

CPA Apex

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# Getting Accepted

*Here are excellent tips to helping you land that first big CPA network!*

One of the best ways to land a great **CPA network** you can use is to first realize that **direct communication** is what the account managers are looking for.

You must submit your application first. This should be done during the week because weekends are not considered the best time to look over applications by the management.

Your next step is to **locate the best number** and person to speak with about your application. You can find these numbers on the website of the CPA homepage under **contact us** or the list of CPA managers all sites have.

There is an accepted protocol when dealing with CPA managers. When you speak with them remember that they are concerned with time and money. Speak to a manager about your application and then say:

*"I just sent my application on (day) and I would like to get my account approved as soon as possible. I plan to start a campaign within the next week."*

The manager will then ask you some questions:

Manager: *"How do you intend on promoting our offers?"*

You: *"I currently use PPC, banner ads, email to my own list and some offline promotion techniques that work well."*

Manager: "*What offers are you going to promote?*"

You: "I like to promote anything that converts well. I am also open to your suggestions."

Now the manager will usually ask you for your website.

If you already have an established website, provide them the link. If you don't have a good site, then say you like to **build a landing page for every offer you promote** to increase conversions.

You can also say that you use offline promotions but if you do, make sure you think about this and have an idea what to say as you may be asked what kind of offline promotions.

These things will probably get your account approved. Try not to lie to a CPA manager but present the truth in the best light. Also read more about this whole process so that you are ready.

The Warrior Forum is a wealth of information on CPA and getting approved so here is an additional link you should have a look at:

Warrior Forum CPA Post [Click Here](#)

# Picking An Offer

Picking an offer can be as simple as speaking to your affiliate manager. This is because your manager sees the big picture; you, what you bring to the table and some of the top offers that have high conversion rates.

**Do not agonize over trying to pick anything** until you have learned more about the network and the offers. All managers know the best of the best anyhow, so devote time to picking your affiliate manager's mind.

You can also compare offers from <http://www.offervault.com> and locate specific offers and the networks that carry them. This is great if you have heard of something you want to promote and it's not with your current CPA network.

Searching for the offer you want will give you a list of networks that need you and the payout amount too.

Next, visit the CPA networks with the best payouts for that offer. Here is good example to discuss:

<a href="#">TJ - Top Ringtones - PIN (FR)</a>	\$14.72	\$0.49	3.75%
<a href="#">MM - WhatsApp Emoticons - PIN (NL)</a>	\$20.00	\$0.49	3.05%
<a href="#">Apptips - WhatsApp V2 - Responsive - PIN (FR)</a>	\$14.08	\$0.47	3.74%
<a href="#">Blinkogold - Best Sonneries - PIN (FR)</a>	\$9.70	\$0.46	4.84%
<a href="#">Cellfish - Rasta Ringtones - CPA - PIN (France)</a>	\$10.40	\$0.46	4.59%
<a href="#">Blinkogold - Top 10 Ringtones - PIN (FR)</a>	\$9.60	\$0.45	4.72%
<a href="#">Blinkogold - New Top Hits - PIN (FR)</a>	\$9.70	\$0.45	4.69%
<a href="#">Bukugames - Candy Crush - PIN (CH)</a>	\$9.00	\$0.45	4.93%
<a href="#">Sonnerie V3 - PIN (FR)</a>	\$9.70	\$0.44	4.60%
<a href="#">Cellfish - Clash of Lords Special - CPA - PIN (France)</a>	\$10.40	\$0.44	4.36%
<a href="#">YurMobile - White Download - PIN (Switzerland)</a>	\$8.00	\$0.43	5.25%
<a href="#">Mobso - Rihanna Ringtones - PIN (FR)</a>	\$18.00	\$0.43	2.94%
<a href="#">Cellfish - Lampe Torche V2 - CPA - PIN (France)</a>	\$9.70	\$0.42	4.43%
<a href="#">BrickOffers - Virus Scanner - CPA - PIN (France)</a>	\$13.45	\$0.42	3.49%
<a href="#">Trivio - Whatsapp Wallpapers - PIN (AU)</a>	\$12.80	\$0.42	3.61%
<a href="#">Cellfish - SPECIAL VERSION - Shooting</a>	\$10.40	\$0.41	4.12%

[more details.](#)
[See More News »](#)

There is this ringtone offer with an \$18 payout and huge \$0.43 EPC. The market for this offer is big and you can make an absolute killing with this offer with right kind of traffic. The kind of offer you want would be something like this because it does not require a full purchase, converts on a pin submit and the payout is a hefty \$18.00. Not bad at all.

