



Twelve paused campaigns — what they are worth

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4 to reopen, 6 to archive, 2 to test · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **A paused campaign spends nothing, but it is not neutral**: when it is switched back on, its audiences may overlap live campaigns and push up the price paid. **The agent reopens and archives nothing: reopening commits spend, archiving erases a measurement history.**

The four to reopen — an oversight, not a choice

Campaign	Pause reason recorded	Historical cost per acquisition	State of the reason
Washed linen — acquisition	Stock shortage	€28	Resolved 12 March
Washed linen — remarketing	Stock shortage	€26	Resolved 12 March

Campaign	Pause reason recorded	Historical cost per acquisition	State of the reason
Washed linen — search	Stock shortage	€31	Resolved 12 March
Washed linen — video	Stock shortage	€30	Resolved 12 March
Together	—	€29 on average	€3,200 a month, around 110 orders

The six that cost while asleep — self-competition

Finding	Measure	Consequence
Overlap of their audiences with live campaigns	over 70 %	Two of the house's campaigns target the same person
Two-day switch-on in June	Recorded in the log	Bids rose without either winning an extra order
Overbidding measured over those two days, scaled to the month	€1,340	Money paid to yourself
Associated creatives	17 visuals	Kept: archiving destroys nothing

The two to test — and the test funds itself

Item	Value
Target	Belgium, range added to the catalogue in April
Test budget	€800 over three weeks
Source of the budget	Drawn from the €3,200 the four reopened campaigns give back
Stop threshold	€50 cost per acquisition

What is proposed so the case does not recur

Rule proposed	What it would have given
Any pause going past 30 days is escalated, with the reason recorded at the moment of pausing	The four washed-linen campaigns would have reopened on 12 March, not six months later
Every pause carries a due date when created	No campaign sleeps by oversight

For the marketing director to decide

Campaigns to reopen, to archive, to test: _____

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