



CPA MARKETING

Made Easy

Training Guide

**Get a smooth inflow of
profits with our Exclusive
CPA Techniques.**



We do our best to provide the best information on the subject, but just reading it does not guarantee success. You will need to apply every step of the process in order to get the results you are looking for.

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Some examples of past results are used in this publication; they are intended to be for example purposes only and do not guarantee you will get the same results. Your results may differ from ours. Your results from the use of this information will depend on you, your skills and effort, and other different unpredictable factors.

It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

Limited Special Offer for You: CPA Marketing Made Easy

(Video Training)



Table of Contents

<u>Introduction</u>	4
<u>Chapter I: What is CPA Marketing all about?</u>	6
<u>Chapter II: Why should you definitely use CPA?</u>	10
<u>Chapter III: The Top 10 CPA Networks on the Web</u>	15
<u>Chapter IV: How do you get approved on CPA Networks?</u>	23
<u>Chapter V: How to do CPA Marketing the Right Way – Step by Step</u>	26
<u>Step 1: Search for a Hot Offer to promote</u>	26
<u>Step 2: Build a landing page</u>	33
<u>Step 3: Advertise your landing page</u>	36
<u>Step 4: Analyze your Results</u>	40
<u>Chapter VI: The Hottest 10 CPA Marketing Tricks</u>	42
<u>Chapter VII: CPA Marketing Case Studies (Businesses)</u>	49
<u>Chapter VIII: CPA Marketing Case Studies (Online Marketers)</u>	57
<u>Conclusion</u>	62
<u>CPA Marketing Resources</u>	63
<u>Limited Special Offer (for the next 7 days only)</u>	64

Introduction:

Welcome to the latest and most effective CPA Marketing Training Guide, designed to take you by the hand and walk you through the process of getting the most out of CPA Marketing on behalf of your business over the web. I'm so excited to have you here, and I know this will be very helpful for you.

This excellent and exclusive Training Guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to dominate CPA Marketing the easiest way possible, using the most effective tools and in the shortest time ever.

This is exactly what you are going to learn from this Training:

In Chapter I you will learn what CPA Marketing is all about; we will give you the easiest definition for it, what types of different CPA offers there are, as well as what niches are available in this amazing online marketing approach.

In Chapter II you will learn why you should definitely use CPA Marketing, as it has such a powerful global marketing reach to help you take the productivity of your business to any level you want, as it is considered the fastest and easiest way to make money on the web as an affiliate.

You will learn about some amazing benefits CPA Marketing can bring to any business and to your personal online marketing efforts as well, and we will even show you some shocking facts that will open your eyes to the immense and high converting marketing power CPA Marketing possesses nowadays.

In Chapter III you will learn about the top CPA Networks online, how they work as well as how each and every one of them can help you get the most out of CPA Marketing for your business or personal marketing success.

In Chapter IV you will learn about how you get approved on CPA Networks. We will show you up to 10 highly effective tricks that will be of an immense help so you can get approved by the majority of the CPA Networks out there.

In Chapter V you will learn how to do CPA Marketing the right way - step by step. We will cover topics like Searching for a Hot Offer to promote, Building a landing page, Advertising your landing page and Analyzing your Results.

In Chapter VI you will learn about the hottest 10 CPA Marketing Tricks that you can apply and definitely see some great results in your CPA Marketing efforts. These are tricks used by experienced people in the field.

In Chapter VII you will know about 10 really amazing and eye-opening CPA Marketing Case Studies from Businesses. These are actual examples we have taken from the internet to show you that CPA Marketing for Businesses actually works so that you can have complete confidence in your ability to achieve your own business success story.

In Chapter VIII you will know about 10 really amazing and eye-opening CPA Marketing Case Studies from Online Marketers. These are actual examples we have taken from the internet to show you that CPA Marketing for Online Marketers actually works so that you can have complete confidence in your ability to achieve your own internet marketer success story.

Well, it's time to dominate CPA Marketing guys. I know you will love this Training a lot.

Chapter I: What is CPA Marketing all about?

- **Definition:**

CPA stands for Cost-Per-Action and sometimes it is also referred to as Cost-Per-Acquisition. Cost per action is an online advertisement payment model that allows an advertiser to pay for qualifying actions such as sales or registrations from a prospective customer.

As a CPA Advertiser, CPA Marketing would consist of high quality paid advertising which will help you to promote your own business and get charged only when required actions will be done by your customers according to your bidding spend.

As a CPA Affiliate (or Publisher), CPA Marketing would consist of promoting offers posted by the CPA Advertisers and making a commission because of it. You will be rewarded for inviting someone to perform a specific action at the CPA offer's website without the visitor having to buy anything.

These actions can be anything, such as-

- ✓ Completing a survey.
- ✓ Providing an email address.
- ✓ Submitting a Zip Code
- ✓ Generating traffic to landing pages.
- ✓ Building keyword swipe files for relevant phrases.

- ✓ Filling out a form.
- ✓ Signing up.
- ✓ Downloading something.
- ✓ Playing a game.
- ✓ Accepting a free trial of a product.

That's why CPA Marketing is considered the fastest and easiest way to make money on the web.

CPA Marketing is affiliate marketing but a lot different from the “traditional” Affiliate Marketing. In CPA marketing, you will be able to generate income without selling any product, whereas in traditional Affiliate Marketing you would need to wait for a product to be sold in order to earn your commission.

- **Types of CPA Offers:**

There are all types of offers inside the CPA Marketing Industry. Some of them are easier than others to get it done by a potential customers, but either way, it is a lot easier than making a sale.

I will tell you only about the most popular ones:

Email Submit: this type of offer consists of someone submitting their email address in order to get access to something 100% free. You will get paid if you are promoting a particular CPA offer of this kind once someone submits their email address. Payouts of this type can go for up to \$3 per email submitted, depending on the niche of the offer.

Zip Submit: this type of offer consists of someone submitting their ZIP code in order to get access to something as well. You will get paid if you are promoting a

particular CPA offer of this kind once someone submits their ZIP code. Payouts of this type of offers can go for up to \$5 per Zip code submitted, depending on the niche of the offer.

Free Trial offers: These types of offers are great for niches such as weight loss, health, discounts, free samples, etc. You will get paid if you are promoting a particular CPA offer of this kind once someone decides to take the trial offer. Some of them are paid, some of them are free, and also some of them will require you to pay for the handling and shipping. Payouts of this type of offer can go for up to \$50 per trial offer requested, depending on the niche of the offer.

Installs: this type of offer consists of someone downloading and installing a software, plugin, mobile app, browser, browser component, etc. You will get paid if you are promoting a particular CPA offer of this kind once someone downloads and installs it. Payouts of this type can go for up to \$15 per download and installation, depending on the niche of the offer.

Game playing: this type of offer consists of someone just playing a game. This might be used for testing purposes or for you to purchase the game in the future. Download and installation may be required and sometimes you will need to make some kind of deposit in order to get free credits. You will get paid if you are promoting a particular CPA offer of this kind once someone gets to play the game and do what the offer demands. Payouts of this type can go for up to \$50 per game played, depending on the niche of the offer.

Form Submit: some offers also will require the user to fill out a form with several labels, these are less converting but high paying. This type of offer consists of someone submitting their personal details into a form in order to get qualified for something. You will get paid if you are promoting a particular CPA offer of

this kind once someone submit his form. Payouts of this type can go for up to \$20 per form submitted, depending on the niche of the offer.

- **CPA Marketing Niches:**

Well the awesome thing about CPA Marketing is that you can find almost anything to promote.

You will able to promote offers like:

- ✓ As seen on TV
- ✓ Beauty Products
- ✓ Bid/Auction Offers
- ✓ Biz Opps/Work at Home
- ✓ Children & Family
- ✓ Coupons & Daily Deal
- ✓ Education/Careers
- ✓ Entertainment
- ✓ Financial & Credit
- ✓ Games
- ✓ Health/Fitness & Weight loss
- ✓ Home Improvement
- ✓ Insurance
- ✓ Legal/Lawsuits
- ✓ Loans & Payday
- ✓ Medical
- ✓ Miscellaneous
- ✓ Mobile Offers

- ✓ Real Estate
- ✓ Religious
- ✓ Retail/Shopping
- ✓ Seasonal
- ✓ Technology
- ✓ Travel

Chapter II: Why should you definitely use CPA?

Let's have a look at the benefits that can be accrued with CPA marketing, I will mention the benefits for both Advertisers and Affiliates at the same time.

- **Amazing Benefits**

Effective targeting of niche market: One of the best ways in which CPA marketing benefits an advertiser is that it enables him to target his niche market in a streamlined manner.

Affiliates position the ads strategically on landing pages and use processes like paid traffic to increase traffic to the site. With this, people and customers are easily directed towards the right product or service, and they do not have to incur the pains of searching through countless pages on the web for their assistance.

Along with this, it also enables the merchant to develop a sound customer base, and use it efficiently and effectively for his marketing efforts.

Paying only for a specific action: something awesome about CPA marketing is that you are required to pay only when the affiliate successfully makes people complete a certain task. It can either be filling out a form, or submitting their email, downloading an app, etc.

So, you will be shelling out money only when you have received the benefits you had anticipated from your customer, which is perhaps the financially safest way to market online.

Increase in quality leads: In the case of CPA marketing, affiliates get paid only when a visitor takes a desired action on the merchant's site, they will be more motivated to target their best efforts towards promoting specific offers.

This also motivates the advertiser to design effective strategies for getting relevant leads, which overall provides smooth functioning for the advertising process, but anyway the affiliate will put an additional effort in order to increase productiveness. It's a perfect win-win situation.

