



FINALLY LEARN HOW TO RUN A SUCCESSFUL LONG-TERM CPA BUSINESS

YEAR
2019

Ocean's CPA FORCE

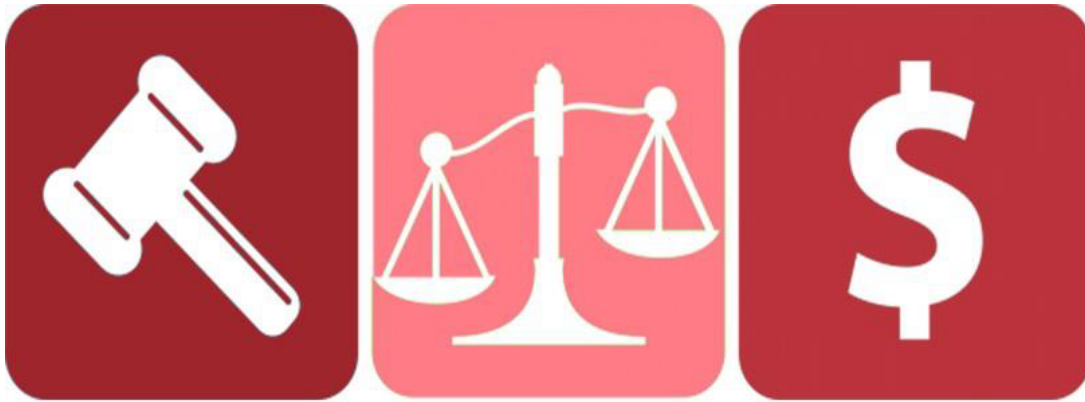
Someone said: "If hard work made you rich, daily labor would make you a millionaire". Making money with CPA shouldn't be hard, and it's not if you have the right system.

Premium Pack



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YEAR
2019



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BUY OR SELL YOUR EARNING METHODS

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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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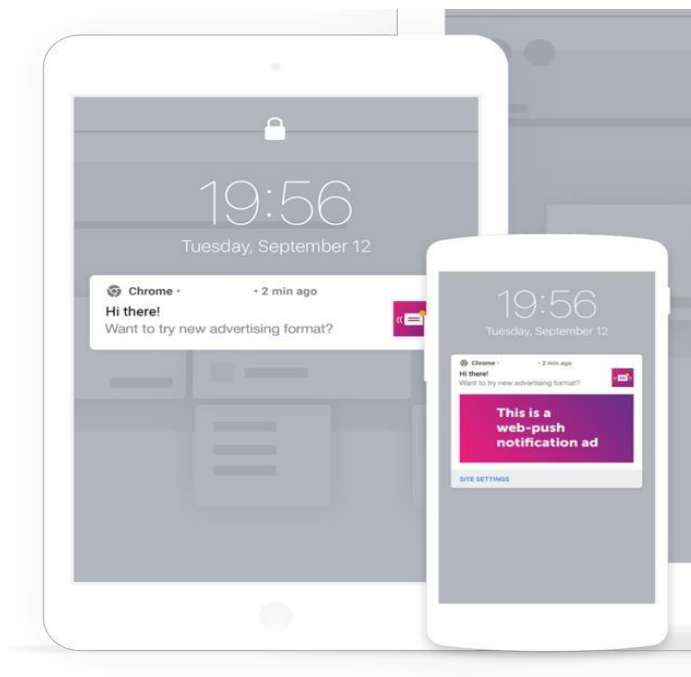
Basics & The Main Concept

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.

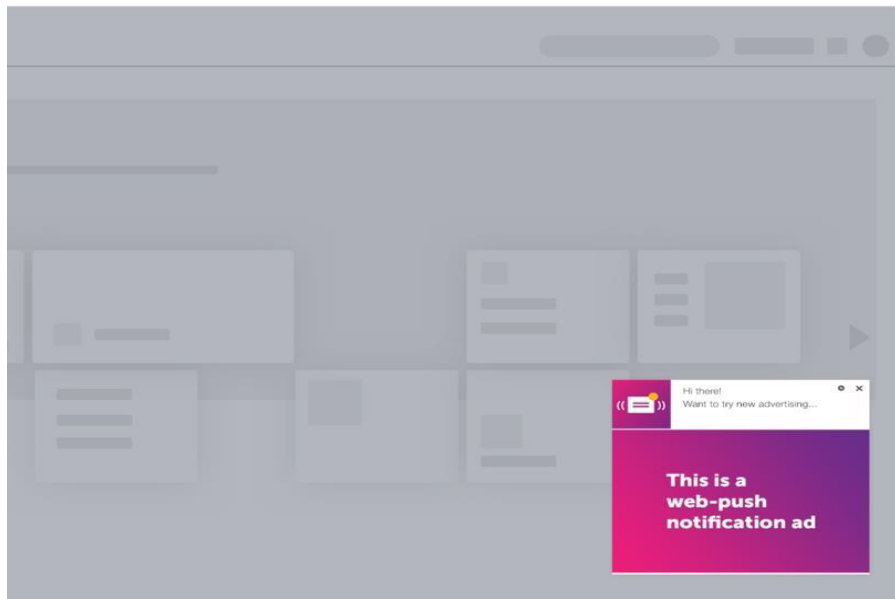
Have you ever wondered how that cool notification message that pops up on your desktop or mobile device got there? That's push notification (ad).

