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Thread: [Method: 2000\\$ per Month Passive Income from Popups](#)

aadarshmodi - June 20, 2017, 2:33 pm

Hi guys,

here is a new method I want to share with you! It's a method to easily create popups containing CPA offers. There is a reason there are so many popups/popunders on the internet, they simply work and are an easy way to generate passive income. It can be challenging to get into the popup-game and a lot of people will give-up on them after being told popups have too low of a conversion rate to be profitable. It's true that the conversion rate of popups is low compared to other ad-methods, but with a bit creative thinking and a little bit of practice you can start making money very easily! In this thread I will be helping you to understand the strategy and help you make money with popups today.

What do you need?

- a way of hosting your popup pages

Since the popup pages you'll be making are lightweight, mostly static pages, you can try free webhosting to host your popups. But because these popups will be generating a LOT of traffic, it's hard to find a good free webhosting service that will allow you that much traffic without throttling your connection. I would advice you to get cheap reliable webhosting to save you the hassle of all this. You can however try a couple of free hostingsites to try this method out.

Step 1. Creating the popups

So this is the first step in the cycle and probably the most important one. Since this method fails or succeeds based on the amount of times you can go through the cycle, it's important to find a way to be able to make popups quickly and with good quality. The popups should scale with the size of the visitor's screen and should be lightweight so they load very fast, otherwise the visitor can close the popup before it's loaded completely.

If you have experience with HTML and javascript, you can make these pages yourself in notepad. If your webskills are a little bit rusty, you can use a WYSIWYG (What You See Is What You Get) html editor to make the popups in. Creating these pages can be quite the hassle, but when you have a couple of good looking popups, you can use them as templates for other popups. You can also look at other people's popups you find on the internet and look at their sourcecode and copy it, but I would advise you to make your own.

I myself use a landingpage website called Purelander. I use it since I dislike editing html and with this I can make popups and edit them very quickly without much hassle.

Now that we have a working popup, let's see how we can find the best CPA offer to use!

Step 2. Find good, relevant CPA offers

There are a lot of CPA offers that will work with popups and be profitable, the art is to find the right one.

Since the conversionrate of popups is very low, what CPA offers should we pick?

We should pick CPA offers that:

- Have a high rate per action
- Are easy to fulfill for the visitor
- High value for the visitor

So what does this mean in practice? We are looking for CPA offers that offer something for free to the visitor that is normally not free or the visitor can win valuable stuff by completing the action.

Good offers are for example:

- Free app install with a redirect to the Playstore
- Free registration on an adult webcam site ("free registration, chat now!")
- Win prizes(iPhones e.g.) by completing a survey

To start, look on CPA websites for PPI (pay per install) offers. The best kind of PPI offers are the ones that redirect to an appstore. People trust appstores and completing the offer is one click away for them. Popups with webcam links are great too if you can find a webcam site that allows you to embed a cam directly into the popup.

So how can we predict whether a CPA offer will be profitable? It's pretty easy with this formula:

Minimum actions per thousand to profit= CPM/CPA

So let's say you found a CPA offer that will give you 0.60 dollars for every action completed by the visitor and it will cost you 1.20 dollars per thousand impressions to show the popup. This means that the minimum number of visitors that have to complete the offer to be profitable = CPM/CPA =

$1.20/0.60 = 2$ actions

So if more than 2 visitors complete the offer for every 1000 impressions, you will profit! 1 in 500 people that see the popup will have to complete the offer, if you think this is a realistic goal taking in regard the value of the offer, you have found the correct CPA offer. Now let's move on forward and start our popup campaign!

Step 3. Start your popup campaign

Now it's time to finally start our popup campaign so visitors can see our popups and complete the offers. You can make a deal with website owners in the niche you are targeting to show your popups, but this is a lot of hassle and too much work for the value you get back. The best way is to find a popup-network that is specialized to show popups.

A good popup network:

- Let's you choose your target group very precisely (geographic- device - browser - language targeting)
- Has good tools to track the performance of your popups
- Let's you blacklist poor performing website on a site per site basis
- offers popups, popunders, tabunders and tabovers
- Fast approval of your campaign
- Let's you adjust the speed of your campaign

Look around to find the network you like the best. I myself use the Popads adnetwork because you can target niches very easily by category and pinpoint the exact combination of device, browser, language and location of the group you want to target.

Whenever someone visits a website, there is an auction to decide what popup is loaded for the visitor. The highest bidder wins. The more you choose to target high tier, valuable visitors, the more you will have to bid to have your popups shown to the visitor. If you put your bidding limit too low, your popup will never show. If your bidding limit is very high, a lot of visitors will see your popup in a short time, but you'll pay more on average. Whether these more expensive impressions actually convert more is up to debate and depends on whether you have defined the target group well and the quality of your popups.

When you have finished filling in the campaign details, clicking on "summary" will give you a prediction on the number of impressions per day. This depends on your bidding limit and the value of your target group. If the average bid for your traffic is on the high side, try a larger target group. You will have to play around with the bidding limit to see what will work for you. If you have a well defined target group, try and aim for 10,000-30,000 impression per day for starters.

Step 4. Keep running your campaign if it's profitable

Now here's the exciting step. Follow your campaign and check how many offers are fulfilled. If the number of actions is more than the minimum we calculated in step 2, the campaign is profitable!

If it's not, try and change your bidding limit in your campaign settings and play around with the

target group parameters. Check how fast your popup loads under a lot of traffic. Check the number of people who click on your affiliate link compared to the number of impressions, is the call to action good enough? Make hypotheses of what can be improved and test them by playing around with the settings.

Still not profitable? This is perfectly normal, go back to step 1 and try the cycle again. Because you already have a template ready for your popup and since your campaign is approved, going through the cycle will just take a couple of minutes. Keep on throwing that dice until you hit a profitable campaign!

So what to do if your campaign is profitable? Scale up the number of impressions per day to increase your profit. Copy the campaign for similar CPA offers and start parallel profitable campaigns. Now you're making real money! Congrats on your new passive income!

Kinguin - June 20, 2017, 2:36 pm

You should probably give the creds to the person that made this thread at another forum.

matteomatt - June 20, 2017, 7:18 pm

This was a decent tutorial but yes already on another forum.

mattswrxy - June 21, 2017, 4:08 am

You joined just to post this?