



Provide the key numbers you'll need to calculate your Cost Per Acquisition (CPA) and other important metrics.

## Understanding Your Key Marketing Numbers

Knowing your numbers will help Team Leads make better decisions about your marketing strategy. By understanding how much it costs to get each new customer and how much revenue each customer brings, we can plan your ad campaigns and help your business grow! If you don't know your numbers, don't stress! A \$1k ad spend investment for an advertising campaign will be more than efficient!

Here are the key numbers we need from you:

**1. Ad Spend:** This is the amount of money you are currently spending (or planning to spend) on advertising over a set period (e.g., one month).

How much are you spending on ads per week or month? \_\_\_\_\_

### 2. Total Conversions:

This is the number of new customers or sales you get from your ad spend.

How many leads, bookings or consultations did you get from your ads? \_\_\_\_\_

How many sales did you make from those ads? \_\_\_\_\_

### 3. Revenue Per Customer

This is the average amount of money you make from one customer.

How much money do you make from one customer on average? \_\_\_\_\_

### 4. Business Costs

These are your costs to run the business, including product costs, staff wages, rent, software etc. We use this to figure out your profit margin, which shows how much profit you make after all your expenses are paid.

What percentage of your revenue is profit after costs? \_\_\_\_\_

### 5. Revenue Goal

This is the total amount of revenue you want to make over a certain time period (e.g., one month).

What's your revenue goal for the period you're advertising? \_\_\_\_\_



## **How We Use This Information**

Once we have this information, we can work out:

**Cost Per Acquisition (CPA):** How much it roughly costs for you to get one new customer.

**Breakeven CPA:** The highest amount you can afford to spend to get a customer without losing money.

**Ad Spend Needed:** How much you'll need to spend on ads to reach your revenue goal.

This will give you a clear picture of your business and help both yourself & Team Leads to create a marketing strategy that works for you!