

POWERFUL STRATEGY TO GET **HIGH QUALITY TARGETED TRAFFIC** TO YOUR OFFERS

# COST PER ACTION

## MARKETING MASTERY



# Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this e-book as complete and accurate as possible.

However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this e-book should be used as a guide - not as the ultimate source.

The purpose of this e-book is to educate. The author and the publisher do not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this e-book.



**ENTREPEDIA**

# Table of Contents

<b>Introduction</b>	<b>8</b>
CPA Promotional Methods	8
Splash Page	9
Landing or Sales Page	9
Review Website	9
Fun or Quiz Landing Page	9
CPA Marketing vs. CPL Advertising	10
CPA Marketing For Your Business	10
Cost Per Action Bidding	11
Improving Site Traffic	11
<b>Chapter 1: Choosing The Right CPA Network</b>	<b>12</b>
Search The Web	12
Contact The CPA Network	12
Network Application	13
Offers	13
Affiliate Managers	13
Tracking Software	14
Questions To Ask When Choosing a CPA Network	14
What Offers Do They Provide?	14
How Much Do They Pay Per Particular Action?	14
Are Their Required Actions Definite or Conditional?	15
How Do They Pay Members/Subscribers?	15
How Often Do They Send Payments?	15
Are Their Widgets and Links Intrusive?	15
Do They Respond To Inquiries and Special Concerns Quickly?	15
What Types/Niches Of Websites Do They Accept For Membership?	15

Do They Constantly Receive Positive Reviews?	16
How Long Have They Been Operating?	16
What Other Types Of Marketing Programs Do They Offer?	16
Are They Recommended By Someone You Know?	16
<b>Chapter 2: Pitfalls Of CPA Marketing</b>	<b>17</b>
Prevent Unethical CPA Marketing	19
But What About The Good CPA Ads?	20
The Right CPA Offer	21
Demographics and Niches	21
Hunting Down Those Great Offers	22
Earnings Per Click (EPC)	22
Length Of Forms	23
Request For Credit Cards	23
Exclusive Offers	23
<b>Chapter 3: Generate CPA Cash</b>	<b>24</b>
PPC-to-CPA System	24
Improving Your Profit From CPA Marketing	25
Stick To Your Niche	25
Focus On a Quantifiable Traffic Source Before You Expand	26
Choose Products That Convert Better	26
Don't Jump On The Bandwagon	26
Publish Timeless Articles	26
Write Articles That Will Urge Visitors To Take an Action	26
Build Your Own Network	27
Stay Away From Syndication	27
Ask For Support From The CPA Network	27
Use Google Analytics To Maximize Your Traffic	27

<b>Chapter 4: Cost Versus Profit Potential</b>	<b>28</b>
Your Costs	29
Your Potential Net Income	29
Your Potential Profit	30
High Cash Producing Offers	30
Why You Should Seriously Consider Brand New Offers	31
How To Pick The Winners	31
<b>Chapter 5: CPA Marketing as Your Advertising Model</b>	<b>33</b>
Advantages For Publishers	34
Advantages For Advertisers	35
Types Of CPA Marketing	35
<b>Chapter 6: Misconceptions About CPA Marketing</b>	<b>38</b>
CPA Is a Marketing Tactic	38
The CPA Network Decides On The Required Action	39
CPA Marketing Is Exclusive To Online Platforms	39
Cost Per Action Is The Same as Cost Per Acquisition	39
CPA Marketing Lets a Marketer Earn For Every Successful Action	40
Important CPA Facts	40
A Marketer Is On The Third Level Of a Four-Level Chain	40
Rates Vary Even For The Same Kind Of Action	41
Fraudulence Exists In CPA Marketing	41
Marketers Have The Option To Sign Up For CPL or CPA	42
<b>Chapter 7: More CPA Traffic Ideas</b>	<b>43</b>
CPA Email Marketing	44
CPA Blogging	46
<b>Conclusion</b>	<b>47</b>

Getting Approved To a CPA Network	48
Cross-Checks and Double-Checks	49

# Introduction



**Cost per action or CPA marketing, also known as cost per conversion and pay per action (PPA), is an advertising model where the publishers are paid for each specified action such as double opt-in, form submit, click, and impression.**

This is different from common affiliate marketing methods in a way that you do not have to make sales to earn.

Payments are based on lead generation like submitting an email address or phone number to get some information or free products. CPA is considered by direct response advertisers as the optimal way to purchase online advertising because advertisers pay for the advertisement when the desired action was performed.

## CPA Promotional Methods

There are several ways that you can do to promote your CPA campaigns. Some of these ways involve developing your own website and some do not necessarily require it. You have to study the products that you are promoting and decide where you can find a target market

that is interested in buying your products or services. This article discusses some of the most commonly used CPA promotional methods.

## **Splash Page**

Often, this is a content-light page that has flashy graphics and punchy headlines. Its purpose is to persuade readers to input their personal details. Splash pages contain minimal product information. These are often used to promote products that are already popular like a Macbook or an iPhone.

## **Landing or Sales Page**

This is like a direct sales page, and it contains a lot of information about the product. Using this type of promotional method is a bit challenging. It is difficult to get the readers signed up to the website owner's mailing list or to encourage them to click through to the merchant.

## **Review Website**

Usually, review websites contain 3 or more products within a specific niche. A website about losing weight, for instance, may review products like weight loss pills or syrup. Generally, the page contains a brief product introduction, product reviews, and star ratings. Usually, these products are ranked in order, and each contains links direct to the merchant or a customized landing page.

## **Fun or Quiz Landing Page**

A fun or quiz landing page is almost the same as the splash page but it is a simpler version. It usually contains a question with 3 or more answers. Games are sometimes used on this type of page. The only purpose of this CPA promotional method is to generate a great number of clicks.

Aside from all the methods mentioned above, you can also promote CPA offers by adding links to YouTube videos, emailing contact lists, and posting to message boards.

