

**“PPV Magic – A Little Known Method  
We’ve Used to Generate More Than  
3,072 Automated Leads For Less  
Than \$3.02 Per Lead!”**

Internet Income Mastery

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## Quote Of The Day...

- Develop success from failures. Discouragement and failure are two of the surest stepping stones to success.
- Dale Carnegie



## Here's What We're Going To Cover...

- What is PPV? And how does it work?
- Where are the best places to get started?
- What kind of targeting is most effective?
- Five surefire principles for success.
- How to find great keywords. (aka URLs)



## “3,072 Automated Leads For Less Than \$3.02 Per Lead!”

Mon	F.A.S.T Income Plan	ACTIVE	2,062	\$51.1240	\$24.7934	27	\$1.8935
Tue	F.A.S.T Income Plan	ACTIVE	2,128	\$47.8440	\$22.4831	19	\$2.5181
Wed	F.A.S.T Income Plan	ACTIVE	2,076	\$47.1680	\$22.7206	15	\$3.1445
Thu	F.A.S.T Income Plan	ACTIVE	2,143	\$47.5910	\$22.2077	20	\$2.3796
Fri	F.A.S.T Income Plan	ACTIVE	2,158	\$47.32	\$21.9277	12	\$3.9433
Sat	F.A.S.T Income Plan	ACTIVE	2,204	\$47.6770	\$21.6320	17	\$2.8045
Sun	F.A.S.T Income Plan	ACTIVE	2,213	\$47.75	\$21.5770	19	\$2.5132
Mon	F.A.S.T Income Plan	ACTIVE	1,974	\$44.3270	\$22.4554	18	\$2.4626
<b>Total:</b>			<b>829,458</b>	<b>\$9,250.8990</b>	<b>\$11.152</b>	<b>3,072</b>	<b>\$3.0113</b>

## What is PPV Marketing?

- PPV stands for “Pay Per View”
- As you may have guessed, PPV is closely related to PPC or Pay Per Click marketing. (we’ll cover the differences in just a moment)
- In laymen’s terms, PPV advertising is all about POP-UPS and POP-UNDERS. (annoying right? Stick with me, it’s not what you think- kind of...)



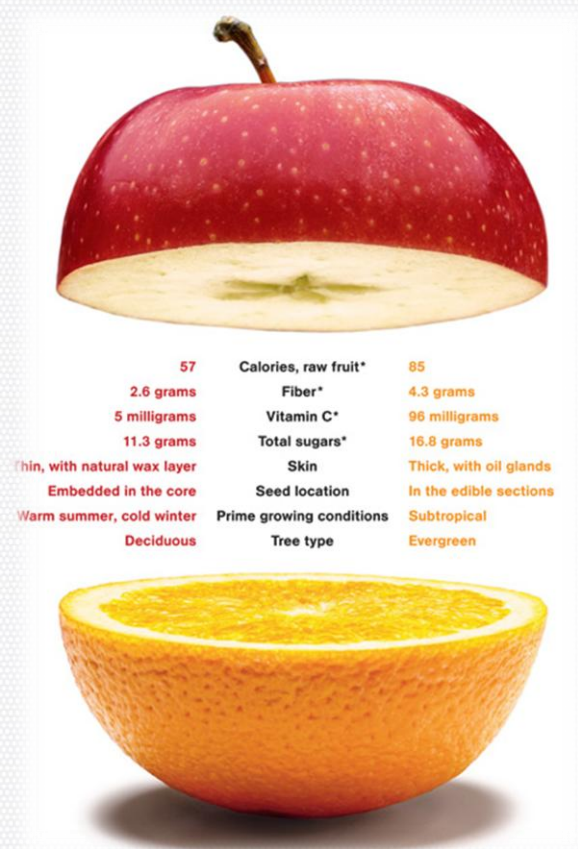
## How Does PPV Work?

- If you're like most people, you can't stand pop-ups! So how can POP-UP marketing possibly be so effective? And is it even legal?
- The difference between welcomed guest and annoying pest.
- People install toolbars, games, and other cool applications for free online- in exchange for using the free version of the software, they agree to allow pop-ups/ads to display on their screen periodically.
- When you're working with a large PPV network, they have very clear terms and conditions- not to be confused with adware, spyware, viruses and all of that other junk that mysteriously installs itself and bogs down your computer.
- It's a win-win situation- the user gets cool games, software, and other stuff for free- and the publisher gets to stay in business and generate profits by selling advertising.



## Key Differences Between PPV and PPC

- With PPV you are Paying Per View, NOT Per CLICK. Duh, right?
- In other words, instead of paying in the ballpark of \$0.10 to \$2.00 or more just for one click to your site, you are paying as little as \$0.001 per view.
- It's a lot like paying for impressions if you're familiar with PPC. You can expect to pay a lot less per impression than you do per click- and typically balances out in the end.



## Key SIMILARITIES Between PPV and PPC

- With both PPC and PPV, you bid on keywords- in PPV however, your keywords are strictly website URLs. *(you can do what's called RON, but it's not highly recommended)*
- With both PPC AND PPV, you're best return on investment you want to direct traffic to a capture page or squeeze page to gather as many LEADS as possible.



# Example Capture Page – Highly Effective w/ PPV!

INTERNETINCOME™  
U N I V E R S I T Y

ATTENTION: If you're looking for *a legitimate way to make money online*,  
the F.A.S.T Income Plan could be the breakthrough you've been searching for...

**FREE!** "Join The Internet's Fastest Growing  
Community For Home Based Entrepreneurs.  
FREE Training! Free Website! Get Started Now...

FIRST NAME:

BEST EMAIL:



**Grant Me Access!**

\*Your information is 100% secure and confidential.



INTERNETINCOME™  
U N I V E R S I T Y

## Best Places to Get Started?

- Media Traffic (best for newbies)  
[www.MediaTraffic.com](http://www.MediaTraffic.com)
- DirectCPV (great URL scraper)  
[www.DirectCPV.com](http://www.DirectCPV.com)
- Lead Impact (high volume)  
[www.LeadImpact.com](http://www.LeadImpact.com)
- TrafficVance (\$1k Minimum)  
[www.TrafficVANCE.com](http://www.TrafficVANCE.com)



## URL Targeting Is Most Effective.

- When you're setting up your first PPV campaign, you'll come across 3 typical options- keyword targeting, URL targeting, or RON (Run of Network)
- The most effective and precise lead generation with PPV on most networks is the URL Targeting option.
- You can get a lot more traffic with the other two variations, but you're likely to see much higher conversion rates when you decide on specific URL targets. There is a lot of variability in RON and general keyword targeted campaigns.



## Five Surefire Principles For PPV Success

- Make sure the URLs you are bidding on/targeting are relevant to what you're promoting (*in the case of IIU, related to generating income online*)
- Promote a high converting squeeze page to capture MAXIMUM # of Leads. (*you're in luck, IIU capture pages work perfectly for PPV!*)
- Use Conversion Tracking and know your numbers.
- Start off with one network and duplicate successful campaigns to other networks.
- Monitor new campaigns closely. Cut Losers, Keep WINNERS!



## How to Find Great Keywords

- URLs are everywhere. Do a Google search for anything related to making money or generating income and you can swipe URLs from the sponsored ads and organic results.
- Use a “URL Scraper” to automate the process. (DirectCPV includes one you can use for free inside of your dashboard)
- Review websites are a goldmine.



## A Quick Recap...

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