

Online Domination With Pay Per View Marketing

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Dominate PPV Traffic <http://www.PayPerViewFormula.com>

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Foreword

Thank you for downloading this insider report that will reveal to you how I have made millions of dollars online with Pay Per View (PPV) traffic without having to write any ads, create any landing pages or worry about quality score issues.

For the last three years, I've been teaching my own customers about Pay Per View marketing and many of them have gone on to make massive affiliate commissions by sending PPV traffic to affiliate offers.

The original term for this form of marketing is cost per view (CPV), but I decided to call this form of traffic PPV. I blew the doors open to this form of traffic with a simple 36 minute video to my internet marketing list way back in 2007.

PPV is an extremely powerful and unpredictable form of traffic generation – so you need to be careful.

The key to being successful with PPV marketing is that it requires a lot of testing and tracking. But once you find the right combination of targets, you can pretty much watch your profitable campaigns run on auto-pilot.

In fact, many of my own customers have completely given up buying pay per click (PPC) traffic in favor of buying PPV traffic instead.

I literally have campaigns running that I have not touched for over two years that consistently bring in profits every single day.

This report will give you a good start to your journey on making money in the PPV marketing game.

Wishing you success on your PPV journey,



Gauher Chaudhry
<http://www.PayPerViewFormula.com>

What is Pay Per View Marketing?

Pay per view marketing is buying pop-up or pop-under traffic from advertising networks that sell this type of ad inventory.

But this is not just any ordinary pop-up traffic.

This form of traffic is extremely targeted because you have control over which targets you want to bid on to have your ad displayed. A target is simply a keyword, key phrase or domain URL that you choose to bid on.

You can buy PPV traffic for as little as \$0.002 per impression, which makes this form of traffic incredibly cheap and cost effective.

The traffic is generated by pop-up windows that are triggered by adware applications that users install on their computers. These adware applications can range from desktop games, emoticons, screensavers, desktop wallpapers and a variety of other useful software programs.

You're probably thinking that these adware applications are similar to spyware or scumware, but nothing could be further from the truth.

First of all, adware applications are 100% opt-in meaning that it's the user that downloads the software on to their computers with the understanding that they will accept the occasional advertisement.

Many of the PPV networks are accredited with the "eTrust" symbol (etrust.org) meaning that they have passed a number of software requirements and their software programs are safe for download. All users must accept an "End User License" agreement before they can even install the software.

Adware applications can easily be removed from a user's computer with an easy uninstall option.

Spyware or scumware is malicious software that is put on a user's computer without their knowledge or permission. This software will alter their computer (i.e. change the homepage) and actually collect data from the user's computer. Spyware is unethical and in some jurisdictions - illegal.

Sometimes it is almost impossible to get spyware off of your computer unless you get an anti-spyware program or format your hard drive.

So as you can see, adware and spyware are two very different things.

The companies who distribute adware software applications make money by selling pop-up advertisements that appear when their users are browsing the Internet. They then turn around and sell their ad inventory to advertisers who bid on targets in an auction setting. The highest bidder gets their ads displayed before any other advertiser.

Below is a screenshot of Gamevance.com. This web site allows users to download their software games and play for free in exchange for accepting occasional pop-up advertisements. This application is what powers the traffic for the PPV ad network Trafficvance.com.

The screenshot shows the Gamevance.com website. At the top, there is a navigation bar with the Gamevance logo and the tagline "WHERE ANYONE HAS A CHANCE". Below the logo are links for "Home", "Tournament Games", "Free Online Games", "Prizes", "High Scores", "Prize Winners", "Players", and "Join Free". A search bar and a "Sign In" button are also present. The main content area features a large banner for "Adventure Quest" with a "Free Web RPG" button. Below this, there are several game tiles, including "Jungle Boomers" and "Mystic Potions". A "Prizes Won" section displays a total of "\$4,114,400 Won and Counting!" and lists various prizes like "\$200 GiftCard", "iPod touch", "Sony PSP", "iPod classic", "Digital Camera", and "iPod nano". The page also includes a search bar, "Today's Tournament Games" section, and various security and privacy badges like "McAfee SECURE" and "TRUSTe CERTIFIED PRIVACY".

If you read the terms and conditions of Gamevance.com, you will see the disclosure that users have to accept their pop-up advertisements.

"Gamevance offers games on the Site free of charge in exchange for your agreement to install Gamevance Software (the "Software"). The Software will allow us to display pop-up, pop-under and other types of advertisements based on the information we collect from you as described further below and in the Gamevance Privacy Policy. You have a right to understand the way Gamevance collects and uses information provided by you or your computer to the Site. This information is set forth in the Gamevance Privacy Policy. You should read our Privacy Policy before opening an account on the Site. The

Gamevance Privacy Policy applies to your access to and use of the Site whether or not you elect to participate in Site tournaments.”

PPV marketing is an extremely lucrative form of advertising because you can open up an account on one of the many PPV networks and start bidding on keywords or domain URLs.

When a user does a search for a keyword or visits a domain that you are bidding on, your advertisement will pop-up or pop-under the user's browser window.

This is extremely powerful because you can actually display a car insurance offer in front of all the major car insurance web sites. Your advertisement can't be ignored because it is right in front of the user's eyes.

You can't get much more targeted than that!

A few years ago, there was an online challenge show called "Top Affiliate Challenge." The winner Jonathan van Clute and runner-up Carl Zetterlund crushed the competition because they were the only ones using PPV traffic. They both had my original Pay Per View Formula course so they really had an unfair advantage.

I have been using PPV networks to drive traffic to cost-per-action (CPA) offers for the last four years and have made huge amounts of affiliate commissions. I will get into more about CPA offers in the next section and explain why I think these are the best offers to send PPV traffic to.

But keep in mind that you are not limited to just sending PPV traffic to CPA offers, you can send them to a cost per sale (CPS) affiliate programs or even your own products or services. PPV traffic is also a great way to build a list in any niche fairly quick.

Online Business Models

What Are CPS Offers?

CPS stands for “cost-per-sale” where there is a sales transaction involved between a merchant and customer. You can promote cost-per-sale offers as an affiliate or even as a product owner using pay per view traffic.

As an affiliate, you would join an ad network that has CPS offers and choose an offer to promote. You accept all the risk because you only get a commission when a sale is made.

