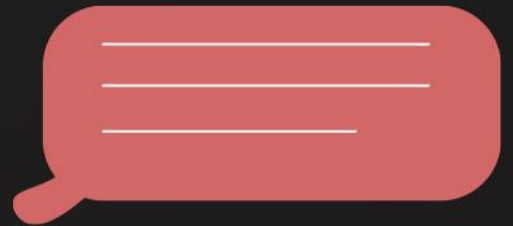


MACHINE-BUILT **YOUTUBE ADS** CASE STUDY



BY AIDAN BOOTH AND STEVE CLAYTON

In this case study, I document from the beginning to now, my “crash test” journey from \$0 to ?? by promoting affiliate offers via YouTube video advertising. I had to get everything set up in a month!

My Background

Before we continue, a bit about my background. My name is Chris, and I work with Steve and Aidan. Yes, I have experience in online marketing. However, I come from a purely “organic” SEO background, where I rank websites naturally in the Google search results. This means I concentrate on writing quality articles, studying anchor text links and networking with linking partners.

I know next to nothing about videos (except to create them as content for YouTube), paid ads, PPC or anything else. The last time I used Google Ads was way back in 2015, and only a small campaign to promote ecommerce products.

So, you can say I’m pretty well a complete newbie at this! So, if you have NEVER done any advertising in your life, you’re in the same boat as me.

The Learning Process

You have the advantage of having a complete proven course at your disposal. I do not have this. Everything in this case study has been learned by trial and error, and the only thing I have to go on are a couple sessions with testing students.

I’m not part of this testing group, but was instead plunged in head first and watched and studied past conference calls as they built up their results throughout the months leading up to this.

Some earlier sessions they say to do this, while in the next session they would often come to the conclusion that “*Nope, this method didn’t work as we thought, let’s try this way instead.*” So, in my notes I would then cross things out!

The course, you are following are the results of all these tests, what works, and what doesn’t. For myself, I’m in the middle of everything, so what I am

doing may work... or it may not. All I have is a simple, very basic one-sheet guide of the steps to take, which I will do in this case study and document for you.

Let's begin!

Starting the Project

From that one-sheet guide I was given, these are the basic steps to the funnel I will be creating:

1. Select an offer to promote
2. Write a video script
3. Make a video ... 3 videos, each the same except for different first 15 seconds to split-test
4. Purchase a domain and create a landing page
5. Create a branded YouTube Channel
6. Set up a Google Ad account
7. Ad tracking code
8. Create the YouTube campaign
9. **PROFIT!**

1. Select an Offer to Promote

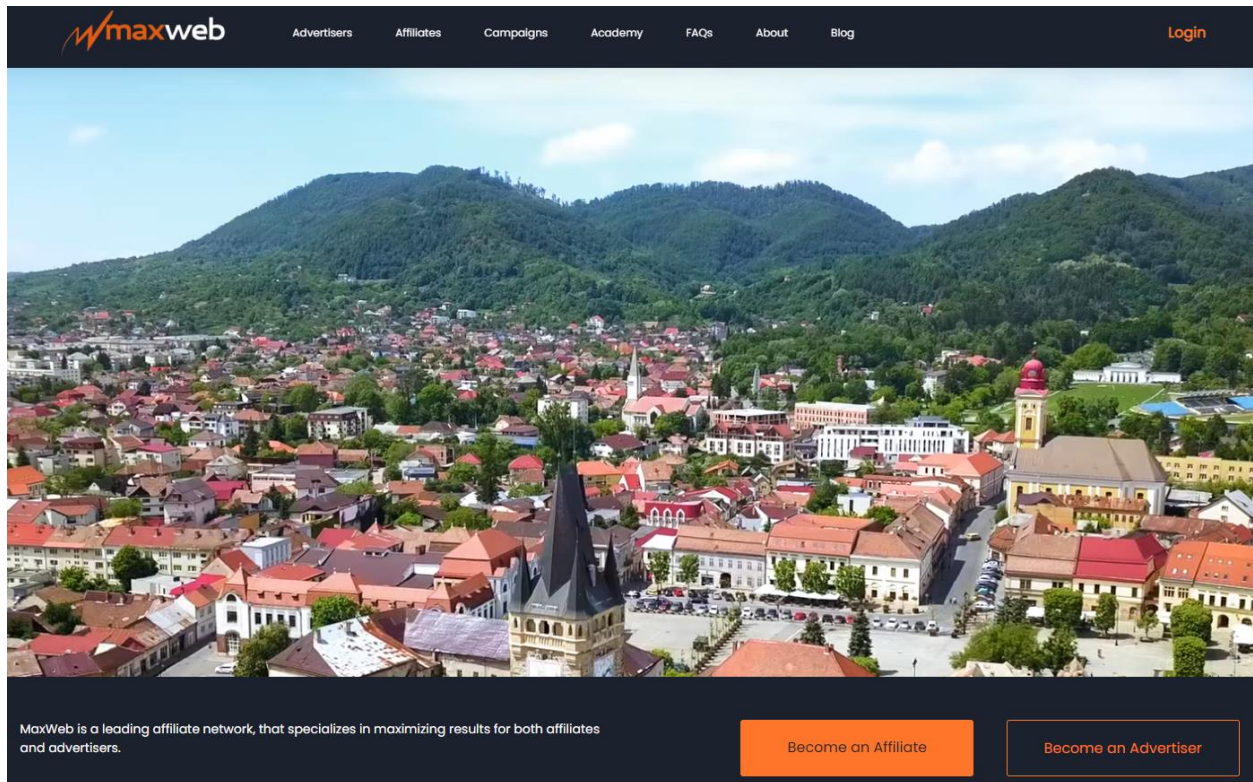
First thing first. What offer to promote?

I have affiliate accounts with Clickbank, CJ, Shareasale, Amazon Associates and a couple others. With this CPA (Cost Per Action) advertising method, it is best to find offers with high payouts. In my own experience with organic search traffic, if somebody clicks my link but doesn't buy, it doesn't cost me anything (except the cumulative effort and time to rank in Google's top ten). If they do buy, and I receive \$2.91 in commissions, great!

This CPA affiliate marketing method is far, far different. This is because Google WILL be spending your budget... you want them to. (In fact, you may have to *beg* them to!) You have to spend money in advertising to make money.

So, to make the most of this program, don't look for offers where you receive a small commission on, say, a garden hose... plus, have you ever bought a garden hose after being presented with an ad on YouTube? Neither have I!

Clickbank is a great choice for an affiliate network, as they have offers with high, \$50+ payouts. However, I want to go even further, with \$100+ offers. So I applied and was accepted to an affiliate program called Maxweb:



Once accepted, there will be many offers you can promote right away, while you'll have to apply for others. You'll also be assigned an account manager, who can help you with any questions you may have, and who can also help you get accepted for certain offers.

The offer I choose to begin with is a Diabetes supplement called Sugar Balance:

Product Name		Conversion Rate	Product Price	Average Payout	Earnings Per Click ▼
	SUGAR BALANCE Dietary supplement that treats the root cause of Diabetes without having to stop eating all the delicious foods you love.	2.91%	\$69.00	\$100.00	\$2.91

From the stats, it has the following data based on all other affiliates promoting this:

Conversion Rate: 2.91% (the number of people who view the offer and end up buying it.)

Product Price: Starts at \$69

Average Payout: \$110 (so, on average, people buy more than one bottle)

Earnings per click: \$2.91

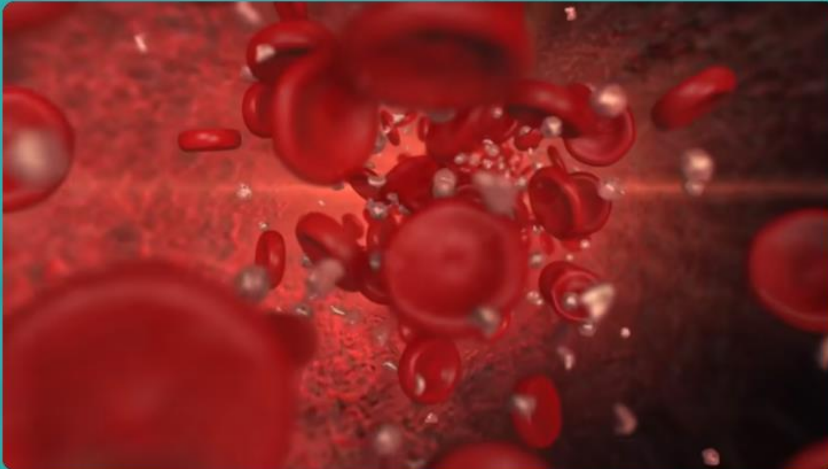
You can later use this data and compare with your own campaign to see how you are performing.

Anatomy of the Advertiser's Sales Page and VSL

Once approved, study the sales video to begin your research on how to create your own video. To do that, simply click the affiliate link you are provided with to go to the sales page:

No More Pinpricks!

“Miracle Ingredients” Reverse Type II Diabetes



✓ Doctor Approved

David Pearson is a highly celebrated Epidemiologist and Chief Medical Researcher.

Over the last 27 years, he's dedicated his life to researching the true cause of disease and how it relates to diabetes.

David Pearson

WebMD™

healthline.

HARVARD
UNIVERSITY

Diabetes
Health

Note the following with the video:

Is there an authority figure? How do they present him or her?

What are the pain points this video is hitting? That is, showing people with the problems they have. This can also be the classic “*greedy corporations trying to suppress this information*” angle to make viewers angry and have them continue watching to see what this information is.

What solution is the video providing? More importantly, how is the video presenting the solution?

What social proof are they showing? Actual people, actual results.

What is the Call to Action? How does the video present it?

There are a variety of ways to begin a VSL... the most effective is with emotion.

It could be **fear**: “STOP RIGHT NOW AND WATCH THIS BEFORE IT’S TOO LATE!”

Anxiety: For weight loss, somebody having a heart attack is powerful (and surviving, of course, though it was a close call.)

Anger: The corporate greed angle, where a certain medical condition is easily treated, but the greedy corporations are covering it up.

Note that good VSL's always trigger an emotion, and negative emotions are much more powerful than positive ones. Very few VSLs will start with sunshine and rainbows, and if they do, it's the AFTER effect of owning what the advertiser is selling.

For the Sugar Balance VSL, they choose the authority angle first to get the viewer hooked in:



By the 15 second mark, he reveals that he's "gone rogue" and is "spitting in the face" of the pharmaceutical companies, so you have the corporate greed angle within the first 30 seconds to make viewers angry and get them to continue watching:



By the 40 second mark, we are presented with the “desired state”... that is, the condition the viewer *WANTS* to be in... healthy, able to eat what they want, and free of expensive Diabetic drugs:



At the one minute mark, the authority figure presents the social proof, saying that 460,000 people have already tried his advice and now live the lives they want:



The next 25 minutes describes what the “secret” is, the history of Diabetes research, breakthroughs, and the natural herbs and other ingredients used to combat high blood sugar levels (which includes “ancient sources” of course!)

Social testimonials and video clips of people in the “*desired state*” are presented, such as a patient who went from almost needing a leg to be amputated to now jumping happily on a cruise with his wife and eating anything he wants.

The offer is finally presented at around 25 minutes, by first pumping up the value of the product, comparing it to typical Diabetes medication prices (\$200+) then giving a vast discount:



At about the 27 minute mark, the landing page introduces the Buy button below the video:



**MONEY BACK
180 DAY
GUARANTEE**

If you're not 100% satisfied for any reason, call us in the next 180 days and we will promptly refund every penny, no questions asked.

Order Now & Get 3 FREE Bonuses - 14:53

YES! I Want Sugar Balance →

The rest of the video (15 more minutes) reinforces the value and continues with social proof and that desired state that viewers wish to be in:



Along with the VSL, download and study the affiliate materials, which will usually be in the form of email swipes you can use:

Swipe #1

Download HTML

Subject Line:

Diabetics! No More Finger Pricks!

Body:

I know your doctor told you, you need to draw a blood sample every morning to check on your insulin levels.

But a medical researcher out of Dayton, Ohio has just proved that might not be necessary at all!

[AFF_LINK]

If he's right, starting your day with the most downright disturbing ritual....i.e. putting a needle through your bare skin...EVERY SINGLE DAY.....might just be a thing of the past...

It's 2020 folks. The times, they are a changin'.

Think about it. Why do we punish a finger that has done nothing to deserve it?

It's painful.

Study the emails, and especially the email headlines. You will be using these in your video script, which is the next step.

BONUS: Look at OTHER Diabetes offers and study their affiliate materials and VSLs ... what angles do they take? Looking at other offers will help with your own creative process. Every Diabetes supplement sold on the market is basically the same product, so study how different marketers sell it.

2. Writing the Video Script

Once I decided on the promotion, studied the VSL and downloaded the emails, it is now time to write the video script for the video ads. Similar to the VSL, you want certain elements in your script.

However, do not straight copy the VSL. For instance, Sugar Balance reveals that it's an herbal supplement with such and such herbs and plants. NEVER reveal what the product is in your ad. Instead, say that it's an "ancient formula" or "new discovery" ... something to arouse the curiosity of the viewer.

It's the VSL's job to sell the product. It's YOUR job to qualify them and get them to click and watch it in the first place.

In order to get them to first watch your ad and click, there are certain elements that must be in your own video. These are:

1. A pattern interrupt

Some weird image, video clip, audio or wording to "interrupt" the viewer from watching that YouTube video they were about to watch, and click your ad instead.

2. Qualify your audience

Your audience must be interested in your ad and the product. To do this, you must first qualify them. So, if they desire to lose weight, at or near the start of the ad, say "*Are you trying to lose belly fat?*" If they aren't interested in losing weight, they will click "Skip ad" and continue with something else.

That's okay... in fact, that's better than okay, you won't get charged. You ONLY get charged if they click your ad to continue watching it. So, by qualifying them first, if they aren't interested, you save money.

You can qualify your audience and use a pattern interrupt at the same time. For instance, the statement "If you're trying to lose weight, stop doing cardio." This will get people saying "*Huh? What do you mean, stop doing cardio?!*" This will get them curious about your ad.

3. Call to Action to Watch

Near the beginning (first 5 to 20 seconds), you must explicitly ask them to watch your video. “*Stop what you’re doing and watch this important message!*”

4. Agitate the problem and pain points

Continue the video with pain points, such as the undesirable condition they are in. For diabetes, it would be the thousands of dollars people pay for diabetes medicine and insulin, the foods they can’t eat, the things they can’t do... and, of course, the classic “corporate greed” of making pharmaceutical executives rich off of the sickness of others.

5. Provide the solution

Promise a solution. This could be a rogue doctor uncovering a secret treatment (as the VSL shows), some new method just discovered, etc. Of course, the solution must be fast and effortless.

The solution will depend on the promise of the VSL and the product. Make sure there is some continuity, though you can be vague. For instance, if you talk about the solution being some form of easy exercise, but the product is a drink, you aren’t providing good continuity (You might have done this because you were promoting an offer that was exercise, but it didn’t convert well, so you tried a new offer that was a drink but used the same video ads.)

Instead, you can say something vague like “*this easy daily regimen*” as the solution. That covers taking supplements, a health drink, some form of exercise, meditation, anything.

As part of the solution, talk about the things that people used to be able to do and can do again. Describe their “desired” state they want to be in.

For diabetes, it would be normal blood sugar levels, eating anything they want, and getting their health back.

6. Call to Action to Click

Finally, near the end of the video, ask people to click the link to continue to the solution. This will send them to your landing page.

Optional elements to add:

- **What’s in it for them?**

How does this benefit the viewer? Similar to providing the solution, but it also explicitly states how it will help them (ie *“This has helped millions of people shed unwanted belly fat!”*)

- **Authority figure**

Establish yourself in the video as an authority figure. Talk in the 3rd person (This technique has helped millions of people, not “this technique has helped me”), and speak as though you are an authority on the subject.

- **New opportunity**

Write your script as if this is something never tried before or only by a few people. It’s a “breakthrough” and something not many people know of. This gives them a sense of being part of a new discovery or unearthed ancient technique few people know about.

- **Value perception**

An explanation as to why this is a great deal. (*“Don’t waste ten more years and thousands of dollars on things that don’t work, when you can start to see results tonight!”*)

- **Social proof**

This would be adding testimonials from people. *“Jane lost 42 pounds without exercising.”*

- **Urgency**

After the call to action, add a sense of urgency. A countdown timer works really well, such as ten seconds before the end of the video. You can say things like *“Hurry, this might not be available much longer.”*

When should you add these optional elements? Usually if the offer is a higher price point, or there is a lot of competition, such as in the weight loss and diabetes niche. Also, if the VSL emphasizes some of these points, then add them to your video as well.

For instance, in the Diabetes VSL, a lot of effort has gone into establishing an authority figure. So, I made sure to include this in my video as well.

Here is my completed video script:

You've never seen anything like this to fight Diabetes...

Watching this discovery could save your life!

A medical researcher out of Dayton, Ohio

has discovered the actual root cause of high blood sugar,

*And it has nothing to do with eating donuts, burgers, chocolate,
and cutting out everything you love.*

While most medications can keep the symptoms of diabetes at bay

They don't actually treat or cure the problem

*So before you resign yourself to being hooked on expensive medications
for life,*

Stop everything to see this NOW

*This researcher was forced out of his practice for what he discovered and
recommended.*

A completely 100% natural way to get perfect blood sugar in just days

And all without insulin or prescription drugs

He proved you can eat ANY food without ANY harm.

Now tens of thousands of people are benefitting from what he taught.

*He taught them how to reverse their diabetes and make it a thing of
history.*

*In fact, there are secrets about stopping diabetes that have been known for
years.*

*The pharmaceutical companies don't want them to get out because they
eat into their profits.*

*So in comes this researcher... who actually CAME FROM the Big Pharma
industry...*

He has access to all their information...

And couldn't believe what was hidden from people like you

He felt morally obligated to share their billion dollar secrets...

And the results are out of this world...

People no longer need to do the morning finger prick.

People are allowed to eat what they want without guilt and without insulin problems.

This is a clinically proven 6 Second Trick You can use starting TODAY

To potentially eliminate "Type 2 Diabetes"

Regardless of your age or medical condition

And it works like CRAZY!

This secret means treating your type 2 Diabetes successfully...

While also losing pound after pound of Diabetic FAT

Remember this has nothing to do with

Meds

Fad diets you hate

Exercise

Or expensive treatments

So stop everything you're doing

And click the link below

To watch a short free video

This researcher created

And that the \$390 billion dollar diabetes industry

Doesn't want you to know

And discover this extraordinary diabetes fighting secret

Click below now before it's too late

This is actually a bit longer than usual, and the video will eventually clock in at two minutes thirty seconds. Between 1:30 and 3 minutes is a good length.

