



**PropellerAds**  
ADVERTISING NETWORK

**AUTO-OPTIMIZATION  
BOOTCAMP:  
CPA GOAL 2.0**

**BEGINNER-FRIENDLY!** 



# — Our experts

CPA Goal 2.0



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CPA GOAL 2.0

# — CPA Goal 2.0

CPA Goal 2.0

## What's the issue?

- People don't know what it is
- Not sure how it works



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# — Our agenda

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- What is **CPA Goal 2.0**
- **How it works:** What's under the hood
- **Case studies** and examples
- **Optimization period** & what does it depend on?
- **How to set a CPA Goal** – a simple step-by-step
- **Best practices** – what to do and what not to do
- **Summary**
- Q&A session

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# What is

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CPA Goal 2.0 is a bidding algorithm that allows you to get the maximum amount of traffic which converts at a specified price

This model:

- Provides you the **best performing traffic**
- **Buys out** as much of it as possible
- Is not strictly tied to **conversion price** – acts smart

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# — Why CPA Goal 2.0 is cool

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# How it works: what's under the hood

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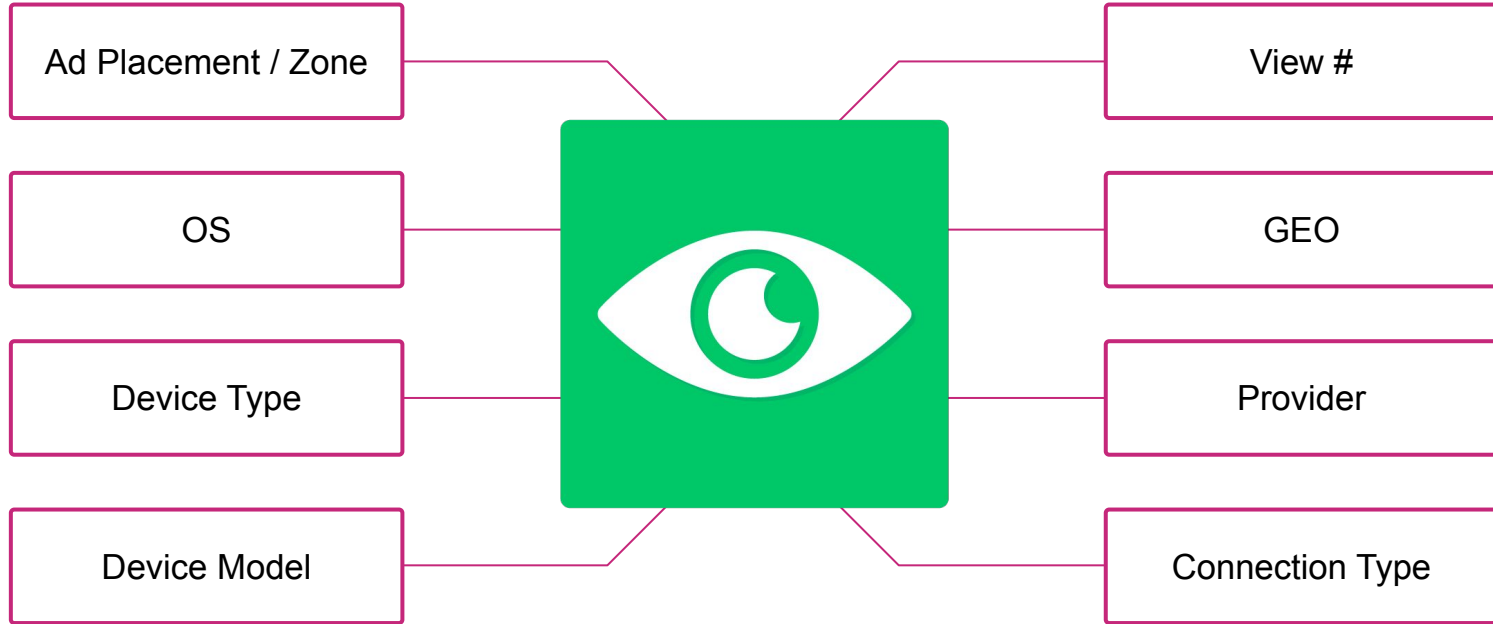
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# — What impacts the impression cost

