

The Brazilian Playbook

A directory of the operators, courses, business managers, pages and tooling driving Brazilian affiliate money on Meta in mid-2026 — with a heavy tilt toward the bizop and nutra verticals that mainstream US media buyers have quietly given up on.

COMPILED FROM PORTUGUESE-LANGUAGE YOUTUBE, INSTAGRAM, BLOG AND BROKER SOURCES. CURRENCY: BRL ~R\$5.35 = USD \$1

—THE FRIEND-FORWARDABLE VERSION

The 2-page version

What Brazilian affiliates are actually doing in bizop and nutra on Meta right now (August 2026). Written for a friend who runs paid traffic — assumes you know ad accounts, campaigns, ad sets, bid strategies.

THE ONE-LINE SUMMARY

Two methods, run at the same time by top operators. Same lazy doctrine on both: take your winning creative(s), duplicate them across many parallel ad sets, and don't touch it.

Method 1 — Escala Baiana

Named after a joke about Brazilians from Bahia being lazy — you set up the campaign and don't touch it, like sitting in a hammock. That's literally the doctrine. Also called *mineração de conjunto* (adset mining, 2020-2021 name) or *escala sanchão*. Same technique, different eras of naming.

Stage 0 — Sanity check

Before you commit to 50 duplicates, launch **1 campaign / 1 ad set / 1 ad** (either ABO or CBO) just to see if Facebook rejects the creative. Skip this and if the creative rejects at Stage 1, you get 50 rejections at once → account banned instantly.

Stage 1 — Test (ABO 1-50-1)

- 1 ABO campaign, **50 ad sets, 1 ad per ad set** — each creative isolated in its own ad set
- Budget: **R\$7 per ad set (~\$1.31 USD)** for BRL accounts, or **\$1.28 per ad set** for USD accounts
- Daily campaign total: **R\$350 (~\$65) for BRL / \$64 for USD** — total, not per ad set
- Attribution: 1-day click, 1-day view
- Audience exclusions: Page View 1 day, Purchase 180 days
- Broad targeting (Almir Lima's memory-offer example: women 60+ on Wi-Fi)
- Placements: automatic (Advantage on)
- **Schedule for 6am next day, not midnight** (midnight burns budget on wrong audiences)
- Run 2-3 continuous days, no pausing, no fiddling
- Winner criteria: $ROI \geq 2$ (or $CTR > 5-10\%$, at least 1 sale, cheap CPC)
- Anything under ROI 2 → kill

Stage 2 — Scale (ABO 1-200-1, or 1-250-1 per Almir's PDF)

- 1 ABO campaign, **200-250 ad sets, 1 ad per ad set** — winning creative from Stage 1 duplicated across all 200-250 slots

- Almir Lima's PDF says 250. Most practitioners run 200. Both work — ABO has no ad set cap. The 200 cap only applies to CBO.
- Budget per ad set: **R\$7-10 (~\$1.31-1.87)** — never raises
- Daily campaign total: **R\$1,400-2,500 (~\$262-467) per campaign per account**
- Same setup as Stage 1
- Only promote from Stage 1 → Stage 2 when the 1-50-1 nets **R\$300-600 profit/day (~\$56-112)**
- **Don't touch it.** If CPA blows out, deactivate the whole campaign and launch fresh. Never fiddle with individual ad sets, never raise budget on winners (Guilherme explicitly tested — doesn't work).

Method 2 — Bid Cap CBO (the actual big-spend rig)

Runs alongside Baiana on the same operators' accounts. This is how one account spends \$8k/day, not \$260/day.

- **1 CBO campaign** (budget at CAMPAIGN level, not ad set)
- **40 ad sets**
- **Same 2-3 winning ads repeated in every ad set** — NOT 80-120 unique creatives. Number of ads per ad set = number of validated winners you happen to have. 1 winner → 1 ad per ad set. 3 winners → 3 ads per ad set × 40 slots.
- **Bid cap = product ticket / payout** (e.g. R\$255 ≈ \$48 on a R\$250 ≈ \$47 ticket)
- Campaign daily budget set **high as headroom**: R\$45,000-50,000 (~\$8,400-9,350). Meta almost never actually fills it.

