

# **HOW TO MAKE MONEY WITH CPA MARKETING**

**By IDRIS ADELEYE**

## **Introduction**

When it comes to online marketing (in the foreign scene), I've tried it all... From information marketing, to normal affiliate marketing, Google AdSense, freelancing, etc.

Then I tried CPA marketing... and quickly realized that it is one of THE easiest way to make money online.

In fact, I've made more money with CPA marketing this year than I've made in any of my other online business ventures but I've kept that a secret anyway.

And in this short guide I'm going to expose to all you need to know about CPA marketing.

I want to make this guide as short as possible, so I am going to just get to it.

## **What Is CPA Marketing?**

CPA stands for "Cost Per Action". It is one of the popular ways of making money on the internet. CPA marketing is very simple: you get paid when someone who clicked on your affiliate link and completes an action.

That action could be:

- Providing an email address or zip code
- Filling a form/registering on a website.
- Signing up for a free trial of a product
- Downloading a mobile app
- Requesting a quote
- Purchasing a product
- Etc.

## **Why CPA?**

CPA is easier because you can earn money even when a product is not sold.

Unlike the traditional affiliate marketing where somebody must purchase a product for you to receive commissions.

CPA model works on lead generation. Many big companies are willing to pay big commissions for generating targeted leads.

Your job is to just get them a lead, they will do rest of the work for generating a sale from those leads.

# Steps to Making Money With CPA Marketing

## Step #1: Find an Offer

Your first step is to find an offer to promote.

The question is:

How do you find the perfect offer for your site?

That is easy: use [OfferVault.com](https://www.offervault.com)

OfferVault is like the Google of CPA: you will find thousands of offers from reputable CPA networks.

And you can search based on keyword, price, category or network.

**For example...**

Let's say that you run a site in the health space.

Head over to Offer Vault and type "weight loss" into the search field:

And you'll get a list of results, like this:

1-30 of 774 Results for weight loss Save This Search Results per page 30

OFFER NAME	PAYOUT	TYPE	CATEGORY	NETWORK	UPDATED
 Nutrisystem - Uniquely Yours [US] Sponsored Listing	£ 130.00 (\$ 167.02)	CPA	Trials, Health & Beauty, Mobile Optimised	WOW TRK	27 Nov 2018
 Nutrisystem - Health/Weightloss/Diet - US Sponsored Listing	\$ 165.00	CPA	Diet & Weightloss, Food, Health & Beauty	G4 Offers	26 Nov 2018
 Phen375 - Health/Wellness/Diet - INTERNATIONAL Sponsored Listing	\$ 56.00	CPA	Debt and Credit, Diet & Weightloss, Facebook	G4 Offers	26 Nov 2018
 Femme Youth - Women's Health/Wellness - Free Trial - Multi-GEO Sponsored Listing	\$ 42.00	CPA	Diet & Weightloss, Free trial, Freebie	G4 Offers	26 Nov 2018
 Keto Base [US] Sponsored Listing	£ 28.00 (\$ 35.97)	CPA	Trials, Health & Beauty	WOW TRK	27 Nov 2018
 UltraMax Garcinia - Free Trial - Health/Wellness/Diet - US Sponsored Listing	\$ 28.00	CPA	Diet & Weightloss, Facebook, Free trial	G4 Offers	26 Nov 2018
 KouTea - Health/Wellness/Diet - INTERNATIONAL Sponsored Listing	\$ 28.00	CPA	Debt and Credit, Diet & Weightloss, Facebook	G4 Offers	26 Nov 2018

**Here are the common terms you'll come across during your search:**

**\_\_\_ Only:** You can only use a certain traffic source, like email or organic search.

**Display:** This includes text links and banner ads.

**Lead:** The most common “action” in the CPA marketing world. Usually it refers to someone submitting their name, email, phone, address etc.

