

BLACK- FLOW

CASE STUDIES

**HOW TO MAKE
MONEY WITH NUTRA ED
ON NATIVE**

**STEP
BY
STEP**

WHAT IS BLACKFLOW

Blackflow is an all-in-one platform to promote blackhat.
We take care of the backend, so you just focus on your traffic



CLOAK

Built-in cloaking



MONETIZE

Optimized funnel



OPTIMIZE

Integrated Analytics

HOW IT WORKS

1

SELECT A FLOW TO PROMOTE

Choose a traffic source, vertical and country to get your campaign link.

2

CUSTOMIZE YOUR FUNNEL

Use parameters on top of your campaign link to choose the money/safe page, from our lander library

3

LAUNCH AND OPTIMIZE

Optimize your traffic cheaper and faster with our unique traffic insights

Case study

- **Source** VolumDSP -> revcontent
- **Vertical** ED
- **Geo** US
- **Network** : blackflow + c5 interactive

I will go through each step of the process and show everything:

- Part 1 – create campaign on blackflow
- Part 2 – setting up campaign on volumdsp
- part 3 – optimize and results

The results

- Day 1 : Spend 120, Rev 160, ROI +33%
- Day 2 : Spend 100, Rev 224, ROI +124%

What is blackflow? Blackflow gives you proven blackhat campaign ready to run. Under the hood, we provide all that's needed: cloaking, hosting, unique server ips and domains, safe page, lander, and offers. You just have to launch and focus on your traffic

PART 1 – 5min

Build your campaign

Create a campaign on blackflow

- Go to <https://app.blackflow.io> and create a new campaign

The screenshot shows a user interface for managing campaigns. On the left, there's a sidebar with icons for Campaign, Flow, and Campaign. The 'Campaign' icon is selected and has a red box around it, with a red arrow pointing from the text below to this icon. Below the sidebar, the main area is titled 'Campaign' and shows a list of 19 campaigns. The columns are 'Campaign', 'Link', 'Status', and 'Created'. Most campaigns are listed as 'PAUSED'. A blue button at the top right says '+ New Campaign'.

Campaign	Link	Status	Created
contentad muscle us mobile 354c6ffb muscle 6 Users 0 \$	🔗	PAUSED	5 days ago
direct brain us all 6d4eeb2a brain 2 Users 0 \$	🔗	PAUSED	6 days ago
direct crypto it all b44b2581 crypto Users 0 \$	🔗	PAUSED	6 days ago
direct crypto mx all 394f3702 crypto Users 0 \$	🔗	PAUSED	6 days ago
direct crypto sg all 574b1d7f crypto Users 0 \$	🔗	PAUSED	6 days ago
direct crypto uk all 7c435cfa crypto Users 0 \$	🔗	PAUSED	6 days ago
direct diet us all 7c431679 diet Users 0 \$	🔗	PAUSED	6 days ago
direct ed us all de4b950b ed 5 Users 0 \$	🔗	PAUSED	6 days ago
direct ed us all 0e433510 ed 1 Users 0 \$	🔗	PAUSED	6 days ago
direct muscle us all 0148b68c muscle Users 0 \$	🔗	PAUSED	6 days ago
direct skin us all 12401177 skin Users 0 \$	🔗	PAUSED	6 days ago
facebook diet us mobile ae42cf0c diet 36 Users 0 \$	🔗	PAUSED	4 days ago

- STEP 1 – Select the traffic source and vertical
- STEP 2 – Select the device, country and then click on create campaign
- STEP 3 – copy your campaign link



New Campaign



Step 1/2

What traffic source and vertical?

Traffic Source

traffic source



Account +

ad account



Vertical

Select



Campaign name

(optional) simple name to remember ie: test01

Next

How your campaign link works?

```
https://lifefify.com/?source=volumedsp&campaign=8541abda&cid={campaign.id}&sid={dsp.widget.id}&aid={dsp.creative.id}&tid={dsp.adexchange}&uid={clickid}
```

- On an abstract level, your link looks like this :

```
domain.com/?campaign&tracking&customize
```

- domain

```
https://lifefify.com
```

The domain name is unique to your account and we don't share it with other affiliates.

