

The logo for CPATrend, featuring the word "cpatrend" in a lowercase, sans-serif font. The "c" is green, and the rest of the letters are white. A thin green line underlines the "c" and extends slightly to the right.

cpatrend

A black rectangular box containing the text "The Benefits of Advertising with CPATrend". The word "with" is in white, and "CPATrend" is in white text on a green background.

The Benefits of Advertising
with CPATrend

A black rectangular box containing the text "2016 Media Kit". The year "2016" is in a large, bold, white sans-serif font, and "Media Kit" is in a white, italicized serif font.

2016 *Media Kit*

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MEET

THE CPA TREND

TEAM



Philip Shapiro
CEO / President



Andrew Maya
Chief Operations Officer



Janet Shapiro
Head Of Accounting



Ellen Fradella
Accounting - CPA



Gianella Begazo
Customer Service

Introduction

CPATrend was founded in January 2010 and has developed into a leader of the internet marketing industry. With a strong focus on customer support, prompt payments, and a carefully selected network of affiliates and advertisers, CPATrend has been voted a Top 20 CPA Network in 2014 and 2016.

CPATrend is a performance based, "Quality First" CPA Network focusing on providing our advertisers with high quality leads that will generate additional sales and revenue streams. Our affiliates use a variety of legitimate traffic sources to ensure maximum ROI for our advertisers. We work very closely with all clients to ensure we are exceeding expectations.



CPATrend Premier Advertiser

- What is a CPATrend Premier Advertiser? A CPATrend Premier Advertiser is a company or individual who agrees to allow CPATrend to exclusively manage their affiliate program. CPATrend will provide a full service affiliate program solution absolutely FREE!

- What services does CPATrend provide its' Premier Advertisers?



1 Graphic Design Services

CPATrend will provide you with high converting landing pages as well as creatives to help drive affiliate success.

2 Affiliate Program Management:

- a) Create your affiliate program in our tier one affiliate network.
- b) Screen potential affiliates – conduct phone interviews, reference checks.
- c) You can advertise with one or multiple advertising models: CPL, CPI, CPC, Pay-Per-Call, CPS, etc.
- d) Only pay one company, not hundreds or thousands of affiliates. Keep your bank costs down by only having to pay CPATrend. CPATrend will manage payments to all affiliates for you. We are well known for our timely payments, and for never missing a payment in over 6 years.



CPATrend Premier Advertiser

3 Use CPATrend's world class technology for detailed traffic reports, affiliate reports, and cost/revenue analysis. There is no need to invest in expensive affiliate management software.



4 Let CPATrend's account managers handle your account management work. If you are not an expert marketer, that's okay! Focus your energy on your product; we'll focus on the affiliates!

5 CPATrend can make as many variations of landing pages and creatives as you would like. CPATrend can also create a blog for your website, or even give your website a complete make over! (Additional fees may apply)



- What does it mean to work exclusively with CPATrend? Well, this simply means that CPATrend will be your network partner of choice, where CPATrend provides you with a full service affiliate management solution. By working solely with CPATrend, it enables us to not only have current CPATrend affiliates promote your campaign, but also enables us to recruit other affiliates, networks, and agencies to promote your campaign.



CPATrend Premier Advertiser

By working exclusively with CPATrend, we will save your company time and money in:



Business Development



Account Management



Affiliate Payments and associated bank fees



Graphic Design / Web Design



Fraud Management



Affiliate Screening



Email Suppression/
Compliance Management



Pay Per Call Campaign Management

All we require in return is a link on your website and/or landing page, steering affiliates who are interested in promoting your campaign to sign up with CPATrend!

Not interested in our Premier service? Don't worry! We can still provide leads for your company without being your exclusive affiliate program solution.

What Some **Advertisers** are Saying...

We've worked with CPATrend for nearly one year. From the first day CPATrend impressed us with their efficient, professional manner. An approach that not only inspired confidence, but generated the results we were looking for. By working closely with Phil and Andrew we have been able to consistently maximize our lead quality. Thanks to everyone at CPATrend, we look forward to working with you for many years to come.

Jay C., *DateProfits.com*

"I'm writing on behalf of UpForIt Networks company. We have a long-term partnership with CPATrend and have generated significant revenues together. I'm proud to say CPATrend is our trusted old partner, because these guys deliver tons of quality traffic and you do not need to make hundreds of optimizations. Their traffic works, and they know what we are looking for. Meanwhile, if some optimizations are required, you do not have to ask multiple times, all will be taken care of in a timely manner. To sum it up, CPATrend delivers high quality traffic. My representative is responsive and professional. I highly recommend working with CPATrend."

Igor Komarenko,
Head of CPA Dept. at UpForIt Networks

What Some **Affiliates** Are Saying...

"Working with CPATrend has been a really good experience. Great offer selection w/ tons of direct offers, solid payouts (and more importantly, solid EPCs), timely payments, and an AM that's responsive & helpful. All networks should be this professional. If you have the opportunity to work with them, I highly recommended it."

Connard B.

"These guys are the absolute best network I've ever worked with and I have used just about every one of them. Payout is top notch, tracking is perfect and the amount of attention my AM Alex gives me is unmatched. If you are looking for a long term relationship you can rely on to grow your business this is the place to be. The only reason I was able to grow things so quickly was the ability to get payments faster than any other place. I was stuck at a certain level and couldn't grow until I got here."

"CPATrend has been great for me right from the start. Completely legit - My AM Andrew Maya made getting up and running very easy providing me with exactly what I needed ie the right offers, Skype support, responsiveness, and the support to get my cash flowing including paybumps, increased caps, help with scaling, adding new sources of traffic - even suggesting newer converting offers. The best part is that when he says he is going to do something he follows through immediately and does just that. I highly recommend Andrew Maya at CPATrend be sure to ask for him when you start."

Chris F.

You Can see over 150 more reviews of CPATrend here:
<http://www.affpaying.com/cpatrend>

CPATrend **Accolades**

- CPATrend was ranked #130 of 5,000 companies by the Inc 500/5000. This is based on a 3 year growth percentage basis.



- CPATrend was voted by its' peers and clients a Top 20 CPA Network in the world by mThink.com in 2014 and 2016!



- CPATrend has generated more than Six (6) Million Leads to our advertisers since its' inception!



How Can I Advertise With CPATrend?

Advertising with CPATrend is easy and free! Simply contact Philip Shapiro via email at Phil@CPATrend.com.

Please include the following information so that he has a basic understanding of your potential campaign:

- 1) Would you like to be a CPATrend Premier Advertiser?
- 2) What is the URL to your website and/or the name of your product or service?
- 3) Give a brief description of your product/service?
- 4) Please tell us the type of traffic you are seeking:
 - a) Leads for your web or mobile site?
 - b) Installs to your iOS or Android App?
 - c) Calls for your pay-per-call program?
- 5) What countries do you accept?
- 6) What traffic methods do you accept?
- 7) What is your target demographic?

We look forward to helping you grow your business!