So we now need to have a look to make sure we can promote this offer based on **the types of advertising allowed**. All CPA offers are tied to a set of advertising that can be used or not:

**Mobso - Rihanna Ringtones - PIN (FR)** | [Add to Favorites](#) | [Report Inactive](#) | [S2S Mobile Entry](#)

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**General Details**

<b>CAMPAIGN NAME</b>	Mobso - Rihanna Ringtones - PIN (FR)	<b>CAMPAIGN ID</b>	9442
<b>INCENTIVE</b>	<b>Yes</b> No Cash Incent Promotion Methods	<b>CREDITING TIME</b>	Instant
<b>APPROVAL STATUS</b>	<b>APPROVED</b>	<b>PAYOUT</b>	<b>\$18.00</b> Commission per credited lead <a href="#">Request custom payout?</a>
<b>CONVERSION POINT</b>	Confirm PIN	<b>AVERAGE USER COST</b>	Varies
<b>CATEGORIES</b>	<ul style="list-style-type: none"> <li>Cell Phone (Pin Submits)</li> <li>Gateway Trials/Mobiles</li> </ul>	<b>ACCEPTED COUNTRIES</b>	France
<b>PREVIEW CAMPAIGN</b>	<a href="#">Preview Landing Page &gt;</a> <small>Do not use as your tracking URL. This preview may be blocked depending on your country and the advertiser's filters.</small>		
	<a href="#">Report inactive?</a>	<b>PIXEL TRACKING</b>	JS Pixel Tracking Not Supported <a href="#">Place S2S Tracking Pixel</a> <a href="#">Place Global S2S Postback URL</a>

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**Offer Availability for Tools**

<b>Gateway Content Lockers</b>	<b>Product Lockers</b>	<b>Link Lockers</b>
<b>Enabled For Gateways</b> » <a href="#">Disable this offer?</a>	<b>Enabled For Product Lockers</b> » <a href="#">Disable this offer?</a>	<b>Enabled For Link Lockers</b> » <a href="#">Disable this offer?</a>

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**Stats**

<b>GLOBAL EPC</b>	\$0.43	<b>PERSONAL EPC</b>	---
Earnings Per Click / all Publishers		Earnings Per Click / your account	



We can see that this is an incentive offer that means you can use almost any kind of advertising barring cash incentives. This is the perfect offer for our method.

Now Let's look at the landing page to see how it looks and might convert:





This is a perfect mobile friendly squeeze page. There is an image of a popular singer at the middle of the page and call to action button is located just below that image.

This is the kind of offer that is really good because it has everything you need to make consistent money. Look for these kinds of offers that pay out big and require minimal commitment from the person who sees the landing page.

## Getting The Traffic

Years ago I created traffic by using sites like: <https://buysellads.com/>, <http://www.sitescout.com/>, <http://www.aboutadsonar.com/> and other similar networks.

I then stumbled over another technique when I saw a marketer talking about going directly to the source; contacting **high trafficked websites** by emailing the owner and negotiating a deal.

This technique works really well for me. By directly negotiating a deal with the website owner you simply cut the middleman out and save big on your traffic.

Use this idea but look for **forums**! Go to Google and add your niche+forum or keyword+forum. This gave me an