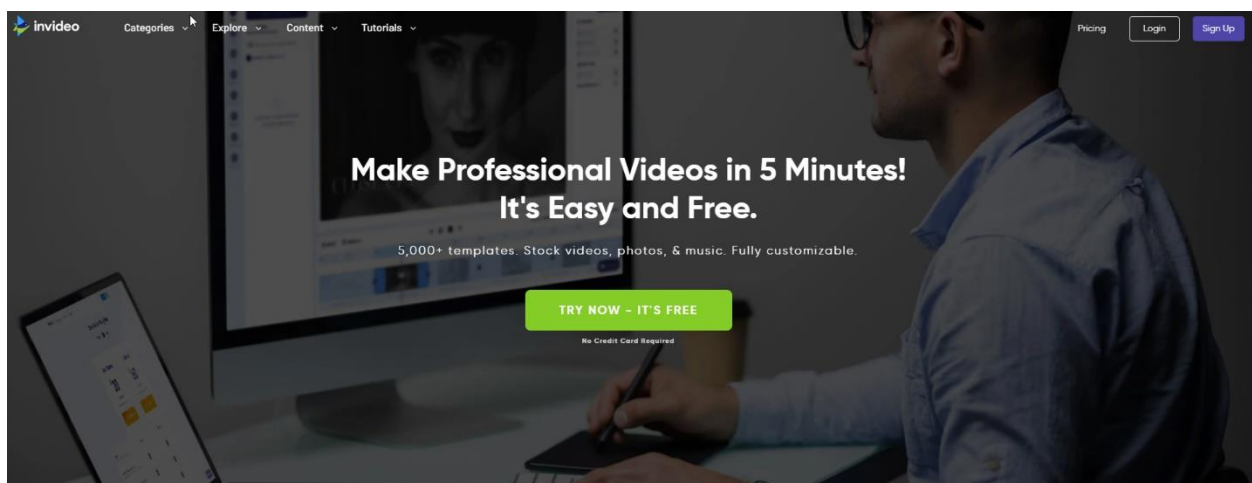
3. Creating the Video

Now that you have a script that covers the major elements, it's time to make the video! This is the fun part, because you can unleash your creativity to make short, eye-catching media. Time to sit in the director's chair and begin!

First off, we need a tool to create the video. The one that is recommended is InVideo (<https://invideo.io/>), though there are many other editors to create your video.

The neat thing about this tool, though, is that you can input your script, and the program will match the scenes to it (as best it can... I ended up replacing pretty well everything anything.)

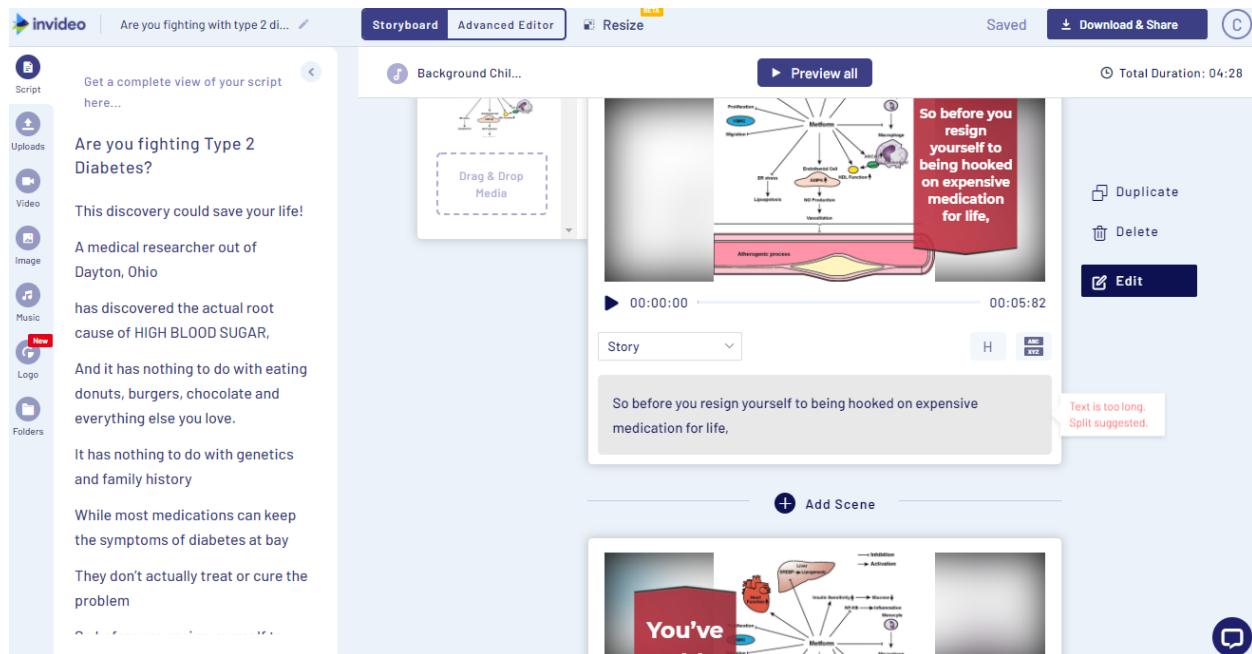
Go to Invideo.io and create an account (you get a free trial):



Plans start at \$15/month, and once you sign up you'll likely get a phone call and/or email to sign up for a demo. Yes, it's a sales call to get you in, but it's also a very useful hour learning how to use the tool. The rep hosting the tutorial is very friendly and answers all your questions on the call, but don't expect much help after... he never returned my support emails later (he's a sales rep, not tech support).

Luckily, there is on-site live support, which I was probably supposed to go to first. Any questions and problems I had were solved quickly... actually, very impressively quickly.

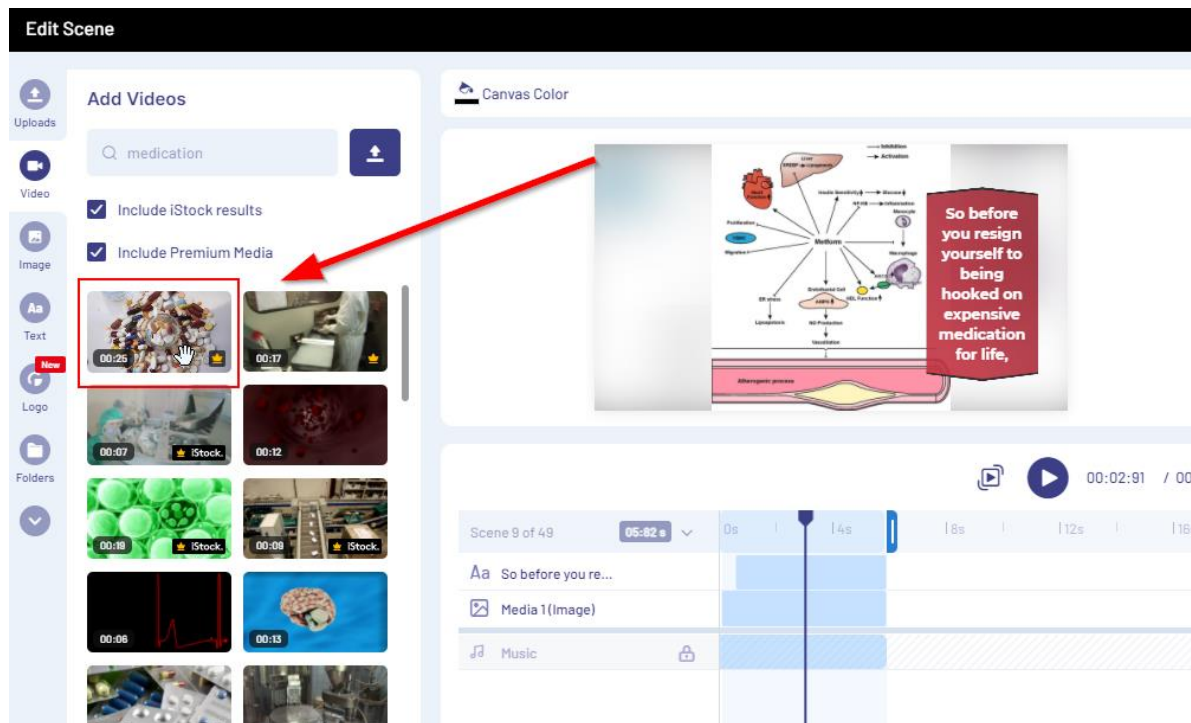
I won't go into how to create the video (the demo call covers everything), only that all I had to do was paste in my video script, select a template, and BOOM, it was done!



What the software will do is create a scene per line. If my math is right, that's 44 individual scenes (which is too many, but I'll shorten it later).

One problem... every line in the script, divided into scenes, were all images... often repeating. It's likely because the software doesn't have the wide-range of media having to do with diabetes.

That's fine, simply go in and replace your scenes with a video:

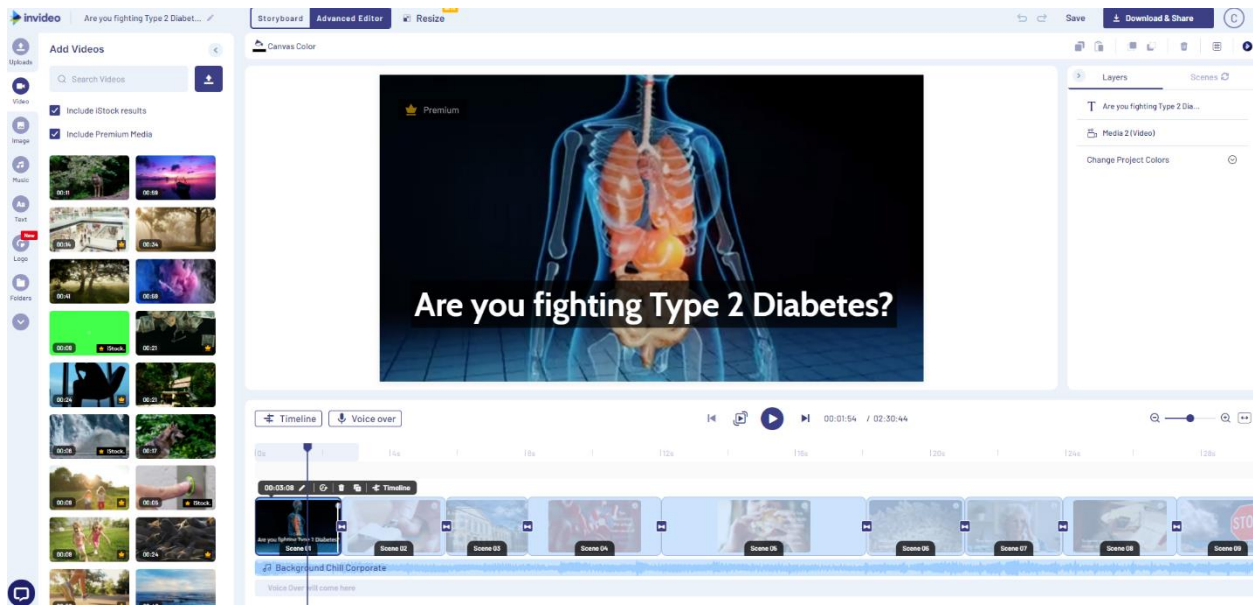


The example line is *“So before you resign yourself to being hooked on expensive medication for life”*. Do a search for “medication”... boom, found a great one of a variety of pills dropping onto a white cloth in slow motion.

Each scene is between 3 and 4 seconds, sometimes longer if there are more words. You’ll likely have to shorten them all after your video is automatically created, because inVideo tends to make them between 5 and 7 seconds... too long per scene. You don’t want your viewers to get bored due to pacing issues.

Actually, there have been studies done on the proper pacing of ads. About 3 seconds was the best length. Watch a couple television commercials to see how long each scene is. They will likely fall between 3 and 5 seconds.

Once you’re done the video, it should look like this:



Next, add unobtrusive background music, which you can easily find in the editor. I found a “corporate chill-out” track I liked.

Adding a Narrator

Finally, you need a narrator.

Now, there’s a couple options with the narrator:

- **Narrate it yourself.** If you do this, one tip I heard is to record yourself slowly, enunciating every word. Then, speed up the recording a bit so it sounds more normal.
- **Outsource the narration.** Simply go to Fiverr and pay a professional to narrate your finished video. You’ll have no problem finding somebody.
- **Use an A.I. voice.** Finally, you can use an artificially-generated voice. This gets spooky, because many of them sound absolutely real.

Invideo actually has an A.I. voice, which is a bit weak, I found. So, I opted for another company, called Lovo.ai.



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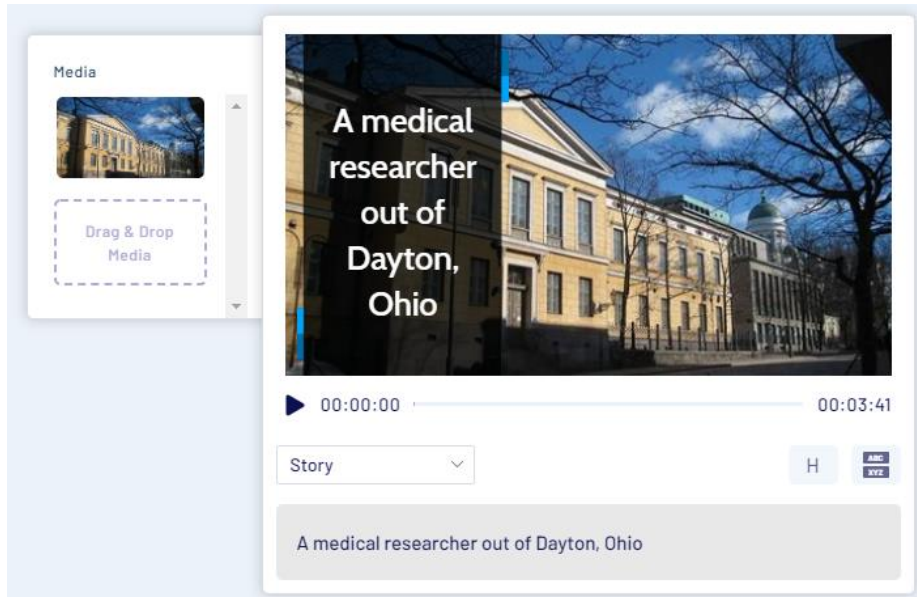
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I believe you will have free access to a similar A.I. narrator in the course, but right now I don't.

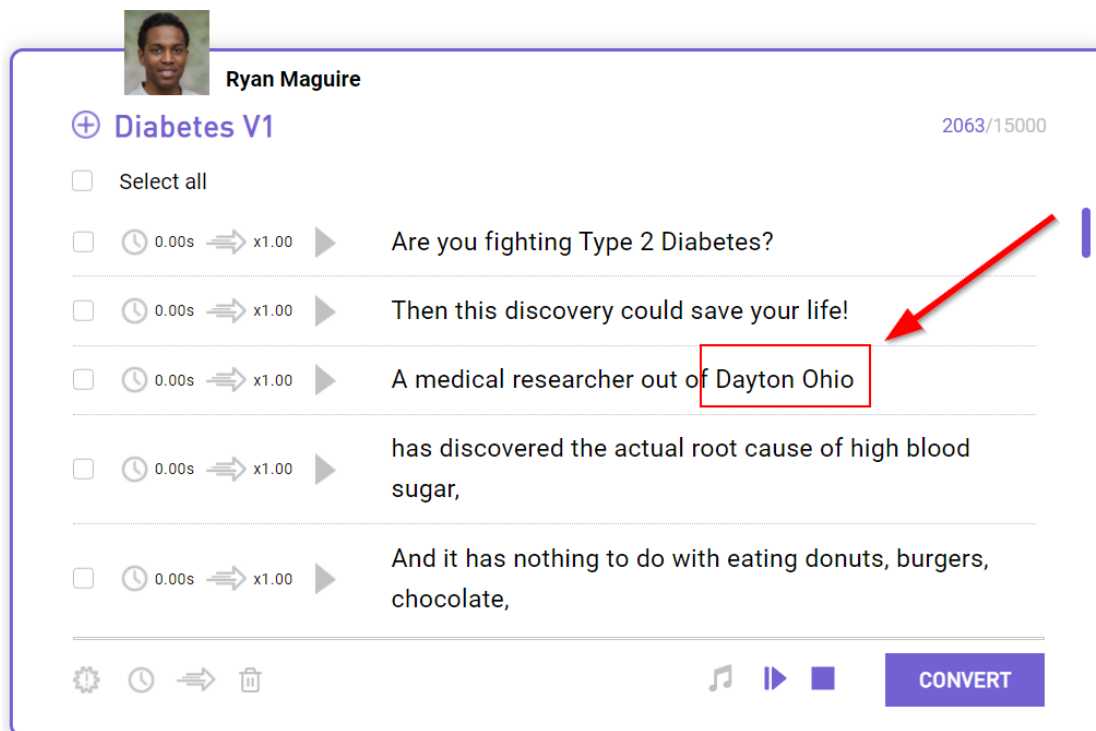
Inside Lovo, you simply upload your video script, and it'll automatically split it into sections, just like the scenes in your video ad. Then, test a voice you like and convert it.

Notice that the voice will be affected by punctuation. In fact, that's one problem I had with Invideo... the script affects the text in the video. If you change the words, it will change in the video, which I don't want. However, there was a point I needed to change:



When I had the inVideo AI narrate this scene, there was a pause between Dayton and Ohio. Why? Because of the comma! But the comma needs to be in the video, and taking it out means removing it from the scene. (That's one bit of feedback I'm giving to the inVideo team. Allow the script to be separate from the video after the scenes are generated.)

So, in Lovo, I removed the comma:



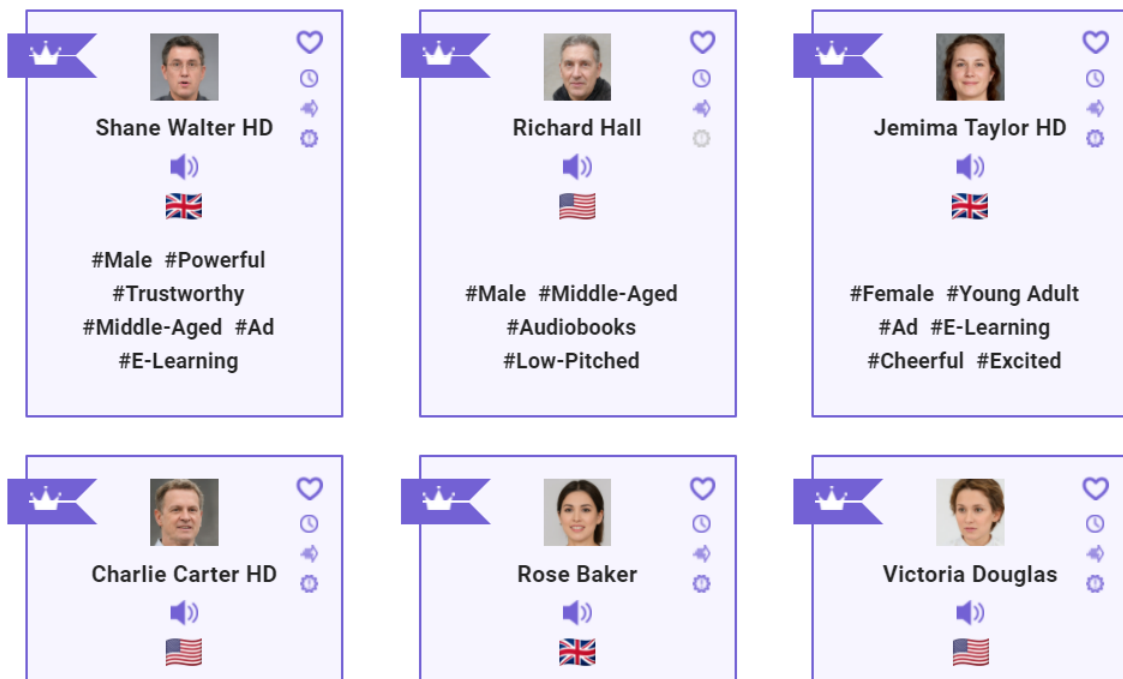
There are a couple other refinements, such as placing two lines onto one line so the narrator does not pause (this is because I had condensed two scenes into one, each moving fast.)

