

PLR SECRETS

CONTINGÊNCIA

Aquecimento – Regras de isolamento - Ativos que podem levar ao Bloqueio – Conceitos importantes – Estratégias utilizadas – Camuflagem de Link)

O OBJETIVO É VENDER: TENHA UMA CONTINGÊNCIA
QUE FUNCIONE!

AQUECIMENTO

Contingência - Aquecimento

Esteira de aquecimento

- Mostrar para o Facebook que o novo dispositivo e IP conectados possuem atividade
- Evitar movimentos “bruscos” e deixar o perfil apto para anunciar
- Esteira disponível no drive da mentoria - bit.ly/mentoriapl
- Dê preferência para perfis de pessoas reais

PONTOS DE ISOLAMENTO

Contingência – Pontos de isolamento

Regras de isolamento

- 1 perfil por usuário do Chrome – ou usuário no Incogniton (Multilogin)
- 1 Fanpage por BM
- 1 cartão por BM
- 1 domínio por BM
- 1 pixel por BM
- 1 Estratégia por BM
- 2 BMs por perfil (não é regra, mas é uma boa prática)

ATIVOS QUE PODEM LEVAR AO BLOQUEIO

ATIVOS QUE PODEM LEVAR AO BLOQUEIO

- FingerPrint
- IP
- IP da hospedagem
- Cookies do Navegador
- Perfil
- Domínio
- Cartão
- Pixel
- Fanpage
- Página Destino
- Anúncio

Contingência – Ativos que podem levar ao bloqueio

FINGERPRINT – “O seu computador”

- Fingerprint “marcada” por ter feito muita merda
- Atividade incomum por estar logando com muitos perfis do mesmo dispositivo

SOLUÇÃO

- Contingência de Fingerprint – Camuflagem de Fingerprint utilizando Multilogins (Incogniton – Multilogin)

Contingência – Ativos que podem ser marcados

IP – “Número que identifica o seu computador na internet”

- IP “queimado” por ter feito muita merda
- Atividade incomum por estar logando com muitos perfis do mesmo dispositivo

SOLUÇÃO

- Utiliza proxy móvel (rotear a internet do 4G do celular ou usar pen-drives de internet)
- Ligar na operadora e tentar trocar o IP.

Contingência – Ativos que podem ser marcados

IP da hospedagem

- IP da hospedagem marcado por hospedar muitos domínios que levaram bloqueio

SOLUÇÃO

- Trocar o IP do servidor (Droplet do Digital Ocean)

Contingência – Ativos que podem ser marcados

Cookies do navegador

- Acessar vários perfis do mesmo usuário do Chrome do qual outros perfis com atividade Black passaram

SOLUÇÃO

- Isolar os usuários do Chrome (1 usuário novo por perfil)
- Apagar os cookies e histórico
- Usar um Multilogin

Contingência – Ativos que podem ser marcados

Perfil

- Perfil novo ou fake
- Falta de aquecimento / checkpoint
- Perfil já anunciou em muitas contas que tomaram bloqueio

SOLUÇÃO

- Ter uma contingência de perfis. Tenha sempre vários perfis anunciantes.

Contingência – Ativos que podem ser marcados

Domínio

- Usar o mesmo domínio que já foi usado várias vezes em contas que levaram bloqueio

SOLUÇÃO

- Ter uma contingência de links. Tenha muitos domínios diferentes para a sua estrutura.
- Para ver se o seu link está queimado. Use a ferramenta FACEBOOK DEBUGGER ou tente encaminhar o seu domínio no direct do Instagram ou Messenger

Contingência – Ativos que podem ser marcados

Cartão

- Usar o mesmo cartão que já estava vinculado em uma conta que levou bloqueio.

SOLUÇÃO

- Ter uma contingência de cartões. Use sempre 1 cartão novo em cada BM novo.

Contingência – Ativos que podem ser marcados

Pixel

- Usar o mesmo pixel que já foi usado várias vezes em contas que levaram bloqueio

SOLUÇÃO

- Usar sempre pixel novo. Para uma VSL black, não há diferença de performance
- Ter vários pixels instalados na sua estrutura para que enquanto 1 esteja rodando, o outro seja alimentado

Contingência – Ativos que podem ser marcados

Fanpage

- Usar a mesma Fanpage que já foi usada várias vezes em contas que levaram bloqueio

SOLUÇÃO

- Usar sempre Fanpages novas. Para uma VSL black, não há diferença de performance.

Contingência – Ativos que podem ser marcados

Página destino Black

- Termos agressivos e imagens muito “blacks”

SOLUÇÃO

- Teste rodar com uma página mais White. Deixa a persuasão para o VSL
- Colocar na página uma mensagem de ausência de responsabilidade para com o Facebook, junto com aviso legal
- Link de termos e políticas

Página destino – Ativos que podem ser marcados

Mensagem de ausência de responsabilidade para com o Facebook

ESTE SITE NÃO É do FACEBOOK: Este site não faz parte do site do Facebook ou do Facebook Inc. Além disso, este site NÃO é endossado pelo Facebook de nenhuma maneira. FACEBOOK é uma marca comercial independente da FACEBOOK, Inc. Depois que você sair do Facebook, a responsabilidade não é deles e sim do nosso site.

Aviso Legal

AVISO LEGAL: Os resultados do serviço proposto foram comprovados por nossos clientes. Não garantimos os mesmos resultados, afinal, por elementos externos, eles podem diferir de pessoa para pessoa. O conteúdo deste site é de conhecimento geral e não garantimos um resultado específico, sendo este resultado de inteira responsabilidade do cliente.

Contingência – Ativos que podem ser marcados

Anúncio

- Usar imagens que o Facebook já bloqueou inúmeras vezes
- Usar palavras marcadas como “black” pelo Facebook
- Usar os mesmos criativos que já foram bloqueados muitas vezes.
- Mesmo em criativos novos, pegar muito pesado nas copy’s.

SOLUÇÃO

- Sempre rodar novos criativos para que esse criativo seja “novo pelo facebook”. – Usar montagens e criativos em vídeo.
- Não tentar “vender” dentro do anúncio
- SER WHITE !!!

Ferramenta para análise de criativo

<https://cloud.google.com/vision/docs/drag-and-drop>

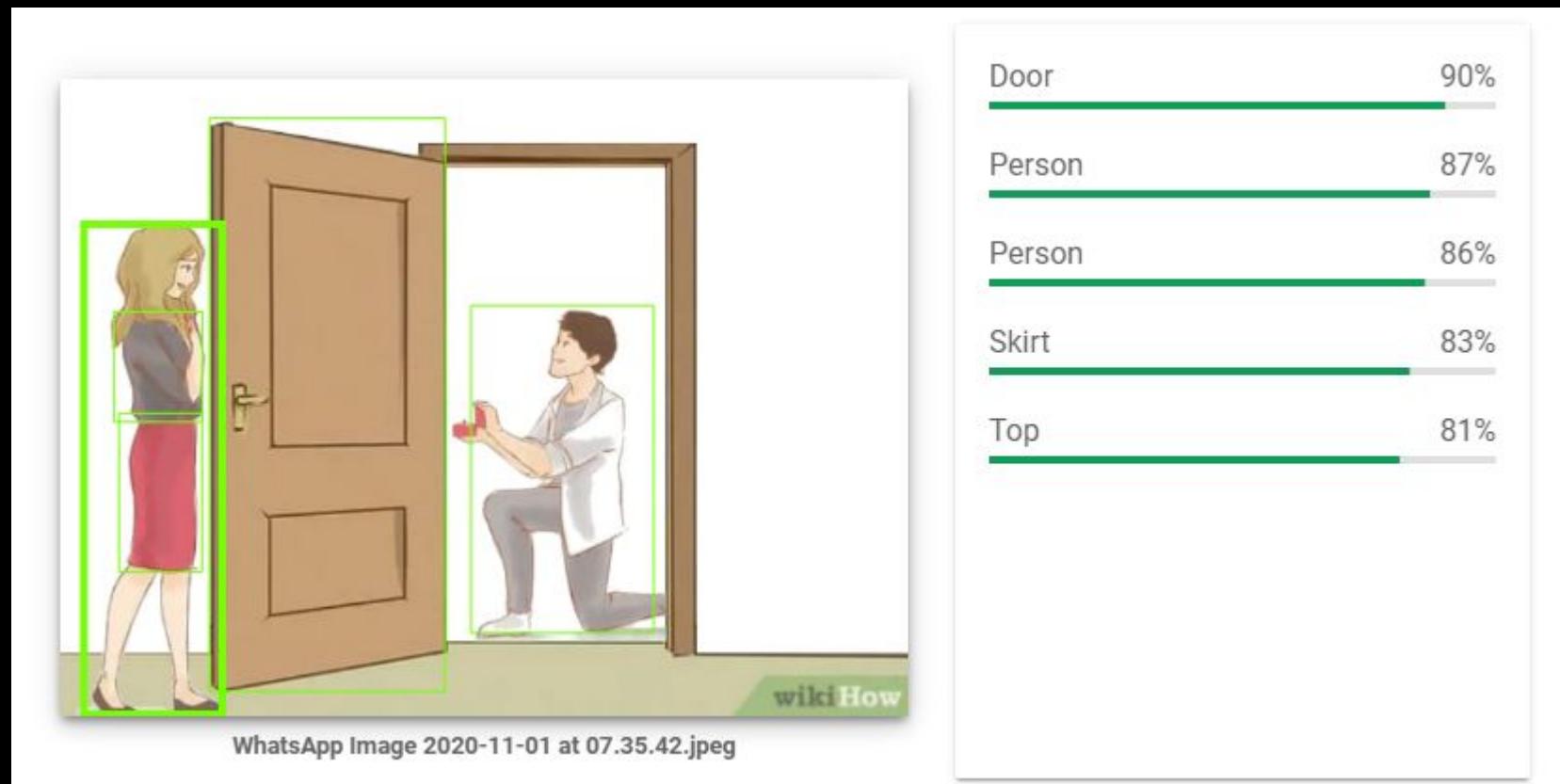
Detectar conteúdo explícito (SafeSearch)

[Envie comentários](#)

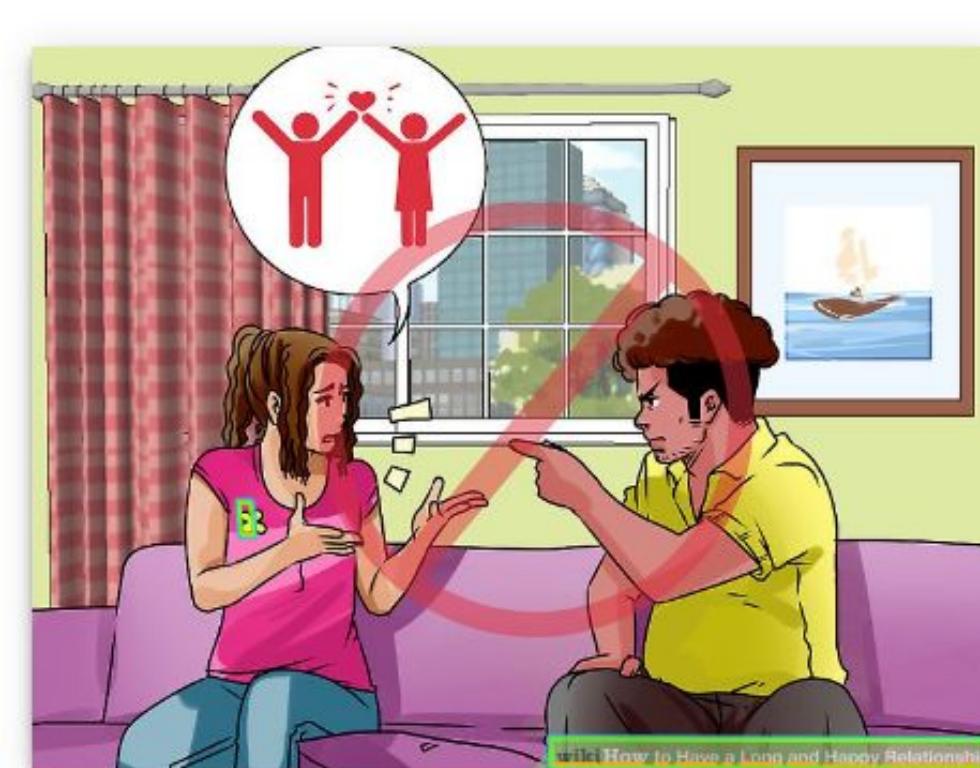
★ **Observação:** recentemente adicionamos novos recursos ou campos à Detecção do SafeSearch. Consulte os detalhes nas [Notas de lançamento](#).

A **Detecção do SafeSearch** identifica conteúdo adulto ou violento em uma imagem. Esse recurso usa cinco categorias (`adult`, `spoof`, `medical`, `violence` e `racy`) e retorna a probabilidade de que cada uma esteja presente em determinada imagem. Veja detalhes sobre esses campos na página [SafeSearchAnnotation](#).

