Consolidation — your four platforms over 90 days

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38 campaigns, 118 audiences, 214 ads · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **Cost per acquisition is the budget spent divided by the number of orders obtained.** Every value here is calculated from orders **actually recorded on the e-commerce platform**, never from the sum of what the ad networks claim.

The counting gap, and what it costs a decision

Source of the figure	Orders in the month	Cost per acquisition	What you conclude from it
Sum of the 4 platforms	**1,402**	**€34**	« We are back to last year's level »
E-commerce platform (reference retained)	**1,150**	**€41**	**« We have lost €7 per order in a year »**

Source of the figure	Orders in the month	Cost per acquisition	What you conclude from it
Gap	**252 orders counted twice — 22 %**	€7	**€8,050 a month of decisions taken on the wrong figure**

What was brought together

Object	Volume	What consolidation does with it
Advertising platforms	4, read-only	Brought onto a single scope and a single counting rule
Campaigns	38 live, 12 paused	Tracked per campaign, with the pause reason when they sleep
Audiences	**118**	**Performance per audience, including overlaps between campaigns**
Ads running	214	Performance per format and creative age
Budget tracked	**€47,000 a month, €141,000 over 90 days**	Split by platform, campaign, audience and format

The starting split, as found

Platform	Monthly budget	Orders	Cost per acquisition
Social platform	**€21,000**	446	**€47**
Search engine	€16,000	428	€37
Video platform	**€6,000**	222	**€27 — the best ratio, and the least funded**
Affiliation	€4,000	54	€74
Total	**€47,000**	**1,150**	**€41**

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The time consolidation moves

Task	Before	After	What is left to do
Consolidating the platform data	**60 % of the monthly trade-off cycle — 2 days**	**7 % — a little under 2 hours**	**Read back what was assembled, and decide**

What is proposed: that the marketing director approve **a single reference figure** — the e-commerce platform's — and that every trade-off this quarter rest on it. One decision, taken once, and the four spreadsheets stop contradicting each other. **The networks' own readings are not erased: they stay displayed alongside, so the conversation with each platform remains possible.**

For the marketing director to set

Reference figure retained for every trade-off this quarter: _____

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