



**ABSOLUTE
BEGINNERS**



— Our Hosts

HOW TO START WITH AFFILIATE MARKETING?



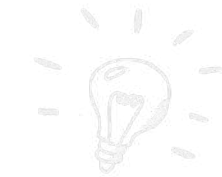
Konstantinos Kafkalias

Senior Account Manager



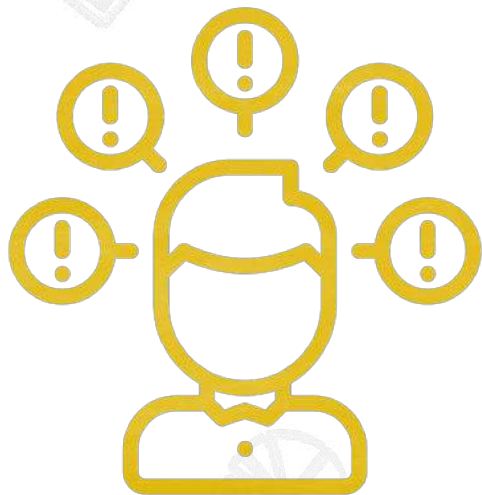
Anastasia Kutilkina

Support Team Leader

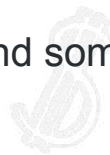


— Before We Begin:

HOW TO START WITH AFFILIATE MARKETING?



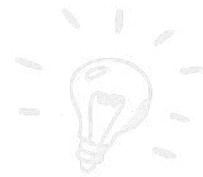
- If you spot any issues with sound or video, let us know in the chat
- Ask questions whenever you don't understand something or you need more information
- We'll send this presentation and a course PDF to your email
- Useful links in the chat – don't miss!
- **Join our Telegram chat!**
- **Download our workshop guidebook**



— What will we study today?

HOW TO START WITH AFFILIATE MARKETING?

1. What is affiliate marketing?
2. Can you really make money with affiliate marketing?
3. Affiliate marketing ecosystem: who is who?
4. Verticals and where to find CPA offers?
5. The key elements of ad campaigns
6. Let's create your first ad campaign!



PART I

WHAT IS AFFILIATE MARKETING?



— Let's start with...

HOW TO START WITH AFFILIATE MARKETING?

Have you heard
of *affiliate marketing*
before?



— Okay, in simple words

HOW TO START WITH AFFILIATE MARKETING?

Affiliate marketing is promoting 3rd party products/services (= not yours) and **earning a commission** for that.

Affiliate marketers get paid for generating traffic, leads, or sales for an advertiser (*advertisers define what actions they want consumers to complete*).

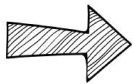
The more people you can refer, the more money you are able to make.

— Here's an easy example

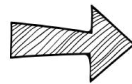
HOW TO START WITH AFFILIATE MARKETING?



A company (advertiser)
wants to sell
an anti-wrinkle cream
to women 35+



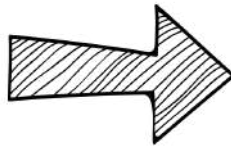
They find
partners (affiliates)
to promote this
product



Affiliates find the target
audience this company
wants (women 35+) and
sell the product to them

— Intriguing... what's next?

HOW TO START WITH AFFILIATE MARKETING?



For every cream you sell –
you get paid

(commission is determined
by the advertiser)

Sold a lot?

The better you get at selling (converting users),
the better offers (products) you will get and
MORE MONEY you will make

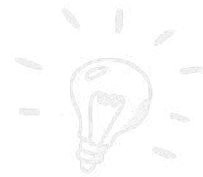
What products have you seen being promoted by affiliates?

HOW TO START WITH AFFILIATE MARKETING?



— How is it different from Forex and iGaming?

HOW TO START WITH AFFILIATE MARKETING?



Affiliate marketing

- Easier to start and less money needed
- Risks are lower, it takes time to start earning more
- You will need to study what motivates people to buy
- You have more control over the process



Forex and iGaming

- Too many factors out of your control
- Higher risk but potentially higher reward
- It's much more about luck than skill
- Harder to start – you need a deep understanding of the financial market



PART 2

CAN YOU REALLY MAKE
MONEY WITH AFFILIATE
MARKETING?





Have a look at screenshots

HOW TO START WITH AFFILIATE MARKETING?