**Email/Zip Submit:** The simplest CPA offer. Good for untargeted traffic. User gives their email and zip code only.

**Incent:** Short for “incentivized”. Incent means that you can “bribe” users with a free product or download.

**Pay Per Call:** You're paid when someone makes a call after clicking on your affiliate link.

**Download/Install:** You get paid when someone downloads or installs a piece of software.

**Publisher:** The person that promotes the offer (you).

**Trial:** When user signs up for a free trial of a product or service.

**“Pixel Fires”:** This is what happens when someone clicks on your link (they become a lead).

**US/FR/CA:** Offer only valid in that specific country.

**AM:** Stands for “Affiliate Manager”. Your AM is your go-to person in the network

**Sale or Rev Share:** You get a cut of every sale (one-time or recurring).

When you see an offer that looks good, click on the listing:



Then, check out the details. The listing will usually give you key information on the offer, like what the user needs to do and what type of traffic is allowed:

OFFER DETAILS

RUN OFFER

### [WEB+MOB] Bitcoin Code /UK CPL

#### Offer Details

Category : Internet, Web, & Tech Crypto Pay Per Call

Lead (\$) : \$ 12.00

#### Description

Pixel fires after single opt-in and call-center approvalNETWORK CAP, make sure to subscribe to alerts.Individual cap is upon advertiser's approvalTest cap: 50 leads/day until quality check

JOIN NETWORK



If the offer looks good, hit the “Full Landing Page Preview” button. This will show you the page that users will see when they click on your link:

## <Bitcoin> bitcoin Code



## Join *The Bitcoin Code*

*The Bitcoin Code* is a group reserved exclusively to people who jumped on the insane returns that Bitcoin offers and have quietly amassed a fortune in doing so.

*Bitcoin Code Members* enjoy retreats around the world every month while they make money on their laptop with just a few minutes of “work” every day.

So:

What should you look for in a landing page?

First, you want a landing page that looks clean and professional.

If it looks shady to you, it'll look shady to your traffic too... and it won't convert.

This offer for example pays \$12 per lead and according to the description, it is pays after every single opt-in which means people do not have to go into their emails to do any confirmation.

This offer is in the Business Opportunity Category and it's one category I am very comfortable with.

### “What If I Can't Find an Offer?”

Sometimes, you may not be able to find an offer that you will be interested in, in cases like that, I tried to go into my search with open mind and try to do something that comes close to my interest at least.

## Step #2: Join a Network

If the offer looks good, it's time to join the network that runs the offer. You can apply by clicking on the “Join Network” link on the offer page:

The screenshot shows a ClickDealer offer page for "Bitcoin Code /UK CPL". At the top, there are two tabs: "OFFER DETAILS" and "RUN OFFER". The offer title is "[WEB+MOB] Bitcoin Code /UK CPL". Under "Offer Details", it lists the category as "Internet, Web, & Tech Crypto Pay Per Call" and the lead value as "\$ 12.00". The "Description" states: "Pixel fires after single opt-in and call-center approval NETWORK CAP, make sure to subscribe to alerts. Individual cap is upon advertiser's approval Test cap: 50 leads/day until quality check". A red hand-drawn circle highlights an orange "JOIN NETWORK" button at the bottom of the offer details. To the right, there is a preview of the offer's landing page, which features a Bitcoin logo, the text "Ride The Wave of Bitcoin And Earn a Guaranteed \$13,000 In Exactly 24 Hours", and a testimonial: "Over \$13,837.45 cleared in their checking account just 24 hours after they signed up for my beta test online...". Below the testimonial is a "Join The Bitcoin Code" section with a "Get Started Now" button.

When you do, you'll see an application like this:

## 4 step account activation



1 Fill out the application form



2 Confirm your registration via email



3 Answer a few questions from your personal manager



4 Get access to your account

This particular offer is available on clickdealer and I don't already have an account with them (I guess that's the same with you), so I am just going to go ahead and register with them. I will show you the details as I fill with them. Pay attention, this might be a little trickier than it seems.

