Penny Per Click Method

How I Pay Less Than 1 Penny Per Click
& 1 Penny Per Email Subscriber

Chapter Content

Quick Introduction!

Thank you for buying my 1st WSO guide! My name is Leon Tran. I've been doing internet marketing for a very very long time. I've tried marketing just about every niche and have tried just about every traffic generation methods out there to make affiliate money online. One of my favorite ways to drive cheap & quality traffic is by using Pay Per Click traffic. In this guide I will show you how I am able to get LESS THAN 1 penny a click and even get email leads as low as 1 penny per subscriber.

Case Study: The Penny Per Click Campaigns

This is a diabetes campaign I've been promoting. The diabetes market is a huge multi-billion dollar market. Diabetes affects 25 million people in the USA or about 8.3% of the US population. So you would think the competition is fierce. Again, you can use this method and generate traffic for ANY NICHE, but for this example I'm going to show you my diabetes campaign.

Here are the stats for the last 30 days. Take a look at my average cost per click column (avg CPC) for these keywords, "prevent diabetes" costed me $0.15 total and generated 64 clicks and so the cost per click is only $0.0023 each. I started all of my bids at $0.05, and my clicks were so cheap that I increased this particular keyword to $0.08 and it doesn't matter, I'm still getting less than a penny per click.

	ADD KEYWORDS	CHANGE STATUS ▼		EDIT	DELETE	COPY	MAKE BULK CHANGES ▼		ESTIMATION ▼			EXPORT	EDIT IN EXCEL			

	Keyword	Status	Qual. score	Match type	Destination URL	Param1	Current bid	Spend	Clicks	Impr.	CTR (%)	Avg. position	Avg. ▲ CPC	Avg. CPM	CPA	Conversions
☐	prevent diabetes	Active	4/10 ▶	Broad			0.08	0.15	64	693	9.24	6.23	0.00	0.22	0.02	9
☐	signs of diabetes	Active	2/10 ▶	Broad			0.06	0.03	3	108	2.78	6.71	0.01	0.28	0.00	0
☐	diabetes diet	Active	4/10 ▶	Broad			0.06	0.20	18	644	2.80	6.28	0.01	0.31	0.03	7
☐	american diabetes assoc	Active	2/10 ▶	Broad			0.06	0.08	6	131	4.58	6.28	0.01	0.61	0.03	3
☐	causes of diabetes	Active	2/10 ▶	Broad			0.06	0.03	3	136	2.21	6.35	0.01	0.22	0.03	1
☐	complications of diabetes	Active	2/10 ▶	Broad			0.06	0.01	1	234	0.43	6.51	0.01	0.04	0.00	0
☐	controlling diabetes	Active	2/10 ▶	Broad			0.08	0.32	30	447	6.71	7.14	0.01	0.72	0.05	7
☐	diabetes a1c levels	Active	2/10 ▶	Broad			0.06	0.04	5	554	0.90	6.17	0.01	0.07	0.04	1
☐	diabetes and exercise	Active	2/10 ▶	Broad			0.06	0.01	2	65	3.08	4.97	0.01	0.15	0.01	1
☐	diabetes articles	Active	2/10 ▶	Broad			0.06	1.83	281	2,718	10.34	6.67	0.01	0.67	0.03	55
☐	diabetes causes	Active	2/10 ▶	Broad			0.06	0.02	2	191	1.05	4.19	0.01	0.10	0.02	1
☐	diabetes control	Active	2/10 ▶	Broad			0.05	0.43	50	818	6.11	7.18	0.01	0.53	0.04	10

My quality score sucks but it doesn't even matter! I'm still getting plenty of cheap clicks.

What are my conversion rates (email optin rates)? I'm getting some at 1 penny per click and 1 penny per optin below. The keyword with the most conversions is "diabetes articles", which costed $1.83 total and generated 55 email subscribers at 3 cents each! Some keywords like "facts about diabetes" got 1 click for 1 cent and also generated 1 conversion at 1 cent.