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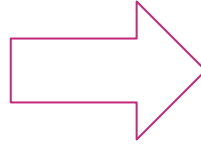
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# — What is conversion rate



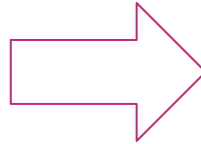
**1000 impressions:**  
Brazil, Android, 3G,  
2nd view



**CR = 2/1000**



**1000 impressions:**  
US, iPhone, Wifi,  
1st view



**CR = 5/1000**

# — How an auction works



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# — You got impressions 1-6

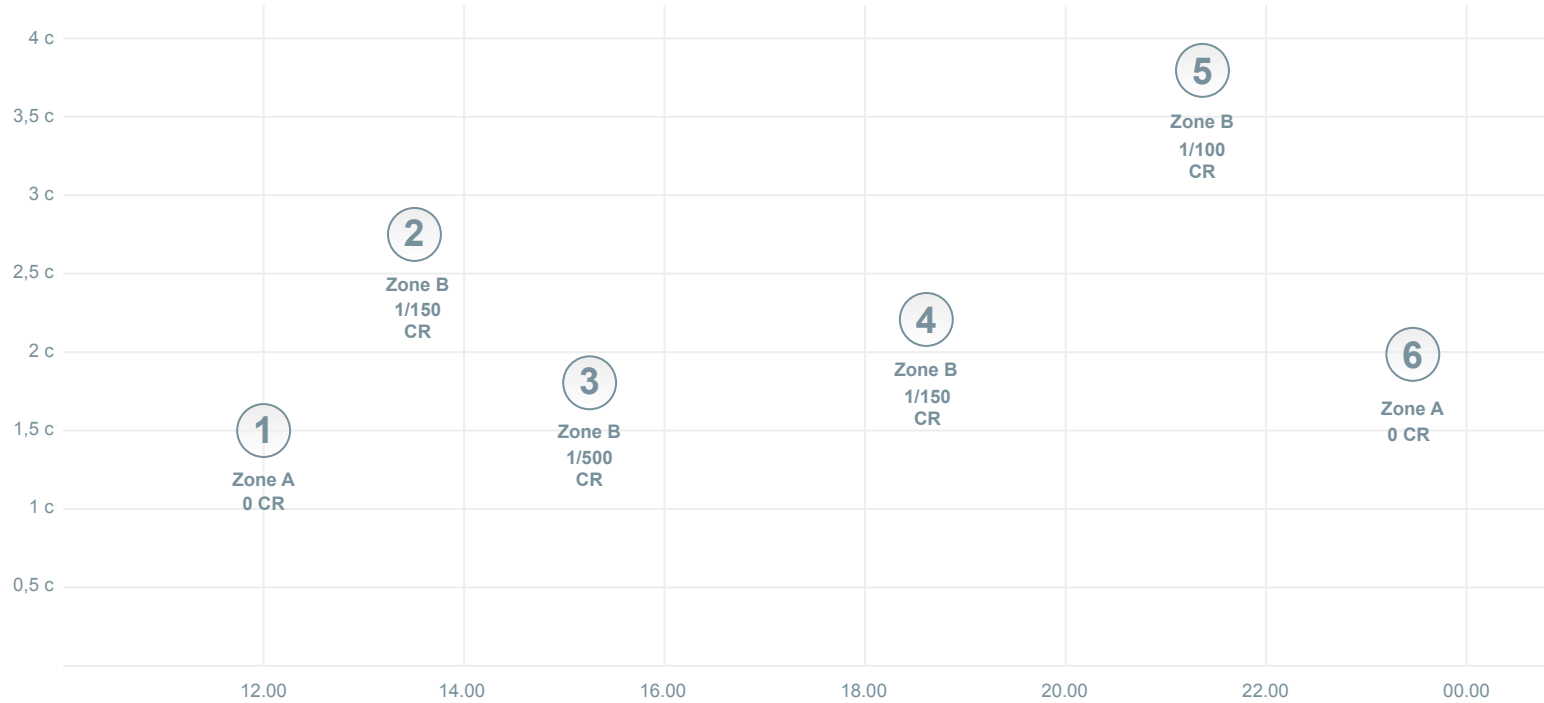
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# — Each impression has a different CR

