

Welcome to CPA Profit Machine PRO

Copyright- Shawon Kaiyum

Upgrades

Again, if you want to give yourself the fastest and most surefire path to success, I highly recommend picking up the upgrades while they are still available.

CPA VIP Coaching - My innovative high end training content/coaching/DFY program that I have masterfully designed to take CPA marketers of ANY level, including beginners, to full time income with CPA. Limited spots

<https://shawonmarketing.com/cpa-profit-machine-vip-coaching/>

CPA Profit Machine PRO

The main CPA Profit Machine Pro method shows how I am using push traffic sources to generate conversions with CPA offers. This Pro package goes more in depth and gives additional tactics I am using to boost the results of the original method.

Optimization & Scaling

As with all paid traffic strategies, it is crucial that you are properly tracking your data. This way you know exactly what to adjust.

You can break down optimization & scaling into 3 steps:

1. Creative
2. Targeting
3. Traffic Source

With priorities being:

1. Profit
2. CPC
3. CTR

So basically, the first thing you want to optimize is your creative. You want it to have the highest profits, lowest CPC, & highest CTR possible in that order.

Profit is the main priority so if a creative is profitable, do not worry if it has high CPC and/or low CTR. CPC and CTR are simply indicators you want to use to determine if a campaign has potential to be profitable.

Creative

The creative is the banner + ad copy you are using for your campaign. Every campaign you run is going to be different so do not use these guidelines as the ultimate deciding factor, but rather as an estimate of what you should be aiming for. With your creatives, this is the CTR & CPC you want to aim for depending on which countries you are targeting:

- United States – 0.67%, \$0.05
- Russia – 1.08%, \$0.03
- India – 0.53%, \$0.005
- Germany – 0.53%, \$0.05
- Brazil – 0.7%, \$0.01

- South Africa – 0.56%, \$0.04
- France – 0.68%, \$0.03
- Italy 1.1%, \$0.03
- Great Britain – 0.51%, \$0.04
- Indonesia – 0.47%, \$0.01
- Malaysia – 0.51%, \$0.02

I like to test creative with at least 75% of an offer's payout as the budget. For example, if an offer has a payout of \$4, the testing phase of my creative will be at least \$3. This is not the TOTAL testing budget for the campaign, but the testing budget PER creative/target/traffic source. So the more creatives, targets, and traffic sources you are testing, the higher your total testing budget should be.

Adjusting Creatives + Tips

My number one recommendation for creative is to get a spy tool such as Adplexity so you can see exactly which banners have been running in your niche successfully.

Another option is to have banners made for you from a service such as <https://bannerslanders.com/>

As a free option, you can simply search Google for websites in your niche and look at banner ads running on the top sites. Push traffic is very similar to traditional native ad traffic with banners so you can make your creatives look similar to those.

Here is an example:

Let's say you are running an offer in the gambling niche. Simply go to Google and search for something such as "Gambling Forums" (I like to search for forums because they usually have a bunch of banner ads running on them)



Gambling Forums

Check out the top sites here

GamblingForums.com - The #1 Gambling Community

<https://www.gamblingforums.com/> ▼

The #1 Gambling Community offering an online gambling forum and message board for every betting category. Independent. Comprehensive. Uncensored.

[Baccarat Forum](#) · [Casino Forum](#) · [Roulette Forum](#) · [Forums](#)

Forums - AskGamblers

<https://www.askgamblers.com/forum/> ▼

16 hours ago - At our Casino Forum you can discuss about online casinos and gambling related topics with our experienced community. Join in the forum by ...

Gambling - Forums - Wizard of Vegas

<https://wizardofvegas.com/forum/gambling/> ▼

Discussions about gambling. ... Betting Systems. All betting systems are worthless. However, for the mathematically challenged, here is a forum of your own.

Casino Players & Gambling Forum: GamblersForum.com

<https://www.gamblersforum.com/index.php> ▼

The leading forum for professional gamblers. Discuss every casino and gambling topic in a friendly environment.

