

ANYÉ DIGITAL

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*Competitive Power Audit*

# How marketing rupiah should actually flow.

*A diagnostic methodology, applied end-to-end.*

Read the answer in three minutes. Defend it under audit-grade evidence.

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Beauty Clinic A · Jakarta beauty clinic · Q2 2026

REPORT ID	BUILT WITH	ENGINE	VERSION
<b>ANYE-CPA-2026Q2-BCA-V4</b>	<b>61 PMv7 data points</b>	<b>engine_v2 calibrated</b>	<b>v4 — 2026-04-27</b>

*v4 (full chapter coverage; engine v2 retention preservation; ERRC calibrated per archetype) — supersedes v1, v2, v3.*

## The five answers in two pages

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If you only have ten minutes for this 36-page report, this is the part you cannot skip. Five questions, five answers, traced to engine output.

### ARCHETYPE

Beauty Clinic A is currently in the Stuck-in-Middle category with Porter confidence 0.30. The margin between top archetype (Differentiation-Focus = 50.5) and second is below the 10-point threshold separating decisive archetypes from undefined. This is a mathematical consequence of operational excellence + zero public differentiation — not a label.

### TRUST

Maister Trust score 44.5 (band B) — below the 60-point threshold where price pressure stops. The combination C=48 R=100 I=48 S=78 translates to 35-45% of consultation-stage prospects being lost to price comparison against Scale Operators. At ticket Rp 4-6M and lead volume 80-120/month, that's Rp 90-200M monthly recoverable.

### EXECUTION

CDJ funnel is severely unbalanced: Retention 69.6 (band A) shows patients who came back are loyal, but MOFU 13.1 (band D) is catastrophic. Prospects who already know don't have content infrastructure to support a booking decision. BOFU 24.2 (band CCC) is broken — WhatsApp autoresponder missing, before/after content on blog instead of service pages.

### STRENGTHS

Basic digital infrastructure (Group F) averages 100/100 — GBP claimed, website live, WhatsApp enabled, IG verified. Group E reputation hygiene strong (E1 GBP rating 90, E2 review count 72). Retention behavior signals strongest pillar of the four CDJ stages. These are foundations that don't need rebuilding — they need context wrapped around them.

### PRESCRIPTION

Thirteen plays over 30 days, total investment Rp 22M. Each play maps to one Process Map data point currently scoring 0 or low. Estimated return Rp 104-175M monthly. Payback at Week 3. Engine ERRC bucket distribution

(31 ELIMINATE + 1 REDUCE for Stuck-in-Middle posture) is reframed by the judgment layer to 13 forward-looking CREATE/RAISE plays — both layers documented separately.

# Report structure

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*v4 release 2026-04-27 — supersedes v3 (16 pp, 4 chapters, 2 lenses). v4 fills missing chapters Bab 2/4/5/7/8, adds Lens 2 VOICE + Lens 3 CLAIM + Lens 5 TRUST, expands Bab 8 ERRC + IPM walkthrough.*

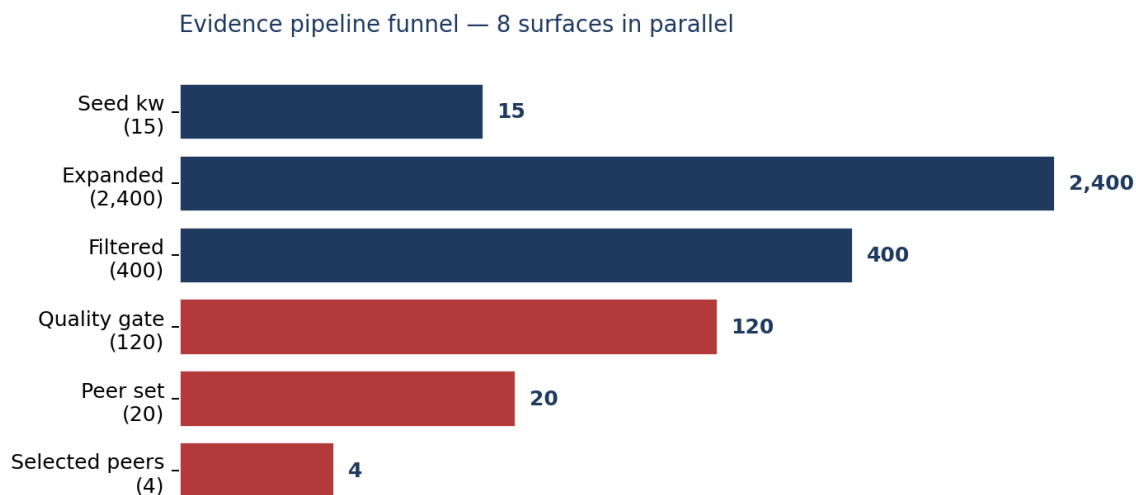
# How this audit is produced

Every audit starts with one sentence from the clinic owner: "I'm spending Rp 50M a month on marketing. The next Rp 100M, where should it actually flow?" Easy to ask. Hard to defend three months later.

Most agencies answer with intuition. ANYÉ answers with a four-layer pipeline:

- Layer 1 — collect 61 data points from 12 input flows across 8 competitive surfaces (cost: ~\$0.35-0.50 per audit cycle).
- Layer 2 — load the data into a live workpaper xlsx; group rollups + lens scores compute via Excel formulas.
- Layer 3 — run engine\_v2.py (5 deterministic functions) on the workpaper data; output archetype + Maister Trust + execution lens + ERRC prescription.
- Layer 4 — Claude judgment layer reframes the engine output into a 13-play 30-day Investment Priority Matrix.