Since PPV marketing is “interruption” marketing, it is difficult to get a prospect to buy a product or service on the first visit. I highly recommend trying to build a list first using PPV traffic and then build a relationship with the prospect before your try to sell them on a cost-per-sale offer.

There are also CPS advertisers who do not allow PPV traffic. You need to speak to the advertiser or network first before you send any PPV traffic to make sure that you are allowed.

Here are a few cost-per-sale networks:

Commission Junction

<http://www.cj.com>

Linkshare

<http://www.linkshare.com>

Clickbank

<http://www.clickbank.com>

Share-A-Sale

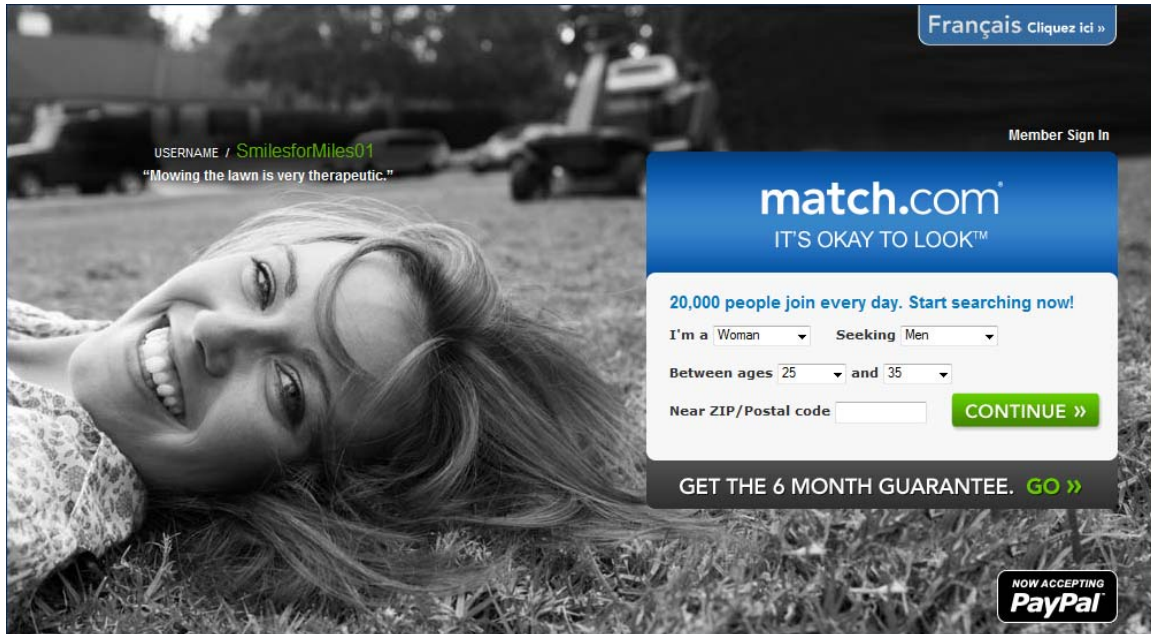
<http://www.shareasale.com>

You can also work directly with companies that have their own in-house affiliate program. You just need to speak to the affiliate manager so that they are aware that you will be sending PPV traffic.

What Are CPA Offers?

CPA stands for “cost-per-action” offers where a user fills out a form or downloads software from an advertiser. These forms can range from a single email submit (free laptop offer) to a much longer form with multiple fields (life insurance offer). Downloadable software could be for items such as toolbars, screensavers or emoticons.

CPA Advertisers generally payout anywhere from \$0.25-\$3.50 for a single email submit, to as high as \$140 for a longer form CPA offer. The following is an example of a Match.com CPA offer that pays out as high as \$4.00 for a single lead.



What makes promoting CPA offers using PPV traffic so attractive is that the user generally does not have to buy anything and is just required to enter a few fields of information. Once they complete the lead, you earn a lead commission.

For a high paying CPA offer, the commissions can add up very profitably because of the cheap traffic. For example, if you were promoting a \$40 CPA offer and were paying only \$0.01 for every pop-up impression, you would only need to generate one lead for every 4,000 targeted impressions to breakeven. Just two leads to double your money.

This is not difficult to do if you are bidding on the right targeted keywords and domain URLs.

Here is why I love promoting CPA offers and not cost-per-sale (CPS) offers using PPV traffic.

The major difference between PPV traffic and other traffic sources like PPC or Media Buys is that it is a form of interruption marketing. When users are surfing the Internet and your pop-up window appears, they did not request what you had to offer as opposed to clicking on a PPC ad or media buy banner.

A pay per click ad or media buy banner is considered permission based marketing because the user is basically giving the advertiser permission to advertise to them by clicking on the ad.

So what you need to do is advertise products or services that “engage” the prospect and capture their attention. Popping up CPA offers that just asks for free information from the user is much easier than an ad that requires them to pull out their credit card and buy something (i.e. CPS offer.)

Almost all the PPV networks disallow the promotion of downloadable software, anti-spyware or anti-malware tools and adult advertisements.

What Are CPA Networks?

CPA networks are companies that work as middlemen between advertisers and publishers. They host CPA offers from their advertisers and then have their publishers (affiliates) push the traffic to these CPA offers and take a percentage of the lead value.

For example, an advertiser may pay the CPA network \$5.00 for every lead generated on the network and the CPA network may pay a publisher only \$4.00 for every lead generated taking a \$1.00 commission cut.

This is how the CPA networks make money.

Once you login to a CPA network, you have the ability to browse through these CPA offers and decide which one that you would like to promote. For each individual offer, you will be provided with a unique affiliate ID to promote that offer. The CPA network controls all the tracking of leads and commissions on your behalf.

The nice thing about working with a CPA network is that you receive one check from the CPA network for all the commissions that you have generated rather than multiple checks from multiple advertisers.

CPA networks generally have “contextual” ad links that are used specifically for PPV type traffic.

The CPA network tracks all your affiliate data (impressions, clicks, leads, commissions, etc.) and then sends you a check at the end of the month for the commissions generated.

The first step to joining a CPA network is to fill out their publisher application to get started. This application goes through a review process and the network decides whether to accept or reject your application.

Be careful what CPA networks that you send adware traffic to because some have banned it from their networks. Make sure that you always ask your affiliate manager if it is okay to send adware traffic to a particular offer before you start sending adware traffic.

