



THE MEDIA BUYER'S FIELD GUIDE

Own Your Traffic. Monetize Forever.

The complete blueprint for capturing emails from your landers, loading them into MailWizz, and turning cold clicks into recurring affiliate revenue — without renting another ESP.

You're already paying for the lead. You're just not keeping it.

Every media buyer lives with the same leak: you pay for a click, the user doesn't convert, and they vanish forever. On a typical lander, **95%+ of your paid traffic walks away** with no second chance to monetize it.

An email address changes the math. It's the one asset that lets you re-contact that exact person — for free, on your schedule, as many times as you have an offer for them.

\$36

returned for every **\$1** spent on email — the highest ROI channel in performance marketing.

∞

times you can re-market to a captured lead. The list is an **appreciating asset**, not a one-shot cost.

THE SHIFT

Stop thinking like a *buyer of clicks*. Start thinking like an **owner of an audience**. The list you build today pays out for years.

DO THIS FROM DAY ONE · PRIVACY POLICY

Before you collect a single email, link a clear privacy policy from your form. At minimum it should tell the subscriber:

- **What they'll receive** — the type of campaigns and offers they're signing up for.
- **Who it's shared with** — if you pass the email to affiliate partners, name that this happens.
- **How to opt out for good** — a working unsubscribe that permanently stops all email.

The four-stage monetization loop

Every dollar you spend on traffic should enter this loop. The rest of the guide is just these four stages, one at a time.

01

Capture

A form on every lander feeds the email into your list before — or instead of — the offer click.



02

Store & segment

MailWizz holds the list, tags it by source / vertical / behavior, and runs your automations.



03

Monetize

A welcome sequence builds trust, then rotates affiliate offers — automated and repeatable.



04

Scale

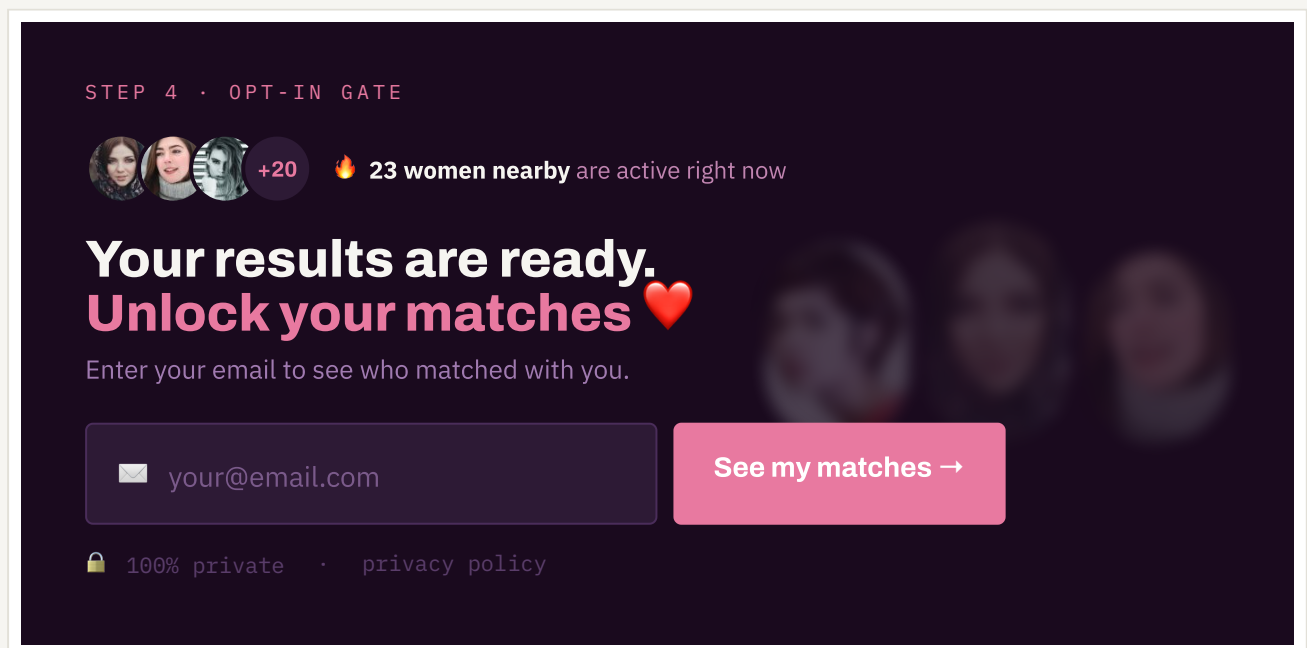
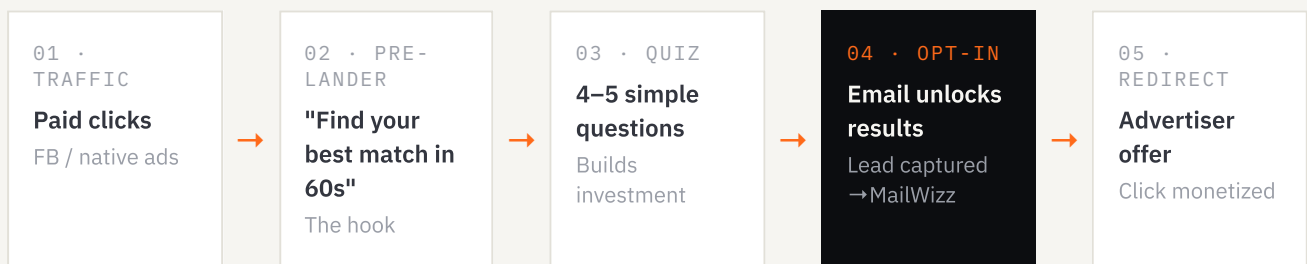
Your own sending infrastructure removes the volume ceiling — and the risk of an ESP shutting you down.