Reduced possibility of getting into a fraudulent act: In today's tech-savvy world, frauds are un-avoidable in every nook and corner. However, In the case of CPA, the chances of getting involved in a malpractice are substantially reduced because the user has to fill out certain information, without which he will not be able to have access to the product or service.

Many times, while following PPC, people use auto-clicking tools and software for giving false information. But, this is not completely possible in CPA, as the user is required to fill out certain details, and people with dishonest intentions do not invest time in filling out such forms.

Convenient for designing a budget plan: The best advantage that CPA yields is that it enables you to design your budget as per your planned estimates. You

will have the ability to allot the amount you want to pay for an email subscription, zip code entry, purchase, etc.

The amount you designated to a certain action may be based on how high your chances of getting revenues are. This gives an advertiser the freedom to allocate the funds according to his planned outlay. This system has a limit and a budget attached, so that the advertiser is not bankrupted overnight by excessive clicking. So, the advertiser has no risk attached at his end.

Facilitates immediate payout: CPA marketing gives you the results that you always wanted in a very short span of time. Unlike many other affiliate programs that require you to pass a certain time span before they deposit money into your account, CPA networks work with you and get the money you earned as an affiliate almost immediately.

These networks also offer many popular ways of getting paid including direct deposit, PayPal and even check. If you choose the right CPA offer and you are good at generating traffic, then you could be making a lot of money which will be deposited into your account every 1-2 weeks.

No website requirement: To avail yourself of the benefits of CPA marketing, you are not required to have your own website. You can advertise CPA offers by using email marketing or even display banners on relevant websites by simply purchasing advertising space.

Many people appreciate this model because they are excellent at marketing but, they have very little skills in creating a website. Since they can't program and create a website, CPA marketing is perfect because neither of these are required.

Facilitates Negotiation: CPA is a type of agreement between an advertiser and a publisher in which the advertiser pays only when the desired advertisement results in some form of beneficial act for his business.

Once you are bringing in some great income with particular CPA offers you will be able to even ask for a pay pump, yeah that's right, you can ask the advertiser to increase the amount of money you receive per action taken by the customer with your advertising.

High conversion ratio: The most convenient feature of CPA marketing is that it ensures a high conversion rate for the advertiser. In simple words, the risk for the advertiser is reduced to a great extent because he'll be paying only when the user completes a pre-defined action.

So, the advertiser is not under the pressure of making payments without getting results from it. We can also note that in this case, it is much easier to get someone to give you their email addresses than to get someone to give you their credit card number. There is less apprehension in this type of transaction.

Popularity at a rapid pace: CPA marketing enables an advertiser to connect with a global audience instantly with a click of a button. The same can be said for affiliates getting access to a global collection of CPA offers.

If you have a standard product that has the capacity to serve the needs of your audience, then you do not have to take the pains to reach out to people who are globally scattered. Therefore, CPA marketing paves the way to gain instant and convenient popularity that will hold well with you in the long run.

Along with this, it can also be safely stated that CPA marketing, by far, is a simple way to gain instant popularity. But, in no way does it provide you with a

guarantee that you will gain popularity, because the key to success is always your product features, and not your advertising campaign.

- **Shocking CPA Marketing Facts**

Here are some amazing eye opening facts that will show you why you have to use CPA to market your Business or make quick money over the web.

- ✓ You don't have to sell anything in order to make money.
- ✓ CPA Commissions can go for up to \$150 per action made.
- ✓ Most CPA Networks use aggressive affiliate review process and advanced fraud controls to protect integrity and intellectual property of its advertisers.
- ✓ The B2C space is leading on CPA Marketing, with health and beauty, credit report, financial products and insurance offers performing the best overall
- ✓ CPA Networks can help you grow your business by sourcing new, quality customers through more online channels than you can reach on your own.
- ✓ \$20 billion in sales have being generated from affiliate marketing and lead generation
- ✓ Companies spend up to \$150,000 a month on commissions
- ✓ 91% of customers' relationship is maintained via Email.
- ✓ 75 out of 100 online retailers have an affiliate program.

- ✓ 48% of U.S. affiliate businesses have pay per click accounts which is the most important category for affiliates.

Data like this makes it clear there is a lot of money to be made with CPA. And while lots of people might be talking about it, very few can really teach you how to productively use CPA on behalf of your business.

Chapter III: The Top 10 CPA Networks on the Web

At the time of choosing a CPA network, you need to pay attention to offers, commission payouts and support systems. If you want to generate a huge income with CPA Marketing, here are some great CPA Networks.

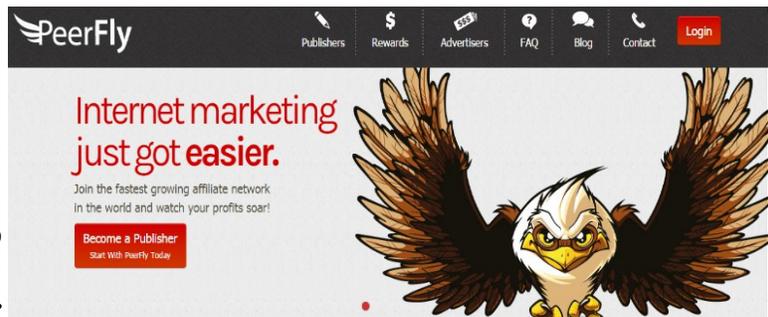
PeerFly:

PeerFly is very genuine, trusted and loved by publishers due to its superb affiliate management team.

It is newbie friendly and always pays on time.

PeerFly provides great offers from various niche markets without having any country limitation.

With the PeerFly referral program, you can earn 5% commission on each referral for a life time. The average conversion rate on PeerFly is about 8%.



PeerFly offers you net 30, net 15, and even weekly payment with a minimum payout of \$50 via PayPal, Payoneer, Postal Check, ACH (US Only), or Bank Wire. It also launched quick mobile stats page that works on smartphones.

MaxBounty:

It has developed an image of being an excellent money-remitter, and each and every payment gets completed before the stipulated time.



It also provides money in multiple currencies.

MaxBounty is a great way to participate in highly converting and top paying advertising offers, and you can find appropriate offers within seconds.

It tracks its campaign-offer ad revenue in dollars and those earnings in your local currency. It pays its publishers via check, ACH, PayPal, Pre-paid MasterCard by Payoneer and more with a monthly or weekly payout. Minimum payout of MaxBounty is \$50.

ClickBooth:

If you are an advertiser, ClickBooth provides an opportunity to get new potential customers by accessing the data base of exclusive affiliates who are masters in all types of online traffic.



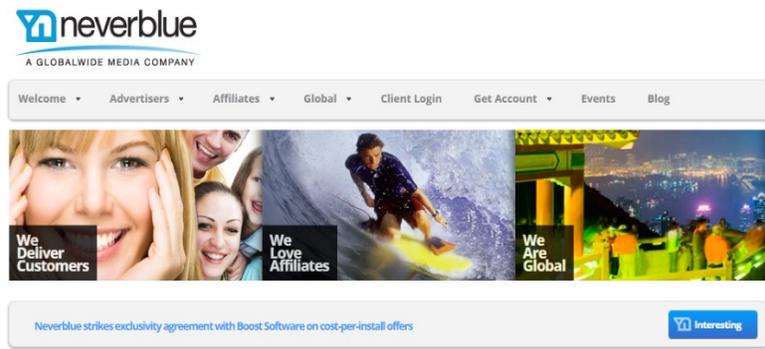
Company use aggressive affiliate review processes, advanced fraud controls and round the clock monitoring processes to protect the integrity and intellectual property of its advertisers.

If you are a publisher, ClickBooth provides publishers the top brands to promote on your website. The combination of ClickBooth Ads with content are synchronized with content and easily accessible by search engines.

This is the only company that has paid very high payouts and gives full-fledged service to its publishers. Publishers can make a choice for payment options from Check, PayPal, Wire, and ACH with a minimum payout of \$50.

Neverblue:

Each affiliate is evaluated, and only a few applicants will be affiliated based on a complicated interview process. Terms and



Conditions of Never Blue include a strict email and search policy.

Neverblue use a proprietary technology model that allows you to make money quickly. It pays accurate and generous payouts to its affiliates, and high quality affiliates are also paid out with exceptional rewards.

Being an advertiser, you can leverage your online marketing campaigns with Neverblue. The company uses experts to refine your strategy, campaign and marketing approach.

It distributes more than one and a half million high-quality paid conversions per month.

Adscend Media:

If you are advertising your products and services, Adscend Media provides result oriented and high yielding advertisement to connect your company with a globally scattered audience.



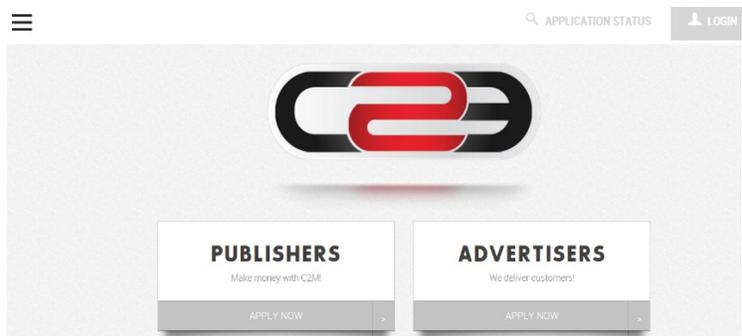
You can select advertising channels to get quality traffic and generate high quality leads to meet your ROI goals.

Adscend Media provides Advanced Fraud Prevention Technology to eliminate questionable publishers, global reach, and compliance staff to ensure that advertisements are in line according to your requirements.