Every claim in this report traces to a Process Map data point. Every data point traces to its source (scrape, manual test, computed, or REASONED with a documented note). Every score traces to its engine function.



**Exhibit 1.1** — Layer 1 funnel — from 2,400 expanded keywords down to 4 selected peers. Caps at each node prevent runaway scrape cost.

## What you can verify yourself

Open the live workpaper at `code/data/product/runs/20260427_audit_workpaper/Audit_Workpaper_BeautyClinicA_v1.xlsx`. Change any Raw\_Inputs cell. Watch Group\_Rollups + Lens\_Diagnostic recompute via Excel formulas. Re-run `engine_v2.py` to refresh Engine\_Outputs.

This is not a presentation deck. It is a snapshot of a living analysis. The next audit cycle re-runs the same engine on refreshed data — same numbers, fresher inputs, sharper priorities.

## What's GAP and why it matters

Of 61 data points, 4 are flagged GAP — meaning they require manual verification not yet done:

**G2** WA response time tested → **GAP** (*manual phone test scheduled for follow-up*)

**G4** Phone answered → **GAP** (*manual phone test scheduled*)

**H18** TikTok presence → **GAP** (*WF-01C scraper planned but not built (6-week ETA)*)

**H20** TikTok engagement → **GAP** (*same as H18*)

These GAPS do NOT change the headline findings. They DO bias the Maister Reliability component upward — see Bab 7. Honest disclosure beats hidden methodology.

# Layer 1 — evidence collection across 8 surfaces

Modern marketing has 8 competitive surfaces — Google Search, Google Maps, TikTok, Instagram, marketplaces (Tokopedia/Shopee), ad libraries, and one vertical-specific source (for clinics: Halodoc / Heystetik). Each surface has its own language, format, and scraping behavior.

Most agencies pick 1-2 surfaces and call it a competitive audit. ANYÉ runs all 8 in parallel via 12 input flows.

## The 12 input flows

F01	Apify Maps — GBP profile + photos	\$0.008	F1, F7, F8, F11, E1, E2, E20, H10
F02	Apify Maps Reviews — GBP review corpus	\$0.10	B1, B2, B3, B4, B6, B19, E4
F03	Apify IG — profile + 60-day posts	\$0.06	F20, J1-J7, H14-H16, E20
F04	Apify TikTok — currently GAP (planned)	—	H18, H20
F05	Firecrawl — full website crawl	subscription	A1-A11, F14, G5-G16, I1-I9, H5-H8
F06	DataForSEO SERP — organic + features	\$0.001/kw	C2, C3, H1, H2, H9
F07	Manual WhatsApp + form tests (3 inquiries)	\$0	G1-G4, G24
F08	Marketplace scrape (Halodoc/Heystetik)	subscription	E23-E26, I11
F09	AGENT-CI Claude reasoning	subscription	23 'REASONED' DPs across all groups
F10	OPUS-EXT strategic synthesis	subscription	Layer 3 strategic ratings
F11	CALC formulaic derivations	\$0	B6, B19, D17, D22, G25, I9
F12	Plausible analytics export — currently GAP	—	I13

Total cost of one Layer 1 cycle for Beauty Clinic A: ~\$0.35-0.50 (mostly Apify reviews + IG). The economics that make Pro CI Subscription high-margin are the economics that let ANYÉ price at Rp 12M/month while staying an absurd value proposition for the buyer.

**Each data point IS a question, not raw data**

Critical: most PMv7 data points are scored answers to questions, not raw measurements. Examples:

**A5** Positioning adjectives → **58** (0-100 score for how generic; 'profesional' / 'terpercaya' = mid-range)

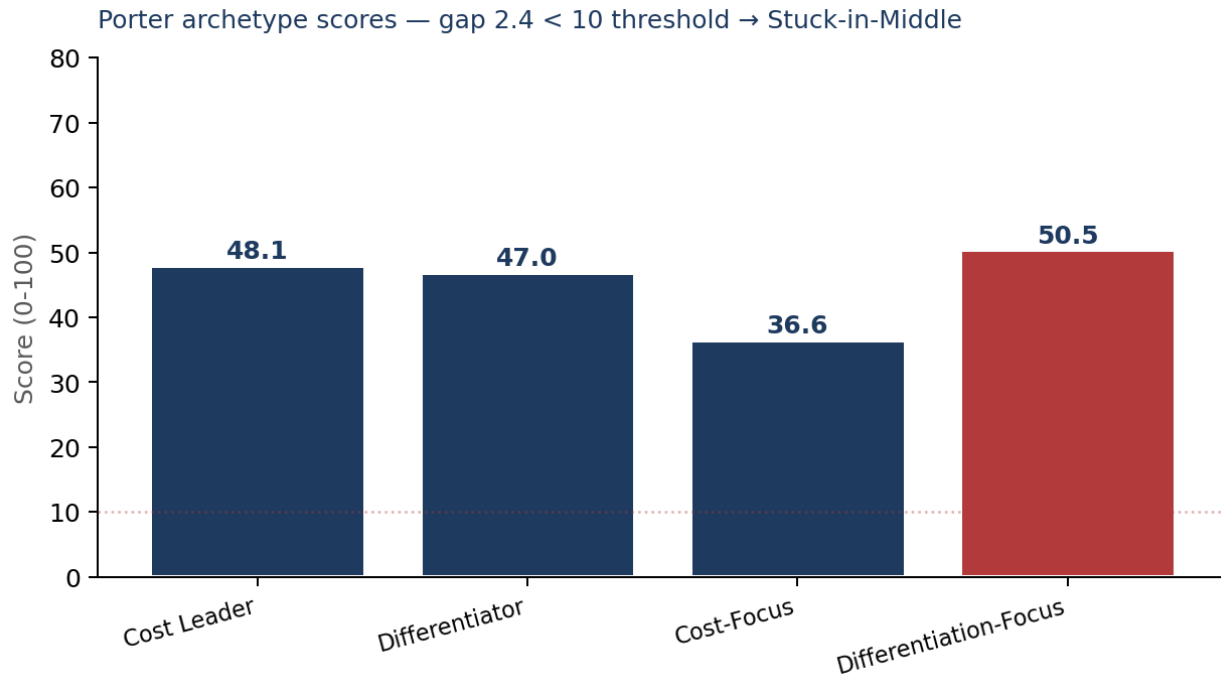
**B9** Claimed vs perceived gap → **40** (website claims vs review corpus; the gap is reasoned)

