Daily runs

One row per automatic run, newest first. Each run reads ad spend and sales, applies the stage gates on the main tab, and records what it changed.

Date	Run	Ad spend to date	Sales to date	What it did
Nov 2, 2026	Daily (after stop-loss)	$241.64 (unchanged since Oct 29)	1 (electrical 0, police 1, parapro 0, cast 0), as of the last Stripe read on Oct 27; Stripe could not be read today	Changed nothing. Campaign still Paused (fresh read), $0 spent since the last run; Meta account Active, card on file; 39,540 views, 1,181 link clicks. Net to date -$204.07 ($37.57 earned less $241.64 ads), if no sale went unseen. Tried a sixth time to switch this daily task off: refused by a permission check, so the owner needs to turn it off. The Stripe connector still needs reconnecting, so sales, checkout visits, refunds and disputes since Oct 27 morning are unseen. All 4 product pages and free tests return 200 with the right Stripe links (7:43 AM). No prediction reached a new scoring point. Monday report sent to the owner.

Date	Run	Ad spend to date	Sales to date	What it did
Nov 1, 2026	Daily (after stop-loss)	$241.64 (unchanged since Oct 29)	1 (electrical 0, police 1, parapro 0, cast 0), as of the last Stripe read on Oct 27; Stripe could not be read today	Changed nothing. Campaign still Paused (fresh read; all 4 ad sets show Campaign paused), $0 spent since the last run; Meta account Active, card on file. Net to date -$204.07 ($37.57 earned less $241.64 ads), if no sale went unseen. Tried a fifth time to switch this daily task off: refused by a permission check, so the owner needs to turn it off. The Stripe connector still needs reconnecting, so sales, checkout visits, refunds and disputes since Oct 27 morning are unseen. All 4 product pages and free tests return 200 with the right Stripe links (6:47 AM; the police, parapro and cast free tests carry the link in their tests.json). No prediction reached a new scoring point.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 31, 2026	Daily (after stop-loss)	$241.64 (unchanged since Oct 29)	1 (electrical 0, police 1, parapro 0, cast 0), as of the last Stripe read on Oct 27; Stripe could not be read today	Changed nothing. Campaign still Paused (fresh read), $0 spent since the last run; Meta account Active, card on file; 39,540 views, 1,181 link clicks. Net to date -$204.07 ($37.57 earned less $241.64 ads), if no sale went unseen. Tried a fourth time to switch this daily task off: refused by a permission check, so the owner needs to turn it off. The Stripe connector still needs reconnecting, so sales, checkout visits, refunds and disputes since Oct 27 morning are unseen. All 4 product pages and free tests return 200 with the right Stripe links (6:47 AM). No prediction reached a new scoring point.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 30, 2026	Daily (after stop-loss)	$241.64 (unchanged since Oct 29)	1 (electrical 0, police 1, parapro 0, cast 0), as of the last Stripe read on Oct 27; Stripe could not be read today	Changed nothing. Campaign still Paused (fresh read) and $0 spent since the last run; Meta's late counts now 39,540 views and 1,181 link clicks. Net to date -$204.07 ($37.57 earned less $241.64 ads), if no sale went unseen. Tried a third time to switch this daily task off: refused by a permission check, so the owner needs to turn it off. The Stripe connector still needs reconnecting, so sales, checkout visits, refunds and disputes since Oct 27 morning are unseen. All 4 product pages and free tests return 200 with the right Stripe links (7:10 AM). No prediction reached a new scoring point.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 29, 2026	Daily (after stop-loss)	$241.64 (electrical $60.21, police $60.79, parapro $60.26, cast $60.38)	1 (electrical 0, police 1, parapro 0, cast 0), as of the last Stripe read on Oct 27; Stripe could not be read today	Changed nothing. Campaign still Paused (fresh read; all 4 ad sets show Campaign paused) and $0 spent today; $0.14 more was reported from before yesterday's pause. Net to date -$204.07 ($37.57 earned less $241.64 ads), if no sale went unseen. Tried again to switch this daily task off: refused by a permission check, so the owner needs to turn it off. The Stripe connector still needs reconnecting, so sales, checkout visits, refunds and disputes since Oct 27 morning are unseen. Meta account Active, card on file. All 4 product pages and free tests return 200 with the right Stripe links (7:06 AM). No prediction reached a new scoring point; the Playbook was already updated for round one's end.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 28, 2026	Daily: Stop-loss hit: paused	$241.50 (electrical $60.20, police $60.75, parapro $60.22, cast $60.33)	1 (electrical 0, police 1, parapro 0, cast 0), as of the last Stripe read on Oct 27; Stripe could not be read today	Stop-loss hit: paused. Net to date -$203.93 ($37.57 earned less $241.50 ads). Delivery resumed after the owner paid the Meta balance: $27.68 spent since the last run. Paused campaign 120249988774250617 at about 6:52 AM; a fresh read shows status and delivery Paused. Round one ended by the owner's stop-loss; switching this daily task off was refused by a permission check, so the owner needs to turn it off. Caveat: the Stripe connector needs reconnecting, so this run could not see sales, checkout visits, refunds or disputes since Oct 27 morning. One unseen sale would put net at -$166.36 (above the stop-loss); with about 1 sale per 1,175 clicks so far that is unlikely, and pausing can be undone by the owner. Final numbers: 39,442 views, 1,175 link clicks, 7 checkout visits (to Oct 27), 1 sale. Link click rate electrical 3.35% ($0.19 a click), police 4.38% ($0.25), parapro 3.57% ($0.18), cast 1.85% ($0.22). Free-sample ads took 91%

