CHECKLIST 1 OF 3 · CHAPTER 6

PRE-LAUNCH CHECKLIST

Run through this before you start any new campaign. If a box stays empty, do not launch yet.

YOUR FIVE NUMBERS

Profit per conversion before ad costs	**Target CPA** the most you will pay	**Assumed conversion rate** be pessimistic	**Maximum CPC** target CPA × conv. rate	**Test budget** 10–20 × target CPA

OFFER AND PAGE

- [ ] One offer and one conversion goal
- [ ] Value per conversion written down
- [ ] Landing page loads in under 3 seconds on mobile data
- [ ] Top of the page repeats the promise of the ad
- [ ] One button, no menu, no extra links

TRACKING

- [ ] Conversion tracking installed (postback if possible)
- [ ] Tested with a real test conversion
- [ ] Destination URL carries click ID and placement macros
- [ ] Campaign and creative IDs passed as well

CAMPAIGN SETTINGS

- [ ] One country, one device type, one format
- [ ] Oldest operating system versions excluded
- [ ] Unwanted content categories excluded
- [ ] Bid calculated from your own numbers
- [ ] Daily budget set, and double-checked
- [ ] Total budget set
- [ ] Even pacing
- [ ] Frequency cap
- [ ] Three to five creatives uploaded

LAUNCH

- [ ] Clear campaign name (offer_country_device_format)
- [ ] Time set aside to watch the first hour

First hour: impressions arriving · clicks arriving · clicks reaching your site · spend at a sane speed. Then leave the bid alone for three days.

CHECKLIST 2 OF 3 · CHAPTER 10

WEEKLY OPTIMIZATION ROUTINE

Thirty minutes, once or twice a week. Work top to bottom and change one thing at a time.

THE ROUTINE

- [ ] **Check the totals.** Spend, conversions and cost per conversion against last week.
- [ ] **Review placements.** Block the ones that meet your blocking rule.
- [ ] **Review sources.** Look for one supplier that stands out, good or bad.
- [ ] **Review creatives.** Pause losers, add one or two new variations.
- [ ] **Update the whitelist.** Add newly proven placements.
- [ ] **Check delivery.** Rejected creatives, exhausted budgets, low balance.
- [ ] **Adjust bids if needed.** Steps of 10–20%, one change at a time.
- [ ] **Write down what you changed and why.**

WHEN TO ACT

DECISION	WAIT UNTIL
Block a placement	It has spent 2–3 × target CPA with no conversion
Block sooner	Clicks with no visits, or visits with no engagement
Judge a creative	A few hundred impressions (thousands for banners)
Judge the campaign	It has spent 10–20 × target CPA
Raise the budget	Profitable for several days, then +20–30% at a time

WHERE IS THE FUNNEL BREAKING?

SYMPTOM	LIKELY CAUSE	WHAT TO CHANGE
Few impressions	Bid too low or targeting too narrow	Raise bid, widen targeting
Impressions, few clicks	Weak creative	New creatives
Clicks, few visits	Slow page, broken link or invalid traffic	Fix page, check URL, block placements
Visits, no engagement	Wrong audience or misleading ad	Change targeting or creative
Engagement, no conversions	Weak offer, price or checkout	Change the page or the offer

CHANGE LOG

CHECKLIST 3 OF 3 · CHAPTER 11

PLATFORM COMPARISON SHEET

Ask every DSP the same questions before you deposit. Vague answers are an answer.

WHAT TO ASK	PLATFORM A	PLATFORM B
1. Entry cost Minimum deposit and daily budget? Refund of unused funds?		
2. Formats and reach Are the formats and countries I need available, with real volume?		
3. Pricing and fees CPM, CPC or target CPA? Any extra charges for data or support?		
4. Traffic quality Is invalid traffic filtered before the bid? Are ads.txt and sellers.json checked?		
5. Reporting Results by site, app and source, with real names? How fresh? Exportable?		
6. Control Whitelists and blacklists, frequency caps, dayparting, bids per placement?		
7. Tracking Postback supported? Click ID and placement macros? A test tool?		
8. Policy and approval Is my offer allowed? How long does approval take?		
9. Support Live chat or email? How fast was the reply to a pre-sales question?		
10. Usability Can I build a campaign without help? Does it work on a phone?		

RED FLAGS

- [ ] No placement-level reporting
- [ ] Guaranteed results
- [ ] Prices far below everyone else
- [ ] Pressure to deposit a large amount
- [ ] No company details or bad-traffic policy

THE FAIR TEST

- [ ] Same offer, page, creatives, country and format
- [ ] Same small budget, same days
- [ ] Same independent tracking on both
- [ ] Compare cost per conversion and real visits, never cost per click alone