Ludwig Plaster.

SAMPLE REPORT

PERFORMANCE SNAPSHOT

Example coffee roastery

The last 90 days

PERIOD
2 June to 30 August 2026

COMPARED WITH
4 March to 1 June 2026

PREPARED BY
Ludwig Plaster

DELIVERED
3 September 2026, within 72 hours of access

CHANNELS
Google Ads, Meta Ads, Email (Klaviyo)

INSIDE THIS SNAPSHOT

	Summary	2
01	Performance overview	3
02	The metrics that matter	4
03	What's working, what's wasting money	5
04	ROI through a finance lens	6
05	Your next steps, prioritised	7
	Tracking check and glossary	8

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

SUMMARY

The last 90 days at a glance

Your marketing brought in €26,450, 12% more than in the 90 days before. But it earned €987 less profit, because most of the extra budget went to Meta prospecting, which loses money. Moving that money to your coffee searches is the fastest fix.

Marketing profit

€3,865

What your marketing earned after product costs, ad spend and Klaviyo. Previous 90 days: €4,852.

Revenue from marketing
€26,450
↑ +12% vs prior 90 days

Return on ad spend
2.4×
↓ −0.5 vs prior 90 days

Cost per sale
€19
↑ +19% vs prior 90 days

Conversion rate
2.5%
↓ −0.5 pts vs prior 90 days

Three things to know

1. **More revenue, less profit.** Ad spend rose 36%, from €6,600 to €9,000, while revenue rose 12%. Three quarters of the extra budget went to Meta prospecting.

2. **More than half of your ad budget lost money.** €5,250 of €9,000 (58%) went to two campaigns below your €2.00 break-even: Meta prospecting and Performance Max.

3. **Meta's dashboard looks better than it is.** Ads Manager says €3.10 for every €1; Google Analytics says €1.48. Ads Manager also counts sales that other channels brought in.

IF YOU DO ONE THING FIRST

Move €20 a day from Meta prospecting to your coffee searches.

Estimated effect: about +€570 profit a month. Details on page 7.

01 · PERFORMANCE OVERVIEW

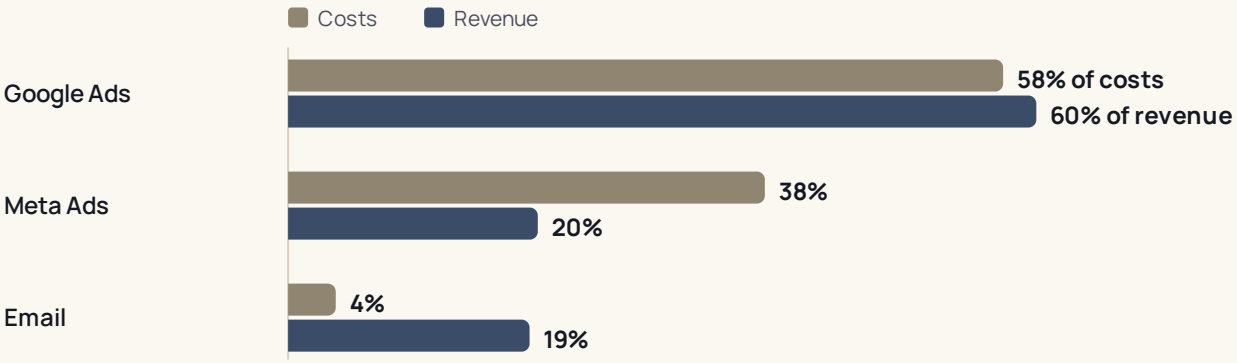
How each channel performed

Google Ads and email made money. Meta Ads didn't, even though its budget more than doubled.

