



How to Make Money With Bing Ads & CPA Offers

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INTRODUCTION

This is a simple up to date guide for people who want to learn quickly how build profitable campaigns using Pay Per Click marketing on Bing Ads. The example used actually generated profits.

Inside this course you will see an actual campaign used to generate a profit and exactly how to do it.

Bing Ads is the traffic source. This is the PPC search traffic they offer. So for example, if anyone goes to Bing.com (or one of their search partners) and searches for a keyword an ad will show up based on what keywords you bid on.

You can literally start this campaign today for less than \$50 in total expenditures if you choose. You can start scaling similar campaigns as you progress.

We don't necessarily recommend you go out do exactly as this guide explains, but to use it as a tool in creating your own campaigns online.

These steps can be completed for any offer and any sales funnel approach. If you read the guide first you will know the natural steps you need to take to make PPC work for you.

Phase 1 - Initial Preparation

Affiliate Account.

You need to need to have an affiliate account in order to get paid unless you have your own products of course.

[Vault Affiliates](#) is our private network and the offer used in this guide is on our network at one of the highest payouts in the industry.



2 domain names.

One will be to set up CPV Lab or Prosper202 and the other will be to host your landing pages.

To set up CPV Lab you need to go and buy it and then install it on your new tracking domain. They have extensive training on how to set this up so we are not covering it this course. Just visit their site download the tracking software and install it. Read their guide and get familiar with their software because it is a critical piece of software that is essential to your success.

For the other domain it will be used for your landing pages if you choose to use a landing page. For landing pages we use a domain name associated to our niche. Get a domain related to the niche you'll be promoting.

In this lesson we are using a specific domain name related to the offer for the domain name of the landing page – we are also testing direct linking!

You can use landing page templates and code that you can copy and paste into your own landing page just by visiting our templates section in the members area.

A Bing Ads account.

[Click here](#) to sign up. This is the Pay Per Click traffic source used in this guide.

A web host.

We recommend [BeyondHosting.net](#) if you plan on sending several thousand clicks a day to several campaigns.



Phase 2 – Building the Campaign

Choose an Offer

You will be limited to certain offers when using PPC traffic. First of all you need to understand that Bing Ads only allow certain types of offers to be promoted using their traffic. (No Gambling, Adult or illegal stuff...etc.)

Read their guidelines for better understanding of what is and is not allowed. Next you need to search the CPA network at VaultAffiliates.com or any other network, and find offers that allow PPC as a traffic source. Once you have gone through these two steps you will be left with a list of potential offers to promote on Bing. Vault Affiliates has several offers available that you can promote using many different traffic sources. Once you click on the offer you will see all the terms and details.

CPA offers on Bing can work really well especially lead generation offers or offers that don't require a hard sell. There are many great keywords on Bing that produce a ton of traffic.

Quality score is important with Bing ads so make sure your best keywords are spread throughout your landing page. For those familiar with HTML then you can also place the KWs inside the alt tags for added benefits in raising your quality score.

The offer we are using is called **Fiverr**, and on Vaultaffiliates.com it pays out around \$13 - \$15 per signup and converts once the user buys a gig. The rate of people buying a gig once they sign up is very high if you target specific services (not just the generic home page). It works really well using the methods we are about to show you. The only issue is the conversion may not happen instantly therefore it is best to test over 2 weeks or so for this type of offer.

The best part about the Fiverr offer though, is that it is global and allows multiple countries which means you can get as low as 5 cent clicks.



You will also benefit from trying one of these niches or offers:

Lead gen, downloadable toolbar offers, Insurance, loans, mortgage, dating, Instant Checkmate, Branded niches, etc. These are also available on the network.

Always Start With 1 Campaign

Set up the campaign in CPV Lab.

Phase 3 – Landing Page

A landing page is usually essential for 3 reasons:

1. In most cases conversions are better with a presell type of landing page,
2. You can improve quality score & therefore reduce click costs on Bing,
3. You can easily swap out and test new angles to improve conversions even more.

