This week's differences — three, with their scope

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Week of 5 to 11 August · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **Every difference carries the exact scope on both sides of the comparison** and its cost or its seam in euros for the week. A difference presented without its scope is not a difference, it is an impression.

Difference 1 — cost per acquisition rising on the social platform

Item	Week of 29/07	Week of 05/08	Change
Cost per acquisition	**€38**	**€52**	**+37 %**
Orders	231	168	-27 %
Budget consumed	€4,830	€4,810	flat
Cost of the difference for the week	—	—	**€2,350**

Scope: same 11 campaigns, same platform, **7-day post-click window on both sides**, two full weeks, **no promotional operation on the site in either**.

Difference 2 — one audience delivers at €11, the most misleading figure in the file

Item	Value	How to read it
Monthly budget of the « brand name » audience	€4,900	10 % of total budget
Cost per acquisition	**€11**	**Three times better than the house average**
Orders attributed	445 a month	Real volume, not marginal
Share of those orders actually added by the ad	**Not measured to date**	**A cost per acquisition attributes, it does not compare — hence the proposed switch-off test**

Scope: rolling 30 days, a single campaign, queries containing the brand name, 7-day post-click window.

Difference 3 — the best format is the least funded

Format	Monthly budget	Cost per acquisition	Reading
Short video	**€6,000**	**€27**	**A seam — the most efficient format carries 13 % of the budget**
Carousel	€18,400	€44	The historic format, the most funded
Single image	€14,200	€39	Stable
Search text	€8,400	€36	Stable

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Scope: same month, same 3 audiences, same 2 campaigns for the video/carousel comparison, 7-day post-click window.

The time identifying differences moves

Task	Before	After	What also changes
Identifying the differences	**30 % of the monthly trade-off cycle**	**5 %**	**Received Monday morning instead of the 5th of the following month**

For the marketing director to set

Variation threshold above which a difference must be escalated immediately: _____

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