PropellerAds

Create campaign \$ 7,087.54 07:44 (EST) EN

Statistics

This month 01/03/2021 22/03/2021 UTC-5 (Default EST)

🔄 Date ▾ All statuses ▾ All formats ▾ Campaign name or ID 🔍 📊

Date ▾	👤	👤	👤	CTR	CR	Cost	Revenue	Profit	ROI	CPA	CPC	CPM
	31,144,777	560,566	8,505	1.80%	-	\$11,000.919	\$13,356.775	\$2,355.865	21.42%	\$1.293	\$0.020	\$0.353
22/03/2021	313,727	5,929	95	1.88%	1.60%	\$121.917	\$128.750	\$6.833	5.60%	\$1.283	0.02	\$0.388
21/03/2021	1,126,755	22,291	356	1.97%	1.59%	\$521.406	\$674.325	\$152.919	29.32%	\$1.464	0.023	\$0.462
20/03/2021	1,181,678	22,851	443	1.93%	1.93%	\$572.419	\$821.975	\$249.556	43.59%	\$1.292	0.025	\$0.484
19/03/2021	1,166,603	20,537	408	1.76%	1.98%	\$510.877	\$649.145	\$138.268	27.06%	\$1.252	0.024	\$0.437
18/03/2021	938,806	20,347	415	2.16%	2.03%	\$578.041	\$687.680	\$109.640	18.96%	\$1.392	0.028	\$0.615
17/03/2021	1,070,950	21,490	388	2.00%	1.80%	\$531.389	\$646.175	\$114.787	21.60%	\$1.369	0.024	\$0.496
16/03/2021	1,120,438	23,304	380	2.07%								
15/03/2021	992,073	21,660	326	2.18%								
14/03/2021	1,285,742	23,416	369	1.82%								
13/03/2021	1,300,697	22,876	326	1.73%								
12/03/2021	1,316,608	23,128	339	1.75%								
11/03/2021	1,331,708	25,167	348	1.88%								
10/03/2021	1,299,593	25,376	348	1.95%								
09/03/2021	1,853,657	30,039	410	1.62%								

📊 ZEXX

Offers \$ 0.00 EN

Statistics \$ 0.00

Finance \$ 1,000.00

Postback

Date	Status	Transaction ID	Payment Method	Amount	Receipt
05.06.2020	SUCCESS	230167	Wire USD	9,103.88	📄 Download
13.07.2020	SUCCESS	236316	Wire USD	12,169.81	📄 Download
20.07.2020	SUCCESS	237426	Wire USD	5,744.33	📄 Download
19.08.2020	SUCCESS	242953	Wire USD	6,806.15	📄 Download
04.09.2020	SUCCESS	247131	Wire USD	18,147.38	📄 Download
21.09.2020	SUCCESS	249398	Wire USD	13,450.94	📄 Download
05.10.2020	SUCCESS	252767	Wire USD	1,632.34	📄 Download
29.10.2020	SUCCESS	256049	Wire USD	2,989.22	📄 Download
01.12.2020	SUCCESS	264094	Wire USD	9,437.30	📄 Download
08.02.2021	SUCCESS	278667	Wire USD	7,424.50	📄 Download



— How much money do you need to start?

HOW TO START WITH AFFILIATE MARKETING?

Tracking tools (up to \$100)
– *optional for beginners*

Landing page builder
(from \$20)

Spy tools to monitor
trends and competitors
(around \$40)

TRAFFIC (\$300 for testing)

*Note that you won't pay all at once,
and your investments will return.*

\$400-500

— How do you pay for traffic?

HOW TO START WITH AFFILIATE MARKETING?



CPM

**Cost per mille = 1000
impressions (views)**

You pay for the number
of times your ad is shown.

The payment is fixed
regardless of how many
visitors clicked on your ad.



CPC

Cost per click

You spend your campaign
budget only on people
who clicked and visited
your landing page.

