

LESSON 5.

HOW TO WORK WITH MOBILE TRAFFIC: features and strategies

Hello everyone! In this lesson, we'll cover how to properly work with mobile traffic:

1. How it differs from desktop traffic,
2. The most common mistakes that lead to budget losses,
3. How to adapt your funnel and creatives to mobile user behavior,
4. And which tools help you earn consistently.

Everything will be concrete, no fluff, with examples and a focus on real results.

Why you can't approach mobile traffic the same way as desktop

When launching a new campaign, many habitually put together a landing page and creatives, set everything up, and simply switch the placement to "mobile devices."

Visually everything works, leads might even come in, but when scaling, results become unstable or suddenly drop. **The reason is that mobile traffic operates by different rules.** The user scrolls with a finger, doesn't sit at a computer, is constantly distracted, and isn't patient enough to deal with complicated forms or read long texts.

A mobile user makes decisions quickly. This doesn't mean they are dumb; it means their attention span is limited.

If you fail to deliver the essence of the offer within **2–3 seconds**, they leave. And you pay for the click.

MOST COMMON MISTAKES THAT WASTE MOBILE TRAFFIC

First — overloaded landing pages.

When a user is on their phone, they must immediately understand what the page is about. Never make them scroll down, then read a subtitle, then try to find the button.

Everything should be visible at once: headline, one key message, and a button. The optimal format is one screen, one idea, one call to action.

Second — small fonts, narrow margins, and dense text.

It's impossible to read on a phone that way. The font should be at least 16 px, preferably 18–20, with enough line spacing. Buttons should be no less than 44 px tall; otherwise, they're hard to properly tap with a finger.

Third — loading speed.

If a landing page loads longer than 4 seconds, up to 40% of users won't even see it. You can check speed with PageSpeed Insights or GTmetrix. If your mobile score is below 70, you need to optimize images, disable unnecessary scripts, and minimize CSS.

HOW TO ADAPT CREATIVES FOR MOBILE FORMAT

If you use video, it must be vertical, 9:16 format.

This applies to TikTok, Instagram, and YouTube Shorts. Horizontal or square videos perform poorly in the feed and drastically reduce engagement.

The first three seconds of the video deliver 80% of the result.

This is when the user decides whether to keep watching. So the opening frames should have clear visuals or text that immediately hooks.

Example: *someone shows a phone screen with the message: “Lost your entire salary again in three days?” — then explains a budget planning app.*

If you use images in Facebook Ads or UAC, text must be large and readable even on a low-quality screen.

Always check how the creative looks on a phone — not an iPhone Pro, but an average Android with a 5–6 inch screen.

What landing pages should be like for mobile traffic

 **Minimalistic pages work best.**

One screen, one offer, one button. If you use a form, it must be as short as possible: name and phone number. Email can be added if absolutely necessary, but every extra field reduces conversion.

✓ No scrolling pages with many blocks.

That might work on desktop but not on phones. Maximum two or three blocks:

1. Headline
2. Visual
3. Call to action button
4. Possibly a short list of benefits or a testimonial

✓ For quick launches, good options are Tilda, Taplink, or Mobirise.

All have responsive templates you can customize in 30–40 minutes. **But always manually check how they look on real devices.** Even if a template claims to be “mobile-friendly,” it doesn’t guarantee it works well without tweaks.

Where to run mobile traffic and how to analyze it

Main platforms for mobile traffic are TikTok Ads, Facebook Ads, Google UAC, and push networks like PropellerAds or RichPush.

01

TikTok and Facebook traffic is the most expensive but also the highest quality if you know how to properly build your audience.

02

Push networks are cheaper but convert worse and have many accidental clicks. However, they are good for testing offers with a minimal budget.

03

In Google UAC, when working with apps, it's important that the landing page leads directly to installation and complies with policies. Otherwise, your campaign will be blocked quickly.

Always track not only cost per click but also cost per action. Use Appsflyer, Adjust, or at least Firebase to see which users registered, paid, or performed the target action.

Don't rely only on metrics like CTR or CPM. Often the creative brings cheap clicks but no funnel progress.



HOW TO LAUNCH TESTS AND SCALE

The starting scheme is simple.

1. Take one offer, create three creatives, and prepare two landing pages: one minimalist, one more detailed.
2. Set a daily limit of \$20–30, launch on a narrow geo targeting only mobile devices.

After 24 hours, check:

1. Which creatives got clicks,
2. Where registrations occurred,
3. And what the cost per action was.

If the cost is acceptable — increase the budget. If not — disable the creative or change the landing page.



Important:

the same creative can perform differently on iOS and Android. Always split device types in targeting. Same with geos — don't target “all countries” at once. Better to start with one and optimize.



WHAT TO WATCH IN ANALYTICS

1. If you use a tracker, always monitor funnel depth.

Not just who clicked or visited, but who reached the form, started entering data, and submitted. You can track this in Tilda using built-in events, with UTM tags via Google Analytics, or with trackers like Binom.

2. Also monitor on-site time.

If users leave within 5–7 seconds, it means either the landing didn't load properly, the creative sent wrong traffic, or the offer didn't meet expectations. Sometimes just changing the headline helps and changes user behavior.

EXAMPLES OF WORKING SETUPS

Example 1.

Financial offer. Video scenario: a guy in a café receives a notification about an automatic salary transfer to a savings account. Headline: "This is why I no longer spend my paycheck before the end of the month." Landing page — one screen offering to try the app. Funnel is simple, clicks at \$0.25, registration cost \$1.80, ROI positive.



Example 2.

Delivery offer. TikTok story: a girl shows she ordered groceries in 15 minutes and displays the receipt. Link in description. Landing page — no text, just a button and logo. \$50 daily spent, 30–35 installs per day, 12 active users.

WHAT TO DO IF YOU HAVE TRAFFIC BUT NO LEADS

First — check if users immediately leave the landing.

Open a heatmap or behavior analytics. If yes — problem with design or loading speed.

Second — check the match between creative and landing.

If the ad says one thing and the landing another, users don't understand where they are.

Third — change the offer itself.

Sometimes the product doesn't suit quick conversion. Better test a related or different format: mobile subscription, trial period, free registration with bonus, etc.

CONCLUSIONS

In this lesson you learned how to work with mobile traffic:

1. What mistakes to watch out for,
2. How to adapt the landing page,
3. Which creatives to use,
4. Where to run campaigns,
5. And how to analyze results.

The main rule — don't treat mobile traffic like desktop.

Everything should be simpler, faster, more convenient. The less the user has to think, the higher the chance they perform the desired action.



Work according to the scheme:

1. One offer,
2. Several creatives,
3. Two landing pages,
4. Tracking and step-by-step analytics.

And don't scale until you see stable results on at least a \$20–30 budget.