Ferramenta para análise de criativo



Ferramenta para análise de criativo



+Page 1

+Block 1

8

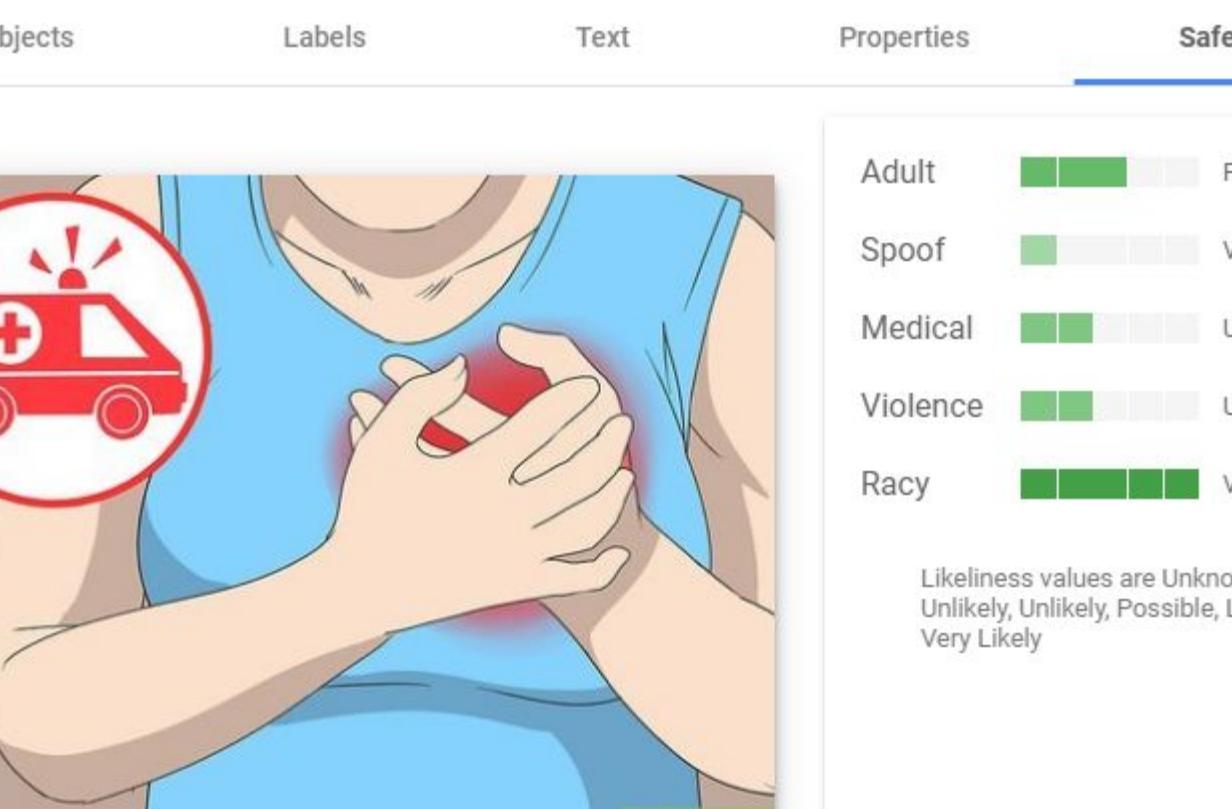
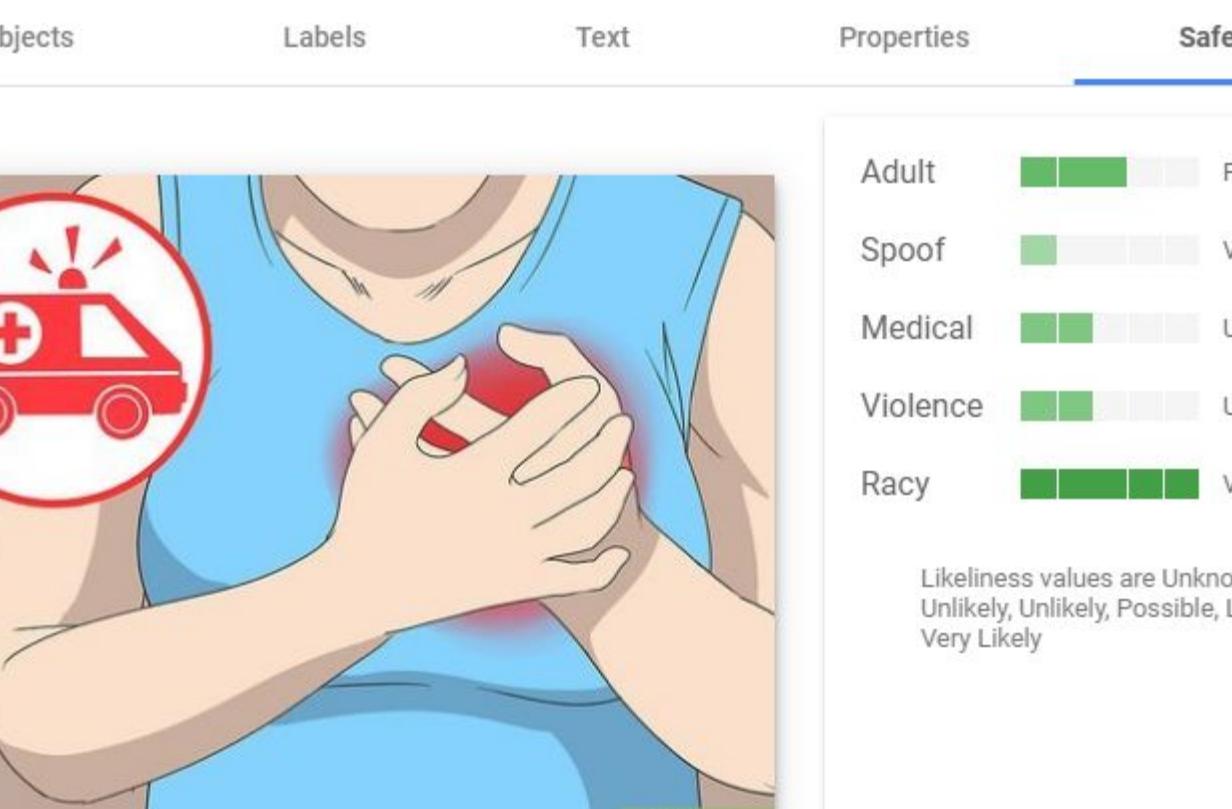
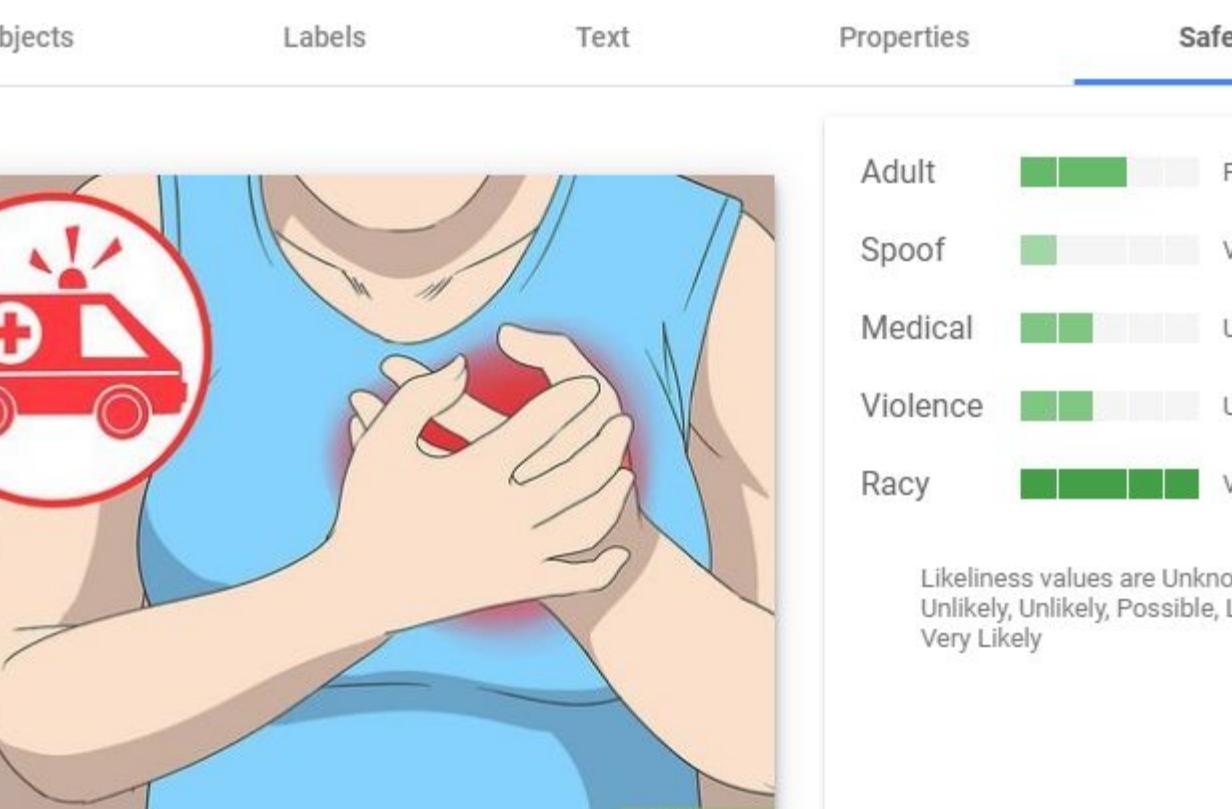
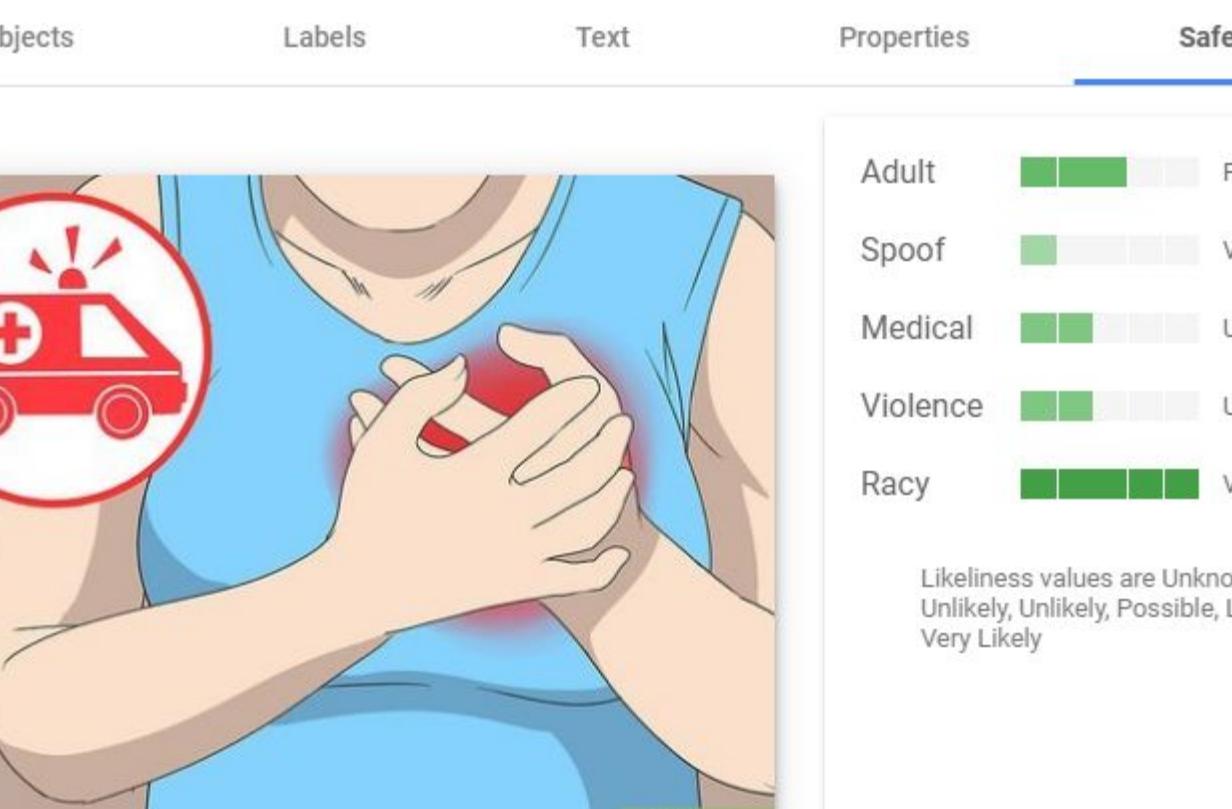
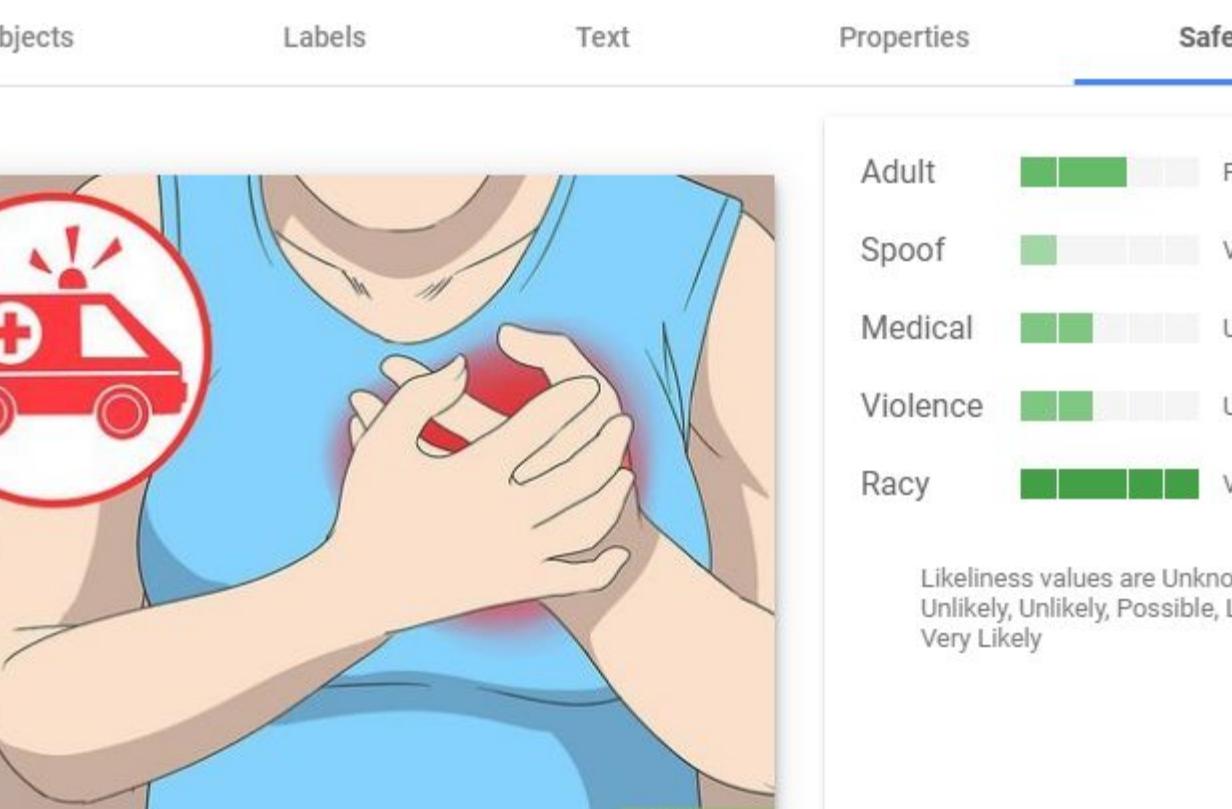
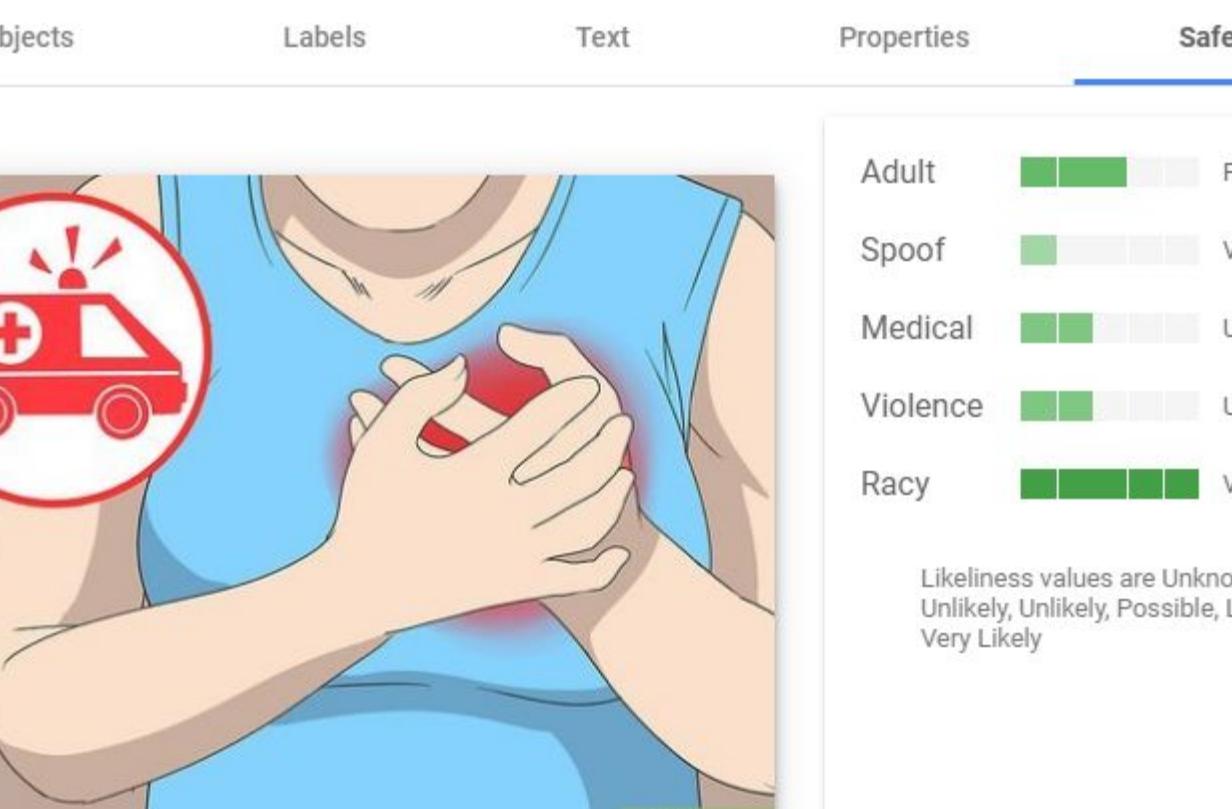
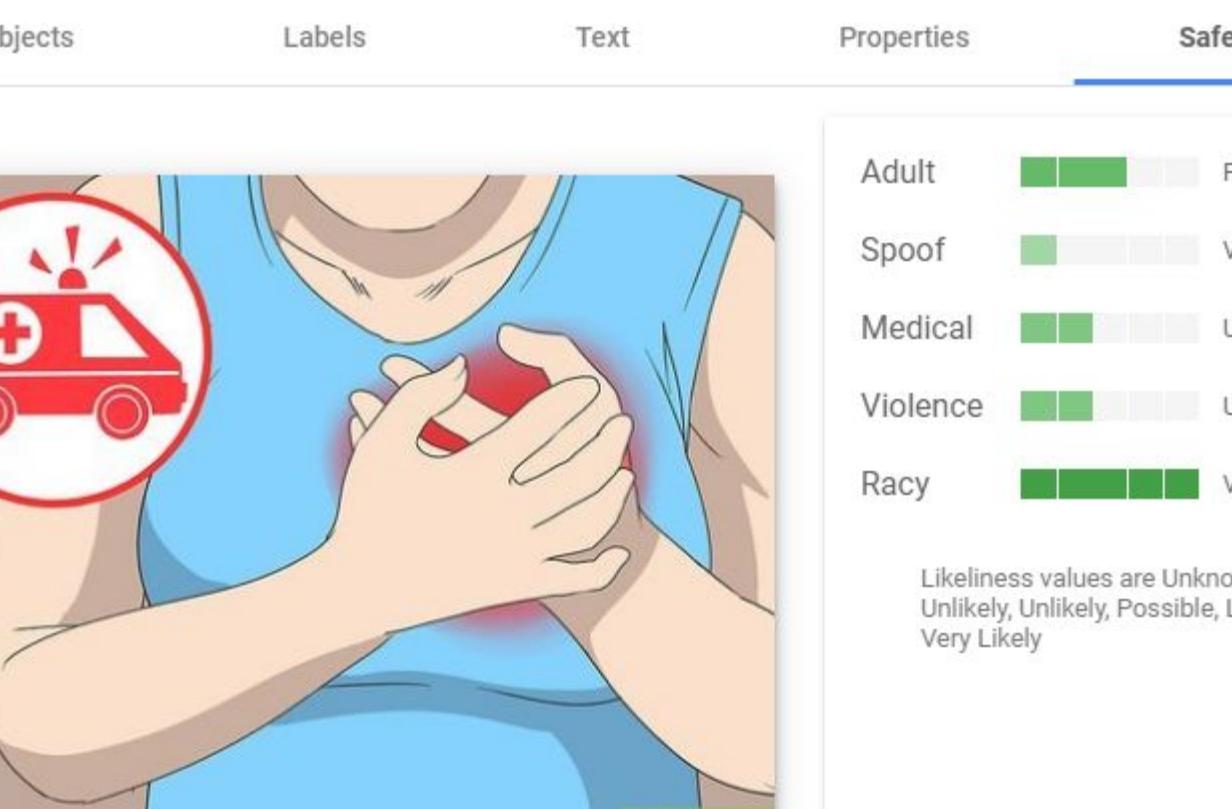
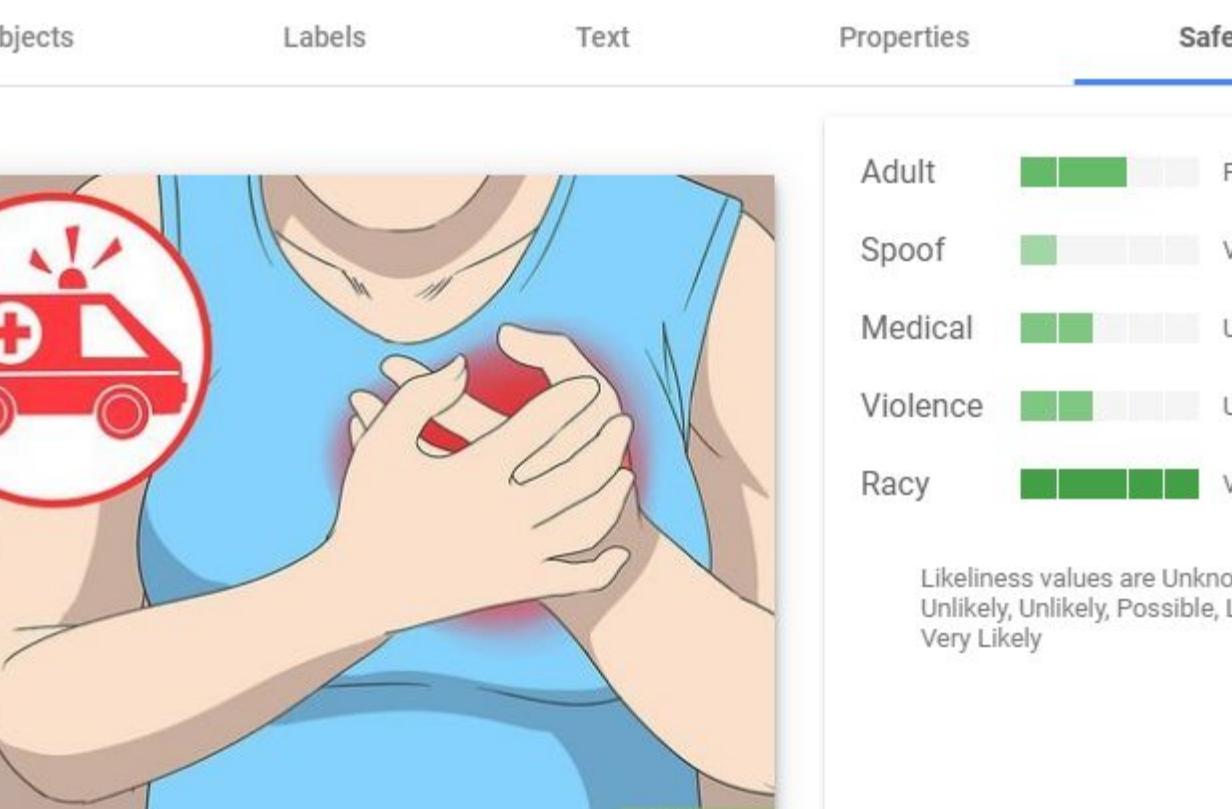
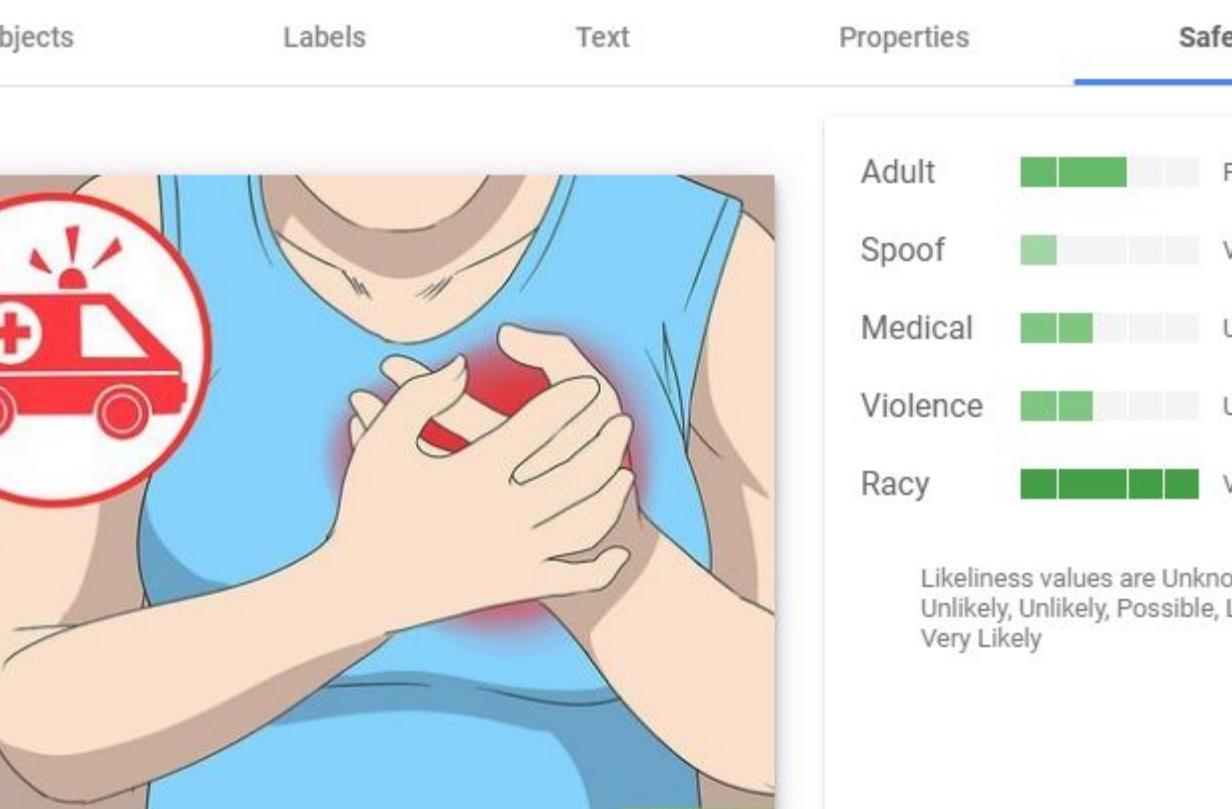
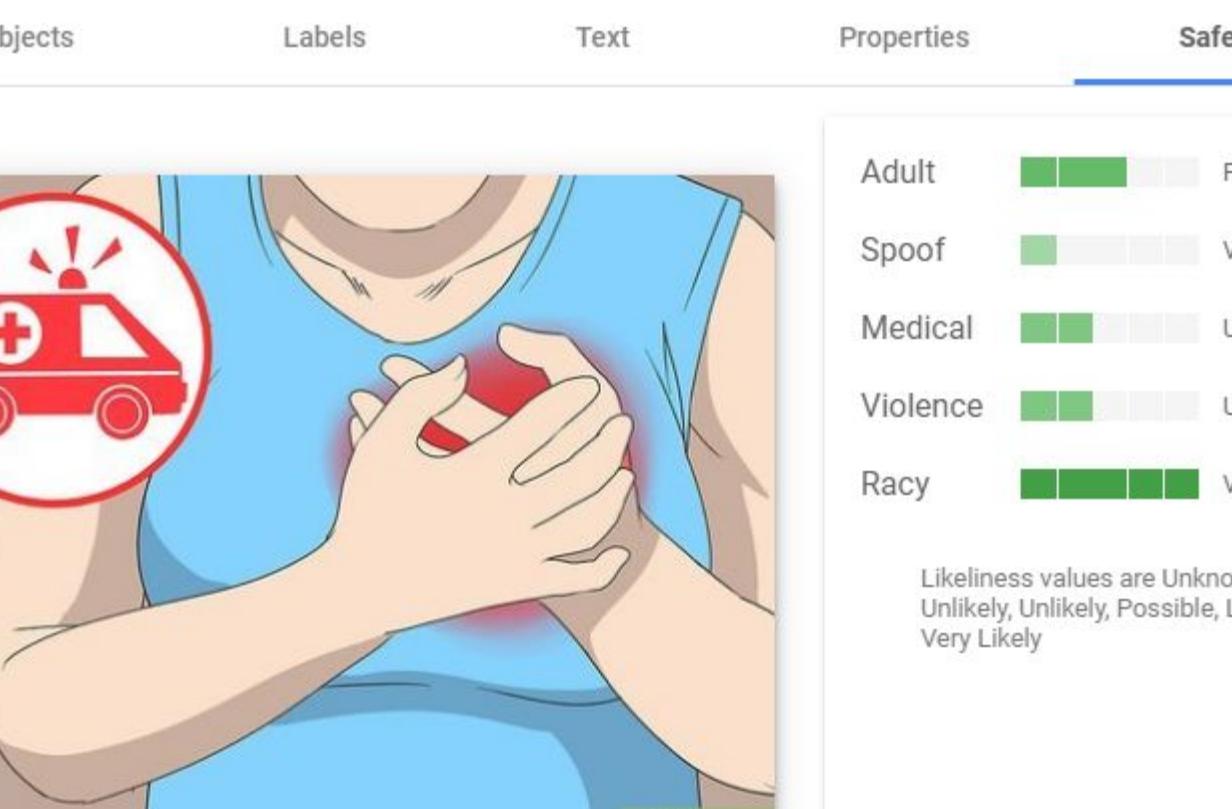
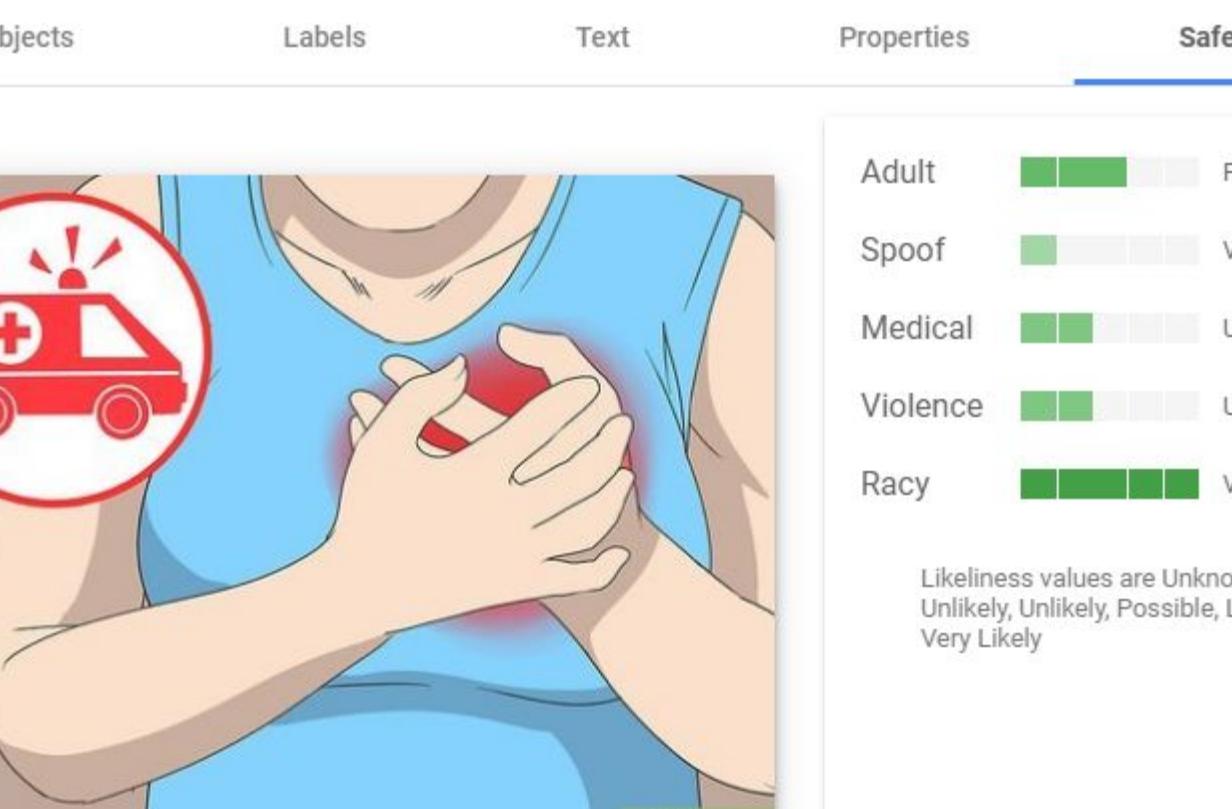
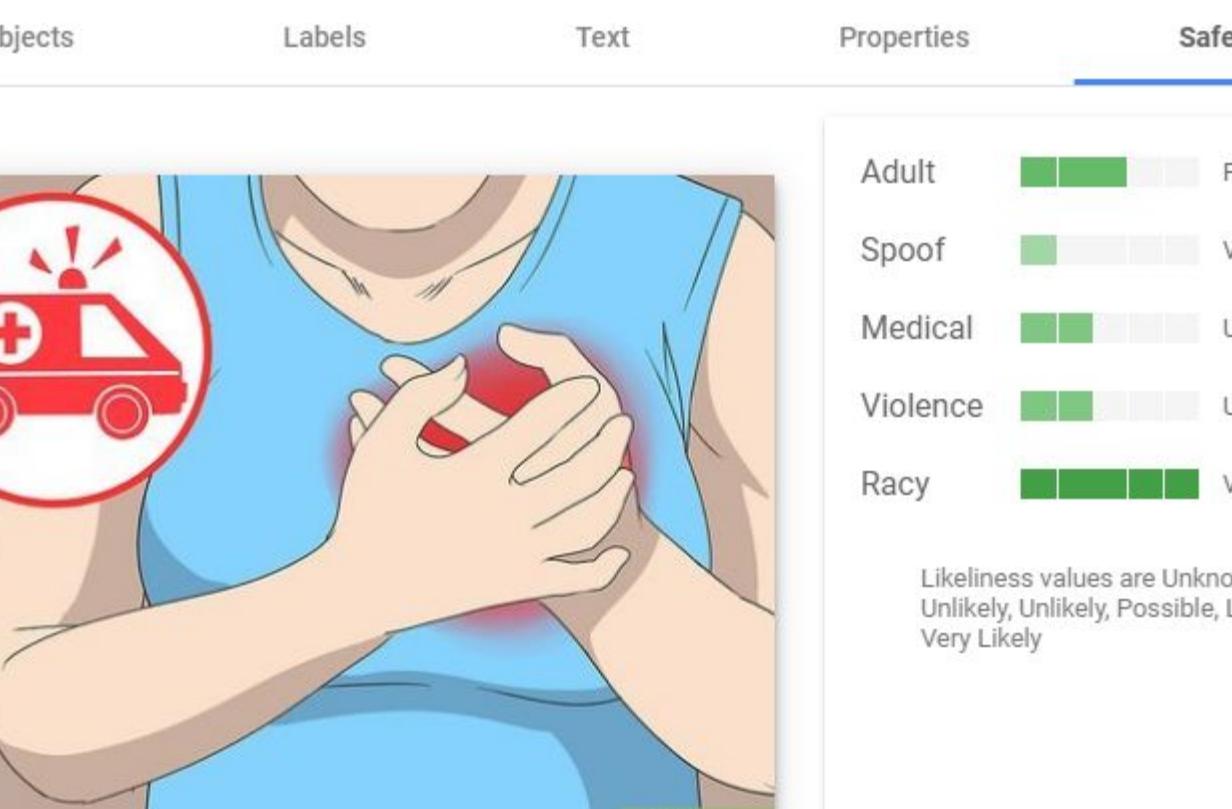
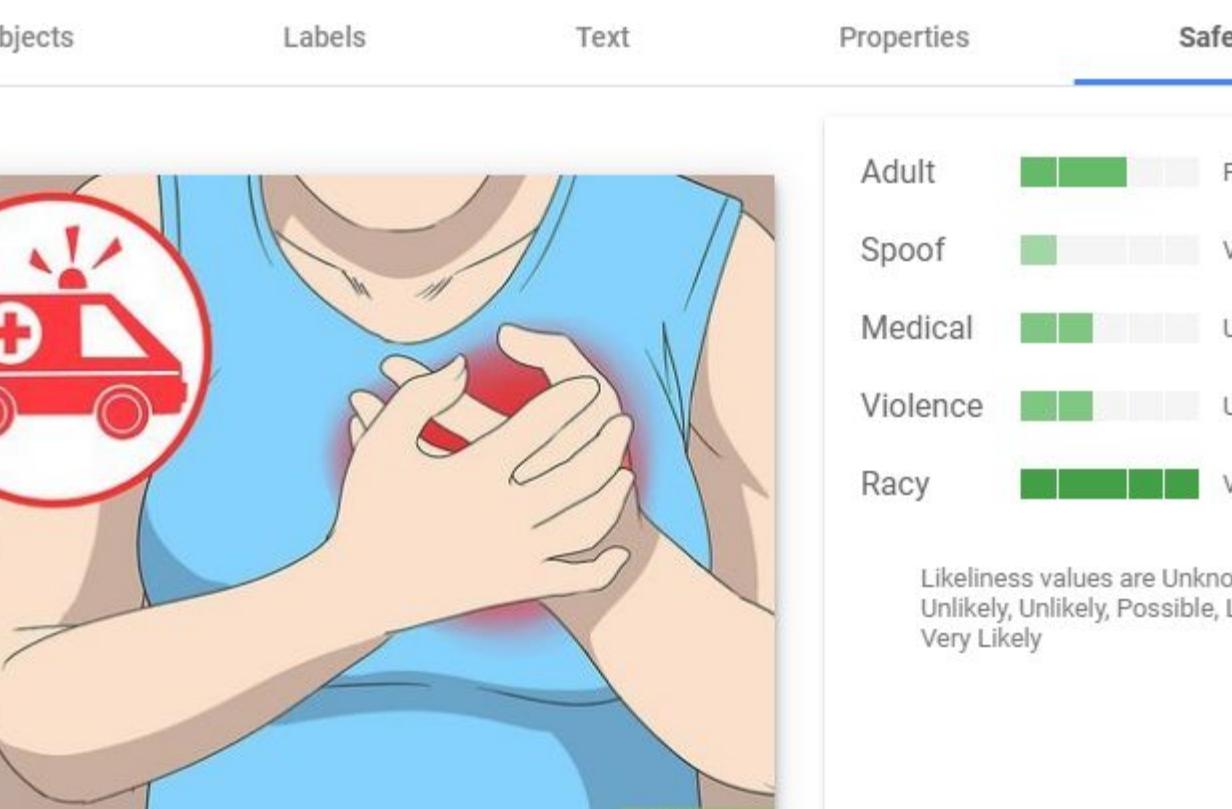
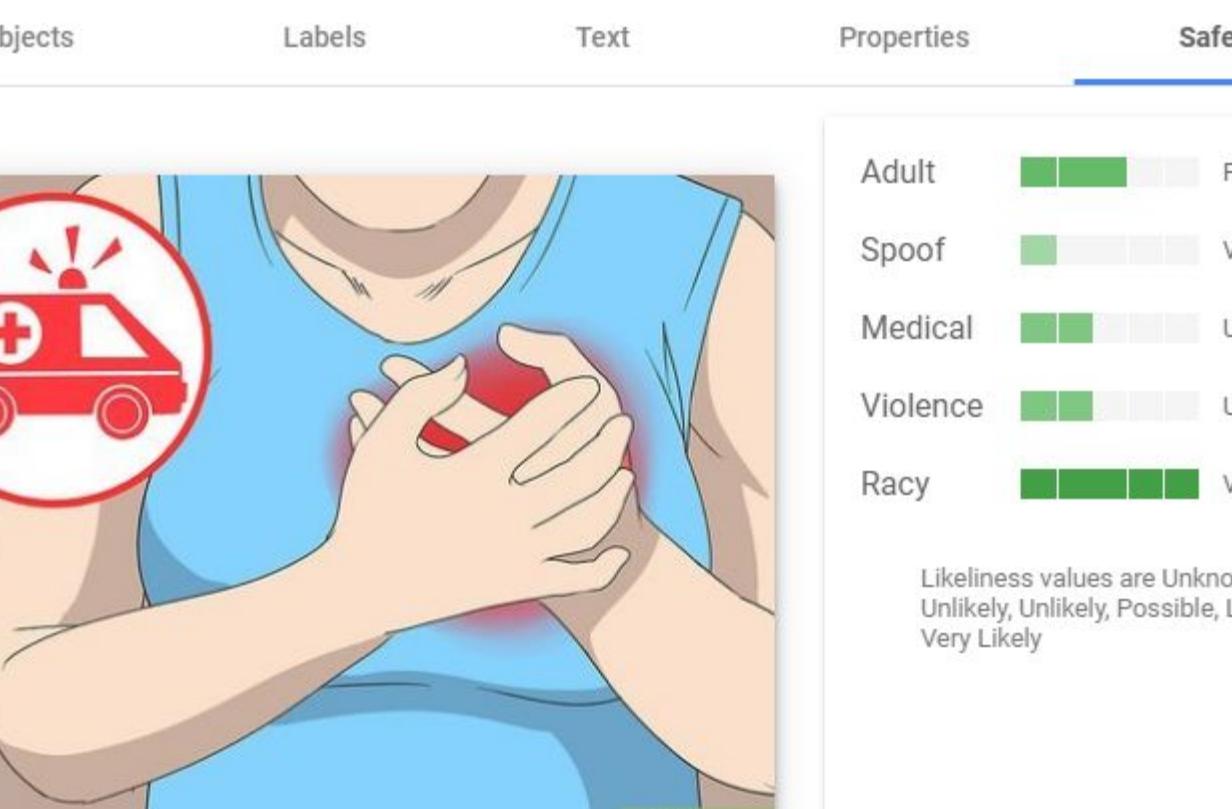
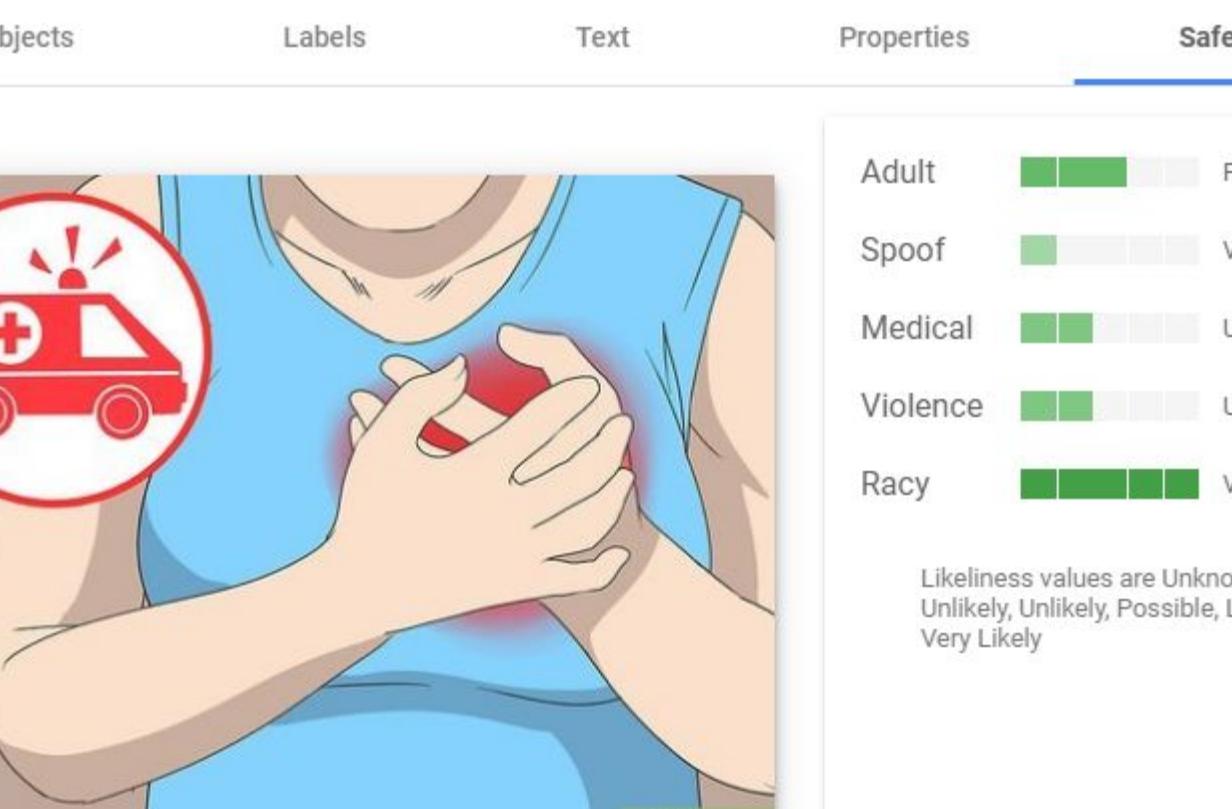
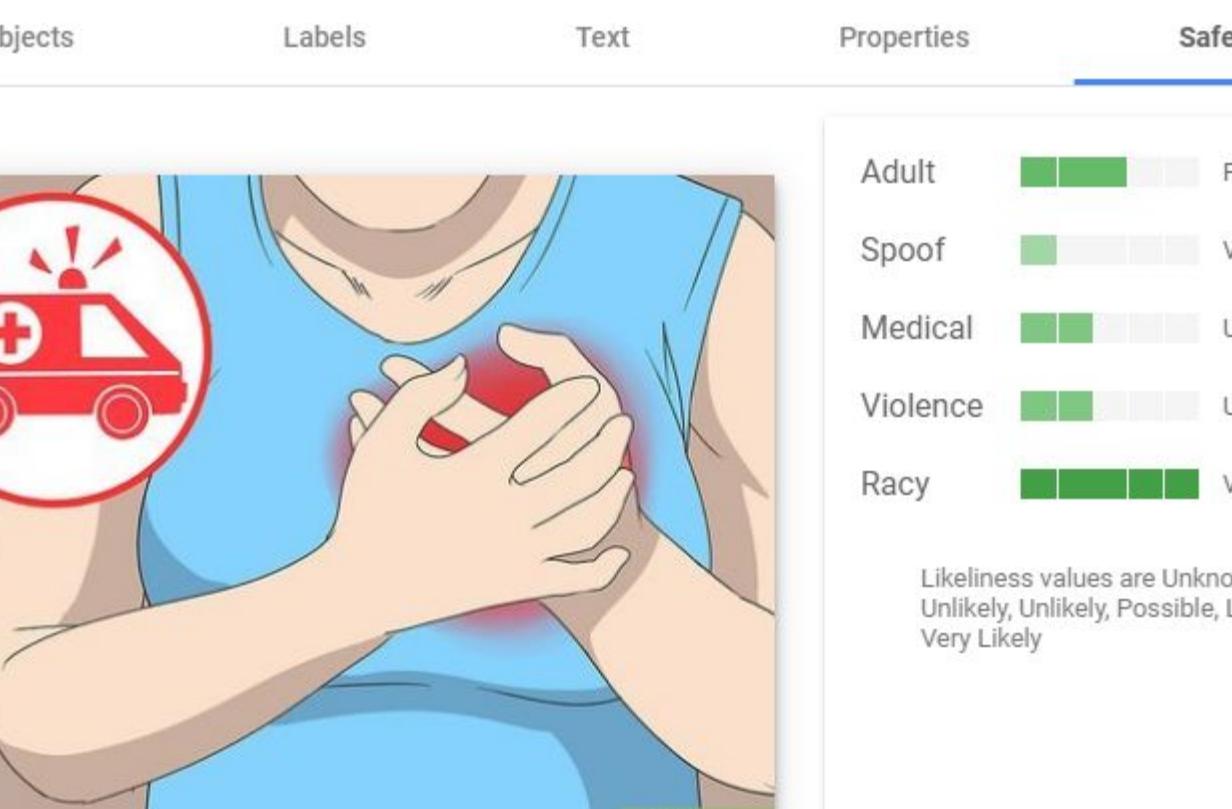
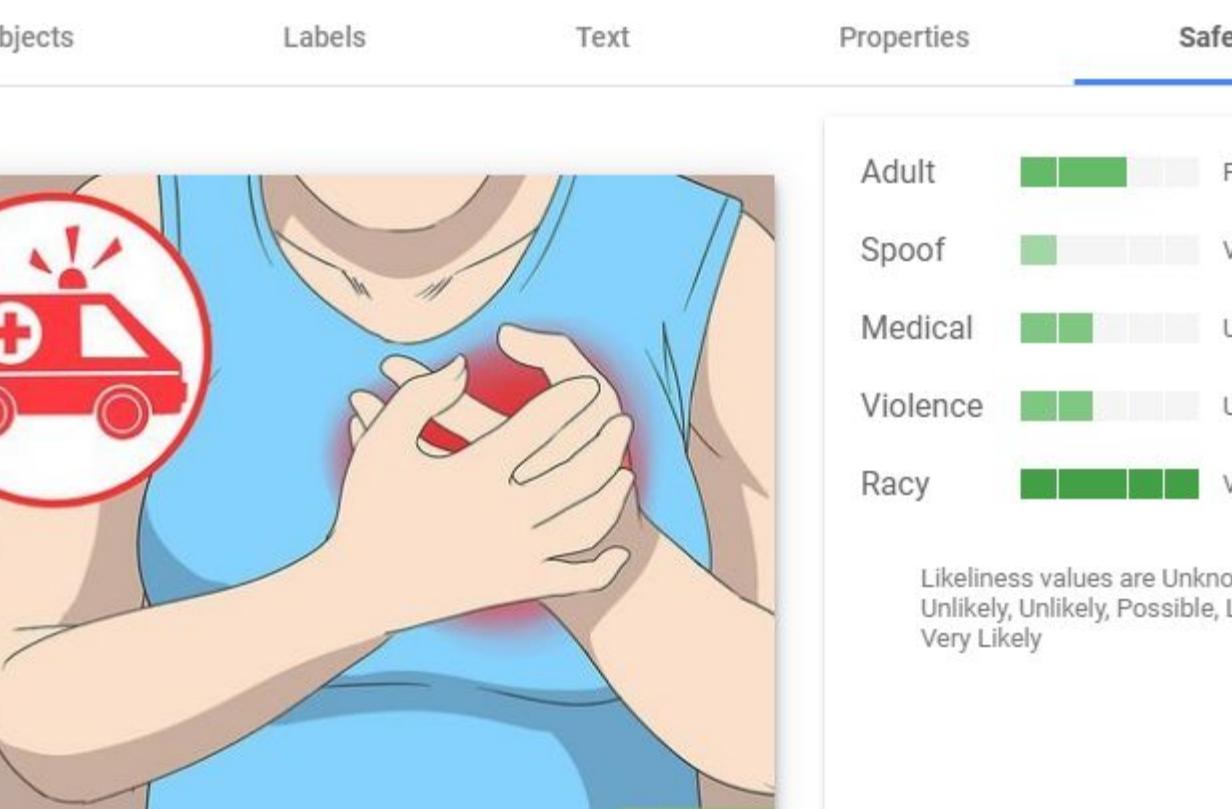
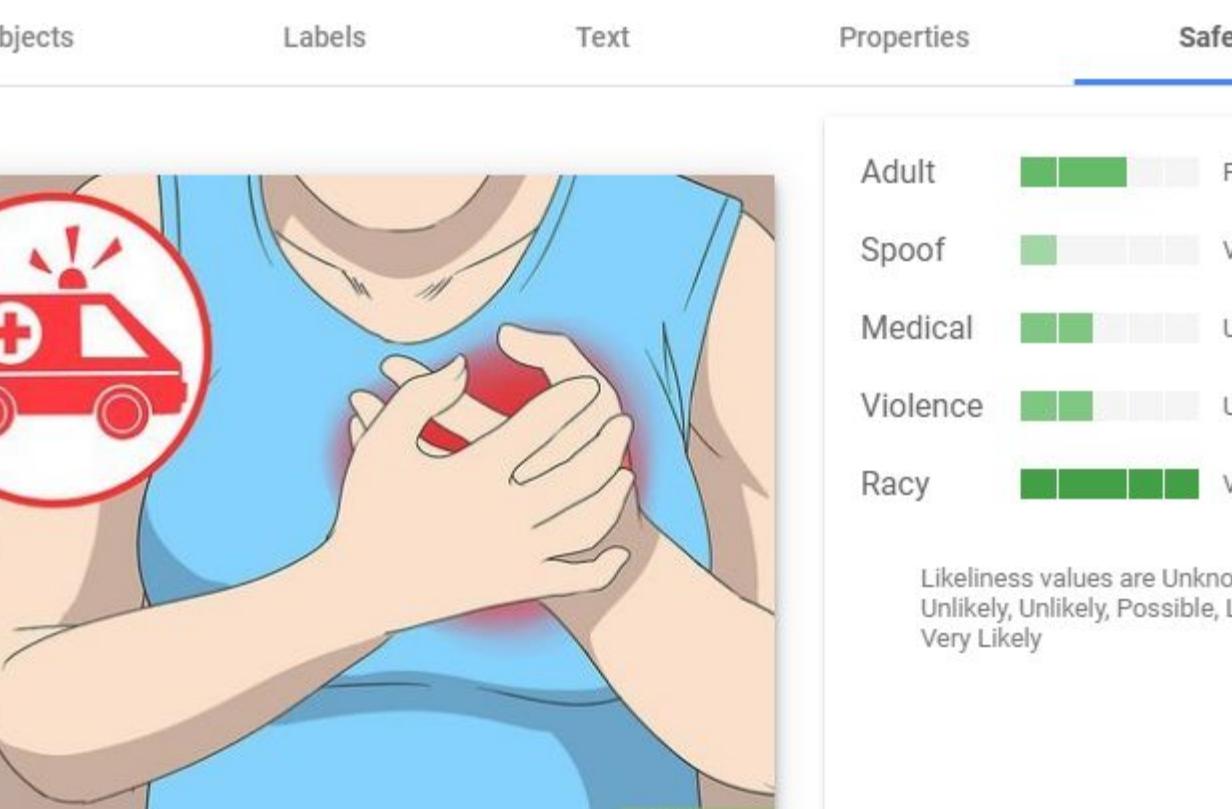
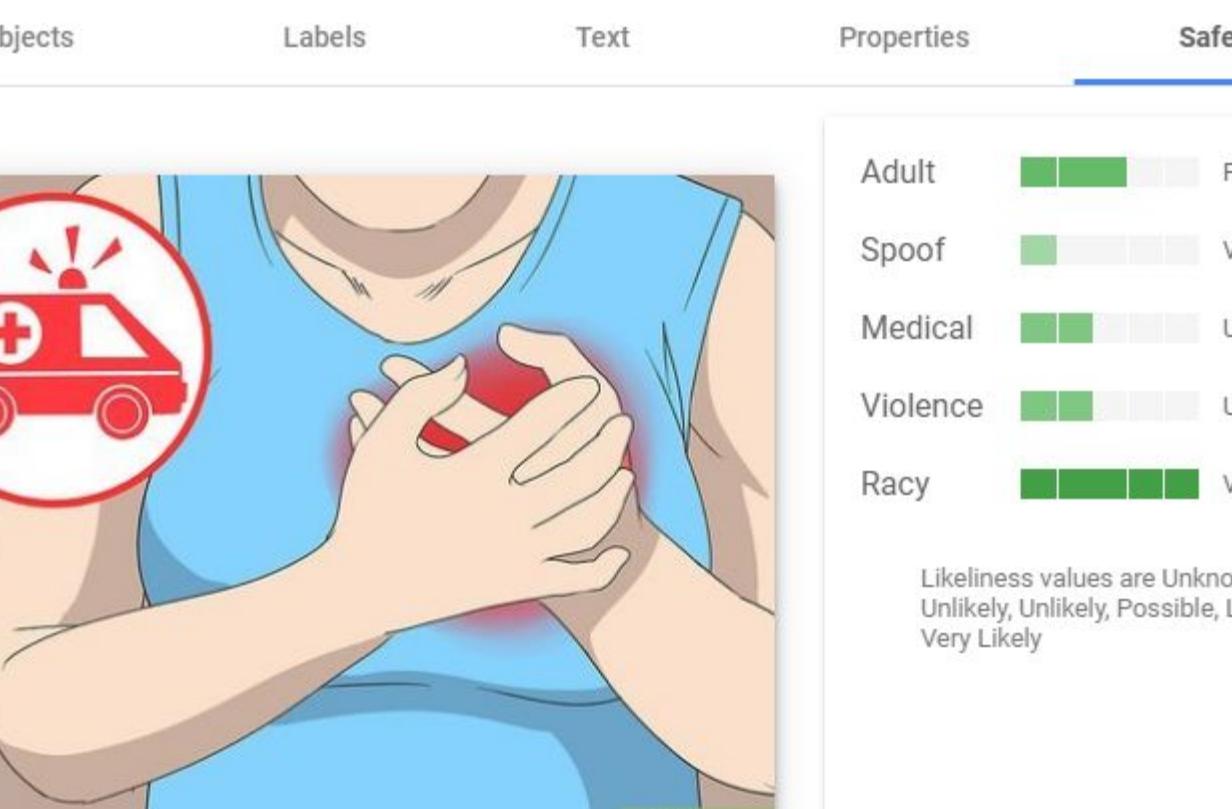
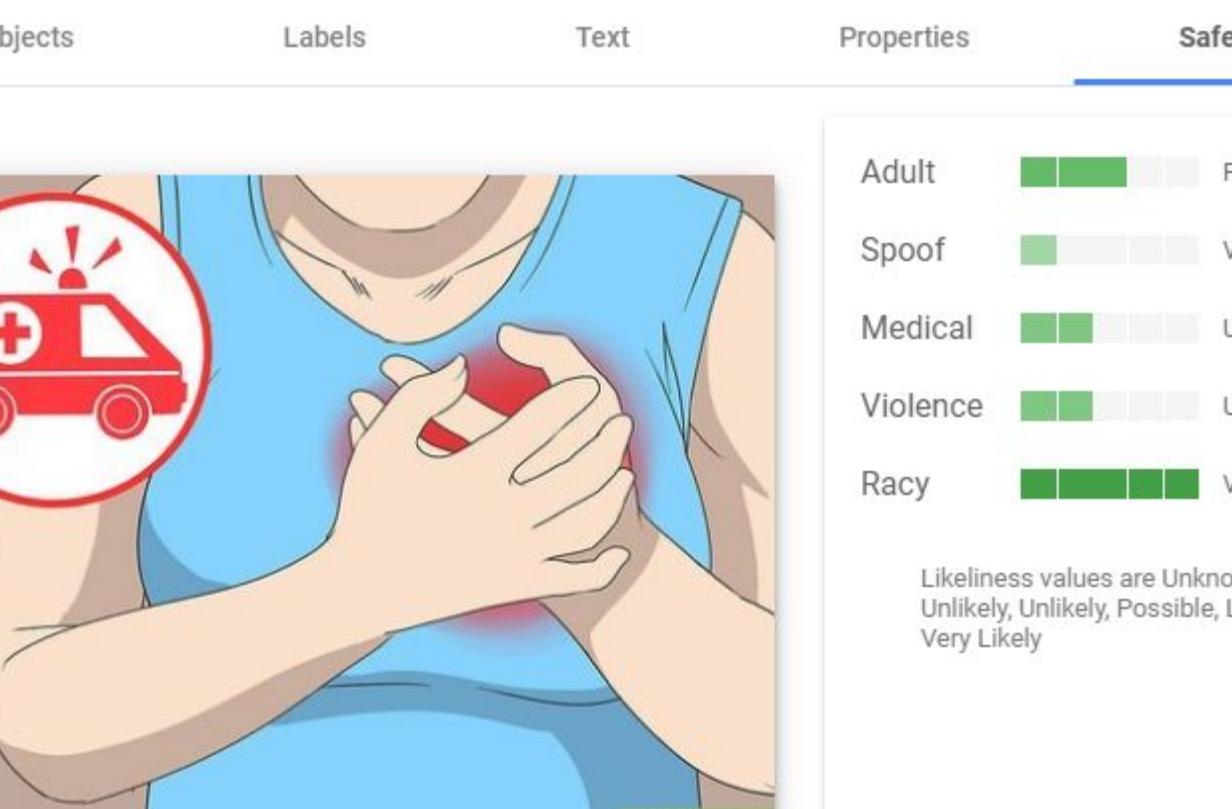
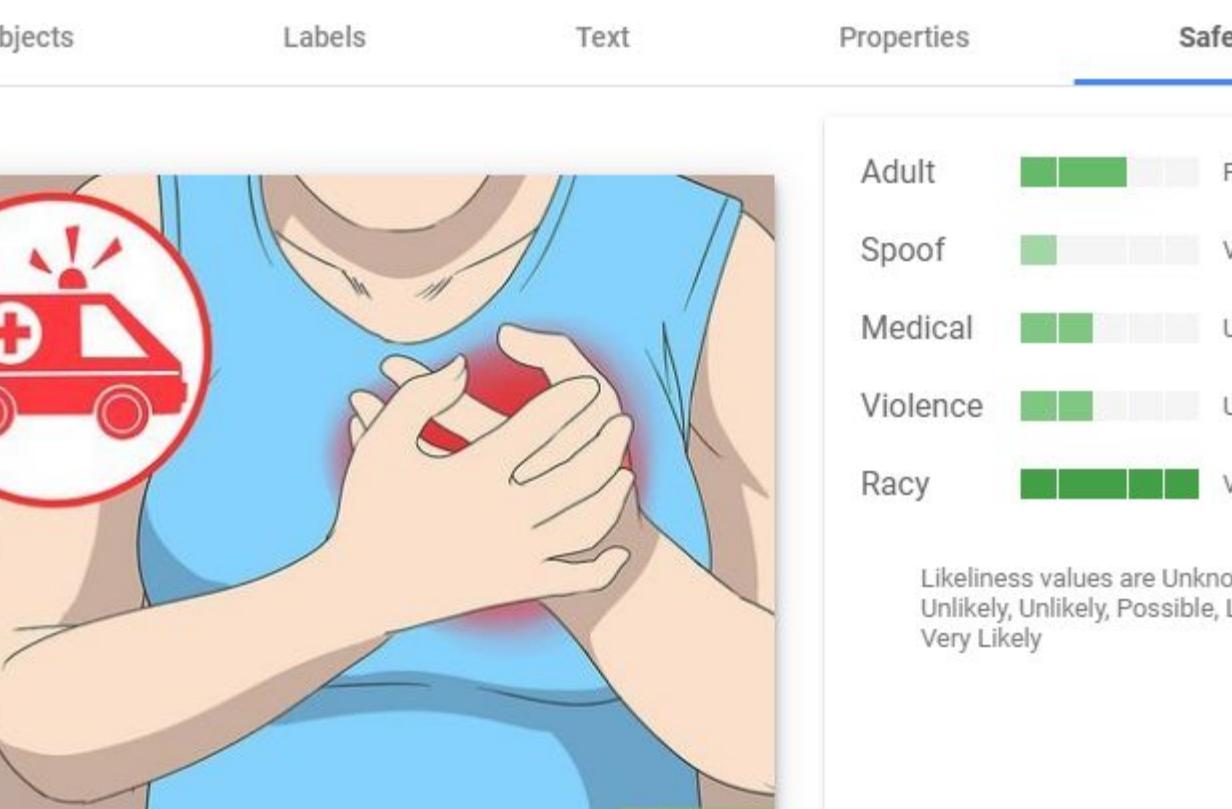
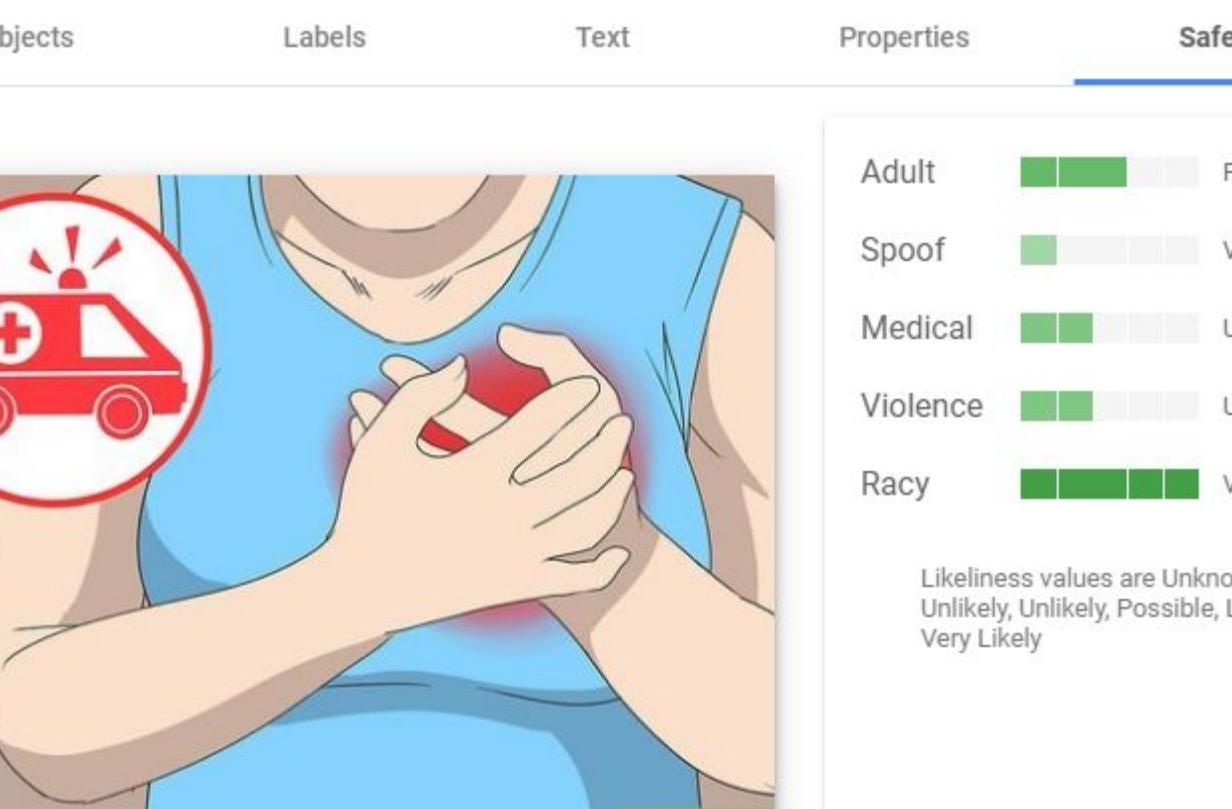
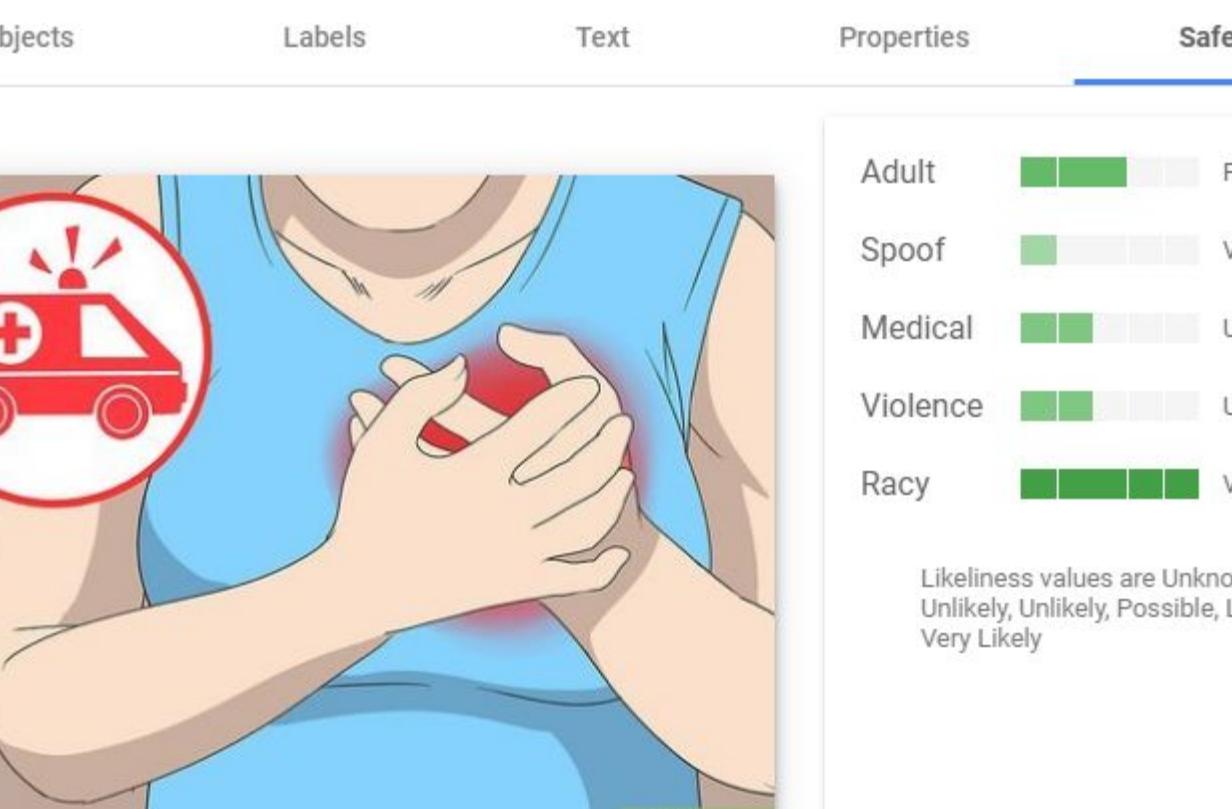
