

Campaign Setup and 30-Day Launch Plan

Business Vision Academy · affiliate program

Document 5.1

Concrete settings, budgets and decision rules. The goal of the first 30 days is not profit — it is to find out your actual EPC on the cheapest clicks available, so that scaling decisions afterwards are arithmetic instead of hope.

Before you spend a dollar

Five numbers determine whether any of this is profitable. Three of them can only come from the vendor. Ask for them in writing.

#	Number	Who has it	Why it decides everything
1	Refund rate per product	Vendor	A 25% refund rate cuts your break-even CPC by a quarter
2	Share of subscribers completing all 10 payments	Vendor	Every subscription lifetime figure is a guess without it
3	Whether commission continues after a customer cancels	Vendor	Changes the value of the subscription path entirely
4	Cookie / attribution window	Vendor	ClickBank default is 60 days — confirm
5	Sales page conversion rate	Vendor	Lets you model spend before committing it

If the vendor cannot or will not supply 1 and 2, start with the one-time products only. They have no completion-rate uncertainty, and the money arrives on the day of the sale.

Tracking setup — do this first

Attribution failure is the most common reason affiliates spend money and learn nothing.

1. Deploy landing pages to your own domain (not a subdomain of a free host – Meta treats those as low quality).
2. Install one pixel per platform in {{AFFILIATE_PIXEL}}:
Meta Pixel + Conversions API, TikTok Pixel, GA4.
3. Configure the ClickBank Instant Notification postback to fire your platform conversion events. Browser-side pixels alone will undercount by 20-40% because the purchase happens off your domain.
4. Set every ad's destination URL with the tid parameter:
`https://yourdomain.com/simple?aff=YOURID&tid=fb-simple28-overwhelm-v1`
5. Confirm in ClickBank's analytics that tid values are arriving before you increase any budget.

Step 3 is the one people skip. Without server-side conversion data, Meta and TikTok optimise toward the wrong signal and the campaign gets worse as it spends more.

Week 1 — Discovery. \$175 total.

One channel. One product. Cheapest clicks available. The objective is a first conversion and a search terms report you can read.

CHANNEL	Google Search
CAMPAIGN	AI Made Simple – Instant (\$134)
BUDGET	\$25/day × 7 days
BIDDING	Manual CPC, bid 60-70% of the suggested first-page bid
LOCATION	United States, "People in your targeted locations"
NETWORK	Search only. Uncheck Search partners AND Display Network.
KEYWORDS	Cluster K1 only (document 1.4), exact + phrase match
NEGATIVES	Full list from 1.4, applied on day one
ADS	GS-2 and GS-3 (document 3.2)
DESTINATION	Vendor sales page, or v6-express

Why one-time first: the money comes back inside a day, so a week of spend tells you something you can act on immediately. The subscription's answer takes ten months to arrive.

Decision at day 7

Outcome	Action
1+ conversions	Continue. Promote the converting search terms to their own exact-match ad group.
0 conversions, CTR above 3%	Traffic is right, page or offer is the problem. Test a different landing page variant.
0 conversions, CTR below 1.5%	Ad copy or keyword match is wrong. Rewrite ads before adding budget.
Clicks costing over \$2	You drifted into cluster K4. Pause those terms.

Week 2 — Add the cheapest impressions. +\$30/day.

CHANNEL	TikTok
OBJECTIVE	Website conversions (Complete Payment)
BUDGET	\$30/day, one ad group
TARGETING	Broad. Age 25-54, US. No interest targeting.
PLACEMENT	TikTok feed only – disable Pangle and news apps
CREATIVES	TT-1, TT-2, TT-3 (document 3.4)
LANDING	ai-made-simple_sub_v4-quiz

Run 3 days minimum without edits. TikTok's learning phase punishes changes harder than Meta's.

Simultaneously, in Google: move any keyword that converted in week 1 into its own ad group with a tightly matched ad. This usually lowers its cost per click by improving relevance.

Running total: \$55/day.

Week 3 — Volume at a known cost. +\$40/day.

