Ludwig Plaster.

SAMPLE REPORT

MARKETING PERFORMANCE REPORT

Example online shop

September 2026

PERIOD
1 to 30 September 2026

COMPARED WITH
August 2026

PREPARED BY
Ludwig Plaster

DELIVERED
3 October 2026

CHANNELS
Google Search, Google Shopping, Meta Ads

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This is a sample report. Your report follows the same structure, built on your own data.

SUMMARY

September at a glance

Your ads brought in €13,440 from €4,000 of spend, your best month in the last six. Google Search is doing the heavy lifting. Meta Ads cost more than they bring back, and fixing that is the fastest way to more profit.

Marketing profit
€1,126
What your ads earned after product costs, ad spend and tools. August: €230.

Revenue from ads
€13,440
↑ +20% vs Aug

Return on ad spend
3.4×
↑ +0.6 vs Aug

Cost per sale
€28
↓ −12% vs Aug

Conversion rate
2.1%
↑ +0.3 pts vs Aug

Three things to know

1. **Google Search is your best channel.** It returned €4.80 for every €1 spent and brought in 61% of your ad revenue.
2. **Meta Ads lost money.** They returned €1.10 for every €1, well below your break-even of €2.50. That cost you €672 in September.
3. **Mobile shoppers drop out at checkout.** 58% leave when shipping costs first appear, compared with 31% on desktop.

IF YOU DO ONE THING THIS MONTH

Pause the Meta Ads broad-audience campaign and move its €600 to Google Search.

Estimated effect: about +€700 profit a month. Details on page 7.

01 · PERFORMANCE OVERVIEW

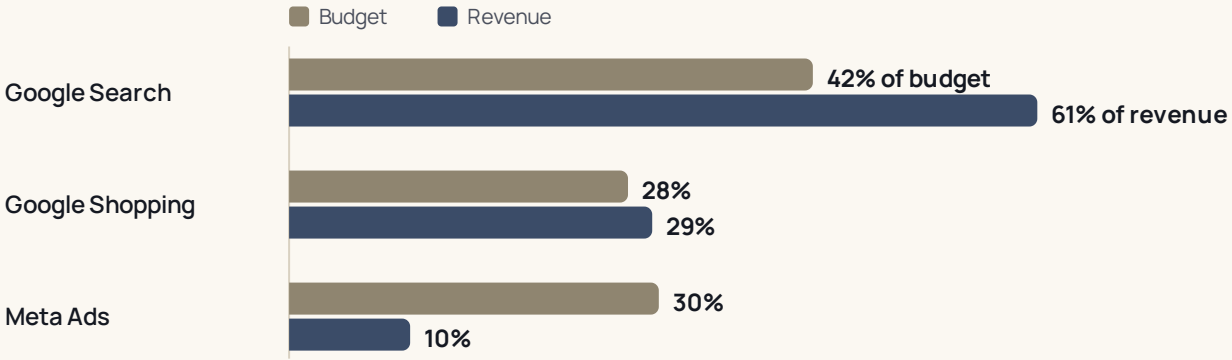
How each channel performed

Search and Shopping both made money. Meta Ads didn't, even with €300 less budget than in August.

Channel	Spend	Revenue	Orders	Cost per sale	Revenue per €1	vs August
Google Search	€1,700	€8,160	87	€20	**€4.80**	+€0.30
Google Shopping	€1,100	€3,960	42	€26	**€3.60**	+€0.40
Meta Ads	€1,200	€1,320	14	€86	● **€1.10**	+€0.18
Total	**€4,000**	**€13,440**	**143**	**€28**	**€3.36**	+€0.56

● Below your break-even of €2.50 per €1 spent. "vs August" shows the change in revenue per €1.

Where the budget went, and where the revenue came from



Google Search

Your strongest channel. Searches for your shop's name returned €9.10 per €1, product searches €3.48. The €300 you moved here from Meta in September paid off.

Google Shopping

Profitable and steady. Ten best-sellers bring in 72% of Shopping revenue. The other 140 products return only €2.24 per €1 (page 5).

Meta Ads

30% of your budget, but only 10% of your revenue. Retargeting returned €1.70 per €1 and the broad-audience campaign just €0.50.

