



# **OFFER GUIDE: INSTANT CHECKMATE**

**CPA \$24 – (Pays out on \$1 CC Submit)**

Produced by:

<http://www.PowerhouseAffiliate.com>

<http://www.VaultAffiliates.com>

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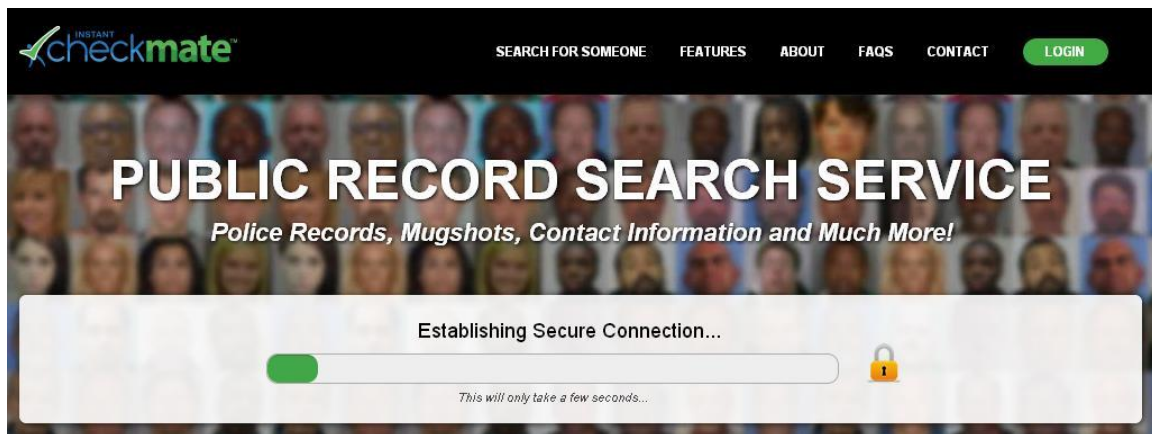
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## INTRODUCTION

Instant Checkmate is an extremely popular CPA offer on many CPA networks including our own. It pays out around \$24 on a \$1 credit card submit. Their landing page and sales funnel is completely awesome and high converting which is why this is one of the most popular offers out there. Best of all they have a few other offers coming related to phone searches (already on the Vault), and email searches!



We thought it would be great to provide this offer guide which explains some very good ways to approach the “background check” offer with media buying as the main source of traffic.

If you want to get serious then grab a coffee (or cold one) and read this report because we are giving away the goods here.

For those of you completely fresh to media buying don’t worry because realistically this can be a fairly simple traffic source if you understand demographics and targeting.

With that being said we were able to contact the advertiser directly and get some very solid details on this offer and some **killer graphics, banners and creatives!**

Visit <http://www.powerhouseaffiliate.com/forum> for more discussion about this guide.



We also implemented Patrick's targeting methods he explained in the [PPV Powerhouse](#) course he put together for Powerhouse Affiliate to come up with some stellar info on this offer that makes promoting it a walk in the park.

## Demographics

First we need to understand who the target audience is. Below you are going to see a series of images showing exactly how to target this offer! This is crucial info that you need to know if you plan to buy traffic and set up targets.

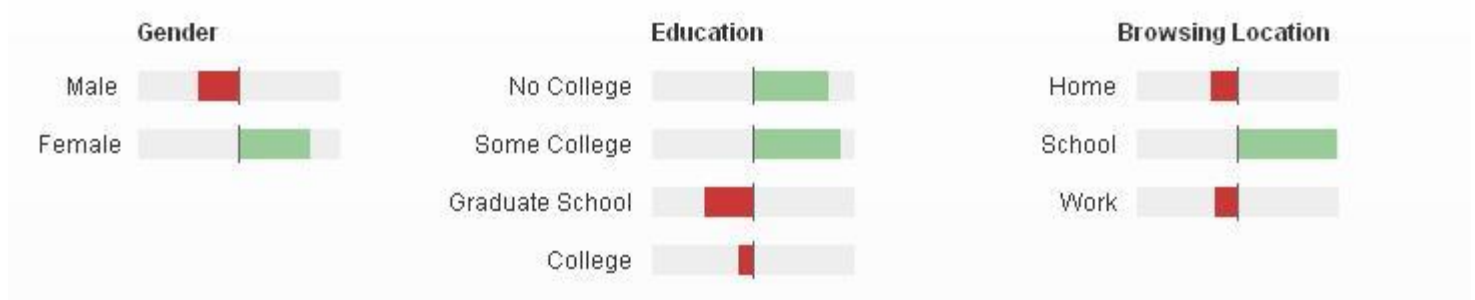
**According to our "inside source" the best people to target are mothers. Also you need to understand that over 50% of the people who buy this service actually search themselves first! So keep this in mind when you design the creatives.**