## CPA Marketing vs. CPL Advertising

In CPA marketing, advertisers pay for a completed sale through credit cards. This affiliate marketing is publisher centric. Publishers have control over where they want ads to appear. They choose which brands to run on their websites.

In cost-per-lead (CPL) campaigns, an advertiser pays for an interested lead. This affiliate marketing is best for direct response marketers and brand marketers who want to engage consumers in a member acquisition program, reward program, or community site.

## CPA Marketing For Your Business

CPA marketing is an online advertising model that measures how much a business pays to achieve a conversion. Your cost per action (CPA) will be generally higher than your CPC or cost per click. This is because not all people who click your advertisement will complete your desired action such as signing up as a lead or buying a product.

Cost per action considers the number of advertisements clicks before a person converts. Thus, improving your conversion rate might lower your cost per action. Your CPA and CPC will contribute to your Google Ads costs.

Your CPA is determined by your Quality Score. It is Google's metric based on the quality of landing pages, ads, and keywords. Generally, the higher the Quality Score, the lower the CPA costs. It is important to keep the CPA low and the Quality Score high.

In this way, you can allot more budget in your pay-per-click (PPC) campaigns, optimizing your number of conversions and giving you more exposure in the online ad space.

### ***How does your Quality Score affect your cost per action?***

Most internet marketers know that the cost per click is affected by Google Ads Quality Score. But not all of them know that the Quality Score determines the cost per conversion. Thus, optimizing for CPA is

the same as optimizing for Quality Score. In contrast, high CPA and low-quality scores will decrease your overall return on investment (ROI).

## **Cost Per Action Bidding**

Cost per action bidding is paid advertising method that gives you total control over your advertising budget. Instead of paying Google for every click on one of your advertisements, cost-per-action bidding requires you to pay for every conversion.

This action can be a download, a lead, or a sale. With the help of CPA marketing, you can avoid spending money on keywords that may not be driving your business directly. For instance, if one of your display ads on a search engine results page (SERP) does not match the searcher's intent, you will only pay if the searcher converts.

## **Improving Site Traffic**

Your website's success highly depends on your customers. For instance, having a popular blog can make your shopping website successful. Of course, you want more people to make a purchase, browse your content and regularly visit your website.

However, there are hundreds of thousands of websites online. Most of these websites get less than 500 visitors per day and only less than 10% of them buy a product or a service.

What are the ways that you can do to improve your website traffic? The most important way in pulling in many visitors is to create the best content among your competitors. Successful bloggers recommend having tags, guest blogs, and shorter content.

Aside from the unique content, they recommend the use of on-page search engine optimization (SEO) and creating irresistible tags and headlines. You also need a fast website. Most visitors spend less than 5 seconds on a webpage. You might not get traffic and customers if your website takes so much time to load.

# Chapter 1: Choosing The Right CPA Network



**You probably know what CPA marketing is all about and now you are interested in joining a CPA network to promote offers.**

What are the steps that you need to do? What are the considerations that you need to take into account when choosing the right CPA network for you?

## **Search The Web**

Make a list of the most commonly used CPA networks today. You should visit each website to know about their payout amounts and terms. Then, read different reviews of advertisers and publishers online but make sure that the reviews are not paid. Moreover, it is important to verify if the network is a scam.

## **Contact The CPA Network**

Most of the CPA networks will ask you a lot of questions about your experiences as an online marketer. You should ask them about the support that you will get

from them and the person that you would be working with. Some networks offer difficult approvals while others offer easy approvals. Whatever network that you will choose, make sure that it is reputable in the industry.

## **Network Application**

There are some things that you need before applying to a CPA network. These include your home address, phone number, active website, working email, and promotional plans. Considering numerous fraudulent applications, it will be difficult to be approved if you are not a United States of America resident.

You should have enough English language knowledge. However, recommendations from the network affiliate manager or older affiliates can help your application. Once you are approved, you have to download and fill out a W-8 (international) or W-9 (USA) form.

## **Offers**

You can check the rates and offers after joining a CPA network. The approval process usually takes one to three business days.

Sometimes, it takes more than 3 days if the network is experiencing any technical problems.

The offer payments differ across CPA networks depending on the requirements and quality of leads delivered. You should compare the landing pages and offer payments to different networks. To get the best offer, you should always check the requirement for every lead (action).

Moreover, check the browser status bar when clicking links. What type of redirections are used? In some cases, your affiliate network can be an affiliate of other networks. In these cases, rates are lower than the other network.

## **Affiliate Managers**

Not all affiliate managers are former affiliates and not all of them can understand or answer your questions about CPA marketing. It is important to find how much your affiliate manager knows about his job. You can easily get banned by asking for an explanation about something that your affiliate manager does not know.

## **Tracking Software**

Tracking software is using cookies. Browser setups, firewalls, anti- adware software, cookie stuffers, and adware are deleting or overwriting cookies for several reasons. With this, you can lose your commission.

To avoid this, you should consider joining a newer and smaller CPA network. Since the cookie domain is still not well known, it is not targeted from the software mentioned above. This means that there is a smaller percentage of cookies that are deleted or overwritten.

## **Questions To Ask When Choosing a CPA Network**

Don't waste your time promoting a CPA network that doesn't pay well in the end. Be wise because lost time is lost money.

Use these questions as your guide in choosing a CPA network:

### **What Offers Do They Provide?**

Visitors will only be interested in doing an action if they can get something significant or interesting in return. The CPA network should have a product or information that can convince them to pay or provide their contact information.

### **How Much Do They Pay Per Particular Action?**

Research the industry standard in each type of action. Know how much the prevailing rates for lead, registration, purchase, subscription, and answering of the survey are. They should be at least average or above average (the highest rates usually have conditions).

### **Are Their Required Actions Definite or Conditional?**

CPA marketing can be as simple as action equals payment. However, there are CPA networks with conditional actions. Here, you only get paid once the conditions are fulfilled. If a typical CPA network pays for a simple subscription, a network with conditional action may require a minimum of six months subscription or so (which is also determined when the customer signs up).

