

CAC BREAKDOWN

Reporting Period: _____

COST CATEGORY	BUDGETED	ACTUAL COST
Paid Advertising		
Search Engine Marketing (PPC)		
Social Media Ads		
Creative & Content		
Design & Copywriting		
Video Production		
Salaries & Tools		
Marketing Team Payroll		
Software / CRM Seats		
TOTAL MARKETING EXPENSES (1£)		

Total Sales + Marketing Cost
\$

$\tilde{A} \cdot$

New Customers Acquired
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