

PHASE 1 - DATA COLLECTING

PPE ad



Does ad have less than \$1.00 clicks?



YES



NO



KILL ad



CONVERT To VIEW CONTENT



BEGIN PHASE 2

PHASE 2 - SALES

VIEW CONTENT ad



Does ad have more than 25 Link Clicks?



YES



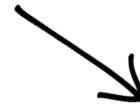
CONVERT To ADD TO CART ad



BEGIN PHASE 3



NO



Wait until it does

PHASE 3 - SCALING

ADD TO CART ad



Does ad have more than 25 Link Clicks?



YES



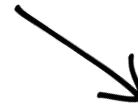
CONVERT To WEBSITE PURCHASES



Analyse data + scale \$\$\$



NO



Wait until it does