## **How Do They Pay Members/Subscribers?**

Their payment methods should be convenient for you. PayPal is the prevailing international mode of payment, but direct wiring can also be convenient albeit more expensive (for cash transfer).

## **How Often Do They Send Payments?**

Does the CPA network require an earning threshold before you get paid? If so, can you hit it quickly? It is preferred that you have control over your withdrawals.

## **Are Their Widgets and Links Intrusive?**

Most widgets and links stay where you put them. You design the layout of your website and that's it. However, CPA marketing can be a very intrusive tactic. Some networks use pop-ups.

## **Do They Respond To Inquiries and Special Concerns Quickly?**

You bring them money through your website's visitors. You should be treated with special attention. If the application process is already a long one, it may be the same for payment issues.

## **What Types/Niches Of Websites Do They Accept For Membership?**

The CPA network of your choice may not be open to the type of niche you are into. You better check it out first.

## **Do They Constantly Receive Positive Reviews?**

You can easily check for the reputation of your CPA network options online. Look for reviews. There may be legal issues involved that you should not miss.

## **How Long Have They Been Operating?**

All CPA networks start with nothing much to boast and more to prove. Nonetheless, those that have been in the business longer are the safer choice because many people can attest to their reputation.

## What Other Types Of Marketing Programs Do They Offer?

Aside from CPA marketing, many CPA networks also offer affiliate programs to widen their networks and increase their sales. It might be more financially rewarding for you if you can also refer other bloggers and get paid for every referral.

## Are They Recommended By Someone You Know?

Since there are millions of people involved in blogging or some sort of online job, you should be able to have someone who knows something about this method of marketing. Ask around.

## Chapter 2: Pitfalls Of CPA Marketing



**There are two hidden pitfalls to CPA marketing that you really have to be wary about.**

One that may surprise you occurs as a result of your CPA network itself. (Yes. You would really think they'd know better!) I'm talking about pop-ups...

The problem arises because many CPA networks use a specific setup that automatically generates pop-ups. The only problem is, if you're using Google PPC ads, you'll run into a conflict, as pop-up windows are not allowed as a promotion tool by Google PPC.

There's a simple fix: Log into your account and disable the pop-ups, using the "Tools" tab.

But what do you do when the pop-up window is right on the Advertiser's actual landing page itself?

That's when the good relationship you're going to have with your CPA Network rep comes in handy. Simply contact them, explain you are monetizing your promotion with PPC, and ask for a link without the pop-up box. Usually, this does the trick

And Speaking of Landing Pages...

When you check out an advertiser's landing page, look hard to see if he has properly targeted for his topic and keywords. After all, there is absolutely no point in you sending him a flood of great, targeted traffic from your end if each and every one of them bails when they hit his poorly targeted and market-researched landing page.

In fact, this can actually backfire on you. Even if you're only driving traffic as lead generation, and not actual sales conversions, the advertiser may be likely to blame your promotion for their lack of conversions. And if they are not experienced enough to target properly for the right traffic, that amateur attitude is going to carry through to not accepting responsibility for their own shortcomings.

The bad part about this? Not only have you invested a lot of time in setting up your perfectly targeted promotion, but the people you send there will be left feeling anything from vaguely disappointed to be irritated. They're less likely to visit your site again.

Worse, if the advertiser doesn't realize the lack of actual conversions is his fault - or if he's busy blaming you - they can request that you be "fired" by your CPA network from his particular campaign. Since CPA networks literally reward affiliates who drive a lot of traffic and achieve lots of great results - with anything from prizes to allowing you to negotiate a higher commission rate - negative feedback from an advertiser may affect you adversely, as far as your worth to the CPA network.

So always check out those advertiser landing pages thoroughly, and watch out for pop-ups, if you're driving traffic to your carefully planned promotions with PPC... and you'll short-circuit and avert two common CPA dangers that many marketers simply don't know about.

## Prevent Unethical CPA Marketing

Once in a while, we read some comment on a blog that leaves us with the feeling that CPA marketing is sleazy or shady. It's implicit everywhere - in forum comments, blog posts and even top marketers themselves will drop the occasional negative comment that sticks to your throat like cold chicken originally fried in too much grease.

It's a serious question, that deserves some serious consideration. Especially if you're feeling uncomfortable about the whole idea of adding CPA ads to your lovingly crafted sites.

"I don't want to be some sleazy marketer, forcing people to give up their privacy and contact information in exchange for some coupon or free sample," you protest.

That's a really valid objection. Your reputation should be the most sacrosanct core of your marketing persona!

But think about it a moment... What are the sorts of CPA-type ads you, yourself, most notice and object to?

Yes, that's right: The sleazy ones - the ones that really do feel like they're bullying you into giving up your personal contact information, promising huge benefits you're insulted to find they don't deliver (especially after you've invested the time filling out their survey, or giving up your email address).

The other serious scenario that's of real concern: There are, in fact, a number of CPA offers that really do approach "scam" proportions. A case in point is all those "free gas cards" in exchange for your contact information. When you fill in what they want, you end up either at a page that says "under construction" or "sorry, this promo has expired" - or nowhere at all.

(Note: This is not to say that all "free gas card" offers are shady - but there has been a number in the past to provoke legitimate complaints.)

***Finding a page that's no longer valid, for any reason, after you've entered your personal information can be due either to:***

- Actual shady practices.
- An inexperienced marketer who hasn't bothered to remove or replace the ad when a promotion ended.

Either way, you're left with a definite bad taste in your mouth.

But What About The Good CPA Ads?

***You have a choice, however. Are you going to drive traffic to your promotions at any cost, or are you going to:***

- Take time to check out promotions, to make sure that real value actually IS going to be delivered after your site visitor enters his prized contact info.
- Make sure to present only CPA offers that really do add value to your site visitor's experience - ones that seem so much a part of your website, it feels to the visitor as if you've done them a huge favor!

That's the difference between "sleazy" and "great customer service" - how much thought and care you put into presenting only what will genuinely enhance your visitor's experience when he lands on your site.

