Ocean's CPA FORCE

Someone said: "If hard work made you rich, daily labor would make you a millionaire". Making money with CPA shouldn't be hard, and it's not if you have the right system.

Premium Pack

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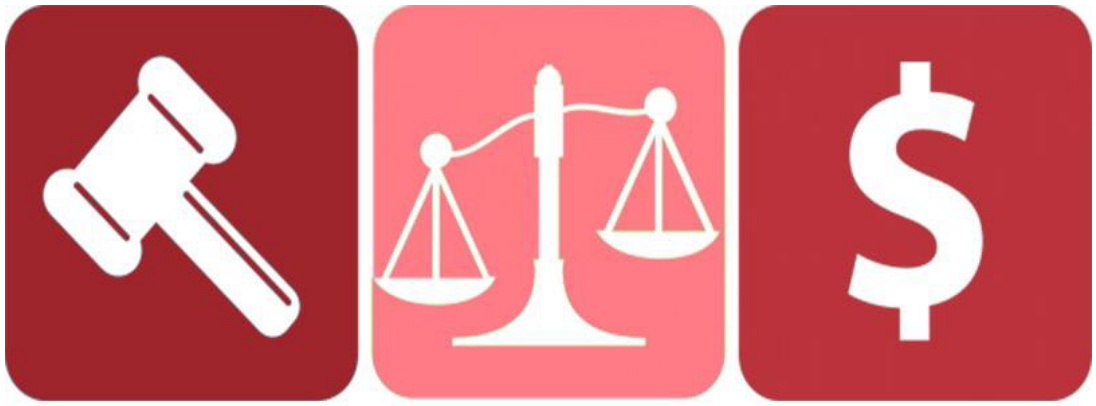

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Intro

If you are not familiar with CPA marketing, CPA stands for Cost Per Action. In layman's terms, you get paid when user do some action on particular advertising. In case of CPA, that advertising is in a form of a CPA offer - usually an app install, survey complete, email and a credit card submit or a small purchase.

Your job is actually to promote those CPA offers and get paid by CPA networks. So when user for example installs an app you get paid a certain amount by the network.

To be able to promote CPA offers, you must join CPA network(s) as the Publisher.

CPA networks I work with are tested and most of them automatically approve applications or they approve 95% of applicants.

Now, if you don't have a CPA account, please register on at least one network from the list:

Mobidea

MyLead

DMSAffiliates

CPALead

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Basics & The Main Concept

Usual places to promote CPA offers are social networks, mostly Instagram and Facebook. Marketing tactics used there are really oversaturated and often involve spamming and other unethical or immoral activities. We will stay away from that.

If we talk about the way to display CPA offers, most people do content locking, banners, native ads or pop ads. We will stay away from that too.

Have you ever wondered how that cool notification message that pops up on your desktop or mobile device got there? That's push notification (ad).

We will display our CPA offers through Push Ads. I talk about this:

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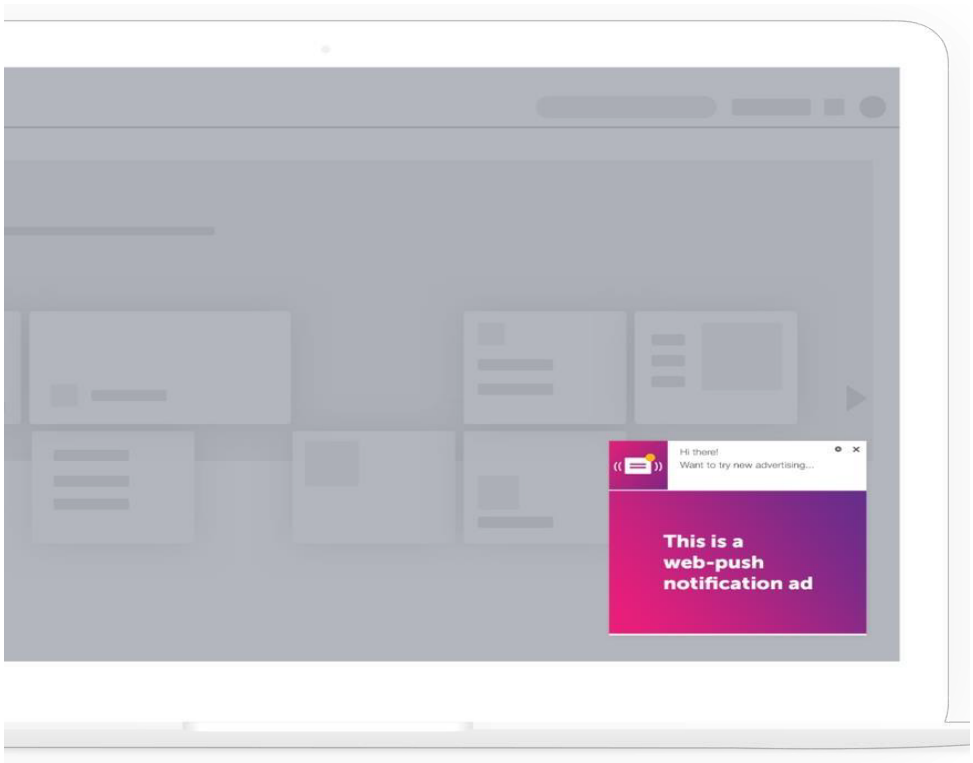

What are Push Ads?

Push ads are a natural development of the technology that enabled advertisers to actively promote their offers.

Advertisers could also choose the frequency of an ad and with instantaneous delivery discovered new uses for push technology.

If you think of the end-user of push ads as similar to an email subscribes, it's easy to see the value in the medium to deliver the type of offer you want to deliver for your campaigns

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Push Ads Advantages

So what makes push ads so special for advertisers?

Push ads have insane performance stats and work for just about any type of campaign.

They also have the advantage that when you send push ads, you'll only reach real users.

As all users have personally opted-in to receive notifications from services they are genuinely interested in, and you can enjoy high quality traffic to your offers.

They're also super easy to see on the user's device, and they don't have to open an app to see the message which increases the view-ability of your ad.

Want more reach?

With push ads you can target billions of users worldwide, giving you huge reach potential for your campaigns.

How about more customization for your campaigns?

With push ads you can personalize your content with emojis and visuals and choose your delivery times to coincide with time sensitive campaigns.

Push ads can be put to use for a variety of goals in the customer life cycle.

