

Profitable Customer Attribution

Which acquisition routes create profitable customers, not just attributed revenue?

WHAT THIS GIVES YOU

Replace platform-only ROAS with CAC, 90-day contribution per customer and contribution per pound of acquisition spend.

01 Compare customer quality

02 Expose false-positive ROAS

03 Move budget with finance confidence

WORKED EXAMPLE - WHY 4.0X ROAS IS NOT 4.0X PROFIT

LINE	VALUE	WHAT IT MEANS
Acquisition spend	GBP 18,000	Paid social cohort
Attributed revenue	GBP 72,000	Platform view
New customers	620	CAC = GBP 29.03
90-day cohort revenue	GBP 90,400	Realised cohort value
Returns	- GBP 9,200	Value not retained
COGS + fulfilment	- GBP 39,080	Variable delivery cost
Acquisition spend	- GBP 18,000	Media cost
90-day contribution	GBP 24,120	GBP 38.90 per customer
Contribution / spend	1.34x	Not the platform's 4.0x ROAS

TURN THE RESULT INTO A DECISION

PROTECT

Routes with repeatable positive cohort contribution and adequate sample size.

FIX

Routes with attractive CAC but poor returns, repeat value or product mix.

STOP AND INSPECT

Positive attributed ROAS with negative realised cohort contribution.

Profitable Customer Attribution

Run it on your brand

Use one consistent cut-off. The workbook performs the calculations; this page keeps the review disciplined.

1. COLLECT ONE COMPLETE PERIOD

COHORT DATES	ACQUISITION ROUTE	SPEND
NEW CUSTOMERS	ATTRIBUTED REVENUE	90-DAY REVENUE
RETURNS	COGS	FULFILMENT

2. CALCULATE THE DECISION NUMBERS

- 01 $CAC = \text{acquisition spend} / \text{new customers}$
- 02 $\text{Attributed ROAS} = \text{attributed revenue} / \text{acquisition spend}$
- 03 $90\text{-day contribution} = \text{cohort revenue} - \text{returns} - \text{COGS} - \text{fulfilment} - \text{spend}$
- 04 $\text{Contribution} / \text{spend} = 90\text{-day contribution} / \text{acquisition spend}$

3. APPLY A DECISION RULE

ROAS is high, contribution is low	The route may overclaim demand or attract a weak product mix.
CAC is low, repeat value is weak	Cheap acquisition is not necessarily a high-quality customer.
Contribution is positive, sample is small	Keep the test bounded until the cohort is stable.
Unattributed share is high	Fix tracking confidence before reallocating a material budget.

BEFORE YOU ACT

☐ Cohort and spend windows are aligned	☐ New customers are deduplicated
☐ Returns follow the customer cohort	☐ Direct and unattributed demand are visible