Keyword	Status	Qual. score	Match type	Destination URL	Param1	Current bid	Spend	Clicks	Impr.	CTR (%)	Avg. position	Avg. CPC	Avg. CPM	CPA ▾	Conversions
diabetes diet	Active	4/10 ▶	Broad			0.06	0.20	18	644	2.80	6.28	0.01	0.31	0.03	7
diabetes type 2	Active	4/10 ▶	Broad			0.06	0.09	6	507	1.18	3.64	0.02	0.18	0.03	3
causes of diabetes	Active	2/10 ▶	Broad			0.06	0.03	3	131	2.29	6.21	0.01	0.23	0.03	1
diabetes a1c	Active	2/10 ▶	Broad			0.06	0.10	6	552	1.09	5.51	0.02	0.18	0.03	4
diabetes and food	Active	2/10 ▶	Broad			0.06	0.10	4	227	1.76	8.06	0.03	0.44	0.03	4
diabetes articles	Active	2/10 ▶	Broad			0.06	1.83	281	2,718	10.34	6.67	0.01	0.67	0.03	55
diabetes complications	Active	2/10 ▶	Broad			0.06	0.03	1	178	0.56	3.63	0.03	0.17	0.03	1
american diabetes assoc	Active	2/10 ▶	Broad			0.06	0.03	5	125	4.00	5.95	0.01	0.24	0.02	2
diabetes causes	Active	2/10 ▶	Broad			0.06	0.02	2	191	1.05	4.19	0.01	0.10	0.02	1
prevent diabetes	Active	4/10 ▶	Broad			0.08	0.15	64	691	9.26	6.23	0.00	0.22	0.02	9
diabetes and exercise	Active	2/10 ▶	Broad			0.06	0.01	2	65	3.08	4.97	0.01	0.15	0.01	1
facts about diabetes	Active	1/10 ▶	Broad			0.06	0.01	1	53	1.89	6.62	0.01	0.19	0.01	1

In the last 30 days, this Diabetes campaign costed me around $20.10 and generated 980 clicks with an impressive cost per click of $0.02 each. A whopping 235 email optins which only costed $0.09 each. Now I've decided to raised my bids to $0.08 for PPC search and $0.12 for content, since I was making a profit and the traffic was still so cheap!

Ad group	Status	Qual. score	Medium	Search bid	Content bid	Spend ▾	Clicks	Impr.	CTR (%)	Avg. position	Avg. CPC	Avg. CPM	CPA	Conversions	Neg. keywords
Diabetes	Active	4/10 ▸	Search and content	0.08	0.12	20.10	980	66,689	1.47	5.92	0.02	0.30	0.09	235	None

In last 30 days, for this 1 diabetes campaign, I've made $132.3 in clickbank sales - $20.10 in PPC cost, my net profit is then $112.82.

3 results.   Total: $63.72

Date	Time	Receipt	TID	Upsell From	Has Upsells	Pmt	Currency	Txn Type	Item	Amount	Vendor	Affiliate
2014-02-07	13:49					MSTR	USD	Sale	1	$21.24	MATT1A	
2014-02-01	15:23					MSTR	BRL	Sale	1	$21.24	MATT1A	
2014-01-29	14:24					MSTR	PHP	Sale	1	$21.24	MATT1A	

3 results.   Total: $69.20

Date	Time	Receipt	TID	Upsell From	Has Upsells	Pmt	Currency	Txn Type	Item	Amount	Vendor	Affiliate
2014-01-31	02:26					MSTR	MYR	Sale	5	$5.49	DIABETE101	W
2014-01-31	02:22					MSTR	MYR	Sale	1	$31.85	DIABETE101	W
2014-01-25	08:15					VISA	EUR	Sale	1	$31.86	DIABETE101	W

Another Niche Campaign Example

Let's take a look at another example in a totally different niche. How about everyone's favorite, the make money online niche!

This one is going to LOOK crazy! Keywords like "paid surveys" for 1 cent a click and generating email leads for 2 cents each!

How about another keyword like "work from home jobs" at 1 cent CPC and 58 email leads for 2 cents each!

Keyword	Status	Qual. score	Match type	Destination URL	Param1	Current bid	Spend	Clicks	Impr.	CTR (%)	Avg. position	Avg. CPC	Avg. CPM	CPA ▾	Conversions
online jobs	Active	2/10 ▶	Broad			0.07	1.88	119	10,769	1.11	4.72	0.02	0.17	0.03	68
work at home jobs	Active	2/10 ▶	Broad			0.08	0.27	20	577	3.47	8.85	0.01	0.47	0.03	8
data entry jobs	Active	2/10 ▶	Broad			0.08	2.14	146	6,961	2.10	7.59	0.01	0.31	0.03	78
get rich	Active	2/10 ▶	Broad			0.08	0.09	7	898	0.78	6.09	0.01	0.10	0.03	3
work from home jobs	Active	2/10 ▶	Broad			0.08	1.44	135	4,512	2.99	7.57	0.01	0.32	0.02	58
paid surveys	Active	2/10 ▶	Broad			0.08	0.15	12	363	3.31	8.87	0.01	0.41	0.02	7

In this WorkFromHome campaign, it costed me $13.54 for the last 30 days, and generated 631 clicks at an avg of $0.02 per click with 288 email optins at $0.05 per lead.

