TrafficBlueprint

The Campaign Strategy Field Guide

A practical instruction ebook for planning, checking, launching, and improving traffic campaigns—now with optional accounts and cloud synchronization.

01 · ECONOMICS 02 · SOURCE FIT 03 · LAUNCH 04 · LEARN 05 · SYNC

User instruction ebook · Accounts & cloud sync edition

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START HERE

How to use this guide

TrafficBlueprint turns an offer into a structured traffic plan. Follow Chapters 1–13 in order for your first campaign. Read Chapters 14 and 15 before you rely on the app for client work—they explain accounts, cloud synchronization, and backups. Use the worked example, checklists, glossary, and troubleshooting sections whenever you need them.

> **Your workspace: browser, cloud, or both**
>
> You can use TrafficBlueprint anonymously; your work is then saved in this browser only. Create a free account and turn on cloud sync to save your complete workspace—campaigns, Brand Kit settings, logo, and default model—to your account and open it on any browser or device. You can also download a JSON backup at any time and restore it anywhere.

Live application	**https://traffic-blueprint.netlify.app/** (the earlier marketers-traffic-plan address is retired)
Best first path	Campaigns → choose a blueprint → replace every placeholder → clear required launch gates → export. Then sign in and turn on cloud sync, or download a backup.
Product scope	Campaign strategy and planning. It is not an automatic click tracker, attribution platform, ad network, or legal-compliance service.
Compliance scope	Rules-based educational checks only. A passing scan does not guarantee legal compliance or ad-platform approval.

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01 / QUICK START

Your first useful plan in ten minutes.

The fastest way to learn TrafficBlueprint is to start with a blueprint, edit its assumptions, and export a draft. You do not need to complete every optional feature—or create an account—before you can see the plan.

1. **Open the workspace.** Visit the application and select *Build your campaign* or *Open workspace*. The Dashboard is your mission-control view. Select *Campaigns* in the left navigation.
2. **Choose a starting point.** For a guided first run, find *Start with a proven structure* and select *Use this blueprint*. For a custom campaign, select *New campaign*, enter a name, choose Network, Affiliate, or CPA, then select *Create & build*.
3. **Set real economics.** Replace the blueprint offer name, payout, margin/reserve, geography, and URL. Confirm the maximum target CPA and kill rule make sense for your actual offer.
4. **Confirm one to three sources.** Open Sources. Keep only channels you genuinely intend to test. Check the source minimum, data threshold, and recommended test budget.
5. **Complete the plan.** Review the funnel, add content prompts, paste and scan the real public-facing copy, personalize follow-up, and log an experiment when data exists.
6. **Clear gates and export.** Open Launch Plan. Resolve all required gates, review operational tasks, then select *Export PDF*, *Print*, or *Share read-only*. Draft export is allowed before readiness.
7. **Protect the work.** Select *Sign in to sync* to create an account and move the workspace to the cloud (Chapter 14), or open *Data & Privacy* and select *Back up data* (Chapter 15).

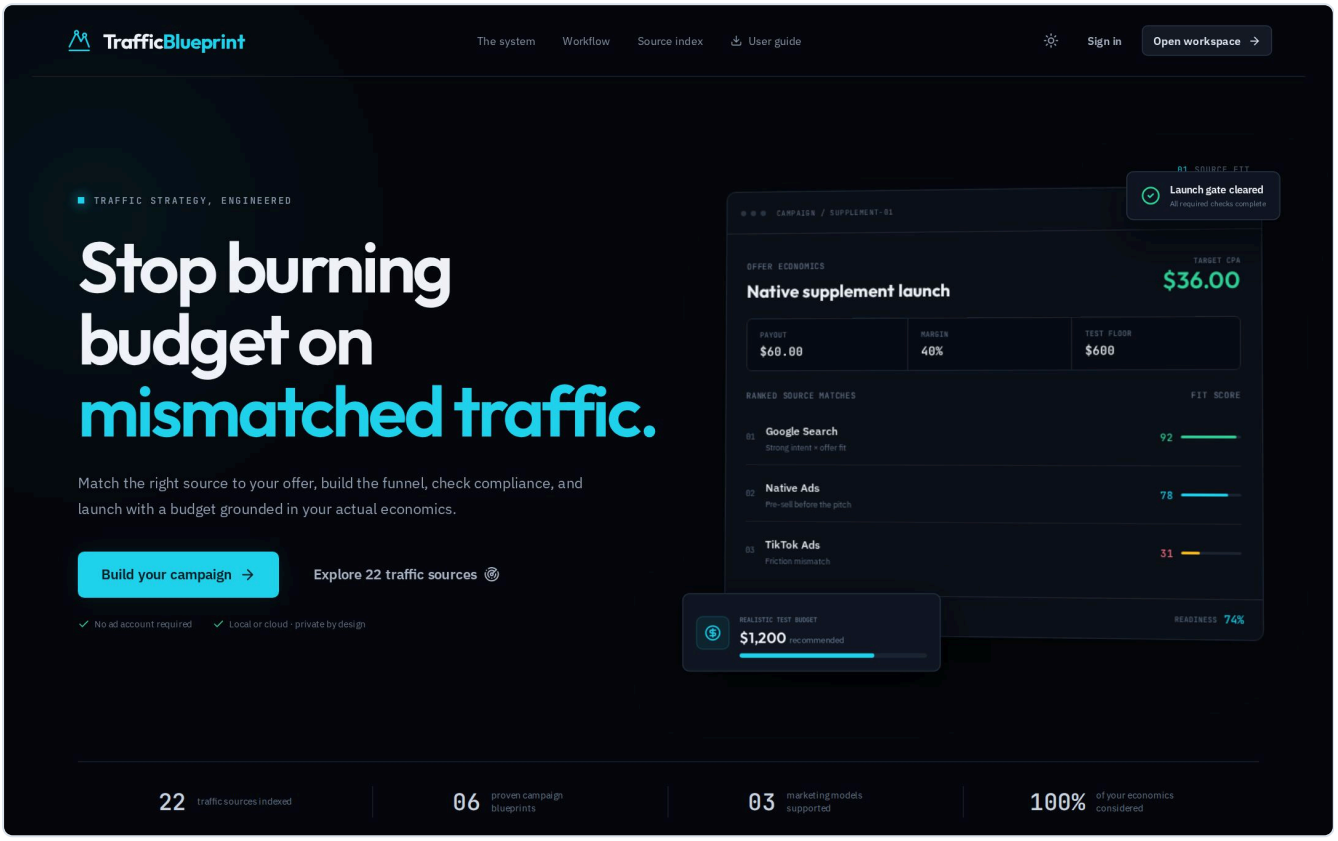


Figure 1. The public entry point leads directly into the campaign workspace.

