

Native and Display: 10 Ads

Business Vision Academy · affiliate program
Document 3.5

Native (Taboola, Outbrain, Revcontent) is the coldest traffic in the mix. Nobody clicking a native headline is looking for a course. **Always route native traffic to an advertorial or listicle landing page** — `v2-story` or `v3-listicle`. Sending it to a sales page burns the budget.

Display (Google Display Network) uses the banners in folder 04 plus the responsive text below.

NATIVE HEADLINES

Native works on curiosity, not on offers. The headline must not read like an advertisement. Clickbait produces clicks and refunds; specificity produces clicks and buyers.

NT-1 — Task list

HEADLINE	Seven Office Tasks That Stopped Taking All Afternoon
LANDING	ai-made-simple_sub_v3-listicle
tid	nat-simple28-tasks-v1

NT-2 — Confession

HEADLINE	I Had An AI Tab Open For Two Years And Barely Used It
LANDING	ai-made-simple_sub_v2-story
tid	nat-simple28-confession-v1

NT-3 — The missing explanation

HEADLINE	The Part Of Using AI At Work That Nobody Explains
LANDING	ai-made-simple_sub_v2-story
tid	nat-simple28-missing-v1

NT-4 — Why it didn't stick

HEADLINE	Why Watching AI Tutorials Doesn't Translate Into Using It
LANDING	ai-made-simple_sub_v3-listicle
tid	nat-simple28-tutorials-v1

NT-5 — Specific surprise

HEADLINE	The Spreadsheet Job I Assumed Needed Formulas I Don't Know
LANDING	ai-made-simple_sub_v2-story
tid	nat-simple28-spreadsheet-v1

NT-6 — Peer framing

HEADLINE	What Office Workers Get Wrong About AI, According To People Who Use It Daily
LANDING	ai-made-simple_sub_v2-story
tid	nat-simple28-peer-v1

NT-7 — Manager angle

HEADLINE	The Monthly Report That Used To Eat A Morning
LANDING	ai-for-professionals_inst_v2-story
tid	nat-pro152-report-v1

NT-8 — Career angle

HEADLINE	Job Listings Outside Tech Now Ask For AI Proficiency. Here's What That Means.
LANDING	ai-mastery-accelerator_inst_v5-review
tid	nat-mastery260-listings-v1

NT-9 — Solo operator

HEADLINE	They Started Delivering In Two Days What Took Two Weeks. They Didn't Hire Anyone.
LANDING	ai-mastery-accelerator_inst_v2-story
tid	nat-mastery260-solo-v1

NT-10 — Retrospective

HEADLINE	Seven Things I'd Tell My Past Self About Using AI At Work
LANDING	ai-made-simple sub_v3-listicle
tid	nat-simple28-pastself-v1

Native headline rules

Avoid: exclamation marks, all caps, "SHOCKING", "doctors hate this", specific dollar amounts of earnings, any number that implies a guaranteed result. Native platforms are permissive enough to approve these and the resulting traffic converts badly.

Thumbnails: native requires an image. There are no photographs in this kit — see folder 04, section E. Use a neutral desk, laptop or keyboard shot with **no faces** and none of the stock "AI" visual clichés (glowing brains, neural networks, humanoid robots). Faces imply a testimonial, which triggers FTC substantiation requirements you can't meet.

Native campaign settings

Budget	\$50/day, minimum 5 days before judging
Bid	CPC, start at the suggested bid, reduce after 48h
Location	United States only at first
Landing	Advertorial or listicle, required
Site blocking	After 72 hours, block any publisher site with below-average CTR and zero conversions. Repeat weekly. This is where most of the waste lives on native.
Frequency	Cap at 3 per user per day

DISPLAY — Responsive text

Pair with the banners in folder 04. Compress PNGs before uploading; Google Display caps image assets at 150 KB.

DP-1 — AI Made Simple, subscription

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HEADLINES (30 char max)
Ten AI Courses, One A Month      (27)
Learn AI Without Coding          (23)
Built For Non-Technical Roles    (29)
$28/Month For 10 Months         (23)
Start With Course One           (21)

LONG HEADLINE (90 max)
Ten AI courses, released one a month. Built for people who don't work in tech. (77)

DESCRIPTIONS (90 max)
A curriculum, not a playlist. In order, with an ending. No coding at any point. (78)
$28 a month for ten months, $280 total, then permanent access. Cancel anytime. (77)
Two to three hours per course. Built for office roles, not developers. (70)

BUSINESS NAME
Business Vision Academy
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DP-2 — AI Mastery Accelerator, one-time

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HEADLINES
21 AI Courses, One Program      (26)
Beginner To Advanced AI        (23)
No Coding At Any Point         (22)
$260 Once Or $47 x 10          (21)
Complete 21-Course Program     (26)

LONG HEADLINE
21 courses from beginner to advanced, in a fixed order. No coding at any stage. (78)

DESCRIPTIONS
Foundation, applied, advanced. Three levels, one path, no guesswork. (66)
$260 as a single payment with everything unlocked, or ten payments of $47. (74)
Built for career changers and people outside tech. Permanent access. (66)
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Display campaign settings

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Campaign      Display, Standard (not Smart) while testing
Budget        $30/day
Bidding       Manual CPC, then Target CPA after 15 conversions
Location      United States
Custom segment People who searched: ai course, learn ai without coding,
               chatgpt for work
In-market     Business Education, Online Courses, Career Consulting
Placements    Sites covering productivity, careers, office software
Exclusions    Mobile apps (all games), programming sites, kids content,
               parked domains
Frequency cap  3 impressions per user per day
Landing       Bridge page from folder 02
```

Turn off mobile app inventory on day one. Game apps generate accidental clicks that look like traffic and convert at zero. This single exclusion typically saves 20–40% of a display budget.