



# CPA MARKETING

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## EXCELLENCE

By

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## Limited Time Special Offers

CPA Marketing Excellence

Brand New Video Training

**Start Getting Results And Making Money With Your Next CPA Campaign Even Faster With This Upgrade To CPA Marketing Excellence...**

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- . Most people **NEED** a hands-on, "do this and then do that" approach that video training provides...



<http://cpa.smartgoal.net/video>

## **CPA Cheatsheet**

CPA stands for 'Cost Per Action' and is a type of advertising, similar to Pay Per Click, but that only charges the advertiser when someone actually makes a purchase or signs up to an e-mail list. This is what is described as the 'action'.

This is a rather complex topic for a beginner and in the full ebook we covered a *lot* of related topics. In this post however, we are going to focus on just the basics so that you have all the information in one convenient spot.

## **Types of CPA**

To begin with, it's useful to consider that there are different types of CPA. Those different types are:

- True CPA which only charges *per click*
- Affiliate marketing – where you pay a marketer commission for selling your product
- PPC advertising with CPA features – predominantly Facebook and Google AdWords

## **Some Useful Terms and Expressions**

Here are some useful terms to familiarize yourself with if you are getting started with CPA...

CPL: This means 'Cost Per Lead'

CPS: This means 'Cost Per Sale'

EPC: This is 'Earnings Per Click' and is useful for the publishers.

Scrubbing: Scrubbing is the process of identifying bad data and rejected payments that CPA can lead to. The point is that you don't want to be paying for data that you can't use.

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Shaving: Shaving is when you reject sales that should be legitimate. This is considered bad practice for advertisers as publishers lose out on earnings.

ROAS: Return On Advertising Spend

### **Popular CPA Networks**

There are a number of popular CPA networks that you can try. These include:

- MaxBounty
- AdGateMedia
- AscendMedia
- CPALead

There are many more but these ones (particularly the latter three) appear more reliable than some of the competition with better designed websites, more clients and testimonials and good reviews on Warrior Forum.

### **Popular Affiliate Networks**

- JVZoo
- ClickBank
- WSO Pro (Warrior Special offices)

### **CPA With Facebook and Google AdWords**

CPA marketing is also possible through Facebook and Google. While Google doesn't let you actually set your account up to be charged by action, it allows you to calculate precisely how much you're spending per action which essentially amounts to the same thing. At the same time, it also allows you to use automated bidding while focussing on the cost per action to control the amount you're paying.

Facebook meanwhile does allow for true CPA, though the actions that you can be charged for are rather different. Through Facebook, you can be charged for page

likes, for users claiming special offers, or for app downloads. Depending on the nature of your marketing campaign, these can potentially be highly effective tools.

### **Tips for a More Successful CPA Campaign**

There are a few things you can do to ensure that your CPA works well. These include:

- Paying close attention to the data
- Running 'split tests' that compare two slightly different versions of a campaign
- Designing the landing page carefully to incorporate AIDA (attention, interest, desire, action)
- Using more than one CPA platform

The best way to become effective using CPA though? To give it a go and start experimenting!