

Bleeding Campaign Use-Case

Turning enterprise data into trusted &
reliable AI-driven decisions



The Situation: A Portfolio in Crisis

Portfolio ROI Decline
-18.4%

Concentrated in Paid Social spend

The team fears rising costs. The instinct is to panic.

The Challenge: Identify where to intervene without overreacting to noise or making decisions based on incomplete data.

The Panic Pause vs. Surgical Intervention



When ROI drops, the traditional instinct is to pause the entire campaign. This kills momentum and revenue.



We don't guess. We drill down. We find the signal in the noise to execute a Surgical Intervention.

Guardrails enable confident action without risking the entire portfolio.

The Methodology: A 4-Step Protocol



Step 1:
Contract Locking
& Guardrails



Step 2:
Diagnosis &
Drill-Down



Step 3:
Root Cause
Isolation



Step 4:
Guardrailed
Action

Step 1: Contract Locking & Guardrails

Eliminating Statistical Noise



Scope Definition

Channel × Country ×
Device × Age × Gender
segmentation.



Minimum Support

Clicks $\geq$ 40, Spend $\geq$ \$1,000
(Ensures statistical
significance).

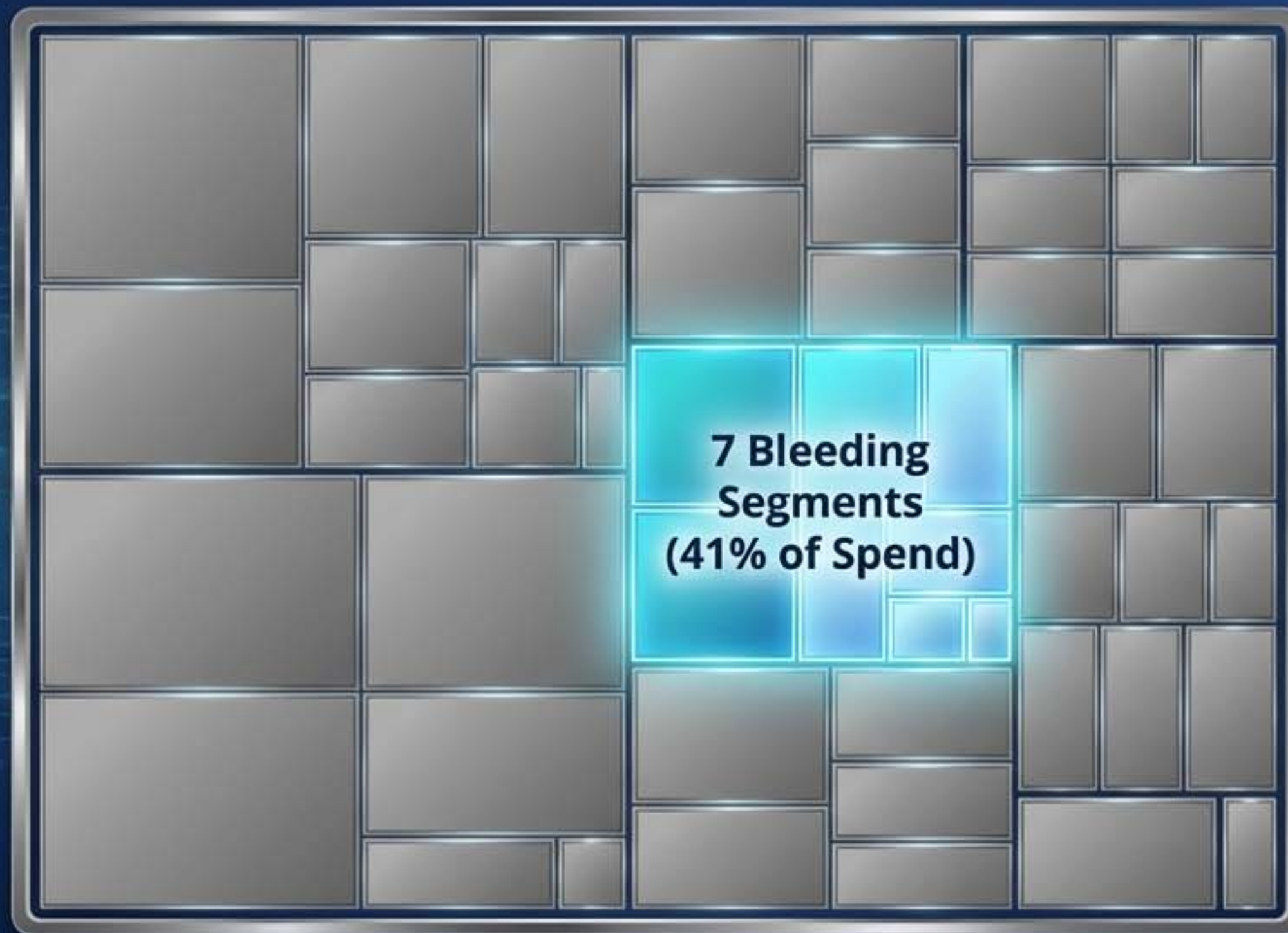


Constraint Applied

Like-for-like non-time
filters to ensure valid
comparisons.

