CPA EXPLOSION
be one step ahead
of everyone else

Contents

Introduction

Paid advertising on the internet is now a massive and truly global business, and with every passing day it just keeps on getting bigger.

For example, in the first quarter of 2006, internet advertising revenues reached a new high of $3.9 billion and by the end of the third quarter of the same year, this figure had gone past $4 billion.

However, in the same Q3 period in 2007, internet advertising revenues surpassed $5.2 billion, setting another new high and continuing the trend of record breaking quarters that has been a constant ever since the Internet Advertising Bureau started keeping records back in 1996.

With the ever-increasing worldwide popularity of the internet, this is probably only what you would expect.

Nevertheless, moving from $4 billion to $5.2 billion dollars in one year indicates a phenomenal rate of growth, indicating that more and more businesses are wiling to commit ever more substantial proportions of their advertising budgets to promoting their businesses online in order to get their name and products in front of an increasingly discerning internet-connected global audience.

And, as they have done for the last few years, Google continue to monopolize and dominate the online advertising industry with their pre-eminent advertising programs AdWords and AdSense.

This also continues a trend that was initially established when Google revolutionized web publishing and advertising by turning personal blogs, websites and forums into potential revenue generating centers for individual webmasters, whilst at the same time setting new standards for effective and affordable targeted promotion and advertising.

Both of Google's phenomenally successful programs operate on the basis of what is known as the Pay Per Click (PPC) or sometimes the Cost Per Click (CPC) advertising business model.

In simple terms, using PPC involves a website or blog publisher agreeing to carry AdSense ads on their site, whilst an advertiser who is looking to promote their products online approaches Google through the AdWords program.

Google then places these ads alongside relevant Google search engine results, as well as on targeted websites and blogs.

For example, if an advertiser is selling automobile products, then their adverts will only appear alongside automobile related search results and on websites and blogs that focus on matters pertaining to cars or automobiles.

As suggested above, the internet advertising industry is huge, and Google owns a very significant chunk of that market. You can therefore work out for yourself that they must be earning phenomenal amounts of money from the AdWords and AdSense programs.

And yet, it is known that Google are now actively looking at introducing other forms of promotion to their advertising business portfolio, which of course raises the question of why it would be doing so, and what types of advertising are they most actively interested in?

And this is not some idle rhetorical or 'for interest only' question. What Google decides to do in the online advertising market, you can almost inevitably guarantee everyone will eventually do.

Therefore, knowing why Google are doing what they are doing, and the direction that they are moving in should give any savvy internet marketer or online business entrepreneur a clear insight into where online advertising is likely to go over the next two or three years.

This, in turn, should enable anyone who is in this situation to position their business to be able to maximize the received advertising revenues as the market continues to develop.

Chapter 1: Google – The Why & Where-To

Given the track record of Google and the amount of resources that they can allocate to any new project that they become actively involved in, it does not take a rocket scientist to work out that whatever projects Google choose to put their weight behind will inevitably become a big thing on the net.

It therefore follows that if you are an internet marketer or conduct any of your business online, you should also be taking a good, long look at the same things that Google is looking at right at this moment.

It bears repeating that PPC advertising has been phenomenally successful over the last five years or so, but you should also understand that the PPC advertising model is not without its flaws.

In fact, PPC advertising was first launched onto the World Wide Web back in the dot-com days of the 1990s. However, most of the major players of the time decided to pull their PPC programs from the market pretty quickly because of the problems that they had with them.

And, perhaps most surprisingly, the same problems that plagued them back then are pretty much the same ones that are still with us today.

The primary flaw that was evident back in the '90s that is still with us today is that of click fraud.

This takes many different (and increasingly sophisticated forms) but here is a very simple click fraud example.

Because AdSense is largely computer managed, it is relatively easy for a less than honest Webmaster to set up websites for no other purpose than the delivery of AdWords ads. He or she then creates their own artificially generated traffic by using what are known as 'hitbots' (computer generated hits) on their ads.

They get paid each time 'someone' hits their ads and so this can be an extremely lucrative operation, one which costs them very little in terms of either money or time. Now, of course, this is a very simplistic view of how click fraud works, and equally obviously, the large PPC networks like Google, Yahoo and MSN have sophisticated systems in place to detect such attempts to defraud them and their advertisers. Unfortunately, it is usually the case that the fraudsters are one or two steps ahead of the fraud detectives, and therefore this is a continuing and increasingly problematical situation.

For the large players like Google and Yahoo, it is also a very expensive problem, as they have to spend more and more money on trying to prevent click fraud as one vital element of protecting their own business interests, as well as those of their advertisers.

But this problem has been around for at least ten years now, and it seems that even mega-wealthy monolithic corporations like Google have still not found a complete solution for the problem.

It therefore seems reasonable to question whether anyone can ever find a perfect answer to the problem of click fraud, and perhaps even to suggest that the answer to this question is most probably a resounding and somewhat depressing 'no'.

PPC advertising can be extremely expensive as well. As an advertiser, you pay every time someone opens or views your ad, even though no sale is made. You could therefore potentially spend thousands of dollars in advertising using PPC and never make any sales!

It is also worth remembering that many businesses in the world's most developed economies are struggling financially, and therefore having to impose budget cuts because of steadily falling profits.

These companies, who between them represent a significant portion of the online advertising community, are finding it increasingly difficult to establish a clear return on their investment from certain types of online advertising. The nature of PPC advertising, in particular, makes it difficult to establish a clear and direct link between revenues spent on advertising and sales directly generated from doing so.

For all these reasons, Google (and therefore the rest of the internet advertising business community) is beginning to look beyond the PPC advertising model to explore the opportunities offered by what is variously known as Cost Per Action or Cost Per Acquisition advertising.

Whichever phrase you choose to use, this form of advertising is universally known as CPA.

Everyone else is looking at CPA advertising as a viable alternative to PPC, so let us do the same throughout the rest of this book.

Chapter 2: What Is CPA Advertising?

We established above that PPC advertising can be extremely expensive for an online advertiser to use. There is, therefore, a significant risk for any advertiser considering using the PPC advertising model for promoting their business or products online.

And, in contrast to the PPC advertising business model, which is predicated on driving high volumes of visitor traffic to an advertiser's website, the still emerging CPA advertising business model operates on the basis that any website visitor must perform a required action before the website or blog publisher will get paid.

Thus, the first factor that should be noted about CPA advertising is that the risk is 100% borne by the website or blog publisher, and that there is accordingly no risk for the advertiser.

With the more common PPC advertising format, the advertiser will pay every time his ad is opened and viewed, but using CPA advertising means that it does not matter how many people click through from an advert to a website and then choose not to buy.

If a website visitor does not undertake the task that the advertiser has chosen to pay for, then the website owner who drove that visitor to the advertiser site does not get paid, pure and simple.

For The Advertiser

The primary benefit for an advertiser using CPA should therefore be immediately obvious. That is, they get what they pay for.

It is therefore equally obvious why an advertiser is likely to prefer to use CPA advertising as opposed to PPC programs like AdSense and AdWords. By using CPA, he passes the entire risk to the website owner, whilst at the same time making it a far simpler matter to quantify the effectiveness of his advertising efforts by reference to easily identifiable ROI figures.

