



The quarter, 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. **The media budget did not rise by a single euro over the quarter.** Every gain shown here comes from moves, refreshes and reopened campaigns — never from extra spend.

What the same budget buys

Measure	On day one	Today	Reading
Monthly media budget	€47,000	€47,000	Unchanged
Cost per acquisition	€41	€32	Below the €34 of last year, the best known level
Orders attributed per month	1,150	1,470	+320
Attributed revenue, at a constant €128 basket	€147,000	€188,000	The only number the executive board will look at

Where the 320 orders come from, line by line

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 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.

Origin	Orders per month	Extra budget committed
Trade-off B — €9,000 moved	+110	€0
Refreshing the 6 creatives	+40	€0
4 campaigns reopened after the stock shortage cleared	+110	€0 — budget drawn from existing lines
€3,000 video reinforcement	+27	€0
Stopping self-competition	+33	€0
Total	+320	€0

The three time lines measured

Line	Before	After	In days per month
Consolidating the platform data	60 %	7 %	2 days down to a little under 2 hours
Costing a trade-off	40 %	8 %	1.5 days down to 2 h 30
Identifying the differences	30 %	5 %	1 day down to 1 h 20
Together	—	—	4 and a half days down to three quarters of a day

That time did not go back into a spreadsheet: over the quarter the team ran **3 incrementality tests** — enough to know what the budget really buys, rather than what it claims. **It had never had time to run a single one.**

The figure nobody thinks to look at

Measure	Value	How it is verified
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Budget changes applied without human approval	0	19 executions, 19 logged approvals, with author and time
Data hosted outside the European Union	0	Hosted in France, under French law
Advertising use cases deployed	6	Consolidation, differences, trade-offs, and 3 handovers to dedicated agents

For the marketing director to set

Cost-per-acquisition target for next quarter, at constant budget: _____

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