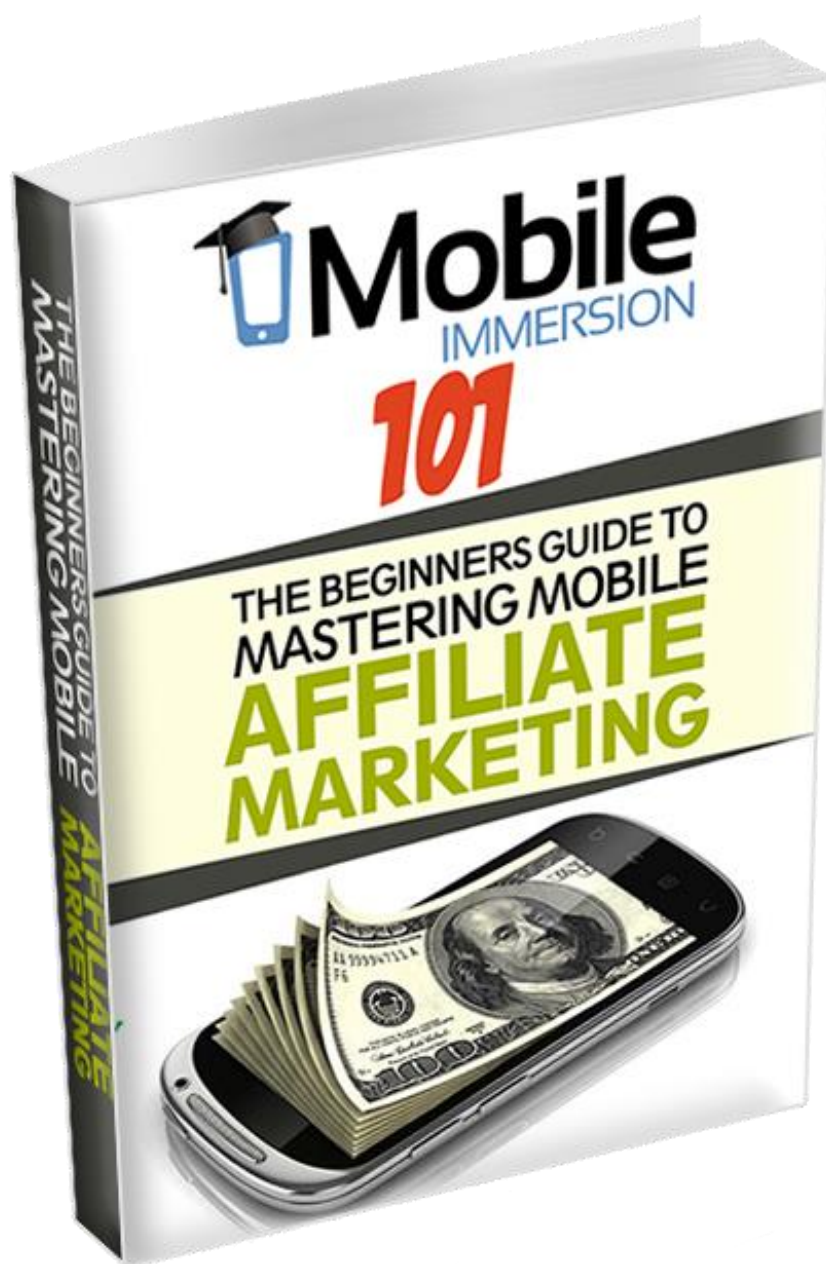




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What is Mobile Affiliate Marketing?

Mobile affiliate marketing is similar to traditional performance-based affiliate marketing: a business rewards one or more affiliates for each user or customer brought through the affiliates marketing methods.

It involves an affiliate pushing their advertising message to a potential user or customer through a mobile device, such as a smart phone or tablet, in order to get that user or potential customer to click on the affiliate link and complete an action on the advertiser's page.

There are three types of businesses that partly depend on mobile affiliates to bring them a constant stream of customers: app companies, lead generation based businesses and mobile content providers. If you sign up to any affiliate network you will see that the majority of mobile offers offered are by businesses that fit into one of those categories.

The Metrics

There are many metrics in mobile affiliate marketing. The following are the ones you will need to focus on when running your mobile campaigns:

CPC (Cost per Click): the amount you pay per click each time someone clicks on your advertisements, so, for example, if you are paying 0.25 cents per click that would mean you are paying 0.25 cents CPC.

EPC (Earnings per Click): the formula is $total\ revenue / clicks = EPC$. It is the amount you generate per click, so, for example, \$200 divided by 100 clicks = \$2 EPC

CTR (Click through Rate): the formula is $clicks / impressions \times 100 = CTR\%$, so, for example, 25,000 impressions with 50 Clicks = 0.20 % CTR. This goes for Banner CTR and Landing Page CTR.

CPM (Cost per Thousand - M is Roman numeral for thousand). This is the amount you pay for every 1000 impressions of your ad so, for example, 0.50 cents CPM would be 0.50 cents for 1000 impressions.

eCPM (Effective Cost per Thousand): the formula is $total\ revenue / impressions \times 1000 = eCPM$. It is the amount you make per 1000 impressions, so, for example, 0.75 cents eCPM equals 0.75 cents for 1000 impressions.



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CR (Conversion Rate): the formula is $\text{total conversions/impressions} \times 100 = X\% \text{ CR}$. It is the amount of conversions generated, so, for example, 20 leads in 1000 impressions = 2% CR.

ROI (Return on Investment): the formula is $\text{total revenue (total cost) divided by total cost} \times 100 = \text{ROI}\%$. For example \$1500 revenue - \$500 ad spend = \$1000 revenue. \$1000 revenue divided by \$500 ad spend $\times 100 = 200\% \text{ ROI}$

CPA (Cost per Action): the amount of commissions paid per lead or sale, so, for example, \$5 CPA.

eCPA (Effective Cost per Action): the amount it costs to acquire that lead and sale after advertising expenses, so, for example, \$4.28 eCPA.

If you are using a solid tracking solution it will automatically calculate most of these metrics for you. Your ultimate goal is to get a high banner CTR and high landing page CTR combined with a high CR.

Getting a higher banner CTR or landing page CTR does not guarantee a high CR. This is where testing comes in: you will have to test several variables until you find a winning template.

The Terminology

Mobile affiliate marketing terminology is almost identical to mainstream marketing. There are common terminologies shared by both, which we will go through here:

Single Opt In (SOI) is an offer that requires the visitor to enter their details without having to confirm their details. There may also be other fields of data required for a conversion to be credited.

Double Opt In (DOI) is an offer that is exactly like an SOI offer except the visitor confirms by clicking the link they received in their email inbox.

Pay per Lead (PPL) offers will give you a commission for a successful lead, so, for example, SOI or DOI.

Pay per Sale (PPS) offers will pay you a commission for a successful payment transaction.

Pay per Install (PPI), also known as Pay per Download (PPD), are offers that pay you a commission for a successful install/download.



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Revenue Share (RevShare) pays you on an ongoing commission or a percentage of an affiliates earnings for the lifetime or set duration of time a user stays on as a paid member.

Direct Linking is when you take a visitor directly from your ad to your offer page without any intermediate website in between.

Landing Page: an intermediate website a visitor lands on after clicking your ad, often used as pre-sell page or a way to segment the visitors.

Self Serve Network: a network that gives you the ability to control the campaign on your end in real time. For example starting and pausing campaigns and banners as well adjusting bids.

Managed Buy: a network that handles your campaign for you, so for example, a managed buy will pause them and adjust bids based on your instructions, typically by email.

Direct buy: negotiating an advertising buy directly with the source or owner of a website.

AdServer: a platform that will store, rotate, maintain and display advertisements for one or more websites and can track and report statistics as well as display your ads based on different criteria.

Impression: the number of times an ad is shown when a page is loaded. For example

- 1 page load for 1 Ad Unit = 1 Ad Impression
- 1 page load for 2 Ad Units = 2 Ad Impressions from 1 Page Load

Insertion Order (I/O) a document that specifies the dates and scope of a media buy.



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Hosting & Server Setup

Good hosting is of absolute importance. Many mobile affiliates set themselves up to fail by settling on cheap hosting - you **do not** want to be one of them. Choosing a cheap hosting provider will lose you far more money than it saves.

You want your mobile web pages to load as quickly as possible: the faster your web sites load the more conversions you will get.

People are incredibly impatient on their mobile devices, more so than desktop users. Just a second's delay on your webpage could lead to your visitors closing your window.

The minimum server you should run with is a VPS ([Virtual Private Server](#)) and then upgrade to a dedicated server once you start receiving higher volumes of traffic.

The three best hosting companies I have come across is as follows

<https://www.liquidweb.com/>

<http://beyondhosting.net/>

<https://www.stormondemand.com/>

Tracking Software

In order to get the most from your mobile campaigns you will need to make sure you are tracking everything you can, such as your visitors ISP (internet service provider), OS (operating system), mobile device, model, browser and country. The reason being you will most likely, at some point, need to optimize some, or all, of these factors to get your mobile campaigns profitable.

The most important metric when it comes to tracking mobile campaigns is *redirect speed*. No matter where your visitors are coming from your tracking software needs to be able to redirect them to your landing pages or offer as quickly as possible.

An affiliate's ideal setup would be to have multiple servers across the entire world with their tracking software installed on each one, but this would be too expensive, time consuming and difficult to manage for the majority of affiliates. Although, there is a tracking solution that solves all of these issues: www.Volum.com



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Voluum is one of the most powerful tracking solutions available. It won't just allow you to track your mobile campaigns but also any web campaigns. It's able to capture all of the relevant data you need to optimize your mobile campaigns, and you won't need to worry about slow redirect speeds as they have servers located across the world.

You can set rules to redirect visitors based on almost any criteria - from browse type, OS version, ISP and much more.

They offer a free option for new mobile affiliates, but I would suggest upgrading to their paid option when possible due to the additional features you will get access to, such as being able to assign your own unique tracking domain.

For a mobile affiliate good tracking is essential and should not be neglected.

Setting up Campaigns with Voluum

Setting up new campaigns in Voluum will normally involve adding new affiliate networks, traffic source tokens and post backs into your tracking software.

Due to the amount of different mobile affiliate networks and traffic sources - which all use different tracking tokens - covering the ins and outs of setting up campaigns up in Voluum is beyond the scope of this guide. However, in the Mobile Immersion Area I have made over a dozen **step-by-step video guides** on how to set up a Voluum account as well as guides on the different traffic sources and affiliate networks:

[Mobile Immersion Voluum Tutorials](#)

You can also refer to Voluum's help section:

<http://feedback.voluum.com/knowledgebase>



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Mobile Affiliate Networks

What are some good mobile affiliate networks?

I get asked this regularly, and I'm not surprised. A good mobile affiliate network that can feed you great converting offers and has a roster of decent affiliate managers that know the difference between a CPI and PIN-submit offer is priceless, but there aren't many around.

To save those of you who are new to mobile CPA marketing time (and hassle) I will list the best affiliate networks that I have worked with:

[ClickDealer](#) *(my favorite network)*

[Yeahmobi](#)

[AppFlood](#)

[F5 Media](#)

[MundoMedia](#)

[Neverblue](#)

Getting approved by mobile affiliate networks

The networks I have mentioned above will not approve just anyone. You are going to have to show them you are a serious affiliate and that you haven't decided to start running mobile offers because you want to give it a try for a couple of days.

A lot of affiliate networks will ask if you are running traffic to other networks for fraud prevention reasons. Some of them won't even approve your application if you are not already generating over \$1000 a month with affiliate marketing. But this doesn't mean you are out of luck.

The only things they care about are if you are going to make them money, not going to send them fake traffic and if you are **dedicated**.