If you are promoting any product or offer, Adscend Media gives you opportunity to choose more than one offer and you will also be able to create non-intrusive revenue streams from your digital content.

It has several payment methods such as check, wire, ACH and PayPal with a minimum payout option of \$50. You can choose pay structure according to your preference, like Net-30, Net-15, Net-7, bi weekly.

Convert2Media:



The company has more than 1,000 advertisers. It screens its affiliates through a manual and genuine interview process to ensure advertisers that it only provides highest-caliber publishers.

As the company says, “Publishers are the life-blood of our Affiliate Network.” Payment methods of Convert2Media are Check, PayPal, Wire and ACH with a minimum payout of \$100.

Convert2Media provides analytical tools to help its publishers increase their performance.

Company also allows for quick and flexible payments and you can also use its “Insider” newsletter to measure your campaigns. You can increase your knowledge about marketing and optimizing your ad campaign.

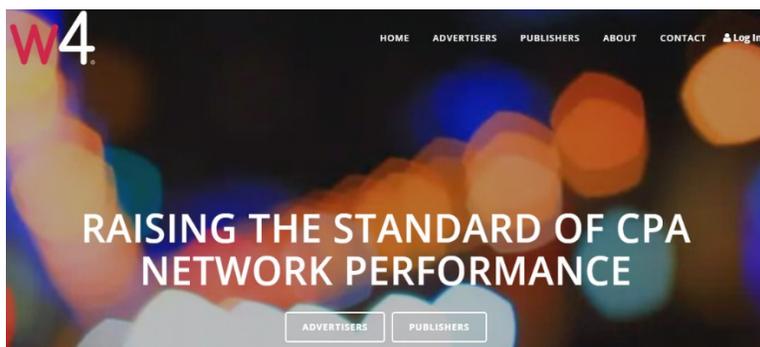
W4:

If you are an advertiser, W4 provides market research, tracking and reporting, offer formulation, metrics analysis, Compliance

assurance, Testing and optimizing techniques, fraud prevention and publisher management in-house capabilities to you that help to maximize your success and reach your goal.

If you are an affiliate, W4 gives you a 1-to-1 affiliate manager help. It recommends highly converting CPA campaigns for you. It has flexible payment methods such as Check, Wire Transfer and ACH with a minimum payout of \$50.

W4 helps you track your qualified actions with Hit path tracking solution.



Adperio:

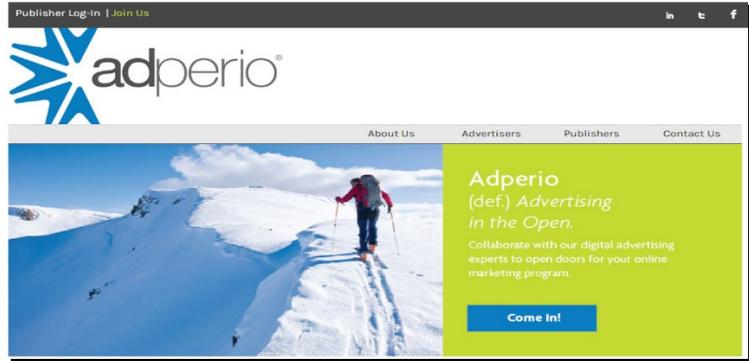
It uses display advertising, email delivery, SEM, SEO, SMVC, social advertisement, mobile, and other emerging technologies to scale and

reach the right audience. The company offers incentivized and non-incentivized versions of CPA Marketing.

You are an advertiser, Adperio reaches wherever your audience is. The company helps you with customizable strategies, collaborative account managers and optimized campaigns for best performing traffic source.

In case you are an affiliate, Adperio affiliate managers are always connected with you and give you feedback about what is working for you.

Adperio team also informs you about new advertisers, tested and applied campaigns, verticals, and quality metrics.



Adknowledge:

Advertising brands can quickly generate higher ROI with Adknowledge online advertisement.

Adknowledge is specialized

in multiple channels such as Social Media, video delivery, email advertising, mobile app installs and display advertising channel solutions that assists advertisers in execution and optimization of their brand online.

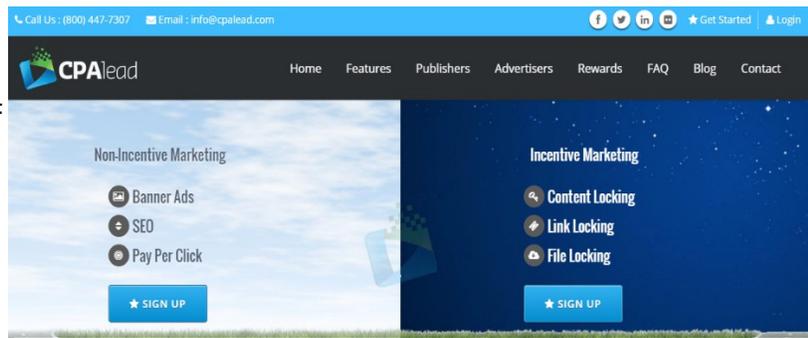


You can make a use of segmentation strategies, behavioral data and predictive algorithms to engage more audience and ensure that everyone wins.

You can apply core targeting to new and developed online channels with the help of Adknowledge that are used by customers to find their useful content. It has multiple payment options: ACH, PayPal, and Wire Transfer with a minimum payout of \$50.

CPALeal:

They provide all types of advanced solutions to transform traffic into premium content for a



profitable revenue stream such as The MONETIZEDigital Widget which help both advertiser and publisher with some unique advantage to realize their revenue increase.

CPALeal network is praised by state legal authorities for fraud prevention and Compliance Assurance to ensure advertisers that their campaign is promoted in line.

Non-Incentive Marketing includes banner-ads, SEO and Pay-per-click types of offers. Non-Incentive Marketing offers you vertical search, filters with keyword search, attentive staff, complete screenshots of any type of offer and redeem rewards as you go.

Incentive Marketing includes File Locking, Content Locking and Link locking and other customizable features to ensure higher conversion and great user experience.

You can get paid with the minimum payout of \$50 via PayPal, Payoneer, Postal Check, ACH (USA Only), or Bank Wire and available payment types are Net-30, Net-15, Weekly.

Getting accepted in CPA Networks is easy for some networks and more difficult for others. We will talk about that as well in this training.

For that reason there are 2 other ways for you to check on a lot more CPA Networks and that is by going to offervault.com, odigger.com and affpaying.com

On [offervault](http://offervault.com) you will be able to find a huge list of CPA Networks as well as what offers they offer. More on this later.

[Odigger](http://odigger.com) is similar to offervault, but at odigger you can find a bigger list of CPA Networks.

But affpaying.com is absolutely amazing. The site is dedicated to rating a lot of CPA networks. It has network reviews, proof of payments from affiliates and how often the Network pays. It's just Amazing.

Chapter IV: How do you get approved on CPA Networks?

Being a part of a CPA Network is not just like signing up with a free membership. You will need to be accepted as a publisher in order to start promoting CPA offers and get their easy to make commissions.

CPA Networks really care about their advertisers. The commissions paid to publishers are high, so these networks have to make sure the advertisers, which happen to be important companies, get the highest quality traffic possible, and they can make sure of that by what kind of online marketers they approve into their network.

Rest assured that the following tips are consistently used by CPA Marketing experts to get approved onto this networks.

I can't tell you that getting approved on CPA networks is a piece of cake, and don't think it is rocket science. It's just about you getting to know some really important tips that will really help you get approved into the majority of them.

Don't worry if you don't get accepted: please do not worry if you only get accepted in just a few CPA Networks. Just remember that there are a lot of great CPA Networks out there willing to work with you. You just need to keep on looking to get approved on others and trust me, you will get approved on many of them. Remember CPA Networks need you more than you need them.

Be confident: CPA Networks want to make sure you know what you are doing, they want to know you understand what affiliate marketing is, what online

marketing is; they want to know if you have the correct idea of what high quality traffic is all about and where you can get it from.

Don't be a slacker affiliate: CPA Networks want to make sure you are not an affiliate marketer that will go and buy a million clicks for a buck and then kill their conversion rate, or a spammer ticking off potential clients downgrading the quality of the offer. Just keep in mind that there are all kinds of traffic and high quality is what they are looking for.

What niches are you interested in? This will be a question they may ask you. This might be used to give them an idea of whether you know something about hot offers on the web. This will also tell them if they have those types of offers available in their network.

What traffic methods do you usually use? You must tell them what traffic methods you are going to use, that will show them you know what you are talking about. In this training you will learn about some sources. Any way, you can just say the methods they will ask you to use once you are approved which will be paid advertising like: PPC, PPV, Paid Social Advertising, and Email Marketing to your own list, etc.

Be Honest: do not try to lie on the information you provide, you just need to know what to answer but that doesn't mean you will lie to them. Be honest in everything you tell them. Remember good actions always follow good results. It's a win-win situation here as well.

Be Professional: If you are not actually making money online they will want to know if you have the potential to start making money. Show them that you are professional and that you are trying to build a long term business relationship

with them. Tell them you intend to respect their rules, terms of service and all specific terms described by the Advertisers of the Network.

Give them a call: this is something that will really make a great impression on them. Just give them a call and tell them you just wanted to make sure they got your application. You can also try to contact them by skype.

Install a Niche related blog: this is not mandatory but will make the approval process a lot easier. If you already have a blog full of high quality content on a hot topic, that will be of an immense help. There are all kinds of high quality WordPress Niche Blogs that you can install in a few minutes, just make sure to install it on your own domain name, that looks a lot more professional and tells them you have potential in the internet marketing world.