- campaign

```
?source=voluumdsp&campaign=8541abda
```

This is the mandatory part, it's how we route your traffic to the right funnel

- tracking

```
cid={campaign.id}&sid={dsp.widget.id}&aid={dsp.creative.id}&tid={dsp.adexchange}&clickid={clickid}
```

This is the **tracking** on your traffic source.

We track 4 parameters so you can optimize it. You will find them on the blackflow stats dashboard.

URL Parameter	Stand for	Stats report
cid	campaign	Campaign
sid	placement / widget / Adset	Placement
aid	creative / Ad	Creative
tid	platform / domain	Domain
clickid	clickid (optional)	Users

You can use them the way you want, just map them correctly.

Customize your campaign

The screenshot shows a detailed view of campaign performance across different landing pages. The interface includes a sidebar with navigation links like 'Campaign', 'Flow', 'Campaign', 'New Campaign', 'Traffic Sources', 'Customize', 'Lander', 'Lander Gallery', 'Images', 'Angle', and 'Add material'. The main area displays two tables of data:

PAGE	ED	Quality	Agressivity	epc	volume
money	ed [8] en dragon Den	Avg 4.11	Avg 3.71	Avg \$0.35	
money	ed [79] en story	Avg 3.86	Avg 3.71	Avg \$0.35	\$0.25
money	ed [120] Shark Tank	Avg 3.86	Avg 3.71	Avg \$0.35	
money	ed [121] en Shark Tank	Avg 3.86	Avg 3.71	Avg \$0.35	
story	ed [122] en story	Avg 3.86	Avg 3.71	Avg \$0.35	\$0.44
bigger	ed [123] en bigger	Avg 3.86	Avg 3.71	Avg \$0.35	
blog	ed [125] en emily blog	Avg 3.86	Avg 3.71	Avg \$0.35	

PAGE	SAFE	Quality	Agressivity	epc	volume
contentad	ed [103] en safe story contentad	Avg 5	Avg NaN	Avg NaN	
Simple story	ed [127] en safe Simple story	Avg 5	Avg NaN	Avg NaN	
classic	ed [84] en safe classic	Avg 5	Avg NaN	Avg NaN	
article	ed [178] en safe article	Avg 5	Avg NaN	Avg NaN	
article	ed [180] en safe article	Avg 5	Avg NaN	Avg NaN	

Each row in the tables contains a thumbnail image of the landing page, its URL, and various performance metrics including Quality, Agressivity, epc, and volume.

Now let's choose the landers, using url parameters **m=** and **s=**

Blackflow let you choose which lander to show, depending on your angle

Use these parameters in your campaign link:

- **m=xx** (m for money lander 💰 💰 💰)
- **s=xx** (s for safe lander 😊 😊 😊)

to learn more about it <https://help.blackflow.io/en/articles/3373003-customize-the-flow>

Let's have a look into the lander library that we get from spytools. There are loaded in the system, you just have to choose.

- **Quality** 🤗 is a subjective appreciation about how good we think the lander is
- **Compliance** 😊 is about the compliance of the lander. It's up to you to choose your risk level
- **EPC** 💰 and **Volume** ⚖️ are the stats blackflow wide. So you see exactly **what's working and what's hot**. If a lander doesn't have any stats, it doesn't necessarily mean it's bad, we may just have added it or nobody thought of a good angle to run it yet.

So here I choose m=122. If I want to split test I would use m=122,79, and I could even define the rotation weight by using m=122,122,79 (Lander 122 would get 2/3 of the traffic and 79 would get 1/3)

For the safe page, I will trust the default rotation that we already tested and that works for volumedsp (which is the right balance between getting approved easily AND monetize the traffic). So I won't use the param s=

So my final link is

```
https://lifefify.com/?source=volumedsp&campaign=8541abda&cid={campaign.id}&sid={dsp.widget.id}&aid={dsp.creative.id}&tid={dsp.adexchange}&uid={clickid}&m=122,79
```

PART 2 – 10min

Set up volumDSP

Create the campaign

Next is to set the campaign on the traffic source

Not rocket science here, just insert your campaign link

New native campaign

BASICS	TARGETING	BUDGET	CREATIVES
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Workspace* ⓘ

Initial

Campaign name - required

Volum DSP - ED Ancient Fix - revcontent

SAFE OFFER NAME

Tags ⓘ

ed X Type or select tags from list

Destination - required ⓘ

Destination URL

Flow

<https://lifefify.com/?source=voluumdsp&campaign=c3401d8>

CAMPAIGN LINK

[Available URL tokens](#) ▾

Advertiser domain - required ⓘ

ancientedfix.com

SAFE OFFER URL

Payout - required ⓘ

CPA (Dynamic)

Capping

< >

Cancel Next

Targeting is Revcontent USA here, but anything works.

