Using a Traffic Rotator to Optimise Your Mobile Clicks

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Introduction

I have, in the last few days realised the importance of having a separate mobile optimised squeeze page in addition to my normal computer squeeze page.

In summary, my normal squeeze page looked fine on mobile except that you had to scroll down to see the call to action.

Cloning the funnel and making a few simple changes fixed the problem and displayed the whole squeeze page well on both iPhone and Window Phone as you can see on the before and after images below.
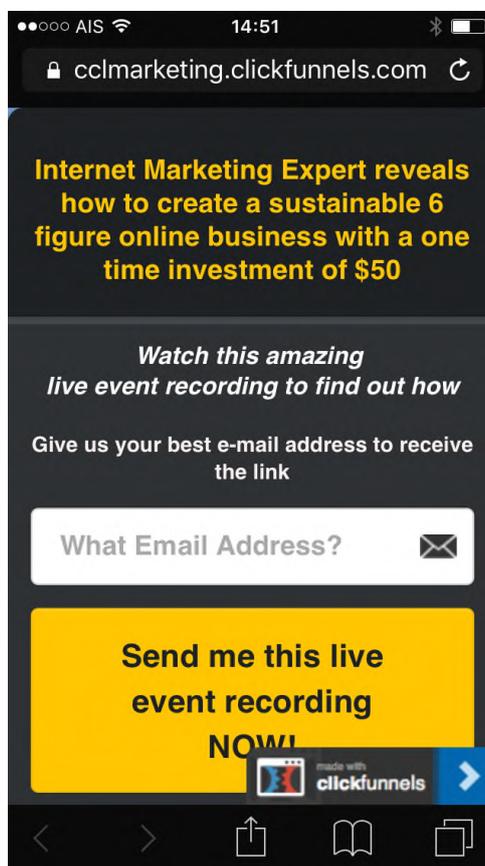
Before	After

The simple changes I made to the original squeeze page were:

1. Make sure the message and CTA were pushed to the top of the page
2. Decrease the font size proportionally in all sections until you achieve the result that you want; I have found that a font size of 14-18 works well on mobile.

I have also validated this and am now getting much better optins from my mobile clicks which are over 50% of the total clicks.

I use **ClickFunnels** as my Funnel Manager and I could not see how to manage the clicks based on click source using that. However, I have recently been introduced to **ClickMagic** which I was using just to rotate my clicks between two different product squeeze pages. I illustrate the process below with ClickMagick screenshots but believe that a similar approach would work with other rotators.

Having decided that I needed to handle my mobile clicks differently, I got ClickMagick support to help me optimise the process.

This document provides detailed background and the process I have implemented and tested; I hope you find it useful.

What I Wanted to Do

I have 2 main funnels:

1. MOBU Webinar Sales Funnel
2. MOBU 3 Day Secret Sales Funnel

For each of these I have set up a normal funnel and a mobile optimised funnel so I finish up with 4 funnels:

A. MOBU Webinar Sales Funnel
B. Mobile MOBU Webinar Sales Funnel
C. MOBU 3 Day Secret Sales Funnel
D. Mobile MOBU 3 Day Secret Sales Funnel

ClickMagick gives the option of discerning between IOS mobile clicks and "other" mobile clicks. I have checked my mobile optimised squeeze pages and am happy they display well on both IOS and "other" mobile devices so I only want to send the mobile clicks to B. and D.

In summary, what I want to achieve is the following:

1. For non mobile clicks
   a. Send 50% to funnel A. and 50% to funnel C.
2. For IOS mobile clicks
   a. Send 50% to funnel B. and 50% to funnel D.
3. For "Other" mobile clicks
   a. Send 50% to funnel B. and 50% to funnel D.

How I Have Set This Up in ClickMagick

I have a single source of clicks that I send to a ClickMagick rotator called "MOBU Ad Coop #1".

Within that, I have 2 URLs that are receiving my clicks and point to Funnels A. and C. above (ignore the fact I currently have A. on Paused on the screenshots on the next page!).

