

Case Study - Traffic Purchase - 4WebHits.com

It's a known fact now days that the ability to convert visitors to customers through pop-ups and pop-unders is very low. Not because pop-ups are not effective (as we still receive the majority of our opt-ins through our front page pop-up), but more for the reason that many of the places on the Internet that sell this type of traffic from web sites that are not very targeted. (to read more about pop-ups please visit our "[Miscellaneous](#)" section under the "Web Site Promotion" article category. [Click here to go there now.](#))

I'm not saying that these pop-ups can't convert for anyone, however, most of these untargeted pop-ups are a miss and not worth looking into. That's why our case studies on these particular breed of advertisements should give you a clear indication of why the traffic might or might not convert for you. And who knows... by displaying the actual sites where the traffic comes from, you may find just the right web sites that will send you the traffic you want.

Case Study: [4WebHits.com](#)

Type of Traffic: Pop-Under Traffic

Cost: \$139 (\$0.01 / visitor)

Traffic: 10,000 visitors

Successful for Internet Marketing Challenge: No

Length of Campaign: Traffic guaranteed within 30 days

Actual Traffic Delivered (based on our server logs): 8,288

Actual Traffic Delivered (based on special tracking url): 8,280

Revenue Generated: \$0

Our thoughts:

Recently, we've started to see an increase in advertisements all over the internet for the site, 4webhits.com. They were boasting to have very qualified guaranteed traffic, so I decided to check it out to see what the deal was. Upon going to their web site, I saw their Alexa ranking at 34,682 -- which, in my opinion was ok. Their site looked professional and gave me confidence to keep reading on.

When I finally got to their pricing and packages, I saw that they guaranteed targeted category specific traffic and the smallest package promised to deliver 10,000 of these targeted visitors for \$139 -- needless to say I was curious. They did offer other larger packages, but 10,000 was the all I needed to test with.

The 10,000 targeted visitors package gave us the ability to choose from a handful of categories...

Beauty	Gambling
Business	Games
Business Opportunity	Health
Computers & Software	Recreation
Electronics	Shopping & Gifts
Entertainment	Sports & Fitness
Family	Travel
Financial	Web Services

We decided to choose the 2 categories that matched our target audience the best ("Business" and "Business Opportunity"). In order to run this test, we set-up individual tracking url's as well as our own server logs to analyze traffic delivered from 4webhits.com. Here are the results from our traffic analysis...

Analysis For Traffic Delivered by 4webhits.com

Site That Delivered Traffic	Traffic Amount	% of total traffic received (to one decimal)
http://www.boonsolutions.com	3,589	40.8%
http://www.astalavista.box.sk	2,455	27.9%
http://astalavista.box.sk	2,188	24.9%
http://dvd.box.sk	233	2.6%
http://www.newgrounds.com	177	2.0%
http://newgrounds.com	113	1.3%
http://astalavista11.box.sk	26	0.3%
http://www.dvd.box.sk	12	0.1%
Total	8,793	

...after looking at these results, we concluded that the only worth while traffic that could even come close to delivering the traffic that targeted the audience we chose ("Business" and "Business

Opprtunity") was boonsolutions.com. The rest of the traffic came from sites that were dedicated to software cracks, patches, forums and other unrelated sites. It's no wonder that we received 0 sales from this traffic -- And the fact that we only received 8,793 of our 10,000 visitors doesn't impress me much either.

Our take on this traffic resource is that it is just not as targeted as it claims to be -- especially if over half of the traffic for our specified "Business" and "Business Opporunity" categories came from a software crack and patch site. Although it's always hard to say firmly that any traffic resource is of no value (this is due to the amount of industries that the Internet space covers), I would say that 4webhits.com may be a traffic resource that you want to skip for now.

I say this according to the results we gathered from this campaign as well as my experience with pop-under traffic buys. Because of the saturation of this marketing technique, it's becoming more and more ineffective. And if you are to succeed with these types of campaigns, you'll need to buy in large volumes and the traffic has to be extremely targeted.

Get the skills without the spills!

Boris Chow
Internet Marketing Challenge

About This IMC Contributor

Boris Chow is a seasoned Internet marketer and member of the IMC Think Tank, the team of Internet marketing professionals who gather in the IMC Private Site to spill the beans about Web marketing breakthroughs -- as they happen!