### 1. ACCOUNT DETAILS

### 2. TRAFFIC INFORMATION

Account Name \*  
**Netwill Ideal Resources**

Country \*  
**Nigeria**

No website

City \*

**Sagamu**

Your company URL \*  
**http://incomescope.com**

Street Address \*

**T/72 GBADEBO STREET, AYEGBAMI**

First Name \*

**IDRIS**

Street Address 2

**T/72 GBADEBO STREET, AYEGBAMI**

Last Name \*

**ADELEYE**

Zip / Postal Code \*

**121001**

Email Address \*

**idrisadeleye@gmail.com**

Phone Number \*

**+234 7030908226**

Skype

IM Nickname / Phone number

eedriyz

29  Month  1990

Were you referred by ClickDealer AM or an active ClickDealer publisher? \*

yes  no

How did you hear about ClickDealer? \*

offervault

- I'm over 18 years old
- By checking this box, I confirm that I have read, understand and agree to the [Terms of Agreement](#) and [Privacy Policy](#)
- I agree to receive promo emails & newsletters from ClickDealer

CONTINUE →

Specialization

- Blogger/Fan Page Owner  Website/App Owner  Affiliate/Media Buyer  Media Buying Agency  Ad Network  
 Affiliate Network

**Please name your top verticals \***

**Dating** Ecommerce&Retail Dropshipping Travel Health & Beauty Games **Binary&Forex** **Crypto**  
Gambling&Casino Mobile Apps Software&Utilities Mobile subscriptions Sweepstakes Finance  
Vouchers&Leadgen Insurance Education Pay Per Call Other

Are there any specific offers or verticals you plan to launch with ClickDealer? \*

BITCOIN CODE

What CPA networks do you currently work with? \*

Maxbounty, Convert2Media

[+](#) ADD LINK

How much monthly revenue do you generate with other networks? \*

< 1k  1-2k  3-5k  5-10k  10-25k  25-50k  50-100k  > 100k

What traffic types do you generally use for promotional purposes? \*

Display/Banner  Native  Social (FB, Vk, etc.)  Pop/Redirect  Search/ PPC  SEO/SEM  Review Site/Blog  Email  
 Contextual  Incent  Video  Other

What are the top 3 countries you promote offers in? \*

United States, United Kingdom, Australia

Please include any other information that ClickDealer should know about you or your company

I promote via facebook ads and instagram. I currently have a threshold of \$750 on facebook and I would love to try it with your offers

Your LinkedIn / Facebook profile

<http://facebook.com/idrisadeleye>

Thank you for signing up for ClickDealer.



If your application is approved, you will receive your login credentials, containing the username and a password reset link. Approval time can take up to 3 business days.

We appreciate your interest in working with us and hope for a long and fruitful cooperation.

Best regards,  
ClickDealer Team

NB: You may be asked to provide a phone number... which they *will* call. Most of them time they will contact you via skype or email.

This is a stumbling block for a lot of people. As affiliate marketers we're accustomed to making money online without having to talk to anyone.

But the reality of CPA is this:

If you want to join a CPA network, **you'll need to talk to someone on the phone.**

**How to Get Accepted By Any Network**

Remember that CPA networks aren't *trying* to make things difficult. They just want to make sure that you're a legit business that will send them real leads (which you are).

So it's just a matter of being transparent.

### **Here are some tips that will help you get accepted:**

- **Contact Them Before They Contact You:** Sometimes, after filling your information, you will be presented with the contact details of your Affiliate Manager. Get in touch with them right away.
- **Create a blog/website:** Sometimes, it's a good idea to have a blog especially in the Make Money Online niche, as it makes you look experienced. You don't have to do so much on it. Most of the networks will approve you without a website anyway.
- **Be Honest:** Most applications have a section to learn more about your online marketing experience:

Remember: you don't need to be an internet marketing rockstar to get accepted.

In fact, I was accepted into Maxbounty when I have made only less than \$100 on ClickBank. They just want you to put honest answers into these fields.

So if you're new to affiliate marketing, it's OK to tell them that.

NOTE: A few networks will insist that you have prior CPA/Affiliate marketing experience, and some will even ask you to show them proof of earnings from other networks. In cases like this, I will advise you first signup with networks that doesn't require interviews then you can later go for the bigger ones.

I will give you a shortlist of such networks:

[www.adworkmedia.com](http://www.adworkmedia.com)

<http://www.cpagrip.com/>

[www.blv.me](http://www.blv.me)

[www.mobidea.com](http://www.mobidea.com)

[www.wewemedia.com](http://www.wewemedia.com)

## **Step #3: Designing Your Landing Page**

Landing page is one of the elements that make your cpa marketing easier and more professional.

