: how to minimize risks and generate profit

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

1. What gray traffic is,
2. Its characteristics,
3. How it differs from black and white traffic,
4. How to use it wisely,
5. How to minimize risks,
6. And how to profit from it.

We will show which sources really work, what advertisers say, how to avoid bans, and what to do if your setup starts failing. Everything will be practical, with examples and clear instructions.

Gray traffic is not about cheating or fraud. It's about using unconventional, not always approved but technically permissible sources, where results come faster, rules are often bent but do not cross the explicit boundary of the forbidden.



It's working on the edge, but with the right system, it can deliver excellent margins.

HOW GRAY TRAFFIC DIFFERS FROM WHITE AND BLACK

White traffic means the source is fully transparent, all platform rules are followed, creatives comply with policies, geo is respected, and user actions are conscious. *Example: advertising an online course via Facebook Ads with a white funnel and white domain*

Black traffic means fraud, bots, spoofing, click stuffing, clickjacking, stolen content, direct deception. This traffic is banned everywhere and using it results in bans, fines, and payment refusals.

Gray traffic is everything in between. It includes cloaking, farming, aggressive creatives, moderation bypass, neutral or conditionally acceptable topics, intermediaries, and other techniques that technically work but may be formally banned or frowned upon.



Examples: Facebook Ads via anti-detect, push with aggressive presentation, pop traffic with automatic redirects, Telegram bots with bonuses, incentivized traffic via smart forms.

It's important to understand: gray traffic is not always bad. It becomes a problem only when the person doesn't understand what they're doing and cannot build a safe and predictable system.

WHY WORK WITH GRAY SOURCES AT ALL?

There are several reasons.

- First, gray traffic allows entry into niches where white traffic fails. For example, gambling, dating, financial apps with bonuses, and offers with aggressive funnels.
- Second, gray traffic often provides cheaper clicks and faster scaling, especially in paid sources.
- Third, with proper filtering, you can get high ROI where white funnels barely break even.

But everything has a price.

Gray traffic requires experience, constant adaptation, technical preparation, skillful use of intermediaries, anti-detect browsers, domains, and tracking. It's not "gray" as in shady; it's gray as in unstable and requiring attention.

MAIN SOURCES OF GRAY TRAFFIC



First source — Facebook and TikTok with moderation bypass.

Cloaks, anti-detect browsers, proxies, code obfuscation, link swaps are used. "Approved" content is shown on the front end, while in the backend there's an intermediary and redirect to the real offer. Common for gambling, sweepstakes, apps with fast registration bonus funnels.



Second — push and pop traffic with broad reach and aggressive presentation.

Provocative headlines, clickbait images, simplified landings with nudging logic are common.

These formats aren't technically banned but usually not welcomed in most offers. Still, they often bring cheap clicks and high CTR.



Third — incentivized traffic.

Users get bonuses for registration, points for installs, access to closed chats or features after actions. This may be officially prohibited by the offer or simply not mentioned. Advertisers may reject these leads if quality is below average.



Fourth — gray Telegram bots and channels that generate mass traffic via linking, auto-subscriptions, motivational actions, and pseudo giveaways.

Where there's no full analytics, advertisers often don't know where the user comes from.



Fifth — farm accounts and manually filled accounts disguised as white but working in forbidden categories.

Especially relevant for dating and gambling verticals.

RISKS AND HOW TO MINIMIZE THEM

First risk — source ban.

The most common problem is blocking of ad accounts, domains, or landing pages.

Solve this in advance: use anti-detect browsers like Dolphin, AdsPower, or Indigo. Work with clean proxies, prepare accounts beforehand, don't pour traffic immediately on your main domain.

Second risk — lead cutting or non-payment.

If the advertiser sees low-quality traffic, they may reject actions or the CPA network might filter results. To avoid this, do A/B tests, check quality on small volumes, and don't push 1,000 leads per day without history. Better grow gradually, get approval, then scale.

Third risk — legal zone.

Some formats border on legality, e.g., promising financial gain, hidden subscriptions, geo-ad policy circumvention. Always comply with local laws and provide opt-out or refund options.

Fourth risk — reputation.

If you work with a personal brand or owned platforms, gray schemes may harm audience loyalty.

Separate white and gray traffic; don't mix them in one project.

HOW TO BUILD STABLE OPERATIONS

01 Don't start with gray if you lack experience in white.

Understand the basics first: what a funnel is, how it's built, how to calculate ROI, how analytics work. Then move to more complex formats.

02 Use cloaking properly.

Don't run the same creative on five accounts. Use rotation, warm-up, randomization, parameter swapping. Monitor moderation success rate and adjust the creative.

03 Build white intermediaries even for gray funnels.

Don't send traffic directly to affiliate links. Create an intermediate page where users get info and the offer is smoothly integrated. This lowers complaints and builds trust.

04 Test everything on small volumes.

Check any gray funnel with \$20–30 before scaling. Otherwise, you risk losing budget and spoiling offer stats.

05 Keep records.

Note which funnels you used, which accounts got banned, which landings worked, and how CR changed. Without stats, you can't scale or restore after bans.

WHAT WORKS BEST

Gray traffic works best in fast-result niches — anything offering benefits, savings, access, or bonuses.

Examples:

app registration with bonus, giveaway participation, first step in training, trial access.

Example:

Offer — financial planning service.

Creative: “You won't believe how much you lose every month — here's a calculator.”

Intermediary — a page with a visual simulation of the calculation.

Then — button “Check via the app.”

The user follows the path without feeling sold to. That's the key.

CONCLUSIONS

In this lesson, you learned:

1. How to work with gray traffic,
2. Which sources are considered gray,
3. How gray differs from black and white,
4. Which funnels really work,
5. And which risks to consider.

Gray traffic is not chaos but a technical zone where you can earn if you play it safe, thoughtfully, step by step. Don't enter it without preparation.

But with a systematic approach, you can achieve high margins and stable results where others are afraid to try.