02 · THE METRICS THAT MATTER

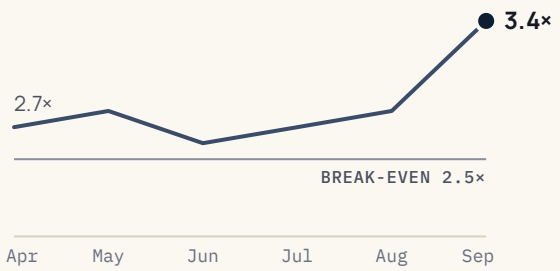
The numbers that decide your profit

Clicks and likes don't pay the bills. These four numbers do. Here's where each one stands, and how it moved over the last six months.

Return on ad spend

3.4×

↑ +0.6 vs Aug

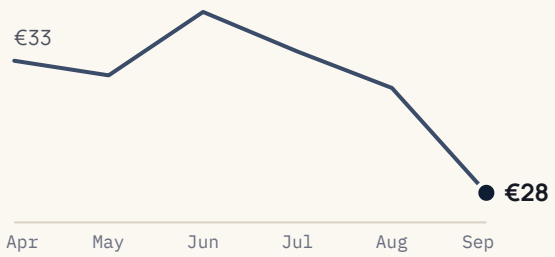


For every €1 spent on ads, €3.36 came back in revenue. Below €2.50, you lose money.

Cost per sale

€28

↓ −12% vs Aug

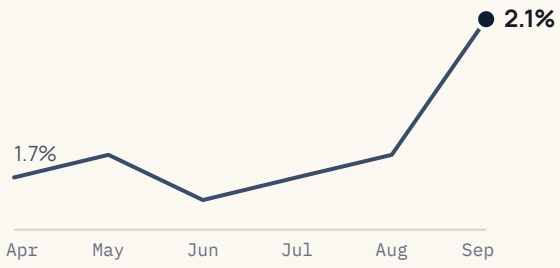


What you pay in ads to win one order. The lowest it has been in six months.

Conversion rate

2.1%

↑ +0.3 pts vs Aug

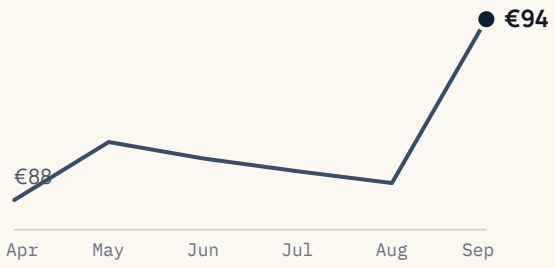


About 2 in every 100 ad clicks end in an order. Search visitors convert best (3.2%), Meta visitors least (0.9%).

Average order value

€94

↑ +€5 vs Aug



Returning customers spend €112 per order, new customers €86. Bringing past customers back pays off (page 7).

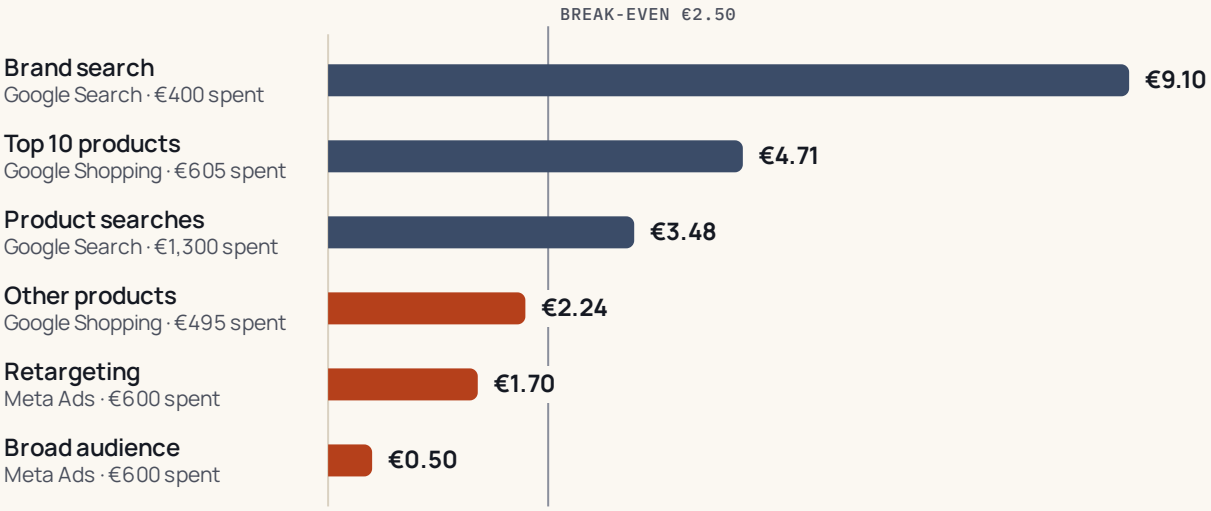
Each chart shows April to September 2026. The dark dot is September.