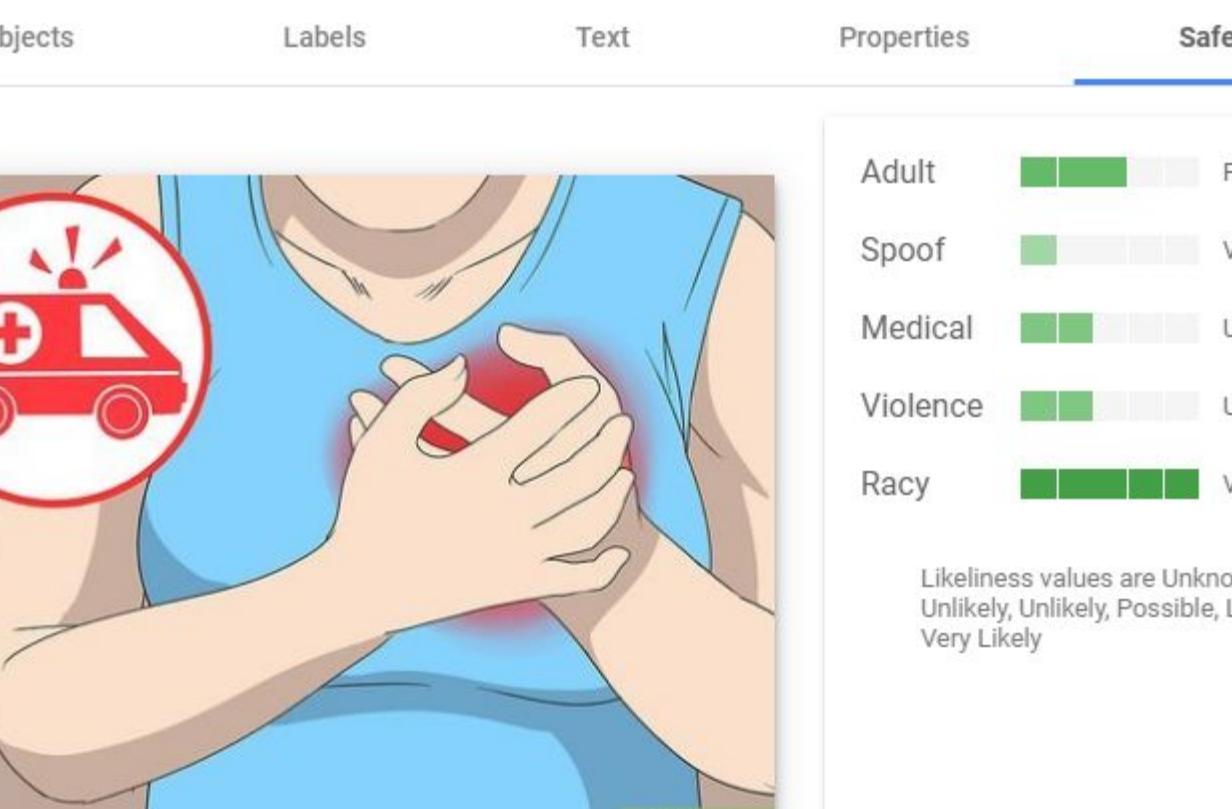
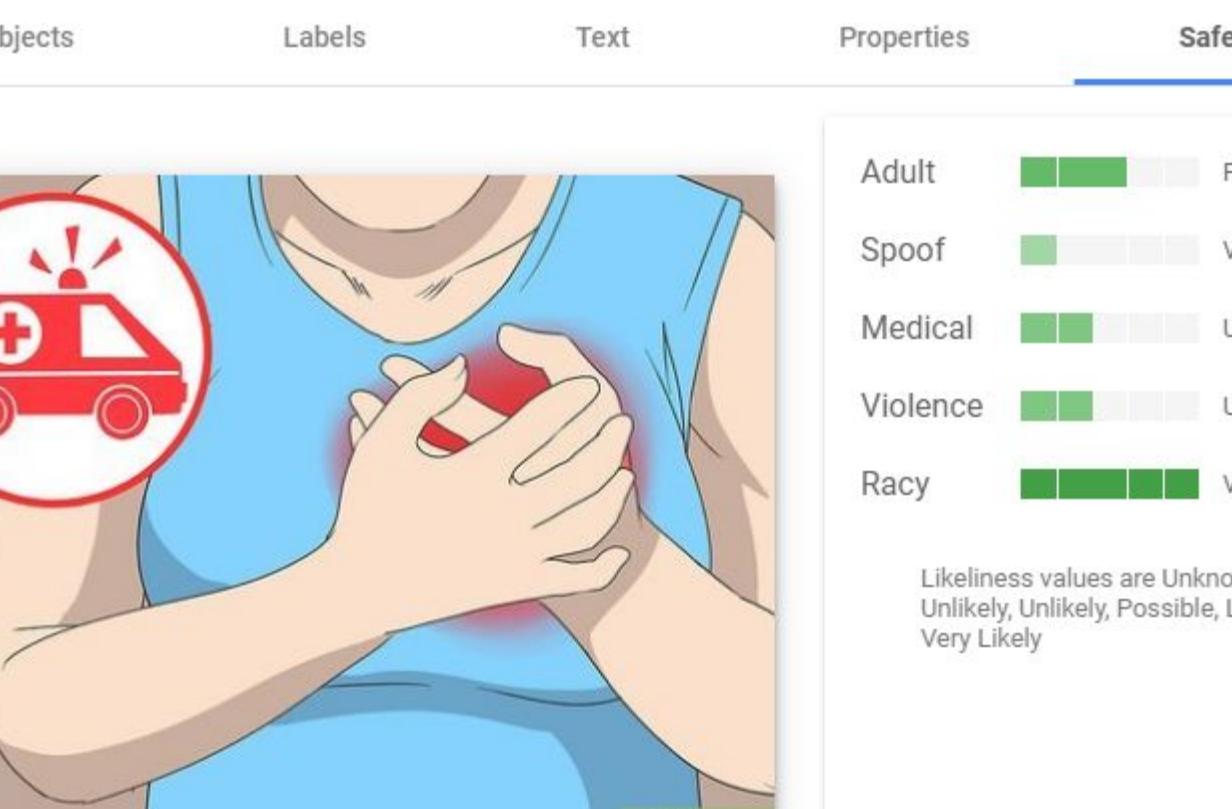
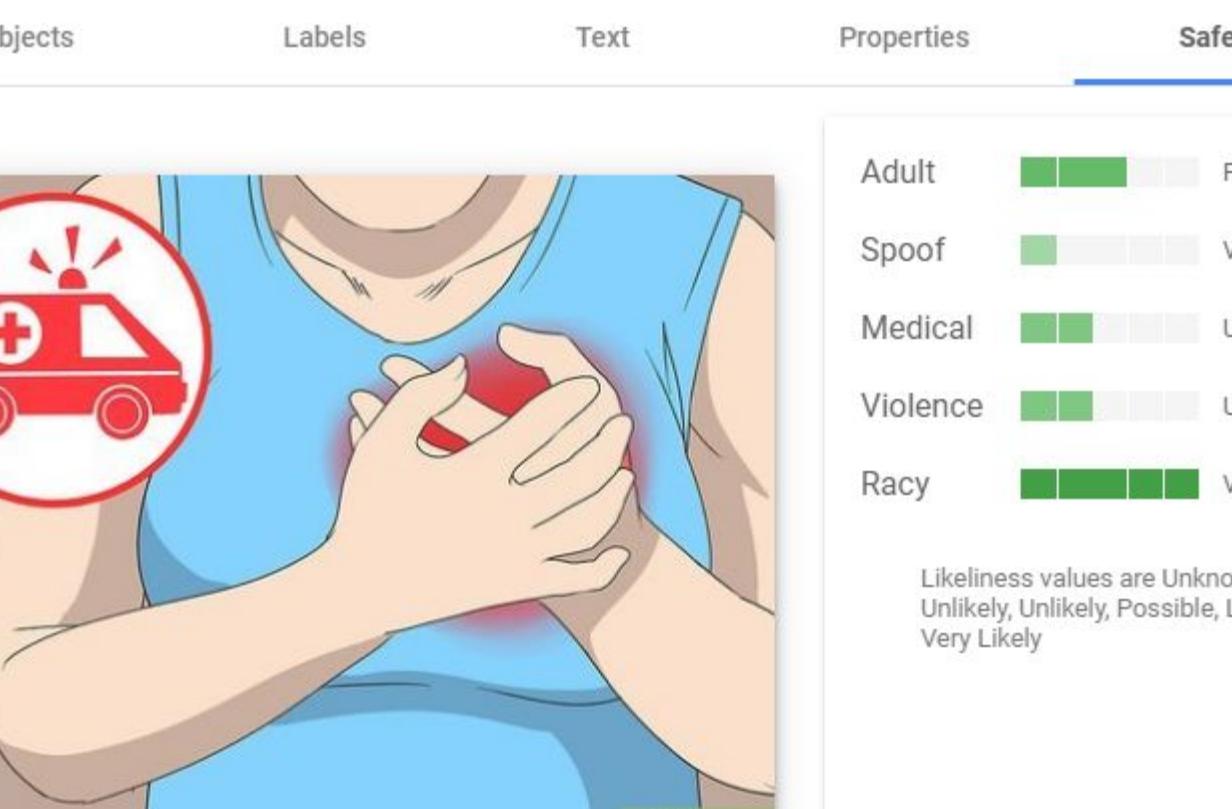
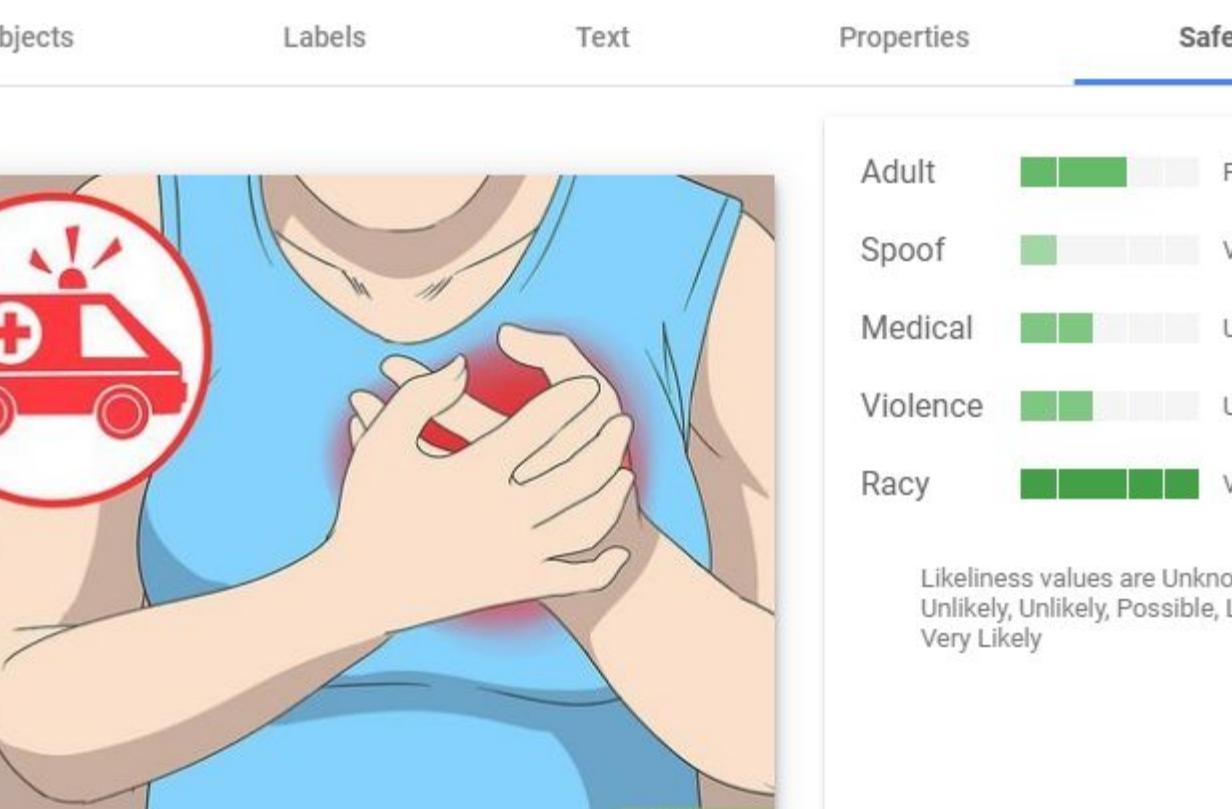
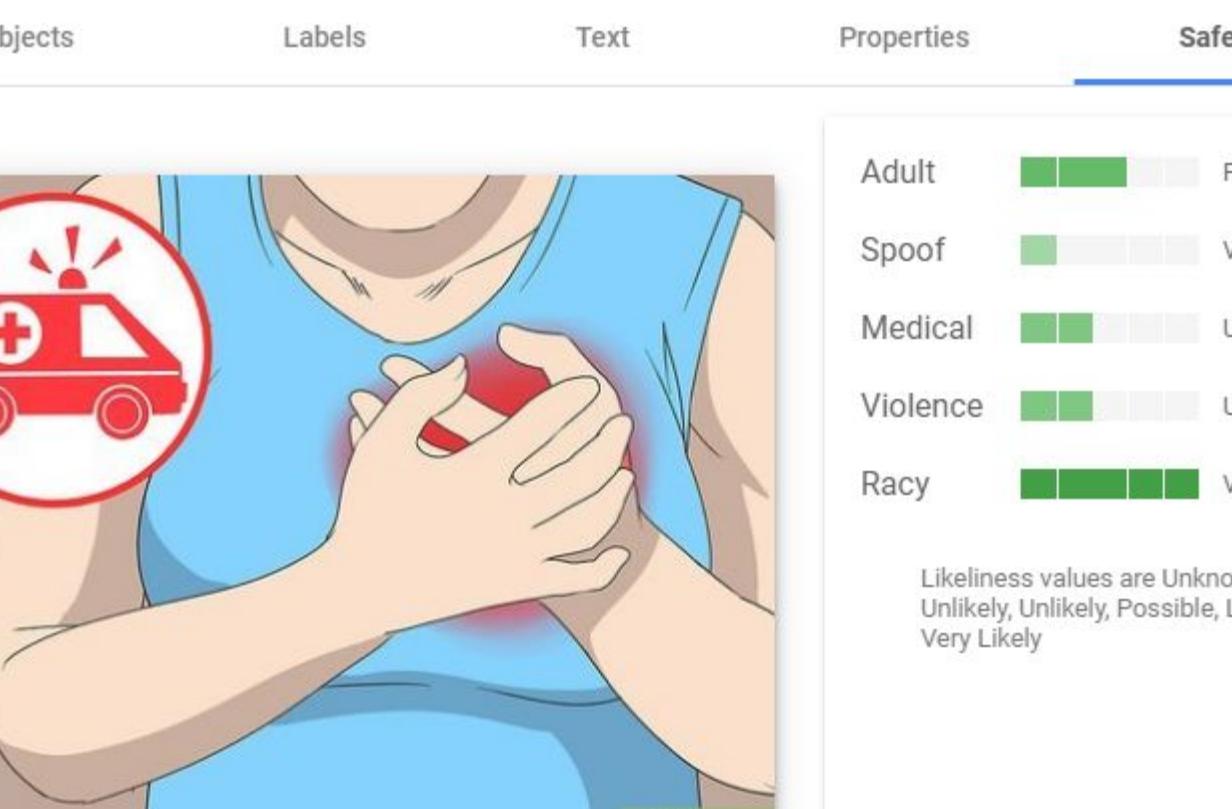
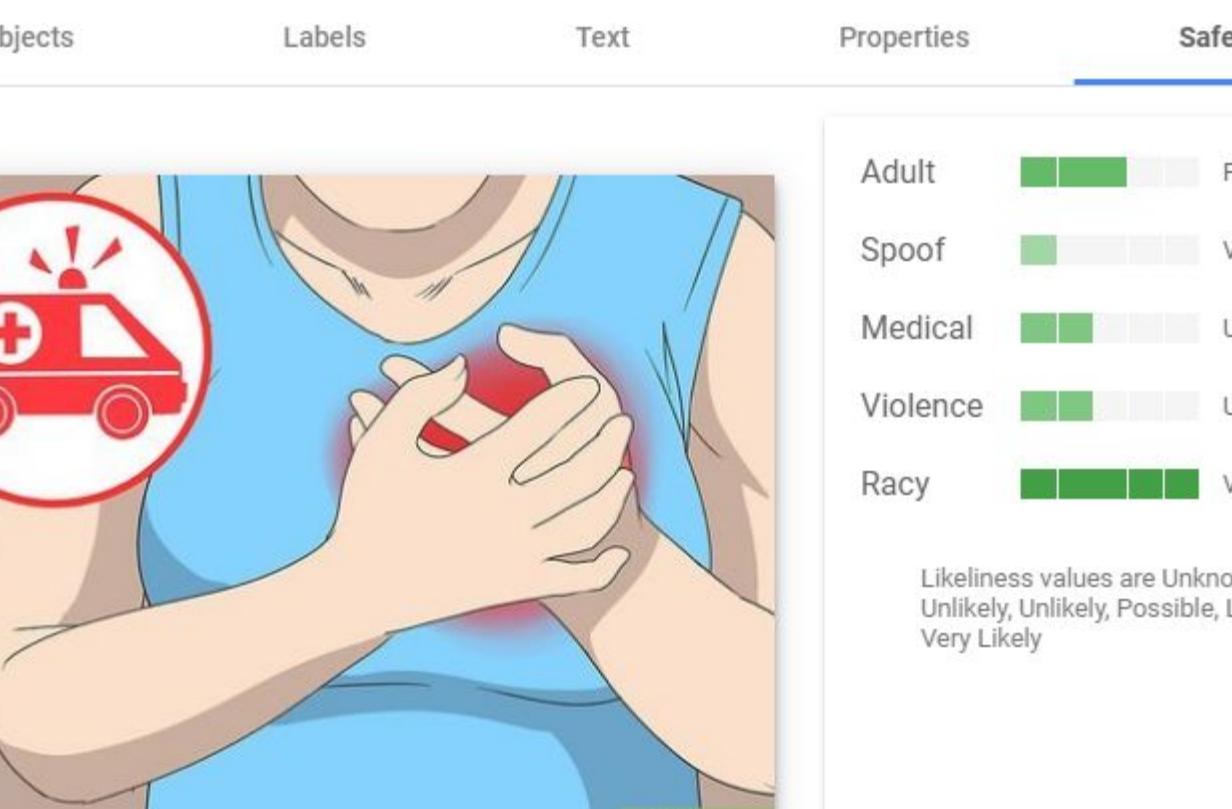
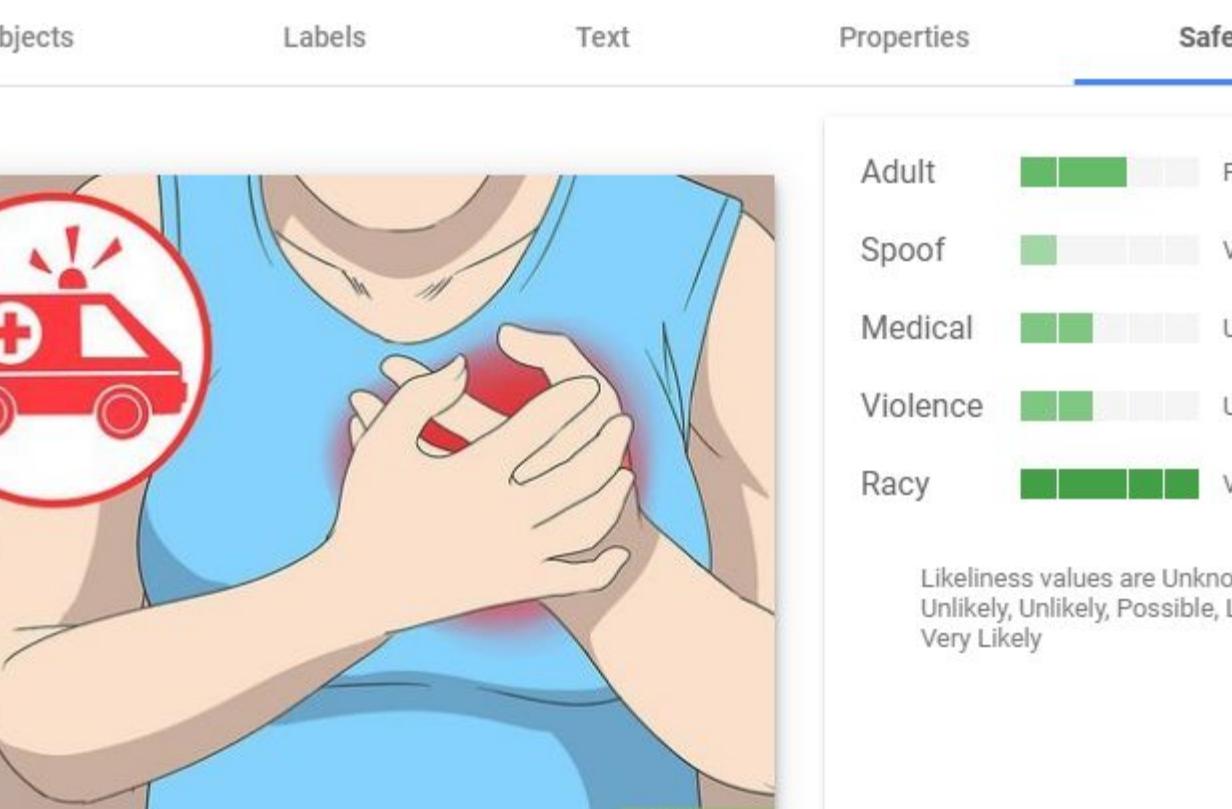
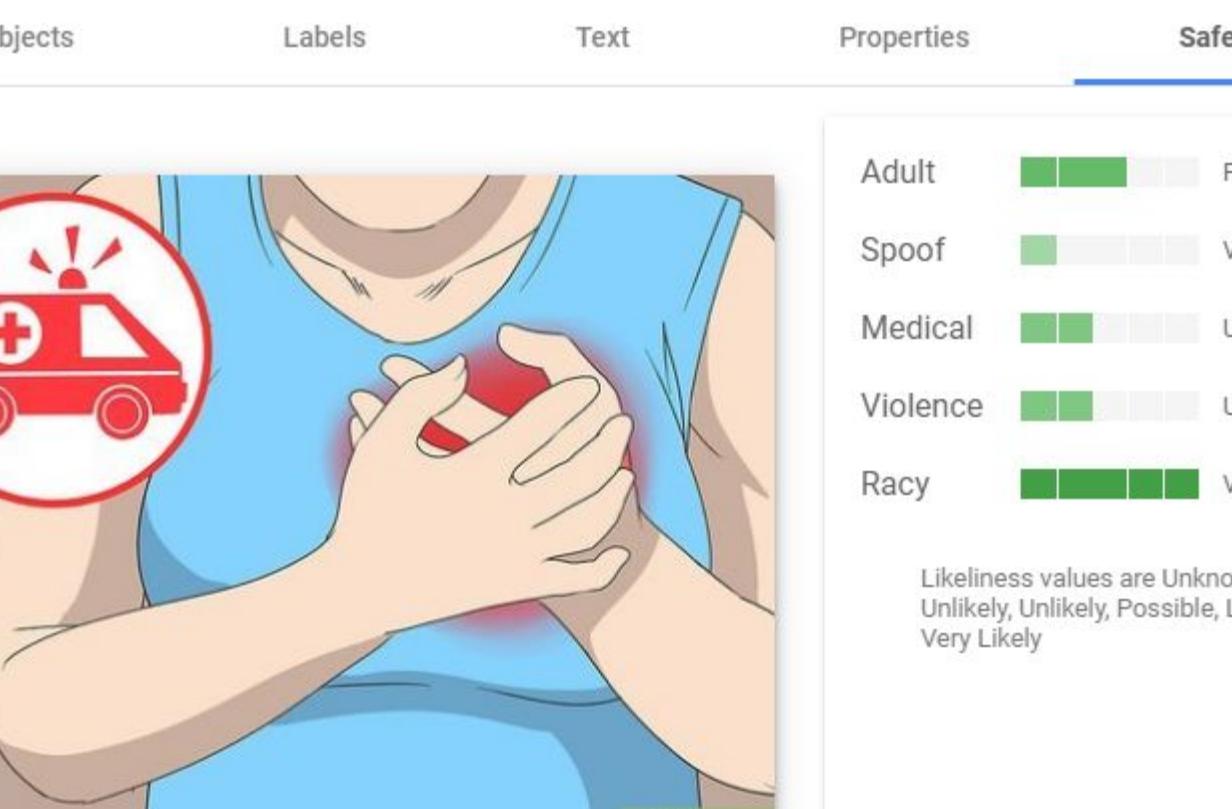
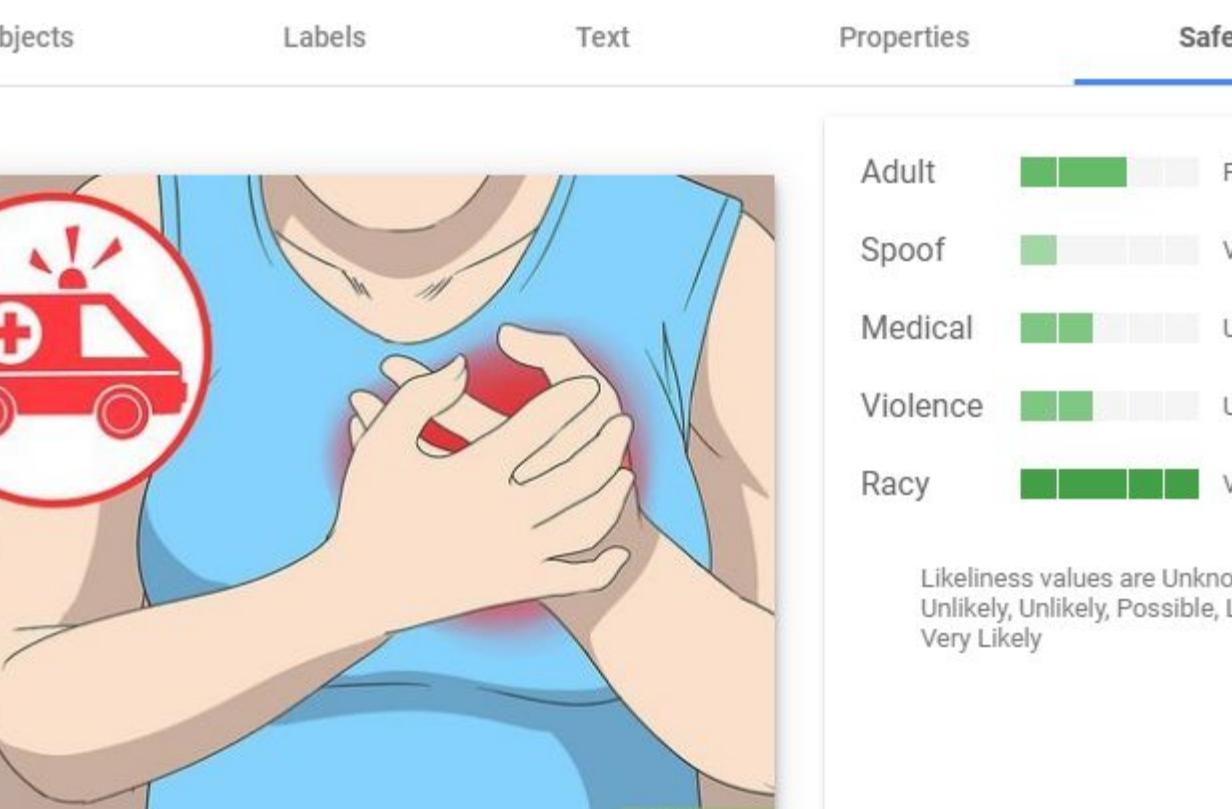
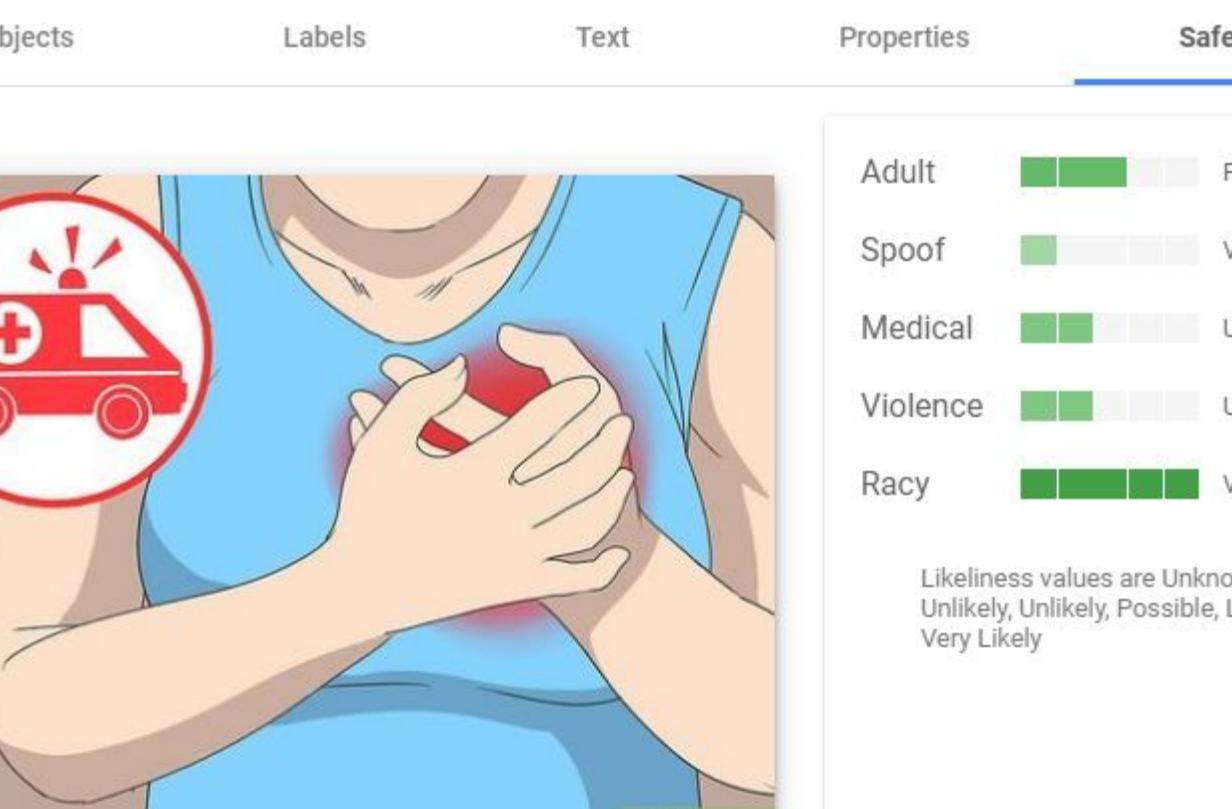
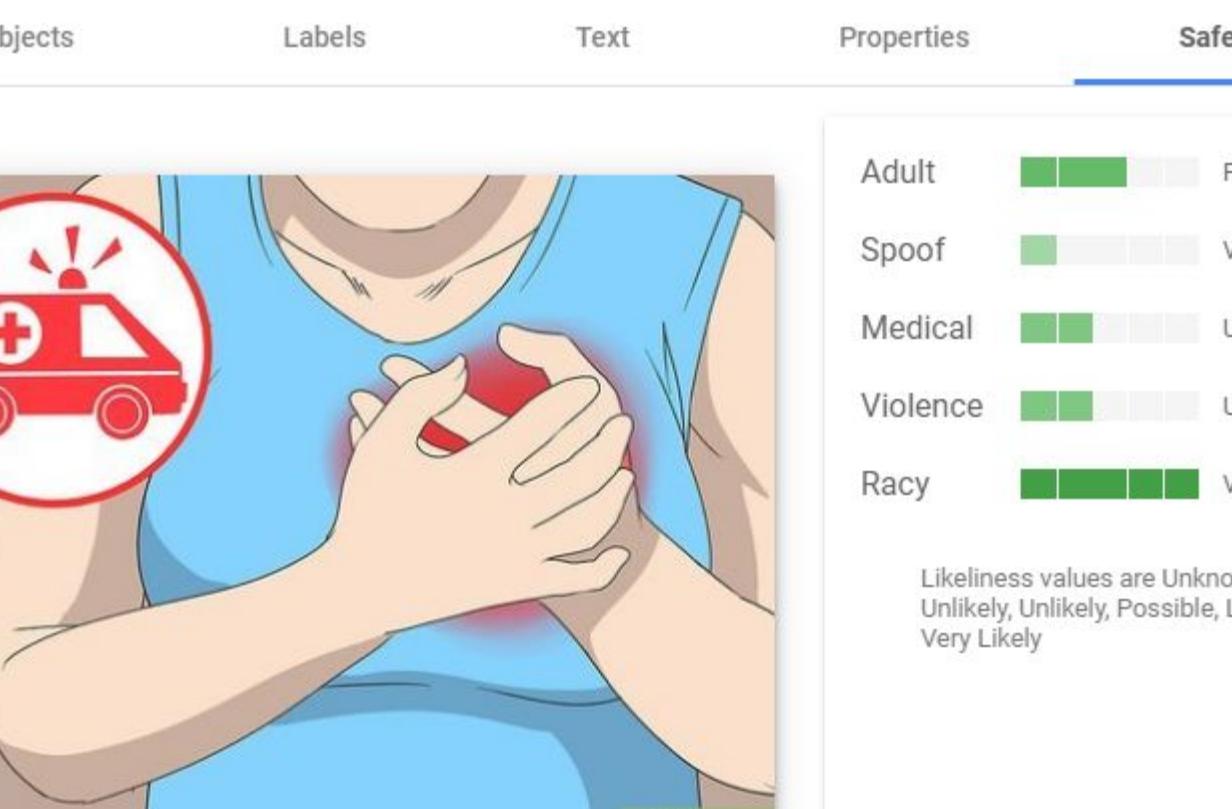
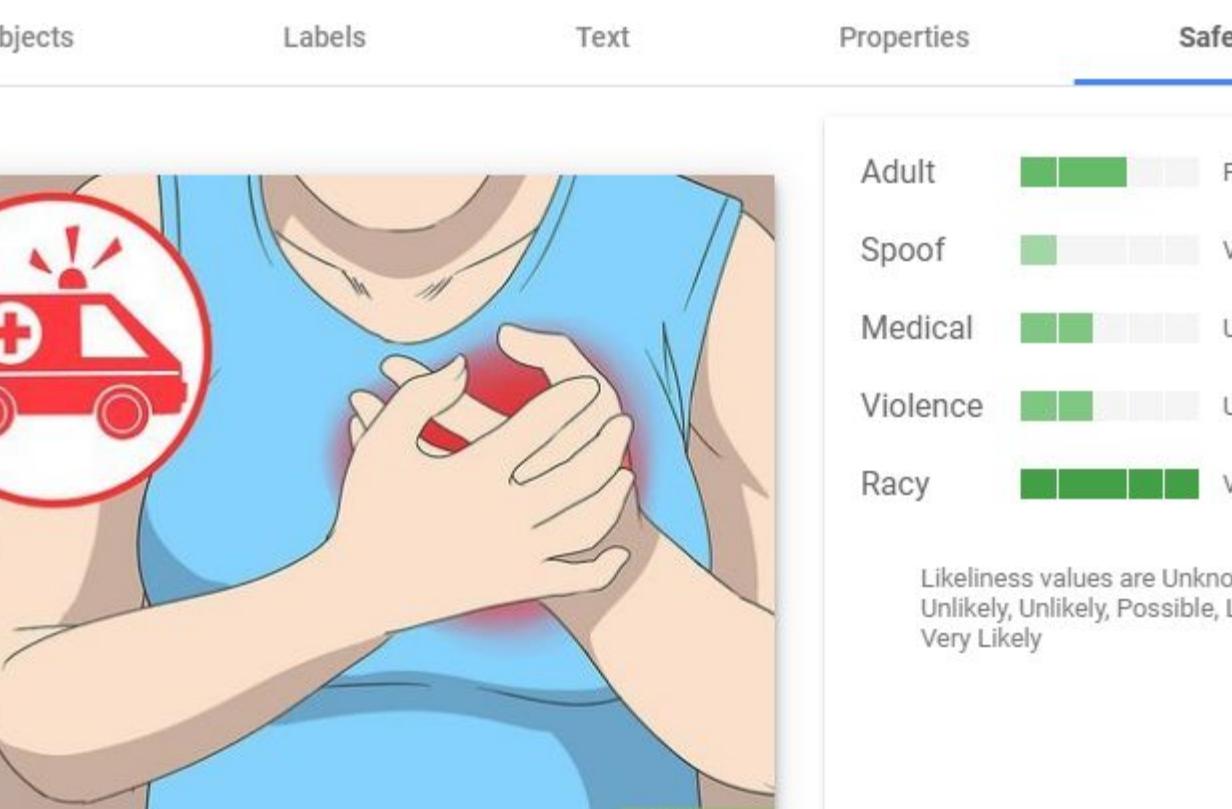
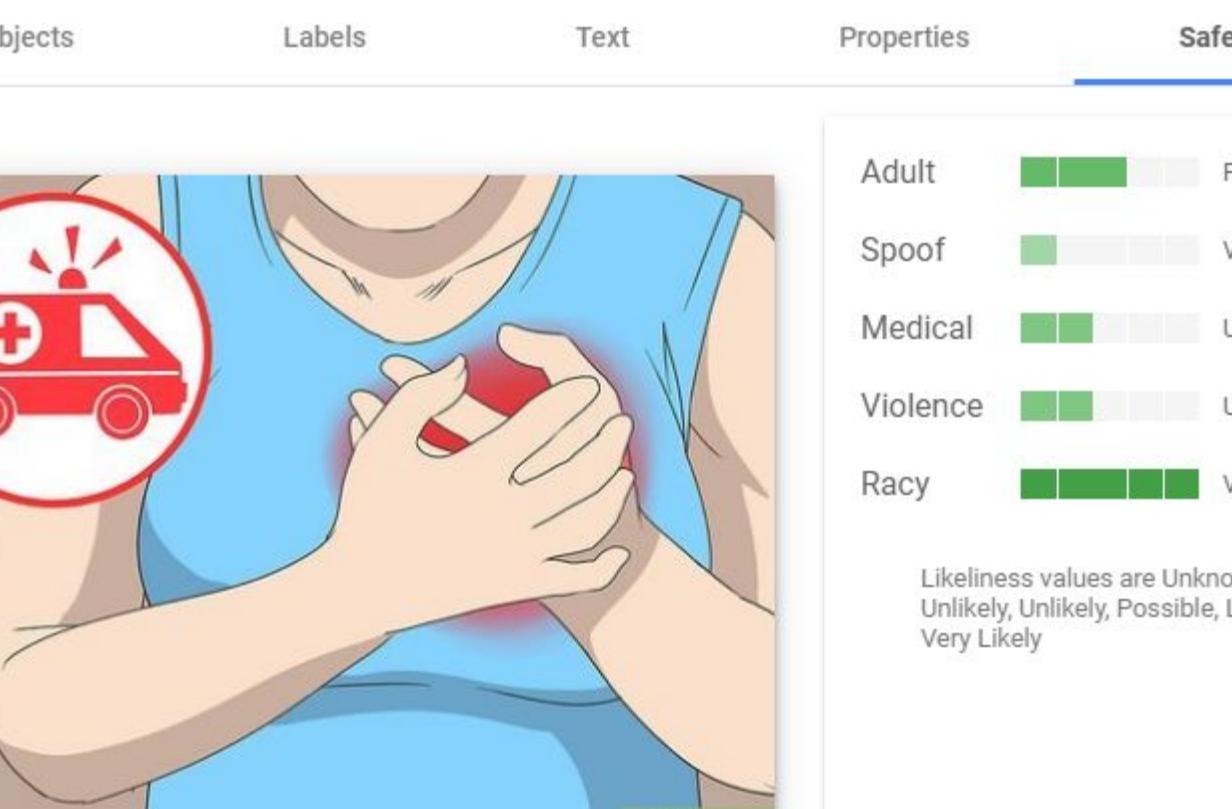
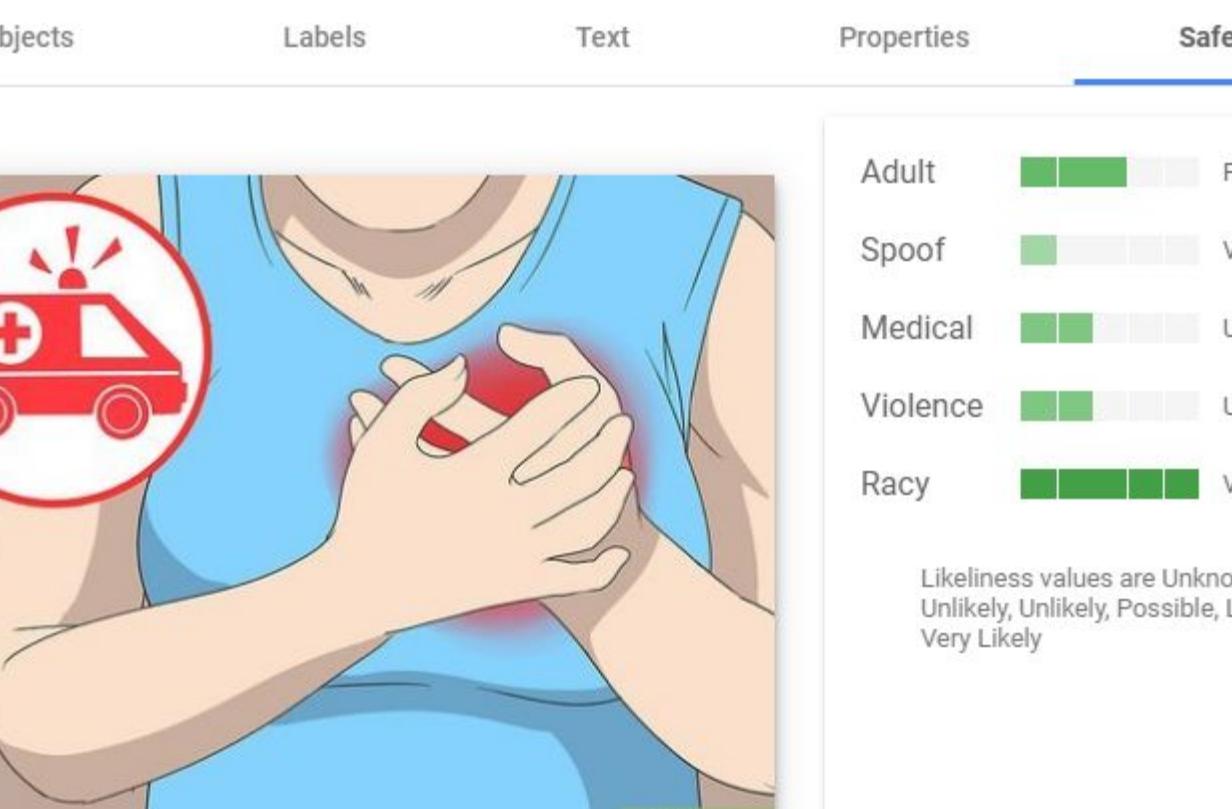
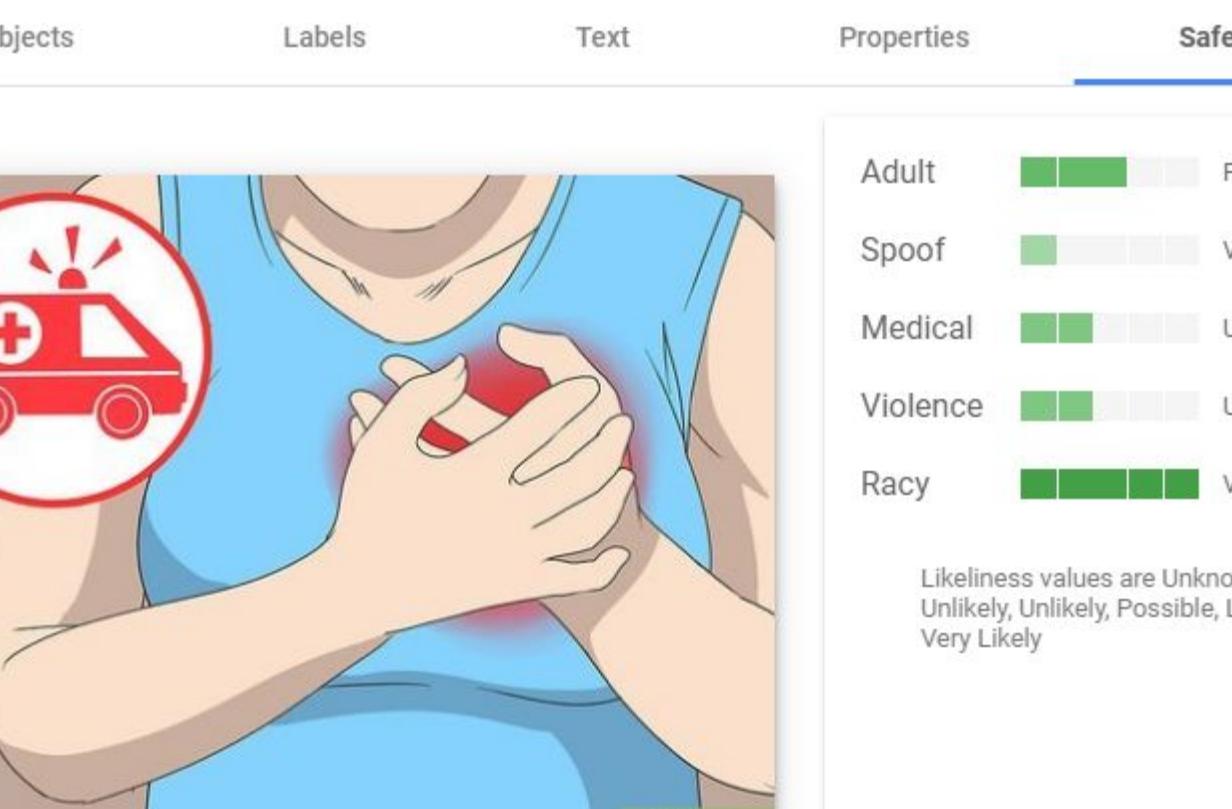
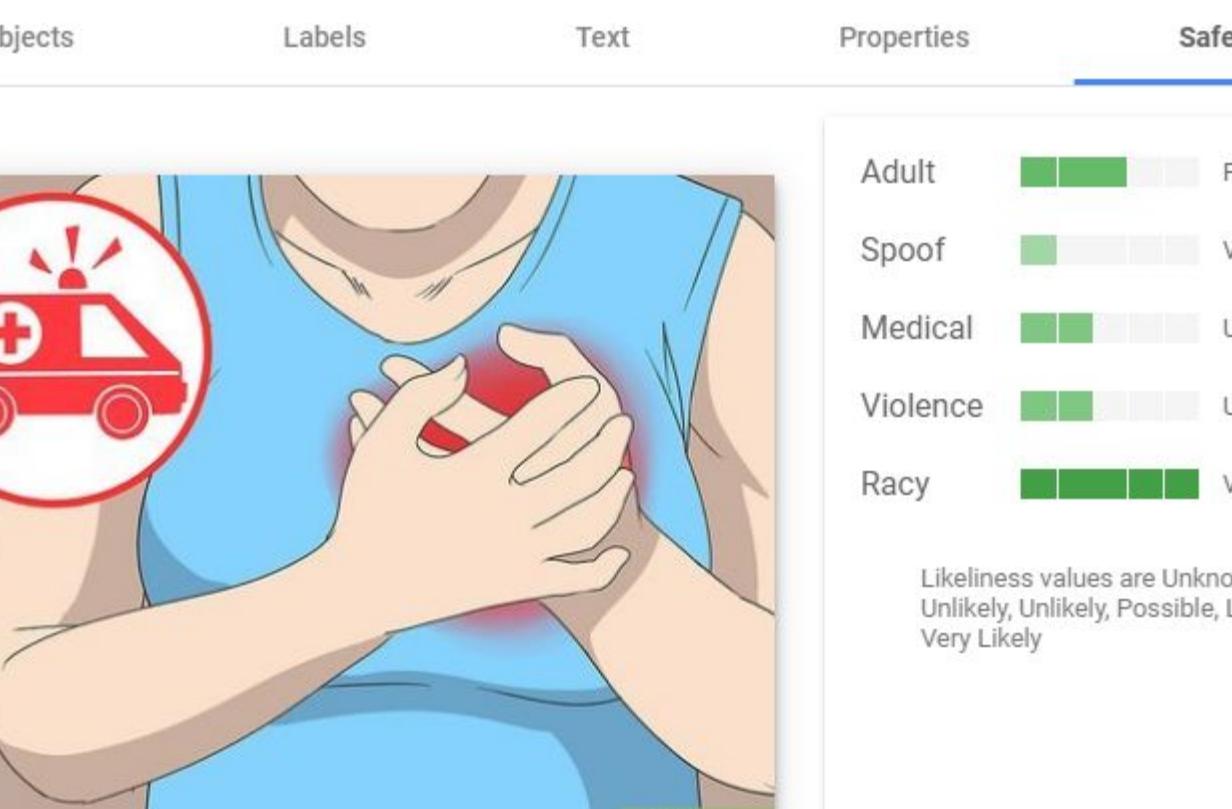
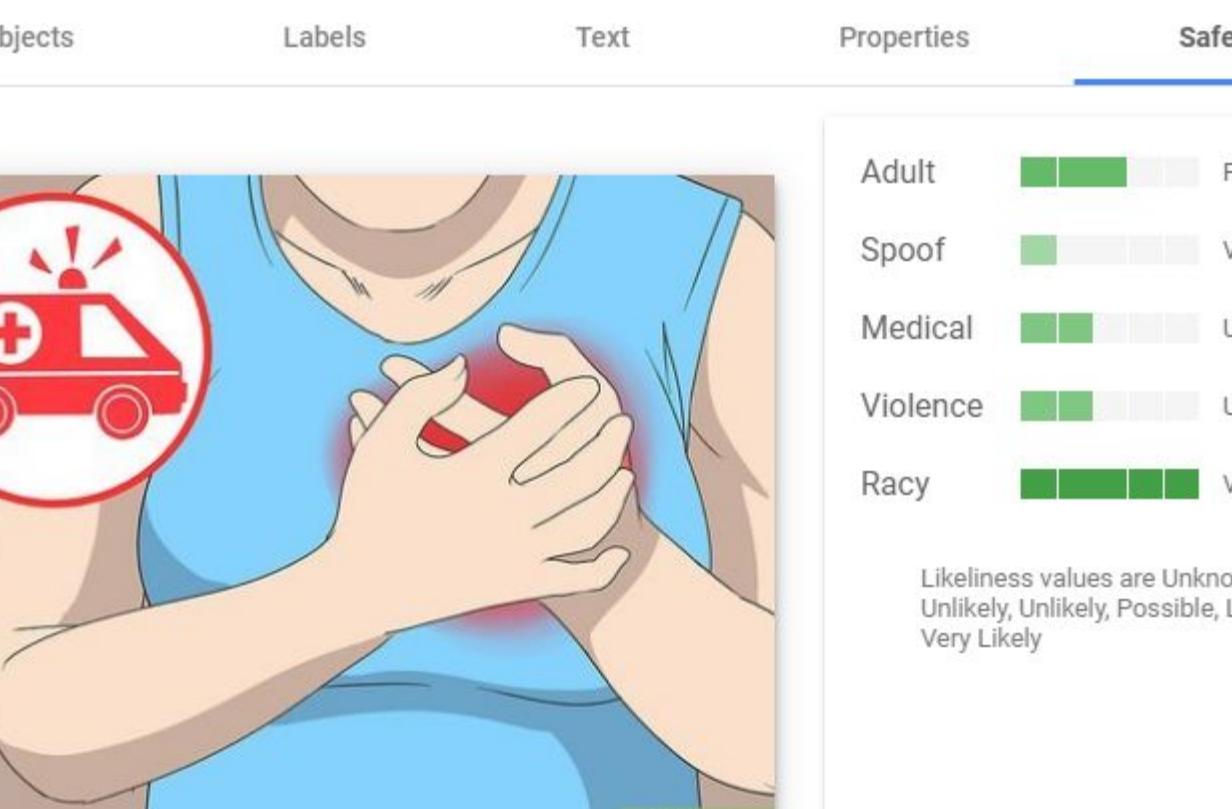
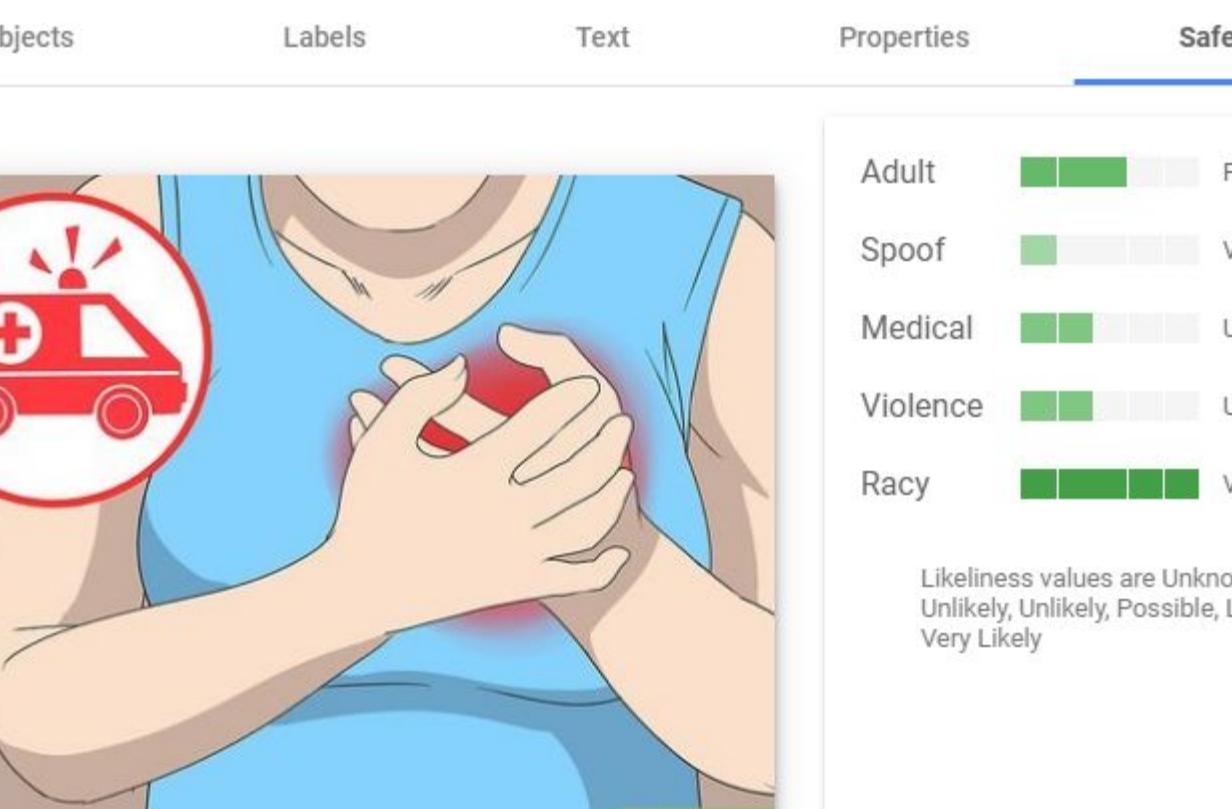
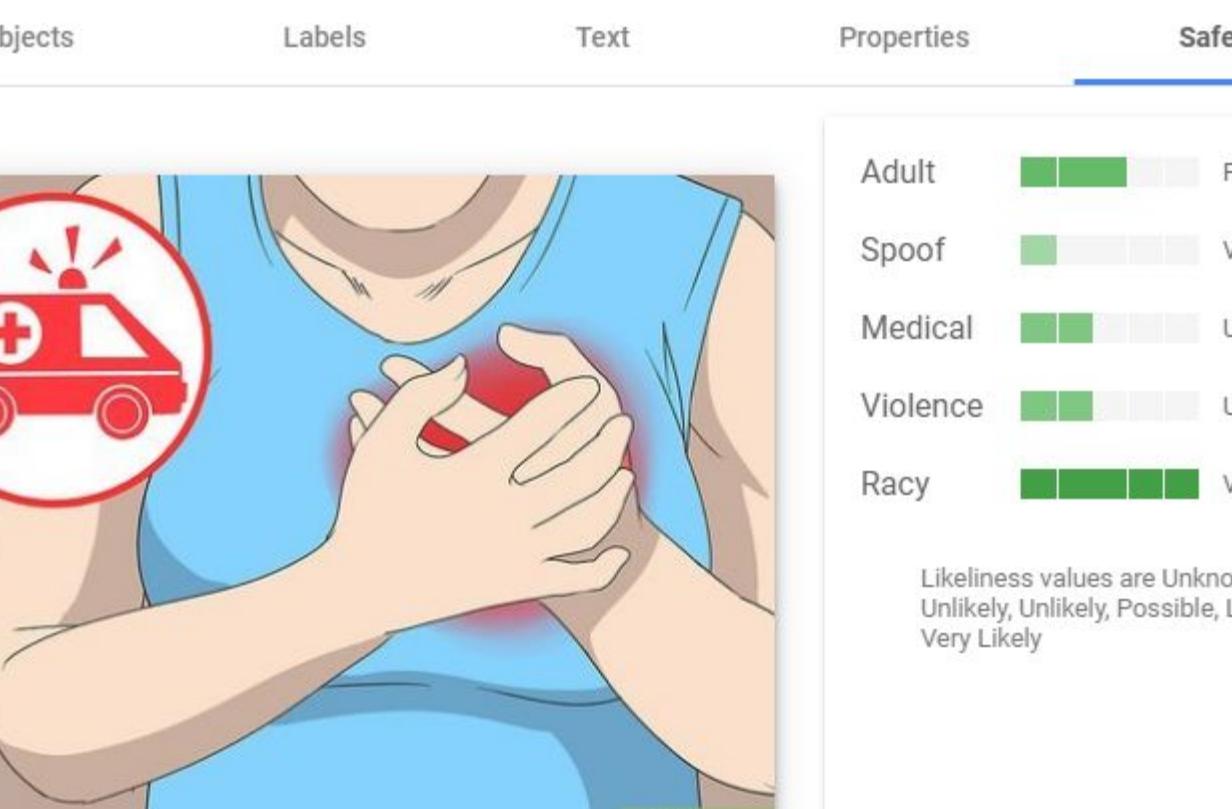
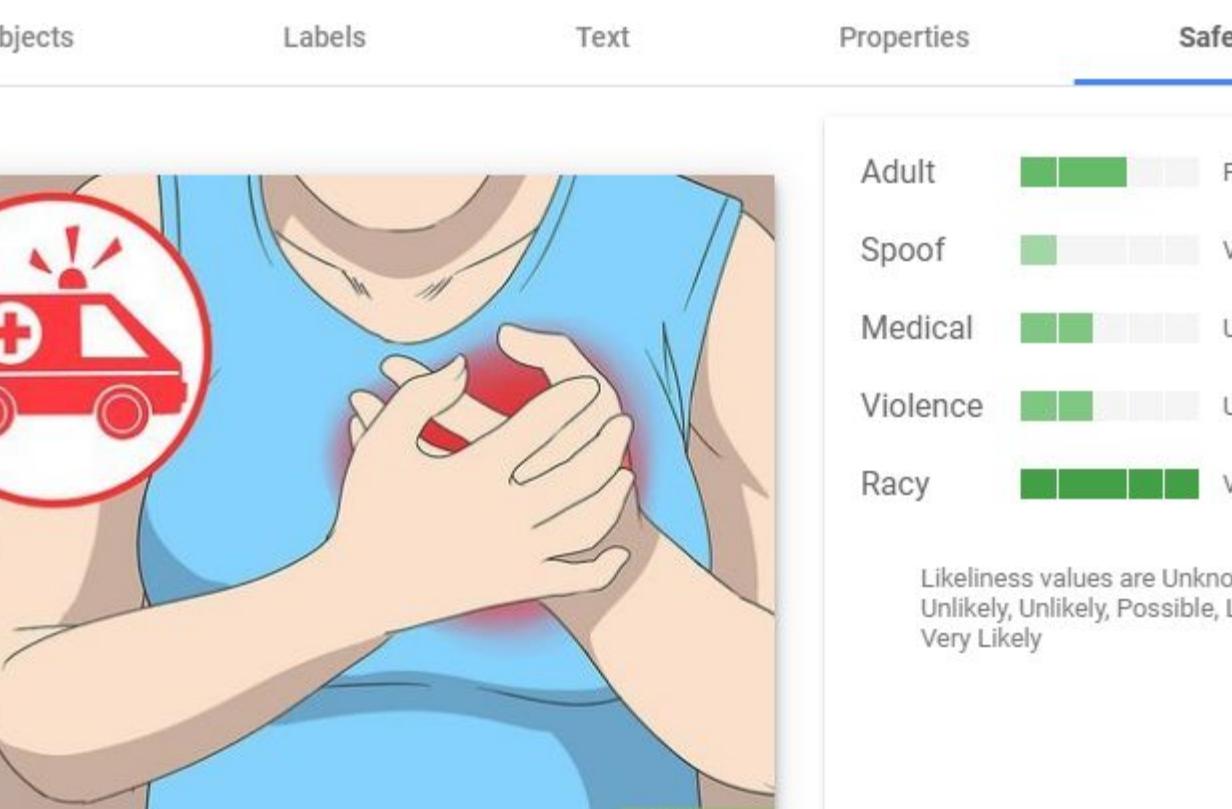
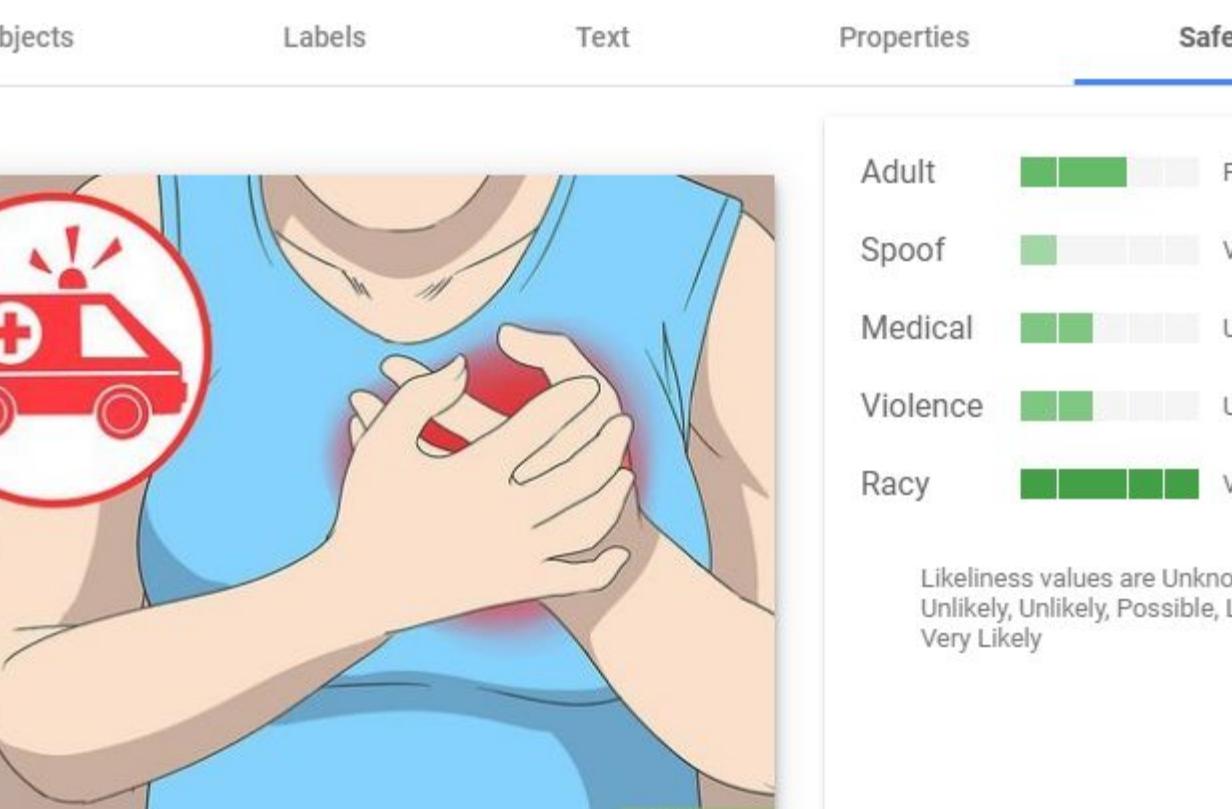
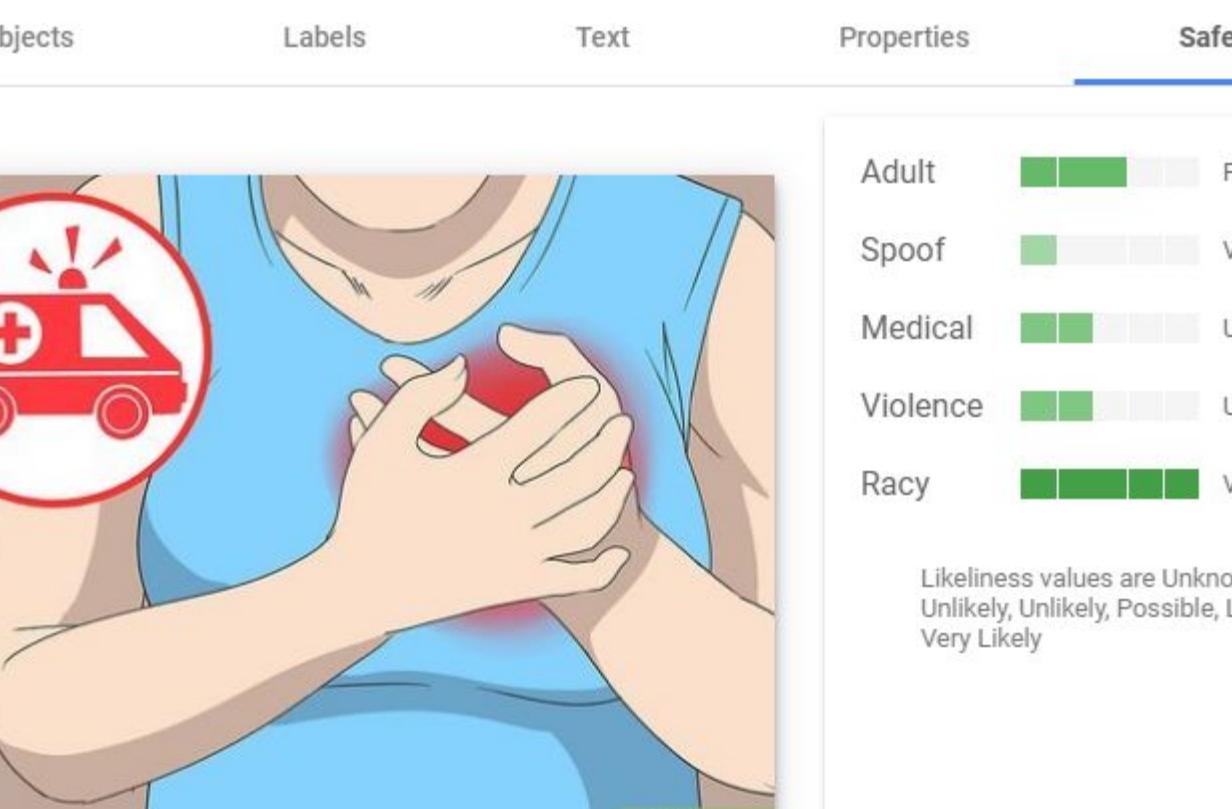
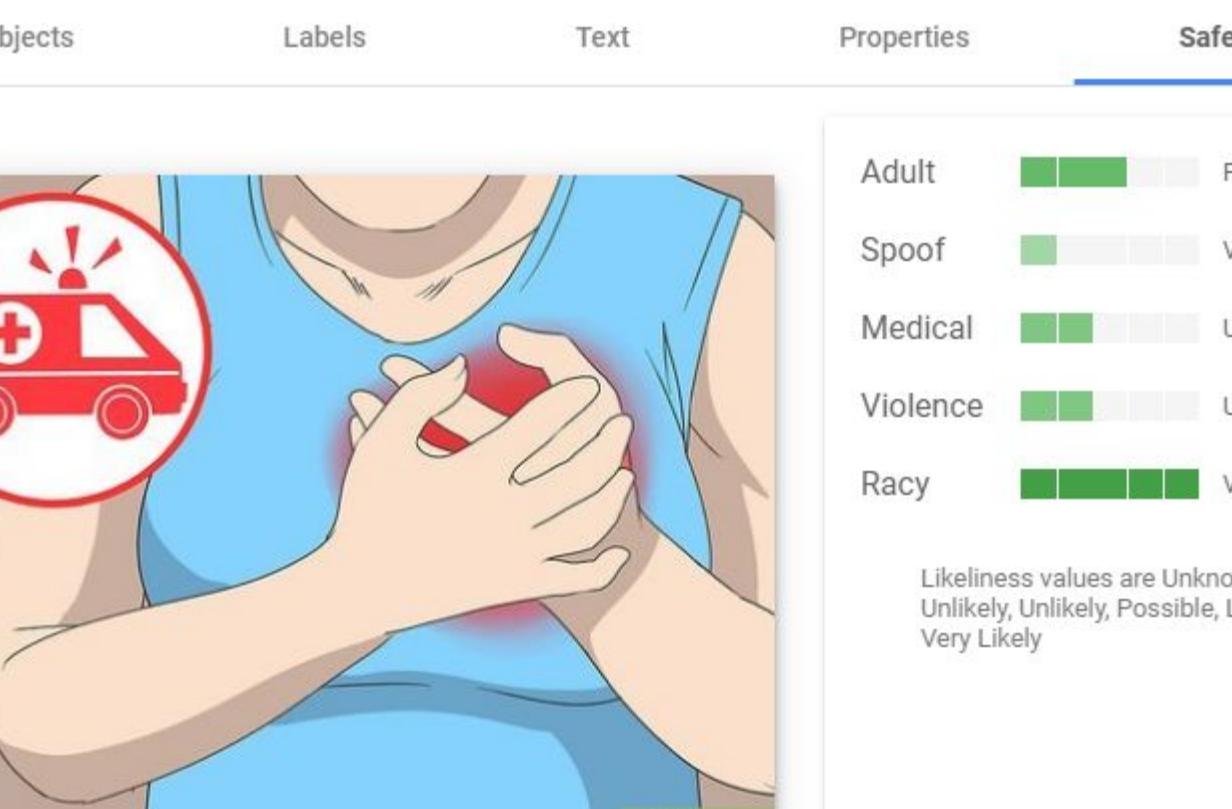
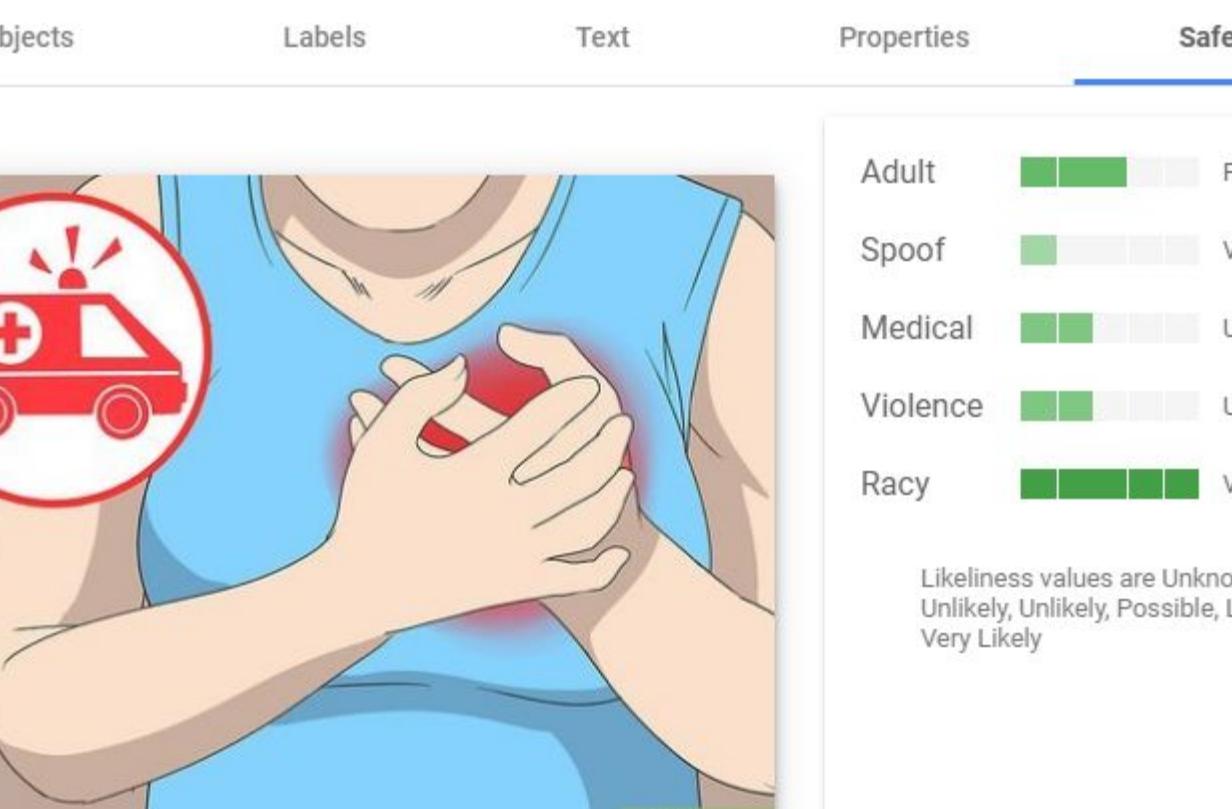
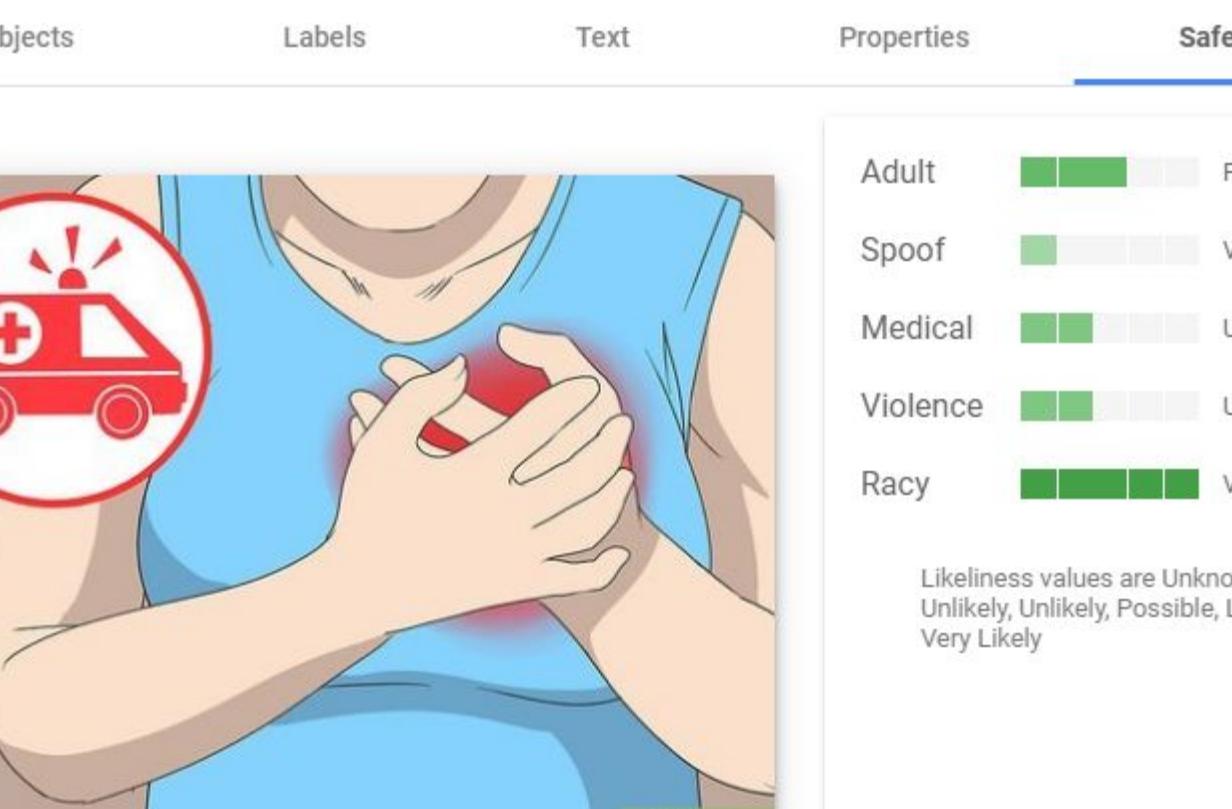
