

# Mobile CPA Masher

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*By Sterling Sherrell*

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## Introduction

This is a guide for those who are wanting to get started in mobile CPA marketing, but are either unsure of what to do or do not want to lose hundreds of dollars testing. If you follow the steps laid out here, I cannot guarantee your success, but I can tell you that it is going to give you the best chance for success.

When I started, I had no idea what to do either. If you are coming from PPC on a site like Google, you can find your head spinning at how fast the traffic and money moves in mobile. You can literally blow thru \$1000 spent on ads in mere minutes. You better not start there and you better know what you are doing!

Anyone telling you it is easy money is lying. There is money to be made, but the ones making it know what they are doing, have a plan, a budget, and stick to it. This will be my attempt to give you the edge you need to not get eaten alive. If everything goes according to plan then you should make a nice profit consistently. Be warned, it is fast money. You can hit submit and in 10 minutes be \$100 up...or down.

I have been on the sides of both unfortunately. What I am going to show you here is the one place I

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usually made money every time. Before you go try any other markets, like I did, get comfortable with this method first. Maybe you will be like a few friends I know who are making thousands a day doing mobile CPA. First, you have to start somewhere, so let's begin our journey together.

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## Step 1 – Find A Mobile Gift Card Offer

I have tried quite a few different mobile offers. I have tried dating, credit check, games, and many others. If you want to try those, you are welcome to try. I am not saying they are not profitable. In my experience, I was bleeding money with testing those types of offers.

To get started in mobile CPA, I am telling you gift card offers are the best option if you want the best chance to make money right away. I cannot tell you why, but it is true from my experience and others I have networked with. As a matter of fact, I know one seven figure CPA marketer who still does mobile gift cards everyday and pockets between \$75 to \$200 profits easily.

Maybe it is just easier for people to respond to these than a dating request for information or giving a social security number for a credit offer. So gift card offers are where to start.

You can find either a Best Buy or Wal-Mart gift card offer by going to [www.offervault.com](http://www.offervault.com) and entering those as search terms. You will get dozens of results for networks you can get either of those offers. You want the ones that are listed under zip/email submits.

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In this guide I am primarily going to use my experience using Eagle Web Assets (EWA) as my network of choice. In recent months there have been a number of CPA networks that have gone out of business. This is mainly due to the lack of cash flow accountability.

With literally millions of dollars being exchanged every day, it was too easy for bad systems to get along. However, when things start to eventually tighten, which is normal, the lack of structure is likely to destroy a company not paying attention to details.

In my opinion EWA and Clickbooth are the best networks in the business. I have accounts at several others and like them too. As long as you are comfortable with whatever network you choose that is fine. Just make sure they have some mobile gift card offers to work this method.

I also like to do North America with these, but have made profits in other countries. It just takes more research, so you know what is popular in other countries.

## What To Makes A Good Mobile Gift Card Offer

1. Pays out at least \$5 per lead
2. Is for a well known retail store
3. North America focus

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4. You see others promoting it
5. Only requires zip, email, or cell submits to payout

## Step 2 – Write Your Text Ad

This is where you may find yourself wanting to be creative. Please do not try it. These are simple, straight forward, and effective text ads. Just because you think you are more creative does not mean you are going to be more successful. If you want to add some of your own flair and test your results, then please only do it with the text color if allowed by an advertiser.

You only get up to 50 characters so it has to be short and sweet. Here is what your text ad is going to say:

You Win! Tap Here To Claim Your Free Prize!

That is all you are going to have for your text ad. From there you will then place your affiliate URL in the destination or target URL.

Please note that some networks do not want advertisers to use the term “free” any longer in their ads. With mobile it is almost impossible to monitor this, but you should try to stay within the guidelines. You can simply use ‘No Cost’ or \$0 instead. The term free is

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powerful though, so try to find ones that do not restrict that term.

## Step 3 – Choosing Your Settings In Buzzcity

You are going to be using only one traffic source for this method. That is found at [www.buzzcity.com](http://www.buzzcity.com).

The main reason is that you can underbid the minimum click cost and still get tons of traffic. It is not as fast, but it is much safer and steady here than any other site I have tried.

It is just a matter of setting up a New Campaign under the Advertiser tab:



Here are the categories you want to fix:

1. Title



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You can choose to name your campaign anything you want. It is for you to know personally what it is about. So if you are doing A Best Buy offer from EWA, You can put “Best Buy \$1000 EWA”. You just want to know what it is as soon as you read it.

2. Choose CPC, which is Cost Per Click
3. Dates you are going to have to choose the maximum allowed. It used to be set at 3 months, but it may be more now.
4. Time

This is actually an important factor I had to test. Buzzcity goes off of GMT, so you have to do some research to see what that means for your local time zone. The best times for my ads were from 2PM to 10PM based on my time in Chicago.

5. Daily Budget

Set this low at \$5 per day to begin. After you get comfortable, then you can increase to \$10, \$15, \$20, etc.

Creative and Landing URL

1. Banner Type

## **Text Ads**

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## 2. Click Through To

Use My Target URL. However, you **MUST** use a cloaked URL. If you simply put the entire affiliate network link, it is going to show up on users' phones. You do not want that, because it looks long and funky and will get few clicks to your offer.