But this is not the only target (mothers), in fact there are many different ways to approach this offer so let us define the demographics.

## Alexa.com

### Audience Demographics

How similar is this site's audience to the general internet population?



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#### Upstream Sites

Which sites did people visit immediately before this site?

Site	Percent of Unique Visits
1. google.com	11.7%
2. whitepages.com	9.8%
3. facebook.com	4.7%
4. yahoo.com	4.5%
5. bing.com	2.9%
6. pipl.com	2.7%
7. doubleclick.com	1.3%
8. spokeo.com	1.1%
9. 411.com	0.7%
10. hjlas.com	0.7%

Notice above that the 10<sup>th</sup> most popular site referring people to Instant Checkmate is actually a Neverblue CPA network tracking link! That just proves that this offer is killing it with CPA networks!

#### Audience Geography

Where are this site's visitors located?

##### Visitors by Country



Country	Percent of Visitors	Rank in Country
United States	85.8%	584
India	1.8%	17,693
Netherlands	1.6%	2,054
Canada	0.8%	8,884
Mexico	0.7%	8,589

[More](#)

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SimilarWeb Instantcheckmate.com Pro Top Sites

Instantcheckmate.com PUBLIC ARREST RECORDS: 1) ENTER NAME & STATE. 2) ACCES...

### TRAFFIC SOURCES

TRAFFIC SHARE IN LAST 3 MONTHS



Instantcheckmate.com PUBLIC ARREST RECORDS: 1) ENTER NAME & STATE. 2) ACCES... DOWNLOAD +1 Tweet

#### LEADING REFERRING SITES

Referring Site	Share (%)
Whitepages.com	10.00%
Hjllas.com	5.00%
Offervault2013.com	5.00%
Mitwodotoh.com	5.00%
Forwardlink.net	5.00%
Api.taboola.com	5.00%
Buyorbury.com	5.00%
Redzun.go2cloud.org	5.00%
Contentko.com	5.00%
Prosper.cheeseopia.com	5.00%

See ALL Referring Sites in PRO

#### INSTANTCHECKMATE.COM

#### LEADING DESTINATION SITES

Destination Site	Share (%)
Cts.lipixelt...	5.00%
Click.sureon...	5.00%
Contentko.com	5.00%
Rvzr-a.akama...	5.00%
Fastclicknow...	5.00%
Gzj.jsopen.net	5.00%
Instantcheck...	5.00%
Instantcheck...	5.00%
Instantcheck...	5.00%
A.advertiser...	5.00%

See ALL Destination Sites in PRO



SEARCH ?



**14.9%**

OF TOTAL INSTANTCHECKMATE.COM TRAFFIC IN LAST 3 MONTHS IS SEARCH

**84%**

ORGANIC SEARCH



**16%**

PAID SEARCH (ONLY FROM GOOGLE)



Instantcheckmate.com

PUBLIC ARREST RECORDS: 1) ENTER NAME & STATE, 2) ACCES...



