# What is traffic arbitration and how to make money on it?

Traffic arbitration is far from being an easy task, but one of the most highly profitable and allowing you to influence the outcome of your work yourself.

The average income of specialists in this field is 1500 – 4000 $ per month.

Despite the difficult name, to understand and have down this method of earning from scratch is quite realistic in a couple of months. You must just want it!

So, let's understand the basic concepts.

**Traffic**. It`s the flow of visitors to any Internet resource. Alias it`s an attendance. For tracking and analyzing attendance there are various tools, more on that later.

**Traffic arbitration**. It`s a buying traffic for a lower price and selling it for more. In fact, you act as a middleman. If you draw a simple analogy not from the online world, but from offline trading, this is when you bought candies for 10$, and resold them for 20$.

**Arbitrage**. This is a person who earns traffic arbitration

## What you need to start making traffic arbitration?

We described the main stages of work in arbitration below.

1. Choose offer. Offer is a product that you plan to advertise.
2. To determine the target audience. You must understand who will be interested in your product. Age, gender, income level, region, on which Internet resources this audience sits. It`s important to understand what your audience has a problem and how exactly your product will help to solve it.
3. Choose through what and how you plan to drive traffic. Soc. networks, teaser ads, seo promotion, contextual advertising, etc.
4. Analyze the results. Expect success right away. Ad setup is a trial and error method, a constant analysis of your results. Just at stage 3, most people don`t have enough patience to analyze their mistakes, to test different offers and to understand which advertisement is most effective in this case. We have prepared this cycle of articles just to help novice arbitrators to avoid common mistakes in setting up advertisements and to save their advertising budget as much as possible, but, of course, you should understand that traffic arbitration is not the easiest work, which is why arbitrators are one of the most sought after professionals in the labor market.

## Types of earnings in traffic arbitration

1. CPA (cost per action) - pay per action. Choose an offer (or several offers) to which you want to bring clients and receive a payment for each client who came from you and took some action. This can be a completed application, a downloaded application, or a paid purchase.
2. CPM (cost per mille) - payment per 1000 impressions of your ad to a specific target audience.
3. CPC (cost per click) - payment for a certain number of clicks
4. CPL (cost-per-lead) - payment for the lead, that is, for the user's left application on the site.

## Pros and cons of traffic arbitration

Of course, as in any sphere, there are pros and cons in traffic arbitration, consider the main ones.

**Minuses:**

* At the initial stage, most likely, you will “merge into a minus”. It takes time and money to understand which offer and which methods of online advertising you will do well. The first money can be earned in traffic arbitration and without monetary investments (for example, advertising goods on free bulletin boards). But we must understand that in this case it is a very long, monotonous work and large profits in this case should not be expected.
* Lack of stability and constant search for new traffic sources. You can be in the money plus, then in the minus, this is normal. As the saying goes, “Nothing ventured, nothing gained”.

The online advertising market is changing very dynamically, so you will constantly have to look for new approaches to achieve a result, namely, earnings.

**Pros:**

* Fast money and the ability to influence your earnings. With successful work, you can earn and withdraw tens of thousands of rubles per day.
* Independence. You are your own boss and you decide when to rest and when to work. You needn`t to communicate with the end customers, there are no deadlines above you.
* Ability to work remotely from anywhere in the world.
* Demand. As we have already written, arbitrage is now one of the most sought-after specialists in the labor market, so you can always find exactly the offer that you will like.