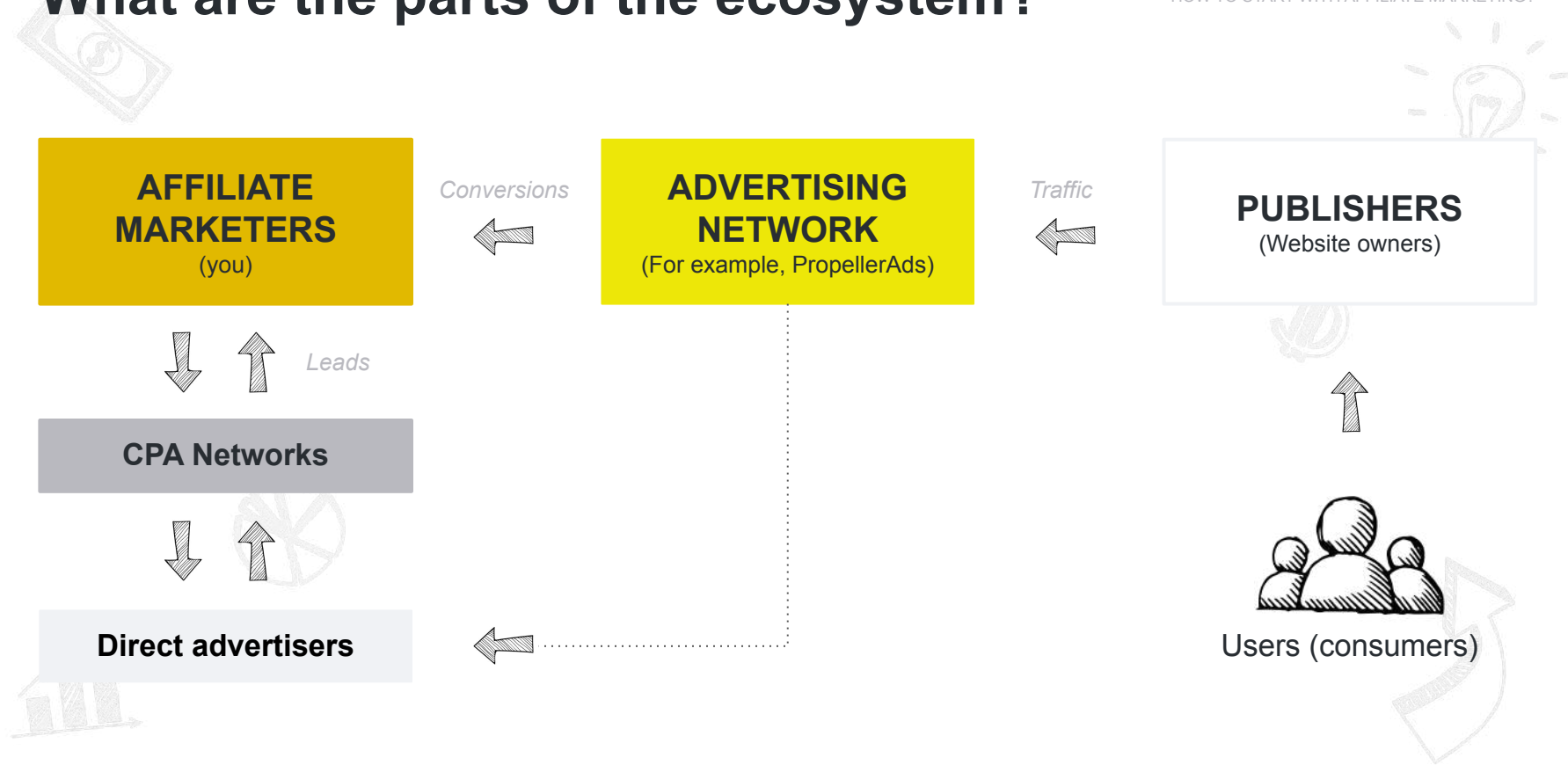
PART 3

AFFILIATE ECOSYSTEM



What are the parts of the ecosystem?

HOW TO START WITH AFFILIATE MARKETING?



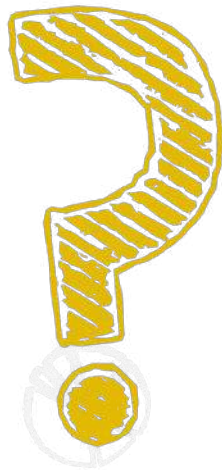
— Let's decipher this scheme

HOW TO START WITH AFFILIATE MARKETING?

- Affiliates get **CPA Offers** from CPA Networks and advertisers
- Affiliates buy traffic they need from ad platform (from countries and users they want)
- Ad platforms are mediators between publishers and advertisers
- Publishers **sell ad placements on their websites** to advertising platforms
- Users visit websites = **traffic is an asset** that publishers can sell
- **People = consumers** are at the core of affiliate marketing ecosystem, well, because they buy :)

— A quick question

HOW TO START WITH AFFILIATE MARKETING?



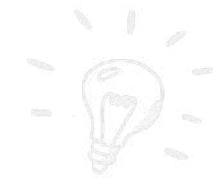
What do you think is
the most **essential part**
of affiliate ecosystem?

— ... and it's...

HOW TO START WITH AFFILIATE MARKETING?

TRAFFIC

Because people buy
the products and services



— Can give us some examples of:

HOW TO START WITH AFFILIATE MARKETING?

- Publishers?
- Advertisers?
- CPA Networks?
- Advertising Platforms?

EXAMPLE

PART 4

CPA OFFERS AND VERTICALS



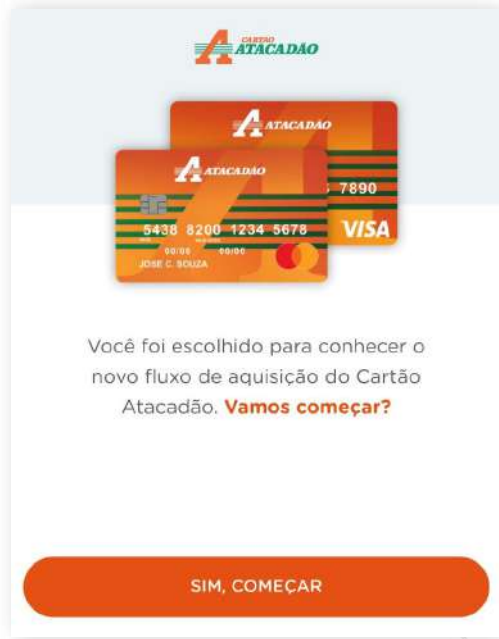
What's a CPA Offers?

