



LESSON 5.

TARGETING AND PROMOTION: how to use x ads to increase revenue

If memes and trends help quickly gain reach and engagement, X Ads is the tool that turns that reach into real clicks and money.

In this lesson, we will cover:

- How to correctly launch ads on X to work effectively with affiliate offers.
- Core targeting settings: how not to “waste budget” but show posts to the right audience.
- Campaign optimization tips: testing, budgeting, ad formats.

Paid traffic + audience understanding = fast and stable income from affiliate offers.

Today we're exploring X Ads as a tool for growing affiliate income through targeted advertising—if you approach it smartly, not “like everyone else.”



This is not just a button-click guide but a detailed breakdown of how to actually get traffic from X specifically for crypto, what to consider at the start, why the social graph matters, how to avoid losing budget due to audience and landing page mistakes, and how to prepare your account so your ads pass moderation and truly deliver results.

WHY X IS KEY FOR CRYPTO MARKETING

X is currently the largest network globally not only for traders but also for crypto projects.

Its audience daily discusses crypto markets, DeFi, airdrops, and new exchanges. According to X's 2024 stats, there were over 2.5 billion mentions of cryptocurrencies, DeFi, and NFTs on the platform.

About 70% of active X users have clicked exchange links at least once, and up to 40% submitted applications or registered on third-party platforms.



What does this mean for affiliates?

A direct, clear path to a hot audience — if you set targeting and funnel properly.

WHY SOCIAL GRAPH QUALITY MATTERS MORE THAN JUST AGE

Many mistakenly think it's enough to target men 25–40 from “thematic” countries for success.

In practice, for crypto offers, the social graph is far more important — it includes:

1. Subscriptions,
2. Friends,
3. Mutual connections,
4. Account activity.

X allows targeting users subscribed to key market “nodes” — specific influencers, thematic groups, official exchange and media accounts.

Proper use of the social graph nearly doubles conversion compared to classic “interest + geo” targeting.

Example:

If your offer works with Polygon, it makes no sense to show ads to users whose graph is oriented toward Ethereum or Binance Chain audiences — such users often ignore projects on other chains.

Ideally, your X ad campaign should “catch” only those who not only talk about crypto but actively interact with the chosen blockchain (likes, reposts, subscriptions to Polygon Media, ecosystem projects, etc.).

To achieve this, start by analyzing the largest and most active groups or pages on the target network, then create audiences for targeting — **for example, everyone who interacts with “PolygonDevs,” “Lens Protocol,” “Quickswap,” etc.**

Otherwise, your budget will simply “dissolve” among users uninterested in your offer.

PROPER ACCOUNT PREPARATION BEFORE LAUNCHING ADS

Before launching X Ads, special attention must be paid to preparing the account itself.

The best practice is to create and manage the account 2–3 weeks before the campaign starts:

1. Regularly post crypto-related content,
2. Comment on trending discussions,
3. Retweet major projects,
4. Build at least minimal organic engagement (15–30 followers, real likes, and 2–3 discussions under tweets).

This not only reduces the risk of getting banned (X actively blocks “empty” and new profiles) but also greatly increases ad efficiency: **people react with much more trust when ads come from a live, active account.**

Your profile should be transparent:

1. Clear description with relevant keywords,
2. Header specifying your niche (crypto, trading, DeFi),
3. Pinned post analyzing a case or explaining,
4. Your value to the audience.

Short threads with advice, mini-guides, storytelling work well — they immediately make your account stand out from ordinary boring spam.

It's important that the profile matches your target audience: if you drive traffic to a platform that supports TRON, don't create content only about DeFi on Ethereum, and vice versa.

STRUCTURE OF A PROPER CAMPAIGN AND AUDIENCE SELECTION

Next is the logic of launching the campaign. Don't just choose interests like "cryptocurrency" and wait for X to handle everything.



Start with a clear understanding of your product and audience.

Segment users at launch not only by classical parameters (age, region, language) but also by their depth of engagement in the crypto community.

Use targeting by subscriptions: for example, choose only those subscribed to opinion leaders in your segment (Polygon, Solana, Starknet, TON). Avoid diluting your budget on “broad” audiences — better to test 3–4 highly specific audience layers than waste money on millions of random accounts.

