

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 Profit Math

- 1 ☐ Do you subtract product cost from revenue before reporting ROAS?
- 2 ☐ Does your ROAS math include shipping and packaging costs per order?
- 3 ☐ Do you factor labor and overhead into per-SKU profit checks?
- 4 ☐ Have you verified a high-ROAS ad is still profitable after tax?
- 5 ☐ Do you review net margin, not ROAS, before scaling any campaign?

Acquisition Cost

- 6 ☐ Does your CAC formula isolate paid new customers only?
- 7 ☐ Do you exclude organic and referral signups from paid CAC math?
- 8 ☐ Have you recalculated CAC after factoring in current churn?
- 9 ☐ Do you know the churn rate for customers acquired in recent months?
- 10 ☐ Does rising churn automatically trigger a CAC recalculation?

Attribution Integrity

- 11 ☐ Do you cross check platform ROAS against actual blended revenue?
- 12 ☐ Have you tested incrementality instead of trusting last-click credit?
- 13 ☐ Do you discount sales credited to customers already set to buy?
- 14 ☐ Does your B2B model weight a senior touch differently than a junior one?
- 15 ☐ Do you reconcile overlapping conversion credit across ad platforms?

Tracking Hygiene

- 16 ☐ Has anyone audited the conversion values feeding your ROAS reports?
- 17 ☐ Do you know which attribution window each ad platform defaults to?
- 18 ☐ Have you verified tracked conversions match actual completed sales?
- 19 ☐ Does someone review tracking setup before trusting a ROAS number?
- 20 ☐ Do you investigate sudden dashboard swings as tracking errors first?

Retention Signals

- 21 ☐ Do you track lifetime value separately from click-through rate?
- 22 ☐ Do you measure purchase frequency per customer cohort monthly?
- 23 ☐ Do you tie campaign success to closed sales, not page visits?
- 24 ☐ Have you removed CTR as a primary metric in budget decisions?
- 25 ☐ Do you check repeat purchase rate before renewing ad spend?

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/service. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com