

# Ultimate CPA Mastery

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# Introduction

First thing first, I would like to say a BIG thank you to you for purchasing the **Ultimate CPA Mastery** course. In this course you're going to learn 3 full proof methods of how to earn with CPA networks using Bing Ads.

Before I start this Course there are several things you will need to make this work.

Domain

Hosting

Bing ads Account

Bing Ads editor – free from the Bing ads tools

[Aeatools.com](https://aeatools.com) – Paid account (Optional but highly recommended)

Ispionage.com – Free Account is sufficient for this method.

Adwords – Keyword Planner – Free

Any Legit CPA Networks – [Maxbounty](https://maxbounty.com), Neverblue Ads, [Namoffer s](https://namoffers.com), [Cashnetwork](https://cashnetwork.com) Peerfly.

(Please note: Maxbounty, namoffers and Cashnetwork - I have a relation with them so high chances you will be accepted.)

Remember you need to be accepted in one only to get started)

Getting accepted in a CPA network is not hard – It does not matter if you are a total newbie without domain without experience – be honest and you will get accepted.

**Important:** When getting accepted, tell them you will be using Bing Ads PPC \$50 - \$100 daily budget.

**Please note: At the bottom of this course you have a Bonus section -on getting accepted into CPA networks.**

## Method No 1 CPA Offers

### Step No 1 – Searching Good CPA offers.

So I hope you have CPA networks to get started with and its time we search for good offers.

In this method we will be promoting **CPA offers that pay \$2.40 – \$9.00 per lead** no buying required. The offer should convert on Name, Email and Maybe Phone submits. Avoid the one that require Credit Card Submission. Single Opt In offers convert better than double opt in offers.

Sometimes you will see double opt in offers with high payouts, don't ignore them do try them. Some offers that are converting fast pay \$1.35 are also worth to try and see if they are profitable.

NB: We will be direct linking so before running the offer get in touch with Bing ads support and confirm if the landing page is compliant.

You should check for the Privacy Policy, Terms and Conditions and Earning Disclaimers if applicable. **Bing do not accept Email submit offers that does not have opt – out policy stated.** If you follow this you will never have to worry about your account getting banned. Please also note Bing does not allow Dating and Adult offers or any offers with pop-ups.

**Tip:** *Instead of getting on call with Bing ads contact them on Chat and save the Chat script as a proof of what you discussed.*

The best way to know a good offer is by asking your affiliate manager. Have your affiliate manager on skype and make him/her your good friend. Network EPC do help at times but do not rely on them completely.

This is exactly what you need your affiliate manager “ Hello Buddy (or First Name)– I need a favor from you, Could you please tell me the network’s best converting offers with PPC traffic especially Bing. I prefer Zip and Email Submit offers in any niche apart from Dating.”

So you will get several offers from the manager and you can test them all. Please understand what might work for you might not work for the other and the vice versa applies. Run the offer see if it’s converting.

Some of the offers that convert well for example [www.icoulduseajob.com](http://www.icoulduseajob.com) has a very vague landing page such offers require landing pages created. Bing Ads work with relevancy of the keywords and ads to the landing page. We want to focus on getting above 7 quality score. Creating a landing page is very easy and getting information on the landing page does not require you to be a copy writer – you just have to work smart and get this job done within seconds. Again am using my favorite tool [Aeatools](#). [See this video](#).

Quality Score in Bing is hidden. To reveal this column you will click the Column button in Bing Ads and add the Quality Score Column and save.

