Advertising audiences — 3 audiences, one stop threshold

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€4,000 of budget, nothing activated · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for the demonstration. **The audiences are built from the company's own consented segments**, not bought from a third party: that is what changes both their return and their framework.

The three audiences

Audience	Built from	Budget	Why it is proposed
Active trade painters	Consented trade segment	€1,400	**Dearest per contact, most profitable here**
Visitors to « interior paint » pages, last 30 days	Online shop, no order placed	€1,800	**The audience missing from previous launches: they were looking for this product last week**
Lookalike of the best in-store customers	Consented store segment	€800	A test — the only one of the three not based on observed behaviour

The exclusions, which account for most of the return

Exclusion applied to all three audiences	Reason
Customers who already ordered Solane	**Paying to be seen by your own buyers**
Contacts removed for exceeding the pressure cap	Consistency with the cap the company set
People who objected to being approached	**An objection covers advertising too**

The stop threshold proposed

Item	Value	Source
Cost per enquiry at the March launch	€31	Ad account and CRM
Automatic stop threshold proposed	**€38**	**Beyond that, the audience costs more than it returns against the trade basket**
Reading provided	At day 3	Spend, cost per enquiry, audience to cut

What the agent advises against, with figures

Audience	Result at the March launch	Recommendation
Occasional DIY	**€1,100 for 3 orders — €367 an order on a €148 basket**	**Do not reopen: would eat the test budget without settling anything**

> **The threshold belongs to the company.** Another figure is applied the same day. Marketing management approves the audiences and the threshold; the agent activates, measures and reports back at day 3.

Marketing management's decision

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Legal notice (in French): bluelemonagent.ai/mentions-legales

Stop threshold retained, in euros per enquiry: _____

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