ROAS that Actually Pays

November 11, 2026
Examine advertising return with attention to costs, attribution and customer value.

What this guide covers

- Document ad spend and revenue inputs.
- Explore attribution and margin considerations.
- Review performance measures over time.

Who this is for

For marketers and business owners analyzing paid campaigns.

Putting the ideas to use

Check the lifetime-value example's assumptions carefully to avoid counting initial revenue twice.

Book details

Format: Guide. Pages: 16. Words: 927.

Download availability: After payment, download the complete ZIP package or the included PDF separately.