For the purpose of this book I have chosen mysurvey.com that pays out \$3.60 per double opt-in

### Step No 2 Keyword Research.

I have made this very easy for you. The best way I can show you this is through a video. So click this link to watch the video on Keyword Research. [Follow this link to view it.](#)

### Step No 3 Bing Ads Campaign Launching.

Head on to Bing Ads create your Campaign Search and Content Campaign as follows:-

## ULTIMATE CPA MASTERY

**Campaign name**  105 characters remaining

**Time zone**

**Campaign budget**

[Daily budget options](#)

☐ Standard (spend your budget evenly through the day)

☒ Accelerated (spend your budget as quickly as possible)

**Ad language**

**Locations**

☐ All available countries/regions

☐ Canada, United States

☒ United States

☐ Selected cities, states/provinces, countries/regions, and postal codes

**Advanced location options**

☐ Show ads to people in, searching for, or viewing pages about your targeted location

☒ Show ads to people in your targeted location

☐ Show ads to people searching for or viewing pages about your targeted location

### Create an ad

In the boxes below, create one of your ads. Remember, you can always create more ads later. [Tips on writing great ads.](#)

**Ad type**

**Ad title**  25 characters remaining

**Ad text**  71 characters remaining

**Display URL**  35 characters remaining

**Destination URL**  1024 characters remaining

These ad preview layouts might be different than what you see on Bing or Yahoo! [Learn more](#)

**Side ad:**

**Ad title**

**Display URL**

**Ad text**

**Mainline ad:**

**Ad title | Display URL**

**Display URL**

**Ad text**

Now please note: Display url has to be the Domain url of the offer or Landing page url for example in our case it's "p1.pagewiz.net/renttoown" As So you saw in the above video you already have good ideas on what to put in your ads headlines and ads text. You can copy the ads directly from the tools I showed you in the video but I recommend you



change them a little and give them your touch.

Destination URL – here you will put your affiliate link from maxbounty or the affiliate network you are promoting.

Next we will choose only one Keyword then add, leave match type Broad and click save. I have put only one keyword from the researched keywords to make the campaign live. The rest of the keywords we will use our Bing ads editor to upload I will show you in the following steps.

Leave the Search Bid and Content Bid at \$0.30

See below setup to continue with advanced Settings.

^ **Ad distribution** ? Where on the internet do you want to show your ads?

☒ Search network

☐ All search networks (Bing and Yahoo! search and syndicated search partners)

☒ Bing and Yahoo! search (owned and operated) only

**i** This option only applies to websites in certain locations. [Learn more](#)

☐ Bing and Yahoo! syndicated search partners only

**i** This option only applies to websites in certain locations. [Learn more](#)

☐ Content network

**i** This option only applies to certain countries/region. [Learn more](#)

▼ **Pricing model** ? How do you want to be charged for your ads?

▼ **Schedule** ? When do you want your ads to run?

▼ **Exclusions** ? Which websites should not show your ads and which IP addresses should be blocked from seeing your ads?

^ **Ad rotation** ? Which ads do you want to show?

☐ Optimize for clicks – include ads with the most clicks

☒ Rotate ads more evenly – include all ads, even those with a lower CTR

▼ **Keyword matching options** ? Would you like to use close variations of your exact match type keywords?

Yes, use close variations (e.g., plurals and misspellings).

As you can see I have disabled the Content network, this is because with experience I have noted that Content Network converts very poorly and so I disable it, this has worked for me. (Of course you can choose to run two campaigns and see what works for you!)

When you are done setting up Click Save.

So now our campaign is live the next step is to go and create 3 more ads so as to split test. It is important to test and know which ad is getting clicked and which is not so you can change or remove it.

#### Step No 4

Head on to Bing ads Editor and sync it with your Bing ads account then click get changes. This will bring your campaign. From your campaign choose keywords and select add multiple keywords. See Diagram below

**SIDE NOTE:** Bing Ads Editor you can download by **Going to TOOLS and Select Bing Ads Editor. Tool will download to your desktop**

The screenshot shows the Bing Ads Editor interface. The top menu bar includes 'File', 'Edit', 'Account', 'Data', 'Tools', and 'Help'. Below the menu bar, there are buttons for 'Get changes', 'Post changes', 'Import', 'Export', and 'View statistics'. The left sidebar shows a tree view with 'Mass List Building - X000MT39' and 'Mass List Building'. The main area has tabs for 'Keywords', 'Ads', 'Ad groups', 'Targeting', 'Extensions', 'Shared library', and 'Campaigns'. The 'Keywords' tab is active, showing a table of keywords. The table has columns: 'Ad group status', 'Keyword', 'Status', 'Match type', 'Bid', 'Est. first page bid', and 'Spend'. The first row is highlighted in blue. Below the table, there is a section for 'Edit the selected keywords' with fields for 'Keyword', 'Match type', 'Bid (USD)', 'Keyword Destination URL', 'Placeholder (param1)', 'Placeholder (param2)', 'Placeholder (param3)', and 'Status'. Red arrows point to the 'Edit' menu, the 'Import' button, and the 'Bid (USD)' field.

