The ArbiCash System

A guide to killing it with native ad arbitrage

Jeff Hunt

Contents

Earnings Disclaimer

Every effort has been made to accurately represent this strategy. There is no guarantee that you will earn any money using the techniques and ideas provided here.

Examples should not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using the information included on this site, the ideas and the techniques. We do not purport this as a get rich scheme. Your level of success in attaining the results claimed in this page depends on the time you devote to the ideas and techniques mentioned your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your actions.

Materials in this page may contain information that includes forward-looking statements that give our expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as anticipate, estimate, expect, project, intend, plan, believe, and other words and terms of similar meaning in connection with a description of potential earnings or financial performance.

Any and all forward looking statements here or on any of our sales material are intended to express our opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else's, in fact no guarantees are made that you will achieve any results from our ideas and techniques in our material.

The ArbiCash System

Some of the richest men in the world made their millions in arbitrage. There is something truly elegant about buying something for one price and almost instantaneously turning around and selling it at a higher price.

In the world of WordPress and laptops, arbitrage is no longer a game reserved for commodity and forex traders. Every mom, kid and online entrepreneur can exploit the same principles, find the profit and then scale it up.

This Book Is Opportunity

In these pages you will find everything you need to know to make money in the digital arbitrage business. And in arbitrage if you can earn N dollars there are many ways to scale to N x 10 dollars.

Taking advantage of the opportunity is completely up to you. I will encourage you along the way, but you are going to have to take the action and make it happen. And you don't have to split the rewards with anyone....

Dear Reader,
Meet Native Ad

The big hammer in our tool box is Native Advertising. You may not know what a native ad is but you have almost certainly seen them. They have been all over the internet for years and they are almost as prevalent as banner ads.

You find them below articles of every kind on blogs, info sites and news sites. You find them on completely unknown websites and on the biggest in the world like Huffington Post, Sports Illustrated, Washing Post, People Magazine, Time Magazine, just to name a few.

They look like "Related Posts" and they go by headings like:
Around the Web
What's Popular Now
Sponsored Content
Trending Articles

They are images with a controversial headline like:
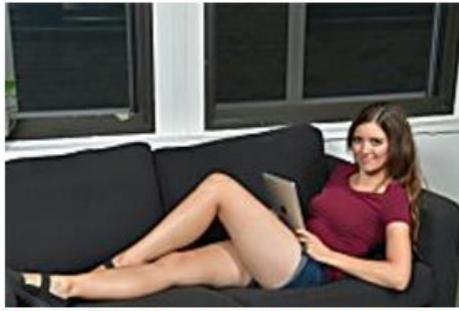10 Tricks To Save You Money On Car Insurance
Lose 10 Pounds Avoiding These 10 Foods
8 Things I Learned Working For Warren Buffet

Ranking U.S. Presidents by IQ Score
InsideGov | By Graphiq

Here's Why You Should Stop 'Googling' Names
BeenVerified.com

The 14 Most Useful Yogi Berra-Isms in Life
The Street | Slideshows

Anthrax's Scott Ian on Donald Trump: 'The Last Thing He Wants Is to Be President'
Fuse Videos

How Much Do You Really Know About Bernie Sanders?
InsideGov | By Graphiq

Poison ivy is the last weed you want near your home. And we have the solution.
Roundup

You've seen these and thousands of others.

They look like articles but they are NOT. They are paid advertising. A study conducted by *Contently* found that in some tests as many as 80% of readers identified native ads as articles when they were actually paid advertisements.

And that is exactly why big brands are using them.

"Banner Blindness" has been happening for years. Consumers are becoming adept at ignoring banner ads and technology is increasingly blocking them from view. Native ads, on the other hand, look more like articles. And they don't only look like articles, in most cases they are in fact informational content.

Brands are understanding that potential followers are more likely to develop trust in the brand if they are first exposed to helpful content. This is especially true of people who may one day be a customer but are not actively searching for a product yet. So the brands

- write good content

- put it on their website

- buy native advertising pointing at the content

- build trust and authority

Beautiful In The Eye Of The Arbitrage Beholder

So what's so attractive about native ads to the arbitrage dude? That's easy:

They are cheap

Prices vary based on device type, geography, topic, provider and other targeting. But the arbitrageur can often buy premium clicks for desktop traffic in the USA for between 6 and 20 cents. 3 to 10 cents for mobile.

They are easy

Anyone who has ever tried Adwords, Facebook or other advertising platforms knows that it takes some real expertise to create profitable ad campaigns. This is much easier with native ads primarily because there are not nearly as many moving parts. You'll see later in this book that most campaigns only have a handful of parameters, so the mechanics of setting up a campaign are quite easy. There is finesse and expertise required to achieve profitability but still, this is a lot simpler than learning Adwords, trust me.

They are effective

Digital arbitrageurs are making tons of money in the business with little more than simple WordPress websites, Adsense and a native ads account.

PROMOTE YOUR CONTENT
on our marketing platform.

Learn More

Native Ad Big Boys

There are hundreds of players and it is a competitive market. Taboola and Outbrain are number one and two. Other big guys include Revcontent, Nativo, TripleLift, Content.ad, MGID and Adblade.

Drum Roll: Here's How Arbitrage With Native Ads Works

You create a website with interesting articles, usually gallery style. You put well placed Adsense and Native Ads on the website. You buy traffic from a Native Ad provider and send it to your website. When you earn more from clicks on your website than what it costs to buy the Native Ads traffic you buy as much traffic as you can afford and rake in the profit.

If you lose money you tweak and optimize. If you are still losing money you try again with a different article and ad campaign.

That's it.

But there are a few things you need to know, so let's get started.

Real Quick – What You Are Going To Need

Here's the shopping list and we will go into more detail further along.

A Website

- A theme
- A pagination plugin to page through galleries of images

Articles

- Gallery style articles or…
- Content article with an affiliate link (if you choose not to monetize with ads)

A Traffic Account

- Outbrain, Taboola or both

Revenue Accounts

- Adsense
- A different native ad account from your traffic account, like Content.ad or Revcontent

Tracking System

- A spreadsheet

Setting Up Your Arb Website

In this section we'll discuss how to setup your arbitrage website. We'll talk about the domain name, the WordPress theme, design and plugins. We'll cover article content in the next chapter.

I don't really have the finger strength to give you a full course on web hosting or WordPress setup and installation. If you don't know how to do those things I recommend you hire someone who does or better yet spend a few hours learning the basics. A little education on web how-to's can go a long way in online business.

Buy a domain through Namecheap

Get WordPress here

Setup web hosting with Blue Host

Tip: Use NameMesh.com

To quickly find available domain names

Your Awesome Domain Name Is Waiting...

[   ] Generate

try - music video , best - apps , pay* p?? , let it be , app* z

6M+ Words Net, 20+ Generators & Some Fun!

First, The Domain Name

It is not critically important what your domain name is. However a good rule of thumb is that your domain name should not be totally disconnected from the kind of content you will put on the website. In other words, if you anticipate creating a lot of articles about celebrities, you don't want to name the site Auto Buzz. However, names like Life Trends, Happening Now or Viral Event Log are generic and can accommodate a variety of article topics without making the reader think, "this is weird".

When you buy native ads, in most cases you enter branding text like "Life Trends" and that is what is shown under the headline of the ad. So if the actual domain is lifetrendsfortoday.net, it probably doesn't matter. However, some of the smaller native ad providers may default to the domain name itself.

This is a good time to say, if you already have a domain name (and/or website), it could very well be suitable for a go at arbitrage. Pull up some sites like Huffington Post and ESPN, take a look at the native ads they are displaying and click on the ads to see the names of the websites they take you to. Avoid the "brand" sites and pay attention to those who look like they are in the arbitrage biz. This will help give you an idea of the kinds of names and domain names people use.

The Theme

You can use any content management system you want or none at all but I'm going to assume you are using WordPress. Bottom line is that the theme you choose is not critical. It will not fundamentally change your probability of success.

However, here are some things you should keep in mind:

1. Avoid themes with thick header/logo areas at the top that push the content too far down the screen

2. Choose a theme where the width of the main content area is at least 740px across so a standard 728x90 sized leaderboard ad will fit

3. Faster themes are better than slow ones

4. We'll be creating gallery style content, but themes that have gallery pagination built in don't always have the flexibility to move buttons and ads around easily. It is probably better to have a simple theme and solve the gallery problem with a plugin.

A good approach for choosing a theme if you don't already have one you like is to:

1. Visit a site with native ads

2. Click on the ads that look like they point to arbitrage style sites

3. Copy the domain names of the sites whose themes (design) you like

4. Paste the domain name into http://whatwpthemeisthat.com

5. This will tell you if the site is WordPress, what theme they are using and sometimes what plugins are in use

Using the above process you can build a short list of themes to choose from. Some may be free and others paid. I have used the Velcro Theme available at ThemeForest and the Newsstand theme by GoodLayers. I've also used Genesis themes by StudioPress and one from FasterThemes. Bottom line is it doesn't matter too much.

Which Plugins Should I Plug In?

First, Something For Gallery Pagination

We will be creating multi-part articles with images to entice the reader to stay on our site, scroll through the images and be exposed to as many of our ads as possible.

To do that you need something that breaks a WordPress post into multiple pages and puts "Previous" and "Next" buttons on the screen. I use the free version of Advanced Content Pagination. Which is no longer updated But there are many plugins out there that do something similar like Pagination.
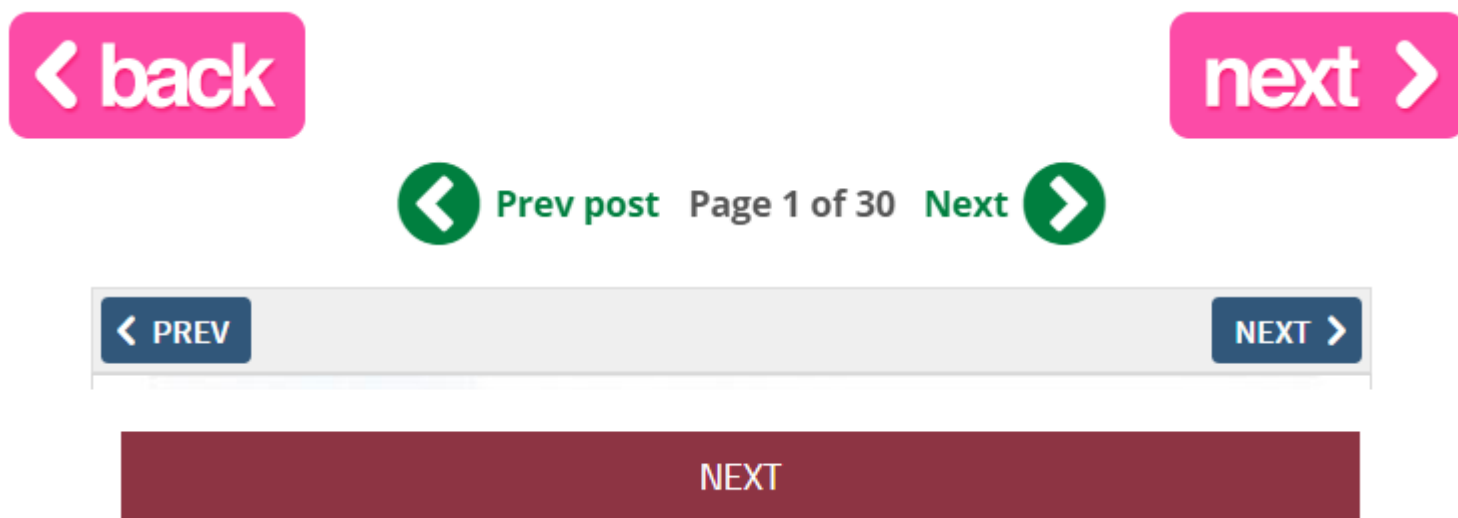
Second, Something To Display Adsense Ads

You may not need this if your theme is already setup to put ads in good places or if you know how to modify the single-post.php file to put the Adsense ad and native ad code in yourself. Otherwise it is good to have a plugin that will do it for you or find someone to help. Adsense strategies and setup.

