Three costed trade-offs, at constant budget

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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

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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

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Trade-off retained and execution date: _____

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