

CPA Quick Wins Guide



I've always said that nothing motivates people in this industry more than money.

At least that's the case for me. It's not that I'm just money driven. But it helps to not have to worry about how you're going to pay the bills...

That's why the goal is to use this info to (hopefully) help you score some quick wins.

And to motivate you to carry on with CPA affiliate marketing.

While enabling you to bootstrap some or (if you're lucky) all your traffic costs very early in the game and develop your skills basically for free.

How early?

As early as in just 24 hours from starting!

Because of that this step by step guide can be applied to any offer.

However, you should really aim to apply it to offers that have typically good payouts e.g. \$10+.

To make the goal of this guide come true e.g. get paid as fast as possible, you'd also want an offer from affiliate networks that pay Net 7 or sooner.

(Tip: I actually share an exact offer and network that cover the above "requirements" in this guide)

While the info shared is geared for beginners with CPA Affiliate Marketing/media buying, some experience is assumed.

Mainly in using the tools/sites mentioned in this guide.

If you need to “touch up” on your knowledge I highly recommend the [Mobidea Learning Paths](#). You may also want to familiarize with the [glossary and terms](#) used in this “game”

To run the campaign in this guide you will need some tools. A good tracker at the very least.

If you don’t have one already you can try the one I am also using.

All the examples I show you how to setup in this guide are used with this tracker.

And you will also need at least \$50 USD for buying the traffic.

The idea remember is that you will be getting most of this money (if not all) back after 24-48 hours from implementing the campaign.

Last but not least, if you find this useful you can always [thank me with some](#) 🍷 ...

Introduction

The following “Quick Wins” strategy is best used with and for choosing an offer based on Earnings Per Click (EPC) on a network you like and use.

If you’re not familiar with the EPC term this is a simple metric that tells us how an offer will do if we’d send to that offer 100 or 1000 clicks.

The number of clicks an EPC metric is stated, is determined by the respective affiliate network. The majority of CPA affiliate networks use an EPC based on 1000 clicks instead of the more typical 100 clicks.

So if an offer is shown to have an EPC of \$0.5, the metric is telling us that if we send 1000 clicks we should make \$500 in revenues.

This is not a hard rule however.

EPCs tend to fluctuate depending on the quality of traffic, among other parameters.

The strategy in this guide also works best with high(er) payout offers, like Cash-On-Delivery (COD) type offers.

These offers work in a different way compared to your standard CPL, CPI, CPS, etc type of offers.


Visitors have to fill in their number (this will show up as a hold in your network dashboard). Once they get a call, they have to confirm their order for you to get paid (which show up as "approved" in your dashboard).

Any unconfirmed orders won't earn you anything (these show up as "rejected" or "trash" in your dashboard).


To make this as easy as possible for you, I've already chosen an offer, the GEO, the traffic type and the traffic source.

There are other approaches in selecting an offer to promote. But I wanted to run something that I know it converts relatively easy.

Having said that, here are the details, assumptions and tools used for implementing this strategy.


 **Difficulty Level:** Beginner/Intermediate (the latter for the scaling part)

Investment Cost for traffic: At least \$50 to start as a minimum.

 **Affiliate Network:** [Ad Combo](#) - Pays on a \$50 min threshold, twice per week in PayPal or Paxum accounts.

Chosen Offer(s): Chocoslim.

 **GEO:** Greece (based on \$1.5 EPC from AdCombo at time of implementation)

 **Pay Out:** \$17.50 per confirmed sale

 **Traffic Type:** Push

Traffic Source(s): Mobidea Push (requires \$50 min to play) or Zeropark (requires \$200 min deposit payment to play)


Tracker: [Binom](#). To gather data you need to use a good tracker. And there is no better tracker today, imho, than Binom.

Note: throughout this guide you will see examples using another tracker called [Kintura](#). This tracker is no longer maintained. However, you can use any tracker you already have. Just follow along and replace the info where needed for your own tracker.

Other Optional Resources/Tools Used:

[Anstrex Spytool](#) for creatives/images "inspiration" from others.

The Campaigns Calculator. [Click Here & Download It](#) as we'll be using it later on.

 **Note:** I've chosen the Chocolate Slim offer (Chocoslim) for Greece GEO from [AdCombo](#) because at the time that offer/GEO combo had the EPCs I wanted.

Depending when you implement the strategy, the offer may not do so well anymore.

However, you can swap it for any other similar type COD offer from AdCombo.

So if by the time you read this the EPC for the chosen offer and GEO is not that good just pick another offer/GEO combo.

💡 If you want to research & find more opportunities like this one, you can grab [this discount](#) for the [Anstrex spy tool](#).

Because the offer chosen is proven with high EPC, you can expect to make sales almost from day 1. However, many other affiliates will be promoting it too.

Therefore, while you can make some quick wins with this strategy, you should expect that scaling and making huge profits using the initial direct linking push traffic combo approach, is not going to be easy.

👉 **Tip:** *There is another way to promote an offer like this. Once it's proven to convert for you. I share this a bit later at the "scaling an offer" section.*

Getting Started

You'll need an account on [AdCombo](#). If you're still having problems with getting approved, just let me know and I'll help.

This network is known as the best network for COD offers. These offers work in a different way compared to your standard CPL, CPI, CPS, etc type of offers. Visitors have to fill in their number (this will show up as a hold in your network dashboard). Once they get a call, they have to confirm their order for you to get paid (which show up as "approved" in your dashboard). Any unconfirmed orders won't earn you anything (these show up as "rejected" or "trash" in your dashboard).

👉 **It's important to note:** *That "holds" can take up to 30 days to convert (or not). In most cases, this happens within 48 hours.*

You will need a tracker. My main recommendation is [Kintura](#) because the "machine learning" feature can come in handy for auto-optimizing conversions based on the combinations of landing pages & traffic source parameters. But Voluum (or any other tracker) will do just fine.