The first-value target

Your first milestone is not “100%.” It is a coherent plan with a real payout, a calculated target CPA, one suitable source, a mapped funnel, and copy you have actually reviewed—stored somewhere you can recover it.

02 / WORKSPACE MAP

Know where each job happens.

2.1 Navigation

Table 1. TrafficBlueprint workspace areas

Area	Use it for	Do not expect it to
Dashboard	Campaign counts, launch readiness, open actions, logged spend, source allocation, policy radar	Pull live ad-network data automatically
Traffic Hub	Explore and filter all 22 sources; inspect scores, budgets, reasons, and operator tips	Provide live prices or guarantee network approval
Campaigns	Create, search, open, duplicate, delete, compare, and start from six blueprints	Restore deleted campaigns (use a backup)
Compliance Scan	Scan standalone copy without opening a campaign	Save standalone scans after reload or provide legal advice
Compare	Manually log spend, clicks, conversions, and revenue for two campaigns	Replace a dedicated attribution platform
Brand Kit	Agency name, contact/footer line, accent color, logo, report preview	Share one Brand Kit between different team accounts
Data & Privacy	Account and cloud sync status, light/dark theme, backup and restore, legal documents, local activation checklist	Manage billing or team members

The sidebar always shows where your work lives: a **LOCAL** or **CLOUD** badge next to *Workspace*, and a status line at the bottom (“Saved in this browser”, “Browser copy · cloud off”, or “Cloud sync + browser cache”). The sun/moon control switches between light and dark themes; the choice is remembered in this browser.

2.2 Three ways to create a campaign

Table 2. Campaign creation paths

Path	Best when	What happens
New custom campaign	You already know the model and want a clean structure	Creates a default funnel for Network, Affiliate, or CPA; no sources selected
Blueprint	You want a complete editable example	Preloads offer assumptions, sources, funnel, budget, copy, and a follow-up framework
Traffic Hub shortlist	Source selection is your starting question	Shortlist up to three sources, then select *Build with selection*; the app creates a campaign and applies the source floor as the starting budget

2.3 Blueprint library

Table 3. Available campaign blueprints

Blueprint	Model	Starting sources	Budget	Primary structure
Supplement via Native advertorial	Affiliate	Taboola + MGID	$2,000	Native headline → advertorial → offer

Insurance quotes via Search	CPA	Google + Bing	$3,000	Search ad → two-step quote → offer
SaaS trial via SEO comparisons	Affiliate	SEO + YouTube + owned email	$1,500	Comparison → opt-in → trial
Sweepstakes via Push & Pop	CPA	PropellerAds + PopAds	$600	Push → one-click lander → offer
Network product via Reels → DM	Network	Instagram + Facebook Groups	$1,000	Post → DM → qualify → presentation
App installs via TikTok	CPA	TikTok + RichAds	$1,500	Video → app store → install

> **Blueprints are starting hypotheses**
>
> Replace placeholder names, URLs, copy, costs, and claims. Confirm current network rules and economics. The blueprint's starting budget is not a promise that the test will be profitable.

2.4 Duplicate and delete

Duplicate creates a copy with "(copy)" in the name and resets completed launch-task checkmarks. Other values—including logged results—are copied, so clear old results before treating the duplicate as a fresh test.

Delete permanently removes the campaign from the workspace after confirmation. In cloud mode the deletion syncs to your account and to your other devices. There is no trash; a backup made before the deletion is the only way back.

03 / BUILDER STEP 1

Start with the offer and its economics.

Open a campaign and select *Offer & CPA*. Everything downstream—source scores, test-budget thresholds, warnings, and target comparisons—uses these inputs.

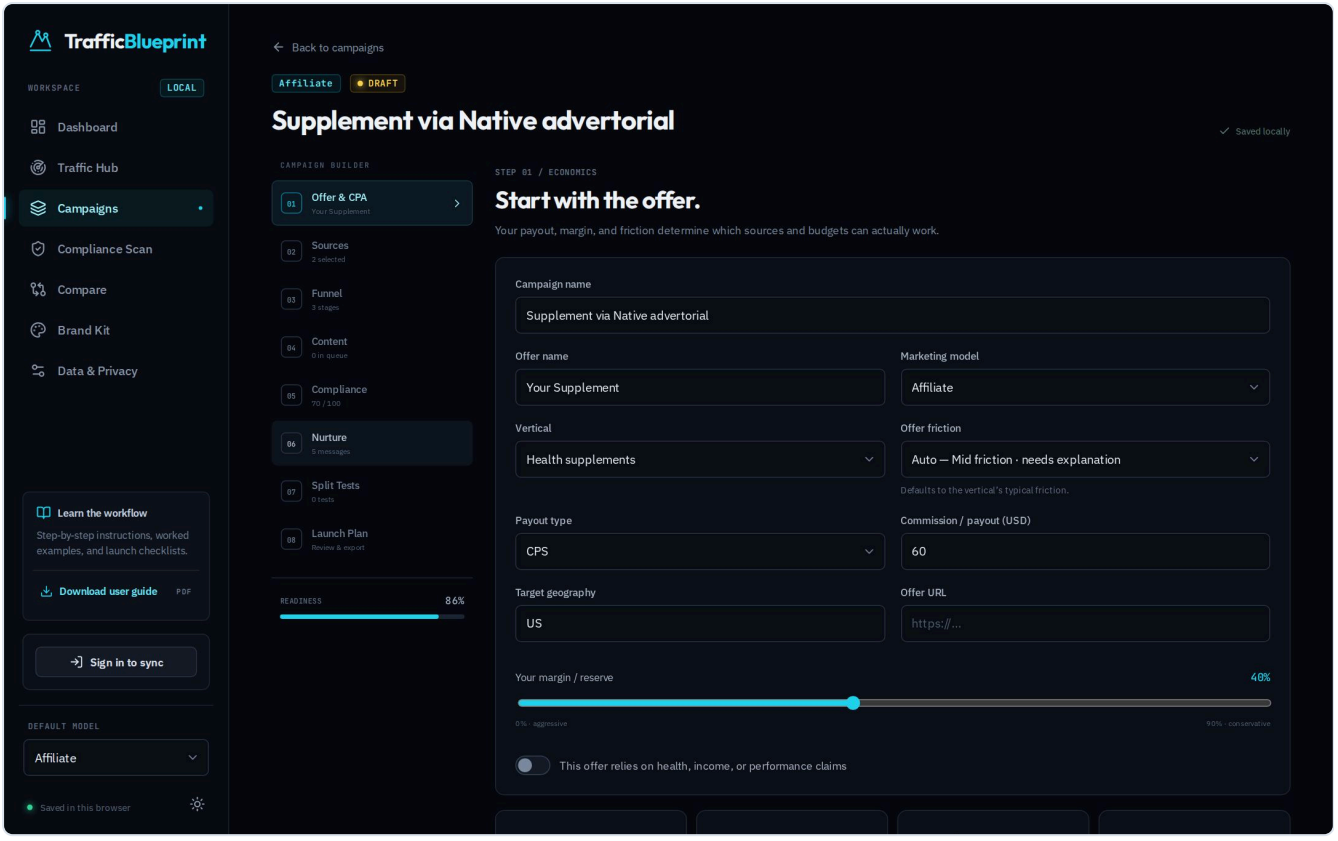


Figure 2. Offer inputs feed target CPA, source fit, budget, and launch calculations.

