# Paid campaign — trades audience

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

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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 |
| *… and 5 more of lower volume* | — |
| **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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