Ad group status	Keyword	Status	Match type	Bid	Est. first page bid	Spend
Campaign paused	1 bedroom apartment...	Active	Broad	0.09		
Active	1 bedroom apartment...	Active	Broad	0.08		
Active	1 bedroom flat to rent	Active	Broad	0.08		
Active	1 bedroom for rent	Active	Broad	0.08		
Active	1 bedroom house	Active	Broad	0.08		
Active	1 bedroom house for r...	Active	Broad	0.08		
Active	1 bedroom houses for...	Active	Broad	0.08		

Keyword: 1 bedroom apartments for cheap  
 Match type: Broad  
 Bid (USD): 0.09  
 Keyword Destination URL:   
 Placeholder (param1):   
 Placeholder (param2):   
 Placeholder (param3):   
 Status: Active

[Replace text](#) [Append text](#) [Advanced bid changes](#) [Advanced URL changes](#) [Find similar keywords](#)

Next you will paste all the keywords this will be around 3,000 – 5,000 keywords. The Select “Edit Headings and Choose Keywords from the Down Menu then Select import. This will import all the Keywords and if there are any duplicates, those will be skipped. See below Diagram.

## Add keyword data:

You can create multiple keywords or update existing ones by copying keyword data from any spreadsheet and importing it into Bing Ads Editor.

Here are suggested column headings you can insert below:

[Insert headings](#)

Campaign*	Ad Group*	Keyword*	Match Type	Bid	Destination URL	Param1	Status	Param2
Tools	Power tools	Electric drill	Exact	2.50	www.contoso.com	50% off all drills	Active	25% c
<div> <div>www homes for rent</div> <div>www houses for rent</div> <div>www housesforrent.com</div> <div>www hud.com</div> <div>www rent to own</div> <div>www rent to own.com</div> <div>www rent to own homes</div> <div>www rent to own.org</div> <div>www renttoown</div> <div>www.home for rent</div> <div>www.homes for rent</div> <div>www.rent to own homes</div> <div>www.rent to own houses</div> <div>www.zillow.com homes for rent</div> <div>you rent to own</div> <div>your rent to own</div> <div>zillow rent to own</div> <div>zillow yuma az</div> </div> <div>Paste Keywords here</div>								

\* Indicates required column

☐ Delete and replace all existing keywords with these new keywords

[Edit headings...](#)

[Import](#)

[Cancel](#)

### Edit headings

You can change the assigned column headings. Review your first few rows of data and then if the column headings are incorrect, select the ones you want.

☒ Use these headings for future imports

Keyword
1 bedroom for rent
1 bedroom homes for rent
1 bedroom house
1 bedroom houses for rent
1 room for rent
2 bedroom house for rent
2 bedrooms for rent
2nd chance rentals
3 bedroom homes for rent
3 bedroom houses rent baltimore
3 or 4 bedroom house for rent
4 5 bedroom houses for rent
a house for rent
abilene tx houses for rent
about rent to own
about rent to own homes
affordable apartments for rent
affordable housing

After this step, select one keyword that you have imported and then on your keyboard press "Control A" to select all. Then bid 0.05- 0.10 depending on your comfort ability and then press "Enter" on the keyboard. This will change all keyword bids. Now select post changes and your campaign will be good to go.

Demonstrated [by you watching this Video.](#)

## Step No 5

Leave the campaign for 24 – 48 hours and you will have seen some impressions and some clicks. If there are no impressions on your add then increase you bid by \$0.02 – \$0.05 that is if we had bid \$0.05 so now we can bid \$0.07 or \$0.10 and give it time. The process of changing Bids can be made easy using the Bing Ads Editor – [See this video.](#)

Normally within 24-48 hours you will start getting clicks and some conversions.