This video explains my style of landing pages: <https://youtu.be/oM-YWi1LGZw>

You will need to buy a domain name and hosting. Watch the 2 videos below for how I do mine:

<https://www.youtube.com/watch?v=NlsTqj2kvJU&t=os&list=PLNYDw7ZydkgiUeeFAI6BpA2uWMrc-Cz6C&index=4>

[https://www.youtube.com/watch?v=oUQzgL\\_UaOc&t=536s&list=PLNYDw7ZydkgiUeeFAI6BpA2uWMrc-Cz6C&index=3](https://www.youtube.com/watch?v=oUQzgL_UaOc&t=536s&list=PLNYDw7ZydkgiUeeFAI6BpA2uWMrc-Cz6C&index=3)

I use instabuilder2. You can watch this video to learn how it is used:

<https://www.youtube.com/watch?v=aOzL5rmvMxg&t=57s>

N.B:- I created those videos for another purpose, but it will be a great help.

If you need a copy of instabuilder2, just send me an email, I will help you with it.

## Step #4: Drive Traffic To Your Site

Now that you've found an offer and joined a network, it's time to drive traffic to your landing page. Without traffic, nothing will happen. And there will be no earning.

So the traffic flow will be like this:

**Traffic => Landing Page => Offer => Conversion.**

There are a million ways to get traffic. But here are the 3 most common traffic strategies that CPA marketers use:

### 1. SEO

As you might expect, SEO is my go-to traffic strategy.

It takes time to kick-in, but once you rank for your target keywords, you get traffic without needing to do ANYTHING else.

### 2. PPC Ads

PPC ads (like Bing Ads, Google Adwords and Facebook ads) are another popular way to get traffic to your CPA offers.

The big plus of PPC advertising is that you can start right away.

(You can literally start getting traffic within an hour or so)

The downside is that you need to funnel money into your ads... Once you stop spending, your revenue goes to zero.

### **3. Social Media**

Facebook. Instagram. YouTube.

These are all platforms that you can use to get your offers in front of the right people.

Like with SEO, it can take time to build up a followers on social media. But a popular Instagram profile or Facebook page is an asset that can pay off for YEARS.

### **Which of these is the best?**

Well, I will personally avoid SEO, I think it's a long shot but I am currently doing Facebook Ads and Instagram profiles. As a starter I will recommend you get started on a free method. I will show you one in a minute.

## **Bonus: More CPA Tips**

Here are a few tricks that I've picked up from my experience running offers as a CPA affiliate.

### **Be Tight With Your Affiliate Manager**

Your "AM" is your inside source at the network. Every now and again they'll call you or email you to get you to run some of their new offers. I'm always nice and professional when they reach out.

### **Avoid Shady Networks**

The dark side of CPA is that there are a lot of shady operations that rip people off. That's why you need to be VERY careful about joining shady networks.

So before you signup for a network, check the reviews at affpaying.

Just do a google search like this "{Network Name} + affpaying"

And look at the ratings of the network that you're looking to join.

Steer clear of any network that has really bad reviews.

(Especially if lots of people report they had trouble getting paid)

### **My Recommended Networks**

I've joined a bunch of CPA networks over the last few months. But I'm most active on two: [MaxBounty](#) and [Convert2Media](#). They both have a ton of offers, competitive payouts, and great AMs.

# How To Make a Consistent \$10-\$30 (or even more) daily With CPA Marketing On Autopilot.

Since February this year that I've been seeing some sort of success with CPA marketing, I've kind of kept mute because most of the methods I use are neither teachable nor duplicable and most of all doesn't last.

They are built around one offer or the other like the one I showed you in the post above. The disadvantage of offers like that is that they can get pulled down by the advertiser at any time. And this is very tiring because it sometimes takes weeks to put the promotional materials together.

But in October, I was finally able to perfect a new system around another form of offers. Dating offers using Instagram.

I have been consistently pulling 20-30 USD every single day since then. I have not been going big about this system. And for the sake of my birthday, I want to show just 20 people. READ ON TO SEE IF YOU WILL QUALIFY.

Before I move on to that, let me ask a question:

Have you ever imagined that feeling whereby all you have to do is wake up in the morning, hit refresh to see how much money you have made while you were deep in sleep?