I use Ad Inserter on many of my sites. It is also free. But again, there are many Adsense plugins available.

Which Plugins Should I Plug In?

Third, Something To Help You Setup Native Ad Campaigns

I created a plugin called "Native Ads Helper" to help me create native ad campaigns. It makes a few things simpler that get to be burdensome when your arbitrage business starts to grow:

- Provides a search facility for WordPress content (I actually use this on all my WordPress sites to be able to search all posts and see visually, where a word or phrase is used in the title or content)
- Formats the article url, title and image url's for an article so that they can be cut and pasted in the process of native ad campaign creation
- Generates a standardized version of your campaign title. It enforces a naming standard that makes it clear whether your campaigns are targeting mobile or desktop, what native ad provider they are from and what geography they are targeting
- Generates UTM codes which you need to paste into your campaign to tell Google Analytics which ad campaign the traffic is coming from.

The Native Ads Helper plugin is only available as part of the Arbicah video course.

Content Display | Campaign Helper | UTM Generator | UTM Settings

Campaign Name / UTM Generator

Network?
- Outbrain
- Taboola
- Revcontent

Platform?
- Desktop
- Mobile
- Tablet
- Desktop & Tablet
- Mobile & Tablet
- All Devices

Geography?
- US
- US-UK-CA
- Intl

Campaign Subject: e.g. Giant Pets

Submit

Which Plugins Should I Plug In?

Fourth, Something To Speed Up Your Website

Your arbitrage business can send a ton of traffic to your website in a short period of time. You absolutely need to install a caching plugin like WP Super Cache or W3 Total Cache to make your site as fast as possible.

Even then, if you are on a shared server and end up buying lots of traffic, it may not be enough to have a caching plugin. You may need to move to a Virtual Private Server (VPS) or perhaps a dedicated server.

After It's All Installed

Now that you have the theme and plugins installed, you won't really know what your site looks like until you create the first article and take it for a test run.

That's why I created a sample article for you to import. **This may not display properly depending on the plugins you are using.*** If it doesn't you'll just have to create your own sample article or wait until you've created your first real article to see how the site looks:

To import this information into a WordPress site follow these steps:

1. Log in to that site as an administrator.

2. Go to Tools: Import in the WordPress admin panel.

3. Install the "WordPress" importer from the list.

4. Activate & Run Importer.

5. Click "Choose File" and instead of selecting a file, copy and paste this link into the File Name blank: http://www.heckyeah.org/samplecontent.xml and then click "Open"

6. You will first be asked to map the author in this export file to an existing user on the site.

7. WordPress will then import the post contained in this file into your site.

Find the sample article entitled "Nine Incredible Fruits That Can Change Your Life".

*** The sample article is from a site with the Advanced Content Pagination plugin installed and uses [nextpage] tags to break content into separate pages.**

Once you have your site put together, it may look something like this:

Browser address bar: factfalcon.com/12-celebrity-mansions-that-are-elegant-and-large-enough-to-get-lost-in/2/

12 Celebrity Mansions That Are Elegant... And Large Enough To Get Lost In ← **Main article Title**

Celebrity ● 14 ♥ 0

Melissa McCarthy Seven7
Discover the summer collection. Sign up for 15% off your first
Shop now ← **Top Asense Ad**

11. Matt Damon ← **Entry Title**

← **Gallery Image**

coldwell

With a home that cost more than $20 million, Damon has a number of other celebrities beat. Each area of his home is specially designed to mimic a different concept. His sweeping sea views actually look like a fancy restaurant, making us want to live here full time! ← **Text**

2016 RAM 1500 EXPRESS LEASE AS LOW AS $329 PER MO. DRIVE AND DISCOVER Ben O'Brien VIEW INVENTORY ← **Below Post Ad**

← PREV   NEXT → ← **Prev / Next Buttons**

What's Popular Now

← **Native Ads**

1 Food That "Destroys" High Blood Pressure
SimpleBloodPressureFix

2 Veggies That "Destroy" Stomach Fat
Daily Us

Toenail Fungus Destroyed My Life, Until I Found This
The Truth About Fungus

10 Hairstyle Ideas that Will Knock 10 Years Off Your Age
buzzcelebrities.com

Content Research

Besides the brilliancies dancing in your own splendid head there are four important sources of ideas for article content.

1. Competitor Sites

In every industry you want to know what your competitors are doing and in arbitrage it is absolutely essential. How do you find who your arbitrage competitors are? Follow the ad trail!

Take a look at any set of native ads under the articles of big publishers like these from the Washington Post. Ignore the ads from Motor Trend, Chevron and Exxon Mobile and click on the other ones. They are likely to be arbitrage sites.

Content Research

1. Competitor Sites (continued)

Make a list of the competitor sites you come across by copying and pasting their link urls into a document for future reference. Visit their home page and find the content they have most recently published. Most publishers are producing content they have reason to believe is working now. Some of it may be experiments on their part, so there is no guarantee that mimicking an article from a big publisher will be successful. But it is a good place to start.

Copy and paste links to articles that you want to remember or will consider emulating.

2. Current Ads

This one is probably obvious but you should be looking at the ads you are seeing and taking note of those that are particularly interesting as candidates for your own site. You never want to rip off a copy of anyone's article but it is easy to produce something along the same lines.

The more you browse, the more you will find categories that you'll be tempted to experiment with. It may be in fashion, celebrity, bizarre, do-it-yourself, craft, sports or any number of other areas.

If your site is focused on a particular niche you will obviously want to study ads in that category. If your site is more general then you can jot down multiple categories of ads and try to choose the cream of the crop from each one for your initial set of content.

Content Research
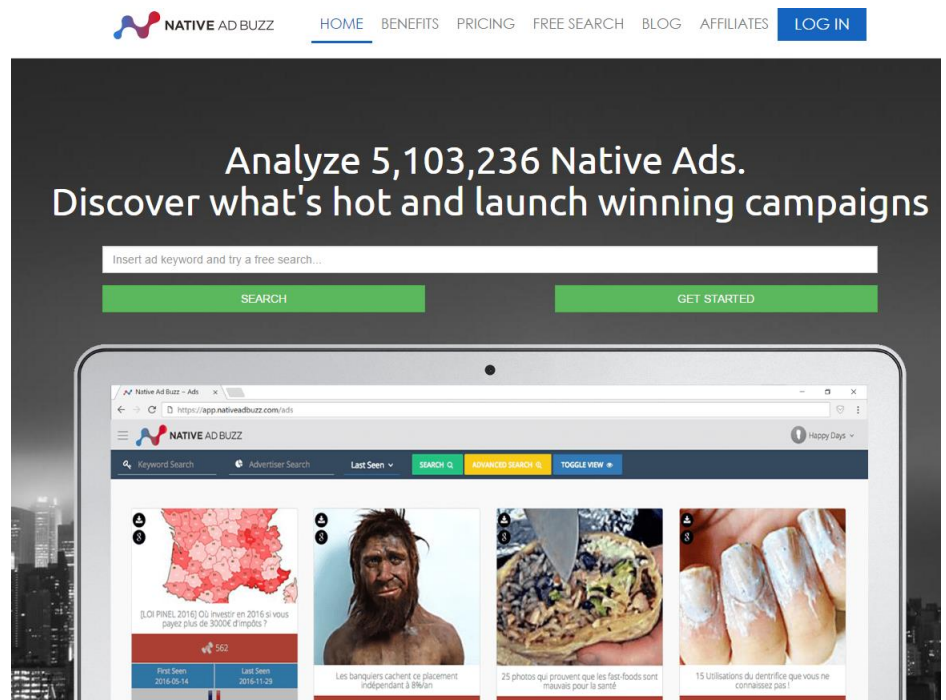
3. Research Tools

When your business takes off, the importance of finding profitable content ideas and doing it efficiently will become imperative. Everyone who is a serious player uses research tools that survey the native ads being displayed across thousands of websites. I use Native Ad Buzz.

Native Ad Buzz is one of several market intelligence tools that lets you spy on other people's ads and articles. You can figure out how well other campaigns are doing by seeing how long they have been running and how often they've been seen.

Services like Native Ad Buzz collect huge databases of ads, the images and titles that go with the ads, the dates the ads ran, the network, devices, etc. You can do searches to find the most successful ads in your niche.

There are several competitors like: Advault.io and AdSpider. They are more expensive but you can try out their $1 trial just see what they look like on the inside. One reason I keep my subscription to Native Ad Buzz besides the fact that it is less expensive, is that it has an active forum with very experienced arbitragers.

Content Research

You will often see a variety of different images and titles from the same publisher pointing at the same article on their site. That simply means they were testing multiple title/image combinations, which is exactly what you will be doing. The good news is that you will benefit from their experience by looking at what seemed to work for them.

One caveat. None of the tools have perfect data. They do a good job and are improving all the time but they do not successfully monitor every website where native ads are shown, all the time. How do I know the data isn't always accurate? From my own ads. I know exactly which ads I promoted the longest and Advault didn't always show me the top results for my own ads, so I can presume that their data isn't complete for other publishers either. However, I still use them and recommend them because they were better than others I tried. This environment is very dynamic and new tools are showing up all the time.

4. Doubling Down on Your Own Success

After you begun running some campaigns yourself, you will begin to see what is working and what is not. There may be reasons unknown to you why certain campaigns are successful and others aren't but you'll learn as you go along. In the mean time, experiment with variations on your own successful campaigns.

If you had good traffic and were profitable with "10 Hairstyles For Little Dogs" you are definitely going to want to try a "10 Hairstyles For Little Cats" sequel. It is not rocket science.

There you have it, four strategies for locating good content ideas. There are other sources of course, like social media, buzzsumo, etc. but the strategies above are highly focused on what works in arbitrage and while you may get ideas from what people are doing in other areas on the net, it will be hit and miss whether those ideas can turn a profit in arbitrage.

Next up, how to create the articles!

Article Creation

Armed with some great ideas for articles to create and excited about their prospects we now get into a couple of nuts and bolts for writing the articles and putting them on your website. Let's ask and answer a few questions.

How should the articles be structured?

We will cover affiliate style articles and gallery style articles with the emphasis on gallery style through most of this book.

Affiliate style articles are simple one pagers that can range from three paragraphs to twelve paragraphs. While the articles may sound a bit salesy they should not be sales pages. One rule the native ad companies enforce is that you can't send traffic directly to a product sales page. So if you are monetizing with affiliate links the strategy is to create an informational piece of content with affiliate links buried appropriately in the text of the article. The links will take the visitor to the actual sales video or sales page to close the sale.

