



## **CPA Networks for Beginners**

One of the hottest and most popular means to churn out money online is through a CPA Network. CPA (Cost Per Action) entails a visitor to drop in on a particular site and submit a form with a few personal information like a zip code and an e-mail address. Every created lead will be paid by the network as commission.

CPA networks acts as a "dating agency." It brings web publishers and advertisers together. The network would act as a middle-man and inspects both sides, in addition to ensuring that the publishers get paid for their hard work.

### **Basically, this is how it will go:**

The promoter presents a deal and advertising materials

The promoter pays the network a fee to make the deal and advertising materials accessible to CPA affiliates.

The CPA affiliates promote these products through their websites, steer traffic to these sites and create sales leads.

The best thing in this is that the CPA affiliate gets compensated just by generating a signup. It won't matter if the customer will actually buy the product or not.

Signing up with a CPA Network does not have a lot of hassle. But not everybody can do this though. The interested party must be approved first by the network. Typically, the interest party deliberates with the "Network Manager" to get an approval, which for the most part is not really a problem. After this, the interested party will be delegated to an "Affiliate Manager" who will be the contact person at the Network. Be sure to foster a good relationship with the affiliate manager since they would help in generating more money.

Every attempt has a corresponding cost in the CPA networks. By merely putting into practice operational marketing strategies and just by manipulating internet traffic in the direction of the affiliates' and advertisers' websites, one can earn as much as \$1000 per day.

There is a steadier earning, more quantifiable and foreseeable situations in CPA marketing. In affiliate marketing, the product has to be sold first otherwise the affiliate will not get a commission. Whereas in CPA networks, every little effort put forth are appreciated and paid, even the smallest possible attempt the marketer put on. In affiliate marketing, it plays with the probability that product will be sold. CPA networks, on the other hand, are getting compensated merely by directing the clients to sites where they can possibly procure the product they are interested in.

People who have marketing strategies that can direct many customers to a specific site can make money without difficulty and consistently. Publishers can join various CPA networks at the same time to generate several sources of income at the same time. Another advantage for this type of internet money making is affiliates don't even need to have their own websites.

Social networking can be used and at times are more valuable than owning websites.

CPA network is still fresh and a novel idea. It is a strong rewarding business. It offers a more organized internet marketing strategies and persuades affiliates to carry out the changes. The most crucial thing is to pick the right campaign, set up a creative page and drive a huge quantity of the targeted traffic to the various sites. Once done, money would be coming in.

## CPA Marketing - The Magic of Making Money Without Having to Sell



CPA (Cost Per Action) Marketing is basically a concept of making money by simply getting users to perform an action. The action might be filling out a form, downloading and installing software, etc. There are different types of CPA offers that you can promote ranging from low cost offers which require a prospect to enter their email or zip code to high end offers which might entail filling in a form for a free trial product.

CPA Marketing can be quite tricky to get into. One thing that is required from you before you get started is a website. Your website should have a theme related to affiliate marketing in order for you to be approved by the

CPA networks. Unlike traditional affiliate marketing, CPA marketing is more difficult to get into because you must initially be approved by CPA networks who act as middlemen between advertisers and publishers. CPA networks require you to be approved by them because they want to make sure you are going to be sending them genuine traffic to the offers you wish to promote. Also once you are approved you are assigned an affiliate manager who will look after your interests in each of the CPA networks you sign up with.

**There are basically a couple of ways that most people drive traffic for CPA offers.**

- One of the most popular ways of doing this is by traffic arbitrage. This is where you buy advertising using strategies such as PPC, PPV, SEO, Media buys etc and then send that traffic to the CPA offers you are promoting. If done right, you make money on the difference between what you pay for advertising and what you make from each genuine lead you generate to the CPA offer.



- Another model that works very well is to build a list in any chosen market, then send them CPA offers regularly. This in my opinion is the best way to make money with CPA marketing because you can market to the same list over and over again. So in other words, you pay once to get the prospect on to your list and then promote to them regularly.

Both models have their pros and cons however, in my opinion you should test extensively in each niche you go after to find out which method will work for you.

