



The Basics of CPA Marketing

- **What is an 'Action'?**



- **'Conversion'**



- **What is an 'Acquisition'?**

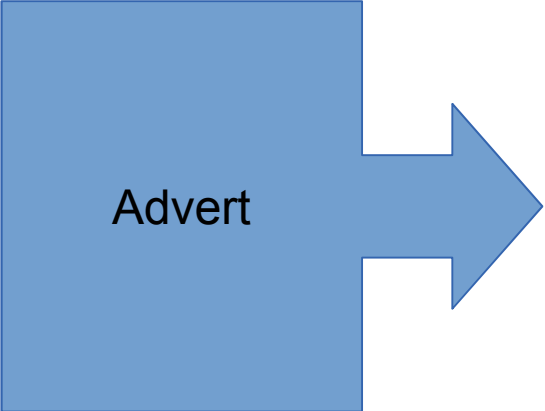


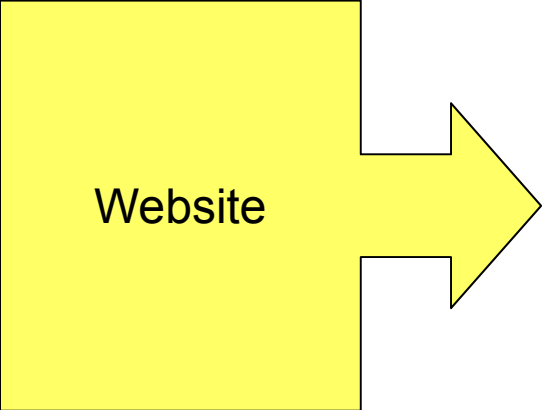
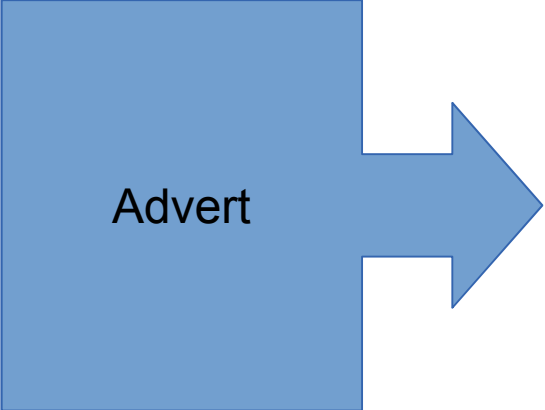
- **'Call to Action'**