If you are not already earning over \$1000 a month or are new to affiliate marketing there are a few things you can do to show these networks that you are serious about working with them:



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- Actively be part of an affiliate forum, one that is well known; forums like Affiliate Fix, Stack That Money or Aff Playbook. You could even start up a follow along to document your journey on one of these forums and include a link to it when signing up to these networks.
- Present your company as a real business. Get a website, think of a company name and set up a LinkedIn profile.
- Get another affiliate who is already on the network and has a good working relationship with them to vouch for you, but any decent affiliate will not be willing to potentially destroy a good relationship with an affiliate network by referring someone who they are not sure about.

I hope this has provided you with good ideas on how to get approved by Mobile CPA affiliate networks.

If you get into any problems when trying to get approved by an affiliate network and you are a member of my [Mobile Immersion Area](#) let me now and I'll see what I can do to help.



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Introduction to Popup, Redirect, domain and display traffic

Popup, redirect and domain traffic

Mobile Popup is usually a new web page/tab displaying an advertisement that appears over or behind the current web page a user is on.

Redirect traffic normally involves a user clicking a link on a web page, and instead of being sent to their intended destination they are redirected to an advertisement.

Domain traffic, or type-in traffic, is generated when a user mistypes a popular or expired domain in to a browser's address bar and is redirected to an advertisement.

Popup, redirect and domain traffic are my three favorite forms of traffic when it comes to promoting mobile affiliate offers. There are several reasons for this:

1. Their creative restrictions are far more relaxed on most pop and redirect traffic sources than on other, traditional banner-display networks.
2. There is an abundance of volume in the form of these types of traffics and the cost can be cheaper than other forms of mobile traffic.
3. A few mobile verticals that perform great on this type of traffic are Anitvirus offers, Utility Apps, Sweepstakes and Voucher Offers.

Below are some great traffic sources that offer popup, redirect and domain traffic for sale

[Zeropark](#)

[Gunggo](#)

[Adcash](#)

[Popads](#)

[Propellor ads](#)

[DNTX](#)

[Plugrush](#)

[ExoClick](#)

Mobile Display Advertising

Mobile Display advertising is graphical advertising usually displayed in apps and on mobile websites. These ads usually appear next to content on mobile web pages, during gameplay in



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apps or during general use. They are often referred to as banners, come in standardized ad sizes and can include text, logos, pictures and even rich media.

The majority of traffic sources that serve mobile banner display ads are Real-time bidding (RTB) platforms.

Real-time bidding is a means by which advertising inventory is bought and sold on a per-impression basis, via programmatic instantaneous auction - similar to financial markets. With real-time bidding advertising buyers bid on an impression and, if the bid is won, the buyer's ad is instantly displayed on the publisher's site.

As a mobile affiliate I have found mobile display traffic more difficult to monetize than Popup, redirect or domain. For this reason I tend to use display advertising for scaling the already profitable campaigns that I have on Popup, redirect or domain.

The majority of mobile display networks today have strict creative restrictions compared to only a year ago, even getting non aggressive campaigns approved can sometimes be tough, but do not be discouraged: there are several methods a mobile affiliate can use to make sure their campaigns get approved the majority of the time.

I won't cover these methods in this book but I have covered them in the [Mobile Immersion Area](#).

When running mobile display advertising a good banner CTR is important so you should always be aiming for at least 1% or more.

If you are not good at building banners you can download over 100 different mobile banner concepts from the [Mobile Immersion Area](#). They all include PSD's for easy editing and new banner concepts are added every month.

Good traffic sources that offer mobile display advertising:

[Go2Mobi](#)

[Decisive](#)

[Mmedia](#)

[Avazu DSP](#)

[Airpush](#)

[Google AdWords](#)

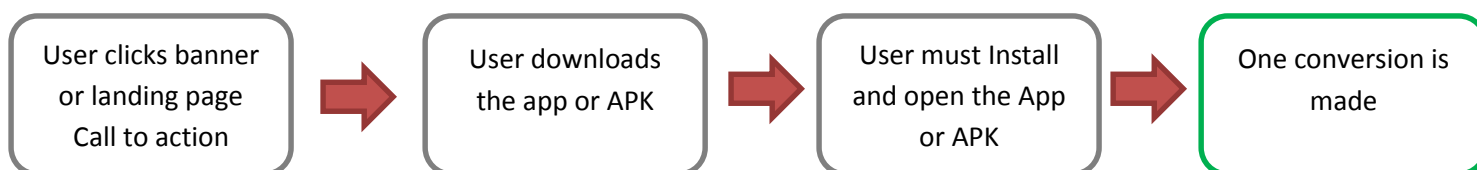
[StartApp](#)



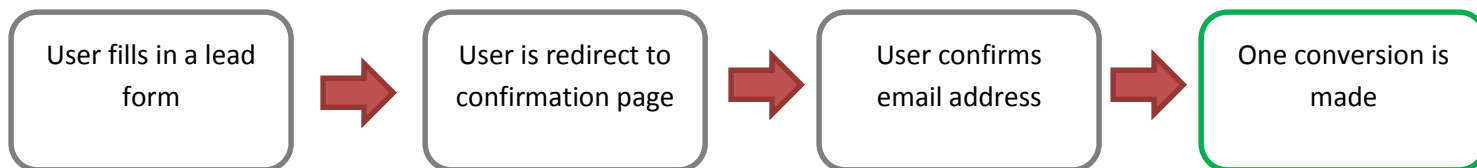
Types of Mobile Conversion Flows

There are ten or more different types of mobile conversion flows - and those are just the ones I know of. When I first started promoting mobile offers I would stare at the offer description in my affiliate account perplexed as to what MO Flow, CPI Flow and MT Flow all meant, but there is no need for you to spend several hours trawling through Google to find out exactly what your visitor has to do once they get from your affiliate link to the offer page for you to get paid: below is a list of ten types of conversion flows and how they work

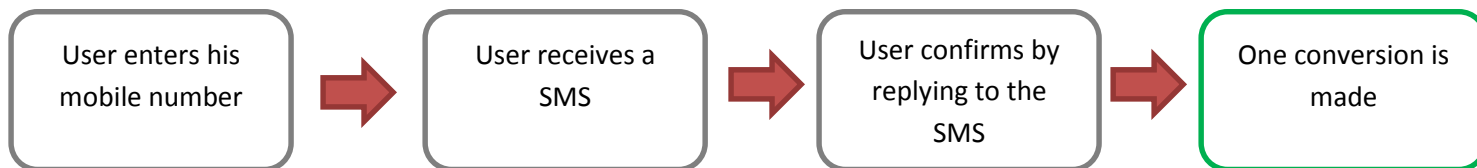
Cost Per Install (CPI)



Double Opt In (DOI)



MO Flow



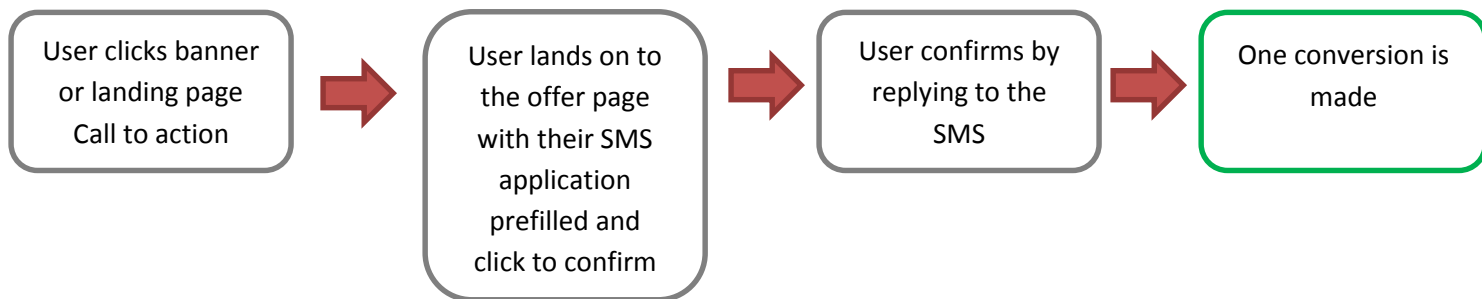


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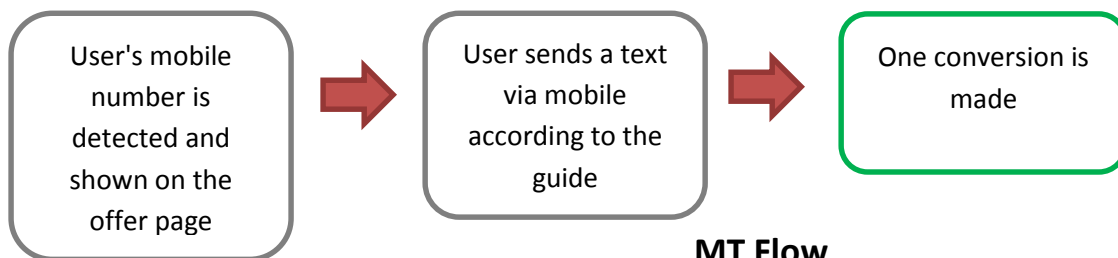
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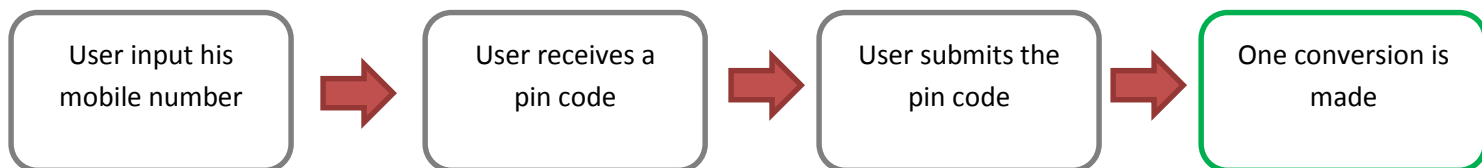
MO Flow with Click2SMS



