



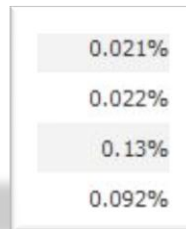
Case Studies

In this little report we're going to be going over two actual case studies. These are both campaigns that made me quite a bit of money and you'll get to see exactly how I bid, what my ads were, and all that good stuff!

First up is an ad to become a swat team member. I first created four different ads to test:



You can see the descending order of CTR's...



And here are the ads:

Are You Tough Enough?



Swat team members make on average \$84,000 every year. Discover exactly how you can too!

Zach Booker likes this ad.

👍 Like

Are You Tough Enough?



Swat team members make on average \$84,000 every year. Discover exactly how you can too!

Zach Booker likes this ad.

 Like

Swat Members Make \$84,000



Swat team members in Texas make on average \$84,000 yearly. Discover how you can join their team today!

Zach Booker likes this ad.

 Like

Swat Members Make \$84,000



Swat team members in Texas make on average \$84,000 yearly. Discover how you can join their team today!

Zach Booker likes this ad.

 Like

As you can see although the ads are pretty similar some had dramatically different click through rates. That's why it's so important to test and see what works.

And for all these ads I targeted the same and had the same bids:

CPC Bid: \$1.10 Suggested Bid: \$1.08 - 1.70 USD	Targeting <ul style="list-style-type: none">■ who live in the United States■ who live in Texas■ exactly between the ages of 21 and 31 inclusive■ who are male■ who are single■ who are interested in women■ who speak English (US)
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The link went directly to an offer page that looked like this (the offer was from Azoogle)...

LAW ENFORCEMENT NEEDED!
START YOUR CRIMINAL JUSTICE CAREER

Begin your Criminal Justice Career now by entering your information in the form. Make your future bright get the education and training you need today!

START NOW JOIN THE TEAM!

ENTER YOUR INFO:
IDENTIFY YOURSELF

First Name:
Last Name:
Phone: - -
Email:
Address:
Zip:
Highest education level:
HS/GED Graduation year:
Are you already involved in educational programs? Yes No
Birthdate:

By checking this box, I consent to be called by an Education Advisor at the phone number provided to discuss educational opportunities.

SEARCH NOW

And here are the rules for promoting this particular offer:

No incentivized traffic, offer open to US only.
 \$6.50 per lead
 real-time
 Yes
 Traffic allowed from: US Only

And here are my stats...

(798) Education Locator - Criminal Justice 1	per lead	1	0	0.00%	\$0.00
(1304) Health Txt Club	per lead	1	0	0.00%	\$0.00
(1201) My Criminal Justice Careers	per lead	5059	100	19.38%	\$2.14
(1255) My Criminal Justice Careers - New L B	per lead	34	4	11.76%	\$0.50

So I was paying around \$1.10 per click on this campaign and was getting around an EPC or \$2.10.

With that logic then for every dollar I spent I made back two, or a 100% profit. Now that's not fantastic, but it's also pretty darn good.

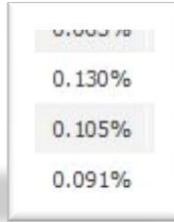
Unfortunately the offer didn't last too much longer after I started so I wasn't able to do huge numbers. And since I ONLY targeted Texas there wasn't huge traffic. Still was a fun ride and good campaign.

Next up is a dating campaign I had running, and one I talked about a bit in the main guide.

Just like the previous campaign I created four ad variations:

Would You Date A Fireman?
 Would You Date A Fireman? 1
 Would You Date A Fireman? 2
 Would You Date A Fireman? 3
 Totals

And just like before the CTR's differed quite a bit:



And here are the ads:

Would You Date A Fireman?



If you're tired of never getting messaged back stop what you're doing right now and sign up. Discover how it can all change.

Zach Booker likes this ad.

 Like

Would You Date A Fireman?



If you're tired of never getting messaged back stop what you're doing right now and sign up. Discover how it can all change.

Zach Booker likes this ad.

 Like



All the graphics done to the original pictures were done via www.piknic.com which is an incredibly easy online-based picture editing platform. I have photoshop and hate it, way too much technical stuff. Just use piknic.

Arrows on pictures really helped to draw attention to the guy and I'm sure that's probably why ad number two was the winner.

As you can see here I targeted very broad and was able to get a pretty good CPC (cost per click).

<p>CPC Bid: \$0.60 Suggested Bid: \$0.58 - 0.95 USD</p>	<p>Targeting</p> <ul style="list-style-type: none"> ■ who live in the United States ■ exactly between the ages of 35 and 40 inclusive ■ who are female ■ who are single ■ who are interested in men
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Here is the page my ads went to (through my affiliate link of course)...



And here are my stats (highlighted is the conversion rate and circled is the EPC)...

15.91 %	\$0.00	\$0.98
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Remember I was bidding around \$0.60 and paid around that so I was making a pretty good profit. And because I was targeting such a huge audience I got a lot of traffic through there at the time.

Conclusion

So there are two case studies. Many more will be coming over the following weeks but I just wanted to give you a taste of what real campaigns look like.

Remember I had no websites involved with these. All I did was direct link to the offers via my affiliate link. All I had to do was make the ads, pay for the

advertising, do a bit of tweaking if needed, and then I watched the sales come in via my affiliate network.

If you have any questions at all don't hesitate to ask. I want to make this course as clear as possible and I'm really hoping that these few case studies really helped in making them more clear for you.

Cheers!

Zach, Tim, and Steve

P.S – Here's another good case study (not my own, but still good)

<http://www.mrgreen.am/affiliate-marketing/case-study-results-david-ogilvy-vs-bill-bernbach/>