HOW TO START WITH AFFILIATE MARKETING?

CPA* Offer is a product or service that affiliate marketers promote



*CPA means «Cost per action»



— Every CPA Offer has:

HOW TO START WITH AFFILIATE MARKETING?

- **Price per lead** (or other action a user has to take), i.e., how much you will be paid
- **Targeting** (Users from which countries /devices/OS, etc. advertiser wants)
- **Conversion flow** (which actions user needs to go through to become a lead)
- **Conditions and requirements** (what traffic is allowed, if there are any limitation, etc.)
- **Creatives** (Landing pages, banners)

Find an offer with a better payout

HOW TO START WITH AFFILIATE MARKETING?

OMG VPN
ID: 1932 **creatives**



OMG VPN is growing its popularity in several markets. Some users want to maintain their privacy, others want to unlock global content. With this innovative design, you will be able to maximize repeat security.

Geo	Countries	↓ Rate
BD, ID, PK, BR	Bangladesh, Indonesia, Pakistan, Brazil	\$ 0.024
DZ, CO, TR, EG, PE, MA	Algeria, Colombia, Turkey, Ecuador, Peru, Morocco	\$ 0.020

Targeting (points to Geo/Countries)

Price (points to Rate)

Vertical	Conversion type	Platform	Status
Mob apps, utility	CPI	Mobile	ACTIVE

Cost per install (i.e., a user should install the app) (points to Conversion type)

Conditions and restrictions (points to Description/Restrictions)

Targetings

OS type
Android

Description

Languages of the landing page: Optimized.
Flow: CPI
Cap: 200 conversions daily till quality check.

Restrictions

- No incent or motivated traffic
- No bot/fraud traffic
- No aggressive creatives/prelanders

Popular conversion types

HOW TO START WITH AFFILIATE MARKETING?



CPI – cost per install – users have to download an app and open it



CPS – cost per sale – affiliates get a fixed amount whenever they produce a sale



COD – cash on delivery – users pay for their items upon receipt



FTD – first-time deposit – affiliates get paid every time a new user makes a deposit



SOI & DOI – single & double opt-in – users need to leave their contact information. In case with DOI, they also have to confirm the contact details



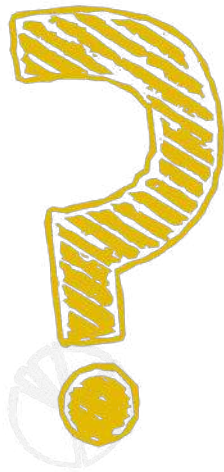
Free trial – trying an app or service for free for X days and then shifting to the paid version



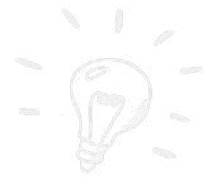
1-click – a user needs to click on the landing page to get subscribed to the content provided (mobile offers)

— A quick question

HOW TO START WITH AFFILIATE MARKETING?

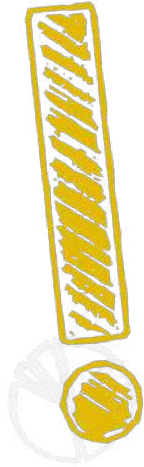
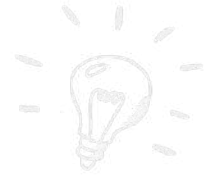


Which, do you think,
are **the easiest**
conversion types?



— The easiest conversion types are...

HOW TO START WITH AFFILIATE MARKETING?

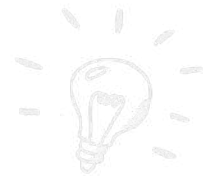


SOI, CPI & 1-Click
These types are beginner friendly and require less expertise



— Verticals... is it something from geometry?

HOW TO START WITH AFFILIATE MARKETING?



Verticals (also known as «offer categories») are a niche or an industry a certain CPA offer belongs to



Utilities	Dating	Finance	iGaming Gambling +Betting	Streaming	
Nutra	Sweepstakes	eCommerce	Games	Apps	Home improvement



— Can you determine the vertical?

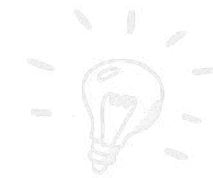
HOW TO START WITH AFFILIATE MARKETING?