Table 4. Offer and CPA fields

Field	What to enter	Practical guidance
Campaign name	Your internal project name	Use a recognizable offer–source–date convention
Offer name	Product, service, or lead offer	Required for offer readiness
Marketing model	Network, Affiliate, or CPA	Changing it replaces the default funnel and clears the sequence; review existing work first
Vertical	The closest listed category	Drives typical friction and policy warnings
Offer friction	Auto, high, mid, or low	High = forms/quotes/trials; mid = explanation; low = one-click actions
Payout type	CPA, CPL, CPS, CPI, or RevShare	Use the actual conversion event and payout structure
Commission / payout	Revenue per validated conversion in USD	Must be above zero for offer readiness
Target geography	Country or market	Use the real approved geo

Offer URL	Final destination or approved affiliate URL	Do not place private credentials or sensitive client URLs in shareable work
Your margin / reserve	Percentage withheld from payout	Covers desired profit, refunds, fees, and uncertainty
Claims toggle	Whether the offer relies on health, income, or performance claims	Turn on when applicable so account-health warnings reflect the risk
Planned test budget	Total amount you intend to allocate	Finalize after reviewing selected sources

3.2 The four economic outputs

```
Maximum target CPA = payout × (1 - margin reserve ÷ 100)
Break-even CPA = payout
Profit per conversion at target = payout - maximum target CPA
Planning maximum CPC = maximum target CPA × assumed conversion rate
```

The planning CPC display assumes a 3% conversion rate. It is a benchmark, not a forecast.

> **Worked economics**
>
> For a $60 payout and a 40% reserve: maximum target CPA = $60 × 0.60 = **$36.00**; break-even CPA = $60.00; profit per conversion at target = $24.00; planning maximum CPC at 3% CR = $1.08; recommended no-conversion kill spend = 2 × $36 = **$72.00**. The kill rule means “pause after $72 spend with no conversion.” It is a loss-limiting heuristic, not proof that a campaign would have failed later.

3.3 Before moving on

- [ ] The payout matches the actual validated event.
- [ ] The reserve is deliberate, not simply left at a default.
- [ ] The geo, URL, vertical, and claims setting are accurate.
- [ ] You can explain the target CPA and no-conversion kill rule.

04 / BUILDER STEP 2

Choose for fit, then fund enough data.

4.1 Explore in Traffic Hub

Traffic Hub ranks 22 sources using marketing-model fit, offer friction/intent, vertical restrictions, and budget feasibility. Filter by model, vertical, friction, test budget, category, and intent; or search names, categories, and strategy text. Select *Details* for reasons, best-fit verticals, and an operator tip.

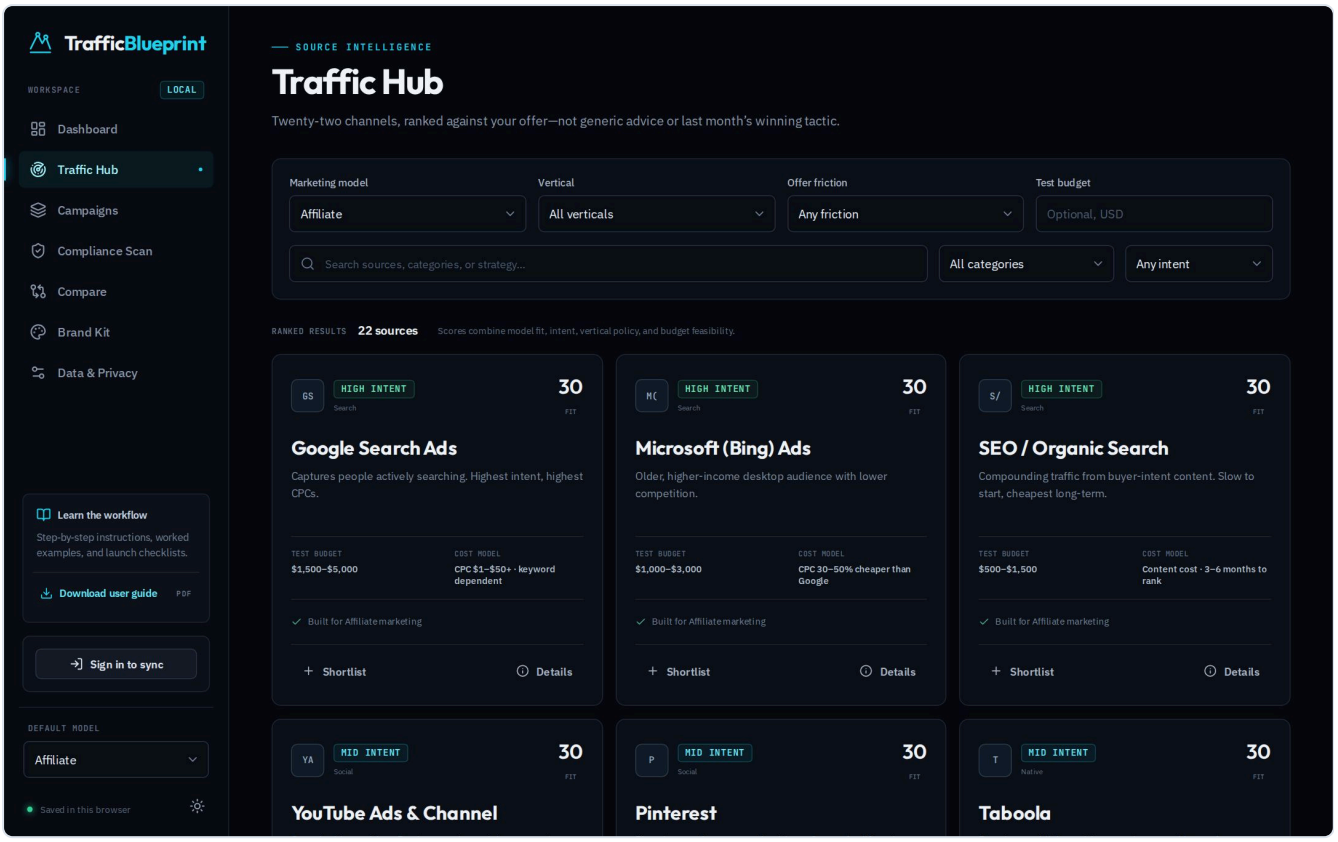


Figure 3. Source cards expose fit labels, score reasons, intent, cost model, and planning budgets.