Some CPA offers are very clear on whether you are allowed to send adware traffic or not. Sometimes you will see in the description, “Contextual traffic allowed” meaning that it is okay.

If you want to learn more about what CPA offers and CPA marketing is all about, I highly recommend that you get my free 89-page report on this topic at:

CPA Hot Spot

<http://www.cpahotspot.com>

Here is a list of CPA networks that I send PPV traffic to. This is just a small sample of the hundreds of CPA networks that allow PPV traffic.

Affiliate.com

<http://www.payperclickformula.com/go/affiliatecom>

CX Digital

<http://www.payperclickformula.com/go/cxdigital>

Neverblue Ads

<http://www.payperclickformula.com/go/neverblueads>

7Reach.com

<http://www.payperclickformula.com/go/7reach>

Rextopia.com

<http://www.payperclickformula.com/go/rextopia>

FluxAds

<http://www.payperclickformula.com/go/fluxads>

Now, since I have listed the PPV networks and the CPA networks that accept PPV traffic, you literally have all the tools to get started. I will now show you where you can find targets using Quantcast.com that already receive large amounts of traffic.

You can join the PPV networks and start sending targeted traffic to related CPA offers. The key to success is detailed tracking with a lot of persistence and dedication. ;)

The Key To Pay Per View Success

One thing to understand is that PPV traffic is just another source of targeted traffic. You are paying on an impression basis and you just need to make more revenue than your cost to drive this traffic in order to make a profit.

The measurement we use in PPV marketing is called earnings per view or EPV. This tells you how much money you are earning for every impression you buy. The cost per view or CPV is the amount of money you pay for each impression.

So the formula to determine profit or loss is:

$$\text{EPV} - \text{CPV} = \text{Profit Per View}$$

So if you are buying PPV traffic at an average cost per view of one cent, you just need to make sure that you are making an EPV of over one cent in order to realize a profit.

It really is that simple.

The key is to find an offer whether is your own product, a cost per sale offer or a CPA offer that generates a positive profit per view.

Trust me when I tell you that there is a ton of cheap targeted PPV traffic available on the PPV ad networks, you just need to develop a good conversion funnel.

Finding The Most Traffic

High Ranking Domains

One of the fastest ways to find targeted traffic for domains that you can bid on is by going to Quantcast (<http://www.quantcast.com>) and clicking on their “Top Sites” list. This list one million of the most visited web sites on the internet ranked in order of traffic.

This list is free and is very powerful in helping you identify related web sites that you can pop CPA offers on using PPV traffic.

quantcast
It's your audience. We just find it.
eg. gawker.com, hulu.com, evite.com Top Million Sites | Advanced Search
Find
Opt-Out | Data Updates | Sign In
Email
Password
Sign In

Home Get Quantified! Marketer Planner Blog Favorites Privacy Documentation

Quantcast US Site Rankings for sites 1 to 100
+1K +2K +3K +4K +5K +6K +7K +8K +9K +10K 1M
Next 100

Rank	Site	Description	Accepts
1	google.com	142M+ U.S. monthly people. The site attracts a more affluent, more educated audience.	ADS ✓
2	yahoo.com	123M+ U.S. monthly people. The site appeals to a more educated crowd.	ADS ✓
3	facebook.com	95M+ U.S. monthly people. The site appeals to a more affluent, young adult, very slightly female biased following.	ADS ✓
4	youtube.com	82M+ U.S. monthly people. The site appeals to a more youthful following.	ADS ✓
5	msn.com	80M+ U.S. monthly people. The site caters to a adult, more educated audience.	ADS ✓
6	live.com	77M+ U.S. monthly people. The site appeals to a more educated crowd.	ADS ✓
7	microsoft.com	74M+ U.S. monthly people. The site is popular among a skewing older, slightly male slanted following.	ADS ✓
8	wikipedia.org	70M+ U.S. monthly people. The site is popular among a slightly male slanted, more educated audience.	ADS ✓
9	ebay.com	64M+ U.S. monthly people. The site is popular among a more affluent, slightly male slanted audience.	ADS ✓
10	myspace.com	58M+ U.S. monthly people. The site is popular among a slightly female slanted, teen and young adult audience.	ADS ✓
11	aol.com	56M+ U.S. monthly people. The site caters to a very slightly female biased, younger crowd.	ADS ✓
12	weather.com	51M+ U.S. monthly people. The site is popular among a more educated, adult, more affluent, slightly more male than female crowd.	ADS ✓
13	craigslist.org	51M+ U.S. monthly people. The site attracts a very slightly male biased, fairly wealthy audience.	ADS ✓
14	blogspot.com	51M+ U.S. monthly people. The site appeals to a very slightly male biased, more educated audience.	ADS ✓
15	answers.com	50M+ U.S. monthly people. The site caters to a more educated audience.	ADS ✓
16	ask.com	50M+ U.S. monthly people. The site appeals to a slightly more female than male audience.	ADS ✓
17	amazon.com	47M+ U.S. monthly people. The site appeals to a adult, more educated crowd.	ADS ✓
18	about.com	43M+ U.S. monthly people. The site is popular among a very slightly female biased audience.	ADS ✓
19	mapquest.com	43M+ U.S. monthly people. The site appeals to a more educated, slightly female slanted, adult, more affluent crowd.	ADS ✓
20	bing.com	41M+ U.S. monthly people. The site is popular among a slightly more male than female crowd.	ADS ✓
21	mainstreet.com	38M+ U.S. monthly people. The site appeals to a skewing older, more male audience.	ADS ✓
22	adobe.com	34M+ U.S. monthly people. The site is popular among a skewing older group.	ADS ✓
23	wordpress.com	31M+ U.S. monthly people. The site appeals to a more educated following.	ADS ✓
24	windows.com	30M+ U.S. monthly people.	ADS ✓
25	ehow.com	29M+ U.S. monthly people.	ADS ✓
26	reference.com	29M+ U.S. monthly people. The site caters to a younger, more affluent audience.	ADS ✓
27	walmart.com	28M+ U.S. monthly people. The site caters to a very slightly female biased audience.	ADS ✓
28	twitter.com	28M+ U.S. monthly people. The site attracts a young adult, slightly more female than male audience.	ADS ✓
29	paypal.com	28M+ U.S. monthly people. The site appeals to a very slightly male biased, more affluent crowd.	ADS ✓
30	go.com	27M+ U.S. monthly people. The site appeals to a more affluent group.	ADS ✓
31	photobucket.com	26M+ U.S. monthly people. The site attracts a younger audience.	ADS ✓
32	att.com	22M+ U.S. monthly people. The site is popular among a very slightly female biased audience.	ADS ✓
33	flickr.com	21M+ U.S. monthly people. The site appeals to a slightly male slanted audience.	ADS ✓

You need to be careful when you are bidding on domains that get a lot of traffic (i.e. MySpace.com) because although you may have set a daily budget, sometimes the

traffic comes in too fast for the PPV networks to shut it down before the budget is reached.