Besides, he's a big boy (or girl). He always has the choice of whether or not to part with his email address or any other information.

And if you've done it right, your visitor will end up feeling pleased with the results - he won't feel bullied or tricked at all!

## **The Right CPA Offer**

Numerous factors make a CPA offer the right one for you. You are bound to see great offers that many other people are clamoring to publish, but this doesn't necessarily mean they will work for you.

One of the biggest issues is that the audience you are marketing to can be significantly different than anyone else's audience; if this is the case then the offer needs to be appropriate for your own special niche if you are going to market it successfully.

In other words, don't follow the crowd; instead, analyze your own position on the Internet and seek to exploit the traffic that's at your fingertips.

## **Demographics and Niches**

Whether you are article marketing or answering questions on a forum, you have special knowledge that attracts people to your postings. This is your niche. Your niche will likely attract people of a particular demographic to your posts, so the more you know about these folks the more highly targeted you can make your CPA offers.

After all, someone who is elderly is not going to be interested in the latest electronic video games, so match the needs and interests of the demographic to the offers you choose to make.

You can set up different websites for different niches or try to build audiences for specific niches by focusing on one topic over another in a forum. Just be clear about each site's demographic so you can have a better idea of which niches might be successful there and which are likely to fall flat.

If you have just started and don't have a group following you already, you can just opt to focus on very hot niches until a demographic naturally cluster around them.

Right now, hot niches include foreclosure prevention, debt consolidation or elimination, Internet marketing, and frugal topics. Use the Google Keyword Tool to research popular keywords and potential new niches.

## **Hunting Down Those Great Offers**

To find great offers that will provoke people to take the action required by the merchant so you can receive payment into your account, place yourself in the visitor's shoes. What are they looking for? What problems are they having trouble solving? What will they be willing to do or not do?

Compare that to the average earnings-per-click that is published for the offer to see if it is worth your time and energy market the offer.

***Here are the elements necessary to review, to determine the value of any CPA offer to your bottom line:***

### **Earnings Per Click (EPC)**

Initially you may be tempted to go only for the highest paying offers, but this can be a mistake. How well an offer converts to a paying action is what really determines whether the offer is suitable for your marketing purposes.

Take a look at the EPC for the offer, but don't let that be the only factor in your final decision. An EPC of \$50 isn't better than one for \$5, for example, if nobody actually follows through to do the action requested.

## **Length Of Forms**

If the action is to fill out a form, then see if it is a short or a long form. Generally, forms asking for less information convert better than longer form requests.

## **Request For Credit Cards**

If the offer requires that a visitor input their credit card information, keep in mind that most people are not willing to do that right up front. These kinds of offers generally don't convert well, no matter what the EPC might be.

## **Exclusive Offers**

If an offer is exclusive to a network and you manage to be accepted in that network, then there will be less competition on the Internet for that offer. An exclusive offer is almost always better for you as a publisher than a non-exclusive offer.

# Chapter 3: Generate CPA Cash



**A good way to create CPA Cash is to create a flow diagram of the process you use to create income.**

You can use this diagram to find potential bottlenecks or to help identify where you can automate the process. You can do this with any idea you have about generating cash with CPA networks.

## **PPC-to-CPA System**

When you attempt to make money using a PPC-to-CPA strategy, you have to have some money to start with for the Google Ads campaign. The amount of money you have will limit the exposure you get in your PPC campaign, which will ultimately limit your CPA campaign, too.

If upfront money is a bottleneck for you, you might want to opt for a different strategy that doesn't require upfront capital.

You are going to take that money, shove it into a PPC campaign after you search for appropriate keywords and CPA offers that match. You are going to do an estimate on the amount of traffic and plan out how much money you want to make and spend at the same time. You will diagram this out for each campaign and then you are going to see if there is any way to increase the initial PPC campaign or the backend CPA campaign to get more leverage.

Maybe you can use other people's money to run a PPC campaign and then pay out a share of the proceeds if you are confident, you can make it with your profit.

The idea here is to know the system inside and out and then try to create a system that you manage that doesn't necessarily need your own time and money to run. It might be outsourcing some of the research, getting tools to find things quicker, or organizing your work so that it runs more smoothly.

You are going to decide whether you want to buy or use software tools that help you to pinpoint keywords faster, as this is a significant bottleneck for this strategy too.

You are going to run some short-run tests and you are going to put some campaigns in place after that. Once you get the hang of it, all you do is continue to do the same thing over and over.

## **Improving Your Profit From CPA Marketing**

***These are some tips that will help anyone who wants to have a successful career with CPA marketing:***

### **Stick To Your Niche**

Establish your website in your niche before you look for a CPA marketing program. Your website needs to have high PageRank if you want to be successful with other income-generating activities online. Sticking with a niche also gets you bigger chance of attracting more visitors from search engine results.

## **Focus On a Quantifiable Traffic Source Before You Expand**

There are lots of traffic sources, but you can only focus on a few. Concentrating on quantifiable traffic sources can help you analyze your traffic more effectively and work out the areas where more attention is needed. Facebook and LinkedIn are good traffic sources. Employ social media marketing to open the gateway wider.

## **Choose Products That Convert Better**

Most CPA networks give option for random placement, but this is harder to manage because you don't know how specific you should write and what types of visitors you need the most. You will be able to target your visitors more effectively if you know what types of advertisers you need to work for.

## **Don't Jump On The Bandwagon**

Going along with hype gives temporary boost in traffic. However, this traffic cannot be sustained in the long run because people see websites that play with hype often as suspicious. Go with facts and proven topics rather than play along with rumors.

## **Publish Timeless Articles**

The timeliness of articles appeals to all kinds of readers regardless of age and gender. People will still be searching about your contents even five years from now. On the other hand, publishing time-sensitive articles are hard to update and might no longer convert in the future.

## **Write Articles That Will Urge Visitors To Take an Action**

In CPA marketing, actions should be spoon-fed to visitors. This is what call-to-action statements are for. There is no need to be obvious about it, but your intention has to be clear. If you want people to sign up, tell them why they should do it. If you want them to buy something, tell them the good qualities of the product that make it worth their money.

