

S OF THE WORLD



SIRIUS TRAFFIC

CPA MARKETING STRATEGY GUIDE

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WEST

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Section 1

The Concept

The 'CPA' in 'CPA Marketing' is the abbreviation for "*Cost Per Action*". Cost per action marketing is a term used to describe a specific type of performance marketing in which a company pays a publisher for specific or desired actions that positively impact the advertising company's bottom line. Such actions can be a website registration, completing a short survey, requesting a quote, making a purchase, filling out a form, submitting an email address or registering for a newsletter amongst many other things. There are CPA offers for every major consumer market vertical in almost every country the world. CPA offers are digital and are promoted online.

CPA networks provide publishers with access to CPA offers. There are many CPA networks but it is recommended to begin with the [CPA Lead](#) network. The [CPA Lead](#) network is recommended for several reasons. This particular CPA network is one of the top CPA networks in the world. They have exclusive CPA offers from a lot of the top companies and brands. [CPA Lead](#) also provides great CPA payouts. Their responsive dashboard and tracking platform is the best of its kind and integrates seamlessly with [SiriusTraffic.com](#) to track all of the necessary aspects of your ad campaigns, including conversions.

When choosing a CPA offer to promote, the only statistics that count are your own statistics. Do consider the conversion rate or EPC (earnings per click) when choosing a CPA offer but do not let network stats guide your decision making. Use the network stats as activity indicators but never as a guide. The reason for this is that a CPA network has many publishers and CPA network stats are comprehensive figures and are not a representation of individual publisher activity. Therefore, you must choose a CPA offer based on value, branding, design, function, terms, and payout. Any CPA offer that you choose to promote must be branded well, designed to be responsive for all devices with a compelling or strong interest generating message. A good CPA offer must function to maximize engagement and must not have cumbersome conversion points. The payout must be at least 3 times the minimum CPC (*CPC = Cost Per Click*) for your ad campaign. Use the Niche Scout and Performance Calculator in the [SiriusTraffic.com mobile app](#) for assistance in choosing a profitable CPA offer.

Section 2

The Strategy

You must first understand that not every CPA offer that you promote will convert. Because of this fact, you need to test different CPA offers for profitability.

The strategy to use is this:

- **Send 100 to 300 unique visits per CPA offer to test for profitability**
- **Look for at least a 5% conversion rate and scale to a 10%+ conversion rate**
- **Scale anything that converts at 10% or better**
- **Repeat until you are earning what you desire**

This strategy is called the, “Phoenix Formula” and it is the formula that is at the core of the artificial intelligence that drives your ad campaigns at SiriusTraffic.com. It presents a much higher standard for performance criteria and key performance indicators.

Applying this strategy would be much more difficult if you were using a traffic source other than SiriusTraffic.com because no other ad network runs on the same [artificially intelligent](#) ad technology that actually applies the “Phoenix Formula” for you. This makes everything much easier.

You can test one CPA offer at a time for profitability but it is recommend to test up to 3 to 5 CPA offers at a time. The more apps you test at a time, the faster you will find winners, the more money you will make. Follow the strategy given here and you will be on your way to generating \$100 or more per day in one of the most effective and efficient manners possible. The “Phoenix Formula” is designed to limit risk and maximize your your ROI and profits. There is no strategy that has been proven to be more powerful than this one.

Click on the link below to learn more about the “Phoenix Formula”:

[LEARN MORE ABOUT THE “PHOENIX FORMULA”](#)

Section 3

Optimization

Direct linking CPA offers can work but works best is to use a custom landing page to capture the leads before they see the CPA offer. The use of a SOI (Single Opt-In) lead generation funnel or CTP (Click-Through Page) statistically increases conversion rates by more than 20% if effectively designed. The recommended tools for making effective landing pages, click-through pages and lead generation funnels is [Profit Builder](#) and [Rapid Mailer](#). These tools are highly effective and are designed to work together. There are many other technologies that you can use but Profit Builder and Rapid Mailer are highly recommended because they are proven to work well.

Always use high quality [IAB standard](#) banners in the top 4 most effective banner sizes which are 728x90, 300x250, 160x600 and 300x50. Custom banners work really well. I recommend that you use [Canva.com](#) to create custom banners. Use at least 3 banners for each of the 4 banner sizes or dimensions.

International CPA offers provide the most consistent performance and conversions. International CPA offers allow traffic from all countries. Worldwide traffic has a lower cost than specific top tier or major countries.

Start out with a CPC bid of \$0.10 to \$0.20 per click. Set a CPA bid of at least \$0.25 initially and adjust your bids according to the results. If there is low activity, make incremental increases in your bids and budgets until you get the activity you desire. If you have a low CTR, this means that you need more effective ad creatives (banners and text ads).

Use descriptive keywords. Remember that using keywords at SiriusTraffic.com is different from how keywords are used anywhere else. Keywords at SiriusTraffic.com are used to “talk” to our artificially intelligent technology, telling it what you are promoting and what you are looking for in terms of actions that you want people to take or things that are of interest to your target demographic.

Always set your CPA tracking pixel or post back. This is how SiriusTraffic.com can identify the conditions yield conversions and then use that data to optimize your ad campaigns. Even if you are not setting a CPA bid, you should still set your CPA tracking pixel or post back.

Be sure to watch the tutorial videos located in the [SiriusTraffic.com mobile app](#).

Section 4

Support & Guidance

SiriusTraffic.com provides support and guidance with the strategy presented in this guide via our help desk which you can access inside of your SiriusTraffic.com account. You can also request support or assistance from inside of the [SiriusTraffic.com mobile app](#).