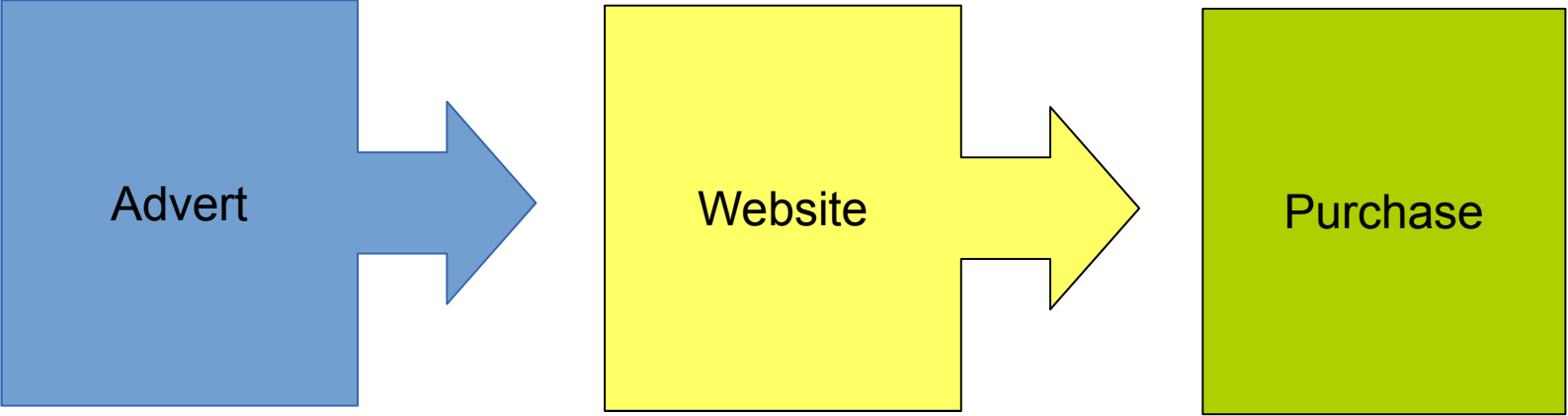


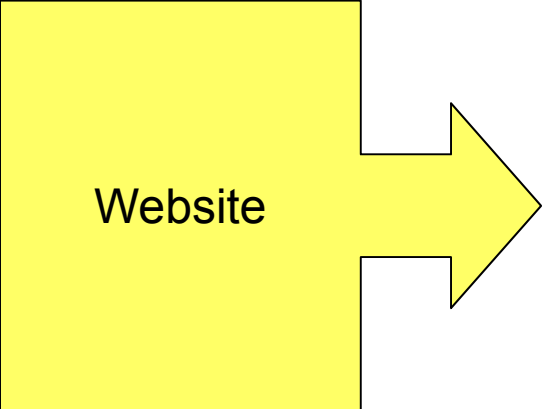
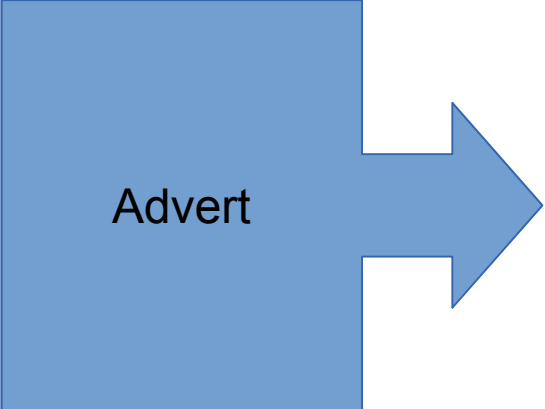


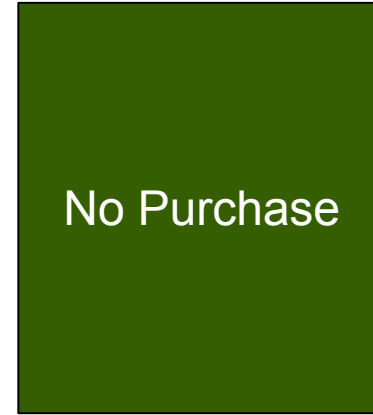
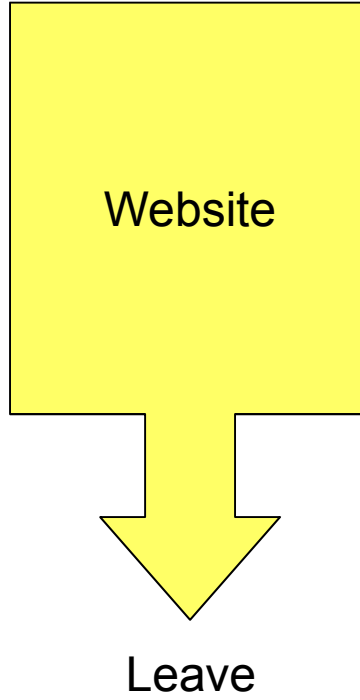
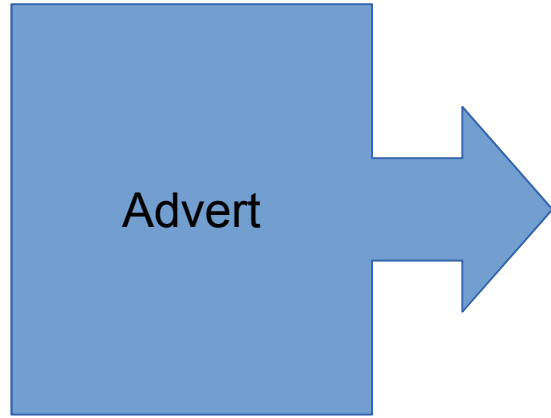
- A “call to action” is a call to do the thing you want your audience to do, which in the vast majority of cases is to buy a product, or sign up to a mailing list.
- Set up your goal or action
- Set up tracking.













- **A click on its own does not guarantee any value for you**
- **If someone clicks on your PPC advert, goes to your website and then is unimpressed with your products and services on offer, you'll have paid for that click and received nothing in return**
- **If you are only paying for each action, you will be earning money every time someone clicks on the advert.**

E-book Sale \$20
CPA - \$ 1
Profit per click \$19





- **CPA marketing doesn't always mean that you pay only when someone buys your product.**
- **With CPA you will still normally pay per click**
- **That's what makes it still a form of PPC advertising.**

- **So how is that CPA at all?**
- **The advertising platform will give you the ability to break down the information and to see when you're actually gaining an acquisition**
- **You can then look at the percentage of clicks that are resulting in an acquisition and see what you're paying for each of those clicks**
- **If you're paying \$1 for every 100 clicks, and 1 in every 400 people buys your product, then you now know that you have a cost per action of \$4.**







How does CPA work?



- **They use cookies to track the users along with a small line of code normally on the website in question**
- **This allows a website or app. to identify that user and to show them their preferences.**





- In the case of CPA, a cookie is used to look at the person who is clicking on your advert
- Then, if the user with that identifying information should also click to buy a product on your website, they will have been tracked and the information will be fed back to the advertising platform
- The information would be fed back to your overall metrics along with all those clicks that didn't yield a result, and you could then use this to calculate your CPA.



Who are the advertisers and publishers?

Who earns from this?

Google
AdWords

Google™ AdSense



What is “Scrubbing” and “Shaving”?

- **Scrubbing** means that advertisers don't have to pay for invalid or duplicate leads
- **Shaving** means the advertiser is trying to be more selective about their leads and scrubbing leads that should be valid. This of course is unfair on the publishers.