For example, I've done this with dating where I created an ad "Are online dating sites really safe?" Then wrote an article explaining which sites are safe and which aren't with an affiliate link to the safe one.

Gallery style articles have a single main title, with subtitles for each sub-page:

10 Times Criminals Were Dumb As Bricks

1. *Robber left his monogrammed pen with the bank teller*

2. *Crook captured when he returned to retrieve cell phone from stolen car*

3. *Criminal puts on mask after entering the building and being seen by many*

4. *Etc.*

Each sub-page has:

Sub-title

Image

Text

Article Creation

How many sub-pages (gallery entries) should an article have?

This is an interesting question. A survey of arb sites reveals articles with just 3 or 4 sub-pages to as many as 50 or more. Some sites seem to go for the 10-15 range and others 15 – 25.

So how do you decide? Longer galleries do result in more pageviews. Some larger publishers do deals where they are paid by ad impressions so more pageviews results in more ad impressions which results in more revenue.

Most smaller publishers are paid by clicks on ads. Generally speaking, more pageviews result in exposing visitors to more ads and ultimately to more clicks. However, we did not always see a difference in revenue between articles with 10 entries versus articles with 20. We consistently received 85% of the revenue from a visitor on the very first page of the article they visited and only 15% from all remaining pages combined.

In the end I settled on articles with 9 to 15 entries.

As an aside, one study showed that odd numbers in their titles have better click through than those with even numbers in the titles.

Article Creation

How much text should there be with each entry?

Short answer: minimum of 4 sentences or 50 words, aim for 100 words

Longer answer:

Some sites have no text at all besides the sub-page title and seem to get away with it.

If you use Adsense and most arb people do, you need to know a little about how it works. It is a contextual advertising system. That means it studies the textual content on a page and fills the ad space with ads that it deems relevant to the text on the page. Adsense makes it clear that you shouldn't have Adsense ads on a page with no text. More text gives Adsense more information to go on when it is choosing ads.

However, Adsense also serves "interest based" ads. These are ads that Google believes a particular user would be interested in based on their recent website surfing, searches, ad clicking, etc. Interest based ads don't care what text is on the page because they are based on user interest not on the context of the page.

My sites with normal textual articles are populated by about 35% interest based ads and 65% contextual ads. The less text on the page, the more the interest based number increases.

In truth my recommended 100 words per sub-page is less text than Adsense prefers but I use that standard to keep a balance between overall article length, user satisfaction and serving the best possible ads.

A lot of physical changes happen as you age. Lines begin to appear on your face and your hair starts to thin out. You will find yourself looking for solutions to make you look younger than you actually are. The good news is, your youth fix does not have to come in a bottle or in the form of an expensive and painful surgery. It can be as simple as changing your hairstyle. These are 10 hairstyles that can make you look 10 years younger, starting with #1:

#1. Pixie Cut

Source: pinterest.com

Article Creation

Where do you get images to use in the articles?

Anywhere that is legal to do so. I don't know copyright law and am not qualified to give any advice on the topic. As far as I can tell, most arbitrageurs link to images on other websites and provide an attribution caption to the source website of the image. The site with the original image may be happy they are linked to or may not be happy that their image is being used without their permission.

I won't go into a great deal of detail here but a search on "stock photos", "royalty free photos" or "wordpress royalty free photos" will turn up a large number of possibilities on where to get and use legal photos. If you are in a niche that makes use of a lot of celebrity photos, there are subscription services that provide access to large numbers of those images for a monthly fee. Getty Images has a service that allows free use of many of their images as long as you display them using their plugin.

Article Creation

How do you put gallery content into WordPress?

This section assumes you are using the **Advanced Content Pagination** plugin I referenced in an earlier chapter. This plugin, and many like it, allow you to put all the content for an article into a single WordPress post. Sub-pages (individual entries) are broken apart with the use of [nextpage] tags.

So the article as you are putting it in looks something like:

Article title: 10 Times Criminals Were Dumb As Bricks

Content:

[nextpage]

Robber left his monogrammed pen with the bank teller

<<<Image 1>>>

Text about Wade…..

[/nextpage][nextpage]

Crook captured when he returned to retrieve cell phone from stolen car

<<<Image 2>>>

Text about crook…..

[/nextpage]

Etc.

Use the "Add Media" button in WordPress to insert the images then put attribution of the image owner in the Caption box.

Article Creation

Who writes the articles?

I use a freelancer I originally found on Freelancer.com and another guy I found on Upwork.com. You should be able to get an article of this kind created for $15 to $25 depending on length, etc.

How many articles do I need to get started?

To run your first ad campaign you really only need one article. BUT – when Outbrain or Taboola reviews your ad campaign they always look at your article to make sure it meets their standards. If they see that the article is on a website all by itself, chances are they won't approve the campaign. They only like to send traffic to sites that seem established with a menu (navigation structure) and some content. Unfortunately they don't provide an answer to this question in their guidelines.

So… if you are starting with a brand new site, you will probably need at least a handful of pages - maybe 5 to 10. I started with about 20 articles in a few different categories.

If you have an existing website, you may be able to get away with writing a single article for purposes of arbitrage, that sits on the same site with other kinds of informational content. I have used an existing news website and just added a single arbitrage style article with no problems.

Monetizing Your Arb Site

If you've decided to monetize with affiliate links then you need to setup accounts with Commission Junction, ClickBank or other affiliate programs and get links for products in those marketplaces to insert into your affiliate style articles. You probably investigated the products your competitors were linking to when you did content research.

For gallery style articles I recommend that you setup an Adsense account and a native ad account. I like Content.ad but you can choose from many others like RevContent, MGID, etc.

Using the Ad Injection plugin, I typically put a large 330x280 box ad in the Top ad position, centered.

Then in the Bottom ad (below post) position in Ad Injection I put a 728x90 leaderboard ad, followed by the Content.ad script for my native ad widget.

I also place a second Content.ad widget in the primary sidebar of the website. To drive a little more revenue you can also install an exit popup widget that is displayed when visitors are leaving your site. You must follow the instructions given to you by Content.ad to paste their widget code into the appropriate locations on your site.

After you get the ad code installed and ads start appearing, you may need to do some tweaking to get everything positioned the way you want it to be.

Setting Up Traffic Accounts

The meat of this book is how to create native ad campaigns to drive traffic to your arbitrage website. After you have your website up and running with content and monetization, the next step is to sign up with a traffic source. I recommend Outbrain to start with because it is easy to get established with them and they provide quality traffic coming from well-known websites.

Start here at http://outbrain.com and click the register link at the top left to setup an account:

Setting Up Traffic Accounts

Next fill out the forms to get an account established.

Create a campaign in 3 easy steps

Promote your content to millions on top publisher sites.
Drive quality traffic, get more leads or boost brand awareness.

Country ?

United States

Email

Password

Create Account

By clicking "Create Account", I agree to Outbrain's Privacy Policy
Already have an Outbrain account? Login here

Setting Up Traffic Accounts

Outbrain doesn't mess around. As soon as you have the basics entered to setup your account you will immediately be presented with a form to create your first native ad campaign. Isn't this exciting?

You are asked to give the campaign a name. Notes for names:

- Over time you will have a lot of campaigns so it is good to think through the name structure at the beginning
- Keep in mind that in promoting the same article you may have separate campaigns for US desktop traffic, vs mobile, vs international. You may have campaigns to that article on Outbrain, Taboola, RevContent, etc.
- So your name should probably have these components and potentially others:
  o Topic – Network – Device – Geo
  o Dumb Crooks – Outbrain Desktop US
- The "Native Ads Helper" WordPress plugin can help you generate consistently formatted campaign names for all of your campaigns.

Let's get started
Set up your campaign in three easy steps

Name Your Campaign

My First Campaign

Add Content
Help: Content Guidelines

Add content URLs to promote. You may copy and paste multiple URLs at once.

◉ Add your URL(s)   ○ Add your RSS Feed

Clear All

Add

You are also asked to enter "Content". Content means ads in the native ads world.

Here they are just asking for the URL of the article you will be promoting. Only add 1 URL here and do not use the RSS Feed feature.

Setting Up Traffic Accounts

When you click the Add button, Outbrain will validate your URL and then you can press the button to continue to Campaign Settings.

Here is a rundown on the basic settings. I will give you more detail later in the book about how to manage CPC's and Budget numbers.

Location

> Choose 1 or more countries. You will have to pay more for traffic from the US and English speaking countries. However, you will also earn more. If in doubt start with only the USA.

Platform

> Never leave both Desktop and Smartphones checked at the same time. Your campaign should be for one kind of traffic or the other. Although some campaigns do well with mobile traffic, more do well with desktop traffic, so start with desktop for your first campaigns. Then if a campaign is doing well with desktop, create a copy of the whole campaign for mobile traffic and test that.

Campaign Settings

Targeting Help: Targeting your audience

Location ?

    Enter country, state/region, or DMA   +   Clear all

All locations

Platform
☑ Desktop and Tablets
☑ Smartphones

Scheduling Help: How long should my campaign be?

⦿ Run continuously

○ Set dates

Budgeting Help: Understanding budget and CPC

Cost per Click (CPC) ?

$ 0.84   USD

Budget ?

$ 50   USD per **day**

Your actual daily spend may be up to 20% higher. Learn more

Setting Up Traffic Accounts

Scheduling

I leave this on Run Continuously. Just keep in mind that if your campaign is approved in the middle of the night, it might start without your being aware of it.

If you set dates the campaign will not begin until the start date even if it is approved prior to that date.

On Air Time

You may not see the "On Air Time" fields when you create your first campaign. If not, you'll be able to edit it later.

This section tells Outbrain what time of day to turn your campaign on.

It is always better to start the campaign in the morning time for your visitors. If you set this to 6AM EST for example, Outbrain will start your campaign every day at 6am and turn it off at Midnight.

The reason for not running the campaign through the night is that ad revenue you receive at night isn't as high and won't pay for the traffic you are buying during those hours. So you'll lose money.

Setting Up Traffic Accounts

Cost per Click (CPC)

> How much to pay for clicks is a big topic and we'll cover more later. Also the actual numbers change over time and are based on a lot of factors. But here are a few basics:

- Desktop campaigns can range from 6 cents to 25 cents
- More popular topics like celebrities and sports figures can go for lower CPC's, say 8 cents to 15 cents. More commercial topics go for higher amounts like 10 cents to 20 cents.
- It is better to start high during the first 24 to 48 hours of your campaign to push more traffic through the campaign. You will probably not be profitable the first day or two. Then lower the CPC until you reach profitability.
- For a celebrity campaign I might start the bid at 12 to 15 cents with the intent of driving it toward 8 to 12 cents. For a car campaign I might start at 20 cents and work toward 15 cents.
- The thing that should drive your pricing is profitability. So regardless of what I've said above, if you are making money and getting strong traffic at 20 cents, that's what is important. Dropping the CPC too low can kill your campaign – meaning Outbrain will stop displaying your ad because they can make more money with a different ad.
- Later in the book you will see how native ad networks use a combination of Click Through Rate and CPC to determine how often to display ads.