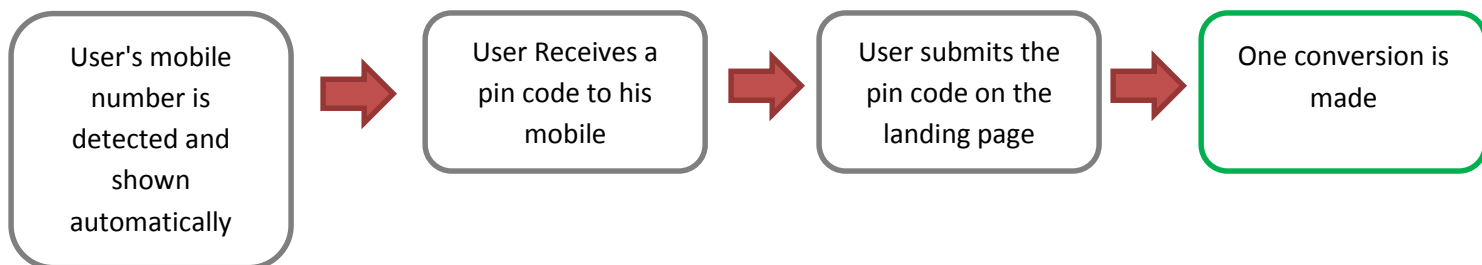
MO MSISDN Flow



MT Flow



MT MSISDN Flow

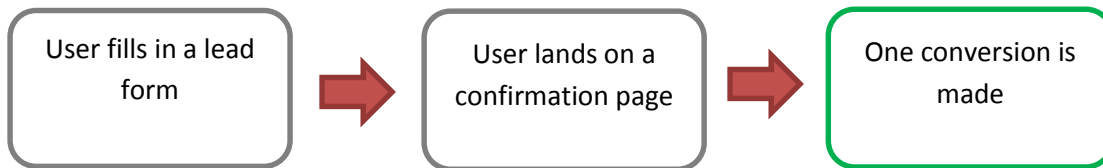




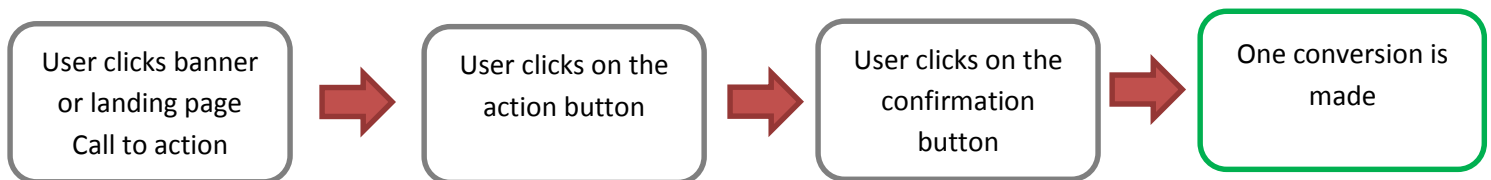
One Click Billing



SOI Sign Up



Two Click Billing





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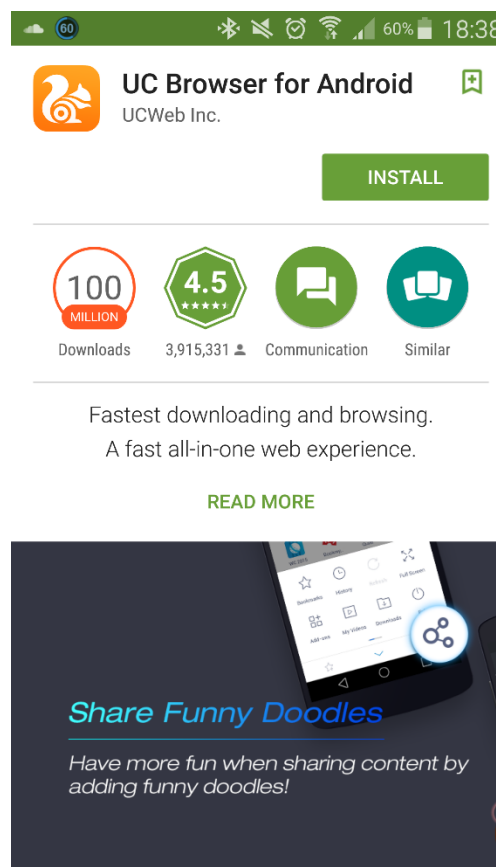
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Most Popular Types of Mobile Offers

Cost per Install (CPI)

CPI offers are offers that require an affiliate to get a visitor to install a developer's app, usually from the Android Play Store, Apple App store or via APK (direct download outside of the Android app store) onto their Smartphone or tablet device. The majority of the time, in order for the affiliate to be paid a commission on a CPI offer, the visitor must install and also open the app for the conversion pixel to fire.



Example of an android CPI offer

Pros

Even though these types of offers normally have a low pay out of anywhere from \$0.10 to \$0.50 they can convert quite easily due to visitors being accustomed to downloading apps to their



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devices. (APK's are much more difficult due to warnings that appear on the device before install.)

Cos- per-install offers can be great for new mobile affiliates to promote due to the low budget required to test them.

Cons

A lot of the best converting mobile cost-per-install offers (usually utility apps) have restrictions on what type of language, imagery, colors and certain scripts that can be used on affiliate landing pages.

Payouts are constantly being adjusted - often without prior notice. You will also need to deal with caps limiting how many installs you can generate per day.

Antivirus, Sweepstakes and WhatsApp PIN-Submit Offers

PIN-submit offers require an affiliate to get a visitor to sign up to a subscription based service where they are charged a certain amount (usually every few days) to their mobile phone bill. Participants usually receive access to some sort of content such as mobile wallpapers, apps and ringtones or are entered into weekly sweepstake draws where they can win prizes such as smartphones, shopping vouchers, iPads and so on.

It's important to remember that some PIN-submit offers only allow customers of certain mobile operators to participate in their subscription service.

There are several ways a user can be subscribed to a mobile subscription service, the most common being by entering their mobile number on the offer page and confirming a unique PIN number.



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GRAB YOUR CHANCE THIS FRIDAY & IF
YOU WIN, YOU CHOOSE!
BETWEEN £500 CASH OR
A £500 SHOPPING VOUCHER!

WHICH PRIZE WOULD YOU
CHOOSE?

£500 Voucher

£500 Cash

Age 16+ only. This is a subscription service that will cost £4.50 per week until you send STOP to 60071 to unsubscribe at any time (other comps may operate on a different number, you must reply to the 5 digit shortcode you are receiving messages from). Enter today for a chance to win a £500 shopping voucher or £500 cash every week! If you stop within 24 hours of entering you will not receive any premium rate charges but your entry will remain valid for the first week's draws. PLUS, we'll give you six lucky numbers so that you can take part in our weekly £250,000 draw (No match to our bonus draw means the prize is held over until the next week). Here's how it works: Enter your number carefully on this website and we'll send a text to your phone asking you to confirm your web entry. You MUST reply to the first text message we send to you, as it will validate your web entry and enter you into the competition. The subscription sends you three questions each week to give you three chances of winning your choice of a

GRAB YOUR CHANCE THIS FRIDAY & IF
YOU WIN, YOU CHOOSE!
BETWEEN £500 CASH OR
A £500 SHOPPING VOUCHER!

YOU COULD WIN A **£500 VOUCHER!**

ENTER YOUR MOBILE NUMBER!

16+ only. Join this mintedmobi.com Pick Your Prize Comp & Bonus Draw for £4.50 per week until you send stop to 60071 to unsubscribe at any time. The weekly comp & bonus draw close at midday Friday each week with the new entry period starting immediately afterwards. Good luck!

I'm 16+ & agree to the [Full Terms & Conditions](#)

☐

NEXT >

Age 16+ only. This is a subscription service that will cost £4.50 per week until you send STOP to 60071 to unsubscribe at any time (other comps may operate on a different number, you must reply to the 5 digit shortcode you are receiving messages from). Enter today for a chance to win a £500 shopping voucher or £500

Voucher PIN Submit Offer



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Chroń swój telefon przed wirusami i malware

Chcesz sprawdzić teraz czy Twój telefon Android jest zagrożony?

Postępuj zgodnie z instrukcjami by ściągnąć aplikację BullGuard:



Krok 1: Kliknij "Skanuj Teraz"

Krok 2: Kliknij "Wyślij" 

Skanuj Teraz 

[androidsecurityplus](#) | [Kompatybilne telefony](#) | [Regulamin](#)

Akceptuję [Regulamin](#) i przyjmuję do wiadomości, iż zamawiam treści cyfrowe nie zapisane na nośniku materialnym i wyrażam zgodę na rozpoczęcie spełniania świadczenia przed upływem terminu do odstąpienia od umowy oraz potwierdzam, że jestem świadomy utraty prawa odstąpienia od umowy z chwilą rozpoczęcia spełniania świadczenia BullGuard Mobile Security to subskrypcyjne świadczenie dodatkowe w ramach usługi o podwyższonej opłacie, która umożliwia dostęp do programu antywirusowego BullGuard Mobile Security zapewniającego ochronę telekomunikacyjnych urządzeń końcowych posiadających aktywną kartę SIM i opartych na systemie Android. Aby zamówić usługę należy postępować zgodnie z poleceniami pojawiającymi się na stronach usługi. Zamawiając usługę Użytkownik potwierdza zapoznanie się z treścią regulaminu usługi oraz wyraża zgodę na jego treść. Koszt usługi to 6,15 zł brutto za każdy SMS otrzymany w



Antivirus PIN submit offer & WhatsApp Pin Submit offer



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Mobile content subscription service. €8 per week (€2 x 4 messages per week) plus €2 joining fee. 18+s. To unsubscribe text Stop to 57582. Helpline Mobilizo 0818 245 646.

Win a new iPhone 6!



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This promotion starts on 1 April 2015 and ends 30 September 2015. Only one prize will be awarded amongst all participants. Participation to this promotion takes place automatically by

Saving screenshot... Mobile content subscription service. €8 per week (€2 x 4 messages per week) plus €2 joining fee. 18+s. To unsubscribe text Stop to 57582. Helpline Mobilizo 0818 245 646.



Win a new iPhone 6!

CONGRATULATIONS!

Enter your mobile number for your chance to win:

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This promotion starts on 1 April 2015 and ends 30 September 2015. Only one prize will be awarded amongst all participants. Participation to this promotion takes place automatically by registration to the service during the promotion period. Click [here](#) to see the Game Terms that apply.

This is a mobile content subscription service. €2 Joining fee. €8 per week (€2x4 SMS per week). To register for the service you must be at least 18 years of age. The service will be prolonged automatically. To unsubscribe text STOP to 57582. The charges will be billed to your mobile phone account or deducted from your prepaid balance by your mobile phone

iPhone PIN submit offer

Pros

There are far less advertising restrictions for mobile affiliates to follow when promoting PIN submit offers.

These types of offers can pay out more than CPI offers and there are usually no caps on them.

Cons

Testing these offers usually requires a larger t budget.

With some of these offers affiliates can be restricted to only targeting a select amount of mobile carriers, potentially making scaling a profitable PIN-submit campaign difficult.

Mobile Lead Generation (Single opt in & Double opt in)

A mobile lead generation offer usually requires an affiliate to get a visitor to enter and submit their personal details such as their name, email, address, age and whatever other details may be needed for the advertiser to monetize the lead on their offer page.



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On mobile affiliate networks, the majority of these offers are single opt in, meaning the user does not need to confirm their email address once submitting the form on the advertiser's offer page.

The best converting offers in this category usually take the form of voucher competition offers, for example, "Win a 5 Amazon Gift Card worth \$1000 each."

Payouts on mobile lead generation offers vary depending on the country the advertiser wants leads from. They can pay out anywhere from \$0.20 to \$3.

TESCO Get your Tesco Giftcard

Now answer these MANDATORY questions for chance to win!

Tell us your opinion and receive up to £5 for each completed survey

Exchange rewards for top brand vouchers from Amazon.co.uk, Argos, Sainsbury's, John Lewis, Boots and many more. Join our global community of 3 million members. Join now and start earning rewards.

✓ Yes ✗ No

Would you like subscriptions offers for your favourite newspapers?

Aditus has been negotiating the best subscriptions deals for newspapers and magazines for over 20 years. If you would like to be contacted to discuss how we could save you money on the cost of buying your favourite titles, please answer the following questions. [T&C](#)

✓ Yes ✗ No

Single opt in voucher offer

Pros

These offers convert extremely well in **non-English speaking countries** as the price of mobile traffic is far less competitive.



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A low to medium testing budget is all that is needed to try most of these offers out.

Cons

Affiliates can be removed from offers for poor lead quality.

Affiliates are usually capped and can only send a certain amount of leads per day.

Banner and Landing Page Creation

At some point, as a mobile affiliate, you will need to build or at least be able to edit banners and landing pages. There are many tools and tutorials available to help you with this:

- Adobe Muse
- Adobe Photoshop
- Banner snack
- Adobe Dreamweaver
- Lynda Tutorials
- webdesign.tutsplus.com
- www.w3schools.com

Building and editing banners and landing pages can be extremely time consuming. To help, in the [Mobile Immersion Area](#) I have provided over 100 banners concepts, all with editable PSD (Photoshop Document) files, and over 50 of them have been tested (and have worked). By using these, mobile affiliates can focus on launching and finding profitable campaigns instead of spending their time staring at codes and Photoshop layers.

Reminder: there are also video tutorials on how to build your own landing pages with adobe muse and banners with Photoshop in the [Mobile Immersion Area](#).

Research & Intelligence Tools

[Mobile Ad Scout](#)



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Mobile Ad Scout is a must have tool for any mobile affiliate. It will erase hours of time you would otherwise spend gathering data on your competition and help you gather profit quicker. With Mobile Ad Scout you can see almost everything your competitors are doing on **popup and redirect traffic** sources, from their landing pages, traffic sources to their countries.

[What Runs Where](#)

What Runs Where is a great tool for spying on your competitor's banner campaigns and finding out what type of banner styles and angles are working best for other affiliates across several display networks.