Give them your phone number: this is not mandatory either but will make the approval process a lot easier. Some CPA Networks will try to call you and make you answer a few questions about your experience with internet marketing. Just be honest and tell them you are seriously immersing into this, just in case you haven't done a single penny online.

Chapter V: How to do CPA

Marketing the Right Way – Step by Step

Doing CPA Marketing the right way is not that difficult. It does not take a lot of steps but you really need to apply them correctly in order to get good results.

The core necessary steps are

Step 1: Search for a Hot Offer to promote

Step 2: Build a landing page

Step 3: Advertise your landing page

Step 4: Analyze your Results

Step 1: Search for a Hot Offer to promote

You can search for CPA offers to promote in different manners. You could use websites dedicated to show all CPA offers there are available on a various CPA Networks or you could check the CPA Network directly.

There are a few websites dedicated to show all kinds of CPA offers that are available on several CPA Networks at the same time.

One of them is called Offervault.com



You can use the search box to search by topic.

The screenshot shows the OfferVault website interface. At the top, there is a navigation menu with links: Home, Register, Join Networks, Advertise, Add Offer, Resources, Webinars, Press, Help, How It Works, and Login. Below the menu is the OfferVault logo and tagline 'The GoTo Source for Affiliate Marketers'. There are also promotional banners for 'Fastest Pay for Mobile Publishers' and 'pulsemobile performance network powered by neverblue'. A search bar is prominently displayed with the text 'diabetes' and a 'SEARCH' button. Below the search bar are filters for 'Select By Network', 'SET COUNTRY', 'SEARCH PREFERENCES', 'ADVANCED SEARCH', and 'RESET'. A 'MEMBERSHIP HAS IT'S PRIVILEGES' banner with a 'Get Instant Access' button is also visible. The main content area shows a list of offers for 'diabetes' with columns for Offer Name, Payout, Type, Category, Network, and Last Update. The offers listed include 'Neurabic Diabetic Supplement Nerve Support Formula - Health Sponsored Listing', 'Actos - US', 'Lipitor - Email - US', 'Gluco Health - Blood Sugar Regulator', 'Gluco Health - Diabetes Control - Sale', and 'GlucoHealth - CPS - US'. There are also sidebars with 'Booking.com' and '77 JACKPOT.com' advertisements.

OFFER NAME	PAYOUT	TYPE	CATEGORY	NETWORK	LAST UPDATE
Neurabic Diabetic Supplement Nerve Support Formula - Health Sponsored Listing	\$ 8.00		Baby and Family, Health & Beauty	Ring Partner	18 Nov 2014
Actos - US	\$460.00	Lead	Financial, Lead Gen	EvoLeads	07 Oct 2014
Lipitor - Email - US	\$ 80.00	Lead	Health & Beauty, Lead Gen	EvoLeads	07 Oct 2014
Gluco Health - Blood Sugar Regulator	\$ 80.00	Sale	Health & Beauty	MaxBounty	17 Nov 2014
Gluco Health - Diabetes Control - Sale	\$ 75.00	Lead	Education, Health & Beauty	Offer Conversion	17 Nov 2014
GlucoHealth - CPS - US	\$ 68.00	Lead	Health & Beauty	Get Offers Direct	17 Nov 2014

You will see a chart with a lot of vital information that will help you to determine which CPA Networks have offers you are interested in.

You can see the name of the CPA offer, the payout, the type, the category, the network and even the date this information was last updated.

You can select what CPA Network you would like to check offers in specifically.

You can even check other things like if there are mobile offers, how many of them are Pay per Call, New or sponsored.

But something cooler is the ability to perform an advanced search.

Advanced Search X

KEYWORD IN TITLE

KEYWORD IN DESCRIPTION

NETWORK

Hold Ctrl + Click to select multiple Networks

1800 Dentist (1)

77Jackpot Affiliates (2)

A Small Orange (5)

Above All Offers (466)

AddsPRO Media (671)

AdGate Media Content Lock Gateway (491)

Adperio (265)

Select All | Select None

CATEGORY

Hold Ctrl + Click to select multiple Categories

NONE

Adult (3549)

Apparel and Fashion (230)

As Seen on TV (716)

Auctions (76)

Select All | Select None

ALLOWED TRAFFIC

Hold Ctrl + Click to select multiple Rows

NONE

Contextual (1815)

Coreg (58)

CPC (43)

Display (330)

Select All | Select None

COUNTRIES

Hold Ctrl + Click to select multiple Rows

NONE

Afghanistan (3)

Albania (35)

Algeria (27)

American Samoa (2)

Select All | Select None

PAYOUT TYPE

Any ▾

PAYOUT RANGE

Between and

- ✓ You will be able to search your topic or the title and description of the offer.
- ✓ You can decide to search on one or several which you can select by holding the control button, or select all CPA Networks.
- ✓ You can pick the category as well as the traffic channel you will be using to advertise the offer.
- ✓ Select the country, the payout type and even the payout range.

Odigger.com is another really cool website where you will be able to do a similar search.

You can put the topic you would like to check and start browsing around.

The screenshot shows the Odigger.com website interface. At the top, there's a navigation bar with links like Home, Network Reviews, Find Offers, Forum, oDigger Deals, Blog, Add Your Network, and Advertise. Below the navigation bar, there's a search bar with the word "diabetes" entered. To the left of the search bar, it says "88,783 Affiliate Offers" and "542 Affiliate Networks". To the right, there's a "Search" button. Below the search bar, there's a "Trending" section with items like "Trainline Android", "Kim Kardashian CA", etc. Below the trending section, there's a banner for "Anesthesia's AFFILIATE Hot Summer" with a "Join Now" button. Below the banner, there's a "Search Results For: Diabetes" section. It shows "Showing Results 1 - 20 of 120" and "Results Per Page: 20". Below this, there's a table of search results. The table has columns for Networks, Preview, Name, Payout, Type, Network, Category, and Added. The first three results are for "Informational Page - Diabetes Aware Static (CPC)", "Slideshow - Diabetic Meter Assessment (CPC)", and "Slideshow - DAM Prevent Slideshow (CPC)". The fourth result is for "Recommended Network By oDigger" with a "Join affiliaXe.com" button. The fifth result is for "Health Aff Sworn They've Never Seen Such A Cr - Limited Aff Allowed" and the sixth is for "CPC - Diabetes Recipe Slideshow [NO Cash Incentives]".

Networks	Preview	Name	Payout	Type	Network	Category	Added
ClickBank (51) Three Ladders Marketing Affiliate Network (5) Adscend Media (4) Exploding Ads Affiliate Network (3) OperationOffers (3) Show More...		Informational Page - Diabetes Aware Static (CPC)	\$0.00	cpa	LJ Ads ★★★★★		Today
		Slideshow - Diabetic Meter Assessment (CPC)	\$0.00	cpa	LJ Ads ★★★★★		Today
		Slideshow - DAM Prevent Slideshow (CPC)	\$0.00	cpa	LJ Ads ★★★★★		Today
		CERTIFIED NETWORK Recommended Network By oDigger Join affiliaXe.com		cpl & cpa	affiliaXe.com ★★★★★	All Top Categories	🔄
Payout Types cpa (52) revshare (51) cps (48) cpl (11) cpc (1)		Health Aff Sworn They've Never Seen Such A Cr - Limited Aff Allowed	75%	revshare	ClickBank ★★★★★	Health & Fitness	Nov 07
		CPC - Diabetes Recipe Slideshow [NO Cash Incentives]	\$0.02	cpa	Publisher Rev ★★★★★	CPC Campaign	Nov 07

Something cool about odigger is that they have a really cool rating score on each CPA Network listed.

This is something that will help you a lot in deciding whether to work with this CPA Network or not.

They will even show you reviews about it, which is just awesome.

The screenshot shows a sidebar on the left with navigation options: 'Offers: 254 Added: Oct 31', 'Mobusi Offers: 13 Added: Oct 31', 'Search All Networks', 'Sponsors', and 'Support oDigger.com'. The main content area is titled '2 Reviews for LJ Ads'. The first review is by 'xbugitox' on July 15, 2014, with a 5-star rating. The text of the review is: 'One of the best network that I have ever joined. Early & fast payout. Perfect support. I have the best Affiliate Manager, Jerrold. Highly recommended network. Cheers, Sol'. The second review is by 'jaideep' on July 12, 2014, also with a 5-star rating. The text is: 'Fantastic network, Nice support and fast payments. Ljads have variety of offers in all categories. i would like to recommend this network. thanks'. At the bottom of the sidebar, there are statistics: '375 2973 86 36.9K'.

The other way to search for CPA offers is by using the CPA Network directly.

Peerfly.com is one of the most famous CPA Networks online.

Once you log in you will start looking at some great offers right away.

The screenshot shows the PeerFly dashboard. On the left is a navigation menu with items: Dashboard, Offers, Reports, Payments, Alerts, Cash Flow, Profile, Resources, Global Postback, and Logout. The main area features a '10 Day Earnings' bar chart showing a single bar of \$0.15 on the 15th. Below the chart are two tables: 'Top Offers' and 'Latest Offers'. The 'Top Offers' table lists offers like 'eDates France' with a payout of \$9.50 and CR of 4.87%. The 'Latest Offers' table lists offers like 'Empire: Four Kingdoms - iPad (DE, CH)' with a payout of \$3.00.