Setting Up Traffic Accounts

Budget

This is a daily budget. Outbrain expects you to spend a minimum of $10 per day. Please note that you can spend less than $10 if you pause the campaign during the day before it has reached the amount you specify here.

Budgeting

Cost per Click (CPC) ⍰

$ 0.14   USD

Budget ⍰

$ 10   USD **per day**

Your actual daily spend may be up to 20% higher. Learn more

Also note that if you set the budget at $10 Outbrain allows itself to overspend your budget by 20%. So if you don't pause the campaign Outbrain may go ahead and spend up to $12. It doesn't always spend the extra 20%, I guess it just happens when they feel like giving themselves a tip.

Just like I recommended setting the CPC high initially for the first day or two, you probably also want to give the budget extra money during that time frame. This is a new campaign. The Outbrain algorithm has never seen it before so you are giving Outbrain financial incentive to run traffic through a campaign that is untested.

After thousands of impressions of your ads Outbrain will know statistically whether your campaign is a good one or not. "Good one" to Outbrain means a lot of people are clicking on your ads (high click through). But until Outbrain has statistical proof, you have to pony up more for budget and CPC.

This isn't just advice for Outbrain. All the native ads algorithms require extra spend the first day or so to establish stats for new campaigns.

Setting Up Traffic Accounts

Tracking Code

Tracking codes are a string of text that is tacked onto the end of your article URL. The networks are passing information along to your website to tell it where the traffic came from.

This is very important! Without a proper UTM code you won't be able to calculate the profitability of your campaign or track it in Google Analytics.

This is called a UTM Code and it is made up of:

utm_source – Taboola, Outbrain, etc.

utm_medium – Discovery, referral, etc.

utm_campaign – Your Campaign Name

utm_term – Extra info you pass along, Outbrain wants you to put {{origsrcid}}

Each native ad network has info helping you fill in the Tracking Code field with the UTM info above. If you have the Native Ads Helper WordPress plugin, most of these values are preset and you can simply copy the string from the plugin into the tracking field.
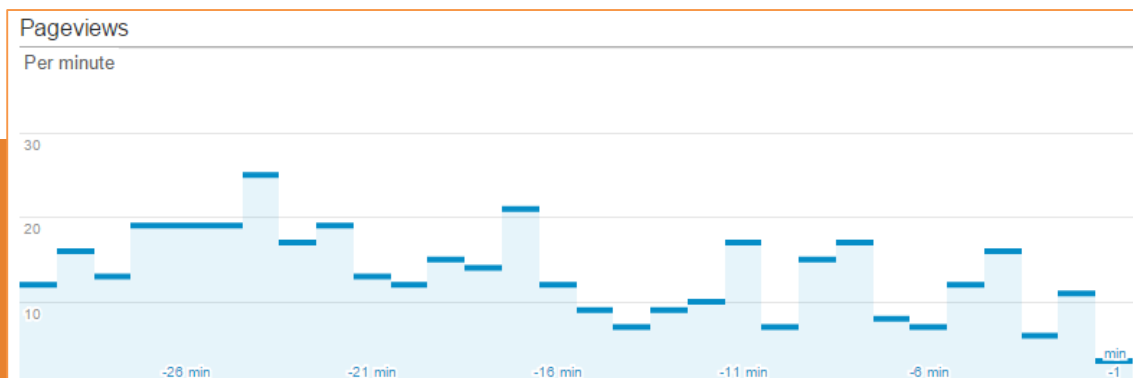
Setting Up Traffic Accounts

There are free UTM code generators like this one provided by Google:
https://support.google.com/analytics/answer/1033867?hl=en

However you have to type in the values of the fields each time. If you don't have the plugin, go to the link above. Enter:

URL: url of your website

Utm_source: Outbrain

Utm_medium: Discovery

Utm_campaign: Your Campaign Name

Utm_term: {{origsrcid}}

Leave the other fields blank. It will generate something like:

www.mywebsite.com/?utm_source=Outbrain&utm_medium=Discovery&utm_term=%7B%7Borigsrcid%7D%7D&utm_campaign=My%20Campaign%20Name

Copy the generated string and paste it in the tracking field box. You will need to delete all the characters up to utm_source or Outbrain won't take it. So the edited string should look like this:

utm_source=Outbrain&utm_medium=Discovery&utm_term=%7B%7Borigsrcid%7D%7D&utm_campaign=My%20Campaign%20Name

It's all a bit painful I know, but not too bad after you do it a few times and especially if you have the plugin.

URL builder form

Step 1: Enter the URL of your website.

Website URL *

(e.g. http://www.urchin.com/download.html)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Setting Up Traffic Accounts

That's It!

With those fields entered you are ready to submit the campaign for approval. It will typically be manually reviewed over two business days. You'll get an email when it gets approved or rejected.

As long as you are not violating the content guidelines it should get accepted. If they find the text, titles or images in your article offensive or outside their standards they will tell you. Sometimes you can tweak things, other times you'll need to both tweak and try again with a new campaign.
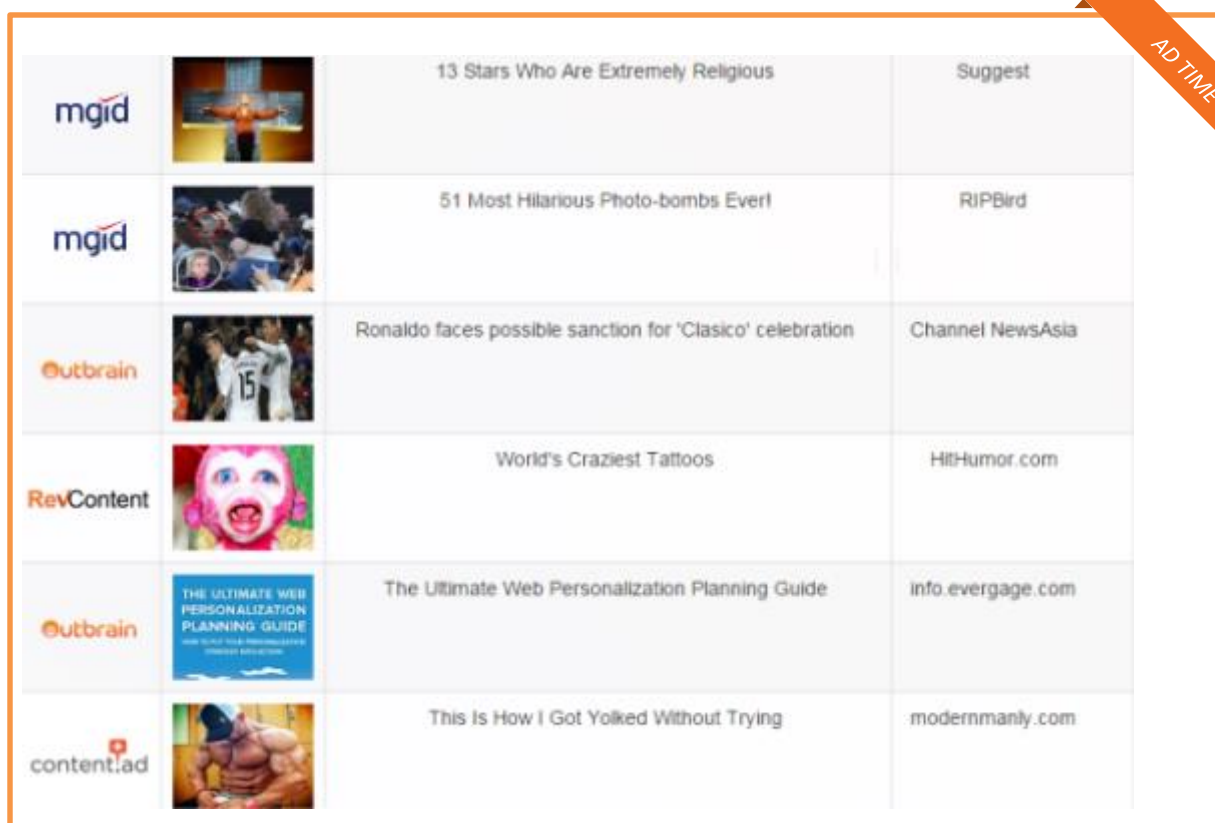
Creating The Ads

You may have noticed when we entered our first campaign we never actually gave Outbrain an ad image or title. That is because they used the featured image of the article and title from the website URL we provided.

That kind of automatically generated ad is not at all what we want. In this chapter we will look at how to create multiple unique ad variations and will talk about what makes a good ad headline.

By the end of this chapter you should create 6 to 10 different headlines (titles) for your ads and match them up with images from your article to be used as ad variations.

Creating The Ads

Title (Headline) Research

But how do you write good titles? There is much teaching and research on this topic. Good native ad titles are not too different than good article titles. So if you have studied that in the past you will naturally get this.

Here are some things to consider:

- Gallery style articles are most effective with a number in the title "11 Times Criminals Were As Dumb As Bricks"
- Be controversial
- Be surprising
- Leave mystery hanging in the air
- Sometimes use bracketed words like "15 World's Biggest Pigs [Photos]"

Use Google

- Do a search on your article title to see titles of similar articles
- Browse through the search results looking for key words used in the titles
- Create variations of your title with different key words

Use Advault

- Search for ads on similar topics
- Note the ad headlines
- Note which ad headlines seem to perform best based on times-seen
- Pay attention to the winning ad images too

10 Celebrities You Never Knew Had Twins
10 Celebs You Didn't Know Had a Twin Sibling
10 Celebrities You Didn't Know Have a Twin Sibling
10 Celebrities You Never Knew Had Twins
10 Celebrities You Never Knew Had a Twin
10 Celebs Who Are Twins
10 Celebs You Never Knew Had a Twin Sibling
10 Celebrities Who Have a Twin Sibling
10 Celebrities Who Have a Twin
These 10 Celebrities Have Twins

Creating The Ads

Ad Images

How do you select which images to use with your ads? A great place to start is with the images you have used in your gallery.

I create a spreadsheet like this:

A	B	
/10-times-shaq-made-the-world-look-tiny	10 Times Shaq Made the World Look Tiny	http://832
/10-times-shaq-made-the-world-look-tiny	10 People Who Felt Really Tiny Next to Shaq	http://cdn
/10-times-shaq-made-the-world-look-tiny	10 Times Giant Shaq Made People Feel Tiny	http://ww
/10-times-shaq-made-the-world-look-tiny	10 Times Shaq Proves He Is A Giant	http://mar
/10-times-shaq-made-the-world-look-tiny	Big Or Small: 10 Times People Look Tiny Next To Shaq	http://cdn
/10-times-shaq-made-the-world-look-tiny	10 Times Shaq Made the World Look Tiny [Photos]	http://ww
/10-times-shaq-made-the-world-look-tiny	Shaq Makes The World Look Really Small [Photos]	http://i.im
/10-times-shaq-made-the-world-look-tiny	Giant In A Small World: 10 Times Shaq Made The World Look Tiny [Photos]	https://the
/10-times-shaq-made-the-world-look-tiny	Proof There Are Giants: Shaq Makes Everyone Feel Tiny [Photos]	http://0.m
/10-times-shaq-made-the-world-look-tiny	Shaq Proves The World Is Tiny: 10 [Photos]	http://ww

The Native Ads Helper WordPress plugin will generate a table like the one above that you can use to cut and paste image URL's from. (Of course it doesn't write the ad titles for you).