Ad group	Status	Qual. score	Medium	Search bid	Content bid	Spend ▾	Clicks	Impr.	CTR (%)	Avg. position	Avg. CPC	Avg. CPM	CPA	Conversions	Neg. keywords
Diabetes	Active	3/10 ▶	Search and content	0.08	0.12	20.10	980	66,689	1.47	5.92	0.02	0.30	0.09	235	None
WorkFromHome	Active	2/10 ▶	Search and content	0.08	0.12	13.54	631	117,618	0.54	6.94	0.02	0.12	0.05	288	6

In this work from home campaign, for 30 days, I was pushing all kinds of make money offers to my subscribers. I promoted real estate offers, get paid to draw, paid surveys, and many other make money offers. Some bite and some didn't. I was happy with the results of $149.57 in sales - $13.54 ppc cost = $136.03 profit. A return of 1000%. I learned that paid surveys are the best sellers.

Date	Time	Receipt	TID	Upsell From	Has Upsells	Pmt	Currency	Txn Type	Item	Amount	Vendor	Affiliate
2014-02-01	09:47	Property of Penny Per Click				MSTR	USD	Sale	3		$44.36	EBONYTH03	
2014-01-16	05:11					VISA	MYR	Sale	3		$17.98	FORSURVEYS	
2014-01-10	10:43					MSTR	USD	Sale	2		$24.92	FORSURVEYS	

Date	Time	Receipt	TID	Upsell From	Has Upsells	Pmt	Currency	Txn Type	Item	Amount	Vendor	Affiliate
2014-01-23	17:20	Property of Penny Per Click				PYPL	USD	Sale	37	$24.92	PAIDDRAW	
2014-01-29	06:40					VISA	USD	Rebill	PQSRLL7			
2014-02-02	15:04					MSTR	USD	Sale	305			
2014-02-04	02:12					PYPL	EUR	Sale	34	$22.84	SURVEYS24	
2014-02-04	02:40					PYPL	EUR	Sale	264	$14.55	SURVEYS24	

So what's this traffic source?

If by now you haven't already figured it out by looking at my advertiser's dashboard above. It is BingAds!

Bingads.microsoft.com , that's right! The #2 PPC network in the world right behind Google Adwords! BingAds minimum bid price is $0.05, but you can still get plenty of clicks for $0.01 or less!

Setting up a campaign with BingAds is a piece of cake, you can sign up here: **Bingads.microsoft.com** . At the main dashboard screen, click create campaign to create a new search & content campaign.

Here's how my campaign settings look like, basically I leave everything mostly at default. I just name my campaign and set the daily budget.

Create a campaign

Campaign settings

Campaign name	Campaign #1
	117 characters remaining
Time zone ❓	Select a time zone ▾
Campaign budget ❓	10 Daily (USD) ▾
	Daily budget options
Ad language ❓	What language do your customers speak?
	English ▾
Locations ❓	What locations do you want to target or exclude?
	◯ All available countries/regions
	◯ Canada, United States
	⦿ United States
	◯ Selected cities, states/provinces, countries/regions, and postal codes
Advanced location options	⦿ Show ads to people in, searching for, or viewing pages about your targeted location ❓
	◯ Show ads to people in your targeted location ❓
	◯ Show ads to people searching for or viewing pages about your targeted location ❓ NEW!

I leave locations as United States and leave advanced options at default. With this setting you will probably get some international visitors too even with location targeting to only United States. But truthfully, I get plenty of foreign sales too.

Next you will create your text ad, just go to google, search for some of your keywords, and then copy and reword the top paying ads and use that for your Bing text ads. I normally create 3-5 text ads with different ad titles and just reuse the same ad text description.