Top Offers	Payout	CR
eDates France	\$9.50	4.87%
iSurveyWorld Brazil	\$0.50	1.15%
Booking.com (Multi-Geo)	\$14.25	0.31%
Flirt Fever (DE, AT, CH)	\$12.25	5.99%
Win Groceries	\$0.80	3.37%

Latest Offers	Payout
Empire: Four Kingdoms - iPad (DE, CH)	\$3.00
Funding Direct - Payday Loans (US)	\$6.50
Horoscope - APK - Android App (Multi-	\$0.40
Onavo Count - Android (FR)	\$0.60
Dark Creator - Android (HK, TW)	\$1.70

The cool thing about checking CPA offers directly in the CPA Networks is that they will help you out a lot in searching for the best ones.

You will be able to see Top offers, Latest offers, Recently Passed offers, highest converting offers and Highest EPC offers.

This is just an amazing way for you to have a really good guide of what is making great money with CPA Marketing on the web.

Remember CPA Networks want to make money, and if they make sure you make money they will as well. So, there is a high possibility that they will not be lying to you on this.

Once inside of an offer, you will be able to see every single thing you need to make sure you accomplish in order to receive commissions by promoting the offer.

The screenshot displays the PeerFly dashboard interface. On the left is a navigation sidebar with options like Dashboard, Offers, Reports, and Payments. The main content area shows an offer titled "Diabetes Wristband - Short Form Submit (10875)". Below the title is a table with offer details:

View Landing Page	Payout	EPC	CR	Type
Diabetes Wristband - Short Form Submit	\$1.70	\$0.07	3.74%	Lead

Below the table is a preview of the landing page for "QualityHealth". The landing page features a green banner with the text "FREE* Diabetes Awareness Wristband" and a blue wristband image. The main heading on the landing page is "Show Your SUPPORT FOR DIABETICS". The form on the landing page is titled "Step 1: Submit your information below to get started!" and includes the following fields:

- First Name:
- Last Name:
- Address:
- City:
- State:
- Zip Code:
- Phone:
- Gender: Female Male
- BirthDay: MM DD YYYY
- Email Address:

At the bottom of the form is a "Submit" button. Below the form, there is a section titled "How to Qualify For Health Offers, Samples, and Trial Sizes" with two bullet points:

- Complete the form on the right and click "Submit" to continue. **Be sure to enter a valid email and postal address to ensure that you receive your items in the mail!
- On the next page, complete our health survey. Your answers will allow us to

The first thing you will see will be the offer itself, which will look exactly how your potential customers will see it.

Then, if the offer doesn't require an additional step to get approved, you will see your affiliate link right away, which will be the link you will be sending your traffic to.

The SubIDs are optional but are an extremely important marketing element. This is used to track your marketing results if you decide to use this same offer on different traffic channels.

The screenshot shows a web interface for an affiliate offer. At the top, there are three tabs: 'Details' (selected), 'Banners (8)', and 'Similar Offers'. The main content area is divided into three colored sections: a light blue section with the offer title 'Show your support for Diabetes Awareness!' and conversion details; a light green section with 'Allowed Methods' and 'Allowed Countries'; and a light red section with 'Not Allowed' methods and a disclaimer link.

Details Banners (8) Similar Offers

Show your support for Diabetes Awareness!

Converts on 1st page submit.

🕒 **Conversion Point:** Converts on 1st page submit.

📁 **Categories:** [Health/ Fitness & Weightloss](#)

🕒 **Date Added:** Oct 08, 2013

📅 **Payment Schedule:** Net30 (default)

✓ **Allowed Methods:** Search PPC, Social PPC, Banner Display, PPV/CPV, Contextual

🌍 **Allowed Countries:** United States

🚫 **Not Allowed:** NO Incent, NO Classified Ads, NO Twitter, NO SMS, NO Email Marketing, LIMITED Facebook Promotion

Please read [this blog post](#) if you do not understand the above terms.

Then you will see the specific instructions and rules you will need to follow in order for you to claim the commissions you will generate.

You will learn about the traffic channels you are allowed to use, the country your traffic should be coming from, as well as what traffic channels you are not allowed to use, and what words you can't use in your advertising material.

Step 2: Build a landing page

The screenshot shows a landing page for an instant cash loan. It features a purple header with the text 'APPLY FOR AN INSTANT CASH LOAN'. Below the header, there is a paragraph of placeholder text and an image of stacks of cash. At the bottom, there is a list of bullet points and a large purple button with the text 'APPLY NOW FOR AN INSTANT LOAN'.

APPLY FOR AN INSTANT CASH LOAN

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam. Eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

Eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

• Instant Approval • Cash within 24 hours • No credit checks
• Faster Processing • No Documentation • Loan upto \$5,000

APPLY NOW FOR AN INSTANT LOAN

The majority of internet marketers out there think that because CPA Offers are very easy for people to take action, they just don't really care about using high quality selling techniques that are also used for promoting paid products.

It's a fact that CPA Offers are a lot easier to convert than paid products, but anyway people have to have a real reason to act, people won't act just for the fun of it.

People will act because they feel interested in the topic, and that interest also can be increased if you use an extremely powerful marketing technique called "Preselling".

Preselling *"is a process or a set of activities normally carried out before a customer is acquired"* [Source](#)

Preselling is the step or customer experience before deciding to buy a product or perform a task that gives him access to a good which will satisfy his need.

It is all about preparing the customer to take action in the following stage of the sales process.

Applied to CPA Offers, creating a presell environment for the visitor will be of an immense help for him to know exactly what he needs to do in the next step.

For that what we will do is create a landing page, or in other words a preselling landing page which will be used to prepare the visitor to convert in the following stage.

The purpose of this preselling landing page is:

- ✓ For people to decide to complete the offer
- ✓ To convince the people to complete the offer

- ✓ To excite people about the opportunity
- ✓ To prevent people from changing their mind once they see the offer
- ✓ To tell people why the offer is great
- ✓ To tell people all the benefits it will bring them

CPA Offers are extremely short. They are just displaying directly what the user will have to do, like submit an email, submit a zip code, fill out a form, a button to download an app or to play a game, etc.

Your landing page will be like the preselling part of that offer.

The 5 principal components of a High Quality Preselling Landing Page for CPA Offers are: The headline, the description, benefit points, graphics and call to action.

Reduce Your Debt Repayments by **80%** Today CALL TOLL FREE
800.123.4567

GET RELIEF FROM DEBT
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.

[GET STARTED NOW](#)

<p>✓ TOTALLY PRIVATE</p> <p> Lorem ipsum dolor sit amet, consectetur qui adipiscing elit, sed do eiusmod tempor sed incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.</p>	<p>✓ FULLY ONLINE</p> <p> Lorem ipsum dolor sit amet, consectetur qui adipiscing elit, sed do eiusmod tempor sed incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.</p>	<p>✓ NO HIDDEN CHARGES</p> <p> Lorem ipsum dolor sit amet, consectetur qui adipiscing elit, sed do eiusmod tempor sed incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.</p>
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Join today, significantly reduce your monthly bills and allow us to help you, help yourself.

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buylandingpagedesign.com is an amazing place to get access to a lot of this type of preselling landing pages.

Step 3: Advertise your landing page



Once you have set up your landing page, you can send some traffic to it.

In this step I want to explain to you how you have to approach traffic.

The one thing you have to have in your mind about traffic is “Testing”. Yeah, you just need to test.

There is no such thing as the perfect traffic. We as online marketers do have a really good idea of what sources of traffic are of high quality, but as we can't guarantee any results. We just need to test. And why we can't guarantee any results?

One of the biggest reasons non online marketers can guarantee you results is because the most important thing to know is exactly how you achieved them, so you can just increase the budget for that particular traffic campaign with which you have found some great results.

Another reason is because the success of any type of offer depends on many factors at the same time. It depends on:

- ✓ The image you use in the advertisement
- ✓ The text you use in the advertisement
- ✓ The country you are targeting
- ✓ The language you are targeting
- ✓ The age of the people you are targeting
- ✓ The gender of the people you are targeting
- ✓ The time of the year
- ✓ The traffic source
- ✓ How hot your topic is online

And maybe on several more factors as well. So for that reason it is always better to test.

Here I will tell you a few really important tips you should consider in your traffic efforts so that you don't go blind and can avoid spending thousands of dollar testing.

Tip #1: The Traffic should be Niche Related.

You have to make sure the people you are going to advertise to are actually interested your topic.

There are many traffic sources that offer this.



SEO:

SEO or search engine traffic consists of getting traffic from search engines. You build a website, write a lot of content relevant to your offer, optimize that website with an endless number of optimization techniques, and then after a few months or so some of your webpages will start getting at the top of the search engines once people search with a term related to your content.

Then when they decide to enter to your website, they see your offer somewhere in the page and decide to go and visit it.

That's a basic example of this type of traffic. It is niche related because people are performing a search with a keyword related to your website and your offer.

PPC:

There are various places that offer Search Engine traffic by paying per click.

The most common places are [Google AdWords](#), [Yahoo Advertising](#), and [Bing Ads](#)

They place relevant ads right at the top of the search engines once people search for a term, so this is a really nice easy way to get in the top; however, it can get really expensive.

You just need to test with some money and see what you get. As I told you, testing is important; PPC gets expensive if you don't know what you are doing and decide to get as many clicks as possible without making some changes to your ad.

Tip #2: The Traffic should be Country oriented

This is something extremely important when talking about CPA offers.

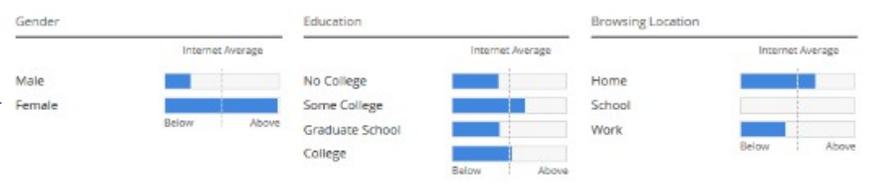
The majority of the CPA offers out there ask you to send traffic from a specific country. Very few CPA offers are worldwide.



