## **🛠 Onboarding Guide: Web Projects & User Acquisition**

Welcome aboard! This document gives you a clear picture of the web projects we’re building, how things are set up today, and where I need your help.

### **🌐 Main Web Projects**

#### **1️⃣ ModeFreeFinds.com**

* **Focus**: Free Samples & Deals site.
* **Audience**: Supported by a **1.5M email list** + [Mode Earn App](https://play.google.com/store/apps/details?id=us.current.android&hl=en_CA) users.
* **Traffic/Revenue**:  
  + ~1M monthly pageviews.
  + ~$40k/month in programmatic ad revenue.
* **Stack**: WordPress build.
* **Signup/TY Flow**: Built in **LeadPages**.  
  + Example: [MFF Signup Flow](https://join.modefreefinds.com/mff-signup-affiliate/)
* **User Acquisition (UA)**:  
  + Affiliates (payout $1.00/sign up).
  + Meta Ads (CPL ~$0.45).

#### **2️⃣ ModeMarketMunchies.com**

* **Focus**: Financial news, insights, and bite-sized tips.
* **Audience**: Supported by **900k email list**.
* **Traffic/Revenue**:  
  + New site (launched this month).
  + Setting up programmatic ads.
* **Stack**: WordPress build.
* **Signup/TY Flow**: Built in **LeadPages**.  
  + Example: [MMM Signup Flow](https://signups.modemobile.com/mm-signup-affv1/)
* **User Acquisition (UA)**:  
  + Affiliates (payout $1.50/sign up).
  + Meta Ads (CPL ~$5–$10, currently too high).

#### **3️⃣ ModeClassActionsDaily.com**

* **Focus**: Class Action lawsuit alerts for consumer opt-ins.
* **Audience**: Supported by **1M email list**.
* **Traffic/Revenue**:  
  + Site live, no content/ads yet.
* **Stack**: WordPress build.
* **Signup/TY Flow**: *Not built yet*.

#### **4️⃣ ModeMobileDaily.com**

* **Focus**: Viral news & trending stories site.
* **Audience**: Mode Earn App users (**50k daily active**, tens of millions of installs).
* **Traffic/Revenue**:  
  + Site live, no email list/content/ads yet.
* **Stack**: WordPress build.
* **Signup/TY Flow**: *Not built yet*.

### **🧰 Current Stack & Workflows**

* **Landing Pages**: Built with [LeadPages.com](https://leadpages.com) for signup/TY flows.
* **Affiliate Platform**: Tune (HasOffers) for user acquisition + revenue attribution.
* **Tracking**: URL parameter passing for source attribution, custom scripts for field prepopulation, and dynamic content injection.
* **Optimization Tools**:  
  + Exploring **Revmatics.ai** for AI-powered landing page copy, creative, and layout optimization.
* **Programmatic Ads**: Monetization via display networks.

### **🔑 Key Needs & Priorities**

✅ Build and optimize signup flows (LeadPages + custom code).  
 ✅ Develop **coregistration (coreg) pages** for partner offers.  
 ✅ Write & maintain **code snippets** for:

* Data capture and passing (URL/querystring).
* Field prepopulation (LeadPages dynamic field handling).
* API integrations (e.g., for Revmatics or future platforms).

✅ Improve data/revenue attribution:

* Tune/HasOffers integration and validation.

✅ Speed up dev time:

* Streamline repetitive coding tasks.
* Incorporate **AI-based optimizations** for flow performance.

### **🏗 Immediate Next Steps for You**

1. Get familiar with **LeadPages builds** for ModeFreeFinds & ModeMarketMunchies.
2. Review existing code snippets (e.g., dynamic URL parameter passing).
3. Assist with **building signup/TY flows** for the two newer sites (ModeClassActionsDaily & ModeMobileDaily).
4. Help explore/test **Revmatics.ai** for dynamic optimization.