New native campaign

BASICS TARGETING BUDGET CREATIVES

GEO TARGETING

Countries - required

Search...	
<input type="checkbox"/> Select all	United States X
<input type="checkbox"/> Afghanistan	
<input type="checkbox"/> Åland Islands	
<input type="checkbox"/> Albania	
<input type="checkbox"/> Algeria	
<input type="checkbox"/> American Samoa	

State/Region and City ▼

INVENTORY TARGETING

Ad exchanges - required

+ Add ad exchanges

Ad exchange	Auction type	Traffic type	High-volume countries	Top performing verticals
RevContent	2nd price	66% 34%	USA United Kingdom Brazil ...	health, trading, content/news/blog, finance, gambling

Source type

All

< > Cancel Next

Strategy on native traffic source is pretty much the same: Start small and cap the placement at low spend to not get burn and slowly block bad placements

New native campaign

BASICS **TARGETING** **BUDGET** **CREATIVES**

Max bid (CPM) - required [?](#)

Your bid	0.3	- +
Recommended	0.2\$ - 4.89\$	
Bid reach		

Total budget - required [?](#)

Limited

50	- +
----	-----

Daily budget limits

Daily budget	<input checked="" type="checkbox"/> Limited	50	- +
Daily per site/app/widget	<input checked="" type="checkbox"/> Limited	2	- +
Daily per ad exchange	<input checked="" type="checkbox"/> Unlimited	Unlimited	- +

Spend strategy - required [?](#)

Smooth	▼
--------	---

[<](#) [>](#)

[Cancel](#) [Next](#)

Creatives

Now the Creative part ...

Go on blackflow, in the customize section. We provide images of what works (these come from spy tools). Of course it's better if you use your own, we just provide it as sample.

CAMPAIGN

1 hidden field | 1 filter | Grouped by 1 field | Sort | ...

Where image contains ed

VERTICAL ed + Add filter

ID	Image	Vertical	Language	Agressivity 😊	Sum 0
1	ed 25	25			
2	ed 26	26			
3	ed 27	27			
4	ed 28	28			
5	ed 29	29			
6	ed 30	30			
7	ed 31	31			
8	ed 32	32			
9	ed 33	33			
10	ed 42	42			

Same note for the headline, you can have a look at our collection, if you don't feel inspired today.

CAMPAIGN

Hide fields | 2 filters | Grouped by 1 field | Sort | ...

Where vertical is ed
And language is en

VERTICAL ed + Add filter

ID	Vertical	Language
Count 10		
13	ed	en
14	ed	en
15	ed	en
62	ed	en
63	ed	en
64	ed	en
215	ed	en
216	ed	en
217	ed	en
220	ed	en

Let's keep it simple and select 3 images + 3 headlines.
Once uploaded in voluumDSP you get $3 \times 3 = 9$ combinations.

Activate your campaign

Make sure that on voluumDSP your campaign is on pause while they review it.

After their compliance team approve it, go to blackflow.io/campaign and activate your campaign

The screenshot shows a list of campaigns in a management interface. A modal window is overlaid in the center, displaying a green checkmark icon and the text "CAMPAIGN ACTIVATED". Below this, it says "Campaign voluumdsp ed us mobile [c3401d83] is now ACTIVE, you can start sending traffic." At the bottom of the modal is a blue "OK" button. In the background, the main interface lists several campaigns with various details like names, IDs, and status. One specific campaign, "voluumdsp ed us mobile" (ID c3401d83), is highlighted with a green background and labeled "LIVE". A red arrow points from the "OK" button in the modal to the "LIVE" status of this specific campaign.