So it is very important that you come across with a traffic source that can give you the option of targeting the specific countries of your choice.

Tip #3: The traffic should have demographic choices

It is highly imperative that the



traffic source may have as many demographic choices as possible; let me tell you why.

Every single need among human beings are segmented by audiences. Therefore, every product is segmented by audiences too. Exactly the same happens online.

There are some products that are oriented to satisfy women needs. Others are for men, others are for kids, other are for teenagers and other are for adults.

For that reason, traffic should also be segmented like that.

It's just not good trying to send 1.000.000 people to an offer and hope for the best. You have to make sure what audience your offer has been created for, and then you need to identify as many characteristics as you can of this audience.

A really good way to do this is by searching on Google for a term like Diabetes. Take the top page, which will probably be talking just about diabetes.

Then you can go to Alexa.com or Quantcast.com, analyze that website there, and you will have a really cool vision of the audience that is directly related to your topic.

Now you just need to look for those traffic websites that offer you as many demographic options as possible.

For this reason one of the most used traffic sources by all kids of internet marketers is Facebook Ads.

Step 4: Analyze your Results



Finally, after you have found the right traffic source, and you have decided to spend some money on it for testing purposes, it is time to analyze your results.

You will need to understand two concepts in order to know what to do in this step. Those concepts are **Conversion Rate** and **Profit**.

- **Conversion Rate:**

“In electronic commerce, conversion marketing is the act of converting site visitors into paying customers” [Source](#)

Applied to the CPA Marketing scenario, someone signing up, submitting a zip code, or filling out a form would be considered a conversion.

- **Profit:**

Profit or net income generally implies total revenue minus total expenses in a given period. [Source](#)

Applied to the CPA Marketing scenario, if you have decided to spent X amount of money on an advertising campaign, and you got a specific number of conversions, this means you got X amount of money as revenue. You just need to subtract that revenue with the investment you made, and then you will have your real profit.

Ok great, now you have these two concepts clearly. The thing that will help you see if the CPA Campaign was great is the Profits you got from it.

You will need to take a look at how good the conversion rate was. You need to see if you made a profit.

Testing a CPA Marketing campaign doesn't require a lot of money. You can do an easy test with \$10, depending on the traffic source you chose.

If you decide to use Facebook Ads, which is what we recommend because Facebook ads offer outstanding flexibility on the traffic service it offers, then \$10 will more than enough for testing.

And here comes another very important concept called Variation.

- **Variation**

By variation we mean the action of creating as many ad variations as possible so that you can test as many of them as possible until you get the conversions and profits you are looking for.

- ✓ You can simply change the advertising image of the ad.
- ✓ You could even change the Landing Page information.
- ✓ You could change the gender
- ✓ You could try to target other countries if your CPA Offer allows you to do so.

Then you can see what happens.

But please, if you don't see any good results immediately, just keep testing other CPA Offers, other topics or other traffic sources.

That's why we advise you to build a niche based list of email contacts. Because if you focus on that you will be able to advertise to them any time you want. And those clicks will be for free.

Chapter VI: The Hottest 10 CPA Marketing Tricks

The following 10 tricks will really help you maximize your earnings with CPA marketing:

Make best use of PEAK times: By keeping the above mentioned points in mind, you might have gotten a good idea of how to make the best use of CPA marketing. The final important point that you always need to keep in mind is that you have to offer the best benefits when the customers are willing to make a purchase at any cost.

Be it Christmas, Republic Day or any other event that holds national interest, you should, without fail, try to capitalize on the opportunity of getting the highest sales and revenues. On these occasions, people are always willing to purchase new products and services for their requirements. So never let go of this opportunity that is in your hands.

Use recycled traffic: “Customer is the king of business.” This saying holds vital relevance for digital marketing also. Today, with the emergence of numerous websites on the net, audience retention has become very difficult. Traffic recycling helps you to get back in touch with your website visitors.

Using this process, you can connect and target leads from your Email Traffic, Internal Banner Traffic, Forum Recycled Traffic and Surveys and Poll Traffic to reuse them in your CPA Campaign.

With email traffic you can send an email to your leads, and their clicks will send them to your website. You can use popup window to grab your leads’ attention, and that will increase your opt-in.

Internal Banner Traffic helps you to keep your visitors on your website and increases the chances of them completing the qualifying action.

Forum recycled traffic is a great way to recapture your visitors. People love to talk about the niche topics, and they will join conversation on your forum if you allow them.

People love to express their opinions. Surveys and Polls are a great way to encourage your visitors to revisit your website to view the results. You can add polls to your website to generate more traffic.

Create iFrame: iFrame is an html code that a publisher can use on his website with the iFrame link. iFrame provides you a unique opportunity to create a virtual look-alike of your landing page on publisher's web page. Getting redirected to the affiliate links can be a tiring process, so iFrame helps you to draft your own domain name. But when your visitors are redirected to the link, they think that they are on the real website.

In CPA marketing when you use iFrame on your website and your audience clicks on it, it looks like they are on advertisers' landing web pages, but the difference is in the website location bar (URL). Here I am providing you an html script that will help you to create your own iFrame by putting in an iFrame src link and replacing the title.

```
<html>
```

```
<head>
```

```
<title>PUT YOUR TITLE OF THE PAGE HERE</title>
```

```
<meta name="keywords" content="YOUR KEYWORD">
```

```
</head>

<body style="margin:0px; "scroll="no">

<iframe src="LINK GOES HERE"
style="border:0px;width:100%;height:100%;">

</iframe>

</body>

</html>
```

Measure the demand and competition: Before selection of offers, you need to measure the demand of that offer in the market-place by looking at the search volume for the most relevant keywords. With this you can know the amount of traffic that is searching for the Facebook marketing niche specifically. If you want to promote an offer such as “free Facebook marketing tricks”, you should type a keyword “Facebook remarketing” and find how many people are looking for that keyword in every month.

As for CPA offers which do not have adequate numbers of searches: you should ignore those. You can make use of Google Trends, Google Insights and yahoo etc. These tools will help you in analyzing the demand and the best time to promote in the market.

Now that you have some idea about your potential offers, the next step is to measure the competition for those offers in the market. There are so many tools are available to show you how many ads are running for the particular keyword. If you find CPA lead offers with a frequently targeted keyword that doesn't have

so many ads running on web, getting these keywords means you get a golden chance to increase traffic for your CPA offer.

Having a CPA offer that is highly competitive in the market-place means the offer is hot right now, and people are choosing this to generate huge income. You should work on relevant keywords for that offers and create a great ad copy to compete in the CPA market.

You can also find out how many competitors are competing in the same market and which products are promoted with the help of some tools such as SpyFu, KeywordSpy and compete.com etc.

Pre-test your offers: You have chosen the offers according to demand and have started promoting them. But you are not getting the desired result with your CPA Marketing campaign. Your profits are dependent on the offer you choose. So test, test and test. There is always a better way to find the most profitable and trusted offer.

As you begin the testing of offers, you will find some offers are really great, while others are not as good to promote. If you set up your testing campaign for your offers, it can automatically test each and every offer according to your desired criteria. You can improve your offers, conversion and earnings and can add more profit margins for yourself.

You can also choose offers which are just similar to the website which you have. This will add an extra edge to your effort, and you will need less effort to promote.

Create your own method: You should think for yourself as well. You need to create your own process for elaborating, setting-up, optimizing, testing and tracking your CPA campaigns to make them more profitable for you. Every

publisher is different from each other, and each of them have their own processes and campaigns to promote offers.

You want to become the most successful marketer in the market-place. You need to review other marketers' processes that will help you to understand what you need to do for a better foundation.

If you are newbie, you should start with the simple programs that will help you to learn with your own experience. Each attempt at promotion will be a lesson for you to learn. This way you can easily deal with the visitor who come to your website.

You can create your own rules for split-testing and choosing offers and your own ideas creating landing pages. Learn to be creative with your offers and landing pages.

You must have a marketing sense: Running a CPA campaign without doing complete research and a lack of basic marketing knowledge about the product and market can be hazardous for your campaign.

CPA marketing is not for every affiliates. In order to be a successful CPA marketer, you must have a great marketing sense to promote your offers and be aware of fraudulent or spammy offers.

You should know what, when and how to say the right thing at the right time to get better conversions. You may set up a campaign and create killer ads with a great landing page, but still conversion are not happening. That means you are not selling the right thing in the right way at the right time.

You need to know your customers' minds and what they expect. This will come with the practice; marketing sense is a small thing that you can change, such as a

small call-to-action, title and image. To know these points you need to truly understand your audience to speed up your CPA campaign.

Be a professional affiliate: CPA is a real business, and it is not for those people who are desperate to generate overnight money and think it's a hobby. CPA business requires a lot of planning and thinking and organization. If you are running a CPA business and want to be successful in that, then you should be a professional affiliate.

You should learn and implement the different methods in you CPA business. If it doesn't work, go for another one, and keep doing this to achieve great success. You need to create a fool-proof business plan.

After setting-up your plan you need to elaborate on it and distribute your budget accordingly, including categories for landing page, ads, etc. You need to find weak and strong points of your CPA program and improve it accordingly. And after this, you need to be patient if you are a newbie in this market.