I have been charged sometimes more than ten times my budget limit because the PPV network was not able to stop the traffic in time.

Quantcast has a goldmine of information because they also give you demographic information on people who visit a particular domain.

The screenshot shows the Quantcast interface for the domain **ivillage.com**. Key statistics include 4.7M monthly US people and a rank of 230. The 'Daily Traffic' section features a line chart showing traffic from May 2009 to September 2009, with a peak in late August. The 'US Demographics' section provides a detailed breakdown of the audience by gender (59% female), age (35-49 is the largest group), race (Caucasian), education (No College), and income (\$30-60k).

For example in the above screenshot for ivillage.com, you can see the demographic information broken down by gender, age, race, education, number of children and annual income.

Having this information gives you an idea of what can convert for a CPA offer for that particular audience. For the ivillage.com example, I would pick an offer that is geared more towards women since about 60% of their visitors are women.

The beauty of Quantcast is that they also show you a list of related web sites to the domain that you are looking at. The chances are very good that a CPA offer that makes you money for a certain domain will also convert for the related web sites list.

Run Of Network (RON) Traffic

Quite a few of the PPV networks do allow you to buy what they call “Run of Network” or RON traffic on their platforms.

RON traffic is simply remnant traffic that is unsold and they will sell you this ad inventory at a discounted price. You can buy RON traffic for as little as \$0.002 an impression on some PPV ad networks.

The major challenge with this traffic is that it is very general and you need to be promoting a product that appeals to a broad market in order to make this RON traffic profitable.

Here is a list of some markets that appeal to a broad market:

- Shopping or Retail
- Diet or Weight Loss
- Financial
- Education
- Health or Wellness

If you decide to bid using RON traffic, you need to be careful as the traffic can come in fairly quickly. You should have a daily budget set in place, but keep in mind that some PPV networks can't stop the traffic fast enough and you may end up exceeding your daily minimum budget.

Pay Per View Ad Networks

The following is a list of the major PPV networks that you can buy traffic from.

AdOn Network

<http://www.adonnetwork.com>



Adon Network has the cheapest PPV traffic network offering keyword pricing for as little as \$0.005 per impression. Adon Network is made up of a multitude of traffic partners that display your pop under ads. You have the ability to shut down traffic partners within their network that are sending poor converting traffic making it easy to star running positive ROI campaigns.

- \$25 minimum deposit required to get started
- Pop-under traffic
- 800 x 600 window
- Minimum budget of \$25 a day required for campaigns

Media Traffic

<http://www.mediatraffic.com>

The screenshot shows the Media Traffic website homepage. At the top, there is a navigation bar with the Media Traffic logo and the tagline "Effective Internet Marketing". The navigation menu includes "Features", "Demo", "FAQs", "Register", "About Us", and "Live Support". The main content area is divided into several sections:

- Complete Control Equals Greater ROI:** A section featuring a globe held in hands, with the text "See the features that make Media Traffic the best and easiest ad platform in the industry." Below this is a social media sharing bar with icons for Facebook, Twitter, and LinkedIn, and a "Learn More" link.
- CPV Contextual Advertising:** A section titled "Get Targeted Domestic and International Traffic with Media Traffic CPV Contextual Advertising." It lists three ways to buy targeted traffic and drive quality visitors to your website: Highly Targeted, Broad Targeted, and RON (run of network). It also lists advantages of advertising with Media Traffic, such as reaching an audience of 15 million opt-in users and growing, ads shown in a large browser window for greater visibility, superior ROI compared to SEM and banner ads, and a cost-effective bidding platform. It mentions that advertising with complete control using the most advanced 24/7 self-serve ad platform is available, and that a dedicated account manager is available 5 days a week for assistance and campaign optimization. It notes that professional media buyers, affiliate marketers, and ad agencies worldwide use Media Traffic as an important source for contextual traffic. It is described as being more efficient and effective.
- Buy Category Targeted Traffic:** A section titled "Buy Category Targeted Traffic" with a "Learn More" link. It features a green background with a globe and the text "Starting at \$7 CPM" and "Daily". It also mentions "Updated Category Targeting!" and includes the Clickbooth logo.

Media Traffic is one of the older pay per view networks and they have a good amount of traffic for a number of countries. The minimum bid prices start at \$0.015 and they also offer category bidding.

- \$250 minimum deposit required to get started
- Pop-over or Pop-under traffic
- 1024 x 768 window

TrafficVance

<http://www.trafficvance.com>

Client Login | Contact Us

TRAFFICVANCE™

Home | Display & Text Ads | How it Works? | Advertisers | View Demo | APPLY NOW

Discover Contextual Display and Text -Link Ads

- ▶ White Label Contextual Ad Network
- ▶ Category Targeting
- ▶ Managed Services
- ▶ Self-Serve Optimization Tools

Products

▶ [Click Here](#) to learn more about our products.

Clients

▶ [Click Here](#) to learn more about our clients.

Request Account

▶ [Click Here](#) to contact our Sales Team now.

TRAFFICVANCE™ Advertisement

American Express Rewards

American Express offers an extraordinary selection of rewards and premium partners so you can choose a Card that's right for your life.

Get \$50 AMEX for up to \$5 Months.

[APPLY NOW](#)

www.americanexpress.com

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Trafficvance has the best converting PPV traffic in my opinion and they are continually growing their user base. They do have a lot of barriers to entry such as a high minimum deposit and that you need a referral to get in. They also offer inline text ads, which convert extremely well.