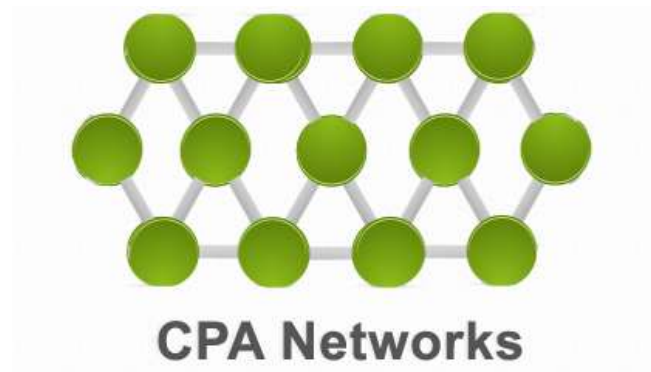
One of the crucial things you need to be aware of when promoting CPA offers is to know when a specific offer is no longer available. CPA offers have a time frame so you should liaise with your affiliate manager regularly to see which offers have expired.

There are some simple techniques and strategies you can use to cash in on CPA offers. I will suggest you pay attention to hot topics and also check out what people are searching on now and look to see if there are any CPA offers that you can promote to take advantage of the latest trends. For example at the time of writing the article, the Apple iPad is just about to be launched and various CPA networks have offers that you can promote to cash in on these trend.

Timing is also a great factor when promoting CPA offers. For example if you find a hot product that you can cash in on, you might want to use paid traffic to maximise your earnings.

Finally, CPA marketing is a billion dollar business that is very easy to operate from the comfort of your own home. Advertisers need leads for their products and services so they tend to work extensively with CPA networks to achieve their goals. Do make sure you read the terms & conditions of each CPA network you sign up with to find out what is required of you as a publisher or affiliate and what type of traffic you can send to the CPA offers you wish to promote.

## How to Get Started With CPA Networks



### What is Cost Per Action?

When you think about making money with a website or blog one of the first services that you think about is Google AdSense. Maybe you have already had the bite of the affiliate marketing bug and even joined ClickBank or Commission Junction.

Affiliate marketing can be a way to make money for your website or blog. Sometimes you don't even need a website to make money with affiliate marketing. You just send traffic to your affiliate link and if they buy something you get paid. There are other ways to make money with site.

Cost per action marketing is one of those other ways to make money online. With CPA offers you might not even have to make a sale to get a commission. Yes, you heard that right! You might not even have to make a sale to make money. This is one reason that CPA gets attention from internet marketers and bloggers.

You could get a commission just for a web visitor performing an action like submitting an email address, or supplying a zip code. It is easier for someone

online to supply an email address or a zip code than inputting their credit card number or actually purchasing something.

Just imagine that you are on a tech blog and you come across an ad that offers a gift card for a popular big box retailer. The gift card might be just what you are looking for. The ad asks for your email address. Would you consider giving up your email address for an opportunity to get a gift card?

### **Where can I find Cost Per Action Networks?**

There are a number of CPA Networks online. CPA Networks come in all flavors. Find a big list of CPA networks and take a look at the websites. Check online with other internet marketers and see what they have to say about using the different networks.

**CPA**  
**Networks**  
**Getting**  
**Accepted**

### **How to apply to CPA Networks?**

Once you have identified CPA networks that you want to work with you will have to prepare your application. You will need to submit some basic information about yourself and your company if you have one.

Some of the common information that you will need will include your contact information, your website if you have one, and how you will be promoting offers.

Create your application and submit it and give the CPA network a call on the telephone. These CPA networks get a lot of applications, so if you just submit your application without calling them it might take them a while to process your file. Some CPA networks are prompt in responding to new affiliate applications and you might receive a response in a day or two. Others might take longer to respond to your request.

Your phone interview will cover different areas. What types of offers are you looking to promote (email/zip submits, biz opp, online dating)? Is your website focused on a specific area (verticals - fitness, health)? This is an opportunity to get started off on the right foot with the network. You might be nervous but it is just a phone call. Talk to the person on the other end of the line and tell the truth. If you are a newbie then let them know. Just explain your plan.

If you are successful in your phone interview, you might be approved to do business with the CPA network. Hooray!


