



# SUPER AFFILIATE SYSTEM



Making decisions based on your ad results -  
Overview

**With Ilya Gurman**

# Why I need to make Decisions?



Marketing, and especially **affiliate marketing**, gives you a lot of flexibility in terms of product, expenses, etc. That's why it's important to be able to scale and make changes, to turn unprofitable campaigns to profitable.

## Remember:

- 1) Not all ads will be profitable right away. **And it's alright!** You can make them profitable or move to a different product, just by knowing how to interpret basic data and make the correct decision.
- 2) When they are profitable, you want them to be **even MORE** profitable.

# Mindset of marketing

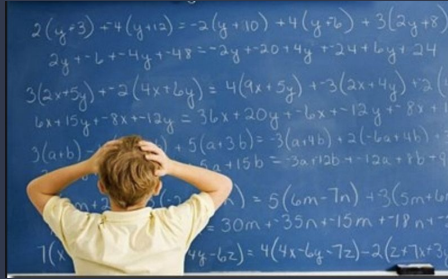


**Some Psychology / Motivation info to keep in mind at all times.**

- 1) It's **OK** to spend some budget on testing ads, before they become profitable.
- 2) It's **OK** to move to a different product, when we decide it's not profitable.
- 3) Nobody ever succeeded with anything, from day 1 of trying it out.
- 4) **Every single** successful person had failed a few times before they made their first success moment, and from there the sky's the limit.

- Affiliate marketing is the easiest and the most straight-forward and minimally-technical way to earn a side income online, but like any other thing in life, it's a skill to learn.
- John & The SAS Team is here to make sure we give you the best education, training, tools, and tips, to shorten your learning curve and make sure you avoid the mistakes we did.

# IT'S NOT MATHEMATICS!



You **DON'T** need to make tough calculations and be a technical person or a mathematician

These are **just a few simple concepts**, which you master once and then you can optimise, scale and benefit from **any** campaign since you have the skillset.

# 1. Ad CTR (Click Through Rate)



Definition: The ratio of users who click your AD link to the number of total users who view your ad.

**Ideal number:** Depends on advertising network.

YouTube / Display Ads: 1%

Search Ads: 5-10%


**Theoretical example:**

- If my ad was shown 1000 times, and I have received 100 clicks, my Ad CTR is 10%.

**What can we improve if low: My Targeting or My Ad copy.**

- Re-check keywords/targeting relevance. Am I using correct terms? Did I choose correct interests when targeting?
- Re-check ad text (see ad copywriting webinar, is it evoking curiosity? Can you say it out loud to a friend? Is there an emotion involved? Is there social proof in the text?)

## AD CTR: Practical example 1 - Search Ad

<input type="checkbox"/>	●	Ad group	Status	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	●	Funnelify ad group 1	Campaign paused	Standard	318	4,105		\$0.53	\$170.07

1. What is the Ad CTR?

7.75%

1. Is it Good?

Yes, it's in 5-10% range

1. What should we change?

For now nothing :)

## AD CTR: Practical example 2 - Search Ad

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Ad group type	↓ Clicks	Impr.	CTR
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group Brain Training for Dogs 1	Campaign paused	Standard	323	8,515	

1. What is the Ad CTR?

3.79%

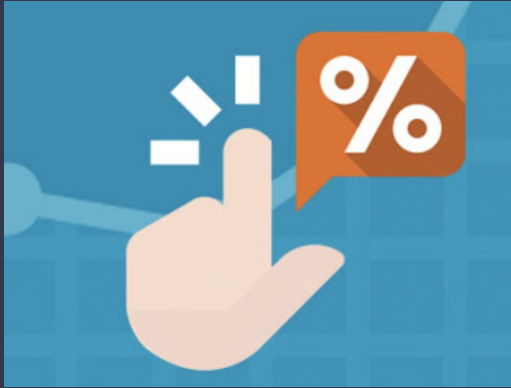
1. Is it Good?

Nope, below 5% for a search Ad

1. What should we change?

We will re-check relevance of keywords and adjust ad copy

## 2. Presell Page CTR (Click Through Rate)



Definition: The ratio of users who click your Affiliate link (Hoplink) to the number of users who clicked your AD link.

**Ideal number/range:** 10-30%

**Theoretical example:**

- If 100 people clicked my AD on Google/Facebook, and then I have received 20 hops (clicks on my affiliate link on my presell page), my Presell Page CTR is **20%**.

**What can we improve if low:** Check Presell Page: Congruency, Headline, Clear Call To Action, Avatar, Bullet-points, Social proof, Risk reversal.

- See if the **important elements of a good presell page** (listed above) are present on your page. Add, refine and improve what is not there.
- Re-check congruency of your 'funnel'. Does your presell page deliver, what your ad promised?



## Presell Page CTR: Practical example

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	Funnelify ad group 1	Campaign paused	Standard	318	4,105	7.75%	\$0.53	\$170.07

Vendor	Hop Count	Initial Earnings Per Hop	Earnings Per Click	Hops Per Order
<a href="#">funnelify</a>	156	\$0.89	\$2.45	13

1. What is the Presell Page CTR?

47.7%

1. Is it Good?

Yes, it's beyond the 10-30% range.

1. What should we change?

For now nothing.