[Appannie](#)

Appannie is a great tool for finding out how popular a particular app is in any given country. It saves you time when you want to promote an app that accepts traffic from 12 different countries. You can quickly use Appannie to find out what country the app is most popular in and what country it's getting the most installs in. It's also home to a lot more analytical features.

[Wikipedia's list of mobile network operators](#)

Wikipedia's list of mobile network operators is a must if you plan on running mobile PIN-submit offers as a lot of them only accept traffic from certain carriers. It's always good to know if the carrier the advertiser wants traffic from has more than just two people on their network.

DIY Mobile Spying (WAP)

This low-budget method of spying works better if you have already collected data from a previous campaign and want to have a snoop to see what the competition is up to.

You will only need two things:

1. An Opera mobile emulator
2. A HMA ([Hide My Ass](#)) Pro account

The Opera mobile emulator is provided by Opera. You can visit <http://www.opera.com/developer/mobile-emulator> to download it for free.

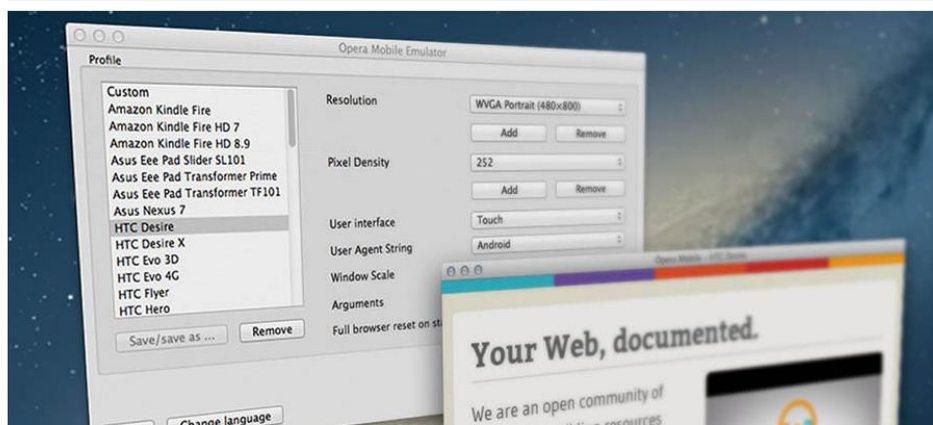


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Opera Mobile Classic Emulator



The HMA Pro account will only put you back \$9.99 for one month. A far cry from the \$150 or more you would have to fork out for a Whatrunswhere or a Mobile Ad Scout account. You can purchase a HMA Pro account by going to <http://hidemyass.com> (remember to turn off recurring billing if you only want to use it for a month).



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HIDE MY ASS!

VPN How VPN works Pricing Tools & Contact Help

VPN: THE NUTS AND BOLTS

Our VPN service lets you use the web like a private network. The result? High security and VIP access to blocked content. It couldn't be easier...

[JOIN NOW](#)

[Scroll for more info](#)

Chat with us

Once you have downloaded and installed both the Opera mobile emulator and HMA Pro onto your PC you will need to log into your tracker or advertising account with Plugrush, Exoclick, Deceive or whichever network you like. Go to the reports section and copy a couple of the URLs you have received traffic from and past them into a blank text file.

PLUGRUSH

#93404	Rbogame.org
#102016	Shinytits.com
#56755	Xnxx.sh
#102987	Rf.cz.sex-sms-contacts.com
#94209	Mobile-porn-hub.info
#26497	69tubesex.com
#94207	Mobilesexvideos.biz
#101559	Insertcony.com
#93984	Popmyads.com
#99555	Pornmoviex.com
#43693	Befuck.com

Untitled - Notepad

File Edit Format View Help

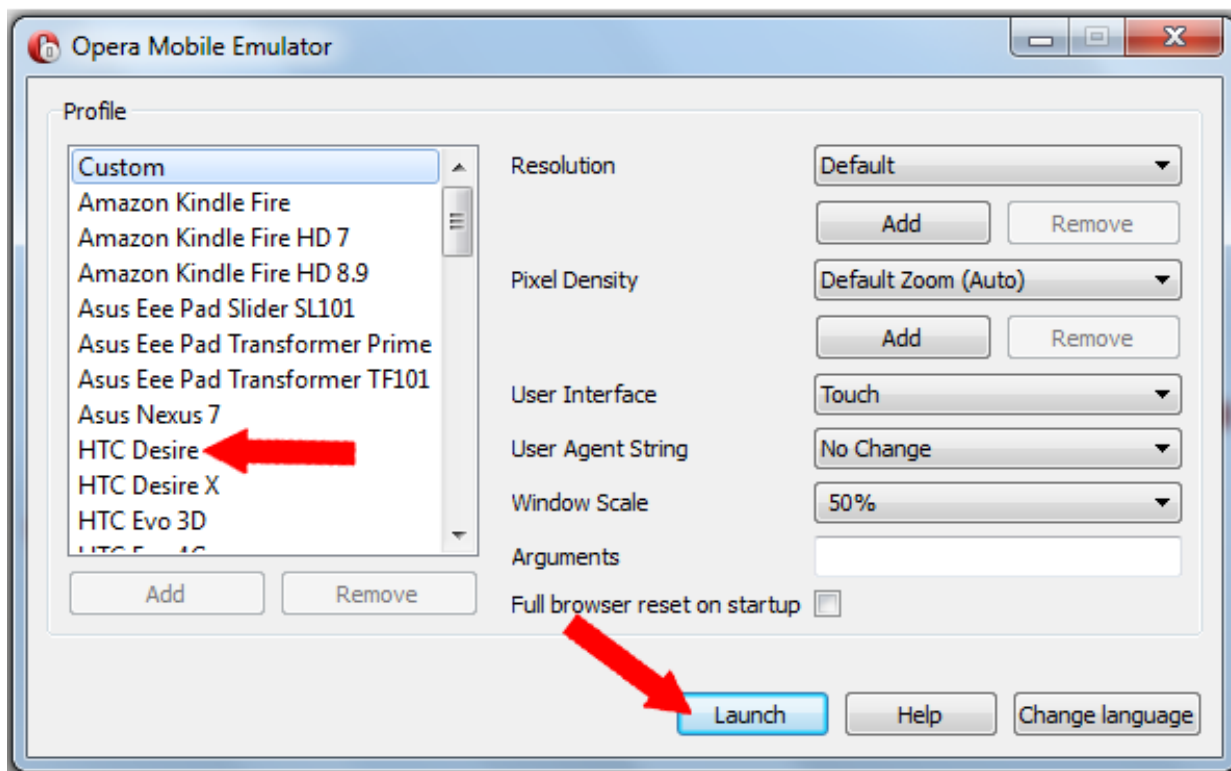


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When you have got a list of ten or more URLs you are ready to see what the competition is running. Open your Opera mobile emulator and select **launch**

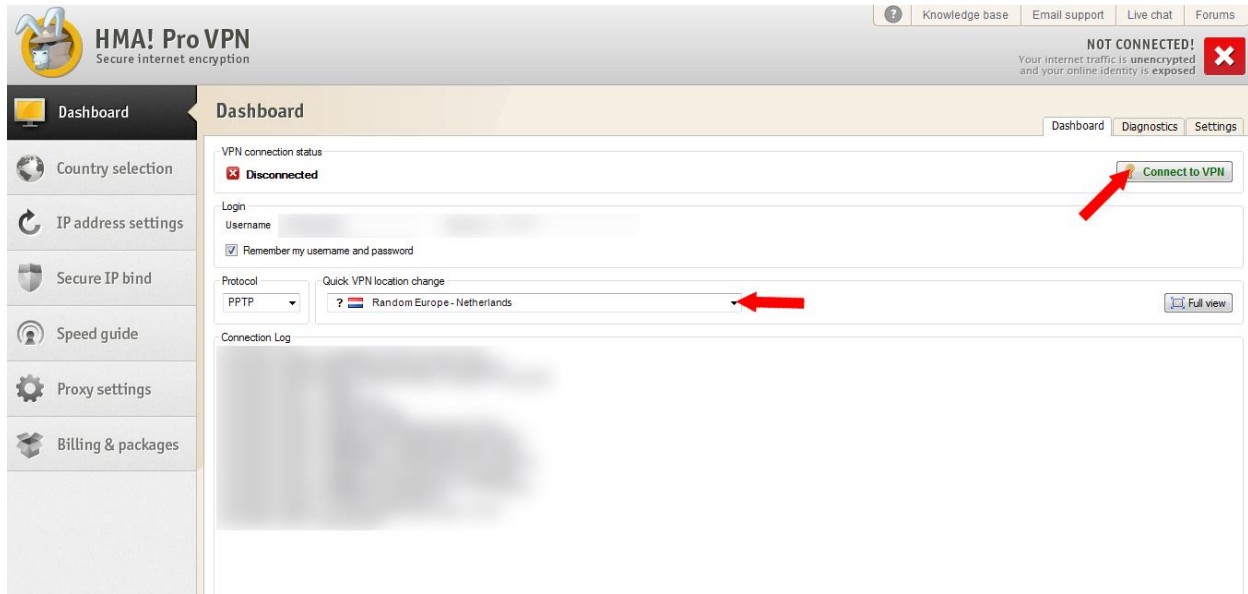


Launch the HMA pro program and select what country you want to appear in:

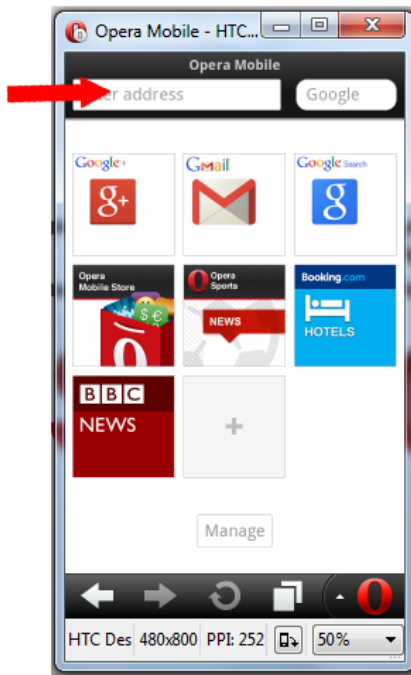


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Go back to your Opera mobile emulator and paste one of the URLs into the browser. You now have a low-budget mobile spy tool.



As with any spy tool, it has its limitations, for example you can't spy on any campaigns that are running in apps, but not everything can be expected when it's only \$9.99 a month.



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Tip: If you re-enter the same URL multiple times you will be able to view different competitors landing pages.

DIY Mobile Spying (In App)

Spying on your competitors in app campaigns can bring incredible results as well as provide new insights into what's currently working. Not only can you find out what types of banners and landing pages your competitors are using, but you can also uncover what type of interstitial campaigns they are making money with.

You will need only two things:

1. Android or iOS smartphone
2. A HMA ([Hide My Ass](https://support.hidemyass.com/hc/en-us/articles/202723896-The-HMA-Pro-VPN-iOS-app-for-iPad-iPhone-iTouch)) Pro account

In this guide I will only be covering how to spy on android-in-app and interstitial ads. You can click here for how to set up Hide My Ass Pro for iOS devices

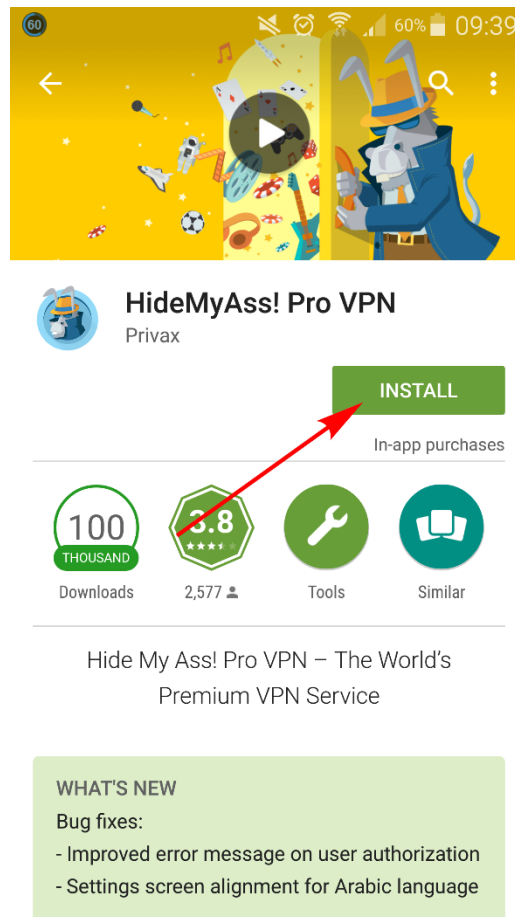
<https://support.hidemyass.com/hc/en-us/articles/202723896-The-HMA-Pro-VPN-iOS-app-for-iPad-iPhone-iTouch>

You will need to download the Hide My Ass Pro application from the Google play store (it's free).