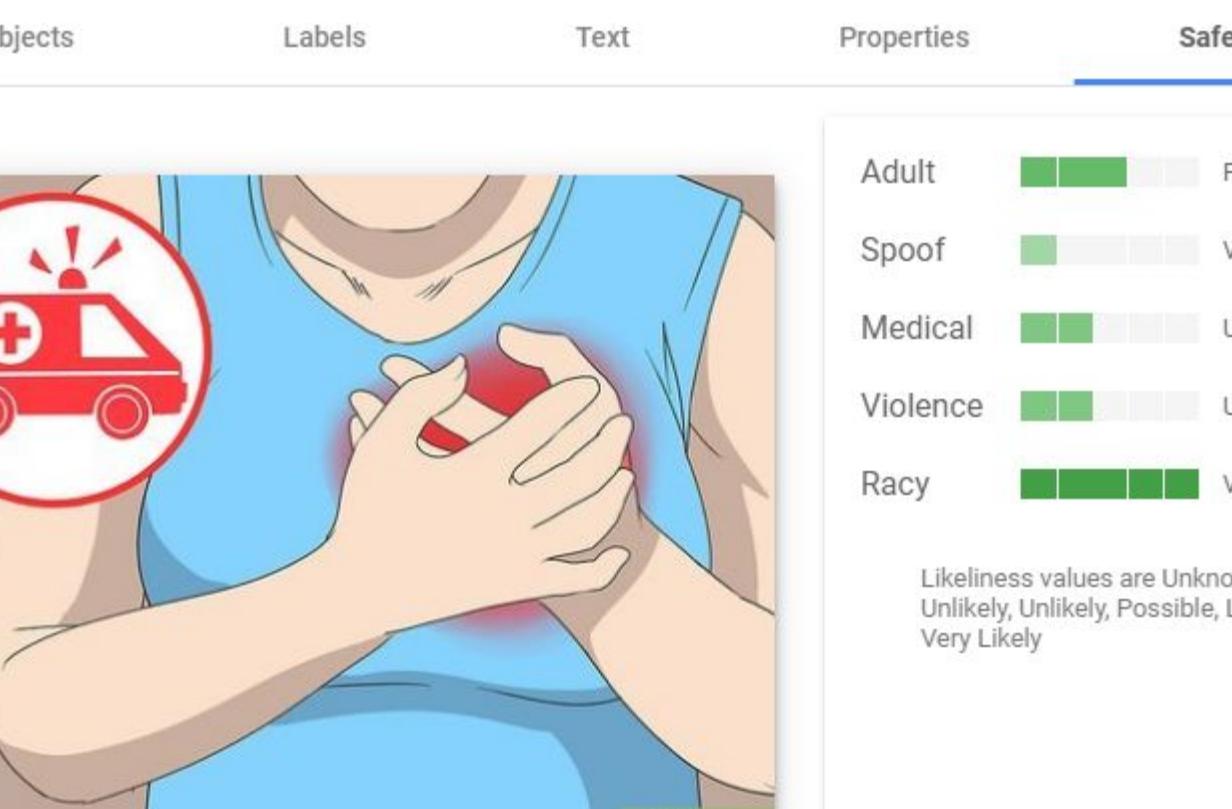
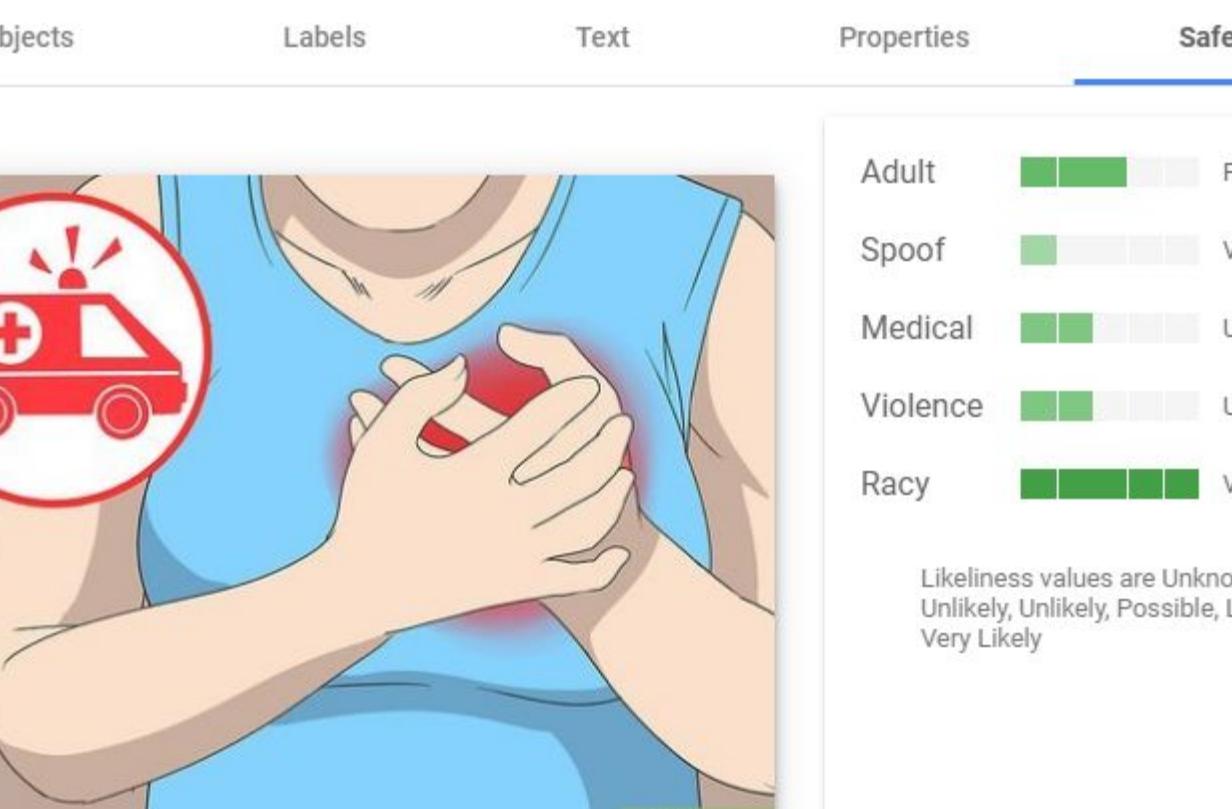
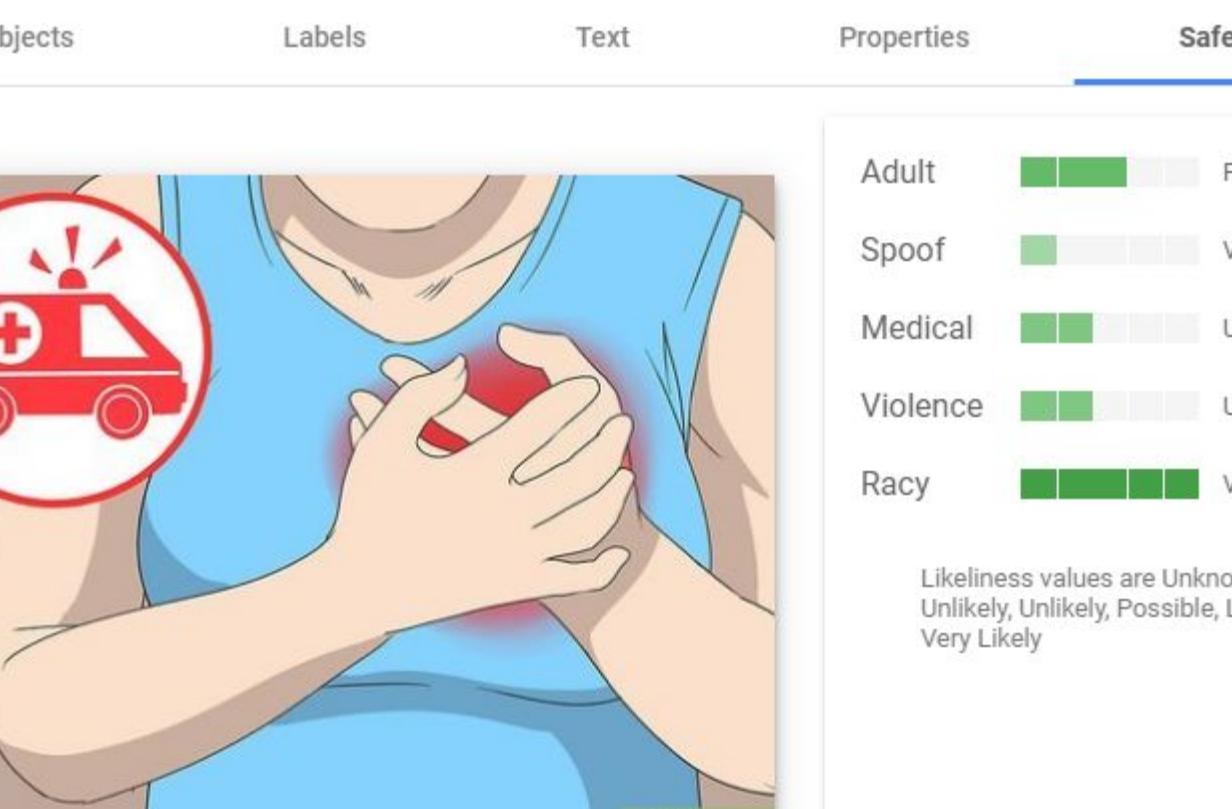
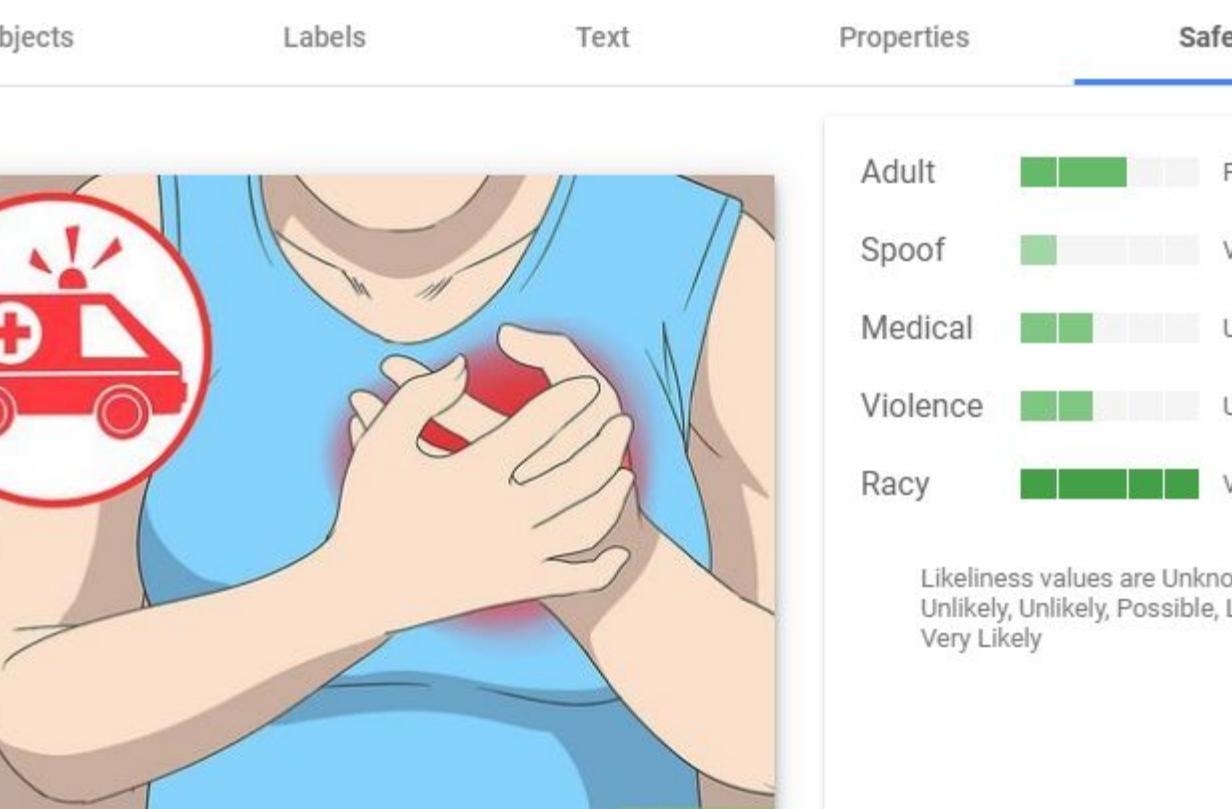
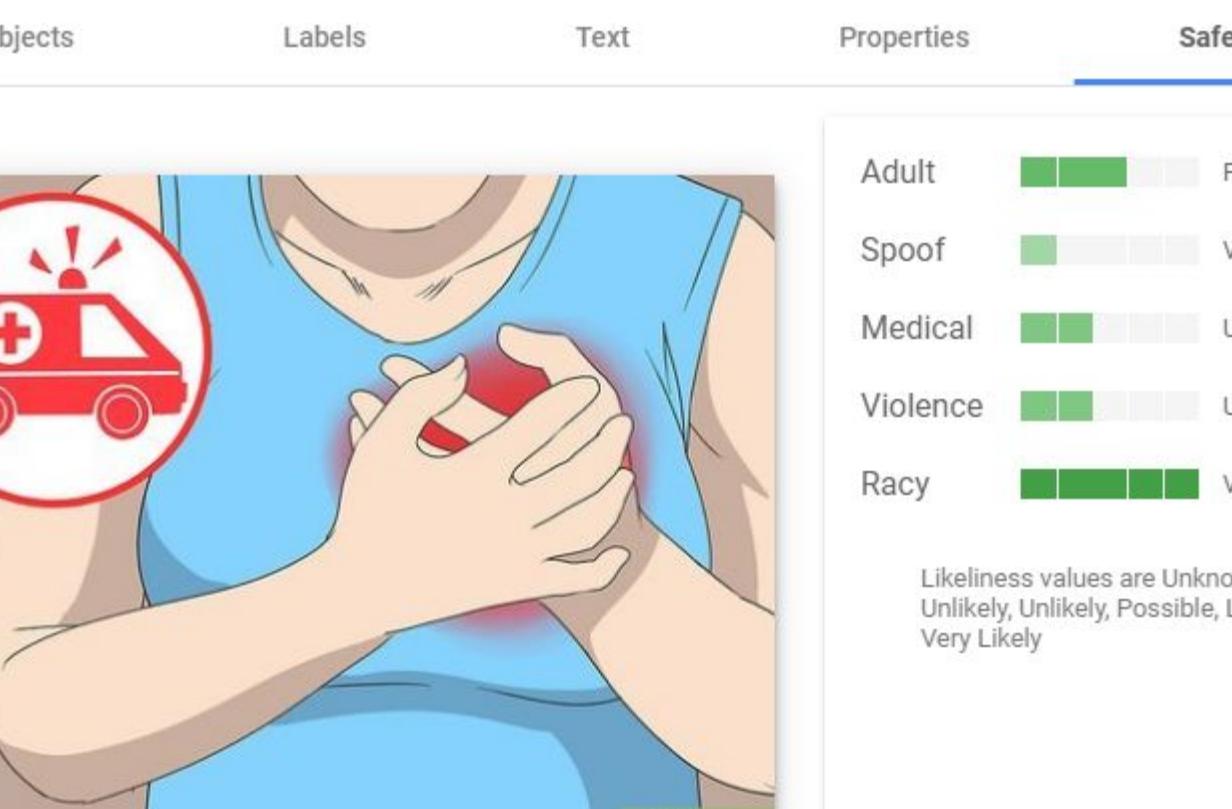
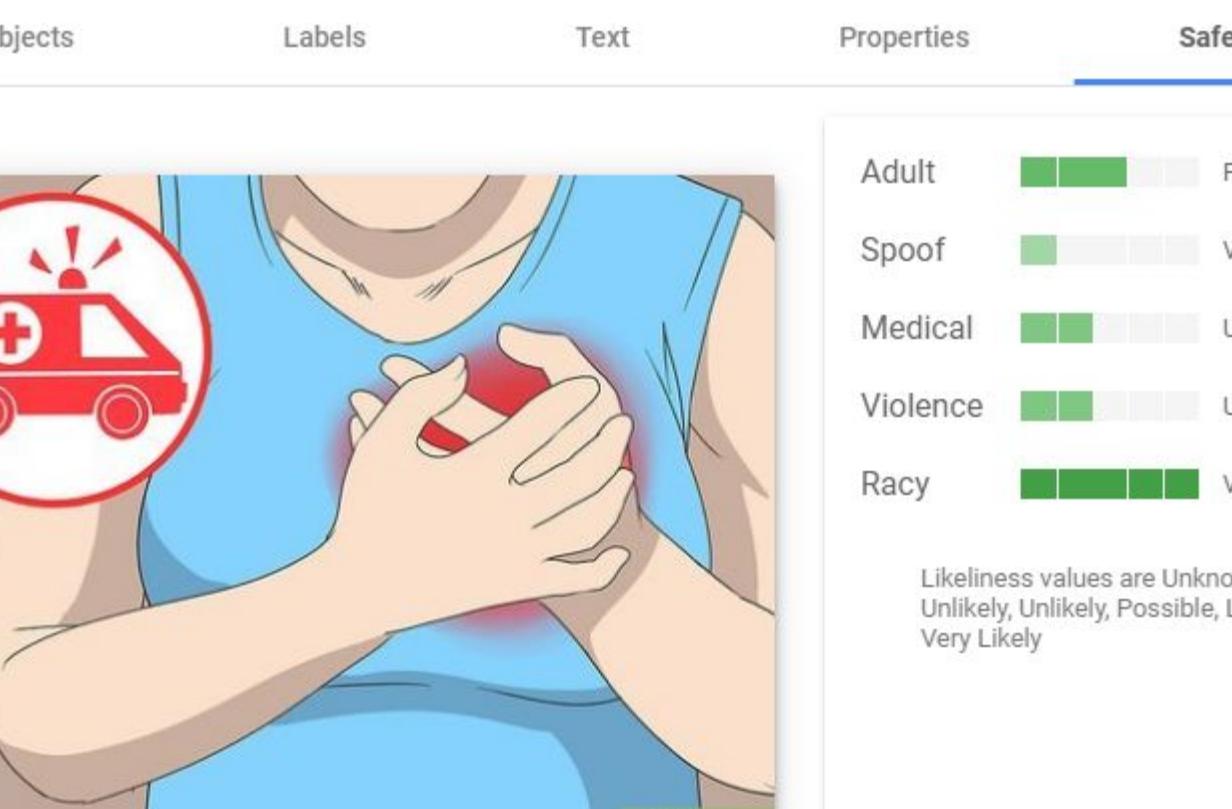
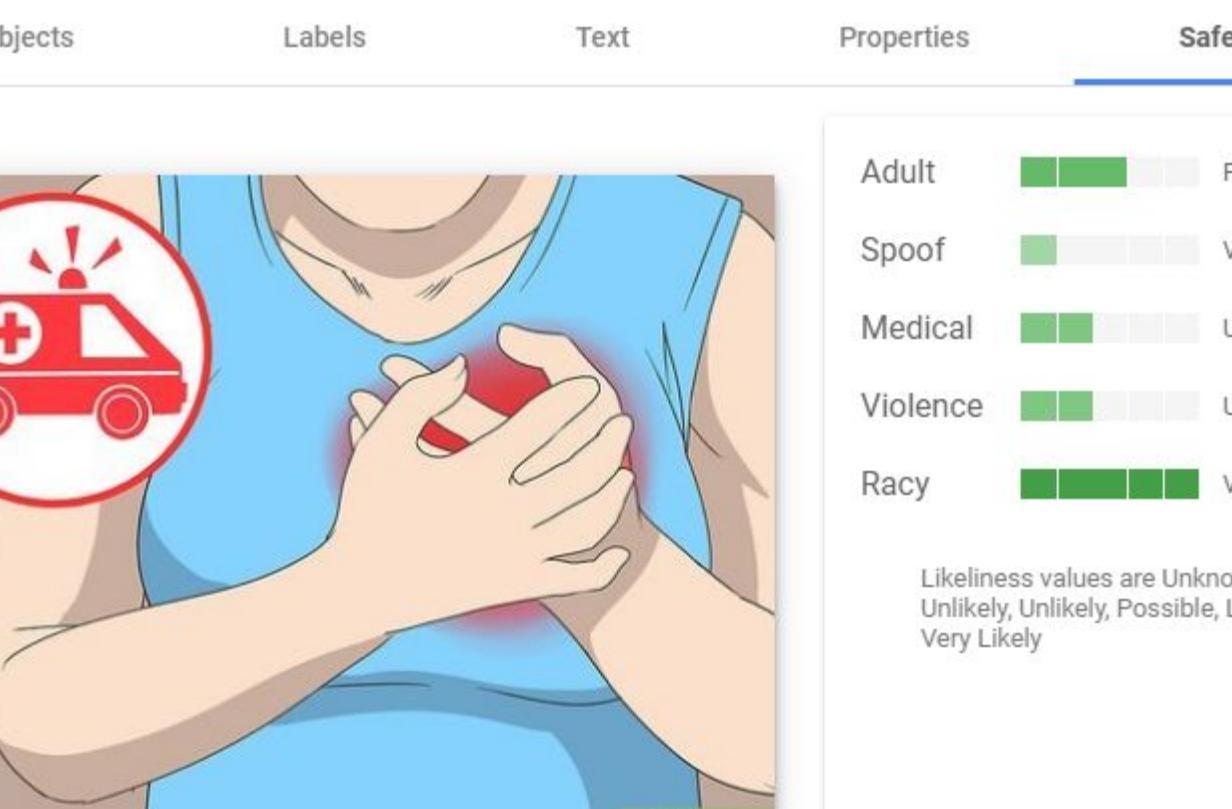
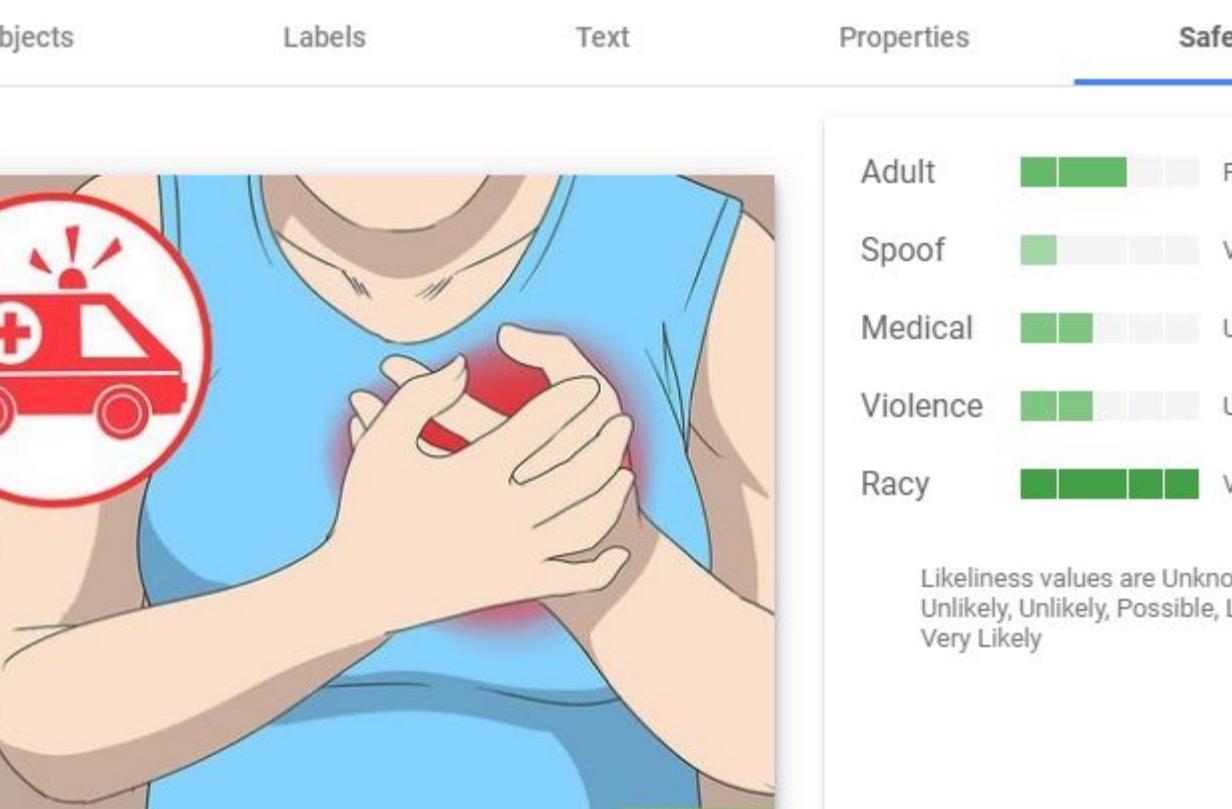
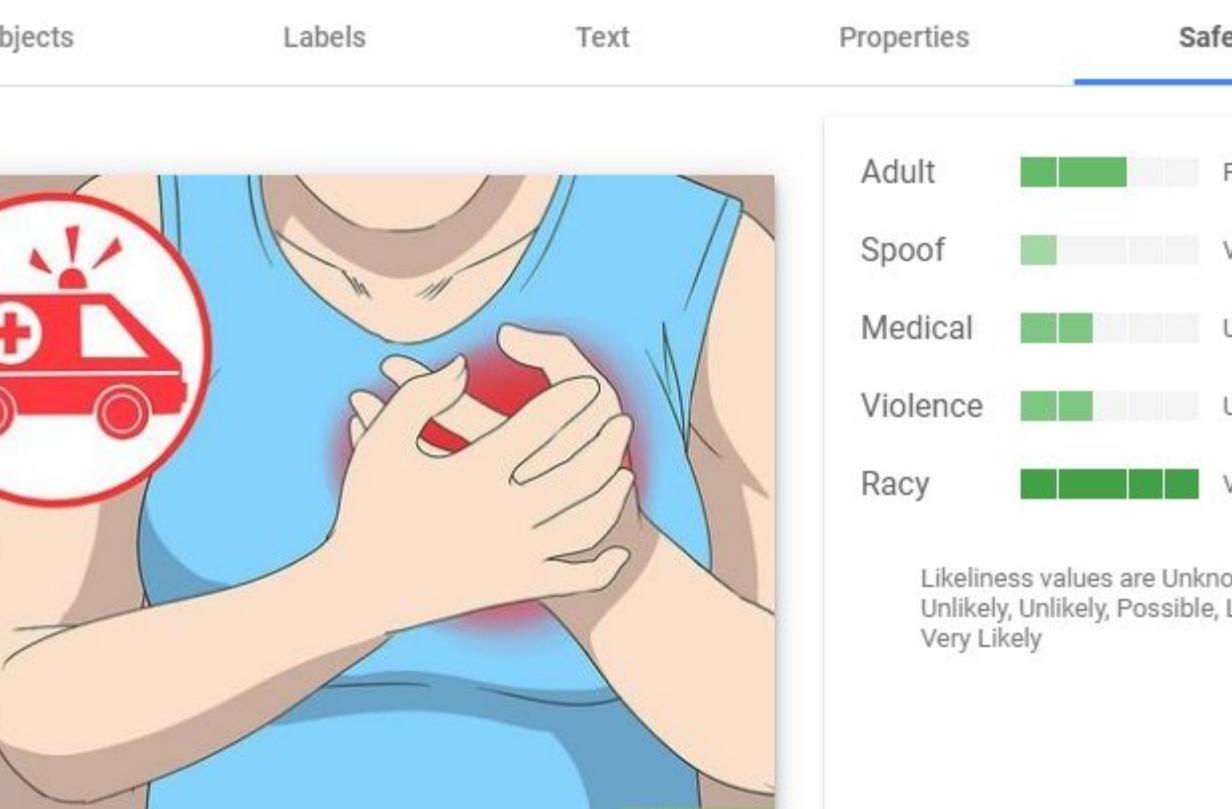
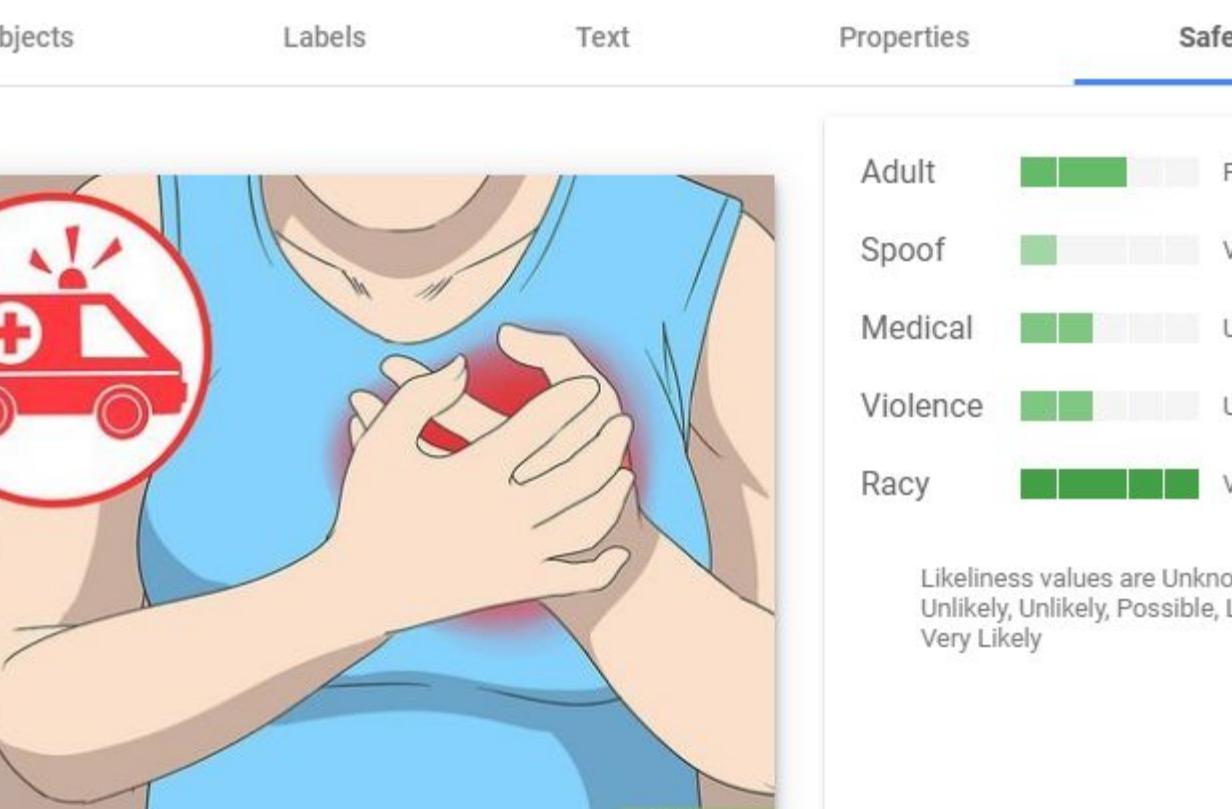
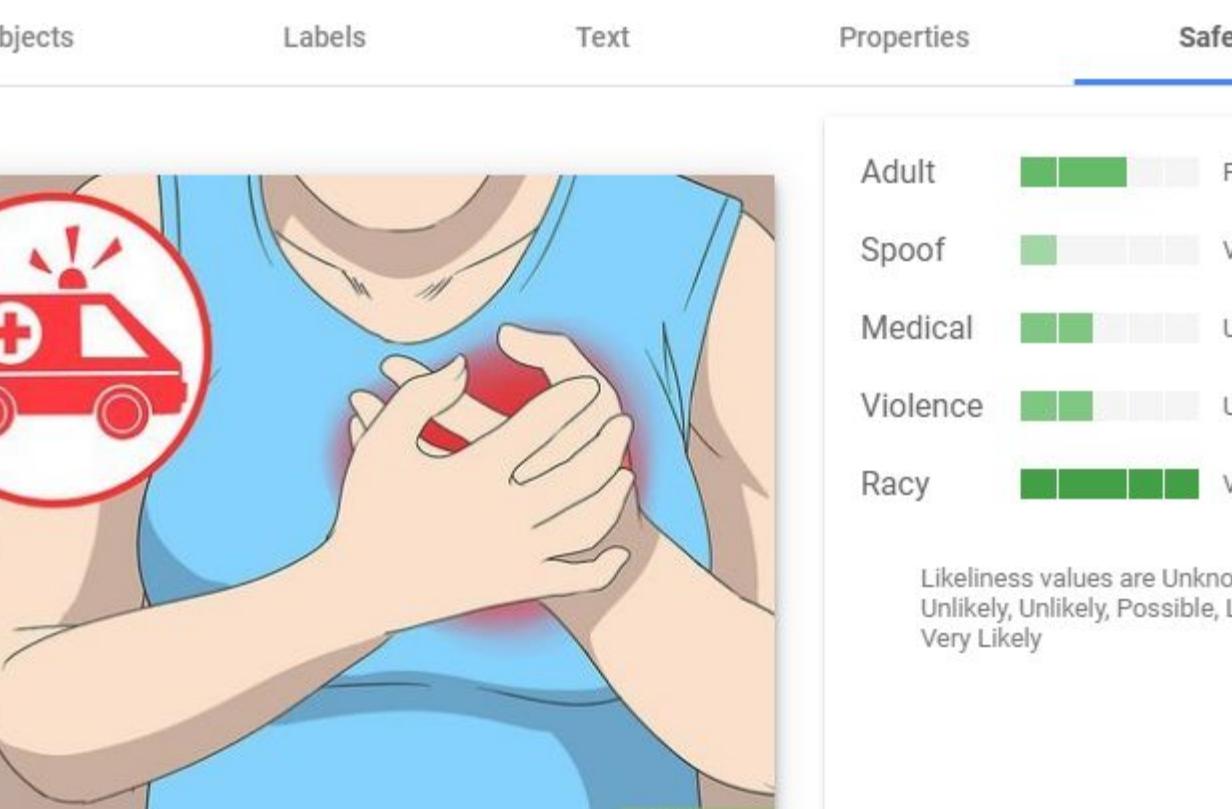
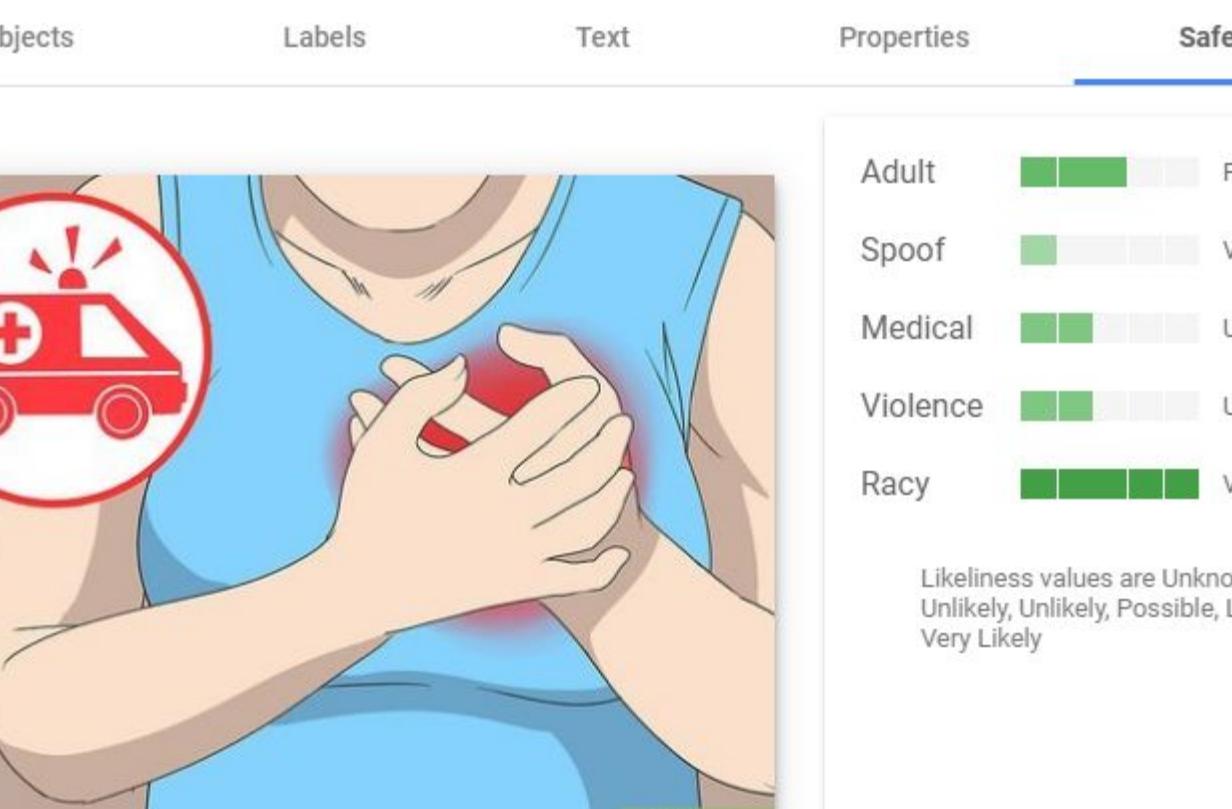
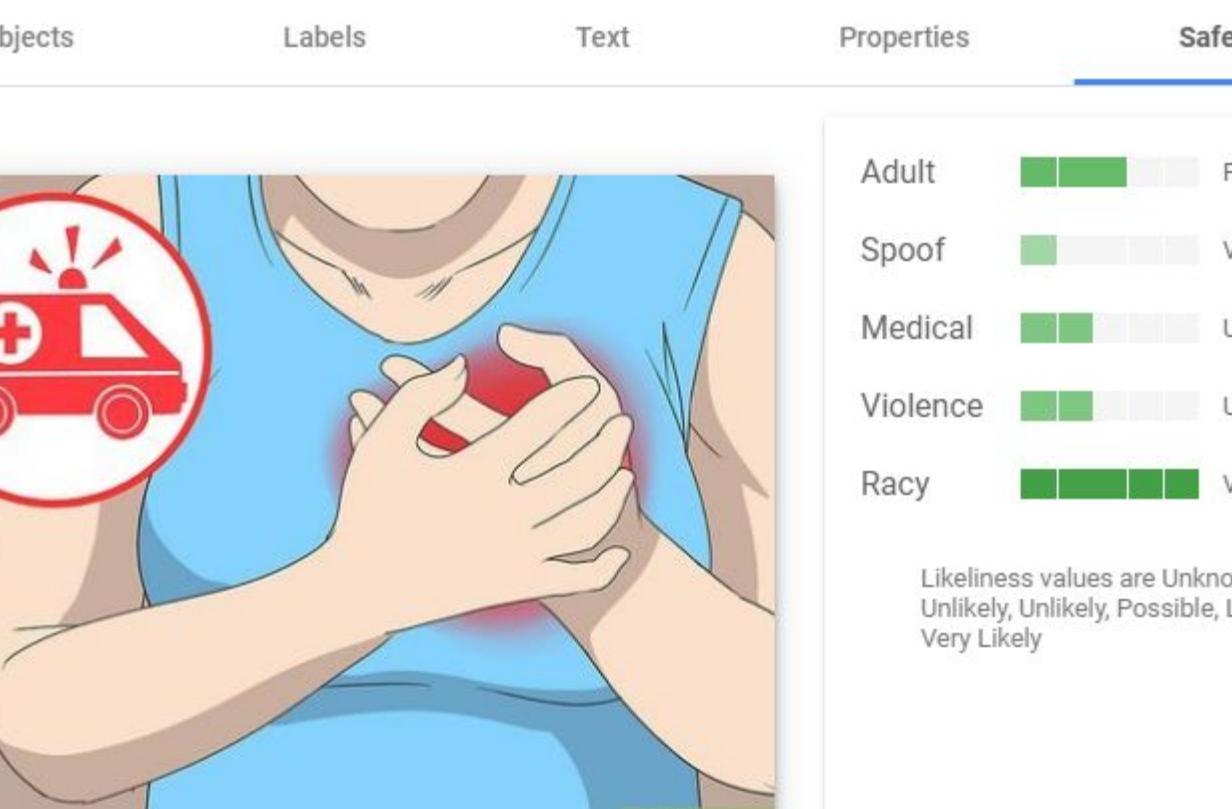
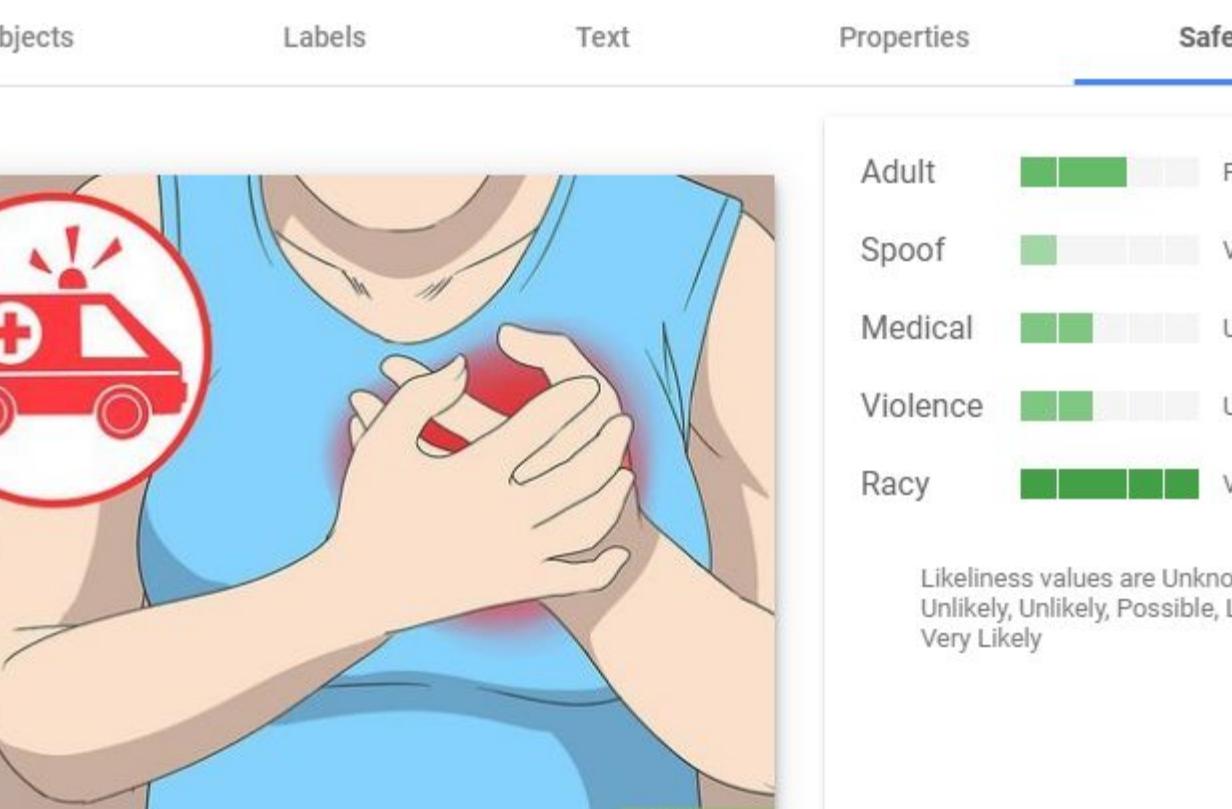
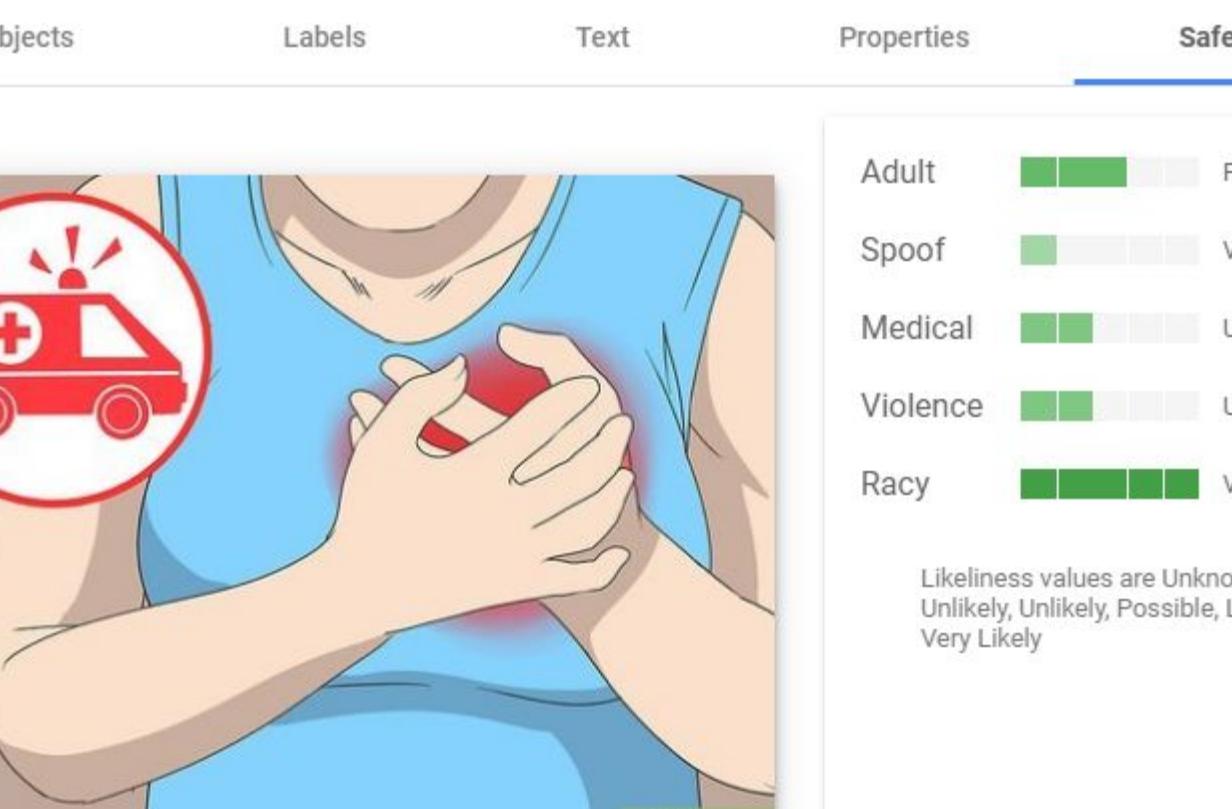
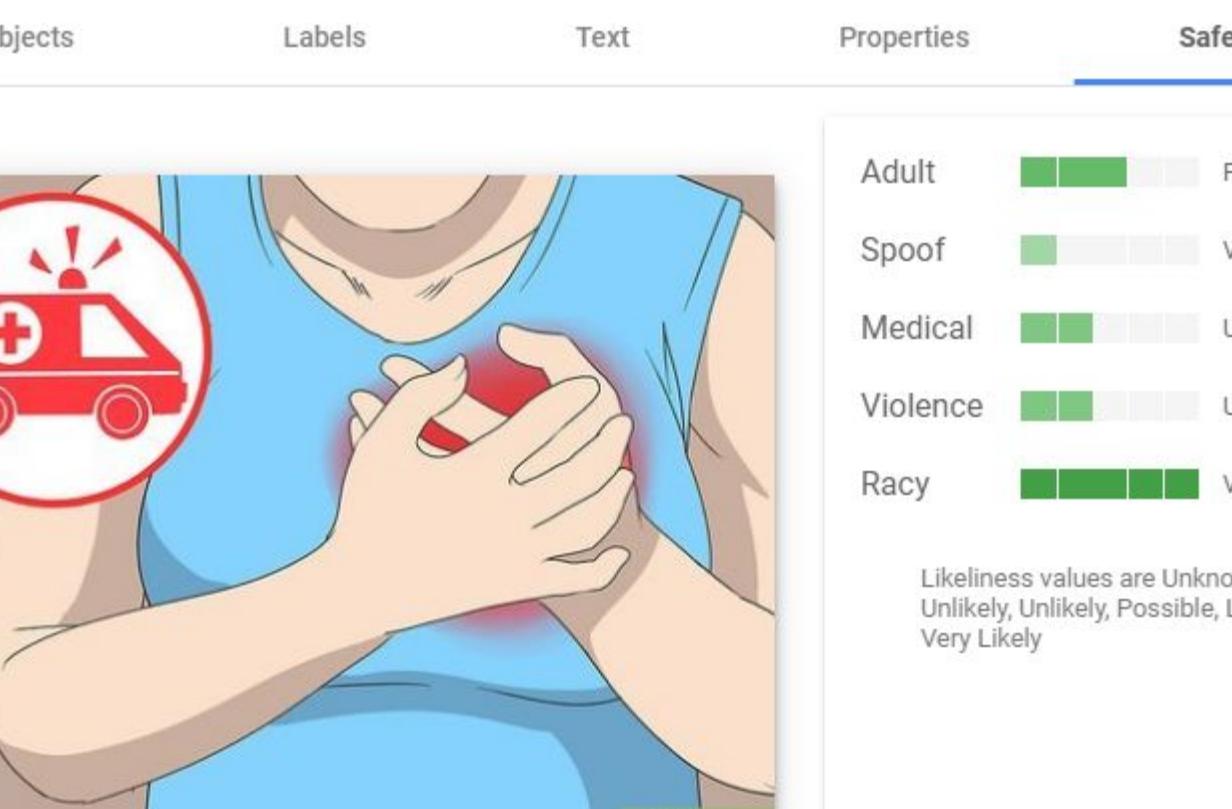
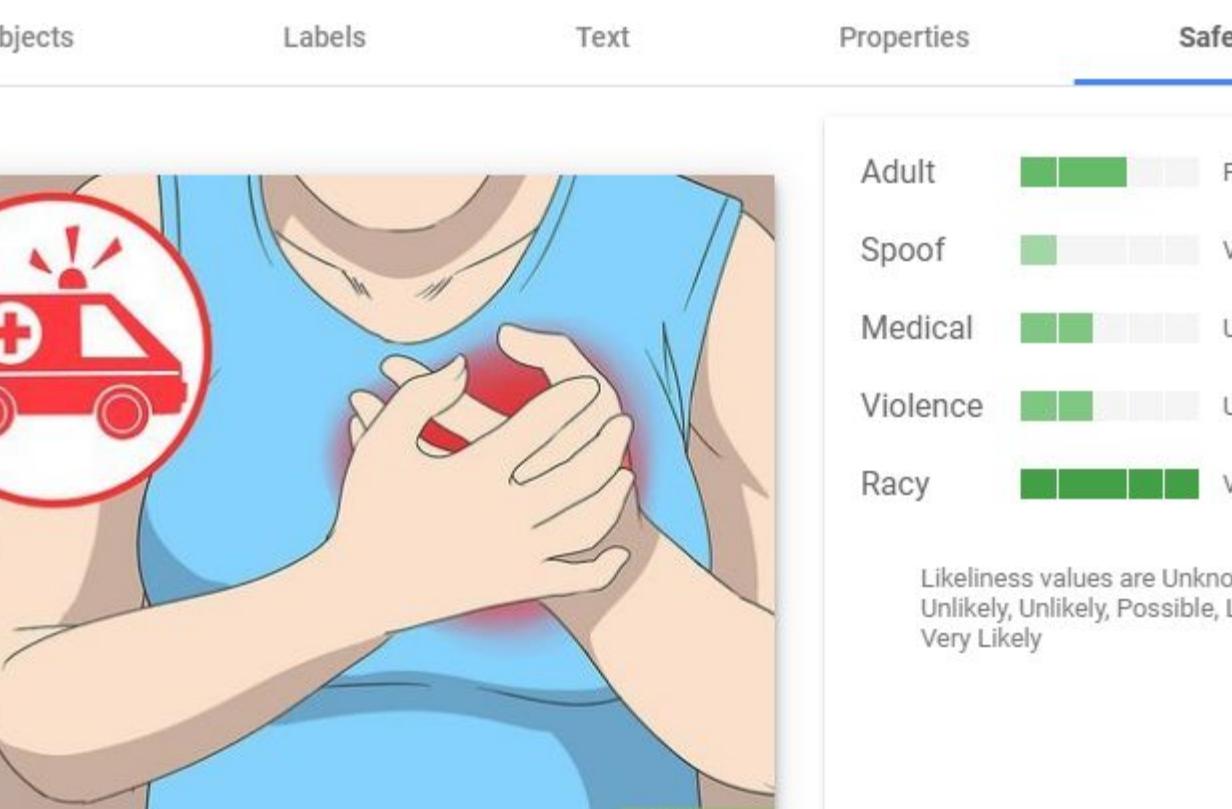
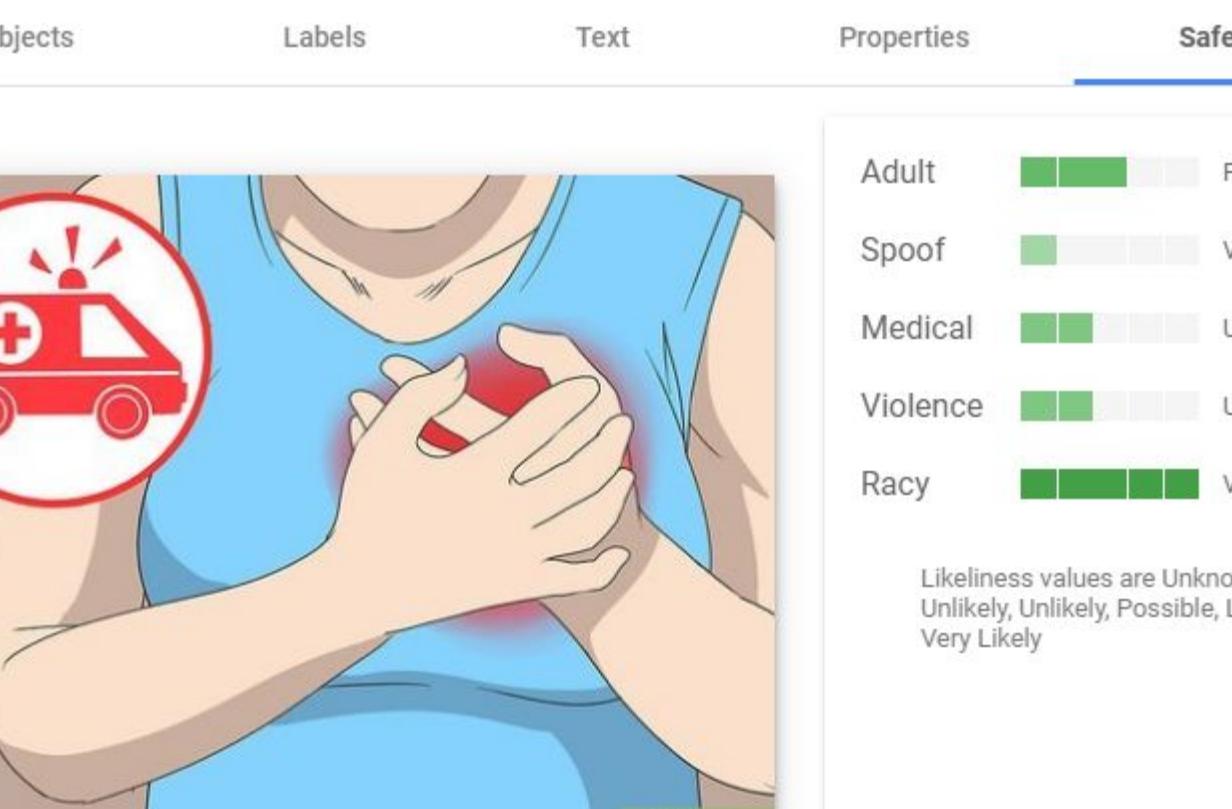
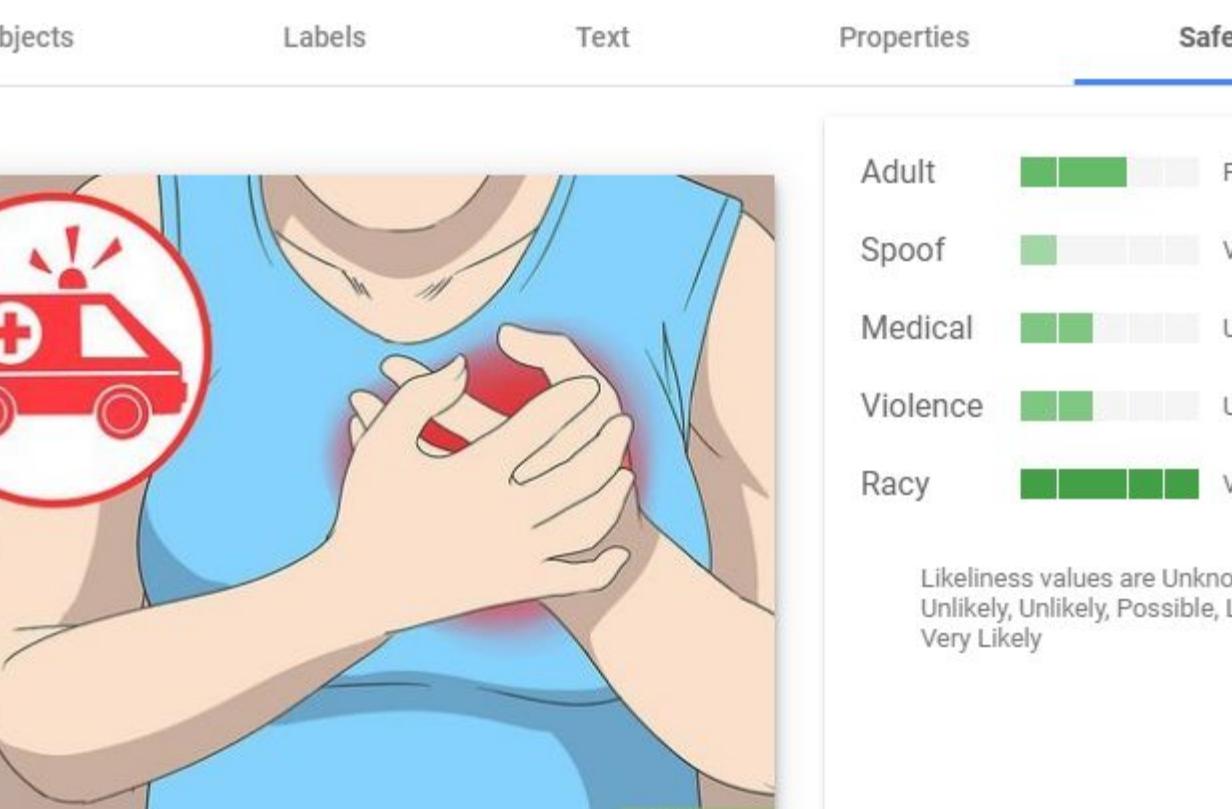
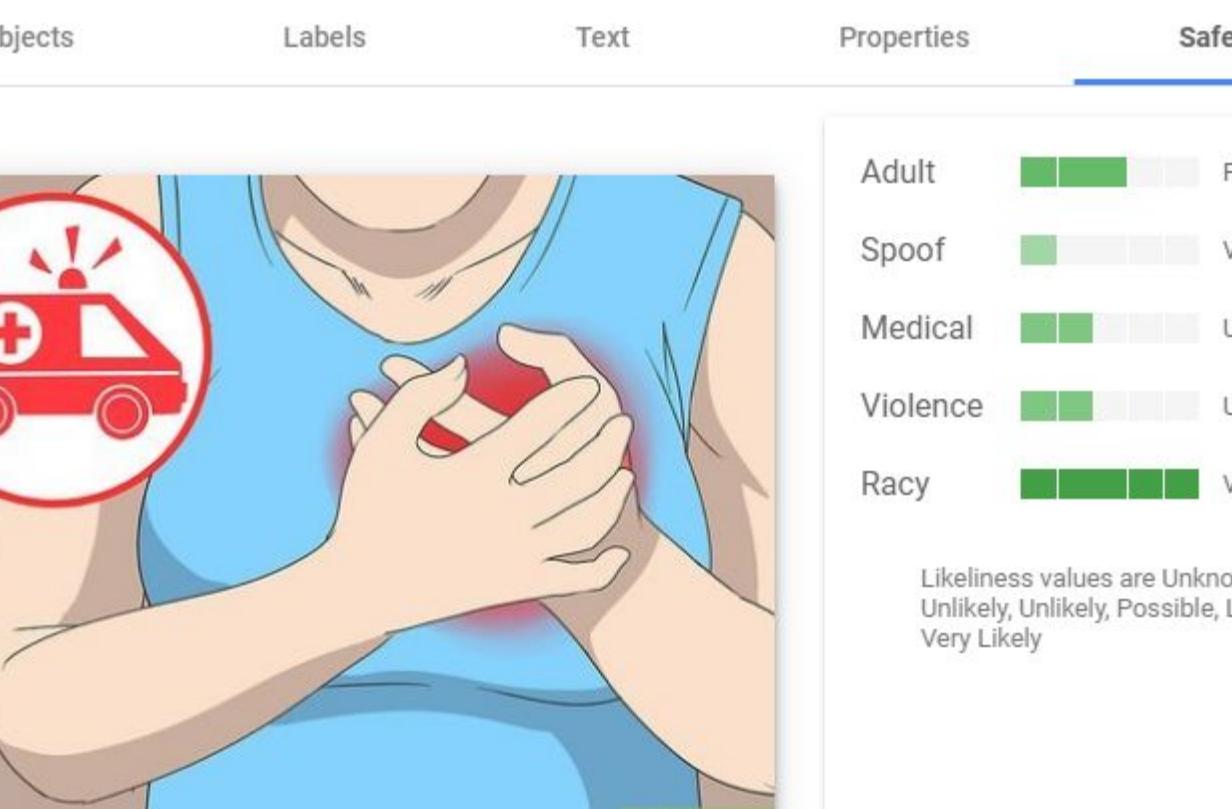
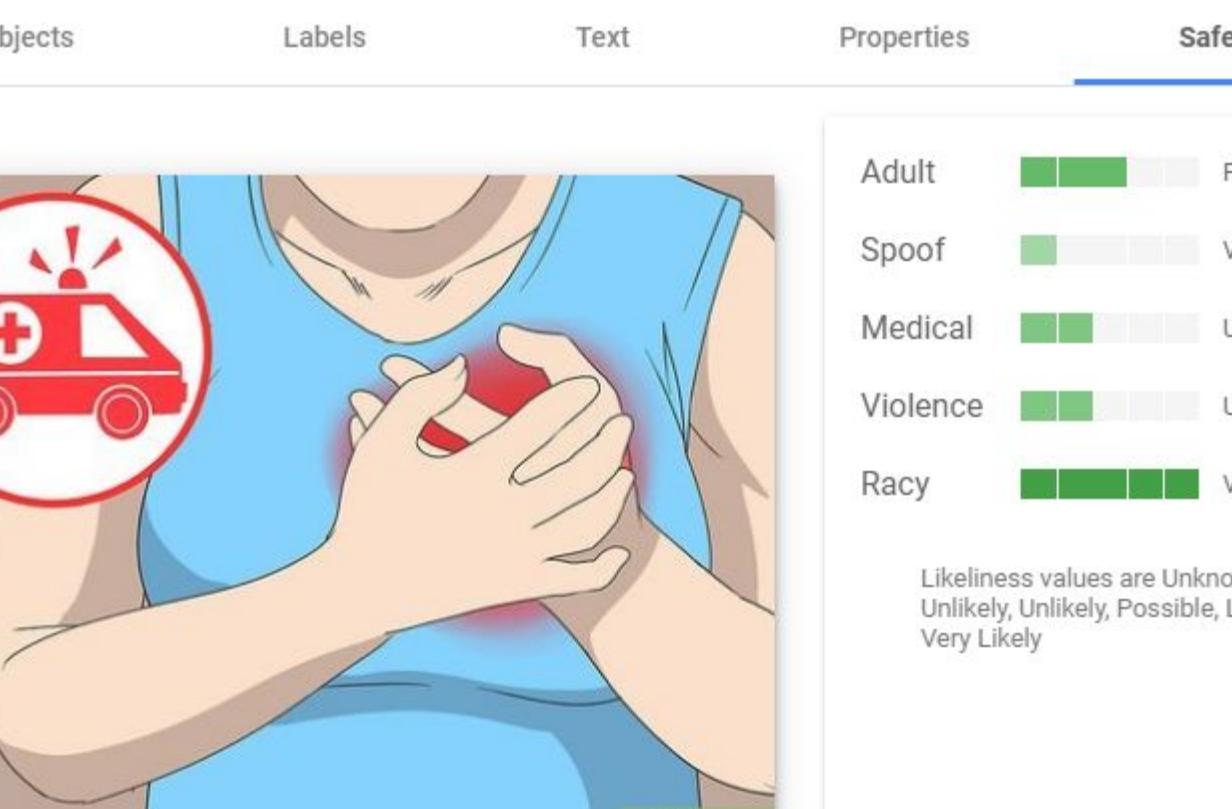
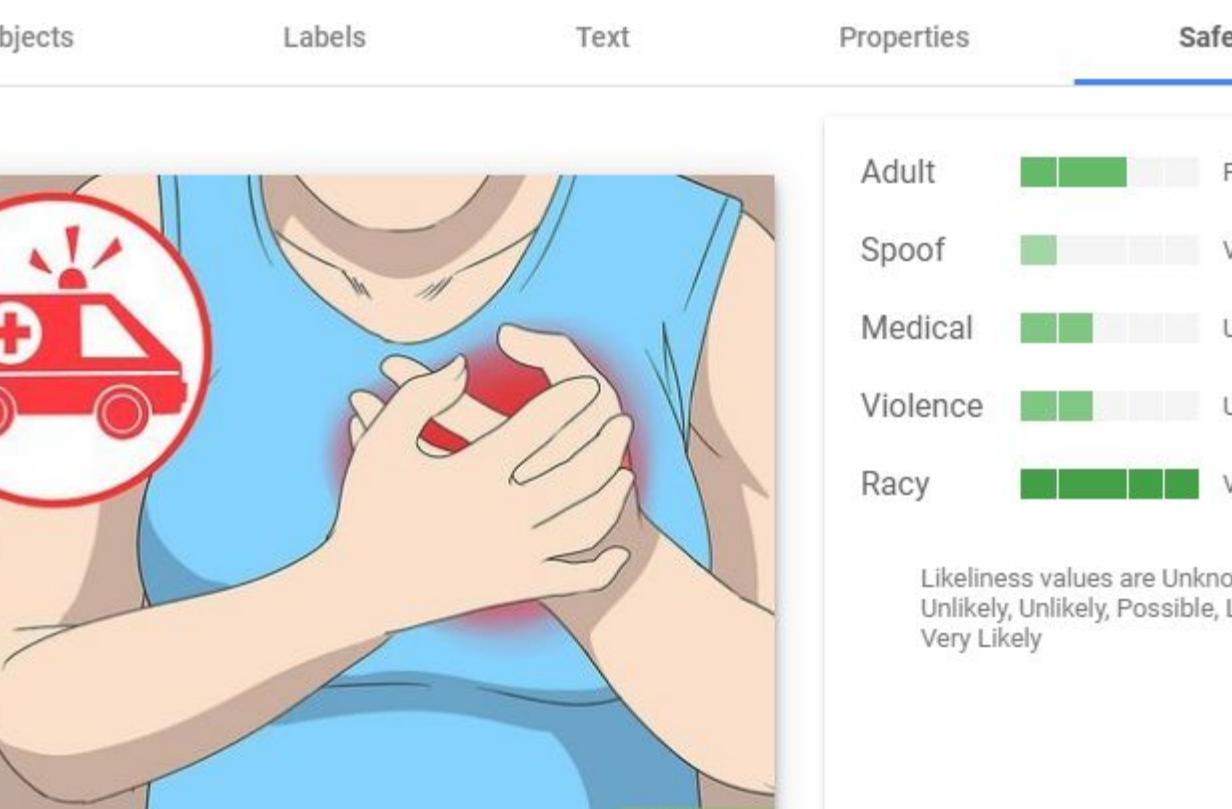
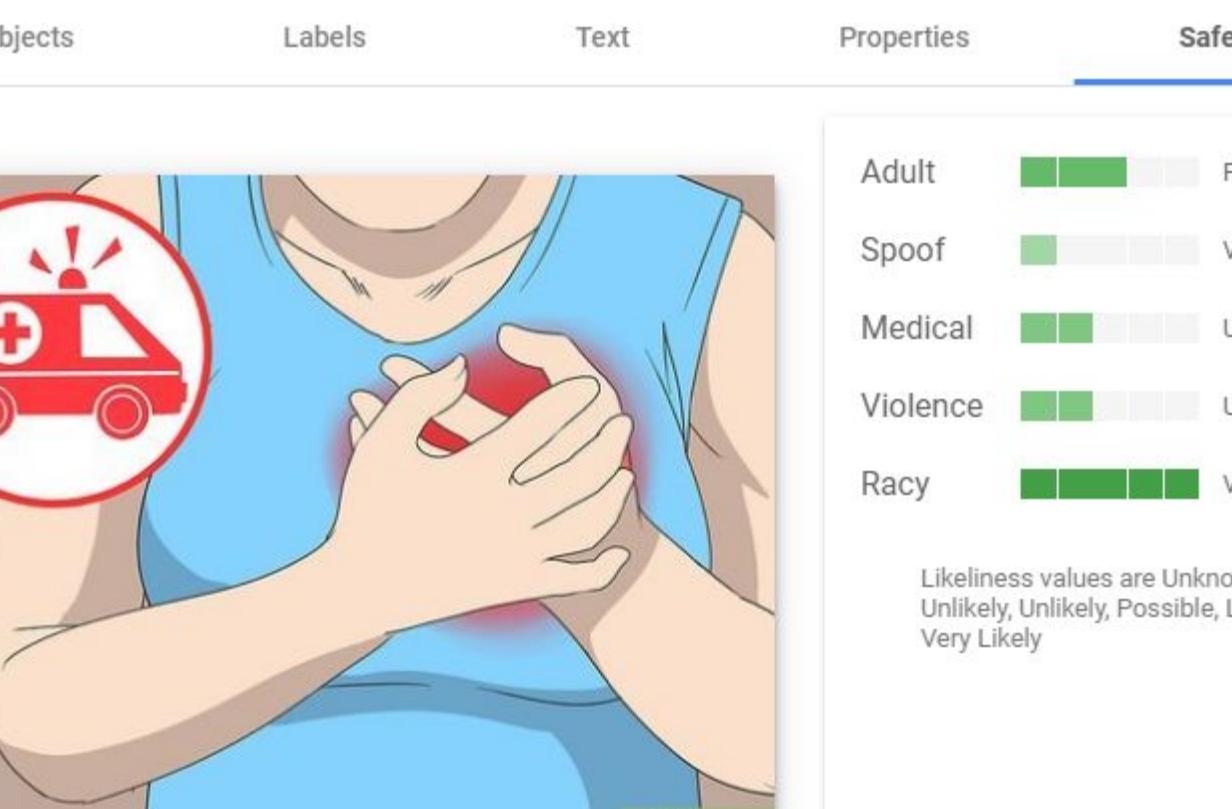
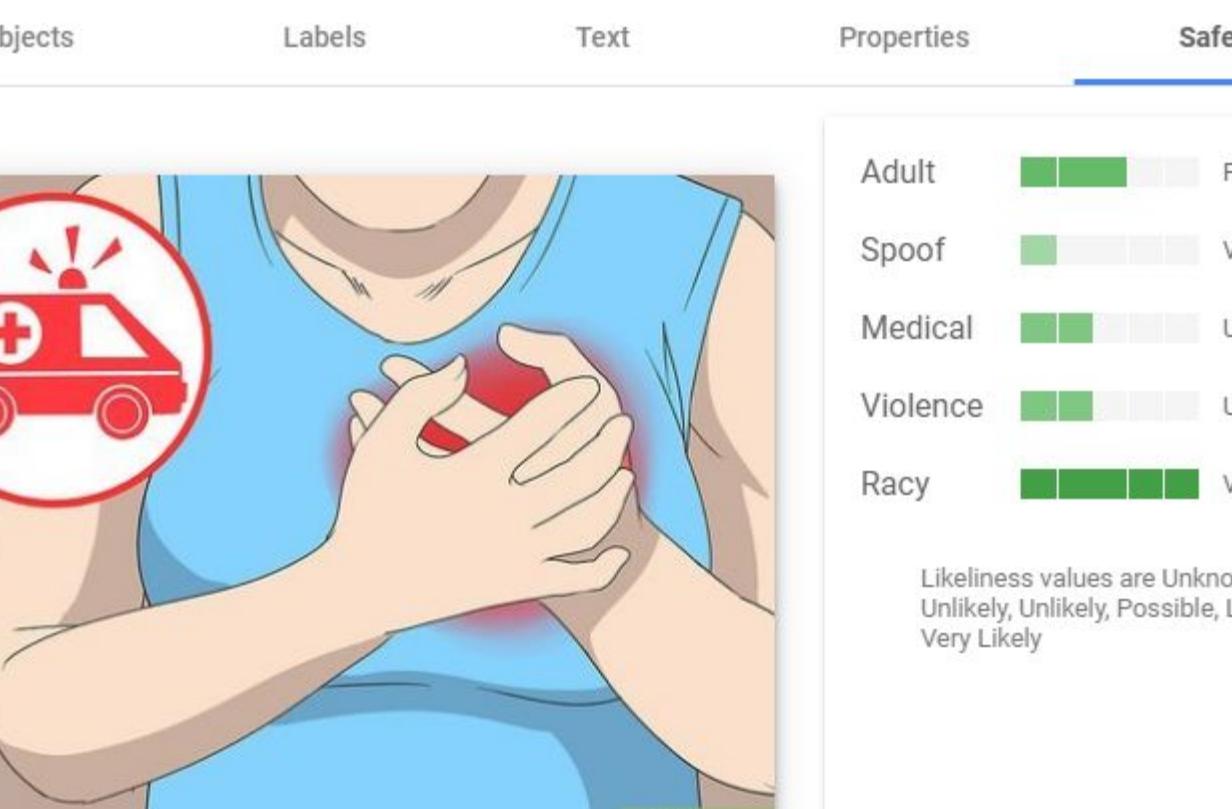
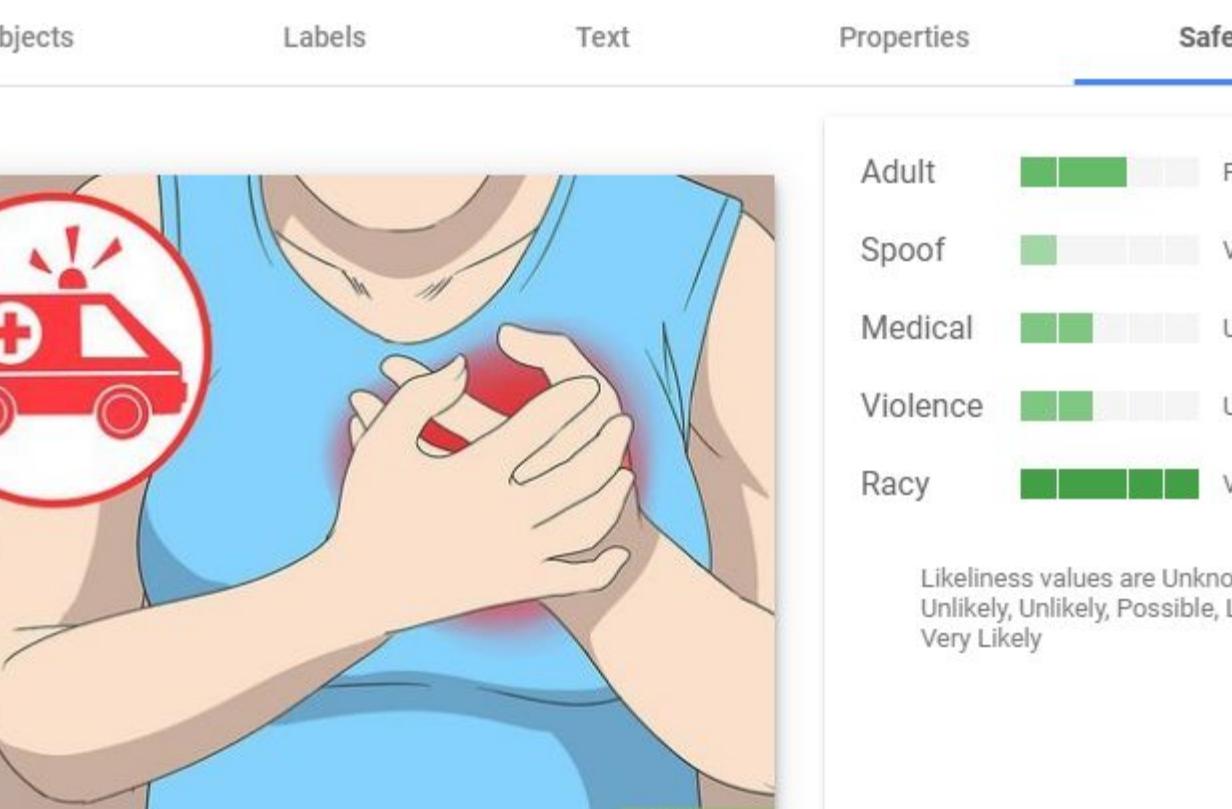