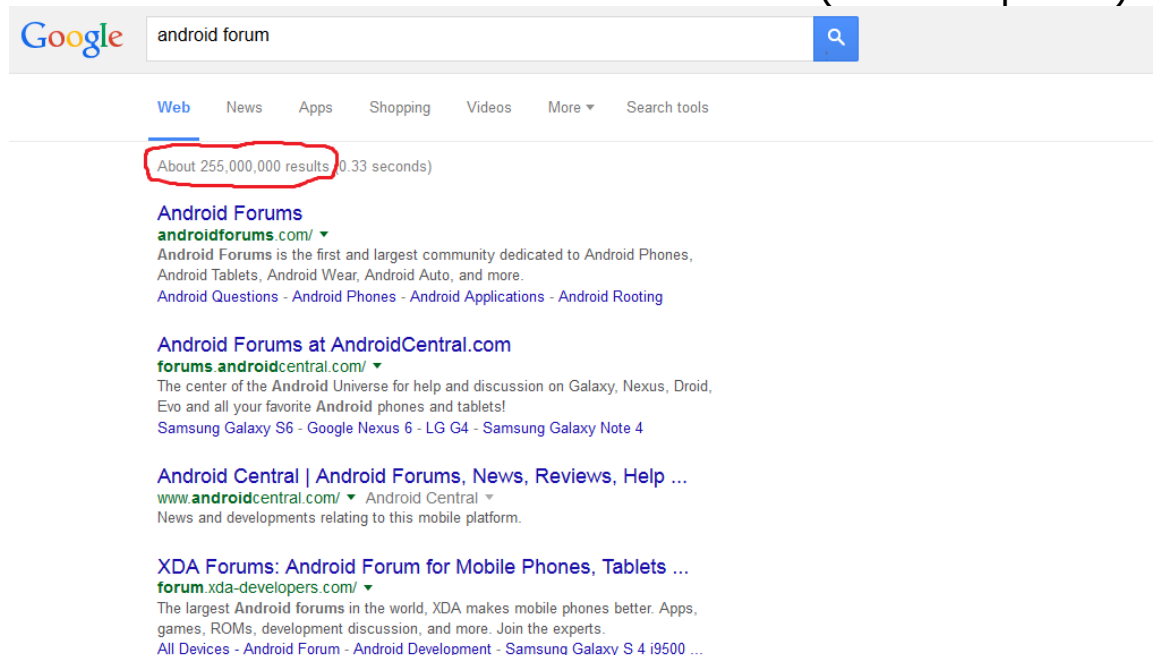
untapped traffic source because most marketers were **not** contacting forums about advertizing.

Forums are highly targeted places for traffic so contacting forum owners and paying a little money can get your ads heavily trafficked.

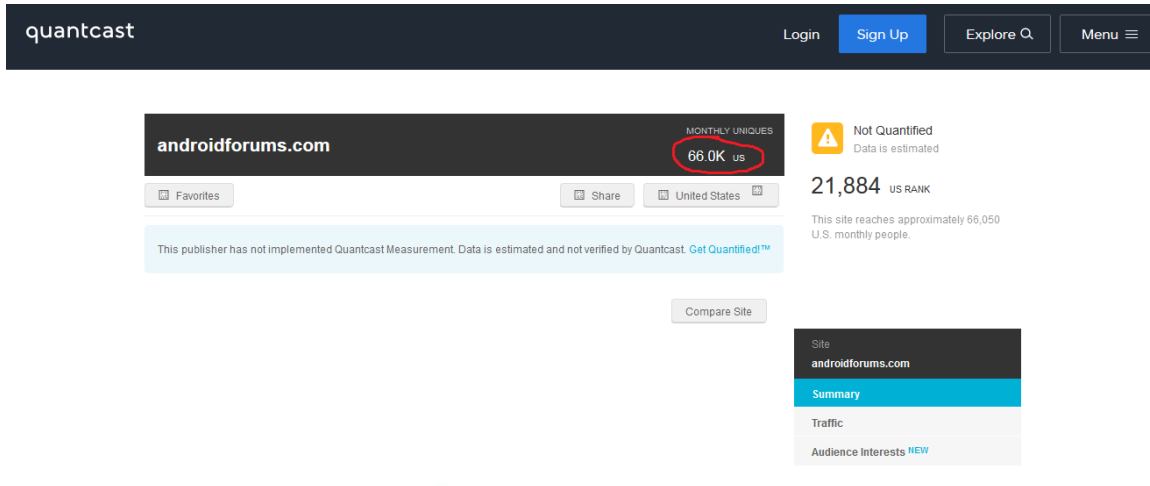
Now in the case of the ringtone offer, we'll search for terms like "mobile forum", "cell phone forum", "iOS forum", "iPhone forum", "Android forum" etc.

Android is the most commonly used mobile operating system so we are likely to find huge numbers of highly trafficked forums related to Android.

Let's search for the terms "Android Forum"(without quotes)



There are over 255 million results for this term. Let's get the traffic estimate for the first result i.e <http://AndroidForums.com>



