

PPV Traffic

S1: In the previous module you learned about solo ads and solo ads are part of PPC traffic, which means you pay per click, in this module I am going to talk about another type of traffic, which is PPV traffic, you will learn what is PPV traffic, what are the two types of PPV ads, PPV traffic providers, how you can targeting in PPV traffic and how to optimize your campaign.

What Is PPV?

- * PPV - Pay Per View also known as CPV - Cost Per View
- * Adware Installed on user's computer
- * Pop up or In-Text ad

S2: First, what is PPV and what it stands for? PPV stands for Pay Per View and that means you pay per view not per click. PPV is also known as CPV, which stands for cost per view.

Basically, PPV works like this:

The user installs a program that allows PPV network to serve ads on his computer and that's called adware, for example, let's say the user downloaded a screensaver, games or smiles, so he agrees to their terms & conditions where they say that they will serve pop-up or in-text ads.

There are two types of PPV ads, first one is pop-up so when a user searches for a specific keyword or a website a pop-up with your website appears, the second type of ads is in-text ads and how it works is when the user is reading an article, so when the word that you are targeting shows up in the body of the text it will be bolded and underlined and when the user mouse over that word your ad will show in a little light box. Let me show

you an example of a pop up ad and an in-text ad so you can see the difference between them.

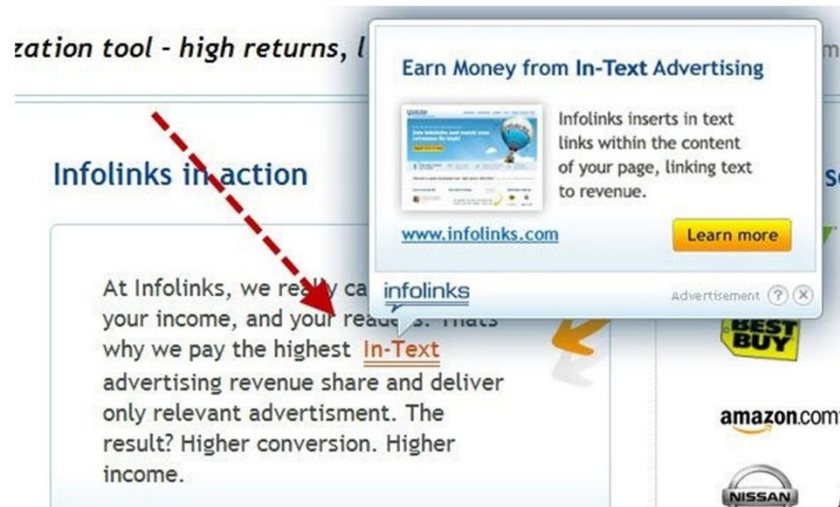
Pop Up Ad



S3: A pop-up ad is when a user visits a specific website so in this example the user visited The Space Reporter website and suddenly this pop up shows up, as you can see in this example it is an ad for a contest of Publishers Clearing House with a clear call to action.

Now let's see what's in-text ad is.

In-Text Ad



S4: So this is what in-text ad will look like, so someone is visiting this website and as soon as your keyword shows up the software underlines that keyword and when the user mouse over it this little pop up comes up with your ad, your ad has to be very relevant to the page that the user is browsing so that hopefully it grabs his attention and he clicks on your ad, also you have to create an eye-catching call to action.

That was the two types of PPV ads that you can use.

Pros And Cons Of PPV

- **Pros:**
 - Inexpensive
 - Targeted
- **Cons:**
 - Annoying for users

S5: Let's talk about the pros and cons of PPV, the pros are that PPV traffic is extremely cheap as you can get views as low as \$0.002 per view. The PPV traffic is also targeted to the users, for example, if someone searched for 'golf' and then your ad that related to golf show up so that's mean that you have a high chance that the user will click on your ad.

In my opinion the only con of PPV traffic is that it is annoying for users because people don't like pop ups, I mean really, have you ever met anyone that says "I love those pop-ups I get on my computer". This is why you really have to offer the user something of value.

Now let's get into PPV traffic providers.

PPV Traffic Providers

- DirectCPV.com - Minimum deposit is \$100
- MediaTraffic.com - Minimum deposit is \$200
- AdonNetwork.com - Minimum deposit is \$200
- 50onRed.com - Minimum deposit is \$500
- LeadImpact.com - Minimum deposit is \$1000

S6: There are many PPV traffic providers on the internet, but I recommend you use these providers:

DirectCPV is requiring low deposit compare to other networks so you can start testing without risk, DirectCPV is focused on internet marketing niche so if you have an offer in the internet marketing niche you have to test DirectCPV, they require only \$100 deposit to join.

MediaTraffic is another PPV provider and it requires at least \$200 to join.

AdonNetwork on the other hand is similar to MediaTraffic, you have to deposit \$200 to join.

50onRed is one of the best PPV traffic these days and their traffic is high quality but their minimum deposit is a little high, you have to deposit at least \$500 to join 50onRed, also 50onRed require a photo ID or passport to get in.

LeadImpact used to require only \$200 deposit in the past but now it requires \$1000 to join so it is one of the most minimum deposit PPV providers but LeadImpact has pretty good quality so if you have the budget go for it.

