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CPA Affiliate Marketing - Why Is It Better?

Perhaps we should start by answering the question: "What is CPA Affiliate Marketing?". Actually, it's a pretty simple - and appealing - idea. It refers to an advertising strategy in which an affiliate gets paid a commission not for selling something, in most cases, but instead by sending a prospect to a company's website where they then complete a specified action. This action might be as simple as providing their name and email address, or perhaps some additional data on a form. Other actions might be agreeing to take a free trial for a product or service. The important thing is that the action required to capture a commission is not nearly as difficult as persuading someone to buy something.

The marketplace today is quite competitive, and a company needs lots of ad exposure to maintain a competitive posture. The key is to have exposure to the public that is widespread, and to maintain contact with as many possible customers as they can. By accomplishing this, a business establishes an audience for their marketing efforts, and then they can get down to the business at hand.

CPA marketing is quickly becoming established as one of the most cost-effective ways to advertise online. CPA is also sometimes referred to as PPA, or Pay Per Action. This approach creates a system in which the affiliate doing the marketing for the company as an affiliate earns a commission each time they direct a prospect to the company's website, and the prospect then goes on to complete the specified activity.

The type of action that the prospective customer must take for the commission to be earned is specified by the company. In some cases, the action might be buying a trial product from the company, or accepting an introductory service for a limited time. Most often, it is something less complicated - filling out a form with their email address and name, or perhaps one with full address data. In other cases it might involve downloading some free software. In each case, the commission paid to the affiliate will be based on the action required.

When it initiates a CPA campaign, a company agrees to pay out a specific commission each time a new person visits the company's website and takes a specified action while on that site. The exact details of that required action are specified in the details of the campaign. By setting the ground rules in this manner, the business is able to collect a list of highly qualified prospects for its business, while only paying for the visitors who actually seem, at least, to have some interest in what the company has to offer. This list of highly qualified prospects can then make all that much easier to complete the actual sales at a later time.

By establishing an advertising campaign using CPA, a company can generate large amounts of traffic for its website, but under the terms of the campaign, it will only pay a commission when a prospective customer completes the desired action while at the website. This is the probable future for Internet affiliate marketing - or at least a much larger part of it. It amounts to paying only for results, not just traffic - results which are much more likely to bring in real business.

The affiliate participating in a CPA program, sees one major advantage over conventional sales affiliate marketing: In sales, the affiliate doesn't earn the commission until someone actually spends their money and buys something - (and then they have to worry about the possibility of returns). When an affiliate is running a CPA campaign, however, the barrier to be jumped to earn his or her commission is much lower: the prospect simply has to be willing to provide the requested information, or download some free software, or accept the free trial offer, and the commission is earned and paid.

To find out more about being a successful CPA affiliate, download the [complete guide to CPA affiliate](#), which includes lots of [resource links](#) that will help you launch your business quickly.

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