

Description: Banner_36805 (180x150) [get tracking code](#)

Preview:



Description: Banner_36806 (234x60) [get tracking code](#)

Preview:



Description: Banner_36807 (236x280) [get tracking code](#)

Preview:



Description: Banner_36808 (240x400) [get tracking code](#)

As you can see the CPA Network provides several different high quality banners we can use in our ad. However, you might also get away from using an image from an "ordinary girl" from the Internet (this is controversial) but I find the responses are much better.

Now let's take a look at the landing page for this particular CPA offer.

The next thing Facebook does is give us estimation and a recap of our ad.

A screenshot of a Facebook ad estimation interface. It shows an 'Estimate:' label followed by '323,460 people'. Below this is a bulleted list of demographic and interest-based criteria. The text is as follows:

Estimate: **323,460** people

- who live in the **United Kingdom**
- between the ages of **18** and **50** inclusive
- who are **male**
- who like **football, rugby, golf, soccer, football manager, computer games, play computer games, women, girls, drinking, clubbing, dating or chatting online**
- who are **single**
- who are interested in **women**

For example, as you can see above according to Facebook there are just over 323, 460 people who have these interests in the UK and are listed on Facebook.

Next Facebook gives you a breakdown on “campaigns and pricing”.

As you can see I have set a daily budget of \$5.00 and I am going to be paying \$0.40 per click. Now you can even pay as low as 5 cent per click but because I want to stay ahead of my competition I think this would be a good idea for me.

Remember it is all about testing.

This is a \$5.00 offer so if I have 13 clicks and from those 13 at least 5 people sign up then that is \$25.00 and my ad spend is just over \$5 which means I have still made a profit.

You can either pay for “Impressions” or “Clicks”. I always make sure I pay for “Clicks”.