There are some CPA networks that might approve you without having to go through a phone interview. When you are approved the CPA network will supply you with login information for the website where you can find the CPA offers.

The CPA network will supply you with a contact person to help you with running your offers. This person is called an affiliate manager or (AM).

Your affiliate manager can help you out when you need information from the CPA network. They know the offers that are going to be coming for release. They see it all behind the scenes. Affiliate Managers can help you when you run into issues.



## How can you promote CPA Offers?

Network	Survey comments or notes
1 <b>MaxBounty</b> maxbounty.com	 MaxBounty wins this year for their consistent quality, longevity and experience. Received high votes in all categories.
2 <b>PeerFly</b> peerfly.com	 Chad French's network has grown fast and came a close second this year. Loved by publishers for their strong affiliate management team.
3 <b>Clickbooth / Integraclick</b> clickbooth.com	 Clickbooth seems to have been around forever. Lots of scale but just a few votes across the industry than the top two networks.
4 <b>Neverblue</b> neverblue.com	 Being acquired by GlobalWide Media a year or two back hasn't slowed down Neverblue at all. Another very strong showing.
5 <b>Matomy</b> matomymarket.com	 Since our last rankings Matomy Media Group acquired MediaWhiz, another top network. They are now one of the fastest growing networks on our list.

CPA offers are a little bit different from what you may have experienced with other types of affiliate marketing ventures. CPA Offers may have restrictions on the methods that you use to promote an offer. Some CPA offers are restricted by the location. So if an offer is approved for the United States then you should only target US traffic. If an offer doesn't allow banner advertising then you cannot promote it with banners. If you violate the terms of the offer you could lose your account with the CPA network.

### Promoting CPA Offers with Video and Email

There are a number of different ways to promote CPA offers. You could create videos and include your CPA links in the description or inside the actual video. You could buy domain names and forward them to your CPA

links. Some marketers have really large email lists and they promote CPA offers to the list.

### **Promoting CPA Offers with Text Ads and Banner Ads**

There is always the trusty text ads and banner ads that are supplied by the network. You can post them on your blogs and websites when allowed. Some marketers like to use pay per click advertising and pay per view advertising to promote CPA offers while others use article marketing and contextual linking.

### **Promoting CPA Offers with Article Marketing**

Are you a good writer? You could attempt to get targeted traffic to your offers by writing high quality articles. Leverage your search engine optimization skills by creating articles with keyword rich headlines that get people to click on your articles.

### **Understanding the Basics of CPA Marketing**

With more and more people searching for ways to earn an income from home and leave the 9 to 5 job behind or replace a lost income the whole world of CPA marketing is growing in popularity. It may surprise many to discover that this is not a new marketing strategy, but one that has been around for sometime, its more recent growth in popularity owes much to a number of marketers who having had tremendous success with CPA marketing decided to bring it to the attention of the masses through the launches of a number of products on this subject over the past couple of years in particular.

So lets gets back to the basics, we all know that it exists, but what actually is CPA Marketing?

Firstly what does the acronym CPA stand for? CPA stands for "Cost Per Action" or "Cost Per Acquisition". Where as traditional forms of affiliate marketing generally work on a pay per sale basis, CPA is different in that you can receive rewards for no sale and just by providing a lead. Another way of putting it would be to say that you are rewarded for taking an action required by the advertiser, possibly entering a name and email address for example, following the viewing of an offer, possibly a free trial.

**So how do you get paid through using CPA Marketing?**



The first thing to note is that pay outs at the lower end of the scale are likely to appear low when compared to promoting some affiliate products, usually ranging from a few cents to a few dollars, possibly \$3 to \$4 dollars. These pay outs although small receive very little resistance and hence the appeal to the affiliate, you see in exchange for this commission, the visitor is sometimes only been asked to provide a name or

email to receive a trial offer and nothing else.

The advertiser then backs them selves to convert those leads into sales, on the other end of the scale significant amounts can be paid, but these rewards are only provided when the visitor is asked to provide significantly more than just a name and email address, such as a multiple page document online.

