



Where a rising cost per acquisition comes from

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From €38 to €52, broken into three storeys · fictional document

Fictional document — demonstration example

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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

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: _____

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