CHANNEL	Meta (Facebook / Instagram)
OBJECTIVE	Sales – Purchase
ATTRIBUTION	7-day click, 1-day view
BUDGET	\$40/day per ad set, CBO off
AD SETS	1 (do not fragment the budget at this level)
AUDIENCE	Persona P1 parameters (document 1.2)
EXPANSION	Advantage+ audience ON
PLACEMENTS	Advantage+ (automatic) – do not hand-pick during learning
CREATIVES	FB-1, FB-2, FB-3, three formats each
LANDING	v2-story or v4-quiz

Running total: \$95/day.

Do not create five ad sets at \$8 each. Meta needs roughly 50 conversions per ad set per week to exit the learning phase. Fragmenting the budget guarantees none of them ever does.

Week 4 — Highest payout. +\$40/day.

CHANNEL	Google Search
CAMPAIGN	AI Mastery Accelerator – \$260
BUDGET	\$40/day
KEYWORDS	Cluster K2 (document 1.4)
ADS	GS-6, GS-7, GS-8
LANDING	ai-mastery-accelerator_inst_v5-review

Separate campaign, separate budget. Never mix \$28 and \$260 keywords in one campaign — they compete for the same budget and the cheaper product wins the auction while earning less.

Running total: \$135/day. Roughly \$2,800 across the month.

Scaling rules

Once you have 30+ conversions and a known EPC.

Signal	Action	Do not
EPC comfortably above CPC for 5 straight days	Raise budget 20%, wait 3 days	Double the budget. It resets the learning phase.
One creative producing 60%+ of conversions	Duplicate the ad set with new creatives in the same style	Kill the other creatives immediately — you'll lose the comparison
CPC rising, conversion rate flat	Audience fatigue. Refresh creative, keep targeting.	Widen the audience
Conversion rate falling, CPC flat	Landing page or offer issue. Test a different variant.	Raise bids
A geography outperforming	Split it into its own campaign with its own budget	Leave it inside a blended campaign

The 20% rule: never increase a budget by more than 20% at a time on Meta or TikTok, and wait three days between increases. Larger jumps re-enter the learning phase and the campaign performs worse than it did before you scaled it.

Kill rules

Decide these before you launch, in writing, and follow them.

Condition	Action
100 clicks, zero conversions, single ad set	Pause the ad set
200 clicks, zero conversions, whole campaign	Pause the campaign. Something upstream is wrong.
Cost per conversion above 100% of EPC for 5 days	Pause
Refund rate above 30% on a traffic source	Pause that source regardless of front-end profit
Any policy warning from a platform	Pause immediately, fix, then appeal

The most expensive mistake in affiliate marketing is not a bad campaign. It is a bad campaign that someone keeps funding because it is nearly working.

Budget allocation once profitable

Channel	Share	Role
Google Search	35%	Highest intent, most predictable
Meta	30%	Volume
TikTok	20%	Cheapest impressions, creative testing ground
YouTube	10%	Warms cold audiences for the other three
Native / Reddit / other	5%	Exploration

Adjust to your own data. If TikTok is producing your cheapest conversions, that percentage should go up, whatever this table says.

Weekly review checklist

- [] Search terms report reviewed, non-converting terms added to negatives
- [] Any creative below 50% of the best performer's CTR paused
- [] Refund rate checked per tid, not just in aggregate
- [] Budget increases limited to 20%, three days apart
- [] Landing page load time under 2.5 seconds on mobile
- [] All pixels still firing (check in the platform's event manager, not GA)
- [] No {{VENDOR: ...}} markers left on any live page
- [] Disclosure visible above the fold on every landing page

Realistic expectations

Nothing here guarantees a result. What it does is remove the avoidable failures: untracked campaigns, budgets fragmented below the learning threshold, expensive keywords bought before cheap ones, and scaling decisions made on 40 clicks.

A first month that produces a known EPC, a working attribution setup and one channel that covers its own cost is a successful first month, even if the profit is close to zero. A first month that produces revenue with no idea which campaign generated it is a failure regardless of the revenue.