Campaign Name	ID	Type	Status	Last Update	Action
direct diet us all	7c431679	diet	PAUSED	6 days ago	▶ Activate
direct ed us all	de4b950b	ed	PAUSED	6 days ago	▶ Activate
direct ed us all	0e43		PAUSED	6 days ago	▶ Activate
direct muscle us all			PAUSED	6 days ago	▶ Activate
direct skin us all	124		PAUSED	6 days ago	▶ Activate
facebook diet us mobile			PAUSED	4 days ago	▶ Activate
facebook muscle us mobile			PAUSED	2 days ago	▶ Activate
facebook sweepstake e			PAUSED	2 days ago	▶ Activate
facebook sweepstake e			PAUSED	2 days ago	▶ Activate
facebook sweepstake f mobile	01450000	sweepstake	PAUSED	2 days ago	▶ Activate
outbrain ed us mobile	97404006	ed	PAUSED	8 days ago	▶ Activate
voluumdsp ed us mobile	c3401d83	ed	LIVE	2 days ago	⏸ Pause
voluumdsp ed us mobile	8541abda	ed	PAUSED	3 hours ago	▶ Activate
voluumdsp skin us desktop	6a417a24	skin	PAUSED	9 days ago	▶ Activate

This is very important, otherwise all your traffic will be filtered by the cloaker.

Setting up the pixel

While Waiting our campaign to get approved, let's set up the pixel

Blackhat is amazing at tracking your users behavior, so let's make sure we are sending these data back to the traffic source so we can optimize our traffic cheaper. We are going to fire the pixel for these events:

- **view** : the user see the lander and is tracked (removing bots)
- **m** : user see the money page
- **10s** : user stay at least 10s (so we see bad placements that just bounce)
- **30s** : user 30s
- **60s**
- **120s**
- **180s** : (starting to show good intent)
- **240s** : (that's usually the time they need to read before buying)
- **lead** : (click + time >60s)
- **sale**

AVAILABLE CUSTOM CONVERSIONS: 9 of 20

Add

Slot	Custom conversion event name	Parameter values	Edit
1	10s	10	
2	30s	30	
3	60s	60	
4	120s	120	
5	180s	180	
6	click	click	
7	lead	lead	
8	sale	sale	
9	view	view	
10	
11	m	m	

Custom conversion event name

60s

Values of the et parameter

- 60

-
- Include in "Conversions" column
 Include in "Revenue" column
 Send postback to traffic source
 Include in "Cost" column

And for the **lead** and **sale** event, you want to mark it as a conversion and save the payout

Custom conversion event

X

Specify a name for the custom conversion event as well as corresponding value(s) of the et postback parameter. The custom conversion event name will be displayed in reports. Each parameter's value should be added in a separate line.

Example:

For the **Sign up** custom conversion event with the parameter's values such as **signup** and **registration**, every postback fired with **&et=signup** or **&et=registration** will be counted as a new conversion. Those conversions will be categorized as the **Sign up** event.

Custom conversion event name 

sale

Values of the et parameter 

- sale

Include in "Conversions" column 

Include in "Revenue" column 

Send postback to traffic source 

Include in "Cost" column 

[Cancel](#)

[Save](#)



Include in "Conversions" column

Just send us the pixel for your account, it's all automated.

PART 3

Optimize

 Results of day 1 – Pretty good ROI +33%

So on day 1, we end up spending 120\$ and making 160\$ revenue, which is profitable of course, but not that great (remember it's blackhat). That said we are buying native traffic so there is a lot of room for improvement. Being profitable on day 1 is actually a really good sign nowadays.

Let's optimize

We are going to check and optimize three variables:

- the placements aka widget
- the creatives

- the lander (if you did split testing instead of the default rotation)

Placements

On volumDSP you pretty much have all you need already, thanks to the pixel firing for each events.

Unique visits	view	m	10s	30s	60s	120s	180s	click	lead	sale
72	52	40	36	26	20	13	10	6	2	1
39	27	20	18	17	16	12	7	4	2	0
47	33	30	26	21	16	10	8	2	2	0
36	28	21	20	18	16	11	10	3	2	0
20	20	16	16	15	15	10	7	4	3	0
36	27	22	19	16	14	9	6	1	1	0
35	39	23	21	15	13	8	5	4	4	1
37	25	18	15	13	12	9	7	2	2	0