If you already have one use that but the examples I'll show you and analytics are from Kintura as it's the one I use.

👉 Kintura has tracking presets for most of the affiliate networks and traffic sources. This makes it easy and quicker to set up things.

For your Ad. Here are the creatives and swipes (text) to use in this campaign

Swipes/Texts:

Text1: Πάρτε (1) ένα φλιτζάνι αυτό (πριν από το κρεβάτι) & Ξεπλύνετε Πώς από 95 κιλά πηγα 59 μέσα σε μόλις 31 ημέρες...»»

Text2: ΠΩΣ ΝΑ ΧΑΣΕΙΣ ΕΥΚΟΛΑ 26 ΚΙΛΑ ΣΤΟ ΣΠΙΤΙ [λεπτομέρειες]

support@bootstrappingstrategies.com

Note: If the above look Greek to you, then pat yourself on the back as you're still alright and your mind doesn't play tricks on you...just yet . Cause they actually are in Greek as remember the GEO in this promo is Greece.

Added benefit for you and this GEO: You've probably guessed it from my name that I am Greek too. So the benefit for you here is that you can be rest assured that the words make sense, they are syntactically right and grammatically correct.

Creatives chosen for this Health & Beauty OR Nutra and Diet Offer:



You can download these from [here](#) and [here](#). You could test both images but images that provoke curiosity, like the one on the right, will always get you more clicks.

💡 If you want to research & find more opportunities like this one, you can grab this discount for the [Anstrex spy tool](#).

💡 You can use the same images for other related Diet offers. So if this offer is doesn't have good EPCs anymore you can find one that does from [AdCombo](#). Either in the same GEO or even a different one (in the latter case you'll need of-course to change the text I gave you).

Implementation - Initial Setup

It's time to prepare the promo and launch what I call phase 1 promotion.

👉 I've taken the info below on AdCombo initial setup and Binom initial setup from my good friend Darnel Rafaela aka DEADZ who runs [Media Lab](#) and I highly recommend you join if you can. Just tell him you come from me Kostas for some VIP treatment.

Which tracker you use with COD campaigns is very important. My main recommendation is [Binom](#), because of how this tracker handles the status postbacks from [Adcombo](#). The [advanced traffic source settings](#) also allows you to choose which conversions to send to the traffic source or not.

The main issue with other trackers is that most trackers will not postback all the conversions statuses to the traffic source (they usually only postback the sales). This means you'll have to keep checking tracker stats to optimize (based on holds) or not use status postbacks when using one of these other trackers (a.k.a. only postback holds & optimize your

campaigns that way, first). This makes it much harder for you to use auto-optimization rules effectively on traffic sources, and will also increase the required budget to optimize your COD campaigns.

Again: I highly recommend [Binom](#) to make optimization way easier...

And [Binom](#) also has a landing page ripper, which will make it easier for you to split-test & improve pre-landers & lander combos from [AdCombo](#), later on...

I recommend using the [High Frequency Servers from Vultr](#) in a location closest to your campaign geos... If you need a good location for global traffic, I recommend servers located in Netherlands, Germany or France...

If you're still interested in a cloud alternative, I recommend [Redtrack](#)...

All examples of tracking setups in this article will be for [Binom](#), but it's pretty much the same process for all other trackers...

Setting up the Affiliate Network profile on [Binom](#):

Edit: AdCombo

×

Load from catalog

Name

AdCombo

Offer URL template

{offer_url}?subacc={clickid}

Postback URL

https://yourbinomdomain.com/click.php?cnv_id={subacc}&p

Advanced Settings

^

Postback IP whitelist

IPs

Status-payout relation

☐

Save

×

Cancel

👉 When you load the Adcombo template from the catalog, your "Offer URL template" will look like this: "{offer_url}?sr=1&clickid={clickid}", I suggest you change that to "{offer_url}?subacc={clickid}".

The reason we use "subacc={clickid}" instead of "clickid={clickid}" is so that you can see clickid's in the "subaccount 1" reports on [AdCombo](#)...

Your Postback URL should look like this:

```
https://yourbinomdomain.com/click.php?cnv_id={subacc}&payout={revenue}&cnv_status={status}
```

Reminder - AdCombo's COD offers work in a different way from other (traditional) offers. Visitors fill in their phone number on the offer landing page - this converts as a "Hold", but you don't get paid yet. These leads get called (usually within 24-72 hours) to confirm their order. Once they confirm the order you get a conversion, an approved lead - this is when you actually get paid for the conversion. If they don't confirm their order, you don't get paid. So, we also have to setup our postback in a different way.

Turn on the "E-commerce scheme" in [Binom](#) settings (-> Stats):

Status scheme settings ^

E-commerce scheme ☒

Binom uses event1 - event5 to collect e-commerce data: leads in hold, sales, rejects. Don't change these events in your e-commerce campaigns.

Lead status keys:

| | | | | | | |
|----------|-----------|--------|-----------|-------|--------|-------------|
| signup x | waiting x | none x | in_work x | new x | hold x | Lead Status |
|----------|-----------|--------|-----------|-------|--------|-------------|

Sale status keys:

| | | | | | | |
|------------|------------|-------------|-------------|---------------|--------|--------|
| approved x | confirm x | confirmed x | toconfirm x | toconfirmed x | sent x | paid x |
| send x | complete x | approve x | lead x | Sale Status | | |

Reject status keys:

| | | | | | | |
|-------------|-----------|---------------|-----------|----------|------------|---------|
| rejected x | reject x | declined x | decline x | cancel x | canceled x | trash x |
| cancelled x | trashed x | Reject Status | | | | |

👉 Double check the words shown in each box here. You might need to add "hold" to Lead, "approve", "lead" to sale, & "cancelled", "trashed" to Reject.

