



Paid campaign — trades audience

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Built, not switched on · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Everything is built inside the ad accounts, none of it is live:** activation belongs to the account team, which arbitrates media budgets.

An audience, in an ad account, is the population the ad is shown to: trade, area, interests, pages already visited. A negative keyword is the opposite: a search the ad must never show up on.

The audience built

Criterion	Setting	Why
Trade	Wood and metal trades	19 % of requests received, never targeted
Area	France	The advertiser's delivery footprint
Crossing	Visitors to the 6 product pages	It is the crossing that makes the audience profitable, not the trade on its own

Criterion	Setting	Why
Exclusion	Existing Cerault customers, from the advertiser's list	Paying to be seen by your own customers is the most common leak in an account

The three ads written for this audience

Ad	Angle	Benefit put forward
A	French manufacture	Service life — a tradesperson's argument
B	French manufacture	Repairability and spare parts
C	French manufacture	Delivery time

Same angle, three benefits. The angle is the one the test pointed to; what changes from one ad to the next is the benefit, so we learn which one speaks to this audience. All three are written in Cerault's tone of voice — **14 words per sentence, no superlatives.**

The 9 negative keywords added

Excluded keyword	Wasted clicks recorded last month
second-hand	€112
free	€78
build your own	€91
DIY	€59
<i>... and 5 more of lower volume</i>	—
Total recoverable	€340

The test framework

Parameter	Value proposed	Reason
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Budget	€400	Over 3 weeks. Enough to settle it, little enough to be wrong without damage
Stop threshold	Cost per request above €60	Beyond that the audience is less profitable than the existing one — better to know in 3 weeks than in 3 months
First reading	Day 3	Catches a targeting error before it costs anything

What is advised against, with the figures

Option	What the history says	Consequence
Opening up to DIY consumers	6 % of request volume, 0 signed quotes in two years	Would eat the test budget without settling anything

For the agency to settle

Budget and stop threshold approved by the account team: _____

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