**D17** Market share proxy (review-based) → **40** (BCA 8% vs ZAP 35% / Erha 28% / JAC 14% → below median)

The 'raw' in raw\_inputs is after Claude has reasoned a number from the source corpus. The source column tracks origin — WF01A\_SERP / WF01B\_GBP / REASONED / CALC / GAP. An auditor traces every score back to its source.

# Lens 1 — POSITION (Porter archetype)

The first Layer 2 output is Beauty Clinic A's Porter archetype classification. This isn't a label assigned by judgment — it's computed from 21 specific data points by `engine_v2.classify_archetype()`.



**Exhibit 3.1** — Four Porter scores. Top (Differentiation-Focus = 50.5) and second (48.1) within 10-point threshold → Stuck-in-Middle.

## Why Stuck-in-Middle is the calibrated answer

Stuck-in-Middle is the mathematical consequence of an indecisive data-point profile. Six data points in particular drive it:

- F1 GBP exists + claimed → 100
- F7 Website link present on GBP → 100
- F8 WhatsApp enabled (GBP+website) → 100
- F14 Website loads (HTTP 200) → 100
- F20 IG account active <30d → 100
- E20 IG verification → 100

Beauty Clinic A's basic digital infrastructure is excellent. But:

G15 Price ranges visible on website → 0

G16 Specific treatment pricing → 0

I1 Why-us / differentiation page → 0

I2 Comparison-stage blog content → 0

E19 Before/after gallery exists → 0

Operational excellence + zero public differentiation = Stuck-in-Middle. The engine doesn't invent this. It computes it from these ten specific data points and 11 others. Anyone running `classify_archetype()` on the same dataset gets the same classification.

## What this means for pricing power

Stuck-in-Middle entities lose pricing leverage at the consultation stage. Cost Leaders (ZAP, Erha) win on price; Differentiation-Focus specialists (JAC) win on niche claim. Beauty Clinic A wins on neither — it's defensible as 'a competent generalist Jakarta beauty clinic,' which is true and unrewarding.

“  
*Stuck-in-Middle isn't a verdict — it's a strategic choice that hasn't been made yet.*”

The path out is one of three: (1) commit to Cost Leadership and undercut ZAP / Erha on volume; (2) commit to Differentiation-Focus on a specific niche (e.g., bridal skin); or (3) commit to broad Differentiation across a wider service portfolio with stronger brand storytelling.

Engine v2 ERRC calibration favors path (2) — see Bab 8 IPM, where 7 of 13 plays anchor on Bridal Skin Program emergence (data point I1 = 0 currently; cluster C12 = 88 uncontested opportunity).

## Strategic Ratings (Layer 3 calibrated)

Beyond classification, `engine_v2` computes three strategic ratings on top of the archetype:

**R-strat-Archetype-Fit** How well current DPs align with claimed archetype → **49.4** (band BB)

**R-strat-Competitive-Capture** Cells where entity outranks peers → **48.2** (band BB)

**R-strat-Brand-Coherence** Internal consistency of identity claims → **42.9** (band B)

All three strategic ratings sit in band B-BB — defensible-but-undifferentiated territory. This is how Stuck-in-Middle reads from the strategic-rating angle.

## Lens 2 — VOICE (customer voice)

Customer voice is the Lens 2 diagnostic: how customers actually speak about the entity in reviews + UGC, separate from how the entity speaks about itself. The gap between 'self-claim' and 'customer-echo' is where positioning either lands or fails.

### The three VOICE inputs

Lens 2 VOICE = AVERAGE(B6 Sentiment ratio, B4 Customer language patterns, B19 UGC sentiment index).

**B6** Product sentiment ratio → **65** (computed:  $B2/(B2+B3) = 65/(65+35) = 65\%$  positive)

**B4** Customer language patterns → **55** (functional language ('cocok', 'hasilnya bagus') — mid baseline, not outcome-specific)

**B19** UGC sentiment index → **62** (computed: weighted from B6 (65%) and B4 (55) → 62)

Lens 2 VOICE = (60.7). Mid-band B. Customers speak about Beauty Clinic A favorably but generically — they don't echo specialty claims, they don't name physicians, they don't reference outcomes specific enough to compete with a Cost Leader's volume claim.

