

CPA is 'Cost Per Action' or Cost Per Acquisition  
This means you only pay when someone buys a product or signs up to your list  
Uses cookies to track users and 'pixels' (code snippets) on your pages

CPS: Cost Per Sale  
CPL: Cost Per Lead  
ROAS: Return on Advertising Spend  
Scrubbing: Removing Bad Data  
Shaving: Removing Good Data

**PPC With CPA Elements**  
Facebook  
Google

**Affiliate Marketing**  
JVZoo  
Clickbank  
WSO Pro

In affiliate marketing  
you pay an agreed  
commission on  
each sale

**True CPA**  
MaxBounty  
AdGateMedia  
AscendMedia  
CPALeal

# CPA Marketing

What is CPA Marketing?

CPA Terminology

Types of CPA Marketing Platforms

How to Increase Performance

- \* Choose the right platforms(s)
- \* Closely watch statistics
- \* Build a Perfect Landing Page
- \* Experiment with ad design
- \* Offer higher commission for affiliates