It is important you test by running different offers, if you spend your \$5 and an offer has no conversion then Stop That Offer.

If you have a good converting offer you can easily make \$20 - \$50 a day with your \$5 - \$10 budget. So if you have 3 good offers that's easy \$100 a day.

If you want to succeed in this then do not just promote one offer, promote like 10 offers with different keywords. You will get at-least 3 good converting campaigns.

Also I get asked which are the best keywords and my answer always is "Test your keywords" what will convert for me is not what necessarily will convert for you, so to be sure you need to test.

I hope this method is clear and you will put it in action. If you want to advance in CPA marketing, Learn Keyword and Conversion tracking, scaling and optimizing campaigns.

I also offer Advanced CPA coaching – [Access it here!](#)

This is a video series course where you will see over my shoulder as I set up my Campaign, track them and optimize them. This will be a continuously updated course.



## Method No 2 – Big Budget – Clickbank Urgent Solution Offers.

So if I may ask what are urgent solution offers? Who will guess here? Yes if you said some kind of cure offers then you are right.

Choose an offer with gravity of above 80 at least. These offers can be Classified as follows:-

How to cure a “disease”

How to play a game or instrument

How to learn a language.

With such offers our keyword research will be a bit different in that instead of using thousands of Keywords we will go for few Specific Buyer keywords.

For example we want to promote a Diabetes cure offer. We will head to our favorite keyword planner and type “How to cure diabetes” Please don’t put with the quotes.

We will then get Ideas and download all our keywords. We will then search for buyer keywords, keywords that are searched in urgency example

How to cure diabetes

Treat Diabetes

Diabetes medication

Diabetes cure

Type 2 diabetes cure

I believe you understand what I mean. Here we will put this keywords in 2 match types that is – phrase and exact. We will bid \$ 0 .50 for all our Keywords and see if we get some impressions and clicks. If not increase the bid by \$0.10 – \$0.20 that is \$0.60 or \$ 0.70.

Our Budgets will be slightly higher that the Payout – Lets say the offer pays \$26 per conversion then Budget \$30. If you spend your budget and the offer does not convert, stop running the offer. Most of the offers in Click Bank have exit pop-ups that are not allowed by Bing but the good news is there is solution for this. Most offers with high Gravity have additional Affiliate Resources and we can get their landing pages without pop-ups. [See this video to learn how.](#)

Again please try different offers not just one. Try at least 5 offers of such kind.

The above mentioned tools will come handy for research and ad copies.

## Method No 3 – Big Budget – Slow but Long Term Results - List Building with Bing ads

If you are thinking I will ask you to promote your squeeze page then you are wrong.

Bing ads scans for relevancy on the landing page and if the page is not relevant to the keywords then your ads will as well go down. We have to maintain a high quality score. I know some of you may ask me what if you put a detailed squeeze page well I will ask you to try and it might work for you.

I like my students to have something stable and full proof so I am going to give you a full proof method for list building with bing ads. This will take time but it will be well worth “sky is the Limit” for monetization. We are going to talk about blogging and List building. So we will put up a simple blog and start writing some high quality articles and post daily. We will then promote our blog with the post related keywords to each post.

(Side Note: on your blog you can add bar at the top, such as hello bar (<https://www.hellobar.com/>) and see if you get higher conversions.)

No monetization and no squeeze pages at the beginning at least for 1 – 2 weeks and some \$20 spent. Bing will give us more traffic as we are not affiliates no disturbance from Bing. On week 3 now that we have around 14 post we will put our squeeze page on the sidebar eventually people will start subscribing. So we will promote our product on the thank you page. And then a series of email follow up with our Clickbank offers.

For every post you make, make a separate campaign and promote keywords related to that post.

We can also start putting Banners of Bing Compliant offers and make money from them. Sooner or Later you will start getting ranked in search engines and you will not require PPC traffic. You will also get an Identity and Recognition and you can sell ad space.