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Top Verticals to Use with Push

Due to the versatility of the push ads format, they can work well as a tool for different marketing verticals.

There's a huge opportunity to promote CPA offers with push marketing.

Having said that, you want to play to the strengths of the format, which are high customer engagement and personalization. Of course, think about how you can get the user to take action with your use of emojis, unique creatives and scintillating ad copy.

So what offers have been killing it lately with push ads on mobile that you can jump into right away?

- Sweepstakes (e.g. win an iPhone)
- Coupons & Vouchers
- Mobile Content Offers (e.g. Antivirus, Apps, Games)
- Dating
- Weight Loss & Nutra
- Finance Offers (e.g. Credit, Loans, Crypto)
- Gambling & Sports Betting
- Video Streaming
- Health & Beauty

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While these may be your best bet right now for converting offers, that's not to say push ads can't work with just about any vertical.

So don't be afraid to give them a try even if your niche isn't on the list.

And don't spread yourself too thin!

While the promise of profits can be enticing, it's best to get to know your vertical inside and out if you want see the best results from your campaigns.

Right practice makes perfect. So once you get up to speed and start seeing results in one vertical, then you can always branch out into other areas.

On the flip side, you may find that some verticals work for you better than others, which goes back to our point above about testing everything, including the verticals you run.

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Now when we know how to promote CPA offers, it's time to register on an advertising platform that provides push ads.

Just to make this clear, to get CPA offers for promotion you need to register at CPA network as a Publisher. To promote those CPA offers, you need to register as an Advertiser at certain advertising network that provides push traffic.

Any of the push ad networks mentioned below are solid places to run your push ads.

So start filling in your application right away!

Top Push Ads Sources

- PlugRush
- PropellerAds
- HilltopAds
- MegaPush
- Ad Maven
- Adcash
- RichPush
- Zeropark
- DatsPush
- Adsterra

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CPA Offers

Now let's get back on CPA offers. We need to pick the right offers we will then "push" through push ads.

I mostly work with Mobidea so I will use offers from there.

Example 1

Vertical: Sweepstakes and Coupons

I really like to use non English speaking offers and countries.

I targeted Germany, offer is about free Amazon voucher.

Payout $2.16 on every completed signup. As you can see this offer converts very easily.

Next you need to apply to promote an offer. Click Apply now.

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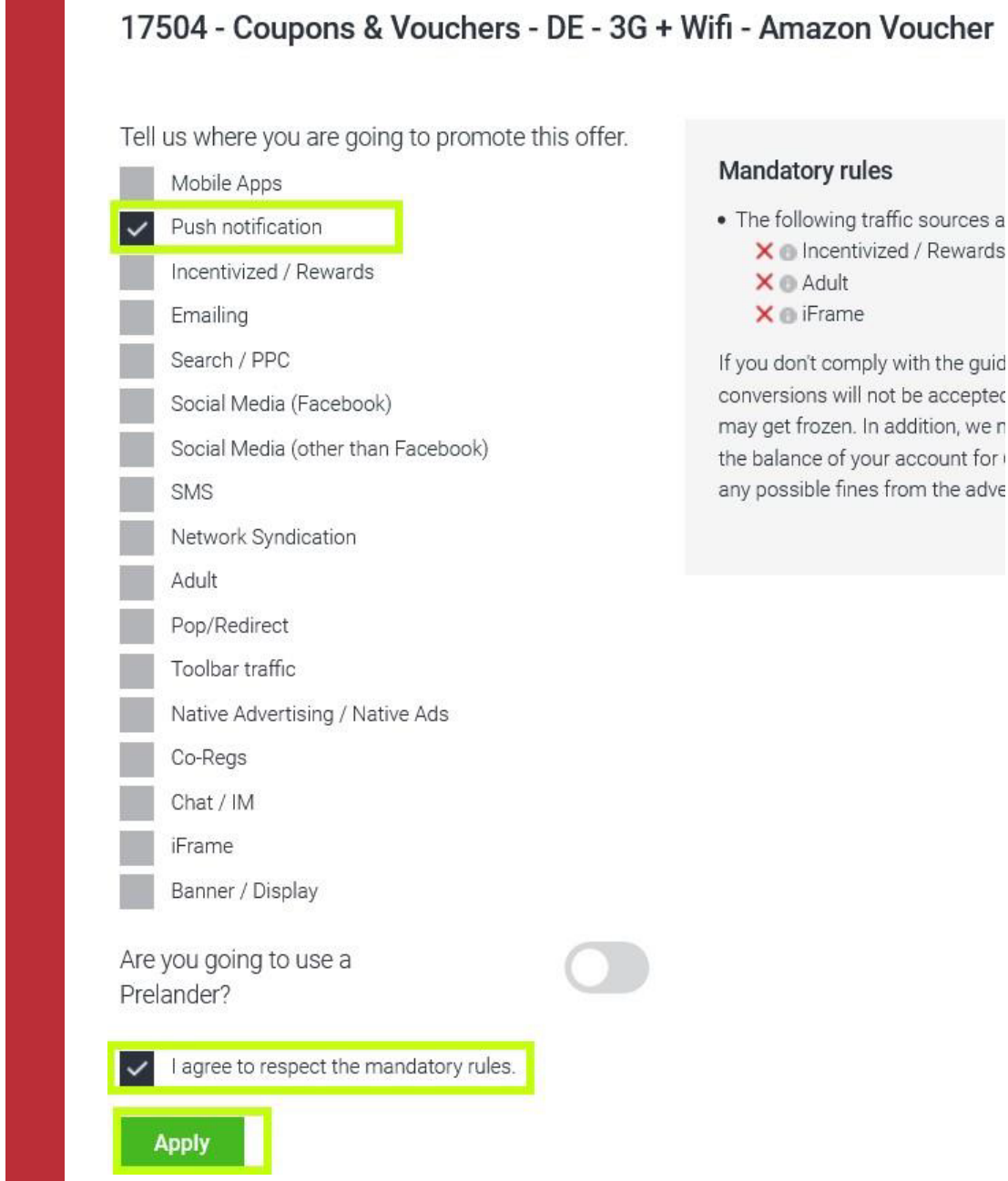
Mark Push notification as we will promote offer via Push Ads.



