

## Kampagnenstruktur-Generator

schema\_version: planning\_tools.2026-06-11.v1  
tool: campaign\_structure\_generator  
execution\_mode: planning\_only  
customer\_name: Colbec Hospitality Demo  
market: Mallorca  
objective: booking  
monthly\_budget\_eur: 3000.00  
manual\_transfer\_required: True

### Guardrails

- No AI-generated copy, no image ideas, no live Meta writes.
- Planning output is a manual Meta Business Manager transfer template.
  
- Budget-Splits sind Planungsgewichte, keine automatische Budgetaenderung.
- Alle Creatives und Texte bleiben manuelle Agenturleistung.
- Meta Business Manager wird manuell befuellt; dieses Tool schreibt nicht in Meta.

### Campaign Structure

- Colbec Hospitality Demo | Hospitality Booking Demand | Mallorca  
blueprint: hospitality-booking-v1  
split: 56.25%  
monthly\_budget\_eur: 1687.50  
daily\_budget\_eur: 56.25  
utm\_campaign: colbec-hospitality-demo-mallorca-hospitality-booking-v1  
ad group: Travel Intent Premium | prospecting | geo: Mallorca: Destination plus source  
markets; avoid hyperlocal housing-like filters
- Colbec Hospitality Demo | Hospitality Brand Awareness | Mallorca  
blueprint: hospitality-awareness-v1  
split: 31.25%  
monthly\_budget\_eur: 937.50  
daily\_budget\_eur: 31.25  
utm\_campaign: colbec-hospitality-demo-mallorca-hospitality-awareness-v1  
ad group: Lifestyle Discovery | prospecting | geo: Mallorca: Relevant travel source  
markets
- Colbec Hospitality Demo | Quality Retargeting | Mallorca  
blueprint: retargeting-quality-v1  
split: 12.50%  
monthly\_budget\_eur: 375.00  
daily\_budget\_eur: 12.50  
utm\_campaign: colbec-hospitality-demo-mallorca-retargeting-quality-v1  
ad group: Warm Intent | retargeting | geo: Mallorca: Recent site and social engagement  
only