- Need a referral from an existing member
- \$1,000 minimum deposit to get started
- Pop-under traffic
- 800 x 600 window

LeadImpact

<http://www.leadimpact.com>

LeadImpact is the largest CPV/PPV network online

Reach an audience of millions of consumers through our powerful online advertising solution that combines the precise targeting of paid search with the compelling creative of display, allowing advertisers to achieve search-like ROI, at a fraction of the cost.

Pinpoint targeting

Our unique targeting software allows us to deliver highly targeted, relevant advertising to our opt-in user base at the exact moment when they are online and in transactional mode - searching of products, services or information.

Higher conversion rates

Lead Impact (formerly known as Zango) has one of the largest user bases with over 20 million users. Their bids vary depending on what type of offer you choose to promote and can range between \$0.01 up to \$0.045.

- \$200 minimum deposit to get started
- Pop-under traffic
- 800 x 600 window

DirectCPV

<http://www.directcpv.com>

The screenshot shows the DirectCPV website homepage. At the top, there is a navigation menu with links for HOME, HOW IT WORKS, ADVERTISERS, AFFILIATES, ABOUT US, SIGN UP, CONTACT US, and BLOG. The main content area is divided into several sections:

- URL TARGETING / KEYWORD TARGETING:** This section includes a sub-section for **KEYWORD TARGETING**, which states: "Prospective consumers who search for keywords using a search engine. Similar to URL targeting, the advertisement will appear over the search results." It features a graphic of a search engine interface and a person.
- Get Conversions! Start your Campaign Today!**: This section includes a call to action button: **CLICK HERE TO START ADVERTISING NOW!** and a minimum deposit of \$100.
- GET \$25 IN FREE TRAFFIC!**: This section includes a call to action button: **CLICK HERE TO START ADVERTISING NOW!** and a minimum deposit of \$100.
- Why Choose DirectCPV as your Advertising Solution?**: This section is divided into three sub-sections:
 - Dramatically Increase ROI**: "Take control of your advertisements to increase your ROI. Specific targeting means your ads are seen by the right people. Target keywords, URLs, or geographical locations."
 - Extend Your Reach**: "We have compiled the largest free domain database in the world to help advertisers target those hard-to-find domains. Our publisher base has millions of opt-in users ensuring that advertisers will get plenty of quality visitors."
 - Economical Pricing**: (Text is partially obscured)

DirectCPV is one of the new kids on the block and they have some pretty good converting traffic in my opinion. They offer pop-up and interstitial ads starting at a minimum bid of \$0.015.

- Minimum \$100 deposit required
- Pop-up traffic
- 800 x 600 window

Pay Per View Strategies

Throw and Stick Strategy

What I will teach you in the next few pages is the very reason that many affiliates can quickly make huge CPA affiliate commissions in a matter of days with PPV traffic.

Some of you will get lazy at this point when I explain this strategy. However, I know of certain affiliate marketers that push close to seven figures in CPA affiliate commissions a month using this very strategy.

This strategy sounds and makes absolute sense, but requires a bit of effort.

The “Throw and Stick” strategy involves splitting the contextual traffic that you receive from contextual networks and sending the traffic to 5-10 different but similar CPA offers.

For example, you may be interested in promoting a “Best Buy” gift card” CPA offer on the contextual networks. There are many different variations of “Best Buy” gift cards on various CPA networks, so you should be sending the same traffic to all of them to determine which offer converts the best.

There are many factors involved that affect the conversion rate, so basing your decision to run a certain CPA offer should not be limited to how much the payout is. For example, a lower paying offer might convert better than a higher paying offer because the landing page is more user-friendly.

You will need a split-tracking tool to help you split the traffic and this is precisely the reason why I had the PPV Dominator software created. I felt other split-tracking tools in the market were too weak when it came to the functions that I needed.

If you do not have PPV Dominator, there are other scripts such as Adtrackz.com that offer you the ability to split test and I am sure that if you look around hard enough, you will find some free scripts that offer split-tracking.

If you have some PHP programming knowledge and want to split-test offers manually, you can do that by placing this code on your page:

```
<?php
$urls[] = 'http://affiliatelink1.com';
$urls[] = 'http://affiliatelink2.com';
$urls[] = 'http://affiliatelink3.com';
// etc. for as many URLs as you want

$rand = rand(1,count($urls));
header("Location: ".$urls[$rand-1]);
?>
```

The reason why you want to split the traffic is to determine what CPA offer is generating the highest earnings-per-view (EPV).

Most affiliates when they set up a CPA campaign (whether it is with PPC or PPV) give up if the offer doesn't convert and abandon the traffic altogether.

This is the wrong approach.

If you have created the traffic and you are certain that it is targeted, you may have just selected a poor performing CPA offer.

By splitting the PPV traffic, you can quickly determine which offers are profitable and which ones are the losers.

You simply eliminate the losers and keep the winners.

But you may have to make the ultimate sacrifice to find these winners. And that sacrifice is that you have to be prepared to lose some money up front in order to make money in the long run.

Let me give a graphic example of how the "Throw and Stick" strategy works:



Assumptions:

100,000 impressions split ten ways
\$0.01 Cost Per View (CPV)

On the previous page, I have given you an example of splitting traffic to ten different related CPA offers so that we can analyze what needs to be done in order to make this campaign profitable.

In this example, after we exhausted 100,000 impressions, you can see that seven of the offers lost money and three of the offers made money.

The total loss on the traffic was \$950.00. But we have enough data to rank the offers from best to worse and make sound decisions.

Offer List (Ranked By Best Performing)

1. CPA 8
2. CPA 4
3. CPA 2
4. CPA 6
5. CPA 10
6. CPA 9
7. CPA 5
8. CPA 1
9. CPA 3
10. CPA 7

Now that we have ranked the offers from the best performing to worst performing, we eliminate all the losers and keep the winners.

Now what happens when you run all the traffic to CPA offer eight? Instead of losing \$950, you now make a profit of \$4,000 assuming that the traffic and conversions are consistent.

This is the power of the “Throw and Stick” strategy.

But, I don't recommend sending 100% of the traffic to the most profitable offer.

Once you have determined which offer is the most profitable, what you will want to do is send only 90% of the traffic to this offer and the remaining 10% to new related offers you have not already tested.

You want to send the remaining 10% to continuously test new offers because you might come across another offer that is even more profitable than the existing offer you are sending 90% of the traffic to.