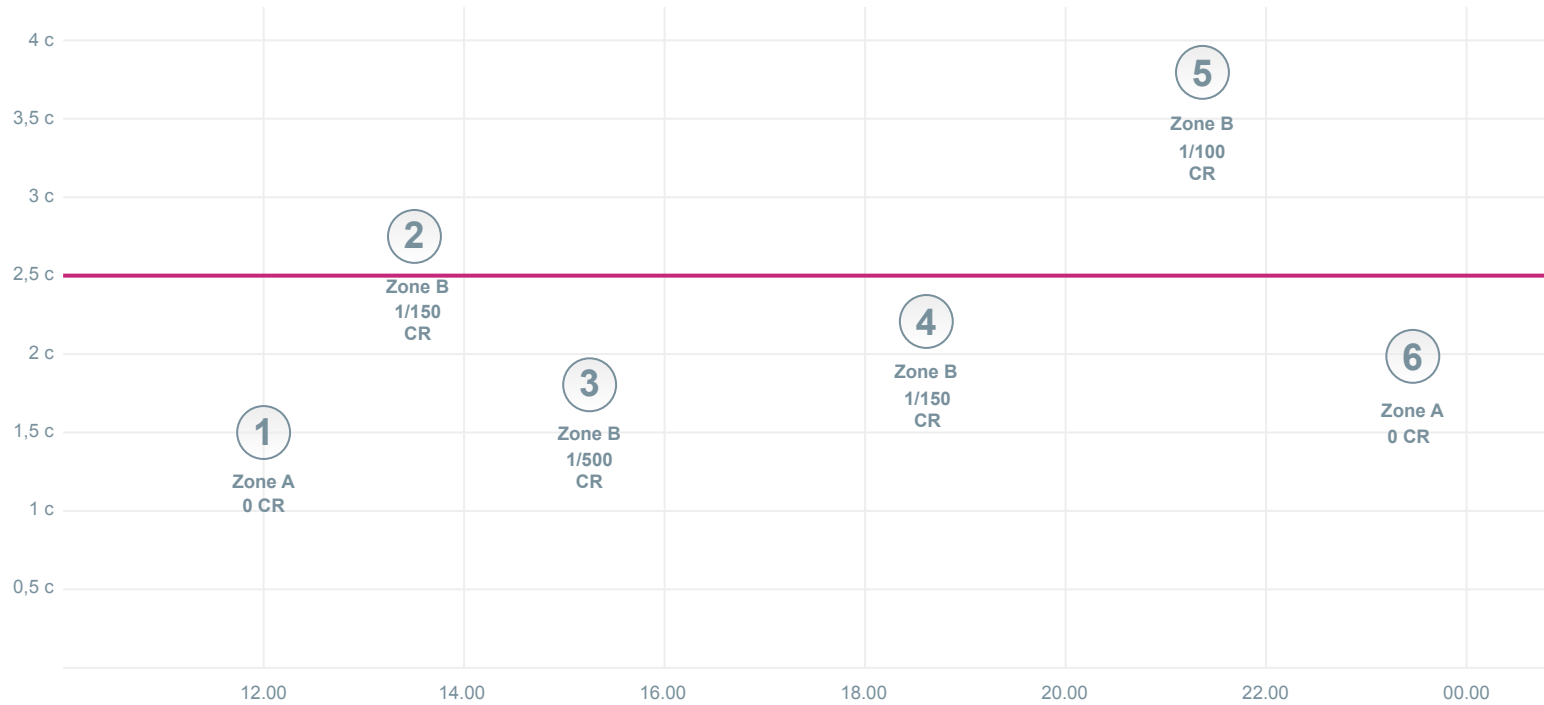
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# — Your CPM is 2.5 c