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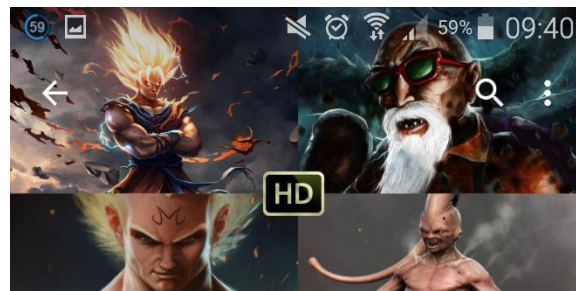


Next, you will need to download and install a few apps that have an excruciating amount of ads (wallpaper apps are notorious for this).



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DBZ real wallpapers

dragon,wilkyapps,gamesdbz,goku

INSTALL



Downloads



733



Media & Video



Similar

HD quality real DBZ wallpapers

WHAT'S NEW

Update 1.1

New wallpapers of DBZ better quality

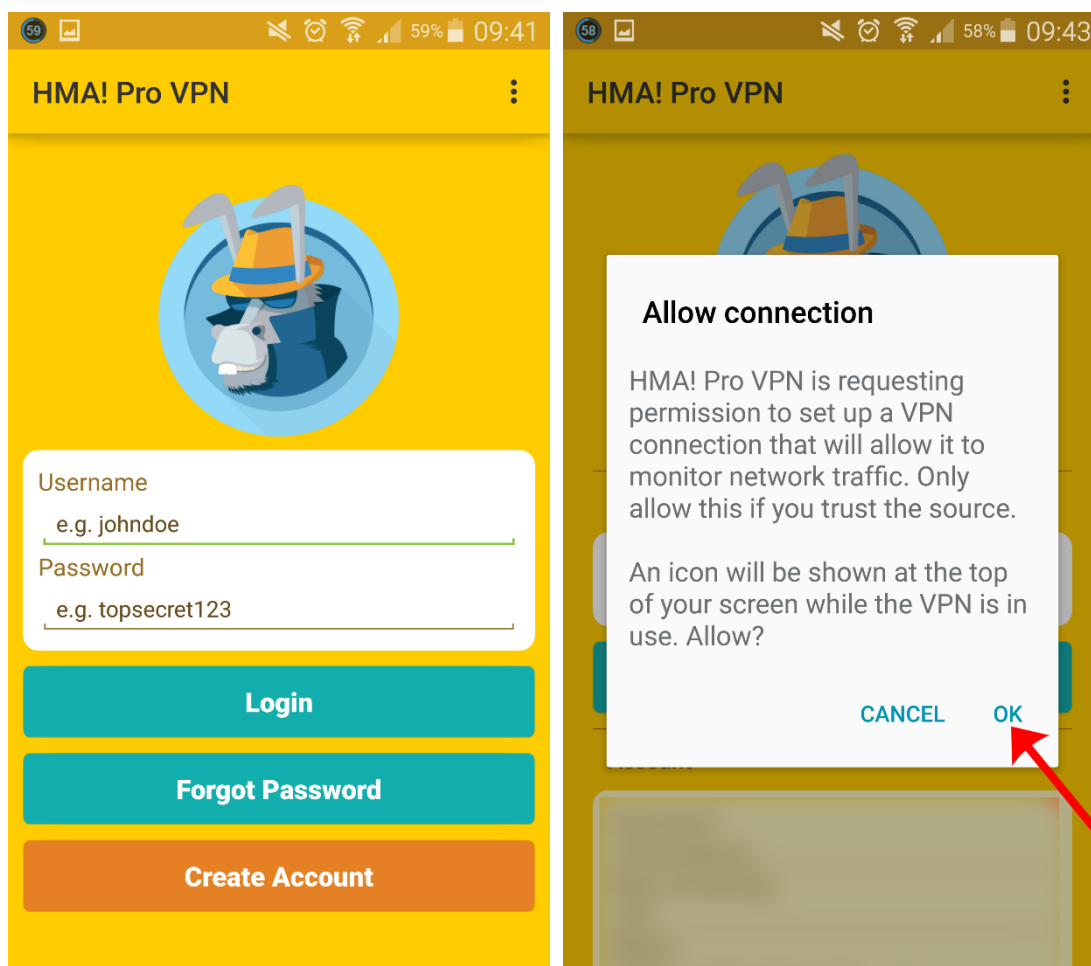
Update 1.2

Launch the Hide My Ass Pro application on your device and enter your login details (if you don't have a Hide My Ass Pro account you can sign up by [clicking here](#)).



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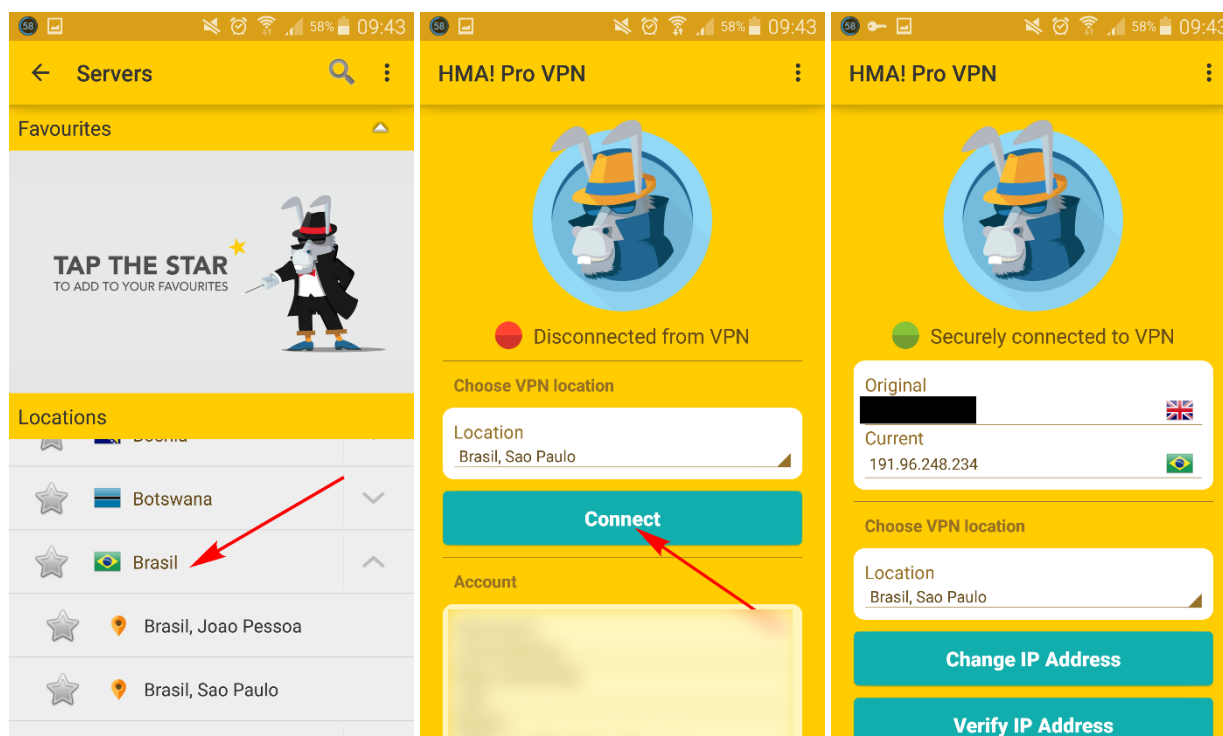


Once you are logged in you will need to select what country you wish to be located in. I am based in the United Kingdom, but I wanted to see what affiliates are running on apps in Brazil as I know there are a few good converting, app-install offers there at the moment.



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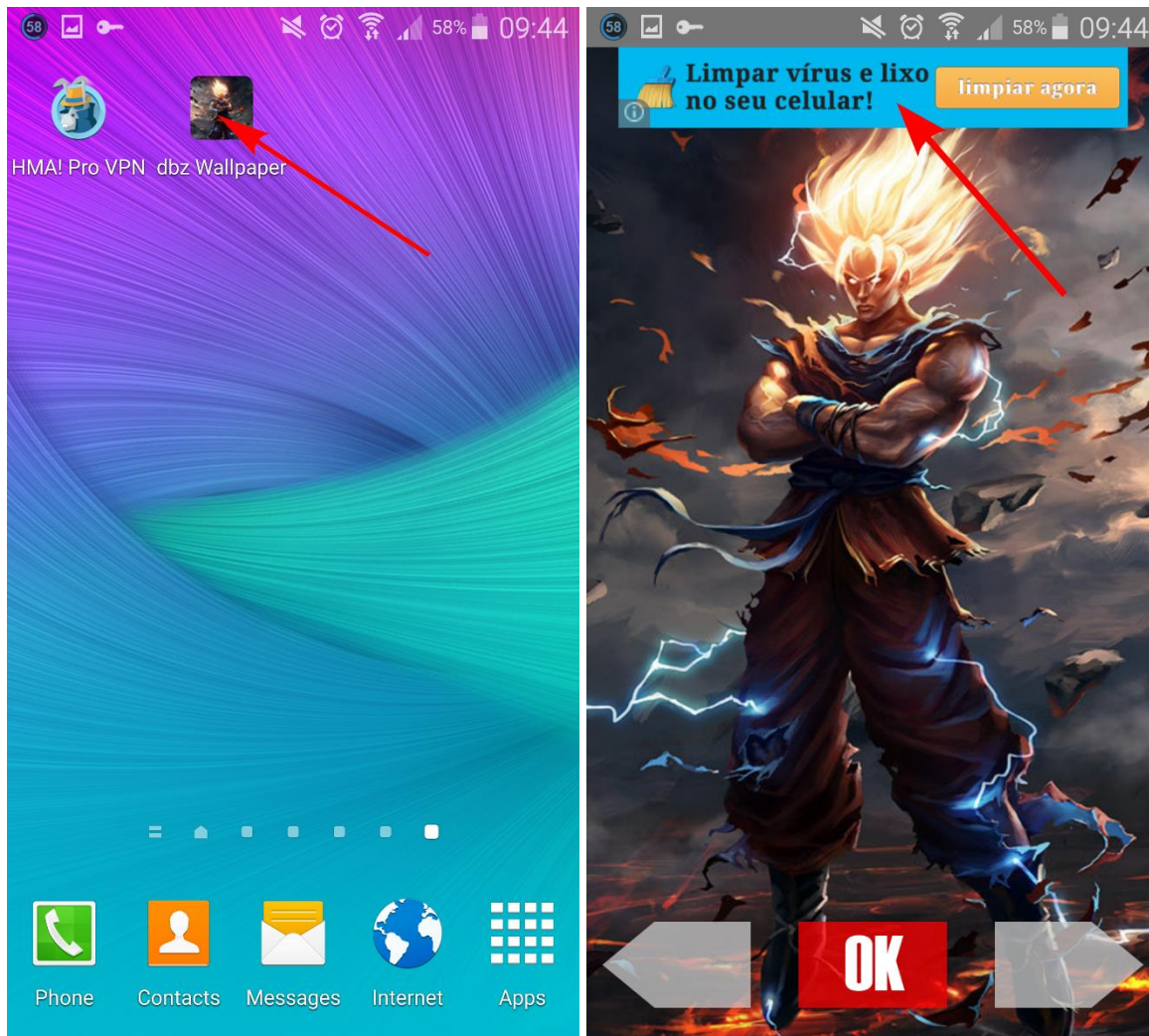


All you need to do now to start spying on your competitors is to open the wallpaper apps you have installed on your device then you can start snooping.



