

B2B HIGH-TICKET LEAD GENERATION

The data lake behind **Cut / Scale / Kill**

How I connected paid media to real sales outcomes, corrected the numbers everyone trusted, and built a decision system for \$500K+ in monthly spend.

\$500K+ monthly paid media
under decision control

WATCH

CUT

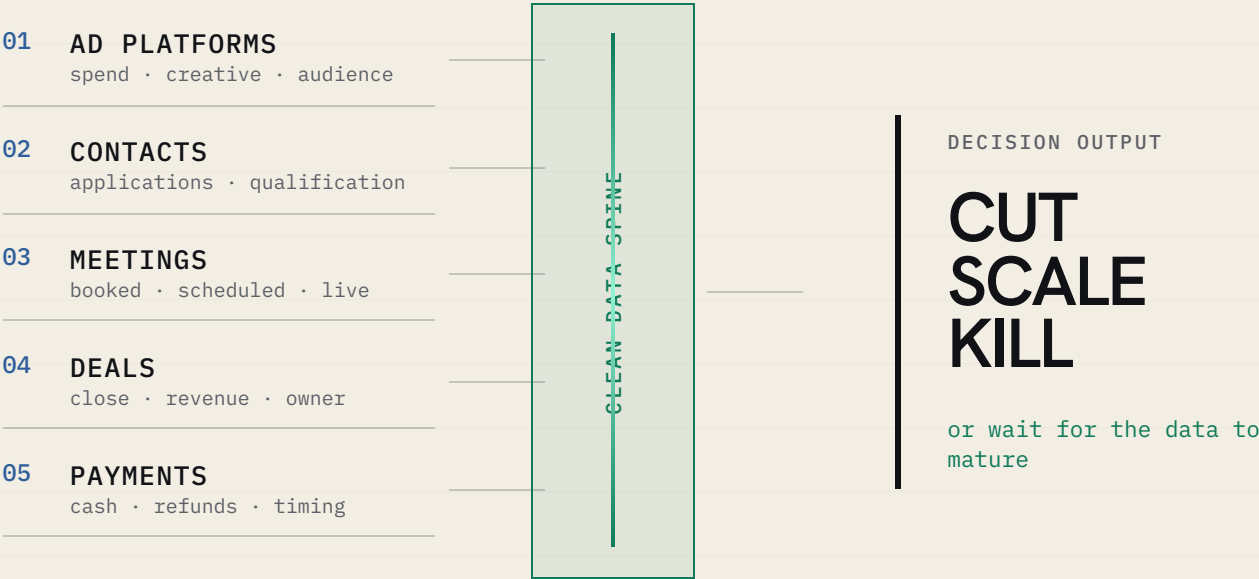
SCALE

KILL

THE DASHBOARD WAS NOT THE SYSTEM

One number had to survive five systems.

The operating view joined the complete path from spend to cash. Each source answered a different part of the decision.



METHOD Daily, weekly, and monthly views read from the same definitions. No metric changed meaning between reports.

THE DATA LIED IN FLATTERING DIRECTIONS

622

cancellation-prefixed
duplicate records found

SCHEMATIC: SAME OWNER + SAME START TIME

SCHEDULED	10:30 AM	OWNER 04	COUNTED
CANCELED	10:30 AM	OWNER 04	COUNTED

Same meeting. Two records. One denominator.

APRIL SHOW RATE

~~19.0%~~ 23.7%

after twin deduplication

MAY SHOW RATE

~~20.3%~~ 22.9%

after twin deduplication

The correction did not improve performance. It made performance true.

\$95,557 hid behind one naming edge case

A wildcard changed the ledger.

Dated webinar variants were leaking closes, revenue, and cash into the evergreen funnel. Exact-match logic excluded one label, not the family of labels.

BEFORE exclude: "webinar" INCOMPLETE	AFTER exclude: "webinar★" COMPLETE
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REMOVED FROM THE WRONG FUNNEL

\$95,557

1,008 formulas repaired	0 new formula errors	100% protected metrics unchanged
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Validation The removed cash matched the full dated-webinar payment total exactly.

BOOKINGS WERE TOO EARLY. CLOSES WERE TOO LATE.

Cost per live call sat in the useful middle.



Rank on trailing cost per live call. Act only when enough live-call volume makes the signal meaningful.

LOW VOLUME

WATCH

Immature data is not a verdict.

MATURE VOLUME

ACT

Efficiency can now support a decision.

THE SAME DATA COULD PRODUCE FOUR DIFFERENT CALLS

The rule was not “good” or “bad.” It was “what is proven?”

WATCH	Signal: too few live calls	Keep collecting evidence. Do not kill a young test for being young.
CUT	Signal: mature but drifting	Reduce exposure while preserving enough volume to confirm the direction.
SCALE	Signal: efficient live-call volume	Increase budget in controlled steps and keep the sales-capacity ceiling visible.
KILL	Signal: mature and consistently inefficient	Stop funding a narrative the downstream outcomes no longer support.

A stale close did not protect recent inefficiency. A low show rate did not condemn a test without enough live-call volume.

THE OUTPUT WAS A WEEKLY OPERATING SYSTEM

Faster reporting mattered. Harder-to-fake decisions mattered more.

07:15 DAILY HEALTH Check source freshness, filters, and pipeline failures before anyone reads the report.

FRI CREATIVE REVIEW Read hooks and formats against qualified applications, live calls, and revenue.

14D DECISION WINDOW Rank meaningful volume by cost per live call, then Cut, Scale, Kill, or Watch.

GOOGLE SHEETS

HUBSPOT

META ADS

COEFFICIENT

PYTHON

GOOGLE APIS

META MARKETING API

I build the systems that make growth decisions harder to fake.

SIMON HARMS GROWTH + ACQUISITION · AI SYSTEMS