## **Build Your Own Network**

A good CPA marketer uses his own network to attain his goals. His network is already comprised of his own believers. Since trust has already formed between a marketer and his network, it will be easier for him to convince them to do a certain action, like signing up for a newsletter or leaving contact details.

## **Stay Away From Syndication**

Content syndication is good for promotion and traffic generation. However, the truth is, the traffic obtained through syndication does not convert well. They are not as targeted as what you need them to be. You might as well focus on specific traffic sources like social media rather than expect for general traffic.

## **Ask For Support From The CPA Network**

Reputable CPA networks offer free training and supporting information to their members. Ask for help because representatives of the network know their advertisers better.

## **Use Google Analytics To Maximize Your Traffic**

Know where your traffic is coming from, so you will also know what types of action applies the most.

# Chapter 4: Cost Versus Profit Potential



**Hopefully, you aren't doing CPA offers just for the fun of it, you want to earn MONEY!**

That's the bottom line, but there are several different strategies you might use to make money, some of which cost money upfront, to begin with. At the very least, it costs you valuable time to code and run CPA offers, so whether it is time or money there is an upfront cost to create an ad campaign that eventually leads to profits.

Profits, though, aren't just net income. To get a true idea about how well an offer might perform for you, you have to take into account the costs to implement it versus the expected profit potential.

Once you deduct the costs of implementation from the gross income you will have the profit potential, but you'll probably still wonder how to tell just how much net income you might make if you choose to implement the offer.

There are several ways to come up with a fairly solid estimate, especially if you have a good understanding of your unique traffic and the typical conversion rates for that traffic.

***Let's take a look at the potential costs to consider before deciding on an offer to implement:***

## **Your Costs**

If you want to try leveraging a PPC campaign with a CPA network ad, then you will have upfront costs to buy the Google Ads campaign. You will also have to spend time researching Google keywords and determining the average traffic for the keywords that you choose.

This handy tool lets you figure out the average clicks per day for the keyword you've selected so you can then put it into the estimator; the best way to do this is to add the keyword but leave the CPC option blank. Don't forget to choose the country to which your offer will be targeted.

Now click "Get Traffic" and see what pops up. The estimator will generate a list showing your keywords and the average clicks per day for each one. You can even sort the list so that the higher traffic ones show up first.

## **Your Potential Net Income**

Now that you have this important bit of information, it is easier not only to figure out what you are likely to pay for an Google Ads campaign, but also what you might stand to gain using arbitrage from a PPC campaign to a CPA campaign by comparing the traffic statistics to the EPC stated in the CPA network ad.

Costs here are going to depend on what you are willing to spend for using particular keywords on specific campaigns, and that's entirely up to you as the publisher to decide. Let's assume for now that you find a CPA offer worth \$10 per click and you do research on keywords to use it in a PPC-to-CPA campaign.

You find several keywords that offer a traffic count of 100 clicks per day. The potential maximum net income would be \$1000/day! Of

course, you aren't going to realize the maximum every day, but you have a good idea of what the maximum would be if you implemented this ad for this offer. If you decide you are going to use it for a 30-day campaign, the most you can make is \$30,000.

## **Your Potential Profit**

However, to run the 30-day campaign on Google Ads, you might end up spending \$1/click for your campaign, maybe limiting it to 100 clicks. That's \$100 per day. If you convert 20%, you might get 20 conversions a day, for a total of \$200 per day.

However, you spent \$100 per day on clicks so your potential profit is more like \$100 per day. In this scenario, your total profit might end up being just \$3,000 for the month.

However, you know that the more people you get to land on your ad the more people you will convert so it's reasonable to assume your number of conversions will go up if the number of people you attract to the offer goes up as well. Thus, you can raise your daily limit of how much you want to spend for a campaign and increase the CPC value to attract more advertisers. If you convert more people, you can generate more profit, but you spend more on upfront costs.

## **High Cash Producing Offers**

Certain campaigns indeed bring bigger and better results than others - but there's one other type of offer many new CPA marketers automatically overlook. And for a very good reason.

Many new CPA marketers have been told - and quite correctly - those new offers are unproven offers, with no guarantee of the result.

However, there is one method you can use when deciding whether or not to pick up a new campaign. And one strong, compelling reason why you should.

## Why You Should Seriously Consider Brand New Offers

If you get it right and pick a brand-new offer that is the next best trend or hot topic, you'll take full advantage of the fact that the first CPA affiliates to present a brand-new campaign are the ones who make the most cash!

The trick is... how do you know which one will be a winner?

It's true that when you've been in the CPA game a while, you will develop quite a finely tuned instinct. But until then, there's one often- successful strategy you can use - one top CPA marketers use all the time, pick "hot topic" offers - the ones cashing in on the media explosion of the moment.

For example, when Michael Jackson died, the media could talk of nothing else but several days. The Twitter hashtag was in constant play. Callous though it sounds to say it, what do you want to bet that CPA offers related to Michael Jackson memorabilia would have gone through the roof, those first few days (and possibly even weeks).

You can bet a lot of experienced CPA marketers made good money - especially if they found a strong Cost-Per-Acquisition type of CPA campaign, meaning a commission paid not only on leads generated but on actual sales, too.

## How To Pick The Winners

Your odds of picking hot new trending topic campaigns are far greater than winning the lottery.

***Though, providing you engage in two new habits, and faithfully make them part of your daily routine:***

1. Think like a hungry reporter: Stay on top of hot topics. Set up Google News Alerts. Check the news daily - and keep your eye on social networks to see what's swelling into the latest buzz
2. Get into the habit of checking the offers in your CPA network database daily. (Combine it with tracking your profits, losses, and stats.) Do this, and you'll be the first whose eyes fall on a

hot new prospective campaign. You can have a minisite, or blog set up faster than the average marketer can say "affiliate niche."

