



Meritlume.

SYLLABUS · CURRICULUM E4

What Worked

Half your marketing works. Which half?

Reading your own evidence: three numbers per stage instead of thirty, the honest limits of attribution, telling a difference from noise before acting on it, the test that is worth your traffic – and decisions with thresholds, dates and a written record.



6

full courses

5.4 h

of teaching

1

verifiable certificate

\$349

one price, once

What you can do afterwards.

Not a list of topics — a list of things you will be able to do. Each one is checked by the final exam at the end of the curriculum.

1 Write the question before the metric, keep at most three numbers per stage, and delete the dashboard you never act on.

2 Name the four ordinary reasons a path goes unrecorded, and stop reading their effect as “that channel does not work”.

3 Estimate, before running anything, how many observations a difference of a given size would need — and recognise the three habits that manufacture false results.

4 Decide whether your volume can produce an answer this year, and choose the small-volume methods when it cannot.

5 Compute cost per outcome with your own time priced in, and run reviews on a date with thresholds set in advance.

FIT

Who this is for

- You measure diligently and decide on instinct anyway — and cannot reconstruct why anything was changed.
- You have real but small traffic, and every guide assumes numbers you will not have for years.
- You suspect most of your recent optimisation was noise, and would rather know than keep going.

And who it is not for

Not for you if you want a dashboard with more numbers, or a promise that everything can be attributed. The second course of this curriculum is entirely about what you cannot know — and how to decide anyway.

The story it is taught in: The curriculum follows Sven Halvorsen, an independent B2B copywriter who has spent on advertising for a year and cannot say which half worked. He runs what he calls tests, changes three things at once — and owns a dashboard he opens daily and has never acted on.

Every course, in order.

Each one is a full course with chapters, exercises, a final test and its own course certificate. The first episode of course 1 plays on the website without an account.

	COURSE	LENGTH
1	 What to Count: Three Numbers per Stage, Not Thirty The question before the metric: three numbers per stage, describing numbers separated from deciding ones, and a one-page view instead of a dashboard.	50 min · free
2	 The Honest Limits of Attribution: What You Cannot Know, and How to Decide Anyway Why one enquiry has several causes, what systematically goes unrecorded, what the common attribution rules over- and under-credit – and the question no tool answers: asking the person.	60 min
3	 Difference or Noise: Sample Size Before Conclusion Why small numbers swing on their own, the sample-size estimate you can start in your head, and the three habits that manufacture false results – checked against your own past decisions.	60 min
4	 The Test Worth Running: When an A/B Is Arithmetically Impossible When an A/B test is arithmetically impossible – a worked case with open assumptions – and the methods that actually work at small volume: bigger changes, sequences, behaviour, asking.	55 min
5	 Cost per Outcome: The Number That Ends Most Arguments Cost per outcome with your own time priced in: why the free channel rarely is, the delay problem, and what the number deliberately does not capture.	50 min
6	 Deciding: Stop, Keep, Double – and Writing It Down Stop, keep, double: thresholds set in advance, a review on a date instead of a mood, the decision record – and sunk cost named out loud when it appears.	50 min

PRICE

One price. Then it is yours.

This curriculum

\$349

All 6 courses, all tests and the curriculum certificate. No subscription, no upsell, nothing to cancel.

Single purchases would be \$474

Single course · \$79

Course, final test and course certificate – credited in full towards this curriculum within 90 days.

THE PROOF



This is the certificate.

Not a mock-up: the picture is rendered from the same stylesheet the portal issues the real document with. Only the name, the date and the number are examples.

Verify this
certificate

[meritlume.com/?
cbcert=ML-...](https://meritlume.com/?cbcert=ML-...)

The curriculum ends in a real exam — one you can fail. The certificate carries a public identifier, so a client, an employer or a partner can check it themselves. That is the whole point of this school.

Start with the first episode. It is free, it needs no account, and it tells you in ten minutes whether this is for you.

Meritlume is a brand of Press Sensation UG (haftungsbeschränkt). Prices are consumer prices. In Germany we launch only once the curricula carry the state distance-learning approval (ZFU) — the free first episodes are available regardless.