AFFILIATE MASTERY

THE COMPLETE CPA & PERFORMANCE MARKETING ACADEMY

6-MODULE PRACTICAL ACADEMY

OFFER RESEARCH | CPA OFFERS | AD CAMPAIGNS | TRACKING | ANALYTICS | AI TOOLS



LEARN. UNDERSTAND. APPLY.

LESSON 1.1

What Is Affiliate Marketing?

Understanding the business model, the people involved, and how an affiliate earns a commission

1.1.1 — The idea in plain English

Affiliate marketing is a performance-based way of promoting another company's product or service. You introduce a potential customer to an offer using a special tracking link. If the person completes the action required by the offer, the action can be recorded and you may earn a commission.

The key word is performance. In many advertising arrangements, a company pays simply to display an advertisement. In affiliate marketing, the advertiser agrees to pay for a defined result—for example, a valid enquiry, a confirmed sale, or another action described in the offer terms.

A SIMPLE EXAMPLE
A company wants more people to request information about its service. It works with an affiliate network and offers €12 for each valid, approved enquiry. You promote that offer to an audience likely to be interested. If a person submits the required form and the enquiry meets the advertiser's conditions, the network records an approved conversion and credits €12 to your account.

1.1.2 — The basic participants

Participant	What they do	Simple explanation
Advertiser	Owns the product or service and funds the campaign.	The company that wants customers or enquiries.
Affiliate network	Connects advertisers with affiliates, provides offer information and tracking, and handles commission reporting/ payments according to its terms.	The platform or marketplace between the company and the affiliate.
Affiliate	Chooses an offer and promotes it to a relevant audience.	The independent promoter—you.
Customer / user	Sees the promotion and may complete the required action.	The person whose action the offer is designed to generate.
Traffic source	The channel through which people discover the promotion.	For example, an allowed social platform, search engine, website, or email channel.

Some advertisers work directly with affiliates. In that arrangement, there may be no separate network. The basic principle remains the same: the advertiser defines the action and payout, and tracking is used to attribute the result.

1.1.3 — How the affiliate earns

The affiliate does not normally earn money merely because someone sees an advertisement. Earnings depend on the specific payment model. For example, an offer may pay for a qualified lead, a completed sale, or a percentage of recurring revenue. These models are explained in Lesson 1.3.

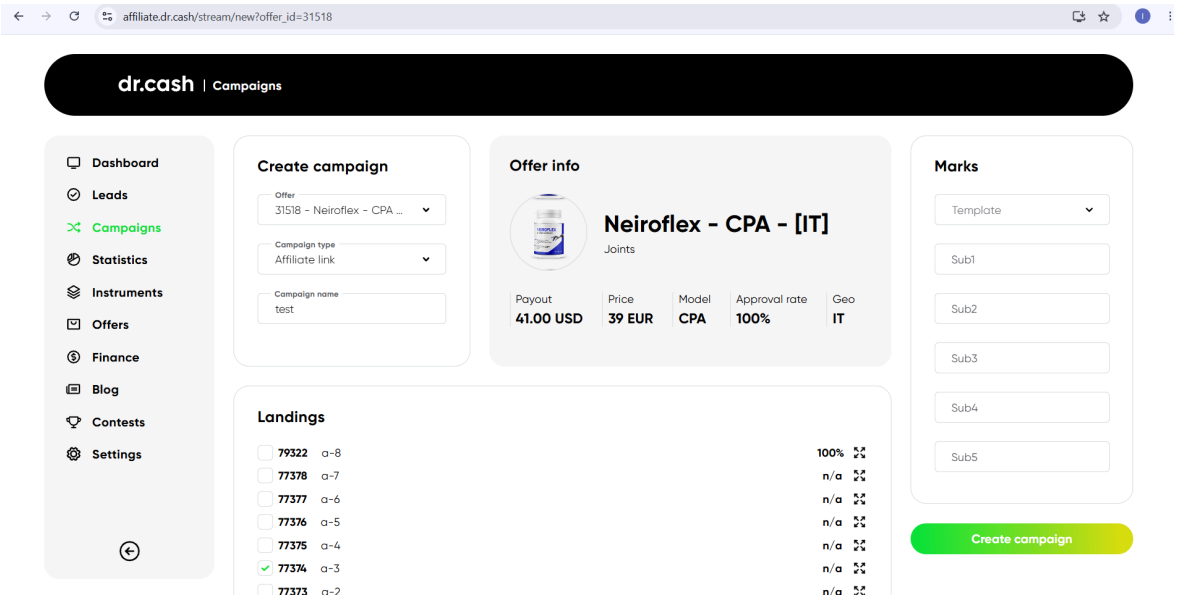
A useful way to think about it is this: the advertiser is paying for a business result. Your task is to connect the right audience with the right offer, while following the offer's conditions.