One more tip: Drive traffic quickly to them with a PPC ad campaign. Of course, there's no guarantee that these brand-new offers will convert, let alone become the latest crackerjack seller - but just think how much money you can make, if they do, and you're at the front of the crowd!

Once in a while, don't play it safe - go with your hunches, and try this strategy out. And don't forget to track it - daily.

That way, you can pull it from circulation, if it turns out to be a dud - and you will have gained hands-on experience that will help you do better on the next brand-new CPA "hot" offer.

Look for Topical offers - like Burger King and their movie release products.

React quickly to the new offer for maximum earnings - if you're the first especially presenting a topical offering - you can make the most money. The one getting the offer out first makes the most money.

Remove expired ones quickly. Also, test and track to find out what offers are making you money.

# Chapter 5: CPA Marketing as Your Advertising Model



**If you need to market your websites, applications, services, or products to mobile audiences, there are a lot of advertising models that you can use.**

You can utilize many strategies to lead massive traffic to your website.

You can also employ software and use different personas to speed up the tasks. The most commonly used by advertisers is CPA marketing which is the key to profitable and sustainable distribution. This is the right compensation model that will match your new affiliate marketing plan.

Compared to other advertising models, it is the most beneficial compensation method. Perhaps, this is the main reason why cost per action (CPA) is the number one choice of most advertisers and publishers.

Moreover, it requires lesser persuasion skills and gives higher commissions. This compensation model is advantageous both for publishers and advertisers.

## **Advantages For Publishers**

### **Higher Payouts**

Whatever strategy that you use to acquire leads and traffic, what matters the most is the revenues. As mentioned earlier, CPA marketing offers the best revenues compared to other methods. You can earn \$1 to \$3 for every click and up to \$150 for long-term actions and sales.

### **No Need for a Website**

It does not necessarily require you to develop your own website. You can use your social networking accounts such as Twitter, Facebook, or Instagram to lead traffic directly to the merchants' sites.

### **No Sales Required**

With this kind of advertising model, you do not have to get prospects to buy. You can get commissions by just simply making your prospects a lead or by encouraging them to click on the links.

### **Availability Of CPA Networks**

You will receive a lot of offers to promote when you get accepted by a CPA network. That means that you do not need to seek out opportunities because they are provided by the CPA program. Since these companies want to be successful affiliates, they will provide you with a lot of promotional and advertising materials to market their opportunities.

Your only job is leading traffic to their websites. The most popular CPA programs have more than 1,500 different services or products from their list.

CPA networks do all the tracking jobs for you and they also manage your account that you can access anytime you want. You will get a

commission check for your earnings. Moreover, they provide support through an affiliate agent who will train you and answer your questions.

## **Advantages For Advertisers**

### **Budget Plan**

You have total control of your budget plan with CPA. You can decide how much you want to pay for a purchase, zip code entry, email subscription, etc. The amount you choose for each action depends on your opportunities of getting revenues.

### **Low Rates Of Fraud**

It is one of the best benefits of utilizing cost per action. Nowadays, PPC schemes are flooded with a lot of frauds that involve the use of auto-clicking software and tools. In contrast, your chances of being a fraud victim are minimal in CPA marketing since most of the qualified actions involve filling out surveys which takes much time to do.

## **Types Of CPA Marketing**

There are some common types of CPA marketing to choose from. They have different average payouts but also with different levels of difficulty.

### ***Choose what's best for you:***

#### **Zip Code Lead Capture**

Don't be misled by the term because obtaining the zip code is only a way to get more details from customers, which advertisers use to lure them into making a real purchase. In this type of CPA marketing, visitors are asked for their zip codes before they are provided with more details of the promo. Usually, promos involve free coupons or vouchers.

However, because most people don't read fine prints, they will miss the fact that for them to use the coupons, they have to make a real purchase first. For instance, a coupon for a free pair of socks at the department store can only be used if you will buy a pair of shoes. It's a package deal.

## **Lead Generation**

This type asks for more than a simple contact detail because it usually includes name, address, email address, and sometimes, phone number. The information needed for this type of CPA marketing is harder to squeeze from visitors, but the payout is worth all your effort if you succeed.

It's not that hard for websites that already have loyal followers. Internet personalities who are trusted by their followers will also have an easier time asking for these personal details.

## **Sales Conversion**

This type is the most straightforward of all. Instead of acquiring leads, the marketer simply asks visitors to buy something. This is also the closest to affiliate marketing.

A marketer needs to have a really big influence over his followers. Many internet personalities like famous fashion bloggers can easily ask their followers to do something if they want to be "in."

## **Email Lead Capture**

This is the most common type, but it also has a low payout per lead. People are more willing to give their email addresses than their phone numbers, so it's easier to acquire leads by using opt-ins for emails.

However, because there is no guarantee that emails are working, the conversion per lead is lower. Of course, you also get paid at a lower rate.

## **Free Trial Offer**

This is a lucrative type, but the catch is that you will only be paid once the trial becomes a real purchase. Marketers will not be paid for every free trial availed of by a customer.

Rather, they are paid after the trial has expired but the customer decided to continue with it. Marketers are commonly paid only after a few weeks.

## **Subscription**

This type aims to provide advertisers with multiple touch points with their customers, which can lead to long-term business relationships.

For instance, instead of asking customers to make a purchase or calling them to sell something, the advertisers will leave a door open for future deals through regular receiving of newsletters and other marketing materials.

# Chapter 6: Misconceptions About CPA Marketing



**Many people have wrong ideas about CPA marketing (cost per action), usually mistaking it for another type of online marketing tactic and online advertising method.**

***To know more about this type of marketing tactic, everyone should also be aware of the following misconceptions surrounding it:***

## **CPA Is a Marketing Tactic**

This is true in a general sense. This is also how many marketing experts address it. However, more than a general marketing tactic, it is a form of online advertising model where members of a CPA network use their websites to promote the ads.

It just so happens that these ads require a particular action that when done means a successful marketing tactic on the part of the CPA network.

In the simplest sense, PPC only requires click and impression while CPA requires quantifiable information.