Once you have set up the landing page in CPV LAB then it is time to set up the campaign on Bing Ads. You can do keyword research later once the campaign is set up with at least one kw for now. In this example we will direct link simply because on the Vault Network we also have 5 or so custom landing pages already designed by Fiverr themselves. These landing pages target specific services like logo designs, business advertising, fun gigs, music etc...also we can request specific landing pages from them if we want.



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Top Designs from Global Designers Starting at \$5!



Phase 4 Important Bing Ad Settings

Time zone

Match the time zone on Bing to that of your server settings so that the stats times match when you go to review CPV labs later.

Campaign Budget

Set this to whatever your budget is. \$25 daily at least is recommended, and move up to maximum budget once it is working. In “Daily Budget Options” “Accelerated” will blow your budget as fast as it can and often once you are optimized it is best to set this to accelerated. This means your ads will deliver as fast as they can as long as there are people searching and won’t be spread throughout the day.

Country

Always set the country to the appropriate country that is allowed for the offer. So the Fiverr offer we are running allows all countries. If we wanted to get really technical we would set up a campaign for



each country. This is highly recommended. By doing this you will be able to drastically reduce click costs and you will know which countries are getting the best click costs and conversion rates.

Advanced Location Options

Make sure to choose “people in your targeted location”

Keywords

Just add a couple KWs to the box so you can get the campaign set up. We’ll talk more about adding more KWs in a bit.

Distribution

Set this to search only or content only, but never both in the same campaign since it is tough to track and bad for budgeting.

Bidding

Most of the time we usually start higher if it is a campaign we aren’t not sure about. (\$.30-\$.35 to start)

It's better to start your bids higher and slowly lower them...Why you ask?

Well it is suggested by Bing themselves that your quality score is partially based on your ad click thru rate so if you want to get a lot of impressions and clicks you need to be high up on the page. If you are too low on the page you will get high impressions but low clicks.

Ad position in Bing is very important.

Devices

Unless the offer is optimized for mobile (which some are) then always uncheck the boxes for tablets



and mobile devices. Choose only desktops and laptops. Some offers work on all the above and some don't. In this case it is an offer where people can buy using paypal so mobile may work well.

Text Ads

When initially setting up the campaign you need to enter text and no dynamic text until after you save the campaign. (This is SO annoying)

So for the Ad do this first:

Get \$5 Logos in 24 Hours!

Get Custom High Quality Logos for \$5 – Unlimited Designs! Sign Up Here.

Once you submit it and save it then go in and add the proper dynamic variables to make this ad change for every keyword, and also change the destination URL to include your prosper202 tracking link or CPV lab link with the dynamic KW variables.

Here is what the destination url looks like now using prosper202:

Destination: <http://trackingdomain.com?t202id=63341&t202kw={keyword}>

Adding More KWs

The Fiver offer on Vault Affiliates Network actually has a few different landing pages. Therefore it is key to set up a campaign or adgroup for each landing page so you can separate the keywords. For example, it would be best to set up a campaign for United Kingdom and then each ad group would target a different landing page.

So in this example we are targeting the “logo’s design” landing page. So we would start with 50-100



KWs at a time and test them before deleting and adding more. Everyone is different. You can add several thousand if you want but your budget will be spread out too thin to get any solid data. You need to weigh this into the equation. The thing with global campaigns though is you can definitely get cheaper clicks by targeting other countries!

When you add more variables to test you need to increase your budget too.

Phase 5 – Examine Initial Launch Results

Once you launch the campaign you will find a ton of keywords that get no clicks and some that get a lot of clicks with no conversions. It is important to get enough data before deleting any KWs.

There are many variables you need to consider before just deleting a KW.

No Impressions

As Bing staff suggest, it is good to weed out KWs with no impressions but first you need to figure out why it gets no impressions. If you are getting no impressions then it could be due to the landing page quality score, the amount of your bid, or it gets no searches. If the quality score is above 5 then the first thing you may need to raise bid. If this does not work you need to consider deleting it.

If you leave these KWs in your campaign they only serve to hurt you since it is factored into the budget equation that Bing uses to determine your amount of impressions for the day.