Ad ID	Status	Bid	Win rate	Suspicious visits	Unique visits	Clicked	10s	30s	60s	120s	180s	lead	sale	Suspicious	Convert	Revenue	Cost	Profit	CPV	CTR	CV
9	Default	►	8.19%	Clean	9	0	0	0	3	2	0	0	0	0	0	\$0.00	\$1.19	(\$1.19)	\$0.1191	0.00%	0.00%
62	Default	►	84.80%	Clean	8	0	0	0	2	2	1	0	1	0	2	\$0.00	\$1.53	(\$1.53)	\$0.1919	0.00%	25.00%
10	Default	►	62.63%	Clean	7	0	0	0	2	2	1	0	2	0	3	\$0.00	\$1.65	(\$1.65)	\$0.2352	0.00%	42.86%
81	Default	►	33.44%	Clean	7	0	0	0	6	0	0	6	0	0	6	\$0.00	\$0.36	(\$0.36)	\$0.0508	0.00%	0.00%
2	Default	►	9.35%	Clean	7	0	0	0	1	1	1	0	0	0	1	\$0.00	\$0.72	(\$0.72)	\$0.1035	0.00%	14.29%
88	Default	►	57.77%	Clean	6	0	0	0	0	0	0	0	0	0	0	\$0.00	\$2.16	(\$2.16)	\$0.1111	0.00%	0.00%
84	Default	►	85.48%	Clean	6	0	0	0	3	2	1	0	1	1	3	\$32.00	\$0.77	\$31.23	\$0.1290	0.00%	50.00%
1	Default	►	61.42%	Clean	6	0	0	0	2	0	0	0	0	0	0	\$0.00	\$0.95	(\$0.95)	\$0.1591	0.00%	0.00%
19	► CPM \$ 1.00	— +	87.23%	Clean	5	0	0	0	2	1	1	0	1	1	3	\$32.00	\$0.89	\$31.11	\$0.1777	0.00%	60.00%
24	Default	►	87.73%	Clean	5	0	0	0	1	0	0	0	0	0	0	\$0.00	\$1.93	(\$1.93)	\$0.3211	0.00%	0.00%
68	Default	►	78.84%	Clean	5	0	0	0	2	0	0	0	0	0	0	\$0.00	\$1.34	(\$1.34)	\$0.2671	0.00%	0.00%
17	Default	►	85.81%	Clean	5	0	0	0	0	0	0	0	0	0	0	\$0.00	\$1.17	(\$1.17)	\$0.1947	0.00%	0.00%
58	Default	►	71.98%	Clean	5	0	0	0	2	1	0	0	0	0	0	\$0.00	\$0.61	(\$0.61)	\$0.1229	0.00%	0.00%
96	Default	►	67.99%	Clean	5	0	0	0	1	0	0	0	0	0	0	\$0.00	\$0.03	(\$0.03)	\$0.0061	0.00%	0.00%
15	Default	►	77.38%	Clean	5	0	0	0	3	1	1	1	1	0	1	\$0.00	\$0.70	(\$0.70)	\$0.1170	0.00%	16.67%
89	Default	►	55.24%	Clean	5	0	0	0	3	3	1	0	1	0	1	\$0.00	\$0.89	(\$0.89)	\$0.1116	0.00%	12.50%
49	Default	►	58.68%	Clean	5	0	0	0	0	1	1	1	1	0	1	\$0.00	\$1.45	(\$1.45)	\$0.2901	0.00%	20.00%
9	Default	►	40.93%	Clean	5	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.56	(\$0.56)	\$0.1121	0.00%	0.00%
146	Default	►	62.22%	Clean	5	0	0	0	1	0	0	0	0	0	0	\$0.00	\$1.25	(\$1.25)	\$0.2503	0.00%	0.00%
			54.22%	Clean	4	0	0	0	0	0	0	0	0	0	0	\$0.00	\$1.18	(\$1.18)	\$0.2951	0.00%	0.00%

Head to blackflow.io/stats and Let's look at the placements



Cut bad placement after only 10 clicks

What's good here, **is that we can optimize placements after very few clicks.**

Usually, affiliates optimize on CVR, but that's expensive as you have to spend at least 1-2 times the offer payout before knowing if the widget is good. Here we are promoting nutra ED, the payout is usually 64\$, so that's a very expensive and inefficient strategy.

But now, with blackflow we can just check the time behavior and the leads, which tell us a lot about the traffic quality.

