

# Define the spending decision

Complete the question before choosing a test. Use aggregate notes, not customer details.

## What could change?

Name the selected brand advertising and the decision this evidence could support.

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## What does the campaign need to accomplish?

Acquisition, navigation, customer access or another objective? Keep separate purposes separate.

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## Which business outcome will decide it?

Define the counted unit, qualification rule, repeat-contact treatment and outcome maturity.

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## What belongs inside the scope?

Country, regions or audience, campaigns, brand terms and retained background activity.

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Stop and clarify: a low attributed CPA, a strong organic listing or a completed worksheet cannot establish what would happen without the ads.

# Check whether the study can work

An eligible tool still needs a design that matches the question and available evidence.

## Which comparison can withhold the selected exposure?

Record method, assignment unit, account eligibility evidence and the analyst reviewing the design.

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## What could contaminate the comparison?

Other campaigns, shared budgets, travel, buying committees, promotions and outcome location rules.

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## Can the required outcome support a useful answer?

Record the historical evidence, business-relevant effect, missing data and planned analysis.

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## What are the operating boundaries?

Exposure period, spending authority, incident conditions, outcome wait and restoration owner.

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Use current method-specific documentation. Do not turn a before/after comparison or two arbitrary markets into a claimed randomized study.

# Review the evidence and decide

Keep observed outcomes, pending cases, modelled estimates and assumptions visibly separate.

## Did the intended comparison actually occur?

Record delivery checks, missing outcomes and incidents that could change the interpretation.

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## What does the analysis support?

Outcome, population, period, estimate, uncertainty and limitations. Do not invent a confidence range.

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## What economics would justify the policy?

Contribution horizon, additional outcome assumptions, avoidable costs and required business return.

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## What is the decision and what stays unresolved?

Keep, reduce, redesign or remain provisional. Name implementation and review owners.

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Arithmetic reminder: in the guide's fictional scenario, CAD 18,000 media + CAD 4,500 other changing costs = CAD 22,500. At CAD 7,500 contribution per additional customer, three cover those costs. This is a conditional threshold, not measured lift or a forecast.

Do not put attributed customers into an incremental-customer field. Qualified opportunities also need a separate, labelled assumption before they can inform a customer-value scenario.