

## Case Study - Traffic Purchase - AdScholar.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:** [AdScholar.com](#)

**Type of Traffic:** Pop-Under Traffic

**Cost:** \$160 (\$0.008 / visitor)

**Traffic:** 20,000 visitors

**Successful for Internet Marketing Challenge:** No

**Length of Campaign:** Traffic guaranteed within 30 days

**Actual Traffic Delivered (based on our server logs):** 15,430

**Actual Traffic Delivered (based on special tracking url):** 17,549

**Revenue Generated:** \$0

### Our thoughts:

I came across AdScholar.com after receiving a few emails inquiring about their effectiveness. I didn't know so I went right to their site to do some research. Upon entering their web site, I saw their Alexa ranking at 26,491 -- which, in my opinion was ok. The site looked clean and professional -- I was confident that dealing with this company would be good. However, I was still kind of skeptical about whether they would have the ability to deliver useful traffic to me. Their site boasted to have delivered traffic to NetZero, Disney, AOL, Network Commerce, ATT and Microsoft. Although I wasn't totally convinced, I decided to give it a shot.

Their pricing and packages were on par with standards in the industry (guaranteed targeted category specific traffic, 100% spam free mailing lists etc.). Their smallest package promised to deliver 20,000 targeted unique visitors for \$160. Larger packages can be purchased to drop the cost of unit price. We chose to test with 20,000 visitors to see the response.

As with most targeted pop-under traffic-buys, you are asked to choose from a handful of targeted categories in

which to receive your traffic. I was actually quite pleased that AdScholar appeared to have a few more categories available for targeting than most of the other places I've seen. Here are the categories that were given to us to choose from...

- |                        |                        |
|------------------------|------------------------|
| Accessories            | Automotive             |
| Business               | Career                 |
| Computer / Electronics | Education              |
| Entertainment          | Family                 |
| Financial Services     | Food & Drinks          |
| Games                  | Gifts & Flowers        |
| Health                 | Home & Garden          |
| Insurance              | Legal Services         |
| Medical                | Network Marketing      |
| Telecommunications     | Recreational & Leisure |
| Shopping               | Sports & Fitness       |
| Travel                 | Web Services           |

I decided on 3 categories that matched our target audience the best ("Business", "Network Marketing" and "Web Services"). 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 AdScholar.com. Here are the results from our traffic analysis...

**Analysis For Traffic Delivered by AdScholar.com**

Site That Delivered Traffic	Traffic Amount	% of total traffic received (to one decimal)
http://66.192.46.100	5,303	50%
http://www.hightrafficads.com	2,874	27%
http://216.40.225.62	2,394	23%
XXXX: ++++++	1	
Field blocked by Outpost (http://www.agnitum.com)	1	
http://www.travlang.com	1	
XXXX: ++++++	1	
<b>Total</b>	<b>10,571</b>	

...after looking at these results, it was hard to conclude as to where their traffic was coming from. The traffic referers listed in the above table do not appear to indicate the actual sites where traffic would be generated. The only thing concrete are the buy-through stats... I received 0 sales and only about 22 opt-ins (which were coincidentally almost all hotmail members).

My take... since the traffic sources could not really be accurately determined, it's hard to say whether or not the traffic was targeted enough. 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 can say that AdScholar.com did nothing for my sales. And if I was to pay for a larger amount of traffic, our return on investment would still end up in the negative. Keep in mind that our page was able to capture 22 opt-ins, but for the price of \$160, I'd rather invest

my money on co-registrations.

So if you're looking for some exposure or a way to better your net ratings, this may be a resource you would be interested in. However from my perspective, if you are looking for a good direct profit ROI, I don't think you'll find it at AdScholar.com.

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!