

# **How To Use Tracking To Dramatically Increase Your Campaign Profits**

## **Introduction**

The purpose of this Blueprint is to explain to you why you should be using tracking for all of your marketing campaigns. The importance of tracking, the information that can be gleaned about your website visitor when you use tracking effectively to increase your sales dramatically and how you can incorporate tracking into your campaigns seamlessly.

## **So What Exactly Is Tracking?**

The success of any marketing campaign really depends on the ability for you to be able to quantify the traffic hitting your website and what that traffic is doing after they arrive at your site.

Again it's like the 80/20 rule in that as a rule of thumb 20% of traffic will provide sales for you but the question is - how do you know which 20% of that traffic is actually providing sales and where exactly is that traffic coming?

If you don't know this vital information then it is highly likely that you are abandoning campaigns that are losing money for you when in fact they may not be losing campaigns at all but may just have keywords that are not performing but eating into your profits instead.

Imagine if you could look at your website traffic – see exactly which keywords are making sales for you and ditch the 80% of keywords that are not making sales – that could very easily turn a losing campaign into a profitable one – but you'll never be able to do this with your campaigns unless you can measure your traffic and the absolute only way to do this is via tracking.

Imagine being able to track the behaviour of visitors to your site. Are they all leaving at the same point, are they clicking through to the vendors page and then leaving or are they not even clicking through to the vendors page?

If you know this information then you will be able to improve your campaign performance – but you can't fix something unless you know it isn't working and unless you have tracking in place it's impossible to understand and be able to analyze the behaviour of visitors to your site.

## The Problem With Tracking

Let's face it... tracking is a boring and thousands of affiliates don't do it. Even some of the gurus don't do it – it doesn't matter whether you are just starting out, or at an intermediate stage or a super affiliate – if you are not tracking your campaigns you are most definitely losing money.

But the reason why it is boring is because it is complicated, it's not exciting, it's not sexy but it is tedious. And whilst tracking software is an additional expense – more importantly - do you even know how to read all those raw stats? Are they easy to understand – in short the answer is No!

There are indeed many tracking software programmes out but there unless you know how to understand the stats they deliver and actually act upon them they serve no further benefit for you.

Usually with a web hosting package you will receive some form of stats package provided in the form of raw traffic files or difficult to understand cryptic formats which are almost impossible to decipher – so guess what – you give up trying to read them and abandon the idea of tracking yet again.

It's a cycle that is repeated time and time again with affiliates.

If tracking was an easier exercise, ideally, the information you would be able to sift from your stats would be:

- ✓ Numbers of visitors to your site
- ✓ Source of your visitors
- ✓ How do they find your site
- ✓ How much traffic is coming from each source
- ✓ Exactly which search phrases are being used to find your site
- ✓ What do visitors do once they hit your site
- ✓ Are they clicking through from your page to the vendors page
- ✓ All of this information is vital to know if you want to maximise your ROI

Imagine how much easier your campaign management would be if you could easily access this information and focus your time on money on exactly what is working and improve on that - fixing the aspects of your campaign that you **KNOW** for sure are **NOT** working (because you are tracking!)

Like it or not, tracking is one of the most COMPLICATED, but most IMPORTANT tasks you have as an affiliate marketer because in today's market, it's crucial for every affiliate to track keyword response rates in order to maximise profits.

In short, knowing this information about your traffic lets you know exactly where your site is in the market and gets you one step closer to where you want to be.

I want to demonstrate this fact to you but showing you exactly how you can achieve a greater return on investment (ROI) by using tracking with your campaigns. This example was taken from one of our review page campaigns.

	Ad Spend	Profit Return	+/-
Keyword 1	\$100	\$20	-\$80
Keyword 2	\$85	\$250	+165
Keyword 3	\$120	\$120	\$0
Keyword 4	\$50	\$70	+\$20
Keyword 5	\$100	\$10	-\$90
Keyword 6	\$150	\$10	-\$140
Keyword 7	\$40	\$125	+85
Keyword 8	\$160	\$240	+80
Totals	\$805	\$845	+\$40

**NB. We have rounded amounts up or down for example purposes.**

So looking at the Totals over 3 days from this ad group above we can see an overall profit of \$40!

We could assume that this campaign is not going to be very profitable if we continue with it.

The point here is that those affiliates who are not tracking their campaigns would most likely do one of two things – either ditch the campaign and perhaps try again with some other keywords or leave it to run for another few days to see if it will turn a decent profit. **WRONG!**

This is not a losing campaign – in fact far from it – let's take a look at it again but this time with the assumption that tracking is in place:

We would then be able to see at a glance from our tracking results that

Keyword 1  
Keyword 5  
Keyword 6...

... were the culprits for our losses and so we would ditch them. Keyword 3 which 'broke even' we would leave in place to see which way it was going to go.

If we then ran this campaign over another 3 days we would then find our profits more in the region of \$350 instead of \$40 if we received the same number of click throughs and the same number of sales.

***Can you see how tracking works and how it can literally turn your campaigns from losers into winners?***

***How many campaigns have you abandoned because you received similar results to the above example?***

The only way that this turnaround can be achieved from a losing campaign is through **TRACKING** – there is no other way to do it unless you have more money than sense and even then you couldn't accurately ascertain which were your profitable keywords.