THE CRITICAL MECHANIC — THIS TRIPS EVERYONE UP

Bid cap is the throttle. Campaign daily budget is the ceiling. Meta only enters an auction if projected $CPA \leq$ your bid cap. If not, zero spend. The campaign budget is just the "if Meta could find enough profitable auctions, this is the max it could spend today."

Real utilization: T2's two Bid Cap CBOs had R\$95k combined daily budget caps but 14-day spend was R\$33k = R\$2,357/day = **~13% of the cap actually filled**. He set budget high so it's never the binding constraint. Bid cap is what actually governs spend.

Rule of thumb: set daily budget 5-10x what you expect Meta to actually spend. Or just set it stupid high — \$25k, \$50k. Doesn't matter, because bid cap is the real limit. You just don't want budget to be what stops delivery.

Testing bid caps (do this before scaling)

- CPA max = product ticket / payout (break-even)
- Launch **5-6 test campaigns 1-1-1 style with different bid caps in parallel**
- Example spread on a R\$250 (~\$47) ticket: R\$245, R\$220, R\$200, R\$180, R\$150 (~\$46, \$41, \$37, \$34, \$28)
- Test CREATIVES first at "maior volume" (lowest cost) THEN test bid caps once creatives are validated — isolate variables
- Find the winning bid cap → move it to the 40-adset scale CBO

When a bid cap campaign stalls

- Raise the **bid cap** by **30%** (not 20%, not 50%). R\$100 → R\$130. Meta enters more auctions.
- Don't raise the campaign budget — that's not the constraint.

Real results from the walkthroughs

Guilherme (@Guilherme_rdc), first 15 days of Jan 2026, US market

METRIC	BRL	USD
15-day fleet spend	R\$502,000	~\$94,000
15-day fleet revenue	R\$912,000	~\$170,000
15-day fleet profit	R\$409,000	~\$76,000
ROI	81%	81%
One Stage 1 campaign (1-50-1)	R\$397 → R\$2,870 → R\$2,473 profit	\$74 → \$537 → \$463 profit
One Stage 2 campaign (1-200-1)	R\$2,103 → R\$8,772 → R\$6,669 profit (4.17 ROAS)	\$393 → \$1,639 → \$1,246 profit

T2 (R\$100k/day operator), Bid Cap CBO real numbers

METRIC	BRL	USD
One Bid Cap CBO daily budget cap	R\$45,000	\$8,400
Bid cap on that campaign	R\$255	\$48
Actual CPA delivered	R\$185	\$35
Sales	51	51
Two Bid Cap CBOs / 14 days spend	R\$33,000	~\$6,200
Two Bid Cap CBOs / 14 days revenue	R\$60,000	~\$11,200
Two Bid Cap CBOs / 14 days profit	R\$30,000	~\$5,600
Best day faturado / profit	R\$103,000 / R\$55,000	\$19,250 / \$10,280
Last 7 days fleet total	R\$500,000	~\$93,500

Fleet math — why many accounts

R\$1,400-2,500/day per account (\$262-467) is not R\$100k/day (\$18,700) on its own. Guilherme's ~R\$33k/day (\$6,200) average = ~20-25 accounts running the full Stage 1 + Stage 2 stack.

To hit \$18,700/day (R\$100k/day):

- Pure Baiana: **40-70 accounts** running Stage 2 in parallel
- Pure Bid Cap CBO: **2-3 fully-spending campaigns** (each hitting maybe \$5-8k of an \$8k+ cap)
- Combined (T2's actual approach): **10-20 accounts** running both methods across the fleet

Why many accounts (not for CPM survival — per-adset auctions in Baiana are too small to hurt trust score): Facebook is "mystical." Same creative gets ROI 1.36 on one account and 2.9 on another the same day. Fleet averages the ROI variance. That's the entire operational reason.