The first column is the URL of my article. The second column is for the title variations I have created from my research. The third column is a list of links to images from the article itself.

You will see why this spreadsheet is very handy in the next chapter when we have to enter these 10 ads into Outbrain.

If you didn't buy the plugin, no worries, you can create the spreadsheet manually by cutting and pasting the image URL's from your website.

Uploading Your Ads

After you have written your titles and thrown it all in spreadsheet like we did at the end of the last chapter, it is pretty quick and easy to get all of them into Outbrain using the **Bulk Add Content** screen.

Click on the "ADD CONTENT" button in the upper right part of the screen.
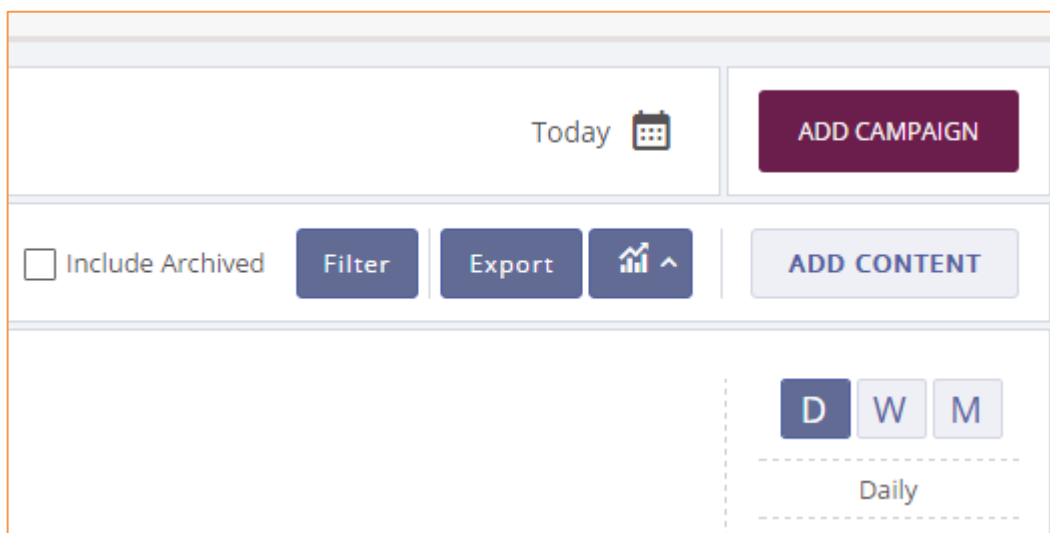
Next click the "Import" tab.
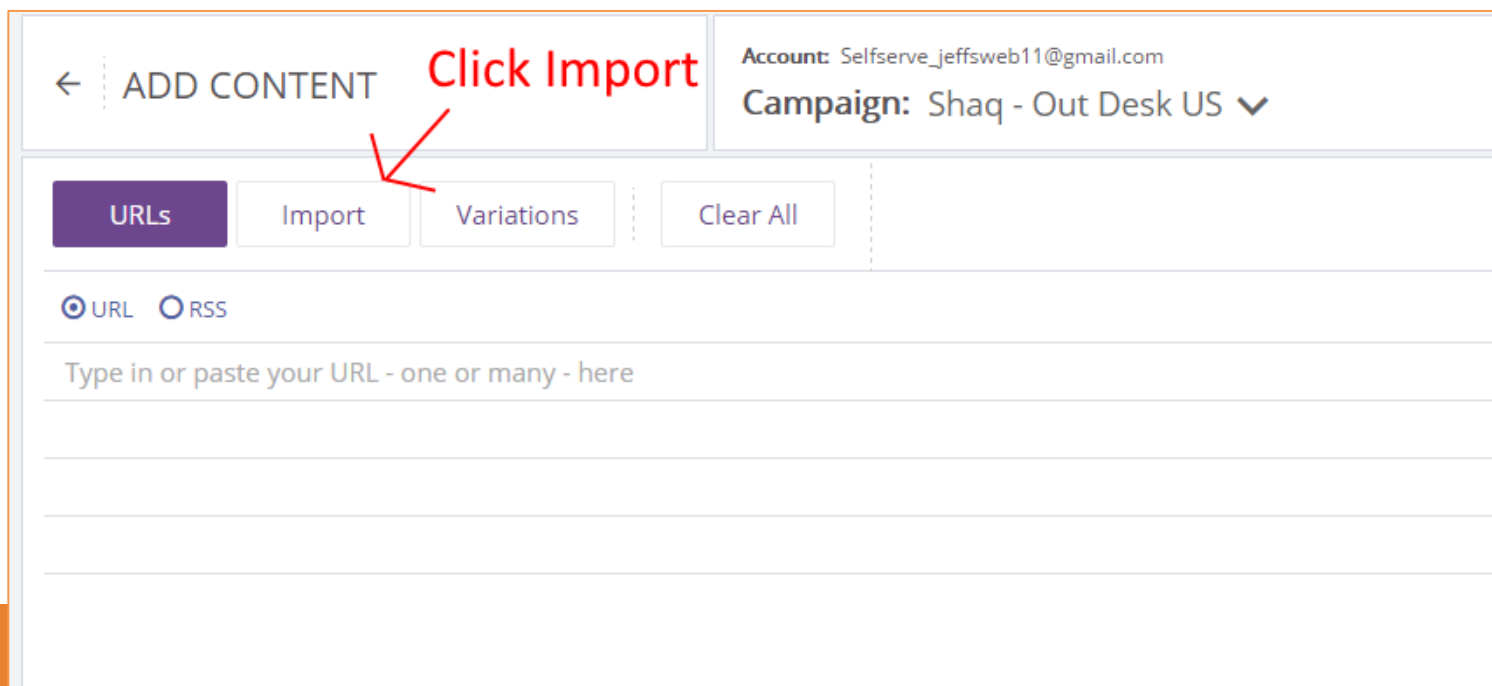
Uploading Your Ads

Now just copy the lines from your spreadsheet right into the Import page.

After you paste, it should look something like this:

Click the "Add Content" button and you are on your way!

Uploading Your Ads

Outbrain grabs your images and titles, puts them together and shows you what your ads are going to look like.

Now you should:

- Examine each image and title

- Replace images that don't look good or are cropped incorrectly

- Make sure the title goes well with the image

- Check the spelling carefully

Click "Submit"

Outbrain will take a look at all the ads for approval. In the "new campaign" email they send you will find a link with the ad content guidelines.

Managing Campaigns

In this section we will look at the pages in Outbrain that allow you to monitor and tweak your newly approved campaign. We'll also look at how the campaign info shows up in Google Analytics.

Overview Tab

Shows you the ad impressions, clicks and spend on your campaign. It also shows you the sites where your ads appeared and how many clicks you received from each site over the selected timeframe.

Paid Distribution

Impressions ?	Clicks ?	Spend (USD) ?
34,357,988	172,997	$9,481

CPC ?	PVs per Session ?	Cost per PV ?
$0.05	1.00	$0.05

View detailed report

Top Traffic Sources by Geography ?

Country	Clicks
United States	144181
United Kingdom	27334

Managing Campaigns

Campaigns

The campaigns tab is where you can look at historical performance of the campaign. You will see the detail of all campaigns listed below, the spend, impressions and click-through by day:
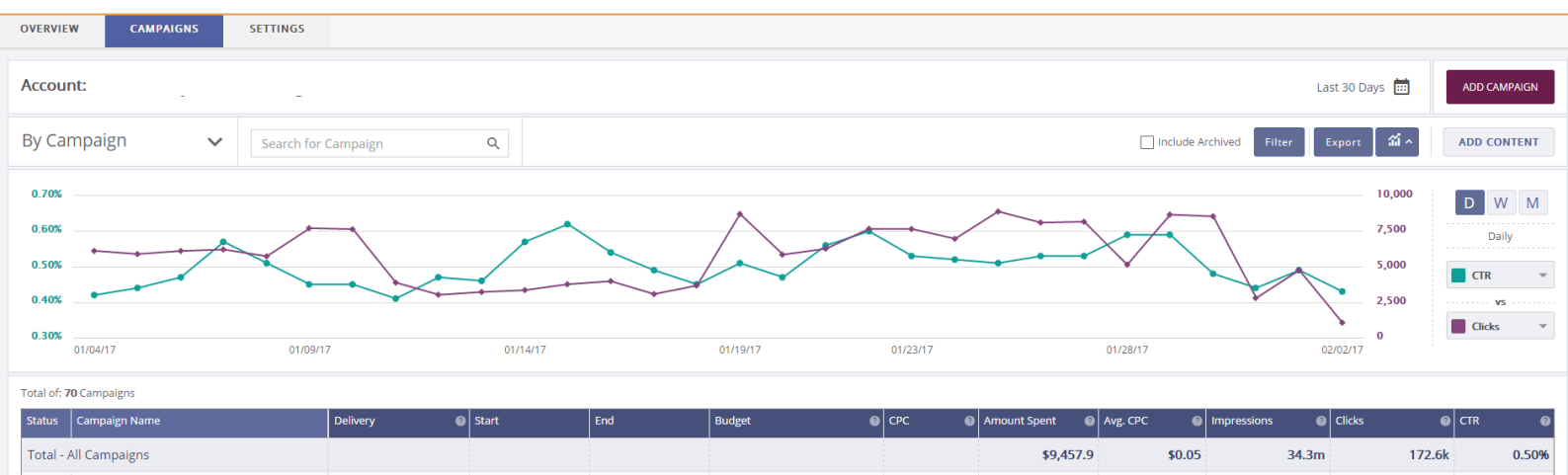
Managing Campaigns

Campaigns

The "Campaigns" tab is one of the most important screens because it provides a real-time view of the performance of the campaign.

You will watch this screen to see how much you've spent and you'll look at Google Analytics to see how much Adsense you've earned. You'll look at Content.ad or whatever your native ad revenue account is to see how much you are earning there.