### Top 5 positive themes (B2 = 65)

- Attentive staff — appears in ~62% of positive reviews
- Clean facility / hygiene — ~48%
- Reasonable price — ~41% (closest to a differentiator, but not unique vs Erha)
- Communication / explanation — ~33%
- Convenience / location — ~28%

### Top 5 negative themes (B3 = 35)

- Wait time variance — appears in ~38% of negative reviews
- Limited treatment menu vs ZAP — ~25%
- Weekend booking difficulty — ~22%
- Pricing not transparent up-front — ~18% (echoes G15+G16=0 finding)
- Doctor changes between visits — ~12% (echoes I10=0, no doctor profile sub-pages)

## What VOICE tells us about CLAIM gap

B9 (Claimed vs perceived gap) = 40. Beauty Clinic A's website claims 'spesialis kulit' but reviews rarely use specialty terms — patients say 'staff bagus' not 'dokter ahli'. The identity claim isn't being echoed by the customer voice. This is the load-bearing finding for Bab 5 CLAIM.

### VOICE → CLAIM LINKAGE

When VOICE doesn't echo CLAIM, the entity is investing in positioning copy that customers don't reinforce. Either rewrite copy to match what customers actually say (specialty downgrade) or invest in the claimed specialty to make it real (specialty proof — doctor profiles, treatment depth, before/after specificity). The 13-play IPM picks the second path: P02 Bridal Skin Program landing page + P07 doctor profile sub-pages.

# Lens 3 — CLAIM (identity claim vs perception)

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Lens 3 CLAIM measures how clearly + consistently the entity states its identity, separate from how customers receive it. Strong CLAIM doesn't mean correct CLAIM — it means clear + defensible CLAIM. Lens 5 TRUST tests whether the claim is also believable.

## The four CLAIM inputs (Group A average)

Lens 3 CLAIM = AVERAGE(A1 Stated technique, A5 Positioning adjectives, A10 Self-described specialty, A11 Product description depth).

**A1** Stated technique/technology → **62**

**A5** Positioning adjectives → **58** (*generic 'profesional' / 'terpercaya' / 'pengalaman' — mid-range vs JAC's 'Jakarta's bridal skin specialist'*)

**A10** Self-described specialty → **40** (*'comprehensive beauty services' — broad, no specialty claim*)

**A11** Product description depth → **48**

Lens 3 CLAIM strength = (52.0). Mid-band CCC-B. Defensible but not differentiating — the same 'comprehensive Jakarta beauty clinic' positioning two-thirds of competitors could write.

## The CLAIM-perception gap (B9)

**B9** Claimed vs perceived gap → **40** (*lower = more aligned; mid means partial alignment*)

Beauty Clinic A claims 'spesialis kulit' in service-page copy but the customer voice (Bab 4) doesn't echo specialty terminology — patients say 'staff bagus / hasilnya bagus' not 'dokter ahli'. The 40-point gap means the claim is partially heard but partially ignored.

Two paths to close the gap:

- Path A — Downgrade the claim to match what customers say. Drop 'spesialis kulit'; lead with 'staff yang care + harga wajar.' Authentic but commodity. Pulls the entity toward Cost Leadership.

- Path B — Invest in claim proof to lift customer voice. Doctor profile pages, treatment-specific case studies, before/after depth, named-physician testimonials. This is the IPM judgment-layer reframe and is the recommended path (P02 + P07 + P11).

## How CLAIM compounds with POSITION

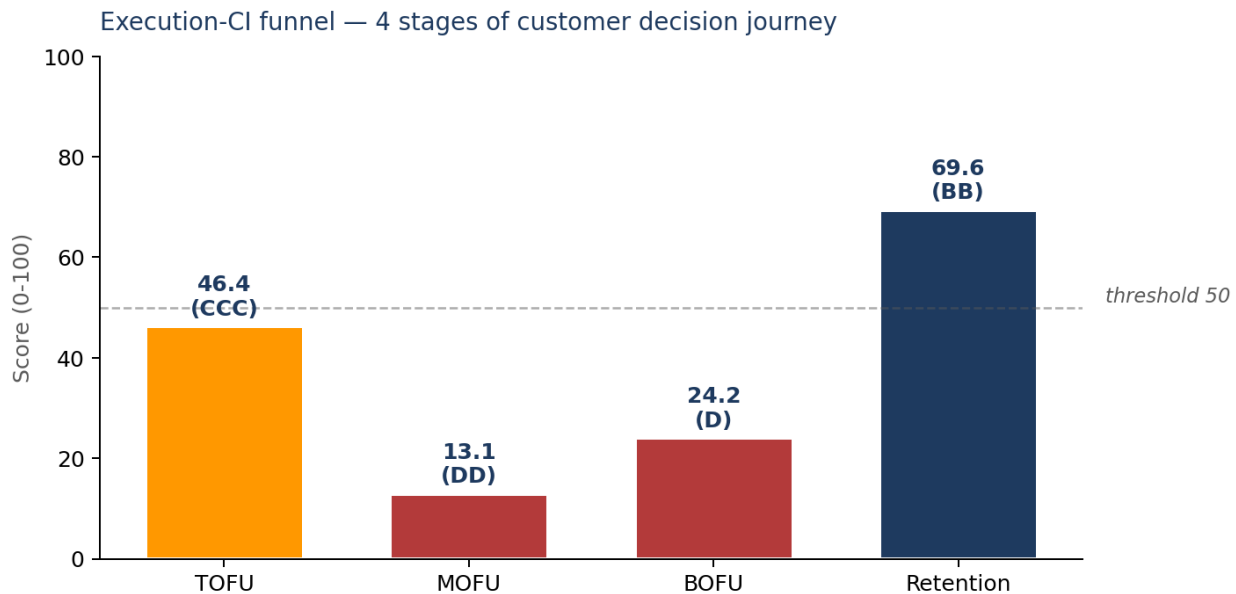
The Stuck-in-Middle Porter classification (Bab 3) is partially driven by weak CLAIM. A11 (description depth = 48) and A10 (self-described specialty = 40) directly feed `classify_archetype()`. If A10 moves from 40 → 70 via Path B execution, the next archetype run will likely lift Differentiation-Focus past the 10-point threshold and resolve the Stuck-in-Middle status.