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In app banner ads running in Brazil



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In app interstitial ads affiliates are running in Brazil

The best thing about this method of spying is that if you are running a campaign on a display network that shows you what apps are sending you traffic you can spy on what type of campaigns your competitors are competing for at the same time traffic is running.



Direct Linking Mobile Offers vs using a Landing Page

Direct linking

Direct linking usually involves an affiliate sending a visitor to an advertiser's offer directly from their ad, so, for example, a banner ad that sends the visitor directly to the advertisers offer page or app. This is done through an affiliate's link, so any install, sign up or sale is credited to them. The path looks like this:

Visitor clicks advertisement - > offer page/install page

Pros

It's quick and easy to set up and test many campaigns in a short space of time.

There's no need to spend extra time working on pre sell pages.

Cons

Very difficult to get direct linked campaigns profitable.

Landing pages

A landing page, sometimes referred to as a pre-sell page, is usually a single web page hosted on a web server. The purpose of a landing page is to enhance the desire for the visitor to complete the offer or download and open the app once he has gone through the affiliates landing page. The path looks like this:

Visitor clicks your ad -> Your landing page -> Offer page/install page

Pros

Pre sell visitors before they go through to the advertiser offer page.

Able to experiment with many different angles and landing page styles in order to increase ROI.

Cons

It can be time consuming.



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You will have to deal with strict, landing page creative restrictions set by advertisers.

Whether or not you are new to mobile affiliate marketing I always suggest using your own landing pages to pre sell mobile offers to your visitors before sending them through your affiliate link as it gives you a little more control of the process.

Landing pages also offer mobile affiliates the opportunity to experiment with different angles on their landing pages, so, for example, while promoting a browser app with a landing page you may discover that the angle *browse the Internet safely* performs better than the angle *browse the Internet faster*, increasing your ROI by an additional 10%.

You are even able to redirect visitors who were not interested in the initial offer you are promoting to an alternative offer that may suit their interests better.



Hugely Profitable Mobile Verticals and How to Bank With Them

It's time to get into what mobile verticals are hot and making affiliates a lot of money at the moment. I have tried my hand at all of the verticals I discuss in this section and had more success with some and less with others.

Games CPI

Game offers are still big at the moment: *Brave Frontier*, *Empire: Four Kingdoms*, *Three Swordsmen*, the list goes on. I have had success promoting Game CPI offers in two different ways:

Direct Linking

Many affiliates, myself included, have direct linked these CPI game offers using the creatives supplied by the publisher. This method has worked for me in the past and is a good route to take if you have no designing or coding skills and limited cash to outsource it all.

You will have to do your research however to find out if the offer is well branded, has been advertised on television, what rank it currently holds on the app store and if it has good or bad reviews.

From time to time, if the advertiser allows it, I have used my own creatives, and the majority of the time they have outperformed the generic ones supplied by the advertiser. So, if you are good at brainstorming great angles, a bit creative and know how to design a banner I would recommend testing both your own and the advertiser creatives.

Landing Pages

From my own experiences landing pages that have worked best for Game CPI offers are the basic mobile landing pages (as described earlier in *Anatomy of a good basic mobile landing page*) or the short quiz style.

The short quiz style method requires a little more creativity but is more engaging for the visitor. To put it simply: the visitor goes through a short questionnaire and at the end is told what character in the game would best suit them or they are approved and allowed to play the game for answering the questions well. Adding a musical theme and a voice over also tends to increase conversion rates on these landing pages.

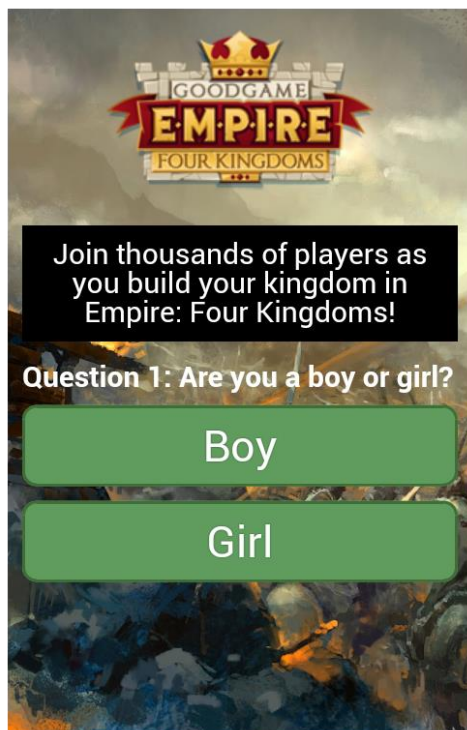


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Here's a screenshot below of a questionnaire-style landing page I ran a while back, including banners:



Questioner Style Gaming Landing Page ([Download LPs](#))



Banners Promoting Gaming Offers ([Download Banners](#))

Utility CPI and PIN-submit Offers

CPI Utility apps used to make mobile affiliates rich . . . until Google came and spoiled the party, but when you have affiliates scaring people by running aggressive banners something has to give.



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Utility apps are easy to get converting, and even though a few of the big players like Clean Master are no longer on affiliate networks there are still a few good converting utility apps around such as Psafe Antivirus, DU Battery Optimizer, 360 Antivirus and more.

Although it's difficult, you can direct link these offers successfully if you can find cheap traffic in 2nd or 3rd tier countries and design a good banner with enough urgency to get your visitor to take action.

You will need to be careful with what angles you use when promoting these offers as advertisers and mobile display networks are stricter than they used to be. Try to use less aggressive angles for your banners and landing pages similar to the examples below...

Worried about privacy? Remove malware
Block unwanted calls! Get this smart app
Protect your data from theft! Get app now

Alternatively if you are 100% ROI driven and want to use aggressive angles to run these offers for the additional ROI you will get from them, you should make sure you hide your landing page URL from the affiliate network and advertiser or else risk losing your commissions. There are two reliable ways to conceal your landing page from both the affiliate network and the advertiser, I cover both these methods in the [Mobile Immersion Area](#).

Tip: A lot of Utility CPI apps accept traffic from several different countries, so make sure to get your landing pages or banners translated and try running a few of these campaigns in less competitive countries. I can almost guarantee you will see a far better ROI.

PIN-submit utility apps are similar to their CPI utility cousins apart from that your visitor goes to a bridge page designed by the advertiser and has to sign up to a mobile subscription service. After signing up they are normally billed through their phone bill several times per week in order to get access to the app. They are harder to convert than their CPI counterparts but the pay-outs are much higher.

I prefer promoting these offers as you can normally cross promote them on different mobile operating systems instead of being restricted to only one, as you are with most Utility CPI apps. It is much easier to scale up to \$x,xxx a day once you understand how to make them profitable.

I recommend using a landing page for these sorts of PIN-submit offers. They also perform better when they have a strong sense of urgency and trust on the landing page. I've included

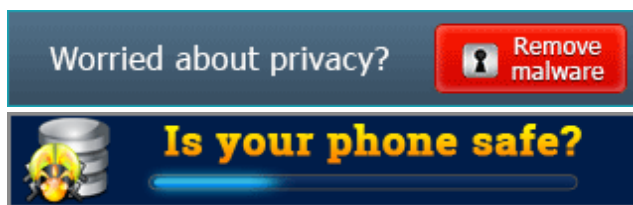


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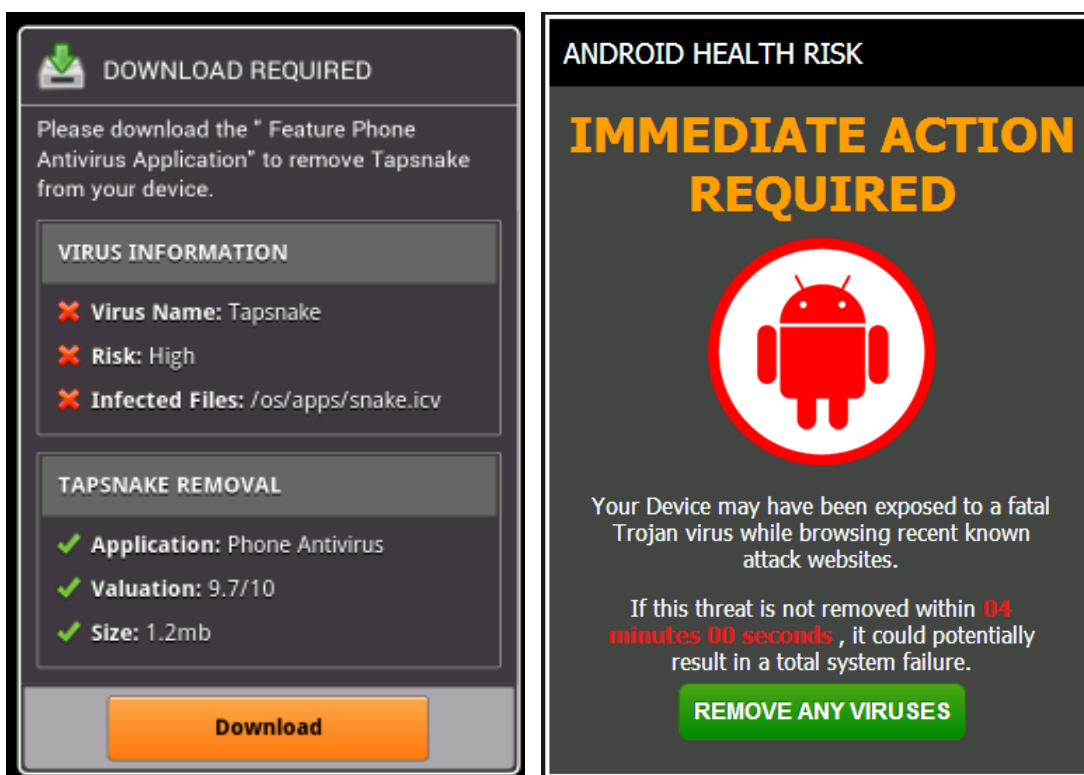
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below a few examples of landing pages and banners that I have used successfully in the past to promote these offers.



Banners Promoting Utility Apps ([Download Banners](#))



Landing Pages Promoting Utility Offers ([Download LPs](#))

Sweepstakes PIN-submit and SOI Voucher Offers

Sweepstakes and voucher offers have been around for as long as I can remember. I've had massive success promoting both PIN-submit sweepstakes and SOI voucher offers, although they can be hard to get approved on certain mobile ad networks.



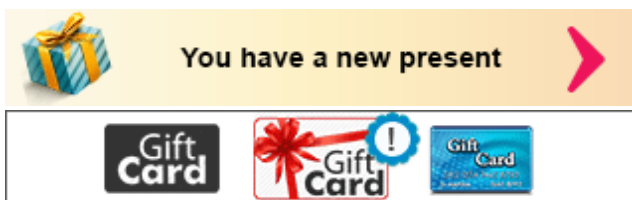
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They involve the visitor entering a weekly mobile subscription service, where they will have to enter their personal details, in order to be entered into a prize draw to win an iPhone, iPad or something similar.

The quiz style sweepstakes lander has been the top performer for me when running these kinds of offers.



Banners Promoting Sweepstakes Offers ([Download Banners](#))



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Weekly Contest

You Could Be Today's Lucky HTC User.

Contest Results: Saturday 30. Aug 2014

You have (1) unclaimed prize.