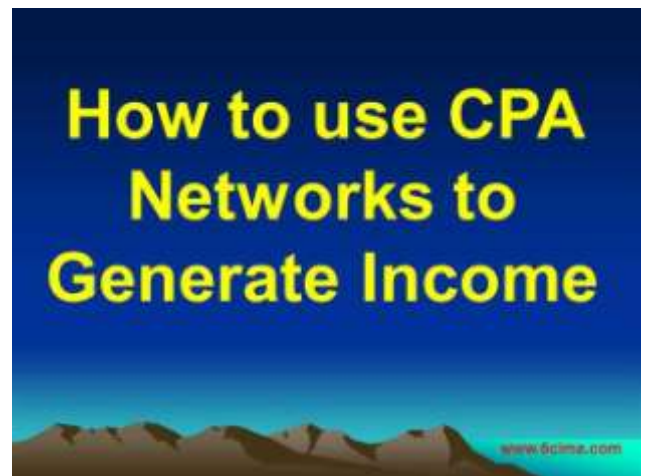
The rewards are higher because the task is that much more difficult to complete and resistance is likely to be that much greater. If you want to become an CPA affiliate you need to join CPA Networks, this is often seen as one of the more difficult tasks when wanting to make money from CPA marketing, you see CPA Networks are able to be more discerning on who they allow and who they don't allow to promote their offers. This is a major departure from normal affiliate marketing, where acceptance is normally guaranteed.

CPA Networks are the middleman, to coin a phrase, who bring together the affiliates and advertisers. The CPA Networks store information about their advertisers on their own database and facilitate the relationship between both affiliate and advertiser. Specialised affiliate managers are assigned to ensure the smooth running of this operation and to measure the success of such campaigns through tracking the actions on the landing page of the offer.

There is no doubting that this form of advertising and business is here to stay, and it seems that it will continue to go from strength to strength, hopefully this basic summary will assist you and your understanding of this very popular online business opportunity.

### 3 Secrets to Earn a Living With CPA Marketing

Can you really earn a living with CPA Marketing? I have been up to my neck in this for over 9 months and want to share what I learned and provide some insight into CPA marketing. I want you to have the 3 things that got me over the hump and making money with CPA marketing. When I started, my financial picture was pretty bleak, even scary. If something did not change soon, I was headed for disaster.



First things first. This is a course about CPA marketing. This is not a marketing course for accountants! CPA stands for Cost Per Acquisition. CPA networks get advertisers to use their network of affiliates (that would be you and me) to generate leads and sell products. If you see an ad for a Free Gift Card, ringtones, teeth whitener or just about any other product, there is a good chance it is being advertised by a CPA network affiliate.

CPA ads are on most web sites. With so many ads out there, somebody must be making some money, right? On the other hand, it is a very competitive market. To get your ads shown, you will need to either out-bid other advertisers, and there are techniques to make this work, or learn how to get your ads in front of targeted traffic at a low enough cost per click to make a profit. If you are not careful, you will lose money quickly. Some training before jumping into CPA marketing can save you some hard earned money because in CPA marketing, you will be using ppc, or pay per click, advertising.

I got started by taking a course where one student worked 20 hours a day for 15 days on his new campaigns. He spent around \$25K on his credit card paying for ads, but made about \$45K in sales, which is exceptionally good for a beginner. But he had a big problem because he had to wait to get his check from the CPA networks to pay off his credit card. His campaigns were on hold for about 30 days, but waiting 30 days for a \$20K is fine if you can still pay rent and eat in the mean time! Needless to say, I was pretty excited about CPA marketing, and I learned one of the 3 things that lifted me to success: focus. I was so fired up that I unsubscribed from all the email lists I was on that sent me the daily promises of making money online, and focused on only 1 thing, CPA marketing.

The top dogs in CPA marketing claim to make over \$100K per day. Is that really true? It may be, but it may be hard to achieve those results on your own from your home office. They run campaigns on sophisticated software that is highly automated and optimized. Here is a little secret: you can access the very same software. A number of companies offer it, it is not expensive, but it seems nobody will tell you who they are or how to work with them. If you buy the software yourself it will cost around \$250,000, but to just run a campaign is cheap and you can start with monthly budget as small as \$500, which is next to nothing in ppc.

