

LESSON 8.

TRAFFIC AGGREGATORS: HOW TO USE CPA NETWORKS FOR SCALING

Hello everyone! In this lesson, we'll cover:

1. What traffic aggregators are,
2. How CPA networks work,
3. How to choose suitable offers,
4. What details to pay attention to when scaling,
5. And how to avoid typical mistakes when working with networks.

CPA networks are one of the most stable ways to increase traffic volume and income, but only if the right logic is in place—from selecting offers to analyzing results.

Many affiliates, especially beginners, start working with direct offers.

They find a product, create a landing page, and drive traffic directly. This method works but is very hard to scale.

You have to negotiate with each partner separately, check terms, technically integrate trackers, monitor payments — all of which slows growth. This is where aggregators come in.

WHAT A CPA NETWORK IS AND HOW IT WORKS

A CPA network is a platform that collects offers from various advertisers, verifies and tests them, lists them in a catalog, and provides access to webmasters.

As an affiliate, you choose an offer from the catalog, drive traffic to it, while the CPA network handles:

1. Tracking,
2. Payments,
3. Analytics,
4. Communication with the advertiser.

CPA stands for Cost Per Action meaning you get paid for a specific action, such as registration, subscription, purchase, app install, callback request, etc. You know upfront how much you'll earn per action and can budget accordingly.



WHY CPA NETWORKS ARE CONVENIENT FOR SCALING

✓ First, you save time.

No need to find advertisers, sign contracts, verify reliability, or integrate APIs. Everything is already done.

✓ Second, you get a choice.

You can switch to another offer anytime, test different niches, compare conversions. This is impossible when working directly with one product.

✓ Third, CPA networks have a stake in your earnings.

The more leads you bring, the more the network earns. So most reputable networks offer support:

1. Recommendations on funnels, creatives, landings,
2. Advice on what converts well right now.

HOW TO CHOOSE A CPA NETWORK

There are hundreds of CPA networks on the market, but not all suit real scaling.

First — reputation.

Check reviews on forums like Zismo, Affbank, STM before registering. Look for how long the network has operated, payment speed, and if there are complaints about cutting leads.

Second — verticals.

Different networks focus on different niches. Some specialize in health, others in fintech, some in mobile. For example, if you focus only on app installs, choose a network with mobile offers and Adjust or Appsflyer integration.

Third — access to offers.

Some offers are open immediately after registration, others require approval or a personal manager. Clarify this before starting so you don't waste time.

Fourth — tracking.

A good network works with a solid tracker: HasOffers, Affise, Everflow. This provides transparent stats and quick insight into which leads convert and which don't.

Fifth — payment terms.

Clarify minimum withdrawal thresholds, timing, fees, and payment methods like card, crypto, Webmoney, Wise, Revolut.

HOW TO CHOOSE AN OFFER FOR SCALING

The main rule — the offer must be stable. Don't pick newly uploaded products with zero stats.

Better choose offers that have been in the network for a while, tested by other affiliates, provide predictable conversion.

01 Look at EPC — earnings per click.

If it's under \$0.10 and you run paid traffic, the funnel most likely won't be profitable. Good EPC starts from \$0.20–0.30+, depending on the vertical.

02 Check CR — conversion rate.

If it says 20%, but you get 3%, maybe the offer is burnt out or you're placed in a weak subgroup. Contact your manager in this case.

03 Compare geo.

If the offer converts well in Poland but you only have traffic from Mexico, you won't get results. Better find an offer that works in your geo or request a whitelist from the advertiser.

04 Check caps.

Some offers have daily or monthly lead limits. This may not affect testing but strongly limits scaling.

HOW TO COMMUNICATE WITH A CPA NETWORK MANAGER

Always get a manager.

This person is responsible for your account and can provide info missing from the catalog. They'll tell you:

1. Which offers convert,
2. What you can run and what not,
3. Where to change landings,
4. What sources are banned.

Be specific in communication.

Don't write "Give me something that works."



Better say: *“I have traffic from India, Android, push, 5,000 clicks/day, EPC 0.15, looking for an offer paying per install or registration to test for three days.”*

You'll get relevant suggestions.

Don't hesitate to ask for tests.

If you communicate professionally and run decent traffic, you may get a higher rate, whitelist, or exclusivity, especially with repeated positive results.

HOW TO SET UP A FUNNEL WITH A CPA NETWORK

The process is standard:

1. Choose an offer,
2. Get the link,
3. Add UTM tags or tracker parameters,
4. Create a landing or use the network's pre-landing,
5. Launch traffic.

If working via Facebook, TikTok, push networks, or teasers, always use a tracker like Keitaro, Binom, or Redtrack. **It lets you track conversions, verify sources, filter bad sites, and calculate exact ROI.**

Best practice: create a separate campaign for each offer and geo. It's easier to analyze results and scale only what works.

- ✓ **Always check** caps which is the maximum number of leads accepted daily. Some offers pay for no more than 50–100 leads per day. If you exceed the limit, extra leads won't be paid.
- ✓ **Monitor traffic quality.** If the advertiser sees suspicious activity — duplicates, fraud, mass errors — they may block you without warning.

HOW TO SCALE A FUNNEL THROUGH A CPA NETWORK

1. **If your funnel performs well on a low budget, you should gradually increase reach.**



First expand geo. For example, the offer ran in the Czech Republic, now add Slovakia or Hungary. Then change the source: first push, then TikTok, then paid channels.

2. Always save the funnel setup in your tracker to see what worked.

Use similar audiences, test different creatives, and try various pre-landing pages.

3. Ask your manager for a higher payout if you bring stable volume.

This usually applies after 50+ confirmed leads per day.

4. Watch lead quality.

If volume grows but CR drops or refusals increase, scaling becomes unprofitable. Better pause and find a new option.

CONCLUSIONS

In this lesson, you learned how to use CPA networks to scale affiliate traffic. We covered:

1. How to choose networks,
2. Which parameters to evaluate offers by,
3. How to communicate with managers,



4. How to set up tracking,
5. And how to scale funnels without losing ROI.

The main strength of CPA aggregators lies in quick launches and the ability to test dozens of offers without complex integration. But for stable growth, precise settings, smart offer selection, and constant traffic quality control are necessary.

If you build this system once, it will deliver long-term results — **not just for a day.**