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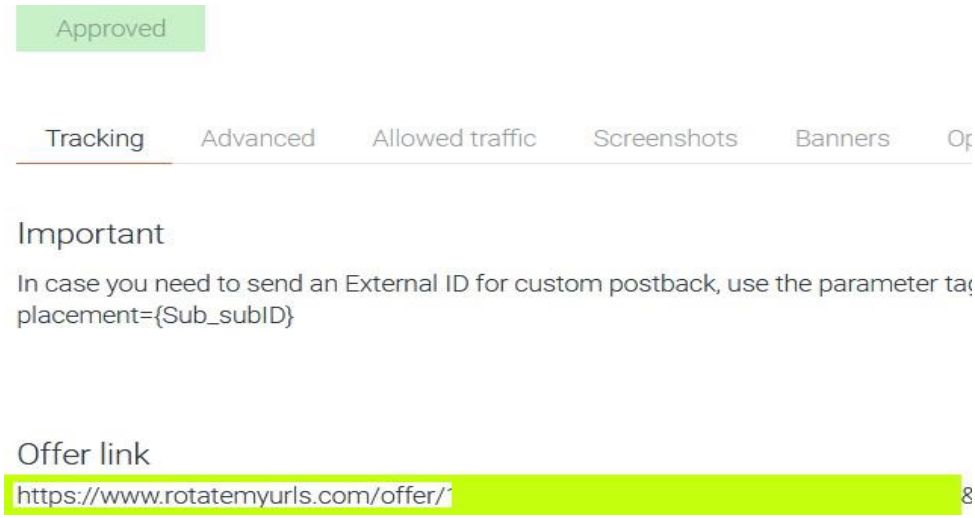
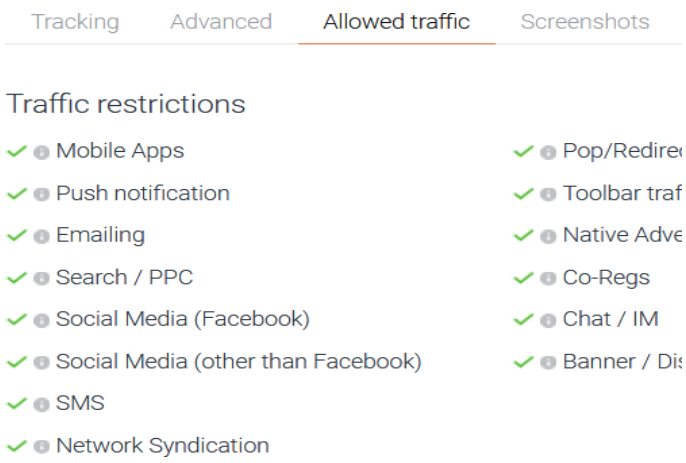
Click on Tracking and copy your offer link. This link is important as you will need it when creating push ad.



Now go to Allowed traffic. As you can see, it's allowed to promote this offer via push ads.



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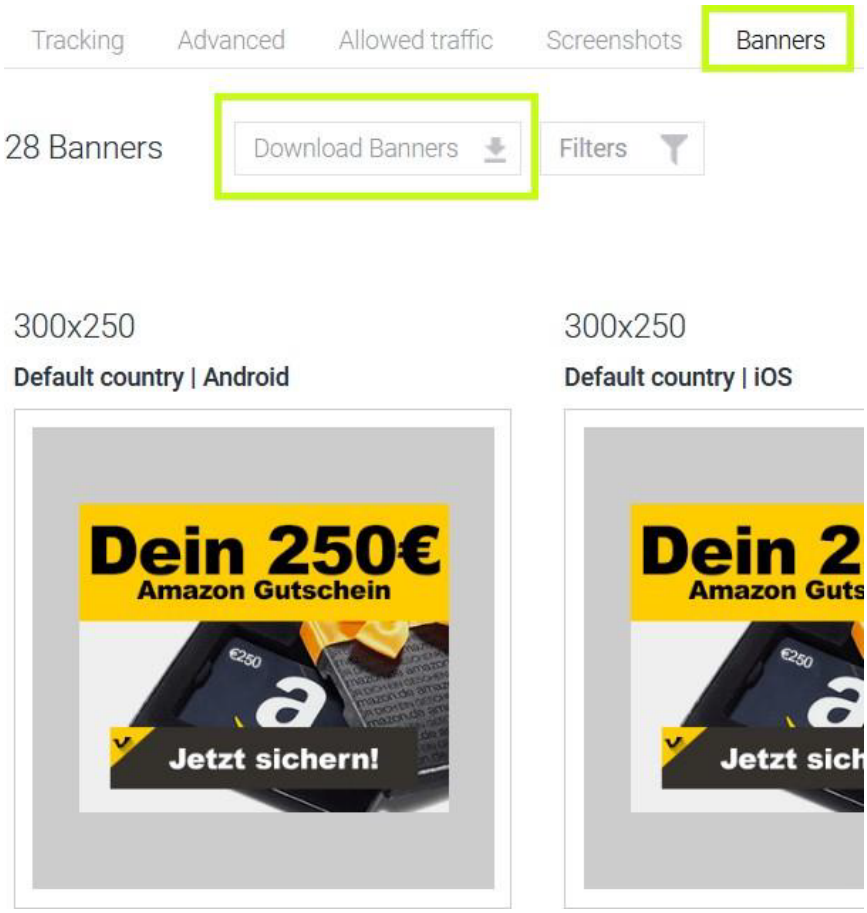
Next, click Banners and Download Banners. Save files to PC as you will need them for your push ad.



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Example 2

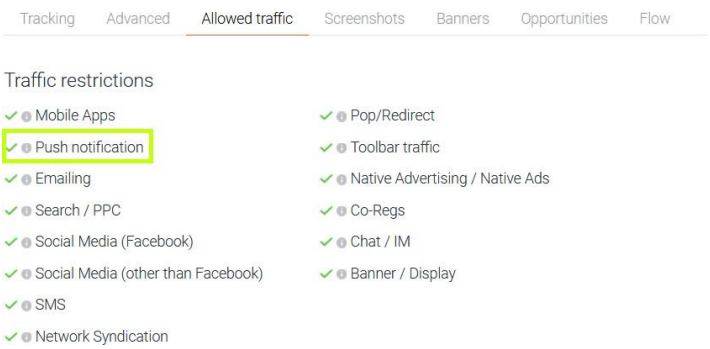
Great vertical to work with is Nutra & Beauty. This offer is a good example.