Very few marketers are even making \$100K a month, but if your goal is to replace your job with an income of \$10K per month, that is attainable and you can scale it up from there. But it takes time and effort to get the campaigns structured and implemented. That is the second thing: time x effort = work. This takes work. It is not rocket science and it beats answering to 'the man', but it requires work. You need to apply yourself. If you do, you can achieve your goals. By the way, before you start, write down your goals and your daily commitment to achieving them. Without this, 90% of people never achieve their goals and life goes on as before.

Stick with it for a minimum of 8 weeks. You might earn money right away, but it usually takes time to get everything tweaked and ramped up to see some handsome profits. That is the last thing I want to share with you: determination. If something gets in your way, find a way over, around or under it. Visit forums, search Google, but find a way to get the answer and move on. Need help with some simple HTML? Just use Google because the answer is literally at your fingertips.

3 secrets of success to earn a living with CPA marketing: focus, work, determination. It was not technical skills, although I have e learned quite a few, it was not a software, although I use software, and it was not learning web page design, HTML, php or anything else. Like all things in life, it took focus, work and determination. With all the answers literally at your fingertips, learn to use those fingers to make some money.

Some technical skills are required, and you must know or be willing to learn about ppc advertising. In the resource box below, you will be able to learn a lot more about CPA marketing and how to overcome some of the biggest obstacles to success, so check it out.

### **CPA Marketing - Earning Money Online**

The World Wide Web is pouring with opportunities for you to earn income online. Depending on the preferences of the online marketer, he or she can go for article marketing, affiliate marketing, and many more to boost web traffic, improve site rankings, and eventually build a stable income online. CPA marketing is just one of the many internet marketing models that have been proven to earn thousands of dollars without having to spend a lot of money on advertisements and unnecessary resources. To be able to succeed with CPA, it is important to learn the basics first such as the meaning of CPA

marketing, how to succeed in it, and the like. Information for CPA can be found in a good and well-written CPA marketing course online.

To begin, CPA marketing is also known as "Cost per Action" or "Cost per Acquisition" marketing in which one earns money or commission from the CPA marketing firm based on how many actions he or she is able to acquire. These actions can be as simple as membership registrations, sales, signing up for the website newsletter and mailing list, etc. A person can earn as much as \$2 to \$20 per action, depending on how many members take action or how much the commission is being offered by the CPA marketing firm (or CPA Network). There are websites all over the World Wide Web that offer techniques and strategies to boost your chances of earning through CPA marketing, so the only thing you need to do is find those websites and learn from them. You can find these techniques either in CPA courses or CPA websites that will teach you the many possible ways to boost site traffic into your website that will significantly convert into CPA earnings.

But one should not solely depend on a CPA marketing course because the success will not come overnight and without effort. In fact, you need to also know how to choose a reliable and paying CPA marketing firm (or CPA Network), how to monitor your earnings, how to improve your standing as a CPA marketer, and of course how to effectively create websites or online ads that will drive traffic into the clients' websites, and the like. Once you are able to start earning money online, not only will you be earning enough income to support you and your family but also extra cash for vacations, a new car, and maybe even a new home.

## **How to Do Market Research For CPA Marketing?**



Do you know market research is the starting point for any cost per action or CPA marketing? If you don't pay sufficient attention to market research and start promoting products left and right, you may lose money and you may say that CPA marketing does not work. The reality is that you didn't follow the basic steps of the market research!

Those who do the Cost per Action (CPA) marketing, they know that they have to keep doing the market research very frequently to identify what CPA offers they should be promoting and what they should avoid? Sounds familiar, yeah, then you should keep reading this article to see how you can solve this problem?

You can learn all about the market research the right way for any CPA market if you follow the commission payload marketing techniques. Are you wondering what is commission payload? Commission Payload is a well respected Cost per Action (CPA) marketing course for any one who wants to learn how to earn money from home on part time or full time basis. Commission payload marketing course was launched in Dec'09 and already it is setting the benchmarks in the CPA industry on what is the right strategy for the CPA marketing?

**I want to share with you a brief on the commission payload marketing course market research techniques.**

**1. How to do market research keeping the maximum conversion in mind?**

**2. How to use keyword research techniques properly to find out the right market for your niche?**

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