Channel	Cost	Revenue	Orders	Cost per sale	Revenue per €1	vs prior 90 days
Google Ads	€5,400	€15,968	339	€16	**€2.96**	−€0.21
Meta Ads	€3,600	€5,330	130	€28	● **€1.48**	−€0.43
Email (Klaviyo)	€360	€5,152	112	€3	**€14.31**	+€1.53
Ads only	**€9,000**	**€21,298**	**469**	**€19**	**€2.37**	−€0.51
All marketing	**€9,360**	**€26,450**	**581**	**€16**	**€2.83**	−€0.56

● Below your break-even of €2.00 per €1. Cost is ad spend, or Klaviyo's fee for email. The last column shows the change in revenue per €1.

Where the money went, and where the revenue came from



Google Ads

Your backbone, with 60% of revenue. Brand search returned €9.28 per €1 and coffee searches €3.01. Performance Max is the weak spot at €1.79 (page 5).

Meta Ads

38% of your costs, but 20% of your revenue. Retargeting pays (€2.64 per €1). Prospecting, tripled to €30 a day in June, doesn't (€1.09).

Email

4% of your costs, 19% of your revenue, as measured by Klaviyo. Only a newsletter and a welcome series run today (page 7).

02 · THE METRICS THAT MATTER

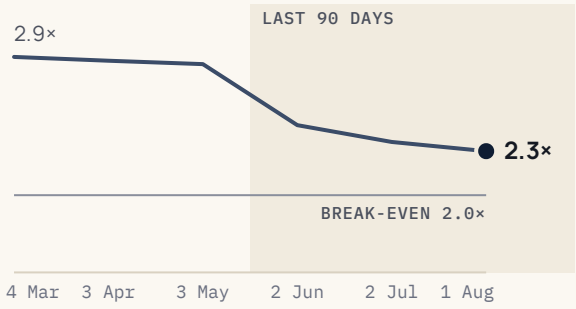
The numbers that decide your profit

Clicks and likes don't pay the bills. These four numbers do. Each chart shows six 30-day blocks: the 90 days before, then the last 90 days, shaded.

Return on ad spend

2.4×

↓ −0.5 vs prior 90 days

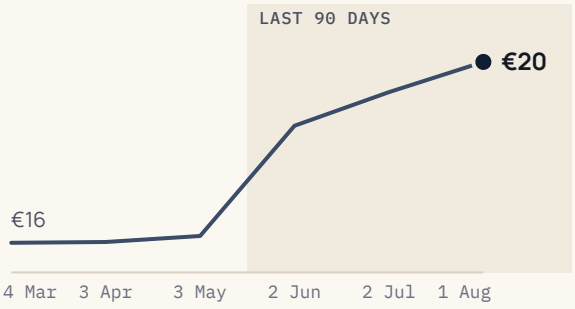


For every €1 on ads, €2.37 came back. It has fallen in every 30-day block since June, towards your €2.00 break-even.

Cost per sale

€19

↑ +19% vs prior 90 days

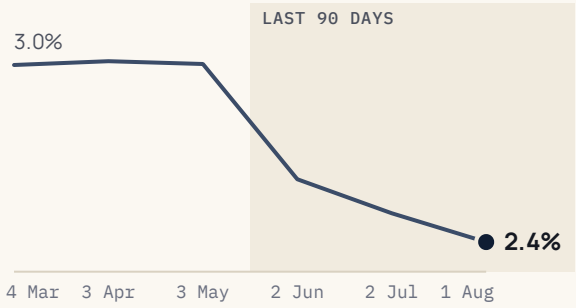


What you pay in ads to win one order. Meta orders cost €28 each, Google orders €16.

Conversion rate

2.5%

↓ −0.5 pts vs prior 90 days

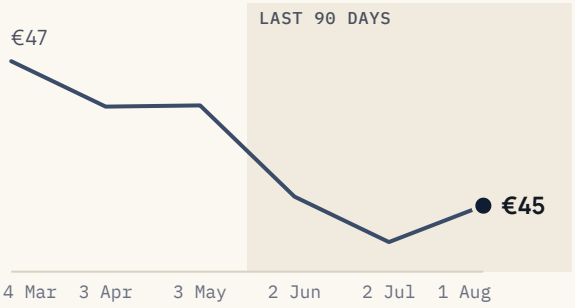


Two or three in every 100 ad clicks end in an order. Coffee searches convert at 3.0%, Meta prospecting at 1.2%.