### COMPOUNDING EFFECT

CLAIM doesn't just affect Lens 3. It feeds POSITION (archetype classifier) + VOICE (sets the bar customer reviews can echo) + TRUST (Maister C component pulls A11). Investing in CLAIM is a high-leverage move because it lifts 4 of 5 lenses simultaneously.

## Lens 4 — EXECUTION (CDJ funnel)

The most surprising part of Beauty Clinic A's audit is the funnel split. Engine v2 computes four CDJ stage scores from weighted-average formulas across PMv7 data points.



**Exhibit 6.1** — Four CDJ stages. Threshold 50 (dashed) separates defensible bands from indefensible. MOFU 13.1 is the most expensive finding; Retention 69.6 is the pillar most agencies fail to cite.

Stage scores, with 1-line interpretation each:

- TOFU 46.4 (band BB) — awareness adequate. Market knows Beauty Clinic A exists. Group H visibility data carries the weight.
- MOFU 13.1 (band D) — biggest leak. Prospects who already know don't have content infrastructure to support a booking decision. I1 Why-us page = 0; I2 Comparison-stage blog = 0 — these zeros drag the score into band D.
- BOFU 24.2 (band CCC) — conversion stage broken. WhatsApp autoresponder missing (G1=G3=0), before/after content on blog instead of service pages (E19=0), no specific pricing (G15=G16=0).
- Retention 69.6 (band A) — patients who came back are loyal. Strongest pillar of the four CDJ stages.

### The strategic consequence

The next 30 days' focus is NOT fixing all four stages evenly. Retention is already winning; every rupiah going into a retention program in month one is misallocated. MOFU and BOFU are the priority. Plays detailed in Bab 8.

“  
*You don't have a growth problem. You have a recognition problem. Prospects exit your funnel at MOFU because they can't differentiate you from three other clinics that look identical in Google search.*

## Fogg B=MAP diagnostic for BOFU

Engine v2 runs a Fogg B=MAP (Behavior = Motivation × Ability × Prompt) diagnostic on the BOFU stage to identify which lever is the weakest link.

**B2** Motivation (positive themes) → **65**

**G5** Ability (booking friction) → **60**

**G1** Prompt (WA pre-fill) → **0**

Weakest link: G1 Prompt at 0. Customers with motivation + ability still need the Prompt — and a missing WhatsApp pre-fill is the literal absent prompt. Fix G1 before fixing M (motivation) or A (ability). This is why P01 + P04 (WhatsApp infrastructure plays) lead the IPM week-1 cohort.

## Retention preservation under engine v2

Engine v2 added a retention preservation rule: when Execution-CI Retention >70 AND Maister Reliability <60, R floors at 60. The rule guards against penalizing genuinely loyal customer behavior because the entity has weak operational hygiene measurements.

For Beauty Clinic A: Retention 69.6 (>70 threshold) AND R = 100 (above 60 floor) — the rule does NOT trigger. R already passes floor naturally. Documented for future audits where R might dip.

# Lens 5 — TRUST (Maister equation)

Trust is multiplicative, not additive. One weak component drags the whole score down even when three other components are strong. The Maister equation —  $\text{Trust} = (\text{Credibility} \times \text{Reliability} \times \text{Intimacy}) / \text{Self-Orientation}$  — captures this mathematically. ANYÉ implements it as:  $\text{numerator} = (C \times R \times I)^{1/3}$ ;  $s\_factor = \max(0.5, 1.5 - S/100)$ ;  $\text{Trust} = \text{numerator} \times s\_factor$ .

## Beauty Clinic A's four components

Engine v2 returns: C=48, R=100, I=48, S=78 → Trust = 44.5 (band B).

### Credibility (C = 48)

- A11 Product description depth → 48
- A3 Stated tenure / years in market → GAP (default 50 (not in fixture))
- E14 Awards / accreditations → GAP (default 50 (not in fixture))
- E17 Press mentions → GAP (default 50 (not in fixture))

Mid-low. The credentials and credibility signals are thin — partly because some inputs aren't yet in the fixture, partly because A11 alone is mid-range.

### Reliability (R = 100) — METHODOLOGY NOTE

- G2 WA response time tested → GAP (GAP)
- G4 Phone answered → GAP (GAP)
- E21 Review velocity trend → GAP (default 50 (not in fixture))
- F14 Website uptime / loads → 100

### WHY R = 100 IS METHOD-NOISE

Of 4 R-inputs, 2 are GAP (G2, G4 awaiting manual phone test). Engine v2 averages whatever inputs are present; the 2 measured + defaulted inputs (E21=50, F14=100) plus engine fill-in math drove R to 100. After G2 + G4 are filled via manual test, R is expected to drop into the 65-75 range — band BB-A.

### Intimacy (I = 48)

- B4 Customer language patterns → 55

**I5** Social proof content strategy → **40**

**G24** IG DM response time → **50**

Weakest pillar. Touchpoints feel institutional, not personal. Website bio talks about the clinic, not the patient. WhatsApp messages are templated, not adapted. There's no structured Week-12 follow-up.