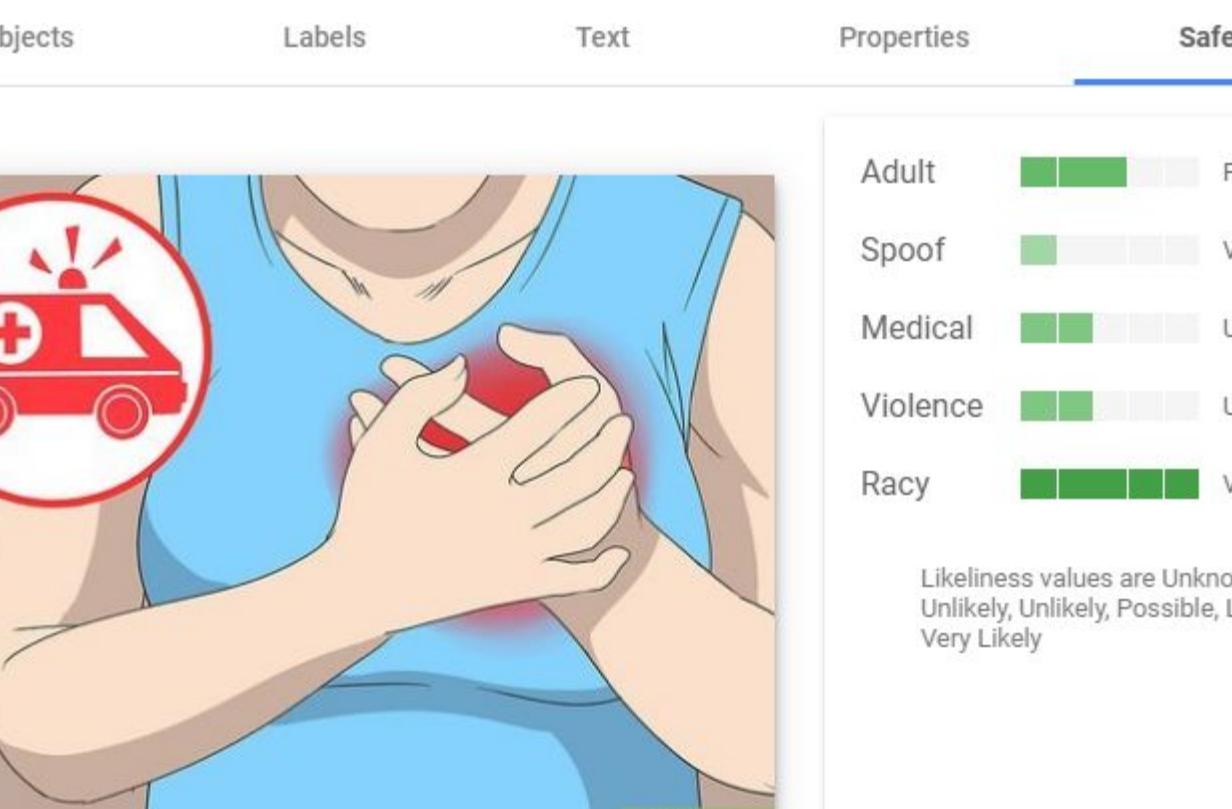
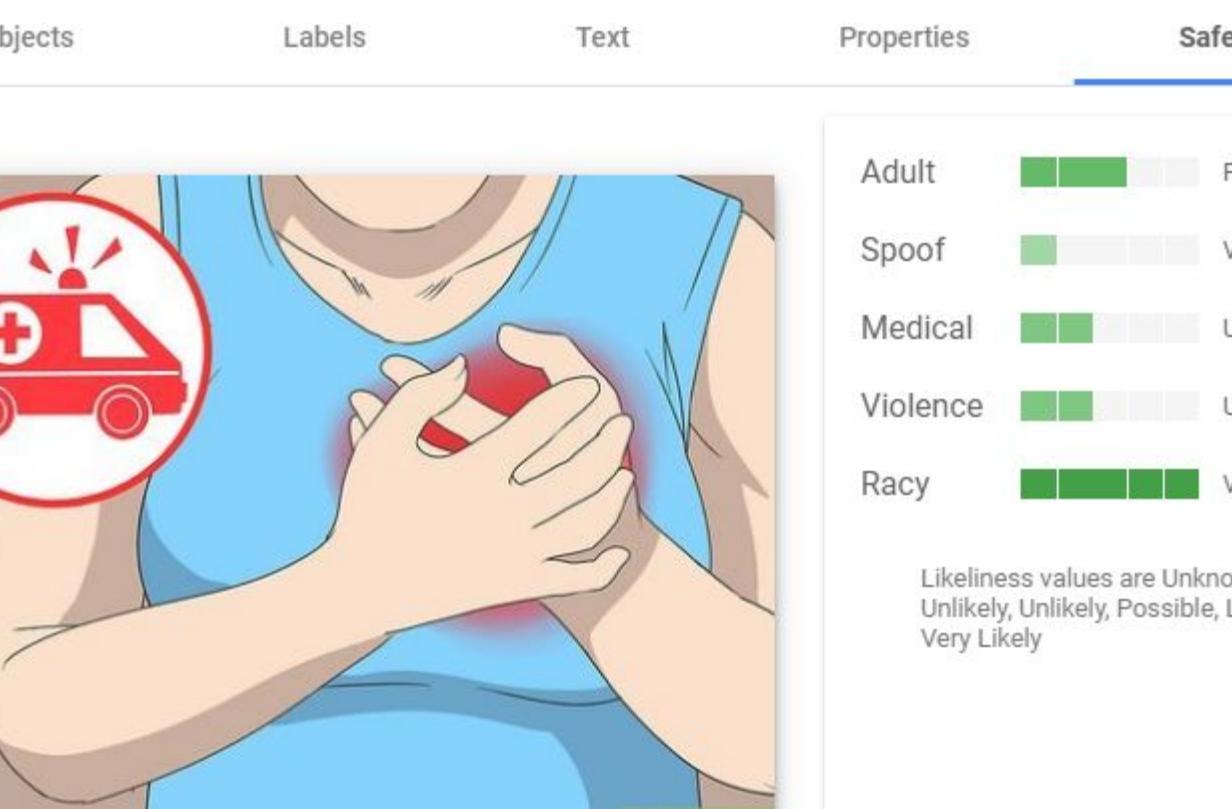
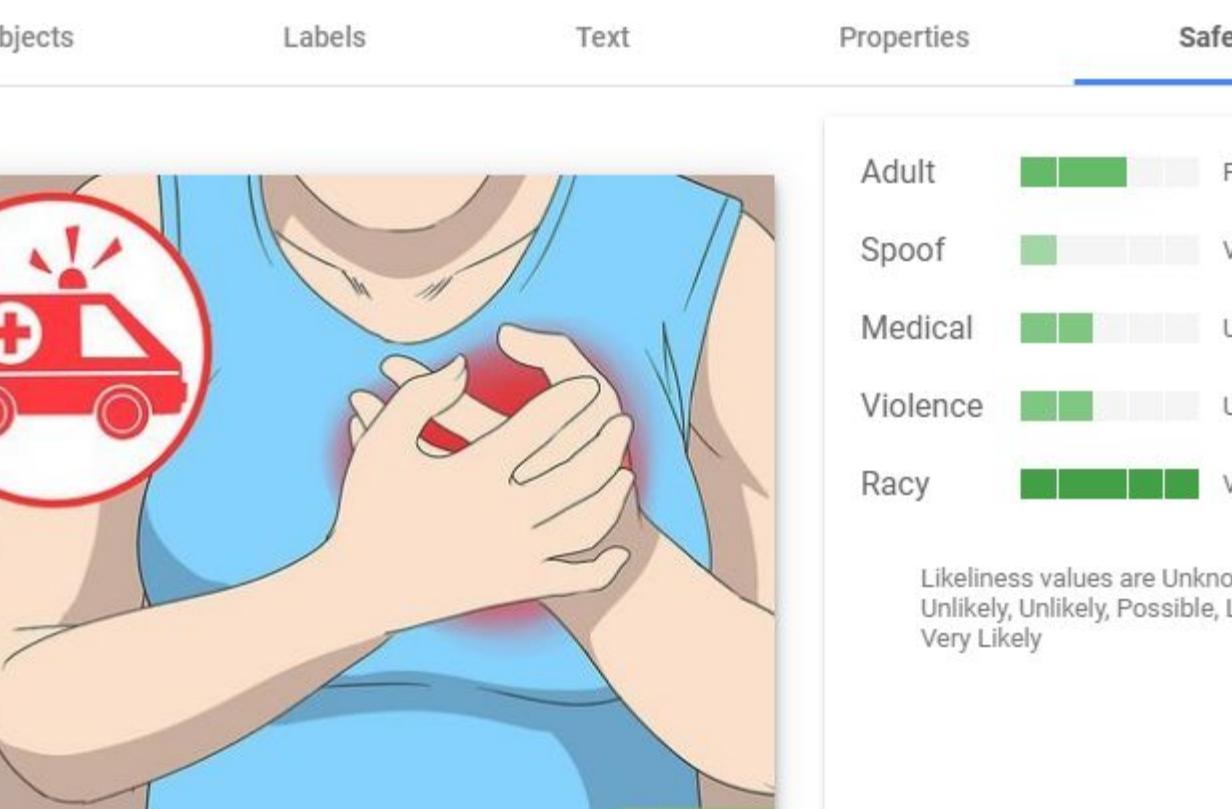
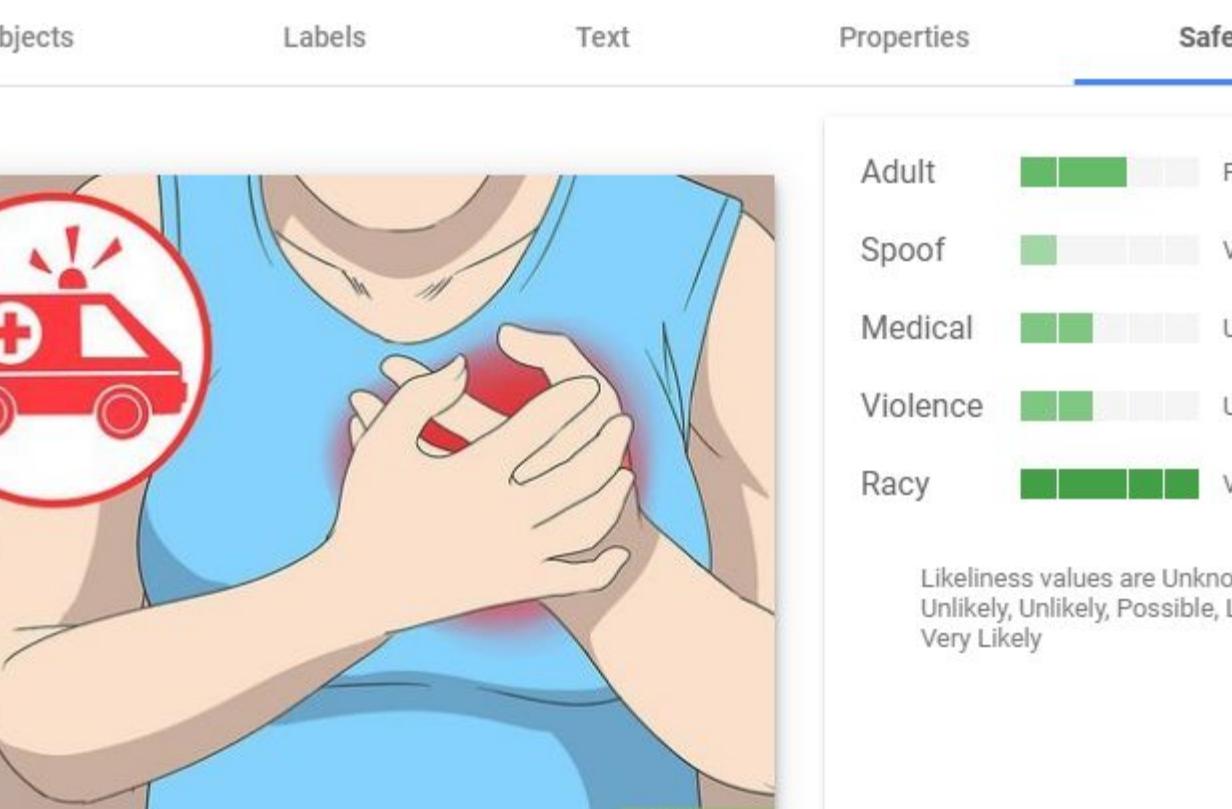
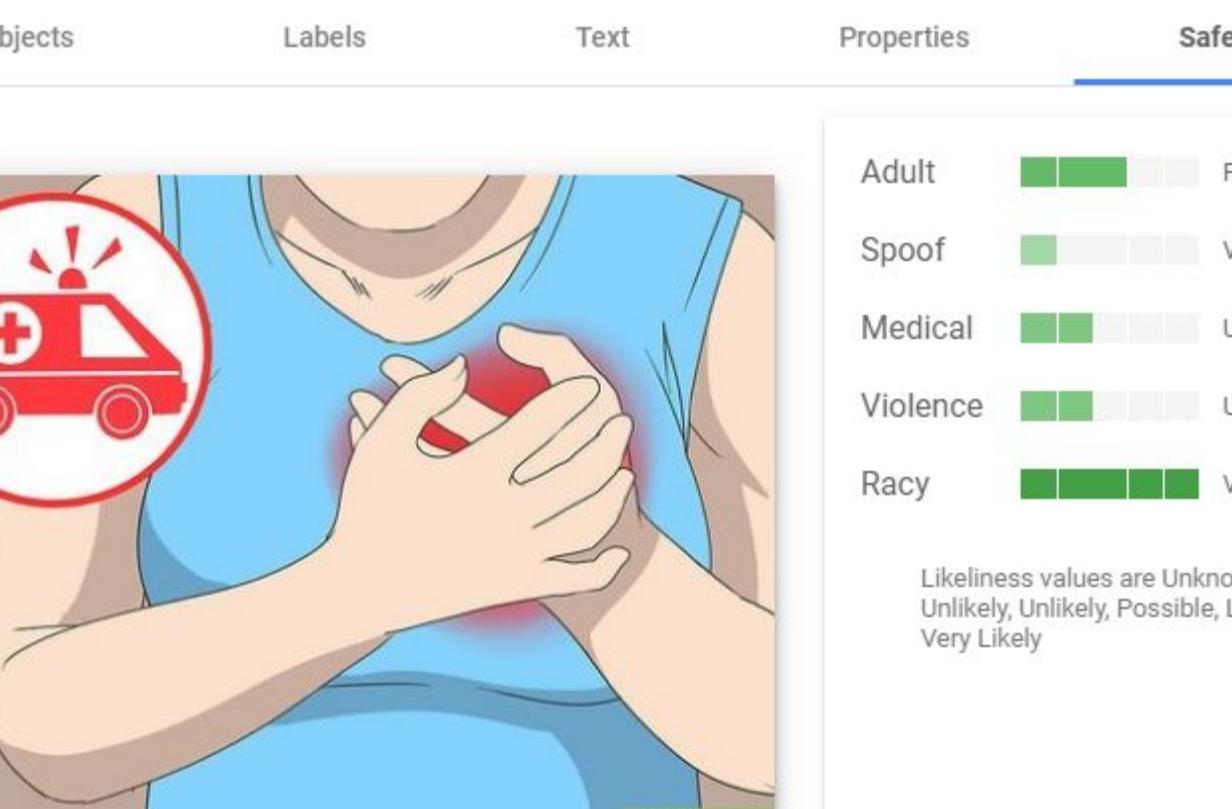
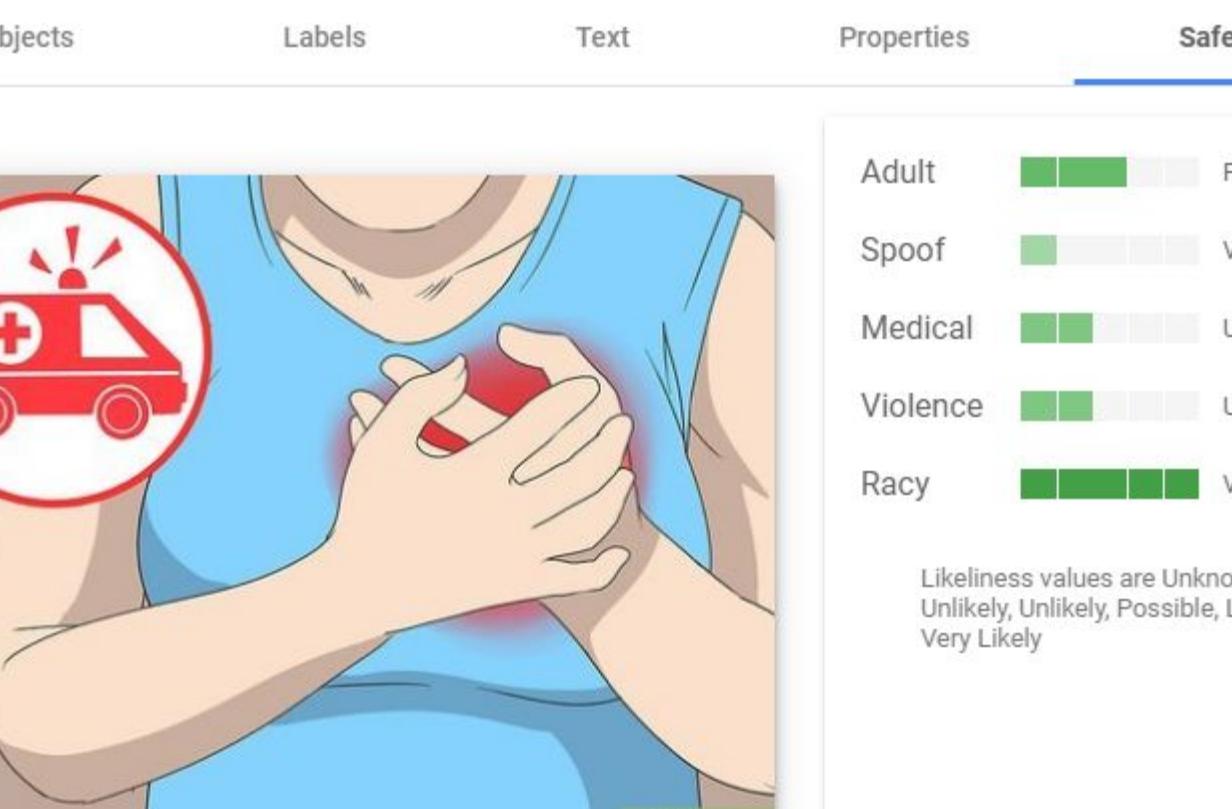
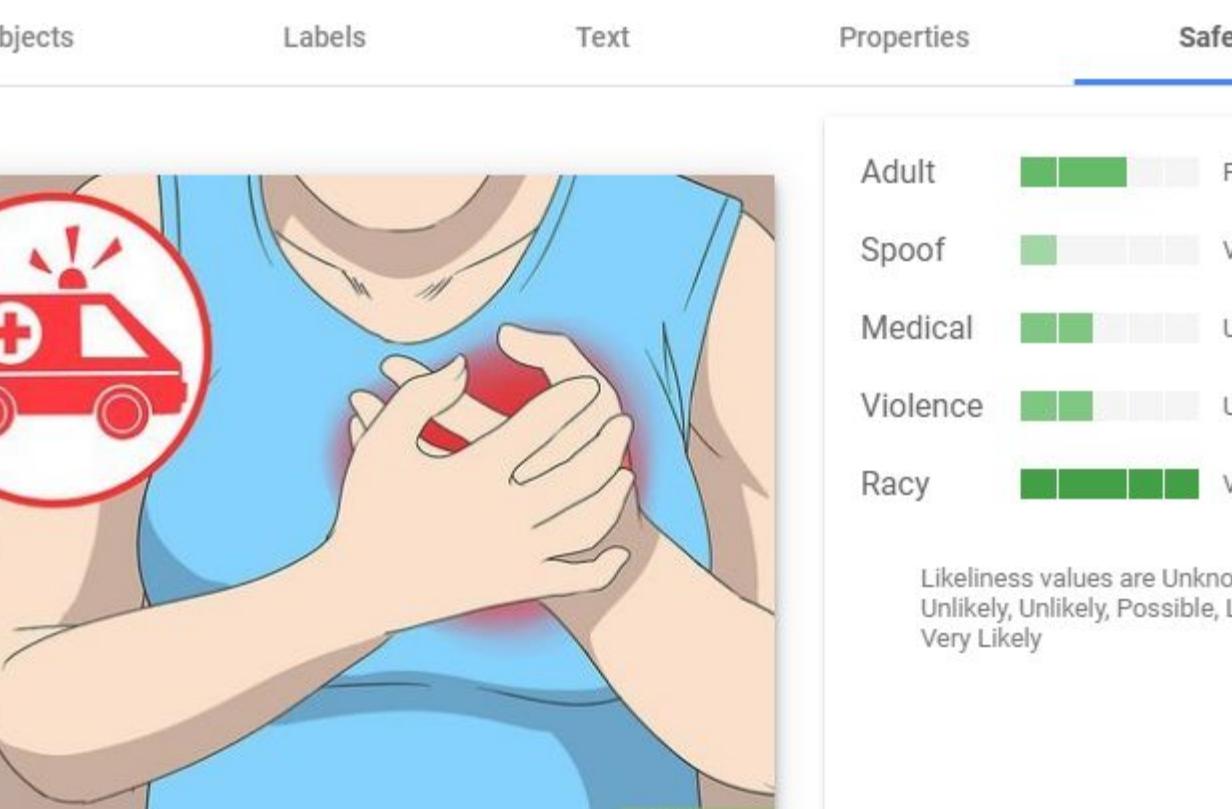
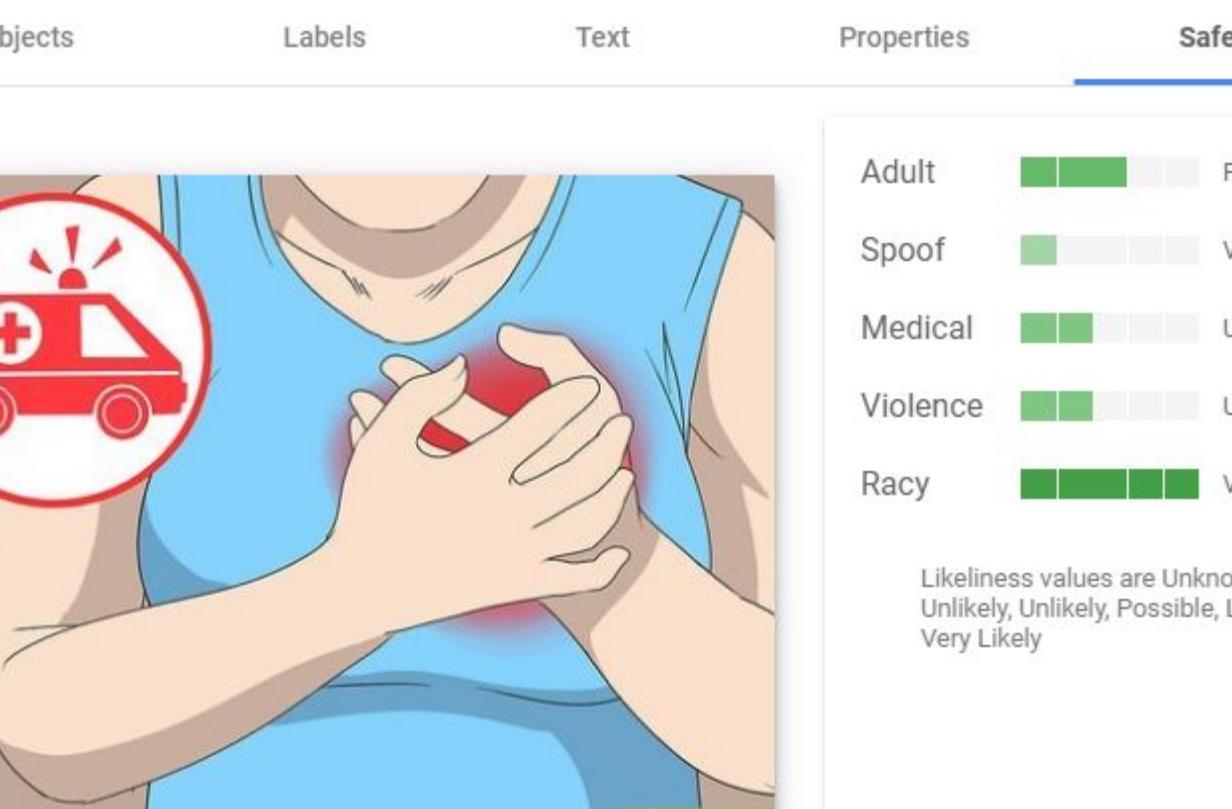
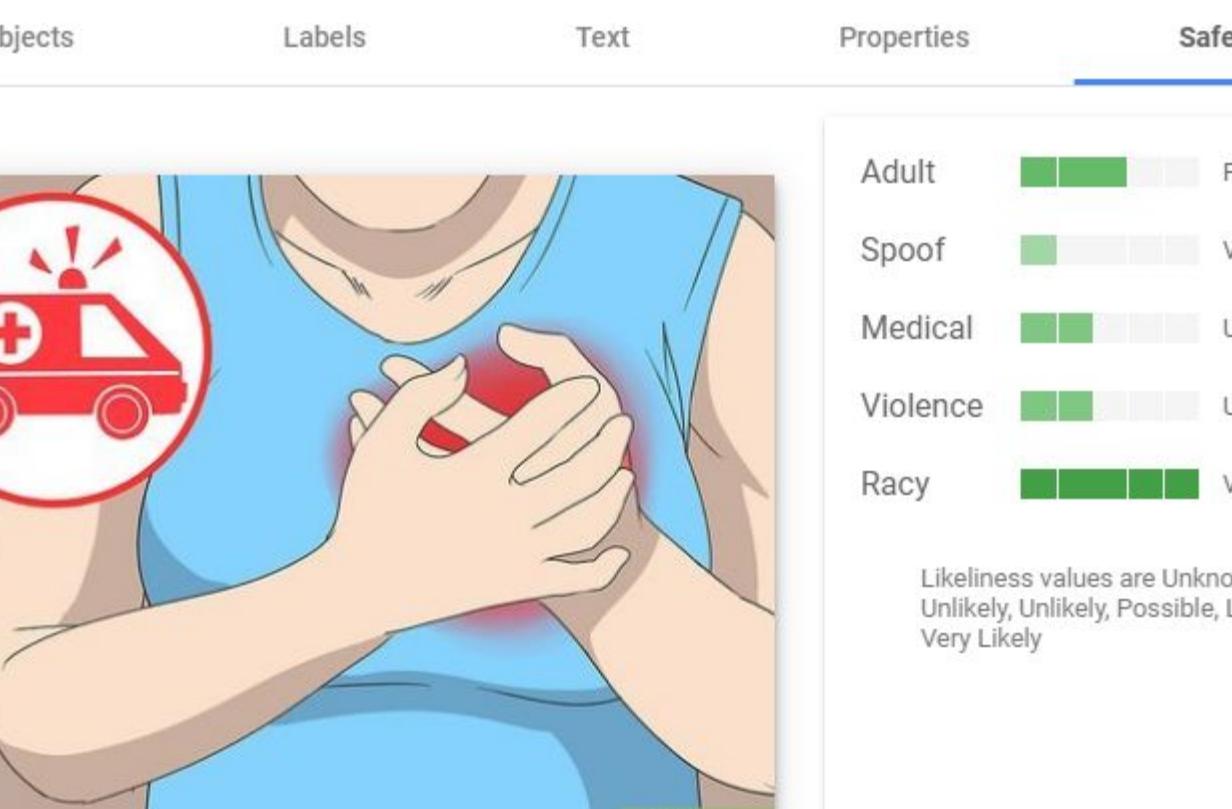
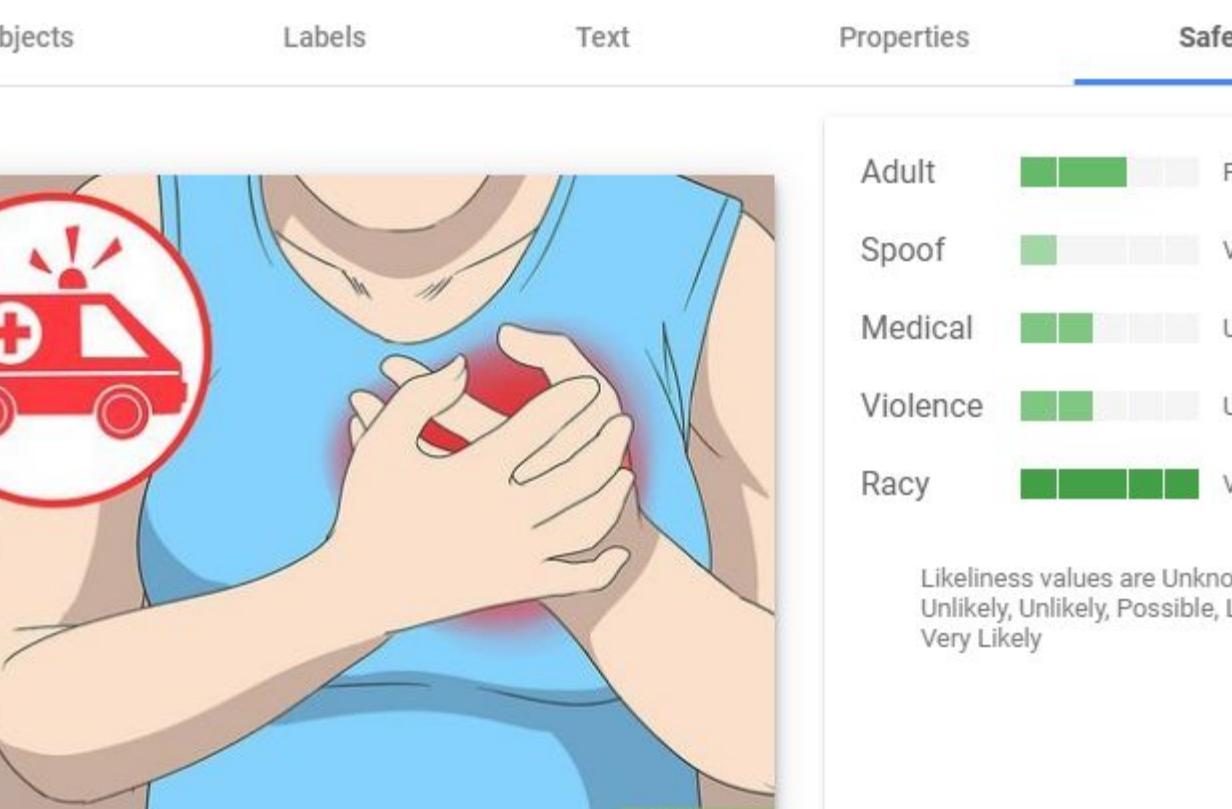
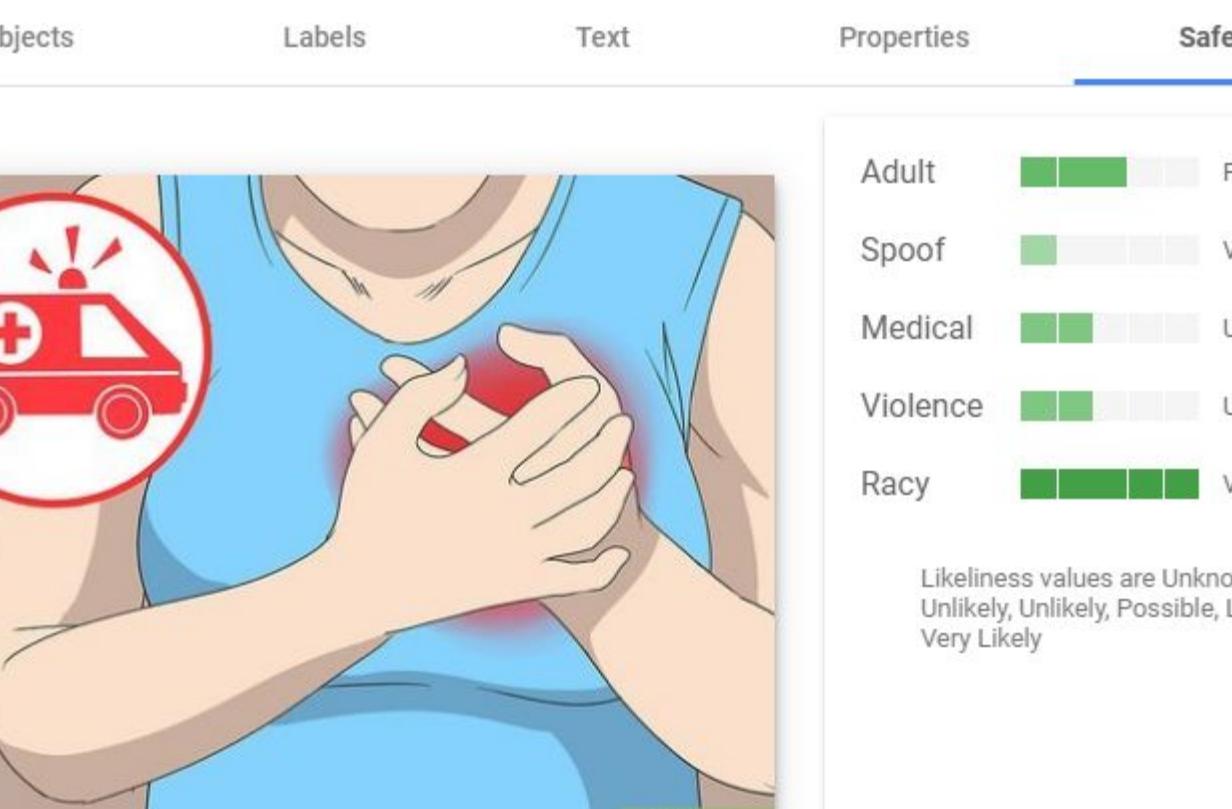
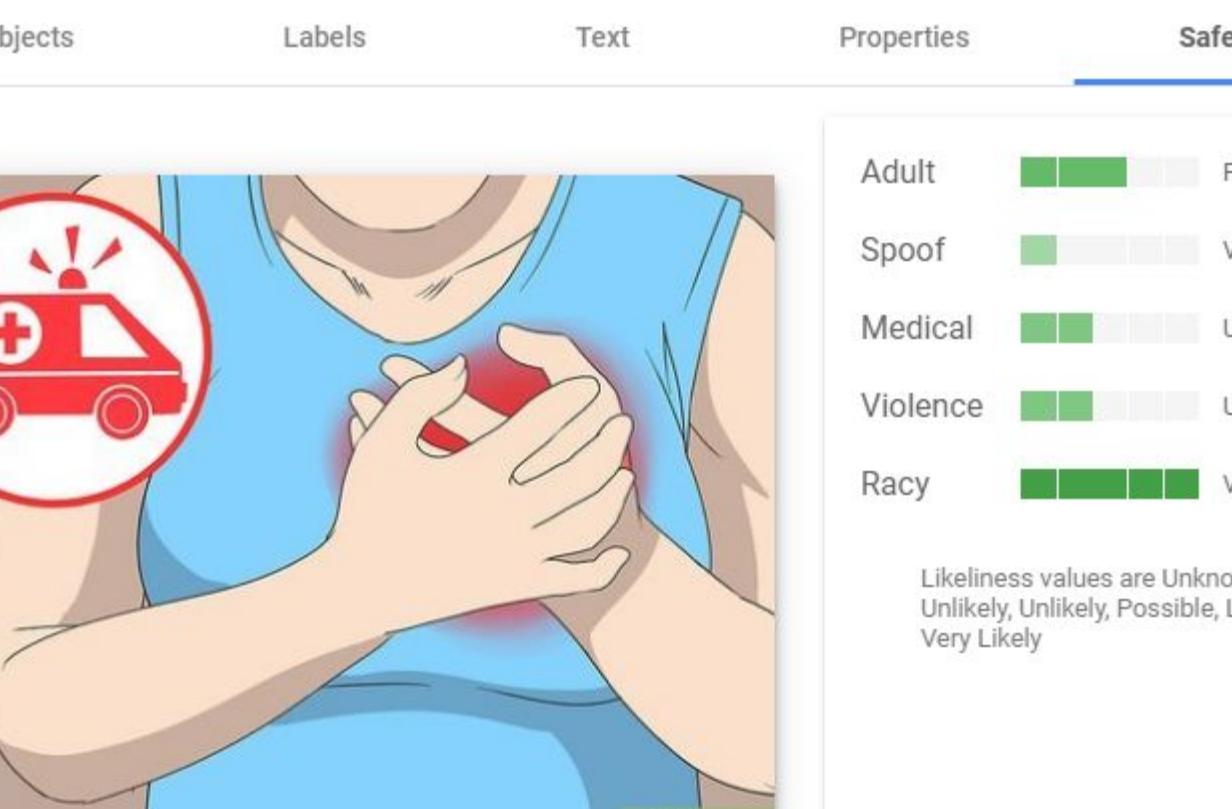
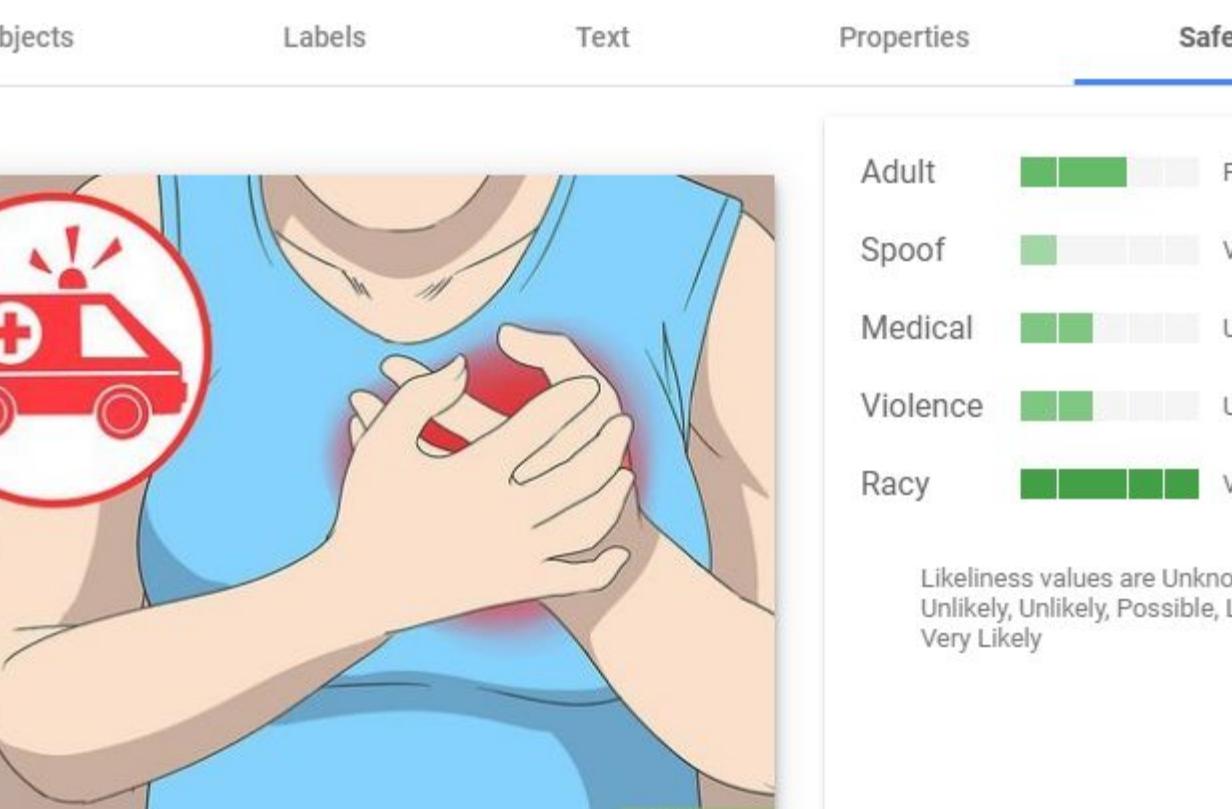
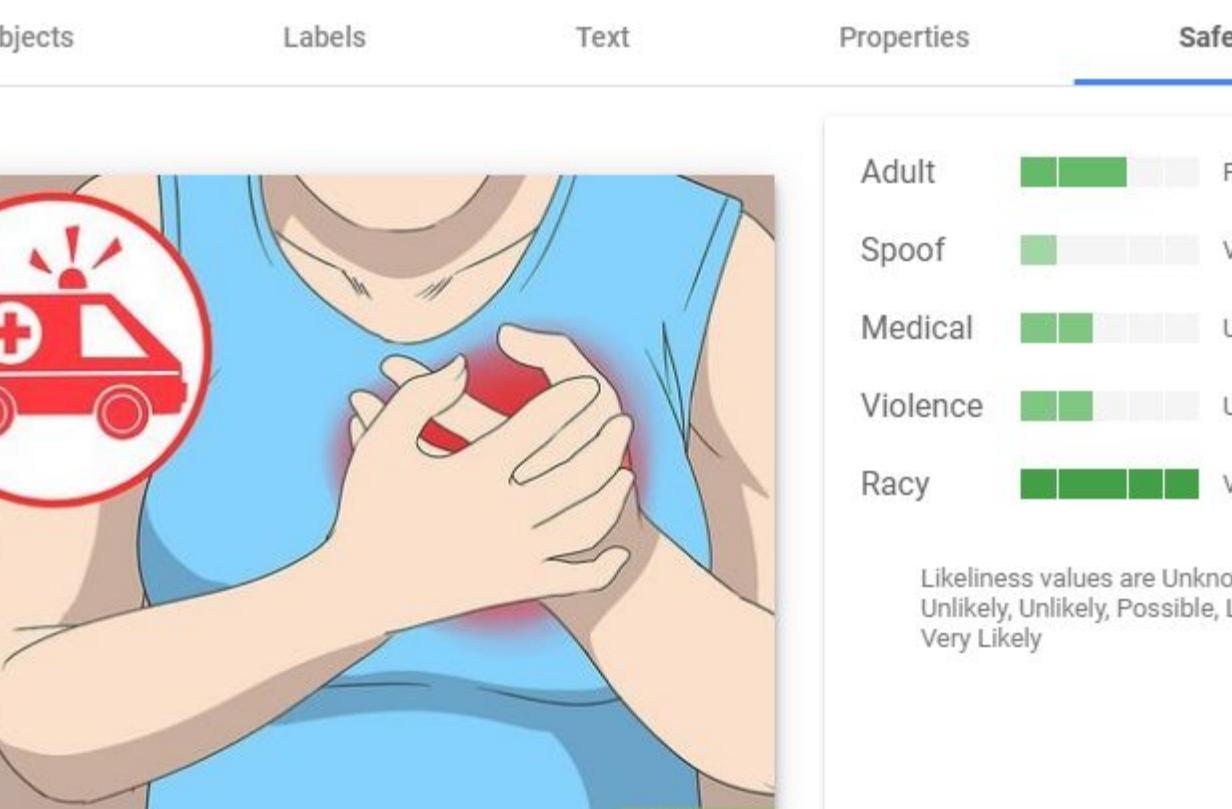
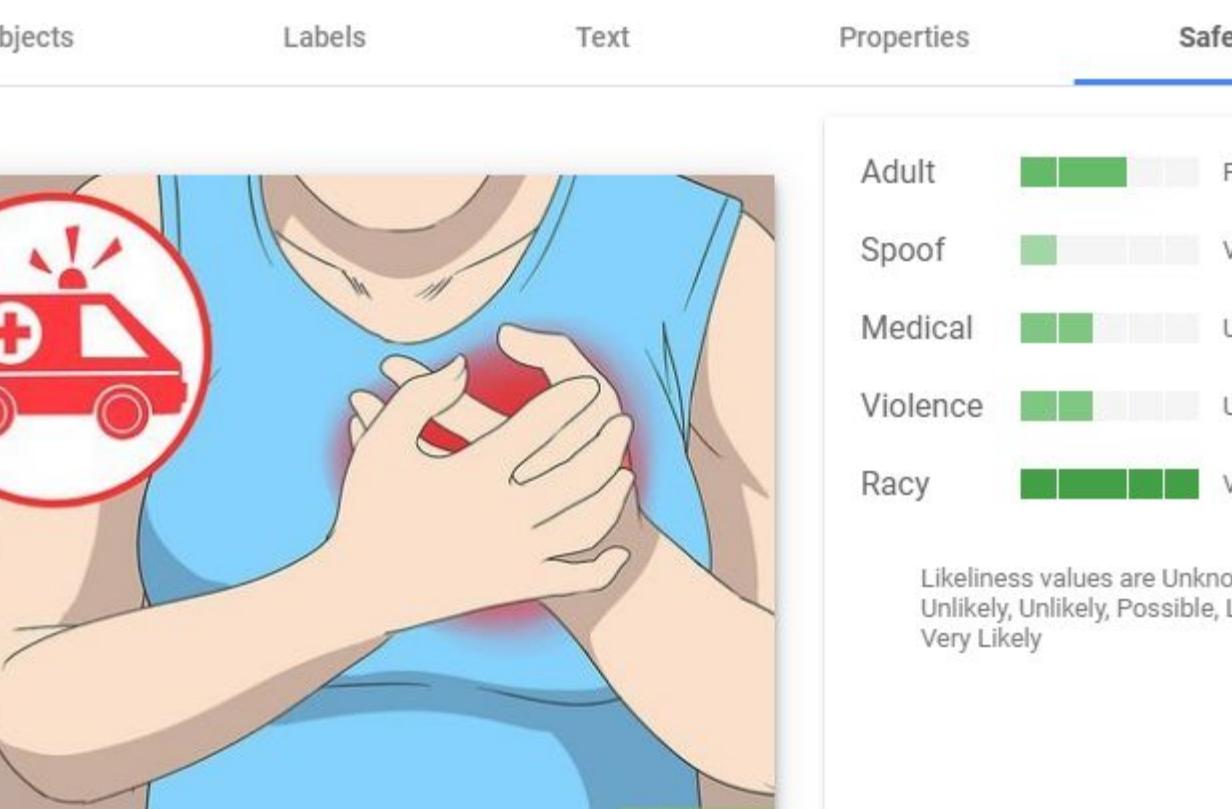
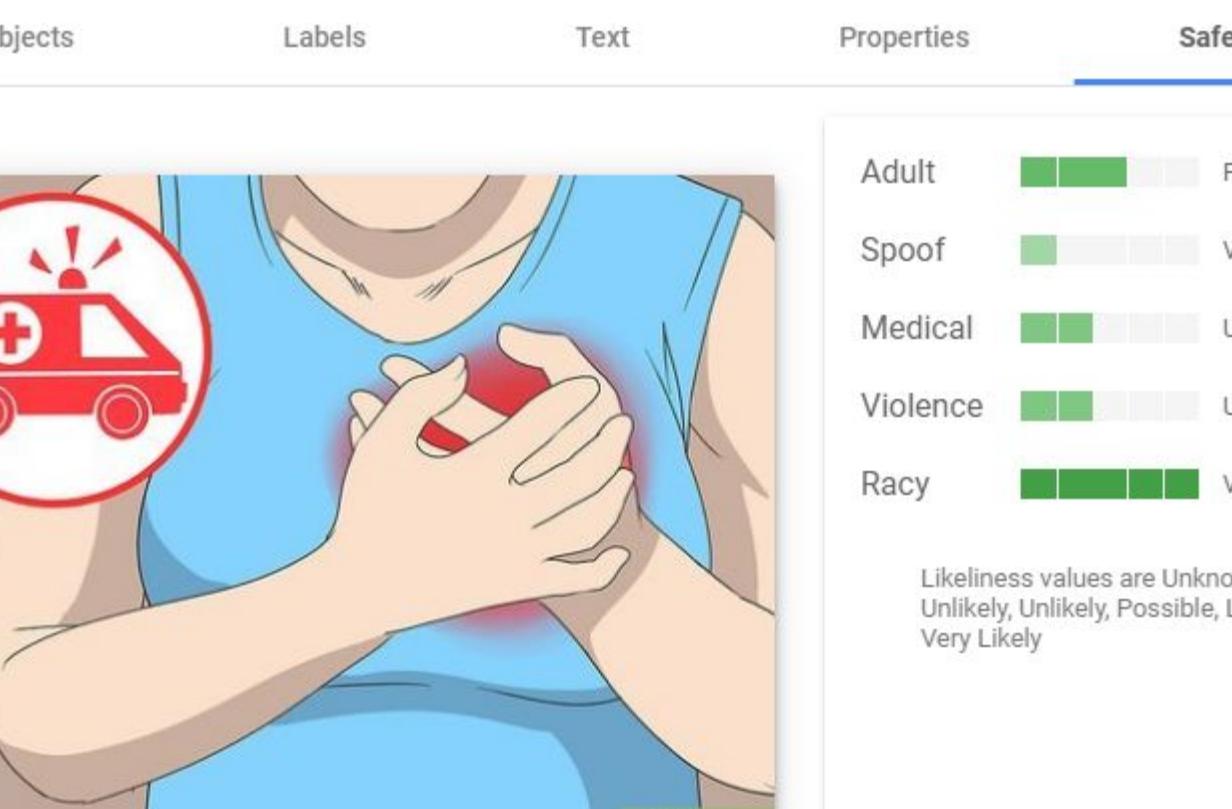
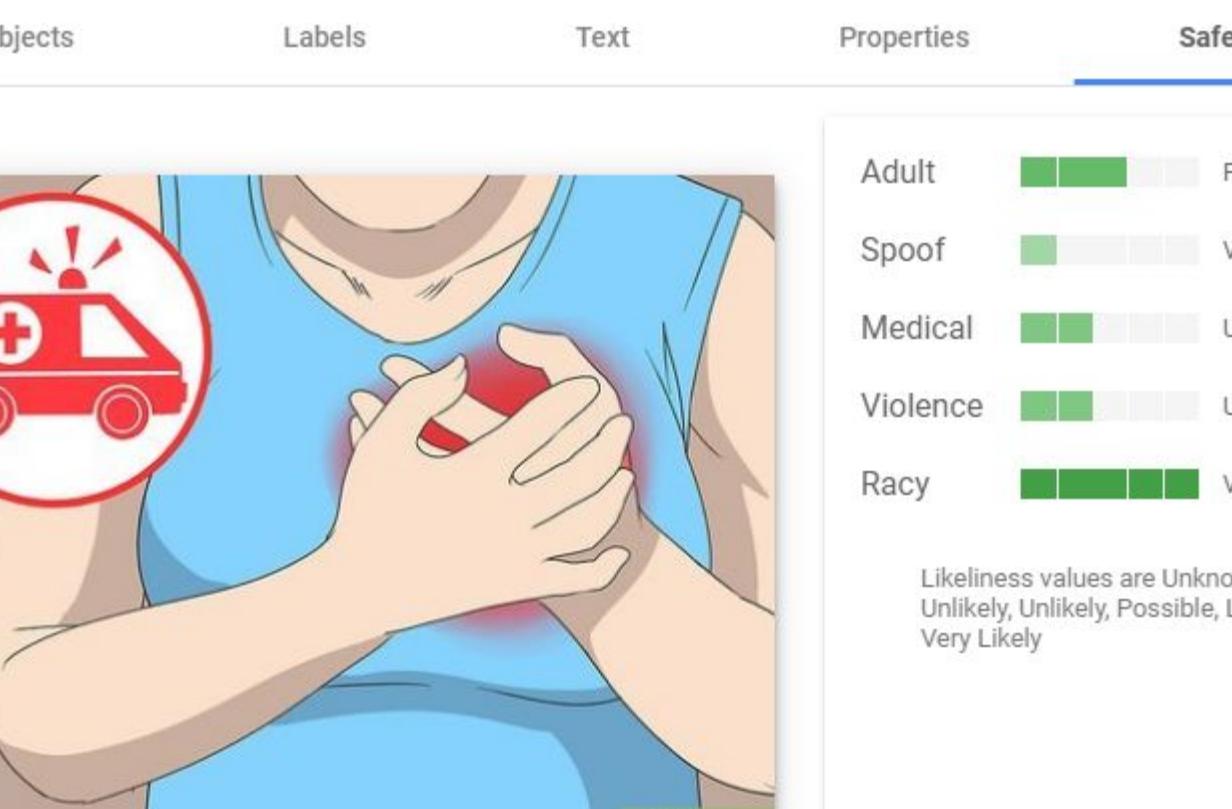
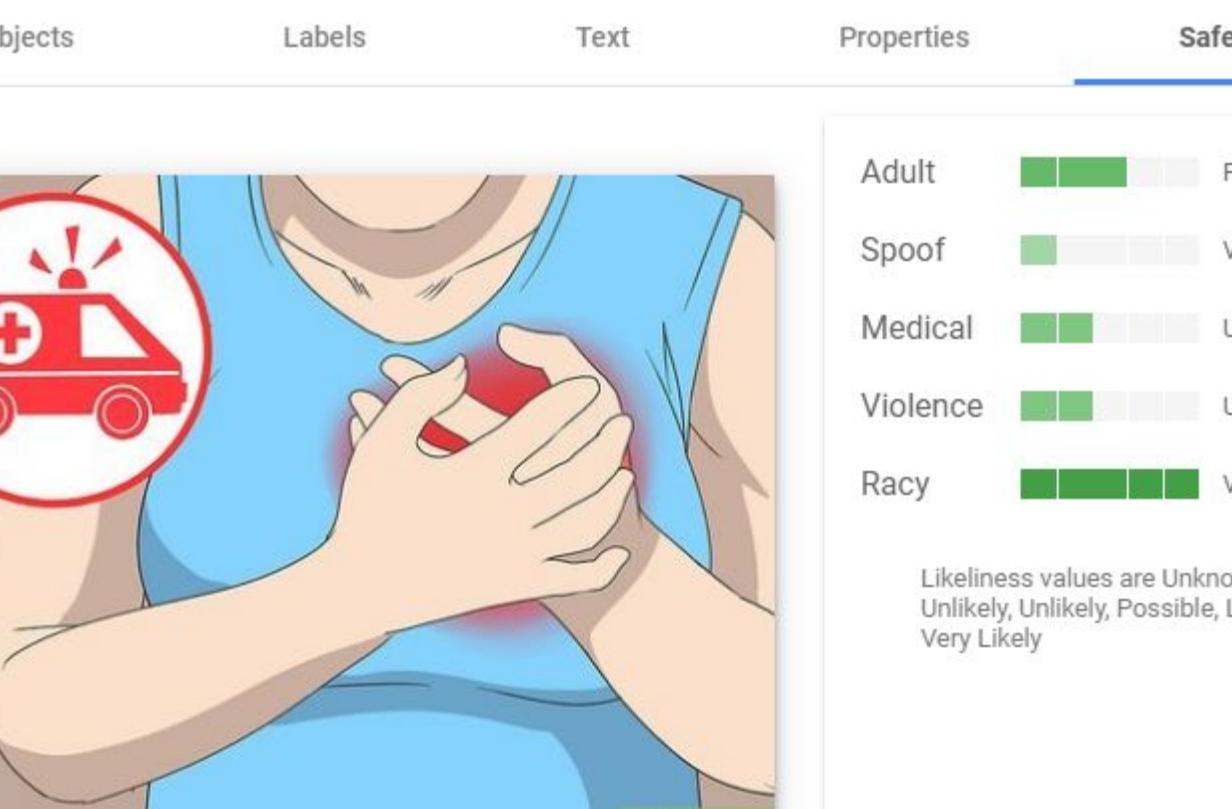
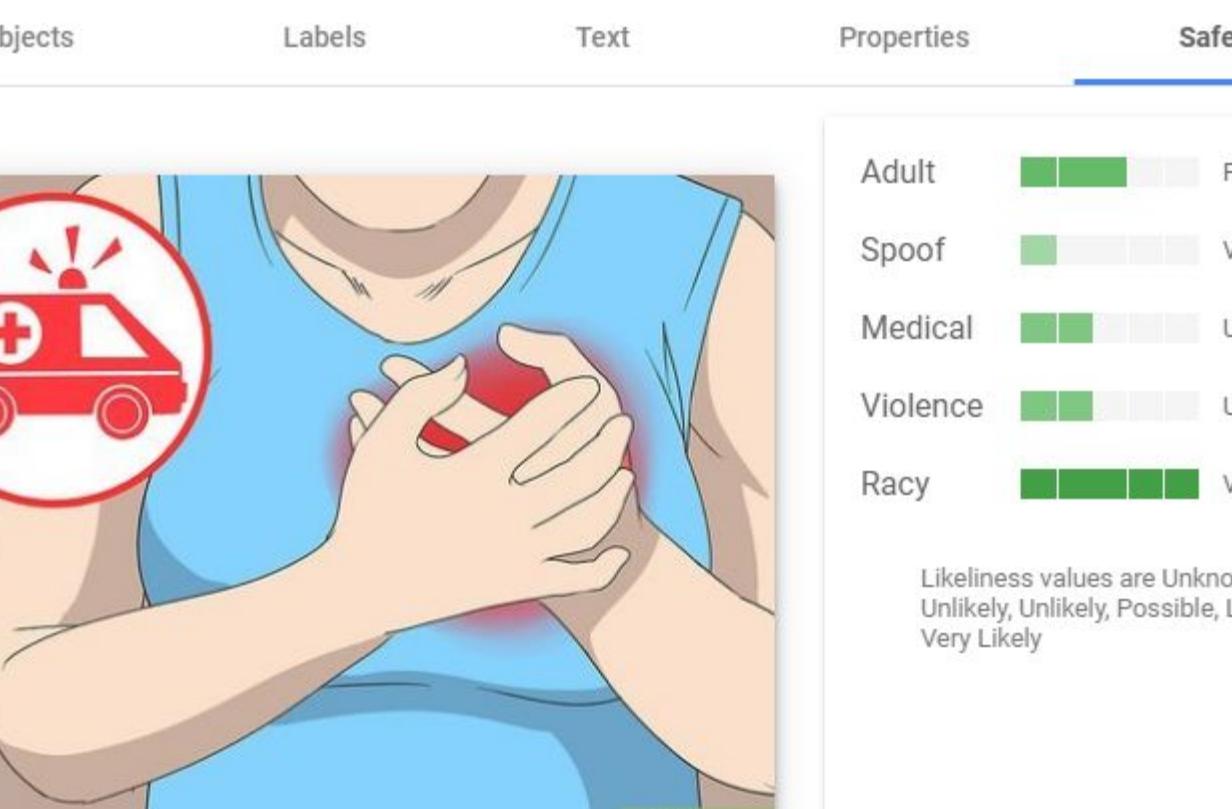
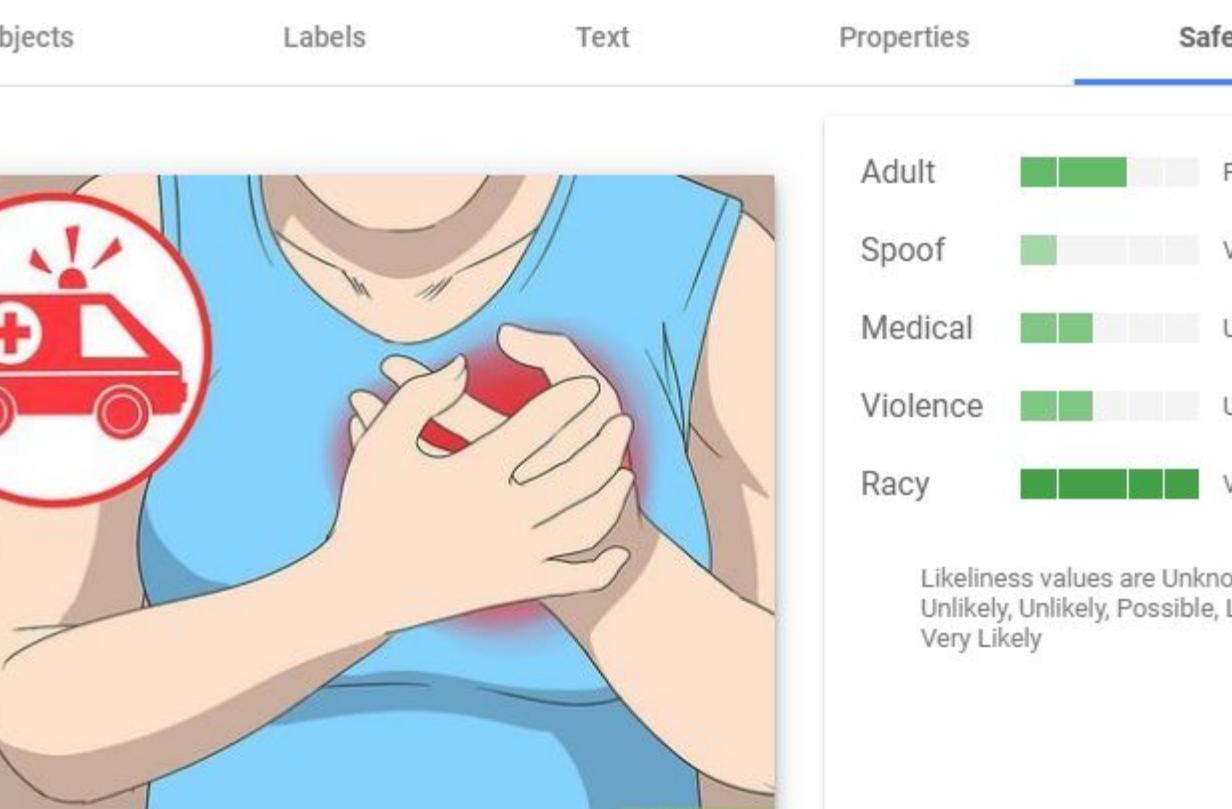
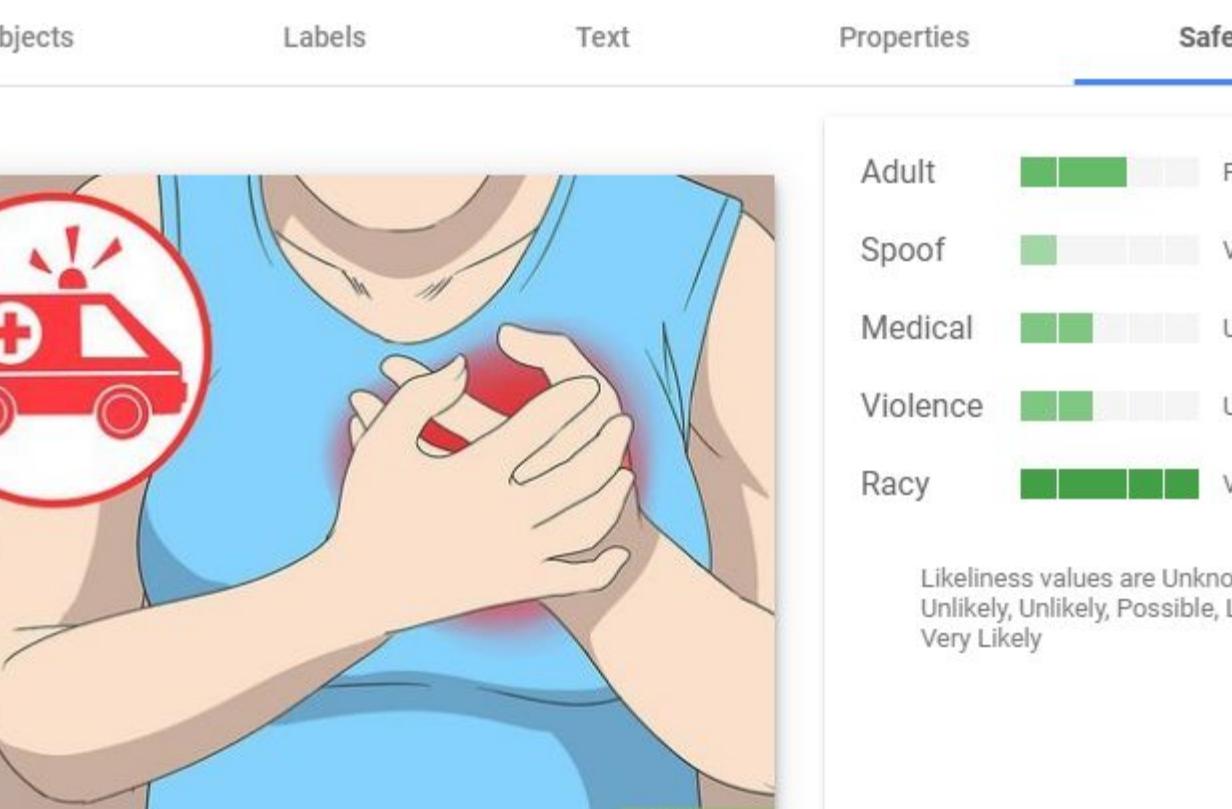
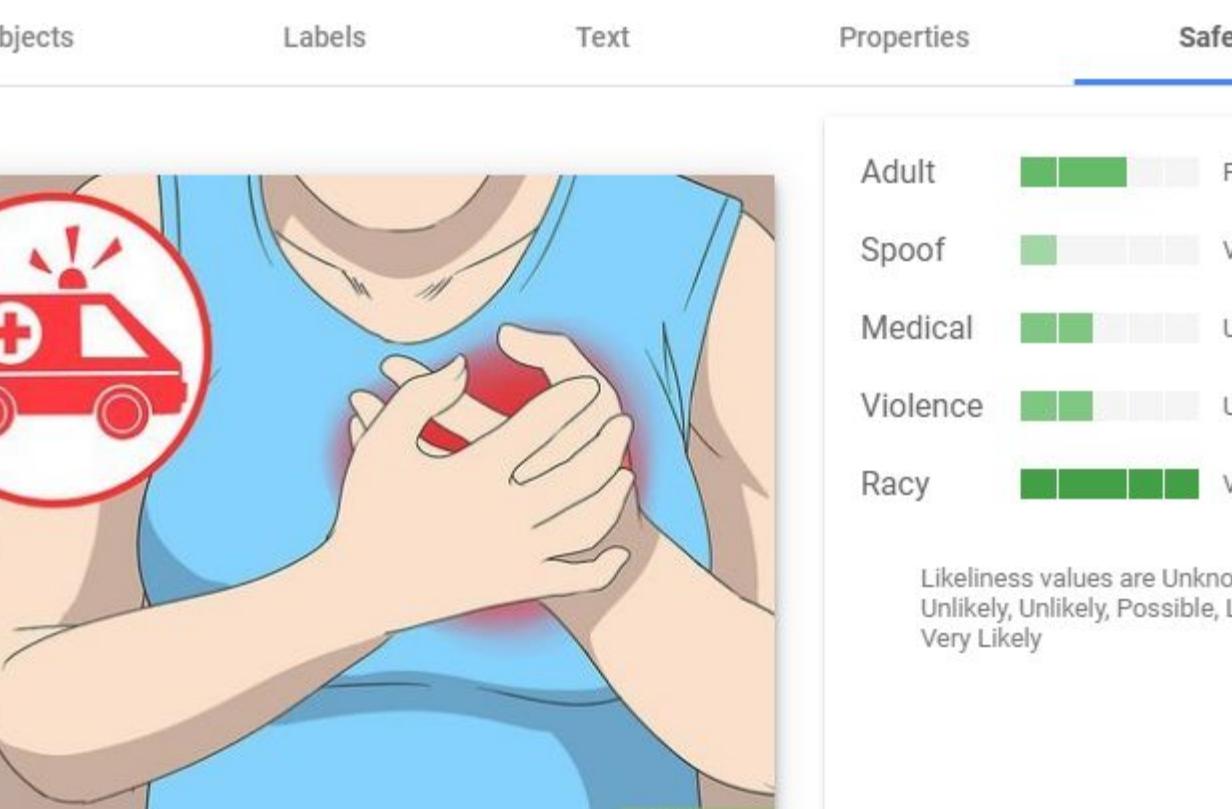
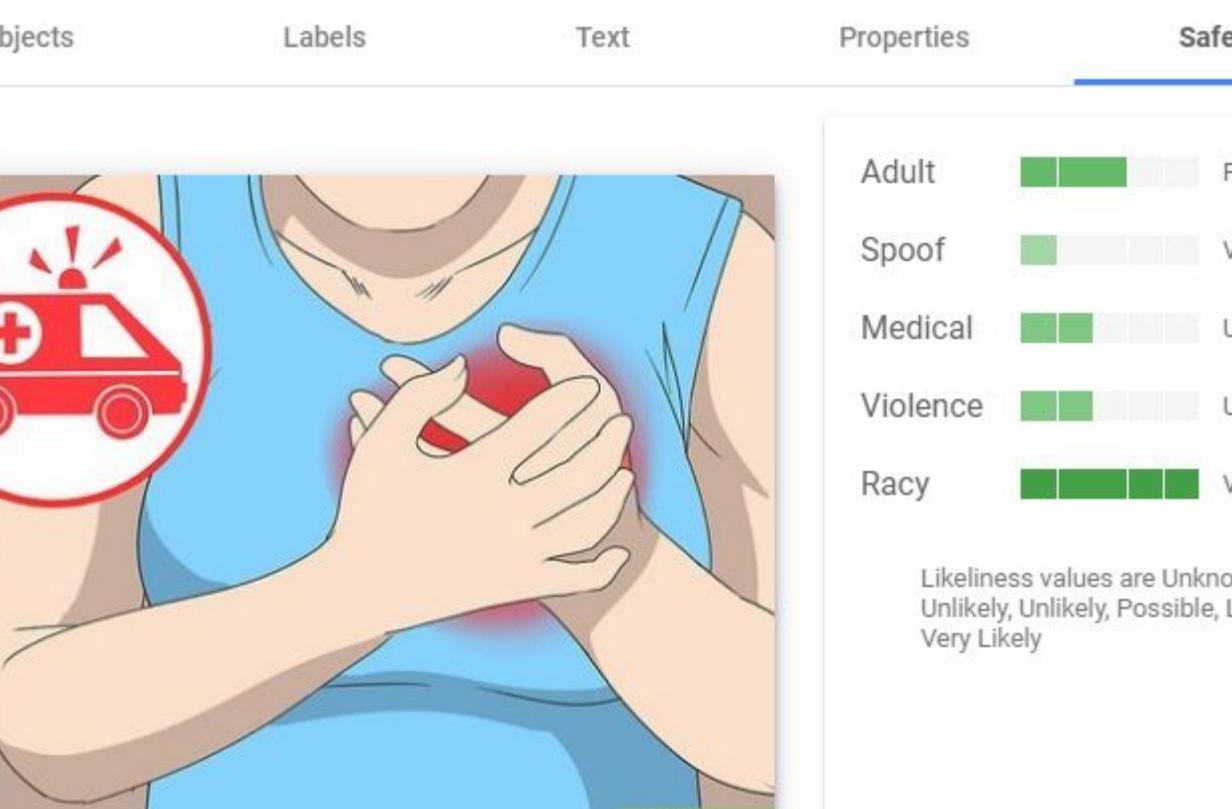
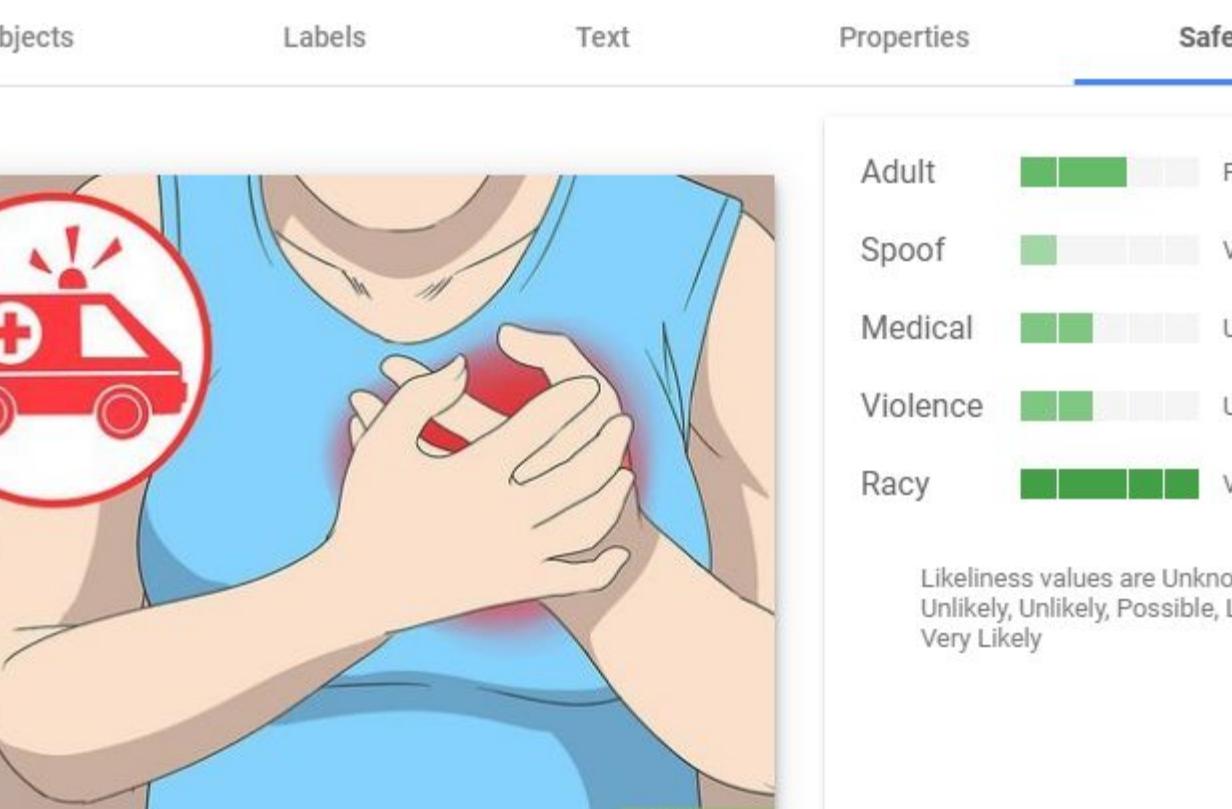
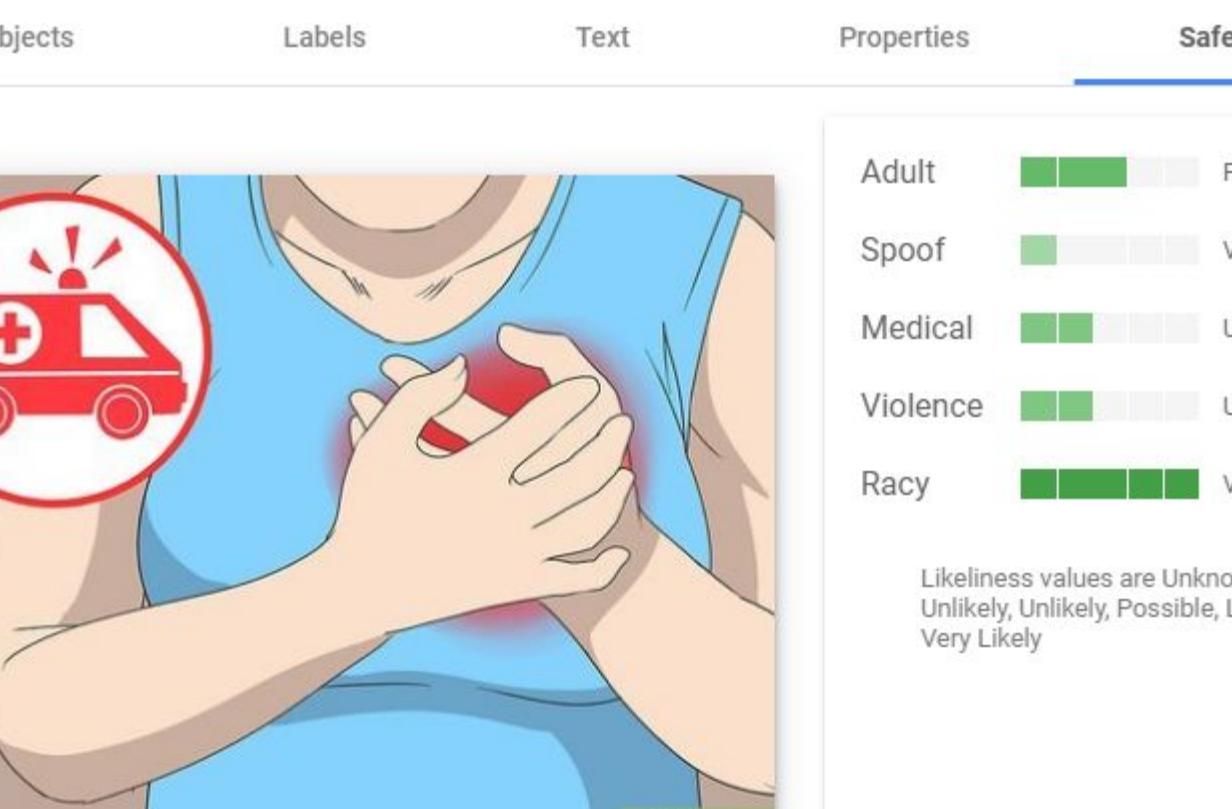
