

# Acquisition Diagnostic

Turning paid-media and funnel signals into creative direction

Client data has been anonymized and normalized to protect confidential business information.

**~79%**

of new demand came from paid social

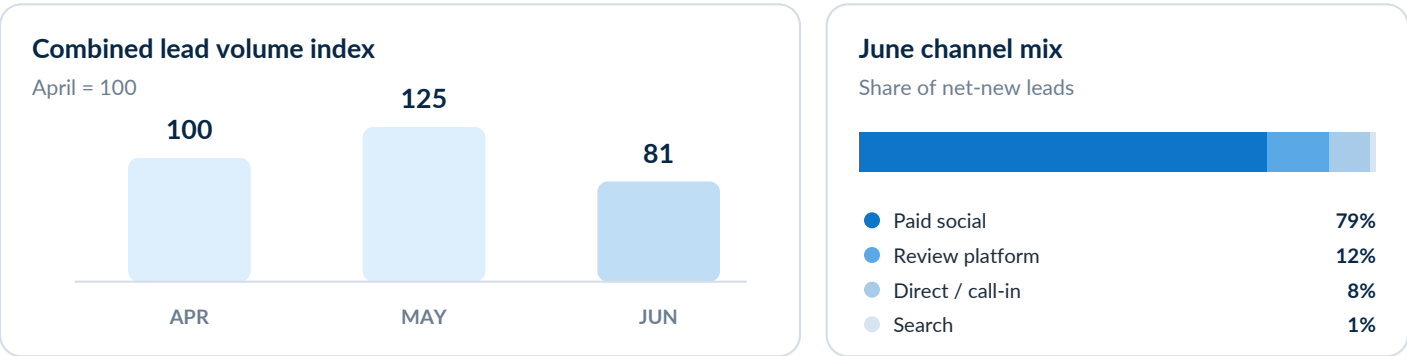
**-21%**

June volume vs. quarterly average

**+60% / +73%**

paid-social CPL increase by brand

## 1. NORMALIZED PERFORMANCE SIGNALS



## 2. DIAGNOSTIC INTERPRETATION

**Creative efficiency**

Rising CPL alongside declining volume suggested possible creative saturation and a need for new hooks, formats and audience-message combinations.

**Attribution anomaly**

Search appeared materially less efficient than paid social, creating a clear need to audit tracking and call attribution before restoring budget.

**Funnel constraint**

Lead acquisition remained viable, while lead-to-appointment conversion emerged as the larger downstream growth constraint.

## 3. HOW THE INSIGHTS SHAPED CREATIVE

**01**

**Product education**

Use clear product proof and feature demonstrations to create stronger differentiation.

**02**

**Trust and transparency**

Reduce friction with low-pressure messaging, process clarity and credible reassurance.

**03**

**Objection handling**

Build concepts around common hesitations, comparison behavior and purchase anxiety.

**04**

**Higher-intent leads**

Qualify earlier through more specific messaging rather than optimizing only for form volume.

## 4. MEASUREMENT FRAMEWORK

**Creative-level metrics**

Hook / hold rate | CTR | CPL by concept

**Funnel-quality metrics**

Qualified-lead rate | Booking rate | Cost per booked appointment