Congratulations!

You Could Be Today's Lucky Winner.

Every week we randomly select a visitor to our site and offer them the chance to win an instant prize. Based on today's random draw You are today's potential winner. are you the winner.

The following prize could be yours:

[Apple iPhone 5s](#)

Act fast! Respond with in **04 Minutes 30 Seconds**. Or else we'll have to offer another visitor from the chance to win.

Claim your prize:

Step 1: [Click here](#) to answer the simple test question. it takes only 1 minute

Prémios Apple



Ganhou um Prémio da Apple!

Parabéns!

Todos **as segundas-feiras**, iremos seleccionar aleatoriamente um utilizador de telemóvel Apple para ganhar um Prémio da Apple novinho em folha!

Com base no sorteio de hoje, o seu Apple iPhone é o nosso vencedor!

Our Prizes



1.º Prémio:

NOVO iPhone 6

(2 Restantes)



2.º Prémio:

iPad Air

0 Restantes



3.º Prémio:

iPad Mini

0 Restantes

Landing Pages used to promoting sweepstakes offers ([Download LPs](#))

Android Launcher Apps and Keyboard CPI offers

Android launcher and keyboard apps are becoming more and more popular. They are especially good if you can get access to cheap international mobile traffic, and they also convert amazingly well. I have had over a 10% conversion rate by promoting these apps. Some of them, like APUS Launcher, increase the performance of the user's interface making it run faster and draining less battery. A few, nice, simple angles I've used to promote these apps are:

- *Speed up your phone*
- *Battery draining too fast?*



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- Phone too slow?
- Upgrade available

The image displays three mobile app interfaces side-by-side. The first is the APUS Launcher, described as 'Small, Fast, Boost' by Apus Group, with 100 million downloads and a 4.5-star rating. The second is Lazy Swipe by woody, with 50 million downloads and a 4.5-star rating. The third is UC Browser for Android by UCWeb Inc., with 100 million downloads and a 4.5-star rating. Each app interface includes an 'INSTALL' button and a 'READ MORE' link. The UC Browser interface also features a 'Share Funny Doodles' section with a link to 'Have more fun when sharing content by adding funny doodles!'.

Examples of CPI Launcher App Offers

The image shows two promotional banners. The first banner features a silhouette of a hacker and the text 'Hackers are watching Browse privately'. The second banner features a hand icon pointing at a screen and the text 'TYPE FASTER Save Time'.


Banners Promoting Browser and Launcher Apps ([Download Banners](#))



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You Samsung GT-I9300 Keyboard may be outdated!

Your keyboard seems to be missing important updates. If you don't update your keyboard now it could cause message errors.

How to update:

Step 1: Tap the button and install GO Keyboard.

Step 2: Open the app immediately (Recommended).

INSTALL

Halo, Google Pengguna(Jakarta Raya) :

Browser Anda terlalu tua!

54

Pergi ke halaman download

UC menyediakan 800+ hadiah gratis untuk pengguna baru!

Unduh UC untuk meng-upgrade!

Unduh UC

Landing Pages Promoting Browser and Launcher Apps ([Download LPs](#))



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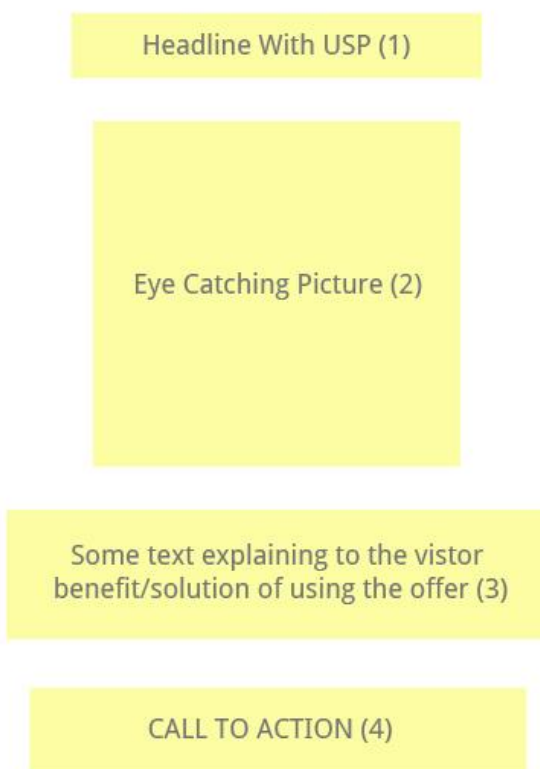
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Anatomy of a Good Basic Mobile Landing Page

Over the last couple months I have experimented with many different landing page layouts and designs. I've built my own, outscored the job, ripped and improved upon the competitions, but eight times out of ten it has always been the most basic of landing pages that have performed best.

The annotation below is the sum of \$xx,xxx worth of testing; however, from time to time a more creative approach is required, but that tends to only be necessary when competing in the more competitive markets, such as the US or Western Europe.



Tips

Urgency: having a strong sense of urgency on your landing page can pay great dividends, such as a countdown timer or stating that XYZ offer ends on said date.



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Trust: try to add trust in to your pages by putting logos or images of familiar icons that people recognize.

Clarity: tell your visitor what they need to do once they get to the offer page in the simplest way possible.



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WiFi vs Carrier

Supply and Demand

There is **a lot** of Wi-Fi traffic out there. In the US 10% of mobile traffic is carrier and the other 90% is Wi-Fi, so by applying the laws of supply and demand Wi-Fi traffic is cheaper to purchase than carrier.

On most traffic sources you will quickly learn that carrier traffic comes at a premium price - especially in tier 1 and tier 2 countries - and it has even become competitive in tier 3 countries due to an increasing level of Smartphone possession. One of the biggest factors that make carrier traffic so sort after is the issue of billing. Mobile carrier networks offer 1-click billing so customers can pay for services or products without having to use their credit cards. The price of carrier traffic can also go up to ridiculous levels once bidding wars start.

With Wi-Fi traffic a mobile affiliate can get access to huge volumes of traffic at a lower price, giving you the opportunity to invest less for a bigger return.

Testing

To keep your experimental costs down always split your Wi-Fi and Carrier campaigns into two separate categories. This will also make analyzing your statistics much easier.

Bandwidth

Wi-Fi has unlimited bandwidth (compared to set monthly 3G package bundles). This affects what people use their devices for. Whenever advertising a bandwidth heavy product, such as a large gaming app, I have found that Wi-Fi traffic has almost always been the better converter.

On Devices

You should also think about what device consumers will be using to view your ads. A lot of people use tablets and iPads solely via a Wi-Fi connection so you want to make sure you select this type of traffic when targeting these devices rather than carrier.

Offers

On your affiliate network you are likely find a few offers that accept carrier traffic from multiple carriers within a single country. You should always split test these offers on Wi-Fi traffic as they



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could be incredibly profitable. From my own experiences, if an offer accepts carrier traffic from at least two or three of the largest carrier networks in a particular country the offer has the potential to do just as well with Wi-Fi traffic as it would do with carrier traffic. You can also set up rules in your tracking software to redirect any 3G visitors to an alternative offer if they are not on the list of carriers the offer accepts.



Campaign Strategies

Spy Master

Before launching a new campaign I recommend doing a little reconnaissance in the country you plan on launching your campaigns in. This will help you get a good idea of what your competitors are promoting and what verticals, or banner types and landing pages, appear to be doing well.

Good Converting Country's For Mobile CPA Beginners

If you are new to mobile affiliate marketing then you should launch your first few campaigns in non-competitive countries. Offers will cost less to test, and a lot of competitive verticals do better in 2nd and 3rd tier countries due to many mobile affiliates being too lazy to branch out to these areas of the world.

Below is a list of some of the best performing 2nd and 3rd tier countries I have had success with promoting different mobile CPA offers in.

One Traffic Source

Over the last several months I have coached many mobile affiliates in the [Mobile Immersion Program](#), and the ones who become successful the fastest were those who took the time to master one traffic source before moving to the next.

When launching mobile campaigns you are going to have to test **a lot** of different banners, landing page variations and angles. Sticking to one traffic source at a time can make this much easier.

Testing New Offers

If you are new to mobile marketing you may not have the budget of an established affiliate so finding offers worth testing could be one of the most important processes you learn how to master.

The quickest and easiest way to find new offers to test is to

- *Ask your AM for a list of top offers based on Volume and EPC.*
- *Pick 3 offers (within the same vertical if possible)*



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- *Come up with 3 different angles.*
- *Build landing pages and banners for each angle. The designs of the landing pages and banners can be similar but the copy and images should be different.*
- *Run initial tests with pop up or redirect traffic first.*

When testing offers with a medium to high payout you should spend three times the offer payout per angle, so, for example: if the offer pays out \$5 and you are testing two angles you would spend a total of \$30 on testing the offer.

If the offer has a very low payout, below \$1, you should times the pay out by 10 and whatever amount you get spend that much testing each angle. For example, if the offer pays \$0.50 it would be $0.50 \times 10 = \$5$, meaning you would spend \$5 testing each angle.

An offer with a high payout (\$10 or more) should be tested with 1x the offer payout per angle.

Apart from focusing on one traffic source, as mentioned earlier, you should also try to master one vertical at a time. When I started I promoted only utility offers for five months, nothing more, so I became very good at promoting them as I had developed a good understanding of what type of colors, headlines, images and more worked best. It was only after I had that good understanding I felt confident enough to try Download Now offers and then sweepstakes/voucher offers, which I am still focused on at the moment.

I chose one vertical at a time and made a commitment to focus on that one vertical for at least three months or more.

Optimization

Optimization strategies can vary slightly depending on the type of mobile traffic you are buying, but there is a general system I like to follow with most of my campaigns.

Firstly, you should always work on finding a good angle and a landing page with potential before optimizing anything. It's okay to pause targets that are sending bot traffic or underperforming well below the campaign average. Finding a good angle and landing page will require testing **a lot** of testing.

You should only start optimizing parameters such as operating systems and ISPs/carriers if it's absolutely necessary, as once you start cutting these parameters out traffic volume starts to decrease, sometimes substantially.



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I have listed the average CTR you should be aiming for with your landing pages depending on the vertical you are promoting. Just to be clear these are only benchmarks. Remember a super high CTR does not always translate into more conversions:

Sweepstakes CTR 10%+

Antivirus CTR 30%+

WhatsApp CTR 15%+

Utility Apps CTR 20%+

In regards to banners you want to be aiming for at least a 1% CTR or more.

Once you have a good angle and landing page you want to optimize your campaign in this order

Targets/ad placements

Operating systems

ISPs/carriers

Even after you have optimized your campaigns don't stop there and continue to experiment with different headlines, images, scripts and colors to boost the CTR and conversion rate on your landing pages and banners.

Sometimes, no matter how hard you try, you will not be able to optimize a campaign to a positive ROI but still have some targets that are performing very well. This happens more with RON (run of network) campaigns. In this scenario the best thing to do is to create a separate campaign targeting only the placements and parameters that are performing well.

Landing Page Load Times

One of the biggest things you can do to improve your landing page CTR and conversion rate as a mobile affiliate is to make sure your landing pages load as fast as possible. If your pages are loading slowly, many people on mobile devices will cancel or click the back button and leave altogether, meaning you paid for the click and you lost out not once but possibly multiple times due to long loading times.

There are tools you can use to test your landing page load time:

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<http://www.webpagetest.org/>
<http://tools.pingdom.com/fpt/>

Below are a few things you can do to improve your landing page load times

Compress Images

A lot of the image files we use such as JPG, PNG and GIF are uncompressed. This means they are not optimized for speed. There are several tools you can use to strip and compress these images to their smallest file size possible:

<http://saerasoft.com/caesium/>
<http://www.imageoptimizer.net/Pages/Home.aspx>
<https://compressor.io/>

Effective use of a CDN

A CDN is a content distribution network. The way it works is by you uploading your static content, like images and CSS files, to a server. It then syncs them with all of its nodes across the world. So, if you buy tracking software that is located on a single sever in one country you host your index files on that one server and upload everything else onto your CDN. Then, if a visitor from Poland, for example, accesses your webpage it will load faster as they are accessing it from a server from France as the static images are served from the closest server to the visitor's location.

