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• GOVERNANCE PLAN · ACQUISITION DIAGNOSTIC

From campaigns to **system.**

You got your level in the diagnostic. This is the map to reach the next one — with the key move and the framework for each stage.

A level is not a grade: it is a **diagnosis**

It tells you what governs your acquisition today — luck or a system — and which next move shifts the needle most. Find your level, make its key move, then measure again.

THE 4 LEVELS AND HOW TO MOVE UP

LEVEL 1 Pure campaign

Results depend on the month, the creative of the moment and luck. You do not know why it works when it works.

KEY MOVE Stop chasing the cheap click. Define the **right conversion signal** — the event that represents a real customer, not a filled form — and teach it to the algorithm. **Framework 1.**

LEVEL 2 Patched campaign

You have good pieces — good creative, good CPL — but disconnected. Money leaks at the seams between marketing, the CRM and the close.

KEY MOVE Start measuring **real CAC**, not CPL, and close the **marketing–sales loop**: both should measure the same outcome — the customer who closes, not the lead who enters. **Frameworks 2 and 3.**

LEVEL 3 Emerging system

The pieces already talk to each other. You can explain your results, but you still depend on manual watching and on a couple of key people.

KEY MOVE Move from the single KPI to a **governance dashboard**: a set of healthy metrics that hold each other up, with thresholds that warn before something breaks. **Framework 4.**

LEVEL 4 Governed system

You know exactly why it grows, you can repeat it and scale budget without breaking CAC. Here the job changes: from operating to governing.

KEY MOVE Scale with confidence and protect the system: audit the signal every quarter, review the ICP, and never let money get ahead of governance. **All 4 frameworks, on a cycle.**

The 4 frameworks of **governance**

01 The right signal

The algorithm learns exactly what you teach it. Optimize for the click or the form and that is what it brings. Set as your conversion event the closest thing to a real customer — sale, qualified lead, opportunity — and feed it clean: pixel, CAPI, audited events. A corrupted signal does not fix itself over time: it worsens.

02 Real CAC

$CPL = \text{spend} \div \text{leads}$. $\text{Real CAC} = \text{spend} \div \text{customers who close}$. CPL congratulates you on the dashboard; CAC tells you whether the business is profitable. A cheap CPL with poor conversion hides an expensive CAC. Always measure to the close, not to the lead.

03 The marketing-sales loop

Revenue lives at the seams: the lead nobody answers, the CRM that never feeds back, the close nobody measures. Close the loop by having marketing and sales measure the same outcome, and by sending closing data back into the campaign. That is where you recover the money falling through the middle today.

04 The governance dashboard

No single metric saves you. The result lives in a set of healthy metrics — CAC, real conversion, closing pace, lead quality — that hold each other up. Chasing one almost always breaks another. Govern the set, with thresholds that warn before something breaks.

The question is not whether your campaigns work. It is whether, when they do, you know exactly why — and can repeat it.

Want to review your level against your real operation?

Write to headgrowth@cesarbaz.com or go to cesarbaz.com/contacto and we will map your route to the next level.