Consolidation — your four platforms over 90 days

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

Document issued on 24/09/2026

38 campaigns, 118 audiences, 214 ads · fictional document

Fictional document — demonstration example
This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

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**

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: ______

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.