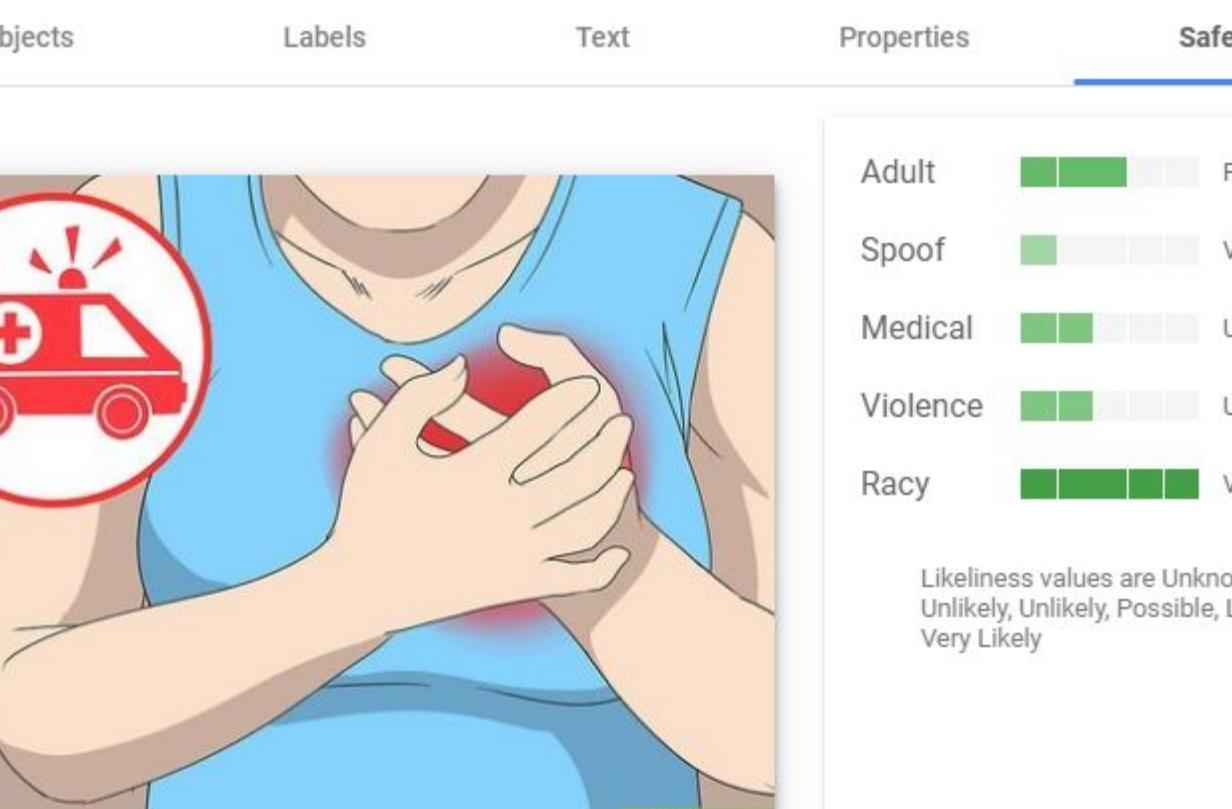
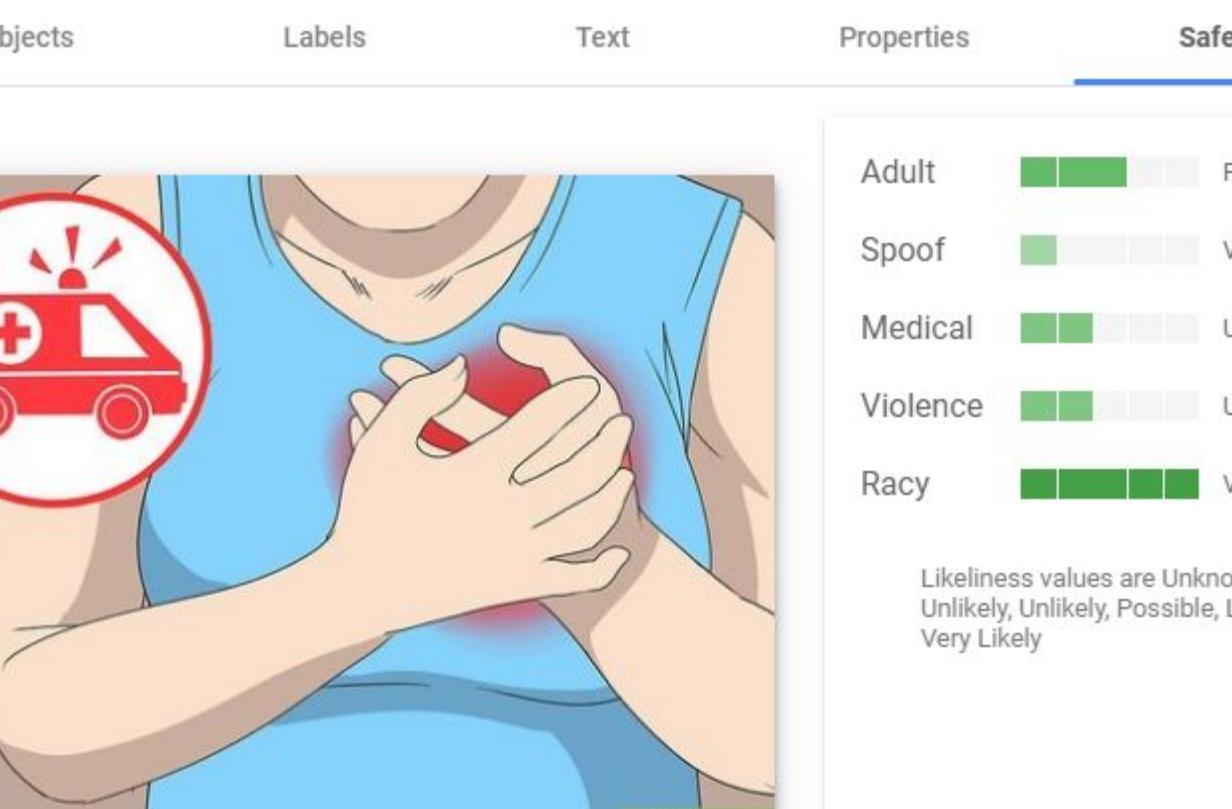
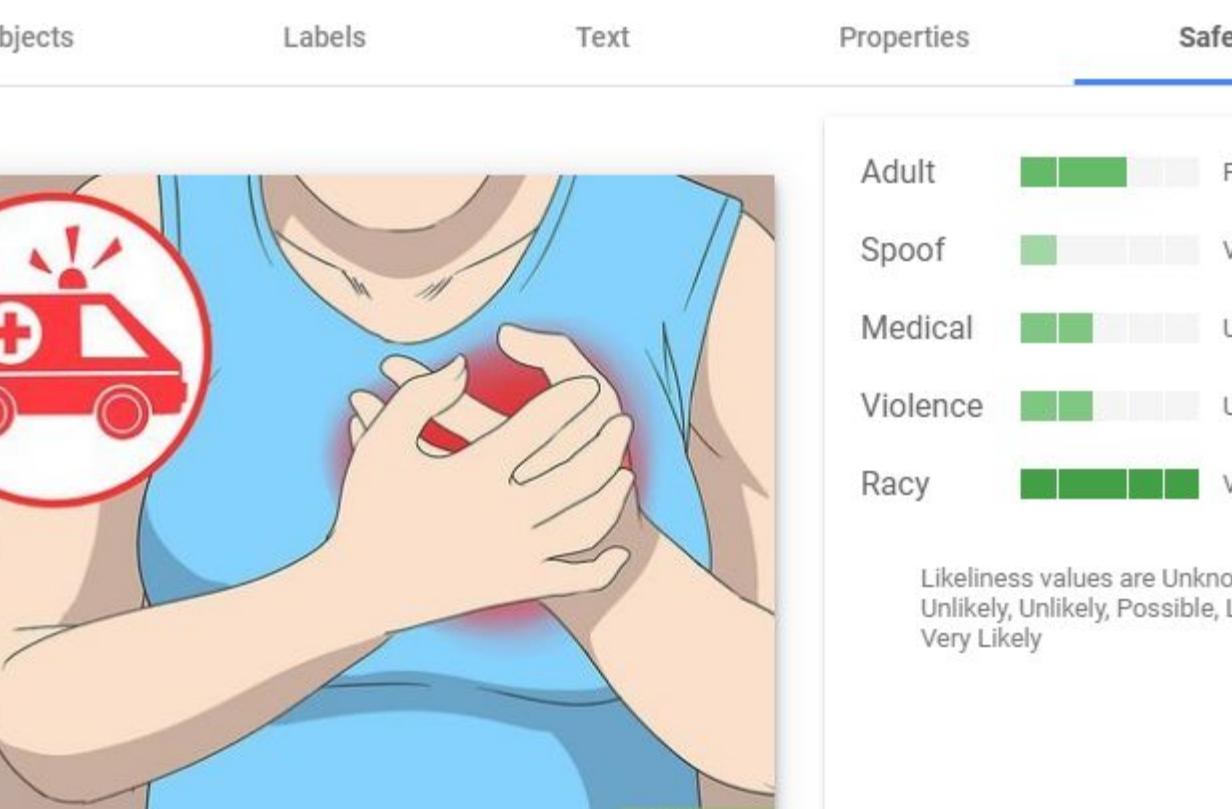
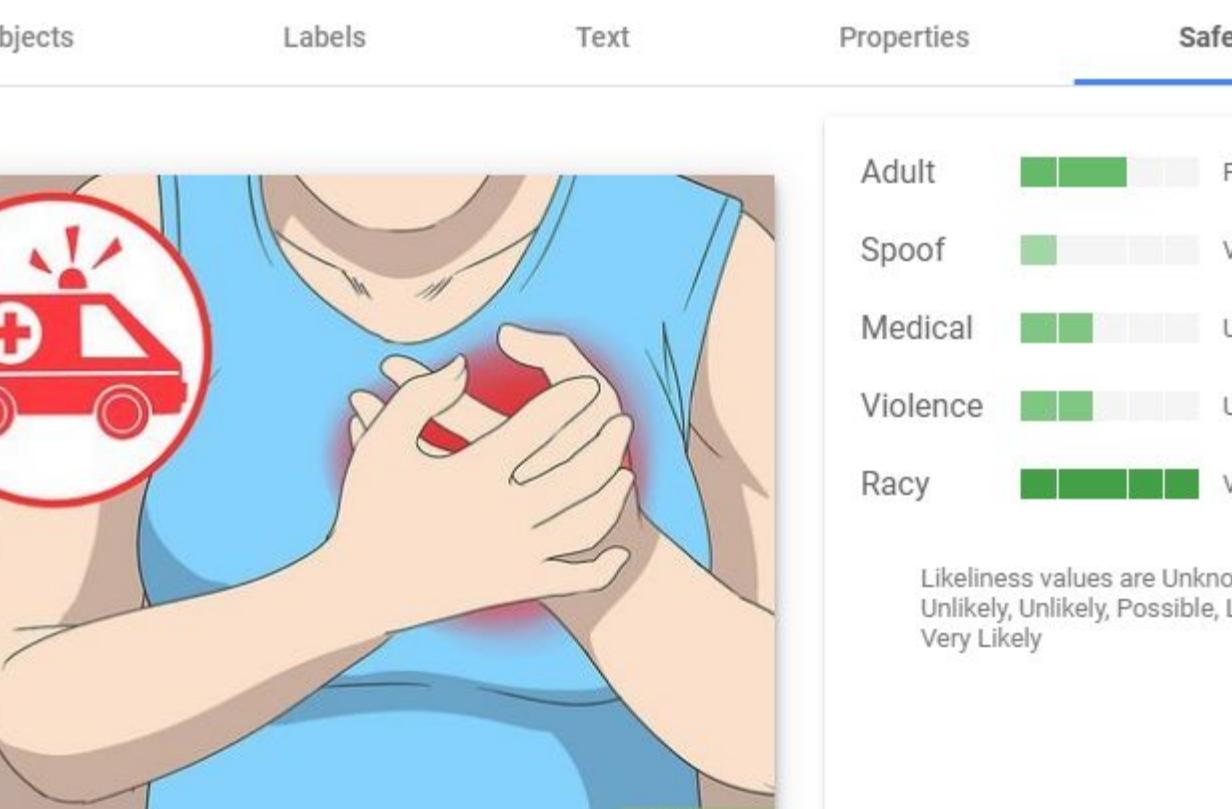
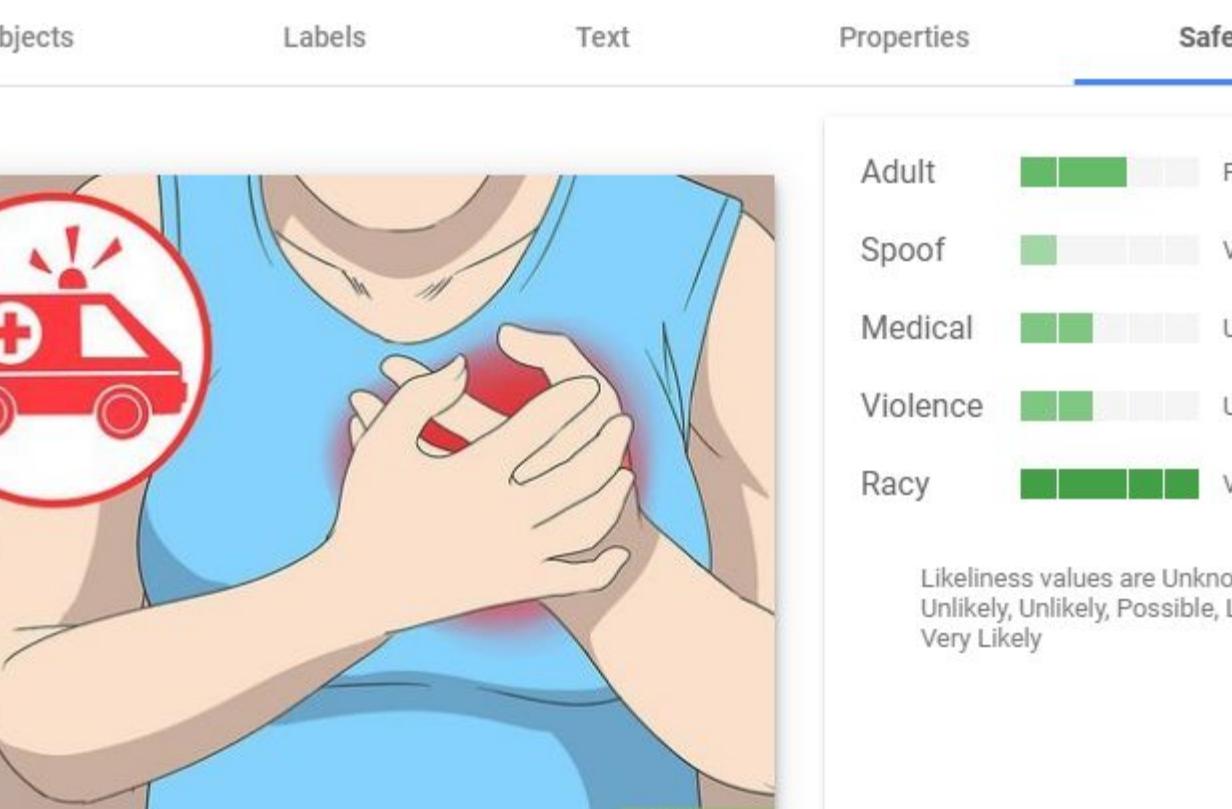
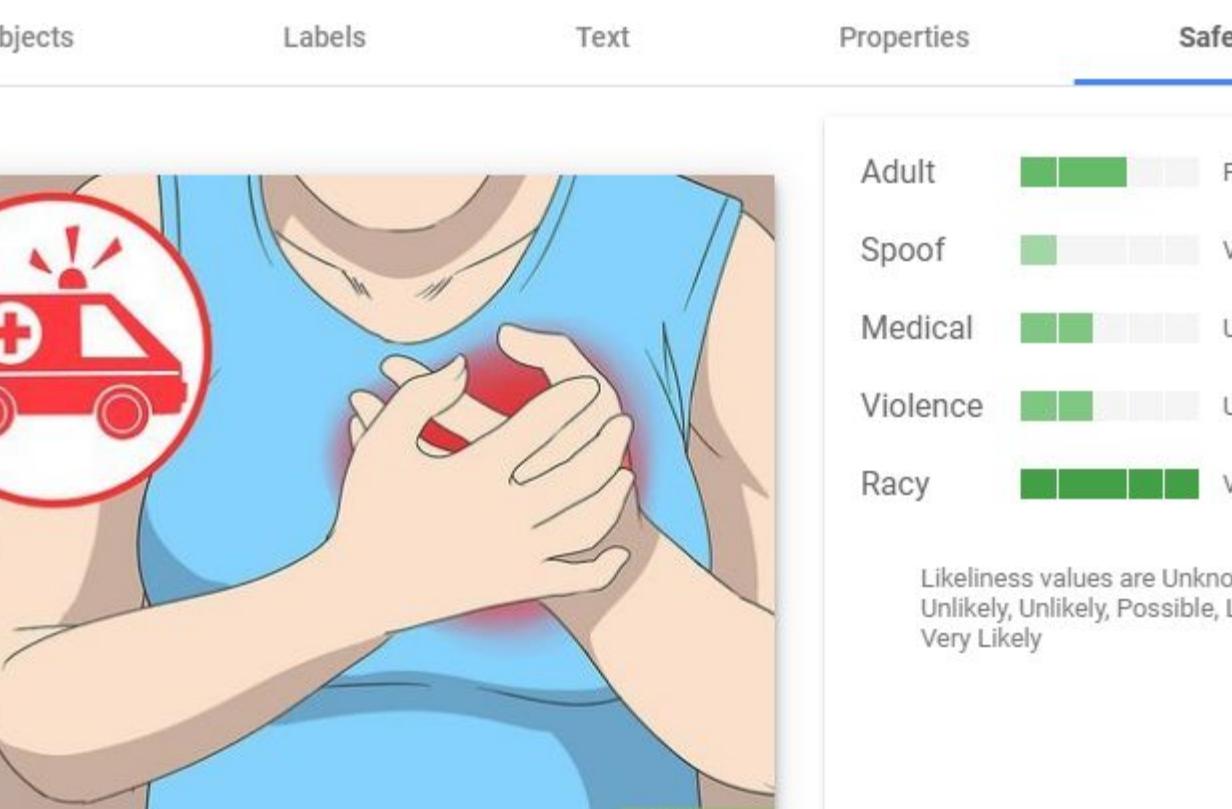
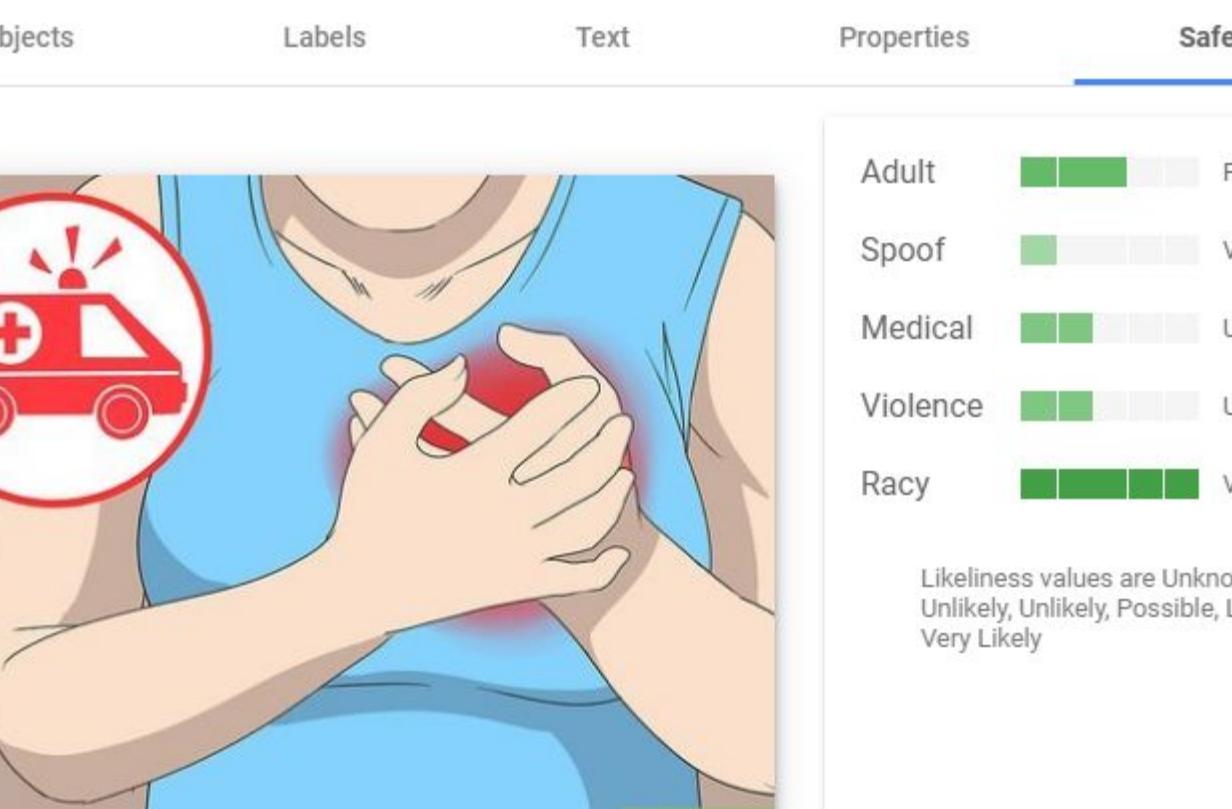
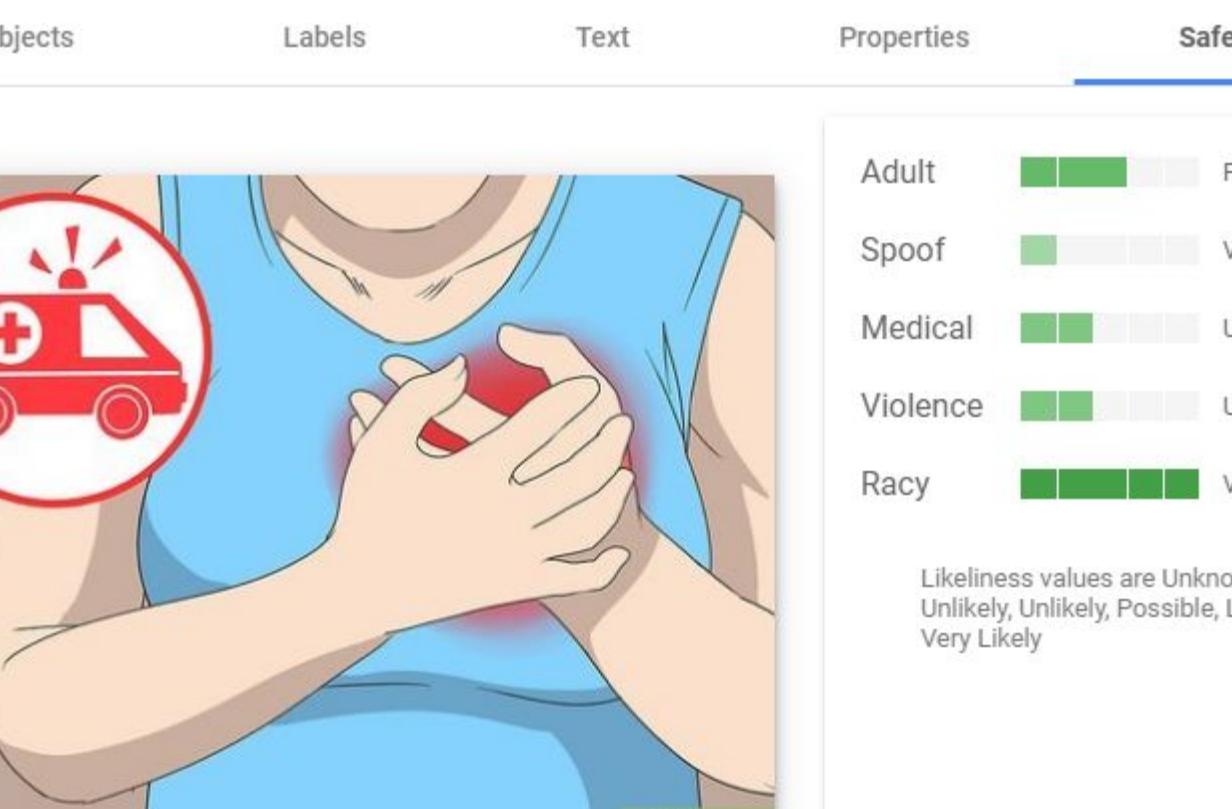
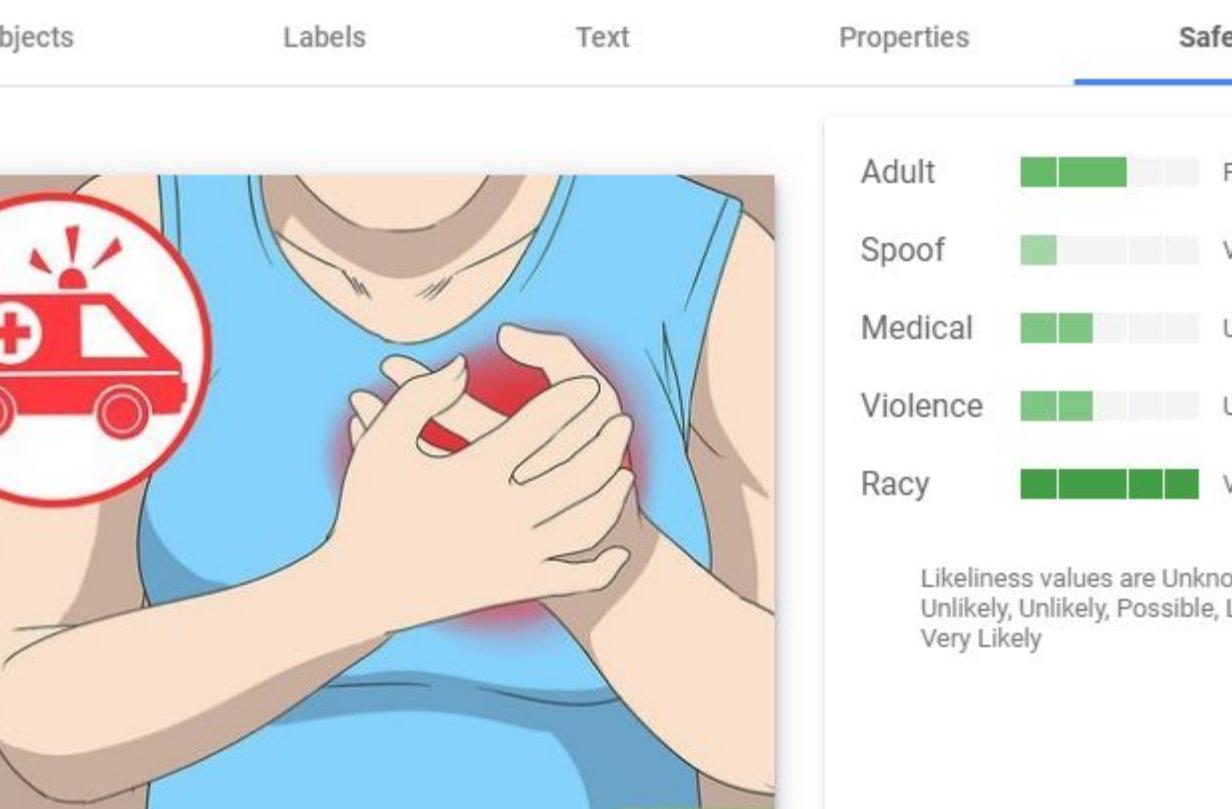
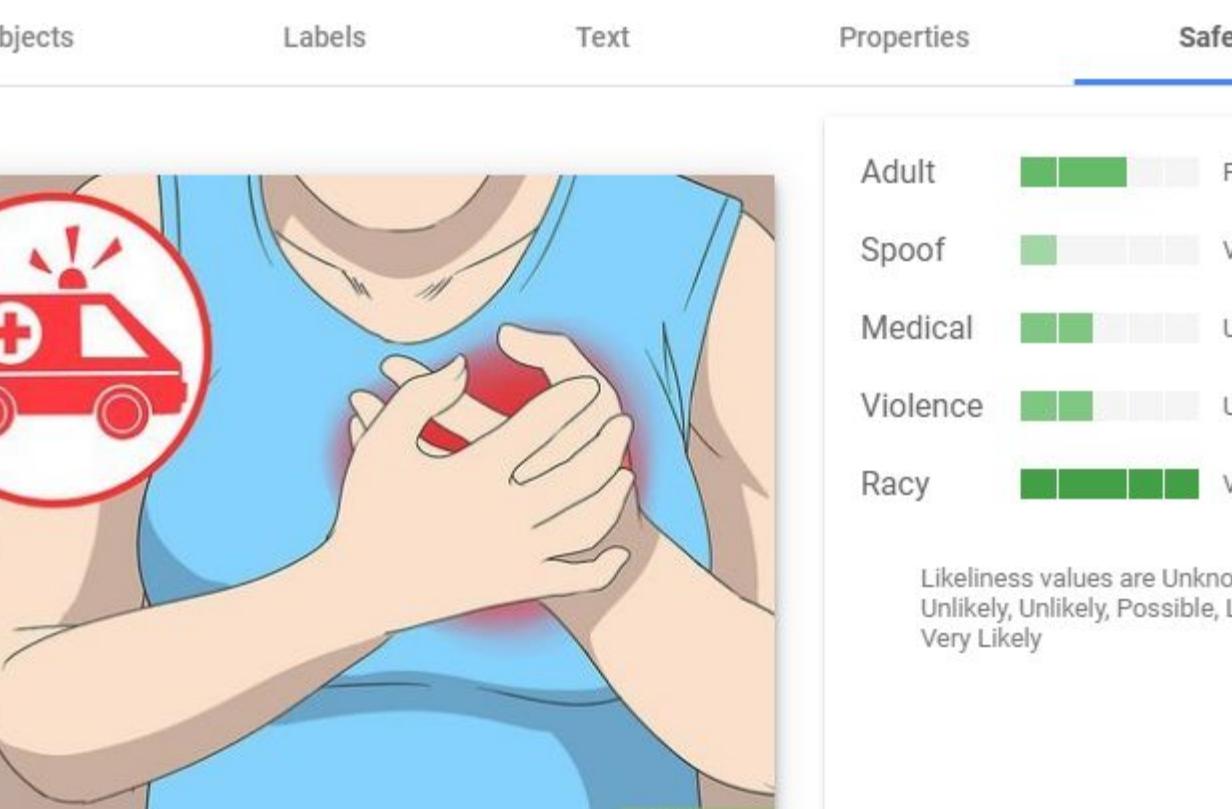
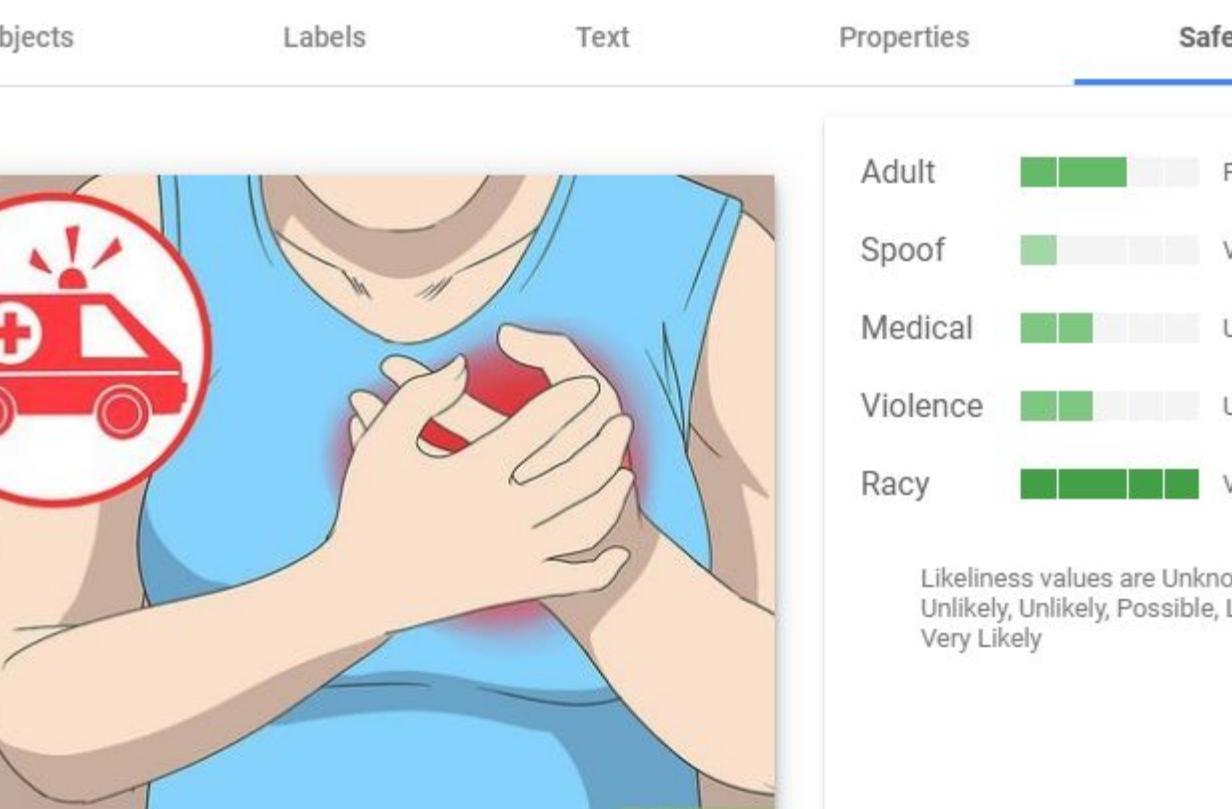
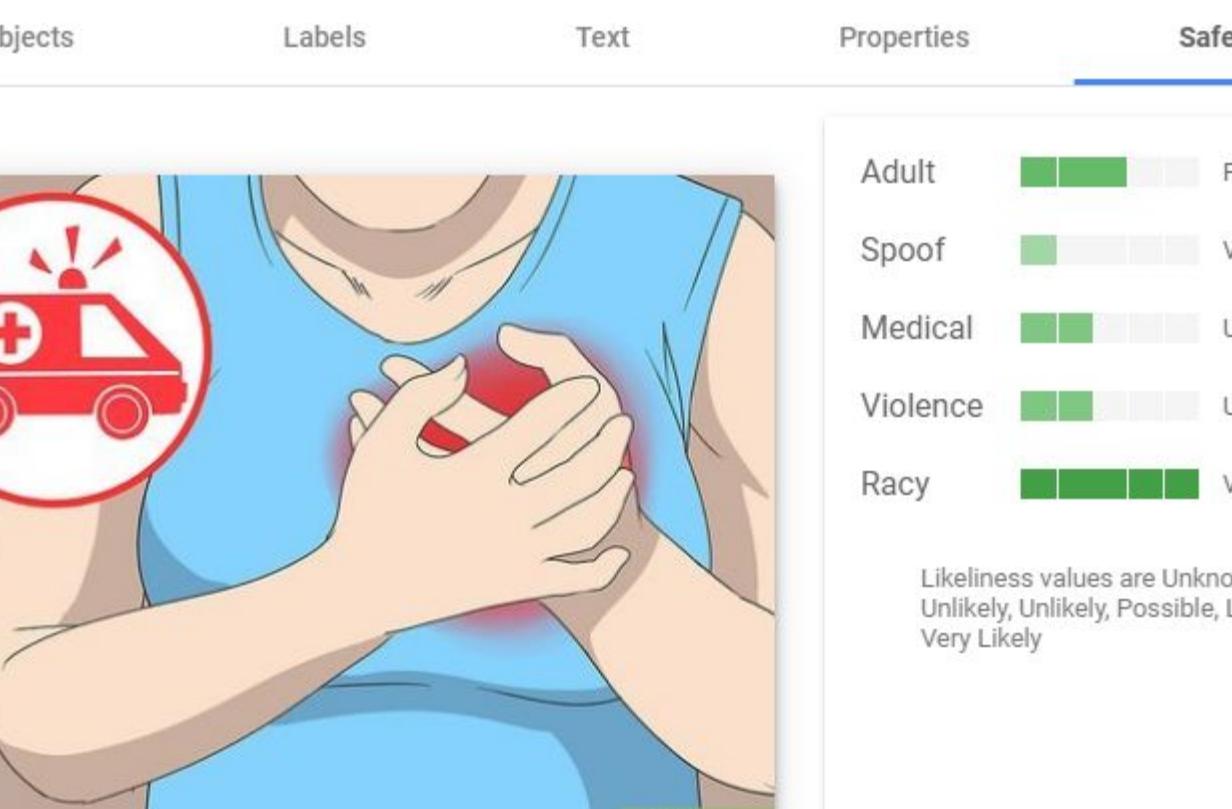
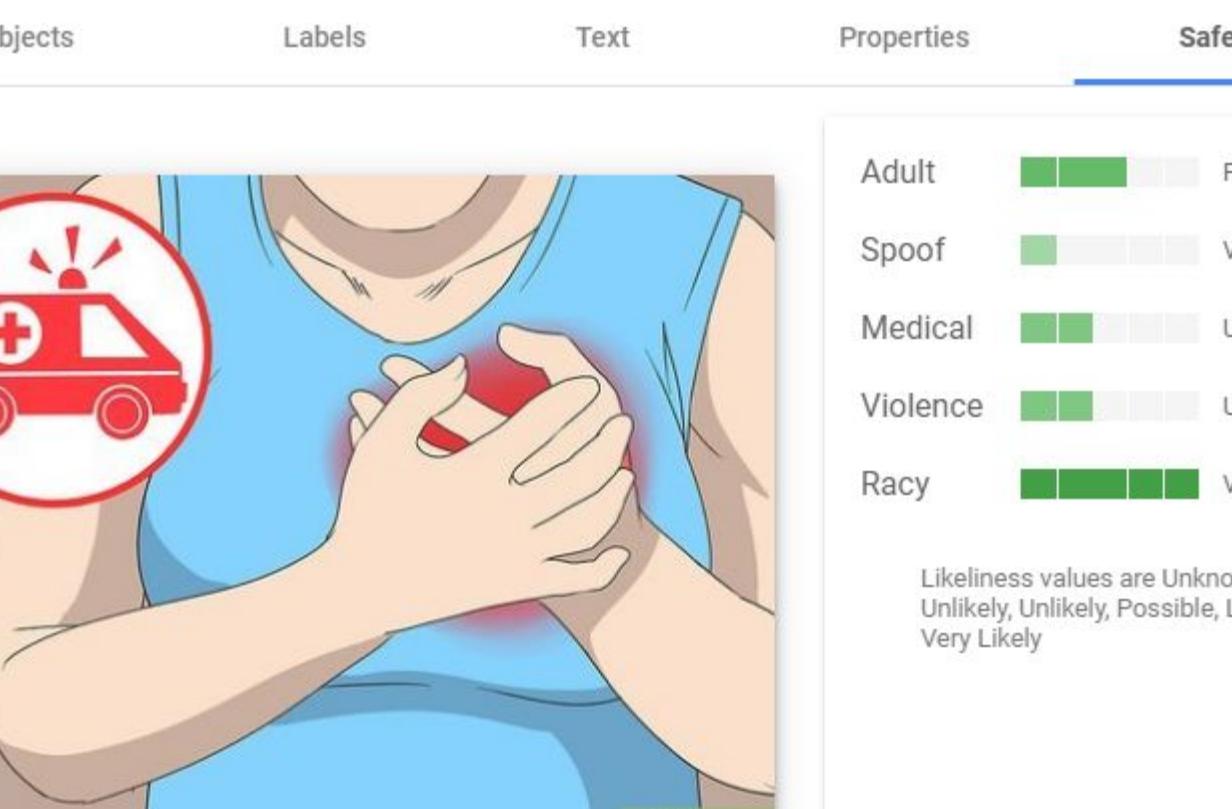
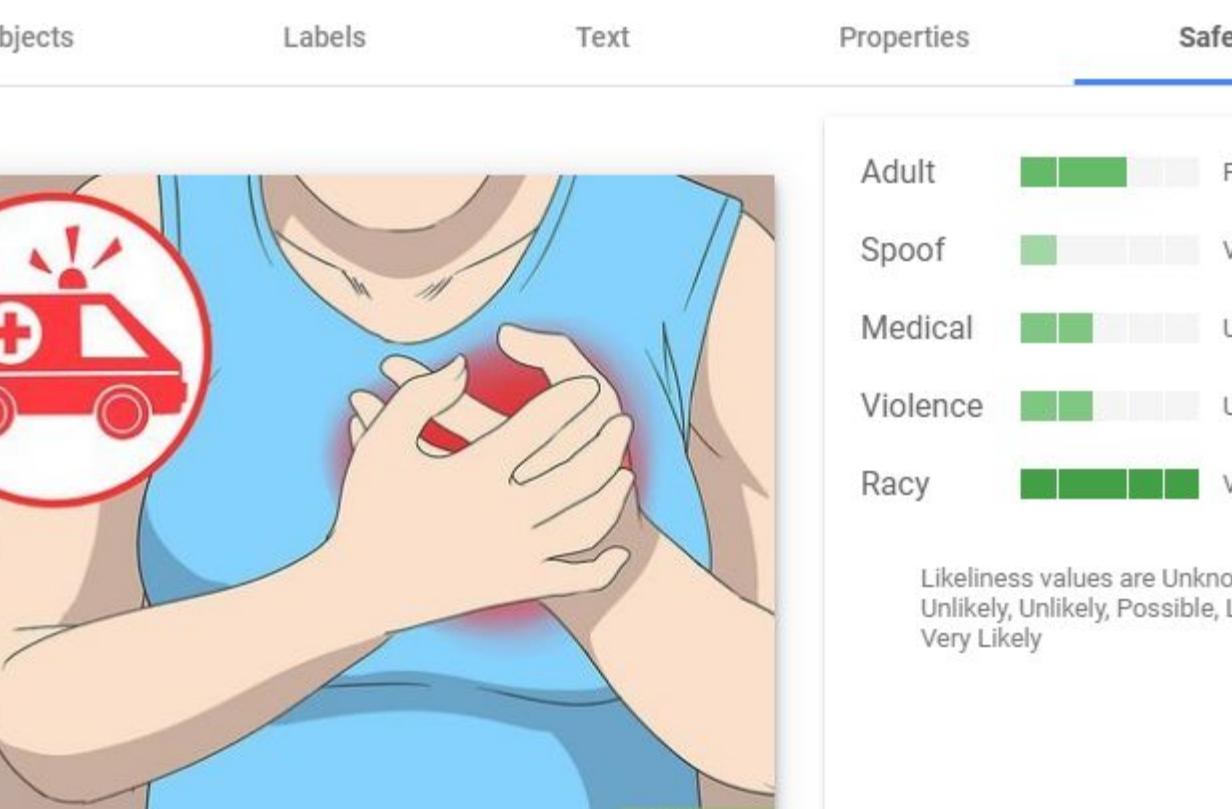
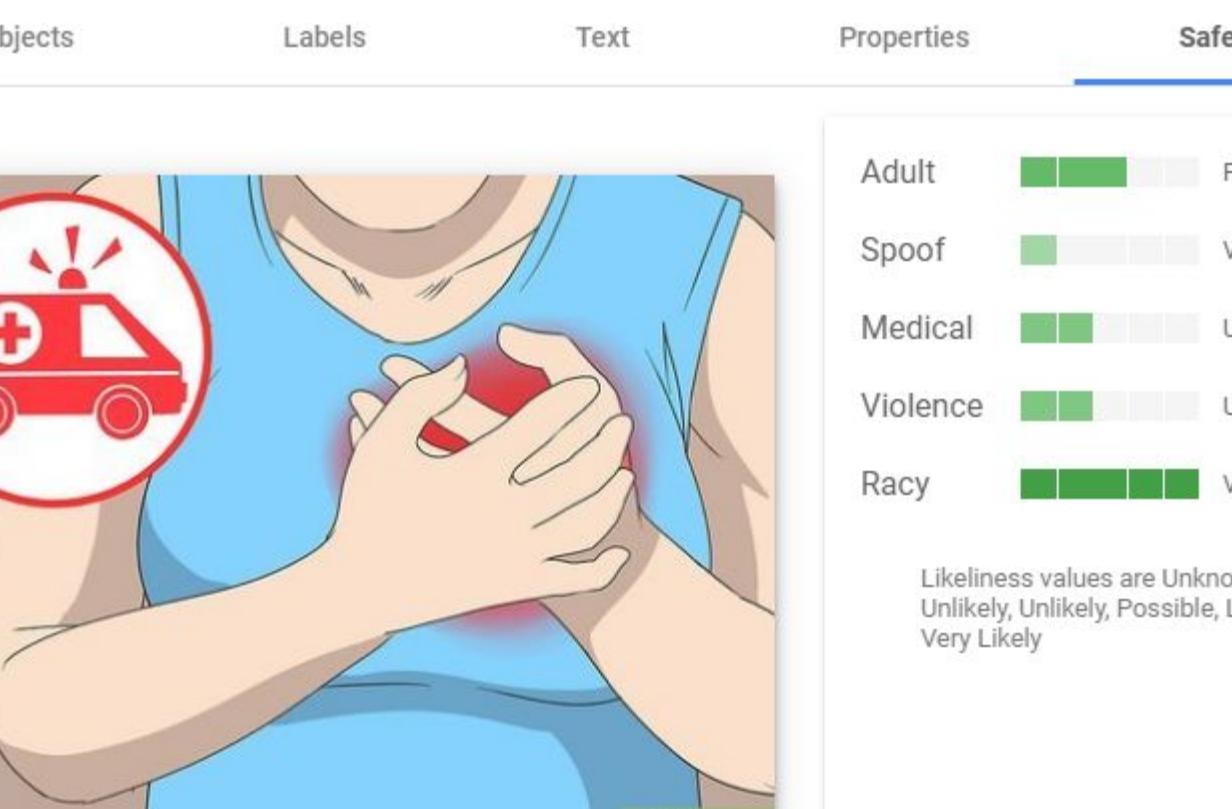
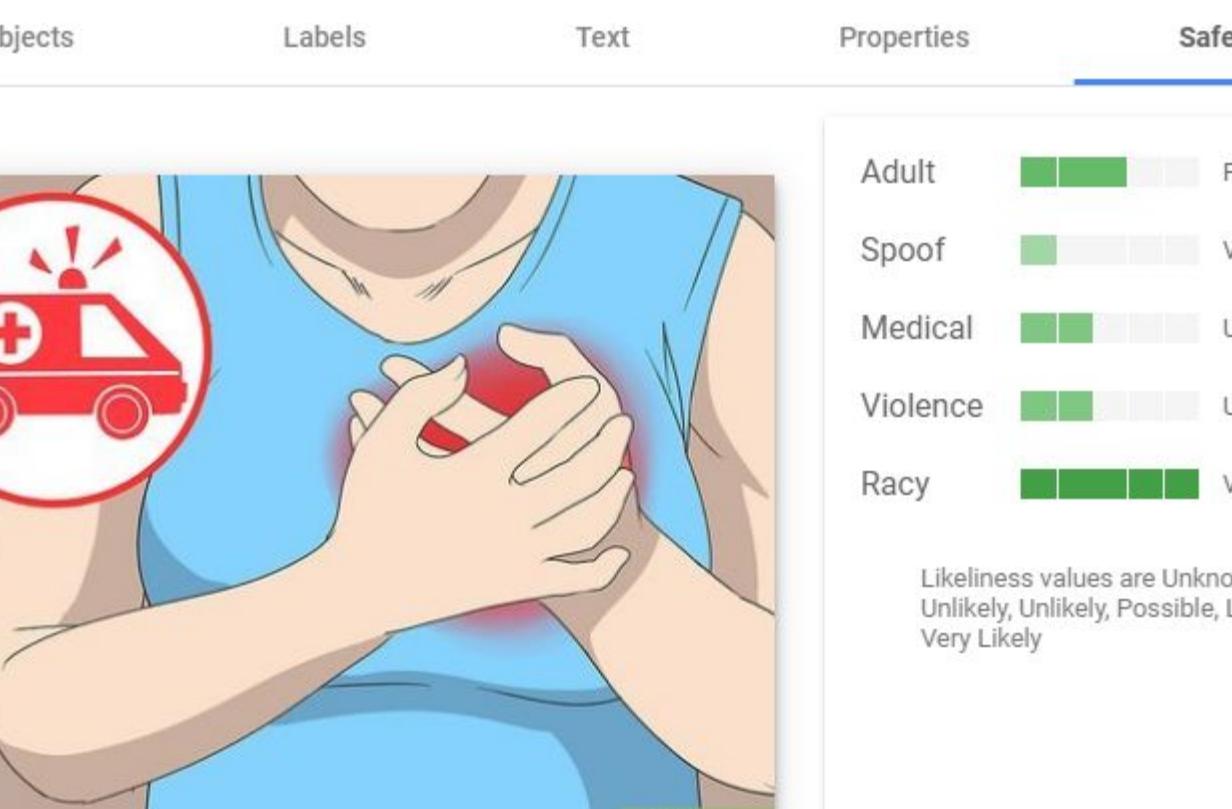
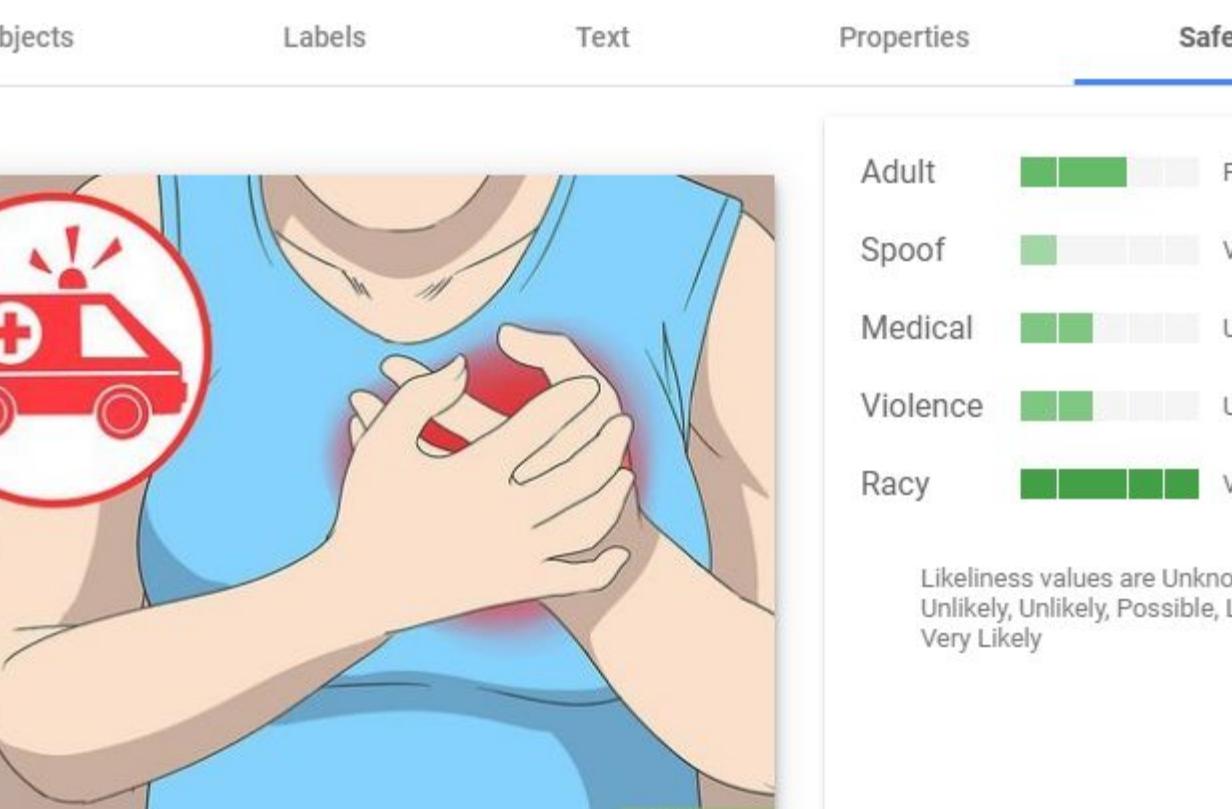
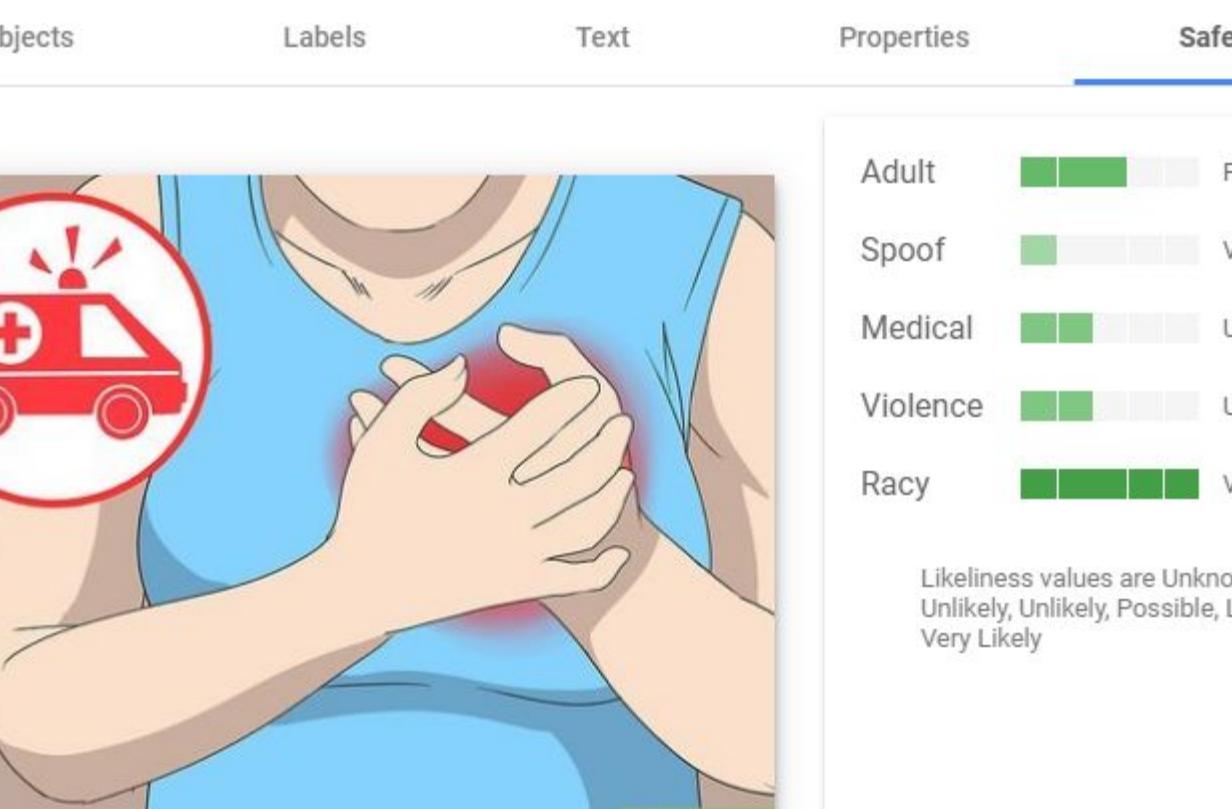
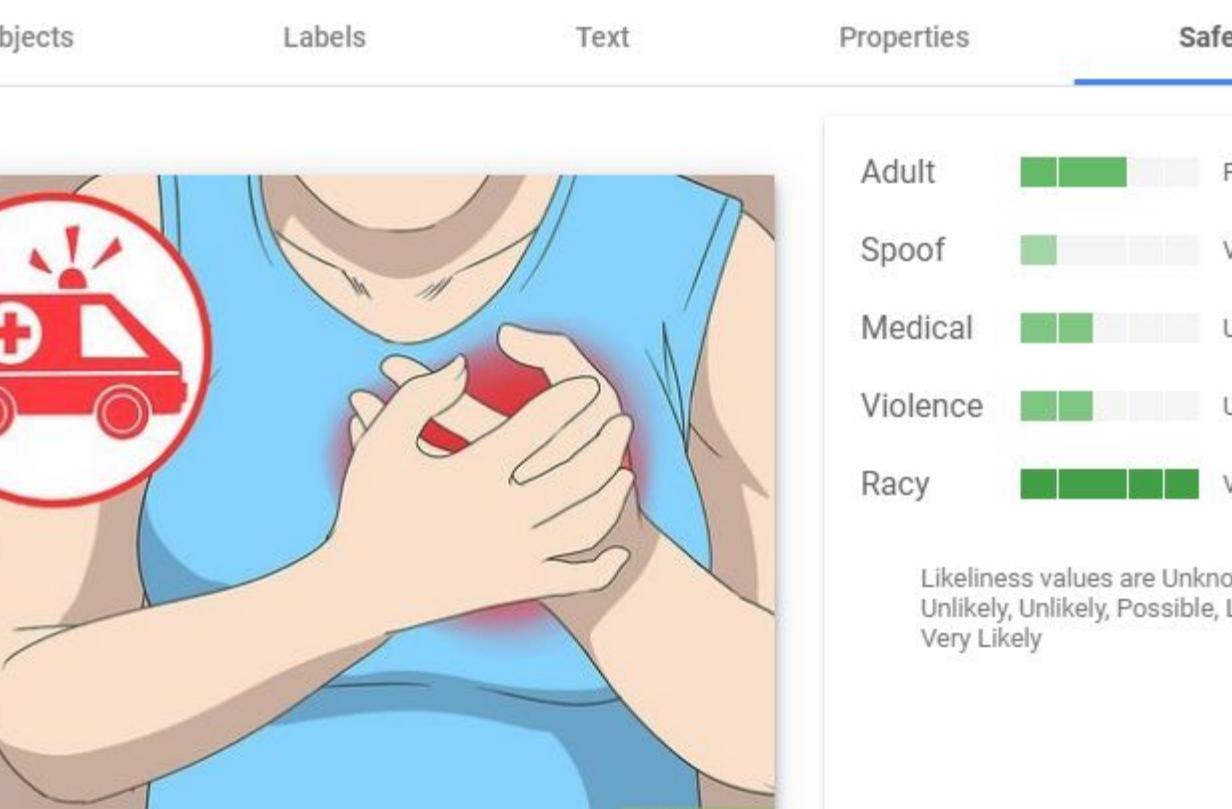
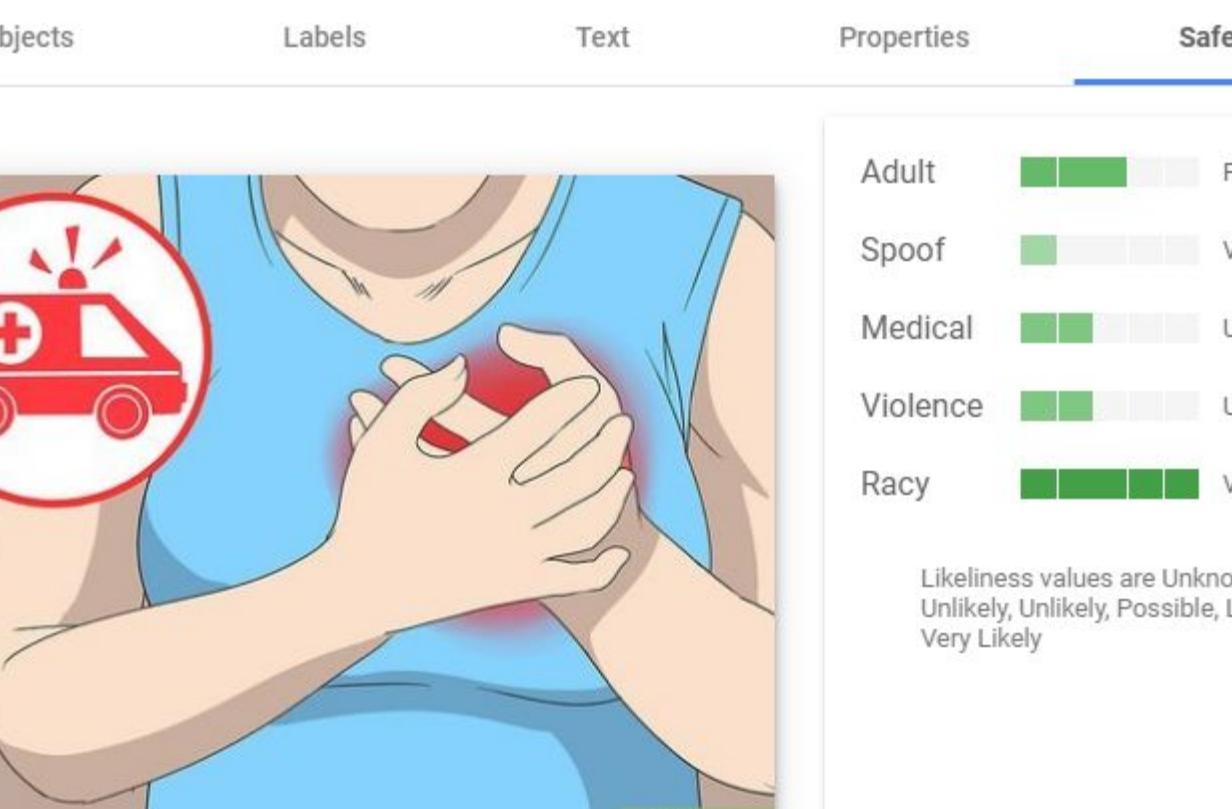
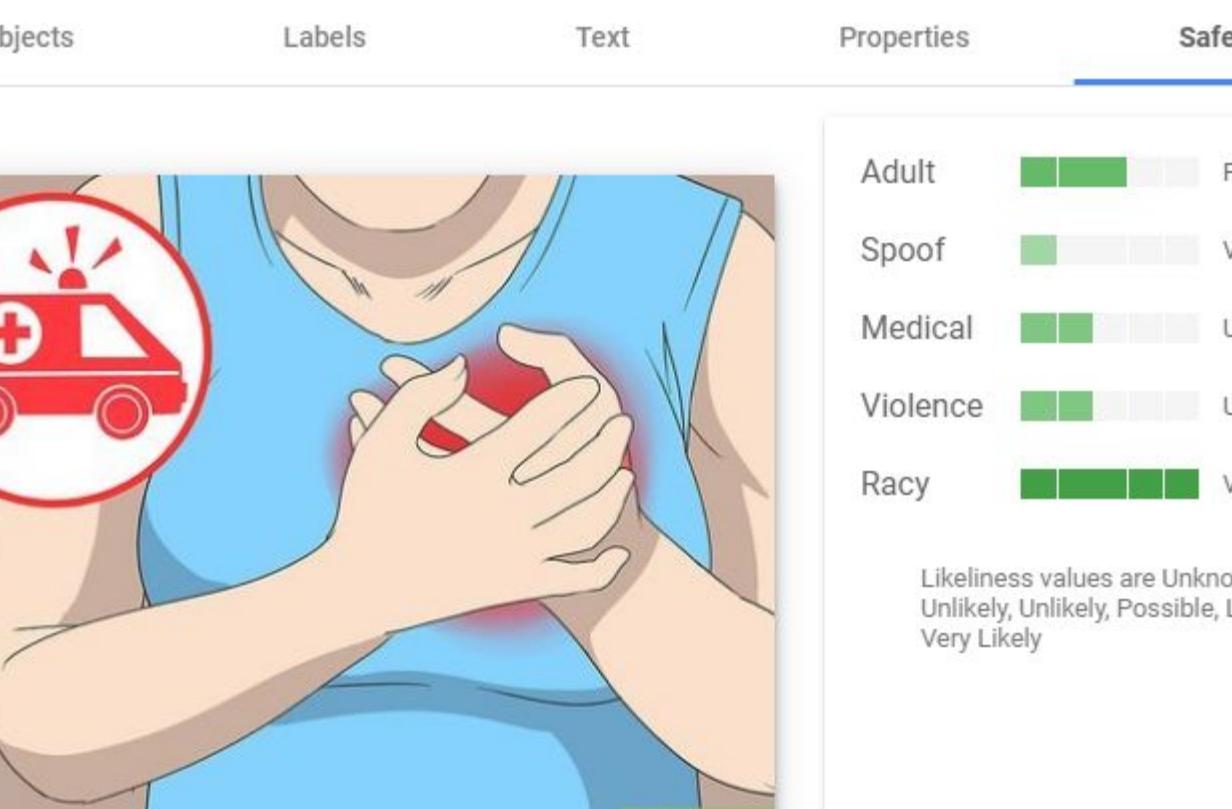
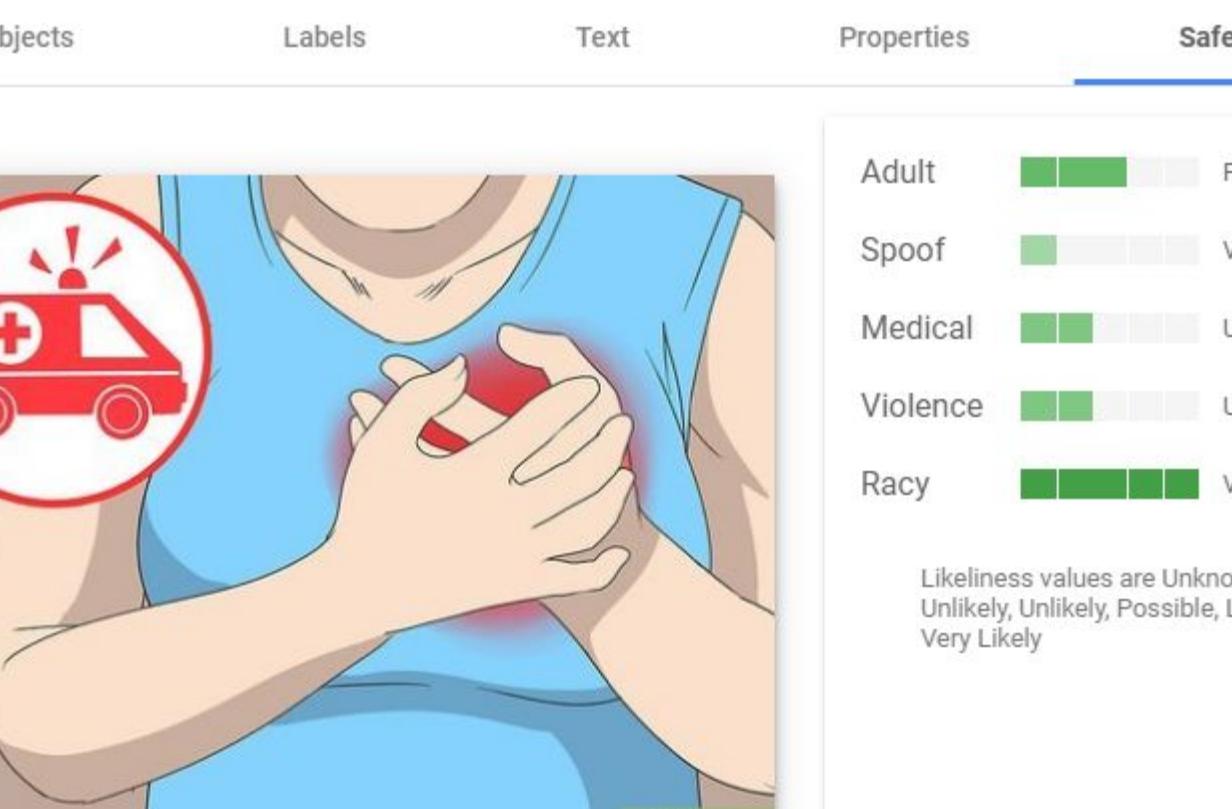
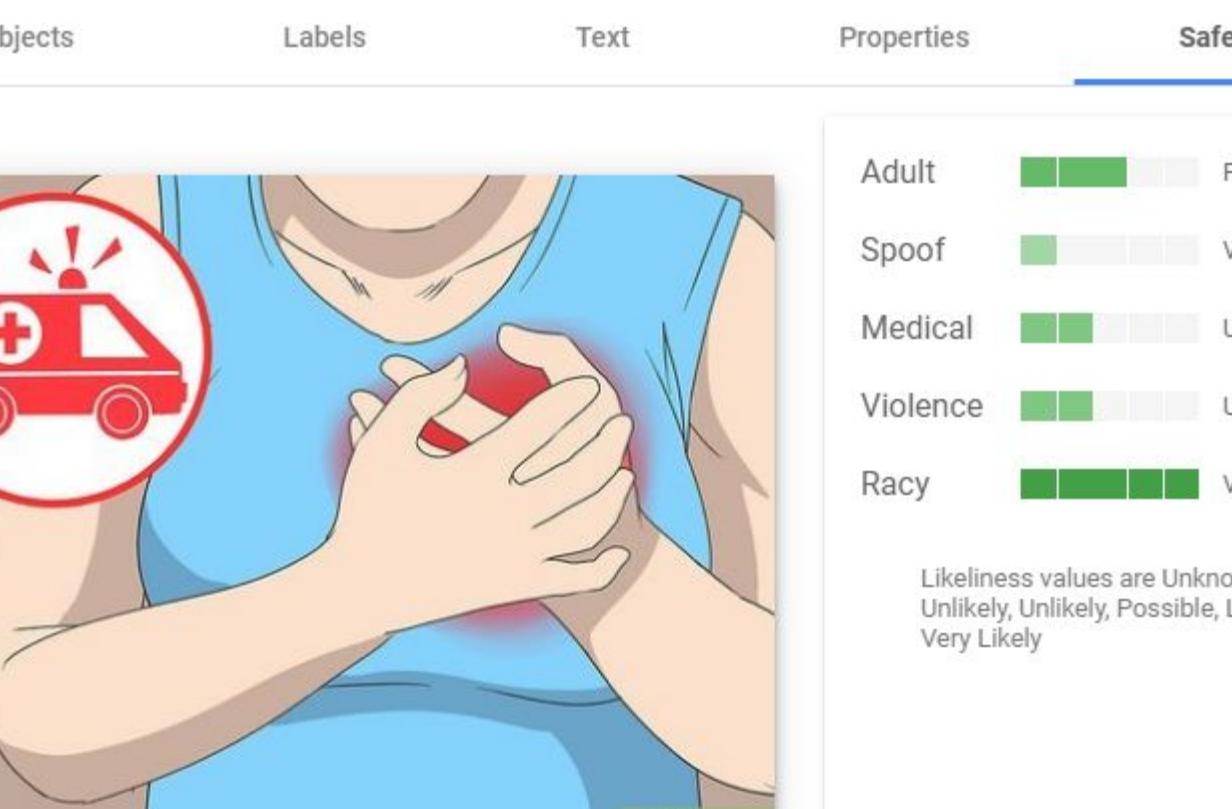
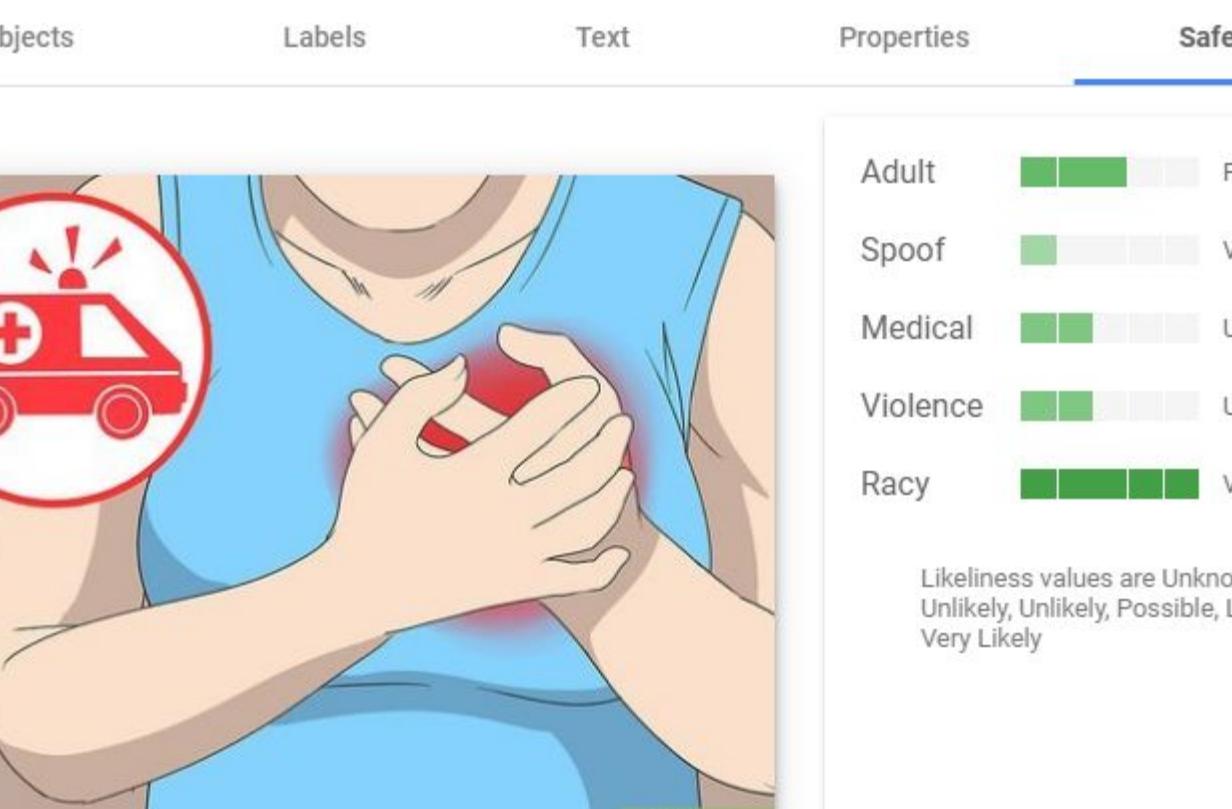
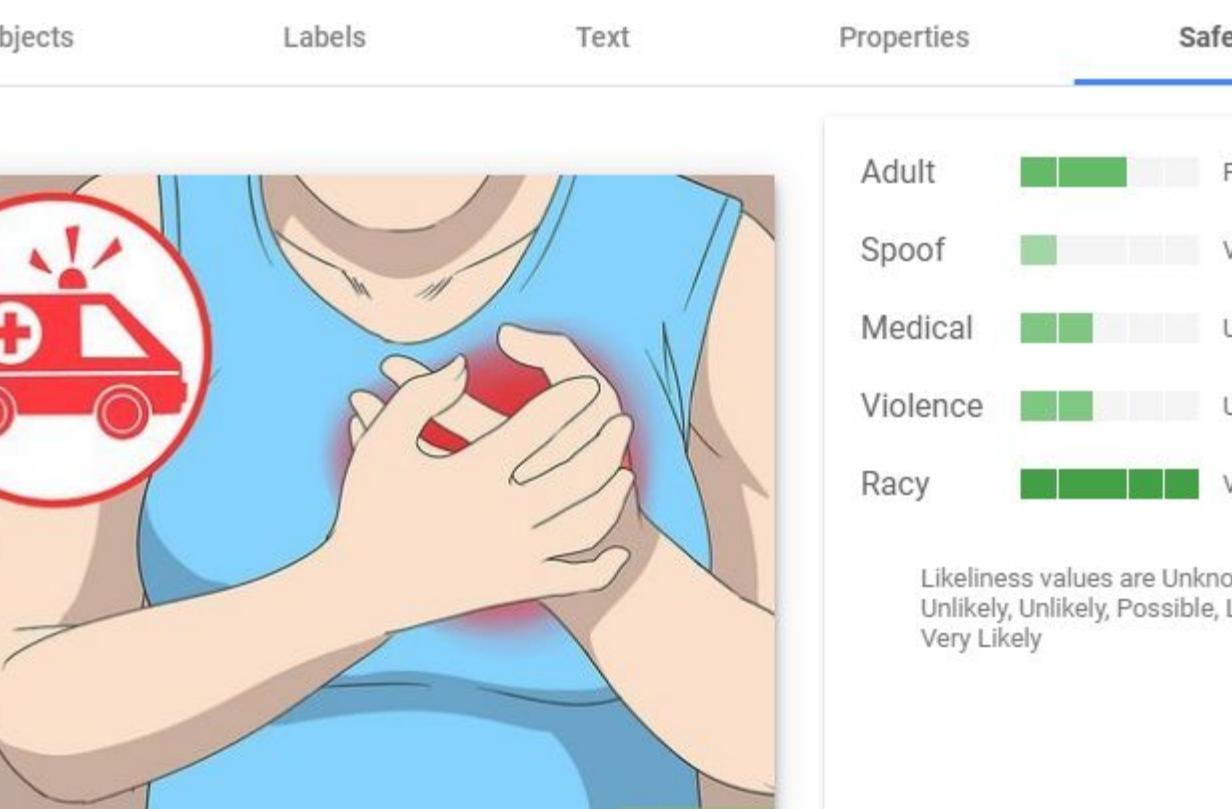
