



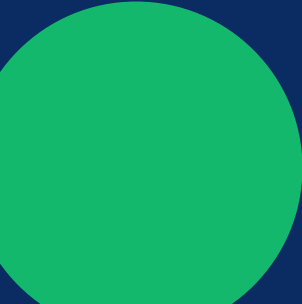
marketfy

FREE BUSINESS TOOLKIT

Marketing Toolkit

Plan campaigns that make the numbers behind growth easy to see.

A free resource from marketfy.shop



Start with the numbers that matter

For ecommerce marketers and founders. Use this short toolkit alongside Marketfy calculators to make a clear plan before you spend, price or launch.

CORE FORMULA

ROAS = revenue from ads / advertising spend

The five metrics to watch

Metric	Why it matters
ROAS	Track it consistently and compare it with your target.
CAC	Track it consistently and compare it with your target.
CPC	Track it consistently and compare it with your target.
CPM	Track it consistently and compare it with your target.
Conversion rate	Track it consistently and compare it with your target.

Your action worksheets

Print this page or use it as a checklist while you plan.

Campaign brief

- ☐ Campaign goal:
- ☐ Audience:
- ☐ Offer and landing page:
- ☐ Primary metric and target:

Budget planner

- ☐ Daily budget:
- ☐ Average CPC:
- ☐ Expected conversion rate:
- ☐ Target customer acquisition cost:

Weekly optimization checklist

- ☐ Check spend, clicks and conversions.
- ☐ Pause obvious underperformers.
- ☐ Refresh one creative or audience.
- ☐ Document the learning before changing the next test.

Turn insight into action

The best plan is simple enough to review every week. Use the prompts below to choose one meaningful next move.

The metric I want to improve:

My current baseline:

My target for the next 30 days:

The one experiment I will run first:

What I will review at the end of the month:

Want more practical tools? Visit marketfy.shop for free ecommerce calculators and guides.