Average order value

€45

↓ −€1 vs prior 90 days



Meta orders are smaller (€41) than Google orders (€47), so more Meta budget pulls your average down.

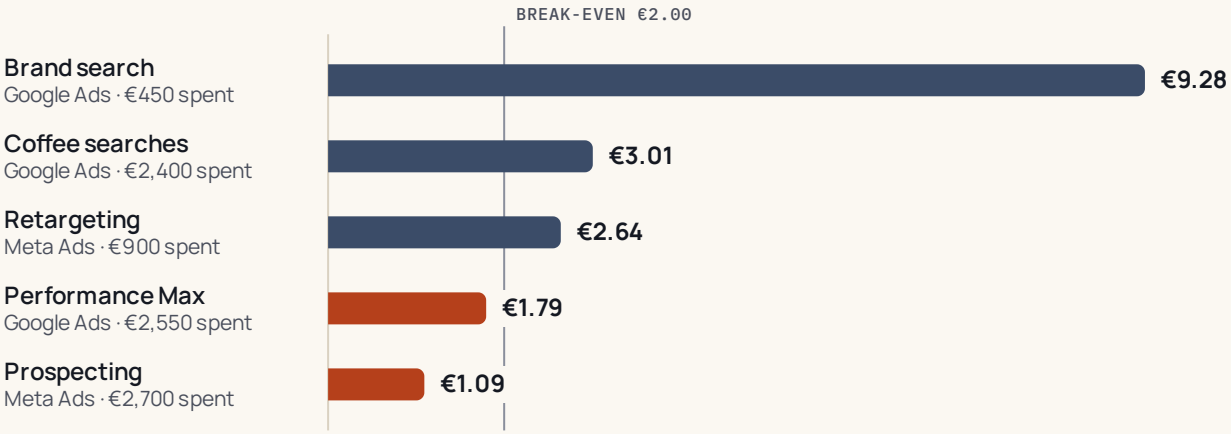
Each point is one 30-day block, from 4 March to 30 August 2026. The dark dot is the latest block, 1 to 30 August.

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

Where your budget works, and where it leaks

€5,250 of your €9,000 ad budget (58%) went to campaigns that returned less than your €2.00 break-even. Two changes fix most of it.

Revenue per €1 spent, by campaign



Working

- ✓ **Brand search: €9.28 per €1.** People already looking for you. Keep it fully funded.
- ✓ **Coffee searches: €3.01 per €1.** Profitable, yet it missed 45% of possible searches because the daily budget ran out. Extra budget belongs here.
- ✓ **Meta retargeting: €2.64 per €1.** Above break-even. Keep it, and refresh the ads every few weeks.

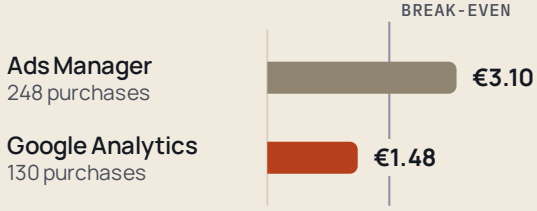
Leaking

- ✗ **Meta prospecting: €1.09 per €1.** Its budget tripled in June. €2,700 in, €2,952 back: a €1,224 loss after product costs.
- ✗ **Performance Max, equipment: €1.20 per €1.** 62% of the campaign's budget went to grinders and brewers. The coffee in the same campaign returned €2.76.

Meta's own numbers vs Google Analytics

Ads Manager reports 248 purchases worth €11,160. Google Analytics, which applies one rule to every channel, gives Meta 130 purchases worth €5,330. Meta also counts people who bought within a day of only seeing an ad, often after clicking a Google ad or an email. That's why this Snapshot judges every channel by Google Analytics.