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 subscriber, 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.



7504 - Coupons & Vouchers - DE - 3G + Wifi - Amazon Voucher

Sweepstakes & Coupons - Money

Payout
\$2.16

Offer id
17504

Country
Germany

Price Model
CPL

Flow
• Signup Form Submit

Creatives need to be approved by the Advertiser
Users must be 18+ for the conversion to occur

Apply now

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.

17504 - Coupons & Vouchers - DE - 3G + Wifi - Amazon Voucher

Tell us where you are going to promote this offer.

- Mobile Apps
- Push notification
- Incentivized / Rewards
- Emailing
- Search / PPC
- Social Media (Facebook)
- Social Media (other than Facebook)
- SMS
- Network Syndication
- Adult
- Pop/Redirect
- Toolbar traffic
- Native Advertising / Native Ads
- Co-Regs
- Chat / IM
- iFrame
- Banner / Display

Are you going to use a Prelander?

I agree to respect the mandatory rules.

Apply

Mandatory rules

• The following traffic sources are prohibited:

- Incentivized / Rewards
- Adult
- iFrame

If you don't comply with the guidelines, conversions will not be accepted and your account may get frozen. In addition, we reserve the right to deduct the balance of your account for any possible fines from the advertiser.



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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.

Approved

Tracking

Advanced

Allowed traffic

Screenshots

Banners

Op

Important

In case you need to send an External ID for custom postback, use the parameter tag: placement={Sub_subID}

Offer link

<https://www.rotatemyurls.com/offer/1>

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

Tracking

Advanced

Allowed traffic

Screenshots

Traffic restrictions

- ✓ Mobile Apps
- ✓ Push notification
- ✓ Emailing
- ✓ Search / PPC
- ✓ Social Media (Facebook)
- ✓ Social Media (other than Facebook)
- ✓ SMS
- ✓ Network Syndication
- ✓ Pop/Redirect
- ✓ Toolbar traf
- ✓ Native Adve
- ✓ Co-Regs
- ✓ Chat / IM
- ✓ Banner / Dis





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


Tracking Advanced Allowed traffic Screenshots **Banners**

28 Banners **Download Banners**  Filters 

300x250 Default country | Android



300x250 Default country | iOS



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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.

The screenshot shows an offer page with the following details:

- Offer ID: 18064 - Beauty - US - 3G + Wifi - Free Sephora Samples
- Category: Nutra - Others
- Payout: \$2.10
- Offer ID: 18064
- Country: United States
- Price Model: CPL
- Flow: Signup Form Submit

All prelanders/jump pages must be approved before launching

Approved

Push traffic allowed. Always check that!

The screenshot shows the 'Allowed traffic' tab in a dashboard. The 'Traffic restrictions' section is expanded, showing a list of traffic sources with checkboxes indicating whether they are allowed:

- Mobile Apps
- Push notification
- Emailing
- Search / PPC
- Social Media (Facebook)
- Social Media (other than Facebook)
- SMS
- Network Syndication
- Pop/Redirect
- Toolbar traffic
- Native Advertising / Native Ads
- Co-Regs
- Chat / IM
- Banner / Display



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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.



FREE*
Sephora Samples

- No Credit Card Required
- No Shipping Charges
- Samples Delivered to Your Mailbox!

CLICK HERE

Samples & Savings Supplies limited. Not endorsed by Sephora.

The banner features a collection of Sephora makeup products including mascara, foundation, concealer, and eyeshadow palettes. A prominent pink button with the text 'CLICK HERE' is positioned on the right side of the product display.

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

Get those images.