The next section is for adding keywords. You can use the google adwords tool (keyword planner) or whatever keyword tool to find your keyword list. Then manually look over your keyword list and remove the ones that doesn't make sense or doesn't belong. You should have at least 200 keywords, the more the better. Again make sure they somehow relate to your niche. Then just add them to BingAds like this:

Leave all keywords in "Broad" match type.

So if you were to create a "make money" campaign, I would include just about every general/broad keywords relating to money such as:

Money

Make money

Job

Jobs

Rich

Get rich

Work

Income

Earn

cash

Etc etc etc

BEWARE OF THE First Page Bid!?

When you add keywords into your campaign, you might get the "first page bid" which will actually make your bids go skyrocketing high! This is BingAds way of trying to make money from new advertisers. These "first page bid" is a suggested bid price to be on the first page. But I never cared about this, I always bid the minimum for all keywords anyways which is $0.05.
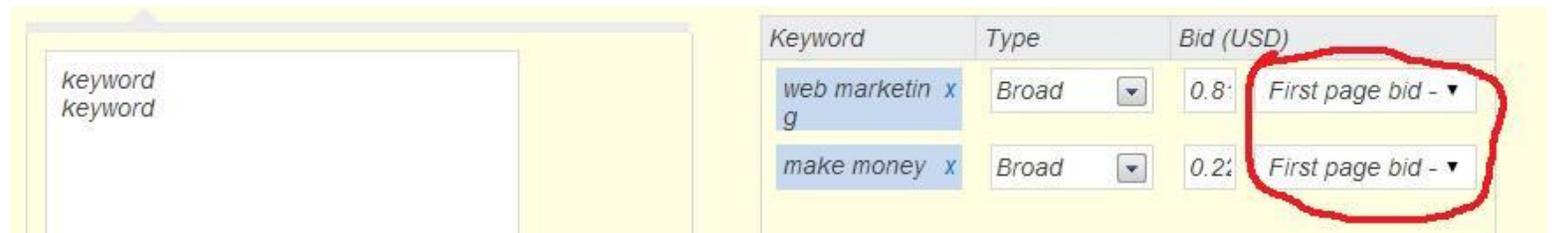
Go ahead and click "add" for all of your keywords when starting a new campaign or adgroup, and just leave the first page bid alone for now, you can edit them later in the keywords panel.

After adding your keywords, click the "Save" button to continue to set your bids. Use $0.05 for both search and content. Set device to only desktops and tablets. Leave everything else as default, then click the "save" button.

Set bids ❷

Search network bid (USD)   0⬛   ⬅ **.05**

Content network bid (USD)   0⬛   ⬅
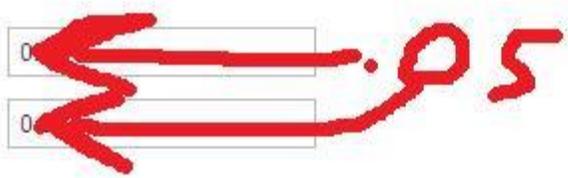
Targeting options

⌃ Advanced targeting options   When, to whom, and on what devices do you want to show your ads?

Ad schedule All days, all hours ❷ **NEW!**

Demographic Both genders, All ages ❷

Device ⬛⬛⬛⬛⬛ ❷ ➡ **Desktops and tablets only!**

Advanced settings

⌄ Ad distribution ❷   Where on the internet do you want to show your ads?

⌄ Pricing model ❷   How do you want to be charged for your ads?

⌄ Schedule   When do you want your ads to run?

⌄ Exclusions   Which websites should not show your ads and which IP addresses should be blocked from seeing your ads?

⌄ Ad rotation ❷   Which ads do you want to show?

⌄ Keyword matching options ❷   Would you like to use close variations of your exact match type keywords?
Yes, use close variations (e.g., plurals and misspellings).

Save   Cancel

After creating your campaign or ad group, in order to bulk edit your keywords, (change bid prices from "first page bid"), you must visit your keywords panel.

Now, near the bottom of the page, choose to show keyword rows by 200 or more.

