

Worked example: a better question

Fictional exercise. No real client, campaign, or product result is represented.

Observation

A comparison page recorded 30 affiliate clicks and no attributed orders during the first week. The visitor count and network click count come from different systems.

What this does not prove

It does not prove the product cannot sell. Reporting delays, small samples, audience fit, and attribution can all affect the observation.

One hypothesis

The page may attract beginners while recommending a product that requires a larger upfront commitment than they expect.

One change

Explain the commitment and who should consider a simpler alternative. Keep the audience and distribution approach stable for the next review.

Review rule

Check destination and program reporting first. Review after the program's delay, within the experiment's time and spending cap. Describe uncertainty if the sample remains small.

Budget example

1,000 visits; 80 affiliate clicks; 3 approved sales at \$20 = \$60 approved commissions. \$45 direct cash costs leaves \$15 before labor/overhead/taxes. Six hours valued at \$25 makes the result after the time allowance negative \$135.

1 / Click-to-Sale Diagnostic

Use alongside “Affiliate clicks but no sales?”

Page, product, dates, and reporting sources

Observed visits / clicks / attributed orders / approval status

Destination, region, availability, and reporting delay checks

Three plausible explanations (not conclusions)

One change, spending limit, and next review date