03 · WHAT'S WORKING, WHAT'S WASTING MONEY

Where your budget works, and where it leaks

€1,695 of your €4,000 (42%) went to campaigns that returned less than your €2.50 break-even. The biggest leak is one Meta Ads campaign.

Revenue per €1 spent, by campaign



Working

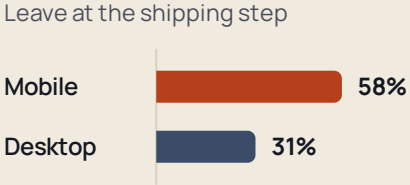
- **Brand search: €9.10 per €1.** People already looking for your shop. Keep this budget safe.
- **Top 10 Shopping products: €4.71 per €1.** Your best-sellers carry the channel.
- **Product searches: €3.48 per €1.** Profitable, with room to grow. This is where extra budget should go.

Leaking

- **Meta broad audience: €0.50 per €1.** €600 spent, €300 back. Pause it.
- **Meta retargeting: €1.70 per €1.** People saw the same ads 7.2 times on average. Refresh it or pause it.
- **Other Shopping products: €2.24 per €1.** Just under break-even. Lower bids on the slowest sellers.

On your website: checkout

58% of mobile shoppers leave at the shipping step, compared with 31% on desktop. That's where the €5.90 shipping cost appears for the first time, and 68% of your visits come from phones.

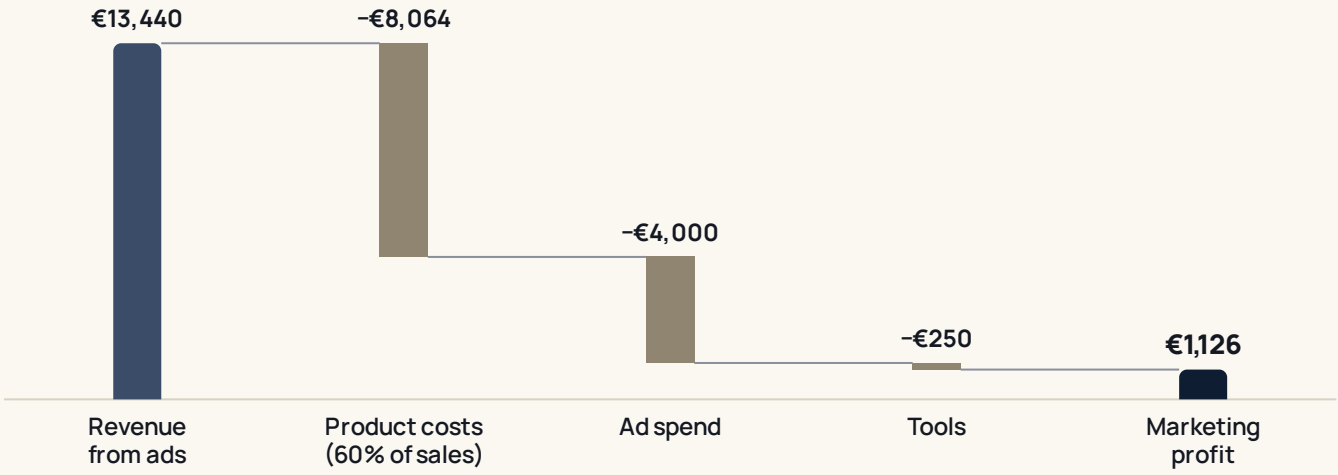


04 · ROI THROUGH A FINANCE LENS

What your marketing really earned

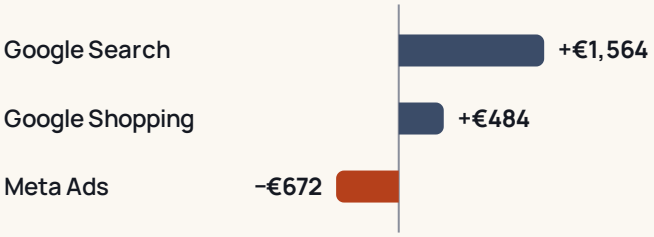
Revenue isn't profit. After product costs, ad spend and tools, your marketing earned €1,126 in September, up from €230 in August.