AFFILIATE MASTERY | COMPLIMENTARY COURSE PREVIEW · NOT FOR RESALE

Lesson 2.5 — Creating Your First Campaign / Stream

Objective: create the campaign/stream that generates your working affiliate link.

In dr.cash, this happens inside the Campaigns section.



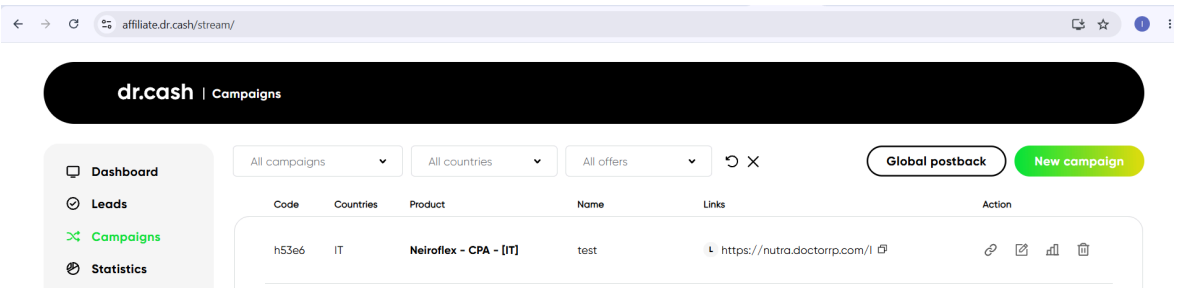
Create campaign page for the selected offer.

Fields you usually complete

- Offer — the product you want to promote.
- Campaign type — usually Affiliate link for the basic workflow.
- Campaign name — a simple internal name, such as the product + GEO.
- Landing — the page version you want to use.
- Sub1–Sub5 — optional tracking parameters for later optimization.

Basic workflow

1. Open Campaigns.
2. Click New Campaign.
3. Select the offer.
4. Choose campaign type.
5. Enter a clear campaign name.
6. Select a landing.
7. Click Create campaign.



Campaigns list after the first campaign is created.

AFFILIATE MASTERY | COMPLIMENTARY COURSE PREVIEW · NOT FOR RESALE

LESSON 3.2 / STEP 2

Build your first image ad

Use a basic Canva workflow. A paid plan is not required to start with a simple original visual.

Canva — design editor

01 Create a design. Choose an Instagram square post or custom canvas: 1080 × 1080 px. A vertical 1080 × 1920 version can be prepared later for Stories/Reels.

02 Upload materials. Use the product images supplied with permission by the network, or your own authorized assets.

03 Arrange the layout. Add one main image, one short heading and enough white space. Keep the product recognizable and text readable on a phone.

04 Write accurate copy. Use the product name, category, verified information and a neutral call to action. For Italy, use clear Italian copy.

05 Export. Save a PNG or JPG and preview it on mobile. Check spelling, price, text and asset rights.

Example Italian copy (concept, not an approved advertisement)

Field	Draft
Main text	Scopri Neiroflex: informazioni sul prodotto, ingredienti e modalità di utilizzo.
Headline	Scopri Neiroflex
Call to action	Scopri di più
File name	IT_Neiroflex_Product_A_01.png

AI prompt for original concepts

COPY & ADAPT Create three distinct Italian advertising concepts for the following product. Return a hook, visual idea, short primary text, headline and CTA, promise results, invent reviews or fabricate endorsements. Flag any fact that needs verification.

Read the final wording yourself and verify it against the product label, advertiser permissions, relevant local rules and current platform policies. Do not assume that AI-generated copy is accurate or approved.