See the ad or a landing page and write in the chat, which vertical this creative belongs to

Let's start? ;)

P.S.: We took all the creatives from a popular and free spy service – Affbank



— Can you determine the vertical?

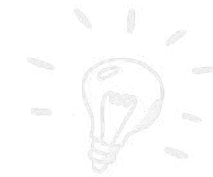
HOW TO START WITH AFFILIATE MARKETING?



House Painting?

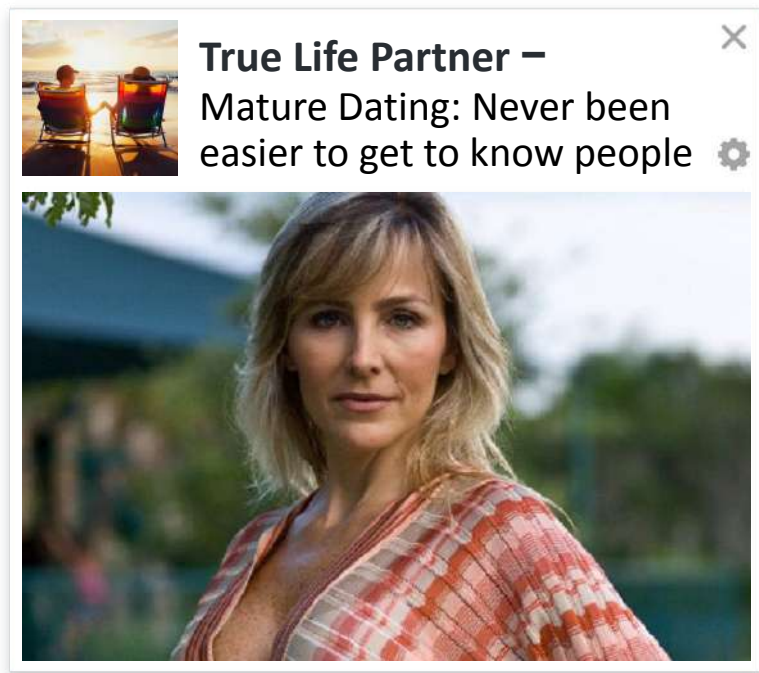
Beauharnois Residents could benefit from 2020 pricing



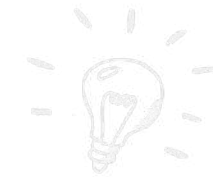


— Can you determine the vertical?

HOW TO START WITH AFFILIATE MARKETING?

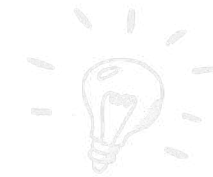


The screenshot shows a Facebook post interface. At the top left is a small profile picture of two people sitting on a beach at sunset. To the right of the picture is the text 'True Life Partner –' in bold, followed by 'Mature Dating: Never been easier to get to know people' in a standard font. To the right of the text are a close button (an 'X' in a circle) and a settings gear icon. Below the text is a large rectangular image of a woman with blonde hair, wearing a red and white patterned cardigan, looking directly at the camera. The background of the image is slightly blurred, showing greenery and a blue structure.



Can you determine the vertical?

HOW TO START WITH AFFILIATE MARKETING?

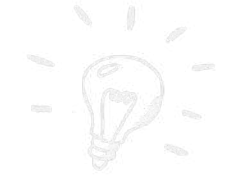


Can you determine the vertical?

HOW TO START WITH AFFILIATE MARKETING?



Wyoming Husband & Wife
Lose Shock Family With Rapid
Weight Loss (Before & After)



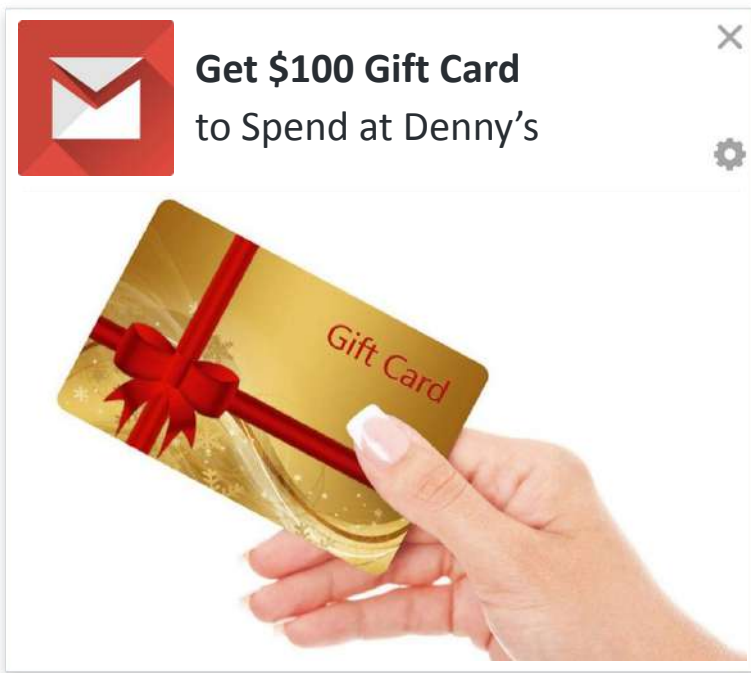
Can you determine the vertical?