Non-obvious constraints

- **Facebook page limit = 250 ads per page maximum.** Stage 1 (50 ads) + Stage 2 (200 ads) on same page = 250 = full. You need many fan pages when scaling.
- **Never raise per-ad-set budget on a winning Baiana campaign** — Guilherme tested this explicitly, doesn't work. Only way to scale a winner is more duplicates across more accounts.
- **Kill at campaign level, not ad set level.** If CPA blows out on Stage 2, deactivate the whole campaign and

launch fresh.

- **Both methods repeat winners across many slots.** Baiana: 1 winner × 200-250 ad sets. Bid Cap CBO: 2-3 winners × 40 ad sets. Same lazy logic, different container.

What you'd copy tomorrow — starter recipe for an \$85/sale offer

Stage 1 test — ABO 1-50-1:

- 50 ad sets, **\$1.28 per ad set = \$64/day per account**
- Broad + Advantage Audience on, 6am schedule
- Distribute 5-10 winning creatives across the 50 ad sets (5 creatives × 10 duplicates = 50)
- Attribution 1-day click / 1-day view. Exclusions: Page View 1d + Purchase 180d
- Kill any ad set under ROI 2 after 2-3 days

Stage 2 scale — ABO 1-200-1:

- 200 ad sets, **\$1.28-1.87 per ad set = \$256-374/day per account**
- Only the validated winners repeated across all 200 slots
- Don't touch it

Bid Cap CBO — once you have validated winners:

- 1 CBO, 40 ad sets, same 2-3 winning ads repeated in every ad set
- Bid cap **\$85 (payout)** — could push to **\$100** (~1.2x payout for headroom)
- Campaign daily budget set stupid high: **\$10-25k as headroom**. Meta rarely fills it.
- If it stalls, raise bid cap 30% (not budget)

Fleet target: 10-20 accounts running Stage 2 + 2-3 accounts running Bid Cap CBOs → **\$5-15k/day fleet spend at 20-50% ROI**. That's roughly \$1-7k/day profit at that scale.

BELOW

Deep-dive appendix: the four scaling schools compared side-by-side with attribution, kill rules and the exact page-limit / fleet math. Read if you want the mechanics; the two-page version above is the whole story.

—DEEP DIVE

The scaling methods

These are the documented ways Brazilian operators are moving real money on Meta right now. They separate along three axes: whether they scale *horizontally* (many parallel adsets) or *vertically* (few adsets, budget bumps); whether they bid *competitively* or *defensively*; and whether the operator is a solo scripter or a small human team.