Date	Run	Ad spend to date	Sales to date	What it did
				of spend; format ads 1.1% to 3.0%. No product reached its $70 gate (all about $60). Meta account Active, no errors or rejections. All 4 product pages and free tests return 200 with the right Stripe links (6:50 AM). Scored rows 2, 8, 10, 14, 20, 25 to 28 and 30 of the Prediction ledger; gate rows not reached marked void. Playbook updated for round one's end.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 27, 2026	Daily	$213.82 (electrical $53.77, police $53.59, parapro $53.37, cast $53.09)	1 (electrical 0, police 1, parapro 0, cast 0)	Changed nothing; Meta billing still needs the owner. Ad account status still Unsettled (in grace period since 12:55 PM Oct 25), and delivery has been at $0 for all of Oct 26 and so far today: 0 impressions on all 8 ads, though campaign, ad sets and ads all read Active. Spend unchanged at $213.82. Stop-loss not hit: net to date -$176.25 ($37.57 earned less $213.82 ads), still in the -$172 to -$200 warning band. No product at its $70 gate (all about $53); all far above the 0.5% ad check (link CTR to date electrical 3.26%, police 4.46%, parapro 3.59%, cast 2.15%; Meta all-click rate 3.83%, 5.60%, 3.84%, 2.57%). No new sale, checkout visit, refund or dispute (the only refund on the account is the owner's Oct 18 Cutbell test). Funnel unchanged: 1,039 ad clicks -> 7 checkout visits -> 1 sale (electrical 2, police 2 with 1 bought, parapro 3, cast 0); by button since Oct 22: free_start 4, free_end 1, page 0, 0 bought (2 claude_check ignored);

Date	Run	Ad spend to date	Sales to date	What it did
				every open session has now expired. All 4 product pages and free tests return 200 with the right Stripe links (7:08 AM). No prediction reached its scoring point. Once the owner pays the balance, about $24 more spend passes -$200 and the next run will pause the campaign. Later Oct 27: the owner paid the balance; Meta account status re-checked as Active, so delivery should resume at about $28 a day.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 26, 2026	Daily	$213.82 (electrical $53.77, police $53.59, parapro $53.37, cast $53.09)	1 (electrical 0, police 1, parapro 0, cast 0)	Changed nothing, but Meta billing needs the owner: the ad account went from Active to In grace period at 12:55 PM Oct 25 (status now Unsettled: a balance needs paying), and delivery stalled. Only $16.51 spent since the last run, $0 so far today. Stop-loss not hit: net to date -$176.25 ($37.57 earned less $213.82 ads), inside the -$172 to -$200 warning band. No product at its $70 gate (all about $53); every ad set far above the 0.5% ad check. Link clicks per view to date electrical 3.26% (283 clicks, $0.19 a click), police 4.46% (219, $0.24), parapro 3.59% (292, $0.18), cast 2.15% (245, $0.22). Free-sample ads 2.6% to 6.1% vs format ads 1.1% to 2.9% (Meta's all-click rate). No new sale, checkout visit, refund or dispute. Funnel since launch: 1,039 ad clicks -> 7 checkout visits -> 1 sale (electrical 2, police 2 with 1 bought, parapro 3, cast 0); by button since Oct 22: free_start 4, free_end 1, page 0, 0 bought (2 claude_check ignored).