From revenue to profit, September



Profit by channel

Gross profit from sales minus ad spend

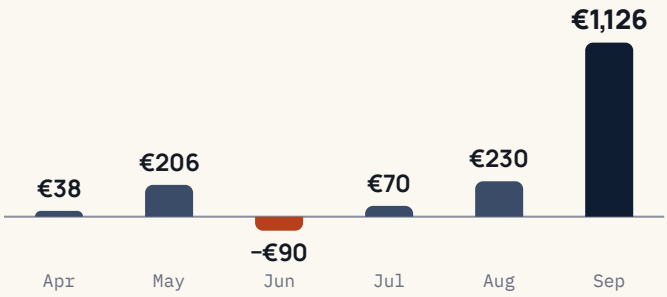


Your break-even point

€2.50 per €1

You keep 40% of every sale after product costs. So each €1 of ads has to bring in €2.50 of sales just to pay for itself: €1 ÷ 40% = €2.50. Everything above that is profit.

Marketing profit, last six months



Return on marketing investment

26%

For every €1 spent on ads and tools in September, you kept €0.26 in profit.

Assumptions: gross margin 40% and tools €250 a month, as provided by the shop. Profit here means gross profit minus ad spend and tools, before salaries, rent and taxes.

05 · YOUR NEXT STEPS

Your next steps, prioritised

Ranked by expected profit. Start at the top.

1 Move €600/month from Meta Ads to Google Search

Why: Meta Ads return €1.10 for every €1 spent, below your break-even of €2.50. The broad-audience campaign returns just €0.50.

How: Pause the broad-audience campaign. Add €20 a day to your product-search campaign.

IMPACT: HIGH | EFFORT: LOW

Expected extra profit
+€700 a month
If the extra budget does as well as your product searches (€3.48 per €1).

2 Show shipping costs before checkout

Why: 58% of mobile shoppers leave at the moment shipping costs first appear (31% on desktop).

How: Show the €5.90 shipping cost on product pages and in the cart, so it's never a surprise.

IMPACT: HIGH | EFFORT: MEDIUM

Expected extra profit
+€450 a month
About 12 more orders, if mobile drop-out falls to 45%.

3 Start a win-back email for past customers

Why: Returning customers spend more (€112 vs €86 per order) and order more often, but get no emails from you today.

How: A three-email sequence for the 380 customers who haven't ordered in 90 days, with a small thank-you offer in the last one.

IMPACT: MEDIUM | EFFORT: LOW

Expected extra profit
+€350–500 a month
If 2 to 3% of these customers order again.

4 Refresh Meta retargeting, or pause it

Why: It returns €1.70 per €1, and people see the same ads 7.2 times on average.

How: New images and copy, leave out people who bought in the last 30 days, and limit how often ads are shown. Still below €2.50 per €1 at the end of October? Pause it and move the budget to Search.

IMPACT: MEDIUM | EFFORT: LOW

Expected extra profit
+€190 a month
At most, if it reaches break-even (€2.50 per €1).

What I'll check in next month's report

- ○ Product searches stay above €3.00 per €1 with the extra budget.
- ○ Mobile drop-out at the shipping step falls below 45%.
- ○ Meta retargeting reaches €2.50 per €1, or gets paused.

NOTES

How this report works

A sample of what you receive: the same sections, the same level of detail and the same plain language, every time.

About this sample

This sample shows how a real report is structured and what it tells you.

Your data, in a real report

Read-only access to Google Ads, Google Analytics, Meta Ads Manager and your shop platform. I can't change anything in your accounts, and your report arrives within 72 hours of access.

Glossary

Return on ad spend
Revenue from ads divided by ad spend. 3.4× means €3.40 back for every €1.

Cost per sale
Ad spend divided by the number of orders.

Average order value
Revenue divided by the number of orders.

Marketing profit
Gross profit from ad-driven sales, minus ad spend and marketing tools.

Break-even
The return you need to cover product costs and ad spend. With a 40% margin, it's €2.50 per €1.

Conversion rate
Orders divided by ad clicks.

Gross margin
The share of each sale you keep after product costs.

Retargeting
Ads shown to people who have already visited your shop.

WANT THIS FOR YOUR BUSINESS?

Know what your marketing is *really* delivering.

Fixed prices, a clear written report within 72 hours, and no meetings.

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