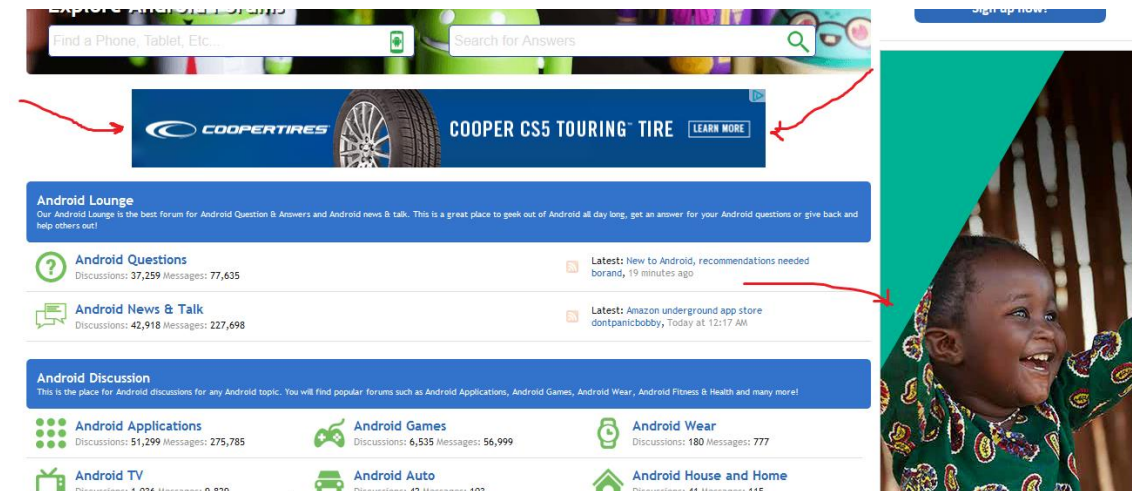
As you can see above this forum gets around 66,000 unique monthly US visitors. The international stats should be 3-5 times higher so we can assume that it gets 200,000-300,000 unique visitors a month.

These are excellent traffic figures. Having our CPA banner on this forum can easily get us thousands of targeted visitors every month.

Now let's go to the forum and see how it looks like:

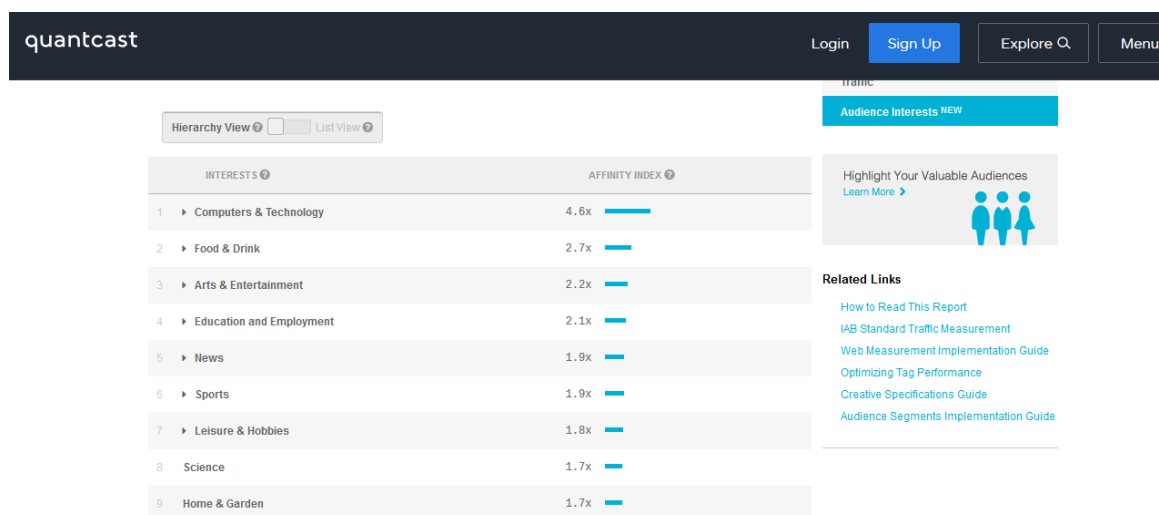
The screenshot shows the homepage of the **Android Lounge** forum. The header includes the forum's name and a brief description: 'Our Android Lounge is the best forum for Android Question & Answers and Android news & talk. This is a great place to geek out of Android all day long, get an answer for your Android questions or give back and help others out!'. Below the header, there are two main sections: **Android Questions** and **Android News & Talk**. The **Android Questions** section lists 37,259 discussions and 77,635 messages, with a latest post about 'New to Android, recommendations needed' by user 'borand' 15 minutes ago. The **Android News & Talk** section lists 42,918 discussions and 227,698 messages, with a latest post about 'Amazon underground app store' by user 'dontpanicbobby' today at 12:17 AM. Below these, there is a **Android Discussion** section with a description: 'This is the place for Android discussions for any Android topic. You will find popular forums such as Android Applications, Android Games, Android Wear, Android Fitness & Health and many more!'. This section contains a grid of sub-forums: **Android Applications** (51,299 discussions, 275,785 messages), **Android Games** (6,535 discussions, 56,999 messages), **Android Wear** (180 discussions, 777 messages), **Android TV** (1,036 discussions, 9,829 messages), **Android Auto** (42 discussions, 103 messages), **Android House and Home** (41 discussions, 115 messages), **Android Fitness & Health** (24 discussions, 98 messages), **Android Accessories** (1,490 discussions, 6,285 messages), **Android Media** (4,071 discussions, 17,503 messages), **Android Themes** (2,990 discussions, 32,720 messages), and **Android Rooting** (405 discussions, 2,056 messages). At the bottom, there is a **Android Phones** section with a '( See All )' link. On the right side, there is a **Hotly Debated** section with two topics: 'Questions about the phone.' and 'Unrooting - Needing Samsung's firmware? Help please.'

