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

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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

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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.**

Request a demo with your own documents

This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.

https://bluelemonagent.ai/en/entreprises/secteurs/agent-ia-agences-communication

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