Vertical: Nutra & Beauty

Country USA, offer is about free Sephora samples.

Payout $2.10 on every completed free signup.

Push traffic allowed. Always check that!



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I used this banner to create push ad. This is actually offer preview image. I resized image to fit my push ads.

Just like with previous offer, there are banners in the download section.

Get those images.

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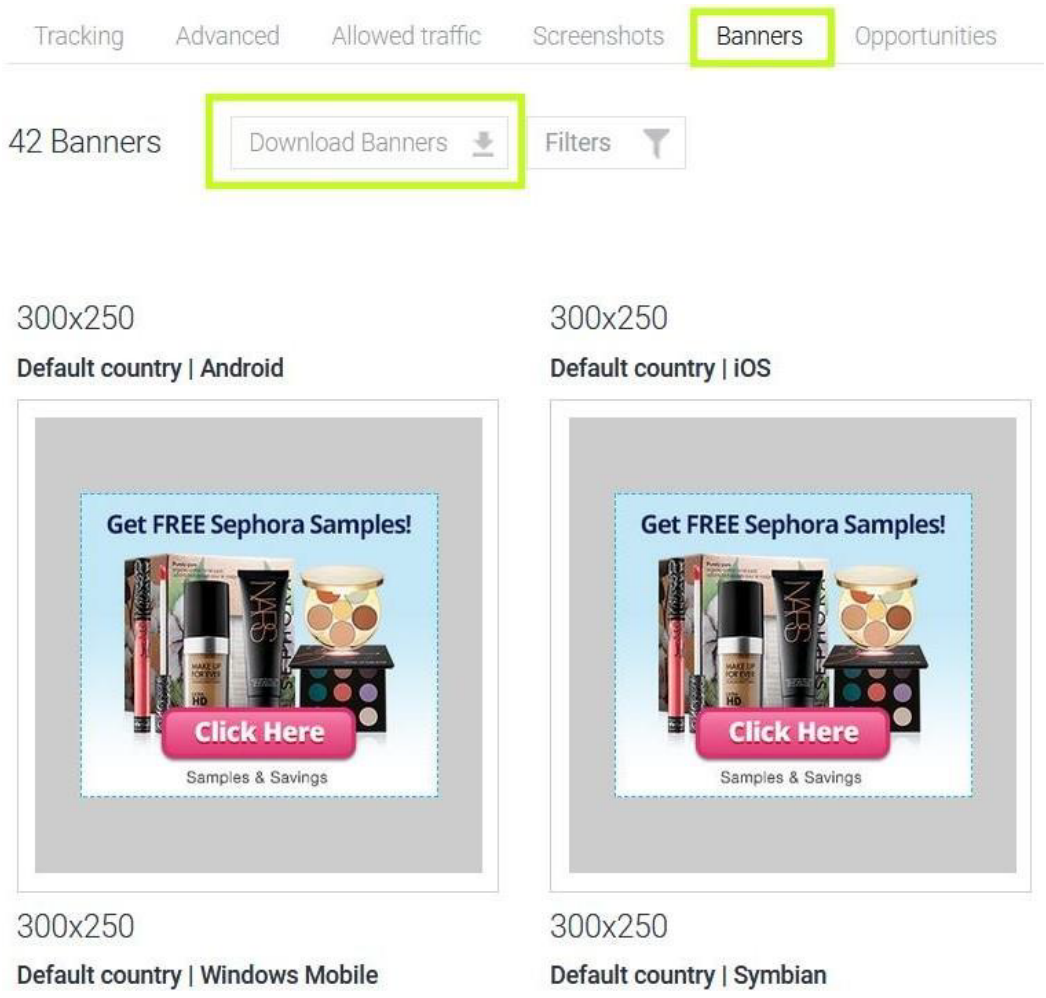

Copy and save your offer link. You will use it later.

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Example 3

Vertical: Travel

Country: Greece, Payout $7.00.

20068 - Coupons&Vouchers - GR - 3G+Wifi - Flight 500 EUR

Sweepstakes & Coupons - Travel

Payout	Offer id	Country	Price Model	Flow
$7.00	20068	Greece	CPA	SMS Billing, MT Optir

Image for push ads

Εισάγετε τον αριθμό του κινητού σας

69XXXXXXXX

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Example 4

Vertical: Gaming

Country: Switzerland, Payout $5.40.

21384 - Games - CH - 3G + Wifi - Games Party

Mobile Content - Games

Payout	Offer id	Country	Price Model	Flow
$5.40	21384	Switzerland	CPA	SMS Billing, MO Optin

Image for push ads

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Example 5

Vertical: Health, Fitness, Beauty

Country: Egypt, Payout $0.70.

21473 - Wellness - EG - 3G + Wifi - Active Life

Mobile Content - Wellness

Payout	Offer id	Country	Price Model	Flow
$0.70	21473	Egypt	CPA	SMS Billing, Pin Optin

Image for push ads

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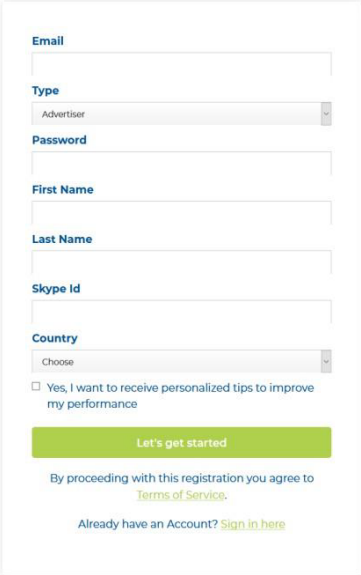
Advertising

If you still don't get what you have to do, let me explain once again. You will advertise CPA offers using push ads.

I will explain the process of creating push ads with PlugRush. You can, of course, use any other network you want.

Go to PlugRush and register Advertising account.



Fill your real details as you will need to deposit minimum $10 to start advertising. They accept several deposit methods including Paypal.

