Sample report · demo brand, same format you'll get

Your D2C growth audit.
Where the money leaks.

Demo Brand · Fashion · ₹2,50,000 a month on ads · 520 orders last 30 days

Leaking every month
₹91,700
across 7 leaks found

Top 3 fixes recover
₹65,800
a month, all in the first 3 weeks

Your break-even ROAS
2.3x
below this, every order loses money

The numbers that matter

ROAS Meta reports
3.9x
690 purchases claimed

ROAS from Shopify orders
2.9x
520 real orders

Orders delivered
426
94 came back (18%)

Scorecard

Meta ads	Leak	Tracking	Leak
RTO and COD	Leak	Shipping and gateway	Watch
Google ads	Watch	Store and checkout	Good
Retention	Watch		

In one line: the account isn't broken, but it's being scaled on Meta's number (3.9x) instead of the bank's (2.9x). With a break-even of 2.3x, the real margin is thin, and COD returns eat most of it.

Leaks, *ranked by rupees.*

Fix in this order. Monthly impact is an estimate from your last 30 days of data.

	Leak and what we saw	Per month	Effort	Who fixes it
1	**Spend in ad sets below break-even** ₹60,000 sits in ad sets returning under your break-even ROAS of 2.3x.	**₹26,000**	Low	Freelancer
2	**COD orders coming back** 26% of COD orders return vs 5% of prepaid. Target 14%.	**₹25,800**	Medium	You + courier
3	**Three campaigns, one audience** Prospecting campaigns overlap and bid against each other.	**₹14,000**	Low	Freelancer
4	**Courier rate above your slab** Paying ₹80 per 500g; brands your size ask for ~₹62.	**₹11,100**	Low	You
5	**Performance Max buying your own brand name** Brand searches you would get free are paid clicks.	**₹8,000**	Low	Freelancer
6	**No repeat-purchase flow** No WhatsApp follow-up after delivery. Opportunity, not loss.	**₹6,000**	Medium	You
7	**Gateway rate on prepaid** Paying 2.2% where 1.9% is common at your volume.	**₹800**	Low	You
	Total	**₹91,700**		

Why ranked by rupees: the first three items are 71% of the total. Fixing them before touching creatives or budget is the fastest way to more money in the bank.

Unit economics. *What one order really earns.*

Average order value	₹1,400
Product cost (35%)	– ₹489
Shipping + packaging	– ₹100
Gateway + COD fees (averaged)	– ₹30
Earned per delivered order, before ads	**₹779**
Cost of each returned order (shipping both ways + packaging)	– ₹180
Earned per order shipped, after returns	**₹606**
Break-even ROAS (₹1,400 ÷ ₹606)	**2.31x**

Your ad cost per order today is ₹480. At ₹606 earned per shipped order, that leaves about ₹125 per order.

Costs to renegotiate

Cost	You pay now	What to ask for	Saves / month
Courier 500g slab, forward + returns	₹80 per shipment	~₹62, with COD remittance in 2 days	₹11,100
Payment gateway prepaid orders	2.2%	1.9%, no annual fee	₹800
Freelancer fee ads management	Flat monthly	Tie part of the fee to delivered orders, not Meta purchases	—

The conversation stays yours. These are the asks; we go through how to frame them on the call.

Your 30-day plan. *Week by week.*

Week 1 Stop the counting error

- Fix the duplicate purchase event
- Re-read every ad set against break-even
- Pause what sits below it

Week 2 Cut COD returns

- Prepaid nudge at checkout
- Order check before dispatch for high-risk COD
- Ask courier for the new slab

Week 3 Rebuild the account

- Merge overlapping campaigns
- Exclude brand terms from Performance Max
- Move budget to ad sets above break-even

Week 4 Scale on the real number

- Raise budget only where Shopify ROAS holds
- Start the WhatsApp repeat flow
- Review against the numbers below

Numbers to watch every Monday

Number	Today	Target in 30 days
ROAS from Shopify orders	2.9x	3.3x or higher
COD return rate	26%	14% or lower
Prepaid share of orders	38%	50%
Gap between Meta and Shopify orders	33%	Under 10%
Ad cost per delivered order	₹586	Under ₹500

Targets are a direction, not a promise. Week 1 tells us how fast the rest can move. Questions about this report: reply to the email it came with.