Setting up your global postback on [AdCombo](#):

👉 I recommend you only add your postback in the boxes for "leads" & "holds". When using the "rejects" postback, sometimes the rejects get reported as sales to your tracker & this just ruins your data - so I recommend you leave it empty.

You can also setup separate postbacks on the offer pages or by creating campaigns (in the "My Campaigns" tab). This is mainly useful for when you're using multiple trackers. And if this is the case for you, then you should leave the "I want to use only global postbacks" box unchecked.

Setting up your offer & campaign links on [AdCombo](#):

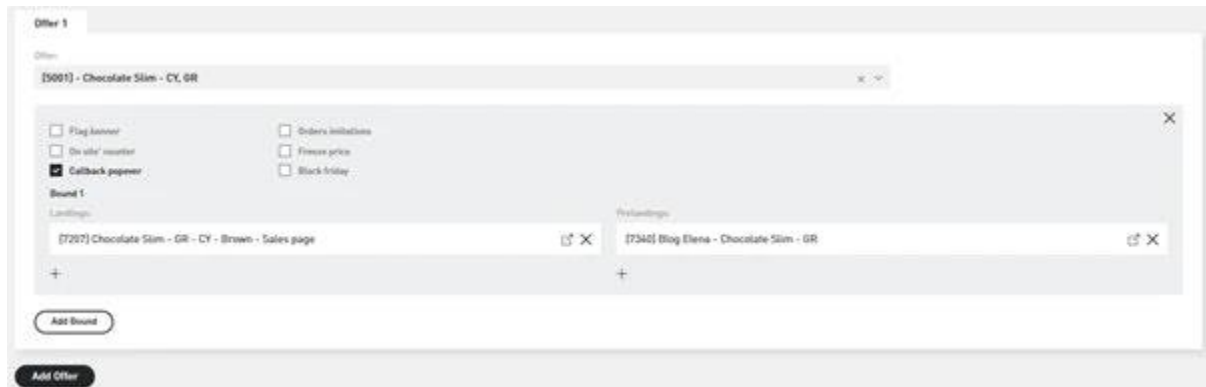
👉 Make sure you add your clickid token to the "subaccount 1" box. Optional: You can also use "subaccount 2" to pass source data, by entering a custom codename for each source (or you can also add the {trafficsource} token for [Binom](#), and it will automatically pass your traffic source ID (not the name) to [AdCombo](#)).

Setting up campaign on the network:

You'll need to set up individual campaigns on [AdCombo](#) for each combination of pre-lander & landing page. For this example, I'll be using the recommended offer "Chocoslim GR-CY ID:5001" with just one combination of pre-lander and landing pages (offer page).

I recommend combination of pre-lander "[7340] Blog Elena – Chocolate Slim -GR" & landing page "[7207] Chocolate Slim – GR – CY – Brown – Sales Page" ...

I'll need to create 1 campaign:



👉 If you were to select more than 1 combination you'd need to create a new campaign for each combination of pre-landers & landing page. The more combinations, the more campaigns.

Once you save your campaign, your link will show up. Remember to add your clickid token ("cid" for Kintura) to the "subaccount 1" box:



Tracker Initial Setup

The campaign must be added as (individual) offer to your [tracker](#):

👉 Although there are 2 pages selected in the campaign; the pre-lander and landing page AdCombo gave us 1 link. So we only need to add that 1 link as our offer in the tracker.

Before you add your offer in the tracker, you need to ensure that AdCombo is added as an affiliate network.

One of the good things about Binom is that it has many preset tracking parameters built in.

So all you have to do is select AdCombo from the preset in the Add New Affiliate Network Option, name the network ie AdCombo and Binom will autofill the correct parameters. Just remember to hit Save.

Edit: Adcombo

×

Load from catalog

Name

Adcombo

Offer URL template

&subacc={clickid}

Postback URL

https://~~xxxxxx~~.com/click.php?cnv_id={subacc}&payout={r

Advanced Settings ▾

Save

×

Cancel

Add the AdCombo Campaign (offer) in Tracker:

The next thing you need to do is to add the [AdCombo](#) Tracking link you have from the previous step to your tracker *an offer*.

Name the offer anything you like but suggest something useful and related to the offer. Select from the drop down the affiliate network which you've added in the previous step e.g. AdCombo and hit save.

Note ×

New offer

Name

URL ? [ADD YOUR AD COMBO CAMPAIGN LINK HERE] &subacc={cli QR Test

You can use the following tokens:

- Click ID
+ Camp ID
+ Traffic Source
+ User ID
more...

Country

Group ?

Aff.network

Postback URL Copy

Payout (\$) ? \$ - USD ▼ ☒ Auto ☐ Upsell

Conversion Cap ? ☐

Save
X Cancel

Add Mobidea Traffic Source Parameters In The Tracker:

Next you need to setup the traffic source in the tracker. Again because of Binom and its presets for traffic sources, this is really easy.

Note: Binom doesn't have a preset for Mobidea. However using the PushGround preset has exactly the same parameters.

Go to *Traffic Source*, Add New Traffic Source. Name the Traffic Source e.g. Push Ground and start typing *Push Ground* in the preset drop down box. Select *Push Ground* and click Apply.

Just ensure you change the default preset to the values and ticks you see in the image below.