Remember, different blockchains and products have their own segments:

- 1. For DeFi** — subscribers of DeFi Llama, The Defiant, Bankless,
- 2. For centralized exchanges** — followers of official accounts and local influencers.

Always verify whether your offer matches the audience’s interests or if you’re trying to “sell pies at a car showroom.”

When setting ad goals for affiliate campaigns, “Website Visits” and “Leads” tend to perform best, while “Followers” and “Engagement” mostly help during account warm-up.



Always connect analytics — trackers like Voluum, RedTrack, Google Analytics with UTM tags — and use separate links for each audience segment.

This enables quick identification of where the budget “**goes**” and at which stage conversions drop.

CREATIVES AND FUNNEL: WHAT WORKS IN THE CRYPTO SEGMENT

Effective creatives for X Ads in crypto are not just flashy images. Practical formats are those that “fit” **the information space**:

1. Memes,
2. References to trends,
3. Short screen videos (platform reviews or instant case studies),
4. Interactive carousels.

Mainly — real stories or verifiable results:

1. “Here’s a screenshot of withdrawal from the exchange,”
2. “Case: 14% yield in 2 weeks,”
3. “Real review from a Telegram channel.”

Text should be well-structured: no blunt selling, but a catchy hook: *“Yesterday, my friend got stuck withdrawing on X — here’s how he bypassed it using a new exchange.”*



Then explanation, then call to action: *“Check your exchange — register via the link, get a \$30 bonus.”*

Every element is logically reasoned and speaks to a typical audience pain point.

ANALYTICS, TESTING, AND CONTINUOUS OPTIMIZATION

Success depends not just on the first wave of clicks but the full funnel: from impression to deposit.

Constantly analyze:

1. CTR,
2. Cost per lead,
3. Funnel depth (how many register vs. how many make a real deposit).

Every 2–3 days review your creative + audience combinations, keeping only those where registration and deposit costs meet your KPIs.

Example: *up to \$2 per registration and up to \$18 per deposit.*

Change creatives at least weekly — “burnt out” banners lose effectiveness, while competitors pick up trends and move ahead.

Test new segments: allocate part of the budget to “narrow” graphs — people subscribed only to projects from your network; part to cross-blockchain audiences; and a small part to broad interests to identify unexpected hypotheses.

Create a summary table recording:

1. Total spend,
2. Source that generated most deposits,
3. Segments with highest average user turnover.



If a segment produces no deals in 4–5 days, disable or rebuild it.

Organic Growth and Engagement: Building a Living Community Around Your Campaign

Besides paid ads, developing organic reach is crucial.

Don't just run an account for show:

1. Join discussions,
2. Answer questions under your and others' posts,
3. Share relevant case studies,
4. Create threads on hype topics,
5. Discuss weekly trends.

This “warms up” your audience, bringing back users who saw your posts but didn't click immediately.

A lively account with real discussions automatically enhances ad efficiency: people trust and are more likely to follow where “real interaction is visible.”

The more actively your account engages with the audience, the cheaper the impressions become as X lowers prices for “live” pages with good reputations.

Additionally, many influencers or thematic chat admins are willing to do mutual retweets or mentions for free if they see you're not just pouring ads but genuinely working with content.

MISTAKES AND PITFALLS

1. One main mistake is **launching ads from an empty, “dead” account or ignoring social network specifics.**
2. Another is **targeting too broadly without considering social graph and real topic engagement.**
3. Third is **relying solely on paid traffic, ignoring organics and retargeting touches.**
4. Another common problem is **failing to test pre-landing pages:** if user flow is unclear or doesn't meet expectations, even perfect targeting won't convert.

CONCLUSION

Using X Ads in affiliate marketing is no longer an experiment but a mandatory stage for anyone wanting to grow faster than the market.

But real results are possible only when you're:

1. Working wisely with social graph,
2. Preparing and warming up your account,
3. Building organics and constantly optimizing.

Focus on analytics, closely engage with your audience, don't be afraid to test new combinations — and remember, in crypto, the winner is the one who catches trends fastest and builds a “living” community around their product.

In the next lesson, we'll cover how to measure **and scale affiliate campaigns**.