

Plan one coherent acquisition test.

Define the route before you spend. Use evidence to decide what deserves another round.

STARTING POINT

BUYER

BUYER SIGNAL

CHANNEL HYPOTHESIS

MESSAGE

DESTINATION

Economics, boundaries and next decision.

CONTRIBUTION PER ORDER

ACQUISITION CEILING

LEARNING BUDGET

SUCCESS SIGNALS

STOP / REVISE CONDITIONS

NEXT DECISION

DECISION RULE

Scale only after you can explain what is working well enough to reproduce it.