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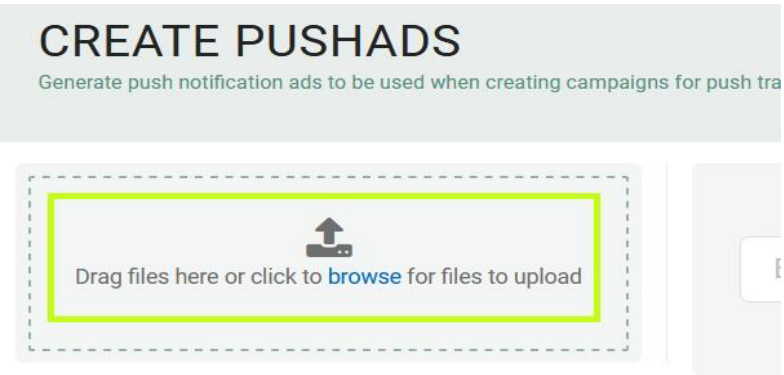
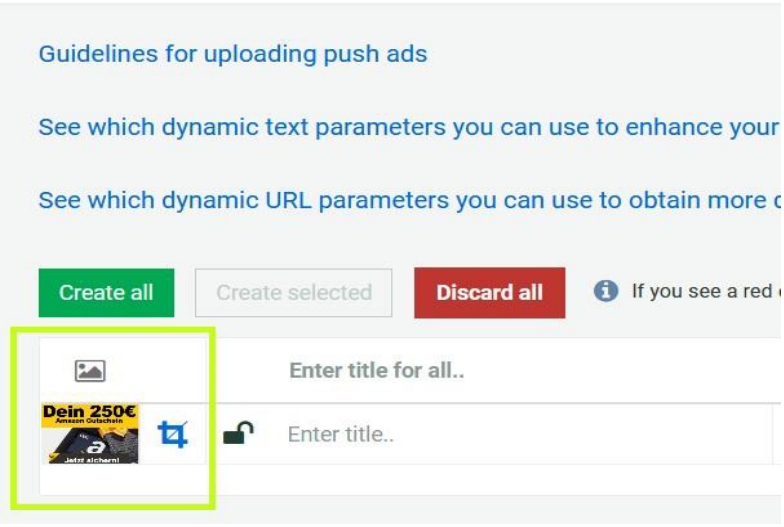
Now when you loaded your balance, go to Creatives to create your first push ad.

Upload an image you will use. Check folder with templates or use your own. Also remember that you downloaded banners from CPA network for related CPA offers – this is where you should upload them.





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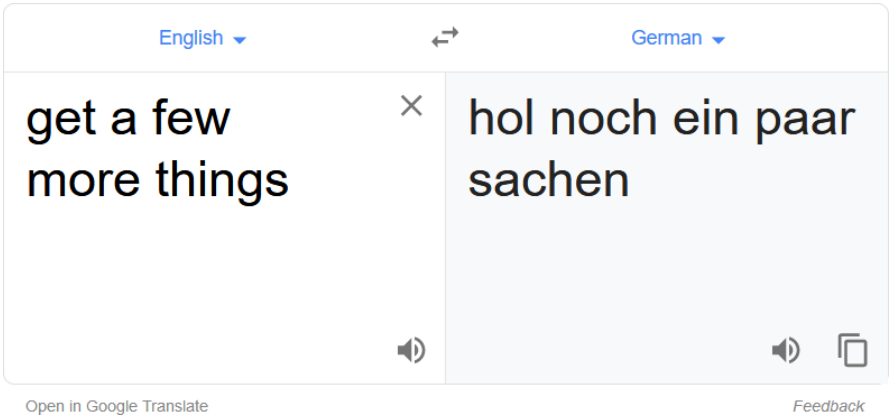
As you can see, I use Amazon gift card offer for Germany as an example (Example 1).

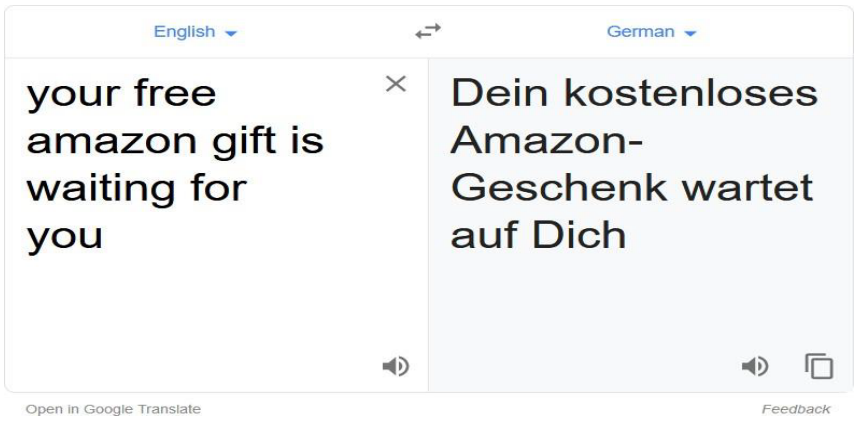
Because I target German speaking audience, title and description of the push ad must be on German language.

Simply, Google translator will do all required work.

Title:



Description:



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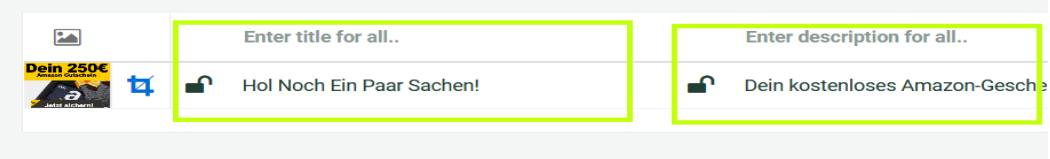
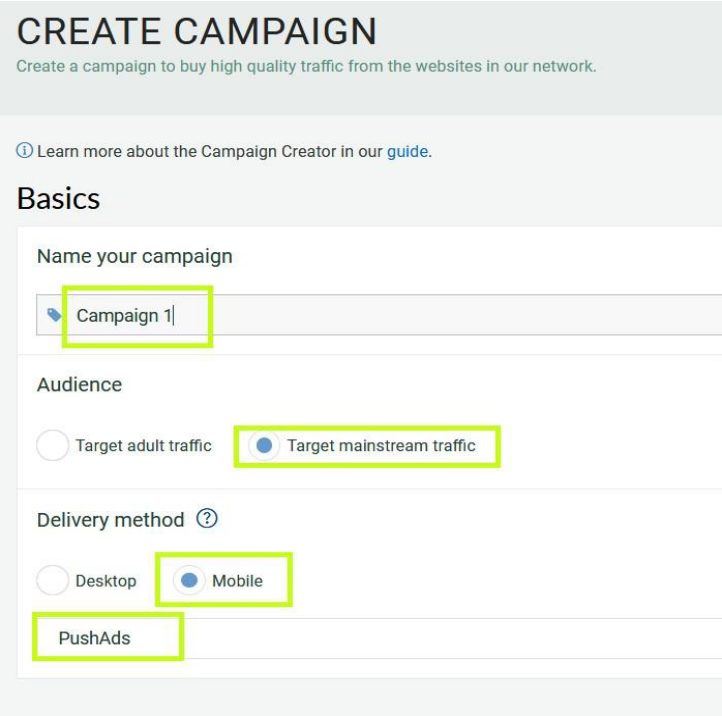
Enter title, description and URL. In my example I used Mobidea offer so I entered CPA offer URL directly to required field.