4.2 Select one to three channels

1. Start with the offer's economics and awareness level, not a preferred platform.
2. Read negative reasons as carefully as the score. A restricted or banned vertical matters more than a high rank.
3. Select one source for the cleanest initial test; add a second only when its budget and role are distinct.
4. Do not add a third simply because the interface allows it.

Fit labels are **Top match** at scores of 55 or higher, **Viable** from 35–54, and **Mismatch** below 35. Scores are planning heuristics, not probabilities of profit.

4.3 Understand the budget reality check

```
Source floor = sum of selected source minimum budgets
Source ceiling = sum of selected source maximum planning budgets
Data threshold = maximum target CPA × 10 × selected paid sources
Recommended budget = max(source floor, data threshold)
```

The source minimum buys delivery; the data threshold creates room for roughly ten target-CPA conversion opportunities per selected paid source. Neither guarantees conversions. Owned organic/email sources are not counted as paid sources.

> **Worked source budget**
>
> Taboola and MGID have planning minimums of $1,000 and $800. With a $36 target CPA: source floor = $1,800; data threshold = $36 × 10 × 2 = $720; recommended budget = **$1,800**. A $2,000 planned budget clears the minimum. A $1,000 plan would be underfunded; removing one source may be more disciplined than spreading $1,000 across both.

4.4 Policy and account-health warnings

- **Critical:** e.g. a banned vertical or high-risk claims combined with social distribution. Change the source or offer/copy.
- **Warning:** review restrictions, intent/friction mismatch, network-marketing relationship fit, or an underfunded budget.
- **Information:** planning considerations such as paid-search cost for a low-friction offer.

> **Planning values can age**
>
> Cost ranges, source minimums, and vertical restrictions are editorial planning data. Check the current official network policy, actual CPC/CPM quotes, geo availability, and offer terms before funding.

05 / BUILDER STEP 3

Give every funnel stage one job.

The funnel is a conversion-path map, not a decorative diagram. A required launch gate expects at least three stages.

1. Review the default stages created by your marketing model or blueprint.
2. Edit *Stage title*, *Stage type*, and *Purpose / handoff*.
3. Use the up/down controls to reorder stages.
4. Select *Add stage* only when a real handoff is missing.
5. Delete unnecessary stages; the app retains at least one.

Table 5. Default funnel structures

Model	Default stages	Planning question
Network	Social Post → DM Engagement → Qualification → Presentation	How does a public interaction become a permission-based conversation?
Affiliate	Content → Opt-in / Landing Page → Offer	What context or proof does the visitor need before the offer?
CPA	Content / Ad → Landing Page → Offer	What is the single conversion event, and where is it measured?

5.2 Match complexity to intent

- **High-intent search:** remove unnecessary detours; answer the query and make the next action clear.
- **Cold social:** add context, demonstration, or conversation before a high-friction commitment.
- **Native:** use an editorial pre-lander when the offer needs explanation; place disclosure first.
- **Push/pop:** keep low-friction flows short and single-action.
- **Network/DM:** do not automate unsolicited pitching; qualify and continue only with permission.

> **Handoff test**
>
> Read each stage note aloud as: “At the end of this stage, the person should ___.” If the blank is unclear, the stage is not ready.

06 / BUILDER STEP 4

Turn source fit into a production queue.

The Content step generates three source-category prompts for each selected source. These are structured writing/design prompts, not finished advertisements.

1. Select sources first. Without sources, this step has no prompt groups.
2. Review each source’s three angles and formats.
3. Select *Add to plan* for assets you will actually produce.
4. Use *Copy* to move a prompt into your writing or design workflow.
5. Replace generic offer references and add truthful, substantiated detail.

Table 6. Content patterns by source category

Category	Prompt patterns	Production emphasis
Search	Comparison, best-of, tutorial	Decision criteria, honest drawbacks, search intent
Social	Problem–solution demo, myth vs fact, personal story	Native format, fast clarity, no unsupported claims
Native	Advertorial, listicle, factual curiosity headlines	Editorial substance and disclosure before the pitch
Push / Pop	One-tap value, single-click lander, creative rotation	Concise copy, one action, controlled test matrix
Email	Micro-lesson, honest case study, comparison digest	Value first, permission, relevant offer bridge
Community	Value-first answer, resource share, experience post	Community rules, usefulness, transparent relationship

> **Do not publish prompts unchanged**
>
> Add real experience, evidence, product detail, and editorial judgment. A prompt is a production brief, not a claim you are entitled to make.

07 / BUILDER STEP 5

Scan the copy people will actually see.

Paste the complete advertorial, landing page, social caption, email, or other public-facing copy into the campaign Compliance step. Keep the disclosure in its real position. The scan updates as you type.

Table 7. Disclosure checklist

Check	How to satisfy it
Affiliate links / material connection	Use plain language such as “contains affiliate links,” “sponsored,” or an accurate independent-distributor statement.
Commission disclosure	State that you may earn a commission or are compensated.
Clear and conspicuous placement	Place disclosure near the top, before links/CTAs, and not buried among hashtags.
No unfilled placeholders	Replace square-bracket placeholders such as [link] or [honest proof].

Select *Insert disclosure* to prepend a model-specific suggestion. Edit it so it accurately describes your relationship. Inserting it does not guarantee that the rest of the copy will pass.

Table 8. Flag severity and response

Severity	Examples detected	Recommended response
High	Disease cures, guaranteed results/income, specific weight loss, get-rich claims, false FDA approval, “no side effects”	Remove or obtain qualified review and substantiation; high flags prevent a pass
Medium	Passive income, financial freedom, clinically proven, doctor recommended, instant results, 100%, risk-free	Replace with precise, supportable language
Low	Act now, limited-stock/last-chance urgency	Use only when truthful and current

The score starts at 100 and subtracts 30 for each failed disclosure check, plus 15 per high flag, 7 per medium flag, and 2 per low flag, down to zero. A scan passes only when copy is present, all four checks pass, and no high-severity flag remains.

> **FTC-oriented, not a legal determination**
>
> FTC guidance says disclosures should be hard to miss, placed with the endorsement, understandable, and not hidden among hashtags or links.[1][2] TrafficBlueprint implements selected educational heuristics; it cannot review every claim, jurisdiction, platform rule, or piece of evidence.

7.3 Standalone scanner versus campaign scanner

The left-navigation *Compliance Scan* is for quick checks; its text is not saved when the page reloads. The scanner inside a campaign saves its copy with that campaign (and to the cloud when sync is on) and affects readiness, policy radar, and account health. Always rescan after editing.

08 / BUILDER STEP 6

Build a useful follow-up—not a pressure sequence.