×

New Traffic Source

Name

Postback URL

You can use the following tokens: - External ID + Payout

Advanced Settings ▼

Use Tokens ☒ Use **Token 1** for the publisher's token!

| | Parameter ? | Placeholder ? | Name ? |
|---------------|--|--|--|
| External ID ? | <input type="text" value="click_id"/> | <input type="text" value="{click_id}"/> | |
| Cost ? | <input type="text" value="bid"/> | <input type="text" value="{bid}"/> | |
| Token 1 ? | <input type="text" value="site_id"/> | <input type="text" value="{site_id}"/> | <input type="text" value="Site"/> |
| Token 2 | <input type="text" value="supply_id"/> | <input type="text" value="{supply_id}"/> | <input type="text" value="Supply ID"/> |
| Token 3 | <input type="text" value="country"/> | <input type="text" value="{country}"/> | <input type="text" value="Country"/> |
| Token 4 | <input type="text" value="campaign_id"/> | <input type="text" value="{campaign_id}"/> | <input type="text" value="Campaign ID"/> |
| Token 5 | <input type="text" value="devicename"/> | <input type="text" value="{deviceName}"/> | <input type="text" value="Device Name"/> |
| Token 6 | <input type="text" value="city"/> | <input type="text" value="{city}"/> | <input type="text" value="City"/> |
| Token 7 | <input type="text" value="language"/> | <input type="text" value="{language}"/> | <input type="text" value="Language"/> |
| Token 8 | <input type="text" value="bidcpm"/> | <input type="text" value="{bidcpm}"/> | <input type="text" value="bidcpm"/> |
| Token 9 | <input type="text" value="creativity_id"/> | <input type="text" value="{creativity_id}"/> | <input type="text" value="Creativity ID"/> |
| Token 10 | <input type="text" value="userage"/> | <input type="text" value="{userAge}"/> | <input type="text" value="User Age"/> |

Create your Tracking Campaign:

Next you want to create your tracking link to be used with the traffic source.

Select Campaign then *New Campaign*. Name your campaign something meaningful. Choose the *Country* from the dropdown e.g. Greece.

Then Choose the *traffic Source* from the dropdown e.g. Push Ground.

In the Default Path 1 on the right, set DIRECT for landing pages (this assumes you are using a prelander from AdCombo and not self hosting one yourself.)


Under Offers click on the +offer tab and select the chocoslim offer you put earlier.

On the left side of the campaign setup, Set Cost to Auto. Hit Save and this will get you your tracking link which will look something like this...

`https://your_tracker_domain.com/click.php?key=6n1y4sbel9pmfgt18wbu&click_id={click_id}&bid={bid}&site_id={site_id}&supply_id={supply_id}&country={country}&campaign_id={campaign_id}&devicename={deviceName}&city={city}&language={language}&bidcpm={bidcpm}&creativity_id={creativity_id}&userage={userAge}`

All done in setting up the tracker.

Prepare Ad in Mobidea Push Traffic Source

 I am assuming that you've Added the Offer, Traffic Source and Affiliate network in Kintura Tracker already and have configured postback urls with [AdCombo](#). If not you need to do all these BEFORE proceeding any further.

Name Campaign

Add Tracking Link for Traffic Source (from Binom)

Use Creatives/images Provided. Add the 1st one and then add the second one as variation 2.

Targeting – Select GEO ie Greece. Send to mobile users at first (so only mobile/wifi selection) and Only Android for now. You can put desktop later.

Audiences - Keep All boxes ticked under audience.

Bid & Budget – CPC Bid Keep the default as this is the minimum for the GEO so you get traffic from all the sources/supply ids in the traffic source.

Bid & Budget - Set Budget to \$50 / day (don't worry you can stop the campaign any time you like).

Set Campaign Status After Approval to Active

After approved let the campaign run for a day.

Tracking Url:

https://trcktolink.com/in/DdwRY9tDIR2q5nerALJ77bid={bid}&click_id={clickid}&suplid={supply_id}&source={source}&camp={campaign_id}&crea={creativity_id}&usage={userAge}

Macro: {click_id} {source} {supply_id} {country} {campaign_id} {deviceName} {city} {language} {bid} {bidpnt} {creativity_id} {userAge}

☐ Track ROI

https://s2s.mobideapush.com/conversion?click_id={click_id}&amount={payout}

For more information read the [documentation](#)

Labels:

Add a label

Press enter for searching or creating a new one

Category:

Health and Beauty


TRAFFIC DISTRIBUTION AI

☐ Weights optimization enabled

The AI optimization works correctly only if you track conversions.

NOTIFICATIONS DISPLAY

96857 - Version 1 👍 + Add Variation



Πάρτε (1) Φλιτζάκι Από ΑΥΤΟ ΠΡΩΙ ☺️

⏸ Pause

...και χάστε 10 κιλά! σε 2 εβδομάδες!
Δουλεύει και σε Άντρες!

Country

Greece

Network Type

☒ Mobile ☒ Wifi

Carrier

All carriers by Default

If you select a carrier, be sure to select connection type Mobile.

Device

☐ Desktop ☒ Smartphone ☐ Tablet

OS

☒ Android ☐ Desktop ☐ Mac OS X ☐ Windows Phone

+ Advanced Targeting

+ Whitelists and blacklists

AUDIENCE

User's Freshness Group

☒ 0-7 days ☒ 8-21 days ☒ +21 days ☐ Unknown

Number of days since the users allowed to receive push notifications.

BID & BUDGET

CPC Bid

0.022

The screenshot shows a web form with two main sections. The first section, titled 'BID & BUDGET', contains two input fields. The first field is labeled 'CPC Bid' and has the value '0.022' entered. Below it is a small red text link that says 'Click here to check the rates, MIN: 0.003'. The second field is labeled 'Daily Budget' and has the value '50' entered. Below it is a small grey text note that says 'Your daily budget, MIN: \$20'. The second section, titled 'CAMPAIGN STATUS AFTER APPROVAL', contains two radio buttons: 'Active' (which is selected) and 'Paused'. At the bottom of the form is an orange button labeled 'Save Campaign'.

How To Analyze Your Results – Phase 1

Note: I initially did this whole setup and campaign using Kintura tracker. So you may have noticed some references to that tracker already. If not you will for sure see images and stats from Kintura tracker below. This doesn't change the whole setup. Just use your own tracker stats when you'll have run the campaign.

