fynl.io

FREE WORKSHEET

Acquisition cost and LTV:CAC worksheet

Count what it really cost to win each customer, channel by channel, and see which channels pay back.

1. The period

From _____ to _____ Customer lifetime value (profit): $_____

2. Cost and customers by channel

Channel	Money spent	Paid time (hours × rate)	Total cost	New customers	CAC	CLV ÷ CAC
Example: Google Ads	$1,200	$0	$1,200	6	$200	4.3 : 1
All channels						

3. Months to earn the cost back

Monthly gross profit per customer = revenue per customer per year × margin ÷ 12 = $_____

Months to recover CAC = CAC ÷ monthly gross profit = _____ months

4. Read it

- Below 1 : 1 — each new customer loses money. Stop or fix the channel.
- Around 1 : 1 to 3 : 1 — it pays, but thinly; check the payback months and your cash.
- Well above 3 : 1 — the channel may deserve more budget, if it can take it.

The full guide: fynl.io/blog/ltv-cac-ratio/

Free CLV calculator: fynl.io/customer-lifetime-value-calculator