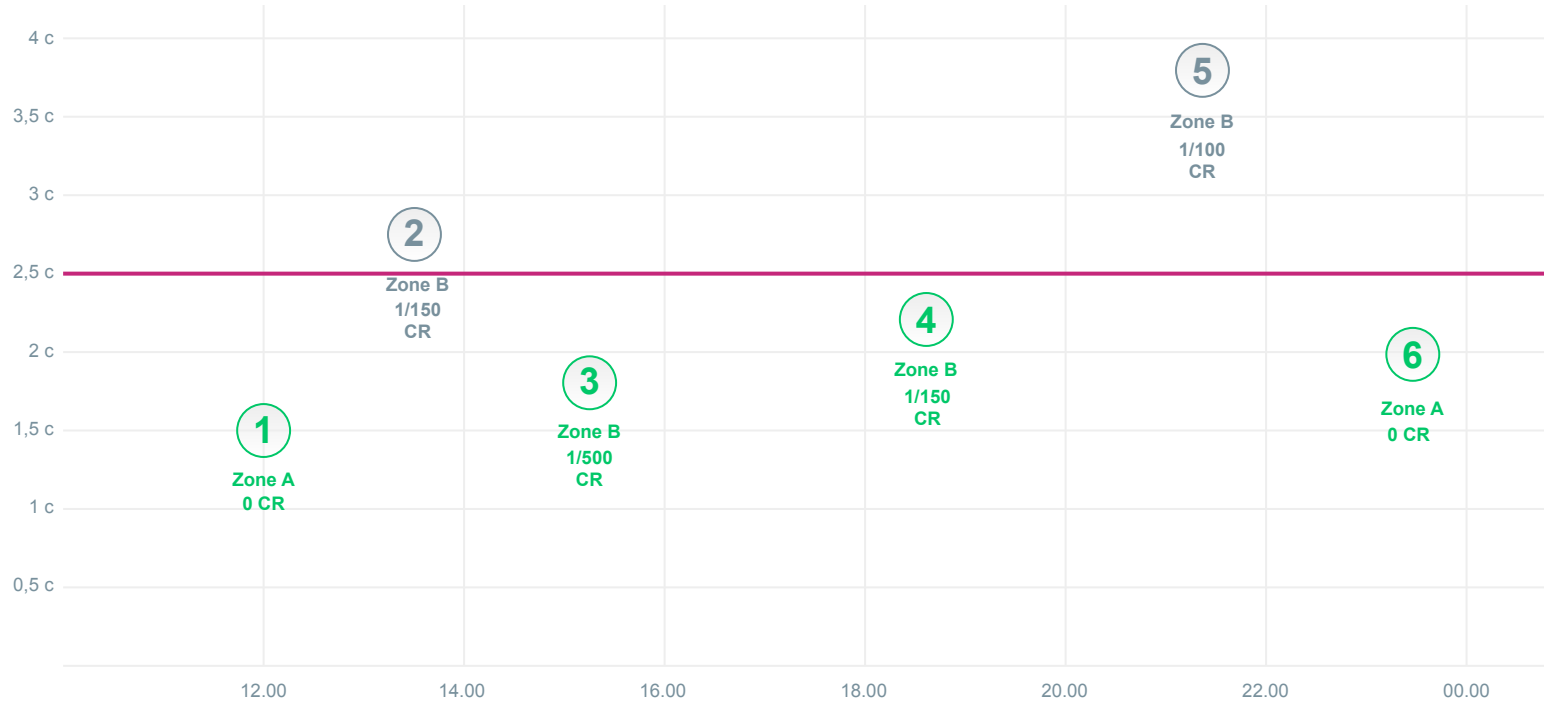
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# — CPM model will buy you impressions 1, 3, 4, 6