You can also emphasize words and speed up or slow down the narration.

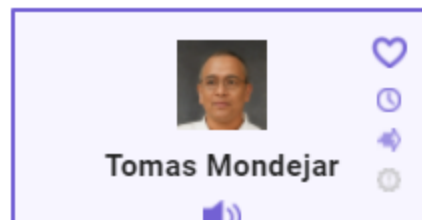
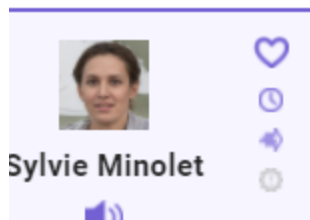
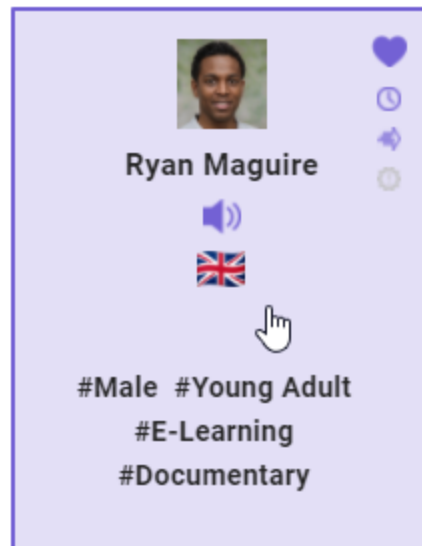
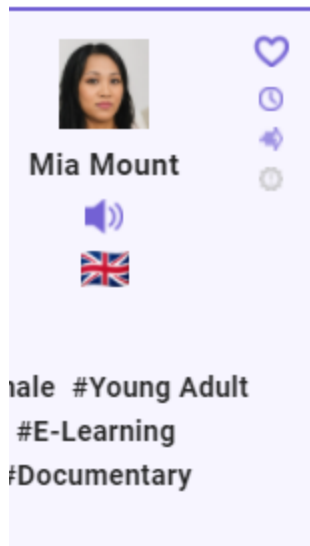
Finally, choose the “voice skin” of the A.I. (*and do not think of a Terminator pulling human skin over its machine body... do not think of that... too late!*) ...

You have a variety of “skins” to choose from, such as American male middle-aged, British cheerful young female, as well as different languages:

Voice Skin



I chose Ryan... a lovely young A.I. male with a British accent:



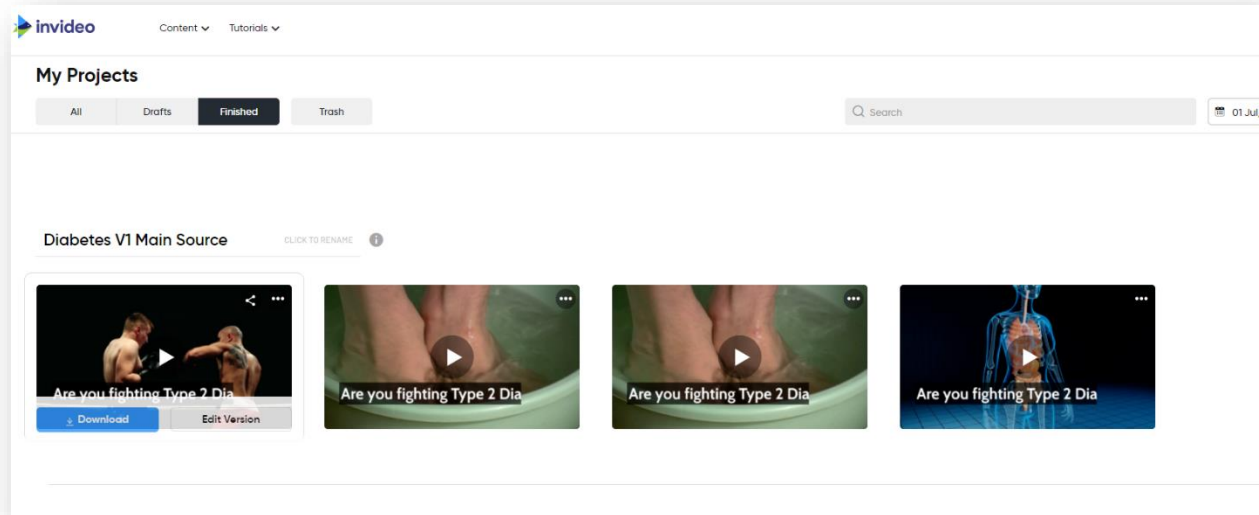
Voice narration is a good thing to split-test as well when creating your ads. Which voice will appeal most to your target audience? Male? Female? Young? Old? Maybe a voice that sounds like an obvious A.I. would be a good pattern interrupt.

One tip if using Lovo: You have a set number of downloads per month. If you have 30 lines and download all at the same time, that's one download.

However, if you misspell a line and have to re-download, that's another download. So double check and proof everything before you download! You can press play to hear each line before downloading and spending a credit.

Once you have a narrator audio file, import it into Invideo. You'll likely have to adjust the timing of your scenes, and it takes practice to know the time it takes for a sentence to be narrated ... about 3 seconds per average sentence that doesn't wrap to a second line.

You will want to split-test your ads, and a great way to do this is by creating 3, slightly different variations of your video. So, what I did is create one main video, then duplicated it and removed all scenes except the first three:



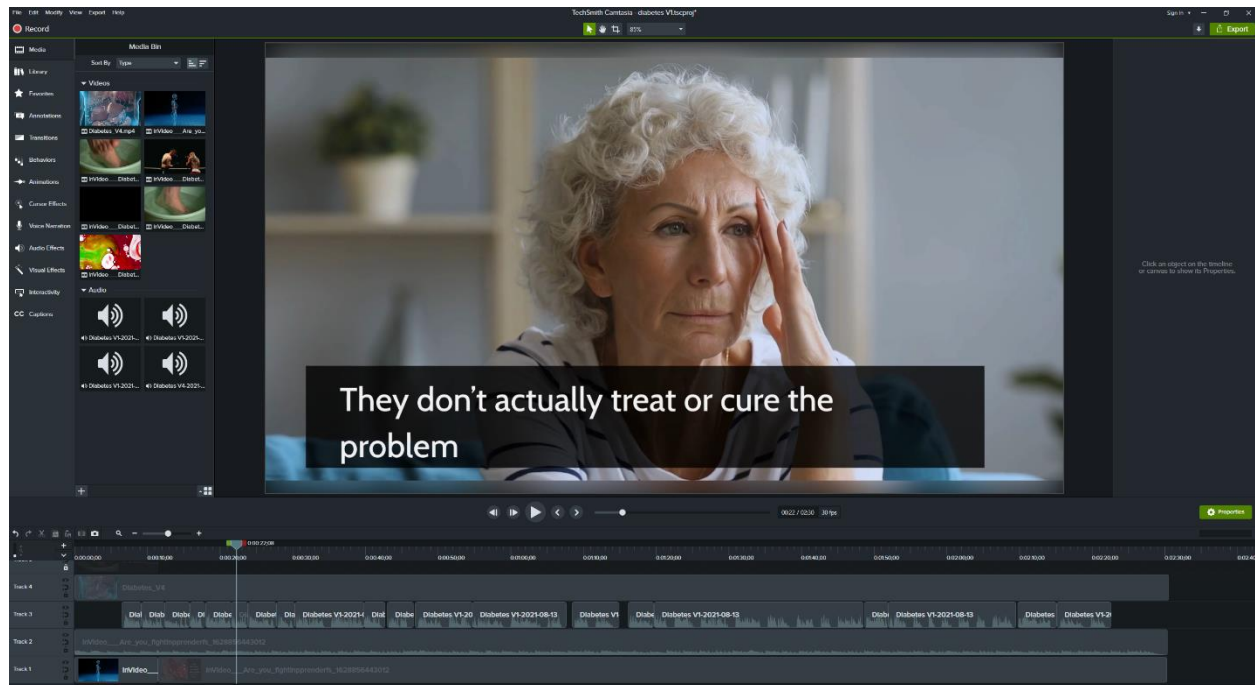
Why not just re-edit and swap videos on your timeline? You certainly can, but then your old version will be overwritten, which I didn't want. You can duplicate them all into new videos (so the versions will all be saved), but each will cost you credits with the royalty-free clips ... along with your monthly fee, you'll also be limited with using a certain number of platinum level royalty-free clips... I think 100 or so per month.

By removing all but the first couple scenes on a duplicated video, you only use up one or two credits for the new versions, and you can edit your original version.

Update: I found out Invideo will save versions of your video, so you can go back in to edit older ones. However, editing an older video will replace a current draft... or you can create a new version instead, which will cost you video credits. Editing a current video will not cost you video credits except for any new ones you add or swap out.

I actually downloaded the full original Invideo video to my computer and used a program called Camtasia to finish this part. This is simply because I've been using Camtasia for over a decade and can easily trim and chop

scenes. I did the audio editing here as well, and lowered the background music to 30%:



All in all, it took me three days from creating the script to having three videos ready to split test.

Updated note: It took me 6.5 hours to create my second campaign with a new script and videos. So after you do this once, it goes a lot faster!

So, my three videos are all the same except the first 15 seconds:

1. A 3-d rendering of the human body, then using a glucose monitor
2. Feet soaking in a pail, then a 3-d rendering of a liver I got from the VSL
3. Boxers punching each other, then using a glucose monitor (*I don't know, I couldn't think of anything else at the time and I wanted to finish!*)

You can see one of them here:

<https://youtu.be/clPMUYNolQo>

In Camtasia, I simply layered the new first 10-15 seconds of video on top of the original ones. You can do this in any decent editing program. Make sure everything, including the narration, still syncs up.

4. Creating a Landing Page

Almost ready! The final step in your funnel is creating a page and website where the visitor clicks after seeing your ad.

The first is to buy a domain name. When people click your video ad and go to the landing page, it looks more professional to see a “real” URL with the page. Most people won’t see this, because you won’t even see the page URL on a mobile device. However, they will see it in the ad itself.

I registered the domain AllHealthForLife.com. Why this domain? One reason: it sounds general enough to be used for several health-related offers.

To be extra safe, it might have been even better to buy something without “health” in the title, simply because some ad networks are picky about certain keywords in their ads, including URLs. This isn’t a problem for YouTube, but to “future proof”, maybe *BestLifestyleForYou.com* or something similar would have been better.

Once you register your domain name, create your lander, as well as the necessary pages for compliance such as Contact info, Terms & Conditions, Privacy Policy, etc.

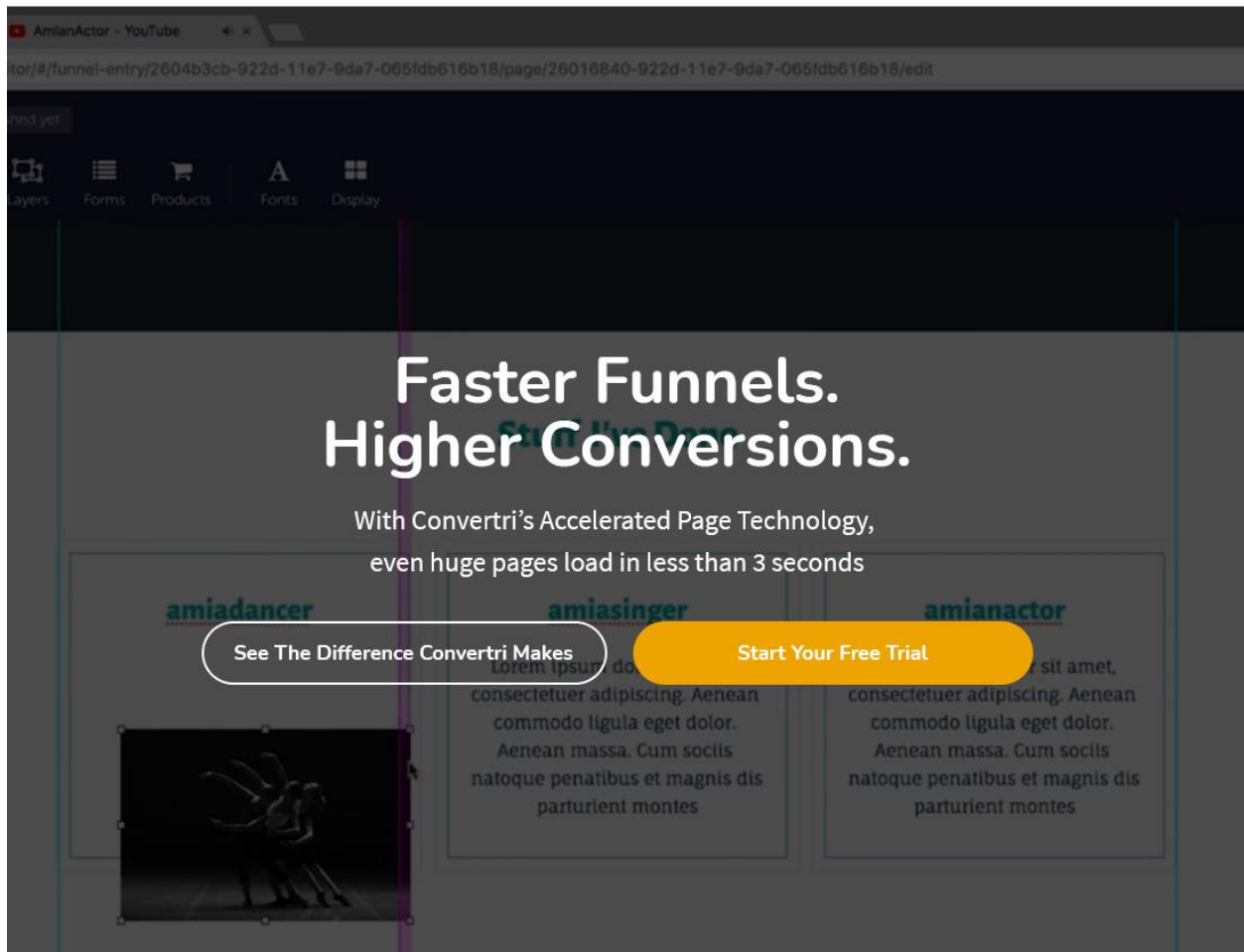
To actually build your pages, you can use landing page software such as:

- [Converter.com](https://www.converter.com)
- [Groove.cm](https://www.groove.cm)
- [Leadpages.com](https://www.leadpages.com)

There are many others.

I choose Converter, which has a 7-day trial and is then \$75/month.

Note: In the Profit Singularity course, Groove.cm is used. As of early-October, I have switched to Groove as well. It has the same functionality but is FREE. Free is good!



**Faster Funnels.
Higher Conversions.**

With Convertri's Accelerated Page Technology,
even huge pages load in less than 3 seconds

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amianactor

Once signed up, I pointed my domain to Convertri (I won't explain how to do this, each landing page software has instructions on this), and created all my footer pages for compliance. The footer content I mainly "borrowed" from other landing pages.

A nice little logo and top header completed the look:

<https://allhealthforlife.com/privacy>



Be the healthiest you can be... *for life!*

Privacy Policy

This Privacy Policy governs the manner in which This Website collects, uses, maintains and discloses information collected from users (each, a "User") of this website ("Site"). This privacy policy applies to the Site and all products and services offered the Site.

Personal identification information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, subscribe to the newsletter, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address. Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

Web browser cookies








Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

How we use collected information

The Site may collect and use Users personal information for the following purposes:

You can add a home page if you want, but there's no need. You're only building a quick site to add your landing pages onto.

Next is to create your landing page. I have this in a separate funnel, and will create different funnels based on different offers:

Funnels			
 Funnel Name	 Views	 Actions	
Diabetes Funnel allhealthforlife.com	44	 Edit	 Delete More >
Footer Pages allhealthforlife.com	95	 Edit	 Delete More >

Convertri will create sample pages for you, which is why it looks like I have a bunch in my funnel. I'm only using the first one:

🔍
Diabetes Funnel

Import Page
New Page

Opt-In Page

Thank You Page

Sales Page

Upsell Page

Downsell Page

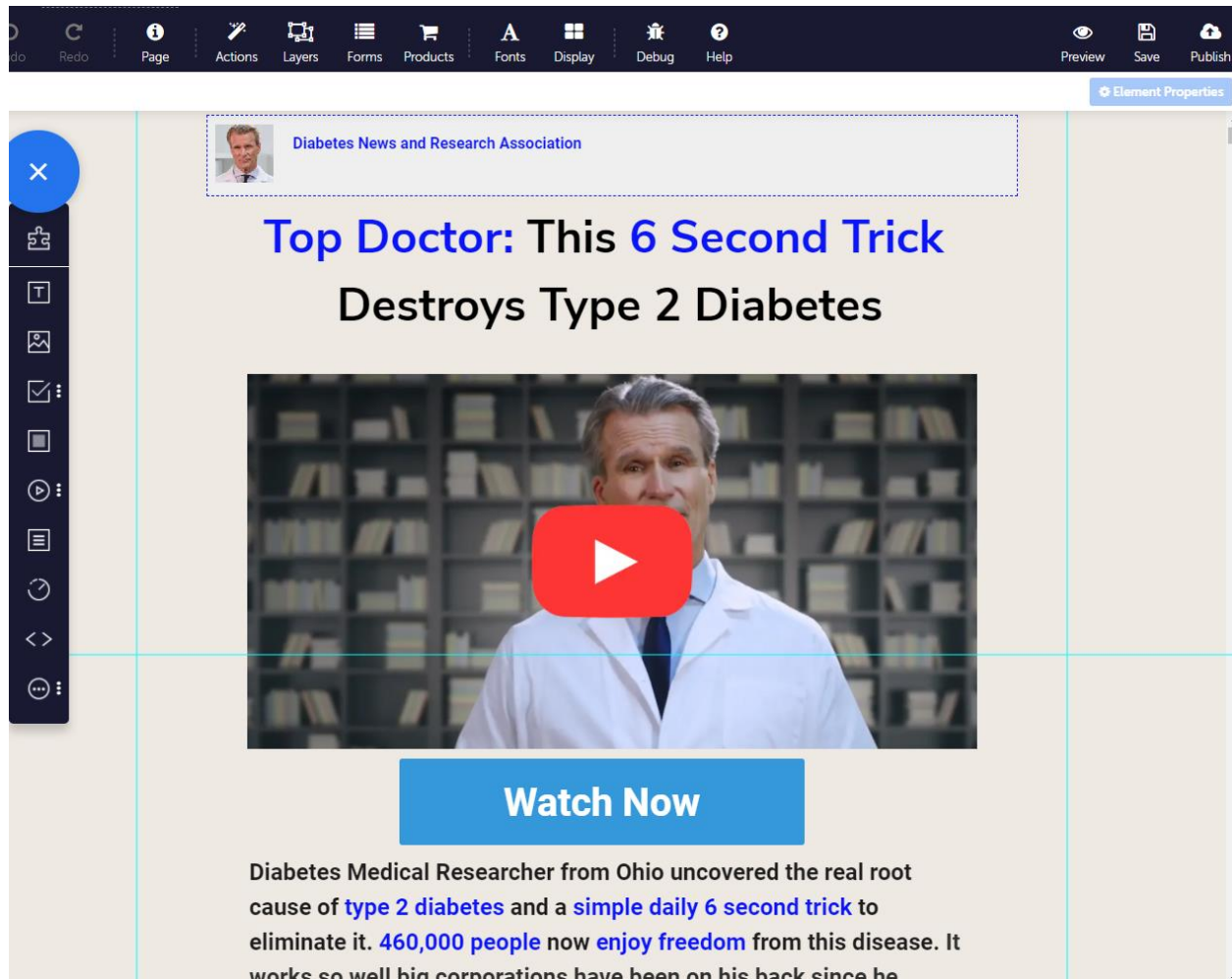
Delivery Page

When building your landing page, think congruency. That is, think about the visitor journey and how things should look familiar as they go through your funnel. If you talk about a “6 Second Trick” in the header, make sure you mention it in your video.