Now just click on green button Create all and that's it. Your push ad will be approved by the website staff very fast.

Next what we have to do is to create a campaign. Go to Create Campaign under Campaigns & Statistics.

Basics



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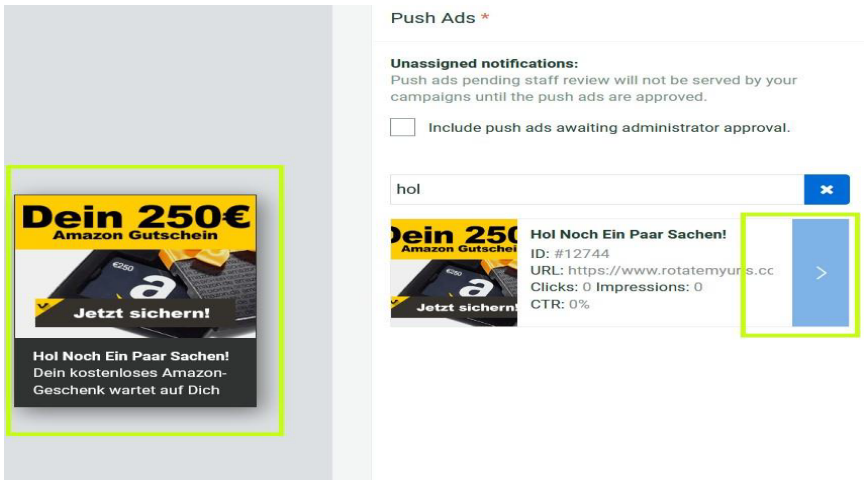
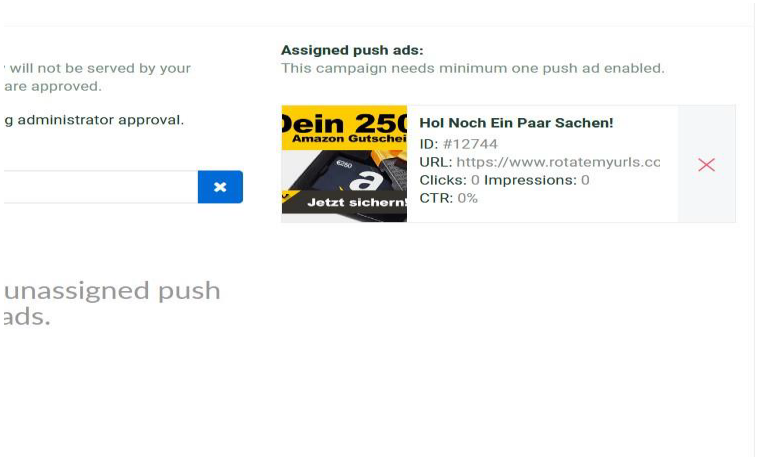
Name your campaign, choose mainstream audience, mobile for delivery method and of course - push ads.

Content

First preview how your ad will look hovering your mouse over an image.



Then assign your push ad to campaign.



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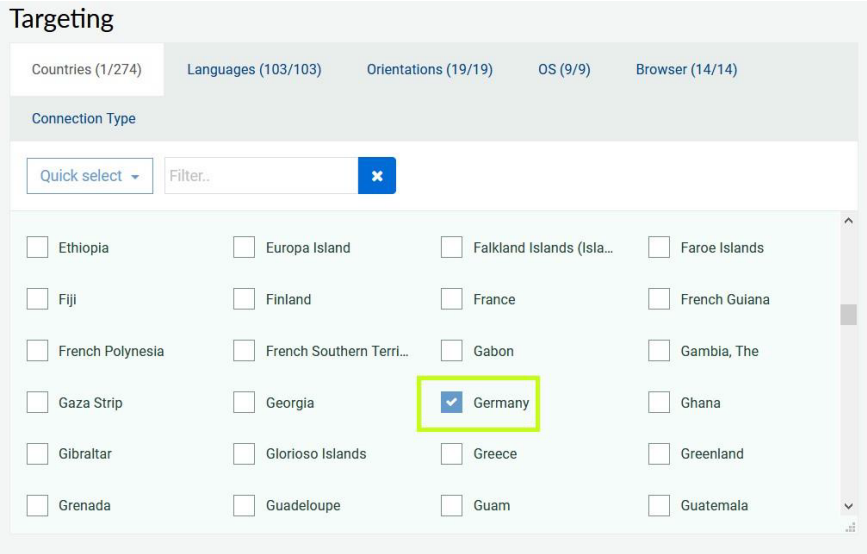
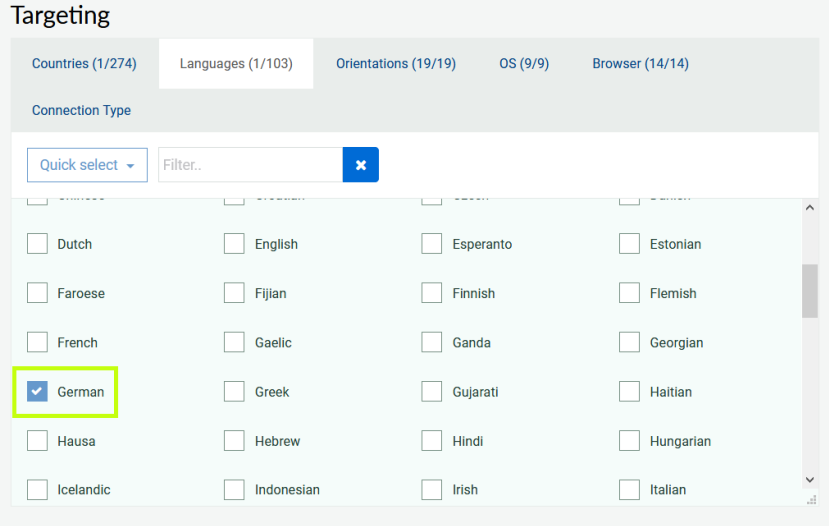
Targeting

Countries – Germany in this case. Offer is for German people.