In the most common CPA scenario, the advertiser will pay a revenue share percentage to the blog or website publisher when he or she drives a visitor to the advertiser website who then, in turn, performs the task that is required of them.

And, although the task that the advertiser requires a site visitor to perform is entirely up to them, the most common situation is where the advertiser will pay the website or blog publisher for any sales or

customer leads that are generated for the advertiser's business through the publisher site or blog.

For The Publisher

For a website or blog publisher, however, CPA is not as attractive as using AdSense, for example. And, once again, the reasons for this should be relatively obvious.

Firstly, it should be evident that the financial risk that is being carried by the publisher is considerably higher when he chooses to use CPA advertising as opposed to using PPC.

If a CPA advertising campaign (over which he has little or no control, remember) is a failure, and therefore does not generate any response from the visitors that are sent to the advertiser's website, he or she will receive no payment, irrespective of how much time and effort they might have put into promoting their site in an effort to generate visitors for an advertiser.

It can also be difficult for a publisher to effectively track the number of actions that their efforts on behalf of the advertising have actually generated, and they may be reliant on the advertiser's own figures when they try to calculate how successful they have been.

For these reasons, it is not difficult to see why website and blog publishers have been relatively slow to encompass the CPA advertising model with the same enthusiasm with which they adopted AdSense, for example.

The bottom line, of course, for any blogger or website owner publishing any form of third-party advertising is how much money they make from it, and, so far at least, the results from CPA advertising do seem to lag a little behind those from the leading PPC programs.

Furthermore, it is also true that placing any form of third-party advertising on your website or blog that needs a site visitor to take any form of action carries the risk that the ad itself is not well designed or written, and that visitors do not therefore do what both you and the advertiser want them to do. This is true of either PPC or CPA advertising, and for this reason some publishers will be perfectly happy to try out CPA advertising as a viable alternative to PPC.

CPA is still a relatively undeveloped online advertising model, and it is probably fair to suggest that Google will have a large part to play in how the business model and therefore CPA markets develop.

Without any doubt, given the size of their advertising network, when Google eventually launch their own CPA advertising model, then the chances are that the market will change almost overnight.

It is also worth noting that eBay, who are primarily in the business of contacting people and bringing them together, are now also actively promoting their own affiliate program which is based on the CPA model.

To have such a well-known brand name starting to utilize CPA advertising to promote the services of one of the world's top ten websites can obviously do little to harm the popularity that CPA offers as a way of monetizing websites and blogs.

Chapter 3: How CPA Works

Now that you know what CPA based advertising is, you need to know how it works.

If you were an advertiser wishing to use CPA to promote your products or services, you would in the first instance approach an agency or a website that offers the facility of placing CPA ads. Once there, you will create your ad, possibly assisted by the agency or website, and as soon as you have done so, it will begin to display - almost immediately in most cases.

Many of the leading advertising company websites will offer you several choices of advertising models that you can use on websites, blogs, and the search engine results pages that they control. These might include PPC, CPA, and also what is known as CPM advertising, where you will pay per 1000 exposures of your advert, irrespective of any actions that site visitors who see the ads might take.

However, assuming that you choose the CPA option, then it is most likely that your advert will be shown until a pre-specified number of the actions that you require have been recorded. For example, if you set up your campaign to generate 100 sales, then your adverts will stop showing once that target is reached.

Again, as an advertiser, there are quite a few other things that you can use CPA advertising for as well.

For example, you can:

- Use CPA adverts to test the effectiveness of your ads before launching a major campaign. After a CPA test run, you can quickly see how many sales have been generated by your campaign, and, although you will not necessarily know exactly how many times your advert has been shown, you will nevertheless be able to establish how long the ad has been running. From this, it will be fairly easy to calculate approximately how many sales you will be able to generate from a more significant campaign if you were to use the same CPA strategy.

- Effectively allocate and spend a restricted advertising budget. The very nature of the CPA model means that this particular form of advertising is very effective in budgetary terms. If you're working on a limited budget, you will know from the outset that the only

time you will pay for your adverts is when a site visitor takes the action that you specifically require of them.

- Boost sales performance. If you have been advertising using other methods, and enjoying little success, then CPA advertising represents an almost risk-free alternative that you might want to try in order to boost your sales figures.

- Use CPA advertising to test a new affiliate program. Since most affiliate programs are essentially CPA advertising campaigns 'dressed up' in a different guise, you can use CPA to test the effectiveness of any affiliate program that you plan to launch for your business without worrying about any longer term commitments to people who might choose to affiliate with you.

From a website or blog publisher's point of view, CPA works in pretty much exactly the same way as AdSense or any other leading PPC arrangement. You would simply join an advertising website that offered a CPA option, choose the type of adverts that you want to show on your site, and finally copy a few lines of code from the site and paste them onto your web pages where you want the advertising to appear. You should then start seeing targeted advertising appear on your site almost immediately, and all you need do is drive as many visitors to your own web pages as possible, in the hope that they will see the ads and click through on them.

Now, if you are using AdSense or another PPC advertising program, then this would be the point at which you would have generated a payment to be added to your account. Using CPA, however, the visitor that you have just sent to the advertiser's website still has one more step to take before you can expect to get paid.

This demonstrates what is widely perceived as the main disadvantage of using CPA advertising. However, it should be noted that CPA programs will generally pay you a great deal more than you could ever hope to earn for one click using a PPC program, and this vastly increased payout per success does go quite some way to offsetting what many perceive to be the disadvantages of using CPA advertising.

Chapter 4: CPA & Affiliate Marketing?

Whilst I have already suggested that affiliate marketing is effectively CPA by another name, it does not necessarily follow that CPA advertising and affiliate marketing are exactly the same, even though under both kinds of arrangement, the people at 'the sharp end', those who are doing the actual selling (for example, website or blog publishers) are often referred to as affiliates.

Nevertheless, there are some crucial differences between affiliate programs and CPA advertising networks.

Firstly, affiliate marketing programs are always focused on selling a product or service, and the affiliate for such a program almost never receives any reward if no sale is made. Under a CPA based advertising arrangement, however, it is possible that the advertiser will be willing to pay for other events as well, either in addition to or instead of paying for every sale that is made.

For example, in many industries, advertisers are willing to pay for leads so that when a visitor goes to the advertiser's site and completes an online form, the affiliate who sent the visitor earns himself a commission for generating this highly qualified targeted lead.

It is also common for CPA advertising network websites to work in close partnership with their advertising clientele, whereas most sites that offer affiliate products (such as Clickbank.com) deal with 'advertisers' (i.e. those who create the affiliate products that they then promote and try to attract affiliates to through sites like Clickbank) in a much more distant, 'arms length' fashion.

CPA advertising networks are, in this way, very client focused whereas the majority of affiliate networks tend to be considerably more passive when it comes to the individual performance of their affiliates.

In addition, affiliate networks commonly ask affiliates to pay a joining fee, and they may also want to attract only affiliates who are also pre-qualified.