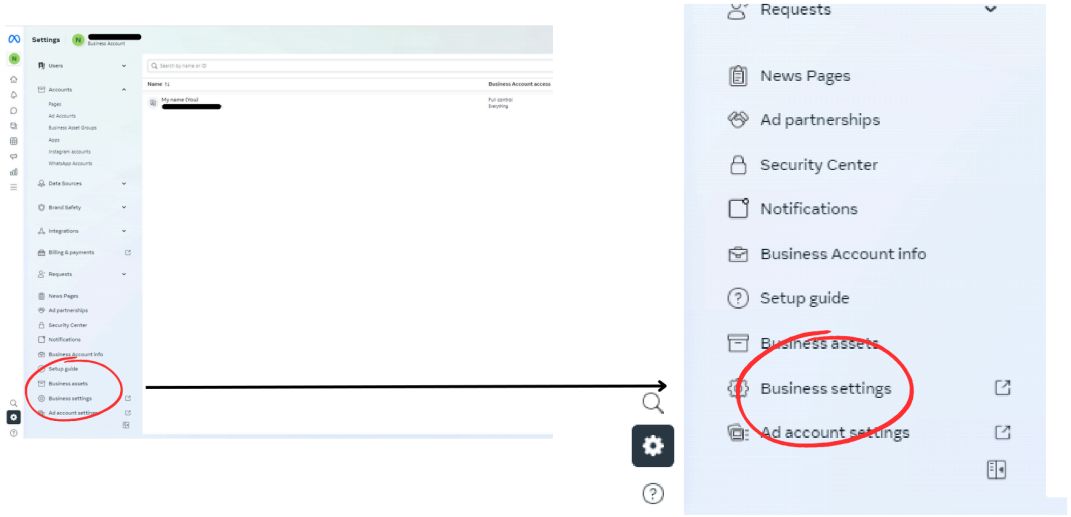
AFFILIATE MASTERY | COMPLIMENTARY COURSE PREVIEW · NOT FOR RESALE

LESSON 4.1 / STEP 2

Create an ad account inside the portfolio

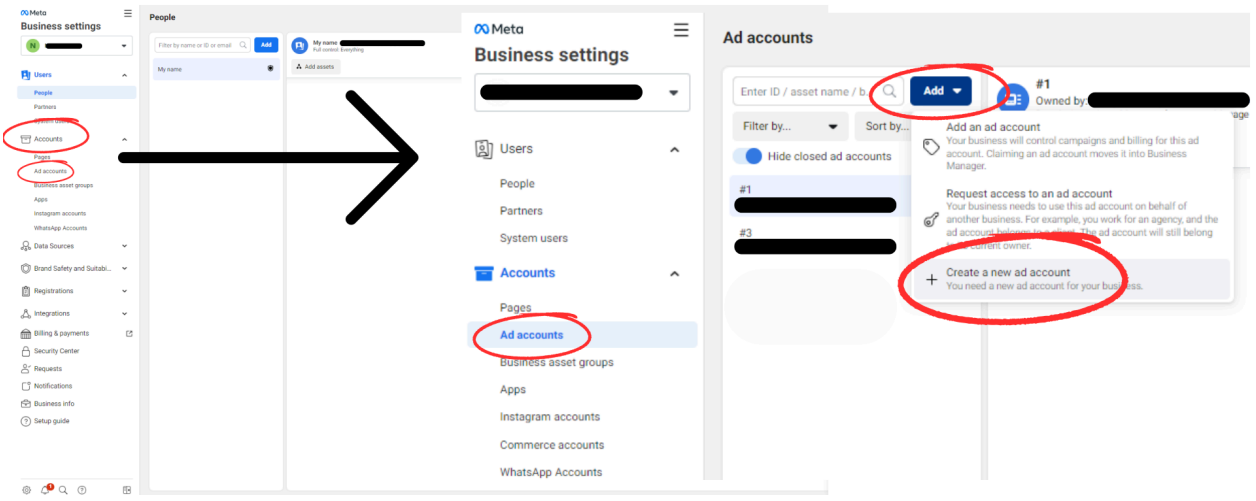
Open Business Settings

01 Select your portfolio. In Settings, confirm the correct portfolio is selected before adding assets.



Reference screenshot — locate Business Settings in the earlier menu.

02 Create the ad account. Go to Accounts → Ad accounts → Add → Create a new ad account (or equivalent). If you already own an appropriate account, select it instead of creating a duplicate.



Reference screenshot — Ad accounts and Add options.

