Where a rising cost per acquisition comes from

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

Document issued on 09/11/2026

From €38 to €52, broken into three storeys · 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. **A cost per acquisition always breaks down the same way: the price of the space, the click-through rate, the conversion rate.** Until the three are separated, nobody knows whether the problem is the market, the creative or the site — and the decision is a guess.

The three storeys, measured separately

Storey	Week of 29/07	Week of 05/08	Change	What it points to
Cost per thousand impressions	€9.10	€9.40	**+3 %**	**The price of the space — the market explains nothing**
Click-through rate	**1.4 %**	**0.9 %**	**-36 %**	**Creative or repetition — the whole difference is here**

Storey	Week of 29/07	Week of 05/08	Change	What it points to
Conversion rate	2.8 %	2.9 %	flat	The site is not at fault: those who arrive buy as much

The number that settles it: frequency

Measure	Value	Reading
Frequency, week of 29/07	2.1 exposures per person	The house's usual level
Frequency, week of 05/08	**4.7 exposures per person**	**The audience saw the same visuals until it stopped looking**
Audience size	240,000 people	Too narrow to absorb the budget without repetition
Age of the 6 creatives running	**61 days unchanged**	**The most likely cause, and the cheapest to fix**

The two comparisons that shed light

Reference point	What it says	What it is worth
The house's own history	**Across the 4 creative refreshes of 2025, click-through came back between 1.3 % and 1.6 % in under six days**	**The only reference that binds — it is your own account**
Market order of magnitude	In social acquisition, a click drop-off is commonly observed beyond 3 to 4 exposures a week	**Indicative, given as such — never used alone to decide**

What is proposed, and what it costs

LINDBERGH FORMATION — Blue Lemon Agent — Companies register (RCS) Évry 817 946 114 —
Legal notice (in French): bluelemonagent.ai/mentions-legales

Action	Budget committed	Expected effect	What you also learn
Replace the 6 saturated creatives	**€0**	**Click back to 1.3 %, social cost per acquisition back from €52 to €40**	**If the click does not return, the cause is the audience, not the creative**
Do nothing	€0	€2,350 of overspend a week	Nothing
Move the budget straight away	€9,000	Mixed with the creative effect	**Unreadable result — two actions on the same day no longer separate**

The 6 new creatives are built from the current collection visuals. **The content team decides**: replacing them commits no media budget and can be undone in one operation.

For the marketing director to set

Weekly frequency above which a creative must be refreshed: _____

Request a demo with your own documents

This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.
https://bluelemonagent.ai/en/entreprises/cas-usage/agent-de-campagnes-publicitaires-optimisation

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

LINDBERGH FORMATION — Blue Lemon Agent — Companies register (RCS) Évry 817 946 114 —
Legal notice (in French): bluelemonagent.ai/mentions-legales

connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.