

Forum: [Hack Forums](#)

Thread: [\[\\$100,000 IN TWO MONTHS\] EMAIL MARKETING SIDE HUSTLE CASE STUDY](#)

JetskiEnthusiast - October 11, 2022, 11:10 am

Instead of running paid media to acquire new leads, buy or acquire large email lists, warm up the email addresses and then hit them relentlessly with your offers.

I found that at the perfect time as I was about to start buying leads from a seller. So I thought I'd share the experience.

HERE'S HOW IT WORKED:

1) I acquired several large email lists in excess of 7 million records. There was quite a bit of data within this incredibly large CSV file (FYI Modern CSV is a lifesaver for anyone having to deal with large CSV files) including whether or not an email address had previously opened emails. This was my obvious starting point, so I created a new list that only included previous openers.

2. Simple strategy where you set up a basic webpage, paste in the form code from your ESP and connect a database full of your email addresses. The webpage then calls the next available email address from your database and automatically pre-fills and submits the form. Why? Because your ESP will believe you're getting organic signups to your list. You then use cheap ad networks to drive traffic to that page, therefore tying the user's IP address to the form submission and making everything look super legit. A PHP script does all the work.

3) Here's how the landing page looked: <https://imgur.com/a/VyiGFS3>. In this case, I was using GetResponse, so the form code is pulled directly from their dashboard. Every time someone landed on that page the PHP script called the database, pulled the latest email address, pre-filled the email address input field and submitted the form. When the email address was submitted, the PHP script then marked it as used in the database.

4) The next step was to drive traffic. I wanted the cheapest possible US traffic (as the email addresses were US). I turned to PopAds and loaded my account with a few hundred dollars. I set up a campaign with my landing page URL, set up throttling and day parting (so the submissions were spaced out), and targeted the entire US. I bid the lowest possible amount, and it worked out at \$0.0009 per visitor. And because each visitor triggers the script, that means \$0.0009 per new email address.

5) I then set up a 7-day autoresponder series in GetResponse. to segment active openers and clickers. The emails in this sequence were all evergreen. I used polls primarily as I know this works well for political audiences (and most audiences). The first poll send had a subject line of: [POLL] Are Liberal Socialist Policies a THREAT to the Economy?

GetResponse is a gold-standard ESP is a great deliverability. That's why I chose them for this setup and they certainly did deliver, quite literally. I was getting a 26% open rate and 5.8% click rate on the very first cold email. Over the next few days, the users continued to receive similar emails. Active users were segmented and exported.

6) I moved all openers and clickers to my main ESP. This is important for a number of reasons. You don't want to rely on one ESP for this process as you will almost definitely get banned on the ESPs

where you're warming emails up. The other reason is you use dedicated IPs to mail the openers/clickers and much better manage your reputation.

7) However, before mailing these email addresses myself I sold the active emails to buyers. I did some networking at a conference in Barcelona a couple of months ago and found a few buyers. I agreed on a price of \$0.50 to \$0.80 for active openers or clickers. I sent "leads" in real-time to the buyers using Zapier. In the space of 7 weeks, I sold almost 100,000 leads... in fact, I found myself (and still do) in a ridiculous position where I couldn't generate enough active email addresses to fulfil demand. I've offset this slightly by running 4 ESPs at the top of the warmup "funnel".

8) I then started mailing the emails myself which added an additional \$23,443.54 through ad revenue (PowerInbox/Jeeng), affiliate revenue and selling dedicated sends. I could definitely optimise this, but I've focused primarily on generating new leads. I found that investment/retirement lead generation affiliate offers crush on this type of audience - I had one offer with a \$4.50+ EPC.

So there you have it, in the space of two months, I managed to generate \$100,000 in revenue - most of that profit - from zero.

NEXT STEPS

The next step is to continue optimising this process, I've barely scratched the surface of the email list I acquired.

The true test of this will be whether I can maintain accounts with the gold-standard ESPs. It's vital you start this process with top-notch ESPs otherwise your warmup emails won't make it into the inbox. I got banned from one when I forgot to set up throttling on a PopAds campaign and 6,000+ emails were added to the account within 5 minutes... Oops!

There is also an element of seasonality. I'm very aware my lead buyers are going so hard because it's election season in the US and there is \$\$\$ to be made in the process.

I hope you found this post useful.

funkmastaflex - October 13, 2022, 1:58 am

Wicked case study! What, on average, is the cost of such large email lists?

JetskiEnthusiast - October 13, 2022, 2:11 am

(Oct 13, 2022 01:58 AM)funkmastaflex Wrote: [\[CITE\]](#) Wicked case study! What, on average, is the cost of such large email lists?

I wish I could answer that question with a tangible amount. It depends on a lot of factors. You might find them for free if you're lurking on forums like these though lol

highvisceral - July 7, 2024, 1:36 pm

does popads still works? or any better website you know which provides US traffic in lesser price?