Choose *Email* or *DM*, then select *Generate sequence*. TrafficBlueprint creates a five-stage framework using your offer and vertical. The optional readiness item expects three to five messages.

Table 9. Generated nurture sequence

Stage	Day	Purpose	Your editing job
Micro-Lesson	0	Deliver one quick practical win	Add a real tip, not a teaser
Psychological Resonance	2	Show understanding of the problem	Use a truthful root cause and personal story
Authority Bridge	4	Explain why you use/recommend the offer	Add specific reasons; keep accurate disclosure
Proof & Objections	6	Address evidence and hesitation	Use honest proof, including limitations
Invitation	8	Offer a clear next step without pressure	Insert the real link or conversation CTA

- Replace `{{first_name}}` with your email platform's merge tag or a suitable greeting.
- Replace every bracketed placeholder: tips, stories, reasons, proof, objections, answers, and links.
- For email, edit the subject line. For DM, subject lines are omitted.
- Set realistic delays between 0 and 60 days.
- Copy messages into your email or conversation tool. TrafficBlueprint does not send them.

> **Regeneration replaces the sequence**
>
> Generate/Regenerate creates a fresh template over the current sequence. Copy edited messages elsewhere first. Changing the marketing model can also clear the sequence.

09 / BUILDER STEP 7

Let the data disagree with you.

Use *Split Tests* to compare two variants on visitors and conversions. Test one meaningful variable at a time: hook, angle, pre-lander, CTA, or offer presentation.

1. Select *New split test*.
2. Name the hypothesis and label Variant A and Variant B.
3. Enter visitors and conversions for each variant using the same measurement window and definition.
4. Review conversion rates, percentage-point difference, relative lift, confidence, and leader.

```
Conversion rate = conversions ÷ visitors
Percentage-point difference = (CR B - CR A) × 100
Relative lift = (CR B ÷ CR A - 1) × 100
```

TrafficBlueprint uses a two-proportion normal approximation and displays a winner when confidence reaches 95%.

> **Worked split test**
>
> A: 1,000 visitors, 50 conversions (5.0%). B: 1,000 visitors, 90 conversions (9.0%). Difference +4.0 points; relative lift +80.0%; confidence ≈ 99.95%. Result shown: **Variant B wins**.

- Decide the hypothesis, primary metric, test window, and stopping rule before looking at results.
- Do not repeatedly peek and stop the moment the display crosses 95%.
- Treat small samples and extreme rates cautiously.
- Confirm the result with profitability and downstream quality.

Method boundary: no sample-size planning, sequential-testing correction, multiple-comparison correction, or confidence intervals.

10 / BUILDER STEP 8

Separate launch gates from operational tasks.

Table 10. Readiness rules

Check	Requirement	Required for READY?
Offer configured	Offer name present and payout greater than zero	Yes
Sources selected	One to three sources	Yes
Funnel mapped	At least three stages	Yes
Disclosure scan passed	All four checks pass and no high-risk claim flags	Yes
Critical policy warnings	None, or risks explicitly acknowledged	Yes
Budget meets realistic minimum	Planned budget ≥ recommended value	Optional
Follow-up drafted	Three to five messages	Optional

READY depends only on the five required gates. The percentage shown is completion across all seven checks, so a campaign can be READY below 100%, or show a high percentage while a required gate remains open.

> **Acknowledgment is not resolution**
>
> Acknowledging a critical policy risk satisfies the formal gate, but it does not make a banned offer allowed or a claim substantiated.

10.2 Launch tasks

Tasks are generated from campaign conditions and sorted by completion and priority: **P1** launch-critical setup (compliance, funding, tracking), **P2** creative, kill-rule, and nurture preparation, **P3** experimentation and optimization. Mark tasks complete as you perform the real work.

10.3 Tracking remains external

TrafficBlueprint reminds you to set up postback/pixel tracking with source sub-IDs, or a lead tracker for DM conversations. Configure those in your ad network, tracker, affiliate platform, CRM, or spreadsheet. The app does not verify that external setup works.

11 / DELIVERY

Export deliberately. Share cautiously.

11.1 PDF export and print

From Launch Plan, select *Export PDF* to download an A4 TrafficBlueprint campaign report including offer economics, sources/budget, funnel, selected content, follow-up, compliance status, and launch tasks. *Print* uses the browser's print flow. Open the downloaded PDF and inspect page breaks, copy, and branding before sending it. A draft PDF is allowed; confirm its status so recipients do not confuse it with an approved launch.

11.2 Brand Kit

1. Open *Brand Kit*.

2. Enter agency/consultant name and contact/footer line.
3. Choose an accent color with the color control or a six-digit hex value.
4. Upload a PNG, JPG, SVG, WebP, or GIF logo under 1 MB, or remove the existing logo.
5. Select a campaign to inspect the live report preview.

Without an account, Brand Kit settings stay in this browser. With cloud sync on, the logo is stored privately in your account and appears on your other devices; it is also included in JSON backups so it travels with them. The on-screen report preview and printed plan show the logo. The downloadable PDF applies the agency name, contact/footer line, and accent color; inspect the file before promising logo white-labeling in exported PDFs.

11.3 Read-only snapshot links

Select *Share read-only*, review the notice, then copy the link. The campaign is encoded into the URL fragment. The recipient sees a snapshot without needing an account.

Table 11. Snapshot behavior

Behavior	What it means
Read-only	Recipients cannot edit your original campaign
Point-in-time	Later edits—including cloud-synced edits—do not update an existing link
Portable	No account is needed to open it; the snapshot is not stored in your cloud workspace
Not encrypted	Base64URL encoding is reversible; anyone with the link can inspect the data
Not revocable	There is no off switch for an existing snapshot link
Variable length	Large campaigns create long URLs that some channels may truncate

> **Before sharing**
>
> Remove private URLs, contact details, client names, sensitive economics, and anything you cannot disclose. For sensitive delivery, use a reviewed PDF instead. Neither a link nor a PDF is a restorable backup—use a JSON backup or cloud sync for that.

12 / PERFORMANCE ANALYSIS

Compare what actually happened.

You need at least two campaigns. Open *Compare*, choose distinct Campaign A and Campaign B, then enter actual results for each.

Table 12. Campaign result calculations

Metric	Formula	Question answered
CPA	Spend ÷ conversions	What did each conversion cost?
CR	Conversions ÷ clicks	How often did clicks convert?
EPC	Revenue ÷ clicks	What revenue did each click produce?
ROI	(Revenue − spend) ÷ spend	What was the return relative to spend?
Profit	Revenue − spend	What remained after media spend?
Target met	CPA ≤ campaign maximum target CPA	Did the campaign meet its own ceiling?
Underfunded	Logged spend < recommended test budget	Was the data threshold actually funded?