Managing Campaigns

Tracking Profitability

Adsense Revenue + Content.ad Revenue – Outbrain Cost = Profit

In Google Analytics because we used UTM Codes our campaign shows up under Acquisition > Campaigns > All Campaigns – then click on Adsense in the little menu buried under the word "Explorer"
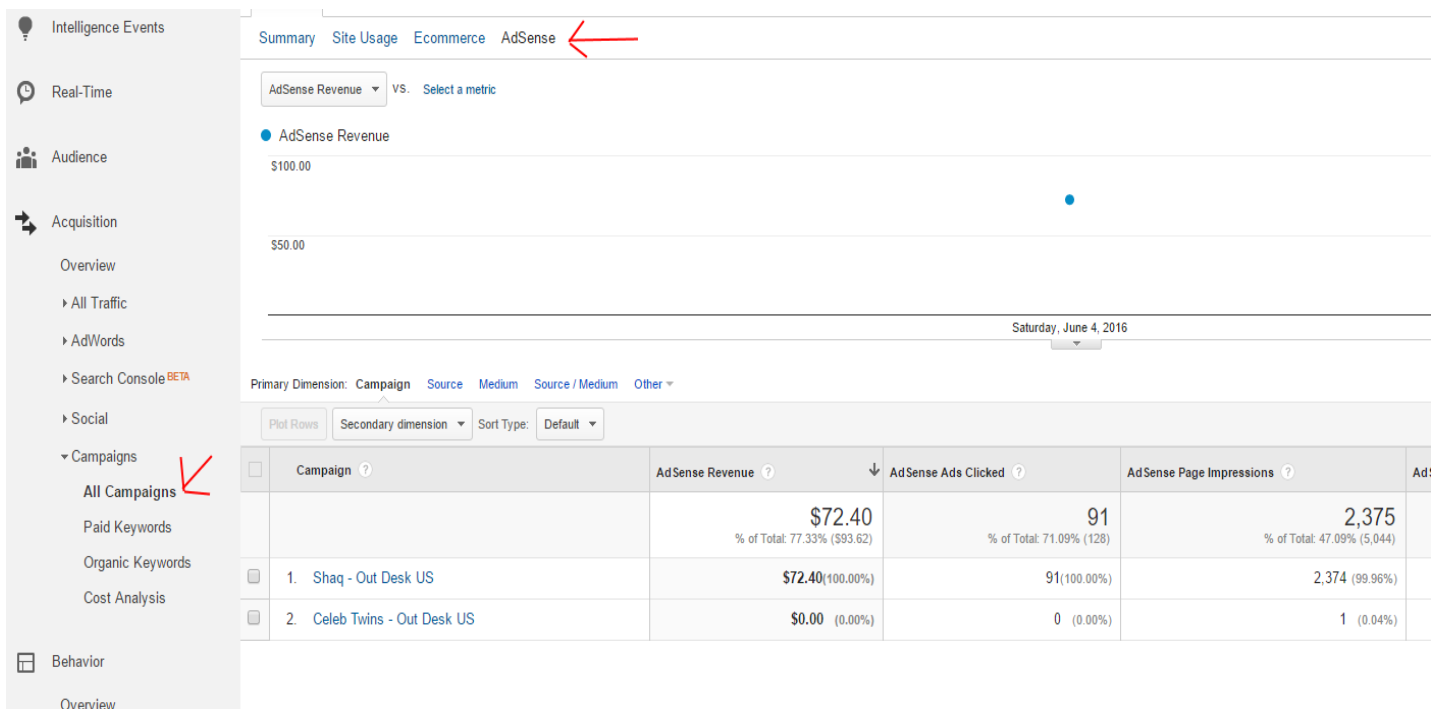
Analytics data is more or less real time although there can certainly be some delays. If you think Outbrain numbers are ahead of Analytics, you can compute the revenue per session in analytics.

Managing Campaigns

Tracking Profitability (continued)

Click on the Summary item and you'll see the Sessions data for your campaign like this:
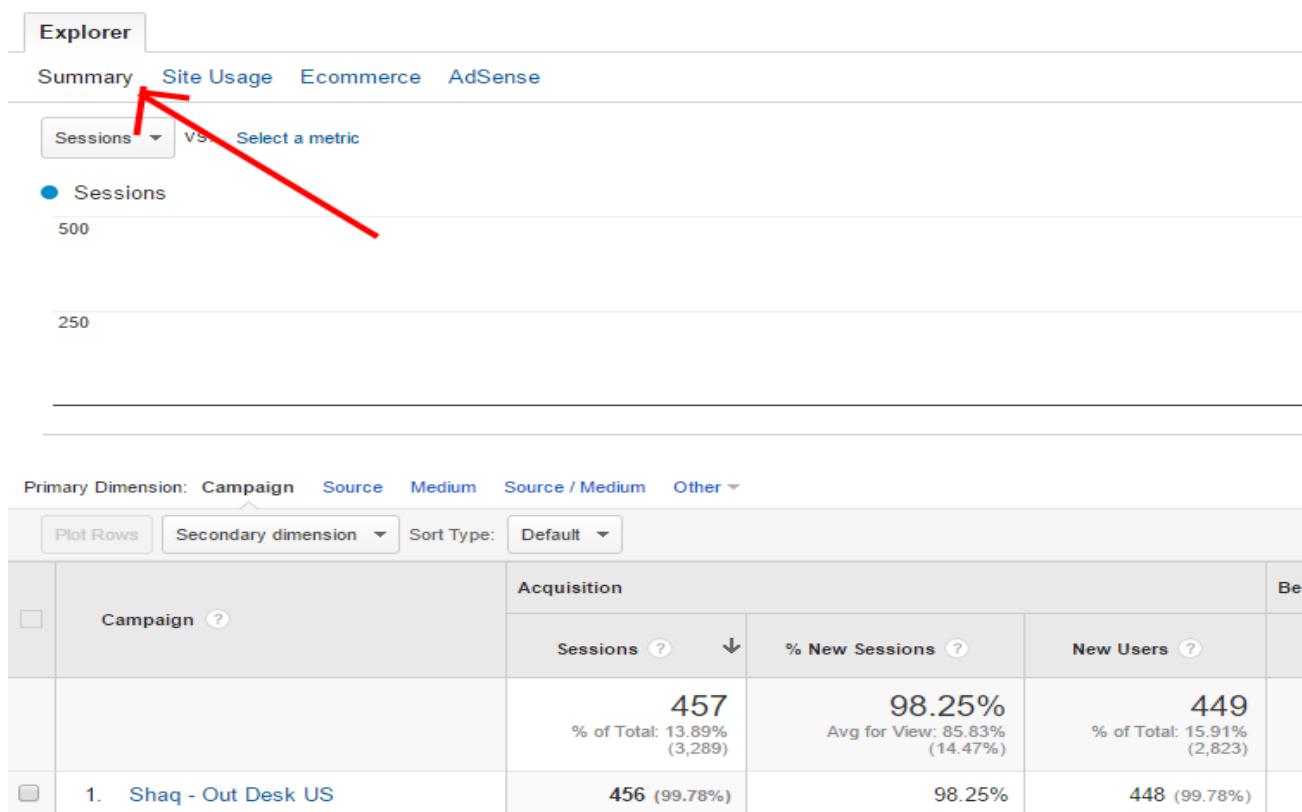
So we had 457 sessions and earned $72.40. That's $0.158 per session earned. If we were spending $0.13 per click in Outbrain, we would know that we were profitable. And presumably we made even more profit than that because those 457 sessions also generated Content.ad revenue.

Notice we can't do this computation based on Pageviews. Those visitors from Outbrain are probably viewing 5 to 8 pages per visit. So we are paying for one Outbrain click and hopefully receiving 6 pageviews. Each page is filled with ads increasing the odds that we will earn more than we spent to get that visitor to our site.

Managing Campaigns

Ad Content

From the main campaigns page if you click on the Campaign Name it will display all of your ads ("content") and the performance of each individual ad.

Status	Image	Content Title	URL	Date Added	Delivery	Amount Spent	Avg. CPC	Impressions	Clicks	CTR
		Total - All Pieces of content				$676.9	$0.08	2.6m	8,025	0.31%
▶		10 Times Shaq Made the World Look Tiny Modern Readers	http://www.modernreaders.com/10-times-shaq-made-the-world-look-tiny?utm_source=O...	05/28/2016	Inactive Campaign Paused	$369.67	$0.08	1,216,284	4,400	0.36%
▶		10 Times Shaq Made the World Look Tiny Modern Readers	http://www.modernreaders.com/10-times-shaq-made-the-world-look-tiny?utm_source=O...	05/28/2016	Inactive Campaign Paused	$277.35	$0.08	1,134,344	3,281	0.29%
▶		Big Or Small: 10 Times People Look Tiny Next To Shaq Modern Readers	http://www.modernreaders.com/10-times-shaq-made-the-world-look-tiny?utm_source=O...	05/28/2016	Inactive Campaign Paused	$29.85	$0.09	200,004	344	0.17%
❚❚		10 People Who Felt Really Tiny Next to Shaq Modern Readers	http://www.modernreaders.com/10-times-shaq-made-the-world-look-tiny?utm_source=O...	05/28/2016	Inactive Campaign Paused	$0.00	$0.00	0	0	0.00%
▶		10 Time Shaq The Giant Made the World Look Tiny Modern Readers	http://www.modernreaders.com/10-times-shaq-made-the-world-look-tiny?utm_source=O...	06/02/2016	Inactive Campaign Paused	$0.00	$0.00	0	0	0.00%

Here you can:

- Examine the Click Through Rate (CTR) of individual ads

- Pause ads

- Take note of the image and title combinations that are performing well

Managing Campaigns

Improving Campaign Performance on the Traffic Side

There are two limitations in this game. How much traffic you can get to your article. And how much you can earn from that traffic. This chapter is focused on the first problem.

Traffic is limited by how often ads are displayed and how many people click on the ads.

The Native Ad Algorithm

It is important to understand the native ad business from the ad network perspective. Outbrain has many more ads than websites to display those ads on. Outbrain has high paying ads and low paying ads to choose from. They have ads that attract a lot of clicks and ads that attract very few clicks.

The best case scenario for Outbrain is an ad that has a very high CTR, click-through-rate (lots of people like to click on it), and has a very high CPC. This is how they can make the most money. They will probably display a high CPC, high CTR ad on every website they possibly can, provided the advertiser has set aside enough budget to pay for all those clicks.

The arbitrageur wants to give Outbrain as much incentive as possible to show his ads. So he tries to find the most attractive image/title combinations possible to increase the CTR. If there is a high CTR for an ad, the arbitrageur can get away with paying less for the CPC.

Managing Campaigns

If you have a high CTR you can lower the CPC until you are profitable and Outbrain will still display your ad and send you traffic. If you have a low CTR you will have to offer Outbrain a very high CPC or they won't display the ad.

Sometimes CTR's are so bad you just have to give up on the campaign (and usually the article too) and move on to a different article/campaign that hopefully readers are more likely to click on.

Improving CTR (Click Through Rate)

The way we improve the CTR of a campaign is:

1. Remove ads that have low CTR's
2. Use the ads with good CTR's as examples and create new ads from those with different combinations of images and titles
3. Find entirely new images
4. Write entirely new titles

See the next page for an example.