I have a small budget so I'm going to set up strict rules for the beginning:

- If > 5 users, and time 60s < 1 Then block (Mean that the placement don't send any real user)
- If >10 users And lead < 1 Then block (remember we set up a lead as scrolling 50% + staying 60s + click – so we can separate real click with intent from fraudulent clicks)

Apply rule to

Widget IDs

Widget IDs will be paused when all conditions are met at a minimum of 1,000 impressions or 5 visits

Action

Pause

The widget ids will be paused when all of the added conditions are met

Conditions

When Conversions number is less than 1

and Visits number is greater than 10

Time

Data time range last 24 hours

Frequency 1 hour

I actually set up the event – lead as a conversion. So that's the rule from above

Creatives

Next let's have a look at the creative

**

Creative	Status	Bid	Thumbnail	Impressions	Win rate	Visits	Suspicious visits	Uniq
Men, You Don't Need the Blue Pill if You Do This Before Bed		Default		93,810	54.03%	179		1.68%
The Blue Pill is Doomed! This New Natural Recipe 'Destroys' Erectile Dysfunction		Default		91,020	53.70%	119		0.84%
The Blue Pill is Doomed! This New Natural Recipe 'Destroys' Erectile Dysfunction		Default		91,449	54.01%	98		Clean
Men, You Don't Need the Blue Pill if You Do This Before Bed		Default		44,088	40.65%	50		Clean

Creative	Users	Leads	LR	CTR	Revenue	Conv	CVR	Cloaked	Duration	Scroll	Good Traffic	Bounce %
f304f8d0-0e85-11ea-bca4-97af02b0afdf	624	41	6.57%	10.74%	\$32	1	0.16%	20%	00:01:28	29%		53% 19.39%
f3085430-0e85-11ea-bca4-97af02b0afdf	436	43	9.86%	12.39%	\$352	6	1.38%	20%	00:02:07	28%		49% 23.85%
f3080610-0e85-11ea-bca4-97af02b0afdf	58	10	17.24%	20.69%	\$0	0	0	20%	00:02:50	22%		52% 24.14%
f3043580-0e85-11ea-bca4-97af02b0afdf	34	4	11.76%	17.65%	\$0	0	0	30%	00:02:34	24%		53% 23.53%

creative stats on blackflow, easy to compare with duration, scroll %, click time, bounce

Creatives look fine here, I just notice one of the ad got a low CPC so that's good sign for tomorrow

Landers

EPC	Revenue \$	CVR ↗	Scroll ↑	Duration ⏱	Cloaked 🛡	Good Traffic 👍	Click Time ⏲
\$1.79	\$192	2.8%	31.78%	00:02:23	10%	69%	00:03:57
\$1.73	\$128	2.7%	27.7%	00:01:47	10%	50%	00:02:46
\$1.33	\$32	4.17%	25%	00:01:31	20%	33%	00:01:36
\$1.28	\$32	4%	35%	00:01:42	20%	48%	00:02:10

BL & WL

For Day 2 I created a white list to focus on the good placements we saw on day 1. The strategy is as usual: Explore placements on the BL and add them to the WL. On the WL you need to bid a bit higher to get traffic. I added about 15 placements. (Yes we didn't get much conversions or data, I selected the widget on the basis of the good behaviors we saw above)



Spent 100\$, made 220\$, ROI +124%

60s ⚙	120s ⚙	180s ⚙	240s ⚙	lead ↴ ⚙	sale ⚙	Cost ⚙	Revenue ⚙
56	32	24	19	9	3	\$40.11	\$96.00
69	50	36	22	8	1	\$64.73	\$32.00

Revenue on DSP only show 4 conv and 120\$ because we didn't fire the upsell back. Real revenue is 224\$



let's check the lander, see if we can make anything better



Go the blackflow.io/stats in the lander reports

CTR	Revenue	Conv	CVR	Duration	Click Time
12.8%	\$160	3	0.87%	00:02:11	00:00:25
6.7%	\$64	1	1.12%	00:02:01	00:00:22

It's a bit early to optimize here, but we see our lander are both working well.

On blackflow we already cleaned and tested the landers for you, so we protects your bottom line.

[Click here to get started](#)

thank you for reading, until next case study.