

ROI calculations for campaign debriefing

	A	B	C	D	E	F
1	Multi-channel campaign at 180 days					
		Overall	Search ads	Display ads	Social ads	Shopping ads
2	Ad spend	\$250,000	\$187,500	\$32,000	\$15,000	\$15,500
3	Number of new accounts	20,790	8,420	5,816	3,959	2,595
4	Number of orders	6,237	2,494	2,039	802	902
5	Average purchase frequency	1.6	1.5	2	1.5	1.5
6	Number of unique new account purchasers					
		3,819	1,663	1,020	535	601
7	Revenue	\$502,358	\$320,943	\$56,288	\$70,101	\$55,026
8	CAC	\$65	\$112	\$31	\$28	\$25
9						

ROAS

Formula: ROAS = Revenue/Ad spend

Campaign ROAS	ROAS for search ads	ROAS for display ads	ROAS for social ads	ROAS for shopping ads
200%	170%	170%	460%	350%

AOV

Formula: AOV = Revenue/Number of orders

Campaign AOV	AOV for search ads	AOV for display ads	AOV for social ads	AOV for shopping ads
\$80.5	\$128.6	\$27.6	\$87.4	\$61.0

LTV

Formula: LTV = Average order value (AOV) x Purchase frequency

Campaign LTV	LTV for search ads	LTV for display ads	LTV for social ads	LTV for shopping ads
\$128.80	\$129.90	\$57.96	\$131.10	\$91.50

LTV to CAC ratios

Formula: LTV to CAC ratio = LTV/CAC

Campaign LTV:CAC	Search ads LTV:CAC	Display ads LTV:CAC	Social ads LTV:CAC	Shopping ads LTV:CAC
1.98	1.72	1.87	4.68	3.66

Percentage of new customers making purchases

Formula: Percentage of new customers making purchases =
(Number of unique new account purchasers / Number of new accounts) x 100

Campaign percentage	Search ads percentage	Display ads percentage	Social ads percentage	Shopping ads percentage
18.37%	19.75%	17.54%	13.51%	23.16%

Future budget decisions

The analysis reveals that Social Ads (4.68 LTV:CAC) and Shopping Ads (3.66 LTV:CAC) exhibit the strongest performance, with high ROAS (460% and 350%, respectively) and significant LTV (\$131.10 and \$91.50). Conversely, Display Ads demonstrate lower performance with a lower ROAS (170%), LTV (\$57.96), and LTV:CAC ratio (1.87). To optimize future campaigns, consider shifting budget from Display Ads towards Social Ads and Shopping Ads. Furthermore, increasing investment in these high-performing channels, particularly through customized landing pages for Shopping Ads (23.16% conversion rate) and Search Ads (19.75% conversion rate), can enhance user experience and drive higher conversion rates, ultimately maximizing campaign ROI.

To maintain profitability with an LTV:CAC target of 2 or higher, we recommend increasing investment in Social Ads (4.68 LTV:CAC) and Shopping Ads (3.66 LTV:CAC) due to their strong performance. Conversely, while Display Ads (1.87 LTV:CAC) marginally exceeds the target, consider reallocating a portion of its budget to the higher-performing channels. Monitor Search Ads (1.72 LTV:CAC) closely and optimize its performance to reach the target ratio. This strategy prioritizes channels with high ROI and ensures sustainable profitability across the campaign.

To maximize conversion rates, prioritize customizing landing pages for **Shopping Ads (23.16% conversion rate)** and **Search Ads (19.75% conversion rate)**. These channels already demonstrate high conversion rates, indicating strong user intent. Customized landing pages tailored to specific keywords, product categories, and user segments within these channels can further enhance the user experience, improve relevance, and drive even higher conversion rates, ultimately increasing ROI.