

## Boardroom Report V1

Client: House of Colbec

Period: 2026-06-01 bis 2026-06-02

Generated at: 2026-06-11T16:50:21+00:00

## Boardroom Report Contract V1

contract\_version: boardroom-report-v1

snapshot\_id: snapshot-b610e7b7670c3c73

approval\_status: draft

export\_status: draft

status\_label: Draft

kpi\_version: 2026-06-11.v1

quality\_score: 100/100

import\_manifest\_ids: not linked

PDF status: PDF-Vorstufe / Draft

DRAFT WATERMARK: This report is not boardroom-approved yet.

Use it as an internal decision draft until approval, source status and data quality are complete.

## Compliance

No AI-generated ad copy or creative ideas. Source status and data quality must stay visible.

No live Meta API writes. No AI-generated copy or creative ideas. Campaigns remain manually created in Meta Business Manager.

## Executive KPI Summary

Spend: 298.15 EUR

Impressions: 111000

Reach: 74000

CPM: 2.69 EUR

Outbound CTR: 1.55%

CPC: 0.17 EUR

Landing Page Views: 1470

Conversion Rate: 4.69%

Conversions: 69

CPA: 4.32 EUR

Frequency: 1.5000

## Lead / Booking Quality

Qualified Leads: 49

Booked Calls: 21

Bookings: 12

Booking Rate: 24.49%

CPQL: 6.08 EUR

Revenue: 7800.00 EUR

Revenue per Booking: 650.00 EUR

## Source Separation

- Meta attributed: connected | CSV-Export validiert und in KPI-Version verarbeitet.

- Site analytics: not\_connected | Noch kein Analytics-/Landingpage-Abgleich im MVP.

- CRM confirmed: connected | Aggregierter Lead-/Booking-Qualitaetsimport ohne PII verarbeitet.

## Quality Gates / Blockers

- No blockers in contract.

## Next Decisions

- P1 | Strategy: Beste Kampagnenlogik sichern und naechsten Test als kontrollierte Entscheidung planen. Evidence: 69 Conversions bei 298.15 EUR Spend.
- P1 | Revenue Intelligence: Budget-Test an Lead-Qualitaet statt nur an Meta-Conversions ausrichten. Evidence: 49 qualifizierte Leads, CPQL 6.08 EUR.
- P1 | Data Platform: Site Analytics als getrennte Quelle anschliessen. Evidence: Report trennt Meta-attributed, CRM-confirmed und noch nicht verbundene Quellen.

## Decision Intelligence V1

Pacing Status: over

Spend: 298.15 EUR

Expected Spend: 200.00

Variance: 98.15

- P1 | Performance | due 2026-06-05 | Budget-Split oder Tagesbudget pruefen | risk: Monatsbudget kann ueberlaufen | evidence: Spend 298.15 liegt ueber erwartetem Spend 200.00.
- P1 | Revenue Intelligence | due 2026-06-05 | Funnel-Qualitaet und Budget-Split pruefen | risk: CPA liegt ueber Zielwert | evidence: CPA 4.32 > Ziel 3.
- P1 | Revenue Intelligence | due 2026-06-05 | Lead-Qualitaet vor Skalierung pruefen | risk: CPQL liegt ueber Zielwert | evidence: CPQL 6.08 > Ziel 5.

## Required Sections

- cover\_context
- executive\_summary
- data\_quality\_note
- kpi\_definitions
- kpi\_snapshot
- source\_separation
- next\_decisions
- approval\_note
- compliance\_note

Confidential. Prepared for internal House of Colbec boardroom decisions.