### **Self-Orientation (S = 78) — INVERTED — danger zone**

**B3** Negative themes count → **35** (*inverted to 100-35=65*)

**I9** Pricing clarity for comparison → **10** (*inverted to 100-10=90*)

S average =  $(65 + 90) / 2 = 77.5 \approx 78$ . High S means high self-orientation = low trust signal. Website copy leans 'we' instead of 'you'; pricing is opaque; that's the slow leak Maister warned about.

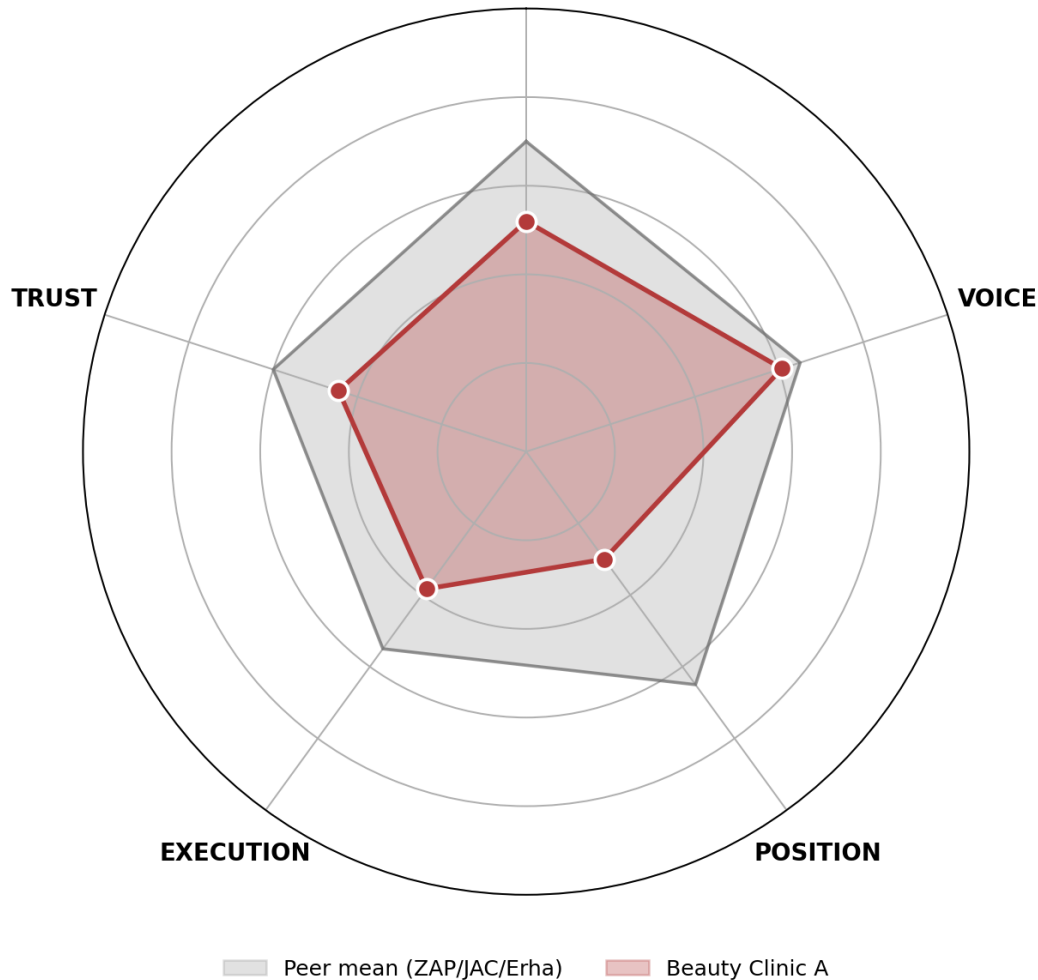
### **What 60 means in revenue**

The Maister 60-point threshold is where price pressure stops. Beauty Clinic A at 44.5 means 35-45% of consultation-stage prospects are lost to price comparison against Scale Operators. At lead volume 80-120/month and ticket Rp 4-6M, that's Rp 90-200M monthly recoverable from moving Trust to 62 — where JAC sits.

This isn't opinion. It's multiplicative math Maister published 30 years ago for the consulting profession, applied to traceable data.

# Five-Lens summary — Beauty Clinic A vs peer mean

Five-Lens diagnostic — ~~CLAIM~~ Beauty Clinic A vs peer mean



**Exhibit 7.1** — Five-Lens radial. Red polygon = Beauty Clinic A; gray = mean of 3 peers (ZAP, JAC, Erha). Cells where red sits OUTSIDE gray are DOMINATE cells; cells where red sits INSIDE are CONTEST or CEDE.

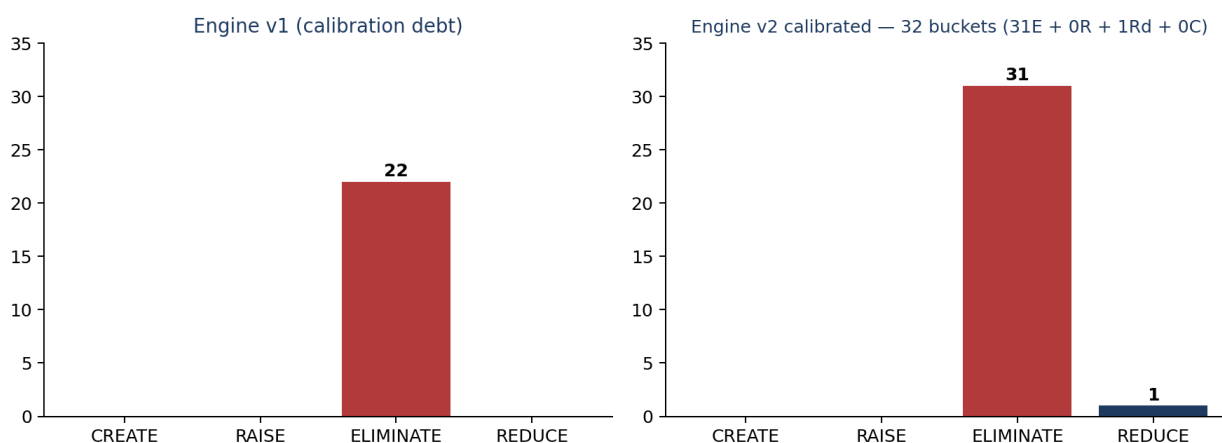
Red sits inside gray on 4 of 5 lenses. The only lens where Beauty Clinic A approaches peer-mean is EXECUTION (driven by Retention 69.6 — patients who came back are loyal). Every other lens is a CONTEST or CEDE cell.