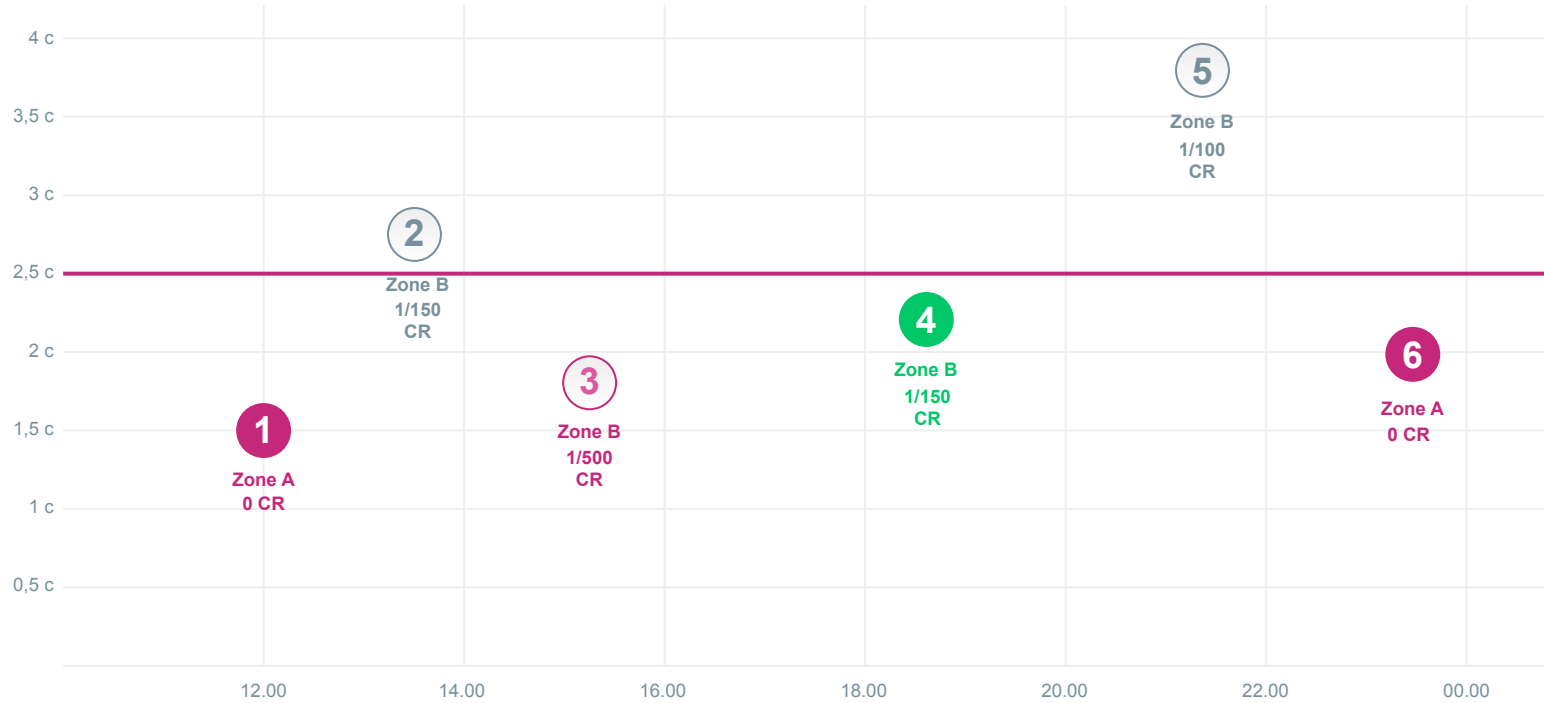
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# — But only impressions 3, 4 have actual value

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# — CPA Goal 2.0 buys impressions 2, 4, 5

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# — All of those impressions have value and convert

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# — The main issues with manual optimization

- Requires you to set the CPM bid **for each type of impressions** (and there are tons of combinations!)
- You must **manually blacklist all** underperforming zones

Summary: **Impossible**

# Case Studies and Examples

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# — Case studies – CPM / SCPM campaign

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ID	Zone	Impressions	Conversions	Revenue	CPM	CPR	INFO
Totals (219):		6 991	16	\$69.91	10.00	4.37	
	SL	2 675	9	\$26.75	10.00	2.97	
	SL	630	2	\$6.30	10.00	3.15	
	SL	617	1	\$6.17	10.00	6.17	
	SL	394	0	\$3.94	10.00	0.00	
	SL	277	0	\$2.77	10.00	0.00	
	SL	181	0	\$1.81	10.00	0.00	
	SL	173	1	\$1.73	10.00	1.73	
	SL	134	0	\$1.34	10.00	0.00	
	SL	125	1	\$1.25	10.00	1.25	
	SL	124	0	\$1.24	10.00	0.00	
	SL	123	0	\$1.23	10.00	0.00	
	SL	113	0	\$1.13	10.00	0.00	
	SL	111	0	\$1.11	10.00	0.00	