To continue the congruency, I made sure the landing page closely matches the VSL. For instance, I know that this product relies heavily on the “Authority” angle. So, I made sure to mention “a top medical researcher” in the video, then mentioned a “top doctor” in the header, and an actual image of him that visitors will immediately see in the video.

The image I created from a screenshot in the VSL, and then pasted on a YouTube logo to make it look like a video to click... you can do this in a photo editing program such as Canva.

Note: This lander isn't very good, though it converts decently. Later I will show a revised one that converts much better.



The live landing page: <https://allhealthforlife.com/diabetes-solution>

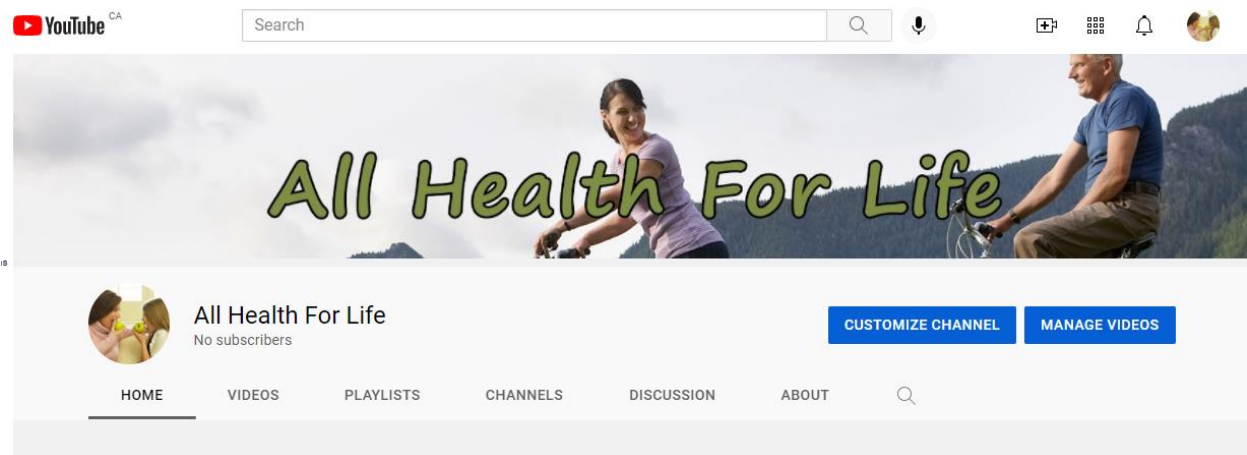
We still have a bit more work with this, so we'll come back to it.

5. Create a Branded YouTube Channel

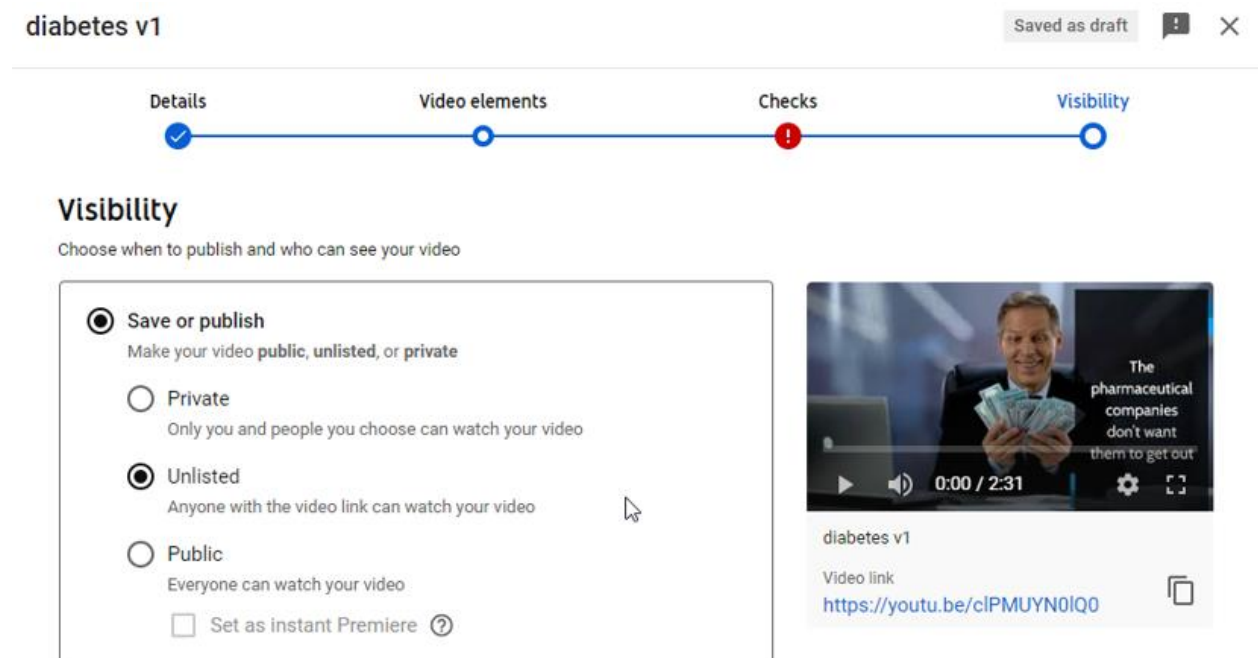
In order to display video ads, you first need videos! If you already have a YouTube Channel, create a new one. You don't want to mix up your ad channel with your personal one (I made that mistake, and all my thousands of friends suddenly asked if I had diabetes while sharing it all over social

media with care emojis! ... I'm kidding. Crickets, actually. I quickly deleted it from my personal profile. Nobody was the wiser.)

Using a program such as Canva, quickly create a banner and a profile pic for your channel. I quickly grabbed some images from a royalty-free site (I'm old school, I still use Photoshop)... Canva provides thousands of free images, so I suggest designing your banner there. Then, upload it:



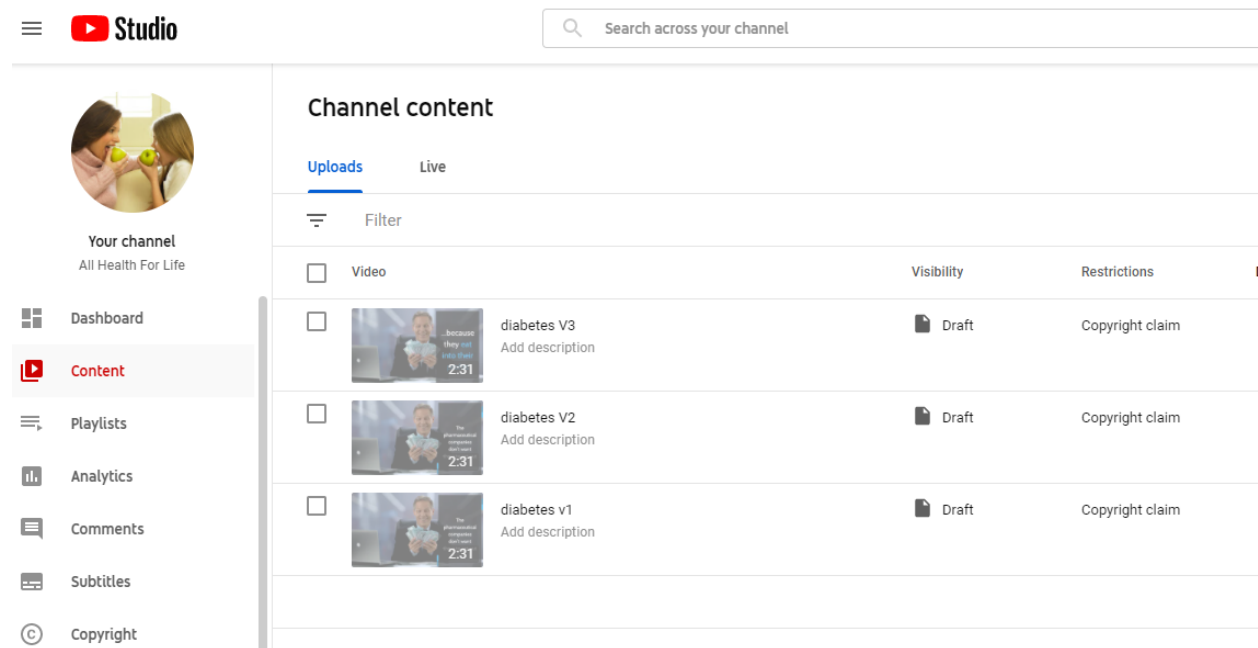
Finally, upload your videos. Make sure you mark them as Unlisted:






Immediately upon loading, I was hit with a copyright claim. This is due to the royalty-free background music in my videos. YouTube thinks I pirated

it. Apparently, they do this pretty well as a default (I remember hearing stories about musicians themselves being hit with copyright claims for their own music!)

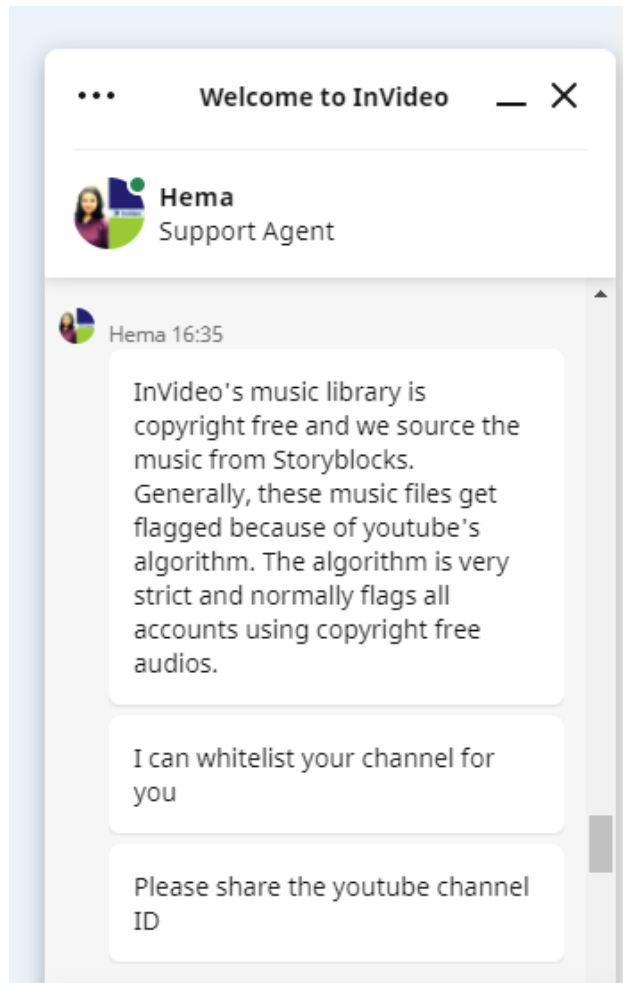
It doesn't affect your videos from displaying, but at the time I didn't know that.



The screenshot shows the YouTube Studio interface. At the top left is the YouTube Studio logo. A search bar at the top right says "Search across your channel". On the left sidebar, the "Content" tab is selected. The main area is titled "Channel content" and shows a list of uploads. Three videos are listed, all with a "Copyright claim" restriction. The videos are titled "diabetes V3", "diabetes V2", and "diabetes v1". Each video has a duration of 2:31 and a "Draft" status. The "Restrictions" column for each video shows "Copyright claim".

Video	Visibility	Restrictions
<input type="checkbox"/> Video		
<input type="checkbox"/>  diabetes V3 Add description	Draft	Copyright claim
<input type="checkbox"/>  diabetes V2 Add description	Draft	Copyright claim
<input type="checkbox"/>  diabetes v1 Add description	Draft	Copyright claim

I contacted inVideo in chat, who immediately answered my questions about copyright. They simply have to whitelist your channel:

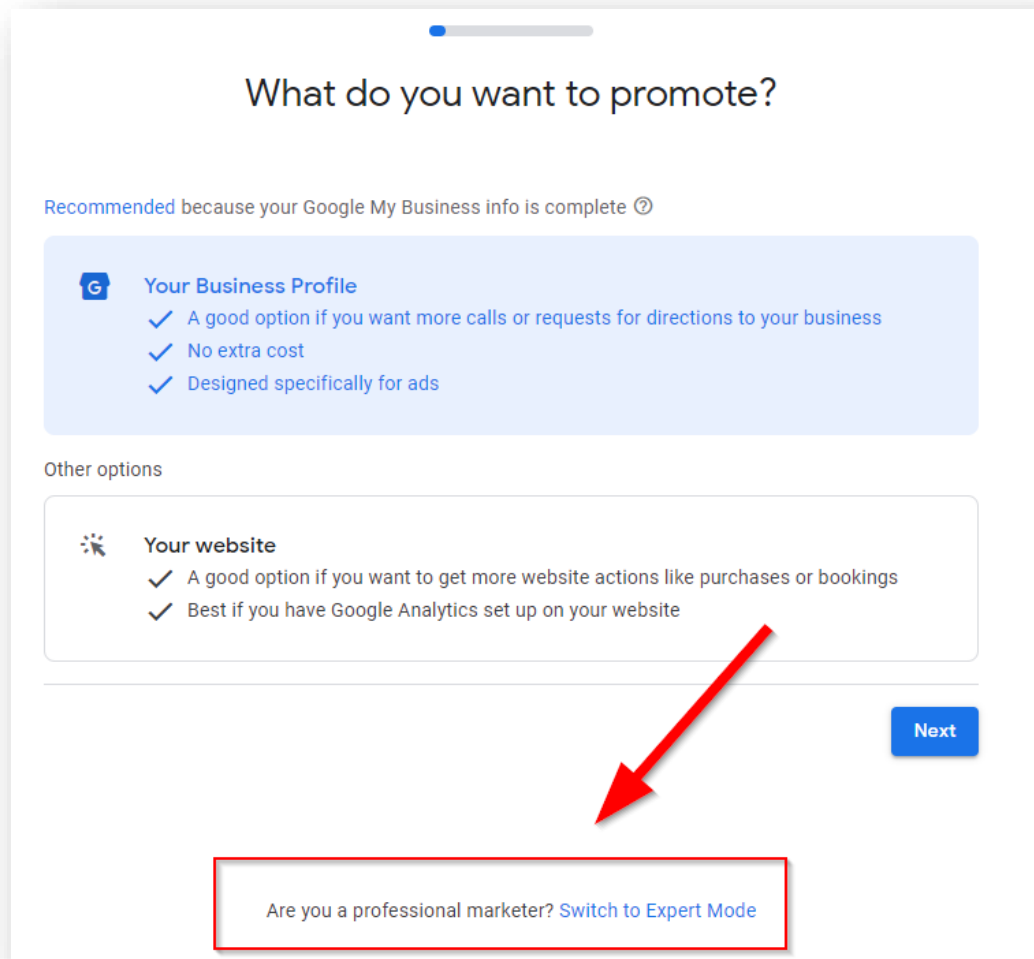


Sure enough, the next videos I uploaded a day later had no such copyright warning. Nice, and great support from InVideo!

6. Set up a Google Ads Account

I won't go over this much, as it's explained in the course. I already have an account, and used regular search ads in the past to promote some ecommerce websites I have.

So, all I had to do was click New Google Ads Account and fill out the information. Actually, if you click "Switch to Expert Mode" you will be presented with creating a new ad campaign instead:



Create an ad, fill out all necessary information (I called my account after my website, so All Health For Life), and add your billing info.

Important: Make sure you use a valid credit card, and don't use a VPN while entering your information. Be 100% legit with this.

In fact, I went so far as calling my credit card company to explain that there will soon be charges from Google, and to not flag my account. If there is ever any problems with billing, Google will immediately ban your account... or so I heard from a friend 😊.

(For anybody concerned, Google has a really good support department, unlike Facebook. Just call them up, explain what happened, and you will likely get your account reinstated.)

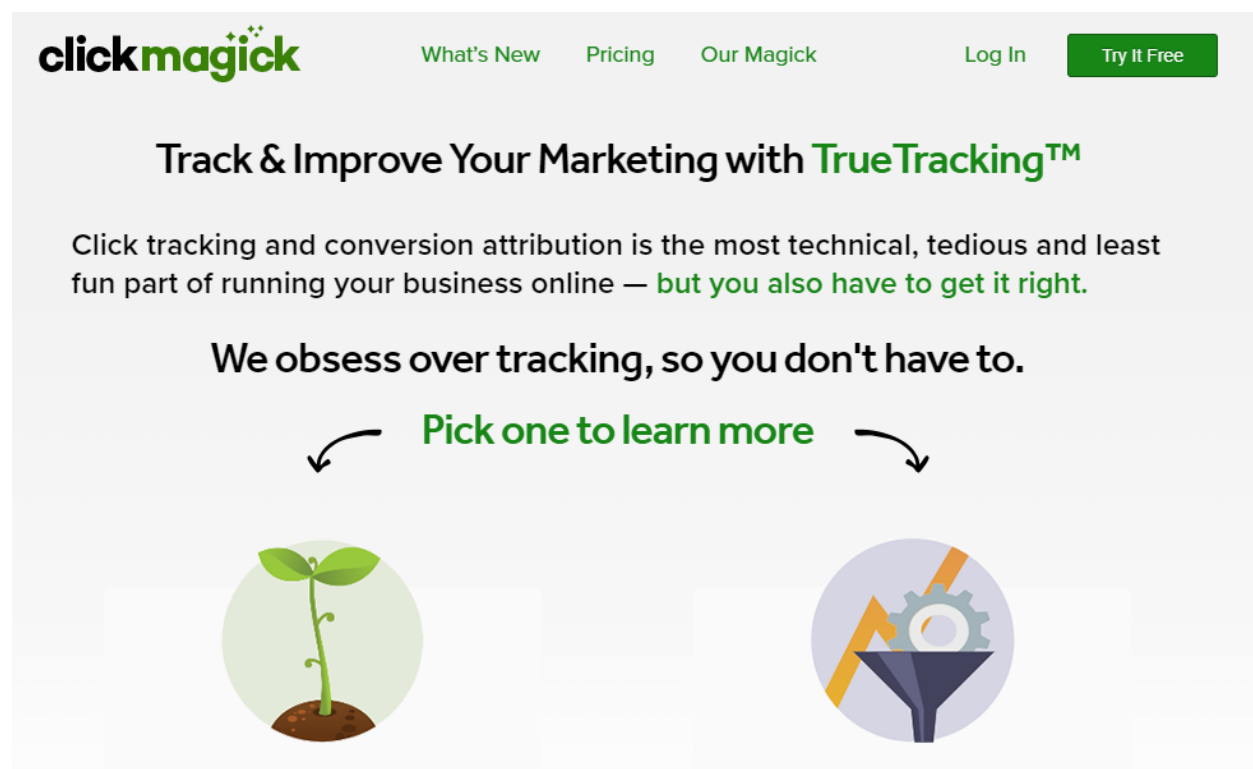
7. Ad Tracking

One final step before beginning your campaign. It's vital to track everything. Google will track how well your individual ads are performing, but how about clicks from your landing page to the offer? How about purchases? Google won't know how to properly optimize for your campaigns without knowing what they did to create conversions.