If either campaign has revenue, the leader is selected by ROI; otherwise by CPA. Confidence compares conversion rates with the same normal approximation as split tests; at 95% or higher the interface can show a winner, below 95% it shows a leader and recommends continued testing. CR confidence does not establish significance for ROI, EPC, revenue, or profit.

1. Confirm tracking and revenue inputs are complete.
2. Check whether each campaign met its own target CPA.

3. Review ROI/profit and conversion-rate evidence separately.
4. Check whether the test was underfunded or affected by tracking problems.
5. Scale gradually, repeat, or stop according to a written rule—not excitement.

13 / END-TO-END EXAMPLE

Native supplement campaign, from blueprint to plan.

This example uses the included *Supplement via Native advertorial* blueprint. It demonstrates the workflow, not a recommended offer or expected financial outcome.

Table 13. Example campaign setup

Model / vertical	Affiliate / Health supplements
Payout / reserve	$60 CPS / 40%
Target CPA	$36
Sources	Taboola + MGID
Funnel	Native headline → advertorial pre-lander → offer page
Planned budget	$2,000
Recommended minimum	$1,800 source floor; $720 data threshold; $1,800 overall
No-conversion kill rule	Pause at $72 spend

1. **Create:** Campaigns → Supplement via Native advertorial → Use this blueprint.
2. **Offer:** replace “Your Supplement” with the real name; verify payout, reserve, geo, URL, and claims toggle.
3. **Sources:** confirm Taboola and MGID are appropriate under current policies. Keep $2,000 only if genuinely allocated.
4. **Funnel:** specify the headline, 600–900-word advertorial purpose, and offer handoff. Avoid disease, cure, guaranteed, or specific weight-loss claims.
5. **Content:** add the advertorial and factual headline prompts to the queue; write from real product knowledge.
6. **Compliance:** replace [link] and all other placeholders. Keep the disclosure above the link. Rescan.
7. **Nurture:** personalize all five emails or reduce to a useful three-to-five-message sequence.
8. **Split:** when traffic exists, log one controlled headline or pre-lander test.
9. **Launch:** clear required gates, complete tracking/creative/kill-rule tasks, export, and inspect the PDF.
10. **Protect:** confirm the sidebar shows CLOUD and “Cloud workspace saved”, or download a backup.

13.3 Example acceptance checklist

- [ ] Offer and payout are real; target CPA is $36 or a deliberately revised value.
- [ ] Both sources are allowed for the offer and geo under current policies.
- [ ] Planned budget covers the $1,800 recommended minimum.
- [ ] Advertorial disclosure is early and before the link.
- [ ] No unsupported health claims or placeholders remain.
- [ ] Postback/pixel and source sub-IDs have been tested externally.
- [ ] Kill rule and review time are written into the operating plan.
- [ ] Exported report has been opened and checked before delivery.

Sign in once. Work from any device.

Accounts are optional. Without one, TrafficBlueprint works entirely in your browser. With one, your complete workspace is saved to your account and kept in step across browsers and devices.

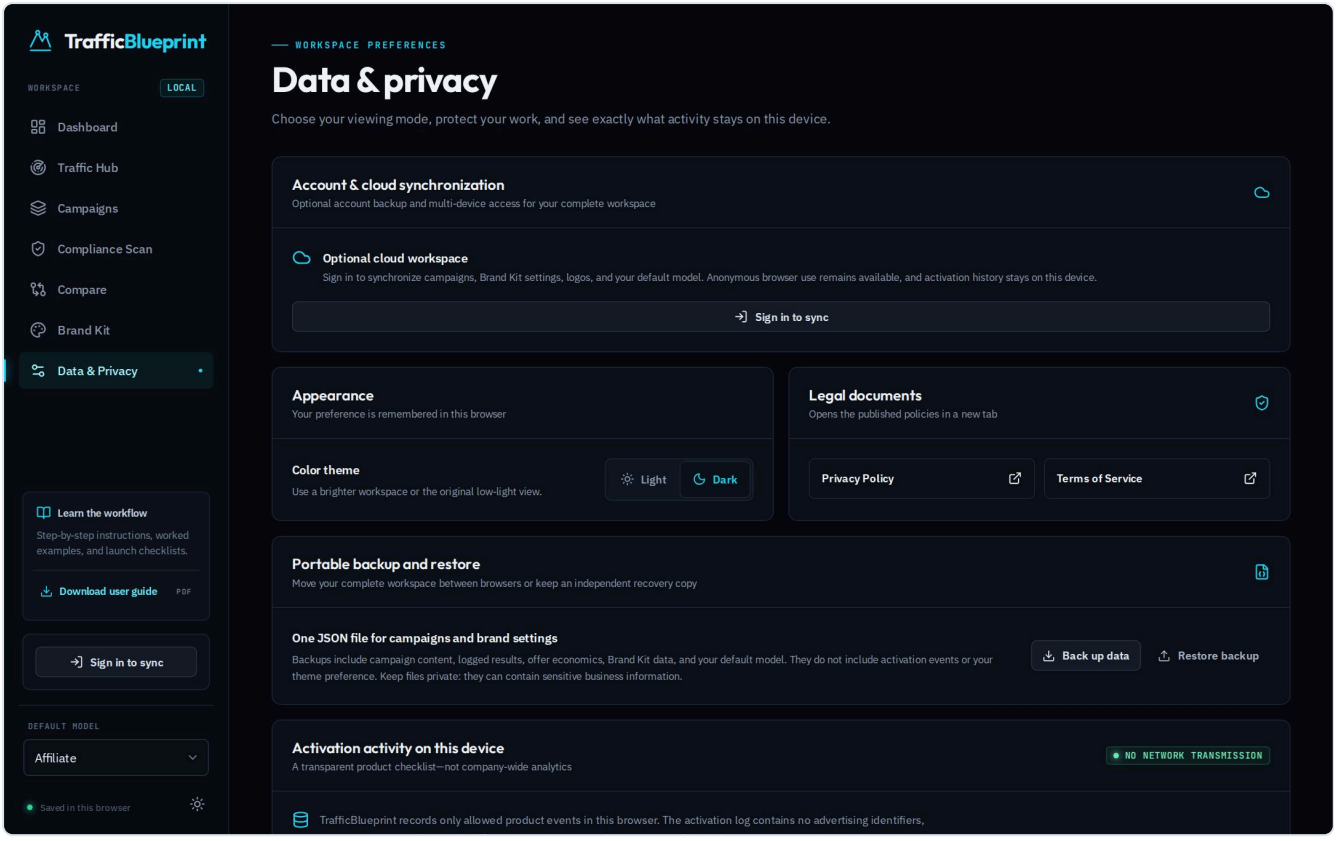


Figure 4. Data & Privacy shows account and sync status, theme, legal documents, and backup controls.