- CPM Rate = 10\$
- Much less traffic
- (!) Goal example

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# — Case studies – CPA Goal 2.0 campaign

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- CPA Goal = 1\$
- Pay attention to CPM
- This campaign works better than goal

ID	Zone	Impressions	Conversions	Revenue	CPM	CPR	INFO
Totals (1224):		185 637	3 005	\$2 594.24	13.975	0.86	
	SL	52 187	341	\$337.44	6.466	0.99	
	SL	18 071	125	\$136.32	7.543	1.09	
	SL	10 856	7	\$8.24	0.759	1.18	
	SL	8 624	409	\$345.01	40.006	0.84	
	SL	8 328	31	\$31.00	3.723	1.00	
	SL	5 498	143	\$134.29	24.426	0.94	
	SL	4 532	103	\$100.40	22.153	0.97	
	SL	4 486	107	\$90.52	20.178	0.85	
	SL	4 424	264	\$196.53	44.424	0.74	
	SL	4 370	61	\$67.81	15.518	1.11	
	SL	3 409	99	\$108.34	31.782	1.09	
	SL	3 188	73	\$67.35	21.127	0.92	
	SL	3 154	8	\$11.08	3.512	1.38	
	SL	2 979	121	\$110.28	37.019	0.91	

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# — Case studies – many factors are taken into account

Browser	Impressions	Conversions	Revenue	CPM	CPR
Totals (15):	185 637	3 005	\$2 594.24	13.975	0.86
Google Chrome	155 600	2 680	\$2 303.59	14.805	0.86
Samsung Browser	19 541	266	\$224.78	11.503	0.85
Facebook Browser	1 067	30	\$29.19	27.354	0.97
Apple Safari	4 989	21	\$19.96	4.00	0.95

User Activity	Impressions	Conversions	Revenue	CPM	CPR
High	139 689	2 896	\$2 449.29	17.534	0.85
Medium	29 662	106	\$138.92	4.683	1.31

- There are many factors that are optimized – not only zones
- So it's unfeasible to repeat it manually

# Optimization Period

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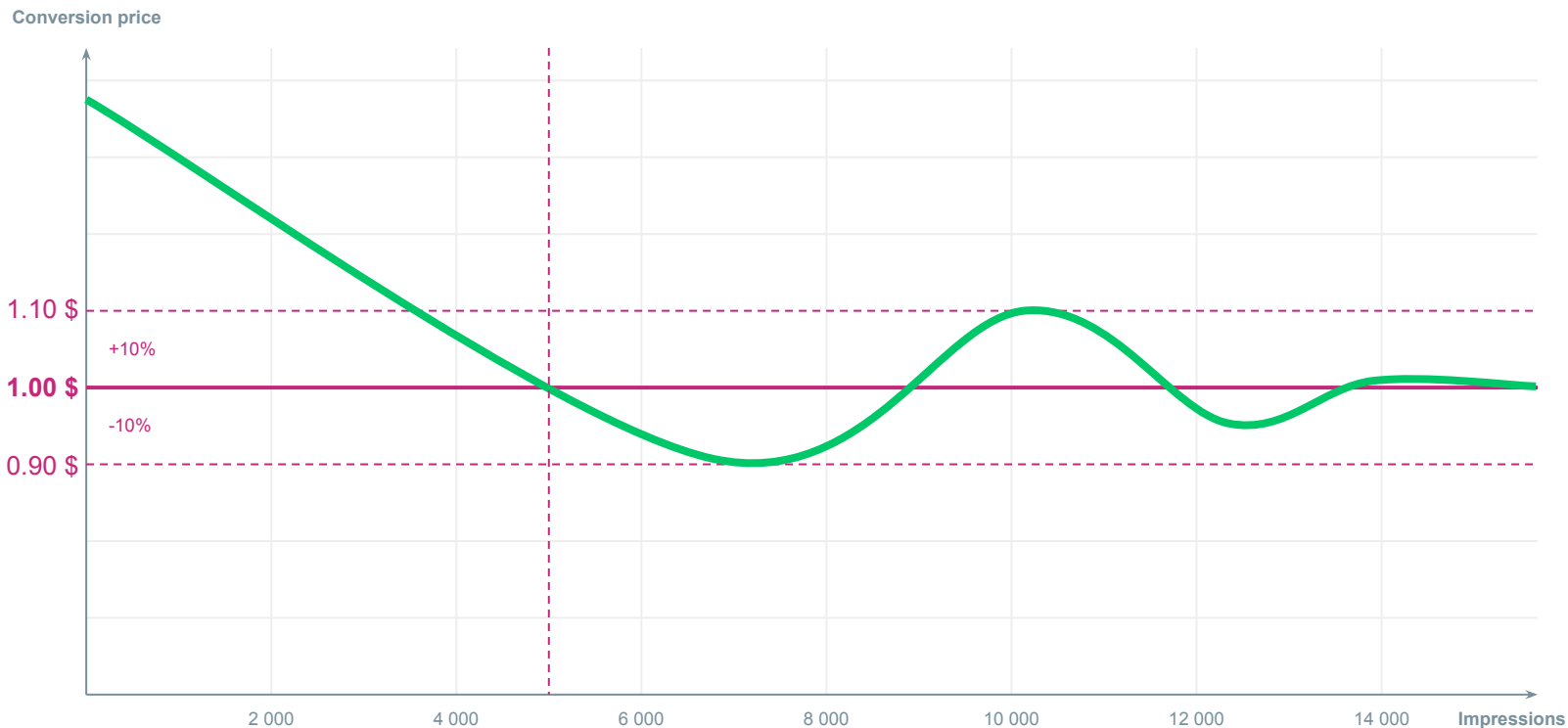


