

BESPOKE PERFORMANCE ARCHITECTURE

# AURLIEM



STRATEGIC ACQUISITION MANDATE

DOCUMENT

INSTITUTIONAL PERFORMANCE REVIEW

CLASSIFICATION

PRIVATE & CONFIDENTIAL

ENGAGEMENT

CONTROLLED VALIDATION ARC

EXECUTIVE CONTEXT

# THE ACQUISITION PROBLEM



Early-stage growth failure is rarely caused by lack of effort. It is caused by *misallocated acquisition capital* — running channels without knowing whether demand exists, intent is real, or conversion logic is sound.

*Most companies scale activity before validating signal.*

AURLIEM EXISTS TO

*Correct that sequence.*

DEMAND CONDITIONS

LATENT DEMAND

/01

Buyers exist. Messaging is misaligned.

FRAGMENTED DEMAND

/02

Intent exists but conversion paths leak.

ARTIFICIAL DEMAND

/03

Traffic without purchase intent.

PRIMARY RISK IF UNADDRESSED

Spend increases without signal clarity. Optimisation becomes guesswork. Teams confuse activity with progress.

*This mandate exists to eliminate that risk.*

ACQUISITION ARCHITECTURE

# BASELINE SYSTEM



Aurliem deploys a standardised acquisition architecture before any scaling decisions are made. This architecture is intentionally simple.

*Complexity does not create signal — clarity does.*

WHAT THIS AVOIDS

Multi-step funnels without proof

Vanity engagement metrics

Platform-driven “best practices” without context

*This architecture is not proprietary because of secrecy — it is proprietary because of discipline.*

BASELINE FLOW



*Each component answers a specific question.  
Nothing is assumed. Everything is measured.*

ENGAGEMENT ARCHITECTURE

# CONTROLLED VALIDATION ARC

*The objective is not scale. The objective is  
decision-grade clarity.*



PHASE I

## Strategic Alignment

- Business model & ICP calibration
- Unit economics diagnostic
- Revenue & margin architecture
- Offer & message positioning
- Acquisition blueprint finalisation

PHASE II

## System Installation

- Funnel & landing page architecture
- Analytics & Tag Manager setup
- Meta Pixel & Conversions API
- Conversion event tracking
- Reporting dashboard deployment

PHASE III

## Live Market Deployment

- Campaign architecture & setup
- Meta Ads deployment
- Creative & audience testing
- Budget allocation modelling
- Daily performance monitoring

PHASE IV

## Signal Review & Transfer

- Performance analysis & benchmarks
- Scaling readiness assessment
- Capital allocation roadmap
- Full system documentation
- 30–90 day growth roadmap

MEASURE OF SUCCESS

*Success is not virality. Success is measurable, repeatable signal.*

UPON COMPLETION

Working system. Clear benchmarks. Full ownership.

DELIVERABLE ARCHITECTURE

# WHAT WE INSTALL

Five integrated systems. Each designed to  
generate clarity — not complexity.

/ 01

## Economic Diagnostic

Revenue structure. Margin architecture. CAC tolerance. Break-even modelling. Payback period. Refund sensitivity. Cash-flow stress testing.

/ 02

## Growth Infrastructure

Acquisition funnel design. Landing page architecture. Messaging-to-funnel alignment. Pricing leverage analysis. Capital allocation guardrails.

/ 03

## Measurement Foundation

Google Analytics. Tag Manager. Meta Pixel & CAPI. Conversion event tracking. Looker Studio dashboard. Baseline attribution configuration.

/ 04

## Acquisition Deployment

Campaign architecture. Meta Ads deployment. Creative & audience testing frameworks. Budget allocation modelling. Live performance monitoring.

/ 05

## Strategic Transfer & Growth Roadmap

Scaling readiness assessment. Contribution margin strategy. Acquisition guardrails. Full infrastructure documentation. 30–90 day operating roadmap. Complete system ownership.

Every deliverable is designed to function independently — and compound together.

# YOUR INFRASTRUCTURE

UPON COMPLETION OF ENGAGEMENT



- I **Acquisition Blueprint**  
Clear logic explaining who you target, why, and how

---

- II **Live Campaign Architecture**  
Fully deployed inside your own ad accounts

---

- III **Conversion Path System**  
Landing flow and tracking you control entirely

---

- IV **Performance Dashboard**  
CPL-focused, decision-grade metrics

---

- V **Operating Playbook**  
Monitor, optimise, pause, or scale — without dependency

OWNERSHIP PRINCIPLE

You are not left  
with reports.



*You are left  
with capability.*

- Scale internally at your discretion

---

- Continue with us by decision, not dependency

---

- Complete system documentation and handover

---

- Zero dependency lock-in. Ever.

*If you choose to continue with us, it is a decision — never a dependency.*

# WHY AURLIEM

## MOST AGENCIES

Lock clients into retainers

Obscure what actually works

Optimise for dependency

## MOST "GURUS"

Teach tactics without execution

Withhold operational clarity

Monetise attention, not results

## AURLIEM'S PRINCIPLE

*Clients should own the system they pay for.*

We install acquisition infrastructure, prove it with live traffic, and transfer full ownership.

*Aurliem is not an agency. Aurliem is not a consultancy. Aurliem is an institutional growth studio designed to help companies make correct decisions with capital.*

## PRIVATE CONSULTATION

# REQUEST A REVIEW

*A private session to confirm strategic fit, execution readiness, and timeline alignment.*

- Strategic fit assessment
- Execution readiness review
- Timeline alignment

— SCHEDULE YOUR REVIEW —

*No obligation. No long-term contract.*

*Only clarity.*

