Your CAC and ROAS Trend

⏱ approx. 25 min · Module: Why more traffic won't help · Type: calculation

Task: Export the last six months of data: monthly ad spend, clicks, conversions, and revenue from paid channels. Calculate CAC as ad spend divided by conversions, and ROAS as revenue divided by ad spend, for each month. Put the numbers into a simple table and mark the month when CAC first went up and ROAS first went down. What was the likely trigger - more budget, a drop in conversion rate, or both?

ROI calculation

Campaign	Monthly budget (€)	Current CPL (€)	Order value (€)	Leads now	Leads -50% CPL	Δ revenue (€)

Formulas: Leads = budget ÷ CPL · New leads = budget ÷ (CPL × 0.5) · Δ revenue = (new leads − current leads) × order value

Campaign with the highest ROI lever

Concrete next steps

- [ ]
- [ ]
- [ ]

1. What share of your total revenue comes from paid traffic - and what's happening to your margin as that number grows?

2. What would happen in your shop if you prioritized CRO over paid ads for six months?

3. Where is your traffic ceiling - and what three levers could help you push it higher?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.