You need to feed them this data yourself to "train" Google into recognizing the patterns that make for a successful sale.

The above sentence became a real problem for my first campaign, as you'll soon read about.

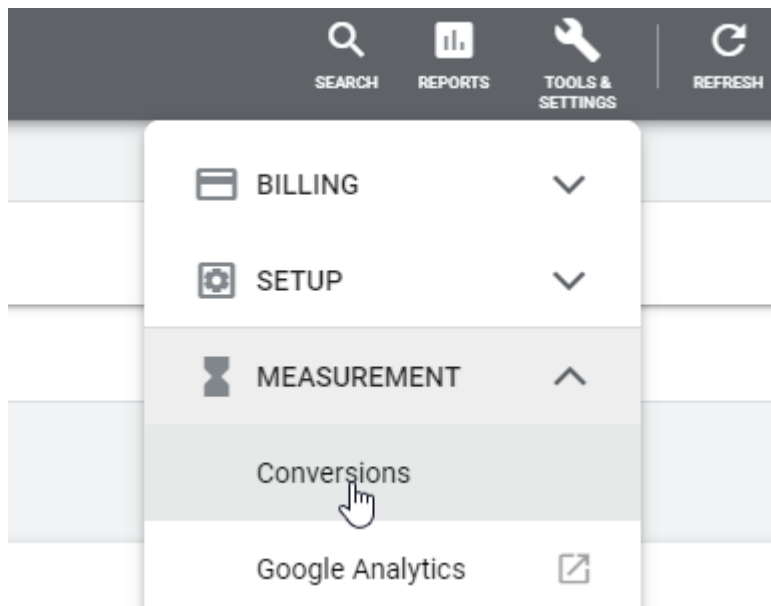
I use a program called ClickMagick, and signed up for a 1 month free trial:



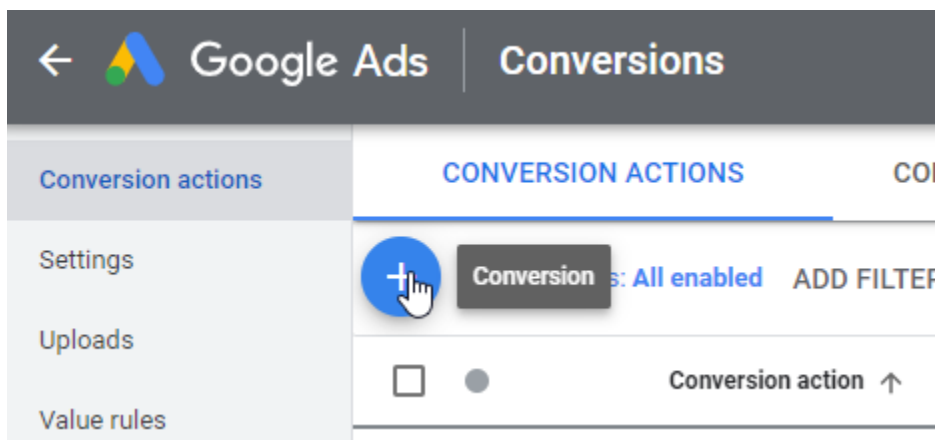
The screenshot shows the ClickMagick website landing page. At the top left is the ClickMagick logo. To its right are navigation links: "What's New", "Pricing", and "Our Magick". Further right are "Log In" and a green "Try It Free" button. The main heading reads "Track & Improve Your Marketing with TrueTracking™". Below this is a paragraph: "Click tracking and conversion attribution is the most technical, tedious and least fun part of running your business online — but you also have to get it right." Underneath is the slogan "We obsess over tracking, so you don't have to." Two curved arrows point from this slogan to two circular icons. The left icon depicts a small green plant growing from a mound of brown soil. The right icon shows a blue funnel with a grey gear and an orange line graph rising behind it.

I won't go much into how to set it all up, as they have extensive documentation (and I'm not sure if this is the tracking software you will be using in the training). You'll be using this program (or something similar) more than anything else to track your sales and your stats.

In order to feed data to Google, you will need to create a conversion pixel. Back in Google Ads, click Tools > Measurement > Conversions:



Click to create a new conversion pixel:







Click Import as the type of conversions you want to track:

Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you see what people do - the conversion actions they take - after seeing your ad. You set up one conversion action at a time, but you can track multiple conversion actions at once. [Learn more](#)

Select the kind of conversions you want to track. ⓘ

<p>Website</p>  <p>Track actions on your website</p>	<p>App</p>  <p>Track actions on your app</p>	<p>Phone calls</p>  <p>Track calls from your ads or website</p>	<p>Import</p>  <p>Import data from Google Analytics or another source</p>
--	--	---	---

Select what you want to import:

- Google Analytics (UA) ⓘ
- Google Analytics 4 properties ⓘ
- Third-party app analytics
- Salesforce
- Other data sources or CRMs
 - Track conversions from clicks
 - Track conversions from calls

Requires editing your website code to capture Google Click IDs.
[Learn more](#)

CONTINUE CANCEL

Click Other data sources or CRMs, and Track conversions from clicks.

Create a conversion action to upload conversions from clicks

Use the settings below to determine how your conversions are tracked. [Learn more](#)

Category	Select the action you'd like to track Purchase ▾	You can use these categories to segment your campaign reports. ^
Conversion name	01 CM Sugar Balance Purchase 28 / 100	Example: "June newsletter sign-ups", "Manager job applications", or "Big cookie sales" ^
Value	Measure the impact of your advertising by giving conversions a value <input checked="" type="radio"/> Use the same value for each conversion Each time a conversion happens, the same value is recorded. Enter the value that should be used for this conversion action Canadian Dollar (CAD CA\$) ▾ 120 <input type="radio"/> Use different values for each conversion <input type="radio"/> Don't use a value for this conversion action (not recommended)	Select this option if each conversion is worth the same amount to your business. Each time a conversion happens, Google Ads will record the value you enter here as the conversion value. Learn more ^
Count	Select how many conversions to count per click or interaction <input checked="" type="radio"/> Every Recommended for purchases because every purchase is valuable. <input type="radio"/> One Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.	If someone clicks your ad and completes 2 separate purchases on different occasions, 2 conversions are recorded. Learn more ^
Click-through conversion window	90 days	▾
Include in "Conversions"	Yes	▾
Attribution model	Last click	▾

CREATE AND CONTINUE

CANCEL

Your category will be Purchase. Then give it a name. The value will be your AOV in USD, so I had to convert to whatever it is in \$CDN. Select Count Every click.

Then, click Create and Continue. Your pixel will be active in a couple hours.

This is the basic path for your tracking (CM= “ClickMagick” or whatever tracking software you are using):

1. Google Ads ->
2. Visitor clicks your CM-formated link with UTM values ->
3. Visitor goes to your landing page, which has the CM code within the page you will have previously entered ->
4. Visitor clicks your CM-formatted affiliate link to your offer, which registers as a click or action for CM ->
5. Visitor buys the product. On the thank you page the postback pixel from your affiliate network will trigger ->
6. The postback info will be recorded in CM as a conversion ->
7. You take this conversion data and import it back into your Google Ads conversion pixel so they can better optimize your campaign

Don't do what I did... forget to install the postback pixel on your affiliate account, and thus record no sales in ClickMagic (oops!) More about this later.

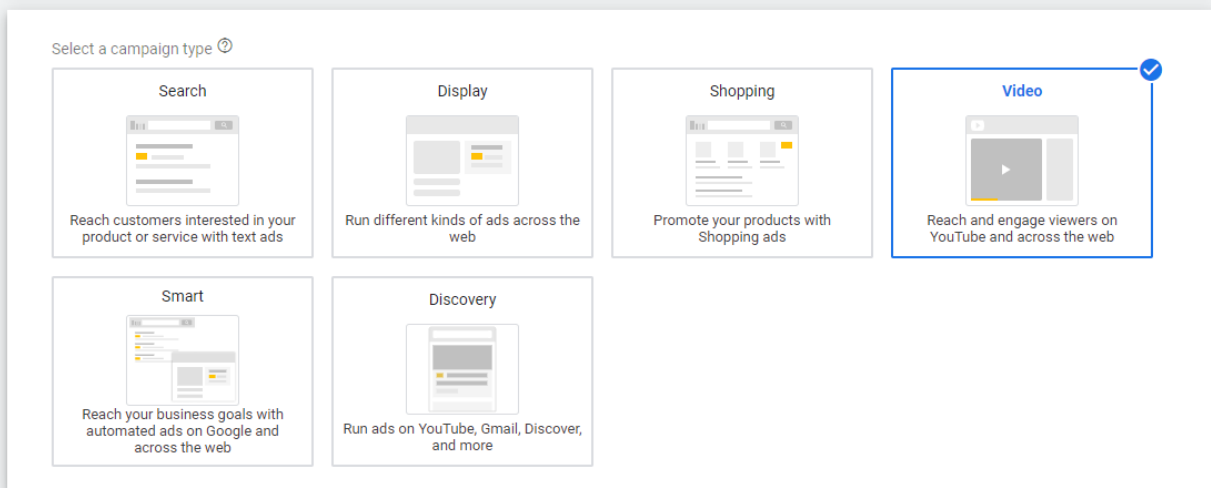
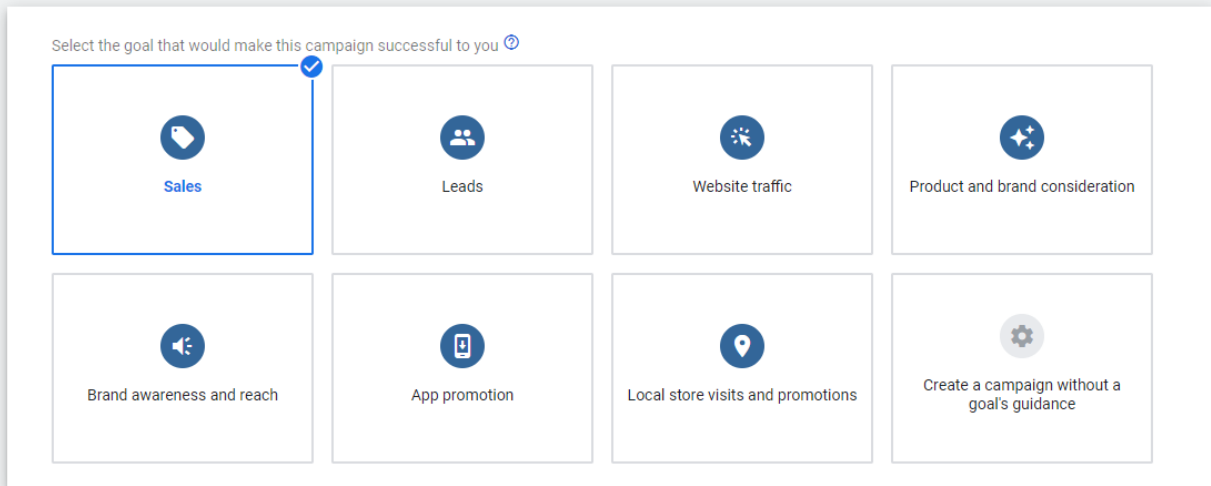
I can write pages and pages on tracking, but everything is covered in the course, and there is a lot of documentation in ClickMagick (again, if this is the tracking software you will be using.)

8. Time to Create Your Ad Campaign!

Finally! The whole process took 3 weeks, but then I was also involved in other unrelated work projects, so I devoted about 3 hours a day to this, a couple times per week. I figure for all of you working full-time jobs, this makes things more realistic as well. Remember, I'm a total newbie here, just like most of you. This was a lot of information to digest.

Let's get right into it!

Click New Campaign, and click Sales, then Video. If Video is greyed out, it's because you have to first connect your YouTube channel to Google Ads.



Name your campaign (think of a consistent naming convention), and your bidding strategy will be Target CPA. Never try “Maximize conversions” as this is designed for retargeting and “warm traffic” (that is, visitors who already know about your brand.)

Enter a daily budget (usually \$200), and \$30-\$50 for your Target CPA.

What is your target CPA? I start at a bit less than half my AOV (average order value), and will work upwards. So, if a typical average sale is \$100, your CPA will be about \$50, and round it down a bit.

Think of CPA as the floodgates. The higher it is, the more traffic you will get, but the faster your budget will be spent, and your costs per conversion will likely be higher, resulting in a smaller or negative profit. So there is a balancing act here. You want enough traffic to make a good profit, but not spend your budget so fast that your costs go higher.

Because I'm in Canada, I translated these base rules by 1.3x and added a bit more to (hopefully) run out the gates fast:

General settings

Type: Video campaign Goal: Sales Subtype: Drive conversions

Campaign name: Sales Campaign 1 - SB - Diabetes 32 / 128

Bidding Select your bid strategy ⓘ

Target CPA ▾

The following bid strategies aren't available in this campaign: Maximum CPV, Target CPM, Viewable CPM

Target CPA

CAS 40.00

With Target CPA (cost-per-action), you set the average amount you're willing to pay for a conversion. From the Target CPA you set, we'll optimize bids to help get as many conversions as possible. Some conversions may cost more or less than your target. [Learn more](#)

Budget and dates Enter budget type and amount

Daily ▾ CAS 300.00

Your budget is now set to an amount that can help improve your campaign's performance.

Start date: Aug 16, 2021 ▾

End date: None Aug 17, 2021 ▾

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next, display on all networks except Display network (you want to only target on YouTube), and your location (U.S.A.):

Networks ⌵

- YouTube search results**
Ads can appear next to search results on YouTube. Only available for responsive and video discovery ad types.
- YouTube videos**
Ads can appear on YouTube videos, channel pages, and the YouTube homepage.
- Video partners on the Display Network** ⓘ

Locations ⌵

Select locations to target ⓘ

- All countries and territories
- Canada
- Enter another location

Targeted locations (1) ✕

United States country ✕

[Advanced search](#)

Languages ⌵

Select the languages your customers speak. ⓘ

English ✕

I chose Expanded inventory, and unchecked “Content not yet labeled”... I’m not concerned about my ad showing on videos of a more sensitive nature:

Content exclusions: define where your ads can show

Inventory type Select an inventory type to show your ads on the content that's right for your brand

Expanded inventory

Maximize available inventory by showing ads on some sensitive content

Excludes extremely sensitive content, for example:

- Excessive profanity
- Graphic sexual content and nudity
- Graphic violence and serious injury

Standard inventory

Show ads on content that's appropriate for most brands

Same exclusions as Expanded, and also excludes, for example:

- Repeated strong profanity
- Strong sexual content and discussions of sex
- Violence either real or dramatized

Limited inventory

Exclude most types of sensitive content and limit your available inventory

Same exclusions as Expanded and Standard, and also excludes, for example:

- Moderate profanity
- Moderate sexually suggestive content

COMPARE INVENTORY TYPES

While content exclusions are done to the best of our ability, we can't guarantee that all related content will be excluded.

Excluded types and labels Opt out from showing your ads on content that doesn't fit your brand

Select content types to exclude

- Embedded YouTube videos
- Live streaming videos*
- Games
Inactive

Select digital content labels to exclude

- DL-G: General audiences
- Content suitable for families
- DL-PG: Most audiences with parental guidance
- DL-T: Teen and older audiences
- DL-MA: Mature audiences
- Content not yet labeled

While content exclusions are done to the best of our ability, we can't guarantee that all related content will be excluded.
*Live streaming videos aren't part of YouTube's brand safety accreditation from the Media Rating Council (MRC). [Learn more](#)

For devices, uncheck TV screens... it's hard to click using a television remote!

Ad extensions: Get up to 24% more conversions by adding extensions

- Sitelink extensions Add additional links to your ad
- Product feed Not set up: Add your Google Merchant Center (GMC) feed to show products with your ads

^ Additional settings

- Conversions Account-level conversions setting

Devices

Show on all eligible devices (computers, mobile, tablet, and TV screens)

Set specific targeting for devices

- Computers
- Mobile phones
- Tablets
- TV screens

Advanced targeting for mobile phones and tablets

- OPERATING SYSTEMS
[All operating systems](#)
- DEVICE MODELS
[All device models](#)
- NETWORKS
[All networks](#)

By not targeting all devices, you narrow your reach. Your ads may show more frequently, though, on the devices you target.

For demographics, think of the target audience for your buyer. Though diabetes is unfortunately striking younger and younger people, most buyers are 45+. Another person testing diabetes found that younger people will respond to your ad, but they are more likely to be “tire kickers” and will not buy:

Ad group type Select an ad group type

Standard
Create skippable in-stream ads

Responsive
Create video ads that can show as multiple formats

Standard ad groups let you create skippable in-stream ads. With this ad group type, you can use keyword, topic, and placement content targeting and exclusions.

Ad group name Diabetes

8 / 255

People: who you want to reach
Define your **Audiences**, **Demographic**, or both

Demographics Select your demographic targeting

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown	<input type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown		<input checked="" type="checkbox"/> Unknown

Note: Household income targeting is only available in select countries. [Learn more](#)

I also have “Unknown” checked for gender. This is to cover people using iOS Apple devices, as iPhones now do not allow tracking. So, any data from visitors will be “unknown.”

For Topics, I chose Blood Sugar & Diabetes. Since Diabetes is so widely prevalent, not targeting any topic (ie just targeting broad) is also an option.

Audiences Any audience

Optimized targeting Optimized targeting helps you get more conversions by using information such as your landing page and assets.
You can speed up optimization by creating or adding an audience, or opt out afterwards.

Content: where you want your ads to show
Narrow your reach with **Keywords, Topics, or Placements**

Keywords Any keyword

Topics
Select topics to show ads on content about specific subjects ⓘ

diabet	×	1 selected	CLEAR ALL
<input type="checkbox"/> Health	^	Health > Health Conditions	×
<input type="checkbox"/> Health Conditions	^	Blood Sugar & Diabetes	
<input checked="" type="checkbox"/> Blood Sugar & Diabetes			

Placements Any placement

For frequency capping, I limit to show my ads twice a day to the same person, and only 5 times per month for views. If they view my ad and don't purchase, I don't want them to keep seeing it. It's a waste of my money.

Frequency capping Limit how many times that ads in this campaign can show to the same user ⓘ

Cap impression frequency ⓘ
Limit how many times that ads in this campaign can show to the same user

Impressions cap: Frequency: ✕

[ADD IMPRESSION CAP](#)

Cap view frequency ⓘ
Limit how many times that ads in this campaign can get a view or interaction from the same user

Views cap: Frequency: ✕

[ADD VIEW CAP](#)

Ad schedule

Mondays - Fridays to

Saturdays - Sundays to

[ADD](#)

Based on account time zone: (GMT-05:00) Central Time

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times. ^

Ad Schedule: Also called “day parting”, you can set your ads to run all the time, or only run during a certain time. I set it to 6AM to midnight Eastern time... since I am Central, I’m one hour behind.