Track and test with a small budget: When you are choosing a CPA offer to promote, you need to test its market need and completion. After setting up a campaign, you should test your complete campaign because no particular campaign can work for forever.

If you have a small budget to market you CPA campaign, you should organize your campaign in steps and distribute the budget accordingly, including a fixed amount for testing, landing pages, advertisement, SEO and other marketing stuff. You can track text ads, referrer tracking, keyword density, fraud detection, and traffic source to improve your campaign according to your needs in order to improve your earning and conversions.

This is how you manage your campaign properly. There are also some testing and tracking tools that will help you to manage your keywords, RSS-feed, Real time data, keyword tracking and all other marketing strategies.

Use keyword research tools: Keywords are the basics of every search because every person is looking for something with keywords. Most searches are done using the major search engines like Google and Yahoo. If you want to be successful with CPA marketing, you need to create really good keywords using your research skills and keyword building strategies.

You can maximize your CPA campaign exposure using free traffic, such as natural search traffic, social media traffic, forum traffic, article writing traffic, domain name traffic, reciprocal linking traffic, blogging traffic, joint venture traffic, pop up traffic, video traffic, podcast traffic, software traffic and Facebook Traffic etc. to bring more qualified traffic to your CPA offers.

You can use keyword research tools to help you to create higher density keywords for your campaign. There are both free and paid keyword research tools available.

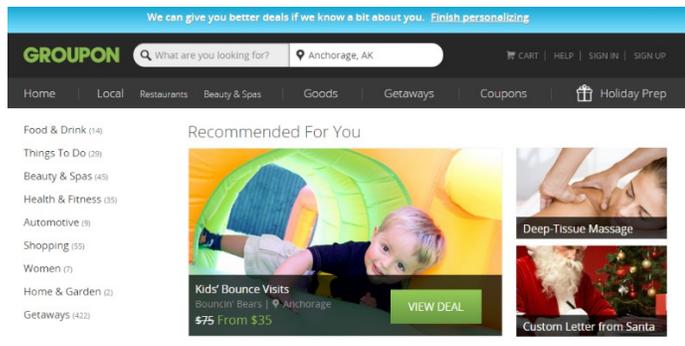
Google Keyword Tool, KWBrowse.com, SEO Book Keyword Suggestion Tool, Quintura.com, Google Trends are free tools to create better keyword. KeywordElite.com, KeywordDiscovery.com, KeywordSpy.com, Traffic Travis and WordPot.com are paid tools to generate good keywords for you CPA campaigns.

Chapter VII: Shocking CPA Marketing Case Studies from Businesses

Here we will tell you about some businesses who used CPA marketing to improve their revenue, sale and traffic to their website-

Groupon:

Groupon is well known deal-of-the-day website that is a universal leader of local commerce. Groupon was launched in November 2008 in Chicago.



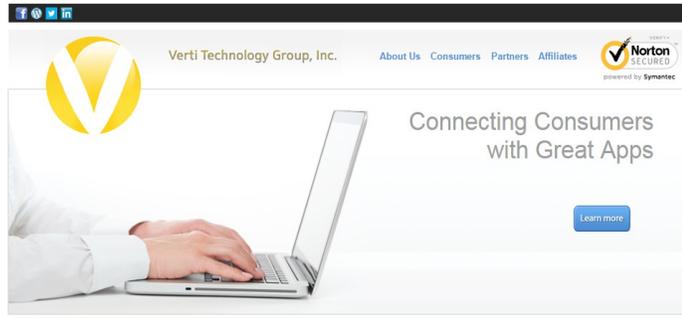
Groupon wanted to increase its customer base with fresh leads and new buyers. Groupon began working with performance based companies on a broad level and gave a boost to investment on cost-per-action offers. It is one of the biggest CPA advertisers. It spent millions of dollars on 30 different CPA networks and paid its publishers for each and every sign up.

As a result their subscribers' base became 760X bigger, they sold 279X more Groupon, and the site expended its market from 5 North American market to 175 North American markets in two years.

Groupon generated \$40 Billion impressions and 1 Million new users with W4 CPA Networks.

Verti Technology Group:

Verti is known for delivering friendly applications to its customers in a safe and secure way.



It operates with application developers, application distributors, and cost-per-action networks who best guarantee products' reach to its audience.

The Company is very careful about each and every download to ensure it is safe and it provides desired value to customers.

Verti used Cost-Per-Acquisition marketing and paid its publisher instantly once new customers installed its software. The Company used the active campaign support of Adscend Media for optimization and support.

Verti got outstanding results with more than 500,000 new customer app installs with a lower cost per acquisition.

Coupons.com:

Coupons.com was founded in 1998 at Mountain View, California. It is an online advertising company that relates



big brands and retails with its audience via web, mobile and social media.

Coupons.com runs an affiliate program to promote its retailers' products. It provides a self-service and free chance to get paid by promoting its digital coupons and cards offers. You can choose brands to promote according to your niche and get paid after a qualified action is done.

To promote its product you need a website and US address. It represents 2000 brands and partners with 700 consumer packaged goods companies, and it has the power of 1,000's of digital coupons.

Coupons.com wanted to increase its digital coupons download so it moved to Cost-per-action marketing.

With Cost-per-action Advertising Coupons.com generated over 150,000 downloads annually with lower cost-per-action costs.

Sealy:

Sealy was originated in 1881 in Sealy, Texas. It is an America based major manufacturer of mattresses.

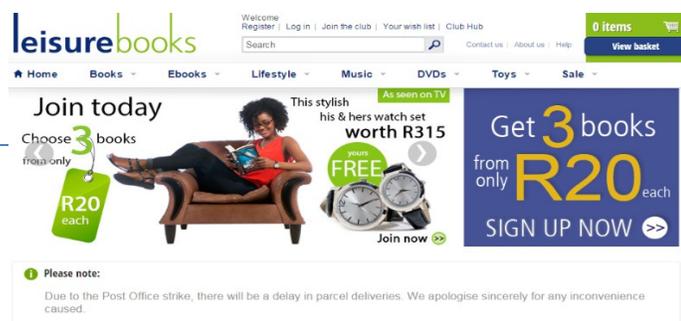


Sealy wanted to build an audience for its Facebook page, make them aware of the brand and increase its revenue. It used Spruce Media to advertise its CPA marketing on Facebook.

It created segmented audiences along with weekly and monthly promotion to gain more fans. The Cost-Per-Action strategy was to drive engagement, as bidding prices were changing constantly. Sealy was also benefited by lookalike audiences, creative concepts and viral promotions to generate more traffic.

Its page likes increased by 237%, cost per action was reduced with 25% per sale for fans, and its fan base doubled only in one month. Its Facebook Sponsored stories helped it greatly to engage new customers with an average conversion rate of 80%.

Leisure Books:



Leisure Books is one of the biggest and most famous Book Clubs in South Africa. It prides itself on providing rebated Club prices and quick and friendly services.

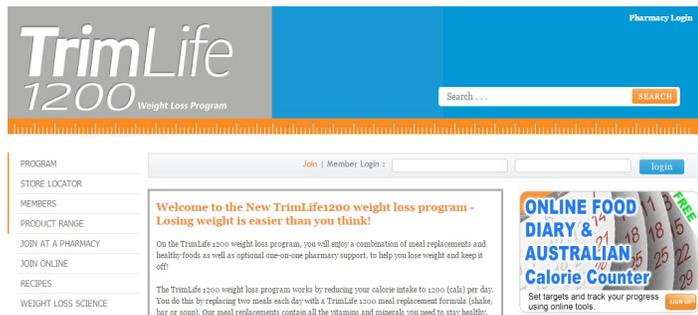
The goal of the company was to improve lead quality, conversion and monthly new registrations. The Company also wanted to reduce cost per acquisition, drive brand awareness and increase qualified traffic.

It re-optimized its existing campaigns and implemented changes to improve lead generation and Cost-Per-Action. It ensured its tracking and analysis pixels were set up correctly to track Cost-Per-Action metrics.

Leisure books saw 3X improved results. There was a 65% increment in new registration on a monthly basis. The Company got 36.6% more results than the target they set for this campaign.

TrimLife:

TrimLife, Inc., founded in 1999, is a provider of proprietary, branded nutraceuticals and cosmeceuticals.



The company found a lot of success with a weight-loss product that sold heavily over the Internet.

The company's primary sales model focuses on giving a free trial of their products as part of a continuity program in which product refills are directly sent to the customer every month.

They distribute dietary supplements from four main categories: weight loss, skin & beauty, anti-aging and general health. The company sells its products mainly

online, using a lot of landing pages or "microsites" devoted to their specific products.

They had faith in their offering but did not have a good budget for marketing. After a lot of efforts, they convinced Gary Galin, an experienced CEO, to join them. Galin began by running strictly CPA advertising online. Publishers and list owners who ran the ads were paid only after TrimLife got cash from a paying customer.

Despite the negative scenario, most sites and list owners were not interested in running CPA ads like this for an unproven site. TrimLife made \$600,000 in sales in one year, and surely reaped huge benefits that helped them to grow in the long run.

SpiritHoods:

SpiritHoods is a retailer of torture free animal inspired hoods. The company launched their products on events, festive seasons and concerts by wearing animated hoods for creating a great buzz.



The goal of SpiritHoods was to build buzz with a dependable and measurable marketing approach to increase their growth. They found the value of paid and performance based marketing to increase their audience.

SpiritHoods took help of Trada and created a campaign with specified goals and landing pages.

As a result, conversion and revenue were increased by 400%, 58% Reduction in Cost-Per-Click and 43% reduction in Cost-Per-Acquisition.