14.1 Create an account, sign in, and sign out

1. Select *Sign in to sync* in the sidebar or on *Data & Privacy*.
2. Choose *Create an account*, enter your email, an optional name, and a password of at least 8 characters. Confirm your email address from the message you receive if asked. Where offered, you can also continue with an external provider such as Google or GitHub.
3. Next time, sign in with the same email and password.
4. **Forgot password?** On the sign-in page, select *Forgot password?*, enter your email, and follow the secure link to choose a new password.
5. To sign out, select *Sign out*. Pending changes are saved to the cloud first.

14.2 Moving browser work to the cloud

When you sign in on a browser that already has campaigns or Brand Kit settings, TrafficBlueprint asks what to do. It never silently erases either copy.

Table 14. Local-to-cloud migration choices

Choice	What happens	Use it when

Move browser work to cloud	Shown when your account has no cloud workspace yet. Uploads campaigns, Brand Kit settings, logo, and default model.	First sign-in on your main browser
Merge both workspaces	Keeps every campaign from both copies. Cloud Brand Kit and default model stay in place; clashing campaign IDs are regenerated.	You built different campaigns on two devices
Replace cloud with this browser	After confirmation, this browser's workspace overwrites the cloud copy.	The browser copy is the one you trust; back up the cloud copy first
Use the cloud copy	After confirmation, the cloud workspace replaces this browser's separate copy.	This browser only holds old or test work
Stay local for now	Nothing is uploaded. Select *Set up cloud sync* later to decide.	You want to review or back up first

If the browser is empty, or it was last synced with the same account, the cloud workspace simply opens—no question is needed.

14.3 Automatic saving and status

In cloud mode every edit is saved automatically shortly after you stop typing. The account panel and sidebar show the current state: *Changes waiting to sync*, *Saving to cloud*, *Cloud workspace saved* (with the last-saved time), *Review cloud conflict*, or *Cloud sync needs attention*. Select *Sync now* to save immediately, or *Review & retry* after an error. A browser cache is kept so the workspace opens quickly and survives brief connection drops.

14.4 When two devices edit at once

Each cloud save carries a revision number. If another device saved a newer revision first, your browser does not overwrite it. Instead, *Cloud changes need your review* appears with two choices:

- **Reload cloud copy** — discard this browser's unsaved edits and open the newer cloud version.
- **Overwrite with this browser** — replace the newer cloud version with this browser's workspace.

Nothing is applied until you choose. If you are unsure, download a backup on each device first, then reload and re-enter the smaller set of changes.

> **Good multi-device habit**
>
> Work on one device at a time, wait for "Cloud workspace saved" before switching, and let the other device reload the workspace when you open it.

14.5 Privacy and separation between accounts

- Each account can read and change only its own workspace and logo. Requests without a valid sign-in are rejected.
- If someone else signs in on a browser that holds your local work, TrafficBlueprint asks them how to handle that browser copy instead of mixing it into their account—so sign out and clear the browser copy on shared computers.
- Activation events (the on-device checklist on *Data & Privacy*) and your theme preference stay in the browser and are never uploaded.

- See the Privacy Policy and Terms of Service, linked on *Data & Privacy* and the landing page.

Keep an independent recovery copy.

Cloud sync keeps devices in step—including deletions and mistakes. A JSON backup is a point-in-time copy you control. Use both for important work.

Table 15. Where each kind of data lives

Data	Without an account	With cloud sync on
Campaign library and builder edits	This browser's local storage	Your account, plus a browser cache
Brand name, contact, accent, logo	This browser	Your account (logo stored privately); available on every device
Default marketing model	This browser	Your account
Theme preference, activation checklist	This browser	This browser only
Standalone Compliance Scanner text	Not saved across reload	Not saved across reload
JSON backup	A file on your device containing campaigns, results, economics, Brand Kit (including logo), and default model	
Exported PDF / share link	Presentation outputs only; neither can be restored into the app	

15.1 Create a backup

Open *Data & Privacy* → *Portable backup and restore* → *Back up data*. A file named `trafficblueprint-backup-YYYY-MM-DD.json` downloads. Backups are plain, unencrypted JSON: store them privately.

15.2 Restore a backup

1. Select *Restore backup* and choose the JSON file (under 5 MB).
2. Review the campaign count, then select *Replace and restore*.
3. The backup replaces all campaigns, Brand Kit settings, and the default model. Your theme and activation history are unchanged.

When cloud sync is on, the restore replaces the **cloud workspace** too, and your other devices receive it. Download a fresh backup first if you may need the current cloud copy. Backups created by the earlier TrafficForge version of the app can still be restored.

15.3 Safe operating habits

- Use **https://traffic-blueprint.netlify.app/** as your single application address and update old bookmarks.
- Download a backup before large changes: a migration choice, a restore, an overwrite during a conflict, or bulk deletion.
- Keep a recent backup outside the browser even when cloud sync is on.
- Do not use private browsing as an anonymous workspace you intend to keep; sign in or back up first.
- Avoid storing credentials, payment details, or confidential URLs in campaign fields.
- On a shared computer, sign out and clear the site's browser data when you are done.

Moving to a new browser or device

Sign in and the cloud workspace opens. Without an account, back up on the old browser and restore the file on the new one.

Resolve common issues quickly.

Table 16. Common issues and remedies

Issue	Likely cause	What to do
Campaigns missing on another device	Not signed in, signed in to a different account, or cloud sync not set up	Check the CLOUD badge and email on *Data & Privacy*; select *Set up cloud sync*.
Campaigns disappeared in an anonymous browser	Site data cleared, different browser/profile, or old address	Return to the original browser, or restore your latest backup.
“Review cloud conflict”	Another device saved a newer revision	Choose *Reload cloud copy* or *Overwrite with this browser* (Chapter 14.4).
“Cloud sync needs attention”	Connection or sign-in problem	Check your connection and select *Review & retry*; sign in again if your session expired.
Reset email not received	Typo or spam filtering	Check spam, then request a new link with the exact sign-up email.
Logo missing on a second device	Logo still uploading, or unsupported format	Wait for “Cloud workspace saved”; re-upload a PNG/JPG/SVG/WebP/GIF under 1 MB.
Backup won’t restore	Not a TrafficBlueprint/TrafficForge backup, edited file, or over 5 MB	Use the original downloaded file.
Campaign not found on a direct link	The campaign isn’t in this workspace	Sign in to the account that owns it or restore a backup.
Readiness below 100% but READY	Optional budget or nurture item incomplete	Allowed. Review the five required gates separately.
High readiness but DRAFT	A required gate is open	Inspect required labels, not only the percentage.
No content prompts	No sources selected	Select at least one source, then reopen Content.
Source will not select	Three sources already selected	Remove one before adding another.
Disclosure inserted but scan fails	Placeholder, placement, missing wording, or high-risk claim	Read each failed check and flag individually.
Duplicate has old results	Duplication copies campaign values	Clear results manually before a fresh test.
Share link is very long	Campaign content is encoded in the URL	Use a reviewed PDF or reduce nonessential content.

