

Customer Acquisition Cost (CAC) Workbook

Step 1: Track Your Spending

List all the money you **spend to attract new customers in one month** (e.g., ads, promotions, events). Write each cost on the table below.

| S.N | What You Spent Money On | Amount (Rs) |
|-----|---|-------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |
| | Total Spending (add all amounts) | Rs. |

Instructions:

- Write down every expense **related to getting new customers** (e.g., ads, website costs, free samples).
- Add up all the amounts to get the Total Spending.

Step 2: Count New Customers

How many new customers did you gain this month because of your efforts?

Number of New Customers: _____

Instructions:

- Only count **NEW** customers who bought or signed up this month.
- Don't include returning customers.

Step 3: Calculate CAC

Use this simple formula: **CAC = Total Spending ÷ Number of New Customers**

1. Write your Total Spending from **Step 1**: Rs _____
2. Write your Number of New Customers from **Step 2**: _____

| | | |
|---|---|------------|
| Divide Total Spending by Number of New Customers: Rs. _____ | ÷ | = Rs _____ |
| Your CAC: It costs you Rs _____ to get one new customer. | | |

Step 4: What Does Your CAC Mean?

- Compare your CAC to how much a customer pays you.
For example, if your CAC is Rs. 700 and a customer pays Rs. 1,000, you make Rs. 300 **(before other costs like materials)**.
- If your CAC is too high (e.g., Rs. 1,000 but customers pay Rs 700), you're losing money.
Think about cheaper ways to get customers, like free social media or word-of-mouth.
- Write down one idea to lower your CAC: _____

Tips for Using This Workbook

- Fill this out **every month to see if your CAC is going up or down.**
- **Keep receipts or records** of your spending to make Step 1 easier.
- Talk to new customers to learn what made them buy (this helps you spend smarter).
- If your CAC is high, try cutting one expense or finding free ways to promote your business.