# Report # 1 ROAS Report

1. Prepare Spend Reports

* **Search Campaigns:**

Step 1: Get spend against keywords

Step 2: Remove ‘+’ sign and remove ‘ “ ‘ inverted commas from keywords

Step 3: Repeat above steps for both Google and Bing ad accounts

Following columns will be shown:

Brand, Category, Keyword(MPN), Spend

* **Shopping Campaigns:**

1. Get spend against “brand” and “product type level 2”

Brand, Category, Spend

* **Merge Both Reports and get following columns: Category, Brand, Spend**

1. Prepare Sales Reports

Step 1: Get Sales amount and Qty from QuickBook against Order ID

Step 2: Vookup Category, Brand, from Master data file **(**[**Data Master Sheet**](https://docs.google.com/spreadsheets/d/13Bia4wWGs1Uhdtzfz_Lfloi1heP1gUG0/edit?usp=sharing&ouid=105018052556135488787&rtpof=true&sd=true) **)**

Step 3: Vookup Lead Source from Airtable file

Following columns will be shown:

Brand, Category, Order ID, MPN, Sales Amount, Lead Source, Qty

[**Sample Spend Report**](https://docs.google.com/spreadsheets/d/14T9WDX_TxtYKWHCSgFa-4eRqs0-y4bnl/edit?usp=sharing&ouid=105018052556135488787&rtpof=true&sd=true)

1. Prepare ROAS Reports

Step 1: Vookup MPN in both reports and merge them.

Step 2: Apply pivots to get the spend and sales numbers against category, brand or lead source

Following columns will be shown:

Brand, Category, Sales, Lead Source, No. of Orders, Qty, ROAS

[**Sample ROAS Report**](https://docs.google.com/spreadsheets/d/14T9WDX_TxtYKWHCSgFa-4eRqs0-y4bnl/edit?usp=sharing&ouid=105018052556135488787&rtpof=true&sd=true)

Formulae:

1. ROAS: Sales/Spend
2. Avg. Order Value: Sales/No. of Orders
3. Avg. Unit Value: Sales/Qty Sold
4. ROAS Attainment %: Actual ROAS / Target ROAS
5. Sales Attainment %: Actual Sales / Target Sales
6. Order Attainment %: Actual Orders / Target Orders