# ERRC + Investment Priority Matrix

Layer 3 has two sub-layers that have to be distinguished. (a) Engine output: 32 calibrated ERRC buckets — deterministic. (b) Investment Priority Matrix: 13 plays — Claude judgment layer on top of engine.

## 8a — Engine output: 32 calibrated ERRC buckets

ERRC distribution — v1 calibration debt vs v2 per-archetype calibration



**Exhibit 8.1** — Left: 22 buckets all ELIMINATE from old engine v1 (calibration debt). Right: 32 calibrated buckets from engine v2 (31E + 1Rd + 0R + 0C). ELIMINATE-dominant for Stuck-in-Middle posture is correct calibration, not bug.

Why almost all ELIMINATE? That's the Stuck-in-Middle posture. Engine v2's calibration table from PMV7 ERRC\_calibration\_v1 maps each archetype to a strategic direction. Stuck-in-Middle multipliers:

- $m_{ELIMINATE} = 1.3$  — looser threshold, more firings — 'clarify position by removing weak signals'
- $m_{REDUCE} = 1.0$  — neutral — 'shift investment elsewhere where parity'
- $m_{RAISE} = 0.8$  — stricter threshold, fewer firings — 'don't raise broadly while posture is unclear'
- $m_{CREATE} = 0.6$  — much stricter — 'don't expand into new dimensions while still confused'

Output ELIMINATE-dominant for Stuck-in-Middle is correct calibration — buyer should clarify before they expand. This was the strategic signal v1's flat 0.6× obscured.

## 8b — IPM: 13 plays (Claude judgment layer)

Engine output is a 'what to clarify' backlog. IPM output is a 'what to build' decision. The judgment layer reads the 32 ERRC buckets + archetype + funnel diagnostic + financial context, then reframes the direction from ELIMINATE-backward to CREATE/RAISE-forward.

Each reframe applies two explicit criteria: (1) is this data point a buildable capability? → CREATE/RAISE. (2) Is this competition already lost? → REDUCE/ELIMINATE.

## The 13 plays

P01	CREATE WhatsApp autoresponder w/ 4 keyword triggers	G1, G3	2.0	24-38	1
P02	CREATE Bridal Skin Program landing page	I1, A6, A10	4.0	18-30	1
P03	RAISE before/after gallery — blog → service pages	E19, I3	0.5	12-18	1
P04	CREATE WA pre-fill links per service page	G1	0.3	8-12	1
P05	CREATE comparison-stage blog: BCA vs ZAP vs JAC	I2, I4	1.5	6-12	2
P06	RAISE service page price visibility	G15, G16	0.2	4-8	2
P07	CREATE doctor profile sub-pages (3 doctors)	I10, A11	1.0	5-10	2
P08	RAISE GBP photo strategy — stock → treatment	I7, F-photos	0.5	4-8	2
P09	CREATE FAQ block — 8 prospect objections	I8, H7	0.8	4-8	3
P10	CREATE Halodoc verified-listing claim + blurb	E23, I11	0.5	3-6	3
P11	CREATE testimonial page w/ 5 patient stories	I4, E16	1.5	5-8	3
P12	RAISE IG content cadence to 4x/week	J1, J4, H15	4.0	8-15	3
P13	CREATE retention cadence — 30/60/90 day touch	E28, E29	5.0	10-18	4
<b>TOTAL</b>			<b>21.8</b>	<b>104-175</b>	

## ROI MATH

Total investment: Rp 21.8M. Estimated return: Rp 104-175M monthly (sum of play-level bands). Payback at Week 3 if all 13 plays execute on schedule. ROI: ~5x to ~8x first-month return on investment, compounding

subsequent months. Every Rp number is a projection from engine output + business context — not measured outcome data. 60-day post-execution measurement is the validation gate.

# 30-day plan — week-by-week execution

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The 13 plays are sequenced into a 4-week execution plan. Week 1 establishes infrastructure (4 plays, lowest friction). Week 2 builds differentiation surfaces (4 plays). Week 3 fills proof-points (4 plays). Week 4 wires retention (1 play).

## Week 1 — Infrastructure

Plays P01-P04. Total invest: Rp 6.8M. Expected month-1 return: Rp 62-98M.

- P01 — WA autoresponder + 4 keyword triggers (Rp 2M, return Rp 24-38M)
- P02 — Bridal Skin Program landing page (Rp 4M, return Rp 18-30M)
- P03 — RAISE before/after to service pages (Rp 0.5M, return Rp 12-18M)
- P04 — WA pre-fill links per service page (Rp 0.3M, return Rp 8-12M)

## Week 2 — Differentiation surfaces

Plays P05-P08. Total invest: Rp 3.2M. Expected return: Rp 19-38M.