Languages - German as we target German speaking audience.



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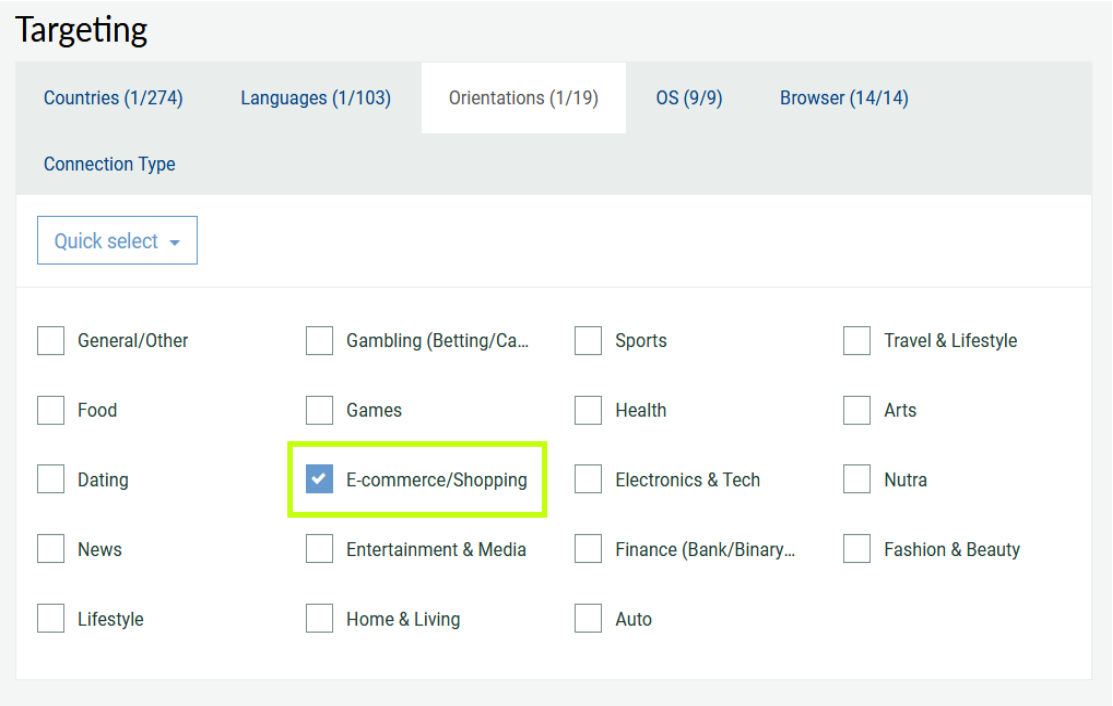
Orientations – In this case offer is related to online shop Amazon. You need to think a little bit here when choosing the right niche. Most people who shop online are also interested for Amazon gift cards so the right orientation for this offer would be E-commerce/Shopping.



Basically you have to choose orientation(s) that fits your CPA offer.

Some other push ad networks have more categories and niches and more targeting options. You will have to target traffic right, otherwise you will just waste you money.

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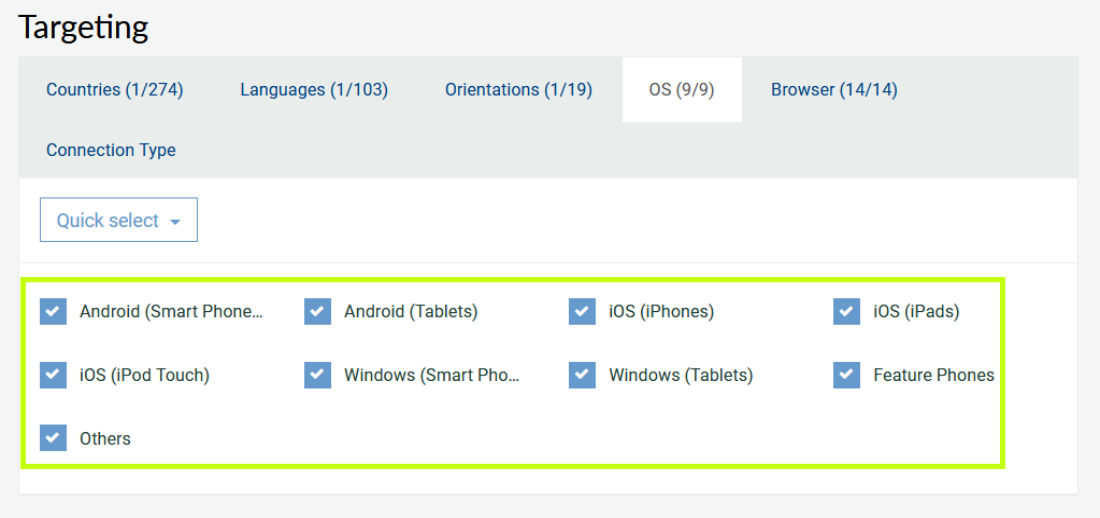
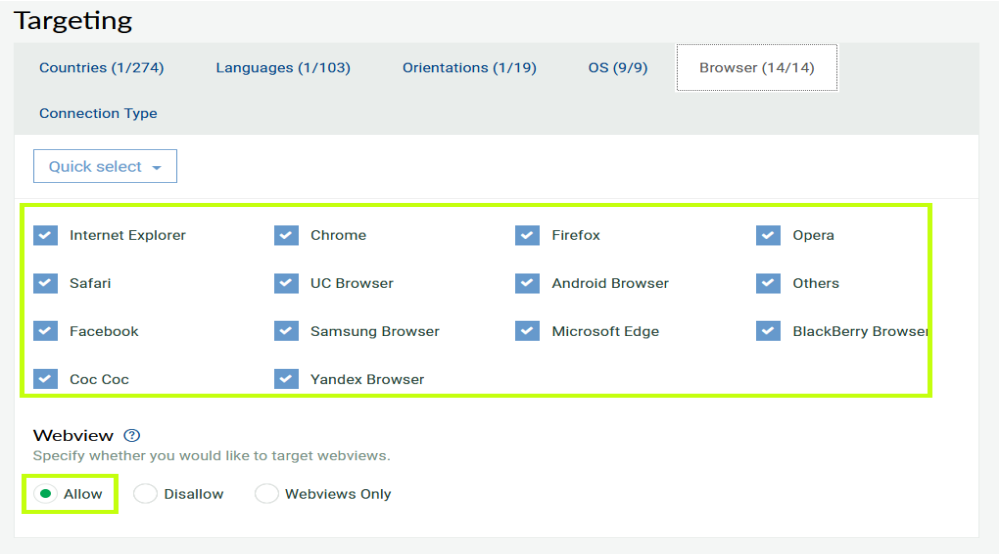
OS – If your offer is designed only for specific operating system then please select required. In this case I will select all.



