



## **How Much Are Traffic Exchange Credits Worth**

**By Steve Ayling**

This is a free report and is distributed for free by my SteveAylingRecommends.com website. It may not be sold or edited, in any way. Feel free to share it with everyone you know and distribute it far and wide. It is all Steve's personal opinion and designed to make you think about how much you spend on Traffic Exchange advertising.

Steve has been Internet marketing since 2003 and has had a full time online Internet Marketing business since 2008. He has spent thousands on buying advertising credits in traffic exchanges over the years.

Before I start I wanted to take a moment to tell you that if you use traffic exchanges right then you can make some good money by promoting things inside of them.

Traffic exchanges have always been a good form of advertising for me, however lately it has become a real struggle to find enough good places to buy the advertising that I need.

### **Why do I buy traffic exchange credits?**

A big part of my business now is affiliate marketing where I earn most of my money promoting other people's products and services.

In the past I was a traffic exchange owner for many years. In total I have made thousands of pounds (I'm from the UK) from traffic exchanges and realise that once you understand how to use them right then they are a good form of advertising no matter what some people say.

You will hear people all the time say that they are rubbish traffic and that is not actually the truth. Not all the time anyway.

Most of the people that do not like traffic exchange advertising are just people that have simply got it wrong.

Anyone can grab a link for a get rich quick scheme and throw it in with the other hundred or so people that are promoting the same thing, in the hope of making a million dollars by tomorrow evening.

That rubbish just does not appeal to me as it never works. Believe me I have tried a lot of them; I have thrown thousands at them in my early years.

You see, the thing people fail to realise is that the key to making money in traffic exchanges is by appealing to the people like me that have spent thousands of pounds in them each year.

So back to why I need traffic exchange traffic and why I buy it.

At this moment in time promote my new Steve Ayling Recommends site which brings together most of the sites that I use and promote to get me traffic and earn me affiliate commissions.

My aim is to build up the membership of that site. Yes it may come across as a bit of a boring site and a site that is not a moneymaker (It doesn't have a single thing in it that you can pay me for) but, I only want to catch the few people that will actually achieve something online.

I am not interested in surfing for traffic and I am not really interested in the heavy surfers either. If someone is sitting there surfing thousands of pages in a day then they have not yet worked out why buying the traffic makes a lot more sense.

So, we have worked out that I have a site to build, affiliate programs to promote and that I want to buy traffic exchange traffic instead of surfing to earn it.

### **Why buy traffic instead of surfing for it?**

This is a question that I get asked a lot by a lot of owners and there is something really interesting there in the question itself. There is a very big reason why I love it when an owner asks me that.

That and one other question, that is.

The other thing they tend to ask and I will come in a minute to why I am always interested in hearing it is:

Would you like to buy an upgrade if I do you a special deal?

Well both questions are very interesting indeed, and I will address the second one first because it might flick a light bulb on in your head and you might figure out the answer to the first one before I tell you.

No, No, No, thank you!

I am not really interested in upgrades at the moment. To me an upgrade is only really any good if I am going to recommend and promote the site as an affiliate because I don't use 90% of the benefits of the upgrades.

That is..

Wait for it..

I don't surf.

## **Why don't I surf?**

I don't surf because to me it is just not worth the time. Realistically, how many credits can you earn in an hour surfing?

Even if you had a 1-1 surf ratio and you hit it for an hour hard then you could possibly earn say 600 credits?

That's is not enough for an hours work and that is the reason I buy credits instead of surfing for them.

## **How many credits do you need?**

This is a very interesting one and I need to explain a little bit more about how traffic exchanges work and how they have changed.

Over the years traffic exchanges have changed a lot and so the answer to not only how many credits do I need, why I buy credits instead of surfing and how much are credits worth is all really down to these changes.

Lets go back a bit, Say the early 2000's when I first started surfing. I think it was 2001 that I first found traffic exchanges and started surfing them.

Back then, they was exactly what they are called.

Traffic exchanges used to simply be a place where you would exchange traffic with other like-minded marketers.

For example Mr A would have a hosting business, Mr B would have a splash page making business, Mr C would have a banner ad site and Mr D would have a tracking site, as an example of course.

So they all surfed 50 pages and earned 25 credits as a free member. The 25 credits got their sites seen by the other people in there 25 times. Same as it is now right?

So Mr A thought, ooh a tracker, I'll have some of that. Mr B thought that people on that banner ad site would maybe need his splash page maker and so the exchanging of traffic worked.

Back then you used to get one signup to your site for about every 100 credits you used. That was good and you only had to surf half-hour or less to get that. A customer buying a \$15 product for half hours work and the chance to sell them other things going forward was just Perfect. So what changed?

Well as more and more money was made in the traffic exchanges the more traffic exchanges opened their doors.

There was more choice and people could only surf at a few each day so it was a race between traffic exchange owners to offer the best deals.

Prices started to come down as owners started to compete until they could not really come down much more and remain very profitable.

What happened next would shape the way traffic exchanges acted right up until this day.

Competing owners needed to spread their wings a little and started to branch out into other areas of internet marketing where Mr A and his \$15 splash maker just could not get sales from.

PTC (Paid To Click) sites with a lot of people clicking for pennies is an example of this. They spend all day collecting those pennies and there is no way that they were going to use 1500 of them to buy a splash page making membership.