You then make the new offer your primary offer and keep searching for better performing offers with the remaining 10% of the traffic. It is an ongoing cycle to make even greater profits.

It is a constant game to find a CPA offer with a better EPV than your main profitable offer. Nothing could be worse than sending traffic to a CPA offer with a 100% ROI when a similar offer is out there that can yield you 200%.

Always keep testing!

Another reason why you should keep a record of the best to worst performing CPA offers is in case the most profitable CPA offer goes down or expires on the CPA affiliate network.

This happens all the time and as long as you know what the second or third most profitable CPA offer is, you can quickly switch to that offer to continue making profits. It may not be as much money, but at least it is something because you never want to have to shut down profitable traffic.

When testing multiple offers, you may want to test the exact same offer that is on multiple CPA networks. This is because not all the same offers convert the same on each affiliate network.

I have run the exact same offer from multiple affiliate networks and had very different conversion rates. This could be because of the advertiser scrubbing leads or the CPA network stealing some of the leads.

The CPA industry can be a dirty business and this does happen.

In most cases, you will need to lose money upfront in determining what offers convert the best, but this investment is easily recouped when you start driving majority of the traffic to the ad with the highest EPV less costs.

Now when you are testing for the best performing offer, you need to set up a separate split test for each contextual network. This is because of the different user base of each contextual network.

One offer might come out as the winner on one network and a loser on the next. Don't automatically assume that when you find the best performing ad on Media Traffic that it will be the best performing ad for Lead Impact traffic.

I will provide more ongoing training on the “Throw and Stick” strategy in the PPV online members’ area.

Leverage Strategy

This strategy involves taking advantage of qualified traffic where prospects are more likely to respond to your PPV advertisement. There are major players in the IM world that buy millions of dollars worth of pay per click ads, banner ads, inline text ads and many other advertisements.

The way this strategy works is to find out which domains most of this traffic is being sent to and start bidding on these domains.

One prime example is when fake blogs and articles were hugely popular over a year ago, there were many advertisers driving millions of people to these sites every month. I compiled a list of all these fake blogs and fake news article sites and started a PPV campaign with these domains as targets.

The people who hit these types of web sites have already clicked on an advertisement so in a sense they have already been prequalified. I simply picked up a similar offer that was being promoted on these sites and started generate a large amount of leads every day. Below is an example of one of the fake blog web sites.



Once the FTC cracked down on these types of web sites, my traffic dramatically dropped. But that didn't stop me from finding out where the big players were spending money and promoting offers in those niches.

Domain Strategy

This strategy is pretty easy to understand and makes complete sense to incorporate into any contextual campaign that you create.

When you first start an ad campaign and want to find web sites to bid on, the most logical thing to do is search for related domains on the three major search engines using the most related keywords to that offer that you are promoting.

We are basically leveraging off of their search technology by compiling a list of the top domains that each search engine returns for each relevant keyword for the CPA campaign.

For one relevant keyword, you could have as many as 15 different domain names to bid on. Unfortunately this is not realistic because you will always have duplicate domains amongst a compiled list of the results from the top three search engines.

Once you get the results back, what you want to do is start compiling a list of these domains.

Why?

Because when people are searching under these keywords, these are the websites that are deemed the most relevant by Google, Yahoo and MSN's search algorithms and are getting the most traffic.

It will not take long for you to build up a list of hundreds of relevant domains if you keep repeating this cycle for each relevant keyword.

So for example, if I was promoting a "free car quote" CPA offer, I would naturally type the key phrase "free car quote" into Google to see which web sites are returned back to me on the next page.

The screenshot shows a Google search for "free car quote". The search bar contains the text "free car quote" and a "Search" button. Below the search bar, there are several search results and sponsored links. The results include:

- New Car: Low Price Quotes** (Sponsored Link) from www.pricequotes.com. Description: Compare Multiple Price Quotes on a New Car from Local Dealers and Save.
- Need an Insurance Quote?** (Sponsored Link) from NetQuote.com/InsuranceQuotes. Description: Multiple quotes in minutes. Compare & save on insurance today!
- Free Auto Quote** (Sponsored Link) from Auto.LowestQuoteOnline.com. Description: 100% Free Auto Quotes. Compare & Save Instantly!
- Free New Car Price Quotes, Used Cars, and Auto Reviews** from www.autobytel.com/. Description: Free no-obligation new car price quotes. View thousands of used cars for sale. Check out our new Car Buying Guide with Car Reviews, Pictures, and Videos.
- Free New Car Price Quotes | Auto Buying Guide | Buy a New Car Cheap** from www.freecarquotes.net/. Description: Buy a New Car by getting FREE Car Quotes in just seconds! Largest Dealer Network. On The Internet. Get the MSRP, Invoice price, and a No-Haggle Free Car ...
- New Car Prices, Used Car Pricing, Car Reviews by Edmunds Car ...** from www.edmunds.com/. Description: Edmunds car buying guide lists new car prices, used car prices, car comparisons, ... Get a Free Price Quote. Negotiate like a pro! Get quotes from multiple ...
- Free Car Quote -- Step 1 of 3** from www.autoworld.com/apps/rtb/autoinq.asp?p=VIS. Description: This site may harm your computer. Get a Price Quote from a network of 7000 dealers nationwide! FREE! Our FREE Price Quote, allows you to build the exact car you want, review invoice pricing ...
- Free Car Quote -- Step 1 of 3** from www.CarsBelowInvoice.com. Description: This site may harm your computer.

On the right side, there are more sponsored links:

- Auto Insurance Quote** from Auto-Quote.info. Description: Save up to \$500 with free auto insurance quotes. It's easy!
- Car Insurance Quote** from AutoInsurance.OnlineQuoteDirect.com. Description: Compare Multiple Insurance Rates. Get Instant Auto Quotes Today!
- Car at CarMax** from www.CarMax.com. Description: Actual Prices & Photos of Over 25,000 New & Used Vehicles Online.
- Free Car Quote** from www.CarsDirect.com. Description: Rated #1 Car Buying Site! Get Free Price Quotes, Research & Much More.
- Car Pricing & Reviews** from www.Edmunds.com. Description: Free Dallas/Ft. Worth Price Quotes! Find Unbiased Car Buying Research.
- Online Auto Quotes** from www.Automotive.com. Description: New Auto Invoice Prices. Free New Auto Quotes in 60 Seconds!
- Compare New Car Prices** from www.CarsBelowInvoice.com. Description: Instant Auto Pricing Information. Save Money on a New Auto!