Rotator Name	Mode	Cloak	Pop	Bar	URLs	TC	UC	FC	BC	MC		
MOBU Ad Coop #1	Random	No	No	No	1 / 2	501	487	24	0	48	⚙	✏

Show: All URLs

Pos	URL Name	TC	UC	Today	Start Date	End Date	Status	Stats	Move
1	🔍 Webinar	166	161	0	N/A	N/A	Paused ▾	Share	▽ #
2	🔍 3-Day Secret	276	268	62	N/A	N/A	Active ▾	Share	△ #

Before I set up my mobile optimisation, all clicks were sent randomly to Funnels A. and C.

I have now set up 2 new Rotators

1. MOBU Ad Coop #1 IOS Mobile
2. MOBU Ad Coop #1 Other Mobile

Rotator Name	Mode	Cloak	Pop	Bar	URLs	TC	UC	FC	BC	MC		
MOBU Ad Coop #1	Random	No	No	No	1 / 2	540	525	28	0	61	⚙	✏
MOBU Ad Coop #1 IOS Mobile	Random	No	No	No	2 / 2	0	0	0	0	0	⚙	✏
MOBU Ad Coop #1 Other Mobile	Random	No	No	No	2 / 2	0	0	0	0	0	⚙	✏

In the "MOBU Ad Coop #1 IOS Mobile" rotator, I have set up 2 URLS, one pointing to the mobile optimised 3 Day Secret Funnel (D.) and one to the mobile optimised Webinar Funnel (B.).

MOBU Ad Coop #1 IOS Mobile	Random	No	No	No	2 / 2	0	0	0	0	0

Show: All URLs

Pos	URL Name	TC	UC	Today	Start Date	End Date	Status	Stats	Move
1	🔍 IOS Mobile 3 Day Secret	0	0	0	N/A	N/A	Active ▾	Share	▽ #
2	🔍 IOS Mobile Webinar	0	0	0	N/A	N/A	Active ▾	Share	△ #

In the "MOBU Ad Coop #1 Other Mobile" rotator, I have also set up 2 URLS, one pointing to the mobile optimised 3 Day Secret Funnel (D.) and one to the mobile optimised Webinar Funnel (B.).

Having set all this up, I now need to point the mobile traffic to the new rotators.

The rotator links are set up as:

Name	Rotator Link
MOBU Ad Coop #1	http://www.clkmr.com/BYIB/MOBU1
MOBU Ad Coop #1 Other Mobile	http://www.clkmr.com/BYIB/MU1OtherMobile
MOBU Ad Coop #1 IOS Mobile	http://www.clkmr.com/BYIB/MU1IOSMobile

The link for MOBU Ad Coop #1 is given to my click provider.

The other two are set up in the advanced setting for the MOBU Ad Coop #1 rotator as shown below.

Now we're ready to test!

Testing The Settings

I am fortunate enough to have a laptop, iPhone and Windows phone to test this with.

My test plan is as follows:

1. Email the URL link for "MOBU Ad Coop #1" to myself so I have it available on my iPhone and Windows Phone
2. Paste the "MOBU Ad Coop #1" URL into my browser (Google Chrome) and check the correct squeeze pahe is shown
   a. Repeat multiple times if you are rotating to multiple URLs to ensure all links are tested
   b. I suggest that if you are using Google Chrome you test in an incognito window and on an iPhone use Private mode
3. On each mobile device, click on the email link to "MOBU Ad Coop #1" and check that it goes through correctly to the mobile optimised page
   a. Repeat multiple times if you are rotating to multiple URLs to ensure all links are tested

At this point you should be confident that your rotator is working correctly and you can send clicks to it.

If you are starting with a new funnel, don't forget to reset your stats before you send live clicks or if this is not possible, make a note of the number of test clicks in ClickMagick and your funnel to ensure you can accurately calculate your live optin rate.

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