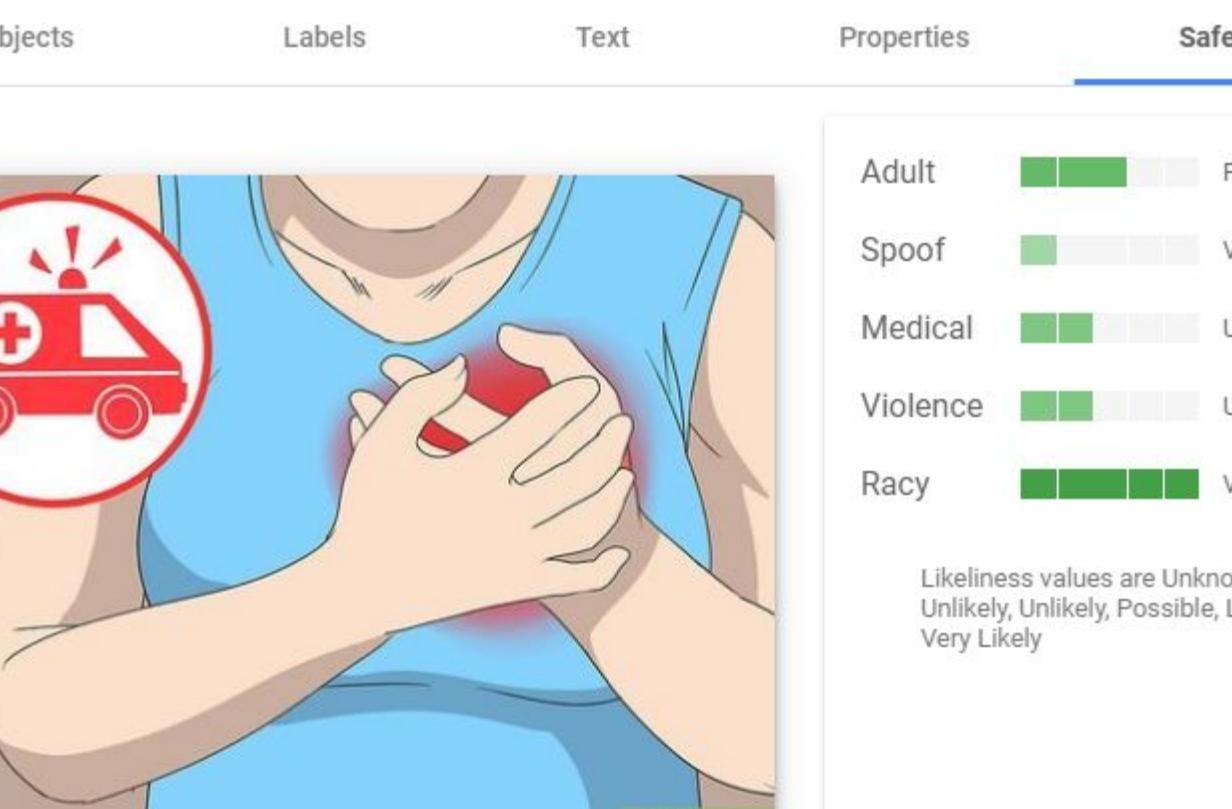
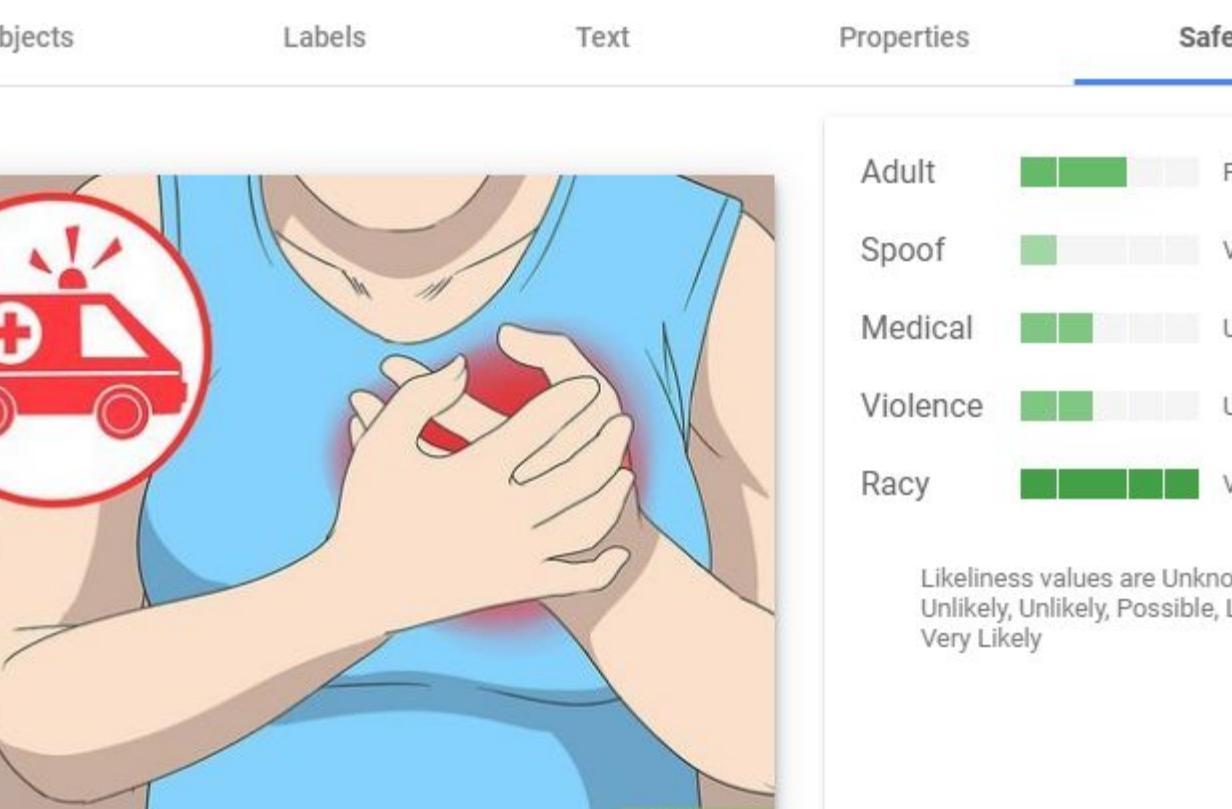
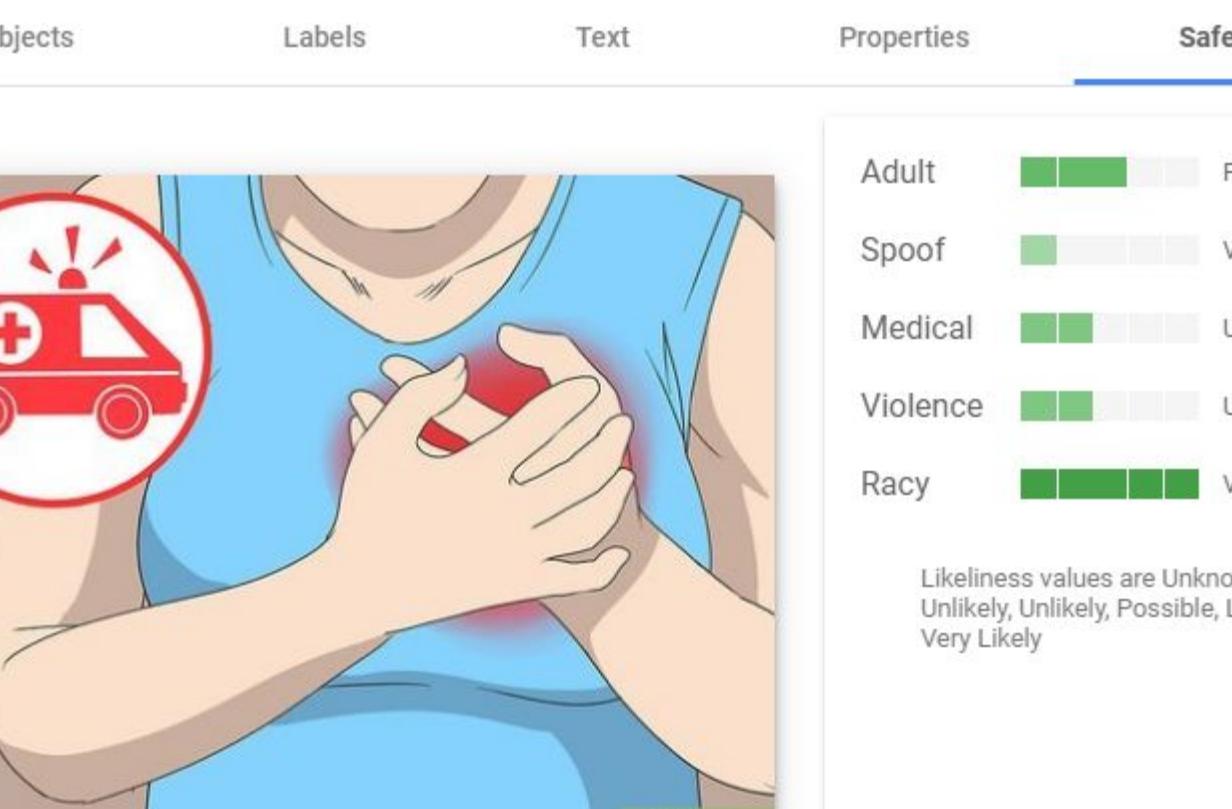
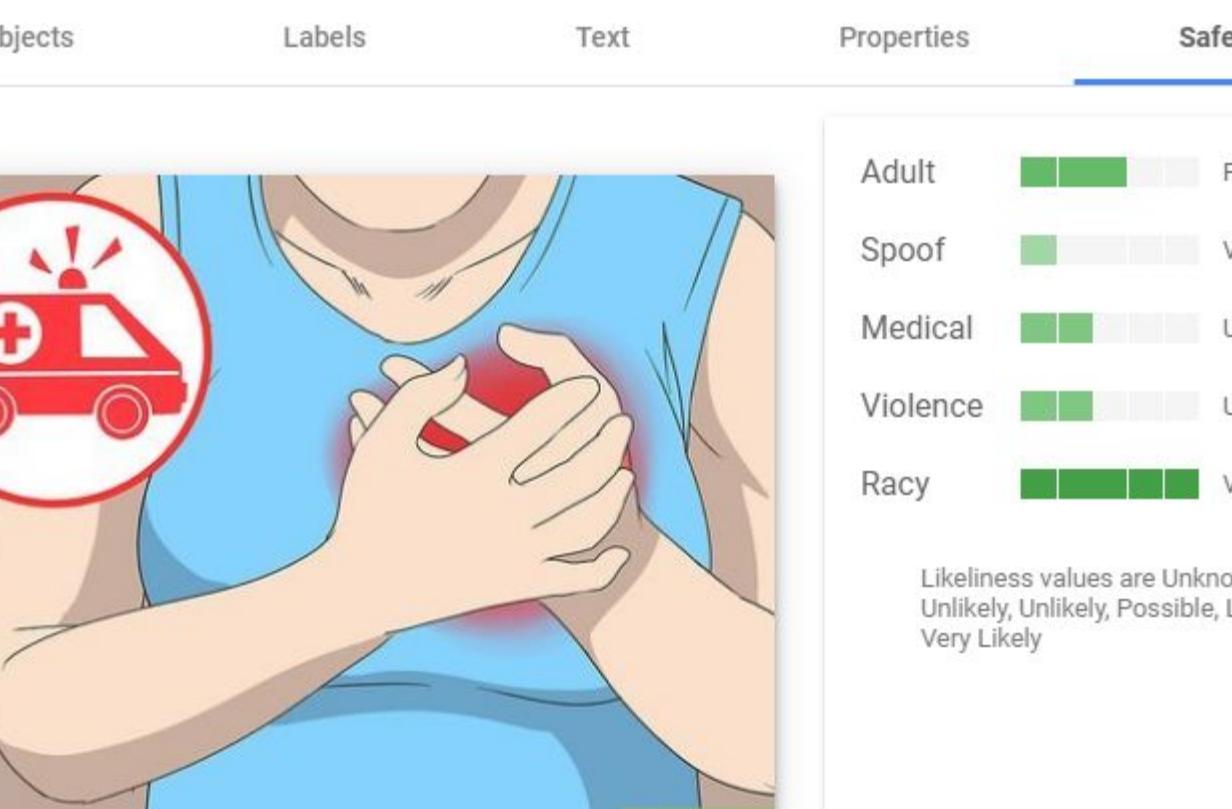
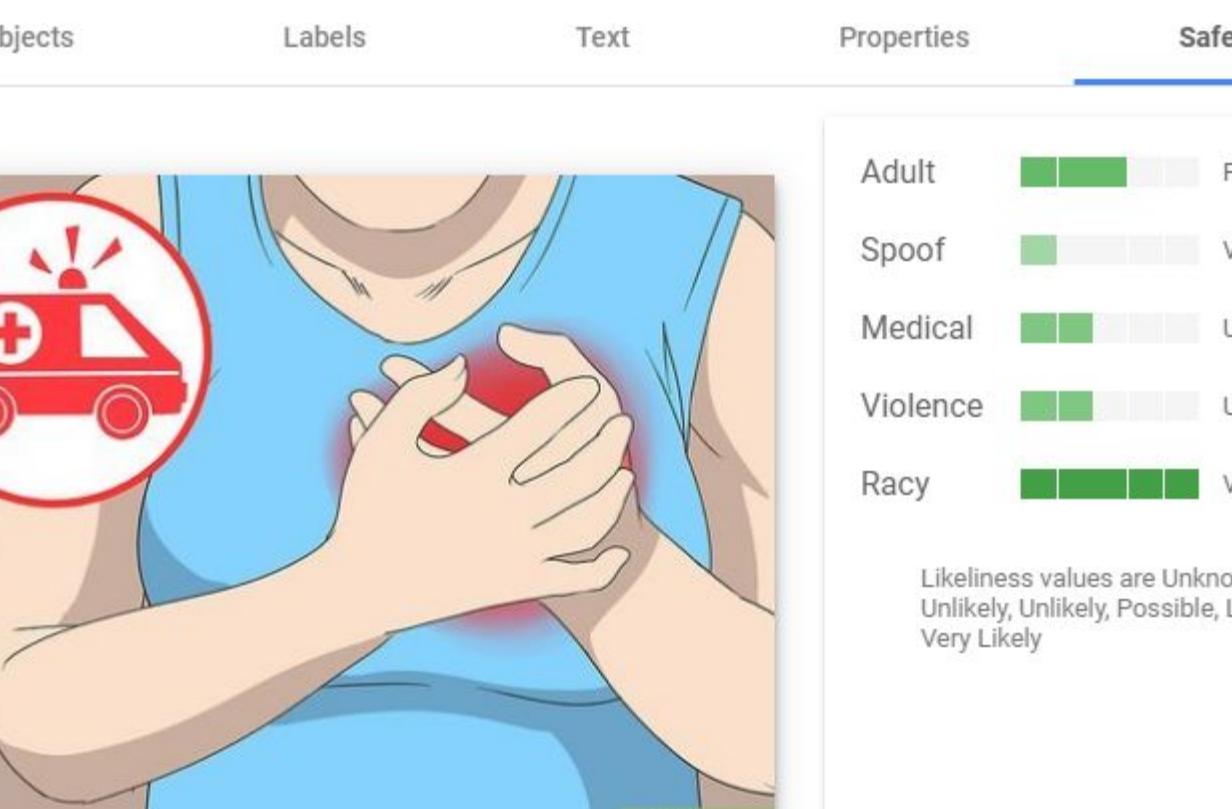
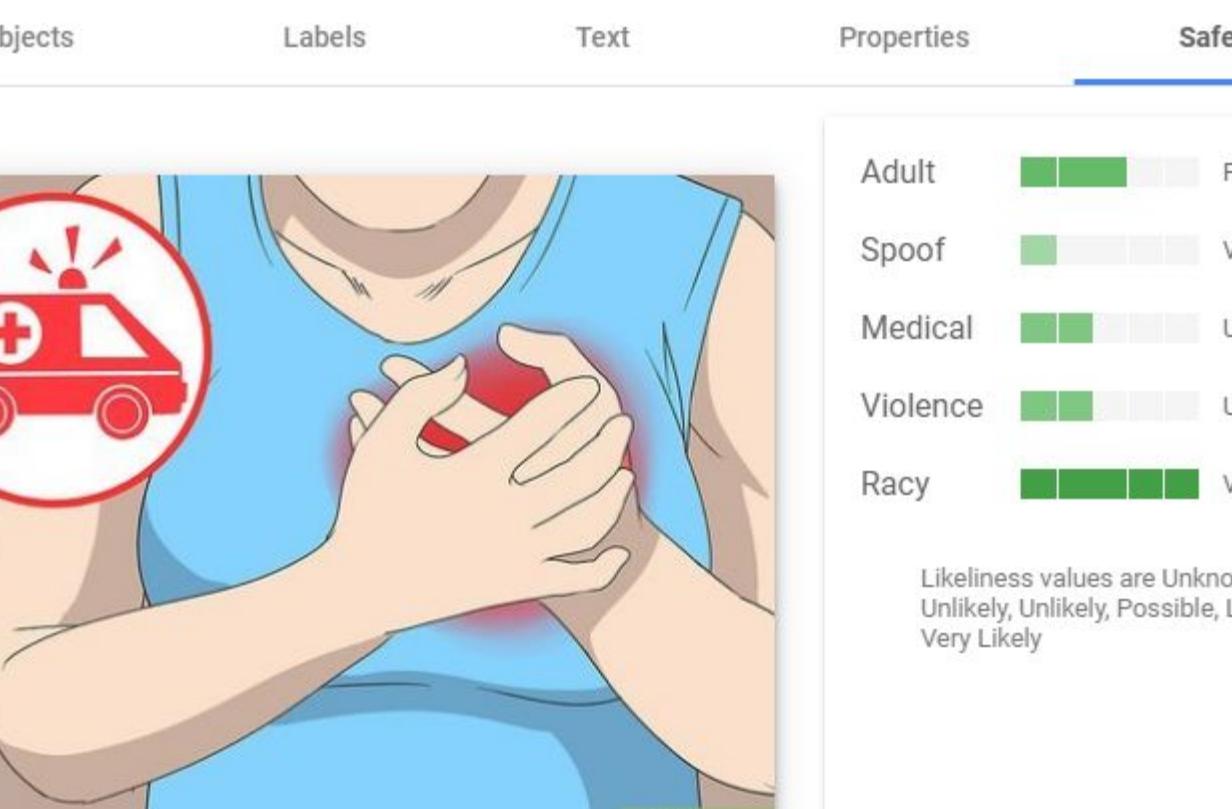
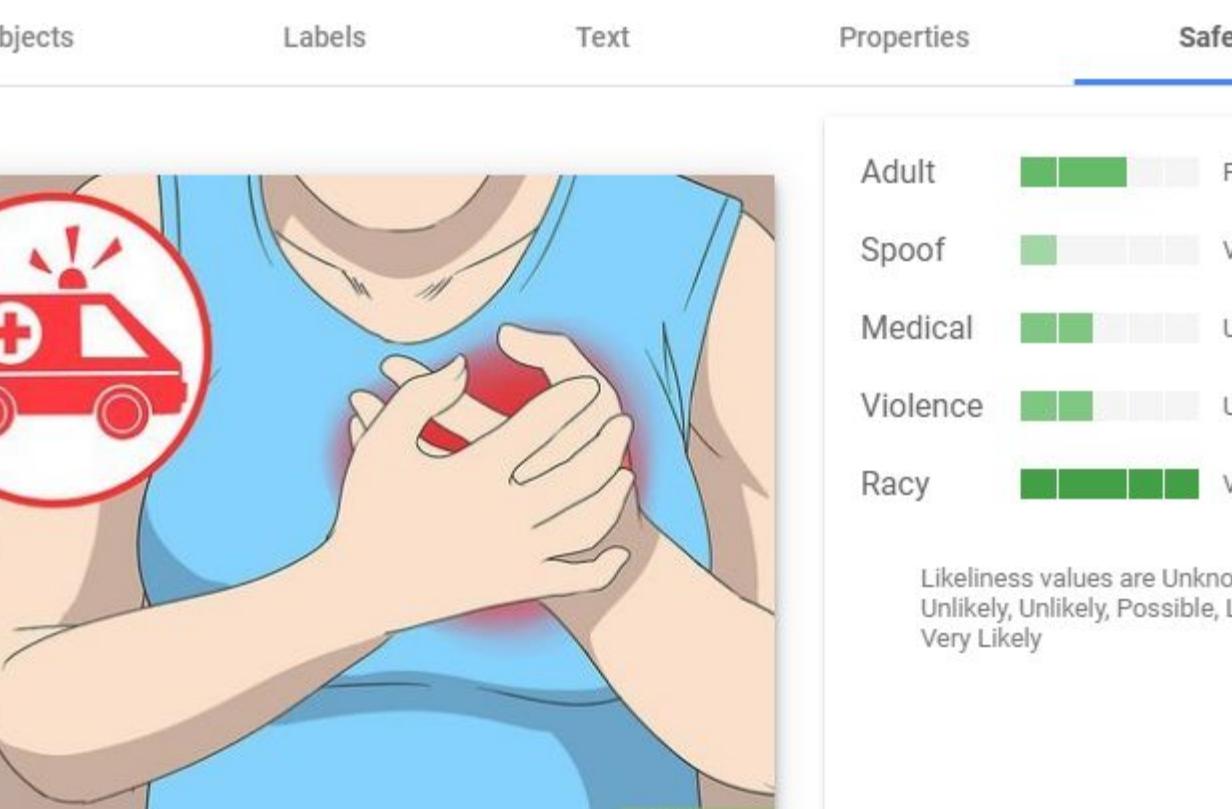
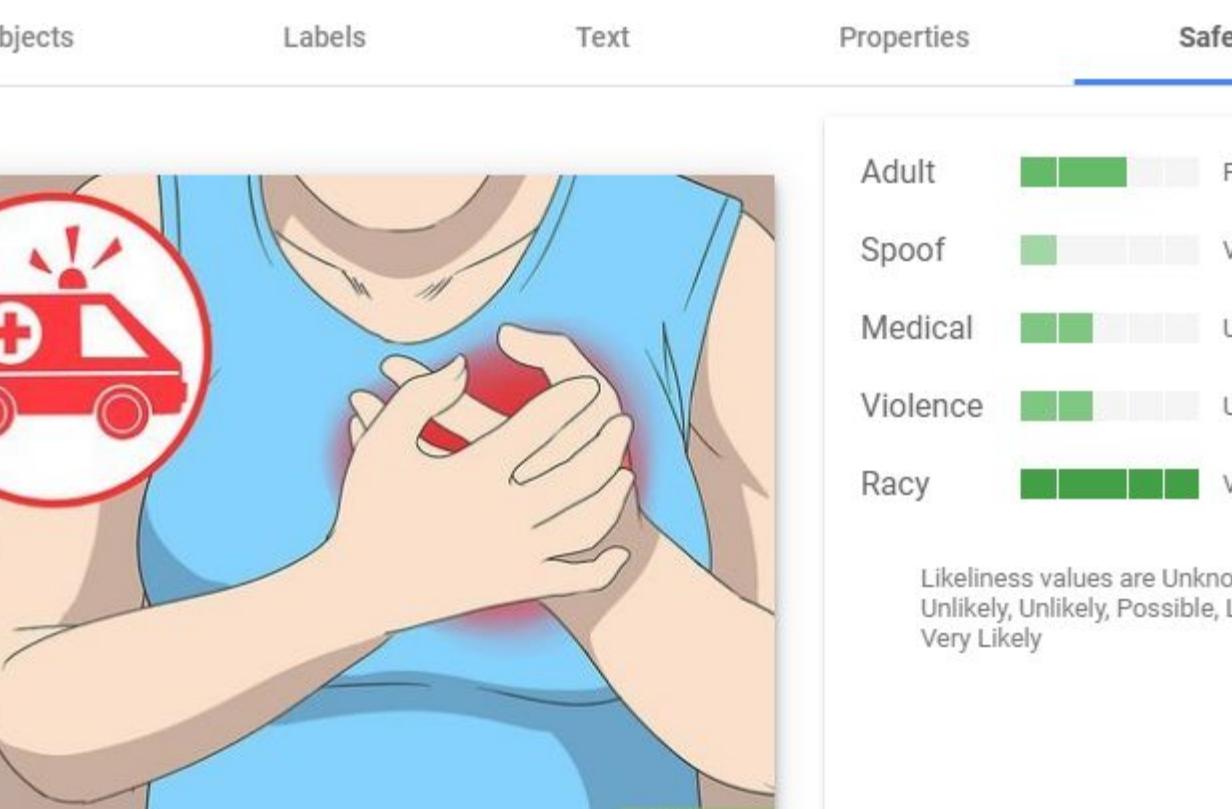
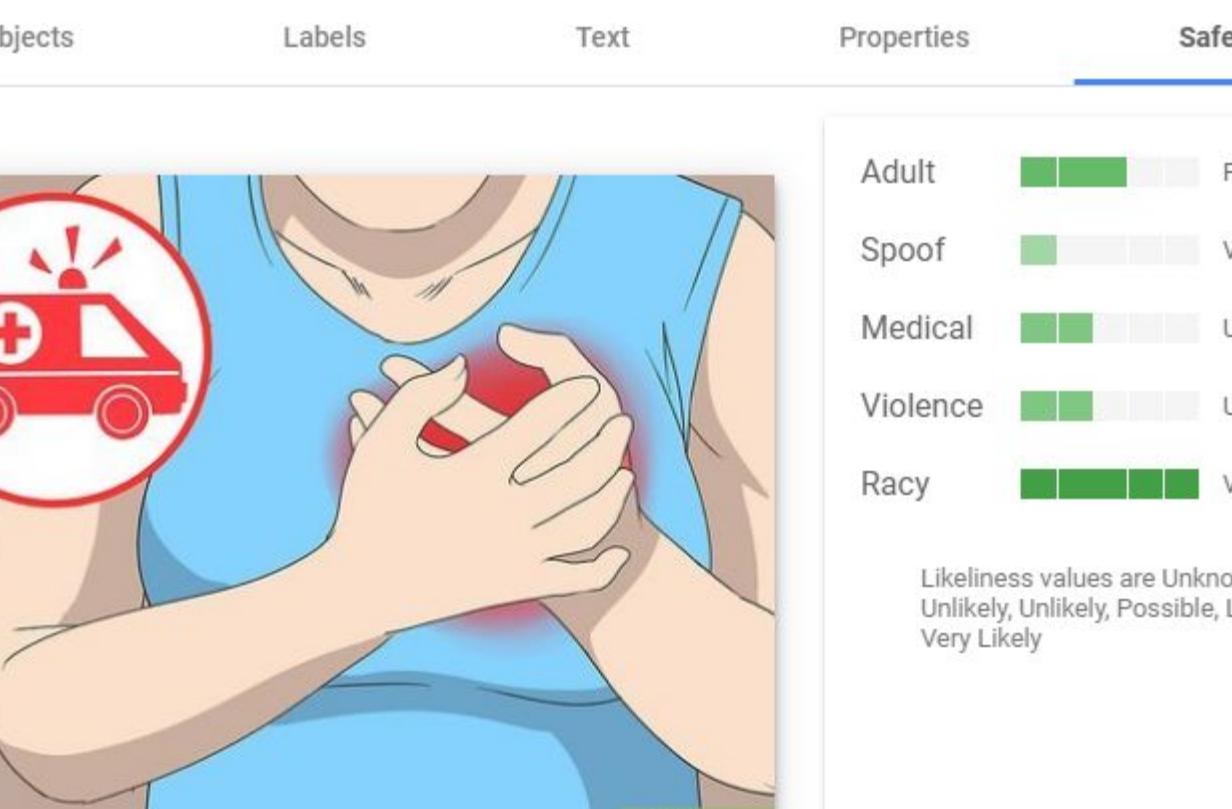
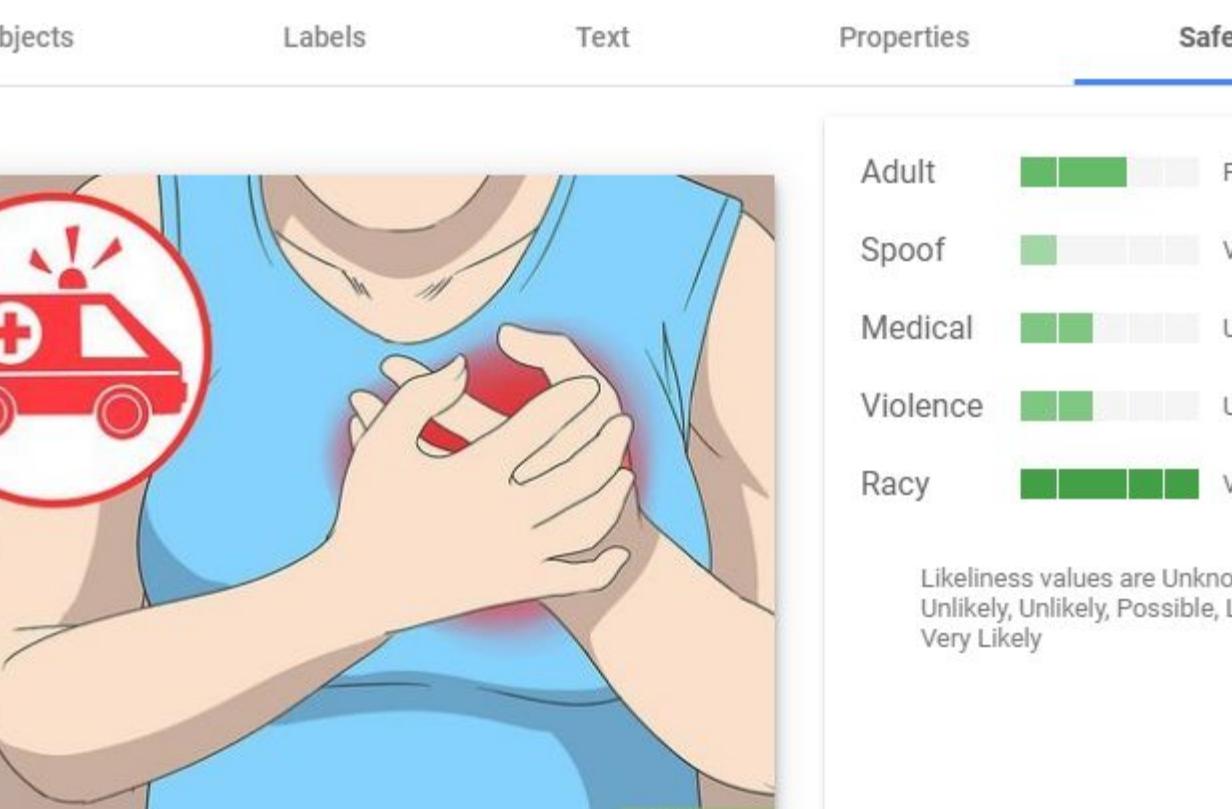
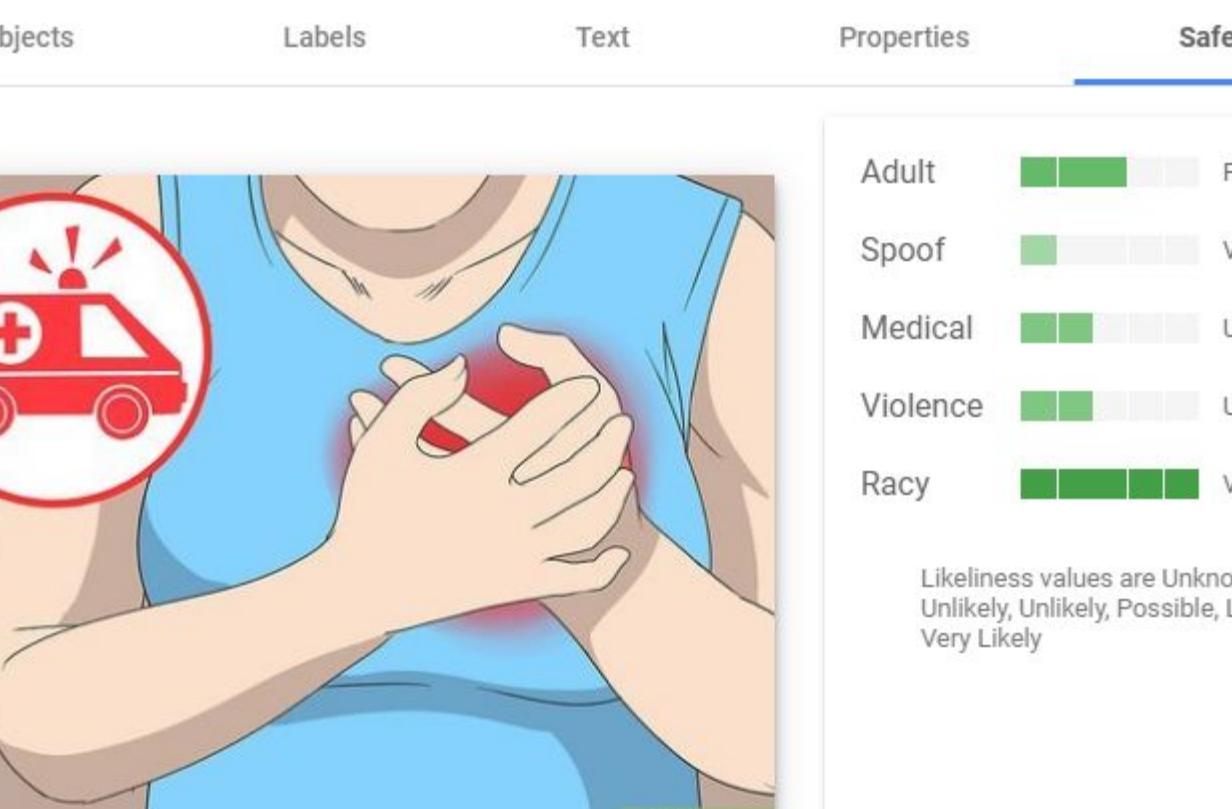
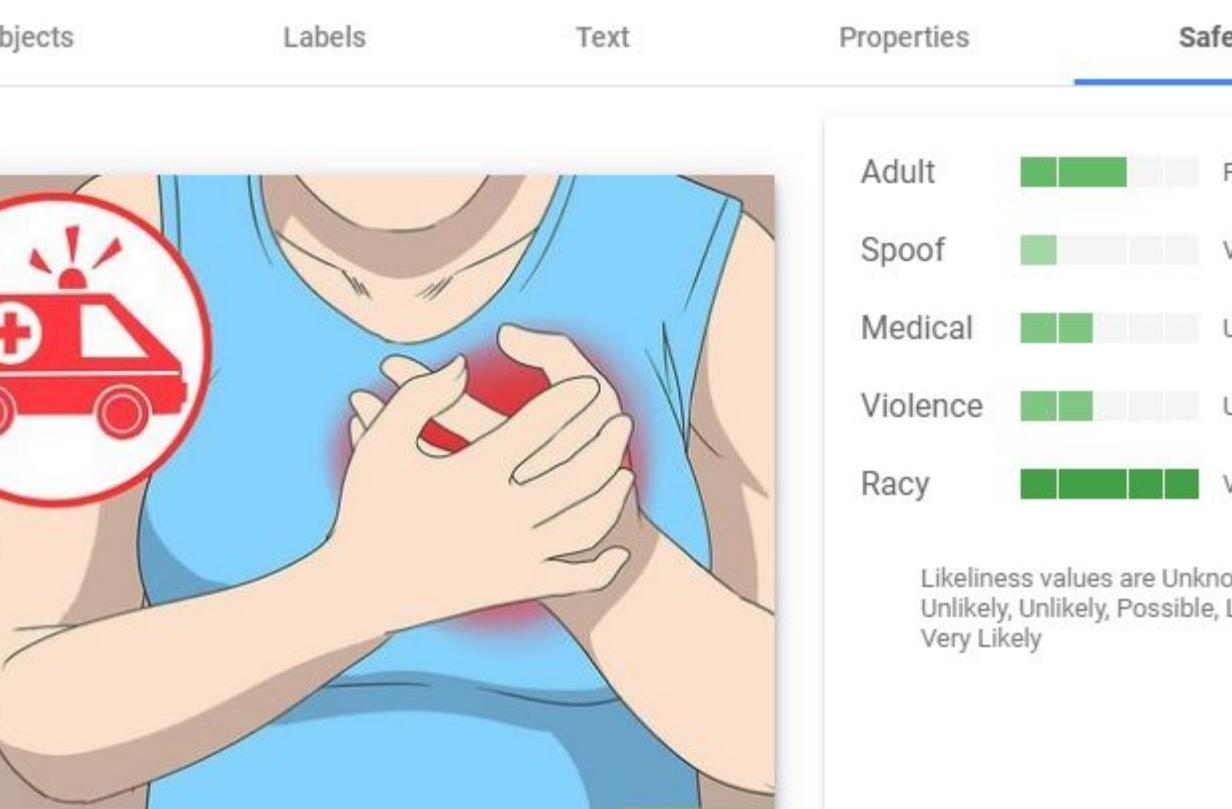
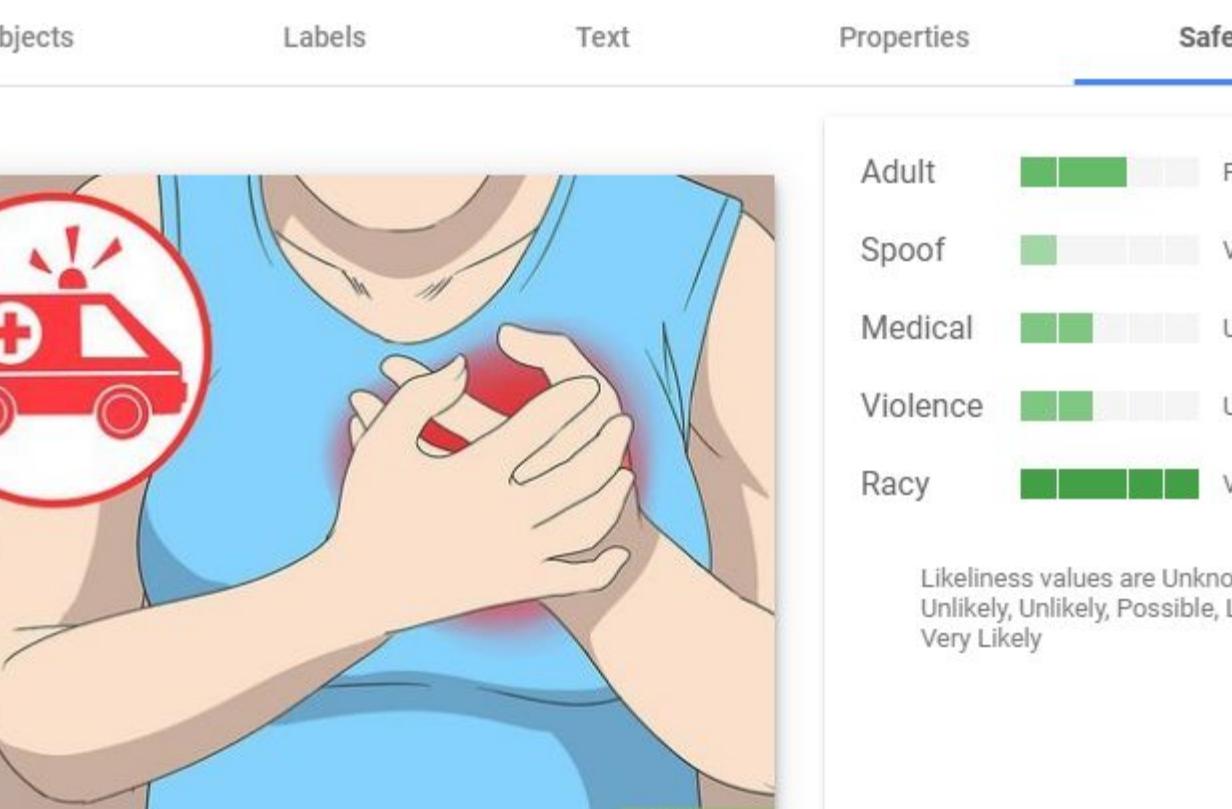
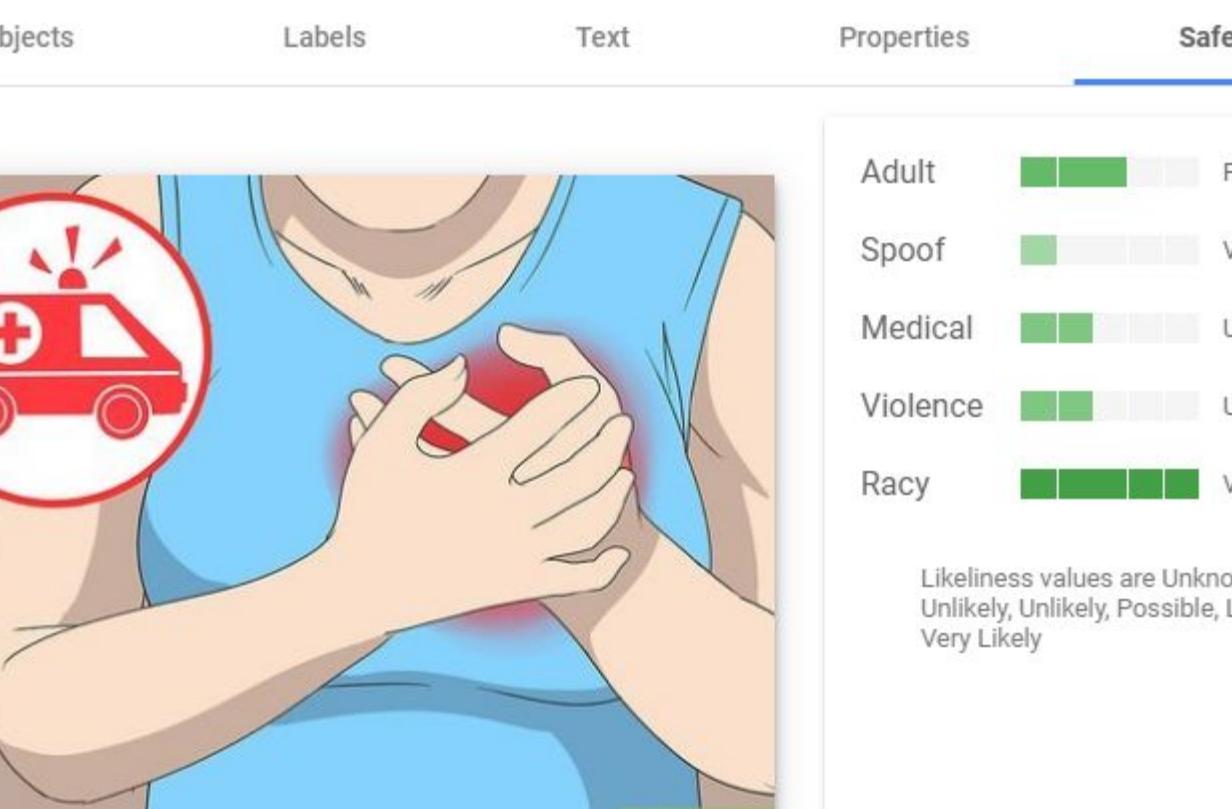
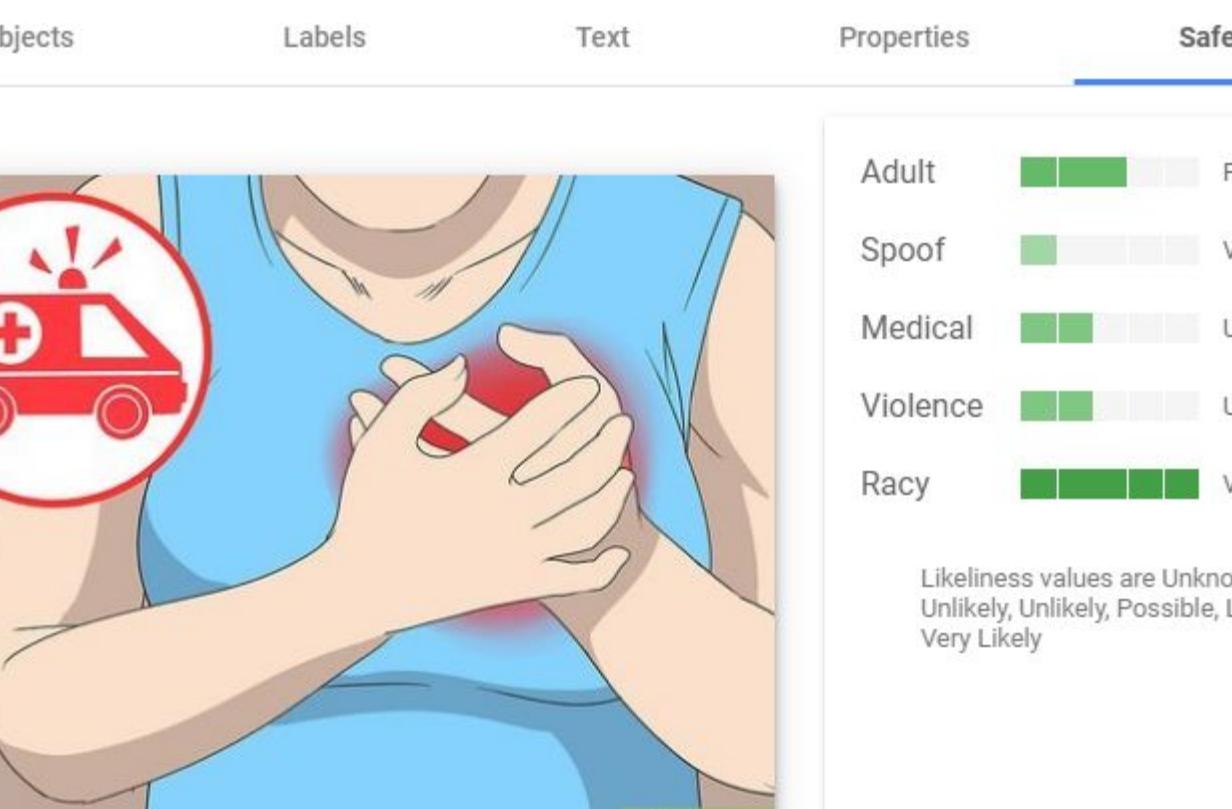
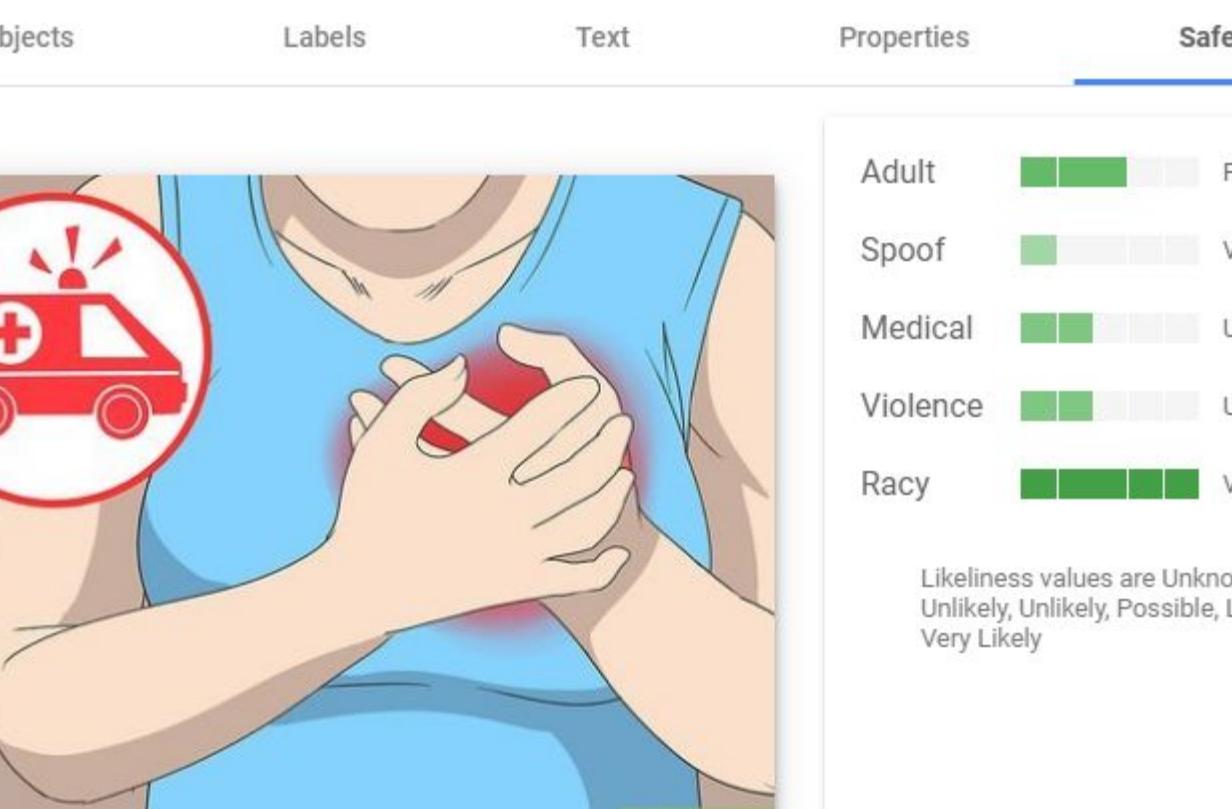
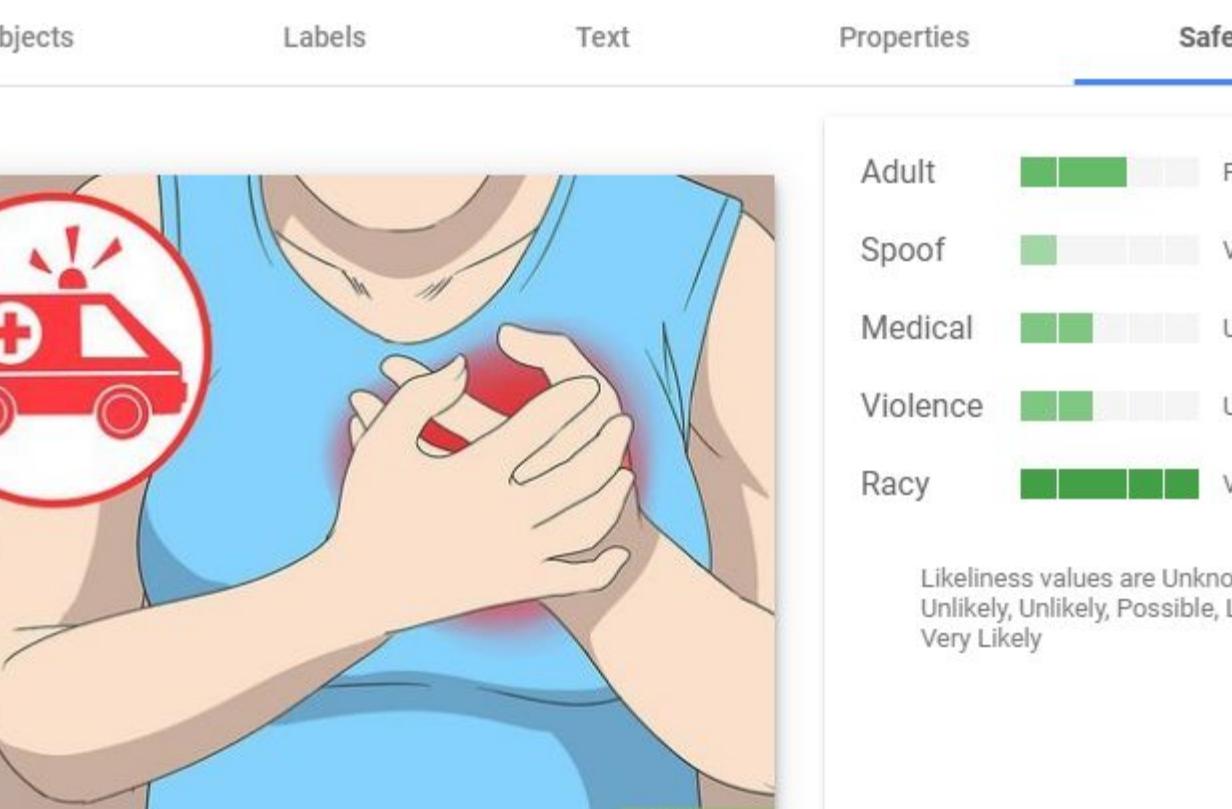
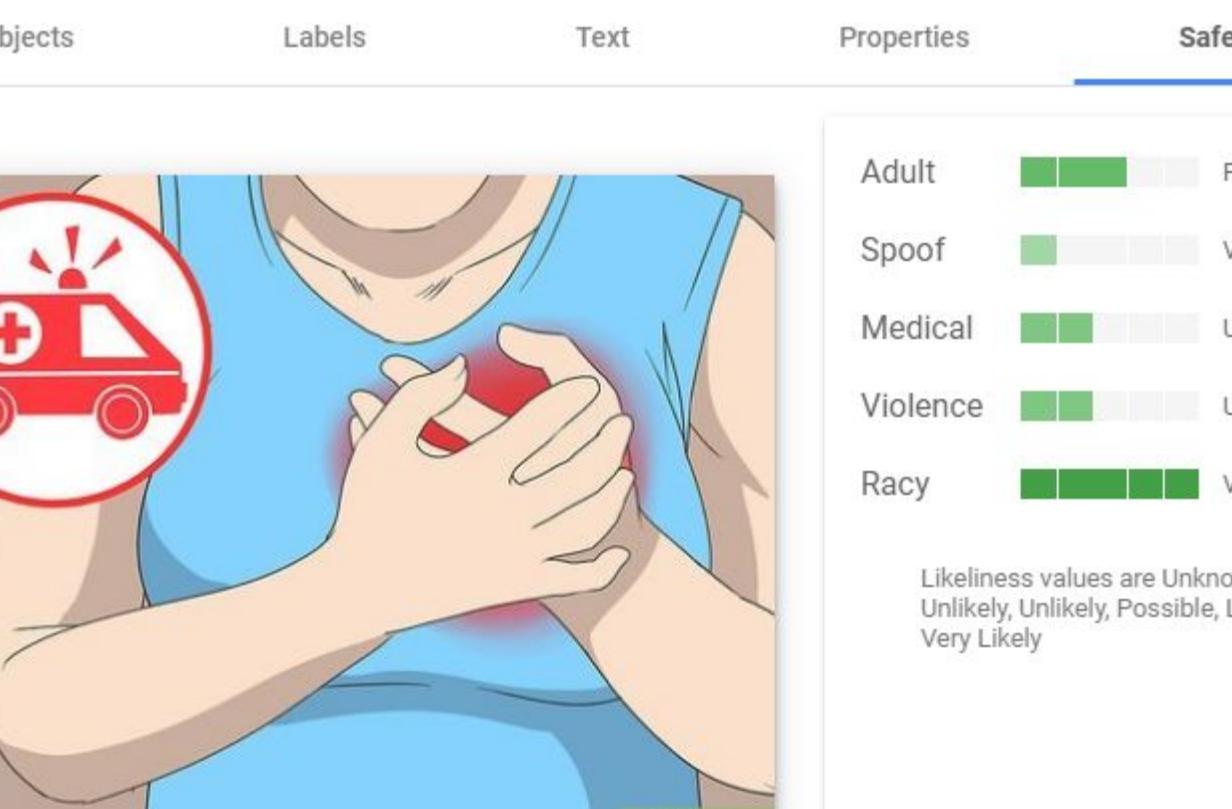
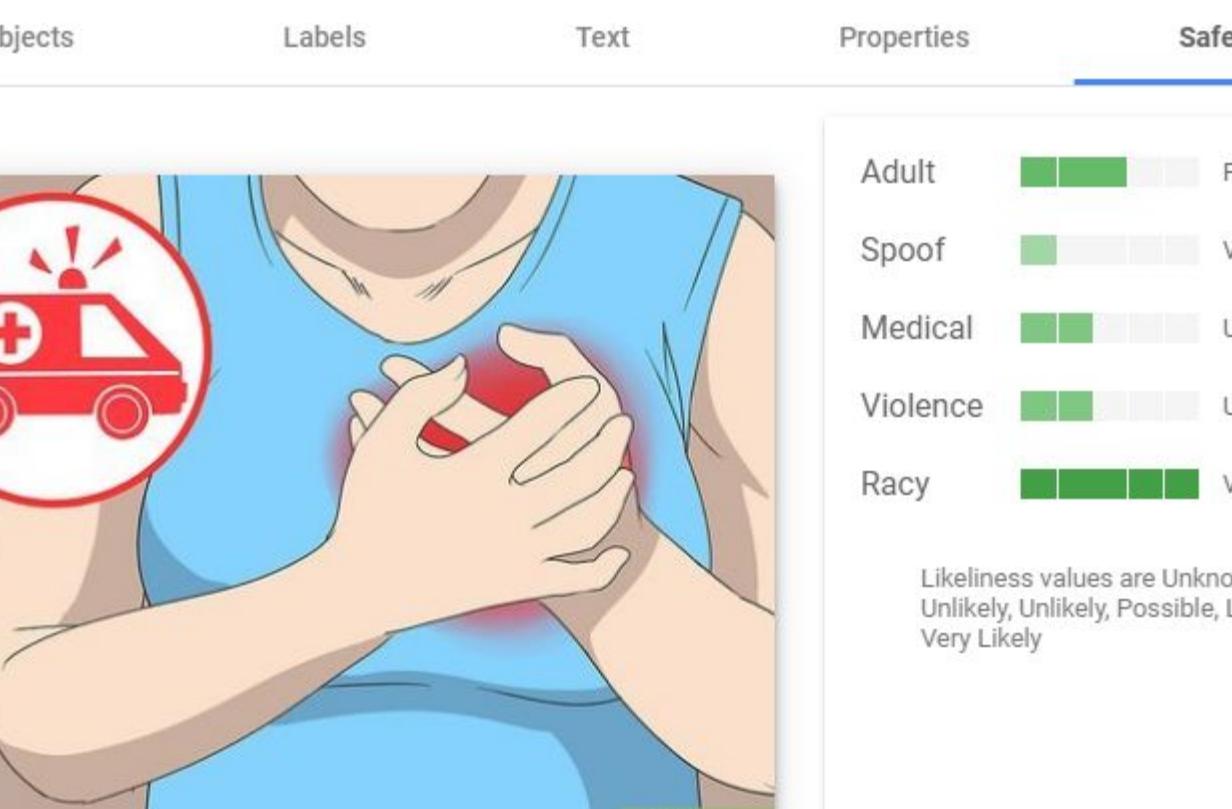
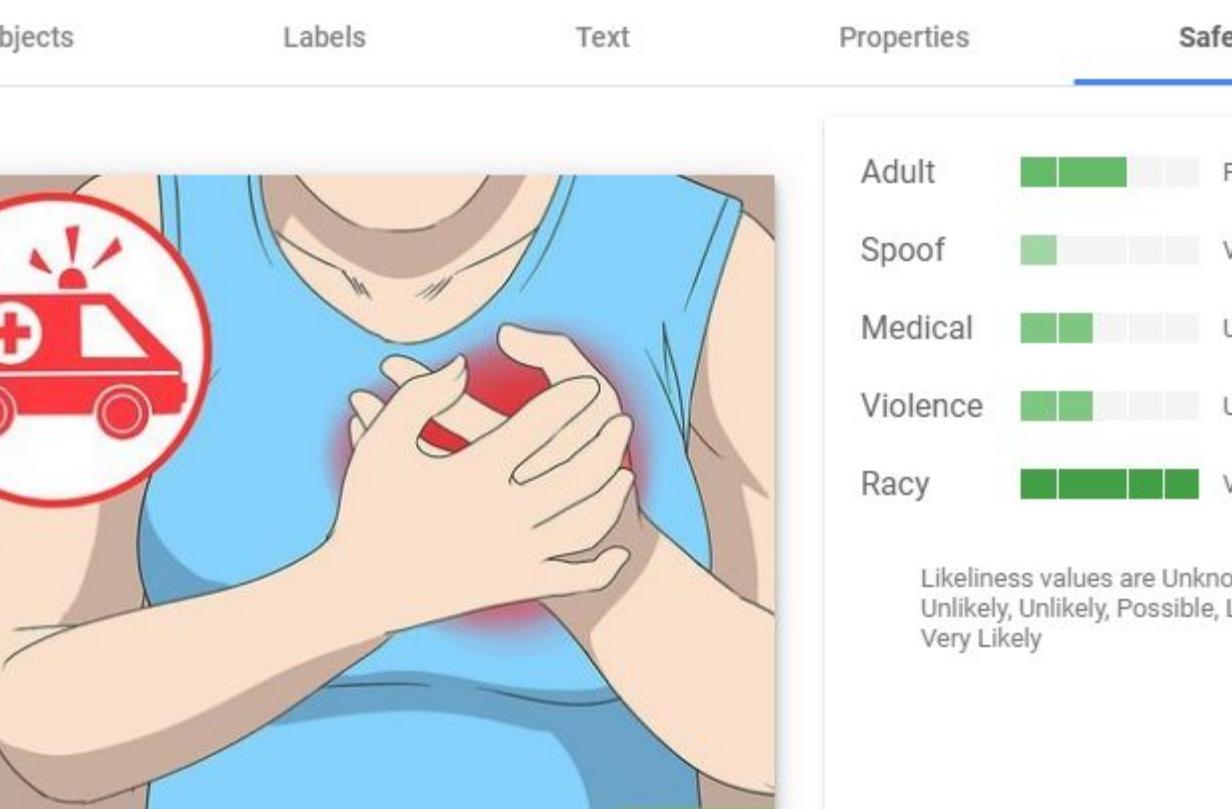
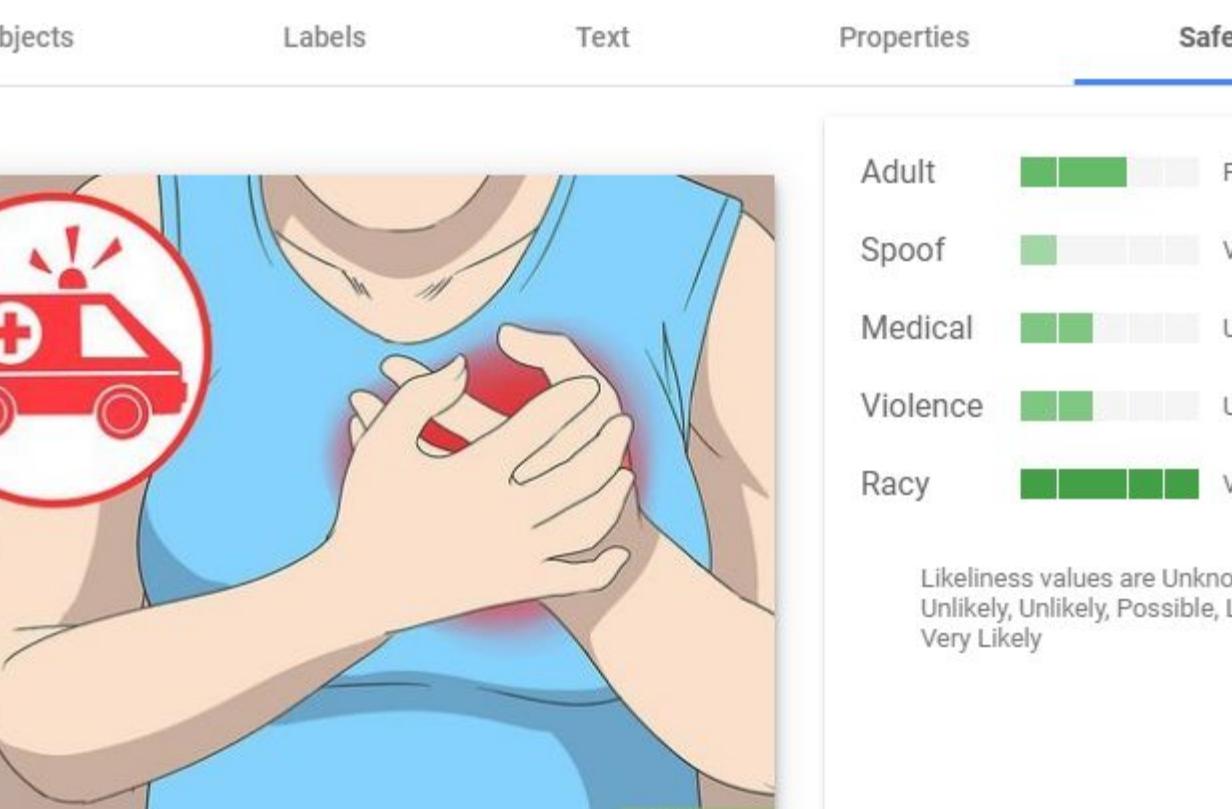
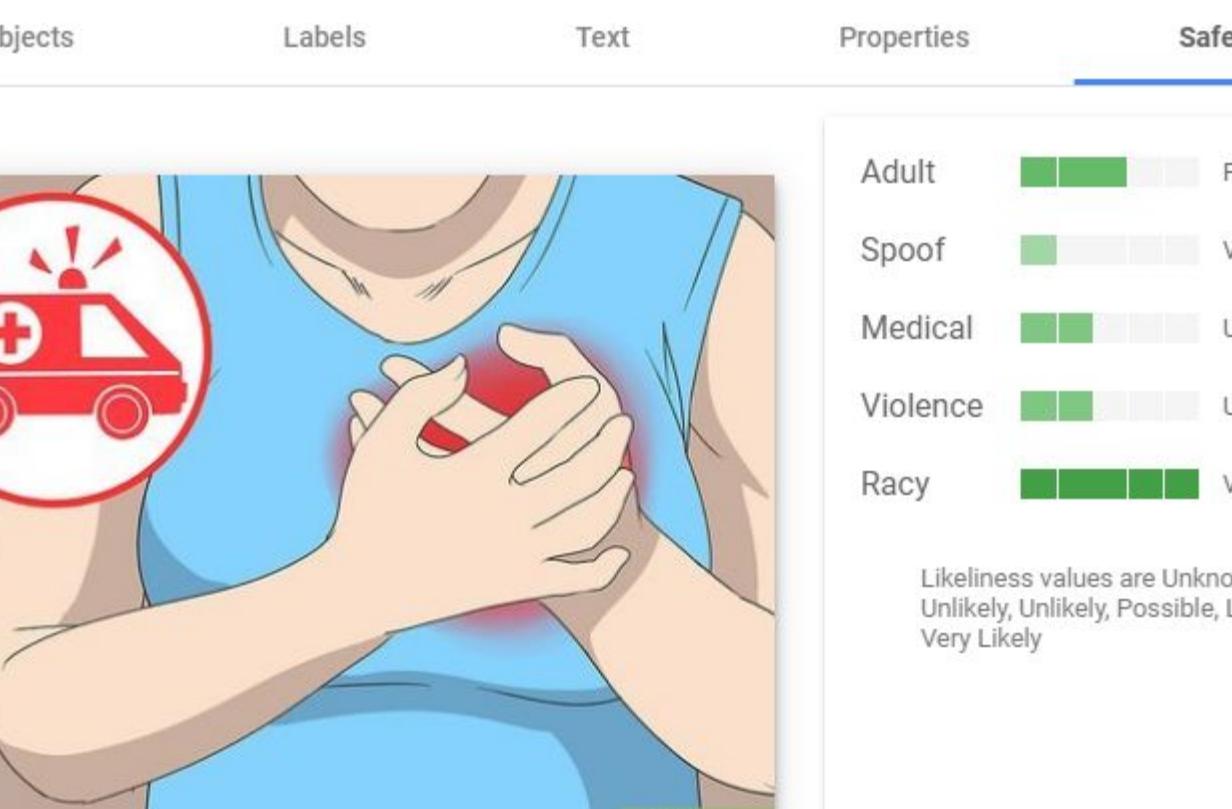
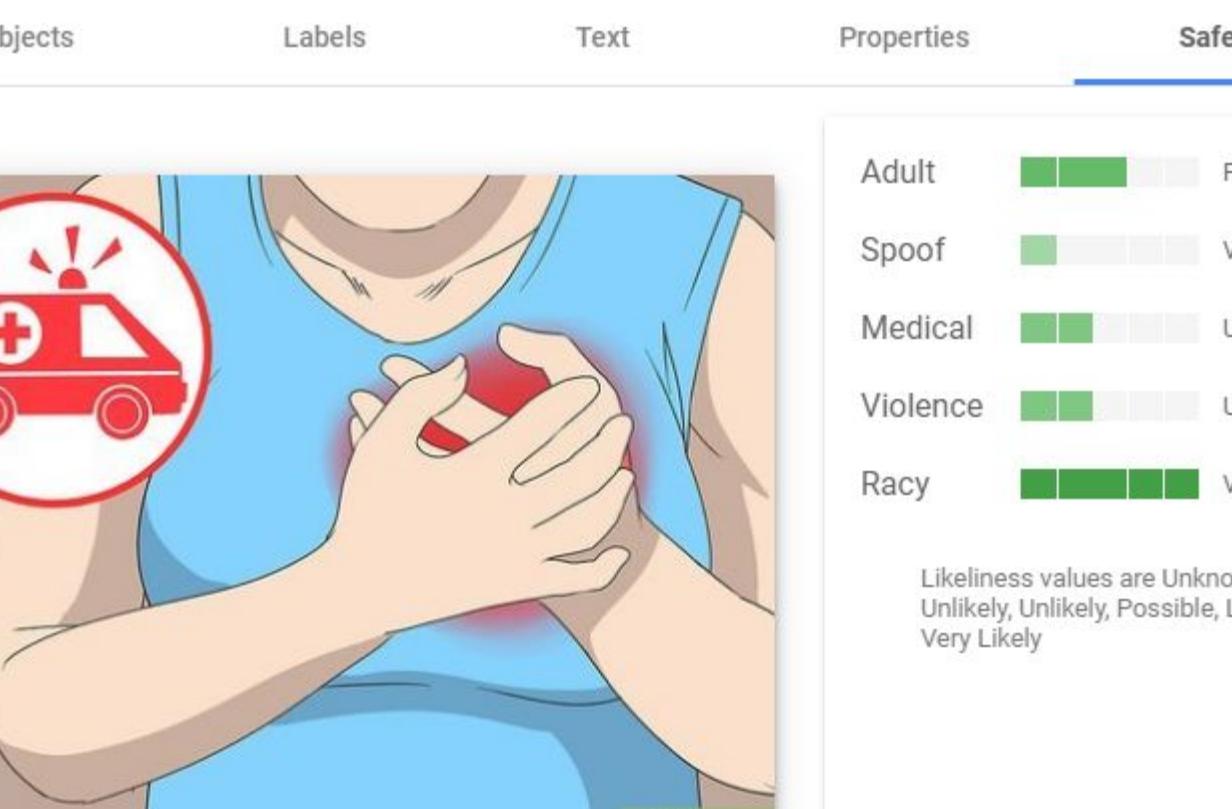
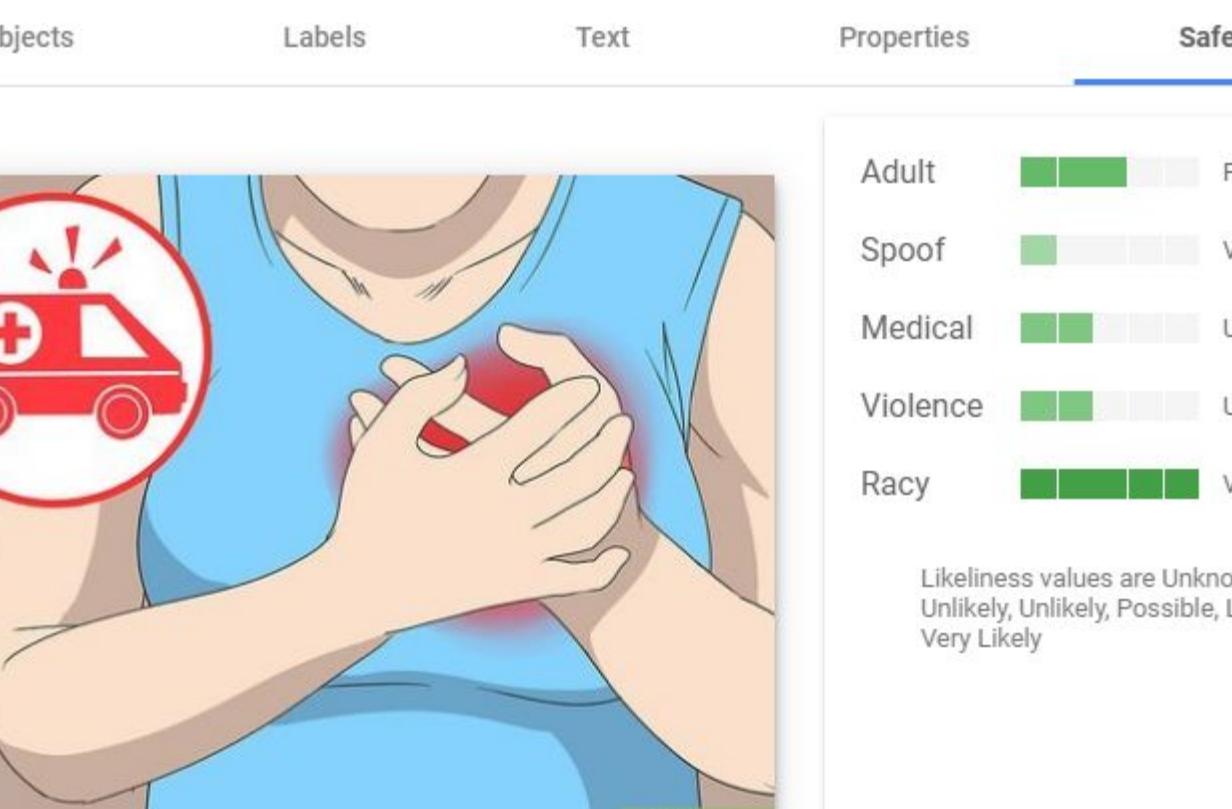
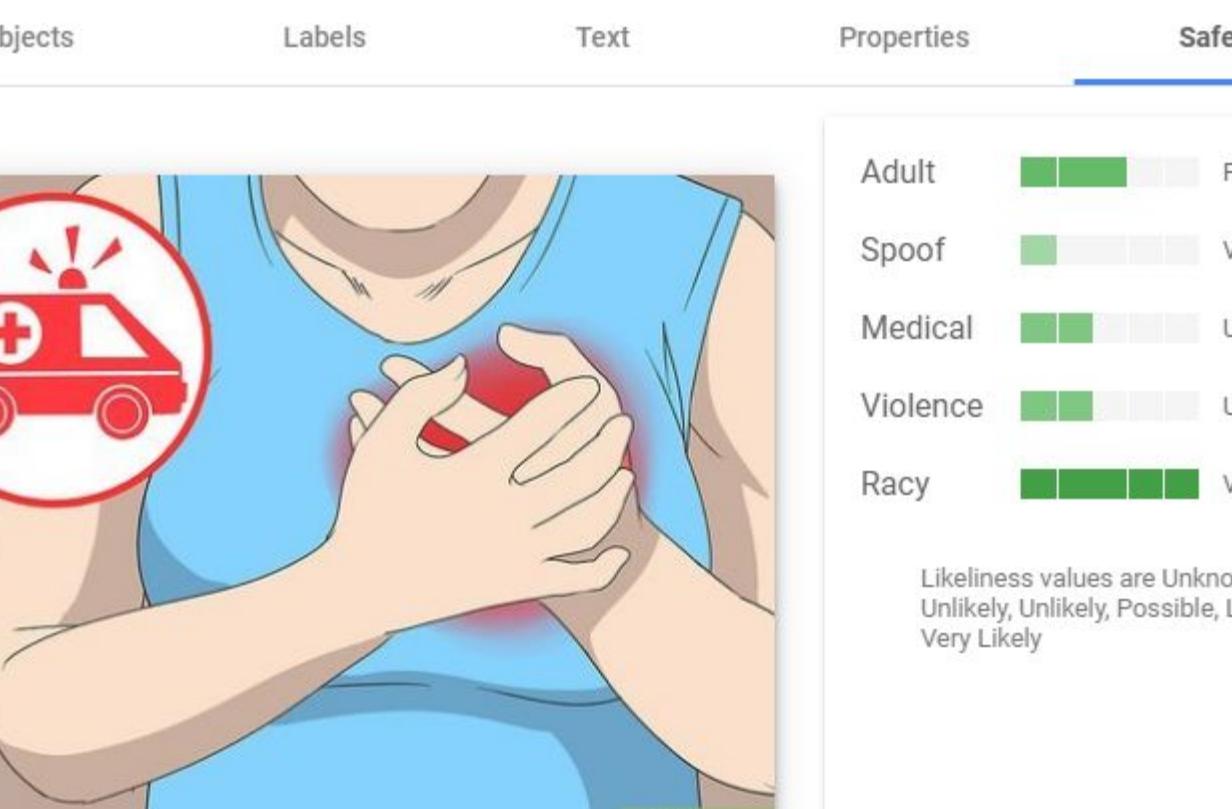
+Block 2