16.2 Frequently asked questions

Do I need an account? No. An account is optional and adds cloud saving, multi-device access, and password recovery.

What happens to my browser work when I sign in? You choose: move, merge, replace, use the cloud copy, or stay local. Nothing is erased without confirmation.

Can someone else see my workspace? No. Each account can access only its own workspace. Only share links and files you send are visible to others.

Is cloud sync a backup? Not on its own—deletions sync too. Keep periodic JSON backups.

Does TrafficBlueprint buy traffic or track clicks? No. It plans campaigns; Compare uses values you enter manually.

Is a top-match source guaranteed to work? No. It is a heuristic fit score.

Does a passing scan mean the ad is approved? No. Platform and legal review remain separate.

Can I revoke a snapshot link? No. Do not share anything you may later need to withdraw.

Can I restore from a PDF? No. Restore from a JSON backup or sign in to your cloud workspace.

Printable campaign checklists.

Before you build

- [ ] Offer terms, geo, payout event, and restrictions verified.
- [ ] Payout and reserve entered deliberately.
- [ ] Target CPA and break-even CPA reviewed.
- [ ] One primary audience and one conversion action defined.
- [ ] Signed in with cloud sync on, or a backup routine agreed.

Before you spend

- [ ] Current network policy and offer approval confirmed.
- [ ] One to three sources selected for explicit reasons.
- [ ] Source floor and data threshold reviewed.
- [ ] Funnel has at least three meaningful stages.
- [ ] Real public-facing copy scanned after final edits.
- [ ] Disclosure is early, clear, accurate, and before links.
- [ ] Tracking/postback/sub-ID tested externally.
- [ ] Kill rule and review schedule written down.
- [ ] All five required launch gates cleared.

During the test

- [ ] One meaningful variable per experiment.
- [ ] Consistent traffic, dates, and conversion definitions.
- [ ] No impulsive changes before the planned review.
- [ ] Spend, clicks, conversions, and revenue recorded consistently.
- [ ] Lead/sale quality and refunds reviewed.

Before client or team delivery

- [ ] Campaign status and open actions are clear.
- [ ] Brand preview and exported PDF both inspected.
- [ ] No confidential URLs or sensitive economics included.
- [ ] Recipient understands snapshot behavior.
- [ ] Compliance disclaimer and limitations retained.

Data care, monthly

- [ ] Sidebar shows CLOUD and “Cloud workspace saved”.
- [ ] Fresh JSON backup stored privately.
- [ ] Unused devices signed out.

APPENDIX A

Calculation and scoring reference.

A.1 Economics and budgets

```
Maximum target CPA = payout × (1 - reserve ÷ 100)
Break-even CPA = payout
Profit at target = payout - target CPA
Planning max CPC at 3% CR = target CPA × 0.03
No-conversion kill spend = 2 × target CPA
Source floor = Σ selected source minimums
Data threshold = target CPA × 10 × selected paid sources
Recommended test budget = max(source floor, data threshold)
```

A.2 Source score composition

The score begins with marketing-model fit (0–3 × 10), adds an intent/friction adjustment, then applies vertical and budget adjustments: best-fit verticals +10; restricted −12; banned −40; a budget below the source minimum −10. Low-friction social sources receive special intent handling.

Table 17. Fit-label thresholds

Score	Label	Interpretation
55 or higher	Top match	Strong heuristic fit; still verify policy and economics
35–54	Viable	Possible with deliberate positioning and review
Below 35	Mismatch	Significant model, intent, policy, or budget concerns

A.3 Compliance score

```
Score = max(0, 100 - 30 × failed disclosure checks - 15 × high flags - 7 × medium flags - 2
× low flags)
Pass = non-empty copy AND all four disclosure checks pass AND zero high-risk flags
```

A.4 Results

```
CPA = spend ÷ conversions CR = conversions ÷ clicks EPC = revenue ÷ clicks
ROI = (revenue - spend) ÷ spend Profit = revenue - spend
Relative CR lift = (CR B ÷ CR A - 1) × 100
```

A.5 Statistical method

For two variants, the app pools conversion rates, estimates the standard error of the difference, computes a z statistic, and converts it to two-sided normal-approximation confidence. The winner threshold is 95%. It does not adjust for repeated looks or multiple tests.

REFERENCE

Glossary

Table 18. TrafficBlueprint terms

A/B test	Comparison of two variants under a consistent measurement plan.
Account health	Heuristic exposure score based on source policy, vertical, claims, and copy—not an ad network's actual account status.
Backup	A JSON file containing your complete workspace that can be restored in any browser.
Break-even CPA	The payout itself, before reserve, fees, refunds, or profit.
Browser cache	The copy of your workspace kept in the browser so it opens quickly; in cloud mode it mirrors your account.
Campaign blueprint	Editable starting strategy with offer assumptions, sources, funnel, copy, budget, and follow-up.
Cloud workspace	Your campaigns, Brand Kit, logo, and default model saved to your TrafficBlueprint account.
Conflict	A save blocked because another device saved a newer revision first; you choose reload or overwrite.
CPA / CPC	Cost per acquisition/action; cost per click.
CPL / CPS / CPI	Cost/payout per lead, sale, or install.
CR	Conversion rate; conversions divided by clicks or visitors.
Data threshold	Ten target-CPA amounts per selected paid source.
EPC	Revenue per click.
Friction	The effort and commitment required to complete the offer.
Kill rule	Predefined condition for pausing a test to limit loss.
Margin / reserve	Percentage of payout withheld from allowable acquisition cost.
Readiness	Seven-check plan-completeness display; READY depends on five required gates.
Revision	Version number of the cloud workspace, used to detect conflicting saves.
ROI	(Revenue – spend) divided by spend.
Snapshot	Read-only, point-in-time campaign encoded into a share link.
Source floor	Sum of selected sources' minimum planning budgets.
Sub-ID	External tracking identifier distinguishing sources or placements.

SOURCES & SCOPE

References

[1] Federal Trade Commission. (2013). .com disclosures: How to make effective disclosures in digital advertising. https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-staff-revises-online-advertising-disclosure-guidelines/130312dotcomdisclosures.pdf

[2] Federal Trade Commission. (2019). Disclosures 101 for social media influencers. https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers

> **Product-reference note**
>
> Instructions describe TrafficBlueprint at https://traffic-blueprint.netlify.app/ as deployed on 25 October 2026, including optional accounts, cloud synchronization, and JSON backup/restore. Interface labels may change in later releases. Traffic source costs, restrictions, offer terms, and advertising policies must always be checked against current official sources.