Lots of Impressions No Clicks

This is why testing ads is important. In Bing you can easily see the ad's click thru rate (CTR) and this will tell you which ad is more appealing to searchers. It is important to make sure your ads match what the searcher wants. Bing will reward you with more impressions and cheaper clicks if you have a good CTR on your ads. Your ad may also be in a bad position so you will not get any clicks. It may



be worth it to raise your bids to improve CTR. Change the wordings to test variations. Sometimes this is all it takes to improve CTR.

Lots of Clicks No Conversions

This means you need to examine what happens after they click on your ad and ask yourself a few questions:

Are You Direct Linking or Using a Landing Page?

Are they clicking through to the offer from your landing page at a decent rate?

If so then maybe the offer does not match your landing page and ad. If not then your landing page needs to get a higher click thru rate or if you are direct linking perhaps you need to try a pre-sell landing page! You need to try different headings, wordings, images, colors, link positions etc. and keep testing.

Is there consistency in what the ad offers, what you say on the landing page, or what the offer actually is?

If everything is consistent then maybe the keyword is a dud. If it is not consistent, then you need to test a new landing page and try to make it more consistent with the offer page.

Would this Keyword do better in its own individual targeted campaign?

Here is where many marketers make the mistake of giving up too soon on a keyword. If you see that in your original campaign there is a KW getting a lot of volume but no conversions sometimes it is worth it to make a separate targeted campaign for that keyword only.

You can even test different offers and try to get in the mind of the searcher and give them exactly what they want when they search that KW. This is much better than just deleting these keywords from your campaign.



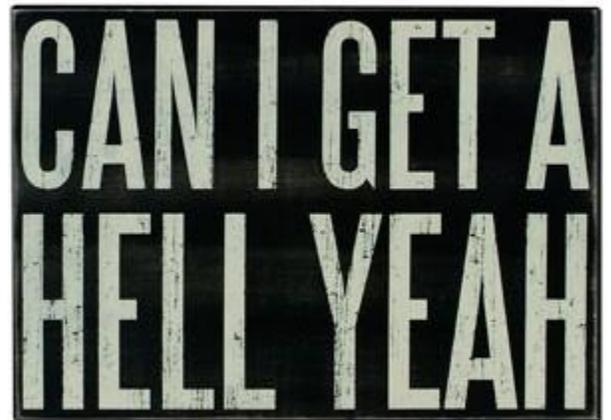
Keep a file of all the keywords you find that get high volume and sometimes refer to it for campaign ideas.

Lots of Click, Lots of Conversions

Obviously this is what we want...

When this happens sometimes the best thing is to just ride it out for a bit, raise your budget to as much as you can afford and bank as much money as you can.

Delete all the non performing KWs from the campaign and leave it as profitable with maxed out budget. Then start a completely new campaign for testing another round of KWs a different country, and maybe a different offer landing page. This is sometimes the best way to go since Bing is very unpredictable in how they divide up your daily impressions.



Scaling

Once you find some profitable keywords then examine them and think about why they are profitable. Then use KW tools to find more variations and similar KWs. Separate this kw into its own cluster of similar keywords. Set up the clusters of keywords into their own ad groups.

Everyone is different in how they organize their campaigns. Many will agree it is easier to set up ad groups within each campaign for each keyword cluster.

Phase 6 Optimization

Separate optimization tasks into 5 key areas of analysis.