+Paragraph 1

wiki How to Have a Long and Happy Relationship

Ferramenta para análise de criativo

Try the API

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 A cartoon illustration of a person's head and shoulders. The person is smiling and has their mouth open, showing their teeth. A hand is holding a small white capsule towards their mouth. To the right of the head, there is a small bottle of zinc supplement with a blue cap and a white label that says 'ZINC' and '25 MG/DAY'. The background is a simple pink and yellow gradient. v4-460px-Treat-Depression-Naturally-Step-1-Version-2.jpg																				
				<table><tbody><tr><td>Adult</td><td><div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div></div></td><td>Possible</td></tr><tr><td>Spoof</td><td><div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div></div></td><td>Unlikely</td></tr><tr><td>Medical</td><td><div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div></div></td><td>Unlikely</td></tr><tr><td>Violence</td><td><div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div></div></td><td>Unlikely</td></tr><tr><td>Racy</td><td><div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div></div></td><td>Very Likely</td></tr></tbody></table>	Adult	<div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div></div>	Possible	Spoof	<div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div></div>	Unlikely	Medical	<div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div></div>	Unlikely	Violence	<div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div></div>	Unlikely	Racy	<div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #28a745;"></div></div>	Very Likely	<p>Likeliness values are Unknown, Very Unlikely, Unlikely, Possible, Likely, and Very Likely</p>
Adult	<div style="display: flex; align-items: center; gap: 10px;"><div style="width: 20px; height: 10px; background-color: #28a745;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div><div style="width: 20px; height: 10px; background-color: #f2f2f2;"></div></div>	Possible																		
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Ferramenta para análise de criativo

Objects Labels Text Properties **Safe Search**



WhatsApp Image 2020-11-01 at 07.35.42.jpeg

Adult	<div style="width: 50%;">████</div>	Unlikely
Spoof	<div style="width: 10%;">██</div>	Very Unlikely
Medical	<div style="width: 20%;">███</div>	Very Unlikely
Violence	<div style="width: 30%;">███</div>	Unlikely
Racy	<div style="width: 40%;">███</div>	Possible

Likeliness values are Unknown, Very Unlikely, Unlikely, Possible, Likely, and Very Likely

CONCEITOS IMPORTANTES

RED FLAG

Marcação suspeita que o Facebook coloca em você

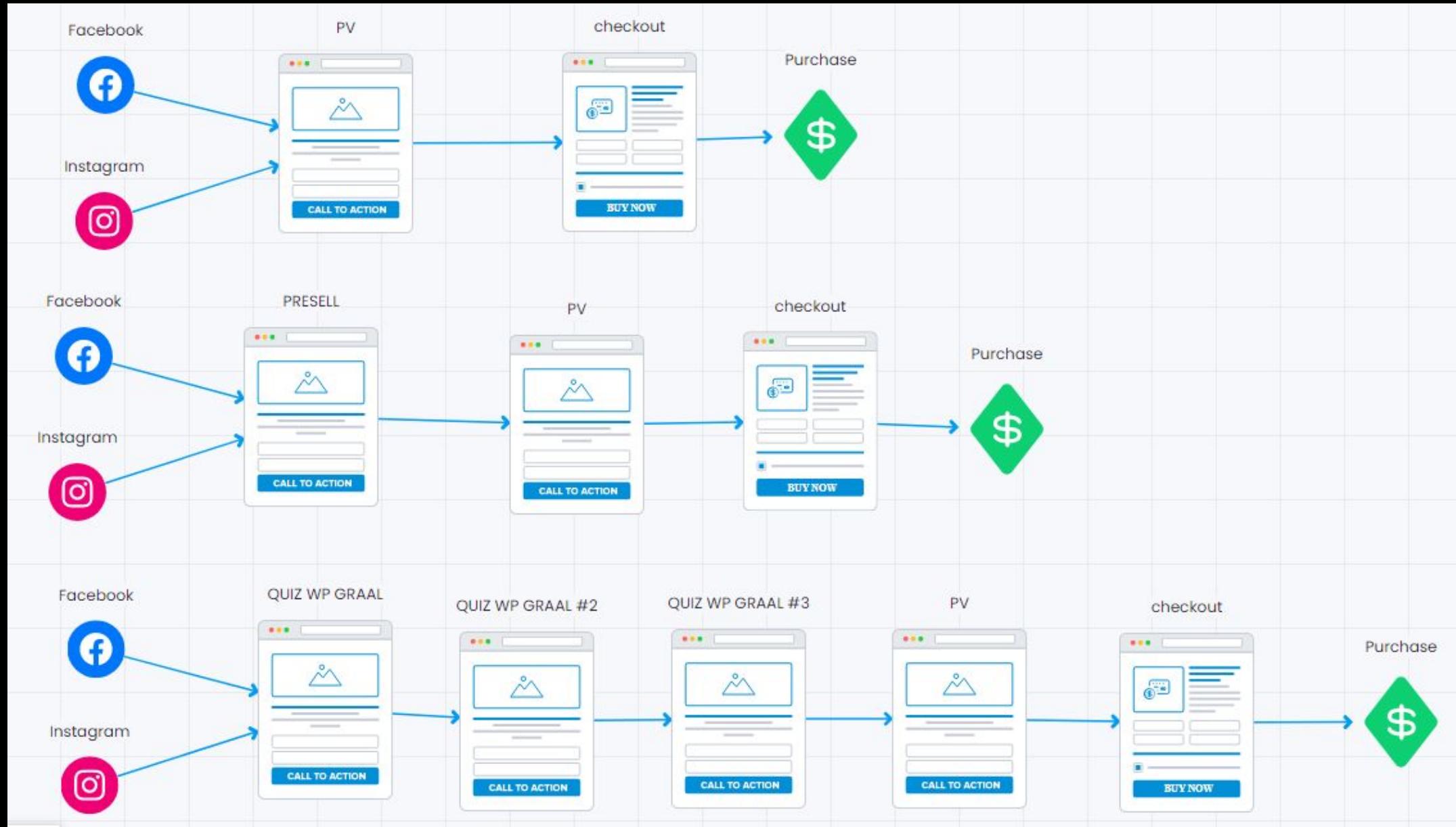
- Ela marca a sua Fingerprint e IP como “suspeito”

SOLUÇÃO

- Use pelo menos Proxy móvel, assim ele não irá te marcar.
- Proxy móvel ter mais “credibilidade” pelo Facebook em relação a proxy dedicado(o seu WIFI)

ESTRATÉGIAS UTILIZADAS

ESTRATÉGIAS UTILIZADAS



CAMUFLAGEM DE LINK

Camuflagem com Hotlink+ ou Cloacker – SafePage

Presell com SafePage de site famoso: Americanas/C&A/Renner

- Domínio
- Conecta.bio
- linktr.ee/
- Canva

**SE TEM MAIS GENTE ANUNCIANDO, É
PORQUE DÁ PARA ANUNCIAR!**

O JOGO BLACK É DIFÍCIL PARA TODOS!

VOCÊ NÃO PRECISA TER A MELHOR
CONTINGÊNCIA, SÓ PRECISA TER UMA QUE
FUNCIONE!