At a glance

METHOD	STRUCTURE	BID	TARGETING	BEST FIT	DOCUMENTED CEILING
Escala Baiana · Test (ABO 1-50-1)	ABO · 50 adsets · 1 ad per adset · R\$7 BRL / \$1.28 USD per adset · R\$350/day total per account · Run 2-3 continuous days, no pausing	Lowest cost	Broad · attribution 1-day click / 1-day view · exclude Page View 1d + Purchase 180d	Nicho hot / bizop / nutra	Kill under ROI 2. Feeds scale phase.
Escala Baiana · Scale (ABO 1-200/250-1)	ABO · 200-250 adsets (PDF says 250; practitioners run 200) · 1 ad per adset · R\$7-10 per adset · R\$1,400-2,500/day per account · Same setup as test	Lowest cost (original) or Bid Cap at ticket (2026 update)	Broad	Nicho hot / bizop / nutra	Never touch it. Deactivate whole campaign if CPA blows.
Bid Cap CBO (T2's live big-spend method)	CBO · 40 adsets · same 2-3 winning ads repeated in every adset · Campaign budget R\$45-50k/day cap · Meta only spends on profitable auctions	Bid Cap ≈ ticket price (R\$255 on R\$250 ticket)	Broad · CBO distributes to winning adsets	Same offers as baiana, higher per-account spend	Live: R\$45k cap, actual CPA R\$185, 51 sales. 14 days: R\$33k spend → R\$60k rev → R\$30k profit
Andromeda-Broad · Single CBO	1 CBO / 1-3 broad adsets / 10-15 distinct creatives	Automatic or Bid Cap at ticket	Broad + Advantage+ Audience	E-com, whiter offers	R\$10-30k/day (Grecos client base)
Bid-Cap First (2026 mainstream)	1 CBO / 5-10 adsets / 3-6 creatives each	Bid Cap at ticket	Broad + Advantage+	E-com, mid-risk	2.2 ROAS at \$22k/14d
H&W Human-Team Unit	Multiple accounts · narrow single-demo · 4 angle-personas per offer	Not disclosed	Narrow demo (women 35-50, men 50+)	US nutra / bizop	R\$1M/day per top affiliate w/ 3 buyers
Escala Baiana for USD	1-50-1 aimed at ClickBank / Hotmart Intl	Lowest cost, Bid Cap on scale	Broad, US geo	US infoproducts / nutra	R\$912k/15d · R\$5.5k/day
TET (Saraiva)	Procedure undisclosed. Ambient: hook vs hold rate as separate KPIs, metadata scrubbing, "secret campaigns" for approval speed	Undisclosed	Undisclosed	US direct-response	R\$200M+ combined invested by trio

Universal cadence rules (layer on any method)

- **Regra dos 20%** (Mestres do Tráfego) — never raise a budget more than 20% at a time; wait 2-3 days between bumps; if CPA rises >20% within 48h of a bump, roll back to the previous level.
- **Sobral test cadence** — budget every 2 days, audiences every 4, creatives every 2-3, structural changes every 7. Isolate one variable at a time. "Testar com o carro andando."
- **Cleber Barbosa 4-phase staircase** — Validation (R\$30-60/day, weeks 1-2) → Optimise (cut bottom 80%, weeks 3-4) → Controlled scale (+20-30% every 3-5 days at ROAS ≥ 3) → Diversification. Requires min R\$80 commission/sale for the math.
- **Learning-phase floor** — an adset needs 50 conversion events per 7 days to stabilise post-Andromeda. Below that it never gets out of learning. Kill it, don't starve it.
- **Signal-loss penalty** — without server-side Conversions API + advanced matching, browser signal loss is 30-67% under Andromeda. Meta optimises in the dark and gives up.

The four schools, expanded

1. Horizontal-Duplication school (Baiana lineage)

Origin: Almir Lima ~2022-2023, on BR infoproducts. Ported to US-dollar affiliate in 2024-2026 by Rodrigo Liedson, Guilherme (@Guilherme_rdc), and others. Alive and updated in 2026 for nicho hot / bizop / nutra.

Core insight: Distribute one creative across many tiny parallel adsets. Each adset is expendable. Scale spend by adding accounts and adsets, never by raising per-adset budget.

Why "Baiana": Joke about the Bahia stereotype (lazy, in a hammock). The method's whole doctrine is: **you set the campaign and you don't touch it**. No deactivating adsets. No raising budgets. No duplicating adsets mid-flight. Guilherme in his 15-day-R\$912k video: "the only con is you can't aggressively scale winners by raising per-adset budget — I've tested it, doesn't work, it's better to just not touch it."

Structural note — ABO always, never CBO: Meta's CBO cap is 200 adsets. Baiana runs 200-250 adsets, which is only possible in ABO (no cap). Per-adset budget isolation is the whole point — losers auto-starve at their adset cap, winners don't share their signal with dead adsets.

The three-stage progression (from Almir Lima's PDF + practitioner videos)

Stage 0 — Creative sanity check (ABO 1-1-1 or CBO 1-1-1): Test if Facebook rejects the creative BEFORE going to 50 duplicates. Guilherme's warning: if you go straight to 1-50-1 with 50 dupes and the creative rejects, all 50 rejections at once = account banned instantly.