CPA networks, on the other hand, are generally much less demanding about who can enroll in the network and are most often free to join.

As well as tending to be very focused on individual advertisers' performances, CPA networks are also likely to work very hard to retain their affiliated 'sales people', often by adopting the simple but expedient

tactic of paying them extremely well and making sure that payments go out on a regular timetabled basis.

Chapter 5: For Who Does CPA Pay?

Advertisers who use CPA advertising networks to promote their products can basically choose what action they will pay a website or blog publisher who carries their ads for.

And whilst there are a handful of advertisers who will pay a publisher simply for visitors who simply look at their site, this is effectively what PPC advertising does anyway, so there is little (or maybe even no) point in using CPA in this way.

The two most common commission pay-out 'triggers' are paying for sales actually achieved and for targeted leads generated.

Commission for Sales

Many CPA advertisers are looking for two types of results from the CPA advertising campaigns that they run, that is, they want to achieve both sales and lead generation as well.

And whilst lead generation is probably the main stay of CPA advertising simply because CPA is the only form of advertising that is effective for capturing high quality targeted leads, nevertheless, sales are an important element of the CPA 'mix' too.

Sales that are generated in this way are often referred to as cost per acquisition sales, whereby a site or blog publisher promotes or advertises a product and every time a product is sold, the advertiser pays a commission at a level that is already established.

Now, as already suggested, this is great for the advertiser, as he carries zero risk using this advertising channel. For the publisher, however, there is a significant risk, most obviously related to any expenses that he has incurred in promoting the product and also the website real estate space that he has given over to insert the advertiser's copy on his website.

Having said that, it is also a fact that the better quality CPA networks will always try to work very closely with their advertisers in an effort to make sure that the adverts they produce and the products being promoted are of high quality, simply because by doing this, they can ensure that everyone involved in the deal are being kept happy.

Generating Targeted Leads

The ability of CPA advertising to generate laser targeted leads is one of the main reasons for the popularity of CPA advertising networks and

websites. In fact, it is probably fair to say that the lead generating ability of CPA is the #1 reason why most advertisers would use it.

And, whilst the majority of CPA ad networks work with thousands of publishers across a huge range of different niches generating leads, there are certain industries where CPA generated leads are of special importance and significance.

In most cases, the lead generation process is usually in the form of asking a visitor to the advertiser's site to complete an online form in order to join a newsletter service, obtain more detailed information about a product or sometimes to enter a draw or a competition to win a prize that is directly related to the product or service in question.

In this way, many advertisers are able to build profitable mailing lists of people who have already volunteered a good deal of information to the advertiser whilst demonstrating their willingness to interact and commit to a decision online. This latter point is of critical importance, as it shows the advertiser that the lead is someone who is likely to be willing to buy online as well, as long as the offer is attractive enough.

In this scenario, it is most common for the advertiser to pay a fixed, pre-agreed fee for each completed lead generated by the individual publisher who has sent the visitor to the advertiser's site, whilst the role of the CPA website or network is to broker the deal to bring the right advertisers and publishers together.

As an integral art of this process, most online CPA networks build sites that feature the advertising opportunities that are available which publishers and affiliates can then view by joining the site for free.

And, dependent on the quality of the publisher or affiliate in question, some CPA networks go still further by offering preferential treatment to those publishers and affiliates that they know are likely to generate the most revenue or who operate in a specific niche.

A little known fact about many CPA networks is that many will also feature their advertising campaigns on other advertising sites and networks in an effort to try to attract other publishers and affiliates to their opportunity.

Despite the fact that any form of advertising business is by definition operating in a competitive environment, nevertheless, in this respect it often pays the CPA networks to work together.

Chapter 6: Why Use CPA?

Big Names Advertise Using CPA

Although I have suggested that CPA advertising gives almost all of the advantages to the advertiser rather than the publisher, there is one fact about CPA advertising that is often ignored by many blog and website owners who are considering what type of advertising program to use on their site.

This is the fact that whilst PPC advertising can and is used by businesses of any size, and that it tends to be especially popular with smaller businesses, many CPA advertisers are very definitely at the other end of the financial scale.

Basically, in certain industries, all of the big name advertisers use CPA as their main method of advertising their products and services, simply because CPA offers far better value to them than PPC advertising.

In fact, up to 40% of the organizations and corporations who use the services of CPA network and websites represent the largest corporations in their respective businesses, with widely known, well respected brand name products and services.

Although this may initially seem to be an irrelevant fact – it doesn't matter who is paying you as long as you get paid, right? – the significance and importance of this should not, in fact, be underestimated.

If you are a website publisher or have your own blog and you are looking for ways to monetize your site, then you must understand something of the psychology of your site visitors.

When they view your site, the advertisers that they see represented there will give them an impression of the quality of your site and, by extension, your business and reputation.

Carrying adverts from a well known and widely respected company will almost seem like an endorsement of your site by them.

Even if you did not actually physically choose the advertiser who appears on your site (in some cases, the CPA network may choose which ads should appear on which sites) this does not necessarily lessen the positive impact of the subliminal association that is immediately created in the mind of any site visitor who sees that advertisement on your web page.

Imagine, for example, that a website that you are planning to feature advertising on is focused on vacations and travel - you want to feature advertising from car rental companies, hotel groups and the like.

When you attract visitors to this site, which do you think would give that visitor the best 'first impression' of your site – ads from Joe's Car Rental or from Hertz?

The answer, I would guess, is going to be obvious to anyone, and this is something that you should not ignore. Using CPA advertising from large well known companies can immediately enhance the perceived quality of your site.

Not only that but visitors to your site are almost certainly going to be more willing to do business with these corporations than they are with companies of whom they have never even heard before.

You will see a couple of examples of this below.

Big Names Such As…?
I have previously suggested that CPA advertising is especially popular in certain businesses or industries.

In particular, CPA is widely used by many organizations who operate service based businesses, rather than by companies who sell tangible products online.

This is because most of the leading service based organizations already know from their research that customers are not going to buy their services on a whim or a hunch because the services that they offer are not the kind of things that people buy in this way.

So, these businesses are generally far more interested in collecting committed, targeted leads from their advertising efforts. This can perhaps be better appreciated by looking at a list of the types of businesses who would find CPA advertising most effective:

- Credit card companies

- Insurance companies

- Banks and financial institutions

- Mortgage and personal loan companies

- Hotel chains

- Travel organizations

- Online dating services

- Further education institutions (colleges, universities etc)

- Media organizations

- Rental companies

- Online operators (eBay, search engines, etc)

- Real estate brokerage companies

And so on.

Effectively, the one common denominator between all of these businesses is that they do not realistically expect anybody to commit to buying their services immediately, unless of course a visitor is specifically looking for that particular type of service right at this moment.

For example, no-one is likely to commit to a university education on a whim, any more than they are likely to take out a mortgage loan or rent a car if they have absolutely no need of such a product or service.

These markets are, however, incredibly competitive, and these large well-known organizations appreciate that, if they can get somebody to join their mailing list or have some other way of encouraging people to complete an online form, they have a very significant head start on their competition when and if that particular individual decides that they do need the product or service that is being advertised at some point in the future.