## Presell Page CTR: Practical example

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Ad group type	↓ Clicks	Impr.	CTR
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group Brain Training for Dogs 1	Campaign paused	Standard	323	8,515	3.79%

Vendor	Hop Count	Initial Earnings Per Hop	Earnings Per Click	Hops Per Order	Hops Per Order Form Impression	All Order Form Impressions	Initial Order Form Impressions	Order Form Sale Conversion	Initial Sales Count
<a href="#">brainydogs</a>	31	\$1.02	\$1.02	31	15	2	2	50.00%	1

1. What is the Presell Page CTR?

9.5%

1. Is it Good?

Nope, below 10% (Though borderline)

1. What should we change?

Re-check presell pages, are the 6 elements of a good page present?

# 3. Order Form impressions CTR (Click Through Rate)



Definition: The ratio of users who get to the order form to the number of users who clicked your Affiliate link (Hoplink).

**Ideal number/range:** 10% (+-)

**Theoretical example:**

- If 100 people clicked on my affiliate link on my presell page, and 10 people got to the order form, my O.F.I CTR is **10%**.

**What can we improve if low:** Check Ad-PP-Vendor Sales Page congruence. Check how effective Vendor's sales page is? (**Killer** tip on next slide). 'Lightly' start questioning the product (Gravity? Other affiliates success with it? Affiliate materials? support?)

- According to the above, try to make sure your funnel steps are congruent, that people are getting what they expect on each next step, and aren't surprised.
- Re-check the product's gravity, gravity trend (rising? Falling? Stagnating?)
- Do some more research about the product and what people say and advertise online.

## O. F. I CTR: Practical example

Vendor	Hop Count	Initial Earnings Per Hop	Earnings Per Click	Hops Per Order	Hops Per Order Form Impression	All Order Form Impressions	Initial Order Form Impressions	Order Form Sale Conversion	Initial Sales Count
<a href="#">funnelify</a>	156	\$0.89	\$2.45	13	4	38	27	31.58%	12

1. What is the O. F. I CTR??

17.3%

1. Is it Good?

Yes, above 10%!

1. What should we change?

Nothing!

## O. F. I CTR: Practical example

Vendor	Hop Count	Initial Earnings Per Hop	Earnings Per Click	Hops Per Order	Hops Per Order Form Impression	All Order Form Impressions	Initial Order Form Impressions	Order Form Sale Conversion	Initial Sales Count	Initial Sales Amount
<a href="#">brainydogs</a>	135	\$0.23	\$0.23	135	10	13	13	7.69%	1	\$31.62

1. What is the O. F. I CTR??

9.6%

1. Is it Good?

Yes, around 10%!

1. What should we change?

Nothing yet!

# 4. Conversion Rate



Definition: The ratio of users who **buy** to the number of users who clicked your Affiliate link (Hoplink).

**Ideal number/range:** 1-10% (Not less than 1%)

- This stat highly depends on high/low ticket offers, in other words, depends on HOW MUCH do you gain per sale.

**Theoretical example:**

- If 100 people clicked on my affiliate link on my presell page, and 5 people purchased the product, my conversion rate is **5%**.

**What can we improve if low:** First, check all points from point 3, as 'order form impressions' and 'purchases' are closely related.

- Assuming all 3 previous points are in good range and no discrepancies were found on all of them, it **usually** means you need to run the campaign longer, to have the stats stabilize.

## Conversion Rate: Practical example

Vendor	Hop Count	Initial Earnings Per Hop	Earnings Per Click	Hops Per Order	Hops Per Order Form Impression	All Order Form Impressions	Initial Order Form Impressions	Order Form Sale Conversion	Initial Sales Count	Initial Sales Amount	Rebill Sale Count	Rebill Sale Amount	Upsell Count	Upsell Amount	Gross Sale Count	Gross Sales Amount
<a href="#">funnelify</a>	156	\$0.89	\$2.45	13	4	38	27	31.58%	12	\$138.90	2	\$24.16	9	\$218.46	23	\$381.52
<a href="#">rainydogs</a>	135	\$0.23	\$0.23	135	10	13	13	7.69%	1	\$31.62	0	\$0.00	0	\$0.00	1	\$31.62

1. What are the conversion rates?

Funnelify: 13.4%. Dogs: 0.7%

1. Are they good?

Funnelify: Yes! Dogs: No!

1. What should we change?

Funnelify: Nothing. Dogs: Adjust previous steps.

## ROI - Return On Investment



- How much **money you make** compared to your **Ad spend**.
- That's the mother and father of all stats. The rest is 'insignificant' (IT IS STILL SIGNIFICANT SINCE YOU WANT TO EARN MORE), if you got a positive ROI.
- For affiliate marketing, a **good** ROI would be 1.5+. Meaning getting at least \$1.5 per \$1 spent. Or gaining \$300, after spending \$200 on ads, at least.
- When just starting out, 1.2 - 1.3 is acceptable and very much doable, and with time, learning, and optimising, you can get closer to 2.0, best in the business do 3.0 (\$3 gained for every \$1 spent).



# Important !



- An Ad must run at least 10-14 days before you even touch it.
- In addition to the above, at least 100 clicks on your hoplink are needed, to get minimal data
- Always consider split testing, hence running two ads with different text / different image / different presell page against each other,
- Make sure the budget you spend on advertising is comfortable for you to spend and learn from, peace of mind is important.
- Budget spent on testing and optimising your ads, is equivalent to digging towards diamonds, it's a **process** to get the big prize, and you don't necessarily see that prize at the first moment.