The reason why I don’t set it to always run? Two reasons:

1. I find that people generally don’t buy in the night... of course, you can test this yourself based on what you are promoting.
2. More importantly, Google may spend all of your ad budget in the early morning, before the main times that people buy. So, if you are on a 24-hour cycle, Google may decide to show your ad between 12AM onwards... but by 3AM they might blow your entire budget for the day, before any sales come! Thus, by setting it to 6AM onwards, Google begins to show your ads and spend your budget after 6AM, when people wake up and when they are more likely to buy. Again, you can test this all yourself. If you are selling insomnia supplements, the early morning could be the best time!

Before finishing your ad, you’ll need your ClickMagic utm parameters handy so you can track everything. In another tab, go back to ClickMagic and go to Campaigns URL Builder:

Campaigns URL Builder

[< Back](#)

UTM Parameters

Optional CMC Parameters

Generate Test Click

When creating an ad URL, at least the first three UTM's are required ...

utm_source

utm_medium

utm_campaign

utm_term

utm_content

```
https://allhealthforlife.com/diabetes-solution?  
utm_source=sb&utm_medium=allhealth&utm_campaign=001sb&utm_term=T_diabetes_us_mf45&utm_content=diabetesV1
```

[Save & Copy URL](#)[Create Short Link](#)

You can have anything you want for your naming conventions, but this is what I chose:

Utm_source: My promo (Sugar Balance, or sb)

Utm_medium: My Google Ads account (allhealth for short)

Utm_campaign: My campaign name

Utm_term: My adset and targeting

Utm_content: My actual ad (this will be the video)

Then, copy the resulting parameters only (everything after the question mark) to the Final URL suffix:

The screenshot shows the YouTube Ad Manager interface for a video ad titled "diabetes v1". The interface is split into two main sections: a configuration panel on the left and a preview area on the right.

Configuration Panel (Left):

- Final URL:** A red box highlights the text "https:// allhealthforlife.com/diabetes-solution". A red arrow points from this box to the right.
- Display URL:** A red box highlights the text "https://allhealthforlife.com/DiabetesSolution". A red arrow points from this box to the right.
- Final URL suffix:** A red box highlights the text "|utm_source=sb&utm_medium=allhealth&utm_campaign=001sb&utm.". A red arrow points from this box to the right.

Preview Area (Right):

- A white callout box with red text says "Just the page name" with an arrow pointing to the "Final URL" field.
- Another white callout box with red text says "This is the URL people will see" with an arrow pointing to the "Display URL" field.
- A third white callout box with red text says "All your tracking parameters go here" with an arrow pointing to the "Final URL suffix" field.

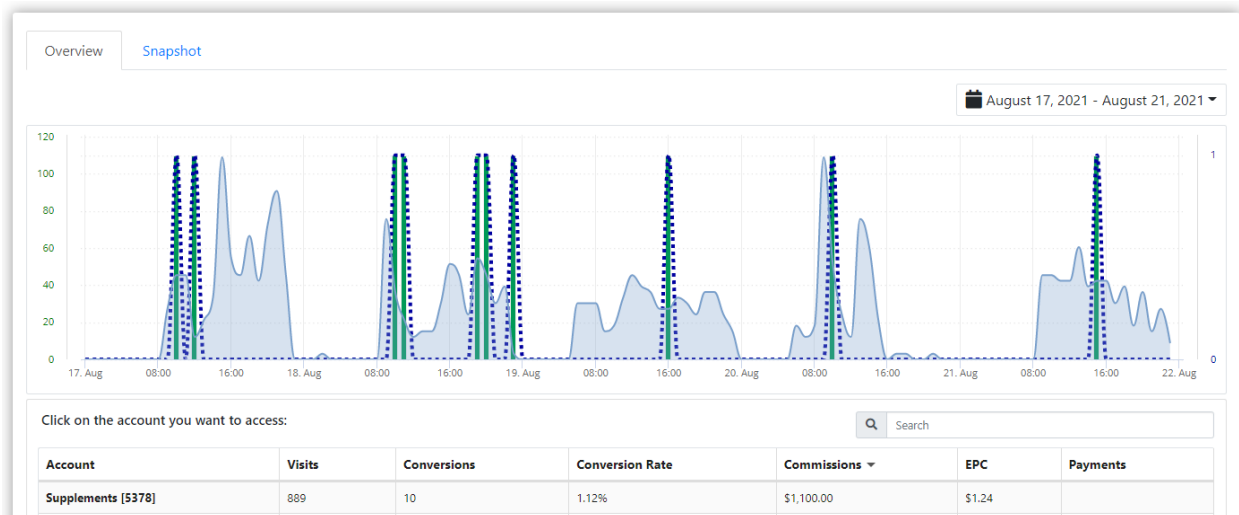
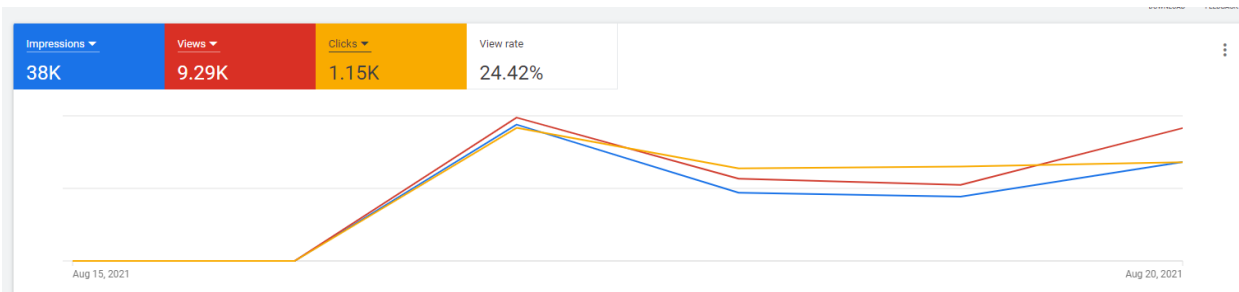
The preview area shows a mobile device screen with a video player, a channel name "All Health For Life", and a headline "Headline". Below the preview, there are options for "Mobile" and "Desktop", and a "COPY LINK" button.

Finish your ad (Headline, Call to Action, URL to display, etc), and click Submit. Your ad is now in review and soon to be ready to activate!

I then repeated this two more times for my two other video variations, making sure that the utm_content was diabetesV2 and diabetesV3, so I know which video (and therefore which ad) the visitor clicked.

Ad Campaign – Week One

We got off to a flying start, making our first sale in 20 minutes on Tuesday! We made 2 sales that day, \$550 on day two, and by the time I stopped on Saturday evening, I'd done \$1100 in sales in 5 days.



NICE!

Even MaxWeb congratulated me on my first sale 😊:

MaxWeb Inc <affiliates@maxweb.com>
to me ▾

9:06 AM (23 minutes ago)



Congratulations, Chris! 🎉



🔓 You unlocked your First MaxWeb Milestone! ✨

IT WORKED!

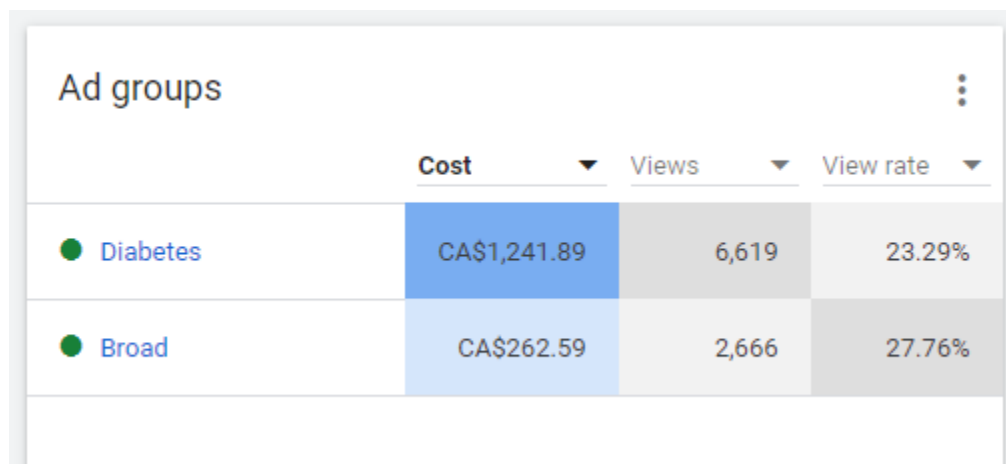
You've made your first MaxWeb sale! First win of many more to come, and we're so excited about it that the words are flying out at a mile-a-minute!

Your commission will be added to your account and you'll have a nice balance soon enough! 🍀

Now keep going, keep testing and make some more! 🌱

That may sound impressive... but it could have been a lot better, because during that first week I made an embarrassing mistake, including a strange mystery I've only recently solved.

Overall though, week one was a massive success, and I learned a TON. Note also that ad costs were really high, though we did make a small profit:



Ad groups			
	Cost	Views	View rate
● Diabetes	CA\$1,241.89	6,619	23.29%
● Broad	CA\$262.59	2,666	27.76%

Remember, Canadian dollars are about 30% less than USD, so we actually spent about \$1053 and made \$1100, resulting in a profit of about \$47 USD.

I actually didn't expect to make a profit, simply because:

1. This is my FIRST time
2. I did NO OPTIMIZATION
3. I made lots of critical mistakes
4. A very weird data error caused havoc with my ads (more on that below)

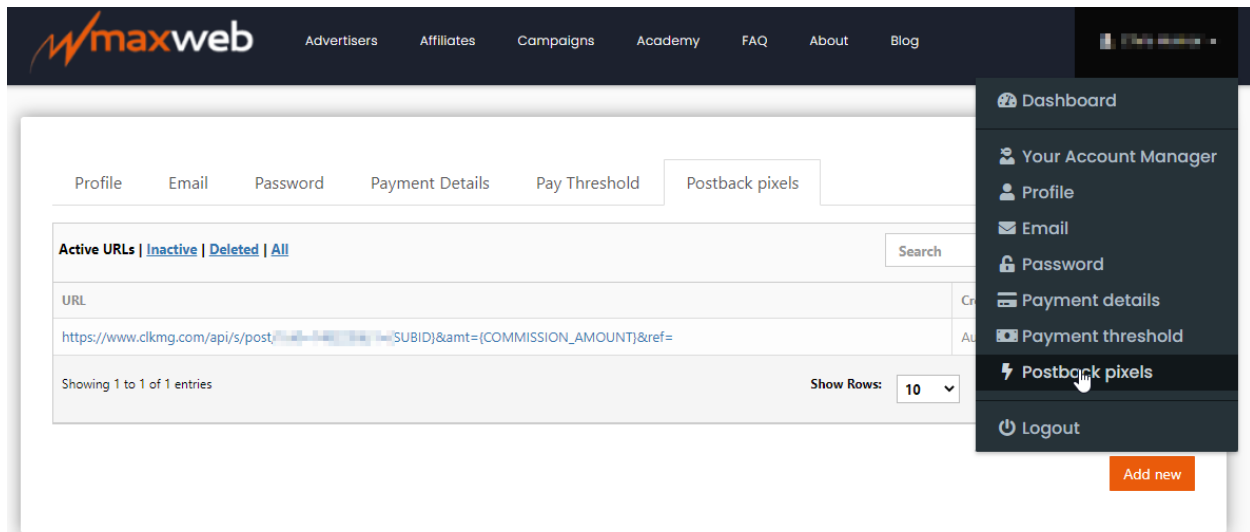
Here are a few of our big takeaways from week one:

- Following the formula exactly, we get guaranteed sales
- A.I. voices sound VERY close to human
- Proper tracking is vital (!!!)

So, what was this mistake I made? Marketing 101... I forgot to place my trackback (aka postback) pixel on my affiliate network account. What does this do? It tells the tracking software that we made a sale.

A postback pixel is a bit of code on the thank you page after a customer makes a sale. It simply notifies me that a sale has been made. This info is then sent to my tracking program.

You have to set up the proper code, and this is based on what type of tracking software you are using. For ClickMagick, they will generate the code for you, and you then simply go to your affiliate network and add it:



Much more importantly, this data tells Google how the sale was made. You see, Google Ads uses the all-powerful gclid code to see how well their targeting is doing... to use a driving analogy, how well they are driving.

(Actually, using a video game analogy, how good the driver is hitting those golden pots of cash!)

No gclid data ... and it's like you're driving down a highway with a driver who is blindfolded. A crash waiting to happen!

I realized something was wrong when MaxWeb showed a sale, but my tracking data from ClickMagick showed nothing.

After figuring it out, I quickly added our trackback code, and sure enough, the sales were registering.

This is what is supposed to happen, and why tracking is so vitally important:

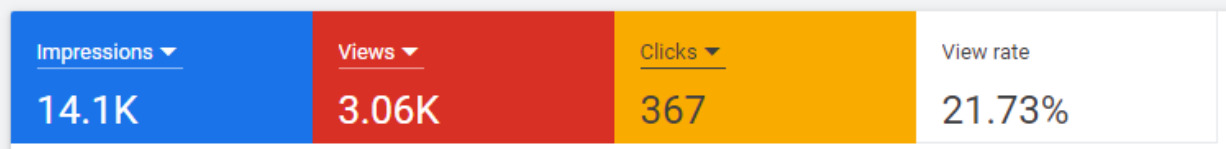
1. Visitor clicks your ad → they go to your landing page
2. Landing page → Trackers registers a visit
3. Visitor clicks link to offer → Tracker registers a click (action)
4. Visitor buys offer → A conversion
5. Offer “posts” the sale back to the tracker → Tracker registers the sale
6. I download the sale → I upload the sale to Google Ads

Result: Google registers the sale, and can better optimize the campaign for more sales. They are driving with extra vision for those golden pots!

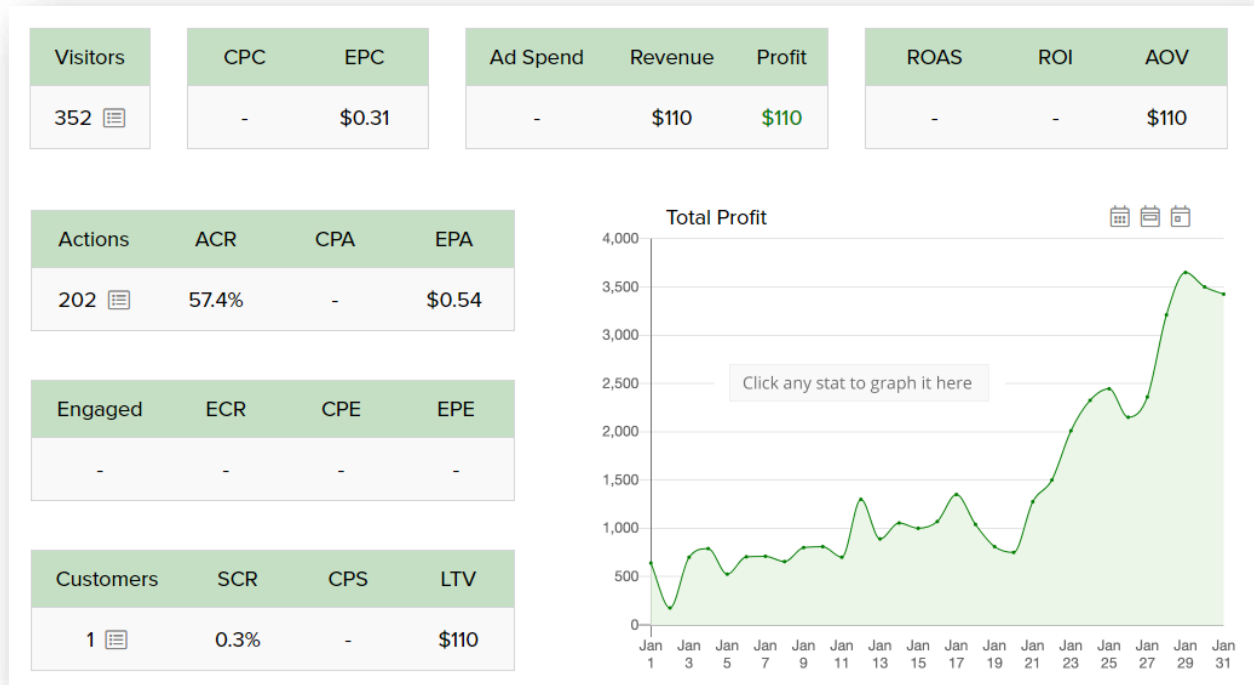
So, because my tracker (ClickMagick) didn't receive data from the first sale, they only registered one customer that day, when there were actually two sales.