Luke applies guardrails before execution to prevent cherry-picked data and eliminate false positives. This creates a foundation of trust.

Step 2: Diagnosis - The Bleeding Segments



The decline is not portfolio-wide. It is concentrated.

We have identified 7 specific segments in Meta responsible for the drag on performance.

Step 2: The Drill Down

The Bleeding Cohorts

Male 18-24

 **-35% ROI**
(Severe Decline)



Male 25-34

 **-31% ROI**
(Severe Decline)



The Healthy Cohort

Female 25-44

 **+4% ROI**
(Stable Performance)



Precision prevents overreaction. The Female cohorts are stable. The issue is isolated strictly to specific Male cohorts.

Step 3: Isolating The Root Cause

ROI Decline

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graph TD; A[ROI Decline] --> B[Demand Side (CVR)]; A --> C[Cost Side (CPC)]; B --> D[Conclusion: Not a demand issue.]; C --> E[Conclusion: Auction Pressure.];
```

Demand Side (CVR)

Status: Stable (+/- 3%)

Conclusion: Not a demand issue.

Cost Side (CPC)

Status: **Inflation +38% (18-34 Cohort)**

CPM: Up Materially | CTR: Flat

Conclusion: Auction Pressure.

Step 4: From Insight to Guardrailed Action

Controlled Bid Reduction



Test 10-15% bid reduction on high-impact Meta Android Male cohorts.

CVR is stable; paying less restores profitability.

Safety Stop-Loss



Revert immediately if conversions drop >10% over 72 hours.

Built-in protection against overcorrection.

Budget Reallocation



Shift ~\$12K/week into stable Female 25-44 cohorts where scale headroom exists.

The User Experience – From Insight to Action

The screenshot displays a dashboard for a 'Media Agency' with a 'Bleeding Campaign' project. The interface is divided into three main sections: a left sidebar, a central workspace, and a right-hand insights panel.

Left Sidebar: Contains a 'PROJECTS' section with a search bar and a 'WORKSPACE' section with a list of projects including 'Subscription Busine...', 'Media Agency', 'My new analysis', 'Bleeding Campal...', and 'eCommerce Fashion'.

Central Workspace: Displays the 'Media Agency' project details. It includes a task: 'Identify the current running bleeding campaigns and how to improve there performance'. Below this, it shows a status 'Resolving > Analysis complete' and a summary: 'I analyzed the last 14 days and identified 7 bleeding segments. The primary driver is CPC inflation rather than CTR deterioration. I recommend immediate bid reductions and targeted budget reallocation to stabilize ROI.' At the bottom, there are buttons for 'View Forecast' and 'Open Playbook', and a chat input field with the text 'Type a command to ask a question...' and a user 'Luke Analyst Pro'.

Right-Hand Panel: Titled 'Insights & Recommendations', it features tabs for 'Active Plan', 'Data View', 'Insights & Recommendations' (selected), and 'Analysis Walkthrough'. The panel contains three main sections:

- Key Insight:** A verified insight stating 'ROI decline is concentrated in paid social cohorts with major CPC inflation while CVR stays mostly stable, signaling cost pressure instead of demand loss.'
- Driver Breakdown:** A list of drivers including 'CPC +38% (Male 16-24, Meta)', 'CPC -29% (Male 25-34, Meta)', 'CVR list scores demographics (+/-3%)', and 'Traffic mix unchanged'.
- Recommendations:** A list of actions including 'Reduce bids by 18% (META_US_ANDR_PROSPECT_0421)', 'Reduce bids by 15% (META_US_ANDR_PROSPECT_0378)', and 'Reallocate \$120/week toward stable cohorts'.

The Result: Intelligent Resolution



**A surgical adjustment to the budget
rather than a panic pause.**

Guardrails enabled **confident action** without risking the entire portfolio.

Join the Future of Decision Intelligence



Explore and Join Our Design Partner Program

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Contact us to apply this rigor to your enterprise data.