A free guide from ESU

FOR BUSINESS OWNERS

The 7 numbers of your marketing

What to track every month to know whether marketing is making you money. Each number with its formula, an example and what to do when it goes wrong.

ESU · Creative marketing agency · Creative thinking. Measurable growth.

1 Revenue from marketing

Sales that started with a marketing action: an ad, a post, a search, an email. It is the top number, and the only one that pays the bills.

Add up the sales whose recorded source (CRM or front desk) was marketing

If it looks bad: ask "how did you hear about us?" on every sale and record the answer. Without a source, there is no result to measure.

2 CAC: the cost to win a customer

How much you spend, on average, to win each new customer.

CAC = total marketing investment ÷ new customers

Example: $25,800 in media, agency and production this month ÷ 30 new customers = $860 per customer.

If it looks bad: find the step where people give up (number 6) before cutting budget.

3 LTV: what a customer is worth over time

The profit a customer leaves over the whole relationship, not just the first purchase.

LTV = average order × purchases per year × years as a customer × margin

Example: $5,150 × 0.4 × 5 years × 40% margin = $4,120.

If it looks bad: after-sales care, email and a referral programme raise repeat purchases without paying for ads.

4 LTV ÷ CAC

How many times a customer pays back what it cost to win them.

LTV ÷ CAC (in the example: 4,120 ÷ 860 = 4.8)

Rule of thumb: above 3 is usually healthy. Below 1, every new customer loses money and growing makes it worse.

5

ROAS and break-even ROAS

ROAS is ad revenue divided by ad spend. Break-even ROAS is the minimum to avoid a loss, and it depends on your margin.

ROAS = ad revenue ÷ ad spend · minimum ROAS = 1 ÷ margin

Example: with a 40% margin, ROAS must be at least 2.5 just to break even. A ROAS of 5.4 is healthy.

If it looks bad: refresh the creative and check the landing page before changing the audience.

6

Lead to sale rate

Out of every 100 people who ask for a quote, how many buy. It separates a marketing problem from a sales problem.

Sales ÷ leads in the period

Example: 30 sales ÷ 643 leads = 4.7%.

If it looks bad: many leads and few sales usually mean poorly qualified leads or slow replies (number 7).

7

Speed to lead

How many minutes pass between a customer's message and your team's first reply. Whoever answers first usually sells first.

Time of first reply − time of contact (monthly average)

If it looks bad: an automatic WhatsApp or email reply with the next step, an owner for each shift, and a reply goal in minutes, not hours.

+

How to start in 30 minutes

Open a spreadsheet with one row per month and seven columns, one for each number. Fill in the last three months with what you have. The gaps show what you need to start measuring.

Every analysis ends in a decision

1. Compare each month with the previous one and with the same month last year.
2. Look at a three-month trend before changing everything.
3. Pick one number to improve at a time.
4. Write down what you will keep, cut and test next month.

Want help measuring and growing?

ESU builds the diagnosis, the plan and a live dashboard with these numbers for your business. Book a free call through our website.

The numbers in the examples are fictional and only show how the maths works. "LTV three times CAC" is a market convention. Guide prepared by ESU, a creative marketing agency from Brazil. Made by humans, for humans.