Meta Ads, revenue per €1

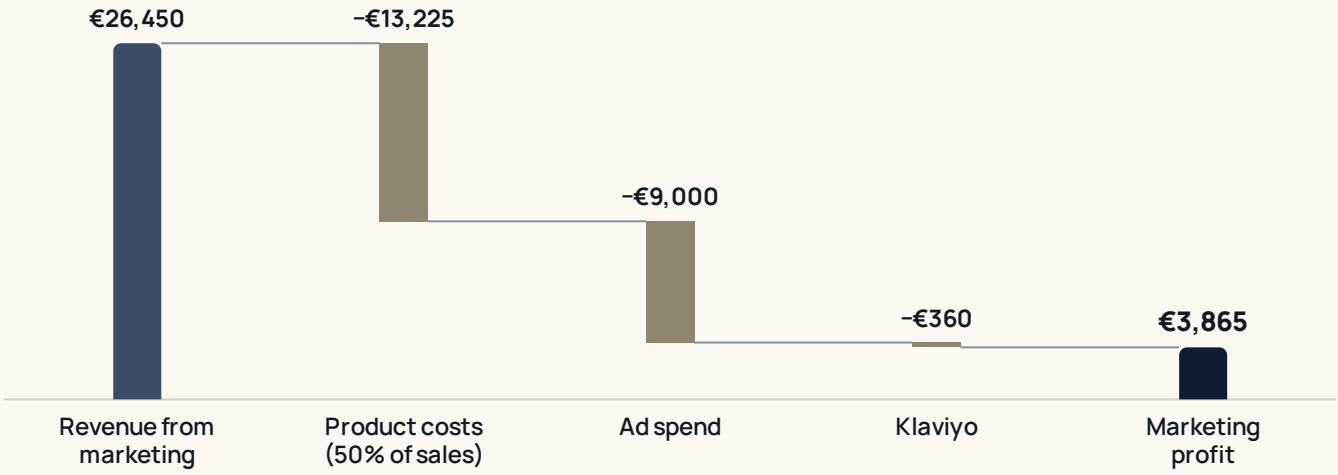


04 · ROI THROUGH A FINANCE LENS

What your marketing really earned

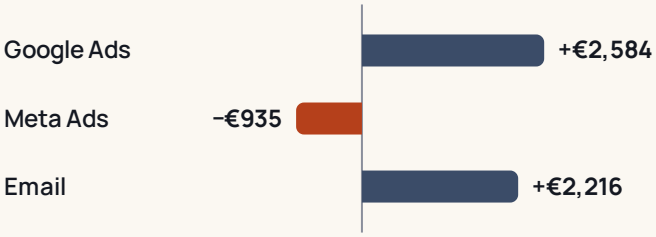
Revenue isn't profit. After product costs, ad spend and Klaviyo, your marketing earned €3,865 in the last 90 days, down from €4,852 in the 90 days before.

From revenue to profit, last 90 days



Profit by channel

Gross profit from sales minus what the channel cost

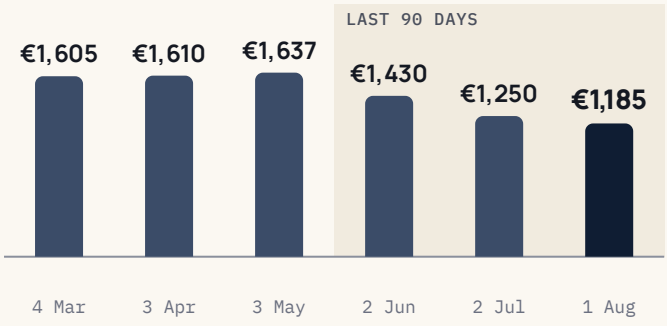


Your break-even point

€2.00 per €1

You keep 50% of every sale after product costs. So each €1 of ads has to bring in €2.00 of sales just to pay for itself: €1 ÷ 50% = €2.00. Everything above that is profit.

