Reading at D+10 — trade-off B

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

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€9,000 moved, monthly total unchanged · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **Executed on Monday at 11:12, after the marketing director's approval.** The reading compares the actual against the range announced BEFORE the test, and restates at the top the two stop thresholds written at that moment.

The two stop thresholds — first thing to look at

Threshold	Value set	Value at D+10	State
Short video	€45 for 3 days	**€31**	**Nowhere near**
The house as a whole	€43 over 7 rolling days	**€34**	**Nowhere near**

Announced against actual

Measure	Announced before the test	Actual at D+10	Reading

House cost per acquisition	€37	**€34**	**Above the top of the range**
Additional orders	+37 pro rata over 10 days	**+49**	Favourable gap
Short video	€29	€31	**The announced degradation did happen, slightly stronger**
Generic search	€36	€34	Favourable gap
Social after withdrawal	—	€47	Coming down: frequency back to 3.2
Total monthly budget	**€47,000**	**€47,000**	**Unchanged, as announced**

The announced blind spot, and where it stands

Point to watch	Measure at D+10	Conclusion
New-customer volume	**-4 %**	**Inside usual variation — no conclusion drawn at this stage**
Next reading	D+21	Compared with the same week last year

The next step proposed, costed

Proposal	Amount	Arithmetic	Limit
Take short video from €5,000 to €8,000	**€3,000, drawn from social**	**At a prudent €33: 91 orders against 64 where they sit — that is +27 a month**	Monthly total still unchanged

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Proposal	Amount	Arithmetic	Limit
Cap beyond which it is advised against	**€11,000**	**Video audience of 310,000 people; beyond that frequency would pass 4 before month end**	**We would replay the difference of the week of 5 August**

For the marketing director to decide

Video reinforcement approved (yes / no) and amount: _____

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