

## PROOFKIT • LIVE TEST CHECKLIST (CANARY RUN)

### 0) Decide your canary

- ☐ Pick ONE Search campaign (canary) and label it PROOFKIT\_AUTOMATED (or exclude all others).
- ☐ Duplicate your theme for landing tests (Shopify) or create a draft page (WordPress).

### 1) Flags & scope (CONFIG\_{tenant})

- ☐ ENABLE\_SCRIPT=true    ☐ FEATURE\_AI\_DRAFTS=true    ☐ FEATURE\_INTENT\_BLOCKS=true
- ☐ FEATURE\_AUDIENCE\_EXPORT=true    ☐ FEATURE\_AUDIENCE\_ATTACH=true    ☐ FEATURE\_CM\_API=false
- ☐ FEATURE\_INVENTORY\_GUARD=true    ☐ PROMOTE=TRUE (only when ready to let the script act)
- ☐ EXCLUSIONS\_{tenant}: list every campaign EXCEPT the canary (or use the label guard)

### 2) Cap risk hard (Sheets)

- ☐ BUDGET\_CAPS\_{tenant}: tiny daily cap (e.g., 3-5)
- ☐ CPC\_CEILINGS\_{tenant}: low max CPC (e.g., 0.15-0.25)
- ☐ SCHEDULES\_{tenant}: narrow test window (e.g., today 60–120 minutes)

### 3) Page checks (no risk)

- ☐ Shopify: Open duplicated theme → Customize → add “Proofkit Intent Block” → Save (keep unpublished)
- ☐ WordPress: Create draft page → add “Proofkit Intent Block” or shortcode → Save draft
- ☐ Open preview with ?utm\_term=your\_intent and confirm the block swaps copy

### 4) AI drafts sanity check

- ☐ Run AI job → RSA\_ASSETS\_DEFAULT\_{tenant} populated; sitelinks/callouts ready
- ☐ Validate length (30/90), dedupe, safe claims. Only then set PROMOTE=TRUE

### 5) Audiences (UI-only start)

- ☐ Export CM\_UI\_UNHASHED CSV for buyers\_180d (or small segment)
- ☐ Google Ads → Audience Manager → upload customer list → copy User List ID
- ☐ AUDIENCE\_MAP\_{tenant}: attach list to canary (mode=OBSERVE, bid\_modifier=+10%)  
(Bid mod is auto-skipped if list size is too small—this is expected.)

### 6) Final pre-flight (Preview the Script)

- ☐ Preview logs show: Budget capped, Bidding/CPC ceiling, Schedule added, Audience attached (observe),  
RSA build OK (if PROMOTE=TRUE), no length errors
- ☐ RUN\_LOGS\_{tenant}: today’s entries, no errors; Change History only touches canary

### 7) Go live (time-boxed)

- ☐ Run the Script (not Preview) during your narrow schedule window
- ☐ Watch spend and RUN\_LOGS\_{tenant} in real time

### 8) Success markers (first hour)