



Cerault client meeting — November

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

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Three decisions to get taken · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for demonstration. **The pack is ready the night before, without anyone asking for it.** Reporting used to take 40 % of a campaign's time; it now takes 8 %.

What the campaign did

Indicator	This campaign	Previous	Reading
Impressions	412,000	388,000	Comparable volume
Click rate	1.9 %	1.1 %	The gap comes from the headlines, not the volume
Quote requests	34	22	+55 %
Cost per request	€41	€74	Divided by 1.8

Cost per request is the budget spent divided by the number of quote requests received. It is the one figure the advertiser compares month to month — impressions compare to nothing.

The reading, given before it's asked for

The **“French manufacture” angle carries 68 % of clicks on 25 % of the budget.** Across 412,000 impressions the gap is too clear to be chance. It is the angle the history pointed to and the A/B test confirmed: **the decision to switch does not rest on an agency hunch.**

Organic search — eight weeks after publication

Query	Monthly volume	Position	Action prepared
professional workbench	2,400	4th (absent from the first 3 pages before)	3 tags rewritten — moves past two competitors
French-made workbench	1,400	9th	Subheading to strengthen
metal workshop bench	2,600	Page 2	Under watch, measured again at 60 days

The three decisions

Decision	The figure behind it	Who settles it
Move budget onto the winning angle	68 % of clicks on 25 % of budget	The account team
Raise December's media budget from €1,400 to €2,400	58 requests expected instead of 34, at a constant cost per request	The advertiser
Open the audience to tradespeople	19 % of requests received , never targeted	The account team

What is not in the pack: a revenue projection. **The advertiser's conversion rate and average order value aren't known to the agency** — a projection without them would be decoration. **Ask for those two figures at the meeting and the projection is in the following month's pack.**

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