Next check the box to select all of the keywords, then click edit and select change current bid.
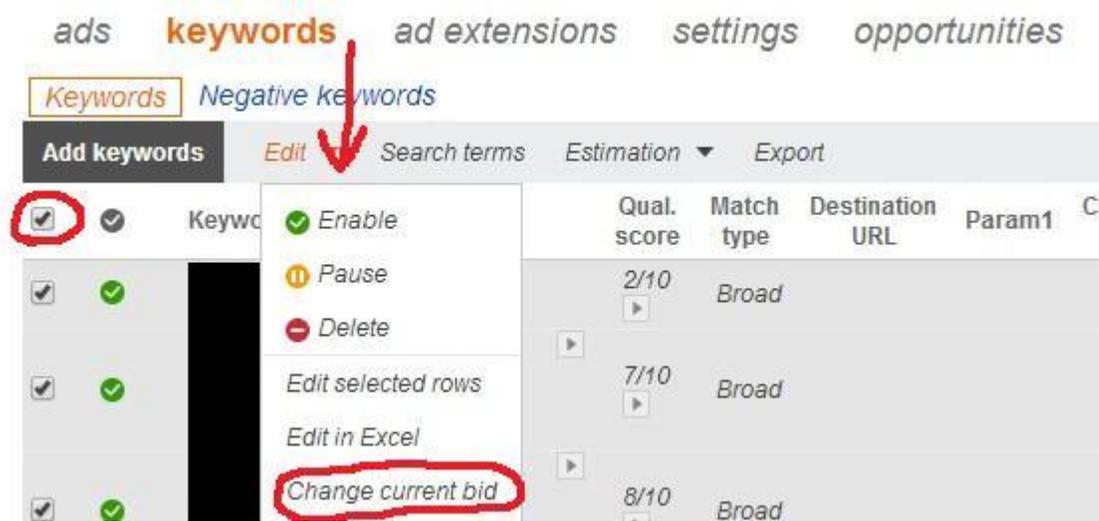
Then set current bids to .05 or whatever you like. Make sure to do this to the other keywords from other keyword pages if you have more.
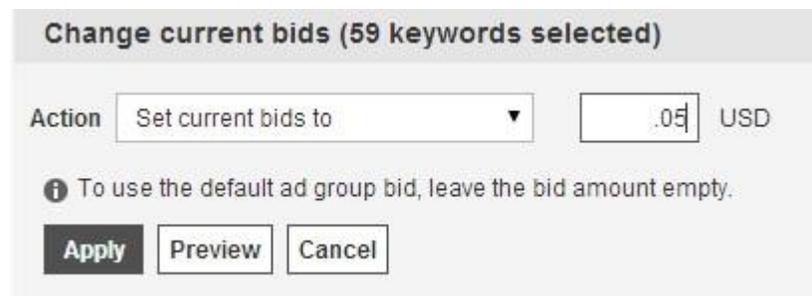
Since you're only going to bid $0.05 per click (for search & content), if you get too specific on keywords like "make money online in new York city", you're not going to get many clicks. But, do include both specific long tail keywords and those general broad keywords too.

You will only know how much your keyword clicks cost until you actually start getting clicks. Your cost per click will be from less than 1 cent to 5 cents per click. Even if a keyword cost 5 cents a click, if you're getting good conversions, then the CPC is not a problem. So monitor your keywords and pause the ones that are not converting for you.

Should you target both PPC search and PPC content? Yes, start with $0.05 minimum for both. In certain niche, the content network may actually have better conversions and more clicks.

How long it takes for ad approval and to start getting traffic?

It can take up to a day for approval. Once the campaign is active, it can take another 24 hours for impressions and clicks to show up in your dashboard stats. I don't think stats are real-time so there will be some delay for sure.

The Main Idea For You to Make Money With This Method

The idea is to setup 10,20, 50, or even 100 of these campaigns and you can make a good deal of money. Find 10 campaigns that can make $100+ a month. Or even 1 good campaign can make $1000+ per month. Once you set it up and find a profitable campaign, it takes very little maintenance. Plus you can easily scale by just increasing your bids.

About once every two weeks, I'd check my campaigns; remove the poor performing ads and keywords. If something is making money, I'll increase the bids by a couple of cents. I would also look at my landing pages and optimize them for better conversions. Initially, you should look over your campaigns daily.

To Build a List or Not?

The idea of list building is to capture the visitor's email, then automatically direct the visitor to the affiliate offer or some kind of free report. Even if that visitor doesn't buy on their first visit to the offer, at least you'd have his email address. You would have already setup a series of autoresponder emails that would send out to your subscribers on a set schedule automatically to continue promoting the offer to your subscribers. Later you can promote other related offers to your list, making you even more money. Are you starting to see the value of list building? One email subscriber can potentially generate multiple sales through the life of this subscriber in your email list.

