

How to make money from

Traffic Arbitrage

Traffic arbitrage is a possibility of traffic purchasing in one place and its resale in another. Its primer aim is to receive an income by differences between purchase costs and sale revenues.

For example:

You work with an advertiser, who pays you 10 EUROS for a lead (filling out a form on a website). You buy 1000 clicks (0.1 EUROS per click) on a relevant website and direct your traffic to your advertiser's webpage. What's the result? Conversion equals to 2%. Your advertiser gets 20 leads. Your purchase costs total $0.1 \times 1000 = 100$ EUROS. And your sale revenues from 20 leads total $10 \times 20 = 200$ EUROS. As a result, you earn 100 EUROS, considering your income (20 leads) and purchase costs (1000 of clicks).

Traffic arbitrage can be performed both by advertising agencies and private marketing specialists. An effective procedure includes two components:

1. an advertiser with a product/service in demand (direct advertiser, affiliate program or an offer from CPA network);
2. relevant websites with a high quality traffic to place ads on.

Media traffic arbitrage

There are different types of traffic arbitrage. One of them - media traffic arbitrage (advertisement by means of banners). This arbitrage type suits best the advertisement of products/services that target broad cross-section of the population. Nevertheless, media arbitrage fits advertisement of specific products/services that can be promoted on websites with particular topics. Thus, this arbitrage type allows leveling up any budgets (small and big ones).

As a rule, your income from media traffic arbitrage totals 10-30% from embodied advertising budget. For example, if you spend 10 000 EUROS on ads, your rational income totals 1 000 - 3 000 EUROS.

250 - 500 EUROS per month is your reasonable start-up capital for media traffic arbitrage.

Technology

We offer a technology that allows an automatic determination of the profitable rate at which our advertising server will buy ads for you on websites in our network. The rate is going to be automatically adjusted in a way to make your advertisement expenses on our platform lower than the income you get from your advertisers (within formerly fixed numbers). Besides, you get an opportunity to control tens and hundreds of websites from one account.

Websites

We suggest an opportunity of websites searching by keywords. It simplifies the process of a relevant website search. You can create white lists and block websites that deliver improper traffic.

Affiliate program

In case of the lack of websites in any vertical/category, you can invite owners of the websites you are interested in to our advertising platform (using your referral link). You will earn additional 5% from total net income of invited publishers. We will provide an easy-to-use interface for agent's work.

Summing up, what should be done?

1. Decide on what you're going to advertise. It can be any product or service you have a good understanding of. Find an advertiser, who's going to pay. It can be an affiliate program or an offer from a CPA network (catalogue of CPA offers <http://www.offervault.com/>)

As an example, we will advertise a tutorial "How to make money from traffic arbitrage".

2. Think of the websites that provide audience, interested in your product or service.

Websites about advertising, search engines (SEO), Internet earnings, websites for webmasters, etc. will do for the tutorial advertising. Our chances to find auditory and buyers on these websites are very high.

3. Create an advertising campaign on our platform, set up the targeting in accordance to your advertiser's requirements, choose relevant websites and upload advertising banners.
4. If our platform lacks topic websites, think over the keywords and find required websites by means of search engines. Contact the owners of these websites and arrange the placement of your ads by means of our platform.

P.S. You can find hundreds or thousands of websites within minutes, if you use special automatic programs (parsers). You can find the most suitable software by using the following keyword in Google - "*search results parser*". Moreover, you

should contact us for the activation of your special account to make your further work convenient.

To find relevant websites for our tutorial we use such keywords as “*marketers forum*”, “*SEO blog*”, “*make money online*” and etc.

5. Start buying ads on chosen websites. Monitor the effectiveness of your advertising campaigns. Edit, when needed, and crank up the volumes. Try different advertisers. In case of correct approach traffic arbitrage opens up great possibilities for acquisition of income.

If there are any questions and you need help in integrating our platform with a third-party system, please contact us:

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