Stage 1 — Test & Validation (ABO 1-50-1):

- 1 ABO campaign · 50 adsets · 1 ad per adset (each creative isolated)
- **R\$7 per adset for BRL accounts, \$1.28 per adset for USD accounts** → R\$350/day per account
- Attribution: **1-day click, 1-day view**
- Exclusions: **Page View 1 day, Purchase 180 days**
- Broad targeting. Almir's memory-offer example: women 60+, on Wi-Fi
- Placements: automatic (Advantage on)
- Schedule for **6am next day** (not midnight — midnight wastes budget on wrong audiences per T3)
- Run **2-3 continuous days, no pausing**
- Kill rule: **ROI ≥ 2 = winner. Under 2 = discard.**
- Winner-signal add-ons (T3): CTR > 5-10%, at least 1 sale, cheap CPC

Stage 2 — Aggressive Scale (ABO 1-250-1 per Almir; 1-200-1 in practice):

- 1 ABO campaign · **250 adsets per the PDF, 200 per most practitioners** · 1 ad per adset (winning creative duplicated across all 200-250 slots)
- Same setup as Stage 1
- **R\$7-10 per adset (never raises)**
- Total per-account: **R\$1,400-2,500/day**
- Winner criterion to move up from 1-50-1: profit R\$300-600/day at 1-50-1 stage (Guilherme)
- **Don't touch it.** If CPA blows out, deactivate the whole campaign and launch a fresh one — not individual adsets.

Real numbers from Guilherme's Utmify (Jan 1-15, 2026):

- 15-day fleet total: R\$502k spent → R\$912k revenue → **R\$409k profit (81% ROI)**
- One 1-50-1 pre-scale campaign: R\$397 spent → R\$2,870 revenue → R\$2,473 profit
- One 1-200-1 scale campaign: R\$2,103 spent → R\$8,772 revenue → **R\$6,669 profit at 4.17 ROAS**

The page-limit constraint: Facebook allows **250 ads per page maximum**. Running 1-50-1 (50 ads) + 1-200-1 (200 ads) on the same page = 250 = you hit the cap. This is the second-half of why scaled ops need fleets of both accounts AND fan pages.

Fleet math (corrected with Guilherme's real numbers): R\$1,400-2,500/day per account is not R\$100k/day on its own. Guilherme's R\$33k/day average spend over 15 days = ~20-25 accounts running the full 1-50-1 + 1-200-1 stack. The often-cited R\$100k/day pure-Baiana claim = 50-70 accounts. Why fleet? Not CPM degradation (per-adset auctions are too small to hurt account trust) — **it's ROI variance distribution**. Guilherme's own words: same creative gets ROI 1.36 on one account, 2.9 on another same day. Running many accounts is the balance that sustains scale.

What actually limits scale: Not the method. It's operational burden. Managing 20-70 accounts in parallel — creative rotation, kill-and-replace, page rotation once you hit the 250-ad-per-page cap, contingência when accounts get banned. This is why a top H&W affiliate solves it with a team of 3 traffic managers to move R\$1M/day.

What changed 2024 → 2026: Bid Cap at ticket price added as an optional overlay on the scale phase (some 2026 videos pair 1-200-1 with bid cap). Alternative names: mineração de conjunto (2020-2021 label), escala sanchão. Same technique, different eras of naming.

Best fit: Nicho hot, bizop, nutra — where the offer approves at 1-1-1, individual creatives get killed by Meta at higher spend concentration, and horizontal spread is the defence. FX-arbitrage USD offers off BRL spend is Liedson's variant.

Where documented: Almir Lima "Método Baiano" PDF, YouTube: Guilherme's R\$912k/15d walkthrough, R\$100 MIL/dia (bid cap + baiana combo), 1-50-1 para Nicho Hot 2026.