DOWNLOAD



g+1



Tweet

## ORGANIC KEYWORDS ?

Gry	
Instant Checkmate	
Allegro	
Nick Jr	
Checkmate	
Phone Number Lookup	
White Pages	
Criminal Check	
Public Records	
Images	

See ALL Keywords in PRO

## SEARCH TRAFFIC CHANNELS ?



## SEARCH BY SOURCES ?



## PAID KEYWORDS ?

Reverse Lookup	
Phone Number Lookup	
Mugshots	
Instant Checkmate	
Criminal Records	
Reverse Phone Lookup	
Checkmate	
Arrest Records	
Public Records	
Reverse Directory	

See ALL Keywords in PRO

## SOCIAL ?



**2.06%**

OF TOTAL INSTANTCHECKMATE.COM TRAFFIC IN LAST 3 MONTHS IS SOCIAL

Youtube



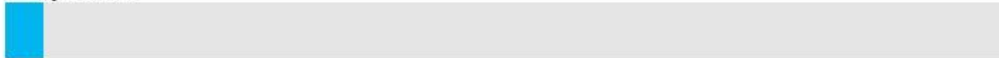
62.08%

Facebook



25.84%

MyLife.com



3.94%

## LEADING SITES SENDING DISPLAY TRAFFIC ?

Youtube.com



Jailexchange.com



Yahoo.com



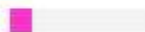
City-data.com



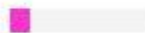
Facebook.com



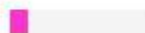
Google.com



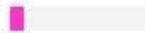
Us.yhs4.search.yahoo.com



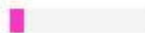
Us-mg6.mail.yahoo.com



Msn.com



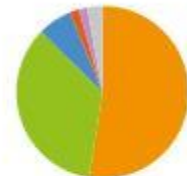
Fullsail.edu



See ALL AD Display Networks

## LEADING AD NETWORKS ?

GOOGLE DISPLAY  
APPNEXUS  
MISC ADS  
RIGHT MEDIA  
GAMES HUD  
OTHER







## WHATRUNSWHERE.COM RESULTS FOR ADS

ONLINE ADVERTISING CREATIVES

Image Ads

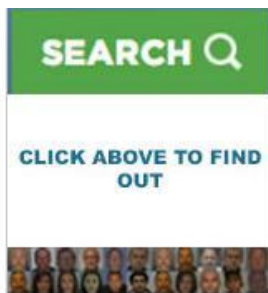
Text Ads

Flash Ads



Powered by **WHATWHERE**

Close



... then your arrest record is online and ANYONE can view it. Want to see what's in yours?  
[Click here to check instantly.](#)

**ALERT!!!!**  
**YOUR ARREST RECORD IS ONLINE!!**  
**CLICK HERE TO VIEW IT NOW**




**CLICK HERE TO VIEW YOUR ARREST RECORD NOW.**


**We have plenty more killer creatives available! If you want 'em you need to reach out to me (Joey) or your AM directly through the Vault Affiliates network.**


Visit <http://www.powerhouseaffiliate.com/forum> for more discussion about this guide.




**Instantcheckmate.com** PUBLIC ARREST RECORDS: 1) ENTER NAME & STATE, 2) ACCESS... [DOWNLOAD](#) [g+1](#) [Tweet](#)

**CAREER AND EDUCATION**  
> EDUCATION

**LAW AND GOVERNMENT >**  
LAW

**INTERNET AND TELECOM >**  
SEARCH ENGINE


**FINANCE > INSURANCE**

**ALSO VISITED WEBSITES** ?  
USERS WHO VISITED INSTANTCHECKMATE.COM ALSO VISITED THE FOLLOWING WEBSITES

[Buyorbury.com](#)  
[Tracktrack.info](#)  
[Cheeseopia.com](#)  
[Blackmath.net](#)  
[Hjllas.com](#)  
[Udmserve.net](#)


[Forwardlink.net](#)  
[Pipl.com](#)  
[Originmachina.com](#)  
[Offervault2013.com](#)  
[Offerathome.com](#)  
[Mediaforcetld.go2...](#)


**TOPICS** ?  
TOPICS CLOUD GENERATED FROM ALSO VISITED WEBSITES





## SIMILAR WEBSITES


**Mugshots.com** MUGSHOTS FEATURING CELEBRITIES, SPORTS PERSONALITIES... [DOWNLOAD](#) [Tweet](#)


  
[mugshots.tampabay...](#)


