



Introduction

Pay-Per Click



- **You only pay when someone clicks on your ad.**
- **An advert that doesn't attract any clicks won't cost you anything**
- **High ROI (return on investment).**

CPA Advertising



- **Cost per Action**
- **Cost per Acquisition**
- **You only pay when your ad. is successful**
- **Guaranteed return on investment.**

CPA is a relatively new form of PPC

- **If that's your plan, you've come to the right place!**
- **These videos will be your master class**
 - **How to set up**
 - **Stack the cards in your favor**
 - **Scale-up your operation for gigantic profits!**

