

CESAR BAZ

Acquisition systems that turn investment into revenue.

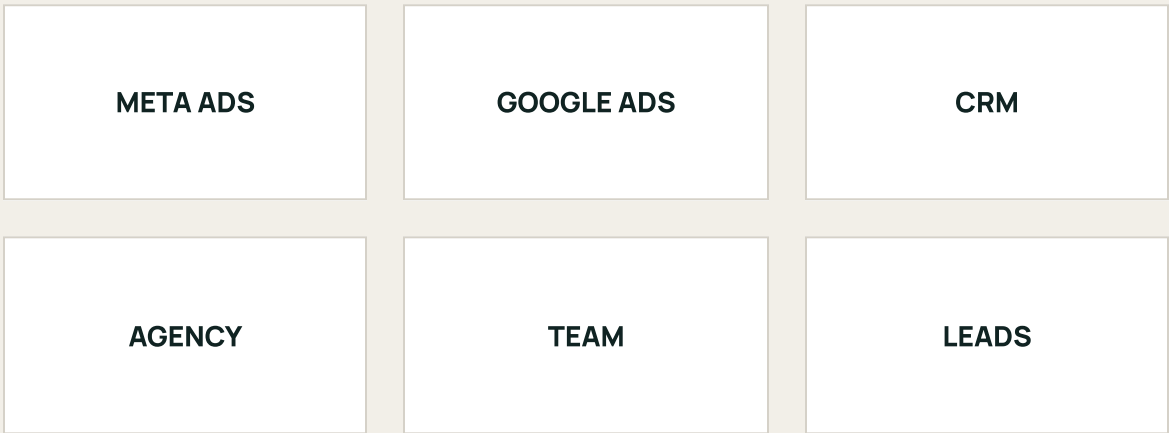
Diagnosis, architecture and strategic direction for companies that need to grow without losing control of CAC.



CB

Having channels does not mean having a system.

A company can have the budget, the team and the tools — and still be amplifying its leaks.



When the pieces are not connected, increasing investment only amplifies the leaks.

TRAFFIC → LEADS → SALES



ACQUISITION → MEASUREMENT →
REVENUE

The leak is already leaving traces.

The problem is that each area tends to see only one part of it.

- 01 CAC rises as media spend scales.
- 02 There are leads, but sales questions their quality.
- 03 Marketing optimizes CPL; the business needs revenue.
- 04 Meta, Google, CRM, and sales use different data.
- 05 Performance changes radically from month to month.
- 06 No one can pinpoint where money is being lost.

If you can't locate the leak, you don't know where to put the next peso either.

A campaign optimises a platform. A system optimises a business.

CAMPAIGNS		SYSTEM
Optimizes the platform	→	Optimizes the business
Chases CPL	→	Controls CAC
Measures leads	→	Measures revenue
Scales the budget	→	Scales the architecture
Fragmented data	→	Sales feedback
Reacts	→	Learns

The right service depends on where the system breaks.

This is not a catalogue. Each engagement answers a different state of the operation.

01 / CLARITY

Strategic
Diagnosis

We don't know where the problem is.

02 / BUILD

Acquisition
System

We need to build or rebuild the machine.

03 / SCALE

Scaling and
Optimisation

It works, but scaling degrades the economics.

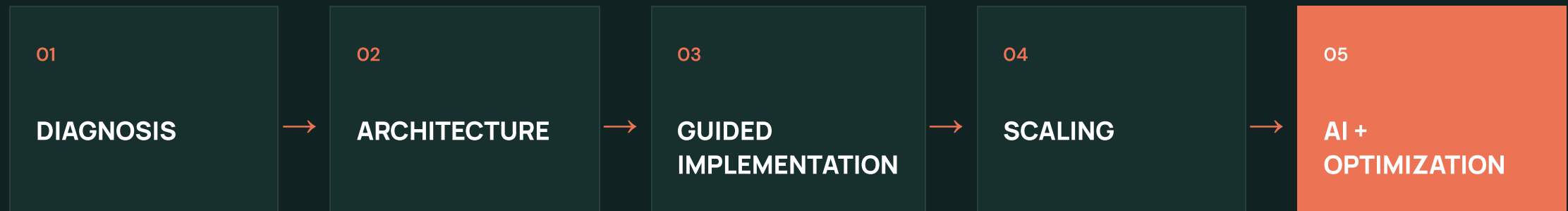
04 / DIRECTION

Growth Partner

We have a team; we need continuous senior direction.

The system learns because it is never considered finished.

AI amplifies analysis and speed. Strategic direction stays human.



LEARN → CORRECT → PRIORITIZE → MEASURE AGAIN

Beneath every decision sit five connected layers.

The value is not in “doing Meta Ads”. It is in defining how each piece moves the economics of the business.

01	ECONOMICS	Target CAC · LTV · margin · revenue
02	ACQUISITION	Meta · Google · audiences · funnel · creative testing
03	DATA	GTM · GA4 · CAPI · Enhanced Conversions · attribution
04	REVENUE	CRM · quality · conversion · feedback
05	INTELLIGENCE	Anomalies · fatigue · opportunities · automation