Day One:

Google stats:



ClickMagick Stats (missing one sale):



MaxWeb stats:

Visits	Conversions	Conversion Rate	Commissions	EPC
235	2	0.85%	\$220.00	\$0.94

As you can see, the stats match up pretty nicely (they'll never be exact):

Clicks to Landing page:

- Google reports: 367
- ClickMagick reports: 352 (they filtered out "flagged" clicks from bots)

Clicks to affiliate offer:

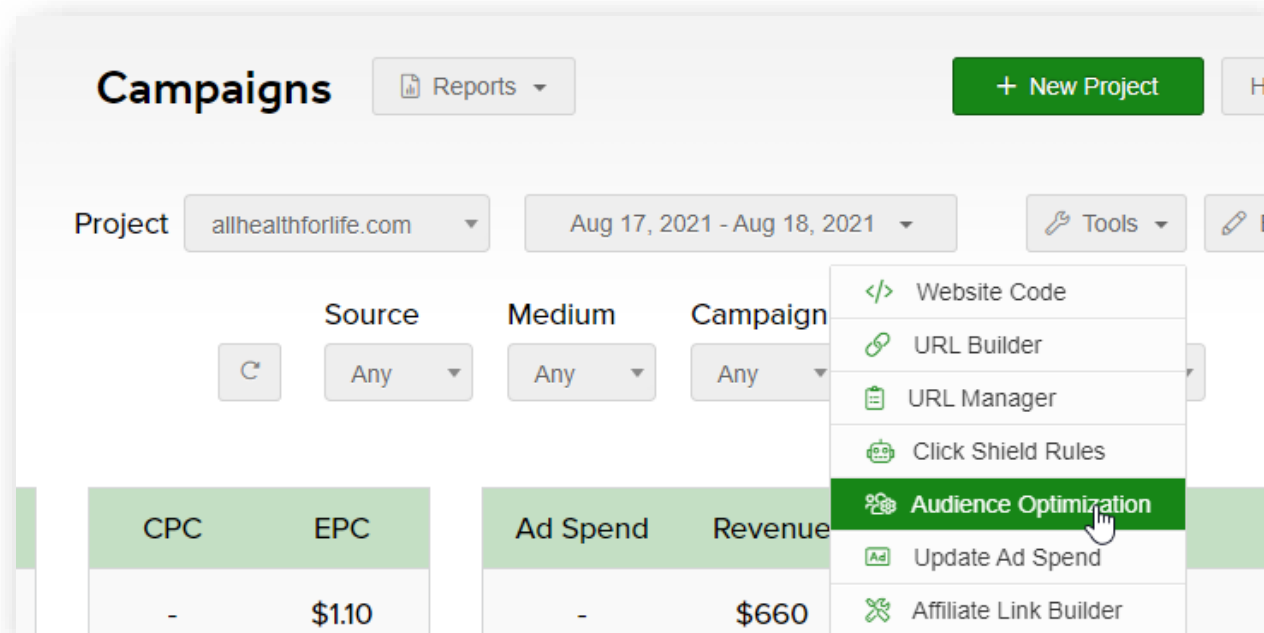
- ClickMagick reports: 202
- MaxWeb reports: 235

Sales (these MUST match):

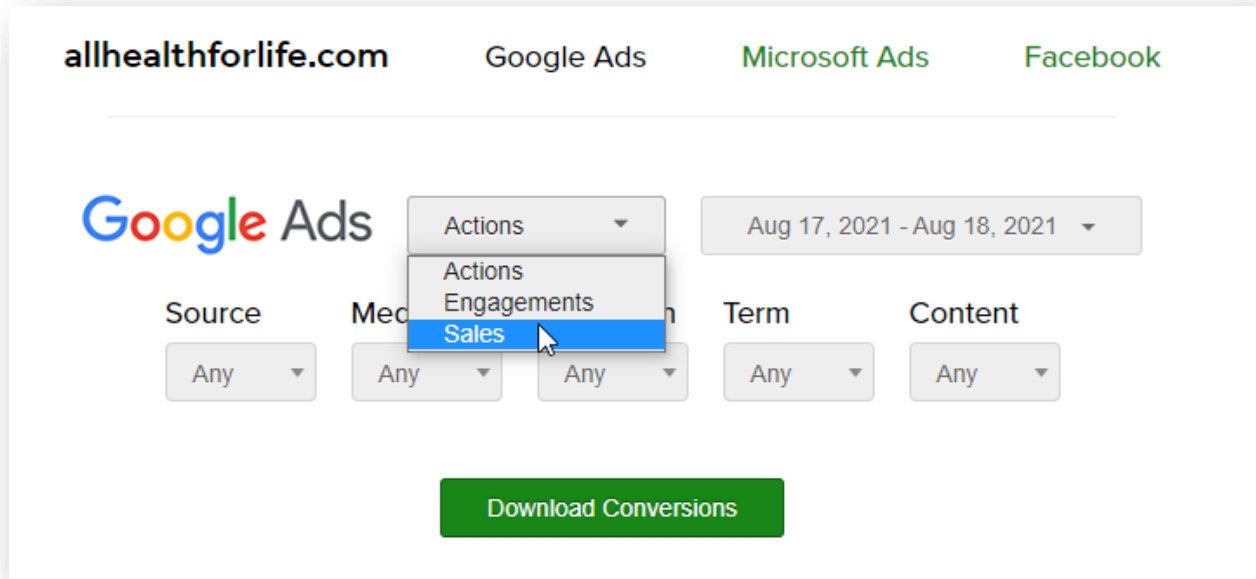
- ClickMagick reports: 1 sale
- MaxWeb reports: 2 sales

Reporting Sales to Google

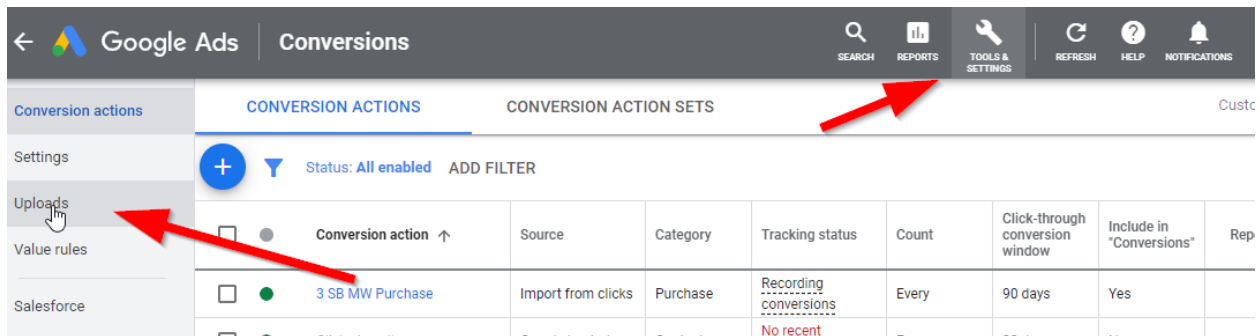
Once you get sales, Google then needs to know about them. If you're using ClickMagick, this is called Audience Optimization:



Then you download the data into a spreadsheet:



You'll know how to do this in the training, but remember to modify the Conversion name to the exact name of your Google Conversion pixel, then upload... either manually, or to a Google sheet you update:



So, I made 10 sales on week one, and missed one sale. Therefore, I should at least have data for 9 sales, correct?

Nope ...

	A	B	C	D	E	F	G
1	Google Cl	Conversio	Conversion	Conversio	Conversion	Currency	
2	Cj0KCCQjw	Sale	2021-08-17	110	USD		
3							
4							
5							

It only showed sales data for ONE sale, the very first day. What the heck?

Sales data showed on the first sale we made on Tuesday... then nothing for the rest of the week.

Yes, sales were registering, but no gclid data was being returned with them.

Our campaign was speeding down the sales highway with a blindfolded driver!

Sure enough, the advertising campaign soon ran out of gas. With no proper data being fed into Google, the algorithm was thinking that I only made ONE sale (worth \$110) and spent \$1053.

--DOES NOT COMPUTE--

So, like a good robot thinking I am wasting my money, with no supposed golden pots anywhere on the highway, they tapped on the brakes.

After Wednesday, traffic declined rapidly, and we only made 1 sale per day, spending about \$250, eating up nearly all profits.

I was crying (okay, not literally, but it still sucked.)

“No, Google, I AM making sales, there ARE golden pots, sob!”



If the gclid was included in the tracking data, we would likely be making 5 sales per day like that second day, generating 240% ROI right out of the gate!

So, why no gclid data?

Now, normally, there is a reason why you won't get data for all your sales. Blame the latest Apple iOS version. They now block tracking by default. That means, you can still see them entering your funnel, but all sales data is blocked.

Does this mean 9 out of our 10 sales were all iOS users?

It's possible.

But in Mark's beta testing group, only about 20-30% of sales did not return this vital Google gclid. Mine was 90%. A mystery to be solved...

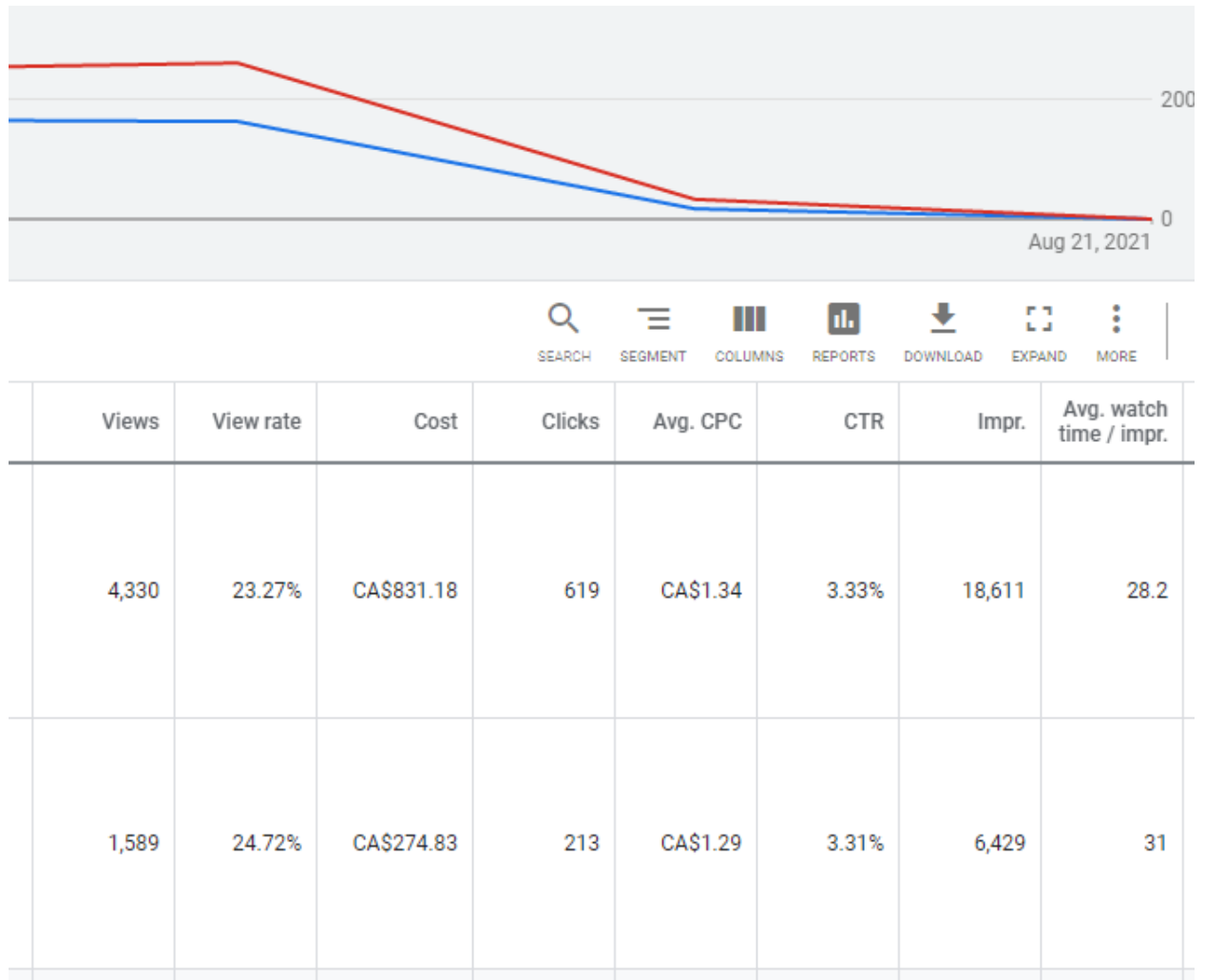
Troubleshooting – Week Two

On Saturday evening I turned all ads off, trying to figure out the missing gclid data. The following week, I had a different project to focus on (remember, I'm not doing this full time), and when I did focus on this it was mainly to troubleshoot the tracking and learn more about optimization. After all, I had barely made a profit, and conversions were low:

Visits	Conversions	Conversion Rate	Commissions ▼	EPC	P
889	10	1.12%	\$1,100.00	\$1.24	

This could be due to Google not knowing where to show the ads to the people most likely to convert, due to the missing data. So visitors clicking to the offer were more likely to not buy.

When the ads were running well, stats were not too bad, but average CPC (cost per click) could have been lower:



After the week, and with consultation with some of the beta group and Mark, I made the following changes:

- New ads, new script, new landing page
- Redid the tracking code on the landing page
- Created a new Google pixel
- More studying, especially on how to properly scale

One thing Mark was concerned with is having the word “*diabetes*” in the ads. It was a bit aggressive on my part, and Google does have policies about targeting health-related offers in their advertising. Some of my videos did have this warning:

Ad may run to a limited audience:

▲ Health in personalized advertising

- [Read the policy](#)

[POLICY MANAGER](#)

Also, between the first week and the next week, coincidentally, Google DID make a change in their policies, making them more stringent in regards to more aggressive advertising.

So, I changed everything from “diabetes” to “blood sugar levels”. Here are all the changes I made, and why:

1. Revised Ad Script

(Bold are the changes):

Are you constantly trying to lower your blood sugar?

Then this discovery could save your life!

A medical researcher out of Dayton, Ohio

has discovered the actual root cause of high blood sugar,

And it has nothing to do with eating donuts, burgers, chocolate,

and cutting out everything you love.

*While most methods can keep the **symptoms at bay***

They don't actually treat or cure the problem

So before you resign yourself to being hooked on expensive meds for life,

Stop everything to see this NOW

This researcher was forced out of his practice for what he discovered and recommended.

A completely 100% natural way to get perfect blood sugar in just days

He proved you can eat ANY food without ANY harm.

Now 460,000 people are living in freedom

And are living healthy, balanced lives again!

*In fact, there are secrets about **reversing high blood sugar** that have been known for years.*

The pharmaceutical companies don't want them to get out because they eat into their profits.

So in comes this researcher....who actually CAME FROM the Big Pharma industry...

He has access to all their information...

And couldn't believe what was hidden from people like you

He felt morally obligated to share their billion dollar secrets...

And the results are out of this world...

*People no longer need to worry about **balancing their sugars**.*

*People are allowed to eat what they want without guilt and **without any problems**.*

This is a proven 6 Second Trick You can use starting TODAY

*To potentially eliminate **high blood sugar***

Regardless of your age or medical condition

And it works like CRAZY!

This secret means being completely healthy again...

*While also losing pound after pound of **stubborn FAT***

Remember this has nothing to do with

Meds

Fad diets you hate

Exercise

Or expensive treatments
So stop everything you're doing
And click the link below
To watch a short free video
This researcher created
*And that the \$390 billion **dollar drug industry***
Doesn't want you to know
*And discover this **extraordinary secret***
Click below now before it's too late

2. Point to a Different Affiliate Page

As well, Mark (who is very familiar with diabetes offers), stated that diabetics don't care about pricking their finger every morning. Their main concern is getting healthy... and that means balanced blood sugars.

The original affiliate landing page concentrated on "no more pinpricks":



No More Pinpricks!
"Miracle Ingredients" Reverse Type II Diabetes

Your Blood Sugar

Watch later Share

Watch this video NOW!

because this could be the most important presentation of your life...

YouTube

Doctor Approved

David Pearson is a highly celebrated Epidemiologist and Chief Medical Researcher.

Over the last 27 years, he's dedicated his life to researching the true cause of disease and how it relates to diabetes.

David Pearson

Luckily, they have an alternative page:

One Simple Routine To Balance Blood Sugar Naturally?



V Your Blood Sugar Watch later Share

Watch this video NOW!

because this could be the most important presentation of your life...

YouTube

Doctor Approved

David Pearson is a highly celebrated Epidemiologist and Chief Medical Researcher.

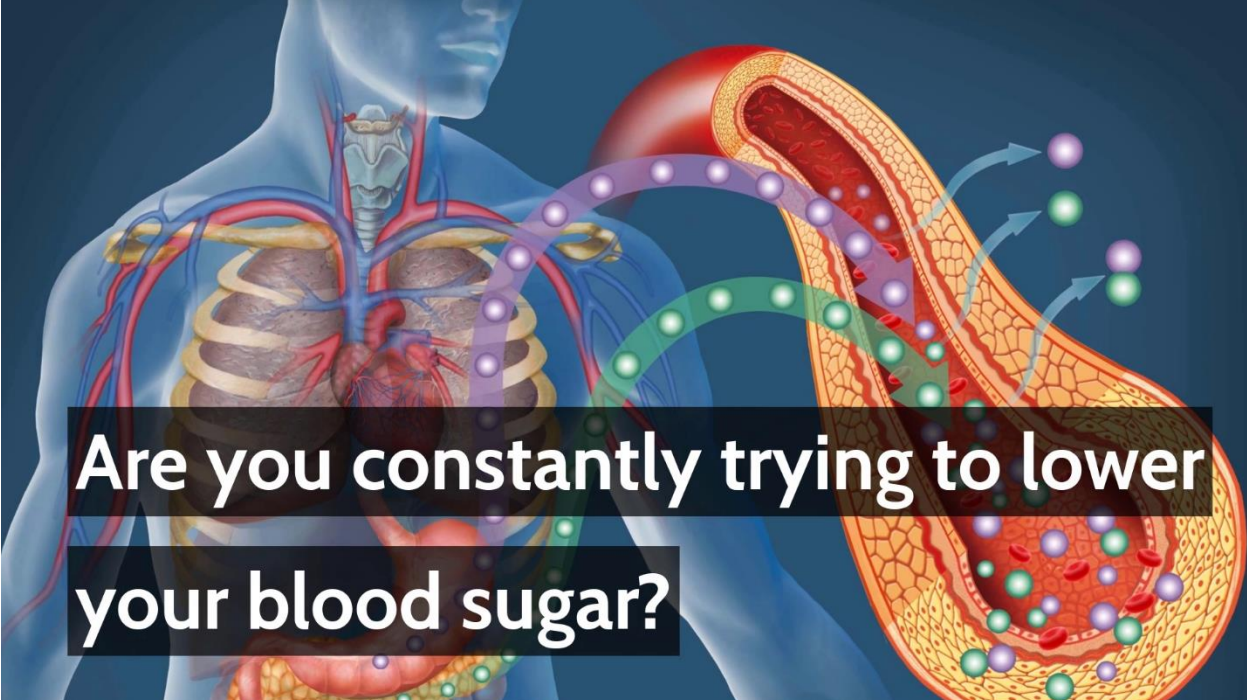
Over the last 27 years, he's dedicated his life to researching the true cause of disease and how it relates to diabetes.

David Pearson

So hopefully this page converts more viewers.

3. New Videos

With a revised script, I had to redo the videos, which didn't take too long...



Are you constantly trying to lower your blood sugar?

As well, I looked for a new pattern interrupt. I found this weird image half way through the VSL:



4. New Lander

It was also suggested that my original lander didn't have that "*pattern interrupt*" image. The image of the doctor denoted authority, sure, but it could be strengthened. Also, I changed "*eliminate diabetes*" with a less aggressive and more compliant "*balance blood sugar levels*".

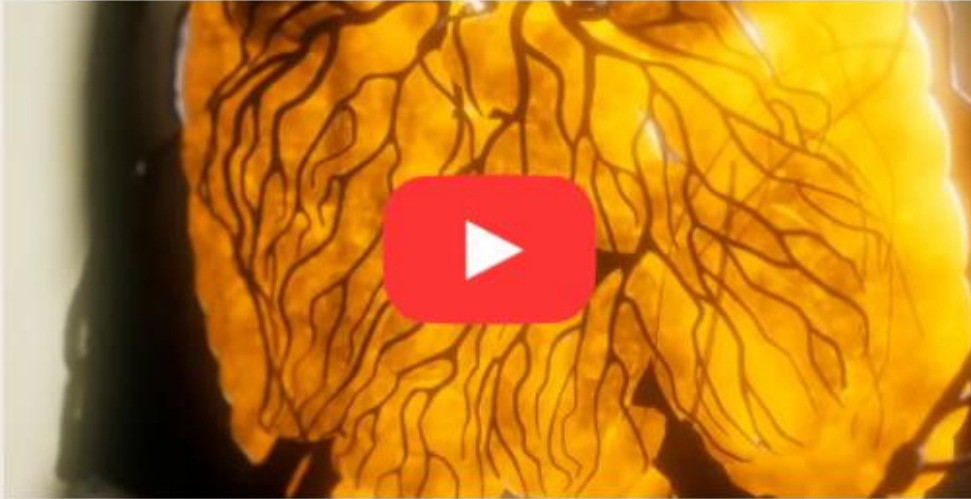
At the same time, you want your landing page to also offer continuity, so have a couple similar design elements. In a new ad group with two ads, I used the same video but tested two different landers, one with a brown background, and one with a blue background (same as the VSL):



Health News and Research Association

This 6 Second Trick Balances Blood Sugar Levels

(Watch Video)



Watch Now

David Pearson, a Medical Researcher from Ohio, has uncovered the real root cause of high blood sugar levels.