Now tracking is quite easily done if you are linking directly to the vendors sales page – in effect all you have to do is assign a Clickbank TID to your affiliate link – it's easily and quickly done – but all it will do is tell you which keyword produced a sale for you.

If you read our previous blueprint you will hopefully have imprinted into your head the importance of using review pages as an extremely effective strategy for gaining high conversions from the products you promote.

That same blueprint pointed out the current pitfalls of linking directly to the vendor's page along with the likelihood of paying over the odds for your clicks on Adwords. It really can't be stressed enough that you need to migrate from direct linking to review pages if you want to consistently succeed on Adwords promoting affiliate products.

So with that said, if you need to, go back and reread the Review Page blueprint to refresh your mind with the reasons why review pages work so well then I recommend that you do so now.

**Let's discuss another example,**

Let us assume you have a review page that is reviewing 3 products for a potential customer to choose from.

On your page you will have three separate affiliate links to three different products you are promoting.

You then go ahead and set up your tightly focussed keywords in ad groups.

So let's start with a conservative figure and assume that across your agroups you have a total of 30 keywords – you may have more or less but this number is good enough demonstrate the point.

If you leave your review page as it is and do nothing further here's a likely scenario:

Over the next couple of days you receive 100 clicks across your ads and let's say you make 6 sales. For arguments sake, your bid is 0.10 cents per click and you are earning \$20 per sale.

So you spend \$10 in ad costs and make \$60 in affiliate commissions - \$60 return less your ad spend of \$10 leaves you with a profit of \$50. You leave the campaign running for a week because as far as you can see, at this stage it is profitable.

Over the course of the week you receive 1000 clicks across your ad group but you only make 10 sales.

So let's look at the figures now – 1000 clicks has cost you \$100 – 5 sales have given you a return of \$100 but your profit minus your ad spend leaves you at break even point.

This is a similar example to the one we showed you earlier and again demonstrates the need for tracking – it is vital for you to understand this if you are serious about maximising your profits.

We recognise all too well that the process of tracking can be mind numbing at the best of times and even labour intensive if you have many keywords across many sites – that said it is one of the most important aspects of your affiliate marketing that you need to pay attention to and get a 'grip of'.

Tracking your campaigns not only enables you to turn losing campaigns into winning ones by ditching non performing keywords but results in a reduced ad spend of anything up to 75% along with high click throughs - Google loves this and will reward you with a higher quality score which in turn leads to even lower cpc's.

As I mentioned earlier - tracking of individual keywords is pretty much straight forward if you are linking directly to a vendor's page – you can just use Clickbanks TID system.

But what if you are setting up a review page – the tracking process starts to get a little more complicated.

### **Here's why –**

You have a review page with 3 product affiliate links.

You set up 30 keywords across your ad groups.

In order to be able to track each individual keyword and that's exactly what we recommend you need to do a little more work.

Each keyword needs its own page to track that keyword. So the process would go something like this –

You set up your index page with your three product affiliate links each assigned with Clickbank's tid (tracking link) i.e. youraffiliatelink/?tid=1.

Save the page as index 1.

Reopen the page and view the source code and perform a 'find and replace' from within the edit tab and replace your three product links with youraffiliatelink/?tid=2.

Save the page as index 2.

Continue for all 30 keywords.

Because your keywords have been assigned an individual index pages you can track your sales on a keyword level.

A little time consuming if you have several campaigns running and hundreds of keywords running throughout those campaigns.

In our previous blueprint we discussed the use of review pages at length and why you should be using them to maximise your campaigns.

### **The next level of profiteering...**

Unless you've been under a rock for the last few weeks, you will have heard about our soon to be launched review page creator – Google Nemesis.

This will automate the entire process of creating review pages to promote affiliate products.

But in addition to that we incorporated into the software an automated tracking system that cuts out all the need for you to track your campaigns manually.

I am not going to say too much about it here as **Google Nemesis** is about to be launched in the next few days and all will be revealed - but what I will tell you is that the automated tracking system included in **Google Nemesis** :

- ✓ Uses hidden tracking indicators which automatically track your keywords for you and show you which ones are losing money
- ✓ uses a secret tracking system that will highlight profitable keywords for you
- ✓ removes the need for you to set tracking up – so you can just forget about it and get on with creating your review pages and campaigns

In short **Google Nemesis** is a 'push button' automated system that will create your review page, track **all** of your keywords and tell you clearly which

ones are winners and which are losers. It even tells you how to write the product review.

All you have to do is decide which products you are going to promote – it's as easy as that.

As I pointed out – I am removing all and any excuses for you not to be able to create review pages quickly and easily **AND** track your campaigns without any work on your part because **Google Nemesis** has it all automated for you.

**It really is a 'push button' system that you will be up and running with immediately.**

Remember, if you want to maximise profits from your campaigns you need to start using review pages and track your campaigns but you also need to make the whole process as easy as possible so that you can cash in on it.

Google Nemesis is ready to do this for you – keep watching, launch is just a few days away.

Enjoy

Chris X