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42 Banners

Download Banners 

Filters 

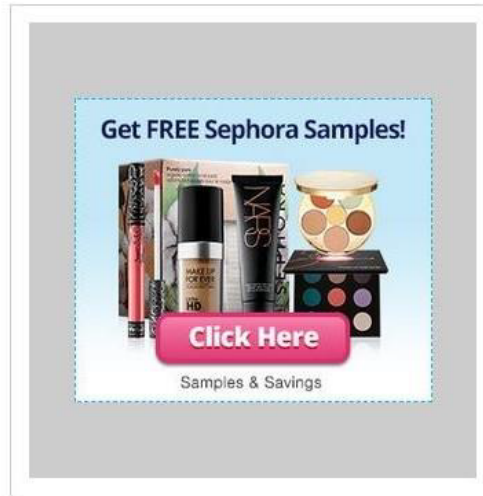
300x250

Default country | Android



300x250

Default country | iOS



300x250

Default country | Windows Mobile

300x250

Default country | Symbian

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
\$7.00

Offer id
20068

Country
Greece

Price Model
CPA

Flow
• SMS Billing, MT Optim

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
\$5.40

Offer id
21384

Country
Switzerland

Price Model
CPA

Flow
• SMS Billing, MO Optim

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
\$0.70

Offer id
21473

Country
Egypt

Price Model
CPA

Flow
• 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.

Create Your Account for Free

Email

Type

Advertiser

Password

First Name

Last Name

Skype Id

Country

Choose

Yes, I want to receive personalized tips to improve my performance

Let's get started

By proceeding with this registration you agree to [Terms of Service](#).

Already have an Account? [Sign in here](#)

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.

CREATE PUSHADS

Generate push notification ads to be used when creating campaigns for push tra

Drag files here or click to [browse](#) for files to upload


Guidelines for uploading push ads

See which dynamic text parameters you can use to enhance your

See which dynamic URL parameters you can use to obtain more c

[Create all](#) [Create selected](#) [Discard all](#) ⓘ If you see a red

Enter title for all..

 Enter title..



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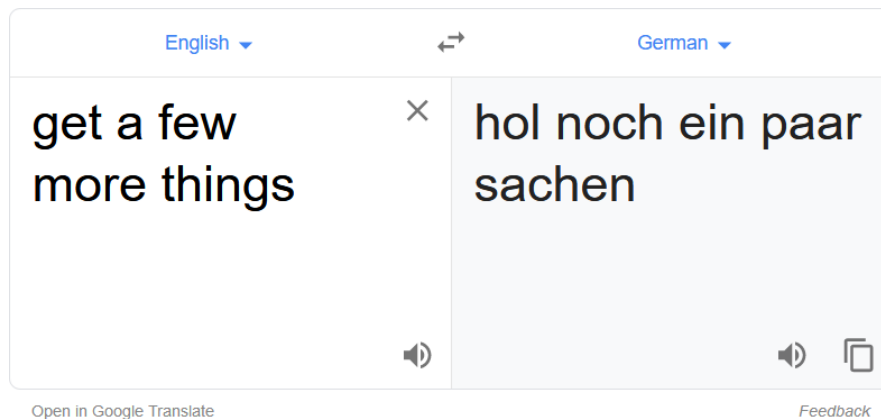
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As you can see, I use Amazon gift card offer for Germany as an example (Example 1).

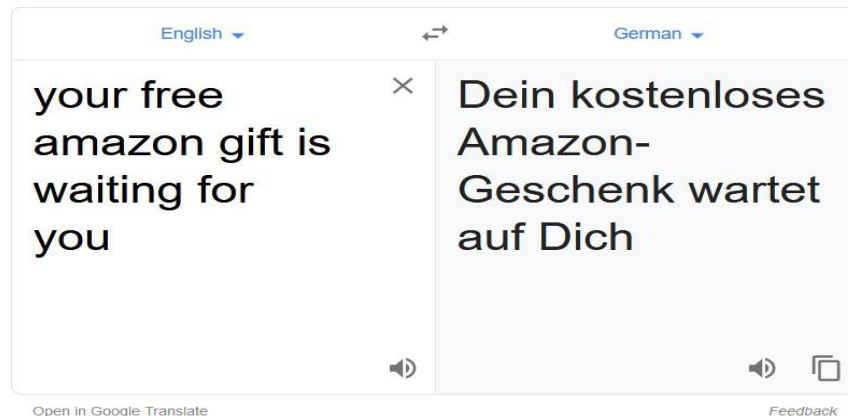
Because I target German speaking audience, title and description of the push ad must be on German language.

Simply, Google translator will do all required work.

