D2D PLATFORM ARCHITECTURE

Multi-tenant infrastructure for privacy-first tools

VERTICALS	INFRASTRUCTURE	COST
6 domains	Analytics + Stripe + SDK	~$10-15/mo

System Overview

The D2D platform manages multiple verticals (brands/domains) through a unified infrastructure. Each vertical has its own domain, Stripe account, and analytics, but shares common tooling through the D2D SDK.

DOMAINS		SERVICES		DATA
death2data.com	→	Analytics Collector	→	SQLite/Postgres
cringe.events	→	(tracker.js)		
soul.community	→			
deal.club	→	Stripe Accounts	→	Webhooks
ultra.dev	→	(per vertical)		Handler
nil.athlete	→			
		D2D SDK		
		(unified API)		

1. Analytics System

Privacy-first analytics with no cookies, no PII, and full Do Not Track support.

Files

File	Purpose
tracker.js	2KB client script - drop on any site
collector.js	Node.js server - receives events, serves dashboard

Privacy Features

- No cookies
- No PII stored
- Session IDs are day-scoped (can't track across days)
- Respects Do Not Track header
- Only stores: path, referrer domain, UTM, screen size, language

Installation

```
<script src="https://analytics.death2data.com/t.js" data-site="yoursite.com"
defer></script>
```

API Endpoints

Endpoint	Method	Description
/collect	POST	Receive events from tracker
/api/stats?site=X	GET	Get stats for site (7d default)
/api/live?site=X	GET	Live visitors (5min window)
/api/dashboard	GET	All sites summary
/t.js	GET	Tracker script
/dashboard	GET	HTML dashboard

2. Stripe Integration

Each vertical has its own Stripe account for complete financial separation. The D2D SDK provides a unified interface across all accounts.

Per Vertical

- Separate Stripe account (recommended)
- Own API keys
- Own payment links
- Own customer lists

SDK Usage

```
// Per vertical
await d2d.for('cringe').getMembers();

await d2d.for('cringe').getMRR();

await d2d.for('cringe').createPaymentLink();

// Across all verticals
await d2d.getDashboard();

await d2d.findCustomer('email@example.com');
```

Key Webhook Events

Event	Use
checkout.session.completed	New signup - send welcome email
customer.subscription.deleted	Churn - send win-back email
invoice.payment_failed	Failed payment - send dunning email

3. Domain Setup

Vertical	Domain	Purpose
D2D	death2data.com	Main brand, privacy tools
CRINGE	cringe.events	Founder pitch events
SOUL	soul.community	Wellness/reflection
DEAL	deal.club	Real estate community
ULTRA	ultra.dev	Technical/infrastructure
NIL	nil.athlete	Athlete brand building

Each domain needs:

1. DNS pointing to hosting (Netlify/Vercel)
2. Analytics tracker installed
3. Stripe payment link configured
4. Webhook endpoint set up

4. Deployment Options

Option A: Single VPS (Recommended)

$5-10/mo on DigitalOcean, Vultr, or similar. Run analytics collector with PM2, use Nginx as reverse proxy, SSL via Certbot.

Option B: Serverless

Deploy collector as Vercel/Netlify function. Use Vercel Postgres or similar for storage. Free tier available, scales automatically.

Option C: Railway/Render

Middle ground - deploy from Git, auto-scaling, easy setup. ~$5-10/mo.

Database Options

Database	Scale	Notes
SQLite	Up to 100k events/day	Simplest, single file
PostgreSQL	Millions/day	Use partitioning for scale
ClickHouse	Billions/day	For serious analytics scale

5. File Structure

```
d2d-platform/
■■■ analytics/
■ ■■■ tracker.js # Client script
■ ■■■ collector.js # Server
■ ■■■ dashboard.html
■■■ sdk/
■ ■■■ d2d-sdk.js # Main SDK
■ ■■■ stripe-client.js # Stripe wrapper
■ ■■■ analytics-client.js
■■■ webhooks/
■ ■■■ handler.js # Stripe webhooks
■■■ sites/
■ ■■■ death2data/
■ ■■■ cringe/
■ ■■■ ...
■■■ .env.template
■■■ package.json
■■■ README.md
```

6. Costs

Service	Monthly Cost
VPS (analytics)	$5-10
Domains (6x)	~$5 (~$60/year)
Stripe	2.9% + $0.30/tx
Netlify (sites)	Free
Total	**$10-15/mo**

At 100 members ($100 MRR), infrastructure is ~10-15% of revenue.

At 1,000 members ($1,000 MRR), infrastructure is ~1-1.5% of revenue.

Next Steps

- ■ Set up analytics server (VPS or serverless)
- ■ Add tracker to death2data.com
- ■ Configure Stripe webhooks
- ■ Set up remaining domains
- ■ Build unified dashboard