

# \$85K DISASTER

Agency Celebrated While Client Went Broke

5 Min Read

**\$85K**

HIDDEN LOSS

**\$847K**

RECOVERED

**90**

DAYS

## What You'll Discover:

- ▶ Why 4.2x ROAS was bankrupting a \$7M brand
- ▶ The agency mistake that cost \$85K in 6 months
- ▶ Which metrics actually predict profit

---

**Case Study:** Real client, results verified. Details changed for privacy.

# THE PROBLEM

---

**David:** \$7M skincare brand. \$60K monthly ad spend. 6 years building.

**His agency:** Gorgeous 47-slide reports. Charts, graphs, fancy terms.

## 4.2X ROAS - AGENCY HIGH-FIVING

**Reality:** Bank account shrinking every month.

## WHAT WE FOUND

- ▶ "Best" campaigns brought one-time buyers
- ▶ Real LTV was 50% of agency calculations
- ▶ Used Google benchmarks, not his data

*"Holy shit, I was funding my own bankruptcy." - David*

---

**The Truth:** His agency wasn't lying. They just had no idea what they were measuring.

# THE FIX

---

## WHAT CHANGED

- ▶ Same ad spend (\$60K/month)
- ▶ Same team (kept agency initially)
- ▶ Different measurement (everything)

**\$847,000 ADDITIONAL PROFIT IN 90 DAYS**

### AGENCY TRACKS

- ▶ Facebook ROAS
- ▶ Conversion rates
- ▶ Industry LTV

### WINNERS TRACK

- ▶ Real profit after costs
- ▶ TRUE customer LTV
- ▶ Repeat buyer rates

---

**Key Insight:** The smartest founders often get trapped by vanity metrics that sound sophisticated but don't predict profit.

# THE SECRET

---

## THE 4 METRICS THAT MATTER

### 1. True Customer Profit

Revenue minus ALL costs (not just ad spend)

### 2. Real LTV (Your Data)

From YOUR customers, not industry benchmarks

### 3. Repeat Purchase Attribution

Which campaigns bring customers who buy again

### 4. Cash Flow Impact

How each decision affects your bank balance

***"Winners track 4 metrics. Losers track 47."***

---

**Reality Check:** 95% of people will read this and change nothing. The 5% who act add 6-7 figures in profit.

# PROOF

---

*"Caught \$25K in wasted ad spend in the first month. I finally know which campaigns actually make me money."*

- Sarah, \$5M Skincare Brand

*"My agency reported great numbers while I was going broke. This showed me exactly where the money was bleeding."*

- Marcus, \$3M Supplement Company

## DON'T WAIT

David waited 6 months and lost **\$85K**.

How much are you losing while waiting?

---

**Remember:** The cost of being wrong is usually higher than the cost of finding out.

# YOUR MOVE

---

## FREE PROFIT LEAK QUIZ

Message me "QUIZ" on LinkedIn

Take my 5-minute profit leak assessment

[www.linkedin.com/in/mohammedshoab](https://www.linkedin.com/in/mohammedshoab)

Discover your hidden profit leaks in minutes

### Your Free Quiz Reveals:

- ▶ Exact profit leak score (0-100)
- ▶ Which campaigns are bleeding money
- ▶ Priority fixes ranked by impact
- ▶ Custom action plan for your business

***"The consultation alone was worth \$50K in insights." -  
Jennifer, \$8M Beauty Brand***