Another consideration for many of these types of businesses is that PPC advertising is incredibly expensive for them. For example, credit card companies can find themselves paying anywhere between $4 and $10 per click when using AdSense, and at these levels running a PPC campaign can become extremely expensive very, very quickly.

Using CPA, however, all of these service-based organizations know that they will only pay for something that has real intrinsic value within the framework of how they conduct their business. Simply put, therefore, CPA represents far greater value for money than PPC advertising does for companies of this nature.

You can get a better idea of how this whole thing works by looking a snapshot of a few affiliate offers taken from one of most popular online CPA advertising sites at Commission Junction, which is owned by ValueClick, Inc., one of the original pioneers of online CPA advertising.

citi financial CitiFinancial » View Links	$262.16	$225.10	▮▮▮▮▯	Sale: 100.00% USD Lead: 100.00% USD, $0.00 - $12.00 USD Performance Incentive	No Relationship
Chase Education Finance » View Links	$261.12	$243.25	▮▮▮▯▯	Lead: $55.00 USD	No Relationship
Quicken Loans » View Links	$215.99	$196.45	▮▮▮▯▯	Lead: $5.00 - $15.00 USD	No Relationship
LowerMyBills.com LowerMyBills.com » View Links	$104.36	$108.92	▮▮▮▮▮	Lead: $5.00 - $20.00 USD	No Relationship
MyHomeEquity » View Links	$82.51	$71.43	▮▮▮▯▯	Lead: $35.00 USD	No Relationship
RoadLoans.com - Auto Finance Made Easy » View Links	$71.53	$131.28	▮▮▮▯▯	Sale: $100.00 USD Lead: $1.00 USD	No Relationship
Structured Settlement Alliance » View Links	$51.13	$151.90	▮▮▯▯▯	Lead: $40.00 USD	No Relationship

This screenshot shows a few of the companies who are actively looking for publishers to carry their 'mortgage loan' advertising on their sites, through the Commission Junction network.

The first highlighted advert is from CitiFinancial, and as they are the lending division of the world's largest bank, you can quite safely assume that adding their advertising to your website would add a significant amount of kudos and importance to your online presence.

The second highlighted advertiser Structured Settlement Alliance is working is a slightly different and more challenging market in fact, but they are nevertheless a smaller, independent organization, a much smaller competitor to CitiFinancial.

Look over to the right of the screen shot and you will notice the details of how much each organization is willing to pay you as their affiliate.

From this, you can see that CitiFinancial are willing to pay up to $12 per lead (note that this is not fixed), whereas Structured Settlement Alliance pays a flat $40 per lead.

In effect, therefore, you can earn three times as much for each lead garnered by Structured Settlement Alliance when compared with CitiFinancial.

This is a perfect illustration of the fact that the better known an advertiser is, the less they will generally be willing to pay for the business that you send them.

This, of course, makes perfect business sense as the people who create the advertising campaigns for an organization like CitiFinancial are perfectly well aware of the strength of the company name.

They are, in other words, aware that it should be considerably easier for Commission Junction affiliates to sell the services of a global brand name like CitiFinancial (with their Citibank associations) than it would be to sell the services of a considerably less well-known organization like Structured Settlement Alliance, no matter how strong, efficient or professional they might be.

So, if you have a choice of whose advertising can appear on your site through your CPA network, then you must consciously balance brand name value against potential rewards in each and every case.

For example, in this situation, would you consider it likely that using CitiFinancial would generate at least three times the number of leads that using Structured Settlement Alliance advertising on your site would do?

Without having detailed access to CitiFinancial and Structured Settlement Alliance internal statistics, you have no way of knowing the answer to this question, so all you can do is hazard a guess at this juncture.

Creating Your Relationship

Looking back at the screenshot on the previous page, you will note that over to the far right hand side, it suggests that I have 'No Relationship' with either of the lending institutions that we have been looking at.

What this means is that I have not applied to be an advertiser for either of these organizations. By definition, therefore, if I want to advertise the products or services of CitiFinancial or Structured Settlement Alliance, then I must apply to each company via my membership of the Commission Junction network in order to be able to do so.

When you make such an application to an advertiser that you find attractive, this application will usually elicit one of two responses.

In a limited number of situations where the advertiser is looking for large visitor numbers and is not particularly concerned where those visitors come from then they will accept your application immediately.

This is, however, only likely to happen with companies who are paying an affiliate or website publisher exclusively for sales generated, and

would tend to be companies whose products are likely to be of broadly general interest.

For example, companies selling portable MP3 devices are going to be more than happy to attract customers from any kind of website or blog, and would therefore be quite likely to immediately accept an affiliate application.

The other (far more common) advertiser response, however, is that the advertiser wants to vet your website before arriving at any decision on whether they are willing to work with you or not.

By extension, therefore, you must have already created the blog or website on which you want to place the advertising and it must be of the highest quality if you want to attract top name advertisers.

For example, whilst in theory there is nothing wrong with this idea, it is extremely unlikely that a brand-new financial services blog with just two or three postings is likely to attract an advertiser of the caliber of CitiFinancial.

In the same way that you approach a company like this because you know that carrying their advertising will immediately enhance your brand image, they know that their own image can only be protected by being selective about the sites where their advertising appears.

So, you must appreciate that adding high-quality CPA adverts to your site is not the same as simply joining AdSense and then letting Google do all the work for you.

If you want to attract the highest quality, best known brand names to advertise on your site, then you must make sure that your site is ready to accept such advertising, and that it will sell itself to those premium level advertisers.

Which Is Working Best?

As demonstrated already, the more well-known an advertiser is, the less they are likely to pay you for carrying their advertising. In contrast, you have already seen that less well-known advertisers are generally willing to pay considerably more.

However, the vast majority of smart consumers will not buy a product or service simply because of the brand name company that offers it. And, at least to some extent, the decision of such a consumer to click

through on an advert to look at an advertiser's website will be based upon the effectiveness of the advert that is shown on your site.

Unlike PPC advertising, the creation of the advert that is designed to draw the click from the potential customer is nothing whatsoever to do with you. The advert is entirely designed and created by the advertiser and therefore you have no control over how effective this advert is likely to be.

So, there are effectively two variables that will dictate how much money you can earn as a CPA publisher or affiliate.

The name or image of the advertiser is important, and so is the effectiveness and impact of the adverts that they place on your website or blog.

The key to profitable CPA advertising is therefore exactly the same as it is for so many types of online marketing, sales and advertising activities. That is, you will maximize your CPA earnings by constantly tracking, testing and improving.

So, as an example, let us go back to the CitiFinancial and Structured Settlement Alliance scenario. What you know about the situation is that the CitiFinancial brand-name and image is likely to have a far more powerful and immediate impact on your site visitor than that of their rival.

What you do not know, however, is how good their advertising is going to be and how attractive their on-site offers are. For example, you do not know what they will offer a potential new customer in order to generate a lead, you have no idea what mortgage terms they will give a new customer who actually wishes to apply for a loan, and so on.

It may indeed be that whilst Structured Settlement Alliance do not have the same internationally recognized brand name as their rivals, they may create far more effective advertising copy, or perhaps offer far greater incentives in return for new customers being willing to complete an online form, for example.