  
[thesmokinggun.com](#)


  
[arrested.com](#)

  
[trutv.com](#)

  
[bustedmugshots.com](#)

  
[mugshotsonline.com](#)

  
[jailbase.com](#)

  
[phpgroupware.org](#)

Ok that should be enough info to get you started! Don't forget this is just one of the offers that Instant Checkmate has and they just added the Reverse Phone Search offer which we

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have on the Vault Affiliates network also.

There are a ton of ways to make money here...so let's recap and talk about exactly how to promote this offer using different angles.

Many affiliates use the "Arrest Record" or "Free Background Checks" angle, or search your own records. This is because that is what works and this been confirmed by the information you saw above and by our own tests, and our inside source.

I have always had success in being a little more creative than what the majority of people are doing and this usually results in cheaper ad spots, and higher click thru rates.

You should really test a bunch of different angles when approaching this offer. There are tons of reasons people use background check services and here a few to give you some ideas:

### **Sample Scare Tactics**

#### **Plenty of Fish and Dating Site Ads:**

Is he who he says he is? Check his background anonymously here!

Fake Profiles Alert! Make sure Your Date is NOT a FAKE! Check Here

#### **Online sites for moms ads:**

Is your neighbor a pedophile?

Find out who is dangerous in your neighborhood!

### **20 Other Angles:**

Find lost people

Search your kid's friends

Visit <http://www.powerhouseaffiliate.com/forum> for more discussion about this guide.



Search your kid's friend's parents  
Search your kid's teachers  
Search your kid's coach  
Hire a nanny background check  
Babysitter background checks  
Check birth records  
Check divorce records  
Is someone lying?  
Who are you chatting with? Really  
Reconnect with old friends  
Find lost family  
Get instant results  
Public court records  
Arrest records  
See what's online about you  
See what's online about your kids!  
How much is he/she worth?  
Check celebrities!  
Check your online sellers and buyers info

Targeting sensitive family issues is usually a great trigger to ignite a person's desire to do a background check online anonymously about someone else.

### **You also need to consider why would someone do a background check on themselves?**

Here is my rationale for people doing searches on themselves. First of all Social Media has made online reputation a major issue especially for people looking for jobs, or dating.

People are browsing and searching more than ever now and you can target people by saying "Hey What's Online About you!", or "Is someone stealing your identity?", "What are your kids

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going to find out online about you?" "Be prepared for what potential employers might find!" Having personal reasons why someone should conduct a background search on themselves helps increase your conversion rate.

**Other Types of Background Search “triggers”:**

- Other people’s Spouses or your children’s spouses (are they abusive?)
- Inmates, Felons, Convicts
- People you meet online or someone you went on a date with or going on a date with
- Neighbors
- Priests, or church clergy
- Other parents of your own children’s friends.
- Teachers, coaches, youth group leaders
- Your spouse’s Friends

**Ads and Banner Headlines**

**SO LET’S TALK TRAFFIC**

We literally just started running our own traffic on this campaign as well as the Reverse Phone Search from ICM. That does not mean I don’t have experience since back in the day I used to be huge into Background Checks especially when Been Verified was lurking around the CPA scene.

PPV is ok and definitely worth a try to identify good placements for banner buys. I wouldn’t recommend PPV (pop-ups) as a long term strategy for this offer! It would be just to identify placements that get traffic and maybe convert so that you can approach the sites directly. Of course some may argue...

I did EXTRMELY well with Been Verified on Bing PPC and surprisingly the click costs for

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Background Checks has not really gone up that much more since I ran there about 5 years ago. According to the advertiser stats the offer **converts around 1 – 2% on search traffic**, and you must use a landing page. This is very consistent with our own testing using Bing. This is not too bad...and I am sure with some effort and testing this rate could easily be surpassed.