You can further go to Media Buying Platform and Become a publisher there. As I said “Sky is the Limit”

If you do need a professional Blog done for you? Feel free to contact me for a quote.

# Congrats YOU Made It...

YOU MADE IT... CONGRATS :) ...

Now it's time for you to do this:

## TAKE ACTION

Now, everything taught in this eBook works and it can certainly work for you. If you don't put in the time and effort into getting a profitable campaign up and running to make this work, then you're never going to know what this could've do for you... So don't give up!

If you need any help at all or support... Please contact me at:

[ultimatecpamastery@gmail.com](mailto:ultimatecpamastery@gmail.com)

To Your Success ! :)

Sameer Mohamed, Ivana Bosnjak and Venkata Ramana

## Bonus #1 – getting accepted into CPA Networks

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 have no 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.

## The Single Most Important Question

Expect to be questioned on how you intend to promote or drive traffic to the affiliate offers, if you are signing up to be a publisher. This is the single most important question and your answer will greatly impact whether your application is accepted or not. If you don't have a clear idea, it will only prove to the affiliate manager that you are not a valuable affiliate partner to include in their network. Make sure you have a good answer for this question. BUT do tell them BING ads.

Many people have made an immediate favorable impression by suggesting they are doing PPC to CPA offers. There are some more stringent rules for people who are using Google Adwords campaigns to publish affiliate advertising links, but it's still doable. There are two URLs you can add in an Adwords campaign; one is a destination URL and the other is the display URL. The display URL now has to match the destination of the site. In other words, you can't mask the offer showing one URL to the customer that takes them to a different destination than what they were expecting. Along with that, there are restrictions on the landing page destination URL; it must have the same domain name as the display URL. This can be tough to do if your affiliate CPA offer doesn't want you to allow the publication of their top level domain in the offer. Many of the advertisers are aware now that they do have to create landing pages on their sites to overcome this new policy, and this will probably come back to benefit both publishers and advertisers. Thus, you can still use PPC-to-CPA methods, but you will need to be careful which offers you try this with and keep to the policies instituted by Google.

If you are unsure about how you are going to attract traffic to offers, check out Chapter 3 for some real world examples. You don't have to be a genius at Adwords campaigns or even know much about Internet marketing to make this work. Don't be intimidated by this question, just have an answer prepared that proves you know what you're doing.

## No Website? That's Okay!

Even if you have no website, you can still get accepted into a CPA network. You might think that sounds ridiculous, but as long as you can prove that you have the means to

attract traffic to a CPA offer, that's really all they care about. There are people out there making money with CPA offers who don't use their own websites to promote the offer or even have a single landing page of their own. They use the advertisers' landing pages and they just scoop traffic up from one area of the Internet and take it to another. It's really that simple.

### What If I Get Rejected?

Even if you don't get a call the same day you submit your application, don't assume you've been rejected. It can take up to three days (or more) for an affiliate manager of the CPA network to contact you by phone, especially if you submitted your application over a weekend or during a holiday. They typically do try to make contact within the first 24 hours, but this is not always possible. If you haven't heard anything after three days it's possible your application has been rejected, so you need to be proactive to see what types of problems might have been spotted on your application and work to overcome those objections.

First, you will need to know what affiliate manager has been assigned to you; look for their name in the email notice you receive when you first apply online. Once you know whom to contact, you can email them based on the email addresses on your CPA network website or use AOL messenger if you have that available. There is an online list that has most affiliate administrators' names on it at: <http://www.affpaying.com/>. It's a great list to keep nearby as you're awaiting approval because it also shows you when they are online. They are interested in getting people who can provide value to their advertisers on board, so don't hesitate to make contact and ask the status of your application.

If they say it is denied, find out why. In many cases, they may accept additional proof or documentation to reverse their decision and grant you approval to join them. Even if you get turned down, use it as a learning experience. There are literally hundreds of CPA networks out there, and one of them is bound to say "yes." Just put your best foot forward and be available to answer any questions they might have about your application.



<http://ultimatecpamastery.com/oto1/>

<http://ultimatecpamastery.com/oto2/>

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