
Enter spend, leads, customers and revenue for each channel; CPL, CAC and ROAS calculate automatically.

Channel	Budget	Actual spend	Leads	Customers	Revenue	CPL	CAC	ROAS
Search ads	1500							
Social media ads	1200							
Email marketing	600							
Content & SEO	1200							
Events & partnerships	600							
Referral program	300							
Print & local	600							
Total	6000	0	0	0	0			