CTR	Impressions	Clicks
0.44%	1,249,191	5,557
0.26%	2,084,053	5,510
0.24%	338,231	798
0.17%	177,226	293
0.07%	97,017	69
0.10%	61,329	60
0.06%	103,672	57

Managing Campaigns

We sort the ads by CTR and take these kinds of actions:

| Title	Clicks	Cost (USD)	Impressions	CTR ▾
Total:	5,462	$654.58	2,357,211	0.23%
10 Times Shaq Made the World Look Tiny Modern Readers	,678	$199.27	523,286	0.32%
Big Or Small: 10 Times People Look Tiny Next To Shaq Modern Readers	331	$39.87	151,745	0.22%
10 Times Shaq Made the World Look Tiny Modern Readers	3,?17	$369.49	1,450,430	0.21%
10 Times Giant Shaq Made People Feel Tiny Modern Readers	21?	$26.66	126,518	0.17%
10 People Who Felt Really Tiny Next to Shaq Modern Readers	32	$4.74	22,131	0.14%
10 Times Shaq Proves He Is A Giant Modern Readers	17	$2.90	13,781	0.12%
Proof There Are Giants: Shaq Makes Everyone Feel Tiny [Photos] Modern Readers	14	$2.28	11,555	0.12%
10 Times Shaq Made the World Look Tiny [Photos] Modern Readers	15	$2.16	12,406	0.12%
Shaq Proves The World Is Tiny: 10 [Photos] Modern Readers	32	$4.82	29,401	0.11%
Giant In A Small World: 10 Times Shaq Made The World Look Tiny [Photos] Modern Readers	9	$1.50	9,830	0.09%

Make new combinations of these images and titles

Delete these
Disable

Managing Campaigns

Another Way to Improve CTR

Under the Campaign name click on the pulldown menu and select "By Publisher"
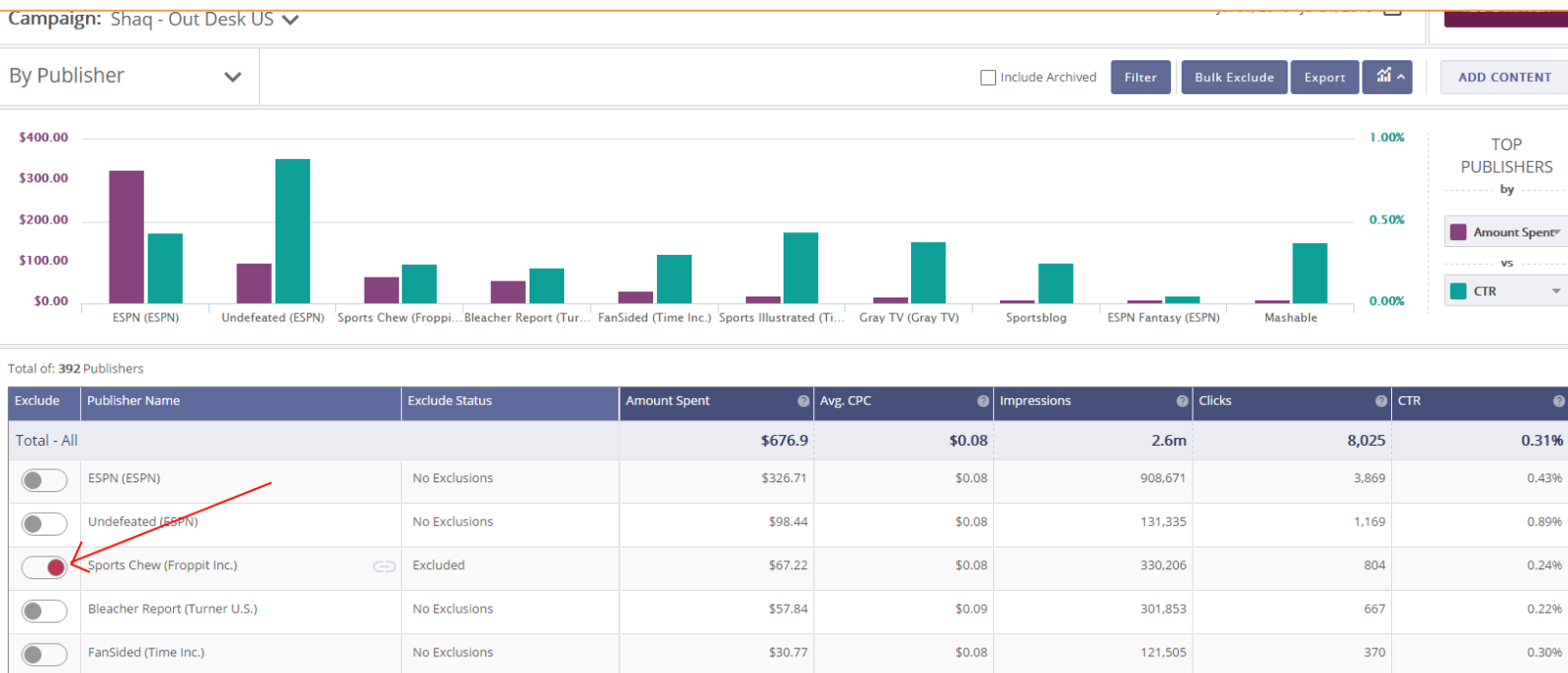
This important tool let's you block publisher websites from showing your ads. You will find that the audiences on some websites just aren't interested in your ads and don't click on them.

These websites lower your average CTR, which means you have to pay a higher CPC to Outbrain to influence them to continue showing your ads.

You should block the Publishers that consistently have lower CTR's than the majority of publishers. Be careful because blocking too many publishers may eliminate all your traffic.

• I only exclude publishers after running the campaign for a week or so. Excluding a publisher may be statistically invalid if they haven't showed your ad enough times. I'm not sure what a good number is but I'm more comfortable after 20,000 impressions.

Improving Profitability

In the last chapter we looked at how to improve CTR so we can get the price of CPC's down. In this chapter we'll look at the tools we have to improve profitability.

Improving CPC (Cost Per Click)

The easiest strategy is to lower the CPC bid. Lowering CPC only works to a certain level and then you find the network will stop displaying your ad and you'll stop getting traffic.

Sometimes you need to increase CPC to get traffic flowing again.

Turning Campaigns On and Off

Stopping a campaign is an important tool.

You should **turn campaigns off** during the parts of the day **when you are less profitable**. You may find that you don't make much money during the night. This is the perfect time to leave your campaigns off.

You may also find that you start the day profitable but for some reason as the hours pass you are making less profit and then you see that you begin to lose money with every click. This is another reason to turn the campaign off.

If you simply leave campaigns on all the time and they only pause when they exceed the daily budget, you may not be maximizing profit.

Status	Start Date	End Date
Stopped	06/03/16	Always on
Playing	06/11/16	Always on
Playing	05/28/16	Always on

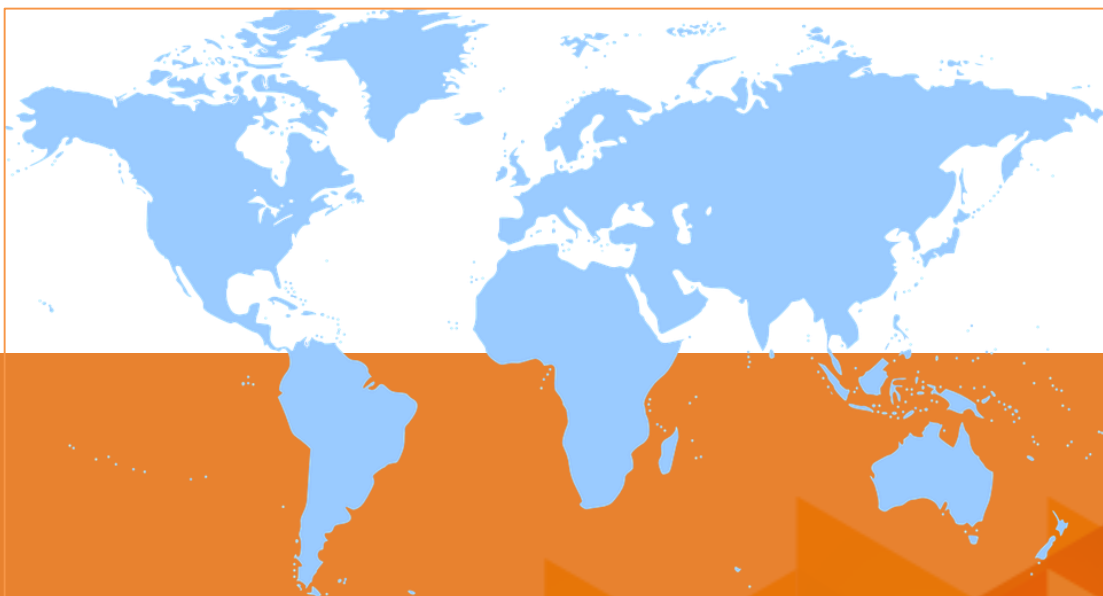# Improving Profitability

Change Your Targeting

When you setup your first campaign I advised you to target desktop users in the United States. This is a good default but to maximize profit you may want to test mobile traffic, or mobile traffic in England, or some other combination. Just remember to adjust your CPC's accordingly for these new campaigns. Ie. lower CPC's for mobile traffic, lower CPC's for non-US traffic, etc.

Budgets

If you are profitable with a campaign then you can make more money by raising your daily budget. At this writing Outbrain has a $200 daily cap on budgets per campaign but you can have that increased all the way to $1000 by writing to their support.

Recently they've implemented a new rule that makes you hit the $200 day limit every day for two weeks before they will agree to increase the budget over $200.

Sometimes your campaigns are flying – Outbrain is giving you as much traffic as you can buy and you are making money on every visit. Don't limit your business by running out of budget. You many need to increase your credit limit on your credit card, but in these situations it is worth it.

Improving Profitability

So far we have discussed things you can do on the traffic side of the equation to increase your profitability. But what about the website itself? Here are things you can do on the website to improve the performance of your revenue producing ads.

Ad Placement / Sizing

- Look at the ad placement on competitor sites and test those same placements on your site. Some of these changes may require coding and if so hire a freelancer to make the changes for you.
- Change the size and shape of your ads. Different ad shapes perform differently. If all your adsense ads are the same shape you are potentially losing money because the ads on the page compete against each other for the same ad inventory. So generally you always want to have at least one big box ad and one leaderboard (728x90) ad on the page.

- Ad color. It is generally good practice to make the Adsense titles the same color as the link color of your theme. This makes the ad links look more like normal Adsense links. You don't ever want to intentionally deceive visitors into clicking on ads or you risk losing your Adsense account. But you do want the links in the ads to look as much as possible like normal site links instead of looking like "ads".
- Pay particular attention to the location of ads in relation to the Previous / Next buttons used to scroll through your gallery. Most people like to have an ad immediately above or below the buttons, or both.

NAVIGATION BAR

PRIMARY CONTENT

PAGE FOOTER
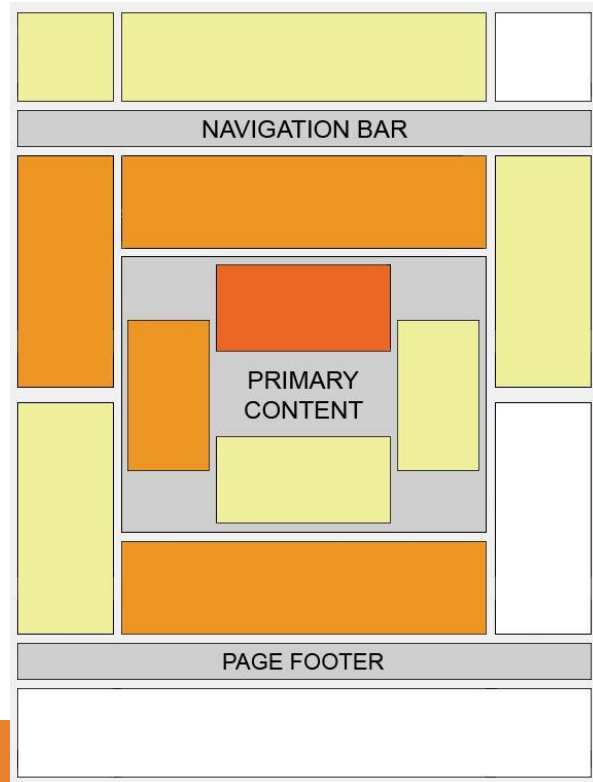
Improving Profitability

Native Ad Widget

- Experiment with different numbers of ads in your native ad widget. I think the big ones do better, meaning only 3 ads across so that the images and titles are big and stand out.
- To drive more revenue make sure you are using 3 different widgets. One below the post content, one in the sidebar and one as a popup when visitors attempt to exit the site.

