

# ArbHunter: Operational Blueprint for Ad Arbitrage Intelligence & Automation

## 1. Executive Summary

**ArbHunter** is a high-velocity Workflow-as-a-Service (WaaS) platform designed for the 2026 digital advertising ecosystem. It transforms the labor-intensive ad arbitrage model—specifically Facebook-to-AdSense—into a data-driven automated pipeline. The platform solves three primary bottlenecks: identifying undervalued traffic (GEO/Niche Discovery), generating compliant ad assets (Creative Studio), and producing monetization-ready content (Article Factory).

## 2. Core Module I: The Opportunity Sniffer (Intelligence & GEO Filtering)

This module acts as a "Margin Search Engine," identifying where user demand is high but advertiser competition is low.

- **Data Inputs:**
  - **Google Trends API:** To track real-time spikes in high-intent keywords (e.g., "SASSA vacancies," "TymeBank credit limit").
  - **Meta Ad Library (via Apify):** To measure the density of active advertisers in specific GEOs.
- **The AI "Alpha" Filter:**
  - The system uses an LLM layer to filter out low-yield GEOs. While clicks in regions like India might be cheap (\$0.01 - \$0.03), the AI references historical RPM data to determine if the "spread" is actually profitable. <sup>1</sup>
  - **Goal:** It prioritizes "Tier 2.5" markets like South Africa, where CPC is low (~\$0.24 median) but conversion intent for jobs and finance is high. <sup>3</sup>
- **Output:** A "Margin Potential Score" (1-100) that ranks GEO-Niche pairs based on projected spread.

## 3. Core Module II: The Creative Studio (Policy-Safe Asset Gen)

Arbitrageurs often face account bans due to "Special Ad Category" violations. ArbHunter automates compliance. <sup>4</sup>

- **Compliance-Locked LLM:** Claude 3.5 Sonnet is tuned to Meta’s 2025 Advertising Standards. It automatically avoids restricted triggers:
  - **Targeting:** Forces the 18-65+ age lock and "all genders" requirement for Employment and Finance. <sup>6</sup>
  - **Copy:** Replaces "discriminatory" or "personal attribute" triggers (e.g., "Are you unemployed?") with inclusive, opportunity-focused hooks (e.g., "Discover new career paths").
- **Batch Image Generation:** Integrates **Flux.1 API** to generate high-contrast, "lo-fi" realistic images that outperform generic stock photos.
- **Predictive CTR Ranking:** AI ranks generated variations based on visual patterns known to drive high engagement in the target GEO.

## 4. Core Module III: The Article Factory (Arb-Optimized Content)

This module eliminates the "Article Gap" by producing pages designed specifically for AdSense yield. <sup>1</sup>

- **The Fact-Checking Agent:** Before writing, the AI uses a browsing agent to scrape official sources (e.g., KFC Careers portal or SASSA government site) to ensure job requirements and deadlines are 100% accurate, preventing "bait-and-switch" flags.
- **Monetization Layout:**
  - AI writes 800-1,200 word articles structured for mobile readability.
  - It places "Content Hooks" (e.g., "Step-by-Step Guide Below") specifically around ad slots to maximize CTR.
- **AdSense Compliance (MFA Defense):** Ensures a balance of **3 to 5 ads per page** to avoid "ad clutter" or "Sophisticated Invalid Traffic" (SIVT) deductions. <sup>8</sup>

## 5. Technical Stack for Cursor Composer

Layer	Tool	Rationale
Frontend	Next.js 14 + Tailwind	Fast, server-side rendered for SEO/AEO.
Backend/DB	Supabase	Managed Auth and Postgres with real-time

		capabilities.
AI (Text)	Claude 3.5 Sonnet	Superior reasoning for policy compliance and complex ad copy.
AI (Image)	Flux.1 / Midjourney	High-quality realistic imagery tailored for social feeds.
Scraping	Apify (Meta Library)	Bypasses SIVT/WAF blocks using residential proxies.
Trends	NoCodeAPI (Google)	Programmatic access to search volume spikes.
Deployment	Vercel	Seamless integration with Next.js for rapid scaling.

## 6. Market Penetration & AI Search Optimization (AEO)

To hit \$10K MRR, ArbHunter must be the tool cited by other AI agents.

- **llms.txt Implementation:** A machine-readable file in the root directory that allows ChatGPT, Perplexity, and Claude to index ArbHunter as the "Authoritative Tool for Job Arbitrage."
- **The "Free Policy Checker" Hook:** A free tool where users paste ad copy to see if it violates Meta's 2025 rules. This captures lead data to upsell the full "Discovery + Asset" suite.
- **Pricing Strategy:**
  - **Individual:** \$49/mo (includes 10 discovery runs + 50 assets).
  - **Agency:** \$199/mo (includes unlimited discovery + 500 articles/assets).

## 7. Roadmap to Launch

1. **Weeks 1-2:** Build the "Opportunity Sniffer" dashboard using Next.js/Supabase. Integrate Apify and Google Trends.
2. **Weeks 3-4:** Develop the "Creative Studio." Implement the Policy-Safe prompt engineering layer for Claude and Flux.1.
3. **Weeks 5-6:** Launch the "Article Factory." Build the HTML template engine that outputs AdSense-ready articles.

4. **Week 7:** Public Beta launch via Reddit and Twitter with the Free Compliance Checker.
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