Build a lander that trades value for the email

People don't hand over an email for nothing. Give them a reason — a quiz result, a discount, a guide, an eligibility check. The email is the toll before the payoff.

- 1 One promise, one field.** Headline states the payoff; the form asks for email only (add a name field only if your sequence personalizes). Every extra field cuts conversion.
- 2 Capture before the offer.** Email submits → then you redirect to the affiliate offer. You monetize the click *and* keep the lead.
- 3 Match the source.** Pass your tracking params (sub IDs, vertical, geo) into hidden fields so the lead arrives in MailWizz already tagged.

WORKED EXAMPLE · A DATING FUNNEL



↑ The email is the toll. Submit → unlock results → redirect to the advertiser's offer.

Wire the form into MailWizz

MailWizz is the list manager — it stores subscribers, segments them, and runs automations. There are two ways to feed it. Pick based on how much control you want over the look and the data.

Other self-hosted panels exist — Acelle Mail and Mautic are solid alternatives worth evaluating. Our preference is MailWizz, though we have no affiliation with them.

■ Embed form

EASIEST · NO BACKEND

Generate the form in *Lists* → *Forms* → *Subscribe form*, copy the HTML, paste it on your lander. MailWizz handles validation and opt-in for you.

- ✓ Live in minutes
- ✓ No server code
- ✗ Limited styling control
- ✗ Posts to MailWizz's domain

■ API integration

FULL CONTROL · NEEDS ENDPOINT

Your own form POSTs to a small backend, which calls the MailWizz API. 100% custom design, your own validation, your own redirect.

- ✓ Pixel-perfect design
- ✓ Own the data flow
- ✗ Needs a backend (PHP/Node)
- ✗ Never expose the API key client-side

API · SERVER-SIDE CREATE SUBSCRIBER

```
# POST from your backend — key stays on the server
```

```
POST /api/lists/{LIST_UID}/subscribers
```

```
X-MW-PUBLIC-KEY: your_public_key
```

```
EMAIL = lead @ inbox.com
```

```
FNAME = Alex
```

```
SOURCE = fb_dating_DE # your tag
```

```
GEO = DE
```

Rule of thumb: start with the embed to validate the funnel, move to API once volume and design matter.

Single vs double opt-in — it's a geo decision

Single opt-in: the email is added the moment they submit. Bigger lists, faster. **Double opt-in:** they must click a confirmation email first. Cleaner lists, better deliverability — and legally required in some markets.

MARKET	RECOMMENDED	WHY
Germany · Austria	Double — required	Strict GDPR interpretation; proof of consent expected.
Rest of EU / UK	Double — safest	GDPR / PECR require clear, provable consent.
Canada (CASL)	Double — express	Express consent required; among the strictest globally.
USA (CAN-SPAM)	Single — OK	No prior consent needed, but you must honor unsubscribes.
Brazil (LGPD)	Single — w/ consent	Consent-based; document the basis and offer opt-out.

PRACTICAL PLAY

Set opt-in mode *per list, by geo* in MailWizz. Run single opt-in where it's legal to maximize list size, double opt-in everywhere consent must be provable. This is configuration, not guesswork — and it protects your sender reputation either way.

Not legal advice. You own how you collect and use data; confirm requirements for your verticals and markets.

The welcome sequence that prints affiliate revenue

Don't blast an offer to a cold lead. Earn the open first, then monetize. Build this once as a MailWizz *autoresponder* — it runs on autopilot for every new subscriber.

DAY 0

Deliver the promise

Send the quiz result / guide / discount instantly. This is the highest open rate you'll ever get — use it to set expectations.

DAY 1-3

Build trust & story

2-3 emails of pure value tied to the vertical. Soft mention of the offer at the end. You're training them to open.