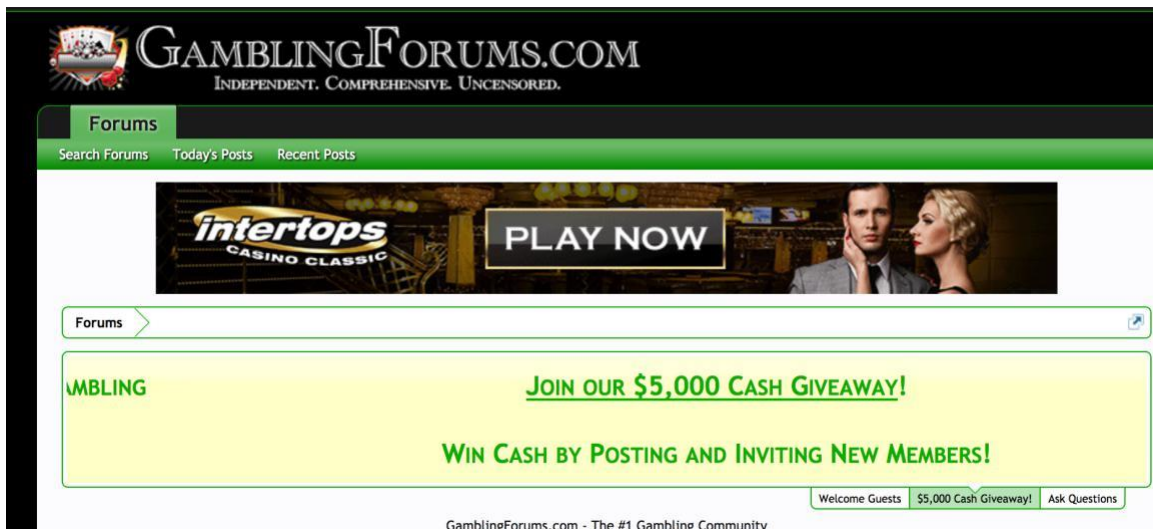
[Roulette Forum](#) · [Blackjack Forum](#) · [Poker Forum](#) · [Video Poker Forum](#)

Forums | Gambling Therapy

<https://www.gamblingtherapy.org/en/forum> ▼

Concerned about a partner, friend or family member you feel has a gambling problem? This is the place to get support and find out more about gambling therapy.

You should see banner ads on the majority of these forums



Now, push ads have smaller dimensions than traditional banner ads so the idea here is to find as many banner ads as you can and screenshot them. Here is what you want to look for:

- Buzz words – Are there recurring words you see often? These can be words that trigger emotions in the niche or are at least familiar to the viewer to catch their attention.
- Color schemes – Different niches are accustomed to certain colors. Now, you do want to stand out with your banners, but at the same time you want to give viewers a sense of familiarity. Finding that balance is key to high CTRs
- General look and feel – Are the banners highly detailed with people in them or are they very basic with simple text and colors? Again, the effectiveness of which style works best will vary from niche to niche.

With push traffic, I like to mainly focus my targeting broken down into:

- Location – This is obviously where your ads will be shown, most commonly determined by countries. Some offers will be broken down to specific cities.

- Platform – Desktop or mobile
- OS – This is the operating system your ad shows up on (Android, iOS, Mac, etc.)

The locations you target are the easiest. Simply target all of the countries your offer is available in. Keep in mind that CTRs vary greatly depending on the country so do not automatically think that the lower CTRs are bad.

I always track by platform as stats can vary greatly depending on whether it is on desktop or mobile.

OS is also a big determining factor so be sure to track this parameter as well.

One of the great things about push traffic is that most ad platforms have pretty much the same targeting options so scaling is just a matter of copying over your campaign to the next platform. Here is the list of proven push traffic sources to use:

- PropellerAds
- ZeroPark
- EvaDav

- Mobidea
- Richpush
- Targeleon
- Datpush
- AdMaven

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To Your Success
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