



Action Plan – Module 11

Regeneration of Lost Traffic

1. Register for your 21-day free trial offer at Traffic Regenerator by going through this special link: <http://www.trafficregenerator.com/ppcformula>
2. Create a Traffic Regenerator campaign for your PPC campaigns and make sure you link to a rotating script (i.e. LP Gen-X, PPV Dominator) so that you can rotate various related CPA offers.
3. On all your landing pages, place the Traffic Regenerator code to start recapturing lost traffic.
4. Pay close attention the earnings per click (EPC) of the offers that you are rotating and determine what offer is generating the highest EPC.
5. Switch 90% of the traffic to the offer with the highest EPC and continue testing other offers with the remaining 10%.
6. Consider creating landing pages and iframing any affiliate offer to take advantage of Traffic Regenerator for any campaigns that you are currently direct linking with.
7. Sit back and enjoy the boost in profits.