HOW TO START WITH AFFILIATE MARKETING?



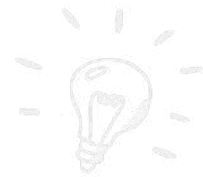
Can you determine the vertical?

HOW TO START WITH AFFILIATE MARKETING?



— What are the best verticals for beginners?

HOW TO START WITH AFFILIATE MARKETING?



Sweepstakes – allows cheap testing and can feature products in different categories, so it'll be easy to find one that you're interested in



App installs – are super popular and much easier to convert, even if the payout is a bit lower



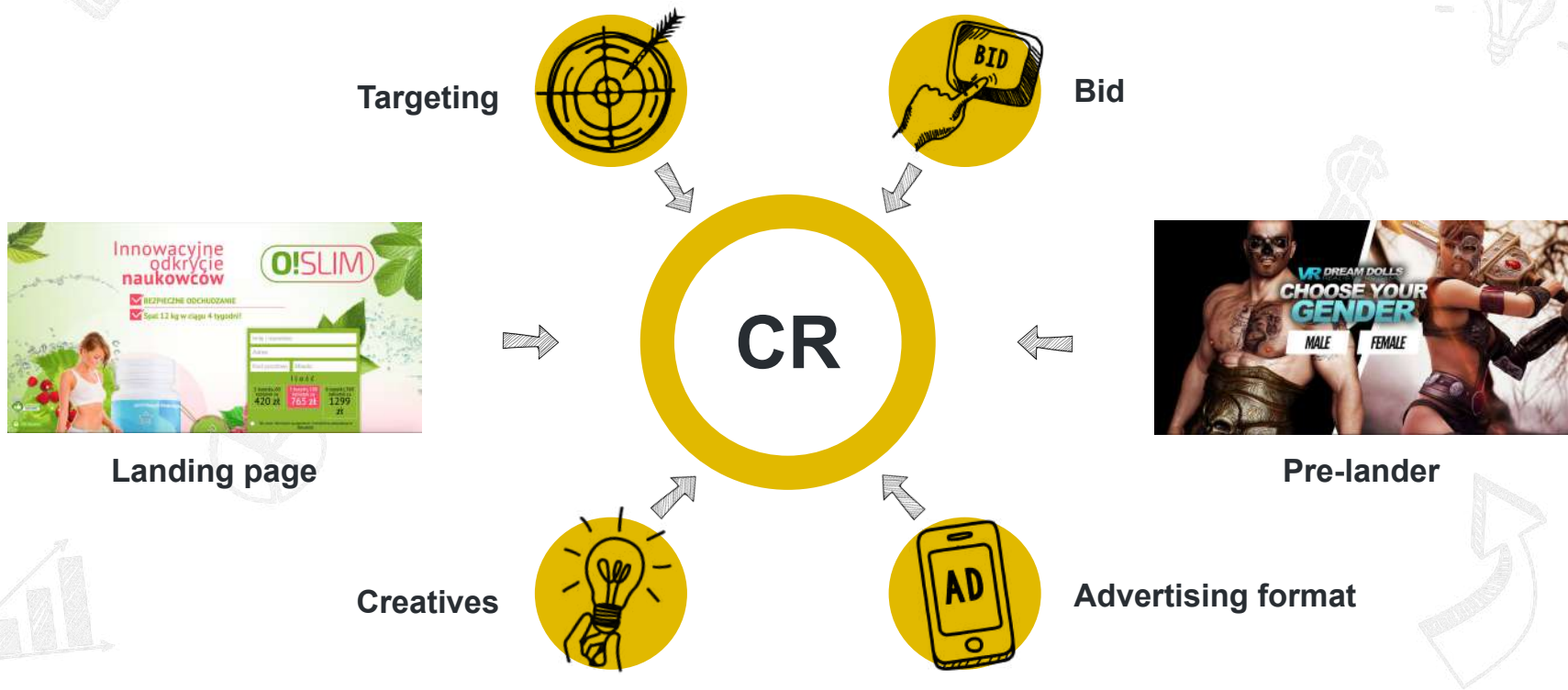
Dating (SOI) – «evergreen» vertical, great for new affiliates because these offers usually have ready landing pages, pre-landers, and other awesome resources

PART 5

THE KEY ELEMENTS OF AD CAMPAIGNS

What elements impact your Conversion Rate (CR)?

