The diagnostic

We scope and price the build from your own records.

The diagnostic is an audit of your CRM, ad accounts and finance, and the first paid step after the review.



Duration	Access	Fee
One to two weeks	Read only, no changes	Comes off the build

01 The twelve questions

We answer each question below.

The CRM

01 Can your CRM be read through an API, and by whom?

02 Which pipeline stages have a date?

03 Does each lead show its brand, and each sale its lead?

04 What does the deal value field contain?

The channels

05 Which leads have a source and campaign?

06 Does each supplier have its own line and cost?

07 How do ad platform figures compare with CRM sales?

08 Is a spike in leads real demand, or an import?

The money

09 Which brands and sources pay back on margin?

10 Where has budget been spent for weeks without a sale?

11 Which repeated jobs are worth automating, at what price?

12 What is the fixed price of the build?

No answer comes from a benchmark, and none is a savings forecast.

02 What the records show

In this example, we check one CRM for gaps.

Leads read	Sales read	Sales linked to a lead	Leads with no source
24,318	3,942	94.2%	3.1%



Finding. Sales can be split by brand through the lead link. Return on margin becomes reliable once margin is recorded as each sale closes.

These figures are from Orion's demonstration group.

03 What you receive

You leave with four things in writing.

01

Each gap is listed.

We size each gap from your systems and say what fixing it is worth.

02

Each source is mapped.

The plan names each connector and the figures it adds to your Monday report.

03

Each job is costed.

You then choose which repeated jobs to automate first, and which to leave.

04

The build is priced.

You know the full cost of the Intelligence build before any work begins.

04 The two stages

We read first, then we write.

Read

You grant read-only access. We reconcile the CRM, ad accounts and finance.

Write

We write the twelve answers and the plan for the build.

05 Fees

All fees are agreed in advance.

Service	Fee
The review We read your figures for thirty minutes, without access to your accounts.	Free
The diagnostic Each of the twelve questions above is answered in writing.	From £1,500, credited against the build
The platform The platform is built in accounts you hold, and its monthly fee is set in the diagnostic.	From £3,400
Growth, to £10,000 of monthly ad spend We optimise PPC, SEO and GEO together, with no mark-up on the media.	£2,000 a month
Growth, £10,000 to £30,000 We do the same work on a larger account.	£3,000 a month
Growth, above £30,000 We quote once we have seen the account.	By quote
Automate Each automation is priced on its own.	Per build
Pay per lead You fund the media, and we charge per billable lead.	Priced on the call

If your figures show you should spend less, our fee does not change. If you leave, you keep the platform and its data.

To arrange a review: alignedbyorion.com/book/ or contact@alignedbyorion.com