Targeting

- Keyword Targeting
- URL Targeting

S7: Now the next thing we are going to look at is the targeting, when you create a PPV campaign you have to choose either using keyword targeting or URL targeting, But first what is keyword targeting and URL targeting?

Keyword targeting is when the user searches for a specific word on search engines like Google or Yahoo, so, for example, let's say the user is interesting in fishing and you are bidding for that word so when the user types fishing in Google your pop up will show up to the user. Also unlike URL targeting, you can use in-text ads in keyword targeting so when the user is reading an article about fishing tips and the word 'fishing' comes up in the body text it will be underlined and as I mentioned before, when the user mouse over the word, a light box will show up with your ad.

On the other hand URL targeting is when the user visited a specific URL that you are bidding for, for example if the user visited fishing.com your pop up will show up. Unfortunately, you can't use in-text ads in URL targeting so you can use only pop-ups.

How To Find Keyword Targets?

- Google - Type your keyword and copy Google suggests
- Keywordtool.io

S8: Now that you know the difference between keyword targets and URL targets, I am going to show you how to find keyword targets first and URL targets.

Let's start with keyword targets, to get keywords to use for your PPV campaign first you have to type your keyword on Google and when you type your keyword Google will give about 9 other suggests so what you need to do is to copy them then save them in a txt file on your device.

Another way to get keywords is to use Keywordtool.io and it is a free tool that gives you keyword suggesting, so what you need to do is to type your keyword and the site will give so many suggests, copy them and save them in the txt file that you created for Google suggests. What you need to do now is just copy all the keywords in your txt file and paste them on your PPV provider.

How To Find URL Targets?

- Google - Search for your keyword and copy all the websites urls for 3 pages
- [BuzzSumo.com](https://www.buzzsumo.com)

S9: The second thing is to get URL targets and to get URL targets we will use Google also, head to Google and search for your keyword then open each website URL for 3 pages or so and copy each URL of them and save it in a new txt file like you did in the keyword targets. These websites are ranked high in Google so they get a lot of traffic everyday so we will use them to get URL targets. You can always hire somebody from Fiverr to do this work for you because it is going to take a few hours.

Another great website to get URL targets is [BuzzSumo.com](https://www.buzzsumo.com). BuzzSumo is a helpful search tool that tracks content on all social networking sites and ranks them based on the number of shares on Facebook, Twitter, LinkedIn, Google+, and Pinterest.

By now you know how to find keyword targets and URL targets, so the last thing I am going to teach you is how to optimize your campaign.

Optimizing

- Short-Term (1-2 days)
 - Focus on increasing ranking
- Long-Term (30 days and more)
 - Focus on reducing cost

S10: Optimizing your campaign is very important when you do PPV marketing, not all of your campaigns will be great so what you will need to do first is to choose either if you're going for short-term or for a long-term campaign, So what's the difference?

Short-term is when you do a campaign for just one or two days, so, in this case, you need to look at the ranking, you will need to become the first bidder so you got the high volume. Keep in mind that sometimes it's better to be the second or the third place, yeah you will get lower volume but cheaper traffic.

Long-term on the other hand is when you do a campaign for 30 days or more, and here you have to look at the cost, not the ranking so you have to reduce your cost.

That's the difference between them, and sometimes you have to choose short-term while on other campaigns you have to go for long-term.

DO's and Dont's

- ✓ Do Start your bid as low as possible
- ✓ Do Raise your bid to get better spot
- ✓ Do track your traffic - CPVLab.com
- ✓ Do split test your offers

S11: Lastly I am going to teach you what you should and shouldn't do if you are doing PPV marketing, let's start with what to do.

Do start your bid as low as possible to get the first, second, or third position and then raise your bid when you are not the first or the second bidder.

Always track your campaigns because that's an important thing to do so you can optimize your campaigns to get the results that you want.

There are many tracking programs available. CPV Lab is one of the best tracking programs. CPV Lab is the Self hosted platform for testing, tracking and optimizing CPV campaigns. Along with Built in Email Conversion tracking and support for other traffic sources. CPV Lab is a little expensive, it is for \$297 that covers all updates and upgrades for one year, then Continued Updates are optional at \$147 Per Year.

If you are on a budget, you can start with a free tracking program and one of the most popular free tracking programs is 'Prosper202' and you can either download a standalone version to install on your own server or use there on site service.

The next one is to split test your offers, create more than 1 campaign and change only one thing like a headline or call-to-action and then split test them to see which one converts better.

Let's get into what you shouldn't do.

DO's and Dont's (cont.)

- Don't give up - sometimes not all campaigns will be successful
- Don't waste your time trying to make your campaign perfect
- Don't make only one campaign

S12: Never give up, not all your campaigns will be successful and probably if you're starting out you will lose some money, but that shouldn't make you give up, instead, try to improve your campaigns and be sure that you will have great campaigns that give you good results.

Don't waste your time trying to make your campaign perfect because simply it won't, of course, you have to improve your campaign always but just don't take hours to do that, launch it and when you get results you can optimize it.

In addition don't make just one campaign, as I mentioned earlier you have to make more than one campaign so you can split test them later.