I used bit.ly to shorten my affiliate links, but you can use whatever else you like. Google has a nice URL shortener too.

If you are more advanced, you can use Prosper 202. I have used that as well. If you have no idea what that is, please just use the ones you know.

## 3. Tags – Don't worry about these

### Campaign Targeting

Select only the countries you want your ad to show in. What is awesome about Buzzcity is that you can underbid their 'minimum' click fees and still get loads of traffic. I always choose .01. There will be a warning that pops up that the amount is too low, but don't worry you can get plenty of cheap and converting

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clicks at that price. It sure beats the other networks that are strict minimum of .05. That is 500% more than you get at Buzzcity. A great deal and why this works so well there.

Don't be afraid to try out the international traffic though. For .01 a click it is very affordable to try it out.

## Device Targeting

Just choose the first three options under platform:

Android, iOS, and Blackberry. You can also add the applications if you want, but that traffic does cost more than our .01 usually. You may have to pay .02.

The other options are not important, so just do these under platform.

## Channel Targeting

This is where Buzzcity will show your ads in the areas their users are engaged in. Only check these:

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Community, Entertainment and  
Lifestyle, Information, Mobile Content,  
Glamour and Dating

## Step 4 – Funding and Budgeting

Even though the traffic is cheap compared to other paid sources, you can burn through a lot of money fast. Even at Buzzcity, I have gone through \$50 in a couple hours. However, I have gone through \$20 at Jumptap in literally minutes. That is why I am not telling you to go to the other networks as you get started.

You are going to have to deposit money in your account and then set a daily budget. Do whatever you are comfortable with. I put in \$50 and started with a \$5 daily budget when I started. I do not believe you can get a refund on any unused funds, so be careful. Only put in what you can afford to lose is the best advice. Just because you have this guide does not guarantee your results.

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## Step 5 – Moving Into Banners

After I got my text ads going pretty well, I decided to give mobile banners a try. Why? I was playing Angry Birds on my Android phone and saw the banners on my game screen. I believe these were from Admob. That is the mobile advertising network Google bought a couple years ago.

Banner ads for mobile are not that much sexier than text really. It just allows you to be seen on more channels like the game apps. So when you choose platforms with your targeting, also include the apps boxes with these to be shown.

Here are examples of my banner ads.

**You Won \$1000 Gift Card!**  
**Tap Here Now! (9 left)**

You will notice it is all text and I added a little color to it. I did this in MS Word and just copied and saved it as an image with Jing. Then I took it to IMResize and made it the dimensions allowed. It is pretty simple.

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I also did one by doing a Google search for a larger desktop banner for the same offer. I simply searched for “Best Buy Gift Card” and selected images. I found this and did the same resize trick:



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## Conclusion

I have tried to make this as simple as possible for you to get started right away. If you follow these steps as laid out you will be up and running your first successful campaign (hopefully) in minutes.

This is a first step to getting started in mobile advertising. I also have used other traffic sources. I will say my second favorite is Jumptap. You will not get the \$.02 clicks, but you can get \$.05 and huge traffic. I mean thousands of clicks in 5 minutes type traffic. That is what makes mobile CPA so lucrative and scary at the same time.

## Advanced Source Only Beware

Stay with the gift cards until you get a budget to try a different campaign and Jumptap. However, do NOT just pick something if you do this. Talk with your affiliate manager and ask for their highest converting mobile offer. Then you can go to Jumptap and do a \$5 buy. The cool thing with Jumptap is that you get hundreds more clicks than you paid for that \$5, because it is so fast they can't stop it. You do not have to pay for those extra clicks either!

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The screenshot shows the Jumptap website interface. At the top, there are tabs for 'for Advertisers' and 'for Publishers'. Below the navigation bar, there's a section for 'Report Results 'WSO'' with a red box highlighting a comment: 'Eventhough this says I spent \$57, I only had a budget of \$10. Their system is too slow to stop all that traffic and you end up getting 5-7 times the budget you set usually! I got over 1,100 clicks for just \$10, all within 30 minutes.' A red arrow points from this comment to the 'Cost' column in the table below.

Day	Impressions	CTR	Clicks	Cost	Avg. CPC	Avg. CPM
2011-07-28	133,008	0.85%	1,140	\$57.00	\$0.05	0

If you see a higher minimum at Jumptap, just email you assigned ad manager and ask for \$.05 to be approved. They will do it for you no problem. This way if you are told about a program making \$.08 per click, you can try it out there and scale it.

Remember, mobile ads are not to be run all day. You only want to run for a couple hours or even a few minutes. Set your budget and do not get greedy. If you can bank a \$1000 per month for just a few minutes of work ONE time, you should be happy. Take your profits and put them into a bigger CPA offer on regular traffic if you wish.

Best to you as you get started. Let me know if you have any questions.



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## Resources

This report is #2 of three I am doing of low cost ways to make lots of money. If you wish to get the first report, please check it out here:

[Learn How To Go From Frustration To A High Paid Traffic Converter](#)

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## About The Author



Sterling Sherrell, has been doing marketing both online and offline since 2005. He currently lives in the Northwest Chicago suburbs, but will always be a Californian at heart!

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