1. Keywords
2. Ads
3. Landing page
4. Offer
5. Country

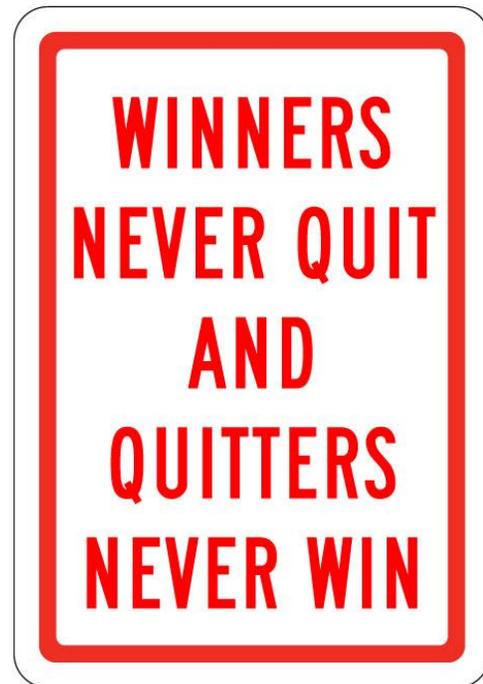
Get at least \$25 - \$100 worth of data before starting to optimize any of the areas above. Better yet, get 200 clicks to each variable. The biggest mistake people make in PPC is quitting too soon on a KW or not knowing when to quit on a keyword, or not knowing which area of analysis is causing the campaign to be unprofitable.

Keywords Analysis

The success of a PPC campaign is largely based on keywords, as it is the keywords that draw in the traffic. Most Internet users enter a search string to find some information.

If the way you present your offer does not match with the intentions of the searcher are, then the whole exercise is a waste of money.

If you are going to buy keywords, buy only those that are relevant to your offer and landing page. You have to imagine what would be the keywords that the target audience is likely to use.





Make use of the keyword tools to understand which keywords are most used and incorporate them in your campaign and test. You may not get all the audience, but it would be more than enough if you are able to capture the attention of most of them. Unless you get the traffic, you are not going to make money in your business.

If you get volume try a different approach with it including a custom ad, landing page and approach.

Ads Analysis

Always swap out the worst ad and test a new one. In Bing click thru rate is a huge factor in click costs and ads served. Aim for a click thru rate of 2% or above.

Landing Page

Constantly split test landing pages if you use them. This page is only to confirm to the searcher that what they are about to get is exactly what they have been looking for.

It is optional here to test squeeze pages also to collect leads or direct link.

Test all linking scenarios and settle with one that makes the most profit. If your goal is long term profit for a campaign then collect leads first then send them through a sales funnel.

Traffic Source

Good quality traffic is key in getting campaigns profitable with PPC. Bing is one of the best for affiliates. 7search is another PPC network, but it takes more skills in tracking and deleting bad KWs and traffic sources. Always consider whether it is your traffic source that is the issue or whether it is the actual campaign set up.

Phase 7 Scaling

If you have a PPC campaign that is working well examine the best KWs and then start by clustering



them into separate ad groups. Inside the ad group use all similar KWs and bid on all match types. This will increase traffic. You may even want to raise the bid.

After you max out on PPC it is worth examining moving it to other traffic sources in particular media buys. To do this take top performing KWs and buy ads on the top 10 sites that show up for that keyword. There is a lot more to media buying that we will not cover in this course, but there is another lesson in the premium area on media buying and the forum is there for discussions also.

When to Stop the Campaign

Expect at first that your campaigns will be unprofitable.

Chances are it will take a lot of practice and testing to find something that will work for you.

Knowing when to stop a campaign can be very difficult. It is always a tough decision. Before make sure you have thoroughly tested all 5 parts of the campaign to make sure you have not missed anything (Ads, Keywords, Landing Page, Offer, Traffic Source/country).

Sometimes you just know that an offer won't work and it is a gut instinct telling you to move on. Other times you get lucky and campaigns are profitable on day one.

Here are a few things that might help you make a decision:

- Make sure your decision is based on enough data.
- Make sure you test the campaign on all days and times and examine if there is a good time to run it.
- If all the ads, KWs, landing page, and offer are consistent and you have tested each variable with enough data and time, and you are still losing money it may be time to try a new campaign or a new traffic source.
- If none of the above work you might want to try a new campaign.

Don't give up after failing a PPC campaign. It can be tough finding profitable campaigns but there is still a ton of money to be made and it will always be a viable traffic source for Affiliates. You can get a



lot of volume on Bing alone so don't underestimate it.

Fiver is definitely not the only offer that works well on PPC. For example, the toolbar offers available on Vault Affiliates also have several countries allowed and many different landing pages available. With PPC traffic the possibilities are truly endless since you can target any country and any keyword!

Well that's all for this guide – stay tuned for more great offer guides coming soon!