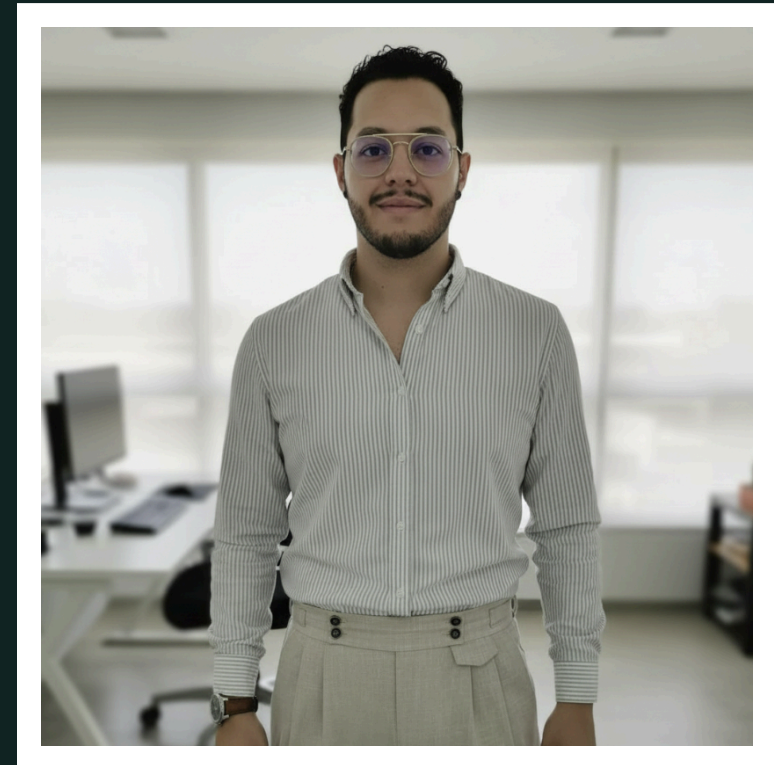
I have operated where getting it wrong costs money.

13+

YEARS BUILDING ACQUISITION SYSTEMS

TELECOM · PHARMA · RETAIL · PREMIUM AUTOMOTIVE

The methodology was not born in a presentation. It was born under real pressure of volume, CAC and revenue.



BAIT · WALMART

Scaling without losing control of CAC.



CHALLENGE

Competing in prepaid number portability with a restrictive CAC and rivals holding bigger budgets.

DECISION

Gradual scaling, behavioural segmentation and optimisation towards real port-ins – not cheap CPL.

10×

LEAD SCALING

100K

PEAK MONTHLY LEADS

27–30%

CONVERSION RATE

8K → 100K
leads/month

FEMSA SALUD · FARMACIAS YZA



Measurement changed the investment decisions.

BEFORE

Fragmented Meta and Google.
ROAS 42%–147%.
Seasonality dependence.

SISTEMA

Omnichannel Always On, with attribution and optimisation connected to revenue.

835%+

SUSTAINED AVERAGE ROAS

\$25.6M

MXN ATTRIBUTED REVENUE

294K+

PURCHASES GENERATED

650%–800%
consistent

MERCEDES-BENZ · HIGH INTENT

More leads was not the answer.



DIAGNOSIS

70% of the leads had no real buyer profile.
Sales was saturated, not undersupplied.

INTERVENTION

Transactional keywords, qualification forms
and optimisation towards booked test drives.

-38%

CPL REDUCTION

22-26%

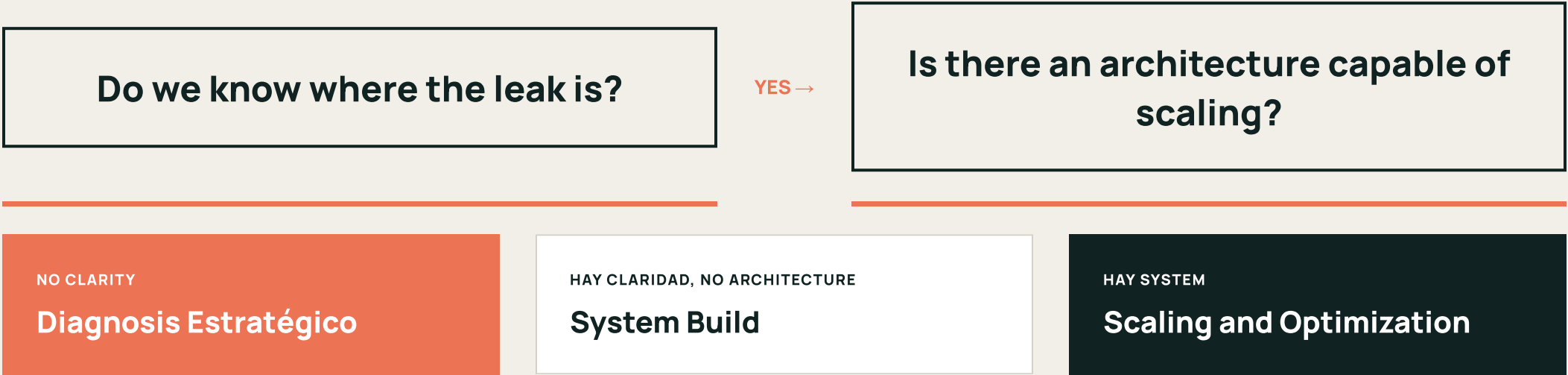
BOOKED TEST DRIVES

3x

HIGHER CONVERSION VS. GENERAL TRAFFIC

Quality was
the lever.

The right intervention is decided with two questions.



GROWTH PARTNER

A cross-cutting layer for when the in-house team already exists but continuous senior judgement is missing.

CESAR BAZ

Let's start by finding the leak.

Requesting the diagnosis starts a concrete process to decide what to fix before increasing investment.

01 · CONTEXT

You share the challenge, the available metrics, and the current state.

02 · ASSESSMENT

We review economics, funnel, measurement, and acquisition architecture.

03 · DECISION

We define the priority leak and the right intervention model.

[REQUEST A STRATEGIC DIAGNOSIS ↗](#)

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