Now, I would start compiling a list of the top sites returned such as:

www.autobytel.com
 www.freequotes.net
 www.edmunds.com
 www.autoworld.com
 www.car.com
 etc.

I would even start bidding on the advertisers in the sponsored listings that appear in the top three spots because chances are very high that they are getting a good stream of relevant traffic to their web sites.

www.pricequote.com
 www.netquote.com
 auto.lowestquoteonline.com

I would perform this same exercise on MSN and Yahoo and have a compiled list of domain names from the three major search engines. You could then clean out any duplicates and you would have a list of domains to bid on.

But guess what?

You only did this exercise for one relevant keyword. You keep repeating this for every single relevant keyword.

So essentially you are bidding with two sets of lists:

1. Your relevant keyword list
2. Your relevant domain list

Like I mentioned earlier, every single strategy should have the “Throw & Stick” strategy incorporated to see what offer converts the best. So for this particular example, I would first rotate the offer amongst various “free car quote” offers to determine the best converting before I would start tracking down to the domain and keyword level.

It would be too overwhelming to track down to the domain or keyword level when split-tracking to ten different offers.

The key point here is to understand that every single domain should be tracked separately to see how they perform once you start driving the majority of the traffic to the offer with the highest earnings per view (EPV).

You quickly want to discard the domains that are not converting into leads for you and keep the domains that are converting profitably.

Once you get an offer that is consistently profitable every day, you continue to go wide and add more relevant domains and keywords.

Another quick method of harvesting relevant domains is straight out of the Google Directory.

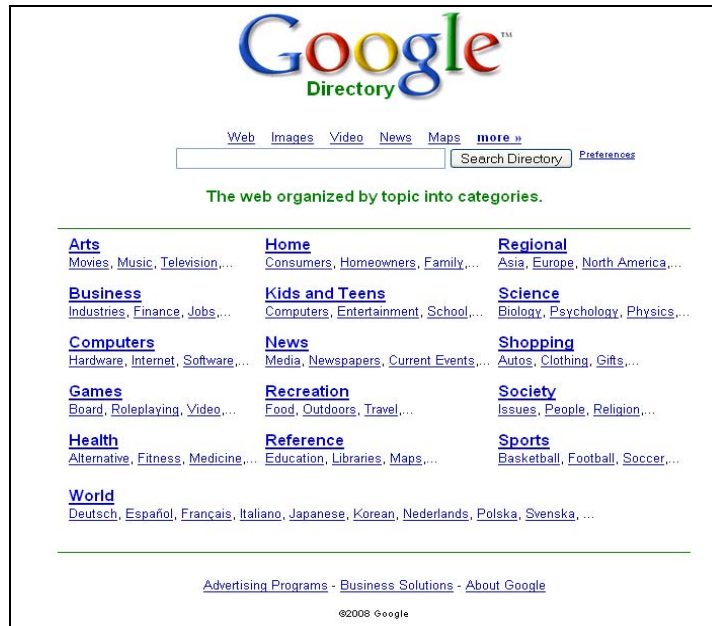
Huh, the Google what?

The Google Directory!

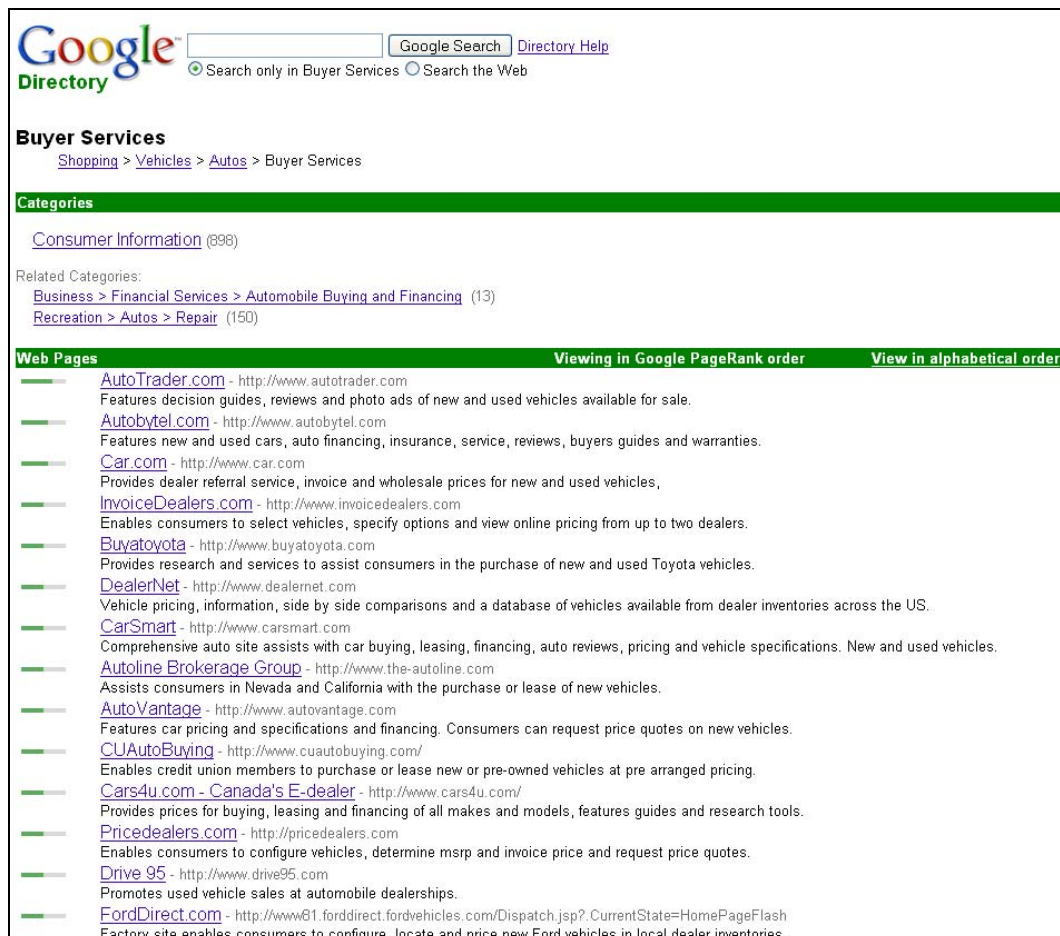
<http://www.google.com/dirhp>

Yes, Google has their very own directory where they have listed millions of web sites under category specific topics.