Should you use single optin or double optin? For me personally, I use single optin for list building using paid traffic. Double optin is safer for spam compliance but you will lose a lot of optins this way. It's up to you.

Again, so once someone opts into your email list, you can continue to promote all kinds of affiliate offers to this person for a lifetime (or until they unsubscribe from your list). This is why email marketing is so powerful.

Here's what my typical autoresponder email sequence look like.

Day 0 email: Welcome email, short sales text and link to affiliate offer.

Day 1 email: Continue to promote the same affiliate offer. Show why they need this product…

Day 2 email: Continue to promote the same affiliate offer. Show how this product has helped

others. Provide customer testimonials from the affiliate salespage if any.

Day 3 email: Skip

Day 4 email: Some kind of general tips. Always include an affiliate link in the footer of email.

Then every 1-3 days after that for a month, it would either be tips or other related affiliate offers.

BONUS: The Landing Page that Generates 54% Email Optin Rate!

After many weeks of tweaking, I will now give this landing page to you as a bonus. That's right! This is the same exact optin landing page that I've used to generate email leads at more than 54% conversion rate. And that's without bribing the visitors with a free gift such as a free report or whatever freebie for subscribing.

makemoney11 BING5	2014makemoney11	85	41 (48.24%)	previe
makemoney11 BING6	2014makemoney11	92	44 (47.83%)	previe
makemoney2 BING2	2014makemoney2	139	47 (33.81%)	previe
makemoney2 BING3	2014makemoney2	104	54 (51.92%)	previe
makemoney21 BING7	2014makemoney21	117	64 (54.70%)	previe
makemoney21 BING8	2014makemoney21	79	35 (44.30%)	previe

I've tested multiple landing pages and as you can see, the best one has 117 views with 64 email optins, which equals to 54.70% optin rate. This landing page is for a make money online campaign using BingAds traffic.

Here's what the landing page looks below

Want to Make Money Online?

**Learn How to <u>Make $3,000+ a Month</u> Working From Home <u>Legitimately</u>.
Only Serious People Willing to Learn & Work From Home Wanted!**
NO Get Rich Quick, No MLM Pyramid Schemes.

Enter Your Email to Receive <u>Only Legitimate</u> Work From Home Opportunities!

Your Email:

SIGN UP FREE!

We respect your privacy

Beautiful isn't she? It's not a fancy landing page at all but it converts like pure magic. This landing page is included with your download in the folder name "**landing page"**. You can use this style for just about any niche! Just replace the text and image. I cannot guarantee you this landing page style will always be above 50+% optin conversion rate, but this style has been proven to work across many niche so far.

In the landing page folder, there are two landing page versions, an html and a php version. They are both exactly the same, except the php version has this code in it near the bottom:

<?php echo $_GET['keyword'] ?>

This is for dynamic keyword insertion. For example: the destination URL in your BingAds campaign goes to http://mydomain.com/?keyword={keyword}

BingAds will replace {keyword} with the search term that the visitor used to trigger your Ad. For example the keyword is make money online in new york. The url will then be:

http://mydomain.com/?keyword=make money online in new york

This code will grab everything after ?keyword=

And insert make money online in new york into your page automatically. The purpose is just to help with your quality score when the landing page contains the keywords of the user's search terms.

If you don't get how to use it, then don't worry about it then. Just use the html version.

Closing Words

That's all folks!

I've showed you how to get 1 penny quality traffic and 1 penny per optin using BingAds.

I've showed you a couple of my campaigns and proved to you that this traffic works.

I've showed you my 54+% conversion landing page and have also included a copy of this LP in the landing page folder.

Best of luck to ya!

Regards,

-Leon Tran

Frequently Asked Questions

What's a good autoresponder service to use?

I use getresponse.com, but aweber.com is also good. I've used both before, and there's really not much difference.

What are good offers to promote?

My favorite affiliate networks: clickbank, maxbounty, and peerfly. My favorite niches: health, fitness, beauty, selfhelp, and make money opps. Those are the ones I've made the most money with.

What to include on your landing page?

Whatever you decide to do, optin landing page, presell page, or direct link. ALWAYS make sure these links are present on the landing page. The links will be to these pages : Home, Contact us, Privacy policy, Terms.

If you need to create privacy & term pages. You can copy the text from this site: [Privacy](#) , [Terms](#)

Remember! You need to replace howtowebmaster.com with your own website.com

Do I need a domain name for my landing pages?

