

**Interview Task: Customer Acquisition Financial Plan & Dashboard**

**Task Type:** Financial Planning, Excel/XLOOKUP, and Dashboard Creation  
**Deadline:** 27 March 2025

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**Background:**

AcmeTech is preparing a digital marketing campaign to scale customer acquisition in the next quarter. As part of the Growth team, your task is to prepare a financial plan for acquiring 1,000 new paid customers.

The management has provided you with several data points. Your role is to perform the calculations, build a mini dashboard, and make a recommendation on the campaign's financial viability.

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**Data Provided:**

Metric	Value
Monthly Subscription Fee	£30
Monthly Churn Rate	20%
Gross Margin	60%
Target Customers to Acquire	1,000
Expected Cost per Acquisition (CAC)	£330
Projected Click-Through Rate (CTR)	2%
Projected Conversion Rate (Click to Paid)	5%

Estimated Cost per 1,000 Impressions      £10  
(CPM)

Additionally, you are provided with a **customer segment table** (to be used for XLOOKUP):

Segment Bonus % on LTV    Description

Premium 10%	High-value customers
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Standard 0%	Regular customers
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Trial -20%	Free trial conversions
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Each customer in the data sheet will have a "Segment" assigned. You will use **XLOOKUP** to adjust their LTV based on the segment bonus/malus.

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### Task Instructions:

Calculate the following fields

1 - Average Customer Lifetime Value (LTV)

2 - Estimated Ad Budget (Based on CAC)

3 - Calculate Required Impressions and Ad Budget (Based on CPM)

## **Build a Mini Dashboard (Excel or Google Sheets)**

Your dashboard should include:

- Summary metrics: Base LTV, Adjusted LTV, CAC, Ad Budget (both methods)
- Visual elements (tables, charts, or graphs) to display:
  - LTV comparison across segments
  - Total budget required vs expected returns
  - Profit/Loss forecast
- XLOOKUP usage must be visible and functional

### **Submission Requirements:**

- Submit your response in PDF and Excel/Google Sheets format.
- Show all calculations, formulas, and XLOOKUP usage.
- Include the dashboard as a separate tab or section.
- Clearly state your final recommendation with reasoning.

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### **Evaluation Criteria:**

- Accuracy of calculations
- Correct use of XLOOKUP
- Dashboard clarity and usefulness
- Logical business reasoning
- Clarity and presentation of your recommendation

Good luck. Looking forward to your submission.

If you progress further, you'll hear back from us on or before March 24 2025

– Team Dainin