

How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

True Cost Inputs

- 1 ☐ Does your ROAS formula subtract shipping cost per order, not just product cost?
- 2 ☐ Do you include packaging materials in the cost side of your ROAS calculation?
- 3 ☐ Is labor time per fulfilled order factored into your break-even ROAS number?
- 4 ☐ Do you subtract payment processing fees before calling a ROAS profitable?
- 5 ☐ Does your break-even ROAS include sales tax remitted, not just collected?

Attribution Accuracy

- 6 ☐ Do you separate branded search clicks from cold prospecting clicks in reports?
- 7 ☐ Have you tested incremental lift with a holdout group in the last cycle?
- 8 ☐ Do you know what percent of ad-attributed sales are repeat customers?
- 9 ☐ Does your dashboard ROAS get treated as causal instead of correlational?
- 10 ☐ Do you discount last-click ROAS for known brand-aware search volume?

Scaling Behavior

- 11 ☐ Have you logged ROAS at three different budget levels for one campaign?
- 12 ☐ Do you know marginal ROAS on the last dollar spent, not the average?
- 13 ☐ Can you name which campaign is dragging blended ROAS down right now?
- 14 ☐ Do you re-sort every active campaign by spend before adding budget?
- 15 ☐ Have you set a spend ceiling where ROAS is allowed to decline?

Automated Bidding Control

- 16 ☐ Do you know why a specific bid changed under Target ROAS this week?
- 17 ☐ Can you audit which search terms Target CPA is currently bidding on?
- 18 ☐ Have you defined which campaigns are allowed to run at breakeven ROAS?
- 19 ☐ Do you distinguish a lead-gen breakeven offer from a losing product line?
- 20 ☐ Is there a documented reason before pausing an automated bid strategy?

Margin By SKU

- 21 ☐ Does every SKU have its own target CPA instead of one blended number?
- 22 ☐ Do you know true margin percent for your highest-spend product right now?
- 23 ☐ Have you mapped price range across your catalog to separate bid groups?
- 24 ☐ Is your lowest-margin SKU excluded from broad automated bidding campaigns?
- 25 ☐ Do you recalculate break-even ROAS whenever product cost changes?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/services. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com