### **The CPA Network Decides On The Required Action**

CPA networks are just vendors of ads from other parties. These parties are the advertisers that are looking for ways to promote their business by using other websites.

Instead of contacting websites one by one for ad placement, they go to CPA networks that serve as their outsourcing partners. The rates for the actions also vary depending on the contract between the network and the advertiser.

### **CPA Marketing Is Exclusive To Online Platforms**

The internet is the easiest avenue to perform CPA because of its tracking capabilities. However, CPA has long been part of traditional marketing through TV, radio, and print advertising.

This is usually called “per inquiry” in TV and radio terms. In print media, this is not a common practice, but it does exist. This is measured by asking customers about their sources.

### **Cost Per Action Is The Same as Cost Per Acquisition**

CPA is also called cost per acquisition sometimes since CPA networks usually require action to “acquire” something, like credit card number or contact information as a lead. Nonetheless, in terms of payment schemes, they are completely different from the point of view of the network and the marketer.

The cost of acquisition is computed by dividing the number of successful acquisitions by the cost of the entire campaign. If the entire campaign costs the advertiser \$1,000 and there are 20 successful acquisitions, the cost per acquisition is \$50.

Nonetheless, this cost is not the same as the payment given to the marketer since the network directly pays him and not the advertiser. Thus, the cost per action received by the marketer is not the same as the cost per acquisition.

### **CPA Marketing Lets a Marketer Earn For Every Successful Action**

Generally speaking, this is really the case. The term of the agreement is as simple as action equals cost, and the cost goes to the marketer. However, there is also a type of this marketing tactic that requires “delivery” to be fulfilled by the network. This is called Pay per lead (PPL).

Normally, every action automatically receives a corresponding price. However, this is only the network guaranteeing the marketer his profit and not the advertiser guaranteeing it.

Under PPL, an advertiser will only pay as soon as the leads are sent electronically. If the CPA network doesn't perform under the terms of the agreement, the marketer will end up getting nothing in return.

### **Important CPA Facts**

CPA networks won't tell you everything you need to know about what you are getting yourself into.

**The following facts are usually left as grey areas, but now you'll know about them:**

#### **A Marketer Is On The Third Level Of a Four-Level Chain**

Although marketers (the website and blog owners) transact with CPA networks directly, they are not the only two parties involved with CPA marketing. This is a four-level chain that starts with advertisers looking for CPA networks that can promote their businesses.

The networks look for marketers who have websites with high traffic belonging to the niches of the advertisers. These marketers attract visitors who do the actions required by advertisers before they pay the networks that pay the marketers.

Marketers cannot coordinate with advertisers directly, but if they do, the deal will be some kind of sponsorship or direct affiliate marketing instead. The terms in this agreement are more flexible, but the websites involved should be really special (in terms of content, traffic, and profit).

### **Rates Vary Even For The Same Kind Of Action**

Advertisers do not always pay the same, although many CPA networks nowadays standardize their charges regardless of the advertisers they have. Nonetheless, website owners should not be surprised if they receive different rates for the same kind of an action because there might be two different advertisers involved.

Advertisers weigh the leads they get, so they don't always give the same value for all. Direct purchases also have different values, so it is just natural that they pay more for bigger purchases. It is also a fact that some advertisers are more successful than others, so smaller advertisers might be able to afford only a lower threshold.

### **Fraudulence Exists In CPA Marketing**

There are times when signing up with a CPA network and successfully giving them the actions, they demand all end up for nothing.

Fraudulent CPA networks exist, but some fraudulent advertisers victimize networks and their members in effect. Thus, a clean CPA network with an inefficient screening process for their advertisers is still a bad choice for marketers.

Fraudulent advertisers also look for loopholes by choosing a pay-per-lead (PPL) system. This is a system where the CPA network is required to send the leads first before the advertiser sends the payment. If the

exchange of leads and payments is not done with the assurance of a trustworthy escrow agent, the leads might not be paid at all.

On the side of the advertisers, some bogus CPA networks send fraudulent leads that are either made up or not updated.

### **Marketers Have The Option To Sign Up For CPL or CPA**

Cost per lead (CPL) marketing is almost always a part of cost per action (CPA) marketing. Many marketing specialists even use these two terms interchangeably. Nonetheless, there is a distinct difference between the two.

CPL marketing usually looks for leads as a result so that advertisers can acquire an avenue for multiple touchpoints with their customers. These leads are used for free newsletter subscriptions, free memberships to exclusive communities, and other free digital materials, like eBooks and audio files.

CPA marketing, on the other hand, usually looks for a complete sale as result. A closed deal is required here.

# Chapter 7: More CPA Traffic Ideas



**There are so many web forums and groups on the internet these days that you can't possibly post to all of them even if you wanted to!**

However, they are a great way to easily locate groups within your offer's niche because they categorize people by their interests. Some are just for internet marketers and webmasters, but others, like Yahoo! Groups and Google Groups offer forums for various other topic niches from religion and spirituality to politics and beyond.

What you are most interested in, with any of these groups or discussion forums, is whether the group's policy allows you to post a link to a CPA offer in your post or as part of an automatic signature. If that's the case, then go for it! If you're not sure, check out other people's posts to see if they are using any links either within the post itself or as a part of the signature that gets posted automatically.

Create your own definitive signature for links back to your websites or offers. You will want to update the signature as you promote different offers. Keep it fresh and interesting; don't just say, "Click here." Instead, put in a lead that will make people want to click the link.

The nice thing about using discussion forums and groups, besides the instant categorization, is that you can search these groups for specific subtopics. This will help you find the posts that you can reply to that fit your CPA offer niche better.

Even so, if you just answer people's postings and use a signature line, it won't matter if the post was about your CPA target niche or not. It will just appear on the bottom of the post as part of your online identity.

Another great thing is that you can post any time you want. It doesn't have to be exactly when someone else posts to the site. This is not chatting, it is a discussion forum and people will go back and read postings that were placed a day or so ago, especially if they subscribe by email to the group and receive automatic updates.