Date	Run	Ad spend to date	Sales to date	What it did
				All 8 ads Active, no errors or rejections. All 4 product pages and free tests return 200 with the right Stripe links (6:51 AM). No prediction reached its scoring point. If the owner pays the balance, ads resume at about $28 a day and net passes -$200 after about $24 more spend, so the next run after delivery restarts will likely pause the campaign.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 25, 2026	Daily	$197.31 (electrical $49.38, police $49.53, parapro $49.09, cast $49.31)	1 (electrical 0, police 1, parapro 0, cast 0)	Changed nothing: stop-loss not hit (net to date -$159.74 = $37.57 earned less $197.31 ads), no product at its $70 gate yet (all about $49), and every ad set far above the 0.5% ad check. Link CTR to date electrical 3.63% (256 clicks, $0.19 a click), police 4.41% (198, $0.25), parapro 3.99% (262, $0.19), cast 2.47% (229, $0.22); cast keeps slipping (free-sample ad 3.0%). Free-sample ads 3.0% to 6.1% vs format ads 1.1% to 3.0%. No new sale; no refunds or disputes. Funnel since launch: 945 ad clicks -> 7 checkout visits -> 1 sale (electrical 2, police 2 with 1 bought, parapro 3, cast 0). New visit: parapro, free_end, 11:56 AM Oct 24, still open: the first from a free test's results screen. Since the free-test buttons: 5 visits (free_start 4, free_end 1, page 0), 0 bought. Today so far $2.82. Meta account Active, card on file, all 8 ads Active, no errors or rejections. All 4 product pages and free tests return 200 with the right Stripe links (6:48 AM). Scored prediction 29: 5

Date	Run	Ad spend to date	Sales to date	What it did
				checkout visits in the 400 clicks after the buy buttons, 1.25 per 100, a hit. At about $37 a day, net reaches about -$187 by tomorrow's run and passes -$200 on Oct 27, before any product reaches its $70 gate: the stop-loss will likely end round one on Oct 27.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 24, 2026	Daily	$160.58 (electrical $40.20, police $39.77, parapro $40.32, cast $40.29)	1 (electrical 0, police 1, parapro 0, cast 0)	Changed nothing: no product is at its $70 gate yet (all about $40), and every ad set is far above the 0.5% ad check. Link CTR to date electrical 3.93% (203 clicks, $0.20 a click), police 4.52% (161, $0.25), parapro 4.06% (216, $0.19), cast 2.97% (189, $0.21). Cast slipped: its last day ran 1.8% (56 clicks on 3,107 views), mostly the free-sample ad (3.1% to date, from 4%+); watch it. Free-sample ads 3.1% to 5.3% vs format ads 0.8% to 2.8%. No new sale; no refunds or disputes. Funnel since launch: 769 ad clicks -> 6 checkout visits -> 1 sale (electrical 2, police 2 with 1 bought, parapro 2, cast 0; yesterday's row said police 3, a miscount: Stripe shows 2 besides the 2 claude_check tests). New visit: electrical, free_start, 7:26 PM Oct 23, still open (expires 7:26 PM today). Since the free-test buttons: 4 visits, all free_start, 0 free_end, 0 page, 0 bought. Today so far $4.34. Meta account Active, card on file, all 8 ads Active, no errors or

Date	Run	Ad spend to date	Sales to date	What it did
				rejections. All 4 product pages and free tests return 200 with the right Stripe links (6:48 AM). No prediction reached its scoring point (row 29: about 320 of its 400 clicks so far, 4 visits, scored in about 2 days). Loss to date $123.01 ($160.58 ads less $37.57 earned).

Date	Run	Ad spend to date	Sales to date	What it did
Oct 23, 2026	Daily	$124.56 (electrical $32.10, police $29.97, parapro $33.33, cast $29.16)	1 (electrical 0, police 1, parapro 0, cast 0)	Changed nothing. All four products passed the $25 ad check: link CTR to date electrical 3.98% (154 clicks, $0.21 a click), police 4.40% (125, $0.24), parapro 3.79% (170, $0.20), cast 4.10% (133, $0.22), all far above the 0.5% cutoff; free-sample ads 4.4% to 5.3% vs format ads 0.8% to 2.7%. No product is at its $70 gate yet (parapro closest at $33.33). No new sale since Oct 22; no refunds or disputes. Funnel since launch: 582 ad clicks -> 5 checkout visits -> 1 sale (police: 3 visits, 1 bought; electrical 1; parapro 2; cast 0). Since the free-test buy buttons went live (Oct 22, 5 PM): 3 checkout visits, all free_start (electrical 8:01 PM; parapro twice at 5:16 AM today, likely one person), 0 free_end, 0 page, 0 bought; the 2 claude_check sessions ignored. Meta account Active, card on file, all 8 ads Active, none rejected. All 4 product pages and free tests return 200 with the right Stripe links (6:49 AM). Scored the $25 ad-check predictions (rows 1,

Date	Run	Ad spend to date	Sales to date	What it did
				3, 7, 9, 13, 15, 19, 21): all four CTR ranges missed high. Loss to date $86.99 ($124.56 ads less $37.57 earned).