Ok so the campaign should be let to run for at least full 24 hours or when the daily budget is spent.

Assuming this is the case, it's now time to analyse the results from day 1. This should tell us whether this is (still) a good offer.

First, [download a copy of excel CPA calculator](#) and put your numbers in based on initial results. Also as this is a COD offer you'd want to fill out tab 2 numbers as well.

💡 I share screenshots of how I use the calculator below. You can follow along even if you chose a different pay out offer.

💡 You can also combine data from the excel calculator, data from your Tracker and statistics from [AdCombo](#) to confirm your hypothesis (or not).

👉 The goal of this phase 1 analysis is to give you the confidence to be able to tell if to continue with this promo and scale it or "kill" the promo and find another offer.

The following data are from when I run this campaign.

First, I added the pay out of \$17.50 under offers and just put all 1s under creatives box. This gave me my phase 1 recommended test budget.

At a minimum I needed to spend \$53.

Note: I actually spent \$50 and I recommend you do the same. It's lose enough and it's the minimum deposit required at the traffic source.

CPA Campaigns CALCULATOR (Phase1)

| OFFER(S) | | CREATIVE(S) | |
|----------------------|---------|--------------------------------|---|
| Offer/SL I Payout | \$17.50 | # of Images, Videos, Text, Etc | 1 |
| Offer/SL II Payout | | # of Pre-Landers | 1 |
| Offer/SL III Payout | | # of Landing Pages | 1 |
| Offer/SL IV Payout | | | |
| Offer/SL V Payout | | | |
| Offer/SL VI Payout | | | |
| Offer/SL VII Payout | | | |
| Offer/SL VIII Payout | | | |
| Offer/SL IX Payout | | | |
| Offer/SL X Payout | | | |

| PHASE 1 RECOMMENDED TEST BUDGET | |
|----------------------------------|------|
| Min Test Budget | \$53 |
| Recommended Test Budget | \$88 |
| "Poor" Campaign If Revenue Below | \$35 |
| "Ok" Campaign If Revenue Around | \$53 |
| "Good" Campaign If Revenue Above | \$70 |

***If budget spent with 2 (or less) conversions = KILL!**

And here's a screenshot showing how this promo did for me on phase 1 from the affiliate network dashboard:



And here's a screenshot from Kintura Tracker showing the conversions per Supply ID:

👉 Depending on your experience you may be confused with the terminology here. This is because in Mobidea Push supply ID is actually Traffic Sources and Sources in Mobidea Push are the Zones – remember Mobidea Push is a DSP.

18 AdCombo Choochlin-SP (SEO-ABC's) (RR) > Mobidesign Supply

AdCombo M-CF 0.22% based on avg payout \$ 17.50 with actual R

| Traffic Source: Supply | Advertiser | L. Visits (u) | L. Visits | O. Visits (u) | O. Visits | Bids | Conversions | Le |
|------------------------|------------|---------------|-----------|---------------|-----------|------|-------------|----|
| 70 | | 0 | 0 | 258 | 385 | 2 | 0 | |
| 70 | | 0 | 0 | 8 | 8 | 0 | 0 | |
| 67 | | 0 | 0 | 629 | 630 | 8 | 1 | |
| 65 | | 0 | 0 | 667 | 714 | 9 | 5 | |
| 63 | | 0 | 0 | 794 | 796 | 8 | 2 | |
| 30 | | 0 | 0 | 28 | 28 | 1 | 0 | |
| Selected | | 0 | 0 | 0 | 0 | 5 | 0 | |
| This Page | | 0 | 0 | 1800 | 5255 | 40 | 8 | |
| All Pages | | 0 | 0 | 5055 | 5255 | 48 | 8 | |

⚠ Kintura shows 8 conversions. But I only show 4 sales in my [AdCombo](#) screenshot above (hence \$70 Revenue as 4x\$17.50).

This is because I've used the postback url Kintura gives for conversions, in the Hold Status inside AdCombo.

So Kintura counts everything as a conversion.

I did that on purpose as it's easier in terms of data to use for optimization & scaling.

And here's the Calculator numbers again to use to confirm (in this case) that this is a good offer and should continue to phase 2:

CPA Campaigns CALCULATOR (Phase1)

| OFFER(S) | CREATIVE(S) |
|---------------------------|----------------------------------|
| Offer/SL I Payout \$17.50 | # of Images, Videos, Text, Etc 1 |
| Offer/SL II Payout | # of Pre-Landers 1 |
| Offer/SL III Payout | # of Landing Pages 1 |
| Offer/SL IV Payout | |
| Offer/SL V Payout | |
| Offer/SL VI Payout | |
| Offer/SL VII Payout | |
| Offer/SL VIII Payout | |
| Offer/SL IX Payout | |
| Offer/SL X Payout | |

PHASE 1 RECOMMENDED TEST BUDGET

| | |
|----------------------------------|------|
| Min Test Budget | \$53 |
| Recommended Test Budget | \$88 |
| "Poor" Campaign If Revenue Below | \$35 |
| "Ok" Campaign If Revenue Around | \$53 |
| "Good" Campaign If Revenue Above | \$70 |

***If budget spent with 2 (or less) conversions = KILL!**

As you can see, based on the calculator and the current earnings of \$70 USD, this is a good campaign.

Now let's take a look at the other important metric to tell us if we're on the right track.

That is the Estimates/Effective CPA rate...