2. Bid Cap CBO school (the actual big-spend-per-account method)

Origin: Documented live in Aug 2026 by @gilermasi in his R\$100 MIL/dia walkthrough. Same operator runs Bid Cap CBO campaigns alongside Baiana on the same accounts. This is where the big per-account spend actually happens.

Core insight: Bid Cap ≠ Cost Cap. Cost Cap treats your number as an average target Meta can go above or below. **Bid Cap is a hard limit** — Meta only enters an auction if the projected CPA is at or under your cap. If not, zero spend. That means you can set a deep campaign budget without fear — Meta only fills it with profitable auctions.

Structure (T2's live campaigns):

- **1 CBO campaign**, budget at campaign level
- **40 adsets** per campaign
- **The same 2-3 winning ads repeated in every adset** (not 80-120 unique creatives — same handful of validated winners duplicated across all 40 slots). Number of ads per adset = number of validated winners you happen to have. 1 winner → 1-40-1. 3 winners → 3 ads per adset × 40 adsets.
- **Bid Cap set at (or near) product ticket price** — e.g. R\$255 on a R\$250 ticket offer
- Campaign daily budget set high as **headroom**: R\$45,000-50,000 (~\$8,400-9,350). Meta rarely fills it — bid cap is the actual throttle.
- All budget at campaign level. Only bid cap at adset level.
- **Reality check on utilization:** T2's two campaigns had ~R\$95k combined daily budget caps but 14-day spend was R\$33k = R\$2,357/day = **~13% of the cap actually filled**. You set budget high so it's never the binding constraint. Bid cap is what actually governs spend.

Bid Cap testing phase (5-6 variations in parallel):

- Determine CPA max = product ticket price (break-even)

- Launch 5-6 test campaigns in the 1-1-1 (or 1-1-3 with multiple validated creatives) shape, each with a different bid cap
- Example spread on a R\$250 ticket: R\$245, R\$220, R\$200, R\$180, R\$150
- Find the winning bid cap that both spends and stays profitable
- Move that bid cap to the 40-adset scale CBO
- **Rule: test creatives at "maior volume" FIRST**, then test bid caps only after creatives validated — isolate variables

Optimization when a bid cap campaign stalls:

- If not spending → raise bid cap by **30%** (not 20%, not 50%). R\$100 cap not spending → R\$130.
- Reason: 20% is too small a step, 50% breaks the test.

Real numbers (T2 live):

- One live campaign: R\$45k daily cap, bid cap R\$255, actual CPA **R\$185**, 51 sales
- Two bid cap CBOs over 14 days: R\$33k spent → R\$60k revenue → **R\$30k profit (~90% ROI on the pair)**
- His fleet aggregate: R\$28k profit today, R\$55k profit on best day (R\$103k faturado), R\$500k in last 7 days

How it slots with Baiana: T2 runs BOTH on the same accounts. Baiana keeps low-CPA volume flowing across many small adsets; Bid Cap CBOs handle the concentrated big-spend plays where you want R\$45k/day through one campaign at a locked CPA. The R\$100k/day operator numbers come from stacking both — not from pure Baiana.

Best fit: Where you have validated creatives and a payout high enough that a bid cap at ticket leaves Meta enough room to find profitable pockets. Bizop/nutra with \$60+ payouts qualify.

Where documented: [Escala Baiana e BID CAP · R\\$100 MIL Por Dia](#) — the practitioner walkthrough covers both methods live.

3. Andromeda-Broad / Single-CBO school (whiter offers)

Origin: 2023-2024 mainstream shift after Meta's Andromeda ranking system rolled out. Documented by Grecos, Pedro Sobral, mestres.app, Foco Digital, KROS Digital, Stratus Mídia. This is the school for e-com and whiter offers, not aggressive bizop/nutra.