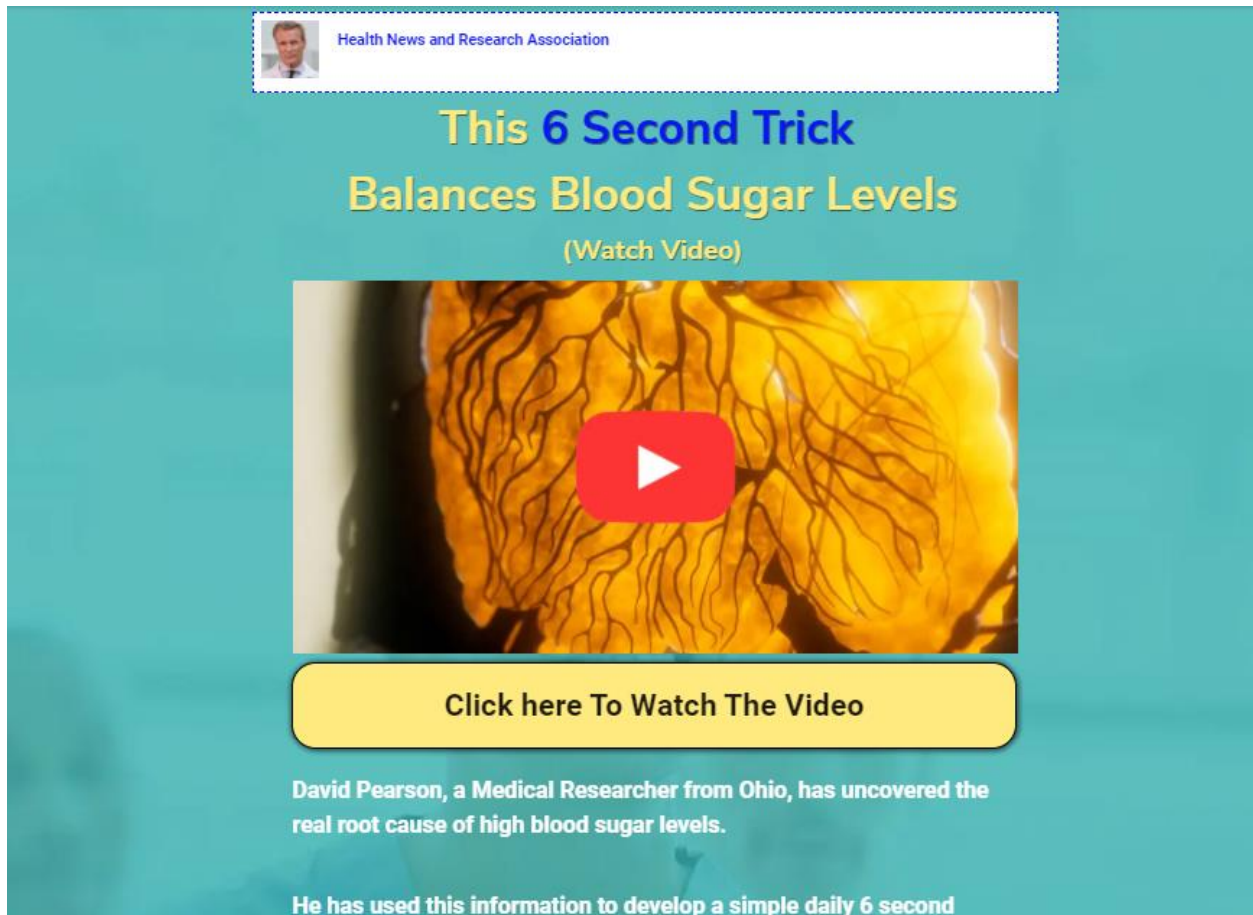
He has used this information to develop a simple daily 6 second trick to quickly reduce glucose levels.

460,000 people now enjoy freedom from Type II, and even prediabetics have found great benefit.

It works so well that big corporations have tried to get this bulletin banned, so make sure to watch it before it gets taken down.

[Watch Video Now](#)

And the split test challenger in ad #2:



The advertisement features a teal background. At the top left, there is a small profile picture of a man in a suit, with the text "Health News and Research Association" to its right. The main headline is "This 6 Second Trick Balances Blood Sugar Levels" in yellow and blue text, with "(Watch Video)" below it. In the center is a video player showing a close-up of a human brain with a red play button overlay. Below the video is a yellow button with the text "Click here To Watch The Video". At the bottom, there is a white text box containing the text: "David Pearson, a Medical Researcher from Ohio, has uncovered the real root cause of high blood sugar levels. He has used this information to develop a simple daily 6 second".

The blue background worked better (make sure these are different Google ads, DO NOT use Convertri's split testing software, as showing two variations to the same URL in the same ad goes against Google's policies. I don't think Groove has split testing functionality.)

So, along with testing different videos, you can set up ads to go to slightly different landing pages. Using the same video, create three ads, but each goes to a variation of your lander (ie. Allhealthforlife.com/a-diabetes-solution, Allhealthforlife.com/b-diabetes-solution, etc). Only change small elements, such as a tweak in your title, swap one image to another, change the wording on the button, etc.

5. Tracking Issues

This was a tougher one, but I might have figured it out.

Remember, in order to track properly, you need the proper code. In my landing page, you need code similar to this, which is what ClickMagick formatted for me to add:

```
<script>
  var clickmagick_cmc = {
    uid: 'XXXXXXXX',
    hid: 'XXXXXXXXXXXX',
    log_action: '.cta',
  }
</script>
<script src="//cdn.clkmc.com/cmc.js"></script>
```

This is in the head area of the page, and depending on the landing page software you use, there should be some sort of “Page” option or “Scripts” option where you can add this code.

The only extra piece of code I added is *log_action: '.cta'*, because ClickMagick doesn't seem to properly track when customers click your links (or they do, but the way I set everything up it tracks at the “campaign” level, not the “tracking links” level... I'm still not quite sure.)

Affiliate Link Builder

Help

Postback URLs allow you to accurately track your affiliate sales, upsells, downsells and refunds with a simple 2-step process. The first step is to pass a unique tracking ID to your affiliate links.

Just use this simple form and we'll show you exactly how to do that. If your affiliate network isn't listed, please see [What if my affiliate network isn't listed?](#)

Network	Select Affiliate Network ▾	Tracking Type	Tracking Links ▾ ?
Affiliate Link	https:// Tracking Links Campaigns		

Update My Affiliate Link

Anyway, by adding the extra log action code, I am telling ClickMagick to count anybody who clicks a link with “.cta” in the link parameters as an “action”. Thus, I can record clicks properly:

Visitors	CPC	EPC	Ad Spend	R
632	-	\$0.70	-	

Actions	ACR	CPA	EPA	
445	70.4%	-	\$0.99	4,000
				3,500
				3,000
				2,500

Engaged	ECR	CPE	EPE
---------	-----	-----	-----

This does get a bit technical, and you’ll learn this in the course, but the ONE thing I found with my old landing pages is that I had **extra code** besides the log action that was suggested after watching one of the beta group webinars... maybe I didn’t add it right.

When I asked, one of the members said that the extra code was not necessary. Perhaps this was blocking the gclid data? Maybe I didn’t format it correctly and it blocked the gclid data? I do believe I added it AFTER the first ad campaign went live, though I can’t remember.

Anyway, fingers crossed I get the proper sales data this time!

Ad Campaign – Week Three and Four

The one other thing I changed for this week is NOT including 45-54. The one sale I got was 65+. Mark also suggested only targeting 55+.

So, my ads in week three and four were:

Topic: blood sugar Gender: Male, Female, Unknown Age: 55-64, 65+
--

Success! During the third week, I cautiously started up the campaigns, and received *ALL gclid sales data!* So I was able to continually feed the spreadsheets into my new Google pixel.

The first day I received a sale, the second day none, then most subsequent days I mainly received two. This was on a modest budget (\$200/day CDN), and I was mainly generating \$220 USD in sales.

On week four, I dialed up the budget and added BROAD targeting... I received a bunch more sales (8 on Monday and 6 on Tuesday), but with the unintended consequence that Google reset it's learning strategy.

You need to wait about a week when you start your campaign, as Google is in the "learning phase" ... with your ads running and by feeding in your gclid sales data, Google learns what the highway looks like and the best potential for where those golden pots are... they WANT you to make money. The more money you make, the more money they make.

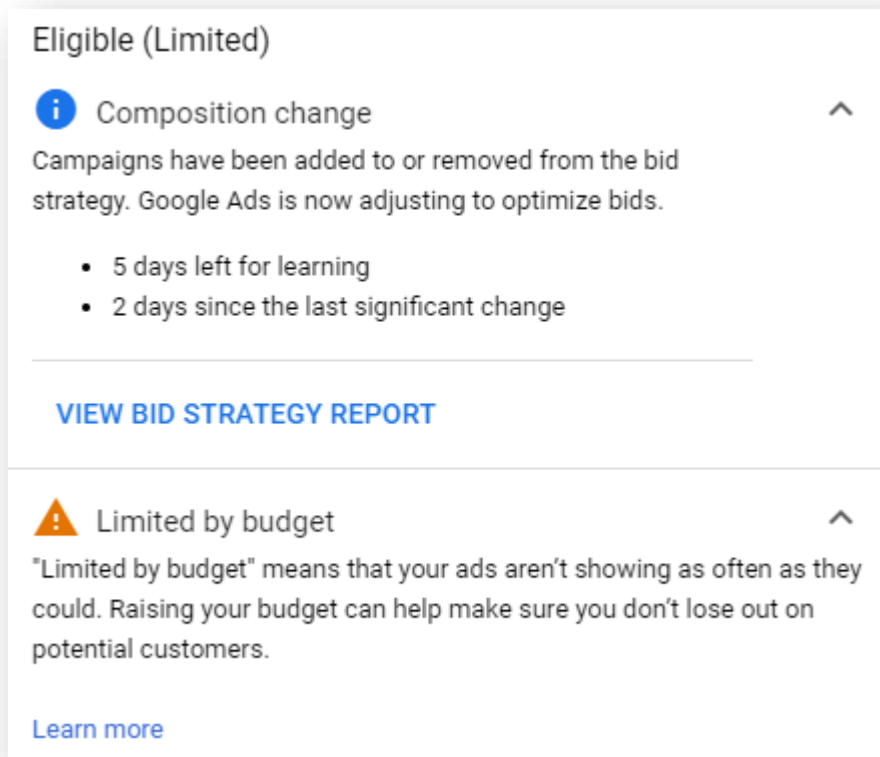
Each day was profitable, though modest (about \$50/day profit). Soon enough, Google ALWAYS complains with the message "*limited by budget*", which means your budget is too low... they are always trying to get more of your money!

There are three things you can do:

1. Ignore it and leave your budget the same
2. Up your budget by a tiny bit
3. Up your budget with their suggestion

As well, I began a second split testing campaign, using the same ads but creating a new Ad Group called Broad. So, instead of only targeting "blood sugar" as a topic, I also targeted EVERYBODY 55 of age and over... the reason being that since Diabetes is so prevalent (unfortunately), targeting to anybody and everybody is a good strategy.

This is the result:



The image shows two notification cards from Google Ads. The first card is titled 'Eligible (Limited)' and features an information icon (i). The text reads: 'Composition change' followed by 'Campaigns have been added to or removed from the bid strategy. Google Ads is now adjusting to optimize bids.' Below this, there is a bulleted list: '5 days left for learning' and '2 days since the last significant change'. A blue link 'VIEW BID STRATEGY REPORT' is positioned below the list. The second card is titled 'Limited by budget' and features a warning icon (triangle with exclamation mark). The text reads: '"Limited by budget" means that your ads aren't showing as often as they could. Raising your budget can help make sure you don't lose out on potential customers.' A blue link 'Learn more' is located at the bottom of this card.

I went with #3, increasing the budget to \$600 as they recommended. Boom, I got 8 sales! That's \$280 profit for the day. Okay, not bad! The next day was 6 sales... still a \$60 profit.

After scaling up the budget, Google AGAIN complained, saying I should raise it to a gigantic \$2,700 a day! (Talk about greedy.)

As well, because I added a new ad set to test (Broad), Google now has to relearn, which has likely hurt conversions. Also, broad is receiving almost 90% of the budget, which I don't want. I was hoping for more 50/50 to see which performs better.

This is how it stood yesterday:

Ad group ↓	Status	Views	View rate	Cost	Clicks	Avg. CPC	CTR	Impr.	Avg. watch time / impr.	Conversions
Diabetes ALL55+	Eligible	36	27.07%	CA\$6.03	5	CA\$1.21	3.76%	133	27.3	0.00
Diabetes ALL55+	Eligible	43	26.38%	CA\$12.82	6	CA\$2.14	3.68%	163	33.3	0.00
Broad ALL55+	Eligible	3,137	22.62%	CA\$568.39	245	CA\$2.32	1.77%	13,870	28.2	4.00
Broad ALL55+	Eligible	2,705	24.30%	CA\$280.58	183	CA\$1.53	1.64%	11,131	30	0.00

Ad Group #1 – targeting the topic “blood sugar”, Male-Female-Unknown, 55+

Ad #1 – turned off, it didn’t perform well

Ad #2:

Views	Cost	Clicks	Avg. CPC	CTR
36	\$4.22	5	\$0.85	3.76%

Ad #3:

Views	Cost	Clicks	Avg. CPC	CTR
43	\$8.97	6	\$1.50	3.68%

Ad Group #2 – targeting BROAD, Male-Female-Unknown, 55+

Ad #1 – never tried it, as it performed poorly with the other ad group

Ad #2:

Views	Cost	Clicks	Avg. CPC	CTR
-------	------	--------	----------	-----

3,137	\$397.87	245	\$1.62	1.77%
-------	----------	-----	--------	-------

Ad #3:

Views	Cost	Clicks	Avg. CPC	CTR
2,705	\$196.41	183	\$1.07	%1.64

(The costs were reduced by 30% since these are in CDN dollars.)

I received 6 sales yesterday, so I made \$660 and spent \$607.47 ... not a huge profit, but remember, I have yet to do much optimization, split testing, and Google is still learning. It takes at least a week for Google to properly optimize (when sent the proper sales data... we fed in 4 sales.)

As well, whenever you target broad, avg. CPC is supposed to be a lot lower... other people in the group are also running diabetes campaigns, and with their months of optimization and tests, they are getting around \$0.50 to \$0.80 CPC ... and the lower the CPC, the more clicks for less budget.

So, quick napkin math: My CPC is \$1.24 overall. I spent a bit over \$600 for 6 sales.

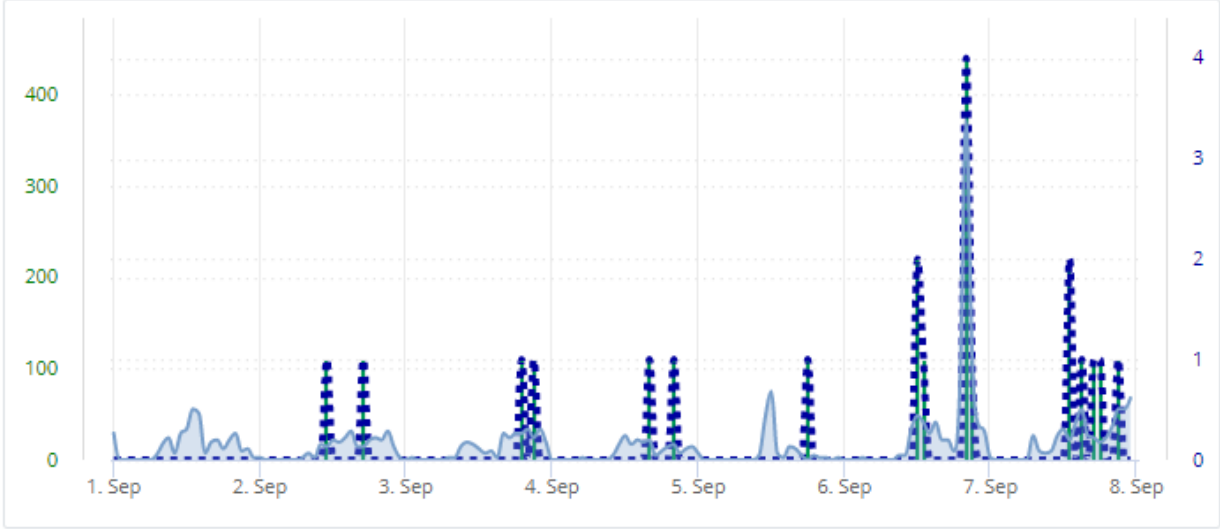
That means, if I can get my CPC down to \$0.80 and spend \$600, I should get 1.5x sales (since I will get that many more clicks), or 9 sales... \$990 for spending \$600. A decent 60% profit!

Scale this up to \$6000 budget, make \$9900 per day... you can see where this is going!

All in all, for the first full week of September, I made \$2310.00 ... and spent \$2133.50. So a modest \$176.50 profit. I actually expected a loss. This is because the avg. CPC is still high, and Google was (is) still in the learning phase.

Don't forget as well the product I'm selling, a diabetes supplement. This is an extremely competitive niche, almost like weight loss. It's very difficult to make a profit if you don't know what you're doing, due to the extreme competition, all of whom have been testing and optimizing their ads and videos for months and years. Making a profit in week four (and only the second full week of actually plunging into advertising) is quite the accomplishment!

September 1, 2021 - September 7, 2021



Click on the account you want to access:

Account	Visits	Conversions	Conversion Rate	Commissions	EPC
[blurred]	1,169	21	1.80%	\$2,310.00	\$1.98

Future Plans

While it is exciting to make a profit in a highly competitive topic, of course it would even more exciting to grow this campaign into a huge, 100% ROI monster campaign spending a couple thousand dollars a day in ad spend but making many more thousands of dollars. As well, research other offers, both in MaxWeb, Clickbank and other affiliate networks and begin the process all over again.

1. Grow the current Diabetes campaign – Create and test new videos, new landing pages, and maybe even switch to a different diabetes offer. One thing I noticed is that Sugar Balance is an older campaign, and a lot of people on YouTube may have already seen it.

2. New campaigns – There are literally thousands of products to promote, and not just in the health niche. How about beauty? Do it yourself? Promote software? Smaller offers may work as well, as long as budgets are low. Though \$100+ commission sales are fantastic, maybe I can try an offer only paying \$10 per sale but make 100 sales a day.

3. Testing, testing, testing – Once a campaign is well optimized, we all hope it can be hands-off. One of the beta testers in the group, with a campaign running since last November (almost a year) only revisits it once a week, making minor tweaks if necessary. The holy grail of any campaign is to test to the point where it is running extremely smoothly, generating 100% ROI day after day, week after week. The only way to get there is to find a truly winning campaign, then test and test, doing the split-testing and optimization necessary to achieve excellent profit and low CPC costs, until you can finally leave it alone and watch the money pour in.

I hope you enjoyed this case study, and that it helps you in your own business journey. I covered the mistakes I made (so you don't have to), the ups and downs, and the modest profit but successful "proof of concept" this business method has provided.

I'll continue to document this business for the next month, studying the course as you are doing, launching new campaigns and optimizing the ones I have. Let's all enjoy this business journey and profit together for the long run!