If you are creative and come up with some different angles you **WILL** make money with Instant Checkmate on Bing and other PPC search engines. That also goes for the next section which is all about Media buys or display traffic.

**This is where the real players are hitting it home...**

## DISPLAY TRAFFIC

Sitescout  
Google Display Network  
Bing Ads Content  
Pulse 360  
Adblade  
Yabuka

For those of you who read the RTB lesson in the member's area then you know how crazy it can get inside Sitescout and this is a huge traffic source that is easily managed!

The key in that lesson, that may not have been discussed, is that you must test all components of your campaign. That means test banners, test site targets, and test the placements also. Sitescout is fantastic for tracking all components of your campaign for you.

By using a network like the ones above most of you will be able to **get started on this campaign ASAP!** They already have all the tools and distribution network ready for you to start easily managing self serve campaigns. This cuts all the legwork of doing direct site buys

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which we will talk about now.

**A common tactic is to start with networks and find suitable placements without having to go out and contact each site owner directly.**

**This is common and eventually you won't be the only affiliate targeting those sites on the network. Which means the real players are the ones who bypass the network and go directly to the source or arrange special deals with the network to buy more inventory in a large sum.**

Usually this is only done after the campaign has collected enough statistics to allow you to optimize and ensure profitability in a bigger buy.

If eventually you do decide to go direct you will need a good ad server. Sitescout actually has one.

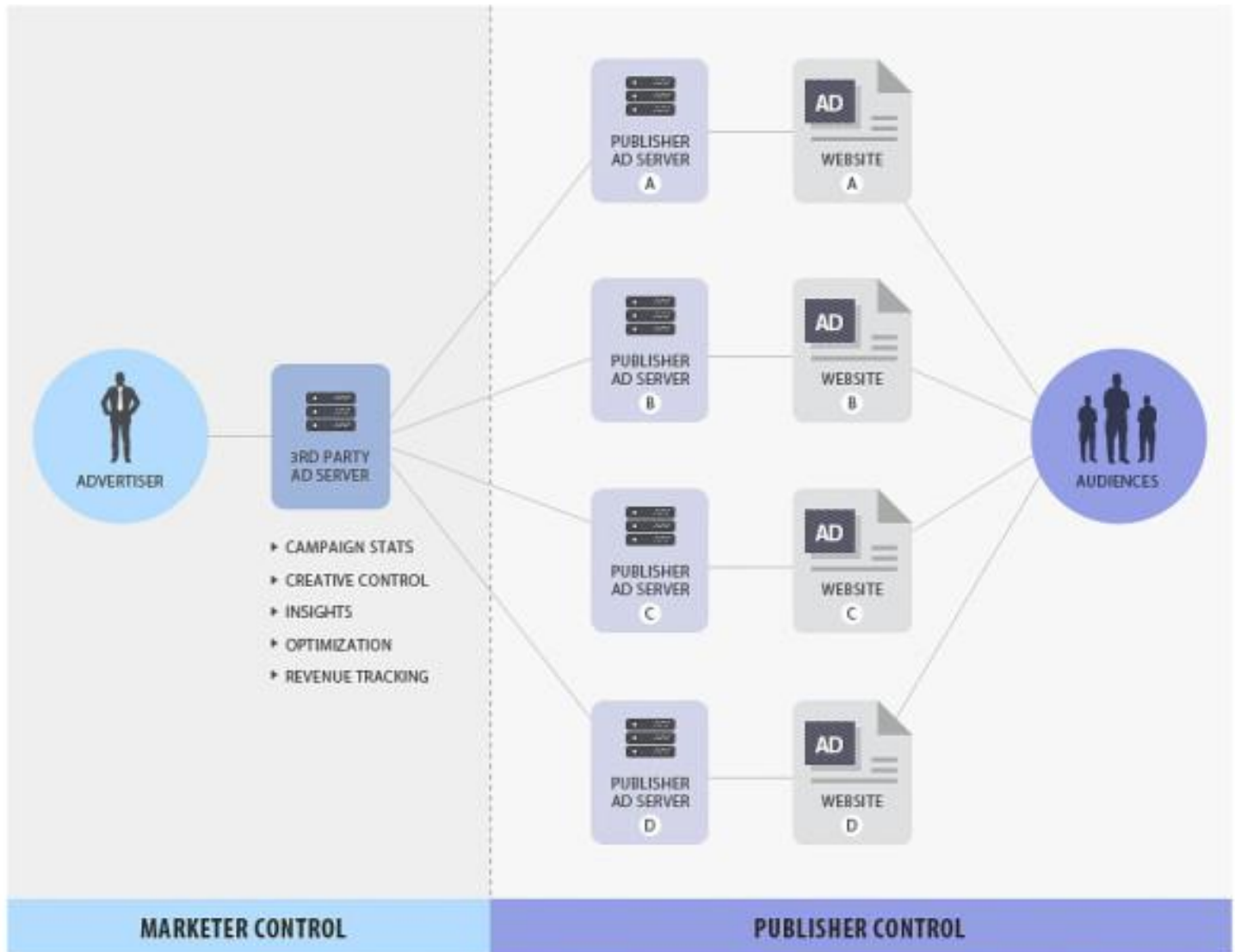
To illustrate why you need your own ad server, it is important to first understand how ad servers work. In the below example, your ad server is managing your campaigns across four different publishers. This is accomplished by providing each publisher (or website owner) with their own unique "ad tag" script (generated by the ad server), which the publisher then inserts into its corresponding website.