Ideally, you will need you own domain. You can have 1 generic domain for all of your promotions such as MyAwesomeOffers.com.

Then you can promote any kind of offers you want like:

MyAwesomeOffers.com/weightloss

MyAwesomeOffers.com/makemoney

MyAwesomeOffers.com/dating

Search on google for "godaddy coupons". You can register a new domain for $1-$2.

Good Ad Impressions But Low Clicks?

If you are suffering from low clicks but have descent ad impressions, then you need to write better text ads. Copy & reword from top paying google ads. Always continue to split test your text ads (at least 2+ at a time). Aim for around 3% CTR (click through rate).

Should you use single optin or double optin?

For me personally, I use single optin for list building using this traffic. Double optin is safer for spam compliance but you will lose a lot of potential subscribers this way. It's up to you.

Campaign Budget, Accelerated or Standard?

Start with $5 daily budget to be safe. If you can handle more then do $10, $20, etc. If you want, you can use accelerated option (seen below) when you click on the "daily budget option". The accelerated option allows your ads to be shown as quickly as possible. The downside is, for example, your campaign starts running at nighttime in the USA, by morning, your campaign's budget is reached and most traffic probably came from foreign visitors. So your campaign missed out on all of the juicy USA traffic during the day.

The higher your budget, the better the accelerated campaigns work. This way your ad gets shown quickly throughout the entire day. Start small and raise your budget as needed.

If you are getting very low ad impressions, go ahead and use accelerated and increase your daily budget to $10+.

Campaign name:*	Campaign Name
Time zone:	(GMT-07:00) Mountain Time (U.S. & Canada)
Campaign budget:	20 Daily (USD)

Daily budget options
- Standard (spend your budget evenly through the day)
- Accelerated (spend your budget as quickly as possible)

How long does it takes for ad approval and to start getting clicks?

It can take up to a day for approval. Once the ad is active, it can take another 24 hours for impressions and clicks to show up in your dashboard stats. I don't think the stats are real-time so there will be some delay for sure.

How many keywords should I add per ad group?

Add as many keywords (broad and long tails) as you can, like 200+ keywords. Make sure the keywords make some sense to the offer you're promoting. When using keyword tools like adwords keyword planner, manually remove keywords from your list that don't belong. Example: for a diabetes keyword list. You wouldn't want keywords like acne treatment, hair loss, or teeth whitening.

I'm kind of lazy when doing these ad groups, I would stick 200+ keywords in 1 ad group. This is not like Google adwords where you need 1 keyword per ad group to please the google god.

How to setup conversion tracking?

You can track for sales or leads. This way you can see which keywords produced the conversions.

To create a conversion tracking code click tools at the top right of the page inside your dashboard:

Then click campaign analytics.

Then click create goal.

This is the settings I use to track an email optin. The goal name is Optin, the conversion step is called submit form. I give it a constant value of 1 for every 1 optin. You can create goals

for tracking sales for your own products/services and you can use whatever value you want as the

sale price.

GOAL SETTINGS

Goal name: ❷　　　　　Optin

Conversion step name: ❷　submit form

ADD STEP

REVENUE AND COST TRACKING FOR CONVERSION STEPS

Track conversion revenues such as fees collected from site registrations or costs such as sales taxes.

Revenue to track: ❷

○ None

⦿ Constant

　Value: 1

○ Variable

Cost to track: ❷

☐ Non-advertising costs

☐ Tax

☐ Shipping

CONVERSION PERIOD ❷

The conversion period is the number of days Bing Ads should track events that result in a completed goal.

Number of days:　7　▼

Then click on the save and generate code. You will then see the tracking code.

You can also use any 3rd party tracking like prosper202 or bevo. It doesn't matter what you

use, you just have to use some kind of tracking.

Where do you place the conversion tracking code?

You would place conversion tracking code in your thank you page after an optin or a sale. A thank you page for example can be a page that your visitor sees after he completed payment for a product. The thank you page would contain the tracking code that triggers a conversion and reports that to your account and then you can see this conversion in your stats.

There can be different types of thank you pages. It all works the same way though, they all contain some kind of tracking code that triggers a conversion of some sort.

So for tracking email optins, some of you may choose to do this differently with your own thank you pages such as a thank you page giving away a free report or a confirmation page of some sort. You would simply place your conversion tracking code in that page.