In truth, the only way that you can ever know which adverts you should carry in order to generate maximum profits is to track and test live advertising campaigns that are being presented through your site.

So, let's imagine that you wish to run a back-to-back comparison of these two advertisers in order to ascertain who will make the most profits for you.

The first thing you must look at is the 'Terms of Service' of any individual advertisers who you are planning to compare in this way. It may well be that the two advertisers that you plan to compare include a specific clause in their Terms of Service that prohibits you from running advertising from their direct competitors on the same individual webpages, or perhaps even on the same website.

In this situation, if it is permissible, you might choose to carry different advertisers on different web pages, but this would not necessarily constitute a truly accurate comparison unless both of the web pages in question enjoyed exactly the same number of visitors.

Even then, you could not guarantee that the visitors who saw the different ads would be directly comparable with one another, as it may be that the visitors who saw 'advert A" are far more receptive to mortgage loan advertising than the people who viewed 'advert B'.

That being said, the main point to take from this is that you must read the Terms of Service to check whether you are allowed to run two adverts from direct competitors on the same webpage.

If you are, then this is the ideal situation in which to track and test whose advertising makes the most money for you. And this is a remarkably easy thing to do as well.

Simply decide upon a number of times that your webpage should be shown and then see how many sales this has generated from the two advertisers concerned.

When using PPC advertising, it is generally recommended that in order to have any meaningful statistics, you will need at least 100 visitors to your site.

However, we have already established that the meaningful response rates from CPA advertising are always gong to be a lot lower than could be expected from a PPC campaign.

Thus it would follow that 100 visitors to your site would be nowhere near enough to validate such a back-to-back test if you're using CPA advertising.

I would, therefore, recommend that you should drive the least 300 visitors to your site before you start looking at your sales figures.

You can track visitor numbers to your site either using the statistics programs that will be probably be built into your web hosting account if

you have your own domain name (if you are using a 'cpanel', look for something like 'Awstats' or 'Webalizer') or set yourself up with a free account at [Google Analytics](#) or [Stats Counter](#).

It is important to understand that the key to generating maximum revenues from the advertising that you show is not necessarily dealing with CPA advertisers who pay the highest commission levels. It is all about finding and using advertising that works best on your site, and you can only establish this by looking at actual achieved results.

You will, however, note that I suggested that you should be tracking testing and improving, and we have only dealt with the first two of these so far. You need to be aware that even though you cannot control the content and the design of the advertising shown on your site, you are nevertheless responsible for making sure that your own site is as attractive and inviting to visitors as possible.

So you should continually strive to improve your website by regularly updating your content, changing graphics and images on a regular basis and so on, in an effort to keep your visitors returning to your site as often as possible.

Statistics from many studies indicate that, before anybody makes an online buying decision, they must see the same promotional or advertising materials at least seven times. There is no reason to assume that someone viewing the CPA advert does not fit the same pattern.

In other words, the more times you can show the same advert to the same website visitor, the greater your chances will be that the visitor will eventually take notice of the advert, and click through to discover more about what is behind it.

It therefore follows that you must do everything that you possibly can to keep visitors coming back to your site as regularly as possible, and that, in order to do this, you must make sure that your site is constantly updated, changed and above all improved.

Now, of course, no website owner or blog creator is ever going to knowingly reduce the quality of their site, but it does not necessarily follow that everything that you believe to be an improvement actually makes your site or blog a better experience for your visitors.

So, whenever you do update and 'improve' your site, you must once again keep a close eye on your statistics to discover whether your changes result in better sales figures or not.

It would even be possible to 'back-to-back' test any changes you have made by creating two separate pages, one of the old-style, and one that incorporates all the changes you have made.

Measuring the number of visitor set against sales achieved or leads generated whilst running a test such as this would give you an indication of whether you're improvements have been effective or not.

Chapter 7: It's Not Click Fraud, But……

One of the most widely quoted reasons for many large global corporations who advertise online starting to turn away from PPC advertising is that click fraud is now allegedly costing them something like 20% of their total advertising budgets! In other words, one out of every five clicks on ads placed using PPC advertising methods is a fraudulent or false click.

For any business, no matter what size, this would represent a significant hole in their advertising budget, and as a consequence, many of these organizations are turning to CPA advertising as it is claimed that it is not possible to 'cheat' such programs.

Unfortunately, however, this is only half true.

Of course, as there is nothing to be financially gained from merely clicking on an advert, then click fraud as it is currently understood will simply not work in association with CPA advertising.

Nevertheless, it is also widely acknowledged in online business circles that there are many ways that people can 'cheat' using the CPA advertising business model.

It should also be noted, however, that this works both ways, a fact to which many experienced and knowledgeable CPA program affiliates would be more than willing to attest.

It is obvious that when any company chooses to use the CPA advertising program sales of their products or services, then it is going to be almost impossible for less scrupulous affiliates is to cheat the system. Any customers sent to the advertising web site by the affiliate will either buy or not, and if they do not buy, then the advertiser will obviously not pay the affiliate the commission.

The picture becomes considerably less clear, however, when you are looking at CPA advertisers who are paying for leads generated. In this situation, the advertiser is looking for good quality targeted potential customers who they are able to add to their mailing list, so that they can continually mail out special offers, newsletters, and so on.

In this way, they will put their company and sales messages in front of the potential customer on a regular basis, which will significantly increase their chances of generating sales at a later date when the customer is in the market for their type of product or service.

This desire to only attract high-quality targeted potential customers to their mailing list is the reason that they can be very selective about the websites that they are willing to advertise on.

It does, however, also mean that anybody who signs up for their mailing list who is knowingly disinterested in the products or services that they offer or is not in a position to take advantage of them is a complete waste of money as far as the advertiser is concerned.

So, signing up for an advertiser's mailing list in these circumstances could be constituted as cheating the advertiser.

Is this currently happening?

The unfortunate answer to this question is a categorical 'yes', and this is important to you as a potential publisher or affiliate for two reasons.

Firstly, the more that advertiser's feels that they have been cheated, the less they will be willing to pay out for the leads that they are gathering through their site. Secondly, the more such cheating becomes evident, the less flexible and accommodating the advertisers will become, and, as they are forced to spend more and more money on anti-cheating measures, payouts will once again suffer.

It is, for example, extremely likely that the bigger corporations and organizations (like CitiFinancial, for example) will become less and less willing to entertain the idea of working with anything but the most prominent publishers and affiliates, those who have long established track records.

However, cheating does exist.

For example, it is not uncommon for less honest or scrupulous affiliates to pay people to signup with higher paying CPA programs, purely to generate the commission.

If, for example, a CPA advertiser is paying the affiliate $15 per lead, it clearly makes financial sense for the affiliate to pay hard-up friends or relatives $5 to sign up with that particular program.

In this case, both the affiliate and their friend does very nicely from the arrangement, and the only loser is the CPA advertiser who has just paid $15 for what is effectively a totally worthless lead.