Marketing profit per 30 days



Return on marketing investment

41%

For every €1 spent on ads and Klaviyo, you kept €0.41 in profit. In the 90 days before: €0.70.

Assumptions: gross margin 50% after coffee, packaging and other product costs, and Klaviyo at €120 a month, as provided by the roastery. Email revenue as reported by Klaviyo (page 8). Profit here is before salaries, rent and taxes.

05 · YOUR NEXT STEPS

Your next steps, prioritised

Fix the tracking first, then work down the list. Together, these three changes are worth about €1,150 a month.

FIRST, IN ABOUT 30 MINUTES

Fix two tracking gaps

- In Klaviyo, turn on UTM tracking for campaigns and flows, so email sales show up in Google Analytics.
- Judge Meta by Google Analytics and your shop's orders, not by Ads Manager.

1 Shift €20 a day to coffee searches

Why: Meta prospecting returns €1.09 per €1, below break-even. Coffee searches return €3.01 but run out of budget.

How: Cut prospecting from €30 to €10 a day, and add €20 a day to coffee searches.

IMPACT: HIGH | EFFORT: LOW

Expected extra profit
+€570 a month
If the extra budget does as well as coffee searches do now (€3.01 per €1).

2 Add an abandoned-checkout email

Why: In the last 90 days, 1,170 people gave their email at checkout and didn't finish. Nobody reminded them.

How: Turn on Klaviyo's abandoned-checkout flow, with emails 4 and 24 hours after they leave.

IMPACT: MEDIUM | EFFORT: LOW

Expected extra profit
+€370 a month
If 4 in 100 come back and order (€46 on average).

3 Take equipment out of Performance Max

Why: 62% of its budget went to grinders and brewers, at €1.20 per €1. Its coffee returned €2.76.

How: Exclude equipment. Test it later in a small campaign of its own, kept only above €2.00 per €1.

IMPACT: MEDIUM | EFFORT: MEDIUM

Expected extra profit
+€210 a month
You stop spending €527 a month on equipment ads, minus the profit on their sales.

Check these in 30 days

- [ ] Coffee searches still return at least €2.50 per €1 with the extra budget.
- [ ] Performance Max, now coffee only, returns at least €2.00 per €1.
- [ ] The abandoned-checkout email brings back at least 10 orders a month.

Want these checked for you every month? That's what the Monthly Report does.

TRACKING CHECK

Can your numbers be trusted?

Every Snapshot starts by checking your tracking, because wrong data leads to wrong decisions. Four checks passed; two need a fix.

✓ **Google Analytics records your orders**	888 of your 1,020 shop orders (87%). A gap this size is normal in Europe, where visitors can refuse cookies.
✓ **No order counted twice**	Every order number appears once in Google Analytics.
✓ **Google Ads counts purchases only**	Purchase is the only conversion your campaigns optimise for.
✓ **Revenue compared like for like**	All figures exclude VAT and shipping.
✗ **Meta counts more sales than your data shows**	248 purchases in Ads Manager vs 130 in Google Analytics. This Snapshot uses Google Analytics for every channel.
✗ **Email links carry no tracking tags**	Google Analytics files most email visits under Direct, so email figures come from Klaviyo and may run high. The fix is on page 7.

Glossary

Return on ad spend
Revenue from ads divided by ad spend. 2.4× means €2.40 back for every €1.

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

Performance Max
A Google Ads campaign type that places your ads across Search, Shopping, YouTube and more.

Break-even
The return you need to cover product costs and ad spend. With a 50% margin, it's €2.00 per €1.

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

Prospecting and retargeting
Ads for people who don't know you yet, and ads for people who have already visited your shop.

WANT THIS FOR YOUR BUSINESS?

Know what your marketing is *really* delivering.

Read-only access, a clear written report within 72 hours, follow-up questions by email for 14 days, and no meetings.

ludwigplaster.me hi@ludwigplaster.me LinkedIn: Ludwig Plaster