03 Complete the form. Use a clear name, correct billing currency and reporting time zone. Choose the actual business use and give yourself authorized access. Check these settings before confirming; account creation limits may apply.

RESULT Example name: IT | Affiliate Ads. The ad account belongs to the selected portfolio.

AFFILIATE MASTERY | COMPLIMENTARY COURSE PREVIEW · NOT FOR RESALE

LESSON 5.4 / STEP 1

Calculate the result in 60 seconds

Use one currency for every calculation. This exercise uses USD for both advertising cost and commission. If your Meta account bills in EUR, convert spend to USD using the actual exchange rate and fees before comparing.

Worked example — Neiroflex (hypothetical)

Input or calculation	Value
Advertising spend	$120
Recorded dr.cash leads	12
Approved leads	6
Illustrative payout per approved lead	$41
Commission: 6 × $41	$246
Difference before other costs: $246 − $120	+$126
Cost per recorded lead: $120 ÷ 12	$10
Cost per approved lead: $120 ÷ 6	$20
ROI on ad spend: ($246 − $120) ÷ $120 × 100	+105%

IMPORTANT +$126 is a campaign contribution before additional expenses, payment/FX fees, taxes and later status changes. It is not guaranteed personal take-home profit.

Where is the break-even point?

With $120 spend and $41 for each approved conversion: 2 approvals = $82 (below spend); 3 approvals = $123 (just above spend). The break-even threshold is 120 ÷ 41 = 2.93 approved conversions, so at least 3 whole approvals are needed in this simplified example.

AFFILIATE MASTERY | COMPLIMENTARY COURSE PREVIEW · NOT FOR RESALE

LESSON 6.3 / CREATIVE PRODUCTION

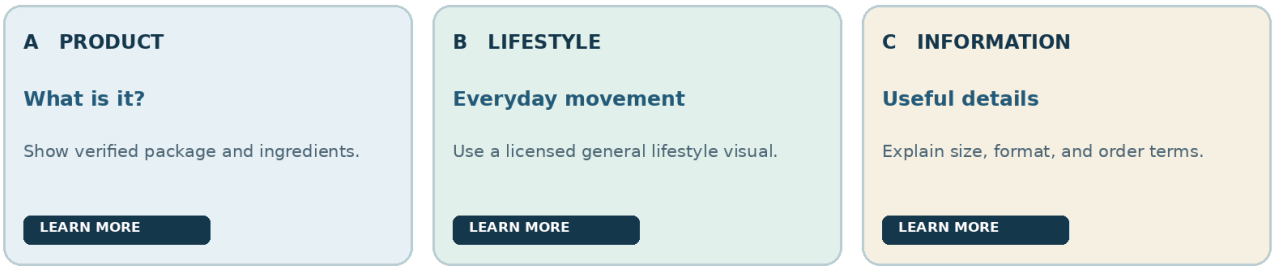
Make three original concepts with one good prompt

Use ChatGPT for copy and concepts, then Canva or CapCut for the asset itself. You already learned the basic editors in Module 03; here we make the work faster.

OPEN: Canva | CapCut

01 Prepare the product information. Use only authorized images, label details, price/terms and approved claims obtained from the network or advertiser.

02 Generate three DIFFERENT approaches. Ask for Product, Lifestyle and Information — not three copies of the same ad.



Illustrative original creative directions — visual concepts, not real Neiroflex advertisements.

COPY & ADAPT THIS PROMPT

Create 3 distinct Italian ad concepts for [product], GEO Italy. Approved facts: [paste only verified facts]. Format each as: (1) headline, (2) short primary text, (3) visual/storyboard, (4) CTA. Concepts: PRODUCT, LIFESTYLE and INFORMATION. Do not invent clinical effects, endorsements, customer reviews, urgency, price reductions or before/after results. Mark missing facts for review.

03 Build and export. Create 1 square image (1080×1080) and 1 optional vertical short video (1080×1920) with your licensed assets. Review the Italian text yourself.

04 Ask for a final check. Give AI the final copy plus actual approved facts. Ask it to flag unsupported statements; then check everything personally.

FILES TO KEEP IT_Product_A.png • IT_Lifestyle_B.png • IT_Info_C.mp4. Your three concepts are test ideas, not “winning creatives.”

AFFILIATE MASTERY | COMPLIMENTARY COURSE PREVIEW · NOT FOR RESALE