On the other side of the fence, however, many more experienced and knowledgeable affiliates are convinced that the CPA advertisers

themselves counter this to a certain extent by indulging in their own form of cheating.

This is possible because to a large extent, an affiliate is relying upon the honesty of the CPA advertiser to report how many leads they actually receive from the promotional efforts of that individual.

And, in most cases, there is no way of independently checking the numbers that any CPA advertiser produces. So it is widely suspected that many advertisers only report 80% of the leads that they actually receive to their affiliates, meaning that those affiliates remain permanently unpaid for 20% of the work that they have done.

As highlighted above, this element of 'cheating and contra-cheating' within the CPA advertising industry is something that will ultimately directly affect you if you choose to use advertising of this type on your website or blog.

In this scenario, it is inevitable that advertisers will have to bear increased costs, and these costs will gradually filter down to affiliates in the form of either lower payouts or stricter payment criteria being enforced.

It is not, therefore, in your best interests to be tempted into trying to cheat the system yourself. Whilst this may make money for you in the very short term, over the longer term it will significantly reduce the earnings potential of any advertising that you carry, and this will inevitably threaten the long-term survival of your business.

Attempting to cheat the CPA advertising system represents a classic case of 'short term gain but long term pain!'

Chapter 8: Your First CPA Campaign

Okay, so far we have looked at many different aspects of 'Cost Per Action' advertising both from the stance of the advertiser and from the viewpoint of the affiliate or website publisher.

Now let us look at a step-by-step plan for how you could launch your first effort to make money by publishing CPA advertising. The assumption here is that you wish to generate an income by creating leads rather than sales by using CPA advertising, as this is generally easier to do and statistically seems to be more profitable than using CPA advertising on your site or blog to generate sales.

It is, after all, free for people to sign up in order that the required lead will be generated, whereas obviously the sale involves money being spent, hence it make sense that the former is far easier to generate than the latter!

Step 1: What Is Your Topic?

The first thing that you have to look at is what subject matter or topic you are going to focus the website or blog that you are going to build on.

You have already seen a list of the kinds of businesses are generally most interested in generating qualified targeted leads through CPA advertising, but you may want to look into this further if none of these subjects fit in with your interests or current business activities.

In order to look at what is available before deciding exactly what it is that you want to do, you will need to join a CPA network or perhaps a few of them so that you have access to a broader spectrum of CPA offers.

Here is a list of some of the leading sites which you can join in order to gain access to the CPA advertising offers that are available. Please note that this list is in no way intended to be exhaustive, and that you will be able to find many more CPA advertising network sites by running a search using Google, Yahoo or MSN.

This list will, however, point you in the right direction to get started:

- [Commission Junction](#)

- [AzoogleAds](#)

- [Snap](#) (Search Engine Advertising)

- [JellyFish](#) (Shopping Portal)

- [CX Digital Media](#)

- [Affiliate Fuel](#)

- [Turn](#)

- [COPEAC](#)

- [RocketProfit](#)

- [ROI Matrix](#)

- [HP Marketing](#) (online plus radio, TV, print & movie advertising)

- [Millnic Media](#)

One thing that you should note is that most of these CPA advertising network sites will require you to input your website address as part of the signup process. Do not be overly concerned that the address you use is unlikely to be the one to which you will be directing advertisers and potential customers. These details can all be changed later.

Okay so let's go back to the earlier screenshot and select the advertiser directly beneath CitiFinancial as the advertiser that we wish to attract to the website or blog that we now plan to construct:

| | Chase Education Finance » View Links | $261.12 | $243.25 | | Lead: $55.00 USD |

As the name 'Chase Education Finance' would clearly suggest, this is a service for raising additional cash for student loans, college and university fees from JPMorgan Chase & Co.

This is obviously an extremely competitive market place as an affiliate payment of $55 per lead would indicate, but equally obviously, the organization behind this particular product is one of the world's premier financial and banking groups.

It is, therefore, an attractive product from a blue-chip organization that pays affiliates extremely well. For these reasons, this would be a very good product to promote and therefore that is what we will do.

Step 2: Site Targeting

The first step before starting to build the website or blog on which you plan to host the advertising for this particular CPA advertiser is to consider who the advertiser is targeting with their promotional efforts.

I would suggest that in this particular example, the advertiser would have two targets in mind, targets who could almost be categorized as the 'primary' and 'secondary' targets.

The opportunity is listed in the 'Mortgage Loans' section of Commission Junctions website, and they are therefore specifically looking at advertising to homeowners who have sufficient equity in their property to raise capital for student loans and so on, by taking on additional mortgage facilities.

Thus, quite clearly, the primary target for this advertising is not the college aged youngster who is considering entering further education.

The primary targets are their parents who control the purse strings, which in this situation equates to being the people from whom the advertising lender is interested in making money.

In this case, the young people who will be the beneficiaries of the student loans are very much the secondary targets. They have no direct control over the money, although it will definitely be helpful if they are happy with and approve of any lender that their parents choose to work with in order to fund their further education.

The primary website or blog that you create should therefore be very firmly targeted at middle-aged home owning parents, rather than at the youngsters.

It would not, however, do any harm to carry the same advertising on a secondary subsidiary site that is aimed at the teenagers, as a way of familiarizing them with the advertiser and their products. And, of course, it is not impossible that the potential college student is the one who sees the advertising first and that they then pass on the information to the ultimate decision makers.

Thus, in this scenario, your strategy would be first to build your primary website, and then to add to it with a completely different type of site, which is principally designed to create name awareness and familiarity.

Let's look at the primary site in detail.

Step 3: Site Content

Looking in the first instance at your primary website, you should be aiming to achieve two objectives.

The first objective is to build a site that will draw visits from members of your principal target audience; that is the middle-aged home owners with college aged children.

You will have to make this site interesting enough to attract these visitors through the content that you providing for them. So, whilst you will certainly want to dedicate a section of your site to financial matters, mortgages and so on, you should make sure that there are a wide range of topics on your site that are likely to appeal to this kind of person.

For example, it will be reasonable to assume that middle-aged homeowners may be interested in gardening, home maintenance, cooking, fine dining, and so on. And, if you are not sure of the kind of categories to include in your site to appeal to these folks, then you can get some tremendous help by taking a quick look at Amazon.com.

For example, type in the phrase 'home maintenance' and you'll see a page that looks something like this:

"home maintenance"

Related Searches: home maintenance organizer.

Showing Top Results · Previous | **Page: 1** 2 3 | Next »

1. **The Complete Photo Guide to Home Repair: With 350 Projects and 2300 Photos (Black & Decker)** by Creative Publishing international (**Hardcover** - Sep 2004)
Buy new: $34.95 **$23.07**   21 Used & new from $16.99
Get it by **Friday, Jan 11** if you order in the next **16 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★☆ (50)
Books: See all 9,238 items

2. **Home Maintenance for Dummies** by James Carey and Morris Carey (**Paperback** - Mar 27, 2000)
Buy new: $21.99 **$14.95**   43 Used & new from $8.90
Get it by **Friday, Jan 11** if you order in the next **16 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
★★★★☆ (10)
Excerpt - page 5: "... Part I: Home Maintenance and You ..."
Surprise me! See a random page in this book.
Books: See all 9,238 items

3. **The Ultimate Home & Property Maintenance Manual** by Joe Beck (**Paperback** - Sep 24, 2004)
Buy new: $24.95 **$16.47**   30 Used & new from $5.77
Get it by **Friday, Jan 11** if you order in the next **16 hours** and choose one-day shipping.
Eligible for **FREE** Super Saver Shipping.
Excerpt - page 239: "... easy task in any home landscaping maintenance project. A recent experience I ..."
Surprise me! See a random page in this book.