HOW TO START WITH AFFILIATE MARKETING?



— Things to Know About Bidding & Targeting

HOW TO START WITH AFFILIATE MARKETING?

Bidding: a **bid** is the maximum amount of money an affiliate is willing to pay for each click (CPC) on an ad or for 1000 views (CPM)

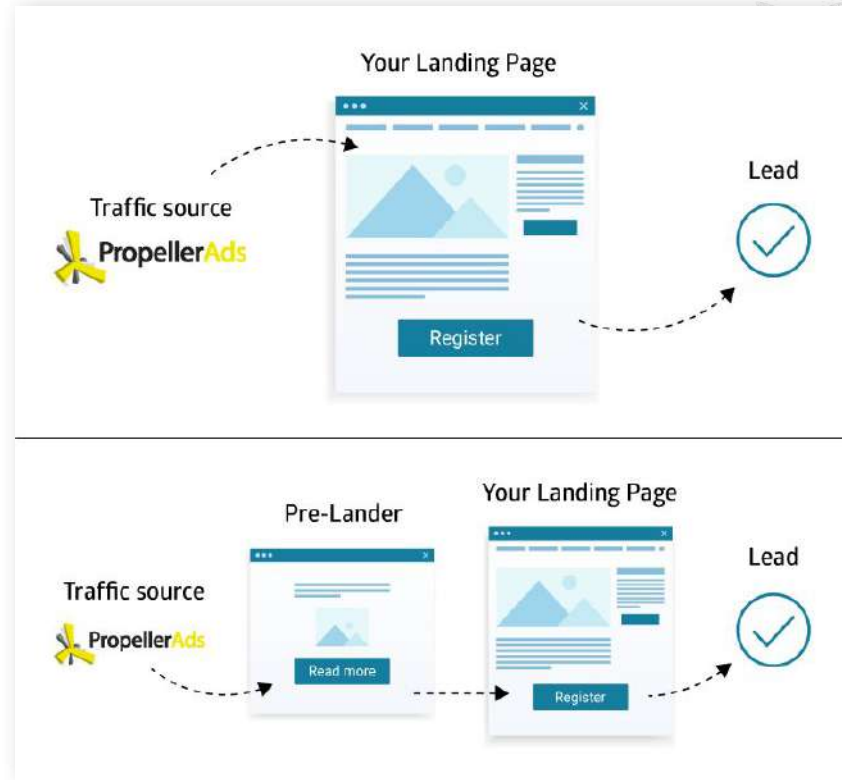
Bidding is closely correlated with **Targeting**

- Don't target «expensive» Tier-1 countries (e.g., USA, UK, Canada, Australia) in your first campaigns – the competition is too high
- Aim for Tier-3 countries, they are cheaper and you can test & learn
- Create separate campaigns for each country (= GEO) or group GEOs by language
- While you are still new, use the bid our platform recommends

— Landing page and a pre-lander

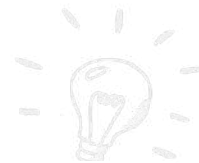
HOW TO START WITH AFFILIATE MARKETING?

- **Landing page** works to convert and contains a detailed description of the product/offers and a registration form.
- **Pre-lander** is usually used to «warm up» the audience and contains surveys, quizzes, games, questions, etc.



Advertising formats and when to use them?

HOW TO START WITH AFFILIATE MARKETING?



Push Notifications

are short ad messages, delivered directly to a user's device even when he is not browsing the website



Onclick/Popunder

ads appear under the active browser window or in a new browser tab. Use when you need guaranteed visits



Interstitials

are ad units, overlying the page content. These ads are here when you need to immediately capture attention

Creatives: what are they?

HOW TO START WITH AFFILIATE MARKETING?

VISUALS

Banners & images



Want to Earn \$10 in Store Credit? Just Play this Game



Play this Game - Get a Chance to Win a \$25 Amazon.com Gift Card

AD COPY

Texts and taglines

PART 6

LET'S LAUNCH
CAMPAIGN TOGETHER?

CPA Offers to run – Dating

HOW TO START WITH AFFILIATE MARKETING?