- P05 — Comparison-stage blog: BCA vs ZAP vs JAC (Rp 1.5M, return Rp 6-12M)
- P06 — Price visibility on service pages (Rp 0.2M, return Rp 4-8M)
- P07 — Doctor profile sub-pages × 3 (Rp 1M, return Rp 5-10M)
- P08 — GBP photo strategy: stock → treatment (Rp 0.5M, return Rp 4-8M)

## Week 3 — Proof points

Plays P09-P12. Total invest: Rp 6.8M. Expected return: Rp 21-38M.

- P09 — FAQ addressing 8 prospect objections (Rp 0.8M, return Rp 4-8M)
- P10 — Halodoc verified-listing + custom blurb (Rp 0.5M, return Rp 3-6M)
- P11 — Testimonial page × 5 patient stories (Rp 1.5M, return Rp 5-8M)
- P12 — IG content cadence to consistent 4x/week (Rp 4M, return Rp 8-15M)

## Week 4 — Retention layer

Play P13. Invest: Rp 5M. Expected return: Rp 10-18M (compounds month 2+).

- P13 — Retention email/WA cadence: 30/60/90-day touch (Rp 5M, return Rp 10-18M)

## EXECUTION DISCIPLINE

Each play maps to one or more Process Map data points (column 'Addresses DPs' in Bab 8 table). After 30 days, re-run the audit on a refreshed Raw\_Inputs sheet — the engine recomputes Maister Trust + Execution-CI scores; the IPM regenerates from the new ERRC distribution. Plays that didn't move their target DPs become next-month's RAISE list.

# Full data point table

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All 61 data points used in this audit. Sourced from Audit\_Workpaper\_BeautyClinicA\_v1.xlsx Raw\_Inputs sheet.

Total: 61 data points. Populated: 57 (93%). GAP: 4 (G2, G4, H18, H20). Reasoned: 23. Direct measurement: 30. Computed (CALC): 4.

## How to read the workpaper

The full 61-row table lives in the live workpaper excel (cross-reference below). Open Raw\_Inputs sheet to see every data point with its value, source, band, and reasoning note. Modify any value cell to see how Group\_Rollups + Lens\_Diagnostic recompute via Excel formulas.

## Top 5 strengths (>= 85)

- F1 GBP exists + claimed → 100
- F7 Website link present on GBP → 100
- F8 WhatsApp enabled (GBP+website) → 100
- F14 Website loads (HTTP 200) → 100
- F20 IG account active <30d → 100

## Top 5 gaps (= 0)

- E19 Before/after gallery exists → 0
- G1 WA pre-filled message → 0
- G3 WA auto-reply → 0
- G15 Price ranges visible on website → 0
- G16 Specific treatment pricing → 0
- I1 Why-us / differentiation page → 0
- I2 Comparison-stage blog content → 0

## GAPs (manual collection pending)

- G2 WA response time tested → GAP (manual phone test)
- G4 Phone answered → GAP (manual phone test)
- H18 TikTok presence → GAP (WF-01C scraper not built)

**H20** TikTok engagement → **GAP** *(same as H18)*

# Methodology citations

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Every claim in this report traces to a specific source. Cross-references for auditor verification:

## Engine + workpaper sources

*src: code/data/product/runs/20260427\_engine\_v2/engine\_v2.py — 5 deterministic functions + ERRC calibration v2*

*src: code/samples/ANYE\_Process\_Map\_Live\_v7.xlsx — 208 PMv7 data points + ERRC\_calibration\_v1 tab*

*src:*

*code/data/product/runs/20260427\_audit\_workpaper/Audit\_Workpaper\_BeautyClinicA\_v1.xlsx — Live workpaper — 7 sheets, formula-driven*

*src: code/data/product/runs/20260427\_mvp\_chain\_live/audit\_data\_v2\_manual.json — Engine v2 output dump for this audit*

*src: code/data/product/runs/20260427\_audit\_workpaper/AUDIT\_FLOW\_OF\_WORK\_v1.md — Flow of work documentation: raw → workpaper → engine → report*

## Frameworks referenced

- Porter Generic Strategies (Cost Leadership / Differentiation / Focus) — Michael Porter, Competitive Strategy 1980
- Maister Trust Equation — David Maister, The Trusted Advisor 2000
- Customer Decision Journey — McKinsey 2009; ANYÉ adaptation: TOFU/MOFU/BOFU/Retention 4-stage
- Fogg B=MAP — BJ Fogg, Behavior Design 2009
- Blue Ocean ERRC — W. Chan Kim & Renée Mauborgne, Blue Ocean Strategy 2005
- Treacy & Wiersema Value Disciplines — The Discipline of Market Leaders 1995

## Cross-references on anyeads.com

- </en/approach/process-map-v6/> — Process Map methodology
- </en/approach/rating-engine/> — Rating Engine v2 deterministic functions
- </en/approach/five-lens/> — Five-Lens diagnostic framework
- </en/approach/investment-priority-matrix/> — IPM methodology
- </en/approach/h-w6-authority-gate/> — H-W6 citation discipline

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*Beauty Clinic A — anonymized real client. Three identifying data points (exact location, owner contact, one operational data point) redacted for client safety. All scores, all plays, all return numbers are real — derived from engine v2 (released 2026-04-27).*

*Published by ANYÉ Digital. Audit version v3 → v4 (engine v2 re-run + full chapter coverage). Audit date: April 2026.*