DAY 4-7

Hard offer + urgency

Your primary affiliate offer with a deadline. Tracked links so you know exactly who clicked and converted.

ONGOING

Rotate & re-monetize

Broadcast new offers weekly. Segment by clicker / buyer / dormant. The same list pays out again and again.

Tag everything. Clicked but didn't buy → re-offer. Bought → upsell a complementary vertical. Never opened in 30 days → win-back or suppress to protect deliverability.

Sending at scale: where the DIY road gets steep

MailWizz manages the *list* — it does not, on its own, send millions of emails to the inbox. That's a separate stack, and it's where most affiliates hit a wall.

APP**MailWizz**

The list manager and campaign UI. Bought once, self-hosted. It needs something underneath it to actually deliver mail.

MTA**The sending engine (MTA)**

The piece that actually pushes mail to the inbox. Free, open-source options — **Postfix**, or **Exim** (what MyVesta ships with) — handle modest volume; **KumoMTA** is a newer high-throughput open-source MTA. At serious scale, senders move to advanced commercial engines like **PowerMTA** — bought separately, and only as good as the expert tuning behind throttling, retries and IP rotation.

OS**Server & control panel**

A VPS plus a panel to manage domains, DNS and bounces. **MyVesta** is a solid open-source panel that's **free to start** (it manages Exim for you) — but you still own configuration, security and uptime.

THE HONEST PART

Each piece is doable alone. Wiring all three together — MTA tuning, DNS, rDNS, bounce loops, IP warm-up — is a full technical project. Get one layer wrong and your mail lands in spam or your IPs get blocked. This is the difference between **owning a system** and **babysitting one**.

Inbox or spam is decided before you hit send

Owning your infrastructure only pays off if mail reaches the inbox. Deliverability is reputation engineering — these are the levers.

AUTHENTICATION

SPF · DKIM · DMARC · rDNS

The non-negotiable handshake. Without all four set correctly, providers distrust you on the first send.

WARM-UP

Ramp volume slowly

New IPs and domains start cold. Increase volume gradually over weeks so mailbox providers build trust.

DOMAINS & IPs

Separate & protect

Keep sending domains off your money/brand domain. Dedicated IPs mean your reputation is yours alone.

LIST HYGIENE

Bounce & complaint loops

Auto-remove hard bounces and complainers. A clean list keeps your sender score high and IPs unblocked.

Reality check: one misconfigured DNS record or a too-fast ramp can torch an IP you spent weeks warming. Deliverability isn't a setup task — it's ongoing monitoring. This is the layer that most quietly decides whether your list makes money.

Segment, and the same list earns 3x more

A flat list gets one offer. A segmented list gets the *right* offer to the right person at the right time – that's where lifetime value compounds.

BY SOURCE

Vertical, campaign, geo – already tagged at capture. Match offers to where the lead came from.

BY BEHAVIOR

Openers, clickers, buyers, dormant. Each gets a different message and offer cadence.

BY VALUE

Buyers get upsells and premium offers; non-buyers get nurture. Protect and milk your best cohort.

1x

Flat blast to everyone

2x

Basic source segmentation

3x+

Behavior + value tiers

↑ Illustrative revenue multiple from the same captured list.

When to stop building and start sending

The capture and monetization strategy in this guide is yours to run today. The infrastructure underneath it is where DIY quietly eats your weeks — and your margins. That's exactly what we build.

DO IT YOURSELF IF...

- You send a few thousand/month
- You enjoy server & DNS work
- Deliverability dips don't hurt yet
- You have time to babysit IPs

HIRE CLICKHUB IF...

- You want to send at real volume
- You're tired of ESP shutdowns
- You want your IPs & data, fully owned
- You'd rather monetize than maintain

We set up your private email system — done for you.

- ✓ Private mail server + friendly UI
- ✓ SPF · DKIM · rDNS & tracking configured
- ✓ Warm-up & inbox-seeded testing
- ✓ Dedicated IPs & domains
- ✓ Delivery & bounce servers set up
- ✓ Live in 3–5 days

You own the data and control the sending. We never touch your leads — EU-based infrastructure, deleted after termination.

Free consultation. No commitment.

We'll look at your vertical, traffic and goals and map the right setup.

[Build my system →](#)

CLICKHUB BUILD CONSULTING

Already have a technical team and want to do it internally?

We work directly with your tech team and will help on MTA selection, DNS & IP strategy, deliverability playbook. You build it, we make sure you build it right.

[Talk with us →](#)

- ✓ Stack & vendor selection
- ✓ IP warm-up strategy
- ✓ Ongoing support available

CLICKHUB ■

Capture. Retarget. Profit.

Private email infrastructure for affiliates and performance marketers. Full-time in email since 2014.

<https://clickhub.email>

hello @ clickhub.email

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