<https://www.maxcdn.com/>
<https://www.cloudflare.com/features-cdn>
<http://aws.amazon.com/cloudfront/>

Scaling

New mobile affiliates who have landed their first profitable campaign ask me about scaling often. The moment you find a profitable combination of banners, landing pages and offers you want to hit the scale button as great offers tend to have a habit of being paused frequently.



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You can scale a mobile campaign in several ways:

- Increasing bids to get the maximum amount of traffic available.
- Setting your daily spend to unlimited in order to allow your campaigns to run 24 hours a day.
- Copy and paste the campaign several times for more exposure.
- Port the campaign over to another traffic source. Start with sources similar to your current source of traffic before moving in to different types of traffic. For example, if you had a profitable mobile campaign running on pop traffic you would scale to all available traffic sources that offer pop traffic, redirect traffic and domain traffic then, once you have scaled to all of those available sources, you could try to convert the campaign over to display traffic.
- Duplicate the campaign in a different country with a similar offer.

Most Affiliates have their own go-to traffic source for testing new offers and landing pages (mine is Zeroaprak) as well as a routine they use to scale out there winning mobile campaigns.

Also, if you ever want to get to \$XX,XXX a day it's important to remember that it's okay to sacrifice ROI for volume. Focus on getting high numbers and the profits should follow.

Mobile Landing Page Hacks

Back Button Redirect

Redirecting visitors that hit the back button on your mobile landing page is a great trick you can use to boost your ROI on any campaign. You can watch my full step by step video guide on how to this by following the link below.

<http://cashmoneyaffiliate.com/boost-your-mobile-campaign-roi-by-29-2/>

Landing Page Protection

A lot of affiliates are uninspired, uncreative or lazy and will steal another affiliate's work if they think it could be profitable, but there are ways to protect yourself from these types of affiliates and earn money in the process. You can watch the full step by step video guide I have on how to protect your mobile landing pages by clicking the link below.



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<http://cashmoneyaffiliate.com/generate-free-mobile-traffic-from-lazy-affiliates/>

Mobile Vibration script

Grabbing your visitor's attention the moment they go on your landing page is beyond important. The easiest and quickest way I have found to this is to add a mobile vibration script. This script tells the user's smartphone to vibrate when they visit your landing page. This is a great way to see a CTR and conversion rate boost.

You can download the script now and start adding it to your mobile landing pages by following the link below

<http://cashmoneyaffiliate.com/mobile-vibration-script/>



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Mobile Immersion

[The Mobile Immersion](http://cashmoneyaffiliate.com) Area is a special member's area on <http://cashmoneyaffiliate.com> that includes video tutorials, guides, landing pages banner concepts, scripts and tools to help any new mobile affiliate succeed in promoting mobile cost-per-action offers.

Every week, new content is added to the member's area. All members receive one-on-one support directly from myself to help them get there mobile campaigns to profit.

If you are new to mobile affiliate marketing and want access to step-by-step tutorials on how to set up everything from hosting, tracking, landing pages, picking and optimizing your mobile campaigns and more than the Mobile Immersion Area is where you need to go.

At the time of writing of this guide there are only **58 places left** in the [Mobile Immersion Area](#), and I will be closing the Mobile Immersion Area to new affiliates once those places have been taken as if I was to take on more I would no longer be able to provide the one-on-one support I give to existing members.



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Resources

[Facebook Mobile Master Mind Group](#)

If you are not a member of the Mobile Immersion Area but still have some questions about mobile affiliate marketing you can join my free Facebook Mobile Master Mind Group where myself and some of the best mobile affiliates in the industry hang out. We are always happy to help and brain storm with other mobile affiliates.

[Diary of a rookie affiliate \(the road to \\$1000 a day\)](#)

The road to success is not an easy one, when I started mobile affiliate marketing I decided to do a follow along on the affiliate fix forums. This thread would end up becoming one of the most viewed on the forum.

If you want to know what the journey to becoming a super mobile affiliate looks like then this follow along will provide, guidance, insight and make for a great read.

[Affiliate Fix Forums](#)

This is the best free affiliate marketing forum there is and it's run by a good friend of mine, K. it's first forum I joined when I started affiliate marketing and the only one I still post on on a regular basis. If you are looking for a good affiliate forum where you can get solid advice then sign up to the Fix.

[Servando Silva Blog](#)

Silva is an incredibly successful mobile affiliate and I've learned a lot from him. He's given me excellent tips that has helped me boost my mobile campaigns ROI several times.

Make sure you bookmark his blog and check it out regularly.

[iAmAttila Blog](#)

Attila is one of the most helpful super affiliates in this industry. He even won a Stack That Money Award.

His blog is full of gems and amazing guides that every mobile affiliate should check out.

[Browserstack](#)



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Browserstack is great for testing out your landing pages on different mobile browsers to make sure they are rendering the way you want them to, as sometimes different mobile browsers render web pages a lot differently to what you would expect.

[Adobe Muse and Adobe Photoshop](#)

At some point you may have to learn, or outsource, the development of landing pages and banners. If you decide you want to teach yourself, I suggest getting familiar with Adobe Muse and Photoshop. You can get access to them for a small monthly fee via the Adobe Creative Cloud and there are loads of free tutorials already in the Mobile Immersion Area and on the Adobe website.

[Hide My Ass Pro](#)

Hide My Ass Pro is one of the best VPN providers I have come across. It allows you to set your location to almost anywhere in the world. This comes in handy when you want to view mobile offers on your network or spy on your competitor's campaigns that are located in a different part of the world.

[One Hour Translation](#)

If you need to get your banners or landing pages professionally translated recommend using one hour translation. If you are translating a campaign that you will be scaling up to \$x,xxx a day with, I also recommend you add extra proofreading as poor translations on your banners and landing pages can cost you money.



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Q&A Session

Q: How do you go about getting mobile anti-virus offers approved on the big traffic networks like decisive etc.

A: Try to use less aggressive angles for your banners and landing pages for example:

*Worried about privacy? Remove malware
Block unwanted calls! Get this smart app
Protect your data from theft! Get app now*

Q: Is pop traffic the best place to promote sweepstakes offer? I've tried to promote these kind of offer on go2mobi...no conversion at all....

A: I have had success promoting sweepstakes offers on many types of traffic sources. Different types of landing pages work better in certain traffic sources.

*Pop
Domain
Social
SMS
Interstitial*

Q: how do you manage to find profitable campaigns?

A: By consistently testing different offers, traffic sources, angles and spying on my competition.

*Q: What types of offers are the guys who are doing 6 figures monthly with mobile?
How do someone scale to 6 figures per month. I was running PIN-submit in malaysia and barely was able to spend \$500 per day using 8 traffic sources including pops and display.
I cant imagine how some guys are spending like \$10k per day, where is the traffic hmm*

A: Direct buys, larger DSP's and Networks such as mopub, Gunggo, inmobi, Smaato, Avazu and so on.



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Also try getting an "account manager" on the networks you're using if you can spend \$X,XXX daily a lot of the time they will be willing to work out something exclusive for you.

Q: For mobile gaming app.

Could you give me advices on how to find good offer, angles and headline/ad copy? Especially if the traffic source is facebook

A: I don't promote mobile gaming offers very much and the ones i did promote were popular or already trending.

A few good angles are:

This Game Was Designed To Shock People.

Thousands Of Players Are Fighting For Victory. - Try your luck!

Terrible Creatures Went Out From The Dragon Country... - Will you dare to fight them?

There's No Chance for These Angels to Survive - Unless you start playing the game.

Q: Hey Tai I have your immersion member

how many campaigns do you setup on average each day and how many profit?

A: It depends on how many profitable campaigns I am currently managing at any one time and there scale.

If I have no profitable campaigns to manage and scale, I can set up anywhere from 3 to 5 campaigns a day. I would say out 10 normally 2 will show potential.

Q: I am also interested to know what is minimal or average daily budget needed for testing?

A: This would depend on the payout of the offer you are wanting to promote.

I recommend having at least \$2000 to get started in mobile CPA.

Q: r u doing some 1 on 1 coaching ? if yes , what is the training period ? and how much money ?



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A: Unfortunately I do not do 1 on 1 coaching as I do not have the time and prefer building and scaling campaigns. :)

However the mobile immersion area has loads of great content.

Q: What's the most you've made in mobile marketing profit wise in one day?

A: Just over \$15,000 NET profit :) I got very, very drunk that day lol

Q: From spying around it seems a decent amount of affiliates are using compliant banners and non-compliant landers for app installs and a few PINs. Do you usually try to compete with these guys with compliant stuff or would you think it better to DMR with the more aggressive angles? It seems like some offers, like WhatsApp, for example convert at a much higher clip with a more aggressive/non-compliant angle used.

A: I always split test compliant banners and landing pages vs non-compliant ones.

If the difference in ROI between my complaint banners and landing pages vs my non-compliant ones is not much I will focus on pushing the complaint stuff.

Q: Hey cashmoneyaffiliate, do you know if it works to not use a landing page and direct link if you are running interstitials?

A: Directing linking with interstitials has never worked for me and the click discrepancy on the affiliate network side has always been worse whenever I have tested direct linking with interstitials.

Q: Hey CMA

Why you rarely offer the App game install.? If it does not provide many advantages?

A: I have found promoting app game offers to be very hit and miss. Much easier it to get Utility and sweepstakes offers profitable.

Q: Hey CMA.



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Looking forward to meeting you at the meetup.

I've just started running WA campaigns on Plugrush, and I have found that the CTR are extremely low to what I am use to (normally run anti-virus) I haven't run any campaigns on PR before but why do you think the CTR is so low (were talking 1-2%) were I'm use to 20% Is this simply because I need to build up the data and kill the bad placements, or am I doing something really stupid?

A: Yes, you will need to block many, many bad placements on plugrush so keep a close on eye on the targets sending you traffic.

Also the mobile redirect traffic is far superior to the mobile pop traffic.

Q: You have said you have done well with voucher offers that are soi, but don't these offers scrub hard like regular email submits? Also, what mobile network do you suggest for these kind of offers? I assume its going to be some pop up ad network. Thanks

A: Yes, I have done very well promoting voucher offers that are SOI in INTERNATIONAL countries (non English) they are not "email" submit offers the user has to fill in several fields. I have not had many issues with scrubbing. This could probably be because these types offers are relatively new to INTERNATIONAL countries (non English).

I will not reveal specific traffic sources, but the types of traffic that has performed well with these offers are

Popup

Domain traffic

Interstitial

Social

SMS

You can find these offers on good affiliate networks like F5 Media, Mundo Media and Click Dealer.



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Q: Ive tried sweeps on pops in the past and didnt have much luck, What is the best advice you could give me to get these camps into the green?

A: Quiz style landing pages using color schemes the visitor is familiar with such as Facebook, Google play, g-mail and so on.

A sense of urgency, intro pop, calling out the user's device all help as well.

Q: I'm trying to get a realistic view on what profits and spend I need in order to make my time worthwhile. I understand profits is the main indicator of any campaign (not just ROI).

To keep it simple, if my goal is to make \$3,000 a month profits in mobile at a 50% ROI, then I have to spend \$6,000.

I understand ROI may vary, (but I can't seem to find a benchmark for mobile) I was wondering what would be considered a reasonable ROI to work off in mobile to determine my monthly spend?

(I'm unsure if it helps if I give you verticals - dating and sweepstakes)

Thanks again for your help.

A: I don't really understand what you mean by "realistic profits and spend".

ROI varies wildly from campaign to campaign depending on many, many different factors but I would say anything above 50% is a great ROI but you can also have a campaign that has a 25% ROI but can be massively scaled making that 25% ROI very good as well.



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