

How to use: Go through each section and check every box that applies to your operation today. Tally your score at the end. Any unchecked box is a documented gap between your reported ad performance and your real settled revenue.

Revenue Reconciliation

- 1 Do you reconcile platform-reported revenue against store or settlement revenue every month?
- 2 Is your ad spend denominator fully loaded with agency, creative, and processing fees?
- 3 Do you calculate Banked ROAS from settled net revenue rather than platform-attributed revenue?
- 4 Are refunds and discount codes subtracted before you treat attributed revenue as real?
- 5 Do you have a single source of revenue truth that is independent of any ad platform?

Attribution Integrity

- 6 Do you sum claimed conversions across all channels and compare them to verified store orders?
- 7 Do you know your Phantom Conversion Rate (claimed conversions that do not exist as distinct orders)?
- 8 Are your platform attribution windows aligned to your accounting period?
- 9 Do you treat the store, not any ad platform, as the order count of record?
- 10 Do you run incremental measurement to separate created demand from harvested demand?

Spend and Margin Control

- 11 Do you calculate Breakeven ROAS as 1 divided by gross margin and judge campaigns against it?
- 12 Do you track Marginal ROAS on the last dollar added, not just the blended average?
- 13 Have you calculated a CAC ceiling for each product before launching a paid channel?
- 14 Do you model contribution margin per order including COGS, fulfillment, fees, and CAC?
- 15 Do you reverse a spend increase when marginal return falls below breakeven?

Funnel and Conversion

- 16 Do you track stage-by-stage conversion (impression, click, add-to-cart, checkout, paid order)?
- 17 Do you have a minimum conversion threshold defined for each funnel stage?
- 18 Do you pause campaigns at the leaking stage rather than judging on click-through rate?
- 19 Do you verify that the ad promise matches the landing page and offer?
- 20 Do you measure wasted click cost from traffic that never adds to cart?

Scaling and Account Risk

- 21 Do you scale spend in defined increments with a hold period to read a clean result?
- 22 Do you have a freeze protocol for platform updates (no structural changes for 7 to 14 days)?
- 23 Do you maintain a backup business manager, backup domain, and documented recovery steps?
- 24 Are agencies reporting incremental revenue and Banked ROAS, not platform ROAS?
- 25 Do you have clear criteria for when to pause, reprice, or exit an unprofitable channel?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	Your reported ROAS is structurally disconnected from real revenue and is actively misdirecting budget
12-19	MODERATE	Measurement gaps exist in 2 to 3 areas that need immediate attention
20-25	STRONG	Your measurement layer is solid, focus on optimization and incremental testing

Book a free measurement audit at modonix.com/services. We identify your top 3 ROAS-to-revenue gaps in one session. Written by Ahmed Abuswa, Modonix.com

Ahmed Abuswa

Head of E-Commerce Operations at Modonix
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