

True CAC Calculator Template

Domain Methods - lightweight worksheet companion

Use this worksheet to move from vanity CAC to a decision-useful version.

1. Business question

- ___ Blended CAC for executive planning
- ___ Channel CAC for budget allocation
- ___ Segment CAC for deeper optimization

2. Total acquisition cost

- Paid media spend: _____
- Agency or contractor fees: _____
- Creative production: _____
- Acquisition software/tools: _____
- In-house payroll allocation: _____
- Other acquisition costs: _____
- Total acquisition cost: _____

3. New customer count

- Source-of-truth new customers: _____
- Less duplicates or invalid conversions: _____
- Less reactivations if excluded: _____
- Net new customers used for CAC: _____

4. Channel view

Channel / spend / add-backs / customers / CAC / confidence

1. _____
2. _____
3. _____

5. Pressure-test questions

- Are branded search or retargeting programs taking too much credit?
- Are salaries, creative, and external support included?
- Would some of these customers have converted anyway?
- For SaaS: does CAC line up with payback and pipeline quality?
- For ecommerce: does CAC survive returns, discounts, and margin?

6. Final outputs

- Blended CAC: _____
- Channel CAC note: _____
- Confidence level: high / directional / low
- Decision this number will support: _____

If the CAC story still falls apart, start with Where Did the Money Go?