# — Optimization period

1. For the algorithm to work, we need to predict CR for each impression
2. It's done with the help of the **optimization period**
3. This is what happens:
  - a. The model familiarizes itself with YOUR campaign
  - b. It analyzes how it converts on each impression (which has multiple parameters!)
  - c. It predicts the CR for each impression based on your campaign performance
  - d. Sets the bids dynamically based on analytics

# — Optimization period

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# — Optimization period: how it looks

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Campaign ID	Campaign Name	Impressions	Clicks	Visits	Engaged visits	Conversions	CTR	Visits, %	Engaged visits,
[REDACTED]	[REDACTED]	6,051	15	0	0	0	0.24%	0%	0%

Stats by Zones Creatives Device Type Device Browser Mobile ISP Connection OS Version

Exclude Zones Traffic type All ▼

<input type="checkbox"/>	Zone ID	Impressions	Clicks	Visits	Engaged visits	Conversions	CTR	Visits, %	Engaged visits,
<input type="checkbox"/>	 [REDACTED] PropellerAds	873	1	0	0	0	0.11%	—	0%
<input type="checkbox"/>	 [REDACTED] PropellerAds	855	1	0	0	0	0.11%	—	0%
<input type="checkbox"/>	 [REDACTED] PropellerAds	614	3	0	0	0	0.48%	—	0%
<input type="checkbox"/>	 [REDACTED] PropellerAds	531	0	0	0	0	—	—	0%
<input type="checkbox"/>	 [REDACTED] PropellerAds	429	3	0	0	0	0.69%	—	0%
<input type="checkbox"/>	 [REDACTED] PropellerAds	397	0	0	0	0	—	—	0%
<input type="checkbox"/>	 [REDACTED] PropellerAds	186	2	0	0	0	1.07%	—	0%

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# How to set up CPA Goal

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# — CPA Goal 2.0: Where to find it\*

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Choose Advertising Format


**OnClick (Popunder)**

Traditional onclick full-tabs with high visibility and wide reach.




