Operational Architecture: CAD Lead Gen vs SINCOR Media Pack

A) CAD — Clinton Auto Detailing

B) Shared Systems / Swarm Spine

C) SINCOR — Nationwide

Separation of targets, spend, geography, and deployment. Arrows = data/control flow.

CAD Lead Gen (10-mile radius)

- Uses MY ad spend
- Geo: Clinton, IA +10mi
- Goal: Appointments & Paid jobs

events/tasks

Enterprise Infra (Connectors)

n8n task bus
Twilio (SMS/Voice)
Ad APIs (Meta/Google/TikTok)
GA4/Attribution spine

templates/offers

Media Pack Sales (Nationwi

- Excludes 50mi of Clinton, IA
- THEIR ad spend
- Deliver: media packs

optimized spend

CAD Integrations

Square (CRM/Appts/Invoices)
PayPal (Payments)
GBP/Maps (Local SEO)
GA4 (Server events)

SINCOR Swarm Core (Brains)

Monetization Engine
Offer Engine & Budget Optimizer
Business Discovery
Event Normalizer + Retry

sales data/ROI

Targets: Other Shops

Nationwide discovery
Storyboard generator
Integration onboarding

Deployment & Guardrails

Railway (Apps/API)

CAD lead-gen service
SINCOR discovery service
/status + /heartbeat

Secrets & Health

Manifest toggles
DLQ / retry
Alerts on drop

Compliance & Geo

CAD geo: +10mi
SINCOR excludes 50mi
Separate budgets