

SAAS CAC ANALYSIS

Reporting Period: _____

TOTAL M&S SPEND
\$0.00
NEW CUSTOMERS
0
BLENDED CAC
\$0.00
LTV:CAC RATIO
0.0x

Marketing Expenses (Direct)	Budget	Actual	Variance
Paid Search (SEM)			
Social Media Advertising			
Content & SEO			
Events & Sponsorships			
Total Marketing Spend			
Sales Expenses (Overhead)	Budget	Actual	Variance
Sales Salaries & Commissions			
Sales Software (CRM/Tools)			

Sales Expenses (Overhead)	Budget	Actual	Variance
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Onboarding Costs			
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Total Sales Spend			
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PRIMARY KPI FORMULA

$$CAC = (Total\ Cost\ of\ Sales + Total\ Cost\ of\ Marketing) / \# of\ New\ Customers\ Acquired$$

Notes: Includes all costs associated with acquisition. Organic leads should be calculated separately for "Paid CAC" vs "Blended CAC" accuracy.