Click on the blue 'Title' line of the first book shown, and then scroll half way down the page that this brings you to. You will see something like this, which effectively gives you several pages of hints about the other

things that people who have bought this 'home maintenance' book are interested in!

Amazon is, therefore, effectively telling you the categories of interests that you should focus your site on.

Your next step will be to begin populating your site with valuable and interesting content. There are several ways that you can get the content materials that you need:

- You can write the materials yourself. This would have the major advantage that everything on your site would be unique, but it would also be the most time consuming and difficult way of doing things.

- You can pay others to create the content for you by accessing the services of freelance writers through sites like elance.com. This would again ensure that all the content of your site was unique, but it would also cost money, which at this stage you may not be willing to spend on a brand new site.

- You could go to any of the major article directories such as EzineArticles or GoArticles and search for articles in the appropriate category there. These you can use as long as you do not remove the article authors information when you post it on your site. This does, of course, mean that your site content is no longer totally unique and that you have links away from your site, but it is extremely simple and quick and is not likely to represent a major negative factor for any advertiser looking at the possibility of working with you and your site.

- You may already have Private Label Rights articles that you can modify and post to your web pages. Unless you make very

significant changes to the articles, it is unlikely that they will be completely unique, but this does mean you do not need to include links to other people's sites in the way that you do when you use articles from directories. This is not as quick nor as simple as using directory articles, but it is considerably quicker and easier than writing your own materials from scratch.

So, create your site, include half a dozen categories to start with (add more later as you go along) and populate each of these categories with a reasonable number of articles.

In order to make the site look as attractive and welcoming as possible, download and include a few free pictures [here](#), and take a look at [YouTube](#) and [Google Video](#) to see whether there are any interesting instructional videos that you can add to your site in order to increase its 'general interest' value.

For example, a search of YouTube using the keyword 'gardening' returns 5380 results, many of which are 'gardening tips' movies, so there would definitely be something that you could do in this respect to enhance the site that you are building.

Basically, your objective in all of this is to build a simple but attractive and welcoming website that looks professional enough to attract the favorable attentions of a large-scale 'big name' CPA advertiser.

Step 4: Get Traffic

Once you have constructed your site, you need to start driving visitors to it as quickly as possible, as any big advertiser is certainly going to be looking at traffic statistics as one of the criteria by which they select the sites which they will work with and those that they will not.

To do this, you would use exactly the same tactics that you use to drive traffic to any other website such as article marketing, PPC advertising, forum posting and sending details of your new site to any mailing list that you have, and so on.

You may want to consider sending such visitors to a landing page before they visit your main site as a way of gathering names and e-mail addresses for your mailing list, or you might simply offer a free gift in return for these details on your main page site.

In either case, assuming that your advertising is pulling in the right kind of visitor then either strategy will enable you to build your own mailing list of potential customers for the "'Chase Education Finance'" program,

so even if they did not sign up as a the first time they visit, you can keep pushing them to do so, subsequently.

This will be particularly valuable if your application for the program is not successful the first time, as this enables you to offer those on your list alternatives or allows you to again propose Chase should you successfully re-apply at a later date.

Step 5: Apply!

Once you have done all of this the time has finally come to apply for the advertising program that you are interested in, and then to wait to see if you are approved.

If you are approved, you will start to carry the advertising on your site almost immediately, and then of course you should step up your promotional efforts in order to maximize the number of visitors who come to your site, and therefore see the appropriate CPA advertising.

If, however, you are rejected then you can either search for alternative advertisers (and there will be many of them) or you can work at making your site even better so that you can re-apply at a later date.

In this situation, I would generally look for alternatives rather than wait for an advertiser to change their mind, as there is no guarantee whatsoever that they ever will do so, and all the time that your site remains unapproved, you are losing potential advertising revenues.

So, unless some reason you have an absolutely overwhelming burning desire to promote one particular advertiser, I would strongly recommend that you should simply look for alternatives if they reject your initial application.

So that, in summary, is how you would go about launching your first CPA campaign by establishing and creating a brand new website.

If, however, you already have a website that you simply want to add CPA advertising to then you need to join some of the network sites shown earlier, so that you can investigate what advertisers are looking to promote their products using CPA advertising methods.

As you will probably appreciate by now, not all products are necessarily suitable for CPA advertising strategies, so there is no guarantee that in this situation you will necessarily be able to find anything that matches the content of your existing site.

You will never know, however, until you join some of the networks mentioned previously so that you can investigate thoroughly and find out!

Chapter 9: Making Money From CPA

The way that you make money from CPA offers is straightforward.

You create a webpage and post CPA offers to it. If you send masses of visitors to the site, some of them will see your offers and take action by doing whatever task the ads that they see require of them.

You get paid.

Of course, nothing in real life is ever going to be quite that straightforward, so let us look at each stage of the process in turn. That way, you will know exactly what you really need to do in practice to make this theory become reality.

Setting Up

The first thing that you need to do is open free accounts with the leading CPA sites. Go back to page 29, start at the top of the list and work your way down, signing up with each.

Most of these sites want to work with webpages that will earn them regular advertising revenues. In other words, they want their CPA offers to appear on websites that enjoy decent levels of traffic.

If you already have a website that enjoys lots of visitors every month, then this is not going to represent a problem for you. However, if your site is new, there is still no need to panic.

Get in contact with the program managers, either by e-mail or even better by telephone (this shows keenness), and tell them how you are going to generate traffic, and how this will make money for them.

As long as you have a logical, well thought out traffic generation plan in place and can explain it to them, you will probably discover that they are willing to listen and work with you. By making this effort, you have demonstrated that you are not merely 'hoping' that things will work out, and this is normally enough to convince most program managers to give you a chance.

The next thing that you need to do is ensure that you understand the rules of the particular CPA site and the specific offers that you plan to promote. Each will have their own rules governing what you can and cannot do when placing their ads on your pages, and you must comply with these rules, otherwise you could find your account closed and your earnings confiscated.

For example, some sites and individual advertisers may only pay out for ad views from residents of certain countries. There may be a rule saying that you cannot 'draw' clicks by 'incentivizing' your on page offer (you'll see a specific example of this later), or an offer that you are promoting may have an expiry date attached.

Make sure that you know the rules and follow them without exception.

Method 1: Here & Now

Imagine that your country's #1 mobile phone service provider went out of business. Do you think that there might be a massive burst of searches on that organization's name, plus those of all their major rivals?

Almost certainly it is activity that would only last for 48-72 hours, but it is still a tremendous opportunity for you to make some good money from CPA. Create a simple page and throw up half a dozen CPA ads from those major service provider rivals, and then use a PPC advertising program like AdWords to drive traffic to your page.