From looking at the screenshot we see that there are lots of members, posts and discussions. So next we want to see the kind of advertising the forum is doing:



Good news! The site has an AdSense banner at the top of the homepage and there is another banner at the right side. This gives us a great opportunity to negotiate and ask them to place our banner ads on the site.

Now we check the audience interests:



Bingo! While Quantcast data isn't perfect, it is pretty close and the information is valuable. This forum has all the things I look for when I want to choose a place to advertise and this is what you should look for too. This audience is tech savvy and they have high interest in entertainment related offers. Perfect!

There is only one thing left to do. Contact them and ask them directly how much traffic they receive. You can always go to <http://www.alexa.com/> to get an estimate as well. You will use this information to decide how much money to offer for the ad placement. (I will discuss this in-depth below.)

Remember that you will probably need to contact several forums to get the one that will deal with you. Keep using Google with the niche+forum and keyword+forum method we discussed earlier and you will find lots of possibilities.

## Striking A Deal

You will need to contact multiple forums before you get someone who will want to work with you. Since many of the forums you contact are not normally used to advertisers, many will simply not respond.

In my experience, you can realistically expect 2 or 3 of the owners to respond for every 10 you contact. There should be a "contact us" link at the bottom of the site. Use this so you can contact the owner and make your pitch.

How should you do this? Here is an example of an email you might send them:

*"Hi Name,*

*I am interested in advertising on your forum and I wanted to discuss rates for purchasing advertising space. Could you please let me know your traffic stats as well?*

*Please respond back with any information to (your email).  
Thank you,  
(your name)"*

When negotiating a price, you will want to pay as little as possible. That way you have more room for profit. For offers that pay \$20.00 or less, I like to keep my **cost per thousand** impressions less than a \$1.00. As my payout goes up, I can pay a little more to keep the ad running.

In this example, our offer pays \$18.00 so I would like to keep my cost as close to \$1.00 per thousand impressions as possible.

Now most of the time, these forum owners have no idea what to charge, so you can offer as little as \$25-\$50 for the month and they will be happy to find a spot on their forum for your banner.

It is always better to get the forum owner to suggest the price first so you can start the negotiating. If the price is too high you can say something like,

*"Well the standard fee for your traffic for that kind of ad is \$20.00 a month. Also I would like to be above the fold for my advertising."*

This will start the negotiation and for forum owners not familiar with the process, you will almost certainly come out on top.

# Simple Tracking And Banners

Tracking can be complicated or very simple. Why not make it easy? As the page suggests simplicity works when you use an intuitive system.

Simply use the sub ID like I do in a program I like to call **Quality Click Control**. How does it work? You can use the sub ID option for your CPA offer. I would just make the sub ID "**the forum name**" and now you can track results this way.

So what about banners? Again just keep it simple. You can use existing banners the CPA offers already make available to you. Why complicate things and pay for banner creation? As long as the banner you can use targets your demographics, you are ready to go.

# Final Thoughts And Taking Action

Now that you have read through this guide (you did read it **all** didn't you?) you have the knowledge you need to get started in the CPA game.

The only thing that is stopping you now is YOU!

It's time for you to turn off your TV, get a cup of coffee (or soda) and GET TO WORK.

If you get nothing else from this guide understand this;  
***Action is your KEY to success.***

If you don't take action you WON'T succeed. It's up to you really. You can let this guide sit on your hard drive and do nothing with it, or you can take it and start your new future.

With that, We wish you the best of luck in achieving your online dreams!

To Your Success,  
Vivek Narayan, Sam Wright & Robert Ray