Alexander Menduluk, Owner of SpiritHoods said, “My favorite part of the Trada relationship is that searches no longer rules my life. The success of the campaigns has allowed me to hire a staff member to manage marketing so I can focus on new designs.”

Scenic Tours:

Scenic tours was founded in 1986. It provides luxury river travels or journeys and hosts its companion tours around the world.



The goal of the company was to provide a market strategy that had low Cost-Per-Acquisition and increased the traffic towards it. It also wanted to establish its brand for the best media platform.

Scenic tours used Accord’s advertising solution to add value to its brand. Accord used Email-marketing, response analysis, Search Engine Optimization and printed media planning and buying for the company within a fully integrated campaign.

There was an increase of 47% in cruise passengers and 30% in touring passengers. Cost per acquisition was reduced 27% for river cruise and 30% in touring.

ProPricer:

ProPricer is a pricing application software that is basically designed for all sizes



of government contractors and contracting offices across various industries and disciplines.

From defense and aerospace to healthcare and energy, ProPricer is a user-friendly, commercial and easy to use product that facilitates comprehensive data management, analysis and reporting to facilitate group collaboration and speed the proposal pricing, cost analysis, and contract audit processes.

Some potential customers of ProPricer were very specific, working within companies that are awarded contracts by the government, although not all government contractors are ProPricer targets. Another major drawback was that some targets are widely scattered and often hold different position titles company to company.

Now, ProPricer wanted the help of some experts. So, they went to Trada, which focused on its brand recognition and drafted numerous keywords to create nearly three dozen unique and exclusive ads.

With purchases that have ranged from \$5,000-\$5,000,000, each ProPricer sale earns a huge ROI. Cost-per-conversion has already dropped 17%, and surely it has come a long way and will continue to prove itself.

[Avidxchange:](#)

Avidxchange was founded in June, 2002 in Atlanta. It is headquartered in Charlotte, North Carolina.

After rapid growth it became a leading provider of invoice management solutions within real-estate.



Avidxchange provides end to end automated accounts payable solutions for companies. It reforms the way companies pay their bills by automating invoice and bill payment processes.

Its goal was to enhance their website landing pages and increase conversion rates to improve the quality of leads.

Avidxchange saw great results, its conversion rate increased 986%, and Cost-Per-Acquisition decreased 79% and Lead volume increased 450%.

Chapter VIII: Shocking CPA Marketing Case Studies from Online Marketers

- Viperchill.com

Viperchill is a marketing blog containing strategies, tips, and informative posts. Blog topics include SEO tools, niche sites, backlinks, and other information to help businesses and marketers succeed.

This site has been featured in The Guardian, Forbes, Mashable, Wired, and other business-related periodicals.

ViperChill's author decided to experiment with CPA and PPC after discovering that some of his friends were making tons of money with this marketing strategy.

The first thing he did was to join a forum called Stackthatmoney.com. This way, he could ask questions and learn more quickly.

Viperchill decided to use Google AdWords and Facebook for his CPA campaigns; however, he ended up going almost exclusively with Facebook, as Facebook only took 15 minutes to approve his ads, while Google took closer to 15 hours.

After doing some research and using the tools available on Facebook, the first experiment yielded a return of nearly 25 times his spending!

- Chadhamzeh.com

Chad is an affiliate marketer living in Canada. He opened his first business, a web design studio, in 1999. In 2009 he began studying affiliate marketing and PPC. In one of his early campaigns, using MSN d center, he saw an ROI of 264% in one week - \$2K profit.

Chad had his ears open for potential great topics and niches, and he ended up hearing a news blurb about a well-known celebrity's weight loss plan. He used Google Hot Trends to find some good keywords.

With help from his affiliate manager, he created and tested ad copy until he found just the right ads. His focus was always on conversions and ROI, and he

succeeded. Presently, he has built well over 150 successful campaigns across a variety of channels, and he has generated over \$375K in 10 months!

- Zacjohnson.com

Zac got started in internet marketing in the late 1990's. His first program – the Pacific Coast Feather Company banner click program – was not very successful, but it proved to be a great learning tool. Then he began working with Amazon.com, and he began making money.

He's been blogging since 2007, and his success has exploded. Recently, he discovered a dating site that targets men who play golf. He decided to create a CPA campaign to try to make money advertising the site, golfmates.com.

Using great images and an attention grabbing headline, he tested several Facebook ads. In addition, he used demographics to target the 300K plus men on Facebook who are single and play golf. In only a few days he was able to generate a 253% ROI using this CPA campaign.

- Howtowebmaster.com

Howtowebmaster offers marketing tips, how-to's, and blogs posts including topics such as marketing strategies, CPA strategies, and other useful information.

The site owner recently launched a CPA campaigns using Payday Loans as his niche. He chose this niche because the payday loan business offers high payouts just for having someone complete a form online.

Howtowebmaster chose the EverydayPayday 1 page form submit from the MaxBounty CPA network.

After researching keywords and doing some ad testing to generate conversions, he tracked his progress for 30 days in December of 2013. By the end of that month he saw an ROI of over 300%.

- [**Affiliatefix.com**](#)

In September of 2014, user internalsoul joined Affiliatefix. Using normal web CPA offer, he focused on promoting dating/adult sites.

He created several campaigns and landing pages, and after optimizing them, he began targeting more countries to generate more traffic.

He tracked his stats for 7 days after optimization, and total profits were nearly \$450 – not bad for a new marketer!

- [**Xneaker.com**](#)

The author of xneaker.com, who provides information concerning IM tools as well as where to find discounts, decided to create a CPA campaign through MaxBounty.

He is relatively new to the internet marketing game.

After selecting MaxBounty as his network, he decided to use gaming as his vertical.

After testing both landing pages and direct linking, he chose to go with direct linking for his campaign. He created ads for gaming sites and specific games.

After the first 30 days, he had made nearly \$1K in revenue. Once he scaled up and optimized his campaign, he made over \$3,999 in revenue. His total profits for those 60 days was \$2,455.

- [**Howtowebsite.com**](#)

The author of this blog site offers how-to's and tips on a variety of marketing topics. In this case study, the author explains how he successfully created and launched a CPA campaign using an Auravie trial offer from PeerFly CPA network. He used Leadimpact as his PPV traffic source for this CPA campaign.

In December of 2013, the author at Howtowebsite saw an ROI of over 320%. He completed this case study to confirm that a credit card submit CPA campaign can be successful, and he was successful in turning a profit with only a few hours' work.

- [Ivan-ong.com](http://ivanong.com)

On his macerating blog, ivanong, Ivan spoke with one of his followers, William, who is a student.

After learning from Ivan, this student earned \$25K net profit in his 3rd month doing CPA marketing.

William had been doing internet marketing for about 7 years, but he wanted to learn about CPA marketing as well. He launches 5-10 campaigns per day using his networks.

Each day he does optimization and uses Leadimpact. He found great success in continually adding campaigns and keeping them going and optimized. Using this strategy with CPA marketing, his ROI is 147%.

- [Ivan-ong.com](http://ivanong.com)

Steven Teo is a relatively new internet marketer. He began in June of 2013. In September of 2013 he was seeing a 345% ROI and a profit of over \$5K. He also creates numerous campaigns and continually tests them to make sure they are in top shape.

Once his campaigns are successful and running well, he just keeps them running and watches his profits rise as he creates new campaigns. Presently, Steven makes five figures per month, and this typically equals around \$20K per month.

- [Stream-seo.com](https://stream-seo.com)

Servando Silva of stream SEO shares some of his success on his blog. In this case, he achieved great ROI with his Teespring T-shirt campaign. Servando did two things in his campaign. He set up a fan page and helped it to grow by buying Facebook Ads for likes. He also created Facebook Ads for website clicks and conversions.

For his fan page, he built a few fan pages based on some well-loved television characters and shows. Once his likes grew to 2-5K, he created a t-shirt design and published it on Teespring. He launched the campaign and added some text. In addition, he promoted Teespring shirts in the Facebook newsfeed. Overall, he had an ROI of close to 200% and made \$1,200.

Conclusion:

We're thrilled that you have chosen to take advantage of our training guide, and we wish you amazing success. And in order to take your CPA Marketing even farther, we invite you to get the most out of CPA Marketing by getting access to our Live Video Training [clicking here](#) (Insert your Upsell offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from CPA Marketing. CPA Marketing has come to stay in the market forever.

CPA Marketing Resources

Videos

- ✓ <https://www.youtube.com/watch?v=8SvW6YUX0KA>
- ✓ https://www.youtube.com/watch?v=Wg_KTcFz-9o

Tools

- ✓ <http://www.warriorforum.com/ad-networks-cpm-cpl-display-sem/59851-cpa-tools-full-list.html>
- ✓ <http://www.njscpa.org/news/toolkit>

Training Courses

- ✓ <https://www.udemy.com/cost-per-action-cpa-affiliate-marketing-course/>
- ✓ <https://www.udemy.com/cpa-marketing-101/>

Blogs

- ✓ <http://www.kjrocker.com/>
- ✓ <http://www.techlila.com/cpa-marketing/>

Forums

- ✓ <http://www.affiliatefix.com/>
- ✓ <http://www.warriorforum.com/tags/cpa%20marketing.html>

Affiliate Programs

- ✓ http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=cpa+marketing
- ✓ <https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=cpa>

Demographics

- ✓ <http://www.alexa.com/siteinfo/peerfly.com>
- ✓ <http://www.alexa.com/siteinfo/maxbounty.com>

Webinars

- ✓ <https://www.youtube.com/watch?v=UicNc9TXQHY>
- ✓ <https://www.youtube.com/watch?v=3ucEdWNoHvA>