And also doing the same just when you are about to sleep to see how much you have made doing every other thing but putting effort into this particular thing that is bringing about these earnings?

That is what we call AUTOPILOT INCOME. And it is what this whole system is all about. It requires only your initial efforts and maybe once in a while maintenance.

## How does this work?

Step 1: Create account with one of the 3 secret websites I will reveal to you and generate your affiliate link. I will walk you through how to get accepted into both of them, one most accept you at the end of the day. Both network pays weekly.

Step 2: Create a simple Landing page (I will show you some free options). Not even any type of fancy landing page. The simplicity will make you bite your finger.

Step 3: You will then buy or create a few instagram accounts with my guidelines.

Step 4: And finally, add the accounts into software which will do the job. I will show you how.

VIOLA!!!

I am currently running this on about 35 accounts and I am getting the results similar to the one below every single day.

Recent statistics

Today Yesterday This period

<input checked="" type="radio"/> Payout	\$35.80
<input type="radio"/> Clicks	493
<input type="radio"/> Conversions	21
<input type="radio"/> EPC ⓘ	\$0.0726

Vertical label: Payout / Clicks

Recent statistics

Today Yesterday This period

<input checked="" type="radio"/> Payout	\$22.81
<input type="radio"/> Clicks	233
<input type="radio"/> Conversions	16
<input type="radio"/> EPC ⓘ	\$0.0979

Imagine making an extra \$10 for a whole month. That is  $10 \times 30 = \$300$  which is over  $=N=100k$ . Now, that is just if you have less than 10 instagram accounts.

The more accounts you have, the better. 20 accounts should be able to give you 20 usd per day and 30 accounts will probably give you a result like mine.

You can have up to 1000 accounts like one of my friends.

### **Is This A Completely Free Method?**

Actually, NO. This method even though is based on a free traffic strategy is more effective when you are using the tools which I will recommend. On the average, you will be spending around \$20 monthly to run your first 10 accounts.

*But you can use the manual method if you want.*

Anyway, I will also show you several ways you can automate the processes for free till you have enough money to get started with the paid tools.

Now, let me be sincere, I planned on keeping this to myself for as long as possible but I decided to use this to impact some lives through my birthday so as to keep it as another memorable one since I've been doing since 2015.

### **So, here is the plan:**

I am going to record a video tutorial to guide you step by step to implement this method.

The video is only going to be available to the first 20 people to take action.

You will have just about 1 week grace if you are interested.

The video course will sell for N3,499 on the 29<sup>th</sup> and 30<sup>th</sup> of November and December 1<sup>st</sup> 2018. (November 29<sup>th</sup> is my birthday other days is grace periods)

The price will increase with N500 every day until the midnight of Friday 7<sup>th</sup> of December when it will be finally close. And no one else will ever get the video again.

**[CLICK HERE TO SECURE AN ACCESS TO THE COURSE NOW](#)**

What you will learn/get in the video:

How to leverage the power of free instagram traffic to dominate the adult/dating cpa niche and make money like crazy.

The exact type of offers that works with this method and my secret CPA networks that offers them.

Exact things you need to do in order to get approved into these networks.

Gain access to a similar website that requires no approval and will still give you some good profits.

Access to all the tools that I use and exactly how I use them.

How to automate the whole process and start making money while you sleep.

Generally, you will learn how to grow an instagram account from 0 to several thousands of followers. This will be helpful for any niche. I am even using it to make money from my personal instagram page.

**BONUS:** For those who might not be interested in the adult/dating niche, I will also show you another CPA network in another niche and how you can use the same process.

### **Who this is not for:**

Pastors and Imams (lol): This method is built around the adult and dating niche and during the setup and the tutorial you may be exposed to some sensitive contents.

Other people who don't want to see such.

### **BONUS FOR THE FIRST 3 DAYS ONLY**

Access To A CPA Course Currently Selling at \$1,000+. It teaches CPA and FB Ads and It was responsible for 60% of My CPA Success as of today.

**[CLICK HERE TO SECURE AN ACCESS TO THE COURSE NOW](#)**

Regards.

Idris Adeleye (CEO Netwill Ideal Resources)

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