Fix measurement first.

Fictional Repair Co. | October 15 - November 13, 2026

Your next decision

Do not increase advertising spend yet. The campaign recorded no lead conversions, but the lead measurement has not been verified. That makes performance uncertain.

$600	200	0
Recorded spend	Clicks	Recorded leads

Three priorities

1. Confirm that a successful lead is recorded correctly.
2. Match the repair-service page to the ad promise.
3. Review mature results before proposing a spending change.

What this example can tell you

These fictional metrics illustrate report presentation. They do not establish wasted spend, profitability or expected growth. One offer and one campaign are represented; no real account was connected.

Understand the business.

Confirmed offer and conversion path

Repair service

One fictional local service, grouped as a single offer. The customer confirms its service area, availability and conversion goal before analysis.

The customer journey

Search ad → repair landing page → booking form → confirmed lead.
Landing page: example.com/repair
Conversion destination: example.com/book

What is known / what is not

KNOWN IN FIXTURE: offer name, destination and recorded campaign metrics.
UNVERIFIED: actual page quality, service area, lead quality, booking completion, contribution margin and conversion lag.

One useful question

“Is a completed booking request the outcome you want us to optimize for?”
Ask this only when the website and account cannot establish the answer reliably.

Read performance honestly.

One 30-day window; no fabricated comparisons

Metric	Value	Interpretation
Spend	$600	Fictional account currency: USD
Clicks	200	Recorded in supplied fixture
Average CPC	$3.00	$600 / 200 clicks
Recorded conversions	0	Measurement unverified
Recorded CPA	Not calculable	Zero conversions; not $0
ROAS	Unknown	No conversion value supplied

Measurement comes before judgment

No successful lead test is supplied. A tag or conversion setting alone would not prove that a real lead is captured. The report therefore withholds a budget increase recommendation.

History and evidence limits

90-day and 365-day data are absent in this specimen. The real product displays actual coverage and omits unsupported trend charts.

Turn evidence into action.

Recommendation rec-measurement-repair / revision 1

What we discovered

The fictional campaign spent $600 and recorded zero leads. Evidence ev-001; campaign-repair; 30-day window.

What to do

Confirm the intended lead action, obtain permission for a controlled test, and reconcile the successful receipt with its recording. Avoid duplicate production leads.

Why it matters

Without a reliable lead signal, optimization could reward the wrong traffic or cut useful traffic.

Expected benefit and uncertainty

A trustworthy baseline. No promised conversion or revenue uplift. Outcome interpretation confidence: Low.

Success and review

A verified event plus a mature, comparable results window. Review timing depends on the business conversion delay.

Effort, risk and approval

Small investigation; cost unknown. Test submissions can affect reporting. Planning approval does not authorize a test or change ads.

Give the offer a clear plan.

Illustrative playbook - hypotheses, not launch instructions

Offer and audience

Repair service for customers in the confirmed service area. Geography remains a required clarification if the site and account disagree.

Search-intent hypothesis

Test high-intent repair-service queries after verifying actual local demand. Exclusion candidates require real search-term evidence; do not add negatives blindly.

Message and destination

Explain the exact repair service, service area and next step on a relevant landing page. Do not invent same-day availability, guarantees or testimonials.

Market evidence

No competitor or keyword-volume source is supplied in this specimen. The production report must cite dated, geographic evidence or label its proposal unverified.

Budget and measurement

No budget increase is proposed. Establish lead measurement and service capacity first; then evaluate a bounded experiment against a customer-approved budget.

Keep the next month simple.

A plan the customer can review and return to

Days 1-7 / Establish the baseline

Confirm goal and service area; verify a controlled lead event; record the measurement limitation and conversion delay.

Days 8-14 / Inspect the journey

Review actual ad-to-page message match and booking friction. Prepare a precise change proposal only when evidence supports it.

Days 15-30 / Evaluate a bounded test

After prerequisites are satisfied, specify the hypothesis, baseline, customer-approved cost limit and success measure. Results are not guaranteed.

Your decisions

Approve plan • Request adjustment • Defer • Reject
Every choice is saved against the recommendation revision. None changes your advertising account in Phase 1.

Evidence and output integrity

ev-001: synthetic campaign fixture, captured November 14, 2026. Report demo-report-001, version 1. The accompanying Markdown and JSON describe the same illustrative recommendation. No credentials, private customer data or execution permission are included.