IDEAL Effective/Estimated CPA CALCULATOR

*Approval Rate only applies to COD offers. If you're running normal "CPA" offers, you should set "approval rate %" to 100%.

| | |
|----------------------------|---------|
| Offer/Average CPA (Payout) | \$17.50 |
| Approval Rate (%) | 50.0% |
| Desired Profit (%) | 30.0% |

YOUR IDEAL ECPA

| | |
|--------------------------------------|---------|
| Ideal ECPA Per Target/Zone/Creative | \$6.13 |
| Block Any Targets/Zones/Creatives At | \$8.8 |
| Ideal ECPA Per Source | \$18.38 |
| Block Any Sources At | \$26.3 |

⚠ I used an approval rate of 50% based on my results. Generally, it's safest to use the average approval rate for COD offers which is 30%. Obviously if you have better results than 30% use those for deciding way forward.

Here's how to combine your tracker results and the calculator to determine your eCPA numbers and decide a way forward...

👉 *eCPA stands for estimated/effective cost per action and it's really the number of Total Costs Over Total Conversions (NOT revenues). Or you can call it simply you Conversion Costs.*

Remember/Note: in Mobidea Push Sources are called Supply IDs and Zones are called Sources

So based on the above my ideal eCPA per source I want it to be at \$18.38 or less.

So if we take Supply Id (SID) 63 shown above from Kintura, the total supply id cost (not shown in the screenshot) is \$22.87.

The total number of conversions for this SID is 2.

Then that makes my eCPA per Source or SID at \$11.44. So this tells me that am on the right track for sure and should continue to optimize.

Next I want to see how my zones (remember: sources in MobiPush) do against the calculator number for a **go or no go** campaign.

Based on the pay out and holds ratio, I want an ideal eCPA per zone at \$6.13 or less.

IDEAL Effective/Estimated CPA CALCULATOR

*Approval Rate only applies to COD offers. If you're running normal "CPA" offers, you should set "approval rate %" to 100%.

| | |
|----------------------------|---------|
| Offer/Average CPA (Payout) | \$17.50 |
| Approval Rate (%) | 50.0% |
| Desired Profit (%) | 30.0% |

YOUR IDEAL eCPA

| | |
|--------------------------------------|---------|
| Ideal eCPA Per Target/Zone/Creative | \$6.13 |
| Block Any Targets/Zones/Creatives At | \$8.8 |
| Ideal eCPA Per Source | \$18.38 |
| Block Any Sources At | \$26.3 |

For this I'll see what Kintura by going to reporting and drilling down on per Source.

Here's how I can use Kintura Tracker for this...

| Kintura Tracker - Reporting | | | | | | | | | |
|--|-------------|-------|----------------|---------|--------------|-----------|-----------|-----------|--------|
| Campaign: 94ug9-AdCombo-Checkin-64-8EO-ABCTest (94) > 63 > MidstatePush Source | | | | | | | | | |
| Actions | Conversions | Leads | Rejected Leads | Revenue | Lead Revenue | Revenue | Cost | Profit | CPV |
| 230 | 0 | 0 | 0 | 0 | \$0.0000 | \$0.0000 | \$2.8300 | \$-2.8300 | \$0.00 |
| 183 | 0 | 0 | 0 | 0 | \$0.0000 | \$0.0000 | \$5.0200 | \$-5.0200 | \$0.00 |
| 160 | 0 | 0 | 0 | 0 | \$0.0000 | \$0.0000 | \$0.0600 | \$-0.0600 | \$0.00 |
| 110 | 2 | 0 | 0 | 0 | \$0.0000 | \$12.2600 | \$12.2600 | \$0.0000 | \$0.00 |

👉 Although not shown in the picture above, Kintura actually shows this number for you in your stats and it calls it: **Cost Per Conversion (CV)**.

So for example, if we focus on supply Id 63 and source 110, we can immediately see (based on the coloring Kintura uses) that this is a good source, for that Supply ID.

But let's confirm it...

eCPA per Source ID 110 = Cost/Conversions. So $\$12.26/2 = \6.13 eCPA.

Now this is interesting. As it's exactly at the calculator recommendation for ideal eCPA per source which as shown is \$6.13 for my numbers.

IDEAL Effective/Estimated CPA CALCULATOR

*Approval Rate only applies to COD offers. If you're running normal "CPA" offers, you should set "approval rate %" to 100%.

| | |
|----------------------------|---------|
| Offer/Average CPA (Payout) | \$17.50 |
| Approval Rate (%) | 50.0% |
| Desired Profit (%) | 30.0% |

YOUR IDEAL ECPA

| | |
|--------------------------------------|---------|
| Ideal ECPA Per Target/Zone/Creative | \$6.13 |
| Block Any Targets/Zones/Creatives At | \$8.8 |
| Ideal ECPA Per Source | \$18.38 |
| Block Any Sources At | \$26.3 |

👉 If you're wondering about the other sources on the tracker screenshot and the fact that are shown as red (red usually means loss), there is NOT enough data to enable me to make a decision on whether I should kill them or not.

This is even more the case, as remember that the ideal eCPA per this Supply ID (that all these sources belong) is at \$11.44.

Which is \$6+ better than ideal number given by the calculator.

Thus the decision to at least keep this supply ID as is must be a Yes...

So, based on the analysis of the results this is a good campaign and I should continue to optimize it and scale it.

The big idea and goal of that guide was to get you to quick wins with CPA Affiliate Marketing.

And I think this goal with this campaign was achieved.

I spent \$50 on an offer I chose purely based on one metric the EPC with a Tier 2 GEO (Greece) and I made \$70 in revenues.

\$20 in profits and an ROI of 140%.

At this point in the campaign the goal should be to continue gathering some more data that will enable you to optimize and scale it to stable revenues and profits.

Unfortunately I never really bothered with optimizing this particular campaign myself.

Not because it wasn't a good one. But because I've had other stuff running at the time and didn't have the time to do so.

And this where and how I differ from most media/CPA affiliate marketers.

It's the way I do optimization and scaling.

And that is **I completely stop promoting an offer that is good -aka gives me conversion within the calculated numbers....as an affiliate.**

Instead, I become the Vendor/Advertiser for that offer.