Then there was the games, see some stumbles across traffic exchanges as a game place, as a hobby to surf and collect badges, game pieces and the like.

They were also not interested in a \$15 splash-making program. They just wanted to grab the last badge in the collection and if they had to surf 5000 pages to do so then that's what they would do.

All the time Mr A was using his 25 credits per day and instead of getting sale, his credits were now being used up by Mr X who was just after that badge and who didn't give a cats claw about what site was shown to him 2 clicks ago.

That is where the value of the traffic went, that is when a lot of the big spenders and serious business people left the business.

Back at the start when people would surf 50-200 pages a day and you could get a signup for each 100 credits you had and

you fancied a day off at the weekend. But, you still wanted to pick up another customer or two then you could just buy credits instead of surfing for them.

That's when the light-bulb went off in my head, it was very obvious though so I won't claim to be a genius ha-ha.

I could buy 1000 traffic exchange credits for \$10 and that could get me up to 10 signups to my site.

### **Why would I need to surf?**

Well I didn't, that's pretty much when I stopped surfing. I knew if I could get 10 signups for \$10 then that's just a dollar a signup and that's about right, even in today's market.

### **How did the value drop then?**

Well hopefully you have already figured that out. The more and more hobby surfers, game surfers and collectors that come into the industry and most of those were not interested in what was being advertised, the less the traffic value was.

I nearly always track my advertising. There is the odd time if I am just after some branding I might throw a non-tracking link in there but not very often.

You see, I know how many signups I get at different places and how many credits are needed to get each of those signups.

That helps me work out how much traffic exchange credits are worth.

### **So are we finally able to reveal how much they are worth?**

Pretty much yes, it is not clear-cut as at some sites they are worth a lot more than at other sites. Depending on the target market of the site and what the site features are etc.

The other day for example I got 4100 views at one site where people were collecting game pieces and my tracker showed me I got just 1 signup.

Another site I used up 650 credits in a week, delivery there is not as fast and it is not as active but it does not have things to collect so a lot less surfing takes place. But I did get 2 signups from there.

So, credits are worth different amounts at different sites so the only way I can let you know an answer is a ballpark figure. You will need to test them and see what each site does for you.

At the site where it was very active, hits were delivered very fast and 4100 views received; the true answer is that the credits are not worth a lot, at all.

You see if I want to get 1 signup for every dollar (Pretty near impossible in the state of the industry nowadays). I think I average about one signup per 1600 views in the places I currently buy at but I don't buy at many very active sites.

So let's for argument sake say I want one signup per 2000 views and I want to pay \$2 maximum for a signup.

Why \$2. Well if I have 100 members and I am promoting other things to them it can take a while to earn the \$200 back that they cost to acquire so any more is a bit much really.

So in theory nowadays traffic exchange credits at most places are worth about a dollar 1000.

Some owners will now be taking a gulp, swearing or spitting their dummy out right about now and saying things like: I am not selling mine that cheap.

At some sites where I can still get a signup for each 1000 views they are worth \$2 per 1000 credits and at a very few where delivery is slow but I can get around 1-2 signups per 1000 credits I am happy to pay \$2-3 per 1000.

That is basically what they are worth.

But you may be thinking, I see some sites selling them at \$5 per 1000, \$7 per 1000 and in some crazy cases \$10 per 1000.

This is a really good point and exactly what I was talking about at the start of this report.

It shows a lot about an owner, a hell of a lot.

But before that..

## **Let it all come together now...**

Back in the day credits were \$10 per 1000 when not many was used, when surfing had no distractions and when you got a signup per 100 odd views.

Back then is when the standard example prices were put inside the scripts as an example for new owners.

Those times have long gone but you still see some people sell them (trying to sell them) at that price for a couple of reasons.

- 1) They just used the price that was inside the script as an example thinking that must be right. Well it was but not nowadays.
- 2) They price them at what they think they should be worth and not what seasoned advertisers want to pay for them.
- 3) In some cases it is more plain and simple. They have no idea what they are doing, they have not thought about how much they are worth and done the maths required or they simply, live in dreamland.

Prices like that however do highlight a few things and that is what sort of owner a traffic exchange has.

If you are an owner reading this and you think your traffic exchange credits are worth more than \$3 per 1000 then you really need to either start tracking your advertising or at least have a look at your results if you do already track them.

Are you really telling me you can deliver 5 signups for 1000 credits that you sell for \$10 per 1000. If you can, then I will happily pay that amount. I just don't think that you can.

Are you not just ripping off your members?

So there we go, \$1-\$3 per 1000 from the mouth of an advertiser that has been making a full time living doing this for many years.

If the TE that you use wants more than that, then that will probably be the reason why as much as you like surfing there, I don't recommend it on my recommends list. I will not pay that much to buy the credits needed to give it a good test so I can see if it can be recommended by me.

I promote a few sites that some consider to be nearly dead or very slow in delivery but a lot of the time you can actually get

a better return from 500 hits there than you will from 5000 at other places.

But that is another question, why are some sites not on my recommended sites list? Look out soon for the next free report that will explain that question in a lot more detail.

Thank you for reading.

You might not agree with everything I wrote but it is meant as a guide to the many new people that come into this industry and are not really just hobby surfers and want to actually build a business online.

To keep updated, please join me at  
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& feel free to share this free report far and wide.

Best regards,

Steve Ayling