

How do you deal with the unexpected? Or, better yet, how can you be prepared for the unexpected?

In performance marketing, it is really key for you to always have a backup plan ready. This is why every Lander has a “Default Offer” input, so that you can always send your traffic elsewhere and still potentially capitalize on the traffic in your campaign funnel. Let’s take things a step further, for your benefit:

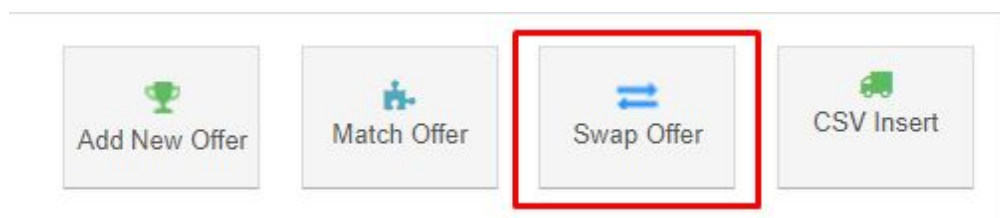
You have an offer you’re doing well with - really well, in fact - so you’re using it in many different campaigns. If that offer should go down, what happens to all of that traffic?

1. One of your best ways to combat this is to set a daily, weekly, or monthly cap on the number of conversions an offer is permitted to take in before it redirects traffic to other offers in your rotation or to the Default Offer on each campaign’s Landing Page.

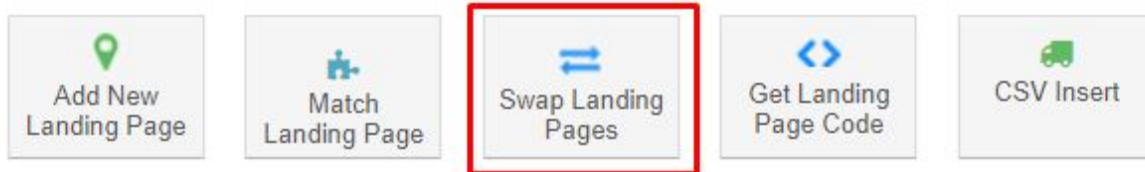
Value per Conversion	\$ 1.50	USD ▼
Offer Cap	0	Daily ▼
Offer Cap Timezone	(UTC+00:00) UTC	Unlimited
Offer URL	http://	Daily Weekly Monthly

Just setting this up can be a huge help to your success, as it will keep you protected from being solely dependent on a single offer.

2. Another option for you is to quickly swap out the offer in a batch action. Every campaign using the offer that is lost can be edited with one single batch action, just by using this button:



This is useful not only for Offers, but Landing Pages as well:



Don't work harder than you have to, and learn to manage your business with Swaps or the Matches that we discussed back in *Day 24: Batch Editing*.

It's important to us that this platform work WITH you, and not against you. If you're having trouble with the use for this, or the need for it, our team is happy to discuss it all with you!

