

CPA OFFER EVALUATION CHECKLIST

Your Guide to Selecting Profitable Offers

Initial Screening Questions

Before applying to promote an offer, ask:

- Is this offer available in my target countries?
- Are my traffic methods allowed for this offer?
- Does the payout seem reasonable for the required action?
- Can I reach the target demographic for this offer?
- Is the offer from a reputable advertiser or network?
- If you answered "No" to any of these questions, consider a different offer.

Conversion Requirements Assessment

Evaluate the complexity of what users must do:

Single-page form (easiest for users) Multi-page form (more fields = lower conversion)

Email submit only (highest conversion rates) Email + additional information (moderate conversion)

Free trial with no credit card (good conversion) Free trial with credit card (lower conversion)

App install and open (varies by app appeal) Survey completion (varies by length)

Complexity level: Low Medium High

Estimated conversion difficulty: Easy Moderate Difficult

Payout Evaluation

Compare the offer's payout against typical rates:

Low Payout	Average Payout	High Payout
------------	----------------	-------------

\$1-2	\$2-4	\$4-8
-------	-------	-------

\$5-15	\$15-40	\$40-100+
--------	---------	-----------

\$5-15	\$15-30	\$30-60
--------	---------	---------

\$1-3	\$3-6	\$6-10
-------	-------	--------

\$2-5	\$5-10	\$10-20
-------	--------	---------

\$1-3	\$3-5	\$5-8
-------	-------	-------

My offer payout: \$_____

Compared to average, this is: Below Average Average Above Average

Landing Page Quality Assessment

Evaluate the landing page experience:

- Professional design that builds trust
- Clear, compelling headline
- Easy-to-understand value proposition
- Appropriate images/graphics
- Mobile-responsive design
- Fast loading speed
- Clear call-to-action
- Reasonable form length
- Trustworthy appearance overall

Landing page quality score (1- 9): _____

(Give each element a score of 1)

Traffic Match Assessment

How well does this offer match your traffic source?

- Perfect match - my traffic is exactly what this offer needs
- Good match - my traffic should convert reasonably well
- Moderate match - might work but not ideal
- Poor match - unlikely to convert well with my traffic

What are My traffic source(s):

What Target demographic can I use for this offer:

What Promotional angle I can use:

Competition Assessment

Evaluate the competition level:

- Exclusive offer (limited to few affiliates)
- Semi-exclusive (moderate competition)
- Widely available (high competition)

What are my Promotional restrictions:

What Unique selling points I can emphasize:

Network Data Points

Record available performance metrics:

Network EPC: \$_____

Average conversion rate: _____%

Reversal rate: _____%

Network recommendation level:

- Low
- Medium
- High
- Featured

Ask your Affiliate manager, what are their comments:

Test Plan

Outline your testing approach:

Initial traffic allocation: _____ visitors

Maximum test budget: \$_____

Success metrics:

Conversion rate above _%

EPC above \$_____

ROI above _____%

Timeline for evaluation: _____ days

Comparative Analysis

Compare this offer with at least 2-3 alternatives:

Criteria	This offer	Alternative 1	Alternative 2	Alternative 3
----------	------------	---------------	---------------	---------------

Payout

Conversion Req.

EPC

Traffic Match

Quality Score

Overall Rank

Final Evaluation

Overall assessment:

- Strong potential - proceed with full test
- Moderate potential - limited test recommended
- Uncertain - seek affiliate manager input
- Low potential - look for better alternatives

Notes on why this offer might perform well or poorly:

Post-Promotion Review

Complete this section after testing the offer with initial traffic:

Actual conversion rate: _____%

Actual EPC: \$_____

Problems encountered:

Optimization ideas:

- Scale up - increase traffic
- Continue testing - results inconclusive
- Abandon - poor performer

Always Remember

1. No evaluation system is perfect testing is the ultimate judge
2. Your unique traffic may perform differently than network averages
3. One "big winner" offer can outperform dozens of average offers
4. Regular testing of new offers is essential for long-term success
5. What works today may not work tomorrow stay adaptable

Use this checklist as a guide, not a rigid rule system.

Your experience and instincts will become increasingly valuable as you gain experience with CPA marketing.

All the Best on this journey!!