

Sustainable campaigns

Economy, measurement, consistency between message and page, test and budget diagnosis.

HOW TO USE IT

Fill in the boxes, keep a record of the data used and choose one priority per cycle. Use the scores to prioritise the work, not as a promise of results.

e-roe.it/en/resources

01 / Break-even

Given Value Source

Average Order Value Management

Contribution margins

Contact rate→client CRM

Customer Value Historical orders

WARNING Do not confuse revenues and margins. A campaign can show sales and remain economically unsustainable.

Break-even ROAS = $1 / \text{contribution margin}$. Maximum CAC = customer value × available margin. Maximum CPL = maximum CAC × contact rate→client.

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02 / Tracking readiness

☐ Primary Event ☐ Tested Event

D Deduplication

D ☐ Cookies and consent

☐ Confirmation page ☐ CRM connected

☐ Mobile test ☐ Weekly check

Event Platform CRM Test Exit

Request

Appointment

Proposal

Customer

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03 / Coerenza ad-page

Element Announcement Page Coherent?

Public

Problem

Promise

Try

Action

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04 / Test matrix and budget diagnosis

Signal Possible cause First control

Few visits auction or public coverage and CPM

Visits, few page actions or offer consistency and mobile

Stocks, few customers quality or sale CRM and response times

Customers, low margin CAC economy and margin

TEST Changes a size at a time: opening, visual, public or offering. It records assumptions and arrest criteria before starting.

PASSO Store this document as a baseline. Repeat the evaluation in 30 days and compare only

SUCCESSIVO data collected by the same method.

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