Ugetlaid LP3

ID: 609



Geo	Countries	↓ Rate
GB, US, NZ, CA, AU	United Kingdom, United States, New Zealand, Canada, Australia	\$ 5.678

Vertical
Dating

Conversion type
SOI registration

Platform
Desktop, Mobile

Status
ACTIVE

Restrictions

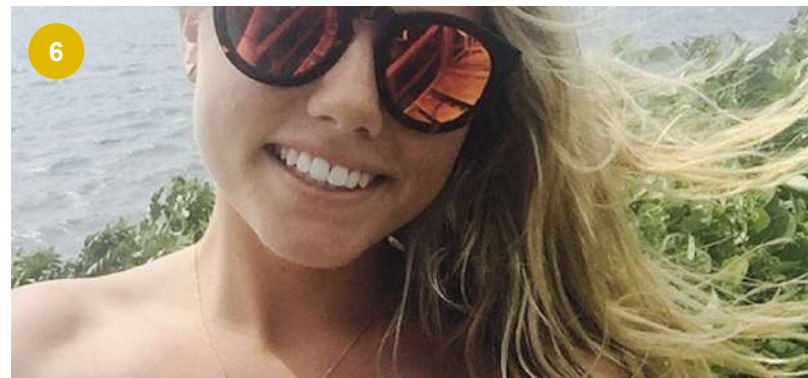
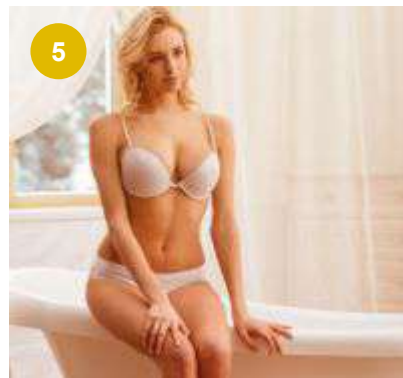
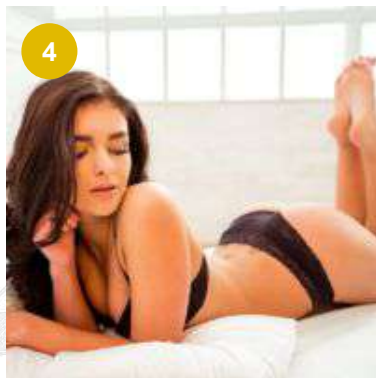
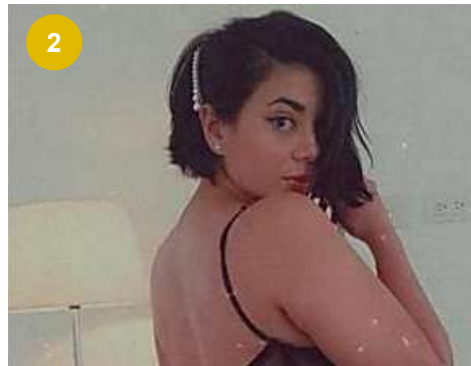
No POP, PPV, Chat or Incent. For POP use your own Prelander.
NO incent or motivated traffic.
NO misleading.
NO fraud.
NO bot.

Our recommendations

Mobile PUSH recommended. Use your imagination to get high CTR creatives.

— Dating creatives

HOW TO START WITH AFFILIATE MARKETING?



CPA Offers to run – Sweepstakes

HOW TO START WITH AFFILIATE MARKETING?

Super Samples - Walmart direct+prelander Landings
ID: 1156

Geo	Countries	↓ Rate
US	United States	\$ 2,240



Vertical
Sweepstakes

Conversion type
SOI registration

Platform
Desktop, Mobile

Status
ACTIVE

Targetings
OS type
Android Chrome OS iOS KaiOS Linux Mac OS
Other Symbian Windows Windows Phone

Description
Languages of the landing page: english

Restrictions
The daily limit for the new publisher is 50 conversions until you get the quality check from your AM or via the support team. It should only take 24-48 hours to determine quality.

NO POP TRAFFIC WITHOUT PRELANDER. If you want to send pops, please use your own prelanders or our link with prelander.

Adult not allowed.

Sweepstake creatives

HOW TO START WITH AFFILIATE MARKETING?



CPA Offers to run – Apps

HOW TO START WITH AFFILIATE MARKETING?

Virus Hunter 2020 Prelander

ID: 901



Geo	Countries	↓ Rate
PL	Poland	\$ 0.054
ZA	South Africa	\$ 0.045
IL, PA	Israel, Panama	\$ 0.041
BM, CG, CI, GN, LC, SI, VU, BR, BG, PT, TH	Bermuda, Congo, Cote D Ivoire, Guinea, Saint Lucia, Slovenia, Vanuatu, Brazil, Bulgaria,	\$ 0.036

Vertical

Mob apps, utility

Conversion type

CPI

Platform

Mobile

Status

ACTIVE

Targetings

OS type

Android

Description

Virus Hunter 2020 - Apps on Google Play Get Virus Hunter 2020 for Android™ to help protect you from harmful viruses and malware. Includes essential security and optimization tools like proactive app permission scanner, junk cleaner, CPU cooler, RAM booster and adjustable battery usage profiles.

Restrictions

The total limit for the new publisher is 1000 installs on the offer for all geos until you get the quality check from your AM or via the support team.
Overdelivery will not be paid. After this, a cap will be removed.

App creatives

HOW TO START WITH AFFILIATE MARKETING?

