Pick a channel with a clear test

Compare channel fit and attended appointments, using your own service, capacity and records.

Type in the fields or print. Save your copy; use concise notes and keep details in your records. This is a planning framework, not a prediction of cost or results. Start with one service.

1 Build a test your business can support

Business / service / local area

First channel to investigate

Select...

Verified appointment capacity

Evidence for this choice: existing local searches or a strong visual story?

Hypothesis: if we change this, we expect to observe this because...

Ad promise and matching destination page

How useful replies and backup coverage will work

Maximum ad spend for this test

Review date, allowing appointments to happen

Compare the same kind of results

Use the same service, client definitions, source-crediting rule and outcome maturity for each channel.

2 Write the rules before comparing

Inquiry acquisition dates: from / through

Review date

Source-crediting rule and how spend matches the inquiry group

Use one credited source per person; keep unknown sources visible. Platform conversion totals may overlap. Record differences in offers, capacity and follow-up rather than treating them as equal.

Metric / same inquiry group	Google Search	Facebook / Instagram
Unique new-client inquiries (I)		
Suitable inquiries / suitability unknown		
Unique new clients booked (B)		
Unique new clients attended (A)		
Upcoming / rescheduled / unknown		
Matched platform ad spend (S)		
Collected first-visit revenue less refunds		
Ad cost per attended new client: S / A		

If A is zero, S / A is undefined. Record the spend and zero attendees. Ad cost excludes management and production costs; revenue is not profit. Keep future booked value separate from collected money.

Trace the numbers to real inquiries

Use internal references. Keep existing clients, training inquiries and duplicate messages out of new-client totals.

3 Keep a small, dated audit trail

Record ID / credited source	Inquiry date / useful reply	Booking date / appointment date	Outcome / next action

Outcomes: not booked, upcoming, attended, canceled, missed, rescheduled, or unknown. A reschedule updates the same person. Keep later touchpoints in your source records.

4 Choose what the evidence supports

Next decision

Select...

Next review date

Supporting evidence and any comparison limits

One next change and the condition for pausing or continuing

Booking rate = B / I x 100. Final attendance rate = A / B x 100 only when booked outcomes are known. Use N/A for a zero denominator; keep incomplete results provisional.