**Push Notifications**

Create a notification with a catchy offer and a vivid banner image




**Interstitial**

Non full-screen banner overlaying content



Pricing Model

CPA Goal 2.0     CPM     SmartCPM     SmartCPA

 • Auto-Optimization: high  
• Bidding: automatic to reach desired CPA  
• Feature: automatic zone excluding  
• Best for: cost-effective spending

[Read more](#)

\* Available for Popunder / Onclick

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# — Setting the conversion price

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### Countries & Conversion Price

Conversion type

Install

Conversion happens when the product is installed / opened (apps, extensions, o desktop)

Countries \*

Aland Islands x

CPA Goal, \$

0,024

+ Add another rate

Based on our experience, we recommend setting Conversion Price as 70-80% of your CPA network's payout. This will speed up the process of finding the most relevant traffic sources.

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# — Why do you need to choose Conversion Type?

**Countries & Conversion Price** ▼

Conversion type

Select type ▼

- Install
- Single Opt-In (1 step)
- Double Opt-In (2 steps)
- Complicated conversion

- Correct conversion type selection helps the algorithm **better optimize** your campaign
- The system will find converting **zones faster**

# — Important: S2S Tracking

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S2S tracking is **crucial**, otherwise our system won't be able to optimize the campaign

## Conversion Tracking

Set up S2S tracking to see conversions in your statistics. The S2S Postback URL that you will generate here can be used in all your campaigns. [Read more](#)

Select a tracker or a CPA network



[Select another tracker](#)

Copy this S2S Postback URL and paste to the relevant field in your Voluum account

```
http://ad.propellerads.com/conversion.php?aid=28584&pid=&tid=62321&visitor_id={externalid}&payout={payout}
```



[Read Voluum integration help](#)

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Best

practices

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# — How to set a CPA Goal?

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**How much you're willing to spend** (CPA offer payout – % Your revenue)



**Start with the maximum amount** – this way, you'll get the most accurate test results and max eCPM



If you go **over budget** (can happen) – reduce the CPA Goal by 10-20%



If the over-budget expenses are SO significant that you have to **reduce the rate by 50%**, you might have issues with your campaign: check the targeting, links, tracking, LPs, etc



The **higher the CPA Goal**, the higher the over-budget expenses can get

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# — Which CPA Goal campaigns perform best?



Targeting  
a few countries



**Min & Max** CPA Goal  
rates shouldn't differ  
by more than  
2 times



Got white /  
blacklists? Or exact  
ISPs? Use it in your  
targeting

# Summary

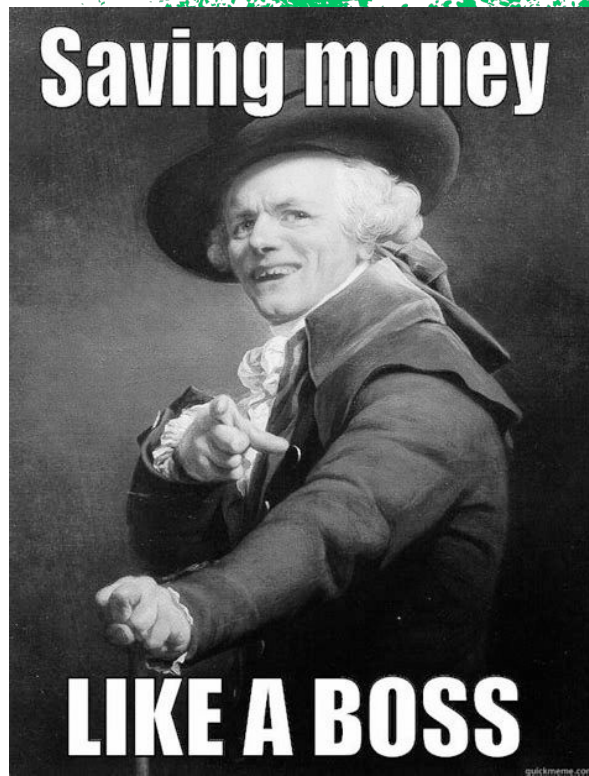
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# — CPA Goal 2.0: key benefits

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- **Smart, high-tech, automated** optimization algorithm
- **Simple setup** in the SSP platform
- **Intuitive** and **user-friendly**
- **Enhanced performance** and **ROI** compared to traditional CPM
- Lots of **best practices** to launch CPA Goal 2.0 campaigns



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**Thank You**  
**for attending!**

**WEBINAR, JUNE 11, 2020**

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