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Thread: [Curious about google ads for promoting affiliate/cpa offers](#)

TrueFalseKing - March 10, 2021, 7:52 am

I've worked affiliate marketing before, but mostly i was using socials to promote. I am curious, because i've read many times that google ads work great for promoting these offers. In case I didn't misunderstand, i got a few general questions:

- why don't promoters do this themselves instead of paying advertisers through an affiliate network?
- isn't too easy/too good to be true? i know google ads can be optimized and quality differs, but tbh you can just learn that relatively easy, it still falls under the realm of too good to be true.

what am I missing here? let's have a discussion ?

TrueFalseKing - March 10, 2021, 11:45 am

(Mar 10, 2021 11:57 AM)Johansson Wrote: [\[CITE\]](#) You're missing the fact that it's not allowed to directly promote affiliate links rather you need to have your own landing page. That steers away most "noobs". Vendors offer others to promote for obvious reason - outsourcing.

Also we cant forget about the fact how strict google is, you wont get past approval with most products. Optimizing ad isnt as easy as you made it sound otherwise we'd all be millionaires. landing page, for sure, i havent forgot about that.

as for optimizing ads, i may have under estimated the difficulty of the task, thanks for your answer :D

Tommie R - March 10, 2021, 11:51 am

You're mixing up "Advertisers" and "Promoters".

Advertisers are the ones who provide the offers

Promoters are the affiliates who go send traffic to the offers and get paid a commission

Managing the back-end is often a whole business in itself. Think of those CC submit offers. Advertisers like to pay a commission per conversion they get, it's much easier than doing all the promotion. Not all offers are profitable, most will be hard to even get approved on any ad platforms.

In this industry, everything that appears "too good to be true" likely means you just don't know the full story yet.

CrazyApple123 - March 10, 2021, 3:55 pm

lol ye on first glance it seemed ez af for me too a few years back. Promoting direct cpa with gads is big risk big reward. You need upwards of 300 a month for cloaker, you need to know how to use it, you need to know how to target gads, how not to get banned (which imo is the hardest part). You risk at least 500 bucks to start out and it's a grind but once you find a loophole of settings to abuse without getting banned, you are gonna bank hard.