

# ACQUISITION PERFORMANCE

Reporting Period: \_\_\_\_\_

STORE ID **E-COM-2024**

TOTAL SPEND

**\$0.00**

NEW CUSTOMERS

**0**

AVG. CAC

**\$0.00**

| METRIC                          | FORMULA / DEFINITION               | TARGET  | ACTUAL |
|---------------------------------|------------------------------------|---------|--------|
| Customer Acquisition Cost (CAC) | Total Ad Spend / New Customers     | \$_____ |        |
| Return on Ad Spend (ROAS)       | Revenue from Ads / Ad Spend        | _____x  |        |
| Conversion Rate (CVR)           | (Conversions / Total Clicks) * 100 | _____%  |        |
| Click-Through Rate (CTR)        | (Clicks / Impressions) * 100       | _____%  |        |
| Cost Per Click (CPC)            | Total Spend / Number of Clicks     | \$_____ |        |
| LTV : CAC Ratio                 | Lifetime Value / Acquisition Cost  | 3 : 1   |        |

## ANALYSIS & INSIGHTS

E-commerce Internal Metrics Form â€¢ Generated 2024