If you are going to be joining multiple discussion forums, it's a good idea to organize your usernames and passwords into a system to keep track of them all. It will be a very hard thing to remember every single one if you've taken to posting in at least 10 sites or more per week.

## **CPA Email Marketing**

One of the ways you can organize and automate your CPA network offers is through automatic email campaigns. If you already have a list of subscribers to some websites or blogs you own, you already have the means to do an email campaign with CPA offers.

This approach also lends itself well to doing a "hands-off" system approach that can work behind the scenes to generate cash, even when you are asleep.

When someone signs up to your website or blog, you are going to add them to your email list and send them a notice that you recognize their signup. The fact that they signed up means they are now in your sales funnel, and they've permitted you to send them information via email.

If you know which niche each site or blog is marketing, it's easy to create separate email lists for different demographics. You then regularly look for offers on the CPA networks for each of those niches and create a listing of all CPA offers that you can use.

You can start to market people immediately when they sign up. However, you don't want to do a hard sell. The best way to start marketing people on the first email where you thank people for signing up is to send them a free info product that can be helpful to their demographic. Inside that info product, you will place links to your CPA network offer whenever it is appropriate.

You should have campaigns set to promote specific offers at certain times during the year, too. You want to be constantly in touch with your subscribers and offer them as many opportunities to see those CPA network links as you can. You can even place them in your email signature files so that when you are in contact with someone in this way, they get another link.

You can also set up autoresponders so that when specific products are bought on your site, they get a backend CPA network offer to ask for their opinion on a similar market niche after the sale is finalized.

There are so many ways to include links to your CPA network offers via emails that if you have this option, it can be a great way to generate income and have it done automatically through autoresponders and automated email campaigns.

## CPA Blogging

A blog is a weblog that is updated frequently, displaying the latest post at the top. Depending on how it is set up, you can include a great many features (such as search capability) while still leaving room for advertising in the sidebar or even within the body text of your posts.

The only caveat is that you can't do this if your blog is located within a blog community that limits your ability to advertise.

Wordpress.org is the resource most commonly used by bloggers just starting; there is also a healthy community of bloggers located at Wordpress.com. However, keep in mind that these sites do not allow you to do your advertising within your blog, so you cannot add CPA offers to your blog site. This pretty much defeats the whole purpose of even having a blog, so you'll need to look elsewhere for blogging space.

A good alternative is a company like hostgator.com, where you can get hosting for a WordPress site; they will even set the whole thing up for you if you want. This approach requires a minimal cash investment, but for that money, you are guaranteed that 1) you don't have to know how to set up Wordpress.org yourself, and 2) you can advertise your CPA offers within the blog.

A blog isn't recognized until it is at least three months old. If you are just starting, you can opt to have someone write three months' worth of postings and then backdate them when you post them to your blog. It will make your blog appear to be older than it is, plus attract more traffic and fewer hassles with people evaluating your blog.

Once you have a blog it's just a matter of getting people to your posts by commenting on other people's blogs and bringing them back to your own with a backlink. The more subscribers you get, the more advertisers you will attract. Until that time comes, though, you can put up your CPA offers within the blog posts and also on the sidebar.

# Conclusion



**When figuring out the upfront costs for a particular CPA offer, be sure to include the value of the time you spend on research and implementation.**

Remember, your time is valuable, so you don't want to just throw it away and not get the return that it's truly worth.

It's also important to find any bottlenecks in your work process, and to try automating as much of the work process as possible; when you smooth out these kinds of obstacles you increase the efficiency of your work efforts.

No matter how much you try, though, some methods are going to be more work-intensive than others; in other words, these methods require more upfront "money" than some others.

In general, writing articles is very work intensive if you do most or all of the writing yourself. Consider hiring a freelancer to ghostwrite

articles for you; in most cases, you will come out money ahead just in the amount of time and effort you save yourself.

The same holds true for the actual posting of articles; if you don't want to spend lots of time doing this yourself, hire someone else to take care of it for you.

This frees you up to spend more time finding and evaluating hot CPA offers, which in turn helps you generate more income from the entire process.

## **Getting Approved To a CPA Network**

Applying to a CPA network can be very different from applying for other traditional programs because there is a greater degree of verification within the network both for advertisers and publishers alike. Don't expect to be accepted automatically just because you fill in the application form, because this is just the beginning of the process rather than the end.

You will be investigated much more carefully than with a PPC affiliate type program. They will make sure you are the person you say you are, even going as far as to check ownership of websites and contact information you gave on the application form to ensure everything matches. Be as accurate as possible when applying to CPA networks as they are very selective about who they accept.

The CPA network employs people who know how to spot deception in an application by cross-checking one piece of information with another. For instance, if you give one name on the application form but the owner of the website in the Whois record is someone else, they may decide you're not being honest with them.

Also, if you give out a phone number or email address that you never respond to it will be an automatic red flag that will kill your application, so be prepared to answer the phone and/or email promptly to speed up the approval process.

## **Cross-Checks and Double-Checks**

Now that you understand the process a bit more, let's review the items you need to make sure are consistent and accurate on your application form.

***Your Website(s)*** – You don't necessarily have to own a website with a CPA network to be accepted, but it does help. Make sure you are listed as the owner of the site, as they will verify this is a match.

***Your Country of Origin*** – They will check your IP address to make sure it is coming from the country of origin you are claiming you reside within. If you outsource the application process, make sure it is to someone within the same country where you live. Otherwise, it will look very questionable, and do not doubt that they will reject you based on that alone.

***Your Contact Information*** – Throwaway email addresses are an automatic reject. Unlike traditional affiliate programs, you can expect to receive a call from an affiliate manager of the CPA network using the phone number you provided.

Be available to take the call, as they do not call twice, and they will reject your application if you don't answer. They will also check the area code to make sure it goes to the state of residency you claim on the application form. Make sure it matches.

***Incomplete Applications*** – Don't uncheck boxes that they've checked, like a box, typically saying “incentives” for your advertising method. It's their hint that's what they want you to use.