

Marketing Finance Dashboard: CAC, LTV and Payback Analysis

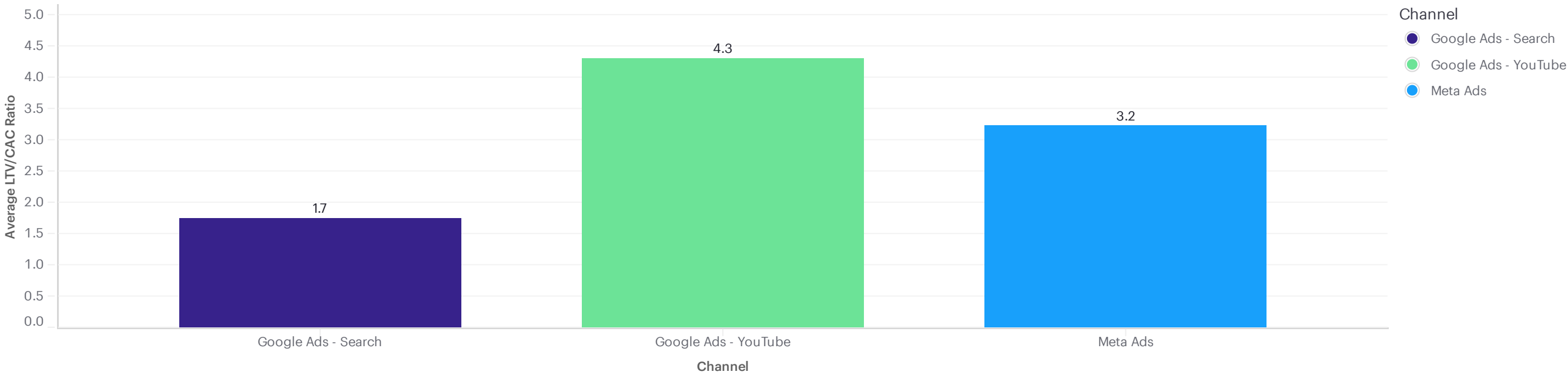
This dashboard translates marketing performance data from Google Ads and Meta Ads into finance-grade insights for strategic decision-making.

Executive Summary

Meta & YouTube drive faster ROI

- Google YouTube cohorts reach payback in ~4 months with LTV/CAC ~4.3×, generating the strongest near-term ROI.
- Google Search shows slower payback (~28 months) and lower LTV/CAC ~1.7×, suggesting budget reallocation.
- Recommendation:** Shift 10–15% of spend from Search into Meta and YouTube, which together deliver faster returns.

LTV/CAC Ratio by Channel



Payback Curve by Channel

Note: Horizontal lines indicate CAC for each channel.



Summary Table

Note: Table only includes previous six months.

Channel	Campaign	Month	Spend (\$)	Net Value Create...	ROAS	CAC (Campaign) ...	LTV/CAC	Payback (mo)
Meta Ads	cmp_2025_001	Dec 2024	\$76,400	-\$4,468	2.12	\$125.87	0.94	
Meta Ads	cmp_2025_002	Jul 2024	\$69,851	\$40,713	1.79	\$74.87	1.58	5
Meta Ads	cmp_2025_003	Oct 2024	\$68,440	\$65,351	0.95	\$60.62	1.95	7
Meta Ads	cmp_2025_002	Oct 2024	\$42,827	\$37,875	1.74	\$62.89	1.88	7
Meta Ads	cmp_2025_002	Aug 2024	\$42,584	\$22,356	0.41	\$77.71	1.52	11
Meta Ads	cmp_2025_001	Sep 2024	\$32,266	\$796	0.94	\$115.65	1.02	31
Meta Ads	cmp_2025_001	Jul 2024	\$31,057	\$69,434	3.66	\$36.62	3.24	5
Google Ads - Search	gcmp_2025_101	Sep 2024	\$15,673	\$2	2.89	\$113.57	1.00	
Meta Ads	cmp_2025_002	Nov 2024	\$8,859	\$5,362	2.39	\$73.82	1.61	10
Meta Ads	cmp_2025_003	Jul 2024	\$7,512	\$24,366	2.45	\$27.92	4.24	5
Google Ads - Search	gcmp_2025_102	Oct 2024	\$7,108	\$6,977	2.20	\$57.33	1.98	7
Google Ads - Search	gcmp_2025_101	Jul 2024	\$5,801	\$2,604	2.33	\$78.40	1.45	11
Google Ads - YouTube	gcmp_2025_201	Jul 2024	\$1,826	\$1,643	2.27	\$70.22	1.90	7
Google Ads - Search	gcmp_2025_201	Dec 2024	\$1,541	\$504	1.47	\$85.62	1.33	15
Google Ads - Search	gcmp_2025_102	Jul 2024	\$1,434	\$384	3.75	\$89.62	1.27	11
Google Ads - YouTube	gcmp_2025_201	Nov 2024	\$765	\$3,237	9.45	\$25.50	5.23	0
Google Ads - Search	gcmp_2025_201	Jul 2024	\$280	\$969	13.32	\$25.47	4.46	11
Google Ads - YouTube	gcmp_2025_201	Sep 2024	\$268	\$3,467	11.46	\$9.59	13.92	0
Google Ads - YouTube	gcmp_2025_102	Nov 2024	\$136	\$1,598	42.74	\$10.50	12.71	0
Google Ads - Search	gcmp_2025_102	Sep 2024	\$102	-\$102	1.61			