Experiment With Other Ad Networks

- Adsense isn't the only game in town. You will probably be approached by lots of advertising companies. Most of them won't perform nearly as well as Adsense. But check your "coverage" in Adsense. If you have less than 95% coverage then it is probably worthwhile to "backfill" your Adsense ads with another provider when Adsense leaves those ad spaces blank.
- Investigate "in image" ads and "in video" ads

Previous / Next Buttons

- Move your Previous / Next buttons to a different location on the page. You might put them above the image on the page or even above the title. Or try putting them at the very bottom of the page forcing visitors to scroll all the way down searching for the next button. This is not user friendly but may boost revenue. You'll just have to test it to see if it ultimately drives more clicks.

Remove Eye Bags In 1 Minute

3 Out of 5 Women Want Longer Lashes. Try This

Why Kate Hudson's New Athletic Line Is So Hot Right Now

NativeAds.com
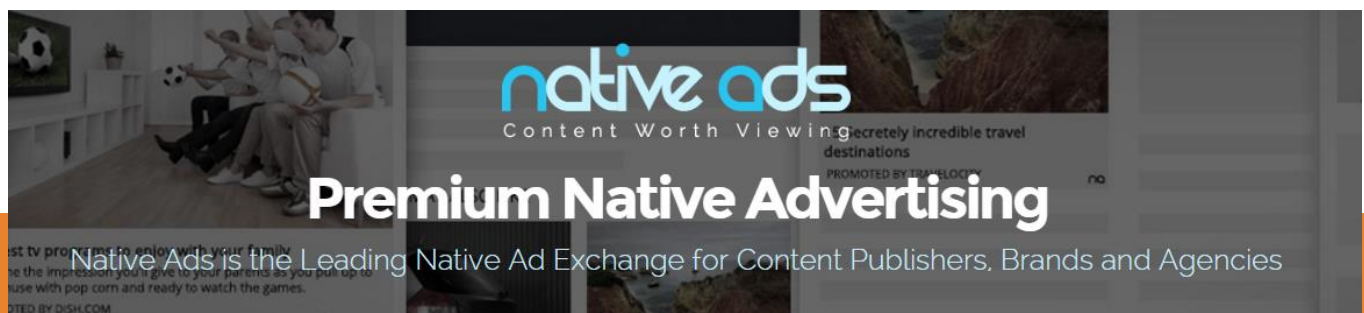
Simplifying Your Setup

Much of this book was about setting up and managing your first campaign using Outbrain as the network provider. "Native Ads" provides a service to help you get your ad on many different ad networks at the same time without having to setup all those accounts. They also let you copy ad campaigns from one network to another with the click of a button, like Outbrain to RevContent to Yahoo.

There are many benefits of using a service provider like this:

- Access to most of the big ad networks through one platform
- No need for separate accounts and payments
- Automation of things like day bidding, disabling non-performing traffic, blocking bad traffic
- Making it easy to copy campaigns
- Ease of entering new ad variations
- More one on one care from an account manager than you'll get directly from the other networks

They are compensated by taking a small slice of the amount you spend on ads. They do this after campaigns have started to perform and it isn't too noticeable.

Scaling Up Your Business

As you experience success with a few campaigns you will naturally want to grow your business. This chapter will cover basic scaling techniques and risk considerations.

More Articles / More Campaigns

The obvious way to scale up an arbitrage business is to maximize the campaigns you have and keep adding more campaigns. There are an infinite number of article topics to choose from. Because the world changes every day, campaign topics that didn't perform well last quarter may be all the rage this quarter. Campaigns your competitor did well with 6 months ago may not work at all today or they may be a godsend.

One caution is not to abandon your existing campaigns too soon. If you are not sure a campaign is dead or unprofitable don't throw it away.

On the other hand if you have optimized the ads for a campaign and you can't get the CTR up or the CTR is okay but it is still never profitable, it is time to put it behind you and move to a new topic.

More Websites

More websites may help you if you are writing niche articles that would have more credibility/traffic if they were hosted on a site with a related name.

You may also want additional websites to test different ad networks. There are certainly technical platforms to let you test an infinite number of ad networks on the same website but it might be easier in some cases to have separate websites.

Keep in mind that if you have more than one website you will have to monitor the campaigns in more than one Analytics property. The wider your business gets the more sophisticated your tracking tools will need to be.

Scaling Up Your Business

More Traffic Providers

Another clear way to scale is to sign up with additional traffic providers. You can keep the same article content and send traffic from more than one native ad company.

You will find that the same article may perform quite differently from one network to the other. You will likely be able to turn off campaigns in one network for a time and leave them going in another network. Multiple providers give you more total traffic potential and a way to diversify if traffic dries up for your campaign on one network or if it turns less profitable.

I have used every technique for scaling and profitability improvement presented in the past several chapters. There is no one method that is likely to work best. The important thing is to start small, have some success, then start branching out and expanding in ways that seem effective with the business you have built.
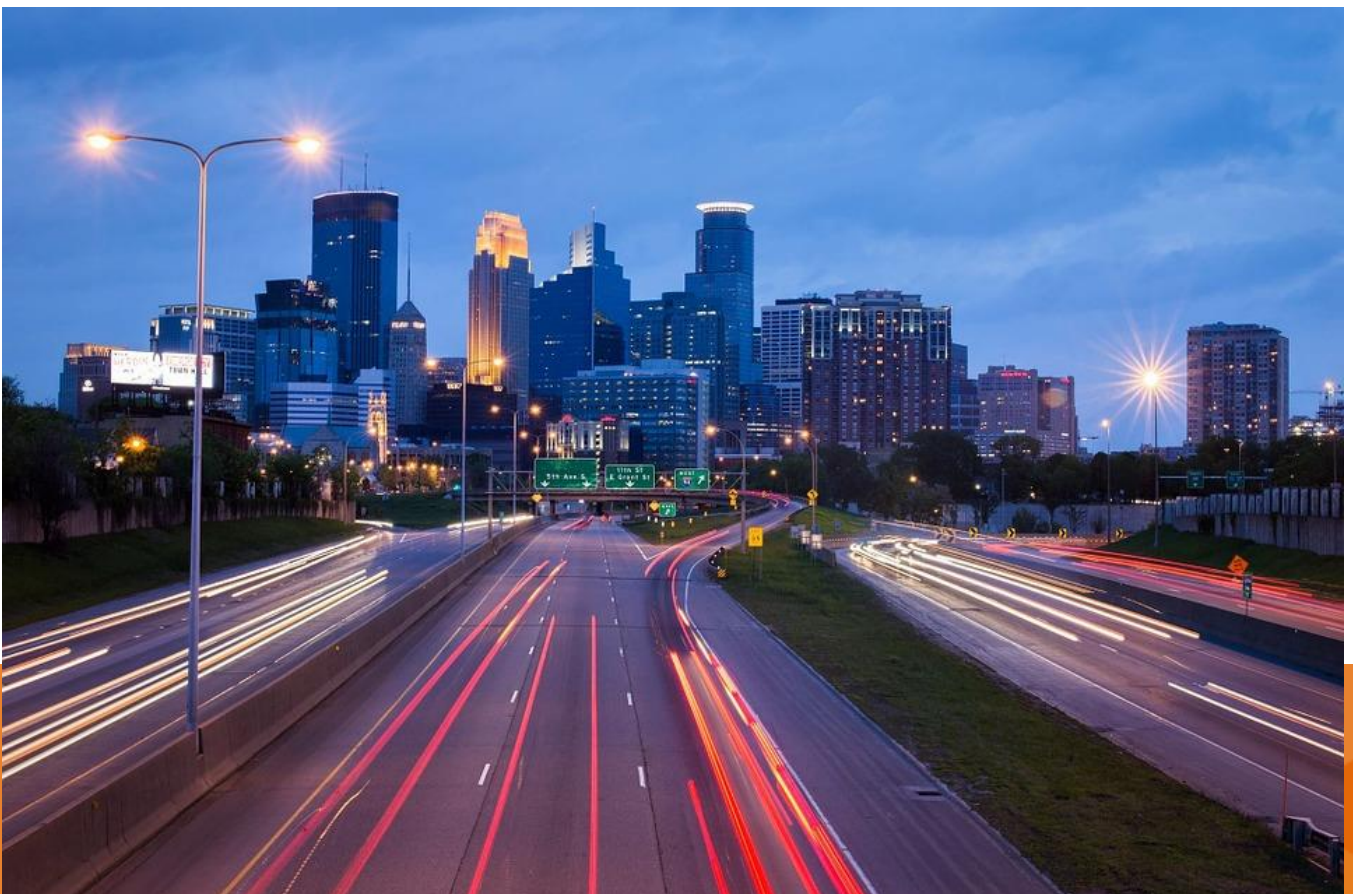
Scaling Up Your Business

Systems and Controls

As you get bigger you will need systems to improve your efficiency and control your process. Don't let this section of the book scare you. When you first get started you may need nothing more than a spreadsheet to track your daily profitability.

But over time as your income grows, you will probably want to grow as fast as possible and you will be very dependent on systems to enable that growth.

Financial Tracking

Here's what you need:

- Spreadsheets to track profitability by campaign, by day. These will include revenue from the different revenue accounts, cost from the different traffic accounts and totals for gross, net and margin.
- Spreadsheets to track monthly profitability overall. You will probably want to see all the campaigns summarized into a line for each day. You'll have a total for the month and you'll probably have all the months in the same spreadsheet or system.
- Books for your business. This could be quickbooks or just a spreadsheet where you can stay on top of the total costs of your business. The profitability tracking in the points above would include traffic revenue and traffic cost, but your books need to include all other costs too. You may have technical costs, content writing, software licenses, salaries, etc.

Scaling Up Your Business

Reducing Risk

The biggest risk in the arbitrage business is dependence on key suppliers.

You don't want to lose your Adsense account. So:

- Don't put Adsense ads on the same page with adult content
- Don't do anything that would make Adsense think you are committing click fraud. This means:
  - Put a heading like ←------- Advertisement-----→ above your Adsense ads particularly if you have an ad right next to your Previous / Next buttons.
  - This heading isn't necessary above the top ad on the page because it is usually clear that area is an ad.
- Check out Adsense' other TOC's but the two points above are the ones most likely to get you into trouble

You don't want to lose your traffic accounts. Although this is not quite as bad as losing Adsense because there are more good ones to choose from, it can still cost you time and money.

- Make sure stay in compliance with ad guidelines and also the policy related to the kind of content permissible on your website.
- Be very friendly with support and account reps in your communications with them so that they will be willing to help you smooth over any problems that come up.

A Closing Word

Congratulations!

 for making it through this entire eBook. Advertising arbitrage is a very rare opportunity because you can build a website business that can grow faster than almost any other alternative.

There is no easy system for making money at this scale but this one can certainly be fast and big without requiring a lot of expertise or experience.

To your success!