Browser – The same thing applies for the browser. In this case I will select all. Allow Webview!



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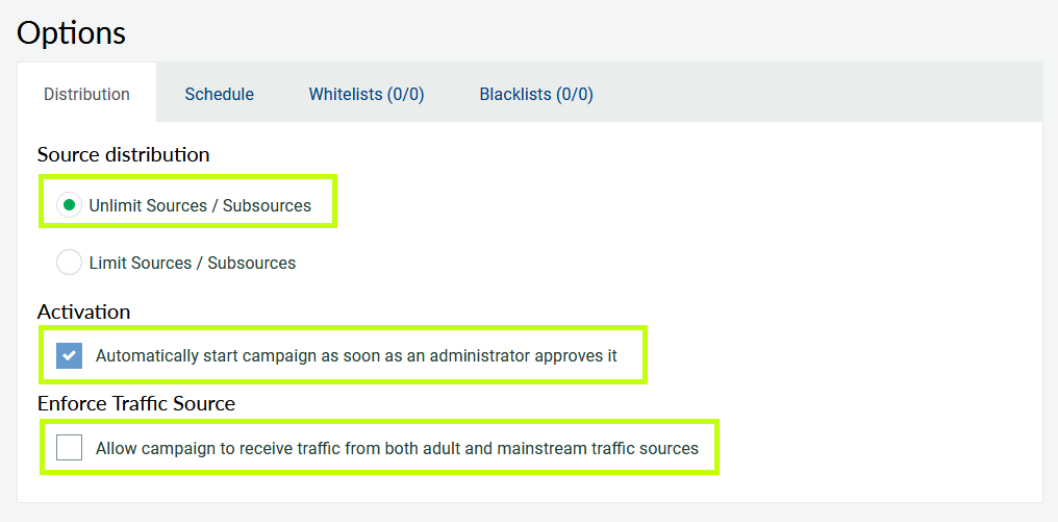
Connection Type – Most of the time you will select All Traffic but pay attention, some offers are targeted specifically for 3G/4G! Never allow proxy traffic!

Options

Distribution - Set exactly the same like I marked on the screenshot.



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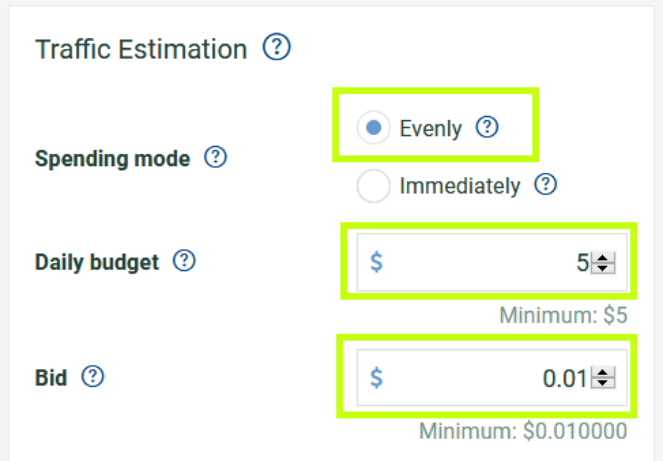
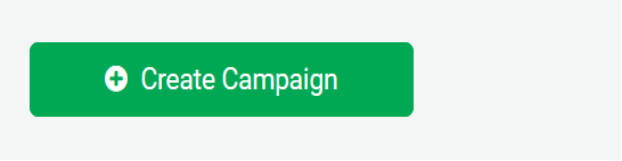
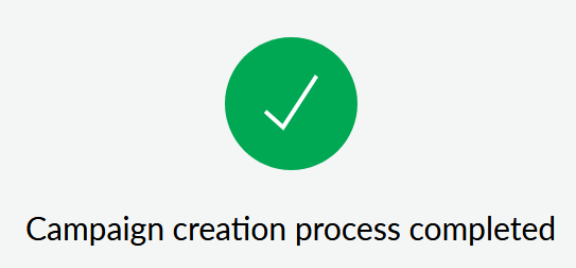
On the right sidebar note Traffic Estimation. Spending mode should be Evenly, for both Daily budget and Bid set minimum. You will adjust preferences once you see ad statistics.



Click on Create Campaign.



Your push ad campaign setup is done.



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Like you read above, apart from PlugRush there many other networks that provide push traffic. Here is the list of those networks including minimum deposit required to start.

- PlugRush $10
- PropellerAds $100
- HilltopAds $300
- MegaPush $100
- AdMaven $50
- RichPush $250
- RTX Platform $100
- Zeropark $200
- DatsPush $50
- Adsterra $200

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Mobile Push Notifications vs Desktop Push Notifications

So what's the deal with desktop push notifications and how do these differ from mobile?

Push notifications run via web-based SDK which targets browser traffic.

So both mobile and desktop users receiving browser based notifications don't require an app to be installed in order to receive a message.

This has the benefit of being able to target people who haven't downloaded an app but comes at the expense of user personalization.

With mobile Push, there's a world of engagement opportunities that desktop Push just doesn't have.

Plus, mobile users can also receive push notifications via mobile web push which triggers in the browser on their device, giving them the best of both worlds. This accounts for the majority of push traffic, as an ever increasing number of people browse the web on their mobile device.

The message also displays differently to the user, depending on the device.

For desktop, you'll typically see a browser level opt-in prompt when you visit a new site.

This makes it easy for users to opt-in, and once you give your consent to receiving new messages, you're good to go!

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