Still I will tell you how to optimize and scale ie what you need to do and you should be checking.

BONUS Section - Optimize & Scale

The following method I use involves quite a bit of work and experience in setting up sales pages, writing copy (though you can re-use the copy (text) from the original offer), setting up payment buttons etc.

So unless you can do these yourself or have someone else do these for you, I recommend following the phases approach I lay out for you from my good friend Darnel below using the campaign as is. Basically just carry on.

But if you want to go wild here's what I do at this stage now that I have a strong indication that the offer is good.

I set up my own Sales Funnel (flow) for this offer. This means I set up all the web pages I used as an affiliate in my own host and put buy buttons for my own merchant account (PayPal etc).

Then, I buy in bulk, wholesale, the particular product at 50-100 pieces or I drop ship. Which ever works best for more profits.

I also start gathering data like crazy and I end up building as many lists as I can.

These include:

- Email lists (I use [Aweber](#) for these - Free 1 month trial),
- Retargeting/Remarketing lists (Facebook pixel and Google Pixel),
- Push Notification Lists (I use OneSignal free for up to 90000 push list) and even
- Facebook Bot Messenger lists (I use ManyChat free to start up to 500 people).

So I actually become the vendor/advertiser myself for this product. And since I also control the traffic, things can get profitable very quickly.

But the main benefit of this strategy is this:

If for what ever reason, the traffic source I use stops working, my revenues won't suffer. As I'll have 4 different ways and FREE (in the sense that I've already paid for the traffic to build those lists) to continue to make money on that offer.

What's more, I can actually use the same target audiences to promote other offers on that

vertical (niche). Again for FREE!

You may want to re-read this whole last section 2-3 times to ensure it's sunk in ;).

Note: if you want to see how I use the above method, which I named “The Omnifarious Method”, [visit my blog here](#) for a case study on adult dating CPA offers.

Now you'll either model what I do above or you can continue with the original campaign using the advice taken from a good friend below.

Either way I use the same phases approach regardless if am switching to become a vendor or continue as an affiliate marketer with an offer.

Just to be clear: Even when I become the vendor as I explained above I STILL USE the info below.

Optimization and scaling – Phases approach

**This part is optional, but highly recommended.*

👉 I've taken the info below from my good friend Darnel Rafaela aka DEADZ. [From Media Lab](#) (highly recommend you join if you can. Let him know you came from me, Kostas for some VIP treatment). So credits should be given to him for this awesome phases approach.

I usually approach my campaigns in "phases". Approaching campaigns from an "organized/goal-oriented" perspective & plan helps to keep you focused on the long term (and not playing around with the campaign every hour), and also lower up-front budget spends/wastes.

Ultimately, (as you gain more experience) you'll want to have your own (personal) approach to launching campaigns... But for now, I'll share a recommended approach, which you can use to build off of.

Pro Tip: Normally, you'd want to have enough of a test budget to cover [traffic source minimum daily budget] x [your networks minimum payout requirements & payment schedule].

In this case, Mobidea Push has a minimum daily budget requirement of \$20.

And AdCombo pays out 2x per week on request of \$50+ (so you usually have 3-4 days in between payments).

So you'll want to have at least \$60-80 for your test campaign (this is also a good amount to test if a campaign is good in general or not - but you won't have any problems with this here).

Now, here's some specific phases for running these "PushCombo" campaigns...

I've already walked you through Phase 1. However, you should still check all three phases approaches below.

Phase 1 - Testing

-Keep A Low "Daily Budget" Of \$20-\$100 - You don't want to overspend on any bad performing targets & sources. Because this is a push campaign, your budget can be used up within an hour as push campaigns are sent out in waves.

-Test/Run Max 3 Creatives - To do this on Mobidea Push, you need to duplicate the campaign and add a new image/text.

Pause the least performing creative based on CTR until you're left with 2 (only if none have conversions).

Once a creative get a conversion, pause all others and run just this one. If another creative converts later on (after it's already paused), go with the one with the best eCPA.

-Make Sure Everything Is Working - This is the time to make sure (all) your postbacks are working correctly. Double-check as soon as a conversion happens.

-Pause Any "Supply-ID" With "1x Offer Payout" Spent & 0 Conversions - You'll want to pause any "budget-wasters" asap. Note: Supply ID's are actually traffic sources (because [Mobidea Push is a DSP](#)). Pause any one of them that has 0 conversions with a lot of spending (you can still re-test them later).

-Stay In "Phase 1" Until You Find 2-3 "Supply-ID's" With 2 conversions (Or More)
- This phase is about making sure everything is working and collecting some initial data for the next phase.

General Tip: If your campaign doesn't convert during Phase 1, you should kill it, and move on to another campaign.

Pro Tip: Pause any Supply-ID with 2 conversions (& save them for later) to give others more budget/chances to convert.

Phase 2 - Filter Down

💡 The goal here is to find the best performing hours (and in some cases pre-lander & landing combinations) for your campaign.

-Still, Keep A Low "Daily Budget" Of \$20-\$100 - You don't want to overspend on any bad performing targets & sources. Because this is a push campaign, your budget can be used up within an hour as push campaigns are sent out in waves.

-Keep Running (Only) Your Best Creative - You (still) want to keep your "variables" low so you can find the best performing hours for your campaign.

-Whitelist Your Best Performing "Supply-ID's" - Now you'll want to check your stats for the Supply-IDs with the most conversions. Anything with 2 conversions or more is good.

Only include the ones with 1 conversion if you feel you don't have enough Supply-IDs. I recommend whitelisting 2-3 IDs, but even 1 is good enough (the process will just be slower).

-Blacklist Any "Source" With "1x Offer Payout" Spent & 1 Conversion (Or Less)

- Because COD offers usually have an approval rate between 30-50%, but you still don't know which hours are performing the best, you should only pause at 1x offer payout spent.