I love it! Google has done a good portion of the research for us.



Now, if we were to stick with the “free car quote” CPA offer, we could quickly locate relevant categories that have relevant web sites listed.



The Shopping/Vehicles/Autos/Buyer Services is just one of many categories that we can search and pull out relevant websites for our domain list.

The Google Directory has literally hundreds of thousands of web sites listed under specific categories, so it is a no-brainer to use this resource to find more domain names.

How To Scale With Pay Per View Marketing

In order to scale up your campaigns quickly with PPV marketing, it really all comes down to quickly getting high traffic domain URLs and keywords to bid on.

I wrote earlier how you can target high traffic domain URLs by going to the web site Quantcast.com that ranks the top one million web sites.

One method of finding targeted domains for your market is to bid on the domains that have your relevant keywords in the domain itself.

For example, if you locate all the domains that have the keyword “forex” in the domain, you are almost 90% guaranteed that the domain has something to do with the forex market.

It might take you some time to go through all the domains on Quantcast, but you can easily look at the top 10,000 domains as they have the most traffic.

I personally use a tool called Quantcast Targeter that pulls any domain listed in the top one million with the relevant keyword within seconds. So I literally have a targeted list that I can dump into my PPV campaigns within seconds.

I have a team of programmers that help me automate a lot of annual work and one of the things they did was build a tool that basically “themed” the top one million Quantcast web sites.

What I mean by “themed” is that they crawled each web site and basically know what the domain is all about. So for example, if I search for the key word “dating”, the Theme Detector tool that was created returns back all the dating related web sites within seconds. I can then once again download this list and dump these targeted domains into a PPV campaign.

Earlier I wrote about going to major search engines such as Google or Yahoo and start harvesting the top domains that are returned back in the search results for your targeted keywords.

This can also be cumbersome, so I created a tool called “PPV Domain Digger” that pulls top domains from Google, Yahoo and MSN.

All of the above tools are available for free in my Pay Per View Formula training system.

Pay Per View Dominator

I realized this early in my PPV journey and quickly had my programmers build me a variety of different tools to help me quickly create and scale various PPV campaigns.

Below is the screen shot of my PPV Dominator software that runs my entire PPV business from one console.

Id	Campaign Name	Action
485	AC	edit - report - test - delete
434	Amusing5000RONArgentina	edit - report - test - delete
433	Amusing5000RONBrazil	edit - report - test - delete
435	Amusing5000RONMexico	edit - report - test - delete
426	AmusingAppAdon1	edit - report - test - delete
427	AmusingAppAdon2	edit - report - test - delete
420	AmusingAppFacebookAdOn	edit - report - test - delete
419	AmusingAppFacebook	edit - report - test - delete
481	AmusingBrandClk1	edit - report - test - delete
483	AmusingBrandClk2	edit - report - test - delete
479	AmusingBrand	edit - report - test - delete
478	AmusingTwitter	edit - report - test - delete
484	AmusingYouTube5100	edit - report - test - delete

You need a tool like this to help you test various CPA offers quickly and cost effectively. PPV Dominator also has an advanced rotator and can help you quickly determine profitable targets and campaigns with various split tests.

You can change PPV campaigns on the fly and adjust the weighting within the built in split rotator and a built-in conversion tracker.



[Settings](#) - [Split Tester](#) - [Domain Scraper](#) - [Quantcast Digger](#) - [Logout](#)

[Conversion Report](#)

BabyZango Settings

Add Offer URL

Title: Commission: \$
 URL: Weight: %

Settings / URLs / Codes

Split URL: - [Test](#)
 Conversion Pixel:
 Redirect: Frame:

URLs Settings		Even Split		
Title:	OnlineGiftRewards Diapers	Commission: \$	<input type="text" value="1.5"/>	delete
URL:	http://aff.primaryads.com/t.asp?id=89&e=8643&subid=zango&subid2=#kw#	Weight:	<input type="text" value="0"/> %	
Title:	PrizeWize Diapers	Commission: \$	<input type="text" value="1.3"/>	delete
URL:	http://aff.primaryads.com/t.asp?id=89&e=35690&subid=zango&subid2=#kw	Weight:	<input type="text" value="100"/> %	
Title:	OnlineGiftRewards Baby Supplies	Commission: \$	<input type="text" value="1.3"/>	delete
URL:	http://aff.primaryads.com/t.asp?id=89&e=26802&subid=zango&subid2=#kw	Weight:	<input type="text" value="0"/> %	

This is the most sought after software program by PPV marketers because of its powerful features and ease of use. This software will be available as part of the Pay Per View Formula 3.0 course and version 2.0 is almost complete.

Conclusion

As you can see, there is a great potential to make a huge amount of money using the power of targeted PPV traffic. In some cases the traffic can come in fast and you can lose a lot of money if you don't know what you are doing.

This report is just an introduction to PPV marketing, but does provide you with all the resources to get started.

If you are going to be driving a lot of PPV traffic through your own tracking program or landing pages, I highly recommend that you get a virtual server or your own dedicated server. Too much PPV traffic can end up crashing a shared server and might even have your shared hosting account cancelled.

PPV networks provide a lot of traffic, but they still don't have the reach of pay per click search engines or doing media buys, so make sure you continue to diversify your ad spends.

If you enjoyed this report, I think you will should join Pay Per View Formula 3.0 when it is released to take advantage of my tools, training and the very first PPV community online.

Unlike other PPV training resources, there is only a one-time fee to Pay Per View Formula 3.0 without any reoccurring monthly fees. Once you stop paying your monthly membership fee with other PPV training resources, they shut you account down and kick you out. You lose access to the tools, training and their community.

Not with Pay Per View Formula 3.0. You get life-time access for one fee.

So join us and I look forward to seeing you inside Pay Per View Formula 3.0.

<http://www.payperviewformula.com>

Best wishes,



Gauher Chaudhry
Twitter @Gauher

PAYPERVIEW

FORMULA 3.0

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