The chances are that if you can get in quickly enough, you will have little or no immediate competition. Your PPC ads are not going to be too expensive either, with one proviso. Be aware that the AdWords ads you create are pointing at an ad-laden page with very little valuable content, so the Google 'quality score' could push your cost-per-click up.

If this appear to be the case, then there is one sneaky little trick that you can try if you feel comfortable doing so.

Point the AdWords ads at the index page of a domain that you have never used before or even one attached to a brand new domain. Fill that page with content and set up your campaign.

Once you have your ads priced by Google, overwrite that page with a redirect script that takes viewers to your offer via the redirect.

Sure, this is not going to work for very long, but this is a short term campaign tactic anyway, so it may well work long enough for it to be profitable!

Alternatively (or in addition) try using an AdWords alternative program like GoClick, where minimum bids start at only $0.01 and there is no question of a 'quality score' being applied. You will not get nearly so much traffic, but what you do get is going to represent great ROI!

In either situation, you should be able to use appropriate CPA offers to bring in a few thousand dollars in a very short period of time indeed.

Obviously, for this to work you have to be very quick off the mark. Keeping a constant watch on what is happening in the world to look for such opportunities is therefore of critical importance.

Set up an instant alerts feed from a site like Yahoo (you will need to sign in for this link to work), or from the major news networks in your own country, so that you do not miss any important events.

If you do, then you are potentially missing out on a short term but extremely lucrative seam of pure gold.

Method 2: Focus On Your Bottom Line

If you already have a site involved in certain types of online business, then you are in a position where the highest paying CPA offers are appropriate to your site. For example, your existing site may already be concerned with specialist shopping, online gaming, male or female oriented topics, web hosting and/or domains, jewelry or family pets, and these are all businesses where CPA offers tend to fit in perfectly.

If, however, you are not involved in any of these businesses, now is the time to start, but make it as easy as you can.

The first rule is, stick to one business only. Let us therefore say that you want to make money from online gambling advertising.

Register a new domain with a name that is appropriate to the CPA ads that you are going to feature. So, in this case, it might be www.online-gambling-online.com

Sign up for a hosting account that offers a cpanel facility.

Use Fantastico Deluxe from the cpanel to install a WordPress blog as your index page. Download and install a free gambling related theme on your site from here.

Then you simply need to find half a dozen appropriate gambling related articles from sites like Ezinearticles or GoArticles, download them (with the original authors' details still intact) and post them to your new blog page.

Now find the offers that you want to feature on the page and add the required advertising materials.

The next step is to drive visitors to your site.

If you already have a mailing list that you think you can send details to about your new pages without upsetting or offending them (or being accused of spamming) then do it. If not, the simple way of generating traffic would be to use PPC advertising like AdWords.

Before doing so, however, consider how much each ad click will cost you and what you are going to advertise. For online gambling, for example, clicks are going to be expensive and unless the offer page that you send visitors to really stands out, this is money that you are unlikely to see any significant returns from.

So, can that money be spent in any better way or can you make the offer attractive enough to generate enough sign-ups to put you into profit?

If, for example, you offer an incentive to everyone who signs up, then you only pay them when they complete an action for which you will get paid, even though you paid for an ad. You are spending to draw traffic, but you are also seeing returns from the CPA ads.

The bottom line is that as long as you are making more than you are spending in total, you are always going to be ahead.

Or how about creating a completely free online gambling club site where completing the CPA sign-up form is part of the joining procedure?

As long as you make the membership benefits attractive enough, there is absolutely no reason why people will not complete the whole joining/sign-up process without batting an eyelid.

Basically, it does not matter how much money you spend on pulling people in to your site or on creating an offer that is powerful enough to get them to sign-up for the CPA offer as long as you are making more.

You've just got to be creative.

Method 3: Give & Take

Create a page with a selection of high ticket CPA offers featured.

Offer anyone that comes to your page an attractive and appropriate free gift for taking whatever action is required from the CPA in question. It could be an iPod, Nintendo, Wii or even just cash to their PayPal account that you give them.

However, the second condition that they must satisfy in order to get their gift is to convince two or three friends to sign up for the offer as well. This should not prove too difficult for anyone to do, as the sign up is going to be free for them and their friends too.

Once they have got the three friends to sign up as well, your original sign-up qualifies for the free gift which you drop ship to them. You have, however, already had three or four people to sign up for your high paying CPA offer, and are therefore in a position where you should be showing a significant profit.

However, (and this is where it begins to get interesting) you also have three other people who have signed up for your offer that can also qualify for the free gift - as long as they get the required two or three people to sign up under them.

So, as long as everybody does what they are supposed to do, you start with one person, next there are 3, then 9, then 27, 81, 243 and so on. Even though not everyone will follow your 'script' and do exactly what you want, nevertheless you have exponential growth naturally built into this project.

All that you need to do is look for websites where people gather seeking free gifts for a quick, easy and free way of promoting your offers.

Search any of the major search engines using a search term like 'get free gifts' or 'find free gifts' and see what sites you find.

Visit any sites that appear interesting and look for the Forum pages, as this is where the members will gather and actively seek and promote their own free gifts.

Register and add your own gift in your member signature.

Here is an example of the type of Forum page that you should be seeking: http://www.gimme4free.co.uk/free-stuff/forums/

Indeed, in some of these Forums it is possible to 'buy' a thread, and this gives you even more leverage with which to drive ever increasing numbers of people to your site.

Another thing that you can do to make this technique even more effective is to go back to your cheaper AdWords alternative programs like GoClick and promote what you are doing with cheap PPC advertising.

If you have your own domain name that offers a cpanel function, you can even use Fantastico Deluxe to create your own Forum and blog pages.

This is an excellent way of both driving traffic to your offers and also getting your site indexed by the search engines.

Conclusion

After reading through this book, you will certainly have begun to realize that CPA advertising does not work in every situation, and is not always going to be the most suitable answer for anyone looking to monetize a blog or website.

Nevertheless, if you are someone who has an existing site that does match advertising organizations who use CPA, then it should definitely be something that you consider using to monetize your own web space.

Nor can it be claimed that CPA advertising is a perfect tool for website or blog publishers or other people who wish to act as affiliates in order to earn money online.

CPA advertising as it currently stands is definitely weighted in favor of advertisers rather than publishers or affiliates.

On the other hand, the buffoons new at Google are actively working on designing their own version of CPA advertising, and probably the only thing that can be said for certain is that whatever Google eventually produce is unlikely to be anything like CPA advertising as we currently know it.

Google literally revolutionized the PPC advertising industry with the launch of the AdSense program 5 years ago, and by doing so secured for themselves the lions share of the online advertising market.

This is a market share that you can be absolutely assured that they do not want to lose, and for this reason, I would strongly suspect that the Google CPA advertising model will be almost as revolutionary as AdSense was five years ago.

I therefore see no reason to doubt that the popularity of CPA advertising in one guise or another is going to skyrocket in the next few years, and I would therefore recommend that you should take at least the first tentative steps towards getting into this market right now.