Track setup

- ☐ One offer and one country per campaign
- ☐ Target CPA (or target ROAS) written down before launch
- ☐ Spend to judge set: 2 to 3 × target CPA per source
- ☐ Conversion postback set up and tested
- ☐ Source ID macro in the click URL and visible in the tracker
- ☐ ID level chosen: domain, site ID, sub ID or zone
- ☐ Broad targeting, no allowlist
- ☐ Delivery paced or distributed
- ☐ Small daily budget
- ☐ Attack whitelist excluded
- ☐ Test length set (for example 14 days)

The judgment table and Source Score

- ☐ Report exported by source, split into two halves of the test
- ☐ Spend, conversions and CPA per source
- ☐ Only sources with at least 2 × target CPA of spend scored
- ☐ Performance: 40 + 40 × (target CPA − source CPA) ÷ target CPA, between 0 and 60
- ☐ Confidence: 0 / 5 / 10 / 15 / 20 (4 to 5) / 25 (6+) by conversions
- ☐ Consistency: 15 both halves, 7 one half, 0 none
- ☐ 70 to 100: Attack
- ☐ 45 to 69: keep testing in Track
- ☐ Under 45 **and** spend of at least 3 × target CPA: kill
- ☐ Warning signs checked on every source that looks too good

Attack setup

- ☐ Same offer and country as the Track test
- ☐ Allowlist filled with Attack-zone sources only, at the level they were judged
- ☐ Those sources excluded from Track
- ☐ Delivery ASAP
- ☐ Bigger budget with a daily cap
- ☐ Starting bid = the bid that won in Track
- ☐ Source bids raised on top scorers in small steps
- ☐ Guard rule live before launch
- ☐ Frequency cap set if the list is small

The daily 5-minute check

- ☐ Attack spend vs. daily cap
- ☐ CPA per whitelisted source, last 1 and 3 days
- ☐ Any source above target: note it on the watch list; 7-day CPA above target with 3 × target CPA spent: back to Track
- ☐ Guard rule actions from the last 24 hours reviewed
- ☐ Postback and conversions still arriving
- ☐ One change at most per day (bid step or cap step)

The weekly loop

- ☐ Track report scored for the week
- ☐ New Attack-zone sources promoted to the Attack list
- ☐ Kill-zone sources blocked in Track
- ☐ Attack sources above target for the week demoted to Track
- ☐ Lists kept separate per offer, vertical and country
- ☐ Budget or bid step decided for next week
- ☐ New sources to test added from inventory
- ☐ Old losers due for a retest (4 to 8 weeks) moved back into Track
- ☐ Notes written: what changed and why