SEE IMAGE BELOW

Visit <http://www.powerhouseaffiliate.com/forum> for more discussion about this guide.

## MEDIA BUYING 101

HOW AD SERVERS WORK FOR DIRECT BUYS



Tracking your own campaign statistics is probably the most important reason you should have your own ad server. When you've been around the online advertising space long enough, you come to realize that without your own ad server, you have no independent stats against which to audit the results being reported by the publisher or even the networks. When it comes to buying online media having your own ad server allows you to keep publishers and ad networks



accountable.

**So how can you find more direct placements and how do you get your ad on that site?**

Manually you can go to places like Google and EzineArticles.com and search keywords and find ads and then see where they go to, or websites that have Adsense on them. Sample searches include:

- "Background search"
- "Convict search"
- "Pedophile search"
- "Babysitter search"
- "Girlfriend / boyfriend search" "inmate records"

If you do a Google search for example, then look at the top 10 sites on Google – these may be great placements. If they have Adsense then you can ask them directly to take that ad spot or test the site first on Google Display network.

Once you find some targets you need to find out who owns the site so you can contact them. This can be easy if they have contact info on their site but if they don't you might have to go one step further and do a whois search on them using a service like:

<http://www.whois.com>

Then you need to send them a message. The message that works well for us is in the lesson here:

<http://powerhouseaffiliate.com/how-to-make-money-with-direct-site-media-buys/>

If you really want to go crazy and see what the big guys are doing then you need to try WhatRunsWhere.com or Adbeat.com.

Visit <http://www.powerhouseaffiliate.com/forum> for more discussion about this guide.



Of course these 2 tools cost money but really they show you exactly what ads are running now, how long they have been running, and where they are running. If that's not enough information to give you on how to make money with this offer then you might be in trouble.....BUT!!

One of the affiliate managers or myself are here daily testing and tweaking our own campaigns, we are constantly watching the forum to help anyone who wants to try this.

**I can even provide some placement suggestions, some killer banners and creatives from my own experience in the past and present!!**

Of course you would have to be running Instant Checkmate from us & be a premium member here in the forum. If you want to run this offer with us on the Vault then grab the links and start setting up. If you have any questions you can contact me directly or ask in the forum.

So if you are looking for a long term solution to affiliate marketing this is the type of campaign you need to focus on.

Sure Bing is a great traffic source but for those of you who run offers there you know that campaigns eventually run dry just like on PPV. Here is an offer that has been around for years, and people are still making a fortune from it! Display, Social Media, PPC and PPV ARE definitely worth trying here!

Best of all there are millions of direct placements for this offer - There is room for many more affiliates!

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