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

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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