Title:



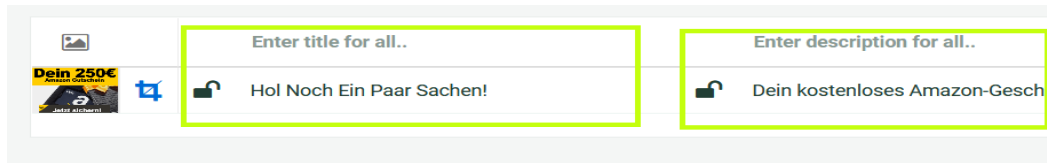
Description:



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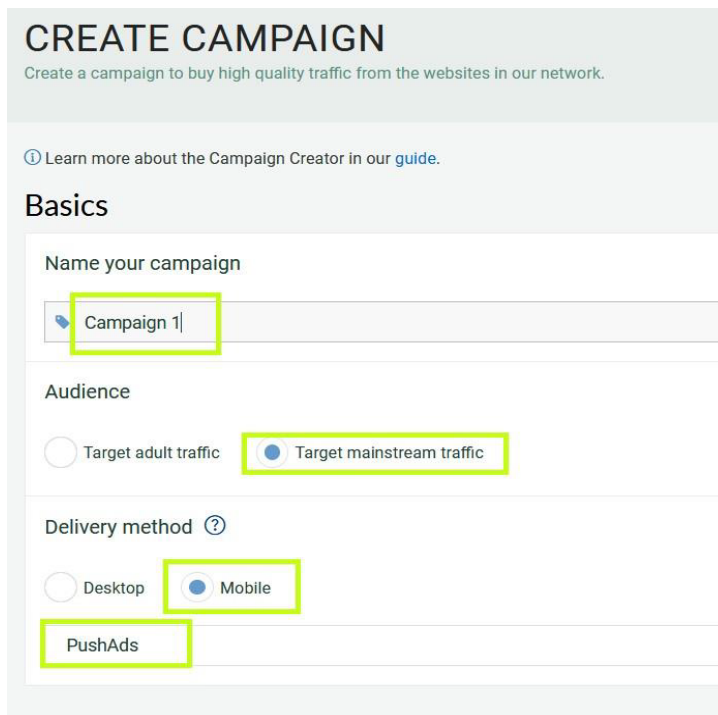
Enter title, description and URL. In my example I used Mobidea offer so I entered CPA offer URL directly to required field.



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.

Push Ads *

Unassigned notifications:
Push ads pending staff review will not be served by your campaigns until the push ads are approved.

Include push ads awaiting administrator approval.

hol

Dein 250€ Amazon Gutschein
Hol Noch Ein Paar Sachen!
ID: #12744
URL: <https://www.rotatemyurls.cc>
Clicks: 0 Impressions: 0
CTR: 0%

Then assign your push ad to campaign.

will not be served by your are approved.

g administrator approval.

unassigned push ads.

Assigned push ads:
This campaign needs minimum one push ad enabled.

Dein 250€ Amazon Gutschein
Hol Noch Ein Paar Sachen!
ID: #12744
URL: <https://www.rotatemyurls.cc>
Clicks: 0 Impressions: 0
CTR: 0%



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Targeting

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

The screenshot shows the Facebook targeting interface. At the top, there are tabs for 'Countries (1/274)', 'Languages (103/103)', 'Orientations (19/19)', 'OS (9/9)', and 'Browser (14/14)'. Below these is a 'Connection Type' section with a 'Quick select' dropdown and a 'Filter..' input field. The main area displays a grid of countries with checkboxes. The 'Germany' checkbox is selected and highlighted with a yellow box. Other countries visible include Ethiopia, Fiji, French Polynesia, Gaza Strip, Gibraltar, Grenada, Europa Island, Finland, French Southern Terri..., Georgia, Glorioso Islands, Guadeloupe, Falkland Islands (Isla..., France, Gabon, Greece, Guam, Faroe Islands, French Guiana, Gambia, The, Ghana, Greenland, and Guatemala.

Languages - German as we target German speaking audience.

The screenshot shows the Facebook targeting interface with the 'Languages (1/103)' tab selected. It features the same 'Quick select' dropdown and 'Filter..' input field. The main area displays a grid of languages with checkboxes. The 'German' checkbox is selected and highlighted with a yellow box. Other languages visible include Dutch, Faroese, French, Hausa, Icelandic, English, Fijian, Gaelic, Greek, Hebrew, Indonesian, Esperanto, Finnish, Ganda, Gujarati, Hindi, Irish, Estonian, Flemish, Georgian, Haitian, Hungarian, and Italian.