Core insight: Since Andromeda routes traffic via creative-level Entity IDs, spreading spend across many adsets fights the algorithm. Concentrate spend in one campaign, run 10-15 distinct creatives inside, let Meta match creative-to-audience. "O criativo é a nova segmentação."

Grecos variant: Exactly ONE OUTCOME_SALES campaign on CBO. One "Controle" adset holding validated winners plus multiple "Teste" adsets running Meta Flexible Ads (3 creatives × 2 copies × 2 headlines = 12 combinations per test adset). Automatic bidding, NO bid cap. Broad "público aberto" — age + gender + geo only. Budget scaled every 2-3 days on winners.

Best fit: E-commerce, infoproducts, whiter or greyer offers Meta will happily learn on. Where the offer approves easily, this beats horizontal duplication because the algorithm actually can use the concentrated signal. Grecos explicitly refuses affiliate/bizop clients, so this school does not apply to your vertical.

Where documented: [Grecos "1 Campanha É Tudo"](#) and [R\\$10-30k/dia playbook](#). [Sobral Meta Ads 2026 Guia Completo](#). [Mestres Escala 2026](#).

4. Human-Team Operator school (Bifi / Saraiva / H&W)

Origin: 2023 onwards H&W Publisher operation on ClickBank, BuyGoods, Digistore24. US-nutra dominant. Currently #1 on ClickBank in 2025 and 2026.

Core insight: A human team of 3 traffic managers moves R\$1M/day per top affiliate — scripted 250-adset bursts

and single-CBO consolidation are both wrong shapes at this scale. The doctrine is angle-diversification within one offer.

Structure (Bifi's own words): "Four distinct scales inside the same offer structure" — four campaign silos per product, each with a distinct persona/angle (exercise angle, supplement angle, university-study angle, etc.). Narrow single-demo targeting (women 35-50, men 50+). Multiple accounts mandatory. Native ads as complement for older article-consuming audiences.

Creative doctrine: Format > copy. Creative *format* (horizontal vs vertical vs lateral) is the primary lever; copy has become a commodity. 70/30 A/B split ratio (never 50/50) to protect the control.

Pre-paid-traffic gate: Cold-email validates offers before any paid traffic — refuses to run paid until EPC > \$3 on email, using 5-6 email sends per test.

Signature Saraiva techniques (SDE #114, with Pedro Andrade + Dairo Junior): "métricas mágicas" for predicting creative scaling potential, **hook rate vs hold rate treated as separate KPIs**, metadata scrubbing on creatives before upload, "secret campaigns" to speed up creative approvals, Meta priority-support routes.

Cloaker in the stack: 100% — it's a named workshop across both Brazilian Wave and Affiliate Black ("Módulo 2: Avançado Método Black" is a named module).

What's NOT publicly disclosed: adset count, ABO vs CBO, bid strategy (never mentioned in any interview), per-adset budget, BM stack size, specific cloaker vendor. That's the paid moat.

Where documented (public): SDE #067 (Bifi backstory), SDE #033 (Saraiva backstory), SDE #114 (Meta Ads trio), DMCast #14. Full recipe behind paid content: **Academia do Tráfego Direto (R\$25 rateio)** for the tactical plumbing, **A Última Escala (R\$25-50 rateio)** for the framework.

WHICH SCHOOL FOR WHAT

Aggressive vertical (bizop / MMO / hot nutra) with many creatives to test → Baiana lineage as the workhorse. Cheap-to-test, kill-fast, fleet of accounts distributes ROI variance. **Same vertical, but with validated winners and a proven bid cap** → run Bid Cap CBOs alongside Baiana on the same accounts. This is how R\$45k/day happens on one account without account cook-off. **Whiter e-com / infoproduct** Meta will happily learn on → Andromeda-Broad single-CBO. **US nutra at \$10k+/day per operator with a team** → H&W doctrine (Saraiva's paid material is the closest public route). The R\$100k/day operator runs Baiana + Bid Cap CBO in parallel — it's not one method or the other.