

Defining Pay-Per-Click vs. Pay-Per-Sale

What is a Pay-Per-Sale affiliate network whose affiliates use Pay-Per-Click advertising methods to drive digital product sales?
Read All About It Inside...

As a prospective affiliate or merchant, knowing the difference between Pay-Per-Click and Pay-Per-Sale can save you a lot of time and effort. Since these two terms frequently get confused, mistaking them can lead to disappointments in your campaign expectations and the affiliate networks you decide to join. You might end up joining an affiliate network thinking they pay their affiliates “per click”, when in fact their affiliates use Pay-Per-Click in their own campaigns to generate traffic for a second-party product. Or, you might join a network thinking they use a Pay-Per-Sale model when in fact they operate based on Cost-Per-Action and their advertisers pay only for clicks, not for product transactions. Let’s take a few minutes to clear up the confusion so you can avoid any future mistakes.

Making Things Clear: What Is Pay-Per-Click?

Pay-Per-Click (PPC) (also known as Pay-Per-Ranking, Pay-Per-Placement, Pay-Per-Position or Cost-Per-Click) is an **Internet advertising model** used with search engines, advertising networks, and content sites like blogs and other social media.

Most importantly, the PPC model’s payment structure consists of an advertiser paying out to a host **ONLY** when their ad is clicked on.

When done effectively PPC advertising enables the advertiser to catapult their site or product landing page to the top of sponsored search engine results by effectively advertising on keywords and phrases that best describe and attract the product or service they’re selling.

PPC is a popular model because you can set your daily budget (either bid-based, cost-per-click or flat rate cost-per-click) to generate traffic and consumer prospects for your product or service. If your ads are working well you are effectively investing start-up money to acquire highly qualified traffic that converts to your product or service at a high rate.

Despite the advent of content sites and contextual ads, click-through rates and conversion rates in PPC advertising continue to outperform other methods of Internet advertising, making it a preferred vehicle for driving sales online.

Reducing The Confusion: An Intro To Pay-Per-Sale

Pay-Per-Sale or **PPS** (also called **Cost-Per-Sale** or **CPS**) is an online pricing system where the affiliate or publisher is paid on the basis of the number of direct sales they generate.

PPS is a variant of the CPA (Cost-Per-Action) model where the advertiser pays the publisher, website or affiliate **ONLY** in proportion to the number of actions completed by the visitors to the site.

In traditional print advertising it is very difficult to accurately track all the sales that come as a direct result of a specific advertisement, but it is possible to track online sales with 100% accuracy through cookies and advanced coding methods.

In the case of PPS as it relates to the RevenueWire affiliate network, the product merchant pays out ONLY for **completed sales** referred by the affiliate.

Unique identifiers, which are embedded in cookies and in the URLs, are used to track the path of the prospective buyer - ensuring that all online sales are attributed to the advertisement/advertiser in question. And this is how an affiliate gets credited for a sale.

How Do Pay-Per-Click and Pay-Per-Sale Apply To RevenueWire?

RevenueWire uses a Pay-Per-Sale model where affiliates are paid commission from the merchant for every the sale they generate. RevenueWire affiliates use Pay-Per-Click methods to advertise and drive those product sales.

RevenueWire merchants pay out to the affiliate ONLY when a product sale is made (i.e., Pay-Per-Sale) – NOT when ads are clicked on.

However that does not exclude affiliates on the RevenueWire network from using Pay-Per-Click advertising methods. PPC is in fact the most popular method for generating sales on the RevenueWire network. Affiliates use it to drive traffic to their own sales pages with the ultimate goal of selling the merchant's product and earning commission on the completed transaction.

It may also help to think about the relationship between the two in this way: PPS is the end, and PPC is the means.

**Also be aware that affiliates who join RevenueWire have to invest their own advertising dollars, since they are the ones who pay for the clicks that turn Internet traffic into completed sales.

How RevenueWire Facilitates Both

RevenueWire provides a highly optimized shopping cart to make the online transaction process go smoothly and efficiently.

RevenueWire's **SafeCart**® tracks affiliate sales in real-time into your dashboard, allowing you to see your earnings as they come in.

Affiliates on the RevenueWire network also have access to promotions, special contest, network landing pages, a tutorial site, as well as comprehensive sales data and analytics tools.

RevenueWire's merchants supply affiliates with great products to sell and our network offers comprehensive tools to support you, making RevenueWire the perfect place to excel in the PPS affiliate marketing world.

Pay-Per-Click vs. Pay-Per-Sale Recap

***RevenueWire** works on a **Pay-Per-Sale** payment model. That means affiliates **ONLY** get paid for making a sale – but they get paid up to 75% in commission when they do! RevenueWire's SafeCart® also offers 100% sales tracking so affiliates never lose credit for a single sale.

***RevenueWire's** affiliates use **Pay-Per-Click** ads to drive traffic to their sites and landing pages. They set their cost-per-click with any of the major search engines, lock-in their daily ad budget, research the best keywords, write their PPC ads, activate them, and then pay for the clicks their ads receive. Their strategy is to use these PPC ads to drive more and better-targeted traffic to their sales landing pages, which are designed to maximize conversions and earn them up to 75% commission on our network products (per unit sold). For merchants, access to our network affiliate offers them a high-volume sales channel they would otherwise not have – which is why the commission rates are set so high. The high commission rate paid by the merchant is offset by the dramatic increase in their volume of sales, making their experience with RevenueWire a profitable one.

Any Questions? Feel free to contact us at affiliates@revenuewire.com