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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.

Targeting

Countries (1/274) Languages (1/103) Orientations (1/19) OS (9/9) Browser (14/14)

Connection Type

Quick select ▾

<input type="checkbox"/> General/Other	<input type="checkbox"/> Gambling (Betting/Ca...	<input type="checkbox"/> Sports	<input type="checkbox"/> Travel & Lifestyle
<input type="checkbox"/> Food	<input type="checkbox"/> Games	<input type="checkbox"/> Health	<input type="checkbox"/> Arts
<input type="checkbox"/> Dating	<input checked="" type="checkbox"/> E-commerce/Shopping	<input type="checkbox"/> Electronics & Tech	<input type="checkbox"/> Nutra
<input type="checkbox"/> News	<input type="checkbox"/> Entertainment & Media	<input type="checkbox"/> Finance (Bank/Binary...	<input type="checkbox"/> Fashion & Beauty
<input type="checkbox"/> Lifestyle	<input type="checkbox"/> Home & Living	<input type="checkbox"/> Auto	

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.

Targeting

Countries (1/274) Languages (1/103) Orientations (1/19) OS (9/9) Browser (14/14)

Connection Type

Quick select ▾

<input checked="" type="checkbox"/> Android (Smart Phone...	<input checked="" type="checkbox"/> Android (Tablets)	<input checked="" type="checkbox"/> iOS (iPhones)	<input checked="" type="checkbox"/> iOS (iPads)
<input checked="" type="checkbox"/> iOS (iPod Touch)	<input checked="" type="checkbox"/> Windows (Smart Pho...	<input checked="" type="checkbox"/> Windows (Tablets)	<input checked="" type="checkbox"/> Feature Phones
<input checked="" type="checkbox"/> Others			

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

Targeting

Countries (1/274) Languages (1/103) Orientations (1/19) OS (9/9) Browser (14/14)

Connection Type

Quick select ▾

<input checked="" type="checkbox"/> Internet Explorer	<input checked="" type="checkbox"/> Chrome	<input checked="" type="checkbox"/> Firefox	<input checked="" type="checkbox"/> Opera
<input checked="" type="checkbox"/> Safari	<input checked="" type="checkbox"/> UC Browser	<input checked="" type="checkbox"/> Android Browser	<input checked="" type="checkbox"/> Others
<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Samsung Browser	<input checked="" type="checkbox"/> Microsoft Edge	<input checked="" type="checkbox"/> BlackBerry Browser
<input checked="" type="checkbox"/> Coc Coc	<input checked="" type="checkbox"/> Yandex Browser		

Webview ⓘ
Specify whether you would like to target webviews.

Allow Disallow Webviews Only



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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!

Targeting

Countries (274/274) Languages (103/103) Orientations (19/19) OS (9/9)

Connection Type

Connection Type

All traffic Mobile network traffic(3G/4G) Wi-fi traffic

Proxy Type

Default No proxy traffic Only proxy traffic All traffic

Options

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

Options

Distribution Schedule Whitelists (0/0) Blacklists (0/0)

Source distribution

Unlimit Sources / Subsources

Limit Sources / Subsources

Activation

Automatically start campaign as soon as an administrator approves it

Enforce Traffic Source

Allow campaign to receive traffic from both adult and mainstream traffic sources



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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.

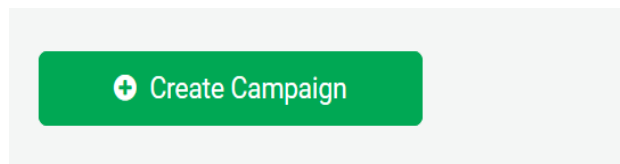
Traffic Estimation [?](#)

Spending mode [?](#) Evenly [?](#) Immediately [?](#)

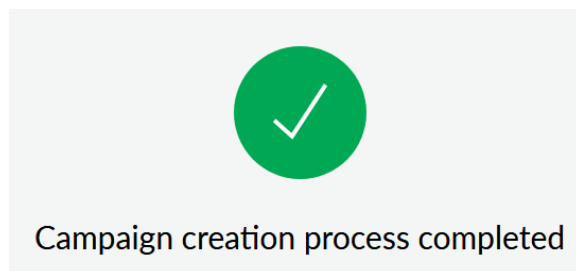
Daily budget [?](#) \$ 5 Minimum: \$5

Bid [?](#) \$ 0.01 Minimum: \$0.010000

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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