



# CPA MARKETING

**Made Easy**

Special Free Report

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

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**Free Digital Magazine  
"Online Marketing Strategies"**



# 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.

To Your Success,

Dr. Bryan Stoker



# 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.

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**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.





### ▪ 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.

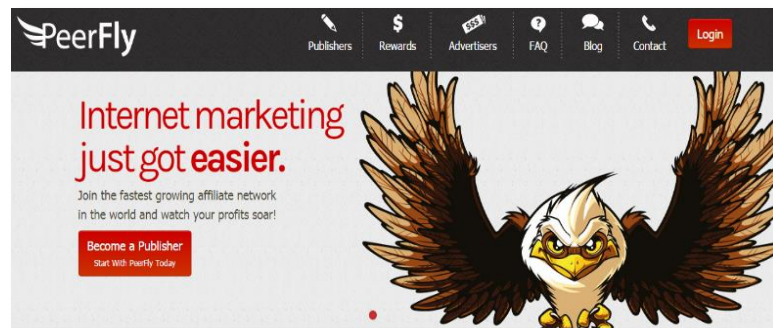
Data like this makes it clear there is a lot of money to be made with CPA. And while lots of people might be talking about it, very few can really teach you how to productively use CPA on behalf of your business.

## 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-



Click here to access our

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.

### [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.

**To know more about “The Top 10 CPA Networks on the Web” please [click here](#)**



## 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.

**To know more about “How to get approved on CPA Networks” please [click here](#)**



## 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**

To get access to this part of the training please [click here](#)



## 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.

**To know more about “The Hottest 10 CPA Marketing Tricks” please [click here](#)**

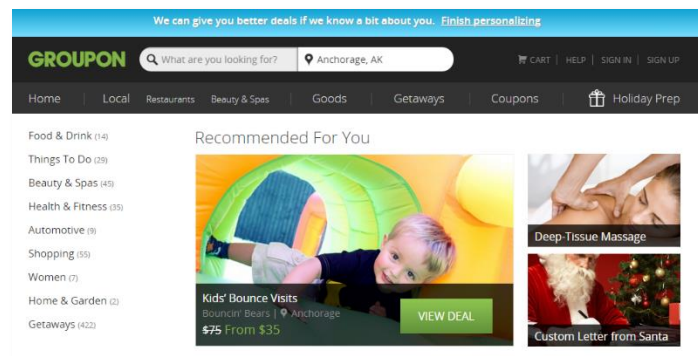


# Chapter VII: Shocking CPA Marketing Case Studies from Businesses

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.



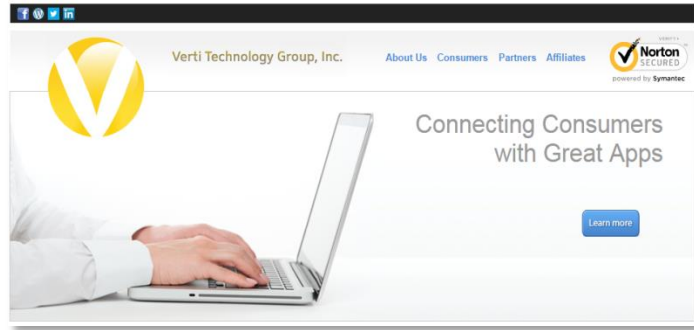
Groupon wanted to increase its customer base with fresh leads and new buyers. Groupon began working with performance based companies on a broad level and gave a boost to investment on cost-per-action offers. It is one of the biggest CPA advertisers. It spent millions of dollars on 30 different CPA networks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

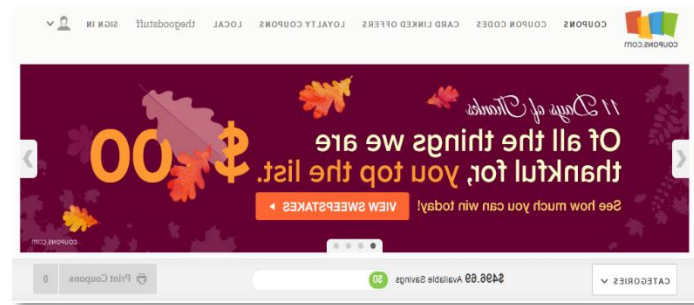


It operates with application developers, application distributors, and cost-per-action networks who best guarantee products' reach to its audience.

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

### [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 know more about “Shocking CPA Marketing Case Studies from Businesses” please [click here](#)**



# Chapter VIII: Shocking CPA Marketing Case Studies from Online Marketers

- [Viperchill.com](http://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](http://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! Learn how to [turn Facebook ads into huge profits](#) with this free report.



- [Chadhamzeh.com](http://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](http://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](http://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](http://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%.

**To know more about “Shocking CPA Marketing Case Studies from Online Marketers” please [click here](#)**



## Conclusion:

We're thrilled that you have chosen to take advantage of our special free report, 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 the complete Training Guide [clicking here](#).

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.

To Your Success,

*Bryan*

**Dr. Bryan Stoker**

# CPA Marketing Resources

## Videos

- ✓ <https://www.youtube.com/watch?v=8SvW6YUX0KA>
- ✓ [https://www.youtube.com/watch?v=W9\\_KTcFz-9o](https://www.youtube.com/watch?v=W9_KTcFz-9o)

## Tools

- ✓ [Line Jacker Automatically Drives New Visitors To Your Affiliate & CPA Offers!](#)
- ✓ <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

- ✓ [How To Make Money Online With Cost Per Action Affiliate Programs](#)
- ✓ [The Dojo Forum: Guides, Tools, Methods & Support](#)

## 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>

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