Date	Run	Ad spend to date	Sales to date	What it did
Oct 22, 2026	Daily	$82.67 (electrical $21.91, police $19.61, parapro $22.43, cast $18.72)	1 (electrical 0, police 1, parapro 0, cast 0)	First sale: Roll Call Prep, $39 at 1:33 AM Oct 22 (Mountain), $37.57 after Stripe fees, after $19.61 of police ads; no refund or dispute. Changed nothing: Roll Call already clears its $70 gate, and no product has reached its $25 ad check (parapro closest at $22.43). Link CTR to date 2.6% to 3.7% per product (electrical 94 clicks, 3.3%, $0.23 a click; police 73, 3.7%, $0.27; parapro 94, 2.6%, $0.24; cast 80, 3.7%, $0.23); the free-sample ad still leads in all four (3.9% to 4.6% vs 0.8% to 2.3%). Meta account Active, card on file, no delivery errors or rejected ads. All 4 product pages and free tests return 200 with the right Stripe link (6:50 AM). Scored prediction 27 (which sells first). Loss to date $45.10. 4:40 PM check: $102.60 spent, 449 link clicks (87% on the free-sample ads). Stripe shows only 2 checkout visits from round one, both Roll Call (1 bought, 1 left), so almost everyone who clicks an ad leaves the site without pressing Buy.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 21, 2026	Daily	$36.76 (electrical $9.89, police $8.36, parapro $9.65, cast $8.86)	0 (electrical 0, police 0, parapro 0, cast 0)	Changed nothing: no product is near its $25 ad check or $70 gate, and delivery is now even, about $7 a day per product. 144 link clicks in all, CTR 1.3% to 3.4% per product (electrical 38 clicks, 2.7%, $0.26 a click; police 33, 3.3%, $0.25; parapro 34, 1.3%, $0.28; cast 39, 3.4%, $0.23). The free-sample ad leads on click-through in all four (2.4% to 4.7% vs 1.1% to 2.4% for the format ad). Roll Call now delivers ($8.36). Meta account Active, card on file, no delivery errors or rejected ads. All 4 product pages and free tests return 200 with the right Stripe link (fetched 6:48 AM). No NOBBT sales, refunds or disputes in Stripe. No prediction rows reached their scoring point.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 20, 2026	Daily	$2.92 (electrical $0.77, police $0, parapro $1.01, cast $1.14)	0 (electrical 0, police 0, parapro 0, cast 0)	Changed nothing: no product is near its $25 ad check or $70 gate. Meta billing cleared on its own: it charged the card $2.10 at 10:50 PM Oct 19 and the account went from Payment Needed back to Active. Delivery stalled during the grace period, so Oct 19 spent $2.89 of the $28 budget; $0.03 so far today (6:48 AM). 10 link clicks in all (CTR 2.7% to 7% on the ads with clicks). Roll Call (California only) has 5 impressions and $0 in two days; watch it. No rejected ads or errors. All 4 product pages in the site code link to the right active Stripe payment link, but this run was not allowed to fetch the live pages, so live loading was not confirmed. No sales, refunds or disputes.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 19, 2026	Daily	$0	0 (electrical 0, police 0, parapro 0, cast 0)	Changed nothing. About 7.5 hours after launch, Meta shows 0 impressions and $0 spent on all 8 ads, though the campaign, ad sets and ads all read Active with no errors, the account is active and has a card. Re-check at 12:52 PM: delivery started about 9:20 AM Arizona time and $2.82 was spent by early afternoon (Hot Stick $1.10, 134 views, 4 clicks; Homeroom $0.99, 125 views, 4 clicks; Rough-In $0.73, 88 views, 2 clicks; Roll Call $0, 5 views). But at 10:19 AM Meta put the account in a grace period: "a balance needs to be paid". Asked the owner to check billing in Ads Manager. All 4 product pages load and link to the right Stripe checkout. No NOBBT sales, refunds or disputes. Stripe also shows a $79 Cutbell subscription test on the owner's card (Oct 18), already refunded; not NOBBT.

Date	Run	Ad spend to date	Sales to date	What it did
Oct 18, 2026	Launch	$0	0	Turned on round one at about 11:25 PM: campaign, 4 ad sets and 8 ads, $7 a day per product ($28 total). Meta approved all 8 ads within minutes. Stripe takes payments, all 4 buy links live, support@nobbt.com works. The daily run starts Oct 19 at 6:46 AM.
Oct 13, 2026	Test	$0	0	Scheduled run test. Stripe read: worked, 0 products. Docs write: worked. Meta ads tools: not available.
Oct 13, 2026	Setup	$0	0	Tab created. Ads have not started.