



Three costed trade-offs, at constant budget

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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€47,000 before, €47,000 after · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **None of the three trade-offs raises the total budget.** Each is presented with the budget moved, the arithmetic behind the expected effect, the announced range and **what it leaves aside**. **Changing a media budget commits spend: the decision belongs to the marketing director.**

The three trade-offs side by side

Trade-off	Budget moved	Expected effect on volume	What it leaves aside
A — Refresh before moving	€0	+40 orders a month	Corrects nothing in the imbalance between platforms
B — Move to video and generic search	€9,000	+110 orders a month (range +80 to +130)	Reach among people who do not know the brand yet

Trade-off	Budget moved	Expected effect on volume	What it leaves aside
C — Open a fifth platform	€6,000	Unknown at your house — stated as such	166 certain orders traded for a learning period

Trade-off A — the arithmetic

Step	Value
Social budget unchanged	€21,000
At €52 cost per acquisition	404 orders
At €40, if click returns to 1.3 %	525 orders
Effect announced	+40 orders, not +121 — a refresh only holds 3 to 4 weeks
Cost elsewhere	Two days of the content team

Trade-off B — the arithmetic, line by line

Movement	Amount	Cost per acquisition used	Orders
Taken out of saturated social	-€9,000	€52	-173
Into short video	+€5,000	€29 rather than €27 — a format whose budget triples degrades	+172
Into generic search	+€4,000	€36	+111
Balance	€0 — monthly total unchanged	Average down from €41 to €37	+110

Trade-off C — what the house's history says

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: **Page 2 / 4** 10 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

Previous opening	Week-1 cost per acquisition	Time to reach target	Ramp-up overspend
2024 opening	2.4 times target	5 weeks	around €4,600
2025 opening	2.2 times target	5 weeks	around €3,800
Estimate for an opening this quarter	2.3 times target	5 weeks	around €8,400 of ramp-up overspend

That is not money lost if the platform is opened one day — it is money badly placed this quarter, when a measured seam sits right next door. **If the marketing director wants to open it anyway, the trade-off is built: all it needs is the learning budget she is willing to spend.**

The stop thresholds, written before the test

Threshold	Value	Why this level	What happens if it is crossed
Short video	€45 for 3 consecutive days	Beyond that it is no better than the line the money came from	Return to the original split, built in advance, 4 minutes
The house as a whole	€43 over 7 rolling days	That is the worst month of 2025: beyond it, we have done worse than nothing	Full stop of the test and immediate reading

The time costing a trade-off moves

Task	Before	After	What also changes
Costing a trade-off	40 % of the monthly cycle	8 %	All three arrive the same day — the only way to compare them

For the marketing director to decide

Trade-off retained and execution date: _____

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