Only keep Sources beyond this spend if they have 2+ conversions. Anything with 1 conversion should be re-tested later on. And Sources with 0 conversions at this spend should be permanently blacklisted.

-Pause Any Hours With 1000 Visits & 1 Conversion (Or Less) - On average, COD offers will convert 1x every 500-1000 visits. If any of your hours are showing a high amount of visits with 0 conversions, pause them (especially if other hours are already showing conversions). "Save" any hours with 1 conversion for re-testing later on.

-Stay In "Phase 2" Until You Find 3-6 Hours With 2 Conversions (Or More) - Let the campaign run until you have at least 3-6 hours with 2+ conversions. Pro

Tip: Pause any hours with 2 conversions (& save them for later) to give others more budget/chances to convert. And also check your AdCombo stats for the hours with 2 conversions and highest EPC's (these should be your priority ones).

Phase 3 - Re-Test

💡 Now, to make things easier you'll want to enable "[Multiple Postback Status](#)" on the Affiliate Network profile on your Tracker, and add "&status={status}" to your postback URL on AdCombo,

And also [add your postback URL to all the other status fields](#) (in your [AdCombo](#) campaigns - this is also why I recommended adding the postback to your individual campaigns).

I personally take a different approach by calculating my "Ideal eCPA" based on my average approval % for the offer.

So for example: if you see that you're averaging 30% approval rate in your AdCombo stats, you'd calculate 30% of the offers payout, and this will be your "Ideal eCPA".

I prefer to do it this way because I find optimizing based on holds to be faster.

Sometimes you have to wait days for a status change. If you don't understand any of this, I suggest sticking to the multiple status postback approach.

⚠️ Now that you have your best hours (based on phase 2), you'll want to re-enable all the other Supply-IDs & Sources that don't already have 1x offer payout spent with 0 conversions.

-Still, Keep A Low "Daily Budget" Of \$20-\$100 - You don't want to overspend on any bad performing targets & sources. Because this is a push campaign, your budget can be used up within an hour as push campaigns are sent out in waves.

-Keep Running (Only) Your Best Creative - You (still) want to keep your "variables" low so you can find the best performing hours for your campaign.

-Pause Any "Supply-ID" With "1x Offer Payout/(Ideal eCPA)" Spent & 1 Conversions (Or Less) - Re-test Supply-IDs (without 1x offer payout spent & conversions) and block any bad performing ones.

-Blacklist Any "Source" With "1x Offer Payout/(Ideal eCPA)" Spent & 1 Conversion (Or Less) - Re-test Supply-IDs (without 1x offer payout spent & conversions) and block any bad performing ones.

-Phase 3 (Usually) Lasts Anywhere Between 48 & 96 Hours - Let the campaign run for a while. You should be profitable most of the time during this phase. The more the campaign runs, the more stable it will become and so will your profits.

Optimize (Deeper)

At this point, you'll want to take a look at your statistics on AdCombo to find the hours that have the best EPC.

Remove any hours that don't have a profitable EPC (the simple way to do this is to just pause any hours that have a lower EPC than your CPC a.k.a your bid on Mobidea Push).

**Ideally, you want to have at least 1000 visits on each hour for it to be considered "solid data" to optimize on.*

You'll also want to look deeper into connection types, carriers, states/cities, etc. In some cases, you'll have to launch separate campaigns to target carriers individually (if you found multiple to be very profitable and worth it enough to target separately).

Split-Test & Scale

Now that your campaign is optimized (deeper), you have the option to split-test different creatives.

Note: To do this on Mobidea Push, you'll have to duplicate your campaign.

Make sure your duplicated campaign has the correct whitelists, blacklists & hour schedules (these get messed up sometimes when you duplicate the campaigns).

I recommend split-testing 6 creatives max at a time.

Keep pausing the worst performing one.

Pause bad creatives based on CTR & spend until you see a conversion (if your best creative is averaging eCPA of \$6 - pause any creative that has around that much spent with 0 conversions).

Once creatives have conversions you should start pausing based on eCPA. I recommend you keep testing until you have 3 strong creatives.

This is also the time you'd want to scale your campaign onto desktop devices. Start off by whitelisting (& slowly adding) your best-performing Supply-IDs.

Also, start off by targeting the same hours you have on your mobile campaign.

If you have any paused hours with 1 conversion (or less than 1000 visits), you can now re-test these, by adding & testing 1-2 hour(s) per day.

Check after 24 hours if these "new" hours are keeping up with the rest and decide if you want to remove or keep them in your campaign.

****If you have any questions when it comes to phases, drop me a line and will aim to help you.***

EXTRA

I recommend: Combining product Images with texts that mention the price of the product.

Most of the time these combinations will have a lower CTR but a higher conversion rate.

When mentioning price, double check the price on the offers landing page.

You can choose to either mention the discounted price or the full price (so the discount effect is extra) in your campaign creatives.

Make sure you double check the networks current [EPC's for all the Chocoslim offers](#) before launching your campaigns. As a general "rule of thumb"; some people like to make sure the traffic source's [price per click for the offers country](#) is lower than the networks EPC for that specific offer.

Generally when looking for which countries to target first; You'll want to look at the networks EPC for the specific offer and the traffic source's [rate sheet](#). Target countries that have high volume & a lower cost per click than the EPC of the offer (at first). This doesn't really matter a lot (in this case), because I've shared the top creatives with you already.

On average you want to be winning at least 30% of the traffic. If you see your "won rate" is lower than 20%, you need to increase your bid by a few cents. Trying a new creative can also result in an increase here.

That's it. I really hope you found this guide super useful. And I hope you will give it at least a try and not leave it collecting digital dust!

If you have any questions, please feel free to ask!



Kostas "**The Omnifarious Marketer**" Papadakis